

Customer Satisfaction And Customer Retention Towards Organised Retail Outlet In Kanchipuram Town

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Abstract

Customer retention is a cumbersome process of the retail business. Customer satisfaction, Customer Retention, One-way ANOVA, Independent sample t-test, Correlation, Organised Retail outlet. The problem was lack of customer relationship. Building a long-term relationship with customers leads to reduce the cost and earn more and more profit. Descriptive cum exploratory research design were employed. Data collected from 450 respondents through questionnaires. ANOVA, Independent Sample t-test and Correlation analysis are utilised in the research. price, quality and billing of the product vary significantly among age group, income, occupation and education qualification of the respondents. price has strong positive association with the items of quality of the product.

Keywords: - Satisfaction, Retention, Independent sample t-test, ANOVA, Correlation

Introduction

Customer retention is a cumbersome process of the retail business. In a retail industry, the retailers want to retain their customer to earn more profit and capture the market share. Roopa Singh and Imran Akhtar Khan (2012)¹ The customer retention helps retailer to reduce the cost in the forms of the cost of bringing new customer is nearly five to twelve times greater than the retaining existing customers, gives better service to customers and they know the existing customers background. Weinstein (2001)² Increasing the customer retention rate by 5% leads to increase the value of average customers (Profit) by 25% to 100 %. 6.8% of retailers have a excellent knowledge of the customer and 51.9% of retailers little knowledge of the customer. The problem was lack of customer relationship. Building a long-term relationship with customers leads to reduce the cost and earn more and more profit.

Review of Literature

Muhammad Alshurideh, Ra'ed Masa'deh and Barween Alkurdi (2012)³ were project from their research that the customer satisfaction straight affect customer retention and it make customer to repeat purchases. Result shows that the average satisfaction level of all service provider in more than 75% but the level of satisfaction has differed among the service provider.

Bolanle Odunlami (2015)⁴ was examined that there is expressively connection between the customer satisfaction and retention.

Inamullah khan (2012)⁵ shows in his analysis that the improvement of the customer satisfaction leads to more loyal to the retailer. Researcher asked to retailer to increase the customer satisfaction through good relationship with a various factor like product quality, services, etc., on customers to overcome the competitive market.

Art Weinstein (2001)⁶ gives that ability of retailer to retain their customers result is increased market value. It helps to getting better customer upgrading customer relationship and using existing customers are as advocates for acquiring new customers.

Muhammad Zaman Sarwar, Kashif Shafique Abbasi & Saleem Pervaiz (2012)⁷ were suggest to seller need to focus on customer behaviour, preference, Values and attitude. Seller have to modify their complex pricing structure and customers come to know hidden cost and expenses leads of post purchases of customer leads to dissatisfaction.

Muhammad Turki Alshurideh (2016)⁸ says the aim of customer retention is reduce transaction cost, facilitate exchange, it reduces the customer switching rate and development of customer base.

Statement of the problem

In the last decade, customers switching rate has increased a lot. So, Indian retailers are facing more competition. If retailer want to sustain in the market, they have to take necessary steps either, defensive marketing strategy or offensive marketing strategy. Understanding of the customer behaviour and satisfying them provides benefits to the retailers. To make this happen, retailers should maintain a good relationship with their customers for capturing the market share. Establishing and long-term customer relationship helps retailer to sustain in the market. This will bring more profit to the business and reduce the competition. The retailers have to identify better strategies to maintain good and long-term relationship with their customers.

Objectives of the study

To study about the demographical profile of the customers

To identify the various items between price of the products and customer satisfaction

To identify the various items between quality of the products and customer satisfaction

To identify the various items between billing of the products and customer satisfaction

Research question

1. What are the retail store factors determining the customer satisfaction?
2. Is there any association between the retail store factors and customer satisfaction in Kanchipuram town.
3. Is there any differences on customers opinion among the gender, residential location of customers and marital status of the customers?

