

**A STUDY ON STORE LAYOUT AMONGST CUSTOMERS OF SHREE DEVI TEXTILES,  
COIMBATORE.**

**A PROJECT REPORT**

Submitted

by

P-2510

**RAMYA,N.**

**Reg. No . 0720400031**



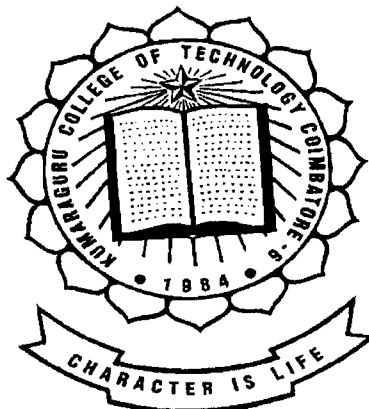
in partial fulfillment of the requirements of

**Anna University-Coimbatore**

**(Kumaraguru College of technology - Autonomous)**

for the award of the degree of

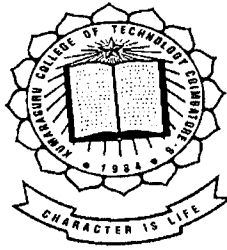
**MASTER OF BUSINESS ADMINISTRATION**



**DEPARTMENT OF MANAGEMENT STUDIES**

**KUMARAGURU COLLEGE OF TECHNOLOGY**

**JULY 2008**



**DEPARTMENT OF MANAGEMENT STUDIES  
KUMARAGURU COLLEGE OF TECHNOLOGY  
COIMBATORE**

**BONAFIDE CERTIFICATE**

Certified that this project titled “**A STUDY ON STORE LAYOUT IN SHREE DEVI TEXTILE, COIMBATORE**” is the bonafide work of **Ms.RAMYA,N.** who carried out this research under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

**Faculty Guide**

**Director**

Evaluated and viva-voce conducted on.....1.11.08.....

**Examiner I**

**Examiner II** . . .

1015, Cross Cut Road, Gandhipuram, Coimbatore - 641 012  
[P] : 0422 - 2499992, [M] : 98438 99000, [F] : 0422 - 4374423  
Email : shreedevi@airtelbroadband.in | www.shreedevitextile.com



**Shree Devi**<sup>TM</sup>  
**TEXTILE**

TIN 33242180277 CST No. 576185 Dt. 17-04-86/114

**TO WHOMSOEVER IT MAY CONCERN**

This to certify that Ms. N. RAMYA , D/o P.NATARAJAN has done her summer project on “A STUDY ON STORE LAYOUT IN SHREE DEVI TEXTILES , COIMBATORE.” for this organization ,from 14.06.08 to 18.07.08

Her conduct during the period of her summer project was found satisfactory and good.

SHREE DEVI TEXTILE  
1015, Cross Cut Road, Gandhipuram  
Coimbatore - 641 012.

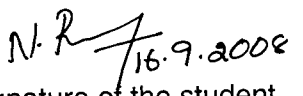
**Office seal**  
**(MR.P.SIVAGANESH)**

**FOR SHREE DEVI TEXTILES**

*19/8/08*  
**MANAGING DIRECTOR**

## DECLARATION

I hereby declare that the dissertation entitled “**A STUDY ON STORE LAYOUT IN SHREE DEVI TEXTILE, COIMBATORE**” submitted for the **MASTER OF BUSINESS ADMINISTRATION** degree is my original work and the dissertation has not formed the basis for the reward of any Degree, Associate ship, Fellowship or any other similar titles.

  
Signature of the student  
With date

## ACKNOWLEDGEMENT

I express my sincere gratitude to our beloved correspondent **Mr.M.Balasubramaniam**, the prime guiding spirit of Kumaraguru College of Technology.

I extend my heartfelt thanks to principal **Dr. Joseph V. Thanikal**, Kumaraguru College of Technology , for provided facilities to do this project.

In great honor and with indebt gratitude I think my inspiring guide **Prof.K.R.Ayyaswamy** who has taken great interest in helping me on and often in the successful pursuit of my project. I am very much fortunate to get such a good guide, who encouraged me constantly with good counsel and helped me to complete the project successfully on time.

I express my heartfelt gratitude to **Shree Devi Textiles, Coimbatore.**, for giving me an opportunity for doing the project in their esteemed organization and encouraged me with this expert counseling and guidance for successful completion of my research study.

I also extend my heartfelt gratitude to all the **Staff of Shree Devi Textiles, Coimbatore**, for furnishing the information needed and being very accommodative in all aspects.

Above all, I thank **Almighty God and My Parents** for giving me the grace and constant support in successfully completing this project to the best of my ability.

## **EXECUTIVE SUMMARY**

The main objective of this research is to study the customer satisfaction regarding store layout of Shree Devi Textiles, Coimbatore. This research suggests ways of improving the level of customer satisfaction regarding store layout and will also help the organization and will also help the organization to bridge the gap between the expectation of the customers. It also makes the organization aware of customer's expectations and satisfaction. Since the sales of Shree Devi Textiles are in an all time high, the organization can able to provide various variety of products and quality service. Since more competitors arises in retail industry the organization should provide good convenient store layout to make the customer enjoy shopping in the particular organization. It also helps the organization to what and all the facilities it can provide to its customer to create a loyal customers. And it will also make the organization aware about the quantity purchased, amount of purchase with the time spent by the customer in the store.

This study is conducted with the sample size of 105 respondents. It shows how the number of persons in a group influence the purchase behavior of the customers. And also in which areas the customers are satisfied and in which are the customers expectations are not met by the organization. The recommendations to overcome is clearly derived out of this study for Shree Devi Textiles, Coimbatore.

## TABLE OF CONTENTS

CHAPTER NO	CONTENTS	PAGE NO
	Title Page	i
	Bonafide Certificate	ii
	Declaration	iii
	Acknowledgement	iv
	Executive Summary	v
<b>1</b>	<b>INTRODUCTION</b>	
	Background of the study	1
	Review of Literature	3
	Statement of the problem	10
	Objective of the study	10
	Scope of the study	10
	Research Design	11
	Data Collection Method	11
	Tools of Analysis	11
<b>2</b>	<b>ORGANIZATION PROFILE</b>	
	Industry profile	12
	Organisational profile	13
	Motives	13
	Slogan	13
	Facilities	13
	Recreational activities for staffs	14
	Organisation chart	14
	Store space allocation	15
	Existing store layout	16
<b>3</b>	<b>MACRO-MICRO ECONOMIC ANALYSIS</b>	18

4	<b>DATA ANALYSIS AND INTERPRETATION</b>	19
5	<b>CONCLUSION</b>	
	Findings	49
	Recommendations	53
	Conclusion	56
	<b>APPENDIX</b>	
	<b>BIBLIOGRAPHY</b>	60



## LIST OF TABLES

TABLE NO	TITLE	PAGE NO
1	Distribution of the respondents on the basis of age	19
2	Distribution of the respondents on the basis of Gender	20
3	Distribution of the respondents on the basis of Marital Status	21
4	Distribution of the respondents on the basis of Family Size	22
5	Distribution of the respondents on the basis of Family Monthly Income	23
6	The level of satisfaction of the respondents	25
7	Influence of age factors leading to Customer satisfaction	27
8	Influence of Gender factors leading to Customer satisfaction	29
9	Influence of Marital Status factors leading to Customer satisfaction	31
10	Influence of Family Size factors leading to Customer satisfaction	33
11	Influence of Family Monthly Income factors leading to Customer satisfaction	35
12(i)	Distribution of the respondents on the basis of number of persons in a group	37
12(ii)	Distribution of the respondents on the basis of number of persons in a group	37
13(i)	Distribution of the respondents on the basis of Quantity purchased	39
13(ii)	Distribution of the respondents on the basis of Quantity purchased	39
14(i)	Distribution of the respondents on the basis of Amount of purchase	41
14(ii)	Distribution of the respondents on the basis of Amount of purchase	41
15	Bivariate table shows the distribution of the respondents on the basis of number of persons and quantity purchased	43
16	Bivariate table shows the distribution of the respondents on the basis of number of persons and time spent	44

17	Bivariate table shows the distribution of the respondents on the basis of number of persons and amount of purchase	45
18	Distribution of the respondents on the basis of entry time	46
19	Distribution of the respondents on the basis of Exit time	47
20	Correlation between all the elements	48

## LIST OF CHARTS

CHART NO	TITLE	PAGE NO
1	Distribution of the respondents on the basis of age	20
2	Distribution of the respondents on the basis of Gender	21
3	Distribution of the respondents on the basis of Marital Status	22
4	Distribution of the respondents on the basis of Family Size	23
5	Distribution of the respondents on the basis of Family Monthly Income	24
6(i)	Distribution of the respondents on the basis of number of persons in a group	38
6(ii)	Distribution of the respondents on the basis of number of persons in a group	38
7(i)	Distribution of the respondents on the basis of Quantity purchased	40
7(ii)	Distribution of the respondents on the basis of Quantity purchased	40
8(i)	Distribution of the respondents on the basis of amount of purchase	42
8(ii)	Distribution of the respondents on the basis of amount of purchase	42

## CHAPTER-1

### 1.1 BACKGROUND OF THE STUDY

Store layout is the term used to refer the interiors and the allocation or the plan in which the products are displayed in the store .It is quite imperative for the retailers to understand the customer and prepare a customer friendly layout.

A customer friendly layout gives an impetus to the shopper to spend more time in the store hence increasing the chances of shoppers buying more merchandise. In the case of India many of the independent retailers do not have or have limited spaces for customer movement. Specially in smaller stores, one would find cash counter located at the store entrance. This treatment is common with so called 'Kinara Stores'.

But on the other hand, many organized retailers provide adequate space within the store for shoppers and create layouts that facilitates a definite pattern of customer traffic .In other words, the layout creates 'Aisles' so that the shopper can move on a predefined path inside the store.

Layout planning caters to decisions about nature of traffic flow, kinds of product, space available and maintenance of the space on a daily basis.

Store layout is one of the many facets of Retail Atmospherics and it is significant as it plays a part in the cost incurred by the retail firm and also the general brand communication of the store.

One can find identical merchandise in many stores. The retailer needs to give the customer as many reasons as possible to decide upon their store. And one of the prime reasons is the store layout and presentation. If two stores look the same, or worse, than the competition, then

the customer begins to lose focus on the store. Sameness that's when retailers look and act alike- is the curse for most retailers.

A critical factor in successful retailing is making optimum use of available shop space. To achieve this requires balancing the effects of the overall store design and atmosphere with the more direct impact of product layout and merchandising. Store layout and design must reflect local requirements, designed to emphasize the impact of an open, bright store.

However, it does not optimize the use of the available space and different fixtures would be necessary in a store where retailer want to maximize range and offer additional services.

Store layout should entice customers to move around the store and buy merchandise.

It should provide a balance between providing adequate space to shop and creatively utilizing scarce space. A store layout is a plan designating the use of all space in the store, including aisles, fixtures; merchandise displays, and no selling areas. Store layout is a major aspect of retail design because of its powerful influence on customer traffic patterns and purchasing behavior. A successful layout guides customers through the store, strategically revealing various types of merchandise.

Productivity, operational needs, and personnel, requirements also must be factored into layout decisions. Before planning a layout, the retailer must decide on the desired ratio of selling space to sales support space. This decision is important to the store's long-term success, both financially and operationally.

## 1.2 Review of Literature:

**Liu, Sandra S.Chen, Jie., Melara, Robert D., Massara, Francesco**<sup>1</sup> has made the study explores the application of signal detection theory to the analysis of consumers' product-locating behavior. Two research questions are addressed: (1) whether characteristics of the shopping environment, including external memory aids and store layout, affect signal-detection statistics and (2) whether the signal-detection statistics can be predicted from subjective measures of shopping motivation and product familiarity. The experiments are conducted in a virtual store. The results show that (1) the signal-detection statistics of sensitivity and response bias can be used to measure product-locating behavior; (2) external memory aids significantly affect sensitivity; and (3) signal-detection statistics are significantly associated with shopping motivation.

**Schiff, Jennifer Lonoff**<sup>2</sup> has suggests the best practices for the design and layout of retail stores. According to the article, the customer's retail experience is important for a store to be successful. Some of the tips for designing a store with the customer in mind include knowing the customer and the store's mission, creating a customer-friendly layout and atmosphere, and making certain that the store is in compliance with safety regulations.

---

<sup>1</sup> Liu, Sandra S.Chen, Jie., Melara, Robert D., Massara, Francesco. "Consumers' product-locating behavior: Exploring the application of signal detection theory" *Psychology & Marketing*; Jun2008, Vol. 25 Issue 6, page(506-520).

<sup>2</sup> Schiff, Jennifer Lonoff. "The Layout of the Land" *Multichannel Merchant*; Dec2007, Vol. 3 Issue 12, page(40-41).

**Wilson, Marianne**<sup>3</sup> has study the article focuses on a study of U.S. consumers age 16 and older that determined their reaction to different variables when a store is remodeled or built, including lighting, exterior design, flooring, ceilings, signage and store staff. The findings indicate that store renewal is important to retain customers.

**Ryan, John**<sup>4</sup> has made the article reports that booksellers in Great Britain are sprucing up stores and stocking their shelves for book sales during Christmas. Most bookstores are already half-dressed for Christmas. As soon as the autumn calendar has shrieked and sparkled its way through Halloween, shops will unwrap their Christmas ranges, promotions, point of sale and instore designs ready for consumers' delectation. At the firm Ottakar's, local managers are given a degree of freedom to interpret the visions of head office as befits their stores. Although managers are encouraged to use marketing materials and promotions according to their store layout and customer base, autonomy has been curbed this year.

**Fraser, Fiona**<sup>5</sup> is to refit its Croydon and Chester, England branches next spring as part of a new books strategy already in place at the redesigned Guildford, England store. At least 24 stores will follow the Guildford blueprint in the coming year, with a total of 100 stores to be refitted within three years. Muriel Stirling, WHS brand director, said that the first two stores were chosen because they were due a refit and were among the top 10 by size. Croydon and Chester will follow the test store with large dedicated book areas separate from the magazines section. Entertainment, including music CDs, videos and DVDs, will be reduced in favor of gift tables and art supplies. Range in some subject

---

<sup>3</sup> Wilson, Marianne. "Store Design: Details Matter" Chain Store Age; Jul2007, Vol. 83 Issue 7, page(126-128).

