



A study of customer satisfaction and perception towards the organized retail sector.

Shruti Srivastava

Research Scholar

Department of Business Administration
Deen Dayal Upadhyaya Gorakhpur University,

Dr. Pratima Jaiswal

Assistant Professor

Department of Commerce
Deen Dayal Upadhyaya Gorakhpur University.

Abstract

In today's generation and fast moving life, customers want better and fast services and convenience due to lack of time and busy life schedules. So in every aspect businesses or organizations try to provide better and fast services. Organized sector is providing better services by allowing consumers to select from more offers and services, and provides a wide range of products of different prices so that customers can choose accordingly.

This study helps to understand the perspective of customer towards the services and offers provided by the organized and unorganized sector. This study analyzed that most of the customers prefer to buy products from the organized store and they like the way organized stores display their products. Good ambience of the organized store is also a reason for the customers to buy products from the organized retail stores.

Keywords: Customer satisfaction, organized, retail store.

Introduction

In the previous ten years, India's retail market has seen a significant transition and experienced phenomenal growth. The Indian retail sector is currently the fourth largest in the world, and it is expected to grow to be almost \$2 trillion by 2032 from 690 billion dollars in 2021. India is among the finest countries for making investments in the retail sector. The Indian retail market bounced back from pandemic lows and gained 10% year over year from 630 \$ Bn to 690 \$ Bn in 2021. India has the second-largest population in the world, 158 middle-class homes, a growing urban population, expanding family incomes, connected rural consumers, and rising consumer expenditure are all contributing factors.

In 2021, India's position on the Global Retail Development Index (GRDI) was No. 2. The retail industry in India employed 8% of the labor force (35+ Mn) and contributed around 800 Bn to the country's GDP in FY20. By 2030, 25 million additional jobs are anticipated to be created. A total of 120 MSF of organized retail space can now be found in the major Indian cities thanks to rising demand. Delhi (23.7 MSF) and Mumbai are two of the largest cities in India

(16.7msfThe main retail segments are FMCG, clothes and footwear, and consumer electronics, making up 65%, 10%, and 9% of the overall retail market, respectively.

By 2030, it is anticipated that the GMV of the E-Commerce market would reach \$350 billion and India's digital economy would reach \$800 billion. From +150Mn in 2030, it is anticipated that there would be 500Mn online shoppers in India. Contribution to India's GDP 8% Share in India's employment 10% Growth rate of retail sector over 2021-32 ,12% Share of Organized retail of total retail market.

Literature Review

- B.Ramesh (2016) in his study on 'Consumer Buying Behavior Towards Organized Retail Sector in India' reveals that the facility, offers provided by the organized retail sector and the wide range of products differentiation fast billing process attract the customers to choose organized retail sector over unorganized retail sector.
- Mohammad Amzad and Mahfuzu Rahman (2017) in their article 'Consumer's Purchasing Decision Toward Fast Moving Consumer Goods' highlighted that there are various factors like cost of the product ,quality of the product ,the promotional tools ,ambience of the retail sector influences the purchasing decision of the consumers.
- Mathew Joseph, (2008) in his study indicated that due to various entries of new marketers as organized retail sector, the unorganized retail sector faced decline in sales and profit.
- Goyal and Aggarwal, (2009) analyzed that the increase in income of the consumers result in high demand of the products, thus a main reason for the growing retail sector.

Statement of the problem

This study is an attempt to understand the various factors which influences the customers to buy at organized store and what are the services they like the most and what are their expectations towards the organized store. For the transaction to proceed smoothly and without issues, there must be exact balance between the services provided by sellers and the services anticipated by purchasers. The evaluation of marketing in today's world makes luxurious items vital. Retailers must therefore take the appropriate action to match the market's competency level. For them to continue to be devoted to you, they must constantly be aware of your customers' requirements, wants, and desires.

Scope of the study

This study covers the organized retail stores in Gorakhpur to understand the customers .The effort of the study will also be to assess the preferences of buyers, as well as, the customer behavior regarding product purchase. The analysis and understanding of customer behavior will help the retailers to make decisions regarding their business. The study of consumer behavior can benefit the marketers and retail stores by providing them with the understanding of the major issues and help them enhance their marketing strategies

Objective of the study

To find out the factors which influence the customers to buy at an organized store.

