

Post Purchase Behavior Of Customers On Retailer's Brand: An Empirical Approach

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ABSTRACT: Purpose of the study: In the new trend of the retailing system, offers the equal rights to attract and to serve the customers in very better way. Few of the local retailers were created their own brand to serve the customers and to earn good profit. And also retailers are looking for the better offers to the customers. In this study we are able to trace the satisfaction level of the customers on retailer's brand. And also this research paper is focuses on the customer's post purchase behavior on the retailer's brand.

Methodology/ Design: 500 respondents were drawn as the sample size. Convenience sampling technique is used to extract the primary data from the regular buyers. The data was analyzed by using Analysis of Variance and Chi-Square Test (Systat software version 13) as the statistical tool.

Findings: It is been observed that the customers are interested in buying retailer's brand as most of them are satisfied from the response of the retailers. It is also confirmed that the retailers take more initiative in solving the product relate problems which are facing by the customers at once. The ambience is pretty good enough to make the customer relax while shopping and also the customers feel it is a way of busting the stress.

TYPE: Research Paper

KEYWORDS: Retailer, Retailer's Brand, Brand, Retailing, Retail Management, Brand Management, Post purchase, purchasing behavior, Buying behavior.

I. INTRODUCTION

The role of good brand enhances positive word of mouth, leads to customer loyalty and repetitive purchasing of the products and services. Brand is the name where customers are more flexible/ trusted in buying the products and services. It is an intricate task to build a famous brand, and to gain goodwill for the same. Most popular brands survive and also experience the excellent growth in the competitive market. As the brand impact more on the buyers, retailers are also interested in creating and facilitating their own brand to acquire good profit from the market. However, in systemizing a fine brand, we need to craft the good quality product which attract the customers and also facilitates purchase of retailer's brand. The customers are frequently buyers of reputed brand in all most all the products. New trend is appearing that whichever the products customers are buying looking for the branded ones. The perception of the customers are changed related to the brand that the branded products are good quality, long performance and expensive. New entrants in this perspective, related to the brand, local or retailers started their own brand to make the people used their products as others renowned brand and to get good profit margin on the products. This research paper confines about the behavior of the customers on the retailer's brand and the reaction customers on the repetitive purchase of the retailer's brand. It also portrays that how the customers feel the retailer's brand on after sales and service grounds.

This research paper is divided into 4 levels. The first level briefs on the demographic variables affect on the customer's post purchase behavior on retailer's brand. The changes of the customer's post purchase behavior on retailer's brand are discussed in the second level. The third level focuses on the optimistic response of customers on retailer's brand towards after sales and services. And final level projects on the findings and conclusion of the research paper.

II. REVIEW OF LITERATURE

Ahasanul Haque et.al (2006); observed that the ingenious variables impacts more in creating the awareness of the brand especially in the internet advertisements. These internet advertisements act as the brand vehicle and examine the impacts on the factors feedback, quality image and purchasing facilitates. K. Rama Mohan Rao. et. al (2013) observed that there is a boom in organized retailing that won't be affect the consumer opinion and perception of the individuals. The factors of ambience, especially lighting, cleanliness plays add on benefit to the retailing where most of the consumers feel satisfied.

Manju Malik (2012) noticed that the combination of store convenience, Product quality, availability of new products and service quality are considered more by the Indian consumers. It's also evidenced that combining these factors helps in manning the customer satisfaction. Mohammed Reza Jalilvand et al. (2011) says that if the consumer wants to purchase the product; perceive quality, brand awareness, brand loyalty, brand associations are most important on the purchasing decisions. He also suggested that the marketers take initiatives on implementing Brand strategies which will be remain focused on the Brand Equity. Ranga Chimhundu et. al (2010); explores the impact of manufacturer brand innovation on retailer brands in grocery product categories, It is argued that the consumer packaged goods literature has largely portrayed manufacturer brand innovation in relation to retailer brands as a competitive tool that is employed against the retailer brands. It also offers a fresh perspective in explaining the coexistence of manufacturer brands and retailer brands in grocery retail categories.

Somnath Mukherjee et. al. (2013) tries to portray the influence of physical evidence on the dimensions of brand image and consumers experience with the service firm is a determinant to brand equity an image perception. Tsui-Yii Shih (2010) chosen the various brand portfolio structures for the business performances based on the manufacturers and Retailers. He focused on the consumers' attitude on the manufacturer and retailers brand from the retailing outlets. It's revealed that the manufacturer brand is high priced and high quality to purchase intention of the consumers.

