

Customer Satisfaction Towards Retail Stores In Coimbatore City

Dr. A. Kumaresan, Associate Professor, Department of Commerce and International Business,
Dr. G. R. Damodaran College of Science, Coimbatore – 641 014.

ABSTRACT

The Indian retail industry is one of the fastest growing in the world. Retail industry reached to Rs 66.39 lakh crore (US\$ 950 billion) in 2018 at CAGR of 13 per cent and expected to reach Rs 76.87 lakh crore (US\$ 1.1 trillion) by 2020. India is the fifth largest preferred retail destination globally. The country is among the highest in the world in terms of per capita retail store availability. India's retail sector is experiencing exponential growth, with retail development taking place not just in major cities and metros, but also in Tier-II and Tier-III cities. Healthy economic growth, changing demographic profile, increasing disposable incomes, urbanization, changing consumer tastes and preferences are the other factors driving growth in the organized retail market in India.

INTRODUCTION

The retail sector is one of the fastest growing ones in India, catering to the world's second largest consumer market. The Indian consumer market is estimated to grow at 13% annually. Retail industry is an important source of self employment in India since a long ago. As change is the important rule of the environment. So, today, we can also see a drastic change in the retail industry too. Today, retail industry has been segregated into two parts i.e. unorganized retail industry and organized retail industry. Unorganized retail industry includes traditional kirana stores which are not registered and have not to follow any bulk of legal formalities. Organized retailing is the retailing in which the retail shop is centrally run by the registered retailer with few employees providing comfort and self service facility to the customers which attract the customers towards it. Besides, all the facilities provided by the organized retailers, customers are still attracted towards unorganized retailers too. There are different facilities and services available to the customers in unorganized retailing and organized retailing.

Indian retail marketing gears up for global heights. Retailing in India has a long haul ahead, dynamic retail-marketing scenario. The Indian retail players have made their presence felt in the market and are increasing their operations through adding more outlets across the country. The world is now looking at India as the nation of the future.

The retail marketing scenario in India is unique; Retailing forms an integral part of the marketing mix and includes elements like product, Price, Place and Promotion. Place refers to the distribution and

availability of products in various locations. In retailing direct marketing and advertising through mass media are useful factors for personal contact with consumers; so that the retail industry should emphasis on innovative advertising, communication and promotions help customers to make purchase decision easily. The promotion is an additional method to generate sales and is used in combination with other methods.

Retailing is the booming sectors of India in the current scenario. The word retail is derived from the French word 'retailer', meaning to cut a piece of or to break bulk. In simple terms, it implies a firsthand transaction with the customer. Retailing is an important marketing activity. Not only the producers and consumers meet through retailing actions, but retailing also creates customer value and has a significant impact on the economy.

Today there is a great liking for sophisticated life among people. People have become cost conscious, still they feel the need to compare products before they buy. These factors have paved the way for the birth and growth of retail stores.

A retail stores is a place where people can buy all things under one roof. It satisfies the need of the people. Retail store is a large departmental retail establishment offering a relatively broad and complete stock of dry groceries, fresh meat, perishable products and dairy products supplemented by a variety of convenience, non food merchandise and operated primarily on a self-service basis.

STATEMENT OF THE PROBLEM

The retail stores are soon emerging on the top priority lists, amongst the shopping spree in various cities, as they seem to derive immense pleasure of convenience and exposure to variety under one roof, in their extremely busy lives, when they don't have time for things.

Though some of the customers perceive retail stores to be expensive and only high income categories cup of tea, the stores make constant efforts to induce them to atleast visit the store at once during the sale period or discount offers. Further, the retailers are faced various troubles in their retail marketing for finding the customer perception. At this juncture, the research is a need to find out the customer perception about the retail store in Coimbatore city.

Consumer needs are consistently changing; therefore retail store has to be constantly modernized. In the light of these developments, it seems to focus the study of consumer's satisfaction towards retail store. In this process the study mainly focuses out answers for the following researchable issues:

- 1) What is the level of consumer's satisfaction?
- 2) What are the factors preferred by consumer's?

OBJECTIVES OF THE STUDY

1. To study about the Overview of Retailing in India.
2. To observe the Demographic variables of the customers.
3. To measure the level of customer's satisfaction towards retail stores.

RESEARCH METHODOLOGY

The area of the study which is selected for the research is Coimbatore city. The study has used both the primary data and secondary data. Primary data were collected using interview schedule method. The secondary data has been collected from article, journals, magazines and various retail industry related websites. Interview schedule have been pretested and validated.

SAMPLING DESIGN

For the purpose of the study, 500 respondents were selected for the study using convenient random sampling technique.

STATISTICAL TOOLS FOR ANALYSIS

For purpose of detailed analysis of the study, the following statistical tools have been used:

- t-test
- Correlation

ANALYSIS AND INTERPRETATION

t - Test

T-test is based on t-distribution and is considered an appropriate test for judging the significance of a sample mean or for judging the significance of difference between the means of two samples in case of small samples when population variance is not known. So, to test the hypothesis of equality of means for two groups we used t-test statistic.

Gender and Level of Satisfaction in retail stores

Hypothesis: There is no significant relationship between the Gender of the respondents and level of satisfaction in retail stores.

Result of t – Test: Gender & Level of satisfaction in retail stores

Table No: 1

Gender	N	Mean	Std. Deviation	t Value	p value	Result
Male	199	31.336	7.966	3.458	0.001	Significant
Female	301	28.943	6.940			

S - Significant (P value $\leq$ 0.05); NS – Not significant (P value $>$ 0.05)

Inference

It is studied from the table 1 that the statement of equality and variance is not satisfied. Hence $0.001 < 0.05$, Hypothesis is rejected (Significant).