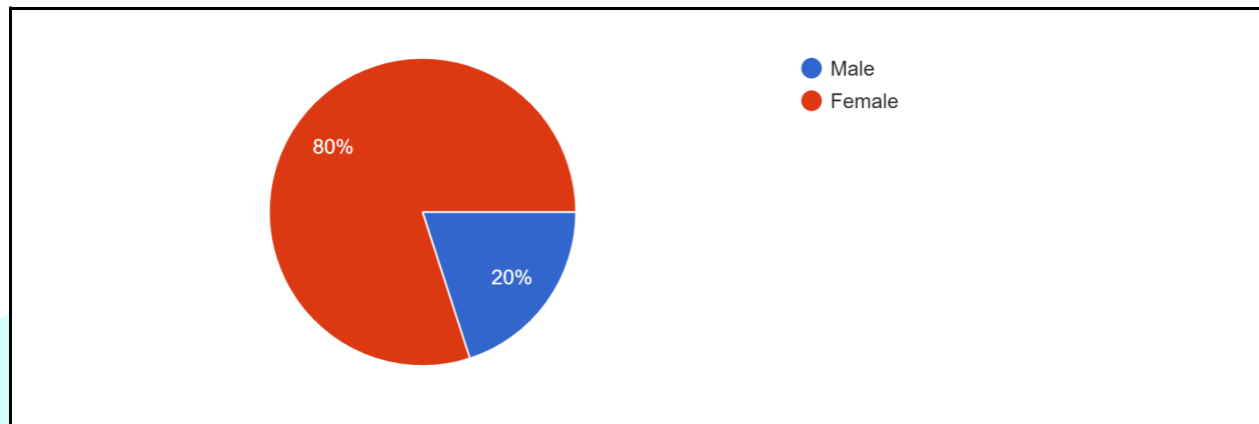
To find out if the services offered by the organized store are satisfactory or not.

Research Methodology

Primary data is collected through questionnaires and pie charts were used to represent the data gathered through responses .The questions were framed to know the customers opinion about the organized retail store and what influences them to buy at the organized store.This study is conducted in Gorakhpur city and simple percentage of respondents answers were used to analyze the data.Secondary data is collected from websites ,journals,books,research paper.

Data Analysis

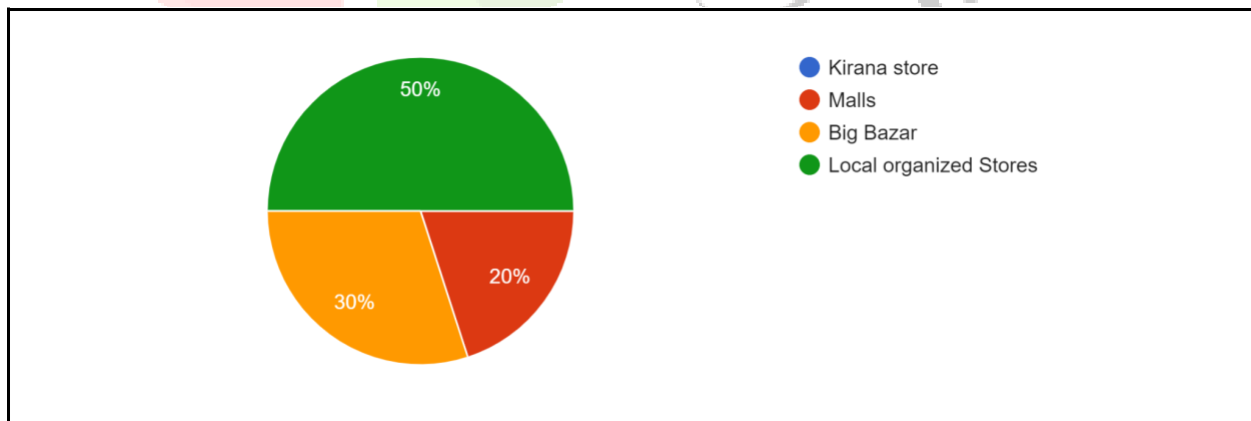
Fig. 1 Gender



From the above graph it is clear that 80% of the respondents are female and 20 % of the respondents are male.