<sup>4</sup> Ryan, John ." Decking the halls" Bookseller; 10/28/2005 Issue 5202, page (24-25).

<sup>5</sup> Fraser, Fiona . "WHS to update store layout" Bookseller; 9/5/2003 Issue 5093, page(6).

areas, such as pets, has been trimmed in favour of core titles in crime fiction, home and garden, and travel. Stirling said that WHS would compete with supermarkets and book chains as a "multispecialist". It has unveiled its biggest books promotion in an attempt to fight sluggish sales.

**Cotton, B., Cachon, J.-Ch has made a study<sup>6</sup>** Mega-retailers are widely criticized as causing devastation among smaller retailers, particularly in mid-sized markets in the United States. Others argue that small retailers can survive "in the shadow of the retail giants," by offering levels of customer service that the mega-retailers can't provide due to their very size. This paper reports the findings of an empirical study of the perceived impact of the recent opening of box-retailers, such as Costco and Home Depot on locally owned/operated small retailers in the northeastern Ontario city of Greater Sudbury, Canada from 1999 to 2003. The sample included 78 smaller store owners, on average in operation for the last 21 years. Aggregate results confirmed the hypotheses that small retailers suffered lower sales and clientele since the arrival of mega-retailers, and could clearly identify their and mega-retailers' respective competitive advantages and disadvantages as compared to each other. Respondents had a significant perception of having an advantage over their mega-competitors in the areas of Store Cleanliness, Value for the Customer, Products' Quality, and Store Layout. While a number of respondents suffered lower sales, about one-third of them (the Resisting Retailers) had average sales growth of over 21%. Differentiation and Niche Marketing were the main aspects of a successful competing strategy adopted by resisting retailers against mega-retailers. Some of the strategic moves adopted by resisting retailers amounted to a

---

<sup>6</sup> Cotton, B., Cachon, J.-Ch. "Resisting the Giants: Small Retail Entrepreneurs Against Mega-Retailers--An Empirical Study" *Journal of Small Business & Entrepreneurship*; 2007, Vol. 20 Issue 2, page(135-149).



"Vacuum Strategy," which includes the refusal to carry brands available at mega-stores, and the refusal to service such brands or to have anything to do with mega-retailers, refusing any alliance with them and making it known to customers.

**Frazier, Mya**<sup>7</sup> has study about the article discusses the marketing strategy of the Claire's Stores retail clothing and accessory chain. The chain, which has been taken over by co-chief executive officer sisters Marla and Bonnie Schaefer, is expanding immensely in 2006 after a revamped marketing strategy was instated that unifies in-store layouts.

**Hooper, Neil**<sup>8</sup> has written about the article describes the store layout of several independent bookstores in London, England. They include the Crockett and Powell in the backstreets of Waterloo, The Travel Bookshop that inspired the film "Notting Hill" and Books for Cooks located in Notting Hill that has about 11,000 of cookbooks for sale.

**Hadfield, Will**<sup>9</sup> has written about the article reports that Symbol, a network of convenience stores, petrol forecourts and newsagents in Great Britain, has seen an average sales lift of more than 10% after using space-planning software for the first time. Some 300 members of the Symbol network of stores watched sales grow after deploying a planning tool to optimize the layouts of their stores. About 1,000 retailers were offered the tool as part of their Symbol membership, but only a minority requested the layouts. The sales of stores have increased by 30%, and the average is 10% to 15%, said Dennis Scott, trading manager for Palmer & Harvey, which runs the Symbol network. Palmer & Harvey has issued more than 3,000 layout plans, or "planograms", to the 300

---

<sup>7</sup> Frazier, Mya . "Claire's" Advertising Age; 11/13/2006, Vol. 77 Issue 46, page(S-13-S-13).

<sup>8</sup> Hooper, Neil . "EYE ON DESIGN" In-Store; Nov2006, page(86-86).

<sup>9</sup> Hadfield, Will. "Store layout software boosts sales" Computer Weekly; 5/9/2006, page(12-12).

independent retailers who signed up to use the space-planning application.

**Dobson, Sarah**<sup>10</sup> has written the article reports that the Canadian Tire Corp. Ltd. has made major additions to the Debbie Travis Collection and changed store layouts to put a greater focus on home decor. The chain is adding "design solutions" from the popular interior designer, with lighting, window and floor coverings, tableware and accessories for the bathroom or laundry room. The new collection is being promoted through the new catalogue and flyers around Mother's Day, along with print and broadcast ads by Taxi.

**Major, Meg**<sup>11</sup> has written the article reports on the buying behavior of Asian consumers according to a study from Accenture and the Coca-Cola Retailing Research Council. The study found out that Asian consumers are more after fresh products and produce is the most crucial in the category. It is also found out that the relationship between the retailer and the shopper matters for Asian consumers.

**Sway, RoxAnna**<sup>12</sup> has written the article presents the author's views regarding the Whole Foods Market Inc. store opened in Dublin, Ohio in September 2005. According to the author it is the grocery store of the future. The Whole Foods shopper's lifestyle and consumer preferences are integrated into the store layout, merchandising content and the emotional context of the shopping experience. On the tour, the shopper sees an amazing array of fresh produce, merchandised vertically, as well as horizontally, from a distance.

---

<sup>10</sup> Dobson, Sarah . "Canadian Tire expands Travis line" Marketing Magazine; 4/17/2006, Vol. 111 Issue 15, page(4-4).

<sup>11</sup> Major, Meg . "East meets best" Progressive Grocer; 2/1/2006, Vol. 85 Issue 2, page(80-81).

<sup>12</sup> Sway, RoxAnna . "Romancing the food" Display & Design Ideas; Dec2005, Vol. 17 Issue 12, page(3-3).

**Sway, RoxAnna** <sup>13</sup>has written the presents methods proposed by Avila Design of Oakland, California, to change the layout and design of today's convenience stores. The store layout and design of convenience stores has not substantially changed in many years. Fuel pumps are handily stationed in front of the building in neat rows. Snacks, magazines and other popular impulse items are positioned at the front checkout, along with cigarettes. Avila Design's concept for the new convenience store incorporates modern design and sweeping curves within a conventional, rectilinear building shell in a cost-effective manner. The interior is a composition of two intersecting partial ovoids, with the smaller portion utilized as a sandwich shop and the principal space enclosing the main convenience store. While the smaller shop has its own entrance, a common door is used for both areas.

**Ryan, John** <sup>14</sup>has written the reports that booksellers in Great Britain are sprucing up stores and stocking their shelves for book sales during Christmas. Most bookstores are already half-dressed for Christmas. As soon as the autumn calendar has shrieked and sparkled its way through Halloween, shops will unwrap their Christmas ranges, promotions, point of sale and instore designs ready for consumers' delectation. At the firm Ottakar's, local managers are given a degree of freedom to interpret the visions of head office as befits their stores. Although managers are encouraged to use marketing materials and promotions according to their store layout and customer base, autonomy has been curbed this year.

---

<sup>13</sup> Sway, RoxAnna. "Breaking the Mold" Convenience Store News; 11/15/2005, Vol. 41 Issue 14, page(101-110).

<sup>14</sup> Ryan, John. "Decking the halls" Bookseller;10/28/2005 Issue 5202, page(24-25).

**Dickinson, Helen** <sup>15</sup>has written the article comments on some store redesigning undertaken by French Connection Group PLC and North Face Inc. The latter has just unveiled a European flagship store in Manchester, complete with a refrigerated 7m ice wall upon which shoppers can book an hour's worth of climbing with a professional. Meanwhile, French Connection has opened a store in Norwich, showcasing a sleek design that should become the blueprint for the redevelopment of its other stores. The fact that such projects are still given the green light in tough trading times tells people just how important design and store layout are to all retailers in terms of attracting more customers into stores.

**Savage, Mike** <sup>16</sup>has written the article reports that Toys "R" Us Inc. is set to expand its footprint in Asia, with plans to open its first two stores in Thailand, in time for Christmas, kicking off a major push whereby the retailer hopes to have six outlets in the kingdom within 18 months. The entry into Thailand signals a renewed interest in regional expansion by the owners of the Toys "R" Us Asian franchise, Li & Fung Retailing Group, following a major revamp of store layouts and marketing. This includes the introduction of three separate store formats, which will now form the template for further development in Asia.

---

<sup>15</sup> Dickinson, Helen . "There's always another peak to climb" Marketing (00253650); 10/19/2005, page(13-13).

<sup>16</sup> Savage, Mike . "Toys R Us revamp tips Asia expansion plans" Media: Asia's Media & Marketing Newspaper; 10/7/2005, page(13-13).

### **1.3 STATEMENT OF THE PROBLEM:**

In the present scenario many retail outlets have been started, to attract the customers the store layout is an important factor. Which makes the customer to feel convenient in shopping in a particular shop. Identifying the level of customer satisfaction regarding store layout. Hence this study on store layout is undertaken.

### **1.4 OBJECTIVE OF THE STUDY:**

1. To study the existing level of satisfaction among the customers regarding store layout of Shree Devi Textiles, Coimbatore
2. To identify the various expectations among the customers regarding store layout.
3. To analyze the factors influencing the consumer satisfaction regarding store layout.
4. To provide suggestion to the organization based on findings of the study.

### **1.5 SCOPE OF THE STUDY:**

The scope of the study is to find out the level of satisfaction among the customers regarding store layout of Shree Devi Textiles, Coimbatore. The study is limited to 105 customers of the organization.

## **6 RESEARCH DESIGN:**

### **TYPE OF STUDY:**

The study is descriptive in nature. Descriptive research study is concerned with describing the characteristics of the nature of group. This study on "store layout" identifies the factors leading to consumer satisfaction and attempts to capture the satisfaction level of consumer. Hence it has the characteristics of descriptive research.

### **1.7 SAMPLE DESIGN:**

The sampling design is of convenience type, here element selection is unrestricted and representation basis is non-probability method. The customers of Shree Devi Textiles is in hundreds per day and it changes during seasonal times. So in this study 105 customers of Shree Devi Textiles are taken as sample in this study.

### **1.7 DATA COLLECTION METHOD:**

Questionnaire is used for the collection of data as it will help us to find out the answers. The questions relating to personal profile of Customers, factors leading to consumer satisfaction, and satisfaction levels are included.

### **1.8 TOOLS OF ANALYSIS:**

SPSS will be used for analyzing the data collected. The study uses percentage analysis, factor analysis to find out the key factors influencing Customer satisfaction regarding store layout.

### **LIMITATION OF THE STUDY:**

1. The study is limited to the Customer of Shree Devi Textiles and as such the findings are not applicable to any other organizations.
2. As the study is conducted during offer time, this will not be hold good for the whole year.



## CHAPTER- 2

### 2.1 INDUSTRY PROFILE

Retail is the second-largest industry in the United States both in number of establishments and number of employees. The U.S. retail industry generates \$3.8 trillion in retail sales annually (\$4.2 trillion if food service sales are included), approximately \$11,993 per capita. The retail sector is also one of the largest worldwide.

Wal-Mart is the world's largest retailer and the world's largest company with more than \$312 billion (USD) in sales annually. Wal-Mart employs 1.3 million Associates in the United States and more than 400,000 internationally. The second largest retailer in the world is France's Carrefour. Retail trade accounts for about 12.4 Percent of all business establishments in the United States. Single-store Businesses account for over 95 percent of all U.S. retailers, but generate less than 50 percent of all retail store sales. Gross margin typically runs between 31 and 33 percent of sales for the industry but varies widely by segment.

The retail industry accounts for about 11.6 percent of U.S. employment. Annual retail employment averaged 15.3 million people in 2005. Retail unemployment was 5.4 percent compared to 5.1 percent overall. Employment of nonsupervisory workers in retail averaged 13.0 million in 2005. Nonsupervisory retail employees averaged 30.6 hours a week during 2005 with average hourly earnings of \$12.36. Ten year employment projections expect retail to increase 11.0 percent, versus 14.8 percent overall.

## **2 ORGANISATIONAL PROFILE:**

During 1989, organization was started by Founder Mr.A.Ponnuswamy (Proprietor) with 9 staffs, with an area of 400 square feet.

During 1993, staff was increased to 30 staffs.

During 2002, shop is extended and 300 staffs was employed.

During 2004, shop was increased to 400 staffs.

Now organization was employed with 600 staff and provide various facilities to customers and staffs.

