

IMPACT OF EMPLOYEES BEHAVIOUR ON CONSUMER BUYING BEHAVIOUR

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ABSTRACT

The Quality of employee's behaviour and service towards customer has a greater impact on consumer's buying behaviour or purchase decisions. The quality of individual customer service experience can have profound impact on consumer's behaviour. This study points to the importance of delivering consistent excellent service to each and every customer. Though some businesses are tempted to favour consumers who spend more and shop more often, every person you interact with can have an influence on other potential customers. The research design used in our research was descriptive incorporating knowledge from secondary information analysis, qualitative research, quantitative research, methodology selection, questionnaire design and sample design to be used. Also, Convenient Sampling was carried out. Target customers were mainly All Students, Working professionals across in India. The age group was defined. The research has been conducted through online forms circulated because of the convenience factor.

KEYWORDS: *Employee's Behaviour, Customer Service, Consumer's Behaviour, Quantitative Research.*

Introduction

Looking behind 50-60 years, when retailing was more of the unorganized kind, consumer's purchase decision was mainly based on the product and its benefits. They tended to visit a store to look for the product they desired, choose it and pay for it. Very little attention was paid to the shop owner's or salesperson's behaviour with them. But, in the last few decades, with the change in the retailing concept and introduction of organized retailing, the consumers are exposed to a kind of freedom for choosing and behaving sensitively towards the buying process. The marketers are now experiencing a dramatic change in consumer's behaviour. Nowadays, apart from the product features, there are lot many aspects that a consumer explores to reach the purchase decision. It has been observed in the recent past that consumers seek the attention of the shopkeepers and salespersons and are more likely to visit those outlets where they have experienced a royal and cantered attention from them.

Literature Review

(Seidman , 2000)examined relationship between behaviour and non-behaviour elements of the service encounter and customer satisfaction, there is a significant correlation between employee responsiveness and customer satisfaction.

(Hanna, Backhouse, & burns , 2004)examines that all these variables influence the behaviour of employees, both external and internal factors are very important for the behaviour of employees and this later influence their behaviour towards the consumers. If the company wants to satisfy consumers, they have to first satisfy employees and if they don't it can lead to misbehaviour of employees.

(Saad, Weheba, & Ahmed , 2015) examines that gender plays different role in customer satisfaction. customer satisfaction depends on the fact that they pay so much amount on the hotels and if employees does not behave well then, the customers are not satisfied. Customer believes that not only quality but they need some attention from employees. 'Listening to customers with empathy in responding to their needs in a good manner'

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(Chen, 2008) examines that the consumers that work out more than thrice in a week in clubs are more satisfied with the employees behaviour. The employees who have worked for more than 4 years are more satisfied with their co-workers and they try to make their consumers more satisfied because they understand customer's behaviour

(Turkay & Sengul , 2014)examine critical behaviour state that customer satisfaction is necessary to be achieved. Employees and customer perception does not differ to a great aspect. When employees are properly trained and who are happier with their working condition they can make their customers happier.

(Low, Ong, & Tan , 2017)examines that internal CSR practice has a role to play in reducing employees' turnover intention in the professional service industry. Employees' turnover intention is reduced through the manifestation effects of Internal CSR practices through enhanced Organizational commitment and Job satisfaction. Employees value beneficial treatment through internal CSR practices, while employers seek loyalty and dedication in their work performance

(SunTung, Chen, & Schuckert, 2016)examines the moderating effects of employee responsiveness and organizational reassurance towards CCB on guest satisfaction, loyalty, and perceived value towards a hotel. They Provided higher ratings of satisfaction, loyalty, and perceived value towards the organization

Research Objectives

In our study, we have defined our research objectives as follows:

Primary Objectives

- To find the association between Employees behaviour and its impact on consumer buying behaviour
- To find the association between Employees' behaviour and consumer shopping satisfaction.
- To find the factors of employee's behaviour which influence the consumer the most.

Secondary Objectives

- To find the attributes in employees behaviour which influence consumer in their purchase decision.
- To find if gender and purchase decision influenced by employee's behaviour is independent of each other.The purpose of considering gender is to determine if the results of the research have anydependence on the gender of the respondents.
- To find if Age group and purchase experience is independent of each other

Research Design

- Research objective: The objective of research is to understand the impact on employee's behaviour on consumer buying behaviour.
- Research type: Descriptive design.

