

## Association between Factors Affecting Buying Behaviour of CSD Customers and Different Product Categories

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### Abstract

The aim of present study was to find the association between factors affecting buying behaviour of CSD (Canteen Stores Department) customers and different product categories. To achieve this purpose, the selection of the respondents has been randomly made from Bhatinda CSD Depot in Punjab state. Data was collected from general public, defense personnel and their families utilizing the services of Bhatinda CSD Depot in Punjab. Further, total three hundred (N=300) individuals between age group of 20- 65 years (Mean  $\pm$  SD: age  $43.95 \pm 2.21$  years,) were selected as subjects buying items from various URCs and CSD canteens. Primary data was collected through a summated questionnaire / Scale (Likert's Five Point Scale) which was filled by the general public, armed forces personnel and their families who were customers of retail shops and CSD canteen stores. In the present study, chi-square test has been applied in order to find that is there any kind of association that exists among sale and services under consideration or not.

### INTRODUCTION

The Canteen Stores Department, (CSD), is a solely owned Government of India Enterprise under Ministry of Defense and has its depot in all major military bases operated by the Indian Armed Forces.

CSD are the most profitable retail chain in India, ahead of Future & Reliance Retail and sell a wide variety of products like household provisions, kitchen appliances, alcoholic drinks, cars, and sports equipment. Though originally meant exclusively for active and retired members of the Armed Forces personnel (defined as troops), it is slowly and steadily being expanded to include GREF, NCC Units at Group HQ level, TA units, CDA's staff, Indian Ordnance Factories, Embarkation HQs, civilians paid from defense estimates, civilians paid out of civil estimates, and Paramilitary forces under operational/administrative control of the Army civilian government employees. Generally, these goods are procured by CSD in bulk, and sold at concessional rates (without taxes), compared with retail prices. CSD prices are low as the goods sold are exempt from taxes. A huge profit is earned by the Canteen Stores Department.

A 'Consumer Service Cell' is functioning at CSD, HO Mumbai. It deals with all the complaints received with regard to rates, non-extension of consumer promotion schemes, after sales-service and the quality of goods supplied by the CSD. URCs and individual entitled consumers are advised to get in touch with the cell, if no satisfactory reply is received from the Depot Managers/Regional Managers with regards to the complaints. The complaints may be addressed to DGM (MS) CSD, Adelphi, 119, MK Road Mumbai-20 and also an email may be sent. With such an enormous network and an enviable customer base, views and suggestions carry a lot

of meaning for higher satisfaction levels. With a view to utilise such feedback, a suggestion box as well as suggestion books are available in each Depot. In case any URC visiting the Depot has any suggestions on any aspect of the CSD services, the same may be dropped in the suggestion box or recorded in the suggestion book available with the Depot Manager/ Assistant Manager. The Depot takes necessary action on the suggestions so received/recorded and any suggestion for improvement of system, forwards the same to CSD Headquarters.

In present study investigator had put a sincere scholar effort to explore the association between factors affecting buying behaviour of CSD (Canteen Stores Department) customers and different product categories.

## METHODOLOGY

The aim of present study was to find the association between factors affecting buying behaviour of CSD (Canteen Stores Department) customers and different product categories. To achieve this purpose, the selection of the respondents has been randomly made from Bhatinda CSD Depot in Punjab state. Data was collected from general public, defense personnel and their families utilizing the services of Bhatinda CSD Depot in Punjab. Further, total three hundred (N=300) individuals between age group of 20- 65 years (Mean  $\pm$  SD: age  $43.95 \pm 2.21$  years,) were selected as subjects buying items from various URCs and CSD canteens. Primary data was collected through a summated questionnaire / Scale (Likert's Five Point Scale) which was filled by the general public, armed forces personnel and their families who were customers of retail shops and CSD canteen stores. In the present study, chi-square test has been applied in order to find that is there any kind of association that exists among different variables under consideration or not.

## RESULTS

**Table 1: Cross tabulation of Different Product Category with Sales and Services**

		Sales and Service			Total
		Low	Medium	High	
Electronics	Count	0	122	178	300
	% within Category	0.0%	40.7%	59.3%	100.0%
Luggage	Count	1	142	157	300
	% within Category	0.3%	47.3%	52.3%	100.0%
Liquor	Count	0	135	165	300
	% within Category	0.0%	45.0%	55.0%	100.0%
Grocery	Count	0	133	167	300
	% within Category	0.0%	44.3%	55.7%	100.0%
Total	Count	1	532	667	1200
	% within Category	0.1%	44.3%	55.6%	100.0%