Significance the study

This study give suggestion to retailers for to development in organised retail store factors that lead customer satisfaction and retention in Kanchipuram town.

Scope of the study

The present study is helpful to the retailer of Kanchipuram town for development of the price of product, quality of the product and billing of product in their stores. The result of the study will be helpful to the policy makers. It helps to achieve the economic developmental goals.

Research background

Customer satisfaction is a perception of customers on performance of product or services in relation to their expectation. Kotler (2000)⁹ defines the customer satisfaction as a person's feelings of desire or displeasure resulting from comparing factors related to product's perceived performance in relating to his or her expectations. Harkiranpal Singh (2006)¹⁰ shows that various factors affect the customer satisfaction namely store employee, billing, price, service quality, goods value and Service. Customer retention is giving value to customers continuously. So that the customer will stay in relation for long duration in a same retail shop without switching to others. The business environment takes a business adjustment. At that time the business will adapt and modify present practices to meet the according to current needs and changes. Customer relationship bond makes a business to be sustainable in the market whatever the changes comes in the business environment. Customer retention is a primary objective of customer relationship management. Customer retention agendas necessity hold a customer-oriented approach to identify customer needs, grouping profitable customers and facilitate satisfaction and loyalty. Customer retention programme helps the retailer to create customer base.

Customer satisfaction and customer retention relationship

Weinstein (2001)² stated that the Philip Kotler states that the key to customer retention is customer satisfaction and its leads to stay longer loyal customers, customers are less attention to the competition, less price sensitive and favour the retailers. Muhammad Alshurideh, Ra'ed Masa'deh and Barween Alkurdi (2012)³ were describe the customer satisfaction has a direct effect on customer retention from their research.

Research Hypothesis

H1 – there is no significant difference in terms of customer satisfaction on retail store factors with respect to demographical profile of the customers.

H2 – there is no significant association between price of the products and customer satisfaction.

H3 – there is no significant connection between quality of the products and customer satisfaction.

H4 – there is no significant relation between billing of the products and customer satisfaction

Methodology

Descriptive cum exploratory research design were employed in the research. Both the primary and secondary data were used in the research. The primary data were collected through structured questionnaire from the customers of the retail shop. Pilot study was conducted to frame a questionnaire. Secondary data were used to determine the problem and to frame the objective of the study. Judgement sampling techniques was used for selecting sample from the customer. Totally 490 questionnaires were distributed and collected back 473 questionnaires for primary data collection. The researcher found that, 452 questionnaires were fully answered and remaining 21 were incomplete. 450 questionnaires were taken as a sample for the research. One-way ANOVA, Independent sample t-test and correlation were used in the research. One-Way ANOVA and Independent sample t-test are used for Hypothesis 1. Correlation is used for Hypothesis 2, 3 and 4.

Limitation of study

Population was not determined through the study. Because of the limited duration, researcher could not collect data base from all retail shops and few of the retail shops does not maintain database of the customer. so, data were based on the quality of the respondents. Data pertained to a limited duration of three months. The study confined to the durable industry in the retail sector.

Analysis and Interpretation**Part 1. Demographical profile of the respondents****1.1 to describe the demographical profile of the respondents.**

According to gender vice, the 236 (52.4%) male respondents and 214 (47.6%) female respondents are involved for the research. Five types of age groups of respondents are involved in the research and among the groups 134 (29.8%) respondents are from the age group of 31 to 40 years old. Next to that 89 (19.8%) respondents are from the age group of 41 to 50 years old. Under the marital status, that the 229 (50.9%) respondents are unmarried and remaining 221 (49.1%) respondents are married. 21.5% of the respondent's education qualification are from the both eight and the tenth standard and next to that 18.9% respondent's education qualification are from the both higher secondary and the under graduation. 107 (23.8%) respondent's occupation are salaried and next to that 96 (21.3%) respondent's occupation are self-employed. 98 (21.8%) respondent's income are from Rs. 40,001 to Rs.50,000 and next to that 95 (21.1%) respondent's income are from Rs. 30,001 to Rs. 40,000. 226 (50.2%) respondent's residential location are from the town and next to that 224 (49.8%) respondent's residential location are villages.

