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ijmrset@gmail.com



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Perception of Customer with Reference to Girias Investment Pvt Ltd

Mr. Gagan Kumar N

Dept. of MBA, Dr. Ambedkar Institute of Technology, VTU, Belagavi, India

ABSTRACT: The research paper investigates customer perception towards Girias Investment Pvt. Ltd., a prominent player in the retail sector. The study aims to understand the factors influencing consumer behaviour and satisfaction levels, utilizing a structured research design that includes quantitative and qualitative methodologies. Data was collected through surveys and interviews, focusing on various aspects such as product quality, customer service, pricing strategies, and brand reputation. The findings reveal significant insights into customer preferences and expectations, highlighting the importance of effective communication and service delivery in enhancing customer loyalty. The report concludes with recommendations for improving customer engagement and satisfaction, thereby contributing to the strategic growth of Girias Investment Pvt. Ltd. This research not only fulfills the academic requirements of the MBA program but also provides practical implications for the company's marketing strategies.

KEYWORDS: Customer Perception, Consumer Behaviour, Product Quality, Pricing Strategies, Brand Reputation

I. INTRODUCTION

In today's highly competitive retail landscape, understanding customer perception is critical for businesses aiming to enhance their market position and foster long-term growth. For companies like Girias Investment Pvt. Ltd., a well-established entity in the retail sector, particularly in Bagepalli, maintaining a positive image among customers is essential for sustained success. However, despite its solid reputation, the company has faced challenges in managing its public image, as reflected by instances of negative feedback and reviews. This calls for a deeper examination of the factors that shape consumer perceptions, both positive and negative, to devise strategies that strengthen customer loyalty and satisfaction.

The primary objective of this research is to explore the internal and external factors that influence consumer perception of Girias Investment Pvt. Ltd. This includes analysing the impact of product quality, customer service, pricing, store experience, and marketing efforts on customer satisfaction. Moreover, external influences such as competition, market trends, and social media presence also play a significant role in shaping the company's public image. By identifying these elements, the study aims to provide actionable insights that can help Girias bridge the gap between how it is perceived and its actual performance.

This research is significant because it can directly inform the company's strategic decision-making process. A positive customer perception not only enhances brand loyalty but also drives sales, revenue growth, and customer retention. In contrast, unresolved issues related to customer dissatisfaction can lead to a tarnished reputation and loss of market share. Thus, understanding the factors that influence customer opinions is crucial for Girias to maintain a competitive edge in the market and meet the evolving expectations of its customer base.

Through a comprehensive analysis of customer feedback, preferences, and expectations, this study will recommend strategies that Girias can implement to improve its reputation and overall market presence. The insights derived from this research can help the company realign its operational, marketing, and customer service practices to better meet consumer needs, ultimately strengthening its position in the retail sector.

II. REVIEW OF LITERATURE

Naiyi (2004) Consumer Dimensions The perception of risk by consumers is the main focus of online shopping. This paper presents a structural model comprising seven components representing the apparent risk to the buyer of purchasing the web.



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Sylvia M. (2013) Internet social media in their research report, they made it clear that despite the growth of online networking and the general use of these various specialized devices, there aren't many studies that consider the apparent benefits or features of different types of online networking and conceptualize the characteristics of social networking as perceived by users.

Sumanjeet (2002) Online banner advertising has been published in the Indian Journal of Marketing. The internet is the virtual realm where businesses can post advertisements on different portals. Worldwide, millions of people use internet every day, and that number will only rise with time.

Christy Cheung, (2005) risky analysis of online consumer behaviour This study presents a coordinated model of online buyer behaviour and attempts to offer critical criticism of the pre-theoretic written work.

Elisabeta (2014) Online buyer groups Buyers, social commands and partnerships, data access, improved correspondence capabilities, and better in-person communication have all been superseded by the internet and virtual groups.

Research gap

This study highlights the lack of comprehensive analysis on consumer perception specific to smaller towns like Bagepalli, where socio-economic and cultural factors may significantly influence behaviour. Additionally, existing literature often overlooks the impact of regional retail brands, such as Girias Investment Pvt. Ltd., in these markets. Furthermore, there is a need to explore how the integration of online and offline retail strategies affects consumer perception in semi-urban settings.

Objectives

- To identify factors influencing consumer buying behaviour towards the Girias offerings.
- To evaluate brand awareness and the customer perception towards Girias Investment Pvt. Ltd.

