



Impact Of Store Keeping Management On Consumer Satisfaction In Organized Sector

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Abstract: This study inspect the impact of store keeping management on consumer satisfaction in the organized retail store. Inventory control, stock management, storage system are important part of effective store keeping practices. All of these play a significant role in improving customer experience. This research emphasizes on how efficiently store operation helps to reduce stock out situations improve service quality and increase consumer loyalty. Primary data were collected from customer of selected retail stores using a structured questionnaire method. Mean, standard deviation, and correlation are used to examine relationship between store keeping practices and consumer satisfaction levels. The finding of the study indicate that proper inventory management, systematic storage of stock positively influence customer satisfaction and purchasing behavior of consumers. This study concludes that proper store keeping management and timely replenishment of stock is an important factor for improving service quality in the retail sector.

Keywords: Storekeeping management, Consumer satisfaction, organized retail, Inventory control, Retail management.

I. INTRODUCTION

1.1 Background and context

Store keeping management plays an important role in the success of organized retail by ensuring the efficient handling, storage, and availability of goods. It refers to the systematic process of receiving, storing, preserving, and issuing materials in a way that maintains quality and minimizes loss. When we talk about **organized retail**, that includes structured and managed outlets such as supermarkets and malls, effective storekeeping practices are essential for smooth operations and customer service. **Inventory control** is a main component of storekeeping management, focusing on maintaining optimal stock levels to avoid issue of overstocking or stock outs. Proper inventory control helps retailers reduce the costs, improve efficiency, and ensure that products are available when ever customer need. But the

complete administration of retail operations, including merchandising, sales, customer service, and supply chain coordination are managed by **retail management**. A properly organized store-keeping system directly influences **consumer satisfaction**, which means the level of satisfaction customers feel based on their shopping experience. Factors such as product availability, organized store layout, and timely service contribute considerably to customer satisfaction. So, effective store-keeping management in organized retail not only enhances operational efficiency but also plays a vital role in building customer loyalty and improving overall business performance. Due to changes in consumer preferences, urbanization, and increased power, the organized retail sector has significantly grown in recent years. The present study focuses on the impact of management on consumer satisfaction in organized retail stores. It analyzes how effective inventory control, stock availability, and systematic storage practices influence the shopping experience and satisfaction level of consumers.

1.2 Research Objectives

1. To examine store-keeping management practices' impact on consumer satisfaction.
2. To identify the impact of stock availability on customer loyalty.
3. To examine how inventory control reduces customer dissatisfaction.

II. LITERATURE REVIEW

BUAMEH, AYAGRE, & MINLAH (2013) found that storekeepers play a crucial role in managing stock levels, quality, and inventory decisions, which affect the smooth running of an organization. The study also mentioned that the experience, education, and training of storekeepers increase the reliability of their decision-making in inventory management.

MRS. SURUCHI (2022) explains the importance of store-keeping in the streamlined management of materials within an organization. There is always a time gap between the purchase and use of materials, making good storage essential to ensure safety and availability. Receiving, storing, and issuing materials are part of store-keeping, which are managed by a storekeeper and supporting staff. An organized department store helps to maintain a continuous supply of materials, improve operational efficiency, and boost the overall profit of the business. Store-keeping systems may vary depending on the nature of products and the production process.

JANGID & KHATRI (2022) found that the importance of implementing a computerized general store management system. The study concludes that adopting an automated store management system can improve the working of the organization.

PERE (2024) shows that the concept of public sector store accounting focuses on the importance of ensuring proper control and accountability of materials in organizations. The study discusses four major sections in store-keeping: receiving, storage, accounting, and issuing of materials. Recording transactions such as purchase orders, goods received notes, store ledger, and bin cards is important for maintaining correct inventory records and proper management decision-making.

Maintaining proper records and conducting periodic stock review are necessary for transparency, accountability, and efficient management of public resources.

III. Research Methodology

3.1 Hypotheses

H1: storekeeping management positively impacts consumer satisfaction.

H2: Proper inventory control reduces customer dissatisfaction

Primary data were collected through a structured questionnaire from 150 customer of organized retail store. Five point likert scale from strongly disagree to strongly agree is used.

