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ABSTRACT:

The Indian retail industry is no more nascent today. There has been a significant change in retail trading over the years, from small kirana walas in the vicinity to big super market. This research study focuses on the various factors influencing the customer's attitudes, purchasing decisions and the satisfaction level of people in retail outlets. This study shows that the main reason for the customers to opt for organized retail outlets was the availability of all under one roof. It is also suggested that the ambience of the retail outlets should be a major concern for the retail owners. Streamlined customer care activities will also help in maintaining customer satisfaction.

INTRODUCTION:

Retailing in India is the single largest employment sector and contributes directly to the quality of life of its residents. It is also a key employer of part-time labor and those who have traditionally been drawn from the youth segment of the labor force. Retailing, both as a consumer pastime and as an organizational activity, has changed significantly during recent years. It is one of the world's largest and most diverse industries.

The Indian retail industry is an emerging one and competition is currently intensifying. Retailing is the set of business activities that adds value to the products and services sold to consumers for their personal or family use. Often people think of retailing only as the sale of products in stores, but retailing also involves the sale of services.

LITERATURE REVIEW:

Toyin A. Clotey, David A. Collier and Michael Stodnick (2008), in the article entitled, 'Drivers of Customer Loyalty in a Retail Store Environment analyzed the determinants of customer loyalty for a large U.S. retailer based on a survey of 972 customers. The results suggested that service management managers could improve the drivers of customer loyalty by better training, recognition and reward programs, day-to-day operations and job, product, process and store design. This study also provided additional statistical evidence to support the theory that brand image, product quality and service quality determine customer's loyalty.

Yurong Zeng and Lei Zhang (2008), In the article entitled, 'An Empirical Study on the Relationship among Customer Satisfaction, Switching Cost and Store loyalty' explained that the retailers have realized the importance of keeping existing customers and raising customer's store

loyalty. For a better measurement of customer loyalty researcher used two dimensions to define the concept: attitudinal loyalty and behavioral loyalty.

A.Sukumar (2009), in the article entitled, 'A Study on Customer Satisfaction towards Departmental Stores in Coimbatore' found that a majority of the respondents were getting immediate rectification from the damages. Most of the respondents were getting the free door delivery service. A majority of the respondents were highly satisfied with the customer cared service rendered at the stores.

Dr. G. Bharathi Kamath (2009), in the article entitled, 'Consumer Preference of Retail Store Attributes: A Case Study of Man galore' explored the consumer's preference of the specific attributes of retail store in Mangalore city. He pointed out that customer satisfaction and loyalty being closely related, the marketing strategies must focus on customer retention.

Mihir Dash and Sam Chandu (2009), In the article entitled, 'A Study on the Challenges and Opportunities faced by Organized Retail Players in Bangalore' explored the opportunities and challenges faced by organized retail players in Bangalore. They found that organized retailers see competition from the unorganized sector as their biggest challenges, followed by competition between organized retailers and the inefficiency of distribution channels, internal logistical problem and retail shrinkage, while unorganized retailers see organized retailing as their major challenge, followed by cost of operation, logistical problem, competition between other kirana retailers and inefficient distribution channels.

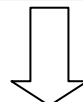
OBJECTIVES OF THE STUDY:

The main objectives of the study are:

1. To study the demographic profile of the customers visiting and shopping at organized retail outlets.
2. To study various tangible and intangible factors influencing the customer's attitudes regarding the store choice decisions.
3. To know the factors considered important while purchasing different products in organized retail outlets.
4. To study the satisfaction level of the people regarding the products and services provided by organized retail outlet.

THEORETICAL FRAMEWORK:

FACTORS TO MEASURE CUSTOMER SATISFACTION IN ORGANIZED RETAIL INDUSTRY



Physical aspects, Reliability, Personnel interaction, Problem solving, Policy, Merchandise, Price, Promotional Scheme, After Sales Services, Service Support, toll free number, entertainment means, child care facilities, alteration of merchandise and security arrangement.