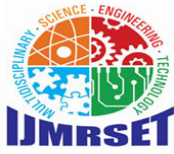
III. RESEARCH METHODOLOGY

The research methodology for this study utilizes a descriptive research design to explore customer perception of Girias Investment Pvt. Ltd. Primary data was collected through structured questionnaires and face-to-face interviews with a sample size of 112 respondents, employing random and convenience sampling techniques. Secondary data was gathered from relevant literature to contextualize the findings. Data analysis involved statistical tools such as percentage analysis, Chi-square tests, and ANOVA, using SPSS software for accurate interpretation. The study acknowledges limitations, including a small sample size and geographic constraints, which may affect the generalizability of the results.

Data analysis

Table 1; showing factors influence consumer decision to purchase from Girias.

Purchase decision factors	No. of respondent's	Percentage of respondent's
Price	21	20.20%
Brand reputation	20	24%
Quality of products	30	37.50%
After sales-service	12	11.50%
Discount/offers	15	17.30%



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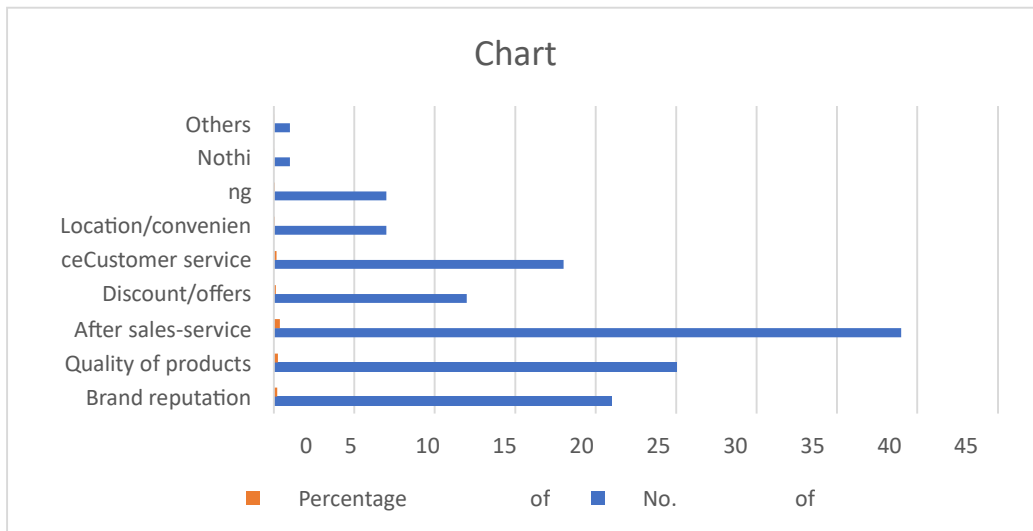
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Customer service	7	6.70%
Location/convenience	7	6.70%
Nothing	0	0
Others	0	0

Analysis: The above table indicates the quality of products is the most significant factor influencing consumer purchasing decisions at Girias, with 37.50% of respondents prioritizing it, and 24% brand reputation. Other factors like price and after-sales service also contribute, but the lower percentages suggest opportunities for Girias to enhance these aspects to further attract customers.

Graph showing factors influence consumer decision to purchase from Girias.

Interpretation: The above graph shows that the graph identifies key factors that influence consumer decisions,



highlighting the importance of price, quality, and brand reputation, which are critical for Girias to consider in their marketing strategies.

Table 2; Table showing how consumer perceive the pricing of products at Girias compared to other retailers.

Products pricing	No. of respondents	Percentage of respondents
Very expensive	12	11.40%
Slightly expensive	24	21.90%
Moderate	54	50.50%
Reasonable	15	14.30%
Less expensive/inexpensive	1	1%
other	1	1%

Analysis: The above table indicates the majority of consumers perceive Girias' pricing as moderate, with 50.50% of respondents indicating this view, However, a combined 33.30% of respondents consider the products either very