3.2 RESULTS AND DISCUSSION

Mean, Standard deviation, Correlation analysis statistical tools are used for analysis:

CATEGORY	RESPONDENTS	PERCENTAGE
MALE	82	54.7%
FEMALE	68	45.3%
TOTAL	150	100%

The table indicates that 54.7% of respondents are male and 45.3% are females, it means both genders actively participate in shopping. The data which are asked by consumer, few are as follows:

3.3 Products I need are available in the store.

Table 3.3: customer's review regarding stores.

PARTICULAR	PERCENTAGE
STRONGLY AGREE	33.3%
NEUTRAL	33.3%
STRONGLY DISAGREE	0.1%
AGREE	33.3%
TOTAL	100%

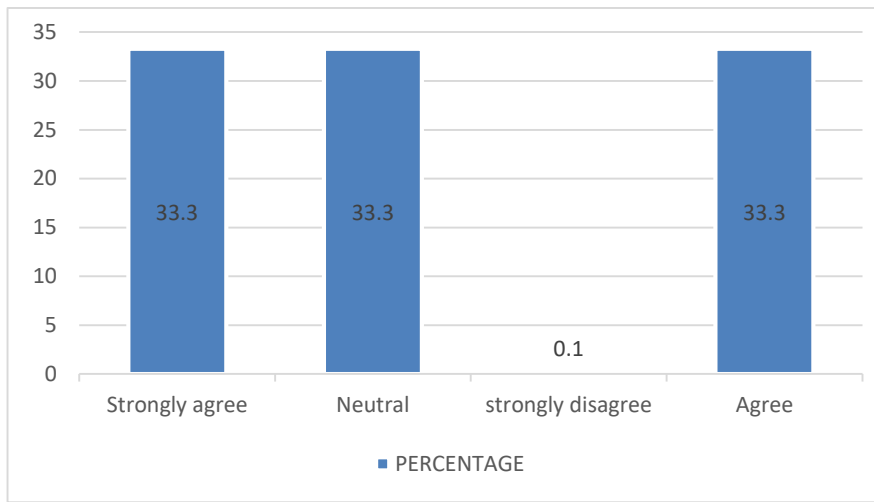


Figure 3.3: customer’s review regarding stores.

Table 3.3 and Figure 3.3 indicate the customer review regarding the product availability in various stores.

3.4 The store maintain proper stock levels at all time.

Table 3.4: customer’s review regarding stores.

PARTICULAR	PERCENTAGE
STRONGLY AGREE	8.3%
NEUTRAL	33.3%
STRONGLY DISAGREE	16.7%
AGREE	41.7%
TOTAL	100%

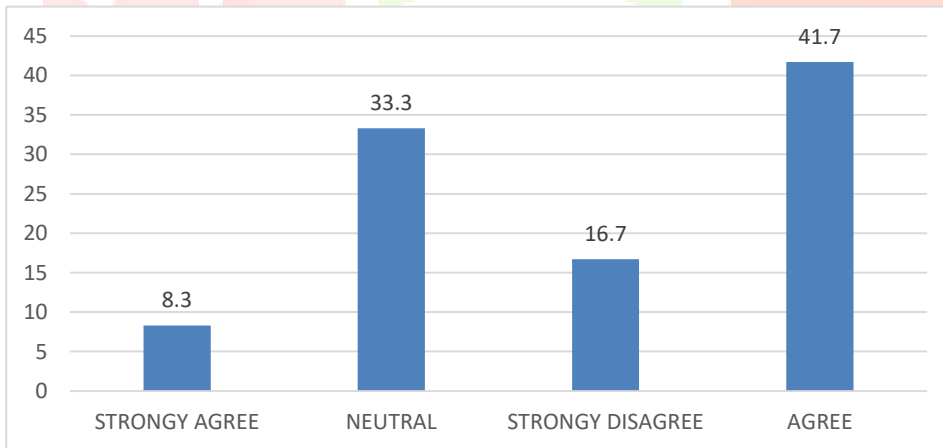


Figure 3.4: customer’s review regarding stores.

Table 3.4 and Figure 3.4 indicates that 41.7 people are agree about the proper stock level management in the store.

