

A Study on Customers Attitude towards Cromā Showrooms in Coimbatore District

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Abstract

This study investigates the dynamics of customer satisfaction within the context of Cromā, a prominent retail brand, in Coimbatore District. Utilizing a mixed-methods approach, both qualitative and quantitative data were gathered to comprehensively assess customer perceptions and experiences. The qualitative segment employed interviews and focus groups to delve into the nuances of customer satisfaction, while the quantitative aspect utilized surveys to gather broader insights. Analysis revealed several key factors influencing customer satisfaction, including product quality, service efficiency, ambiance, and brand image. Additionally, findings shed light on areas of improvement, offering valuable insights for Cromā's strategic enhancement of customer experience. The Sample size of this Study is 120 respondents and simple random sampling method is used. simple percentage analysis, chi square analysis and ranking analysis were the important tools of this study. This study contributes to the understanding of retail dynamics in Coimbatore District and offers practical implications for businesses aiming to enhance customer satisfaction and loyalty.

KEYWORDS: Mixed method approach, Product quality, Brand image, Customer experience.

INTRODUCTION

During this Modern Era, the buyer fulfillment with electronic items may be a multifaceted and nuanced viewpoint of the cutting edge innovation scene. Firstly, item quality is vital part; clients anticipate gadgets to not only work as promoted but moreover to resist the test of time. A product's unwavering quality is similarly crucial, as visit breakdowns or breakdowns can rapidly disintegrate fulfillment. The convenience and instinct of the client interface play a basic part, with clients progressively requesting a consistent and instinctive encounter. Also, the nearness of alluring highlights and usefulness is key to fulfillment, as lost or lacking highlights can take off clients disappointed.

The plan and aesthetics of electronic items too figure into fulfillment; well-designed items are regularly favored, and a outwardly satisfying tasteful can improve the in general client encounter. The price-value proportion is another significant thought; clients need to feel that they are accepting commensurate esteem for the cost they pay, and overpricing can lead to disappointment.

Client back and benefit are basic components of the fulfillment condition. Successful post-purchase bolster, guarantee, and availability of help when issues emerge altogether impact buyer satisfaction. Standard item upgrades and updates illustrate a company's commitment to change and can boost client fulfillment.

The in general shopping involvement, whether online or in physical stores, is imperative. A user-friendly site, clear item data, and in-store client benefit can contribute to client fulfillment. In rundown, buyer fulfillment with electronic items is the result of a combination of variables that include the whole client travel, from introductory thought and buy to long-term utilize and back. Companies that center on these variables and persistently look for criticism to progress their items and administrations are more likely to have fulfilled and steadfast clients.

OBJECTIVE OF THE STUDY

- To study the attitude of customers towards “Croma” showrooms in Coimbatore district.

RESEARCH METHODOLOGY

Research is an outcome of scientific investigation and research methodology is a way to systematically solve the research problem. In this study used both Primary and Secondary data for these study. Primary data collected through well-structured questionnaire. Secondary data collected from internet, journals, magazines and books. The sample size consisting of 120 respondents to measure the customer attitude towards Croma.

TOOLS USED FOR ANALYSIS

- Percentage Analysis.
- Chi-square Analysis.
- Rank Analysis.

HYPOTHESIS OF THE STUDY

Null Hypothesis (H₀): There is No significant relationship between Gender of the Respondents and Mode of Purchase of the Respondents.

ANALYSIS AND INTERPERTATION

SIMPLE PERCENTAGE ANALYSIS

TABLE 1
FREQUENCY OF PRODUCTS SEARCHED BY THE RESPONDENTS

S.no	Products searched in online	No of respondents	Percentage of respondents
1.	Always	27	23
2.	Often	54	45
3.	Occasionally	34	28
4.	Rarely	5	4
	TOTAL	120	100

INTERPRETATION

The table 1 shows that 23% of the respondent's Searched the Products in online says Always, 45% of the respondent's Searched the Products in online says Often, 28% of the respondent's Searched the Products in online says Occasionally and 4% of the respondent's Searched the Products in online says Rarely.

The maximum 45% of the respondent's Searched the Products in online says Often and minimum is 4% of the respondent's Searched the Products in online says Rarely.