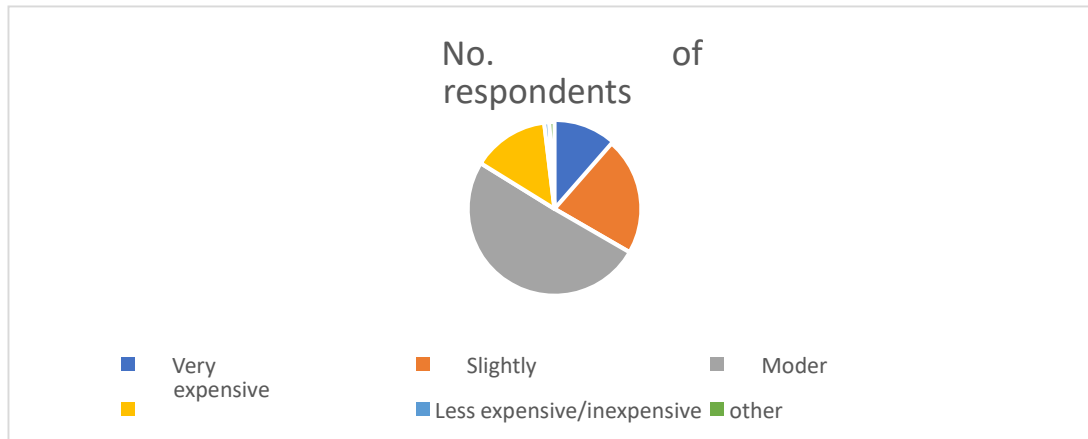


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expensive or slightly expensive.

Graph showing how consumer perceive the pricing of products at Girias compared to other retailers.



Interpretation: The above graph shows that the graph indicates that consumers generally perceive Girias' pricing as slightly expensive compared to other retailers, suggesting that while the brand is recognized for quality, it may need to address pricing strategies to attract more price-sensitive customers.

Table 3; Table showing how consumer think is Girias most distinguishing feature compared to other retailers.

Distinguish feature	No. of respondent's	Percentage of respondent's
Product variety	29	26.90%
Pricing	49	43.30%
Customer service	24	20.20%
Store environment	9	8.70%
After sales-service	1	1%

Analysis: The above table indicates the Pricing is identified as the most distinguishing feature of Girias by 43.30% of respondents, highlighting its competitive advantage in attracting cost-conscious consumers. Product variety follows at 26.90%, Customer service 20.2% and Store environment and After sales-service 9.7%.



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Graph showing how consumer think is Girias most distinguishing feature compared to other retailers.



Interpretation: The above graph shows that the graph highlights that consumers identify pricing and product variety as Girias' most distinguishing features compared to other retailers, emphasizing the importance of these aspects in the brand's competitive positioning.

Table 4; showing what could Girias improve in promotions or offers.

Promotions or offers	No. of respondent's	Percentage of respondent's
More product variety	41	40.2%
Clearer terms and conditions	19	18.7%
More payment options	35	34.6%
Extended duration of products	10	9.3%
Better customer service	10	9.3%
Other	2	1.9%

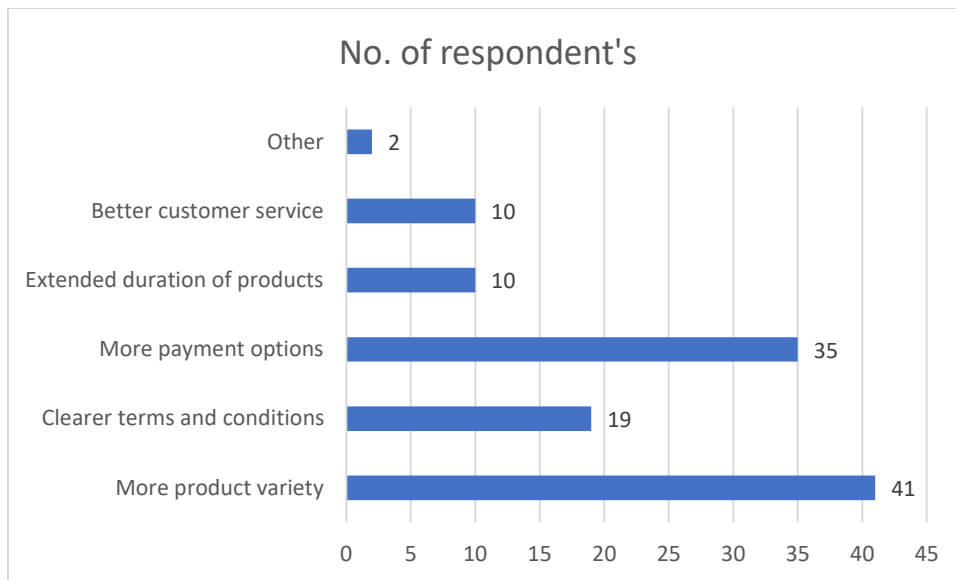
Analysis: The above table indicates the data indicates that the most significant area for improvement in Girias' promotions is increasing product variety, as highlighted by 40.20% of respondents. Additionally, offering more payment options 34.60% and clearer terms and conditions 18.70% are also important to consumers, suggesting that enhancing these aspects could boost customer satisfaction and engagement



