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A Study on Customer Buying Behaviour Analysis in Greene Private Limited, Coimbatore

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ABSTRACT
The research paper customer buying behaviour towards textile industry in Coimbatore was undertaken with the objectives to study the socio economic characteristics of customers who prefer branded knitwear and to know the factors which influence the customers for purchasing branded products. For meeting the objectives primary data was collected from 110 customers with the help of questionnaire across the Coimbatore. From the study it was found that customers are branding conscious now a days. To look more stylish they prefer branded products also depict the status of a person. Due to more durability, variety and quality and people prefer branded apparels.

Keywords: Apparels brands, customer behaviour, purchase intentions

I. INTRODUCTION OF THE STUDY

Consumer buying behaviour is a critical aspect of marketing and business strategy. It refers to the decision-making processes and actions individuals take when purchasing products or services. Understanding these behaviours enables businesses to develop strategies that effectively attract and retain customers.

The rapid evolution of digital marketing, online shopping, and artificial intelligence-driven analytics has significantly transformed the way businesses analyse and interpret customer preferences. Consequently, businesses are shifting towards data-driven approaches to gain insights into consumer behaviour and optimize their marketing efforts.

Consumer buying behaviour is influenced by a multitude of factors, including psychological, personal, social, and economic influences. Each of these factors plays a pivotal role in shaping consumer attitudes and decisions. By analysing buying patterns and behavioural trends, businesses can tailor their products, services, and marketing strategies to meet consumer demands effectively.

Understanding customer buying behaviour is crucial for businesses seeking to improve their marketing strategies, product offerings, and overall customer experience. Customer buying behaviour refers to the decision-making processes, actions, and psychological factors that influence consumers when they purchase products or services. This study aims to analyse the key factors that drive consumer purchasing decisions, including personal preferences, social influences, economic conditions, and technological advancements.

1.1 STATEMENT OF THE PROBLEM

The study aims to analyse customer buying behaviour at Greene Private Limited, Coimbatore, by identifying key factors influencing purchasing decisions such as price, quality, brand perception, and promotions. Consumer preferences and buying patterns frequently change due to economic conditions, market trends, and competitor strategies, making it essential to understand these variations. Additionally, assessing customer satisfaction and identifying factors affecting brand loyalty and repeat purchases are crucial for business growth. Competitor influence plays a significant role in shaping consumer choices, necessitating an analysis of how Greene Private Limited can remain competitive. Furthermore, the research aims to identify gaps in product and service offerings, explore customer preferences for online versus offline shopping, and analyse demographic factors such as age, gender, and income to help tailor marketing strategies. By addressing these aspects, the study seeks to provide valuable insights that will help Greene Private Limited enhance customer experience, improve sales, and strengthen its market position.

1.2 OBJECTIVES OF THE STUDY

- To analyse customer preferences and purchasing patterns identify the key factors influencing customer decisions, such as price, quality, brand loyalty, and promotions.

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- To understand the impact of demographic factors, examine how age, gender, income level, and occupation affect buying behaviour.
- To identify the most popular products/services determine which products or services are in high demand and why.
- To evaluate the role of marketing strategies, assess how advertisements, promotions, and discounts influence consumer choices.
- To study customer satisfaction levels measure how satisfied customers are with the products, services, and overall shopping experience.

1.3 SCOPE OF THE STUDY

The scope of this study focuses on analysing customer buying behaviour at Greene Private Limited, Coimbatore, with an emphasis on understanding the factors influencing purchasing decisions, consumer preferences, and the impact of various marketing strategies. It covers key aspects such as demographic analysis, buying patterns, influencing factors like price, quality, and promotions, as well as customer satisfaction and loyalty. Additionally, the study evaluates the effectiveness of marketing strategies and compares Greene Private Limited's market position with competitors. Geographically, the research is limited to Coimbatore, and data will be collected over a specific period to identify trends. However, the findings may not be applicable to other regions or industries, and consumer preferences may evolve over time. The insights gained from this study will help Greene Private Limited refine its marketing and sales strategies for improved customer engagement and business growth

1.4 LIMITATIONS OF THE STUDY

- The study is confined to Greene Private Limited in Coimbatore, and the findings may not be applicable to other regions.
- The data collection is limited to a specific period, which may not capture long-term changes in customer behaviour.
- The study considers only a selected group of customers, which may not fully represent the entire customer base.
- Customer buying behaviour is dynamic and influenced by market trends, making the findings subject to change over time.
- Economic conditions, competitor strategies, and seasonal variations may impact buying behaviour but are beyond the scope of this study

II. REVIEW OF LITERATURE

R. Siva Subramanian1, and D. Prabha, (2021) executing customer analysis in a systemic way is one of the possible solutions for each enterprise to understand the behaviour of consumer patterns in an efficient and in-depth manner. Further investigation of customer patterns helps the firm to develop efficient decisions and in turn, helps to optimize the enterprise's business and maximizes consumer satisfaction correspondingly. To con duct an effective assessment about the customers, Naive Bayes (also called Simple Bayes), a machine learning model is utilized. However, the efficacious of the simple Bayes model is utterly relying on the consumer data used, and the existence of uncertain and redundant attributes in the consumer data enables the simple Bayes model to attain the worst prediction in consumer data because of its presumption regarding the attributes applied.

