A Study on Customer Satisfaction and Service Quality of Retail Stores with special reference in Coimbatore city

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Abstract: *Retailing today is the fastest growing sectors in the global economy and is under transition phase; not only in South Asian countries like India and China but throughout the world. The Increased popularity of organized retailing is mainly because of the consumers' changing behavior. This change has become possible due to double income families, breakup of joint family concept, Changing lifestyles and favorable demographic patterns. Today consumers prefer to shop at places Where they can get grocery, food, entertainment and others daily routine items under one roof. This has made retailing the most attractive sector of the Indian economy. Retail business in India Grew 10% in February 2022 , this year compared with the sales level in the same month last year, Signalling that the sector is inching towards normalcy, the Retailers Association of India (RAI).*

Key words: *Service quality, consumer needs, behavior, attitude.*

1. INTRODUCTION:

Organized retail in Coimbatore so far is a high street story. Although Coimbatore is the second largest city in Tamil Nadu after Chennai, but it is yet to get attention from large number of retailers the way other cities in India have been receiving. The reason behind, according to the industry sources, is that there is no real catalyst in the form of shopping mall to boost the retail growth in the city. But this long wait has almost come to an end as the city will witness the opening of two gigantic shopping malls during the early part of 2010. With the opening of these two malls – Fun Republic and Brookfield Plaza – people in Coimbatore will experience organized retail boom and find quality space for shopping and entertainment. The term "retailer" is also applied where a service provider services the needs of a large number of individuals, such as a public utility, like power Shops may be on residential streets, shopping streets with few or no houses or in a shopping mall. In service organizations, customer-perceived service quality is considered as one of the key determinants of business performance Further consumers are aware of all the rules of the game. They can instantly sense a good buy and lap it up or breathe in out a bad product and dismiss it. Their expectations are tough to meet but for retailers aiming to make a big sale, there is not much of a choice but to find ways to win customers over and keep them permanently happy.

2. LITERATURE REVIEW:

Suhail Sattar, chairman of the Chennai Chapter of the Retail Association of India and co-founder of Hasbro Clothing(2021) :"Retail has bounced back much more strongly in non-metros. Non-metros are at 80% pre-COVID levels while it was closer to 65% in metros. Malls are still facing a challenge in comparison to high street stores,".

Pattanaik, Subidita & Bhusan Mishra, Bidhu. (2016): India is considered as a Potential market and most attractive emerging retail markets. However, Indian retail Industry has to overcommarke roadblocks such as, ease of FDI in retail, lack of Supportive infrastructure, strengthened supply chain management process, adoption of State-of-the-art technology, overcoming manpower issues and overcoming real-estate Issues, more particularly high rentals and initial investments, to a flourishing future.

Archana. B (2015): Through the loyalty/frequency programmes, customers become more interested in convenience and ease than in freebies, If the retailer just focuses on gathering information about the customers, and does not focus on execution, they would not get rewards of CRM.

3. STATEMENT OF THE PROBLEM:

The retail industry during 2021, most retail companies have improved liquidity and invested in omnichannel capabilities, among other initiatives, to help them weather 2022 and position them for growth in the future. In Present world of rapidly changing technology, the consumer's taste and preference are also characterized by fast changes. To meet this changing environment and to satisfy the consumer needs the retail store came in to existence. Consumer needs are consistently changing; therefore retail store has to be constant modernize.

3.1. SCOPE OF THE STUDY:

This study covers the extent of customer satisfaction regarding various service dimension rendered by the retail stores in Coimbatore city. In prevailing globalization economics scenario the consumers have ample opportunities to select any shop for buying quality products. In an acutely competitive atmosphere it is important and challenging for the retailers to attract the customers to sustain and to promote their business. The present study aims at bringing out the various aspects concerned with customer satisfaction which would surely serve a purpose for retailers to work out their service quality with regards to the various dimensions such as tangibles, reliability, responsiveness, assurance and empathy.

3.2. OBJECTIVES OF THE STUDY:

- To study the customers awareness and preference towards retail stores.
- To study customers opinion towards various services of retail stores.
- To explore the factors those determine customers perception towards retail stores.
- To study the gap between the customers' expectation and retailers' opinion.
- To offer suggestions on the basis of the result of the study.