Fig. 2

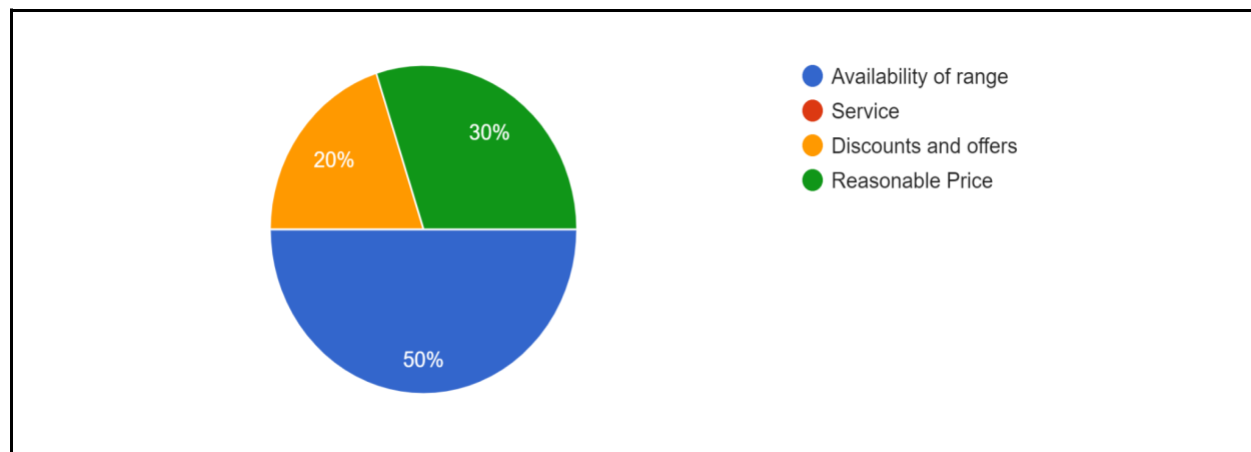
Which one is more convenient for all your shopping needs ?



From the above graph we can see that 50% respondent shop from Big Bazar and remaining 30% respondent shop from local organized stores which are available near their localities and 20% respondent shop from Malls.So we can conclude that there is scope for the retailers to open organized stores in the local areas so that customers can buy from their local areas.

Fig.3

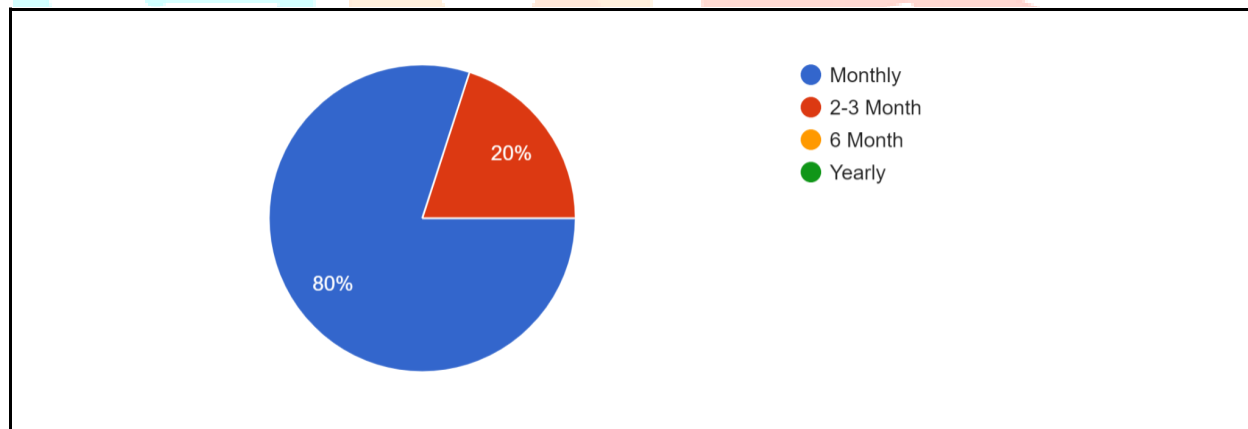
What influences your buying selection ?