III. NEED FOR THE STUDY

In today's competitive era, it is very complex to bind the customer to one particular product/ brand. It will take less time to the customers to switch from brand to another as there are wide range of the alternatives are available in the market. As we know that it is easy for any company to get a new customer whereas it is critical task to retain the existing customer. Companies remain to focus on the satisfaction level of the customers by offering the good and quality products, sometimes quantity based and most of the time by offering the outstanding services after sales. This is an attempt that knows the customers are really interested in repetitive purchase of retailer's brand and the behavior towards the after sales and services.

OBJECTIVES OF THE STUDY

- To identify the behavior based on the post purchase of the customers on retailers brand
- To discover the facts on the after sales service of retailers brand

Hypothesis:

- 1) H_0 : The post purchase behavior of customer on retailer's brand is not affected by the demographic variables.
 H_1 : The post purchase behavior of customer on retailer's brand is affected by the demographic variables.
- 2) H_0 : There is no significant change in the post purchase behavior of customers on retailer's brand
 H_1 : There is significant change in the post purchase behavior of customers on retailer's brand
- 3) H_0 : There is no positive response of customers on retailer's brand towards after sales and services
 H_1 : There is positive response of customers on retailer's brand towards after sales and services

RESEARCH METHODOLOGY:

Type of the research : A descriptive study was carried out to determine the expectations and perceptions of the customers on the retailer's brand; it also discover the actual facts after sales service and the post purchase behavior on the retailers brand.

Sampling Design : In this research, customers of hypermarkets are selected and Convenience sampling method is used for the data collection. 500 respondents are considered as sample size. This design is considered for discovering the post purchase behavior on the groceries under the name of the retailer's brand. The demographic variables of the respondents are shown in the table 1.

Data collection : 10 customers are considered for the pilot study. Based on the pilot study questionnaire was prepared.

Primary data: 300 store in customers and 200 outside customers are considered to understand the consumer behaviors, who are frequently visitors of hypermarkets in Bangalore regions. Primary data were collected through the questionnaire and also from direct personal interviews.

Secondary data: it is collected by various reports, Research Articles/works, and Journals to draw the diverse inferences.

Tools for Analysis : The tools are used in this research paper is Simple Percentage for the clear and précised analysis of demographic variables, and Chi –Square is used for the analysis of post purchase behavior based on retailer’s brand.

Table I: Demographic Distinctiveness of the Respondents

Demographic Distinctiveness of the Respondents (N=500)				
Sl. No.	Characteristics	Sub Categories	Respondents	Percentage
1.	Age	18-25 years	120	24
		26-40 years	300	60
		41-60 years	80	16
		61 & Above	00	0
		Total	500	100
2.	Gender	Male	280	56
		Female	220	44
		Total	500	100
3.	Marital Status	Married	320	64
		Unmarried	180	36
		Total	500	100
4.	Qualification	Matriculation	20	4
		Graduate	100	20
		Post Graduate	220	44
		Professional/ Techies	160	32
		Others	00	00
		Total	500	100
5.	Occupation	Housewife	00	00
		Professional	280	56
		Private Employee	180	36
		Government Employee	00	00
		Business	40	8
		Others	00	00
		Total	500	100
6.	Income	50000-100000	80	16
		100001-200000	180	36
		200001-300000	160	32
		300001 &Above	80	16
		Total	500	100
7.	Type of Family	Joint	240	48
		Nuclear	260	52
		Total	500	100
8.	Size of the Family	1-3 Members	220	44
		4-6 Members	240	48
		7-10 Members	20	4
		Above 11	20	4
		Total	500	100
9.	Locality	Bangalore North	200	40
		Bangalore East	40	8
		Bangalore West	20	4
		Bangalore South	180	36
		Bangalore Central	60	12
		Others	00	00
		Total	500	100

Source: Compiled from primary data

HYPOTHESIS TESTING:

- 1) H_0 : The post purchase behavior of customer on retailer’s brand is not affected by the demographic variables.
- H_1 : The post purchase behavior of customer on retailer’s brand is affected by the demographic variables.