### **2.3 MOTIVES**

- Customer satisfaction.
- Multi customer service

### **2.4 SLOGAN**

Kovai Kancheepuram

### **2.5 FACILITIES**

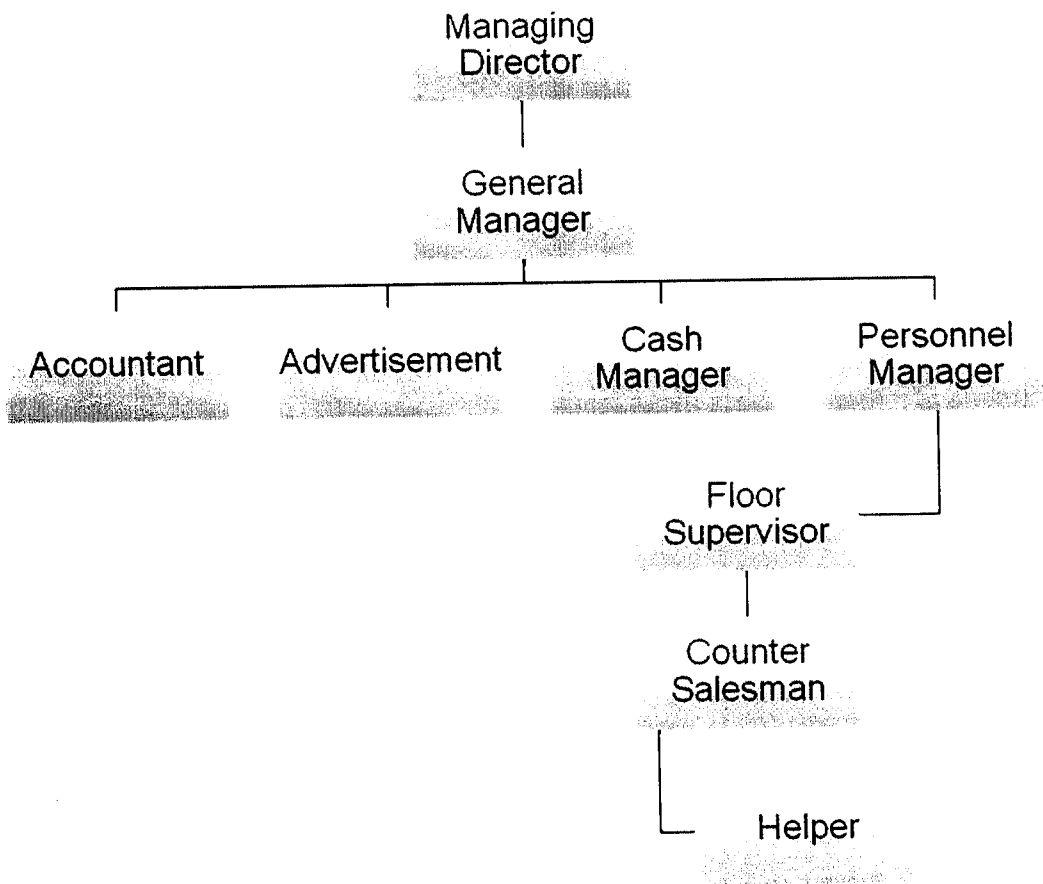
- Welfare facilities
- Safety facilities
- Medical facilities
- Canteen facility
- Security facility
- Car parking facility
- Exchange facility
- Refreshment to customers



## 2.6 RECREATIONAL ACTIVITIES FOR STAFFS

- Customer service
- Discipline
- Target
- Performance appraisal

## 2.7 ORGANISATION CHART



Managing Director - Mr. Sivaganesh, P.

General Manager – Mr. Babu.

## 2.8 STORE SPACE ALLOCATION

### Section – 1: *Ground floor*

- Cash counter
- Dhoties
- Delivery section
- Packing
- Silk sarees
- Suitings

### Section – 2: *First floor*

- Designer sarees
- Packing
- Synthetic sarees

### Section – 3: *Second floor*

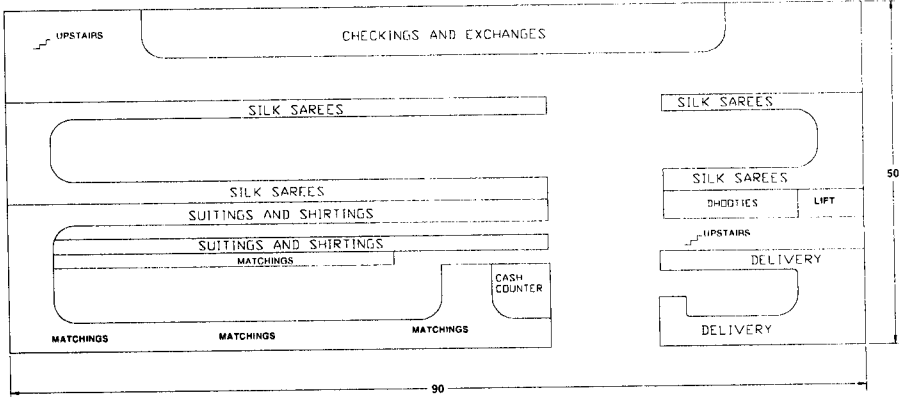
- Cotton sarees
- Kids readymades
- Packing

### Section – 4: *Third floor*

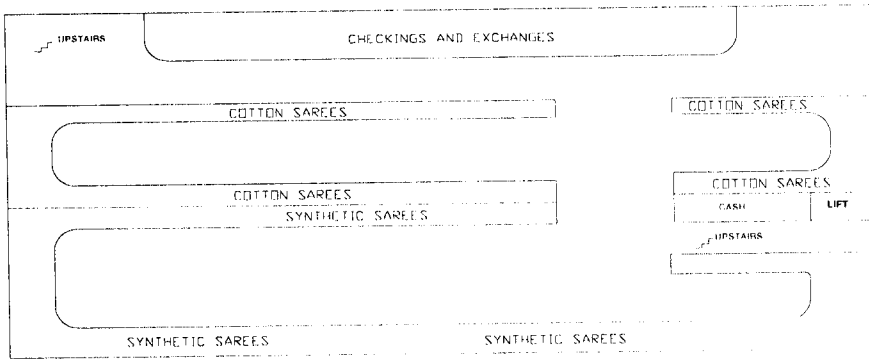
- Chollies
- Chudithars
- Gents readymades
- Packing

## 2.9 EXISTING STORE LAYOUT

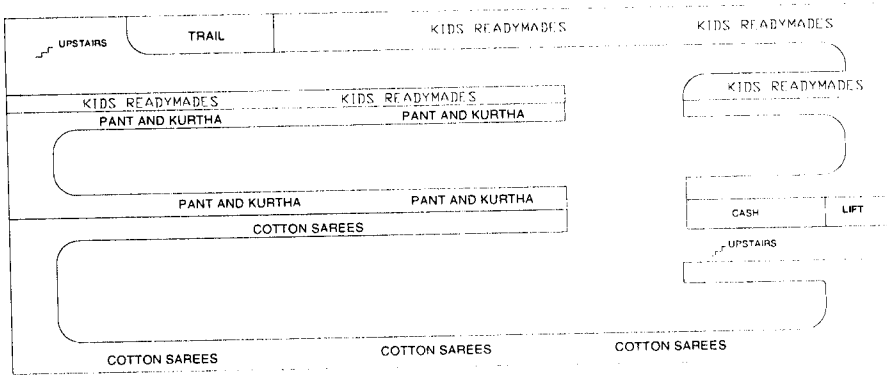
GROUND FLOOR STORE LAYOUT



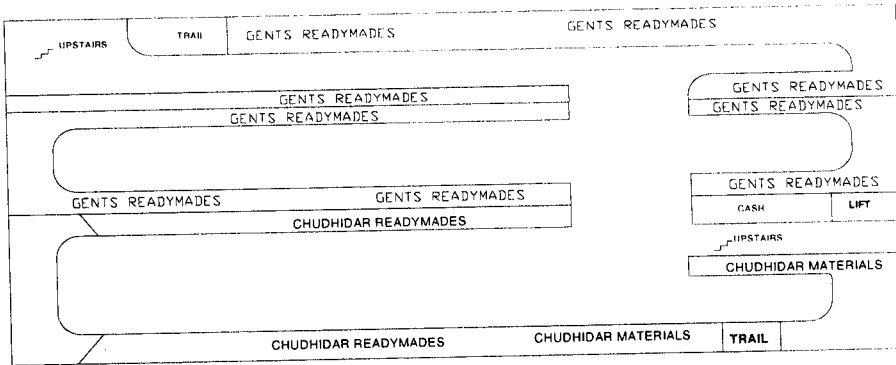
FIRST FLOOR STORE LAYOUT



**SECOND FLOOR STORE LAYOUT**



**THIRD FLOOR STORE LAYOUT**



## CHAPTER 3

### MACRO AND MICRO ECONOMIC ANALYSIS

#### 2007 SIA Intelligence Report

SIA means (Snow Sports Industries America)

The **2007 SIA Intelligence Report** is a one of a kind, comprehensive report on snow sports business and participation. This 242 page compilation of more than 10 unique research studies and detailed statistics presents readers with accurate measures on the overall health of the industry. The report includes detailed measures such as average retail prices by product category, unit and dollar sales in specialty shops and online, three year sales trends in alpine, snowboard, and Nordic ski equipment, apparel and accessories as well as participation trends and detailed profiles of snow sports participants and retailers. Additionally, readers will find reports on U.S. resort areas, Canadian retail distribution, the history of snow sports, and much more. The ever-evolving fashion industry is a clear reflection of the changing patterns in the social, political, technological and economic environment of a society. The past few decades have seen significant and diverse changes in consumer habits and lifestyles. At long last, garment purchase has come of age, with both male and female consumers becoming increasingly brand and fashion conscious. With the emergence of a contemporary social structure, garment purchase is no longer the forte of women alone. Research, national and international, expounds on the purchase decisions of the New Man who is becoming more fashion conscious and trend savvy when it comes to apparel. This article is an attempt to identify certain gender-based antecedents of garment purchase involvement. An attempt has also been made to identify the key drivers that influence the decision making process for garment purchase, separately for male and female customers. The findings demonstrate a paradigm shift in attitudes and purchase patterns, which can have important implications for the marketer.

## CHAPTER 4

### DATA ANALYSIS AND INTERPRETATION

This chapter deals with analysis and interpretation of data collected through questionnaire.

#### PROFILE OF THE RESPONDENTS:

This section deals with the profile of the respondents in terms of age, gender, marital status,

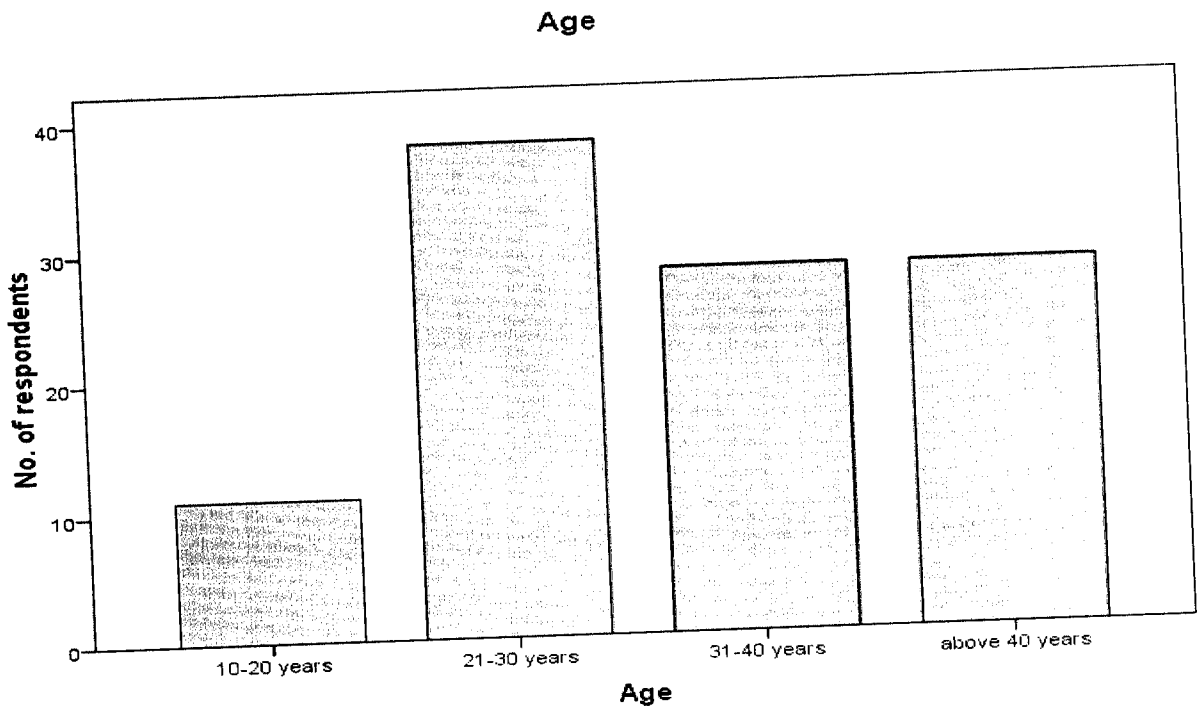
family size and family monthly income are presented below:

**Table:1 Distribution of the respondents on the basis of age**

Age		
	No. of respondents	Percent (%)
10-20 years	11	10.5
<b>21-30 years</b>	<b>38</b>	<b>36.2</b>
31-40 years	28	26.7
above 40 years	28	26.7
Total	105	100.0

From the above table it can be seen that 36.2% of the respondents belong to the age group of 21-30 years, 26.7% of the respondents belong to the age groups of 31-40 years and above 40 years.

**Chart:1 Distribution of the respondents on the basis of age**



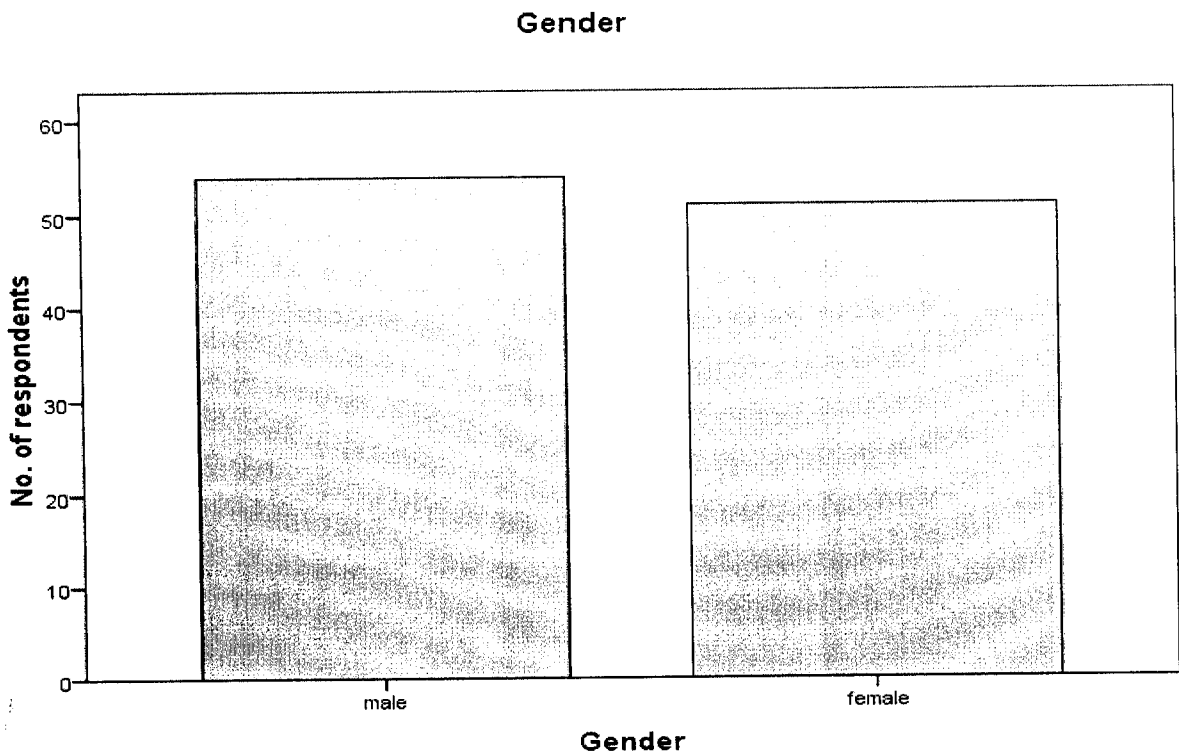
**Table (2) Distribution of the respondents on the basis of Gender**

Gender		
	No. of respondent	Percent (%)
Male	54.0	51.4
Female	51.0	48.6
Total	105.0	100.0

From the above table it can be seen that 51.4% of the respondents are Male and the remaining are Female.

