

# AN EMPIRICAL ANALYSIS OF RETAIL PURCHASE SATISFACTION TOWARDS DEVOTIONAL ANTIQUE CRAFT PRODUCTS

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**ABSTRACT**--The purpose of this study is to analyse the satisfaction towards devotional antique craft products and estimate the retail purchase satisfaction among the devotees. The study was carried out among 400 respondents from eight prominent devotional places namely Tiruvannamalai, Tirutani, Palani, Madurai, Kanyakumari, Tiruchendur, Srirangam, and Tanjore. Highest satisfaction level was observed for the devotional antique craft product 'god Idol' and lowest satisfaction level was observed for the devotional antique craft product 'tortoise on Plate'. Copper bangle, wall hanging, puja lamp, puja flower basket, god idol, goddess idol, aarti diya, copper ritual pot, prasadam bucket, religious bell, religious books and religious paintings are significant on the other hand frestol brass jyoti, silver plated pooja thali set, pooja rudrakshajapa mala, trident, tortoise on plate, vedic yajna set, brass vase, and small puja kalash are insignificant in the estimation of retail purchase satisfaction.

**Keywords**—Empirical, Retail, Devotional, Craft

## I. INTRODUCTION

This study examines the role of various antique craft products on overall purchase satisfaction towards Hindu devotional antique craft products. Satisfaction is important to the individual customer as it falls down an optimistic outcome from the specific resources and the fulfillment of unmet wants and needs. Customer satisfaction is the consumer's fulfillment response. It is a judgment that the product or service provides a pleasurable level of consumption-related fulfillment, including levels of under or over fulfillment. The various antique devotional crafts products identified

Frestol brass jyoti is made of Brass has golden finish, normally the package contains 2 Jyotis. The normal Size of each is 7 cm x 7 cm x 15 cm.

Copper bangle provides relief and relaxation from joint stiffness and joint pain. It provides Mineral absorption which increases cardiovascular health. It leads to a healthier immune system. It is proven to have anti-aging properties.

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Silver plated pooja thali set includes 1 Pot, 1 Puja Spoon, 1 Diya, 1 Incense Holder, 1 Bell, 1 Bowl, 1 Tilak Holder & 1 Thali. Its dimensions are (L x W x H): 23 cm x 23 cm x 6 cm. Rudraksha Mala are traditionally used as prayer beads. They are associated with Hindu Deity LORD SHIVA and are worn for protection by his devotees. Very famous beads for making Organic Jewellery, valued as semi precious stones. Useful in faith healing and good fortune. Single rudraksha beads may be worn around the neck as a form of protection, or on the skin in other forms of jewellery such as bracelets and earrings. When the beads are strung, silk or a cotton thread is commonly used. Less often, jewelers may use copper, silver or gold wire, though the Rudraksha may be damaged if strung too tightly. Rudraksha beads may be strung together as a mala and used to count the repetition of a mantra or prayer, similar to the use of rosaries in Christianity. Most garlands contain 108 beads plus one, as 108 is considered sacred and a suitable number of times to recite a short mantra. Rudraksha original Mala made of 5 mukhirudraksha beads.

A wall hanging is a flat decorative object, such as an antique map, hung against a wall. Wooden wall hangings are available a spread of sizes, styles, finishes, and types of wood.

Trident is a three-pronged spear, especially as an attribute of Poseidon (Neptune) or Britannia. The Brass Lamps are customary lights. Our Traditional Brass Lamps are created utilizing the best quality metal in consistency with the principles. These Traditional Brass Lamps are covered with the top-notch metal finish and thusly have durable sparkle. Ideal for worship place as well as special occasions/festivities. traditional diya oil lamp is made of brass metal. It looks very pretty and culturally ethnic. It Has A Wonderful Finishing And Polish. Such matchless items are used mainly for auspicious purpose such as pooja to almighty. The light from these 5 cotton wicks will enlighten the entire altar, which is termed very auspicious and also creates a devotional ambience. Beautiful Brass Pooja Flower Basket are used for religious purposes. It comes with a decorated handle and a flat bottom

The tortoise made of metals is to be placed in North and North West. Tortoise made of crystals should be either placed in South West or North West.

Beautiful hindu god statues, murti, idols and sculptures in different sizes for pooja room such as Ganesh murtis & statues of other Hindu gods & goddesses are sold at devotional places.

Vedic yajna set are made of wood and are used to conduct yajna.

Indian Antique Brass Vases are stocked and are bought by devotees when they visit devotional places. These offering and smudge bowls can be used with a variety of incense. Fill an incense bowl with sand and use with stick, cone, or charcoal incense.

