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A STUDY ON CUSTOMER SATISFACTION TOWARDS VARIOUS SERVICES PROVIDED BY RETAIL OUTLETS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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Abstract:

The Retail Industry in India has approach forth as one of the most self-motivated and fast pace industries with more than a few company inward bound the market. Other than all of them have not yet tasted achievement since of the insignificant early savings that are necessary to rupture uneven by means of additional companies and compete with them. The India Retail Industry is gradually inching its way towards becoming the next boom industry.

This paper provides comprehensive information concerning the enlargement of retailing industry in India. It examines the brand awareness in the midst of people diagonally dissimilar socio-economic classes in India and how the urban and semi-urban retail markets are witnessing momentous growth.

Keyword: Retail industry

I.INTRODUCTION

Retailing is one of the oldest businesses that individual development has known. It acts as an border among the manufacturer and customer, improves the run of commodities and services in addition to raises the good organization of sharing in an financial system. Intended for a physically powerful, steady and time after time emergent wealth, a ordered and well-organized put on the market division is a obligation. The largest part of the urbanized and uneven up-and-coming economy had adopted the prearranged put on the market extended previously and proportion share of prearranged sell in total retailing has greater than before in excess of the years. Nevertheless, India, a terrain of personality satisfactory villages, has sustained to rely first and foremost on diminutive, secure to dwelling shops.

Retailing in India is single of the pillar of its cost-cutting measure and financial records for concerning 10 percent of its GDP. The Indian trade bazaar is predictable to be US \$ 600 billion and solitary of the summit five vend markets in the humanity by monetary assessment. India is one of the best ever increasing sell market in the world, with 1.2 billion citizens. Indian central government deprived of foreign direct investment (FDI) in multi-brand retail, hostile overseas group beginning any possession in supermarkets, expediency provisions or any retail outlets. yet single-brand retail was incomplete to 51% possession and a ceremonial process.

II. REVIEW OF LITERATURE

Sivaraman P. (2011)¹ in his paper has discussed about the crash of organized retailing on unorganized retailing has been paid attention. According to the author there are few significant factors which are deliberate by consumers while shopping from several retail opening like mixture of the products shop immediacy, brand choices, price, store ambience, credit availability, store image, and complements.

Dr. Seema S. Shenoy, Dr. Sequeira and Dr. Devaraj, K. (2013)² India as a business chance for worldwide retailers. The expansion of Indian retail has been discussed in the paper. The organized sector present circumstances has been also concluded as growing at a hysterical pace. on or after a straightforward movement of advertising in small markets to a more difficult task of command on-line, selling has showcased several victorious forms and facets

III. STATEMENT OF THE PROBLEM

At present world, trade difficulty is the nearly everyone significant reason to enlarge sales. The selling behaviour of the client is analysed through the seller to formulate supplementary development in operation an assortment of retail outlets. The retailer observes the corpse verbal communication of the purchaser very enthusiastically to appreciate the necessity of potential developments. A successful vendor compliments the clients and their agreement to get better the production. consequently the study describes elaborately on the satisfaction level of consumers and the suggestions to improve the basic amenities to satisfy the customers. in view of the fact that there is an augment of antagonism in the middle of the retail sector, the subsequent cram deals with the dissimilar types of satisfaction level of patrons towards an assortment of armed forces provide at retail outlets and how they create a center of attention the customers by as long as offers and discounts.

IV. OBJECTIVES OF THE STUDY

1. To identify the preference of customers to select the retailing for shopping
2. To find out the most important factors influencing on customers satisfaction.
3. To analyse customer satisfaction towards products and services offered by the retail outlets

V. METHODOLOGY OF THE STUDY

From the objective of this study, descriptive research is used to find information on the subject of various services provided in retail sector and Coimbatore as a place of research. Primary data was collected from the sample respondents of 215 through structured questionnaire. The secondary data is collected from direct interview with self help group members, books, journals, magazines and internet etc. A convenience sampling method was adopted to select the sample respondents.

VI. ANALYSIS AND INTERPRETATION

Table-1

TYPE OF RETAIL SECTOR CUSTOMERS PREFERS MOST

TYPE OF RETAIL SECTOR	NO OF RESPONDENTS	PERCENTAGE
Departmental stores	51	23.7
Super markets	42	19.5
Warehouse	21	9.8
Malls	68	31.6
Others	33	15.3
Total	215	100

INTERPRETATION:

It is clear from the data that 68(31.6%) of the respondents prefers Malls and 51(23.7%) of the respondents prefer Departmental stores and 42(19.5%) of the respondents prefers Super markets and 33(15.3%) of the respondents prefers Other type of retail sectors and 21(9.8%) of the respondents prefers Warehouse .