Table II: Analysis of Variance (ANOVA) for the grouped demographic variables

Basis of Discrepancy	Sum of Squares	Degree of Freedom (df)	Mean Square	Variance Ratio
Between Groups	255.86	4	63.84	$F_{\text{Treatment}} = 28.37$
Within Groups	3.76	3	1.2533	$F_{\text{Block}} = 0.5379$
Residual Error	-27.96	12	2.33	
Total	231.66	19		

Source: Compiled from primary data

Since the calculated value of $F_{\text{Treatment}} = 28.37$ at $df_1 = 4$, $df_2 = 12$ and $\alpha = 0.05$ is greater than its table value $F = 3.2502$, we reject the null hypothesis and accept the alternative hypothesis. Hence we can say that the post purchase behavior of customer on retailer's brand is affected by the demographic variables.

- 2) H_0 : There is positive change in the post purchase behavior of customers on retailer's brand
 H_1 : There is negative change in the post purchase behavior of customers on retailer's brand

Table III: Post purchase opinion

Gender	Post purchase Opinion					Total
	5	4	3	2	1	
Male	73	118	53	25	11	280
Female	57	92	42	20	9	220
Total	130	210	95	45	20	500

Table IV: Post Purchase Opinion Test Statistics

Post Purchase Opinion Test Statistics			
Chi-Square	Degree of freedom (df)	Level of Significance	Table Value
5.9354	4	5%	9.49

The critical (or Table) value of $\chi^2 = 9.49$ at $\alpha = 0.05$ and degree of freedom = 4. Since the calculated value of $\chi^2 = 5.9354$ is less than its table value, the null hypothesis is accepted. Consequently we can say that there is positive change in the post purchase behavior of customers on retailer's brand

- 3) H_0 : There is no optimistic response of customers on retailer's brand towards after sales and services
 H_1 : There is optimistic response of customers on retailer's brand towards after sales and services

Table V: Opinion on Post Purchase after Sales and Services

Opinion on Post Purchase after Sales and Services Test Statistics			
Chi-Square	Degree of freedom (df)	Level of Significance	Table Value
23.462	12	5%	21.0

The critical (or Table) value of $\chi^2 = 21.0$ at $\alpha = 0.05$ and degree of freedom = 12. Since the calculated value of $\chi^2 = 23.462$ is greater than its table value, the null hypothesis is rejected. Consequently we can say that there is optimistic response of customers on retailer's brand towards after sales and services

FINDINGS

- 1) According to our study, the overall experience of the customers positive i.e.68% which a good sign to the retailers, and interested to become the positive word of mouth for the retailer's brand.
- 2) It is been clearly experimented that the customers are quite satisfied with the retailer's brand. Many renowned brands are available in the market but customers prefer the retailer's brand which they have already used.
- 3) A new trend has set by the retailers when the customers want to purchase the products, customer shows the keen interest and emotionally attached to the brand.
- 4) Most of the customers experienced the positive response from the sales and service especially when it comes to the delivery of the goods on time or within allocated time.
- 5) It is been observed that the retailer have created the positive impact of their brand/trust in the mind of the customers so they try no switching to the other brands which are widely available in the market.

- 6) It is stated by the most of the customers that the retailers give an individual attention to the users and the facilities are provided especially at the waiting lounge.
- 7) Help desk/customer desk has created by the retailers to interact with the customers related to the queries and extra discounted/ freebies offers and for the coupons/ gift passes.
- 8) Customers are also stated that how much they are indulged in the activities of the services which are provided by the retailing system/retailers. The reasons to like the services are because of the initiative taken by the retailer to solve the complaints and the problems which are facing by the customers related to the purchased products.
- 9) Customers believe that the retailer listen to the complaints and understand the pulse in buying the product.
- 10) It is been observed that the customers are attracted to the retailers brand because of the care and to accept the special requests and also the timing is convenient to the buying the products and services.

IV. CONCLUSION

Retailers are enjoying nice profit and providing the good services to the customers. The customers are interested to buy the retailer's brand repetitively because of their previous purchase satisfaction. The trend has changed as there was a time where buyers hesitate to purchase the retailer's brand but now the things got changed customers are liking the local and retailer's brand due to the various offering, on time delivery of the goods, prompt fast services. If this scenario continues in the market then we can expect these retailers will be one of the strongest entrants to the renowned brands.

V. LIMITATION AND SCOPE FOR FURTHER STUDY

This study is restricted to Bangalore city only, and for the total population of the Bangalore city the sample size is considered to be small. By taking more sample size into the consideration and covering the hypermarkets in entire Karnataka state can be the future study in the context. Future research can be conducted on the differences between the Retailer's brands and local brands.

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