3.5 Shelves are systematically arranged and well organized.

Table 3.5: customer's review regarding stores

PARTICULAR	PERCENTAGE
STRONGLY AGREE	8.3%
NEUTRAL	33.3%
STRONGLY DISAGREE	16.7%
AGREE	41.7%
TOTAL	100%

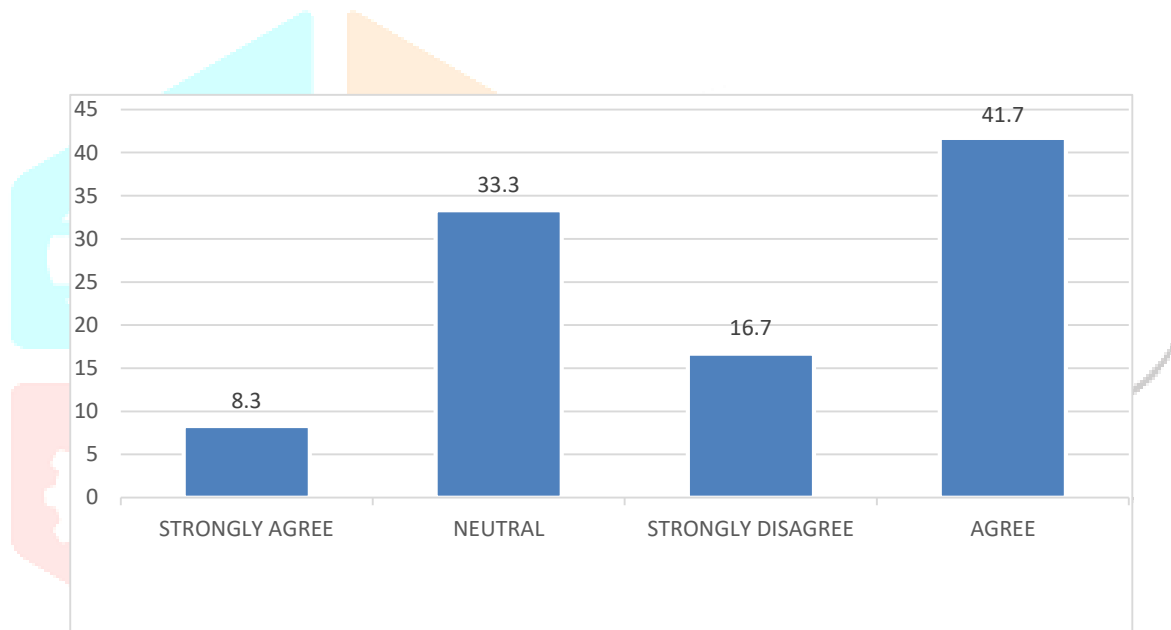


Figure 3.5: customer's review regarding stores.

Table 3.5 and Figure 3.5 indicates that 41.7% of people are agree that shelves are systematically arranged and well organized.

3,6 The store quickly refills products when they run out.

Table 3.6: customer's review regarding stores.

PARTICULAR	PERCENTAGE
STRONGLY AGREE	33.3%
NEUTRAL	33.3%
STRONGLY DISAGREE	16.7%
AGREE	16.7%
TOTAL	100%

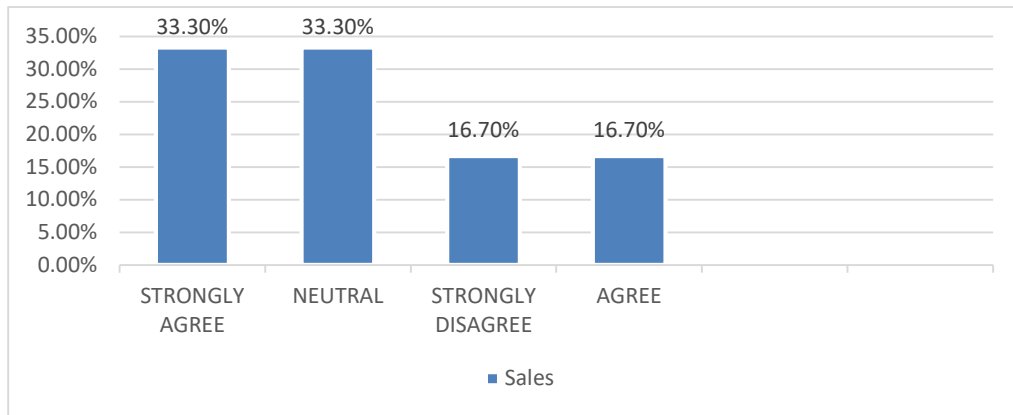


Figure 3.6: customer’s review regarding stores.