H1 There is no significant difference in terms of customer satisfaction on retail store factors with respect to demographical profile of the customers.

1.2 and 1.3 interpretations are taken from the output of the independent sample t-test and one-way ANOVA respectively for the above mentioned 1st hypothesis

Independent sample t-test

To check respondent's satisfaction on the retail shop three factor's items namely price of the product, product quality and billing in retail shop are different among the gender, marital status and resident location of respondents respectively.

The P value of respondent's satisfaction on three items of price of the product factor namely price of the product reasonable (Sig 0.210), price tag of the product clearly visible (Sig. 0.630) and price of the products are updated (Sig. 0.499) is more than the level of significance. So, the three items in price of the product factor has significant difference among gender.

The P value of respondent's satisfaction on five items of quality of the product factor namely availability of the product with more varieties (Sig. 0.484), product features meet the needs of the respondents (Sig. 0.900), design of the product attract the respondents (Sig. 0.758), products are safe (Sig. 0.468) and retail shop are selling good durable goods (Sig. 0.900) is more than the level of significance. So, the five items in quality of the product factor has significant difference among gender.

The P value of respondent's satisfaction on three items of billing the product factor namely computerised billing available in retail shop (Sig 0.895), Billing inclusive G ST (Sig. 0.147) and both cash and credit bills are available in retail shop (Sig. 0.522) is more than the level of significance. So, the three items in billing the product factor has significant difference among gender.

The P value of respondent's satisfaction on three items of price of the product factor namely price of the product reasonable (Sig 0.447), price tag of the product clearly visible (Sig. 0.056) and price of the products are updated (Sig. 0.688) is more than the level of significance. So, the three items in price of the product factor has significant difference between married and unmarried.

The P value of respondent's satisfaction on five items of quality of the product factor namely availability of the product with more varieties (Sig. 0.726), product features are meet the

needs of the respondents (Sig. 0.731), design of the product attract the respondents (Sig. 0.407), products are safety (Sig. 0.822) and retail shop are selling good durable goods (Sig. 0.120) is more than the level of significance. So, the five items in quality of the product factor has significant difference between married and unmarried.

The P value of respondent's satisfaction on three items of billing the product factor namely computerised billing available in retail shop (Sig. 0.244), Billing inclusive GST (Sig. 0.053) and both cash and credit bills are available in retail shop (Sig. 0.122) is more than the level of significance. So, the three items in billing the product factor has significant difference between married and unmarried.

The P value of respondent's satisfaction on three items of price of the product factor namely price of the product reasonable (Sig. 0.723), price tag of the product clearly visible (Sig. 0.090) and price of the products are updated (Sig. 0.259) is more than the level of significance. So, the three items in price of the product factor has significant difference between the rural and urban residents.

The P value of respondent's satisfaction on five items of quality of the product factor namely availability of the product with more verities (Sig. 0.227), product features are meet the needs of the respondents (Sig. 0.130), design of the product attract the respondents (Sig. 0.174), products are safety (Sig. 0.198) and retail shop are selling good durable goods (Sig. 0.220) is more than the level of significance. So, the five items in quality of the product factor has significant difference between the rural and urban residents.

The P value of respondent's satisfaction on three items of billing the product factor namely computerised billing available in retail shop (Sig. 0.501), Billing inclusive GST (Sig. 0.766) and both cash and credit bills are available in retail shop (Sig. 0.338) is more than the level of significance. So, the three items in billing the product factor has significant difference between the rural and urban residents.