4. METHODOLOGY OF THE STUDY:

The data for the purpose of the present study have been collected through primary and secondary data. Primary data has been Collected through structured questionnaire. The sources of secondary data include published data such as data from books, journals, Periodicals, brouchers, reports, etc.

4.1. AREA OF THE STUDY: The study was undertaken in Coimbatore city.

4.2. SAMPLE SIZE: A total of 125 respondents residing in Coimbatore have been taken for sample.

4.3. SAMPLING PROCEDURE: For the purpose of the study the respondents were selected Coimbatore city ,Convenience sampling technique was followed for collecting response from the respondents.

4.4. TOOLS FOR ANALYSIS: The Statistical tools used for the purpose of this study are simple percentages, Rank analysis and Weighted average method.

4.5. SOURCE OF DATA COLLECTION: Data was collected by both primary data and secondary data sources. Primary data was collected through questionnaire. The study was done in the form of direct personal interviews.

- **Primary Data:** A primary data is a data which is collected for the first time for the particular interest to collect more information. In this study, the primary data was collected using questionnaire.
- **Secondary Data:** Secondary data consist of information that already exists somewhere, having been collected for some other purpose. In this study, the secondary data was collected from studies, journals and websites.

5. ANALYSIS AND INTERPRETATION:

The analysis and interpretation of A study on customer satisfaction and service quality of retail stores with special reference to Coimbatore city based on the information supplied by a sample of 125 respondents selected from Coimbatore city. The data have been analysed usingthe following statistical tool.The tools used for analysis are,

- Simple percentage analysis
- Weighted average analysis
- Ranking analysis

5.1. SIMPLE PERCENTAGE ANALYSIS:

Simple percentage analysis is one of the basic statistical tool which is widely used in the analysis and interpretation of primary data. It deals with the number of respondents response to a particular question in percentage arrived from the total population selected for the study.

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620   **[Impact Factor: 6.719]**
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Issue - 7, JULY - 2022   **Publication Date: 31/07/2022**

The simple percentage can be calculated by using the formulae,

$$\frac{\text{Actual respondents}}{\text{Total number of respondents}} \times 100$$

Table – 1
Table showing average time spend on retail stores:

S. No	Average time spend on retail stores	No. of Respondents	Percentage
1	Less than half an hour	30	24%
2	Half an hour – 1 hour	69	55.2%
3	1 hour – 2 hour	22	17.6%
4	2 hour & Above	4	3.2%
	Total	**125**	**100**

SOURCE: Questionnaire

INTERPRETATION:
The above table shows that 55.2% of the respondents says Half an hour – 1 hour, 24% respondents says Less than half an hour, 17.6% of the respondents says 1 hour – 2 hour and 3.2% of respondents says 2 hour &above.
Here majority 55.2% of the respondents says Half an hour to 1 hour.

5.2. WEIGHTED AVERAGE ANALYSIS:
Weighted average is a calculation that takes into account the varying degrees of importance of the numbers in a data set. In calculating a weighted average, each number in the data set is multiplied by a predetermined weight before the final calculations is made.
Weighted Average Formula,
= (X1W1+X2W2+X3W3 +----------------) / N
W = relative weight (%)
X = value
N = No. Of respondents

Table – 2
Level of satisfaction of various factors relating to Purchase at most frequently visited retail stores.

Attributes	Very Highly Satisfied	Highly Satisfied	Moderate	Low	Very Low	Total	Mean score
Factors	**1(5)**	**2(4)**	**3(3)**	**4(2)**	**5(1)**		
Package	20	63	38	2	2	125	**3.71**
	100	252	114	4	2	472	
Quality	24	50	47	2	2	125	**3.72**
	120	200	141	4	1	439	
Availability of products	21	57	38	7	2	125	**3.72**
	105	228	114	14	2	439	
Variance	22	52	43	4	3	125	**3.68**
	110	208	132	8	3	461	
Delivery	19	40	53	9	4	125	**3.48**
	95	160	159	18	4	436	
Store Appearance	22	55	40	6	6	125	**3.71**
	110	220	120	12	2	464	