Copper Kund for Hawan/Havan, YagyaKund, Hawan Pot/YagyaHavan Pot with Copper Handle On Both Side are used for Ritual Pooja

To make offering during pooja and rituals is a small Pooja Kalash in brass is used. The Kalash (lota) has a striking design and the shining brass surface makes it look divine.

prasadam bucket it comes in different sizes and is made of plain brass with a simple lid or comes with ribs and designs. Brass bells are a must in any Hindu pooja. They of different sizes and uses. They are hanging types and holding types.

Religious books about Vedas, gods and goddesses are sold widely and are bought by many devotees. Pictures of devotional places, gods and history are sought after items.

Religious Paintings Religious painting is often used a symbol of inspiration and brighten our mind & spirit. You can pick from a wide range of modern religious paintings & prints including popular Hindu deities such as Vinaygar, Hanuman, Saraswathi, lakshmi, Murugan, Lord Krishna, Shiva, Ganesha, and Durga.

## II. REVIEW OF THE CONCERNED LITERATURE

To understand the purchase satisfaction a review of the concerned literature of the past works have been reviewed and presented below:

Nikhil Monga, Sanketkplash, and Mallika Bhalla (2016), state that Spiritual Tourism is one of the fastest growing industry which has vast and unbounded potentials to enhance Regional income, national income, foreign currency and right set of circumstances for the employment in the country. The size and economic significance of travel and tourism have attracted the attention of many countries in actively promoting tourism as a way to promote and enhance their economies.

Tan Rich Sun and Rashad Yazdanifard (2015) found that good store environment will encourage customers to patronize the store and this can be achieved through effective marketing activities, well-trained salespeople, and promotional activities high in emotional influence value. As a result, customers are more likely to purchase unplanned products due to the attritional value from the marketing activities.

Darden et al., (1983), revealed that the attributes of a retail store have been found to be one of the significant factors that influence a consumer's perception of the global store image and overall attitude of a store.

Kotler (1973), states that the store environment has more influence than the product itself in purchase decision, and although retailers have invested in the store environment for this reason, it can give them a competitive advantage over their competitors

Christian, Michael, & Martin, (2010), stressed that the behavior of the sales personnel greatly affects the brand's image and their charm to the average customer. Employees of a company play an important role when it comes to positively influence customers. These impressions are affected by simple gestures such as giving a warm and polite welcome or just simply being reachable to the consumers when needed. A short and simple interaction may influence the customer's positive outcome and lead to a purchase when none was intended before.

According to Mariri and Chipunza (2009), impulsive buying is the moment when you purchase a thing without any prior planning. Consumer's emotions play a critical role during any purchase and can be engaged by a particular product or simply to a wellwritten message. Emotions like joy, love, fear, sexuality and hope are some of theexamples that influence customers.

Davies and Brooks, (1989), state that store image is an important marketing tool for retailers because a better image means greater customer flows, fewer walkouts and thus more customer spending each time they visit.

Oppewal and Timmermans,(1997), feel that, store image is crucial because consumers' decisions on where to shop depend on their perceptions of the available shopping alternatives.

Martineau, (1958), The importance of store image is quite high in the choice of the store because the shopper seeks the store whose image is most congruent with the image he/she has of him/herself with his/her vision of the world and lifestyle.

Baker, Parasuraman, Grewal & Voss, (2002), found support for the influence of perceived store image on patronage behaviour.

Bloemer & De Ruyter, 1998, found support for the influence of perceived store image on product purchase satisfaction.

### ***NEED FOR THE STUDY***

The various devotional antique craft products identified namely brass jyoti, copper bangle, silver plated pooja thali set, pooja rudrakshajapa mala, wall hanging, trident, puja lamp, puja flower basket, tortoise on plate, god idol, goddess idol, aarti diya, vedic yajna set, brass vase, ritual bowls, copper ritual pot, small puja kalash, prasadam bucket, religious bell, religious books, and religious paintings are bought by the devotees with varying satisfaction levels. Some of these items increase the satisfaction of the purchasers while some do not. Retailers of the various devotional antique craft products are eager to know the products that satisfy their buyers and those that don't. So it is imperative to gauge the level of purchase satisfaction towards these products and that forms the need for the present study.

### **III. OBJECTIVE OF THE STUDY**

To study the role of satisfaction towards various devotional antique craft products and estimate the retail purchase satisfaction among devotees of Tamilnadu.