One-way ANOVA

To check respondent's satisfaction on the retail shop three factor's items namely price of the product, product quality and billing in retail shop are different among the age groups, education qualification, monthly income and occupation of respondents respectively

Result from the one-way ANOVA test, which is run to test the age group of the respondents on three items of price of the product, five items of quality of the product and three items of billing of the product respectively. The result shows that the age group on (three items on price of the product) price of the product is reasonable ($F = .837$ and $Sig = .504$), products price tags clearly visible ($F = .341$ and $Sig = .850$), price of the products updated ($F = .495$ and $Sig = .739$), (five items of quality of the product) availability of product in more verities in retail shops ($F = 1.918$ and $Sig = .106$), features of products are meet the needs of the customers ($F = 1.019$ and $Sig = .397$), design of the products attract the customers ($F = 1.836$ and $Sig = .121$), products are safety to customer ($F = .309$ and $Sig = .872$), the products are good durable goods ($F = 1.659$ and $Sig = .159$), (three items of billing of the products) customers receiving computerised bills from the retail shop ($F = 1.987$ and $Sig = .096$), bills inclusive GST ($F = .907$ and $Sig = .460$) and cash and credit bills are available in retail shops ($F = .549$ and $Sig = .700$). which are more than the 0.05. Hence no significant difference among the respondents age groups with various items of price of the product, quality of the product and billing of the product in retail shop respectively.

Result from the one-way ANOVA test, which is run to test the education qualification of the respondents on three items of price of the product, five items of quality of the product and three items of billing of the product respectively. The result shows that the age group on (three items on price of the product) price of the product is reasonable ($F = .156$ and $Sig = .960$),

products price tags clearly visible ($F = .553$ and $Sig = .697$), price of the products updated ($F = .475$ and $Sig = .754$), (five items of quality of the product) availability of product in more varieties in retail shops ($F = .665$ and $Sig = .617$), features of products are meet the needs of the customers ($F = .950$ and $Sig = .435$), design of the products attract the customers ($F = .679$ and $Sig = .607$), products are safety to customer ($F = .559$ and $Sig = .693$), the products are good durable goods ($F = .336$ and $Sig = .854$), (three items of billing of the products) customers receiving computerised bills from the retail shop ($F = .494$ and $Sig = .740$), bills inclusive GST ($F = .884$ and $Sig = .473$) and cash and credit bills are available in retail shops ($F = .929$ and $Sig = .447$). which are more than the 0.05. Hence no significant difference among the respondent's education qualification with various items of price of the product, quality of the product and billing of the product in retail shop respectively.

Result from the one-way ANOVA test, which is run to test the occupation of the respondents on three items of price of the product, five items of quality of the product and three items of billing of the product respectively. The result shows that the age group on (three items on price of the product) price of the product is reasonable ($F = 2.100$ and $Sig = .080$), products price tags clearly visible ($F = 1.072$ and $Sig = .370$), price of the products updated ($F = 1.379$ and $Sig = .240$), (five items of quality of the product) availability of product in more varieties in retail shops ($F = .856$ and $Sig = .490$), features of products are meet the needs of the customers ($F = 1.508$ and $Sig = .199$), design of the products attract the customers ($F = .986$ and $Sig = .415$), products are safety to customer ($F = 1.328$ and $Sig = .259$), the products are good durable goods ($F = 1.553$ and $Sig = .186$), (three items of billing of the products) customers receiving computerised bills from the retail shop ($F = 1.322$ and $Sig = .261$), bills inclusive GST ($F = 2.141$ and $Sig = .075$) and cash and credit bills are available in retail shops ($F = 1.334$ and $Sig = .256$). which are more than the 0.05. Hence no significant difference among the respondent's occupation with various items of price of the product, quality of the product and billing of the product in retail shop respectively.