Price	17	38	58	10	2	125	**3.46**
	85	152	174	20	2	433	
Quantity	2	56	35	5	2	125	**3.80**
	135	224	105	10	2	476	

SOURCE : Questionnaire

INTERPRETATION:
    This table shows that mean score for level of satisfaction of various factors related to purchase at most frequently visited retail stores. 3.80 mean score for Quality, 3.77 mean score for package, 3.72 mean score for Quantity, 3.71 mean score for Store for Appearance, 3.70 mean score for Availability of products, 3.68 mean score for Varieties, 3.48 mean score for Delivery and 3.46 mean score for Price.
This table justify the level of satisfaction of various factors relating to purchase at most Frequently visited retail stores. The table shows that Quality has highest mean score.

5.3. RANKING ANALYSIS:
    Under this method the respondents are asked to rank the choices. This method is easier and faster. In this study the respondents are asked to rank the various factors which influence to Select the primary health care centres and the respondents are used to rank as 1,2,3,4, and 5. It Does not matter which way the items are ranked, item number one may be the largest or it may be The smallest. The scores of each expectation of 125 respondents were totalled and the total score has Been arrived. Final ranking has been based on the total score and their ranks are given in the Following table.

Table – 3

The reason for making a purchase in your most frequently visited stores:

Factors	1(5)	2(4)	3(3)	4(2)	5(1)	Total	Rank
Promptness of service	25	51	34	11	4	125	I
	125	204	102	22	4	457	
Accuracy of transaction	28	35	44	15	3	125	III
	140	140	132	30	3	445	
Speed of response to complaints	25	48	30	20	2	125	VII
	125	195	60	40	2	419	
Staff attitude to customers	26	88	44	13	4	125	IV
	130	152	132	26	4	444	
Attention & patience of staff	24	45	33	20	3	125	V
	120	180	99	40	3	442	
Cleanliness, ambience etc..,	32	36	36	17	4	125	II
	160	144	108	34	4	450	
Staff, ATM counter etc..,	24	45	33	18	5	125	VI
	120	180	99	36	5	440	

SOURCE: Questionnaire

INTERPRETATION:
    The above table shows the rank for the mostly visited Retail stores, the first rank goes to Promptness of service, second rank to Cleanliness, ambience etc.., third rank to Accuracy of Transaction, fourth rank to Staff attitude to customers, fifth rank to Attention & patience to staff, Sixth rank to Staff, ATM counter etc.., seventh rank to Speed of response to complaints.

6.   FINDINGS:
6.1. SIMPLE PERCENTAGE ANALYSIS:
    Here majority 55.2% of the respondents says Half an hour to 1 hour.

6.2. WEIGHTED AVERAGE ANALYSIS:

This table justify the level of satisfaction of various factors relating to purchase at most Frequently visited retail stores. The table shows that Quality has highest mean score.

6.3. RANK ANALYSIS:

It is observed from the ranking table for the mostly frequently visited Retail stores, the first Rank goes to promptness of service, second rank to Cleanliness, ambience etc.., third rank to Accuracy of transaction, fourth rank to Staff attitude to customers, fifth rank to Attention & Patience to staff, sixth rank to Staff, ATM counter etc.., seventh rank to Speed of response to Complaints.

7. SUGGESTIONS:

After this survey, I realized that the retailers should make an effort to Satisfy the needs of the customers by new ideas. Most of the respondents opined that not to display the expired items in the retail stores. This suggests satisfying the customer's needs, the retailers should have a thorough understanding of the customer's market choice and purchase decision. The customers are suggest to offer more discount on products. It is recommended to the management to make the billing procedure more convenient.

8. CONCLUSION:

This study is made to analyse the customer satisfaction and service quality towards retail stores. Retailers have some unique advantages for managing brands such as continuous and actionable dialogue with consumers, control over brand presentation at point of sale, location, display and they have used this advantage to earn success. Thus, the study provides some insights on factors that could be important in managing customer loyalty. First, by enhance the product quality and Secondly, by availability of new products to enhance customer loyalty.

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