From this graph it is clear that 50% of the respondent think that availability of range influences their buying selection and 30% respondent think that reasonable price influences their buying selection and remaining 20% respondent think that discount and offers influences their buying selection.

Fig.4

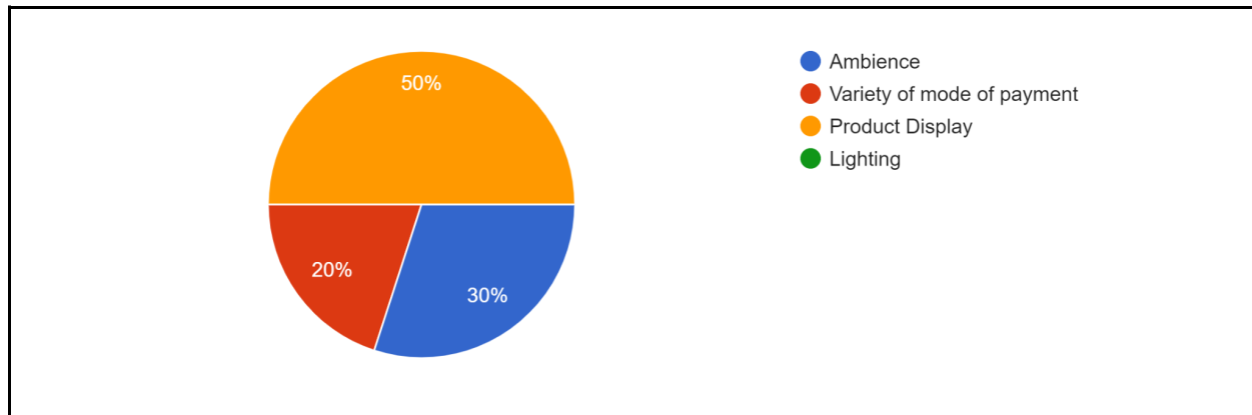
How frequently do you visit organized retail stores?



Out of 100 respondents 80% of the respondents visit the retail stores monthly and the rest 20% respondent visit every 2-3 months.

Fig.5

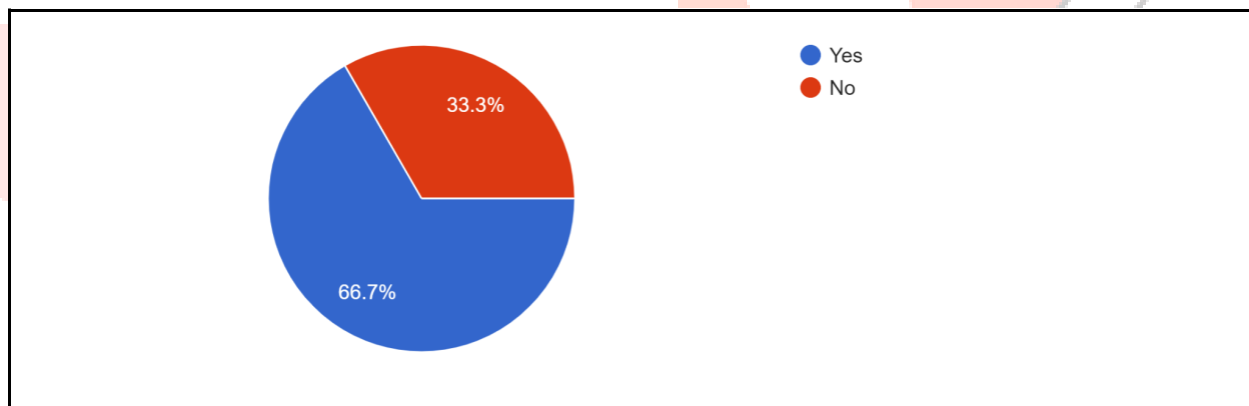
What fascinates you to shop at organized retail stores?



The above graph shows that 30% of the respondent think that the ambience of the organized retail store fascinates them to buy at organized retail store and rest 50% think that product display at the stores fascinates them to buy at the stores and 20% of the respondent are fascinated by the variety of mode of payment available at the retail stores.