Result from the one-way ANOVA test, which is run to test the income groups of the respondents on three items of price of the product, five items of quality of the product and three items of billing of the product respectively. The result shows that the age group on (three items on price of the product) price of the product is reasonable ($F = 1.780$ and $Sig = .132$), products price tags clearly visible ($F = .959$ and $Sig = .284$), price of the products updated ($F = 1.430$ and $Sig = .120$), (five items of quality of the product) availability of product in more varieties in retail shops ($F = 1.999$ and $Sig = .094$), features of products are meet the needs of the customers ($F = 1.074$ and $Sig = .369$), design of the products attract the customers ($F = 1.116$ and $Sig = .348$), products are safety to customer ($F = 1.543$ and $Sig = .189$), the products are good durable goods ($F = 1.204$ and $Sig = .308$), (three items of billing of the products) customers receiving computerised bills from the retail shop ($F = 1.419$ and $Sig = .227$), bills inclusive GST ($F = .801$ and $Sig = .525$) and cash and credit bills are available in retail shops ($F = 1.239$ and $Sig = .294$). which are more than the 0.05. Hence no significant difference among the income group of respondents with various items of price of the product, quality of the product and billing of the product in retail shop respectively.

Part 2. to verify the association between the retail store factor's items with the customer satisfaction.

H2 there is significant association of retail store factors with customer satisfaction.

2.1, 2.2 and 2.3 interpretations are taken from the output of the correlation analysis for the above mentioned 2nd hypothesis.

2.1 to check the relationship of three items in price of the product with five items in customer satisfaction

The respondent's feeling on price of the product is reasonable to them has strong relationship with respondent's selected retail store is his right decision for their purchases. The Pearson coefficient correlation is $r = 0.543$, $P < 0.05$. The respondent's feeling on price of the product is reasonable to them has strong relationship with retail shop has full fill his needs of respondents. The Pearson coefficient correlation is $r = 0.661$, $P < 0.05$. The respondent's feeling on price of the product is reasonable to them has strong relationship with respondents are willing to prefer retail shop for their purchases. The Pearson coefficient correlation is $r = 0.477$, $P < 0.05$. The respondent's feeling on price of the product is reasonable to them has strong relationship with respondents are willing to refer retail shop to his relatives. The Pearson coefficient correlation is $r = 0.594$, $P < 0.05$. The respondent's feeling on price of the product is reasonable to them has strong relationship with respondents are happy to buy products from the retail shop. The Pearson coefficient correlation is $r = 0.445$, $P < 0.05$.

There is strong positive relationship between the price tag of the product clearly visible and the respondent's selected retail store is his right decision for their purchases. The Pearson coefficient correlation is $r = 0.666$, $P < 0.05$. There is strong positive relationship between the price tag of the product clearly visible and retail shop has full fill his needs of respondents. The Pearson coefficient correlation is $r = 0.710$, $P < 0.05$. There is strong positive relationship between the price tag of the product clearly visible and the respondents are willing to prefer a retail shop for purchases. The Pearson coefficient correlation is $r = 0.529$, $P < 0.05$. There is strong positive relationship between the price tag of the product clearly visible and the respondents are willing to refer a retail shop to their relatives. The Pearson coefficient correlation is $r = 0.600$, $P < 0.05$. There is strong positive relationship between the price tag of the product clearly visible and the respondents are happy to buy products from the retail shop. The Pearson coefficient correlation is $r = 0.436$, $P < 0.05$.

Price of the product are updated by retailer is strongly positive relationship with the respondents thought on shopping with selected retail store is his right decision. The Pearson coefficient correlation is $r = 0.563$, $P < 0.05$. Respondents thoughts on price of the product updated by retailer is strongly positive relationship with the respondents thought on retail shop has full fill his needs. The Pearson coefficient correlation is $r = 0.508$, $P < 0.05$. Respondents thoughts on price of the product updated by retailer is strongly positive relationship with the respondents are willing to prefer a retail shop for whenever their purchases. The Pearson coefficient correlation is $r = 0.563$, $P < 0.05$. Respondents thoughts on price of the product updated by retailer is strongly positive relationship with the respondents are willing to refer a retail shop to his relatives. The Pearson coefficient correlation is $r = 0.523$, $P < 0.05$. Respondents thoughts on price of the product updated by retailer is strongly positive relationship with the respondents are happy to buy products from the retail shop. The Pearson coefficient correlation is $r = 0.267$, $P < 0.05$.