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Graph showing what could Girias improve in its promotions or offers.



Interpretation: The above graph shows that the graph highlights areas where consumers feel Girias could enhance its promotional strategies, indicating that there is room for improvement in tailoring offers to better meet customer expectations and preferences.

Hypothesis testing

Hypothesis 1

H₀: There is a significant relationship between income level with purchase experience.

H₁: There is no significant relationship between income level with purchase experience.

ANOVA testing

ANOVA					
How would you rate your overall purchase experience at Girias?					
	Sum of square	df	Mean square	F	sig
Between group	.529	4	.176	.278	.841
Within group	68.462	108	.634		
Total	68.991	112			

Interpretation: The one-way ANOVA shows no significant difference in the purchase experience ratings at Girias across the groups, as indicated by the F-value of 0.278 and p-value of 0.841 ($p > 0.05$). The majority of the variability is within groups rather than between them. Therefore, the groups' purchase experiences are similar.

Hypothesis 2

H₀: There is no significant relationship between age and purchase decision.



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H₁: There is a significant relationship between age and purchase decision.

Correlations			
		What is your current job role?	Do you feel motivated to perform your job to the best of your ability?
What is your current job role?	Pearson Correlation	1	-.097
	Sig. (2-tailed)		.609
	N	30	30
Do you feel motivated to perform your job to the best of your ability?	Pearson Correlation	-.097	1
	Sig. (2-tailed)	.609	
	N	30	30

Interpretation: The Pearson correlation test results indicate a correlation coefficient of -0.097 between age and purchase decision, with a p-value of 0.609 ($p > 0.05$). This suggests that there is no significant relationship between age and the purchase decision among the respondents. The negative correlation value indicates a very weak inverse relationship, but it is not statistically significant. Therefore, age does not appear to influence purchase decisions in this context. Overall, the hypothesis that there is a significant relationship between age and purchase decision is not supported by the data.

Findings

The analysis reveals several key insights about consumer behaviour and perceptions at Girias. The most influential factor driving purchase decisions is the quality of products 37.50%, followed by brand reputation 24%. While most consumers perceive Girias' pricing as moderate 50.50%, a significant portion finds it either slightly or very expensive 33.30% suggesting room for price strategy adjustments. Girias' pricing 43.30% and product variety 26.90% are seen as its most distinguishing features. However, consumers suggest that Girias could improve by increasing product variety 40.20% and offering more payment options 34.60% in promotions. Hypothesis testing shows no significant relationship between income level and purchase experience (ANOVA: $p = 0.841$), nor between age and purchase decisions (Pearson correlation: $p = 0.609$), indicating that these factors do not notably impact customer behaviour at Girias.

Suggestions

Based on the data analysis, Girias can focus on improving its pricing strategies, product variety, and payment options to enhance customer satisfaction and attract a broader audience. While product quality and brand reputation are strong, pricing is perceived as slightly expensive, which may deter price-sensitive customers. Introducing more flexible payment options, clearer promotional terms, and a broader product range could strengthen Girias' competitive position. Additionally, better customer service and after-sales support, though lower priorities, could still enhance the overall



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customer experience and foster loyalty. Addressing these factors will help Girias better meet consumer expectations and boost sales.

IV. CONCLUSIONS

In conclusion, the data analysis indicates that product quality, brand reputation, and price are the most influential factors in consumer purchasing decisions at Girias, with a significant focus on moderate pricing. While the brand stands out for its competitive pricing and product variety, there is room for improvement in areas such as promotions, payment options, and customer service. Hypothesis testing shows no significant relationship between income level and purchase experience, nor between age and purchase decisions. Therefore, Girias should focus on enhancing product variety, pricing strategies, and customer engagement to improve its overall consumer appeal.

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