### **IV. METHODOLOGY ADOPTED**

The research design used was descriptive describing the satisfaction towards devotional antique craft products. The data used was primary data which was collected using an interview schedule in which the first part of the schedule focuses on demographic details of the respondents. The second part of the questionnaire covered the satisfaction towards devotional antique craft products. This study respondents are devotees from eight prominent Hindu devotional places of Tamilnadu namely Tiruvannamalai, Tirutani, Palani, Madurai, Kanyakumari, Tiruchendur, Srirangam, and Tanjore. A non random convenience sampling was used in which fifty sample units were picked from each devotional place. Statistical tools such as descriptive statistics such as mean and standard deviation, inferential statistics One way ANOVA, and multiple regression were used to analyse the data. Univariate and Bivariate tables, are used to present the data.

### **V. ANALYSIS AND INTERPRETATION**

The analysis of the primary data begins with presenting the retail purchase satisfaction level, followed by inferential analysis of the retail purchase satisfaction level using one way ANOVA and Chi square analysis, followed by descriptive statistics for the satisfaction towards various devotional antique products, finally

presenting the estimation model of retail purchase satisfaction from the satisfaction towards the various devotional antique products.

### 6.1. Retail purchase Satisfaction

**Table1:**Retail purchase satisfaction level

Satisfaction level	Frequency	Percent
Neither satisfied nor dissatisfied	52	13.00
Satisfied	235	58.75
Highly Satisfied	113	28.25
Total	400	100.00

235 respondents forming 58.75% of the respondents were satisfied with their retail purchases, 113 respondents forming 28.25% of the respondents were highly satisfied with their retail purchases, and rest of the 52 respondents forming 13.00% of the respondents were highly neither satisfied nor dissatisfied with their retail purchases. The mean satisfaction score was 4.1525.

### 6.2. One way ANOVA between level of overall retail purchase satisfaction, and characteristics of the respondent such as age, monthly income and number of family members

**Table: 2**One way ANOVA table

Characteristics of the respondents	Source of variation	Sum of Squares	df	Mean Square	F	Sig.
Age	Between Groups	12.753	5	2.551	4.276	.001
	Within Groups	234.997	394	.596		
	Total	247.750	399			
Monthly Income	Between Groups	39.011	3	13.004	24.670	.000
	Within Groups	208.739	396	.527		
	Total	247.750	399			
Number of children	Between Groups	31.538	6	5.256	9.554	.000
	Within Groups	216.212	393	.550		
	Total	247.750	399			

(\*  $H_0$  accepted)

Research proposition 1- $H_0$  – The level of overall retail purchase satisfaction do not vary with the characteristics of the respondent such as age, monthly and number of family members income at 5%.

The table above shows that the level of overall retail purchase satisfaction does vary with the characteristics of the respondent such as age, monthly income and number of family members at 5% as  $p < 0.05$ .

### 6.3. Chi-square analysis between level of overall retail purchase satisfaction, and gender, educational qualifications, and the place of devotion of the respondents

**Table: 3**Summary of chi square analysis

Characteristic	Chi square value	Sig.
Gender	24.724	.000
Educational qualification	188.229	.000
Devotional places	3.903	.000

(\*  $H_0$  accepted)

Research proposition 2- $H_0$  – There is no association between the level of overall retail purchase satisfaction and gender, educational qualifications, and the place of devotion of the respondents at 5%.

The table above shows that there is association between the level of overall retail purchase satisfaction and gender, educational qualifications, and the place of devotion of the respondents at 5%. as  $p < 0.05$ .

### 6.3. Descriptive statistics for satisfaction level towards various devotional antique products

**Table: 4**Descriptive statistics

Antique products	Mean	Standard deviation
Frestol Brass Jyoti	3.5425	.58656
Copper Bangle	3.6600	.50995
Silver Plated Pooja Thali set	3.6425	.65250
Pooja RudrakshaJapa Mala	3.6850	.58019
Wall Hanging	3.9000	.72504
Trident	3.4750	.50000
Puja Lamp	3.6250	.65990
Puja Flower Basket	3.8000	.67908
Tortoise on Plate	<b>3.4500</b>	.49812
God Idol	<b>3.9750</b>	.70088
Goddess Idol	3.8250	.73874
Aarti diya	3.4925	.54836
Vedic Yajna set	3.6000	.58383
Brass Vase	<b>3.4511</b>	.59023
Ritual Bowls	3.4325	.52548
Copper ritual pot	<b>3.4700</b>	.51455
Small Puja Kalash	3.6175	.69093
Prasadham Bucket and Lid	3.7950	.69943
Religious bell	<b>3.9675</b>	.74352
Religious books	3.6500	.59681
Religious Paintings	<b>3.9250</b>	.63560
Retail Purchase Satisfaction	4.1750	.78799

The highest satisfaction level was observed for the devotional antique craft product ‘*god Idol*’ with a mean of 3.9750, followed by ‘*religious bell*’ with a mean of 3.9675, and the third highest satisfaction is observed for ‘*religious Paintings*’ with a mean of 3.9250.

