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A STUDY ON EXPERIENCE OF CUSTOMERS TOWARDS RETAIL MARKETING

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Abstract: Retail marketing is one of the largest industry in the world. Growing young working population is the main driver for retail stores. Consumer perception and satisfaction are key determinants of the success of retail marketing strategies. In today's competitive marketplace, understanding and meeting consumer expectations have become critical for retailers to gain a competitive edge. These abstract aims to provide an overview of the relationship between consumer perception and satisfaction in the context of retail marketing. The study focuses on examining the factors that influence consumers' perceptions of retail marketing initiatives and how these perceptions subsequently impact their satisfaction levels. It highlights the significance of creating positive consumer perceptions by employing effective marketing strategies, such as advertising, store layout, pricing, and customer service. Moreover, it emphasizes the role of consumer satisfaction in building long-term relationships, generating positive word-of-mouth, and fostering brand loyalty. The abstract further explores the various factors that shape consumers' perceptions, including product quality, brand reputation, perceived value, convenience, and social influence. It emphasizes the need for retailers to align their marketing efforts with consumer expectations, preferences, and evolving trends to maintain a positive perception and ensure customer satisfaction.

Key words: Retail stores, customer experience, brand reputation, customer satisfaction

Introduction

In today's competitive business landscape, the success of retail organizations hinges greatly on their ability to understand and cater to the evolving needs and preferences of customers. In order to thrive, retail marketers must gain a deep understanding of customer perception and satisfaction, as these factors directly influence consumer behaviour and ultimately drive business performance. Customer perception refers to how customers perceive and interpret various marketing stimuli, such as advertising messages, product displays, pricing strategies, and overall shopping experiences. It encompasses both the conscious and subconscious thoughts, feelings, and attitudes that customers develop towards a retail brand. Understanding customer perception is crucial for retailers as it helps them identify strengths, weaknesses, and opportunities for improvement in their marketing strategies.

Customer satisfaction, on the other hand, is a key measure of how well a retailer meets or exceeds customer expectations. It is the outcome of customers' evaluations of their experiences with a retailer, encompassing factors such as product quality, service, pricing, convenience, and the overall shopping experience. Satisfied customers are more likely to become loyal patrons, provide positive word-of-mouth recommendations, and contribute to a retailer's long-term success. The field of retail marketing has witnessed significant transformations in recent years due to various factors such as technological advancements, changing consumer behaviour, and the rise of e-commerce. With the proliferation of online shopping platforms and the increasing influence of social media, retailers now face the challenge of seamlessly integrating offline and online channels to deliver a cohesive and satisfying customer experience. As a result, understanding customer perception and satisfaction has become more complex, requiring retailers to adapt their strategies to meet the demands of an Omnichannel environment.

Objectives

- To measure overall experience of the customers with retail marketing.
- To identify factors influencing on customers to prefer retail stores.
- Gather feedback and suggestions from customers to improve the retail marketing experience and meet their needs and expectations better.
- To know the specific reasons for which the customers prefer retail stores.
- To find out the customers satisfaction level for the services provided during retail stores

Literature Review

Awng Di (june 2008)“This study compares consumers’ perceptions and satisfaction between retail stores: superstores and family-run stores in Bangkok. The superstores which were used to compare with family-run stores in this study are Big C, Carrefour and Tesco-Lotus. The Study was quantitative research using survey questionnaires to collect data from 400 shoppers in Bangkok areas. Quantitative statistics were used to analyze

data variables and test hypotheses. The results from this study found that the competition between superstores and family-run stores resulted in more benefits to customers. The customers were aware that many family-run stores closed down because of superstores, but they preferred free and fair competition. The results also found that the customers wanted the government to impose restrictions on superstore expansion and support family-run stores, though they still agreed that superstores are essential for consumers and family-run stores are not well allocated for consumers in Bangkok. Consumers were satisfied more with marketing factors including product quality, product variety, and stable prices of superstores. They also preferred the store environment of superstores than with those of family-run stores. Consumers also thought that superstores benefited the economy and society than family-run stores.

Research Methodology: The paper is based on primary and secondary data

Research Design : The research constituted an exploratory study and survey method was used for the study.

Primary Data

The primary data has been collected using structured questionnaire which is created using google form. The study is conducted through online survey by google forms, where questions are uploaded and responses have been taken in google sheets.

Secondary Data

The secondary data has been collected from various websites, journals, articles and published research papers.

Sample size

The sample size for this survey is 105 respondents. The opinion is collected from the respondents who are satisfied in retail marketing.

Tools and techniques

The collected data is analyzed by using percentage method.

