



Sales and Consumer Behaviour in Unlimited Family Fashion Store: A Study on Customer Purchase Patterns and Satisfaction in Hyderabad

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Abstract – This study investigates sales performance and consumer behaviour at Unlimited Family Fashion Store, a value-fashion retail chain in Hyderabad, with the aim of identifying the factors that drive customer purchase decisions and evaluating satisfaction across pricing, product quality, store ambience, staff behaviour, and promotional effectiveness. A descriptive, cross-sectional research design was adopted, using a structured questionnaire administered to 100 customers through convenience sampling, supplemented by secondary data from books, journals, and company records. Results show that customers are predominantly young (18–35 years), married, salaried, and middle-income, and that fashionable products and affordable pricing — not price alone — are the leading reasons for store visits. Social media and word-of-mouth referrals were the dominant awareness channels. Satisfaction was consistently high across all measured service dimensions (70–78% positive), with staff behaviour and store ambience rated highest. Loyalty indicators were strong: 82% of respondents would recommend the store and 78% intend to repurchase. The findings indicate a clear behavioural chain in which affordability and trend-relevance attract footfall, consistent service quality sustains satisfaction, and satisfaction converts into advocacy and repeat purchase. The study recommends expanding product variety, strengthening digital marketing, and introducing loyalty programmes to convert existing satisfaction into further sales growth.

Keywords - Consumer Behaviour, Sales Performance, Fashion Retail, Customer Satisfaction, Customer Loyalty, Value Retail, Hyderabad.

I. INTRODUCTION

Retail organisations are increasingly judged not merely on the breadth of merchandise they carry but on how well they understand and respond to consumer behaviour — the psychological, social, and economic processes that shape how customers select, purchase, and evaluate products (Kotler & Keller, 2022). In the fashion retail sector specifically, where trends shift quickly and price-sensitivity runs high among middle-income shoppers, the link between consumer behaviour and sales performance is direct and measurable: stores that read customer preference accurately convert footfall into repeat business, while those that do not see high acquisition costs with little retention.

India's organised fashion retail sector has expanded rapidly over the past two decades, driven by rising disposable incomes, urbanisation, and growing fashion awareness fuelled by social media (Gupta & Sharma, 2020). Family fashion stores — retail formats that serve men, women, and children under one roof — have become especially popular because they combine convenience with affordability. Unlimited Family Fashion Store, the subject of this study, is one such value-fashion retail chain operating in Hyderabad, positioned to serve middle-income, value-conscious households through trendy, affordably priced merchandise.

Despite this growth, there remains limited store-level empirical evidence on which specific behavioural and satisfaction factors most strongly predict customer loyalty in the Indian value-fashion segment. This study addresses that gap by examining sales and consumer behaviour specifically within Unlimited Family Fashion Store, drawing on responses from 100 customers to identify the demographic profile, purchase motivations, satisfaction levels, and loyalty outcomes that characterise the store's customer base.

II. RESEARCH PROBLEM

Fashion retailers frequently invest in pricing and promotions without clear, store-specific evidence on which factors actually drive repeat purchase. At Unlimited Family Fashion Store, while the company offers affordable pricing and seasonal promotions, there has been no systematic study of how customers perceive product quality, store ambience, staff behaviour, and promotional effectiveness, or how these perceptions relate to loyalty outcomes such as recommendation and repurchase intention. Without this evidence, the store's management has limited grounds for prioritising future investment between product variety, pricing, digital marketing, or service-quality improvements.



Research Objectives

- To study sales and consumer behaviour at Unlimited Family Fashion Store.
- To analyse customer demographic profiles, purchasing patterns, and preferences.
- To identify the factors that most strongly influence customer buying decisions.
- To evaluate customer satisfaction with product quality, pricing, ambience, and staff behaviour.
- To assess the effectiveness of promotional offers and discounts.
- To examine the relationship between customer satisfaction and repeat purchase / recommendation behaviour, and to propose suggestions for improving sales performance and customer retention.

Study Design

The study employed a descriptive, cross-sectional research design to examine sales and consumer behaviour at Unlimited Family Fashion Store. This design is appropriate because it captures customer perceptions and behaviour at a single point in time without manipulating any variables, consistent with Creswell's (2018) view that descriptive designs are best suited to characterising existing populations and experiences in their natural setting.