Fig.6

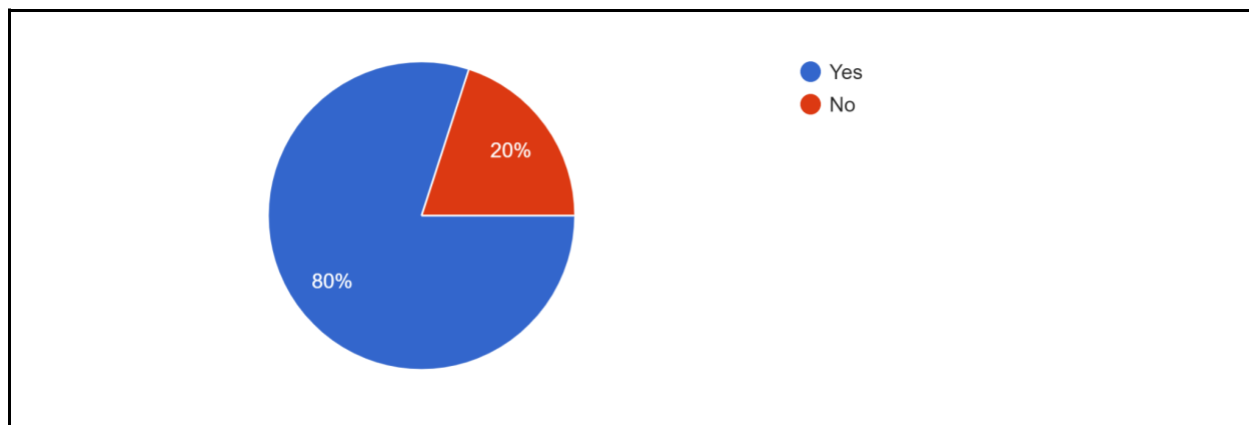
Satisfied with the quality of services provided by the organized sector?



From the above graph we can conclude that 66.7% of the respondents are satisfied with the services provided by the organized store and 33.3% of the respondents are not satisfied with the services provided by the organized retail store.

Fig.7

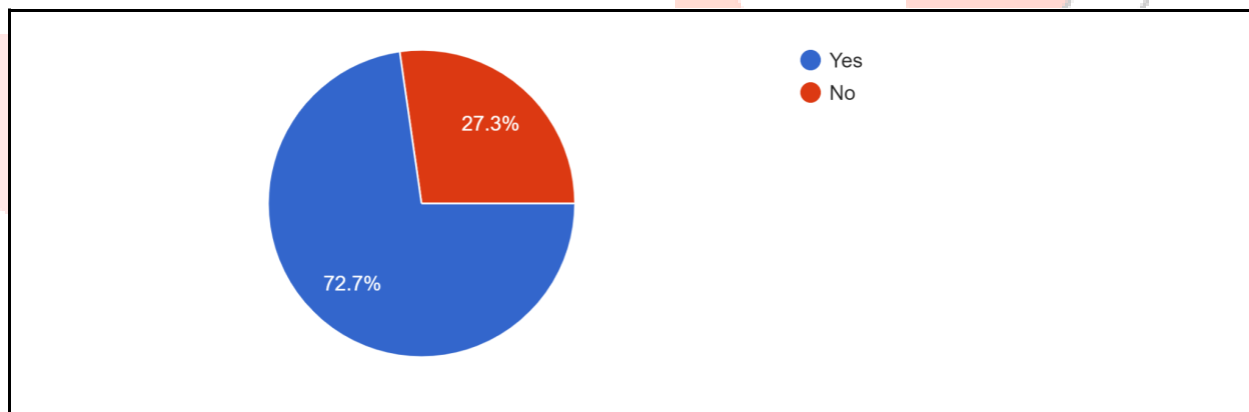
Satisfied with promotional offers at the store?



80% of the respondents are satisfied with the promotional offers available at the retail stores and 20% of the respondents are not satisfied with the promotional offers.