Scope of the study

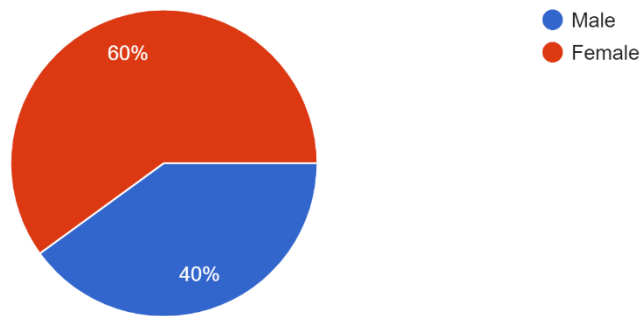
The present study has been confined to study on customer satisfaction towards Retail marketing. The study has been covered only from the customers of Belthangady Taluk. We focused on retail stores customers. The number of respondents for the study is 105 customers who are satisfied with retail stores.

DATA COLLECTION AND INTERPRETATION**1. Gender**

For the benefit of the study, collected data from various online shopping customers of Belthangady Taluk to know their experience by the use of online shopping platforms. For this the respondents were asked to fill the questionnaire.

Gender	Frequency	Percentage (%)
Male	42	40
Female	63	60
Total	105	100

1. Gender
105 responses



Sources : Primary data

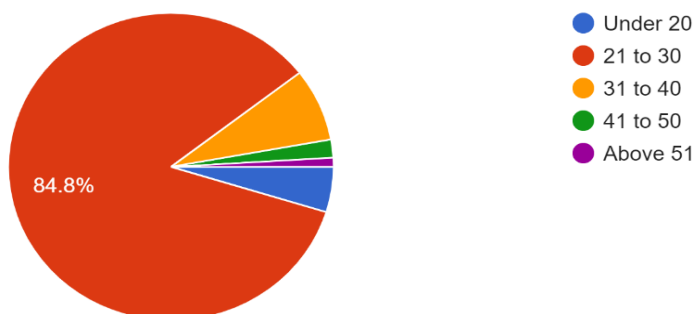
The above table indicates that 40% of respondents were male and 60% of respondents were female. The gender is displayed graphically by using a pie chart. It shows majority of respondents are females.

2 .Age

Age	Frequency	Percentage (%)
Under 20	5	4.8
21-30	89	84.8
31-40	8	7.6
41-50	2	1.9
51 and above	1	1
Total	105	100

2 . Age

105 responses



Sources : Primary data

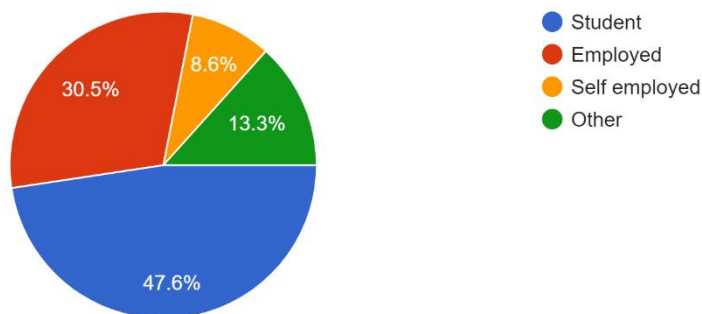
Above table indicates that 84.8% of respondents are of 21-30 years and remaining 15.2% are belongs to different age groups. It is inferring that majority of the respondents are young.

3. Occupational status

Occupation	frequency	Percentage (%)
Student	50	47.6
Employed	32	30.5
Self employed	9	8.6
Other	14	13.3
Total	105	100

3 . Occupational status

105 responses



Sources : Primary data

Above table indicates that 47.6% of the respondents are students and 30.5% of respondents are employed people and 8.6% of respondents are self employed and 13.3% of respondents are belongs to other occupations.

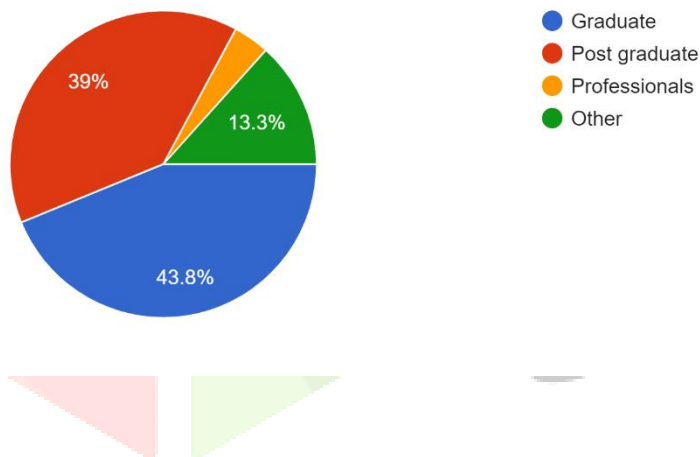
4. Educational qualification

Educational qualification	frequency	Percentage (%)
Graduate	46	43.8
Post Graduate	41	39
Professional	4	3.8
others	14	13.3