RESEARCH METHODOLOGY:

- **Research design:** The present study followed a **descriptive design**, where efforts have been made to explore the characteristics of the people and products preferred by the people visiting and shopping at retail outlets.
- **Sampling design:**
 - Population: population will be all those customers who visit and shop at the retail outlets of Coimbatore.
 - Sample size: The Sample size for the study was 500 respondents
 - Sampling technique: Purposive and Conveniences sampling which are non-probability sampling methods are used.
- **Research Instrument and data collection methods:** Data was collected by both primary and secondary sources. Primary data was collected through structured undisguised questionnaire which was filled by the respondents visiting and shopping frequently at retail outlets in Coimbatore. The prepared questionnaire was tested for "Reliability & Validity" by applying various techniques available.
- **Analysis tools:** Data collected was analyzed by using various statistical and graphical techniques such as mean, averages and chi Square test. Multivariate statistical technique Like ANOVA was also used.

ANALYSIS AND INTERPRETATION:

I. DEMOGRAPHIC PROFILE (SIMPLE PERCENTAGE ANALYSIS)

S.NO	DEMOGRAPHIC FACTORS	VARIABLES	N	PERCENTAGE
1	Gender	Male	310	62.00 %
		Female	190	
		TOTAL	500	38.00%
				100%
2	Residential status	Urban	344	68.20%
		Rural	156	31.80%
		TOTAL	500	100%
3	Age	Below 30 Yr	250	50.00
		31-40 years	114	22.80
		41-50 years	71	14.20
		Above 50 yrs	65	13.00
		TOTAL	500	100%
4	Educational Qualification	Below Matric	15	3.00
		Matriculation	76	15.20
		Graduate	220	44.00
		Post Graduate & others	189	37.80
		TOTAL	500	100%
5	Occupation	Business	81	16.20
		Profession	70	14.00
		Service	223	44.70
		Agriculture	49	9.80
		Household + Others	77	15.40
		TOTAL	500	100%
6	Income level	Below Rs. 2 Lac	151	30.20
		Rs. 200001-300000	141	28.20
		Rs. 300001-400000	93	18.60

		Rs. 400001-500000	57	11.40
		Above Rs. 5 Lac	58	11.60
		TOTAL	500	100%
7	Frequency of shopping	5-10 times	42	8.40
		10-15 times	57	11.40
		More than 15 times	401	80.20
		TOTAL	500	100%
8	Mode of payment	Cash	300	60.00
		Credit	200	40.00
		TOTAL	500	100%

II. CHI-SQUARE ANALYSIS RESULTS:

1. VARIABLES INFLUENCING THE DECISION OF CUSTOMERS FOR SHOPPING FROM ORGANIZED RETAIL OUTLETS.

S.No.	Associated Variables	Calculated Value	Df	Table Value	Nature of the relationship
1	Gender and decision of customers for shopping from organized retail outlets.	1.438	4	9.488	Not significant
2	Residential status and decision of customers for shopping from organized retail outlets.	12.60	4	9.488	Significant
3	Age and decision of customers for shopping from organized retail outlets.	19.70	12	21.026	Not Significant
4	Educational qualification and decision of customers for shopping from organized retail outlets.	11.08	12	21.026	Not Significant
5	Occupation and decision of customers for shopping from organized retail outlets.	36.22	16	26.296	Significant
6	Annual income and decision of customers for shopping from organized retail outlets.	40.72	16	26.296	Significant