Data Source:

For Primary Research

- Research will be conducted using structured questionnaires

For Secondary Research

- Journals and Reports
- Websites such as Pro-quest, Jstor.
- Research articles-On the basis of the information collected through secondary research and exploratory research, the underlying information gap was identified and need gap analysis was done. Hence primary research was conducted to fill in the gap. The primary research was conducted by administering questionnaire online.

Research Approach

Survey Method

This will help us to cover a larger area of society using the questionnaire method.

Research instrument

Questionnaire

Type of Questionnaire

Semi-structured

Type of Questions

Open ended & Closed ended.

Sampling Plan

- Sampling Unit- Students and Working professionals.
- Sample size- 114
- Sampling Procedure- Simple Random Sampling

Contact Method

Personal

Mode of Collecting Data

Respondents chosen at random and filling of questionnaire through online, secondary data from books, magazines, journals etc.

Data Processing Tool

SPSS

Sample Design

- Population-All age group between 20-35
- Sampling Frame-All Students and Working professionals across Bengaluru.
- Sampling Technique-Convenient Sampling.
- Sampling Size-114(Estimated)

Results & Findings**Frequency Distribution Results**

- **Age Group of respondents – Frequency Distribution**

Table 1: Age of Respondents

Age Group	Frequency	Percent
20-25	96	85
25-35	17	15
Total	114	100

Source: Primary Data

From the above table, it can be concluded that that the research comprises of respondents who are majorly of two age groups which is 20 to 25 and 25 to 35. A major component of the research comprises of respondents in the age group of 20-25 years of age. The results obtained are mainly dependent of this particular age group of 20 to 25.

- **Gender of respondents- Frequency Distribution**

Table 2: Gender of Respondents

Gender	Frequency	Percent
Male	71	62.8
Female	42	37.2
Total	113	100.0

Source: Primary Data

It is found that of all the respondents, 62.8% of the respondents are males while 37.2% are females. The purpose of considering the gender of the respondents is to determine if the results of the research have any dependence on the gender of the respondents.

- **Store preference- Frequency Distribution**

Table 3: Store preference of Respondents

Store Preference	Frequency	Percent
Brand outlets	58	51.3
Shopping Complex	15	35.4
Hypermarket	40	13.3
Total	113	100.0

Source: Primary Data

From the table above, it can be determined that among 113 respondents, about 51.3% of our respondents prefer to shop at BRAND OUTLETS. While about 35.4 % of the respondents prefer any Shopping Complex, a very small portion of our respondents of about 13.3% prefer to shop at a Hyper Market.

- **Visiting Frequency – Distribution Table**

Table 4: Visiting Frequency

Visiting Frequency	Frequency	Percent
Occasionally	45	39.8
Once in Three Months	45	39.8
Every Month	23	20.4
Total	113	100.0

Source: Primary Data

We were interested to determine how often our respondents shop at either of the brand outlets, hypermarket or a super market. The findings were that about 39.8% of our respondents are either visiting OCCASIONALLY (on special occasions only) or ONCE IN THREE MONTHS. The remaining 20.4 % are visiting once in every month.

- **Store Last Visited- Frequency Distribution**

Table 5: Store Last Visited by Respondents

Last Visited Store	Frequency	Percent
H&M	27	23.9
Super Market	23	20.4
Central Mall	22	19.5
Shopper Stop	17	15.0
Lifestyle	12	10.6
Zara	12	10.6
Total	113	100.0

Source: Primary Data

It was also find out which is the latest store the respondents made their purchases at. This gives the idea as to what kind of behaviour they expect out of an employee. It was found that 10.6 % of the respondents visit branded outlets like Zara and Lifestyle. 20.4 % visited the super market and nearly 23.9% visited the H&M store. About 19.5% of our respondents, visited the Central Mall (which is considered as a shopping complex)

- **Employee's Behaviour and Consumer's Buying behaviour- Frequency Distribution table.**

Table 6: Employee behaviour & Consumer's Buying behaviour

Employee's behavior affects my buying behavior	Frequency	Percent
Yes	68	60.2
No	12	10.6
Maybe	33	29.2
Total	113	100.0

Source: Primary Data

It was found that about 60.2% of our respondents said that "YES, an employee's behaviour at the store with us as a customer, affects our buying behaviour". Meaning that if an employee behaves in a rude manner, I as a consumer might change my decision of buying the product I went out to buy. A very minimum of 10% reacted differently. They had to say that "NO, my buying decisions are not influenced by the employees behaviour at the store".

About 29.2% had a neutral opinion towards this question.