Fig.8

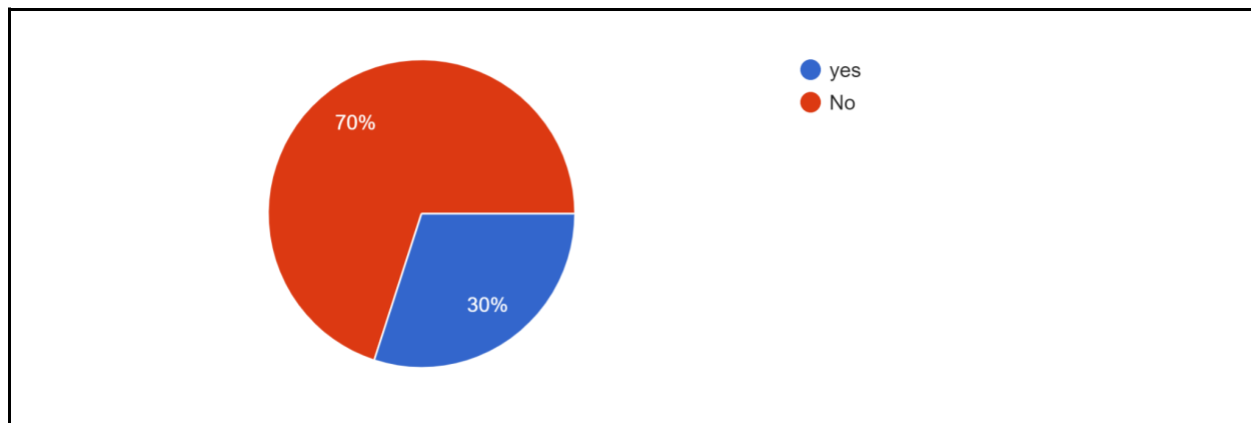
Do you like the services like membership cards or loyalty points organized provided by the sectors?



72.7% of the respondents like the membership card or loyalty points provided by the organized stores and 27.3% of the respondents dont like the card or loyalty points provided by the organized stores.

Fig.9

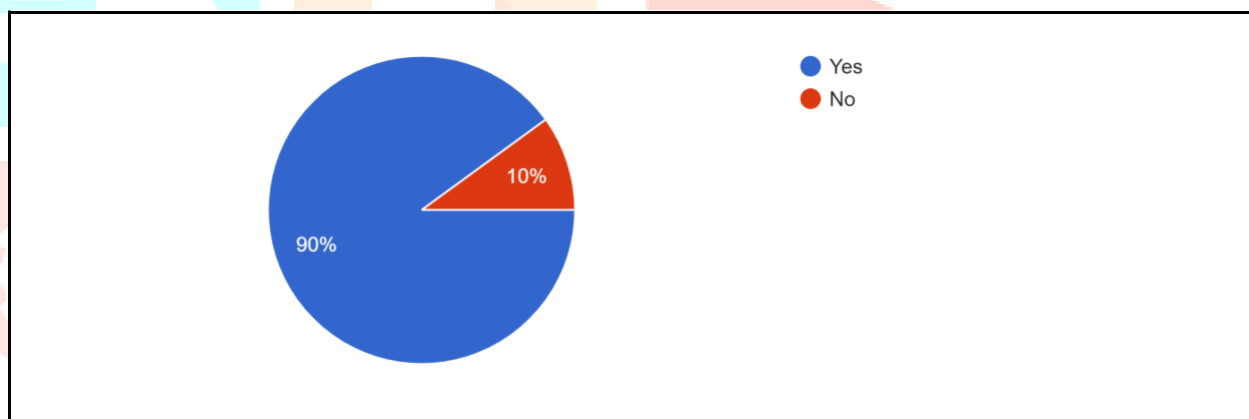
Do you change your frequency of shopping to increase your loyalty points ?



70 % of the respondents agree that they change their frequency of shopping to increase their loyalty points and 30 % respondent dont change their frequency of shopping to increase their loyalty points.