**Chart:2 Distribution of the respondents on the basis of**

**Gender**



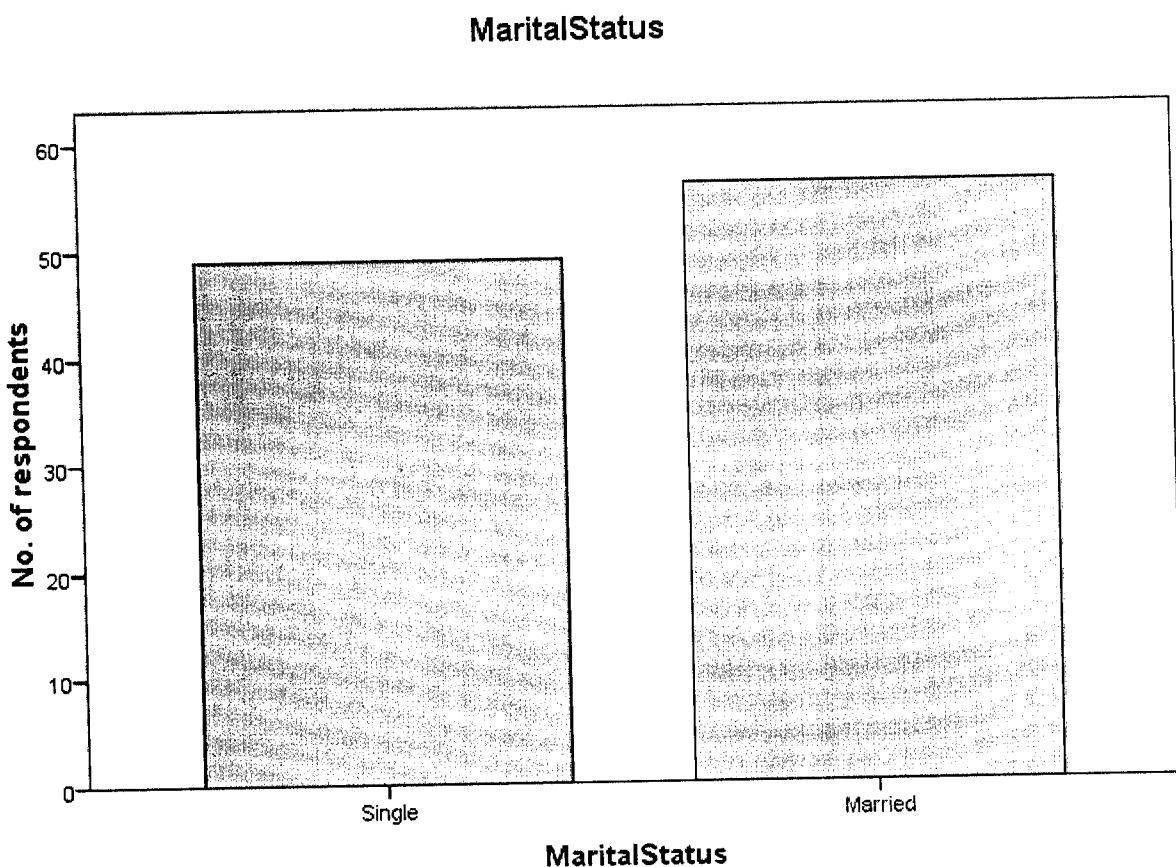
**Table:3 Distribution of the respondents on the basis of Marital Status**

<b>MaritalStatus</b>		
	<b>No. of respondents</b>	<b>Percent (%)</b>
Single	49.0	46.7
<b>Married</b>	<b>56.0</b>	<b>53.3</b>
Total	105.0	100.0

From the above table it can be seen that 53.3% of the respondents are married and the remaining are single.



**Chart:3 Distribution of the respondents on the basis of Marital Status**

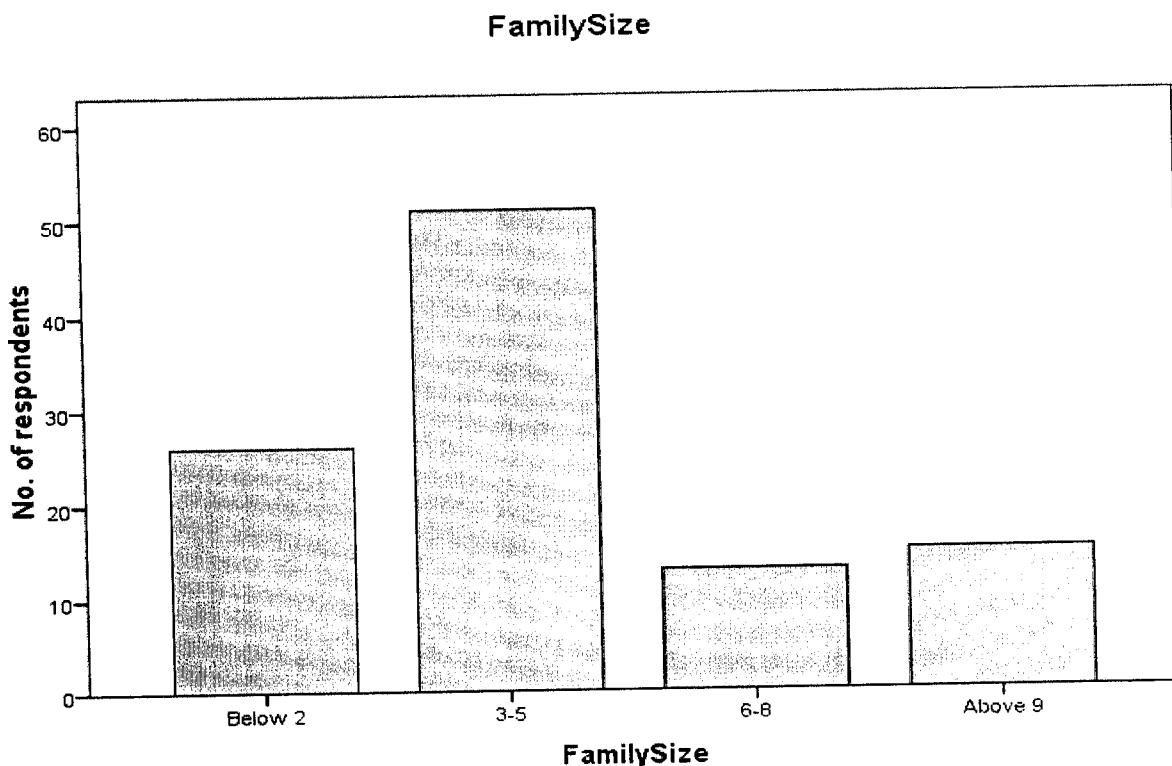


**Table: 4 Distribution of the respondents on the basis of Family Size**

FamilySize		
	No. of respondents	Percent (%)
Below 2	26	24.8
<b>3-5</b>	<b>51</b>	<b>48.6</b>
6-8	13	12.4
Above 9	15	14.3
Total	105	100.0

From the above table it can be seen that 48.6% of the respondents are having family size of three to five members.

**Chart: 4 Distribution of the respondents on the basis of Family Size**

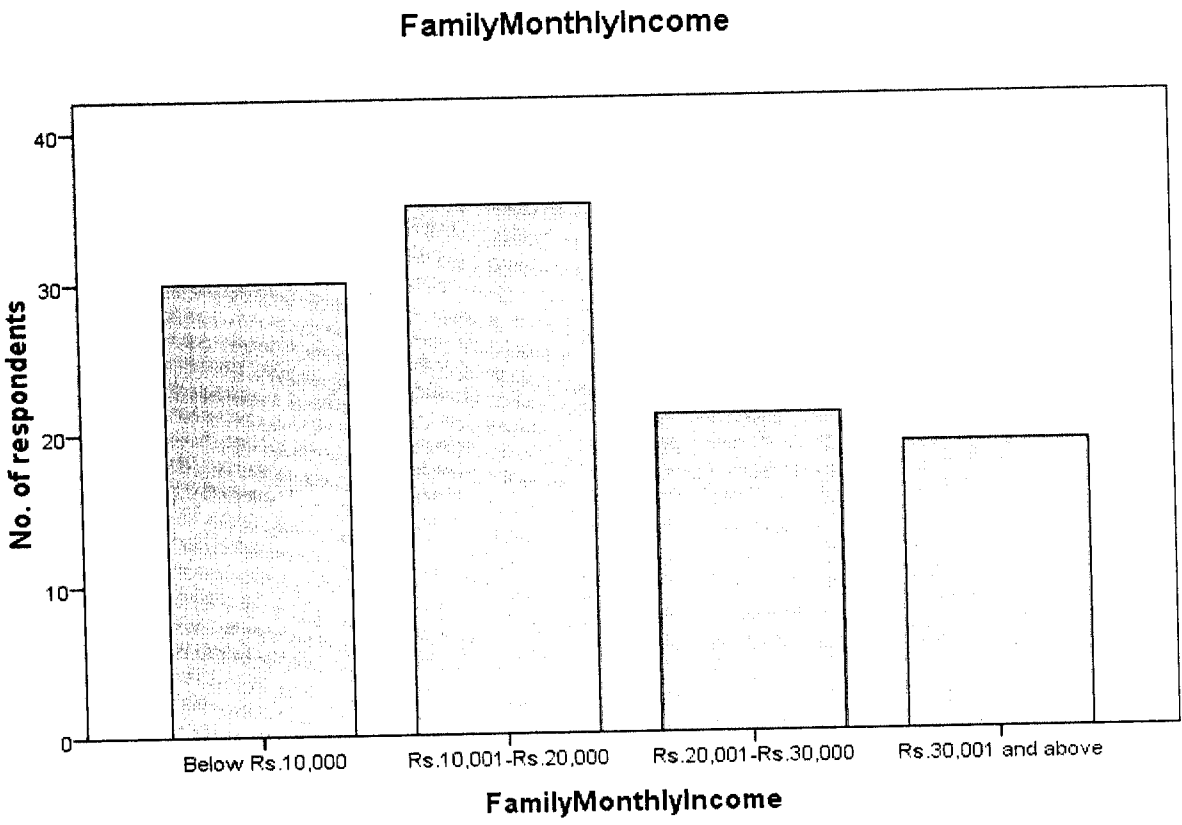


**Table: 5 Distribution of the respondents on the basis of Family Monthly Income**

<b>FamilyMonthlyIncome</b>		
	<b>No. of respondents</b>	<b>Percent (%)</b>
Below Rs.10,000	30	28.6
<b>Rs.10,001-Rs.20,000</b>	<b>35</b>	<b>33.3</b>
Rs.20,001-Rs.30,000	21	20.0
Rs.30,001 and above	19	18.1
Total	105	100.0

From the above table it can be seen that 33.3% of the respondents are having family monthly income of Rs.10,001 - Rs.20,000.

**Chart:5 Distribution of the respondents on the basis of Family Monthly Income**



## LEVEL OF SATISFACTION OF THE CUSTOMERS:

Understanding the level of satisfaction of the customers would enable an organization to frame strategies to satisfy the customers. Hence to understand the satisfaction of the customers regarding store layout in Shree Devi Textiles, 30 variables were identified. The satisfaction is measured using five point scale assigning 1 to Highly Dissatisfied, 2 to Dissatisfied, 3 to neutral, 4 to Satisfied, 5 to Highly Satisfied. The findings are presented in the following table.