2. CUSTOMER SATISFACTION AND MERCHANDISES OFFERED BY DIFFERENT ORGANIZED RETAIL OUTLETS

S.No.	Merchandise (of different organized retail outlet) related with customer satisfaction	Calculated Value	Df	Table Value	Nature of the relationship
1	Quality of goods	53.45	16	26.296	Significant
2	Value for money	75.087	16	26.296	Significant
3	Unique and trendy products	77.081	16	26.296	Significant
4	Variety of goods	62.548	16	26.296	Significant
5	Packaging of goods	43.069	16	26.296	Significant
6	Branded products	43.448	16	26.296	Significant
7	Price	109.507	16	26.296	Significant
8	Physical surroundings	90.908	16	26.296	Significant
9	Lighting arrangement	46.644	16	26.296	Significant
10	Shelf system	95.451	16	26.296	Significant
11	Free gifts	243.427	16	26.296	Significant
12	Employees interaction	102.902	16	26.296	Significant
13	Willingness to respond to customer request	100.947	16	26.296	Significant
14	Helpfulness of staff	57.78	16	26.296	Significant
15	Individual attention to customers	86.38	16	26.296	Significant
16	After sale service	131.113	16	26.296	Significant
17	Free home delivery	306.54	16	26.296	Significant
18	Easy billing system	155.513	16	26.296	Significant
19	Toll free number	298.151	16	26.296	Significant
20	Provision of entertainment means	287.241	16	26.296	Significant
22	Security factors	314.146	16	26.296	Significant

III. ANOVA ANALYSIS RESULTS:

1. ADVERTISEMENT MEDIA USED FOR CREATING AWARENESS AMONG RESPONDENTS

Ho: There is no significant difference in the level of different advertisement media used for creating awareness among respondents

Ha: There is significant difference in the level of different advertisement media used for creating awareness among respondents

Advertisement media	Mean	Rank	Std. Deviation	Std. Error
Television	3.9340	II	0.9547	0.0215
Newspaper	4.0680	I	0.8814	0.0215
Magazine/Journal	3.6780	III	0.9737	0.0215
Internet	3.5460	IV	1.0148	0.0215
Hoarding	2.6560	VI	1.1279	0.0215
Brochure	2.9120	V	1.3534	0.0215
Total	3.4657		1.1800	0.0215

ANOVA

	Sum of Squares	df	Mean Square	F-Value	Table Value
Between Groups	797.894	5	159.579	141.414*	2.21
Within Groups	3378.57	2994	1.128		
Total	4176.464	2999			

On the basis of F-value obtained as a result of ANOVA, it may be concluded that all six media being used for creating awareness by organized retail outlets are significantly different.

2. CUSTOMERS PREFERENCE FOR ORGANIZED RETAIL OUTLETS.

Ho: There is no significant difference in the customer's preference for organized retail outlets for shopping.

Ha: There is significant difference in the customer's preference for organized retail outlets for shopping.

	Organized retail outlets	Mean	Rank	Std. Deviation	Std. Error
Customer's Preference	Big Bazaar	3.27	I	1.324	0.059
	Reliance Mart	3.16	II	1.234	0.055
	Sri Kannan departmental	2.79	IV	1.248	0.055
	Spencer	2.65	V	1.496	0.066
	Malls	3.03	III	1.643	0.073
	Total	2.98		1.415	0.028

ANOVA

	Sum of Squares	Df	Mean Square	F-Value	Table Value
Between Groups	133.110	4	33.278	17.023	2.37
Within Groups	4877.342	2495	1.955		
Total	5010.452	2499			

F value is significant at 5% level of significance. So, Ho is rejected.

CONCLUSION

Retail industry is the largest industry in India, with an employment of around 8% and contributing to over 14% of the country's GDP, Retail industry in India is expected to rise 25% yearly being driven by strong income growth, changing lifestyles, and favorable demographic patterns. It is expected that by 2016 modern retail industry in India will be worth US \$ 900 billion. Customer relationship signifies identifying the needs of the customers and stretching out ways and means to satisfy them. This study provides some insights on factors that could be important in managing

customer satisfaction. Availability of all necessarily goods under the same roof and 365x7* service are the major effective variables that influence the customer's decision for shopping from organized retail outlets, so organized retail chains should give proper emphasis on these variables.

Customers are concerned not only with the merchandise, physical surroundings, promotional schemes and personnel interaction but also with after sale services, entertainment and security arrangements. So, organized retail outlets need to enhance product quality and store convenience, and after sales services to improve customer satisfaction. Organized retail outlets must assure quality and availability of new products and attractive promotional schemes, sufficient security arrangements and to enhance customer satisfaction. Besides these variables customer care activities are becoming significant issue. To expand the customer base and customer loyalty, organized retail outlets should pay proper attention towards the same.

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