A quantitative approach was used, employing a structured questionnaire to measure demographic profile, shopping behaviour, satisfaction, and loyalty intentions. Quantitative methods are well suited to identifying patterns and relationships of this kind across a sample of respondents (Bryman, 2016). The target population comprised customers of Unlimited Family Fashion Store's outlet in Attapur, Hyderabad. A sample size of 100 respondents was selected using the convenience sampling method — an appropriate and widely used approach for store-intercept retail research where a complete customer list is not available (Kumar, 2019).

Primary data were collected through a structured questionnaire covering personal information (gender, age, marital status, occupation, income) and twenty consumer-behaviour and sales-related items measuring visit frequency, awareness sources, purchase motivations, product preference, and satisfaction across pricing, quality, ambience, staff behaviour, variety, promotions, and billing, along with loyalty indicators (recommendation intent, repeat-purchase intent, and preferred improvements). Secondary data were drawn from books, journals, company records, and industry reports. Data were analysed using percentage analysis, tabulation, and chart-based interpretation — an approach consistent with descriptive retail-behaviour studies of this scale (Kothari, 2019).

Table 1: Research Design Summary

Research Design	Descriptive, cross-sectional
Population	Customers of Unlimited Family Fashion Store, Attapur, Hyderabad
Sample Size	100 respondents
Sampling Method	Convenience sampling
Instrument	Structured questionnaire (20 items + demographics)
Analysis Tools	Percentage analysis, tabulation, consolidated bar-chart visualisation

Limitations: findings are confined to 100 customers of a single outlet at one point in time and cannot be generalised across the wider retail sector.

Consolidated Data Analysis

All twenty survey parameters — covering respondent demographics, shopping behaviour, product and service satisfaction, and loyalty indicators — were consolidated into a single percentage-based master table. This format follows the descriptive-statistics convention of presenting all measured constructs together for ease of comparison (Field, 2018).

Table 2: Master Data Table — All Survey Parameters by Percentage of Respondents (n = 100)

S.No.	Survey Parameter	Response Category	Respondents (%)
1	Gender	Male	58%
		Female	42%
2	Age Group	18–25 years	35%
		26–35 years	30%
		36–45 years	20%
		46+ years	15%
3	Marital Status	Single	45%
		Married	55%
4	Occupation	Student	25%
		Employee	40%
		Business	20%



S.No.	Survey Parameter	Response Category	Respondents (%)	S.No.	Survey Parameter	Response Category	Respondents (%)
		Other	15%	11	Quality Satisfaction	Excellent	30%
5	Monthly Income	Below ₹25,000	20%			Good	45%
		₹25,000– ₹50,000	35%			Average	20%
		₹50,000– ₹75,000	25%			Poor	5%
		Above ₹75,000	20%	12	Store Ambience	Excellent	35%
6		Visit Frequency	Weekly	20%			Good
	Monthly		45%			Average	20%
	Quarterly		25%			Poor	5%
	Rarely		10%	13	Staff Behaviour	Excellent	28%
7	Reason for Visit	Fashionable products	40%			Good	50%
		Affordable prices	30%			Average	17%
		Product quality	20%			Poor	5%
		Offers/discounts	10%	14	Product Variety	Excellent	32%
8		Awareness Source	Friends/Relatives	30%			Good
	Social media		35%			Average	20%
	Advertisements		20%			Poor	5%
	Others		15%	15	Discount/Offer Effectiveness	Highly Effective	30%
9	Product Preference	Men's wear	30%			Effective	45%
		Women's wear	40%			Moderately Effective	20%
		Kids' wear	20%			Not Effective	5%
		Accessories	10%	16	Billing Experience	Very Fast	40%
10	Price Satisfaction	Highly Satisfied	25%			Fast	35%
		Satisfied	45%			Average	20%
		Neutral	20%			Slow	5%
		Dissatisfied	10%	17	Recommend the Store	Yes	82%



S.No.	Survey Parameter	Response Category	Respondents (%)
		No	18%
18	Overall Satisfaction	Highly Satisfied	30%
		Satisfied	50%
		Neutral	15%
		Unsatisfied	5%
19	Repeat Purchase Intention	Yes	78%
		No	22%
20	Preferred Improvement	More variety	35%
		More offers	30%
		Online shopping	20%
		Better service	15%

Combined Bar-Graph Visualisation

Figure 1 presents every parameter in Table 2 as a single consolidated bar chart, with each survey question represented as a labelled group of bars and each bar showing the percentage of respondents in that response category.