**HS – Highly Satisfied; S – Satisfied; N – Neutral; DS – Dissatisfied; HDS – Highly Dissatisfied**

**Table: 6 The level of satisfaction of the respondents**

Parameters	HS		S		N		DS		HDS	
	No.	%	No.	%	No.	%	No.	%	No.	%
<b>Various department arrangements:</b>										
Home furnishing	37	35.2	29	27.6	30	28.6	9	8.6	-	-
Just born	20	19.0	38	36.2	41	39.0	6	5.7	-	-
Kids	11	10.5	42	40.0	35	33.3	17	16.2	-	-
Men	18	17.1	45	42.9	30	28.6	12	11.4	-	-
Women	18	17.1	38	36.2	36	34.3	13	12.4	-	-
<b>Features areas of Store layout:</b>										
Ceiling display	14	13.3	47	44.8	34	32.4	10	9.5	-	-
End cap	9	8.6	42	40.0	43	41.0	11	10.5	-	-
Manniques	20	19.0	27	25.7	40	38.1	18	17.1	-	-
Window display	18	17.1	48	45.7	23	21.9	16	15.2	-	-
<b>Space allocation:</b>										
Billing area	25	23.8	54	51.4	19	18.1	7	6.7	-	-
Delivery area	21	20.0	48	45.7	31	29.5	5	4.8	-	-
Location & comfort of Rest rooms	9	8.6	38	36.2	41	39.0	17	16.2	-	-
Parking area	18	17.1	28	26.7	44	41.9	15	14.3	-	-
Reception & Guidance	25	23.8	31	29.5	40	38.1	9	8.6	-	-
<b>Department location:</b>										
Dhoties and other materials	22	21.0	40	38.1	34	32.4	9	8.6	-	-
Kids wear	11	10.5	42	40.0	39	37.1	13	12.4	-	-
Ready made	15	14.3	41	39.0	35	33.3	14	13.3	-	-
Sarees	23	21.9	37	35.2	31	29.5	14	13.3	-	-

<b>Location of merchandising:</b>										
Cross merchandising	20	19.0	<b>43</b>	<b>41.0</b>	32	30.5	10	9.5	-	-
Hangings	23	21.9	<b>38</b>	<b>36.2</b>	37	35.2	7	6.7	-	-
Shelf arrangement	14	13.3	<b>49</b>	<b>46.7</b>	30	28.6	12	11.4	-	-
Showcases along the staircase	12	11.4	30	28.6	<b>48</b>	<b>45.7</b>	15	14.3	-	-
<b>Atmospherics:</b>										
Air conditioning	23	21.9	<b>41</b>	<b>39.0</b>	31	29.5	10	9.5	-	-
Chairs	16	15.2	<b>49</b>	<b>46.7</b>	29	27.6	11	10.5	-	-
Child care/ Entertainment	6	5.7	21	20.0	<b>41</b>	<b>39.0</b>	37	35.2	-	-
Colour combination	10	9.5	32	30.5	<b>46</b>	<b>43.8</b>	17	16.2	-	-
Interior decorations	9	8.6	40	38.1	<b>43</b>	<b>41.0</b>	13	12.4	-	-
Lightings	18	17.1	<b>38</b>	<b>36.2</b>	34	32.4	15	14.3	-	-
Music system	7	6.7	36	34.3	<b>38</b>	<b>36.2</b>	24	22.9	-	-
Service	<b>36</b>	<b>34.3</b>	32	30.5	28	26.7	9	8.6	-	-
merchandiOthers (Plz specify)	-	-	-	-	-	-	-	-	-	-

From the above table, majority of the respondents are highly satisfied with the following factors: Service, lightings, chairs, Air conditioning, shelf arrangement, hangings, cross merchandising, sarees, ready made, kids wear, dhotis and other materials, delivery area, billing area, window display, ceiling display, women, men, and home furnishing.

## DEMOGRAPHIC VARIABLE (AGE) VS CONSUMER SATISFACTION:

To analyze the influence of age on factors leading to Consumer satisfaction, the chi-square test is performed at 5% significant level and the following hypothesis is formulated.

H<sub>0</sub>: The age do not influence the consumer satisfaction with respect to store layout.

As P Value is less than the table H<sub>0</sub> is rejected at 0.05 the level of significance. So it is inferred that people of all ages desire the same type of layout.

The below hypothesis is tested using chi-square analysis and the result is summarized below.

**Table:7 Influence of age factors leading to Customer satisfaction**

AGE VS LEVEL OF SATISFACTION			
PARAMETERS	CHI-SQUARE VALUE	P VALUE	RESULT
<b>Various department arrangements:</b>			
Home furnishing	9.206	.419	S
Just born	15.621	.075	S
Kids	8.486	.486	S
Men	7.976	.537	S
Women	10.171	.337	S
<b>Features areas of Store layout:</b>			
Ceiling display	4.529	.873	S
End cap	19.507	.021	NS
Manniques	22.715	.007	NS
Window display	5.065	.829	S
<b>Space allocation:</b>			
Billing area	10.641	.301	S
Delivery area	3.509	.941	S
Location & comfort of Rest rooms	15.079	.089	S
Parking area	19.602	.021	NS
Reception & Guidance	6.692	.669	S
<b>Department location:</b>			
Dhoties and other materials	2.020	.991	S
Kids wear	16.436	.058	S
Ready made	18.026	.035	NS
Sarees	7.961	.538	S
<b>Location of merchandising:</b>			
Cross merchandising	5.356	.802	S
Hangings	11.493	.243	S
Shelf arrangement	4.952	.838	S
Showcases along the staircase	9.006	.437	S

<b>Atmospherics:</b>			
Air conditioning	12.730	.175	S
Chairs	9.022	.435	S
Child care/ Entertainment	5.245	.812	S
Colour combination	14.962	.092	S
Interior decorations	15.025	.090	S
Lightings	10.669	.299	S
Music system	8.120	.522	S
Service	16.092	.065	S
Others (Plz specify)			

From the table it can be seen that the demographic variable age has significant influence on the factors like *Various department arrangements* - Home furnishing, Just born, Kids, Men, Women; *Features areas of Store layout* - Ceiling display, Window display; *Space allocation* - Billing area, Delivery area, Location & comfort of Rest rooms, Reception & Guidance; *Department location* - Dhories and other materials, Kids wear, Sarees; *Location of merchandising* - Cross merchandising, Hangings, Shelf arrangement, Showcases along the staircase; *Atmospherics* - Air conditioning, Chairs, Child care/ Entertainment, Colour combination, Interior decorations, Lightings, Music system and Service.

## DEMOGRAPIC VARIABLE (GENDER) VS CONSUMER SATISFACTION:

To analyze the influence of gender on factors leading to Consumer satisfaction, the chi-square test is performed at 5% significant level and the following hypothesis is formulated.

Ho: The gender do not influence the consumer satisfaction with respect to store layout.

As P Value is less than the table H0 is rejected at 0.05 the level of significance. So it is inferred that people of all gender desire the same type of layout.

The below hypothesis is tested using chi-square analysis and the result is summarized below.

**Table :8 Influence of gender on factors leading to consumer satisfaction**

<b>GENDER VS LEVEL OF SATISFACTION</b>			
<b>PARAMETERS</b>	<b>CHI-SQUARE VALUE</b>	<b>P VALUE</b>	<b>RESULT</b>
<b>Various department arrangements:</b>			
Home furnishing	1.510	.680	S
Just born	.439	.932	S
Kids	.659	.883	S
Men	3.428	.330	S
Women	1.274	.735	S
<b>Features areas of Store layout:</b>			
Ceiling display	1.093	.779	S
End cap	2.741	.433	S
Manniques	.852	.837	S
Window display	4.270	.234	S
<b>Space allocation:</b>			
Billing area	5.435	.143	S
Delivery area	2.447	.485	S
Location & comfort of Rest rooms	.685	.877	S
Parking area	2.740	.433	S
Reception & Guidance	6.103	.107	S
<b>Department location:</b>			
Dhoties and other materials	5.865	.118	S
Kids wear	4.296	.231	S
Ready made	.849	.838	S
Sarees	3.102	.376	S
<b>Location of merchandising:</b>			
Cross merchandising	.663	.882	S
Hangings	4.143	.246	S
Shelf arrangement	4.615	.202	S
Showcases along the staircase	5.385	.146	S



<b>Atmospherics:</b>			
Air conditioning	6.825	.078	S
Chairs	3.609	.307	S
Child care/ Entertainment	3.908	.272	S
Colour combination	2.954	.399	S
Interior decorations	3.091	.378	S
Lightings	4.734	.192	S
Music system	1.201	.753	S
Service	1.437	.697	S
Others (Plz specify)			

From the table it can be seen that the demographic variable gender has significant influence on the factors like *Various department arrangements* - Home furnishing, Just born, Kids, Men, Women; *Features areas of Store layout* - Ceiling display, End cap, Manniques, Window display; *Space allocation* - Billing area, Delivery area, Location & comfort of Rest rooms, Parking area, Reception & Guidance; *Department location* - Dhoties and other materials, Kids wear, Ready made, Sarees; *Location of merchandising* - Cross merchandising, Hangings, Shelf arrangement, Showcases along the staircase; *Atmospherics* - Air conditioning, Chairs, Child care/ Entertainment, Colour combination, Interior decorations, Lightings, Music system and Service.

## DEMOGRAPHIC VARIABLE (MARITAL STATUS) VS CONSUMER SATISFACTION:

To analyze the influence of marital status on factors leading to consumer satisfaction, the chi-square test is performed at 5% significant level and the following hypothesis is formulated.

H<sub>0</sub>: The marital status do not influence the consumer satisfaction with respect to store layout.

As P Value is less than the table H<sub>0</sub> is rejected at 0.05 the level of significance. So it is inferred

that people of all marital status desire the same type of layout.

The below hypothesis is tested using chi-square analysis and the result is summarized below.

**Table :9 Influence of marital status on factors leading to consumer satisfaction**

<b>MARITAL STATUS VS LEVEL OF SATISFACTION</b>			
<b>PARAMETERS</b>	<b>CHI-SQUARE VALUE</b>	<b>P VALUE</b>	<b>RESULT</b>
<b>Various department arrangements:</b>			
Home furnishing	3.794	.285	S
Just born	1.470	.689	S
Kids	2.992	.393	S
Men	1.987	.575	S
Women	1.723	.632	S
<b>Features areas of Store layout:</b>			
Ceiling display	1.740	.628	S
End cap	3.363	.339	S
Manniques	5.506	.138	S
Window display	3.691	.297	S
<b>Space allocation:</b>			
Billing area	.164	.983	S
Delivery area	1.754	.625	S
Location & comfort of Rest rooms	.815	.846	S
Parking area	1.429	.699	S
Reception & Guidance	2.004	.572	S
<b>Department location:</b>			
Dhoties and other materials	4.517	.211	S
Kids wear	1.963	.580	S
Ready made	5.874	.118	S
Sarees	2.608	.456	S
<b>Location of merchandising:</b>			
Cross merchandising	1.363	.714	S
Hangings	3.437	.329	S
Shelf arrangement	10.768	.013	NS
Showcases along the staircase	2.494	.476	S

<b>Atmospherics:</b>			
Air conditioning	5.279	.152	S
Chairs	2.945	.400	S
Child care/ Entertainment	.888	.828	S
Colour combination	2.488	.477	S
Interior decorations	.304	.959	S
Lightings	8.199	.042	NS
Music system	5.120	.163	S
Service	3.133	.372	S
Others (Plz specify)			

From the table it can be seen that the demographic variable marital status has significant influence on the factors like *Various department arrangements* - Home furnishing, Just born, Kids, Men, Women; *Features areas of Store layout* - Ceiling display, End cap, Manniques, Window display; *Space allocation* - Billing area, Delivery area, Location & comfort of Rest rooms, Parking area, Reception & Guidance; *Department location* - Dhoties and other materials, Kids wear, Ready made, Sarees; *Location of merchandising* - Cross merchandising, Hangings, Showcases along the staircase; *Atmospherics* - Air conditioning, Chairs, Child care/ Entertainment, Colour combination, Interior decorations, Music system and Service.

## DEMOGRAPHIC VARIABLE (FAMILY SIZE) VS CONSUMER SATISFACTION:

To analyze the influence of family size on factors leading to consumer satisfaction, the chi-square test is performed at 5% significant level and the following hypothesis is formulated.

H<sub>0</sub>: The family size do not influence the consumer satisfaction with respect to store layout.

As P Value is less than the table H<sub>0</sub> is rejected at 0.05 the level of significance. So it is inferred

that people of all family size desire the same type of layout.

The below hypothesis is tested using chi-square analysis and the result is summarized below.

**Table :10 Influence of family size on factors leading to consumer satisfaction**

<b>FAMILY SIZE VS LEVEL OF SATISFACTION</b>			
<b>PARAMETERS</b>	<b>CHI-SQUARE VALUE</b>	<b>P VALUE</b>	<b>RESULT</b>
<b>Various department arrangements:</b>			
Home furnishing	15.513	.078	S
Just born	11.347	.253	S
Kids	4.622	.866	S
Men	8.244	.510	S
Women	7.355	.600	S
<b>Features areas of Store layout:</b>			
Ceiling display	6.492	.690	S
End cap	12.719	.176	S
Manniques	8.243	.510	S
Window display	9.014	.436	S
<b>Space allocation:</b>			
Billing area	6.032	.737	S
Delivery area	10.475	.313	S
Location & comfort of Rest rooms	7.492	.586	S
Parking area	7.658	.569	S
Reception & Guidance	5.390	.799	S
<b>Department location:</b>			
Dhoties and other materials	9.444	.397	S
Kids wear	6.548	.684	S
Ready made	10.443	.316	S
Sarees	3.297	.951	S
<b>Location of merchandising:</b>			
Cross merchandising	8.201	.514	S
Hangings	25.317	.003	NS
Shelf arrangement	6.124	.727	S
Showcases along the staircase	10.720	.295	S

<b>Atmospherics:</b>			
Air conditioning	5.397	.798	S
Chairs	7.485	.587	S
Child care/ Entertainment	21.342	.011	NS
Colour combination	7.183	.618	S
Interior decorations	14.561	.104	S
Lightings	17.736	.038	NS
Music system	14.822	.096	S
Service	27.966	.001	NS
Others (Plz specify)			

From the table it can be seen that the demographic variable family size has significant influence on the factors like *Various department arrangements* - Home furnishing, Just born, Kids, Men, Women; *Features areas of Store layout* - Ceiling display, End cap, Manniques, Window display; *Space allocation* - Billing area, Delivery area, Location & comfort of Rest rooms, Parking area, Reception & Guidance; *Department location* - Dhoties and other materials, Kids wear, Ready made, Sarees; *Location of merchandising* - Cross merchandising, Shelf arrangement, Showcases along the staircase; *Atmospherics* - Air conditioning, Chairs, Colour combination, Interior decorations, and Music system.

## DEMOGRAPHIC VARIABLE (FAMILY MONTHLY INCOME) VS CONSUMER

### SATISFACTION:

To analyze the influence of family monthly income on factors leading to consumer satisfaction,

the chi-square test is performed at 5% significant level and the following hypothesis is

formulated.

H<sub>0</sub>: The family monthly income do not influence the consumer satisfaction with respect to store

layout.

As P Value is less than the table H<sub>0</sub> is rejected at 0.05 the level of significance. So it is inferred

that people of all family monthly income desire the same type of layout.

The below hypothesis is tested using chi-square analysis and the result is summarized below.