2.2 to check the relationship of five items in quality of the product with five items in customer satisfaction

The strong positive relationship between the availability of products in more verities at retail shops and respondents thought on shopping at retail shop are right decision. The Pearson coefficient correlation is $r = 0.465$, $P < 0.05$. The strong positive relationship between the availability of products in more verities at retail shops and retail shops are full fill needs of respondents. The Pearson coefficient correlation is $r = 0.483$, $P < 0.05$. The strong positive relationship between the availability of products in more verities at retail shops and respondents are preferring the retail shops for their purchases. The Pearson coefficient correlation is $r = 0.463$, $P < 0.05$. The strong positive relationship between the availability of products in more verities at retail shops and respondents are refer the retail shops to his relatives. The Pearson coefficient correlation is $r = 0.542$, $P < 0.05$. The strong positive relationship between the availability of products in more verities at retail shops and respondents are happy to buy products from retail shops. The Pearson coefficient correlation is $r = 0.346$, $P < 0.05$.

There has positive relationship between the product features are meet the needs of respondents and respondents thought on shopping at retail shop are right decision. The Pearson coefficient correlation is $r = 0.467$, $P < 0.05$. There has positive relationship between the product features are meet the needs of respondents and retail shops full fill the needs of respondents. The Pearson coefficient correlation is $r = 0.602$, $P < 0.05$. There has positive relationship between the product features are meet the needs of respondents and respondents are preferring the retail shops for purchasing of goods. The Pearson coefficient correlation is $r = 0.370$, $P < 0.05$. There has positive relationship between the product features are meet the needs of respondents and respondents are referring the retail shop to their relatives. The Pearson coefficient correlation is $r = 0.489$, $P < 0.05$. There has positive relationship between the product features are meet the needs of respondents and respondents are happy to buy the products in the retail shop. The Pearson coefficient correlation is $r = 0.499$, $P < 0.05$.

Design of the products are attracting the respondents and respondents thought on shopping at retail shop are right decision are strong positively relationship. The Pearson coefficient correlation is $r = 0.593$, $P < 0.05$. Design of the products are attracting the respondents and retail shops are full fill their needs of respondents are strong positively relationship. The Pearson coefficient correlation is $r = 0.522$, $P < 0.05$. Design of the products are attracting the respondents and respondents preferring retail shop for their purchases are strong positively relationship. The Pearson coefficient correlation is $r = 0.503$, $P < 0.05$. Design of the products are attracting the respondents and respondents are referring retail shop to their relative are strong positively relationship. The Pearson coefficient correlation is $r = 0.551$, $P < 0.05$. Design of the products are attracting the respondents and respondents are happy with the retail shops are strong positively relationship. The Pearson coefficient correlation is $r = 0.317$, $P < 0.05$.

Products are safety is positively associated with the respondents thought on shopping at retail shop are right decision. Pearson coefficient correlation is $r = 0.526$, $P < 0.05$. Products are safety is positively associated with the retail shops are full fill the needs of respondents. Pearson coefficient correlation is $r = 0.632$, $P < 0.05$. Products are safety is positively associated with the respondents are preferring the retail shop. Pearson coefficient correlation is $r = 0.464$, $P < 0.05$. Products are safety is positively associated with the respondents referring the retail shop to their relatives. Pearson coefficient correlation is $r = 0.540$, $P < 0.05$. Products are safety is positively associated with the respondents are happy to buy product with retail shop. Pearson coefficient correlation is $r = 0.458$, $P < 0.05$.