Results of the table 1 shows that out of 300 respondents in electronic product category, 59.3% of the respondents (178) were highly satisfied with sales and services provided by CSD canteen. There were 122 respondents who reported medium level of satisfaction in this category. Apart from this, results also shows that in Luggage category, 157 respondents reported high and 142 respondents reported medium level of satisfaction related to sales and services. There was only one respondent in this

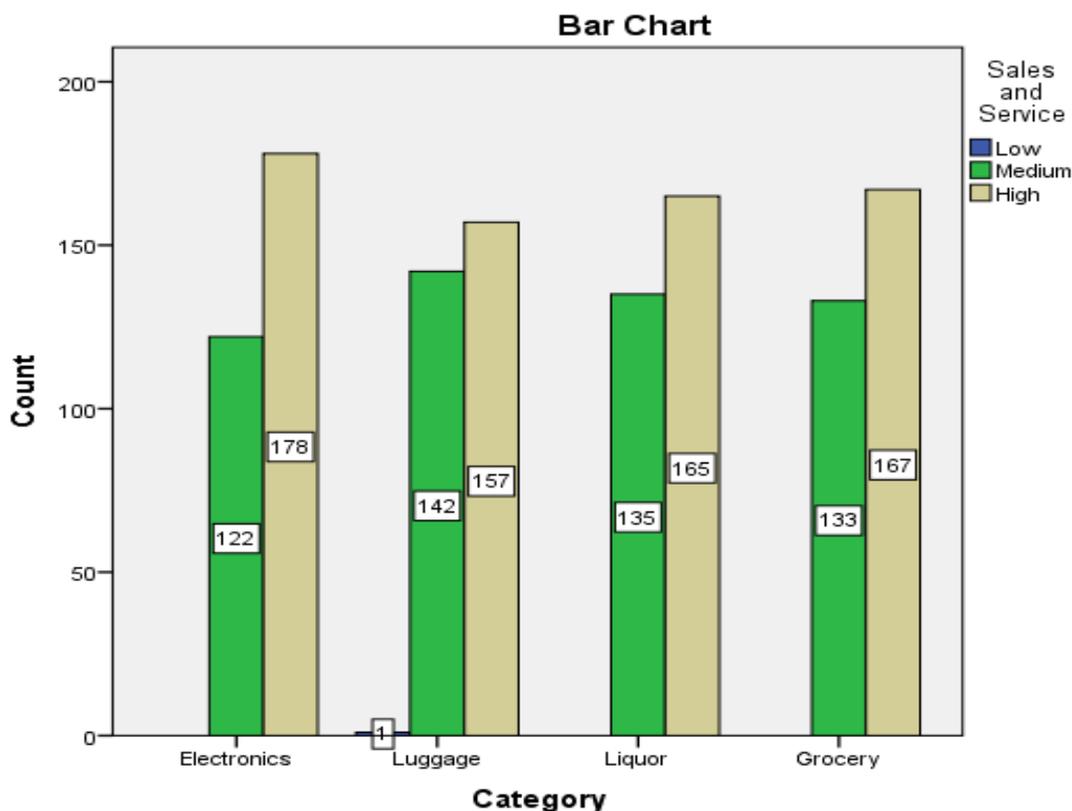
category who reported low level of satisfaction. In addition to this, results manifested that in liquor category, 55% of the respondents were highly satisfied and rest of the respondents showed medium level of satisfaction in term of sales and services pertaining to liquor category. The results of the grocery category showed that there were 167 respondents (55.7%) who were highly satisfied in terms of sales and services provided by CSD canteens in terms of grocery. There were 133 respondents who reported medium level of satisfaction for this category. From these results it is quite evident that in all the four product categories, all the respondents have shown similar type of agreement in terms of sales and services. Further, in order to check the association among these variables, Chi-square test is applied.

**Table 2: Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.897 <sup>a</sup>	6	.435
Likelihood Ratio	5.677	6	.460
Linear-by-Linear Association	.386	1	.535
N of Valid Cases	1200		

Table 2 reported the results of chi-square test which examined the association between Sales and services factor and different product categories. The overall calculated statistic of chi-square test, at 6 degree of freedom had a value of 5.897, as this is lesser than the critical value of 7.815, the null hypothesis is accepted. Which means that there is no association between Sales and services factor and different product categories as the p- value is more than 0.05 level of significance. Hence, the null hypothesis is accepted.

**Figure 1: Frequency Distribution of Different Product Category with Sales and Services**



## CONCLUSION

In terms of sale and services of CSD canteen, results of the analysis shows that in all the four categories, that is, Electronics, Luggage, Liquor and Grocery majority of the respondents were highly satisfied.

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