Table 3.6 and Figure 3.6 indicates that 33.3% respondents are strongly agree and 33.3 neutral stores quickly refills products when

3.7 I am satisfied with the store’s inventory management practices.

Table 3.7: customer’s review regarding stores.

PARTICULAR	PERCENTAGE
STRONGLY AGREE	58.3%
NEUTRAL	16.7%
STRONGLY DISAGREE	0
AGREE	25%
TOTAL	100%

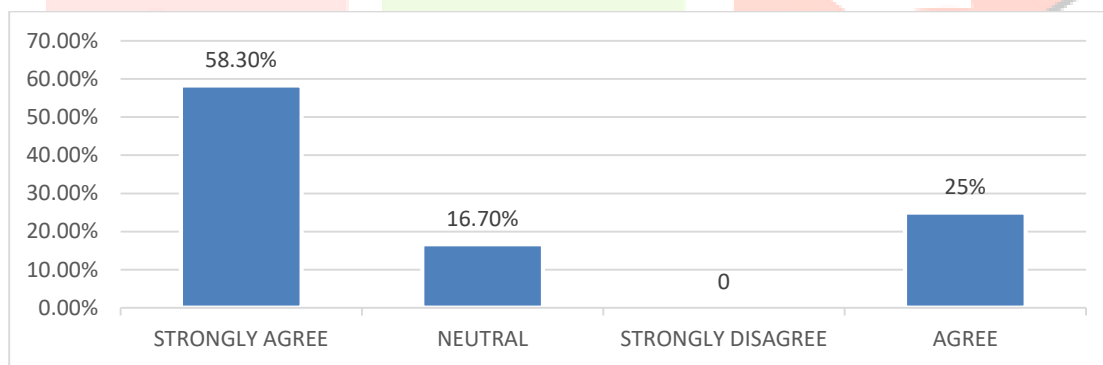


Figure 3.7: customer’s review regarding stores.

Table 3.7 and Figure 3.7 indicates that 58.3% of respondents are strongly agree about the store’s inventory management practices.

Overall shopping experience of customers can improves with the organized store keeping management. Product availability and stock out situations can control and reduced with the proper inventory control. Customers prefer retail stores where product are properly arranged. Proper stock management increases customer loyalty and repeat purchases.

The result of mean analysis and correlation shows that organized shelf arrangements, proper inventory control, and systematic storage improve customer satisfaction. And the results of correlation indicate a negative relationship between inventory problems and customer satisfaction, it means that proper inventory control reduces dissatisfaction in customers.

The values of the mean in all of the statements are above 3.5, indicating that respondents generally agree that effective storekeeping management improves consumer satisfaction.

The highest mean value 4.30 is for the statement “Storekeeping improves shopping experience,” which shows that customers highly value organized stock management in retail stores.

The correlation value 0.68 indicates a strong positive relationship between storekeeping management and consumer satisfaction. The value -0.55 shows that better inventory control reduces customer dissatisfaction.

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VI .Suggestion

To track stock levels accurately retail stores should implement advanced inventory management. Regular screening of stock should be done, so stock out situations can be avoid. Store should adopt new technologies such as automated inventory systems and barcode scanners to improve productivity. Proper training should be provided to store staff for better stock handling and storage management. Management should focus on timely replenishment of stock and make systematic shelf arrangement to make products easily accessible for customers. And most importantly regular feedback from customers to know the practice and service quality.

V. Conclusion

This study examine the impact of store keeping management on consumer satisfaction in the organized retail store. This research indicate that proper store keeping practices such as inventory control, systematic storage, and proper stock management play an important role in maximizing customer satisfaction. The finding shows that, well organized and readily available products are preferred by the consumers. Resourceful store keeping amplify, the shopping experience and strengthens customer loyalty and repeat purchasing behavior. Thus, it can be concluded that proper storekeeping management is an important factor for upgrading service quality and maintaining customer satisfaction in the organized retail sector.

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