Product selling by the retail shops are good products is strongly positive connected with the respondents thought on shopping at retail shop are right decision. Pearson coefficient correlation is $r = 0.540$, $P < 0.05$. Product selling by the retail shops are good products is strongly positive connected with the retail shops full fill the respondents need. Pearson coefficient correlation is $r = 0.593$, $P < 0.05$. Product selling by the retail shops are good products is strongly positive connected with the respondents preferring the retail shop for their purchases. Pearson coefficient correlation is $r = 0.489$, $P < 0.05$. Product selling by the retail shops are good products is strongly positive connected with the respondents referring the retail shop where they are purchasing to their relatives. Pearson coefficient correlation is $r = 0.520$, $P < 0.05$. Product selling by the retail shops are good products is strongly positive connected with the respondents are happy to buy products in retail shop. Pearson coefficient correlation is $r = 0.476$, $P < 0.05$.

2.3 to check the relationship of three items in billing factor with five items in customer satisfaction

There is a strong positive relationship between the respondents are received computerised bill and respondents thought on shopping at retail shop are right decision. Pearson coefficient correlation is $r = 0.473$, $P < 0.05$. There is a strong positive relationship between the respondents are received computerised bill and retail shops are full fill the needs of the respondents. Pearson

coefficient correlation is $r = 0.515$, $P < 0.05$. There is a strong positive relationship between the respondents are received computerised bill and respondents are preferring the retail shop for purchases. Pearson coefficient correlation is $r = 0.468$, $P < 0.05$. There is a strong positive relationship between the respondents are received computerised bill and respondents are referring retail shop to their relatives. Pearson coefficient correlation is $r = 0.514$, $P < 0.05$. There is a strong positive relationship between the respondents are received computerised bill and respondents are happy to buy product from retail shop. Pearson coefficient correlation is $r = 0.379$, $P < 0.05$.

Strong positive relationship appears between the billing inclusive GST and retail shops full fill the needs of the respondents. Pearson coefficient correlation is $r = 0.657$, $P < 0.05$. Strong positive relationship appears between the billing inclusive GST and respondents are preferring the retail shops for their purchases. Pearson coefficient correlation is $r = 0.501$, $P < 0.05$. Strong positive relationship appears between the billing inclusive GST and respondents are referring the retail shop to their relatives. Pearson coefficient correlation is $r = 0.639$, $P < 0.05$. Strong positive relationship appears between the billing inclusive GST and customers are happy to buy products from retail shop. Pearson coefficient correlation is $r = 0.499$, $P < 0.05$.

The cash and credit bills are available in the retail shop is strongly positive relationship with the respondents thought on shopping at retail shop are right decision. Pearson coefficient correlation is $r = 0.534$, $P < 0.05$. The cash and credit bills are available in the retail shop is strongly positive relationship with the retail shop full fill the needs of the respondents. Pearson coefficient correlation is $r = 0.602$, $P < 0.05$. The cash and credit bills are available in the retail shop is strongly positive relationship with the respondents are preferring the retail shops for their purchases. Pearson coefficient correlation is $r = 0.449$, $P < 0.05$. The cash and credit bills are available in the retail shop is strongly positive relationship with the respondents are referring retail shops to their relatives. Pearson coefficient correlation is $r = 0.544$, $P < 0.05$. The cash and credit bills are available in the retail shop is strongly positive relationship with the respondents are happy to buy product at the retail shop. Pearson coefficient correlation is $r = 0.470$, $P < 0.05$.

H3 there is significant connection of the customer satisfaction with customer retention.

2.4 interpretations are taken from the output of the correlation analysis for the above mentioned 3rd hypothesis.

2.4 to check the association of five items in customer satisfaction with three items in customer retention

Respondents shopping with retail shops are right decision is positive relationship with respondents never planning to switch their shop for their purchasing of product. Pearson coefficient correlation is $r = 0.403$, $P < 0.05$. Respondents shopping with retail shops are right decision is positive relationship with respondents willing to buy products at a premium price from regularly purchasing retail shop. Pearson coefficient correlation is $r = 0.465$, $P < 0.05$. Respondents shopping with retail shops are right decision is positive relationship with respondents are good relationship with the front desk employees of retail shop. Pearson coefficient correlation is $r = 0.315$, $P < 0.05$.

