

A STUDY ON CONSUMER SATISFACTION IN RETAIL OUTLET AT TRICHY REGION

¹Dr. K.R. Mahalaxmi*, ²V.Duraiselvaraj

¹Assistant Professor, Department of Management Studies, Anna University, Trichy

²MBA student, Department of Management Studies, Anna University, Trichy

Abstract

Satisfying customers is one of the main objective of every business. Businesses recognize that keeping current customer is more profitable than to win new ones to replace the lost. Customer satisfaction refers to the extent to which customers are happy with the products and services provided by the business. Hence this study poses to investigate the level of consumer satisfaction in the retail outlet in Trichy region. For studying the level of satisfaction the data was collected directly from the respondents who visit the retail outlet Reliance Fresh in Trichy region using a structured questionnaire. The findings of the study is there is a positive relation between the space provided by the retail outlet and their appearance which points that the customers repeat purchase from the same retail outlet for all such reasons and also the employees response towards the customers in case of any problem and the promptness in their service increase the satisfaction level of customers and their retention. It was also found that there is difference in promised time of service and the actual service provided which acts as beholding factor any retail outlet.

Keywords: *customer satisfaction, customer perception, customer expectation, retail, organized retail outlet, Reliance Fresh.*

INTRODUCTION

The organized Retail trade has been verbalize the business world with sort of the massive players like Reliance Digital, saturation Bazaar. These stores unit desperate to maximize market share by attracting shoppers on the premise of competitive rating schemes additionally as alternative. Presently, single whole showrooms and retailers dominate the lower bourgeoisie section of prospective shoppers. These shoppers reside primarily in sub-urban area unitas additionally as little or no cities wherever there are fewer infrastructures as compared to metropolitan cities. They provide sales in smaller quantities aboard terribly made-to-order relationship. Shopper perception is commonly full of advertising, reviews, publicity, social media, personal experiences and different channels. Shopper expectations refers to the perceived value or blessings that the purchasers probe for once buying academic degree honest or availing a service. they're the results of the 'learning' technique and may be fashioned terribly quickly as a results of even initial impressions matter tons. Once established, these expectations will hold important influence in decision-making processes

and may be terribly toilsome to vary owned by the honored Reliance Industries of India, Reliance recent in K K Nagar is also a reputation to reckon with. This establishment, established in 2009, sells every type of recent fruits, vegetables, groceries, staples, juices and farm merchandise among others. Currently, the total pans across the country with over one, 691 fully-functional and operative retailers business to its wide customer-base. Headed by Mukesh Ambani, this place of business has plans to any expand in terms of investment among the approaching back years. Sprawling over academic degree astounding 3000-4000 sq. feet house, the search can accommodate AN outsized sort of shoppers at a time. Reliance recent contains a net search too that allows the consumers to shop for groceries and different things from the comforts of their homes as per their convenient time. making sure high-quality merchandise at the foremost effective prices, this establishment guarantees academic degree exaggerated and hassle-free shopper experience. Providing staggering discounts across an outsized vary of merchandise, the retail outlet is also a favourite among its customers. The establishment stands at mahalakshmi nagar, as a result of those customers obtaining back from any a vicinity of city can merely notice the outlet.

OBJECTIVE

- To identify the criteria which play a key role in evaluating the service by customers
- To analyze the perception of the service by consumers.
- To assess the fulfillment of consumer expectations for service
- To understand the main features of customer satisfaction affecting positively and negatively on the level of satisfaction