The lowest satisfaction level was observed for the devotional antique craft product ‘*tortoise on Plate*’ with a mean of 3.4500, followed by ‘*brass vase*’ with a mean of 3.4511, and the third lowest satisfaction is observed for ‘*copper ritual pot*’ with a mean of 3.4700.

#### 6.4. Multiple regression model to estimate the overall retail purchase satisfaction from the satisfaction towards the various devotional Antique craft products

The table below presents the multiple regression model to estimate the overall retail purchase satisfaction from the satisfaction towards the various devotional antique craft products

**Table:8.1** Multiple regression model to estimate the overall retail Purchase satisfaction

Predictors	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.447	.657		.679	.497
Frestol brass jyoti	.025	.070	.018	.351	.725
Copper bangle	.324	.081	.209	3.976	.000*
Silver plated pooja thali set	.127	.068	.105	1.864	.063
Pooja rudrakshajapa mala	-.094	.077	-.069	-1.218	.224
Wall hanging	.041	.435	.026	.095	.024*
Trident	-2.715	1.247	-1.723	-2.177	.130
Puja lamp	-.405	.306	-.339	-1.325	.016*
Puja flower basket	.783	.486	.675	1.611	.008*
Tortoise on plate	2.633	1.181	2.422	2.229	.126
God idol	.494	.105	.440	4.718	.000*
Goddess idol	-.700	.098	-.656	-7.126	.000*
Aarti diya	.214	.074	.149	2.901	.004*
Vedic yajna set	-.329	.116	-.244	-2.840	.005*
Brass vase	.516	.108	.386	4.759	.000*
Ritual bowls	.196	.413	.131	.475	.635
Copper ritual pot	2.473	1.235	1.615	2.002	.046*
Small puja kalash	.373	.284	.327	1.312	.190
Prasadham bucket	-.869	.483	-.771	-1.798	.013*
Religious bell	-2.254	1.184	-2.127	-1.903	.011*
Religious books	-.570	.073	-.937	-7.758	.000*
Religious paintings	.780	.078	1.282	9.941	.000*
<b>r</b>	<b>r<sup>2</sup></b>	<b>Adj. r<sup>2</sup></b>	<b>S. E of the Estimate</b>	<b>F</b>	<b>Sig.</b>

.828	.686	.665	.40329	32.06	.000
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(\*=*significant at 5%*)

The  $r^2$  the coefficient of determination or power of the model, is 0.686 this shows that our independent variables explain 68.6% of the variability of our dependent variable satisfaction towards working conditions. The F-ratio  $F = 32.06$ ,  $p < 0.05$  shows that the independent variables statistically significantly predict the dependent variable.

The devotional antique craft products such as copper bangle, wall hanging, puja lamp, puja flower basket, god idol, goddess idol, aarti diya, copper ritual pot, prasadhham bucket, religious bell, religious books and religious paintings are significant in the estimation of retail purchase satisfaction as  $p < 0.05$ . The devotional antique craft products such as frestol brass jyoti, silver plated pooja thali set, pooja rudrakshajapa mala, trident, tortoise on plate, vedic yajna set, brass vase, and small puja kalash are insignificant in the estimation of retail purchase satisfaction as  $p > 0.05$ .

## VI. FINDINGS

1. Level of overall retail purchase satisfaction does vary with the characteristics of the respondent such as age, monthly income and number of family members;
2. There is association between the level of overall retail purchase satisfaction and gender, educational qualifications, and the place of devotion of the respondents; and
3. Highest satisfaction level was observed for the devotional antique craft product '*god Idol*' and lowest satisfaction level was observed for the devotional antique craft product '*tortoise on Plate*';

## VII. CONCLUSION

Copper bangle, wall hanging, puja lamp, puja flower basket, god idol, goddess idol, aarti diya, copper ritual pot, prasadhham bucket, religious bell, religious books and religious paintings are significant on the other hand frestol brass jyoti, silver plated pooja thali set, pooja rudrakshajapa mala, trident, tortoise on plate, vedic yajna set, brass vase, and small puja kalash are insignificant in the estimation of retail purchase satisfaction.

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