TABLE-2
REGULAR MODE OF PAYMENT

MODE OF PAYMENT	NO OF RESPONDENTS	PERCENTAGE
Credit card	24	11.2
Debit card	31	14.4
Net banking	48	22.3
Paytm	39	18.1
Cash	73	34.0
Total	215	100

INTERPRETATION:

It is clear from the above data that 73(34.0%) of the respondents prefer cash for payment and 48(22.3%) of the respondents prefer Net banking and 39(18.1%) of the respondents prefer Paytm and 31(14.4%) of the respondents prefer Debit card and 24(11.2%) of the respondents prefer credit card.

RANKING

TABLE-3
RANKING RELATED TO THE FACTORS THAT INDUCE THE CUSTOMERS TO VISIT THE RETAIL OUTLETS

S NO	FACTORS	I	II	III	IV	V	VI	TOTAL	RANK
1	Availability of products	82(6) 492	42(5) 210	24(4) 96	26(3) 78	12(2) 24	29(1) 29	929	I
2	Variety of products	25(6) 150	78(5) 390	44(4) 176	37(3) 111	18(2) 36	13(1) 13	876	II
3	Discount price	22(6) 132	22(5) 110	77(4) 308	47(3) 141	23(2) 46	24(1) 24	761	IV
4	Near to house	33(6) 198	26(5) 130	19(4) 76	72(3) 216	39(2) 78	26(1) 26	724	VI
5	Comfortableness	33(6) 198	52(5) 260	30(4) 120	23(3) 69	62(2) 124	15(1) 15	786	III
6	Store attractiveness	39(6) 234	44(5) 220	32(4) 128	25(3) 75	20(2) 40	55(1) 55	752	V

INTERPRETATION

The table shows that out of 215 respondents, availability of products is in the rank I, varieties of products is in the rank II, comfortableness is in the rank III, discount price is in the rank IV, store attractiveness is in the rank V and near to house is in the rank VI.

CHI-SQUARE TEST

HYPOTHESIS:There is no association between age of the respondents and times of visit to retail outlets in a month

TABLE-4
ASSOCIATION BETWEEN AGE OF THE RESPONDENT AND TIMES OF VISIT TO RETAIL OUTLETS IN A MONTH

CHI –SQUARE TEST			
	VALUE	Df	Asymptotic significance (2- sided)
Pearson Chi square	34.907 ^a	16	0.004

Significant = $p \leq 0.05$, not significant = $p > 0.05$

INTERPRETATION

The calculation value(0.004) is lesser than the significant value (0.05) , so the null hypothesis is not accepted. We conclude that there is no association between age and times of visit to retail outlets in a month.

VII.FINDINGS

- ✓ The overall table shows that the most of the respondents (31.76%) prefers malls
- ✓ The overall table shows that the majority of the respondents(34.0%) prefers cash for the regular mode of payments in the retail outlets
- ✓ There is no association between the age of the respondents and times of visit to retail outlets in a month
- ✓ There is no relationship between the age of the respondents and types of retail outlets preferred by the respondents

VIII.SUGGESTION

- Parking is a serious issue for the main retail outlets operating in Coimbatore. Hence, good preparations to be made for parking the vehicles of the customers. by this means voiding traffic congestions in front of the retail outlets.
- Though convenient location, convenient working hours and personalized services are the forte of convenience stores, they need to enhance their customer service by providing the customers to choose the products, rather than selling the products over the counter
- The concept of visual merchandising should be introduced by small retailers by reorienting the design and the layout of the store for proper visibility of the products and should also maintain neatness and tidiness in the display.
- Today, consumers are looking for one stop shopping solution for their grocery and other requirements. Hence, the convenience stores should increase the width and depth of the product range to meet this requirement.

IX.CONCLUSION

The study provide an significant approaching into clientele contentment towards an assortment of services provided at retail outlets. The study throws radiance on the emerging trends in attitude and perception of consumers towards the retail formats operating in Coimbatore..The consumers nowadays are particular about the retail arrangement. The study has recognized that merchandise quality, price of the products, bundling offers and discounts, one stop shopping convenience, pleasant ambiance, nice in-store promotions, convenient working hours, convenient location, personalized services, store image and store reputation, helpful and courteous approach of staff, parking facility, easy exchange facilities etc. are the key factors

influencing the choice of retail format for buying FMCGs and SMCGs. Hence, retail organizations be supposed to give the impression of being into these areas to create a center of attention customers and keep hold of them for the natural life.

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