**Table :11 Influence of family monthly income on factors leading to consumer satisfaction**

<b>FAMILY MONTHLY INCOME VS SATISFACTION</b>			
<b>PARAMETERS</b>	<b>CHI-SQUARE VALUE</b>	<b>P VALUE</b>	<b>RESULT</b>
<b>Various department arrangements:</b>			
Home furnishing	8.650	.470	S
Just born	5.768	.763	S
Kids	7.964	.538	S
Men	8.293	.505	S
Women	13.561	.139	S
<b>Features areas of Store layout:</b>			
Ceiling display	10.000	.351	S
End cap	13.468	.143	S
Manniques	22.355	.008	NS
Window display	10.652	.300	S
<b>Space allocation:</b>			
Billing area	2.441	.982	S
Delivery area	4.066	.907	S
Location & comfort of Rest rooms	2.445	.982	S
Parking area	4.236	.895	S
Reception & Guidance	8.998	.437	S
<b>Department location:</b>			
Dhoties and other materials	13.494	.141	S
Kids wear	11.932	.217	S
Ready made	20.231	.017	NS
Sarees	3.045	.962	S

<b>Location of merchandising:</b>			
Cross merchandising	15.140	.087	S
Hangings	8.274	.507	S
Shelf arrangement	9.805	.366	S
Showcases along the staircase	6.838	.654	S
<b>Atmospherics:</b>			
Air conditioning	13.665	.135	S
Chairs	13.173	.155	S
Child care/ Entertainment	14.607	.102	S
Colour combination	7.950	.539	S
Interior decorations	6.406	.699	S
Lightings	16.143	.064	S
Music system	9.750	.371	S
Service	13.671	.135	S
Others (Plz specify)			

From the table it can be seen that the demographic variable gender has significant influence on the factors like *Various department arrangements* - Home furnishing, Just born, Kids, Men, Women; *Features areas of Store layout* - Ceiling display, End cap, Window display; *Space allocation* - Billing area, Delivery area, Location & comfort of Rest rooms, Parking area, Reception & Guidance; *Department location* - Dhoties and other materials, Kids wear, Sarees; *Location of merchandising* - Cross merchandising, Hangings, Shelf arrangement, Showcases along the staircase; *Atmospherics* - Air conditioning, Chairs, Child care/ Entertainment, Colour combination, Interior decorations, Lightings, Music system and Service.

## ANALYSIS BASED ON REVISED QUESTIONNAIRE

**Table: 12(i) Distribution of the respondents on the basis of number of persons in a group**

No. of persons in a group		
	Frequency	Percent (%)
1	25	23.8
<b>2-4</b>	<b>40</b>	<b>38.1</b>
5-6	35	33.3
Above 6	5	4.8
Total	105	100.0

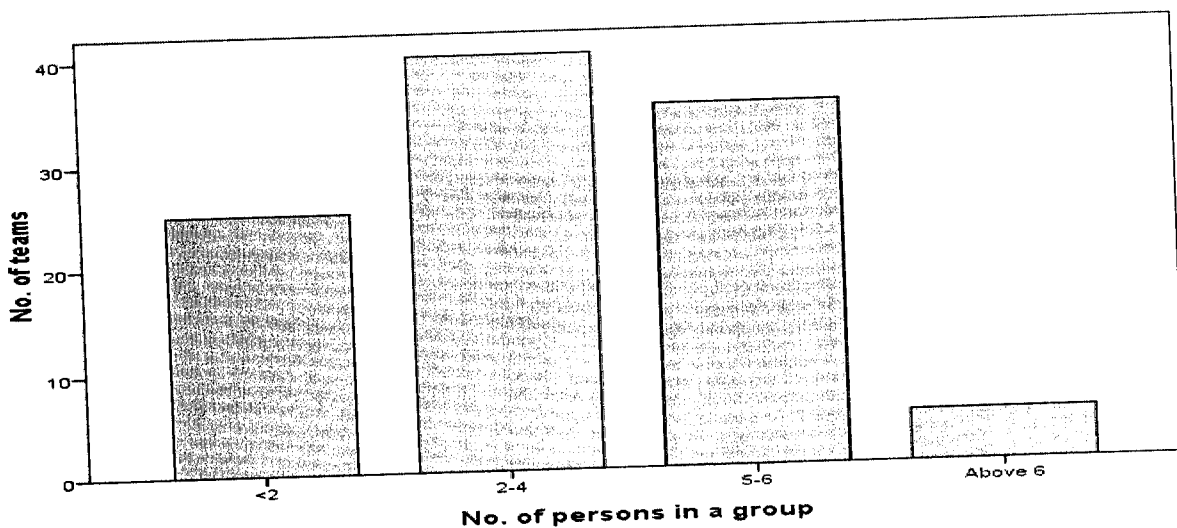
**Table: 12(ii) Distribution of the respondents on the basis of number of persons in a group**

No. of persons in a group		
	Frequency	Percent (%)
<b>1</b>	<b>25</b>	<b>24.8</b>
2	4	3.8
<b>3</b>	<b>25</b>	<b>23.8</b>
4	11	10.5
5	15	14.3
6	20	19.0
Above 6	5	3.8
Total	105	100.0



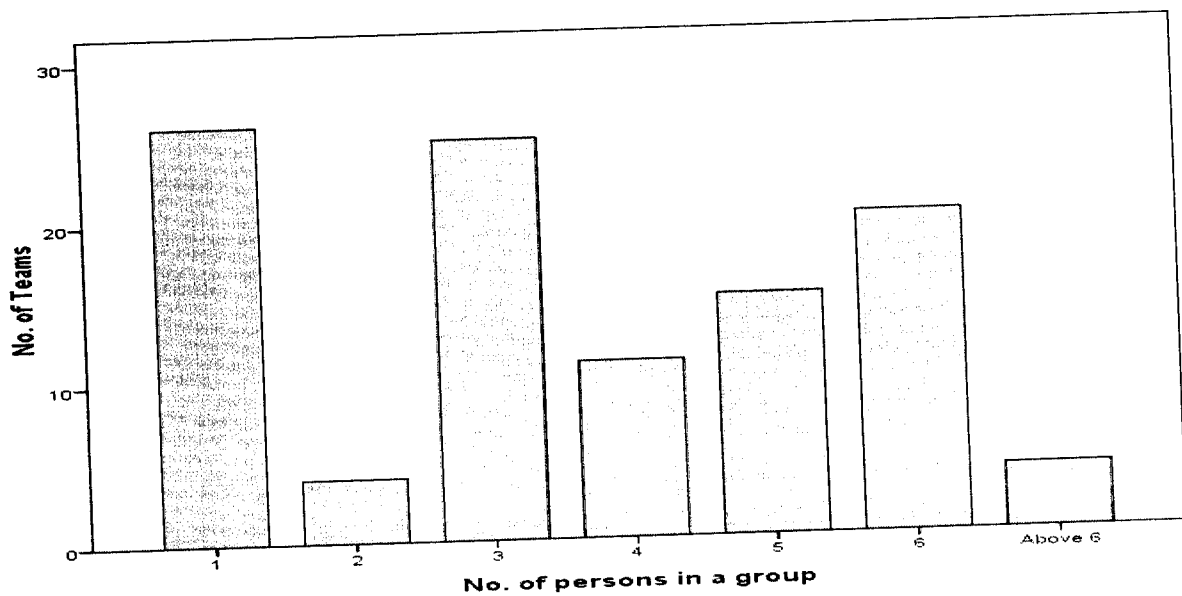
**Chart:6(i) Distribution of the respondents on the basis of number of persons in a group**

**No. of persons in a group**



**Chart:6(ii) Distribution of the respondents on the basis of number of persons in a group**

**group**



While comparing above both the tables, the more frequency visit by is by individual buyers and also the by a family with the number of persons with three in number. But when we see in the whole some most of the groups have contained about two to four in a group.

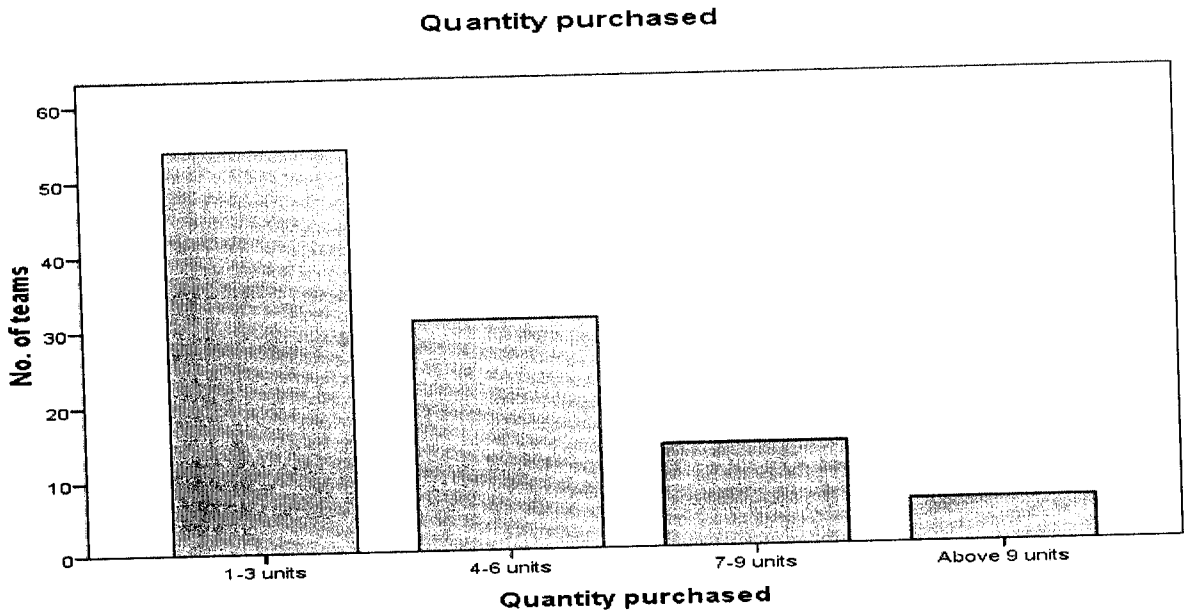
**Table: 13(i) Distribution of the respondents on the basis of Quantity purchased**

<b>Quantity purchased</b>		
	<b>Frequency</b>	<b>Percent (%)</b>
<b>1-3 units</b>	<b>54</b>	<b>51.4</b>
4-6 units	31	29.5
7-9 units	14	13.3
Above 9 units	6	5.7
<b>Total</b>	<b>105</b>	<b>100.0</b>

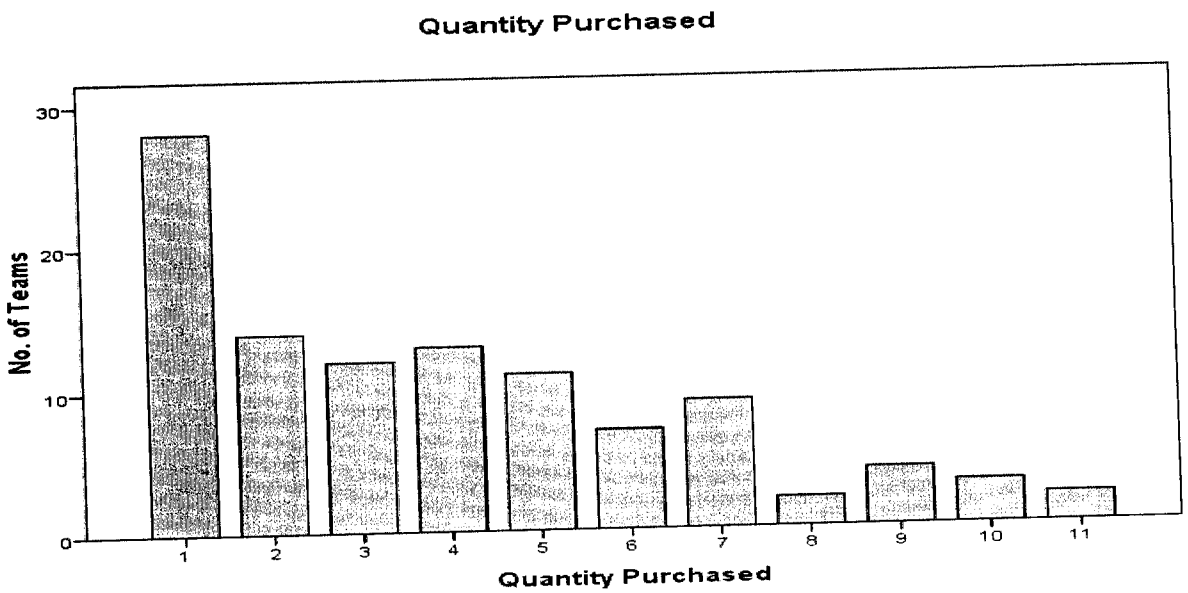
**Table: 13(i) Distribution of the respondents on the basis of Quantity purchased**

<b>Quantity Purchased</b>		
	<b>Frequency</b>	<b>Percent (%)</b>
<b>1</b>	<b>28</b>	<b>26.7</b>
2	14	13.3
3	12	11.4
4	13	12.4
5	11	10.5
6	7	6.7
7	9	8.6
8	2	1.9
9	4	3.8
10	3	2.9
11	2	1.9
<b>Total</b>	<b>105</b>	<b>100.0</b>

**Chart:7(i) Distribution of the respondents on the basis of Quantity purchased**



**Chart:7(ii) Distribution of the respondents on the basis of Quantity purchased**



From above first table and chart, it shows that the quantity purchased and the frequency of purchase made was inversely proportional. But in the second table it shows the increase in quantity purchased of seven. To be general, the quantity purchased will be inversely proportional to its frequency. Because of the change in life style like, nuclear family they like to purchase only small quantity and so the quantity of minimum is the highest.