Fig.10

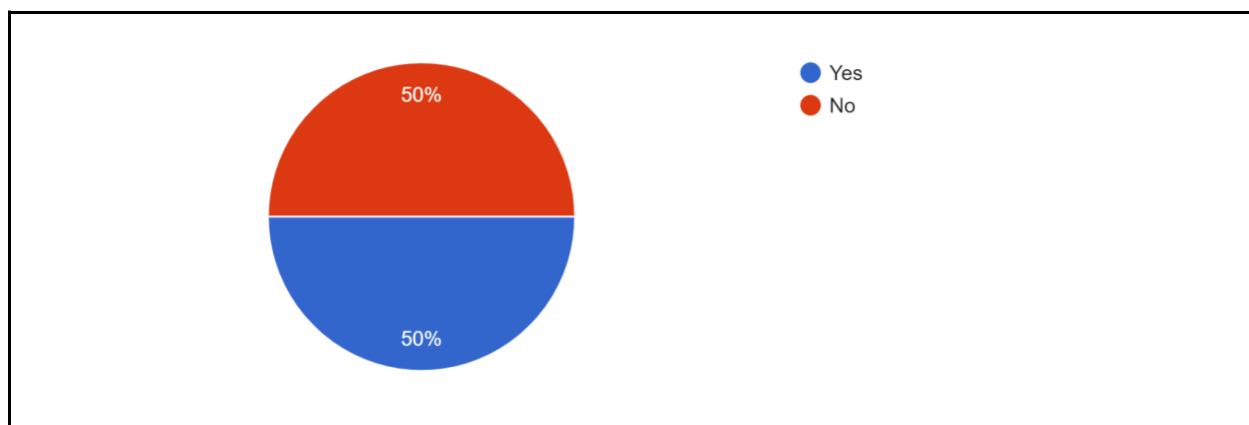
Do you think visual display/presentation of products influences your buying decision in the store?



90% of the respondents agree that their buying decisions are influenced by the way organized stores display their products and 10% don't agree that their buying decision is influenced by the visual display or presentation of the product at the organized retail stores.

Fig.11

Do you like the assistance provided by sales person in the organized stores?



50% of the respondents are satisfied with the assistance provided by the salesperson in organized stores and 50% of the respondents are not satisfied with the assistance provided by the salesperson in organized stores.

Findings of the study

- ❖ Most of the respondents buy products from the organized stores like Big Bazar, malls and local organized stores so we can conclude that organized stores are more convenient for the customers for all their shopping needs.
- ❖ 75% of the respondents are male and 25% of the respondents are female.
- ❖ 50% of the respondent think that availability of range influences their buying selection and 37.5% respondent think that reasonable price influences their buying selection and remaining 12.5% respondent think that discount and offers influences their buying selection so we can conclude from the above data that availability of range attracts customers to buy so the retailers should provide different categories of products of different range so that customers can buy according to their desired price and their affordability and remaining 37.5% think that reasonable price influences their buying selection so retailers should offer product at reasonable price to attract more customers.
- ❖ 75% of the respondents visit the retail stores monthly and the rest 25% respondent visit every 2-3 months.
- ❖ 30% of the respondent think that the ambience of the organized retail store fascinates them to buy at organized retail store and rest 50% think that product display at the stores fascinates them to buy at the stores and 20% of the respondent are fascinated by the variety of mode of payment available at the retail stores so the retailers should considers this factors for their organized retail stores they should display products according to the needs of the customers like themed display to gain customer attention by proper display of the products the retailers highlights the features of the products.
- ❖ 66.7% of the respondents are satisfied with the services provided by the organized store and 33.3% of the respondents are not satisfied with the services provided by the organized retail store.
- ❖ 80% of the respondents are satisfied with the promotional offers available at the retail stores and 20% of the respondents are not satisfied with the promotional offers.
- ❖ 72.7% of the respondents like the membership card or loyalty points provided by the organized stores and 27.3% of the respondents don't like the card or loyalty points provided by the organized stores.
- ❖ 70 % of the respondents agree that they change their frequency of shopping to increase their loyalty points and 30 % respondent dont change their frequency of shopping to increase their loyalty points.
- ❖ 90% of the respondents agree that their buying decisions are influenced by the way organized stores display their products and 10% don't agree that their buying decision is influenced by the visual display or presentation of the product at the organized retail stores.
- ❖ 50% of the respondents are satisfied with the assistance provided by the salesperson in organized stores and 50% of the respondents are not satisfied with the assistance provided by the salesperson in organized stores.

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