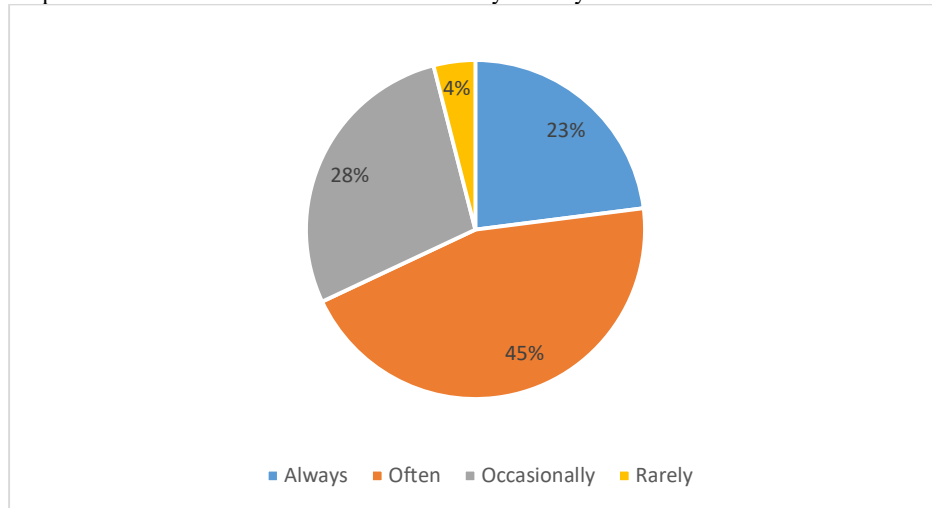


TABLE 2
THE LEVEL OF SATISFACTION BY THE RESPONDENTS

S.no	Basis	Preferences and lifestyle		Customer service		Discount and promotions	
1.	Highly Satisfied	13	11	6	5	28	23
2.	Satisfied	56	47	39	32	38	32
3.	Neutral	24	20	48	40	17	15
4.	Dissatisfied	23	19	15	13	28	23

5.	Highly Dissatisfied	4	3	12	10	9	7
	TOTAL	120	100	120	100	120	100

INTERPRETATION

The table 2 shows that in Preferences and Lifestyles in Cromā is 11% of the respondent are Highly Satisfied, 47% are Satisfied, 20% are Neutral, 19% are Dissatisfied, 3% are Highly Dissatisfied.

In Takes to that in Customer Service in Cromā is 5% of the respondent are Highly Satisfied, 32% are Satisfied, 40% are Neutral, 13% are Dissatisfied, 10% are Highly Dissatisfied.

In Takes to that in Discount and Promotions in Cromā is 23% of the respondent are Highly Satisfied, 32% are Satisfied, 15% are Neutral, 23% are Dissatisfied, 7% are Highly Dissatisfied.

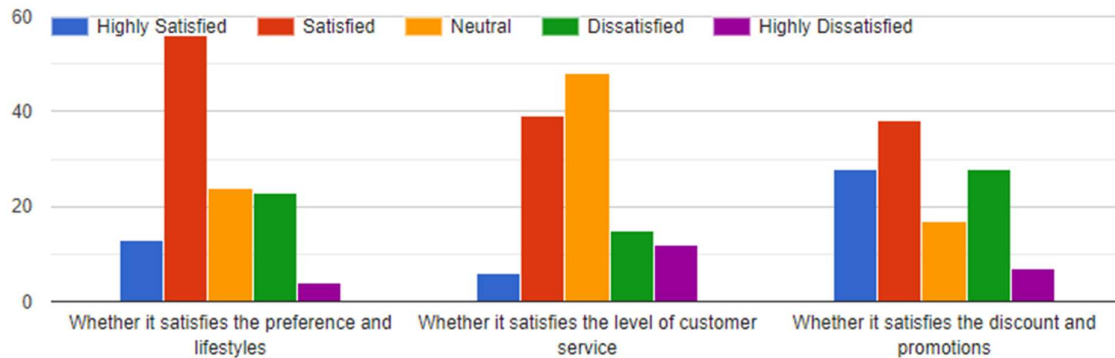


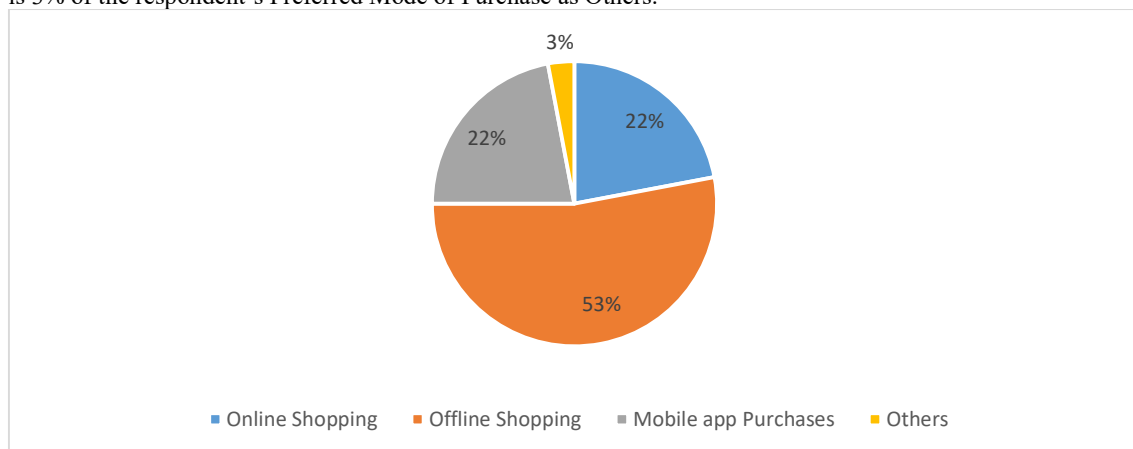
TABLE 3
MODE OF PURCHASE PREFERRED BY THE RESPONDENTS

S.no	Mode of purchase	No of respondents	Percentage of respondents
1.	Online Shopping	27	22
2.	Offline Shopping	63	53
3.	Mobile App Purchases	26	22
4.	Others	4	3
	TOTAL	120	100