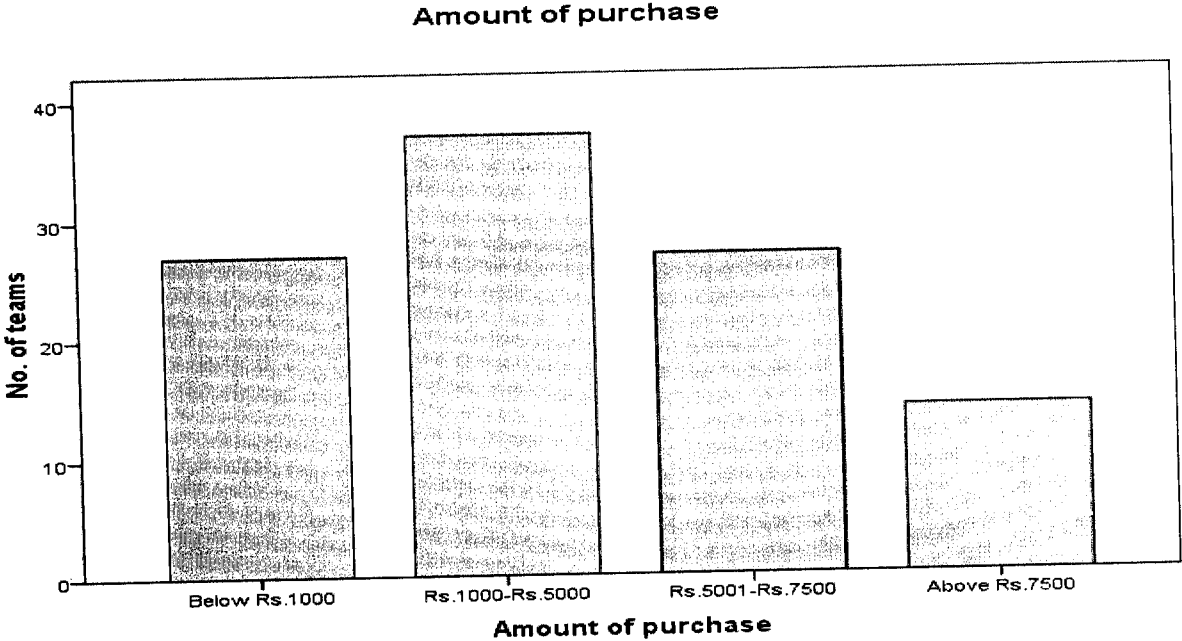
Table: 14(i) Distribution of the respondents on the basis of Amount of purchase

Amount of purchase		
	Frequency	Percent
Below Rs.1000	27	25.7
<b>Rs.1000-Rs.5000</b>	<b>37</b>	<b>35.2</b>
Rs.5001-Rs.7500	27	25.7
Above Rs.7500	14	13.3
Total	105	100.0

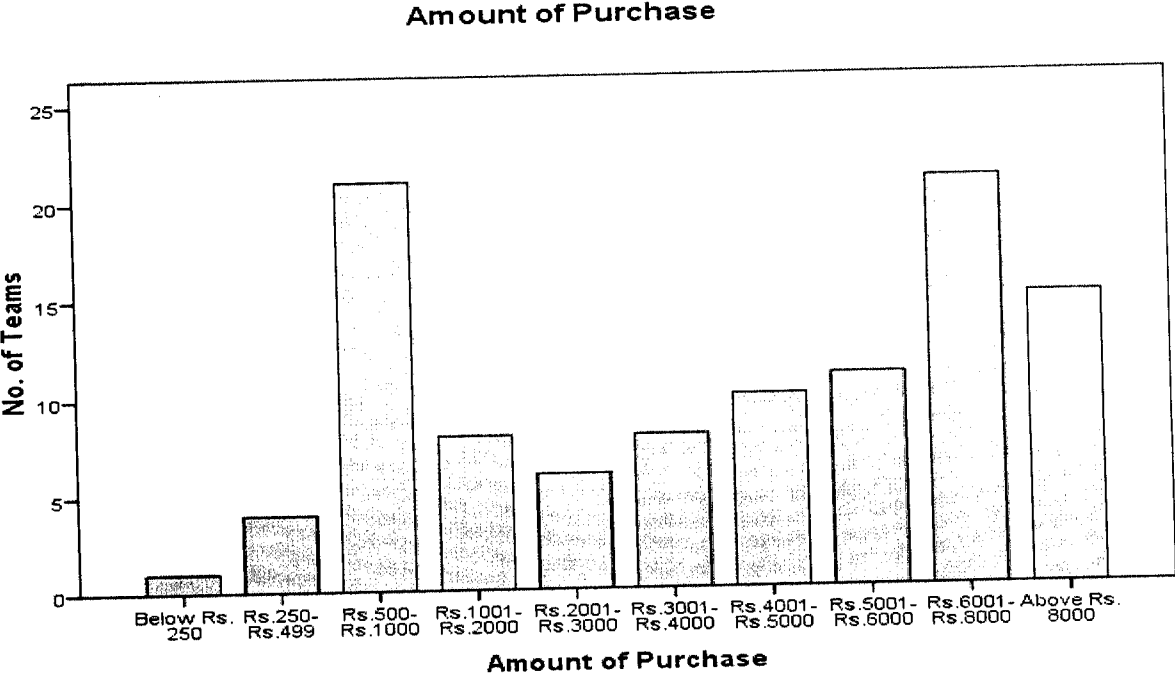
Table: 14(ii) Distribution of the respondents on the basis of Amount of purchase

Amount of Purchase		
	Frequency	Percent(%)
Below Rs.250	1	1.0
Rs.250-Rs.499	4	3.8
<b>Rs.500-Rs. 999</b>	<b>21</b>	<b>20.0</b>
Rs.1000-Rs.2000	8	7.6
Rs.2001-Rs.3000	6	5.7
Rs.3001-Rs.4000	8	7.6
Rs.4001-Rs.5000	10	9.5
Rs.5001-Rs.6000	12	11.4
<b>Rs.6001-Rs.8000</b>	<b>21</b>	<b>20.0</b>
Above Rs.8000	14	13.3
Total	105	100.0

**Chart:8(i) Distribution of the respondents on the basis of amount of purchase**



**Chart:8(ii) Distribution of the respondents on the basis of amount of purchase**



While in case of amount of purchase, it's high in Rs.500-Rs.1000 and Rs.6001-Rs.8000. From this can interpret that both middle and high class people visit the store more often. As a whole the frequency is high in Rs.1000-Rs.5000. This happens because of change in life style and the people like to have best quality products but not thinking of the price of the product.

**Table: 15 Bivariate table shows the distribution of the respondents on the basis of number of persons and quantity purchased**

	Quantity Purchased								
		1	2	3	4	5	6	Above 6	TOTAL
No. of Persons	1	14	2	4	1	1	1	2	25
	2	1	-	-	2	1	-	-	4
	3	7	4	2	4	2	3	3	25
	4	-	2	2	3	1	-	3	11
	5	2	2	1	2	2	2	4	15
	6	2	2	2	1	3	1	9	20
	above 6	1	2	1	-	1	-	-	5
	TOTAL	27	14	12	13	11	7	21	105

From the above bivariate table, it shows the same relationship like the frequency of the Number of persons in a group and the quantity purchased. It shows that the single buyers buying single quantity of product is higher so it can be recommended that single buyer should be taken care by the stores more than that of others, because they may feel lonely when they are alone it should be overcome by the help of staff in the organization.

**Table: 16 Bivariate table shows the distribution of the respondents on the basis of number of persons and time spent**

		Time spent					TOTAL
		Less than 1 hr	1_1.59mins	2-2.59mins	3_6Hrs.	>6Hrs.	
No. of Persons	1	11	8	3	3	-	25
	2	-	1	2	1	-	4
	3	5	7	6	7	-	25
	4	-	3	4	4	-	11
	5	3	1	5	5	1	15
	6	1	1	6	12	-	20
	>6	1	-	4	-	-	5
	TOTAL	21	21	31	32	1	105

From the above table, it's clear that the mostly people spent 3 to 6 hours in the store, because who spending more time will purchase more quantity in the same time the amount of purchase will also increase. The people who like to spend more time is the person who purchases for various functions like aadi, marriage, family functions etc. when the buyers spend more money they like to have good product so that it gives the benefits to the money they spend.

**Table: 17 Bivariate table shows the distribution of the respondents on the basis of number of persons and amount of purchase**

Amount of purchase									
	Less than Rs.499	Rs.500-Rs.1000	Rs.1001-Rs.2000	Rs.2001-Rs.3000	Rs.3001-Rs.5000	Rs.5001-Rs.6000	Rs.6001-Rs.8000	Above Rs.8000	TOTAL
1	1	11	1	-	4	2	3	3	25
2	-	-	-	-	1	1	1	1	4
3	1	6	3	2	10	-	1	2	25
4	1	-	2	-	3	-	4	1	11
5	-	1	-	4	3	-	4	3	15
6	-	5	2	-	5	3	4	1	20
above 6	-	-	-	-	-	1	2	2	5
<b>TOTAL</b>	<b>3</b>	<b>23</b>	<b>8</b>	<b>6</b>	<b>26</b>	<b>7</b>	<b>19</b>	<b>13</b>	<b>105</b>

From the above table, its clear that the number of persons in a group of three has the highest frequency of purchasing from the amount of Rs. 500-Rs.1000 which will be more economical for all the customers. Next comes with the persons of three in a group purchased for the amount of Rs.3001-Rs.5000. It may be because according to the number of persons in a family but it will not hold good for all the cases.



**Table: 18 Distribution of the respondents on the basis of entry time**

<b>ENTRY TIME</b>				
<b>Timings</b>	<b>Week days</b>	<b>Saturday</b>	<b>Sunday</b>	<b>Total</b>
9.30am-10.29am	-	-	9	
10.30am-11.59pm	-	-	6	
12.00pm-1.59pm	-	1	7	
2.00pm-2.59pm	-	1	2	
3.00pm-3.59pm	-	3	2	
4.00pm-4.59pm	2	2	4	
5.00pm-5.29pm	3	3	1	
5.30pm-6.29pm	30	3	1	
6.30pm-6.59pm	6	-	2	
7.00pm-7.59pm	11	2	-	
8.00pm-8.59pm	4	-	-	
9.00pm-9.59pm	-	-	-	
10.00pm-11.00pm	-	-	-	
<b>Total</b>	<b>56</b>	<b>15</b>	<b>34</b>	<b>105</b>

The above table gives the picture of how much people enters the organization in a particular time when the survey is made. In case of week days the frequency of people entering will be high during 5.30pm-6.29pm and in case of Sunday it was high during 9.30am-10.29am. To manage the traffic the organization should provide better facilities to the customers.

**Table: 19 Distribution of the respondents on the basis of Exit time**

EXIT TIME				
Timings	Week days	Saturday	Sunday	
9.30am-10.29am	-	-	-	
10.30am-11.59pm	-	-	5	
12.00pm-1.59pm	-	-	9	
2.00pm-2.59pm	-	1	7	
3.00pm-3.59pm	-	-	3	
4.00pm-4.59pm	-	-	1	
5.00pm-5.29pm	-	2	1	
5.30pm-6.29pm	-	3	4	
6.30pm-6.59pm	1	-	-	
7.00pm-7.59pm	6	2	1	
8.00pm-8.59pm	23	4	2	
9.00pm-9.59pm	16	3	1	
10.00pm-11.00pm	10	-	-	
<b>Total</b>	<b>56</b>	<b>15</b>	<b>34</b>	<b>105</b>

The above table shows the exit time of the customers, which will help the organization to arrange fast delivery of goods to the customers. Mostly people like to make payment soon and get the delivery of the product soon, which will make the customer happy. Because now a days people are not interested in wasting their time by waiting for anything so that the organization should differentiate the fast delivery from its competitors.

## Correlation of all the elements

**Table: 20 correlation between all the elements**

<b>Particulars</b>	<b>Correlation</b>
Time Spent and Amount of Purchase	0.614634
Quantity Purchased and Amount of Purchase	0.4432
Time Spent and Quantity Purchased	0.427138
Number Of Persons in a group and Amount of Purchase	0.262024
Number Of Persons in a group and Quantity Purchased	0.215642
Number Of Persons in a group and Time Spent	0.161841

All the correlation between all the variable is positive. But the time spent and amount of purchase is highly correlated, it shows that how long the customer spend the time accordingly the amount of purchase increases and also the quantity purchased. Even the number of persons in a group also influence the amount of purchase, quantity purchased and time spent. Finally the organization should attract more persons in a group so that they spend more time by which the amount of purchase and the quantity of purchase will automatically increase.

## CHAPTER 5

### 5.1 Findings:

- The customers in the age of 21 to 30 years are making frequent visit to the store, its about 36.2%.
- 51.4% of the respondents are Male.
- 53.3% of the respondents are married.
- 48.6% of the respondents are having family size of three to five members.
- 33.3% of the respondents are having family monthly income of Rs.10,001 - Rs.20,000.
- The majority of the respondents are highly satisfied and satisfied with the following factors: Service, lightings, chairs, Air conditioning, shelf arrangement, hangings, cross merchandising, sarees, ready made, kids wear, dhotis and other materials, delivery area, billing area, window display, ceiling display, women, men, and home furnishing.
- The demographic variable age has significant influence on the factors like
  - ✓ *Various department arrangements* - Home furnishing, Just born, Kids, Men, Women;
  - ✓ *Features areas of Store layout* - Ceiling display, Window display;
  - ✓ *Space allocation* - Billing area, Delivery area, Location & comfort of Rest rooms, Reception & Guidance;
  - ✓ *Department location* - Dhoties and other materials, Kids wear, Sarees;
  - ✓ *Location of merchandising* - Cross merchandising, Hangings, Shelf arrangement, Showcases along the staircase;

- ✓ *Atmospherics* – Air conditioning, Chairs, Child care/ Entertainment, Colour combination, Interior decorations, Lightings, Music system and Service.
- The demographic variable gender has significant influence on the factors like
  - ✓ *Various department arrangements* - Home furnishing, Just born, Kids, Men, Women;
  - ✓ *Features areas of Store layout* - Ceiling display, End cap , Manniques , Window display;
  - ✓ *Space allocation* - Billing area, Delivery area, Location & comfort of Rest rooms, Parking area, Reception & Guidance;
  - ✓ *Department location* - Dhoties and other materials, Kids wear, Ready made , Sarees;
  - ✓ *Location of merchandising* - Cross merchandising, Hangings, Shelf arrangement, Showcases along the staircase;
  - ✓ *Atmospherics* – Air conditioning, Chairs, Child care/ Entertainment, Colour combination, Interior decorations, Lightings, Music system and Service.
- The demographic variable marital status has significant influence on the factors like
  - ✓ *Various department arrangements* - Home furnishing, Just born, Kids, Men, Women;
  - ✓ *Features areas of Store layout* - Ceiling display, End cap , Manniques , Window display;