4 . Educational qualifications

105 responses



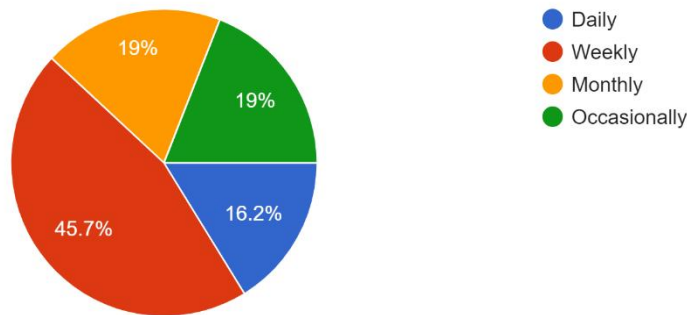
Above table found that 43.8% of respondents are graduates and 39% of respondents are post graduates ,professionals are 3.8% and remaining 13.3% of respondents are belongs to other educational qualifications

5. Purchase of products

Usage	Frequency	Percentage (%)
Daily	17	16.2
Weekly	48	45.7
Monthly	20	19
Occasionally	20	19
Total	105	100

5 . How often do you shop for retail products ?

105 responses



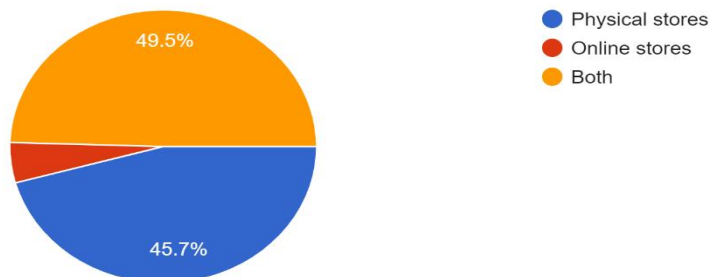
Sources : primary data

The respondents how frequently use retail shops will be divided into 4 categories. In this there will be 45.7% of respondents are weekly buy the products through retail shops .So the majority of respondents are use retail shops.

6. Shopping of retail products

6 . Where do you prefer to shop for retail products ?

105 responses



Sources : primary data

There are different factors to prefer retail marketing. From the above bar diagram, we found that 49.5% of respondents prefer both the physical and online shopping.

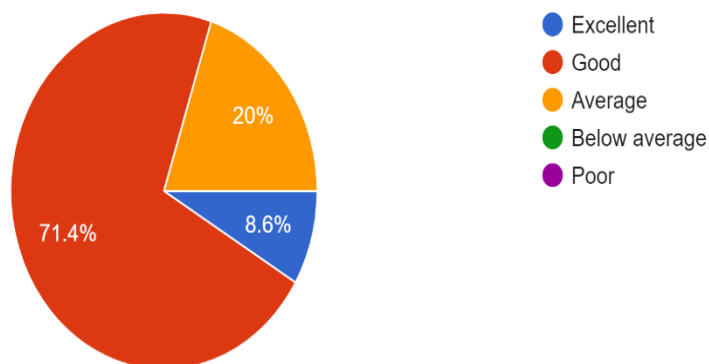
7. Customer service

Option	Frequency	Percentage (%)
Excellent	9	8.6
Good	74	71.4
Average	21	20
Below average	1	1
Poor	0	0



7 . How would you rate the customer service provided by retail stores frequent ?

105 responses



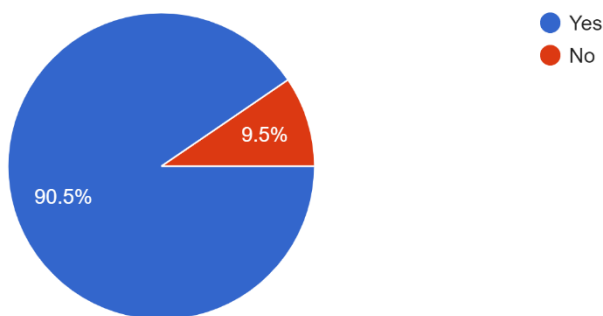
Sources : primary data

Above diagram shows that 71.4% of consumer prefer that retail shop provides the good services.