REVIEW OF LITERATURE

Lahiri, I., & Samanta, P. K. (2010) while the entire world is witnessing a paradigm shift from ancient types of selling to a contemporary organized mall-driven sector, Indian selling cannot float opposite within the direction the worldwide wind blows. In spite these days entry, it's forecasted that the country are going to be the second largest market of the planet shortly and shall lead the business, the approach world will. Increase within the rate of attainment, growing range of operating girls, extremely income, straightforward handiness of credit at low interest rates and high rate of media penetration together with the peace of mind of comparable quality product with massive scope of worth differentiation, painted the country's dynamic organized retail landscape. Rising interest and growing enlargement of organized retail market resulting in success of a business, depends exclusively on consumers' urges that there's a necessity to check their shopping for behavior. However the present literature briefs a bit regarding the shopping for behavior functions within the Indian retail market. The frequent amendment in lifestyles with dynamical fashion preference of shoppers is fed by the newer retail offerings returning from the organized retailers wherever attire gets utmost importance. Keeping these dynamical aspects visible , this study makes an effort to spot the factors of the consumers' shopping for behavior that's influenced by retail attire

phase, and to assess the importance of every of them to shoppers in choosing attire from organized shops.

Singh, A. (2013) this study is intended to search out the impact of perceived service quality on overall client satisfaction in shops. In Asian country there are over twelve million retailers and ninety seven of shops are existing in unorganized type and solely three-d exists in organized style of selling. Currently perceived service quality is a crucial ingredient of client satisfaction and studies are conducted by several researchers and already shown in banking and insurance moreover as in several sectors of the Indian economy. Therefore we want to grasp the impact of perceived service quality on client satisfaction in shops in Asian country. During this study a sample size of 600 customers was chosen in and around urban center town that is that the capital of Asian country and that is showing the most growth in terms of organized shops within the region. The size developed by Dhabolkar, James Francis Thorpe and Rentz was used. The size was consisting of 5 dimensions particularly Physical Aspects, responsibility, Personal Interaction, downside resolution and Policy. From the information analysis it's found that price of adjusted R² indicates that there have been 3 dimensions particularly Policy, downside resolution and responsibility inflicting a variance of thirty-nine.2% within the client satisfaction. Therefore this study is useful in understanding the vital dimensions of service quality needed for client satisfaction. In selling perceived service quality has a major influence on getting and repurchasing selections, positive word of mouth moreover as on repining behavior in selling

Goyal, B. B., & Aggarwal, M. (2009) the retail sector and its atmosphere have knowledgeable radical changes within the last decade. Most of the challenges square measure thanks to dynamical demographic, social, politic, business climate, and changes within the retail sector as well as the addition of Wall outlet, Carrefour, K-Mart, etc. This paper examines the relative importance of the assorted product purchased at organized stores and also the selection of format, the patron has once getting a product. The paper additionally discusses the expected development of organized retail within the future that specialize in aspects with potential effects on client getting behavior. Not all things square measure equally necessary for stores and numerous product want specific retail formats.

Islam, M. M., Islam, M. M., Azim, A. Y. M. A., Anwar, M. R., & Uddin, M. M. (2014) the work according during this paper relies on several Bangladeshi native attire fashion complete shops that area unit flourishing during a light-hearted means. As Asian nation doing its RMG merchandise business each within the international and therefore the native market with laudatory fame and religion, such a big amount of native attire brands area unit growing their business sort of a new born baby. Understanding the purchasers desired needs for native attire completed merchandise and satisfying the purchasers demand became terribly difficult task for the brand management. Hence, associate degree approach was created during this study to research the customer's perception in shopping for selections toward native attire merchandise. The study was conducted among two hundred respondents together with 10 native attire brands among that opaque gem, Yellow, Westecs, Artisti, Aarong achieved higher complete worth and Anjans, Plus point, Rex, Artness achieved less complete worth. The work additionally according that client needs the merchandise quality, comfort,

price, purposeful and aesthetic look, supply & discount and lots of others key shopping for factors appropriate for them once visiting a complete saleroom.