- ✓ *Space allocation* - Billing area, Delivery area, Location & comfort of Rest rooms, Parking area, Reception & Guidance;
  - ✓ *Department location* - Dhoties and other materials, Kids wear, Ready made , Sarees;
  - ✓ *Location of merchandising* - Cross merchandising, Hangings, Showcases along the staircase;
  - ✓ *Atmospherics* – Air conditioning, Chairs, Child care/ Entertainment, Colour combination, Interior decorations, Music system and Service.
- The demographic variable family size has significant influence on the factors like
    - ✓ *Various department arrangements* - Home furnishing, Just born, Kids, Men, Women;
    - ✓ *Features areas of Store layout* - Ceiling display, End cap , Manniques , Window display;
    - ✓ *Space allocation* - Billing area, Delivery area, Location & comfort of Rest rooms, Parking area, Reception & Guidance;
    - ✓ *Department location* - Dhoties and other materials, Kids wear, Ready made , Sarees;
    - ✓ *Location of merchandising* - Cross merchandising, Shelf arrangement, Showcases along the staircase;
    - ✓ *Atmospherics* – Air conditioning, Chairs, Colour combination, Interior decorations, and Music system.
  - The demographic variable gender has significant influence on the factors like

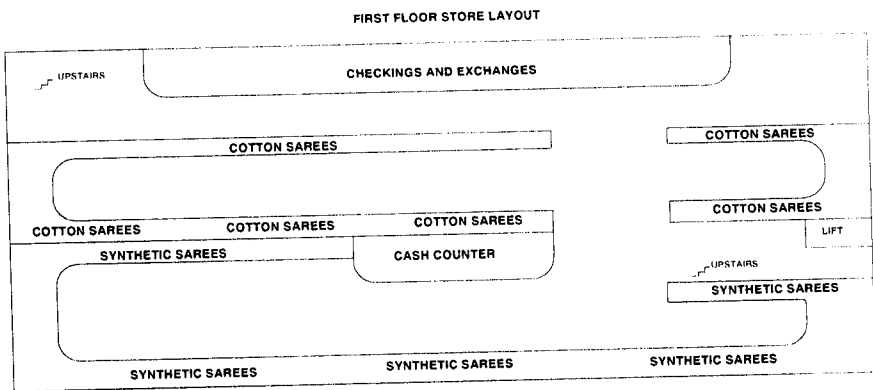
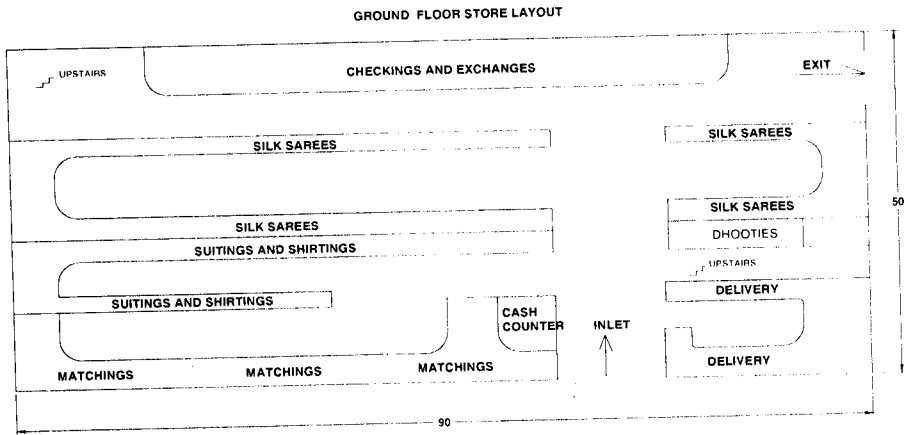
- ✓ *Various department arrangements* - Home furnishing, Just born, Kids, Men, Women;
  - ✓ *Features areas of Store layout* - Ceiling display, End cap , Window display;
  - ✓ *Space allocation* - Billing area, Delivery area, Location & comfort of Rest rooms, Parking area, Reception & Guidance;
  - ✓ *Department location* - Dhoties and other materials, Kids wear, Sarees;
  - ✓ *Location of merchandising* - Cross merchandising, Hangings, Shelf arrangement, Showcases along the staircase;
  - ✓ *Atmospherics* – Air conditioning, Chairs, Child care/ Entertainment, Colour combination, Interior decorations, Lightings, Music system and Service.
- The more frequency visit by is by individual buyers and also the by a family with the number of persons with three in number
  - The quantity purchased and the frequency of purchase made was inversely proportional.
  - Both middle and high class people visit the store more often.
  - Mostly people spent 3 to 6 hours in the store, because who spending more time will purchase more quantity in the same time the amount of purchase will also increase.
  - The number of persons in a group of three has the highest frequency of purchasing from the amount of Rs. 500-Rs.1000 which will be more economical for all the customers.
  - In case of week days the frequency of people entering will be high during 5.30pm-6.29pm and in case of Sunday it was high during 9.30am-10.29am.
  - How long the customer spend the time accordingly the amount of purchase increases and also the quantity purchased.

## 5.2 Recommendations:

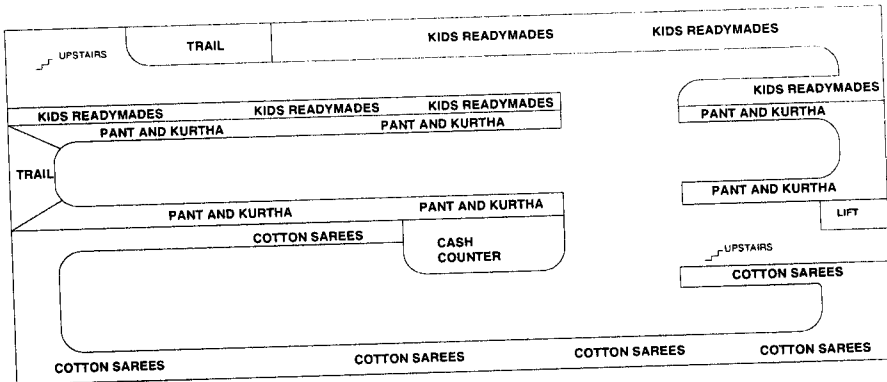
- Customer were highly satisfied with home furnishing layout, other departments incharges can get clues and suggestions for improving their layout.
- From the findings relating to customer satisfaction reveal that they are satisfied with the , lightings, chairs, Air conditioning, shelf arrangement, hangings, cross merchandising, sarees, ready made, kids wear, dhotis and other materials, delivery area, billing area, window display, ceiling display, women ,and men.
- The organization should take care to make the customer feel comfortable during heavy crowds, by making quick delievery,etc.
- The department may be reallocated according to the time and season.
- As there is new competitors entering into the market of organization new promotion strategies should be brought in to retain the customers. The promotional strategies like gift coupons, gifts, discount,etc.
- By prior consultation, the packing may be done on the basis of among of purchase and delivery can be split accordingly like less than Rs.1000; Rs.1000-Rs.5000; Rs.5000 and above.
- As the entry point is narrow, the entry may be converted into exit and by reducing the matching layout and entry can be provided, which in turn facilitate for free entry and exit of customer without much of traffic.



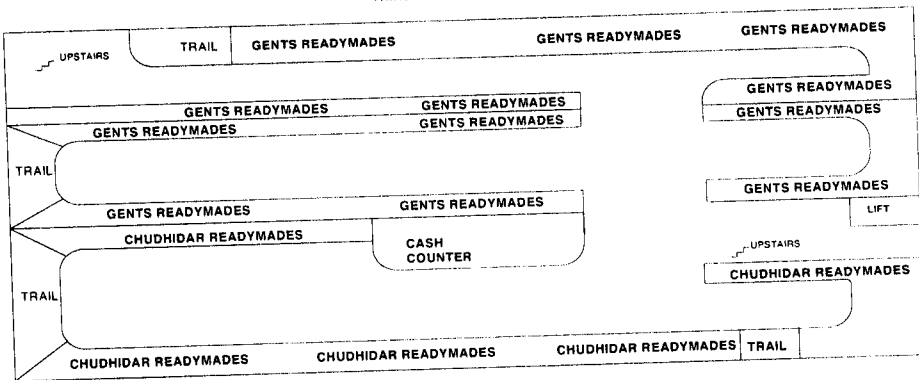
# Recommended store layout:



SECOND FLOOR STORE LAYOUT



THIRD FLOOR STORE LAYOUT



### **5.3 Conclusion:**

This study have been undertaken to identify about the satisfaction level of the customer in Shree Devi Textiles, Coimbatore. The findings highlighted level of satisfaction of customers with regarding various factors relating to store layout. The findings will enable the Marketing department and Management to frame suitable policies to enhance the level of satisfaction of customer and there by to increase the turnover.

## APPENDIX

### QUESTIONNAIRE

#### A STUDY ON STORE LAYOUT IN SHREE DEVI TEXTILES, COIMBATORE.

##### *PERSONAL PROFILE:*

##### **Age :**

- (a) 10 -20 years  (b) 21-30 years   
(c) 31-40years  (d) above 40years

##### **Gender :**

- (a) Male  (b) Female

##### **Marital Status :**

- (a) Single  (b) Married

##### **Family Size :**

- (a) Below 2  (b) 3 – 5   
(c) 6-8  (d) above 9

##### **Family Monthly income:**

- (a) Below Rs. 10,000  (b) Rs.10,001 - Rs.20,000   
(c) Rs.20,001 – Rs.30,000  (d)Rs. 30,001 and above

The following are the probable reasons which might have attracted you while shopping in Shree Devi Textiles. Please provide tick in the appropriate column.  
*HS – Highly Satisfied; S – Satisfied; N – Neutral; DS – Dissatisfied; HDS – Highly Dissatisfied*

Parameters	HS	S	N	DS	HDS
<b>Various department arrangements:</b>					
Home furnishing					
Just born					
Kids					
Mens					
Womens					
<b>Features areas of Store layout:</b>					
Ceiling display					
End cap					
Manniques					
Window display					
<b>Space allocation:</b>					
Billing area					
Delivery area					
Location & comfort of Rest rooms					
Parking area					
Reception & Guidance					
<b>Department location:</b>					
Dhoties and other materials					
Kids wear					
Ready mades					
Sarees					
<b>Location of merchandising:</b>					
Cross merchandising					
Hangings					
Shelf arrangement					
Showcases along the staircase					
<b>Atmospherics:</b>					
Air conditioning					
Chairs					
Child care/ Entertainment					
Colour combination					
Interior decorations					
Lightings					
Music system					
Service					
Others (Plz specify)					

*Thank you.....*

## A STUDY ON STORE LAYOUT IN SHREE DEVI TEXTILES

**No of Persons in a group:**

(a) <2  (b) 2-4  (c) 5-6  (d) above 6

**Entry Time:** \_\_\_\_\_ am/pm

**Exit Time:** \_\_\_\_\_ am/pm

**Time spent (hrs):**

(a) <1  (b) 1-3  (c) 4-6  (d) above 6

**Quantity of purchase:**

(a) 1-3  (b) 4-6  (c) 7-9  (d) >9

**Amount of purchase:**

(a) <Rs1000  (b) Rs1001-5000  (c) Rs5001-7500  (d) >Rs7500

**Service provided by the salesman:**

(a) Satisfied  (b) Neutral  (c) Dissatisfied

*Thank you....*

## BIBLIOGRAPHY

- Liu, Sandra S.Chen, Jie., Melara, Robert D., Massara, Francesco. "Consumers' product-locating behavior: Exploring the application of signal detection theory" *Psychology & Marketing*; Jun2008, Vol. 25 Issue 6, page(506-520).
- Schiff, Jennifer Lonoff. "The Layout of the Land" *Multichannel Merchant*; Dec2007, Vol. 3 Issue 12, page(40-41).
- Wilson, Marianne. "Store Design: Details Matter" *Chain Store Age*; Jul2007, Vol. 83 Issue 7, page(126-128).
- Ryan, John ." Decking the halls" *Bookseller*; 10/28/2005 Issue 5202, page (24-25).
- Fraser, Fiona . "WHS to update store layout" *Bookseller*; 9/5/2003 Issue 5093, page(6).
- Cotton, B.,Cachon, J.-Ch. "Resisting the Giants: Small Retail Entrepreneurs Against Mega-Retailers--An Empirical Study" *Journal of Small Business & Entrepreneurship*; 2007, Vol. 20 Issue 2, page(135-149).
- Frazier, Mya . "Claire's" *Advertising Age*; 11/13/2006, Vol. 77 Issue 46, page(S-13-S-13).
- Hooper, Neil . "EYE ON DESIGN" *In-Store*; Nov2006, page(86-860).
- Hadfield, Will. "Store layout software boosts sales" *Computer Weekly*; 5/9/2006, page(12-12).
- Dobson, Sarah . "Canadian Tire expands Travis line" *Marketing Magazine*; 4/17/2006, Vol. 111 Issue 15, page(4-4).

- Major, Meg . “East meets best” Progressive Grocer; 2/1/2006, Vol. 85 Issue 2, page(80-81).
- Sway, RoxAnna . “Romancing the food” Display & Design Ideas; Dec2005, Vol. 17 Issue 12, page(3-3).
- Sway, RoxAnna. “Breaking the Mold” Convenience Store News; 11/15/2005, Vol. 41 Issue 14, page(101-110).
- Ryan, John. “Decking the halls” Bookseller;10/28/2005 Issue 5202, page(24-25).
- Dickinson, Helen . “There's always another peak to climb” Marketing (00253650); 10/19/2005, page(13-13).
- Savage, Mike . “Toys R Us revamp tips Asia expansion plans” Media: Asia's Media & Marketing Newspaper; 10/7/2005, page(13-13).
- [www.snowsports.org/layout/set/print/suppliers\\_service\\_providers/research\\_reports/2007\\_sia\\_intelligence\\_report](http://www.snowsports.org/layout/set/print/suppliers_service_providers/research_reports/2007_sia_intelligence_report) - 19k.