8. Trust towards brand

8 . Are you more likely to trust and purchase products from well-known brands ?

105 responses



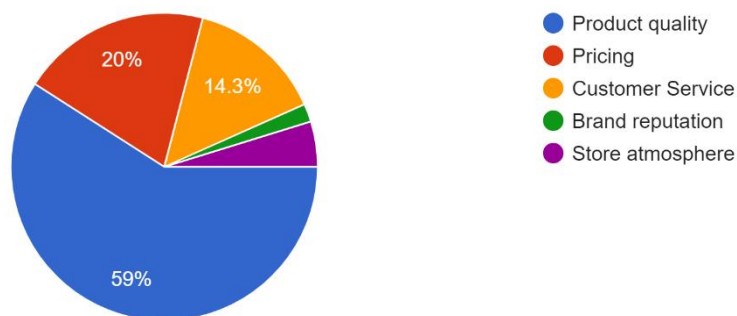
Sources : primary data

Above diagram represents that customers are more likely to trust and purchase products from well known brands.90.5% of customers are prefer branded products and 9.5% are not prefer such branded products.

9. Choice of retail stores

9 . Which factors influence your choice of retail stores ?

105 responses



Sources : primary data

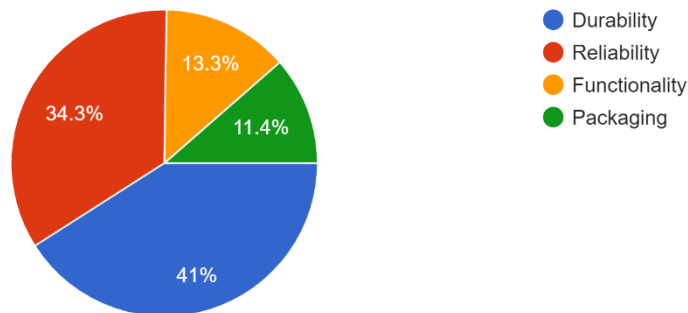
From the above bar diagram shows that there are different factor which influence on the respondents to retail shops. Customers are highly attracts towards the retail shop for the quality of products. Then they satisfied by the pricing and customer services.

10. Aspects of product quality

Factors	Frequency	Percentage (%)
Durability	43	41
Reliability	36	34.3
Functionality	14	13.3
Packaging	12	11.4
Total	105	100

10 . What is specific aspects of product quality are important to you ?

105 responses



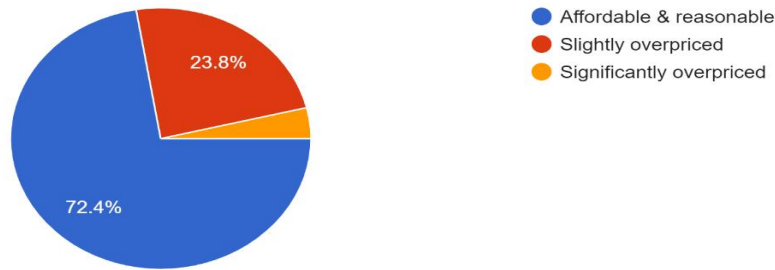
Sources : primary data

It found that the consumers specific aspects of product quality are depends on the durability of the products. In this diagram 41% of respondents are depend on durability.

11. Pricing of retail product

11 . How do you perceive the pricing of products in retail stores compared to their value ?

105 responses



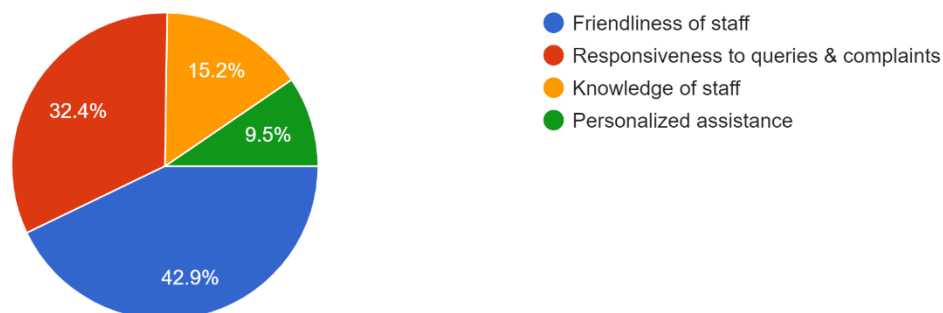
Sources : primary data

The above pie chart shows that 72.4% of respondents are satisfied with affordable and reasonable pricing of products in retail shops. 23.8% of respondents are perceive slightly over priced and 3.8% of respondents significantly overpriced with the retail shops.