Retail shops are full fill the needs of the respondents are positive relationship with respondents never planning to switch their shop for their purchasing of product. Pearson coefficient correlation is $r = 0.503$, $P < 0.05$. Retail shops are full fill the needs of the respondents are positive relationship with respondents willing to buy products at a premium price from regularly purchasing retail shop. Pearson coefficient correlation is $r = 0.459$, $P < 0.05$. Retail shops are full fill the needs of the respondents are positive relationship with respondents are good relationship with the front desk employees of retail shop. Pearson coefficient correlation is $r = 0.316$, $P < 0.05$.

Respondents preferring the retail shops for their purchasing are positive relationship with respondents never planning to switch their shop for their purchasing of product. Pearson coefficient correlation is $r = 0.317$, $P < 0.05$ Respondents preferring the retail shops for their purchasing are positive relationship with respondents willing to buy products at a premium price from regularly purchasing retail shop. Pearson coefficient correlation is $r = 0.435$, $P < 0.05$. Respondents preferring the retail shops for their purchasing are positive relationship with respondents are good relationship with the front desk employees of retail shop. Pearson coefficient correlation is $r = 0.301$, $P < 0.05$.

Respondents referring the retail shops to their relatives are positive relationship with respondents never planning to switch their shop for their purchasing of product. Pearson coefficient correlation is $r = 0.443$, $P < 0.05$ Respondents referring the retail shops to their relatives are positive relationship with respondents willing to buy products at a premium price from regularly purchasing retail shop. Pearson coefficient correlation is $r = 0.438$, $P < 0.05$. Respondents referring the retail shops to their relatives are positive relationship with respondents are good relationship with the front desk employees of retail shop. Pearson coefficient correlation is $r = 0.318$, $P < 0.05$.

Respondents are happy to buy products in retail shops are positive relationship with respondents never planning to switch their shop for their purchasing of product. Pearson coefficient correlation is $r = 0.526$, $P < 0.05$ Respondents are happy to buy products in retail shops are positive relationship with respondents willing to buy products at a premium price from regularly purchasing retail shop. Pearson coefficient correlation is $r = 0.469$, $P < 0.05$. Respondents are happy to buy products in retail shops are positive relationship with respondents are good relationship with the front desk employees of retail shop. Pearson coefficient correlation is $r = 0.272$, $P < 0.05$.

Findings

After the independent sample t-test analysis, the study reveals that the three items under price of the product, five items under quality of the product and three items under billing of the product differ significantly among the genders. Also, the items under price, quality and billing show a significant difference between the married and unmarried respondents as well as rural and urban residents.

From the one-way ANOVA, it is evident that the items under price, quality and billing of the product vary significantly among the following

1. Age group of the respondents
2. Educational qualification of the respondents
3. Income groups of the respondents and
4. Occupation of the respondents.

The correlation analysis implies that the items under price has strong positive association with the items of quality of the product. Also, the items under price of the product are positively correlated with the items under billing of the product in retail shop. The five items under quality of the product has strong positive association with the three items of billing of the product in retail shop.

Suggestions

Retailer can update the price of the products periodically for increasing the willingness of customers to visit the shop regularly. Customers expectation on purchasing time is to select the needed durable product from a greater number of brands and varieties. So, the seller must stock in popular brands and similar kind of quality products promptly. Billing of the product helps the customer at the time of warranty and guaranty claim. Each and every seller must concentrate on this factor for better customer retention.

Conclusion

Based on the findings from the research, it can be concluded that customer satisfaction level differs upon the demographical profile of the respondents. The customers satisfaction level on price of the product, quality of the product and billing of the product in retail shops are strongly associated with each other. It stands as a key factor for providing durable product to retain their customers.

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