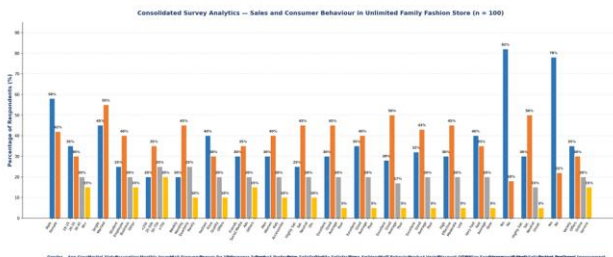


Figure 1: Consolidated bar-graph visualisation of all twenty survey parameters, Unlimited Family Fashion Store (n = 100).

Interpretation

The consolidated view in Table 2 and Figure 1 shows a clear behavioural pattern. The customer base is dominated by male (58%), young 18–35-year-old (65% combined), married (55%), salaried (40%) shoppers in the ₹25,000–₹50,000 monthly income band (35%) — the core middle-income, value-conscious segment the store is positioned to serve. Customers visit predominantly on a monthly basis (45%), drawn mainly by fashionable products (40%) rather

than price alone (30%), and become aware of the store chiefly through social media (35%) and friends/relatives (30%).

Across every satisfaction dimension — pricing, product quality, store ambience, staff behaviour, product variety, and promotional effectiveness — the combined ‘good/excellent’ or ‘satisfied/highly satisfied’ responses range narrowly between 70% and 78%, indicating a uniformly positive and stable service experience rather than strength in one area offsetting weakness in another. Billing was rated fast or very fast by 75% of respondents, reinforcing this consistency. Loyalty outcomes are the strongest results in the dataset: 82% would recommend the store and 78% intend to repurchase, confirming that satisfaction is converting into tangible advocacy and retention. The leading improvement sought by customers is greater product variety (35%), followed by more offers (30%), pointing to where future investment would have the highest marginal impact on an already loyal base.

Findings

- The customer base is dominated by male, young (18–35 years), married, salaried, middle-income shoppers.
- Customers visit predominantly on a monthly basis, reflecting steady, habitual engagement.
- Fashionable, trend-relevant products — not price alone — are the primary reason for visiting the store.
- Social media and word-of-mouth recommendations are the dominant awareness channels, ahead of traditional advertising.
- Women's wear is the most preferred product category (40%), making it the key sales driver.
- Satisfaction is consistently high (70–78% positive) across pricing, quality, ambience, staff behaviour, variety, promotions, and billing.
- 82% of respondents would recommend the store and 78% intend to repurchase, confirming a strong satisfaction–loyalty relationship.
- Greater product variety is the most-requested improvement, followed by more frequent offers and an online shopping option.

Suggestions for Improvement

- Expand product variety with additional seasonal and trend-based collections, the most-requested improvement among respondents.
- Increase promotional intensity through festive offers and loyalty/reward programmes to convert existing satisfaction into higher purchase frequency.
- Strengthen digital and social media marketing, given its proven role as the leading awareness channel.
- Introduce or expand online shopping options to capture digitally oriented customers and address the demand for online access.
- Sustain current staff training and store-ambience standards, since these are already top-rated satisfaction drivers worth protecting.



III. CONCLUSION

This study confirms that consumer behaviour is the central determinant of sales performance at Unlimited Family Fashion Store. Customers are drawn in by affordable, fashionable products and social-media-driven awareness, and are retained through a consistently positive experience across product quality, store ambience, staff behaviour, and billing efficiency. With 82% of respondents willing to recommend the store and 78% planning to repurchase, Unlimited Family Fashion Store has built a loyal, satisfied customer base in a competitive value-fashion segment. Expanding product variety and strengthening digital engagement represent the clearest opportunities to convert this existing satisfaction into further sales growth and sustained customer retention.

Future Research Opportunities

This study offers a single-outlet, cross-sectional view of consumer behaviour at one point in time. Future research could extend the sample across multiple Unlimited Family Fashion Store outlets and cities to test whether these findings generalise across markets, or adopt a longitudinal design to track how satisfaction and loyalty evolve following specific interventions such as expanded product variety or a new loyalty programme. Comparative studies against competing value-fashion retailers would help isolate which satisfaction drivers are store-specific versus sector-wide, and qualitative interviews with customers and store staff could add depth to the quantitative patterns identified here.

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