12. Aspects of customer service

12 . What aspects of customer service are important to you ?

105 responses



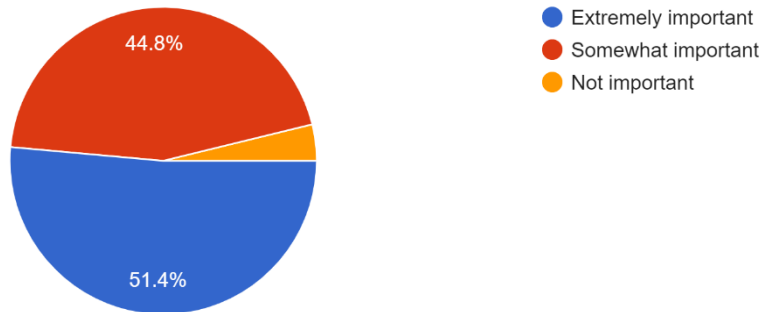
Sources : primary data

In above pie chart represent that the 42.9% of consumer prefer the retail market for the friendliness of staff and 32.4% for the responsiveness queries and complaints.

13. Brand reputation

13 . How important is brand reputation in influencing your decision to shop at a retail store ?

105 responses



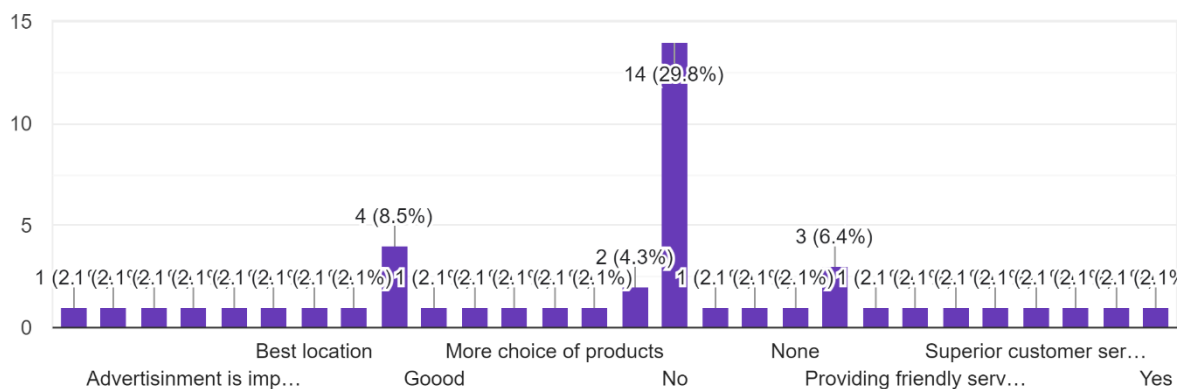
Sources : primary data

In the above pie chart, it's clear that 51.4% of respondents are extremely important to the reputations of the retail stores. 44.8% of respondents prefer somewhat important. And 3.8% of respondents are not giving important to the reputations for retail.

14. Suggestions

14 . If any suggestions regarding customers service provided by retail stores ?

47 responses



Sources : primary data

In this chart some of the consumers reacted that they have no suggestion related to customers perception and satisfaction towards retail marketing. Some people says that can improve location, more choice of products, and superior customer services etc.

Findings

- Majority of the respondents prefer to buy the products weekly having from both online stores and physical stores.
- Customer service provided by the retail stores is good according to the retail consumers.
- Customers of the retail shops are more liked to trust and purchase products from the well-known brands.
- Majority of the customers influenced by the product quality & durability of the products.
- Value of the retail products is affordable and reasonable.
- Friendliness of the staffs that attract the customers towards the retail stores.

Limitations of the Study

- The study is confined to Belthangady taluk only.
- The study is based upon the experience of the customers towards retail marketing.
- The data collected for the research is on primary data given by the respondents. There is chance for personal bias. So, the accuracy is not true.
- The study has been limited to 105 respondents only.

Suggestions

- ✓ It is also suggested that producer should focus on quality of the product.
- ✓ Personalization and Customization is the key to attract more consumers
- ✓ The shopper should get feedback from customers which will evolve them to improve customer services & level of satisfaction

Conclusion

In conclusion, customers perception and satisfaction towards retail marketing are influenced by various factors such as personalised experience, product quality, competitive pricing, convince, exceptional customer service, and a seamless multichannel approach. Effective retail marketing strategies that prioritize understanding and meeting customer needs, customisation, emotional connection and continues improvement can significantly shape customers positive perception and enhance their satisfaction levels, ultimately driving long term success in the highly competitive retail industry

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