Arthit Apichottanakul, Masayuki Goto, (2021) Understanding customer behaviour is crucial for business success. For achieving this goal, the Recency–Frequency–Monetary (RFM) model has been commonly recognised as an effective approach to analyse customer behaviour. In this study, we integrated the group RFM analysis and probabilistic latent semantic analysis models to perform customer segmentation and customer analysis. The results indicated that the developed approach considers the product preference and provides insight into and captures a wide

III. RESEARCH METHODOLOGY

Research methodology is a term the basically means the science of how research is done scientifically. It is a way to systematically and logically solve a problem, help us understand the process bit just the product of research, and analyse methods in addition to the information obtained by them.

DEFINITION OF RESEARCH METHODOLOGY

Business research methods can be defined as "a systematic ad scientific procedure of data collection, compilation, analysis, interpretation, and implication pertaining to any business problem". Types of research methods can be classified into several categories according to the nature and purpose of the study and other attributes. In methodology chapter of your dissertation, you are expected to specify and discuss the type of your research according to the following classifications

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Sampling Techniques

Simple random sampling method was used to collect the pertinent data from the respondents.

Sample Size

Sample size refers to the number of items to be selected from the universe to constitute sample 110 respondents are taken as sample for this study.

Data used

The data was collected through questionnaires from 110 customers. Websites, books, journals and magazine were also referred for this purpose.

TOOLS USED FOR DATA COLLECTION

Questionnaire is the main tool used for collecting the data. Hence efforts have been taken to construct the questionnaire in a systematic way with adequate and relevant questions to ensure the research objectives.

Data Collection

Primary Data collection

Primary data is the information collected for the first time; there are several methods in which the data is complied. In this project it was obtained by the mean of questionnaires. Questionnaire was prepared and distributed to the customers.

Secondary Data collection

Secondary data are those which have already been collected by someone else, and which have already been passed through the statistical process. Secondary data needed for conducting research work were collected from a company websites, library and search engines.

TOOLS FOR ANALYSIS AND INTERPRETATION

- Simple percentage analysis
- Garrett ranking method
- Weighted average method

IV. DATA ANALYSIS AND INTERPRETATION

4.1 SIMPLE PERCENTAGE ANALYSIS

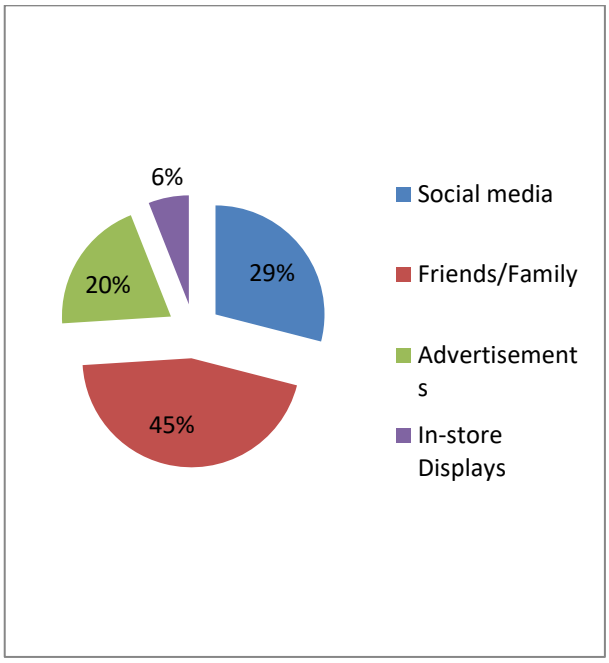
GET INFORMATION ABOUT THE PRODUCTS OF THE RESPONDENTS

Particulars	Respondents	Percentage (%)
Social media	32	29%
Friends/Family	50	45%
Advertisements	22	20%
In-store Displays	6	6%
Total	**110**	**100%**

Source: Primary data

INTERPRETATION

From the above table, it is found that, 29% (32) of respondents are social media and 45% (50) of respondents are Friends/family and 20% (22) of respondents are Advertisements Year and 6% (6) of respondents are In-store displays. **Finally, it resulted that the majority 45% (50) of respondents are Friends/Family.**



4.2 GARRETT RANKING TESTS

Percentage positions and their corresponding garretts table value

Rank	Percentage position	Garrett's Table Value
1	100(1-0.5)/5= 10	75
2	100(2-0.5)/5= 30	60
3	100(3-0.5)/5= 50	50
4	100(4-0.5)/5= 70	40
5	100(5-0.5)/5= 90	25

The above table percentage positions for the ranks 1,2,3,4 and 5 and their corresponding Garrett's table values. For rank 1 the calculated percentage positions value is 10 and the table value is 75, this value is given in the Garrett ranking table for the percentage 10.06 which is near 10. As for all the

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calculated positions, the table values are referred to from Garrett ranking table.