- **Employee's negative behaviour and consumer's purchasing decision-Frequency Distribution table**

Table 7: Employee negative behaviour & Consumer's purchasing

Employee's negative behaviour effect purchasing decisions	Frequency	Percent
Yes	81	71.7
No	8	7.1
May Be	24	21.2
Total	113	100.0

Source: Primary Data

The impact of an Employee's negative (or rude) behaviour on the purchasing decisions of the customer is captured here. A majority of 71.7% said that their purchasing decisions will be affected by the employee's negative behaviour. They might change their shopping location if this happens. Only 7.1% had another perspective to this and said that rude behaviour of an employee will not matter to them. About 21.2% had a neutral opinion towards the question.

- **If YES, By how much- Frequency Distribution.**

In extension to the previous question, the need to understand and see if the respondents faced this situation before is captured in the table below.

Table 8: Frequency of facing negative behaviour

If yes, How often?	Frequency	Percent
Never	89	78.8
Often	19	16.8
Ocasionally	5	4.4
Total	113	100.0

Source: Primary Data

Considering the answer to the previous question was yes, it was found that about 78.8% saying that they had never faced this kind of a situation in their shopping experiences thus far. 16.8% said that they often have to deal with rude behaviour of the employees. 4.4% said that they faced this kind of a situation occasionally.

- **Employee's Behaviour Impact on Consumer Shopping Satisfaction.**

Table 9: Employee behaviour impact on consumer's shopping satisfaction

Employee's behaviour impacts shopping satisfaction	Frequency	Percentage
No	24	21.2
Yes	89	78.8
Total	113	100

Source: Primary Data

It was found that 79% of our respondent finds satisfaction in their shopping when there is positive employee's behaviour towards them. Only 21% of our respondents find no relevance to employee's behaviour for their shopping satisfaction. Hence is considered that majority respondents prefer positive employee's behaviour which increases their shopping satisfaction.

- **Satisfaction level when treated well at the store by the employees.**

Table 10: Level of Satisfaction

Satisfaction Level	Frequency	Percent
Very Much	97	85.8
Not Really	16	14.2
Total	113	100

Source: Primary Data

According to the survey, almost 86% of the respondents find satisfaction when treated well by an employee at the store. It was also found out that 14% of the respondents do not find satisfaction even when treated well by an employee. It can be presumed that these respondents do evaluate their level of satisfaction with different set of attributes. In conclusion good treatment of an employee towards a consumer creates satisfaction among the consumers.

Conclusion

After making the analysis and observation from the survey conducted and information gathered from various customers it has been observed that employee's behaviour does impact consumer buying behaviour. This survey also gives information about the consumer satisfaction and its dependency on employee's behaviour towards the consumer. The study consist majorly age group between 20-25 and 62% of our respondents are male. It is studied that the respondents prefer Brand outlets for shopping apparels than shopping from hypermarket and shopping complex. The most commonly visited brand outlets among our respondents are H&M, Central Mall, Shoppers Stop, Zara etc

In this study we also learnt that consumers get impacted by employees in their purchase decision when they are assisted by an employee towards their problems at store. It is also observed that

consumer are more satisfied while shopping when treated good by an employee and hence it motivates them to visit the store again and loyalty is built among them. It is also learnt that the consumers at their last visit have mostly felt good especially age group between 20-25 whereas age group 25-35 have experienced acceptable behaviour from the employees.

Thus, Employee's positive behaviour and timely assistance to a customer at the store, impacts consumer buying behaviour and also increase consumer satisfaction level creating a loyalty and trust among the consumers towards the brand.

Suggestions

The scope of the study "Employee's behaviour impact on consumer buying behaviour" is limited to retailing market focusing on Brand Outlets, Hyper Markets and Shopping Complex. The study has a scope to research across industries and sectors to identify various other factors and attributes of employee affecting consumer purchase decision reaching across India and not limiting it to a specific city. It is also recommended to consider different age groups and avoid gender bias in selecting respondents as it is noted that in this study there are more male respondents than female hence it is recommended to have equal distribution of Gender. It is also recommended to have in depth study focusing on both consumer perspective as well as employee's perspective. It can be further studied on the various variables which are related in broader aspects and dig deeper into negative aspects and how negative behaviour effects consumer purchase decision as well as other factors like various independent and dependent variables and its relation.

Limitations

- This study has been done only in Bengaluru and hence cannot be representative of India as a whole.
- Sample size is very small it might not cover whole targeted population.
- Sample includes more males than females and are mostly of the age group 20-35
- The primary data is limited and is constrained by the availability and approachability.
- Due to paucity of time, it was impossible to know the interest of a large number of respondents
- Mostly it is about the consumer perception and not the employee's perception.

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