It is concluded that there is significant difference between the gender wise classification and level of satisfaction in retail stores.

Marital Status and Level of Satisfaction in retail stores

Hypothesis: There is no significant relationship between the marital status of the respondents and level of satisfaction in retail stores.

Result of t – Test: Marital status and Level of satisfaction in retail stores

Table No: 2

Marital Status	N	Mean	Std. Deviation	t Value	p value	Result
Married	239	30.560	7.744	1.914	.056	Not Significant
Single	261	29.287	7.132			

S - Significant (P value $\leq$ 0.05); NS – Not significant (P value $>$ 0.05)

Inference

It is showed from the table 2 that the statement of equality and variance is satisfied. Hence $0.056 > 0.05$, Hypothesis is accepted (Not Significant).

It is concluded that there is no significant difference between the marital status and level of satisfaction in retail stores.

Family Type and Level of Satisfaction in retail stores

Hypothesis: There is no significant relationship between the family type of the respondents and level of satisfaction in retail stores.

Result of t – Test: Family Type and Level of satisfaction in retail stores

Table No: 3

Family Type	N	Mean	Std. Deviation	t Value	p value	Result
Nuclear Family	319	29.833	7.369	- 0.245	0.806	Not Significant
Joint Family	181	30.005	7.611			

S - Significant ($P \text{ value} \leq 0.05$); NS – Not significant ($P \text{ value} > 0.05$)

Inference

It is presented in the table 3 that the statement of equality and variance is satisfied. Hence $0.806 > 0.05$, Hypothesis is accepted (Not Significant).

It is concluded that there is no significant difference between the family type and level of satisfaction in retail stores.

Correlation

Correlation is the statistical analysis which measures and analyses the degree or extent to which two variables fluctuate with reference to each other. The correlation measures the closeness of the relationship between the variables. In this study the correlation test is used to test the extent to which the level of agreeability, factors influencing buyers in retail stores and level of satisfaction correlates each other.

Level of Agreeability towards store brands and Level of Satisfaction in Retail stores

Table No: 4

The Table 4 shows the respondent's level of agreeability and level of satisfaction

Variables		Level of agreeability towards Store brands	Level of Satisfaction in Retail Stores
Level of agreeability towards Store brands	Pearson Correlation	1	.053**
	Sig. (2-tailed)		.313
	N	362	362
Level of Satisfaction in Retail Stores	Pearson Correlation	.053**	1
	Sig. (2-tailed)	.313	
	N	362	362

Source: Primary Data

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

Inference

From the above table 4 it is observed that there is positive association between the level of agreeability and level of satisfaction in retail stores. And it is a weak correlation of 0.053 which is statistically not significant.

Factors influencing buyers in Retail stores and Level of Satisfaction in Retail stores

Table No: 5

The Table 5 explains the respondent's Factors influencing buyers and level of satisfaction.

Variables		Factors Influencing Buyers in Retail Stores	Level of Satisfaction in Retail Stores
Factors Influencing Buyers in Retail Stores	Pearson Correlation	1	.242**
	Sig. (2-tailed)		.000
	N	362	362
Level of Satisfaction in Retail Stores	Pearson Correlation	.242**	1
	Sig. (2-tailed)	.000	
	N	362	362

Source: Primary Data

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

Inference

From the above table 5 it is explicable that there is positive association between the factor influencing buyers in retail stores and level of satisfaction in retail stores. And it is a moderate correlation of 0.242 which is statistically significant.

FINDINGS OF THE STUDY

- There is significant relationship between the gender wise classification and level of satisfaction in retail stores.
- There is no significant influence between the marital status and level of satisfaction in retail stores.
- There is no significant difference between the family type and level of satisfaction in retail stores.
- There exist a positive association between the level of agreeability towards store brands and level of satisfaction in retail stores. It is a weak correlation.
- There exist a positive association between the factors influencing buyers in retail stores and level of satisfaction in retail stores. It is a moderate correlation.

CONCLUSION

The present study attempted to explore the demographic factors that influence the decisions of the consumers on retail store selection in Coimbatore. The study concludes that demographic factors such as age, income, gender and education are having significant role in retail store selection. Shopper groups mainly vary in choosing a store based on their significance for patronage factors of a store. Customer satisfaction has a strong influence on loyalty, which means customers who are satisfied tend to continue shopping and recommend the retail stores to others.

REFERENCES

- Ruchi malik, (2011), “Store layout as a determinant of consumer shopping behaviour in case of modern Retail outlets”, Asian Pacific Journal of Research in Business Management, Vol. 2, No. 7, pp 274-284.
- Abdul Kamal Mohideen, (2011), “ Customer shopping behavior in modern retail formats- a study in Visakhapatnam city”, Asia Pacific Journal of Research in Business Management, Vol. 2, No. 6, pp 197-210.
- Deepika Jhamb, Ravi Kiran, (2012), “Emerging Retail formats and It’s Attributes: An insight to Convenient Shopping”, Global Journal of Management and Business Research, Vol. 12, No. 2, pp. 63-71.
- Shishma Kushwaha, (2011), “Factors Influencing Customer Choice in Indian Retail Industry (A Case Study of Gaziabad and Gautam Budh Nagar District, Uttat Pradesh)”, International Journal of Sales and Marketing Management and Research, Vol. 1, No. 2, pp 16-27.
- Shahid Akhter, Iftexhar Equbal, (2012), “Organised Retailing in India – Challenges and Opportunities”, International Journal of Multidisciplinary Research, Vol. 2, No. 1, pp 281-291.
- <https://www.ibef.org/industry/retail-india.aspx>.