Gupta, S., Kim, H. W., & Sharma, M. (2011) the dynamics of semi urban markets square measure completely different from that of urban markets and metropolises. Whereas the larger population, increasing income, and urban fashion in semi urban markets supply promising opportunities to organized retailers, the ever-present presence of tiny retailers poses a formidable challenge. Supported a constraint- and dedication-based model, this study examines client change to organize retail in Indian semi urban markets (a burgeoning marketplace for organized retail). The results show that the existing relationship between customers and tiny retailers may be a formidable challenge for organized retailers. Organized retailers will attract customers supported convenience and quality. Implications for theory and follow square measure mentioned.

HYPOTHESIS SETTING

CORRELATION ANALYSIS

Hypothesis 1

H₀ (Null Hypothesis): There is no significance relation between the employees working ethically and they are polite and helpful.

Hypothesis 2

H₀ (Null Hypothesis): There is no significance relation between employees showing interest in solving problem of the customers and employees take immediate action in case of a problem.

Hypothesis 3

H₀ (Null Hypothesis): There is no significance relation between the huge space of the retail outlet and the appearance of the outlet is appealing.

VARIANCE ANALYSIS

Hypothesis 1

H₀ (Null Hypothesis): There is no significance difference between the huge space of the retail outlet and the ambience.

Hypothesis 2

H₀ (Null Hypothesis): There is no significance difference between the promptness of the service provided by the employees and their service provided at promised time.

RESEARCH METHODOLOGY:

Research Design

Descriptive study

A Descriptive style seeks to explain the present standing of a variable or development. The man of science doesn't begin with a hypothesis, however usually develops one when the information is collected. Data collection is mostly observational in nature.

Data Collection

The study was conducted with primary data which was collected through the structured questionnaire from the respondents who visit Reliance Fresh for shopping and secondary data was taken from the websites. The sample size of 30 was taken to conduct the pilot study.

Questionnaire description:

The data was collected through a structured questionnaire which was prepared based on the objectives and the variables that affect the study. The structured questionnaire consists of various types of questions like one end questions, closed end questions and Likert scale questions.

Sampling Design

The sampling design used was the non probability sampling (convenient sampling technique). The sample size of 30 was taken to conduct the pilot study and the reliability test was conducted using Cronbach Alpha analysis. Also the validity test was conducted using Factor Analysis.

Table 1: Reliability statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.741	.806	49

Method of analysis of data

Factor analysis

In order to determine the factors that influence the customer to be influenced to shop at organized retail outlet factor analysis have been applied. Factor analysis identifies a common factor from available variables and provides information that links organized retail stores and the customers.

Percentage analysis

Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100 - percent) for better understanding of collected data. Percentage Analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.

Statistical Tools

For the purpose of analysis and interpretation, the data collected from the questionnaires was analyzed using chi-square test and the percentage analysis was done.

The results of the chi-square test are as follows:

RESULT AND DISCUSSION

Hypothesis 1

H₀ (Null Hypothesis): There is no significance relation between the employees working ethically and they are polite and helpful.

Table 2: Correlation for hypothesis 1

		works_ethically	employees_are_polite_helpful
works_ethically	Pearson Correlation	1	.003
	Sig. (2-tailed)		.970
	N	135	135
employees_are_polite_helpful	Pearson Correlation	.003	1
	Sig. (2-tailed)	.970	
	N	135	135

It is inferred that Pearson’s r value is positive which means that there is positive correlation between the employees working ethically and they are polite and helpful.

. Sig. (2-tailed) value is less than the critical value 0.05 which means there is statistically significant correlation between the variables.

Inference

Therefore there is positive relation between the employees working ethically and they are polite and helpful.

Hypothesis 2

H₀ (Null Hypothesis): There is no significance relation between employees showing interest in solving problem of the customers and employees take immediate action in case of a problem.

Table 3: Correlation for hypothesis 2

		interest_in_pro blem_solving	immediate_acti on
interest_in_problem_solvin g	Pearson Correlation	1	.258**
	Sig. (2-tailed)		.003
	N	135	135
immediate_action	Pearson Correlation	.258**	1
	Sig. (2-tailed)	.003	
	N	135	135

** . Correlation is significant at the 0.01 level (2-tailed).

It is inferred that Pearson’s r value is positive which means that there is positive correlation between employees showing interest in solving problem of the customers and employees take immediate action in case of a problem.. Sig. (2-tailed) value is less than the critical value 0.05 which means there is statistically significant correlation between the variables.