LEVEL OF FACTORS

The table below shows the number of respondents ranking the factors as 1,2,3,4 and 5 for the Preference of the factors responsible for level of common Factors, which show the total score and mean score.

Factors	I (75)	II (60)	III (50)	IV(40)	V (25)	Total	Total score	Mean score	Rank
Price	40	23	17	19	11	110	6265	56.95	2
	3000	1380	850	760	275				
Quality	35	25	22	18	10	110	6195	56.31	4
	2625	1500	1100	720	250				
Brand Reputation	44	16	25	14	11	110	6345	57.68	1
	3300	960	1250	560	275				
Variety of Designs	25	41	13	11	20	110	5595	50.86	5
	1875	2460	650	110	500				
Discounts & offers	38	26	18	16	12	110	6250	56.81	3
	2850	1560	900	640	300				

Source: Primary data

The mean score is calculated by dividing the total score by total number of respondents.

INTERPRETATION

It is known form the above table that according to Garrett's ranking the factor which induces the respondents to show the factors responsible for which level of common Factor in this order namely **Price (Rank 2), Quality (Rank 4), Brand Reputation (Rank 1), Variety of Designs (Rank 5), Discounts & offers (Rank 3)**

INFERENCE

From the analysis it's clear that respondents give much importance to Brand Reputation and Price when compared with other

4.3 WEIGHTED AVERAGE METHOD

Level of satisfaction towards importance of different factors

Factors	1	2	3	4	5	Total	Weighted Average	Rank
Are satisfied with Price	57*5 285	33*4 132	15*3 45	3*2 6	2*1 2	470/110	4.27	2
Are satisfied with Quality	62*5 310	25*4 100	17*3 51	4*2 8	2*1 2	471/110	4.28	1
Are satisfied with Brand Reputation	36*5 180	33*4 132	35*3 105	3*2 6	3*1 3	426/110	3.87	4
Are satisfied with Variety of Designs	47*5 235	27*4 108	20*3 60	15*2 30	1*1 1	434/110	3.94	3
Are satisfied with Discounts & offers	36*5 180	32*4 128	22*3 66	12*2 24	8*1 8	406/110	3.69	5

Source: Primary data

INTERPRETATION

From the above analysis, it is informed, it is inferred that highest weightage is given to the factor by the respondents is Quality (4.28) and the second weightage is given to the factor by the respondents is Material Price (4.27) and the third highest weightage is given to the factor by the respondents is Variety of Designs (3.94) and the third highest weightage is given to the factor by the respondents is Brand Reputation (3.87) and the fifth (last) highest weightage is given to the factor by the respondents is Discounts & offers (3.69)

V. FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- The majority 45% of respondents are 20-30 years
- The majority 67% of respondents are Female.
- The majority 40% (44) of respondents are Businessperson.
- The majority 43% (47) of respondents are Rs.10,001- Rs.15,000.
- The majority 43% (47) of respondents are Undergraduate.
- The majority 33% (36) of respondents are Quality.
- The majority 45% (50) of respondents are Friends/Family.
- The majority 39% (43) of respondents are Formal wear.
- The majority 36% (40) of respondents are once in 3 months.
- The majority 47% (52) of respondents are Cash.

5.2 SUGGESTIONS

This study focuses on analysing customer buying behaviour at Greene Private Limited, located in Coimbatore. Understanding customer behaviour is essential for any business aiming to remain competitive and relevant in today's dynamic market environment. Consumer behaviour refers to the decision-making process and actions of individuals when purchasing goods or services. At Greene Pvt. Ltd., evaluating these behaviours can help identify what drives customer choices, how preferences are

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shaped, and what factors influence their final decisions. It also considers product-related aspects like quality, pricing, branding, and availability that affect buying behaviour. The objective is to determine patterns, motivations, and expectations of Greene's customers. By collecting and analysing customer feedback, purchase history, and market trends, the research aims to provide valuable insights. Through this analysis, Greene can better understand its target market, adapt to consumer trends, and improve decision-making in product development and promotions. The insights can also contribute to increased sales and long-term growth. Ultimately, the study highlights the importance of customer-centric approaches in business success and offers recommendations for improving customer engagement at Greene Private Limited.

5.3 CONCLUSION

The study on customer buying behaviour at Greene Private Limited, Coimbatore, has provided valuable insights into the factors influencing consumer decisions and preferences. It was observed that customer choices are significantly shaped by a combination of personal, psychological, and social factors, along with product-related aspects such as price, quality, brand image, and after-sales service. By analysing customer feedback and buying patterns, the study has identified key trends that can help the company align its marketing and product strategies more closely with customer expectations. The findings highlight the importance of understanding consumer needs, maintaining product quality, offering competitive pricing, and ensuring customer satisfaction to foster loyalty and repeat purchases. Overall, the research emphasizes that a customer- centric approach is essential for Greene Private Limited to remain competitive in the market. By leveraging the insights from this study, the company can make informed business decisions, enhance customer relationships, and drive long-term growth.

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