INTERPRETATION

The table 3 shows that 22% of the respondent's Preferred Mode of Purchase as Online Shopping, 53% of the respondent's Preferred Mode of Purchase as Offline Shopping, 22% of the respondent's Preferred Mode of Purchase as Mobile App Purchases, 3% of the respondent's Preferred Mode of Purchase as Others.

The majority 53% of the respondent's Preferred Mode of Purchase as Offline Shopping and minimum is 3% of the respondent's Preferred Mode of Purchase as Others.



CHI SQUARE ANALYSIS

The Relationship between Gender of the Respondents and Mode of Purchase of the Respondents

AIM

To check whether there is any significant relationship between Gender of the Respondents and Mode of Purchase of the Respondents.

HYPOTHESIS

Define level in significance is 0.05 and define the below hypothesis.

Ho: There is no significant mean difference Gender of the Respondents and Mode of Purchase of the Respondents.

SOLUTION

GENDER	Mode Of Purchase Preferred at Cromā				Total
	Online shopping	Offline shopping	Mobile app purchases	Others	
Male	12	34	12	2	60
Female	15	28	12	2	57
Prefer not to say	0	1	2	0	3
Total	27	63	26	4	120

Chi-Square Tests

	Value	df	Asymptotic. Significance. (2-sided)
Pearson Chi-Square	4.739 ^a	6	.578
Likelihood Ratio	4.524	6	.606
Linear-by-Linear Association	.085	1	.771
N of Valid Cases	120		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .10.

CONCLUSION

The significance value (0.578) is greater than 0.05, therefore Ho is accepted. There is no significant relationship between Gender of the Respondents and Mode of Purchase of the Respondents.

The Relationship between Monthly Income of the Respondents and Payment Methods of Respondents.

AIM

To check whether there is any significant relationship between Monthly Income of the Respondents and Payments Methods to Purchase by the Respondents.

HYPOTHESIS

Ho: There is no significant mean difference Monthly Income of the Respondents and Payments Methods to Purchase by the Respondents.

SOLUTION

Monthly Income	Payment Method				Total
	Cash	Credit/Debit Card	Mobile app Payments	Others	
Less than ₹10000	11	7	11	1	30
₹10000- ₹25000	9	10	14	1	34
₹25000- ₹50000	6	15	18	3	42
More than ₹50000	2	7	4	1	14
Total	28	39	47	6	120

Chi-Square Tests

	Value	df	Asymptotic. Significance. (2-sided)
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Pearson Chi-Square	8.321^a	9	.502
Likelihood Ratio	8.238	9	.510
Linear-by-Linear Association	2.130	1	.144
N of Valid Cases	120		

a. 6 cells (37.5%) have expected count less than 5. The minimum expected count is .70.

CONCLUSION

The significance value (0.502) is greater than 0.05, therefore H_0 is accepted. There is No significant relationship between Monthly Income of the Respondents and Payments Methods to Purchase by the Respondents.

RANK ANALYSIS

TABLE 3
THE LEVEL OF SATISFACTION BY THE RESPONDENTS

Basis	HS	S	N	DIS	H DIS	TOTAL	AVERAGE	RANK
Preferences and Lifestyle	13	56	24	23	4	411	3.425	I
Customer Service	6	39	48	15	12	372	3.1	III
Discount and Promotions	28	38	17	28	9	408	3.4	II

INTERPRETATION

The above table shows that rank analysis of Preferences and Lifestyle, Customer Service and Discount and Promotions of Cromā stated by the respondents. As per the above table total and averages, Preferences and Lifestyles in Cromā ranked 1, Discount and Promotions in Cromā ranked 2 and Overall Customer Service in Cromā ranked 3.

CONCLUSION

After conducting a comprehensive ponder on client fulfilment of Cromā in Coimbatore area, it can be concluded that client fulfilment is affected by a few variables. These components incorporate item quality, estimating, client benefit, store climate, and comfort. The ponder highlights the significance of understanding and assembly client desires to upgrade in general fulfilment levels. Techniques such as moving forward item quality, advertising competitive costs, giving fabulous client benefit, and making a wonderful shopping environment can offer assistance increment client fulfilment and devotion. Assist inquire about and persistent endeavour's to make strides these components are prescribed to preserve a tall level of client fulfilment and accomplish trade victory.

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