Inference

Therefore there is positive relation between employees showing interest in solving problem of the customers and employees take immediate action in case of a problem.

Hypothesis 3

H₀ (Null Hypothesis): There is no significance relation between the huge space of the retail outlet and the appearance of the outlet is appealing.

Table 4: Correlation for hypothesis 3

		huge_space	appealing_app earance
huge_space	Pearson Correlation	1	.066
	Sig. (2-tailed)		.448
	N	135	135
appealing_appearance	Pearson Correlation	.066	1
	Sig. (2-tailed)	.448	
	N	135	135

It is inferred that Pearson’s r value is positive which means that there is positive correlation between the huge space of the retail outlet and the appearance of the outlet is appealing.

. Sig. (2-tailed) value is less than the critical value 0.05 which means there is statistically significant correlation between the variables.

Inference

Therefore there is positive relation between the huge space of the retail outlet and the appearance of the outlet is appealing.

Hypothesis 1

H₀ (Null Hypothesis): There is no significance difference between the huge space of the retail outlet and the ambience.

Table 5: ANOVA for hypothesis 1

ANOVA

ambience

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	16.500	3	5.500	6.769	.000
Within Groups	106.433	131	.812		
Total	122.933	134			

From the table it is inferred that Sig. value .000 is less than the critical value 0.05. Hence H₀ is rejected and h₁ is accepted. There is significance difference between the huge space of the retail outlet and the ambience.

Inference

There is significance difference between the huge space of the retail outlet and the ambience.

Hypothesis 2

H₀ (Null Hypothesis): There is no significance difference between the promptness of the service provided by the employees and their service provided at promised time.

Table 6: ANOVA for hypothesis 2

ANOVA

service_at_promised_time

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	62.377	3	20.792	20.631	.000
Within Groups	132.023	131	1.008		
Total	194.400	134			

From the table it is inferred that Sig. value .000 is less than the critical value 0.05. Hence H₀ is rejected and h₁ is accepted. There is significance difference between the promptness of the service provided by the employees and their service provided at promised time.

Inference

There is significance difference between the promptness of the service provided by the employees and their service provided at promised time.

CONCLUSION

For any business to be successful the customers play a critical role. And all the owners thrive to satisfy the need of the customers as much as possible in order to retain the customers as well as to maintain their good reputation. From the study it is concluded that there is a positive relation between the space provided by the retail outlet and their appearance which points that the customers repeat purchase from the same retail outlet for all such reasons and also the employees response towards the customers in case of any problem and the promptness in their service increase the satisfaction level of customers and their retention. It was also found that there is difference in promised time of service and the actual service provided which acts as beholding factor any retail outlet.

REFERENCE

1. Lahiri, I., & Samanta, P. K. (2010). *Factors Influencing Purchase of Apparels from Organized Retail Outlets*. *IUP Journal of Marketing Management*, 9.
2. Singh, A. (2013). *Relationship between service quality and customer satisfaction in organized retail outlets*. *Developing Country Studies*, 3(1), 84-95.
3. Goyal, B. B., & Aggarwal, M. (2009). *Organized retailing in India-An empirical study of appropriate formats and expected trends*.
4. Islam, M. M., Islam, M. M., Azim, A. Y. M. A., Anwar, M. R., & Uddin, M. M. (2014). *Customer perceptions in buying decision towards branded Bangladeshi local apparel products*. *European Scientific Journal, ESJ*, 10(7).
5. Gupta, S., Kim, H. W., & Sharma, M. (2011). *Customer switching to organized retail in semiurban markets: A study in an Indian context*. *Journal of International Consumer Marketing*, 23(5), 314-328.