

AN EMPIRICAL STUDY OF CONSUMER SATISFACTION IN RETAIL STORES

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Abstract

Shopping orientation is defined as shopping or buyer's style, encompassing interests, opinions, attitudes, purchase preferences, activities and buying behaviour with respect to during and after the shopping process.

In this context, researchers have found a link between shopping orientation and consumer patronage (Moye and Kincade, 2003), providing additional insights into retail consumer behavioural patterns. Studies indicates that orientations of consumers and their preferences do influence the store choice (Sinha and Uniyal, 2004; Sharma et al., 2017; Davis, 2013). Dawson et al. (1990) showed the influence of different shopping orientations on store choice and preferences. Halls (2010) showed that patrons of different stores differ significantly in their shopping motives. Customers' shopping orientations and expectations from different types of stores together constitute their shopping attitude.

The purpose of this research is to find out the determinants of consumer satisfaction in retail stores in Jaipur city. Primary data has been collected using structured questionnaire. The sample consists of 375 consumers who shop at retail outlets. Hypothesis testing have been done on collected data using spss & excel. results of hypothesis testing revealed that six factors (Social desirability, staff friendliness, shopping economy, shopping ambience, family shopping and deal proneness) were major predictors of consumer satisfaction as they were found to be significant at 5% level. The significance of factors such as social desirability and staff friendliness imply that many consumers prefer these features of retail stores.

Keywords: Consumer Satisfaction, Shopping orientation, Retail Store, Convenience Stores, Motives.

Introduction

This study related to trend in shopping both online and physical in retail stores. successful retailers try to create and sustain high levels of consumer satisfaction, which in turn enhances customer retention. there are strong and profitable relationships between shopping experiences of and their satisfaction with the store loyalty. The choice of a store depends on various factors as the type of purchase, the amount. Hence, it is possible to propose that customer satisfaction derived from subjective fulfilment of expectations and orientations will determine continued store choice. Therefore, research on the factors of customer satisfaction in retail stores is strategically important issue in India, Jaipur city. the research paper also

focusses on the factors affecting consumer satisfaction in small as well as large retail stores in city.

Review of literature

Malik (2012) found that the organised retailers need to enhance customer satisfaction in terms of ensuring product quality, store convenience, after sales services, availability of new products and lure buyers with attractive promotional schemes.

Kalia and Kalia (2011) opined that the share of the unorganized Kirans will come down in the future, and the share of the organised sector will go up because of its efficiency in buying and distributing, but retailers must find the USP of these sectors, because this is an extremely low margin business, and ultimately, everybody had to sell within the cost.

Chattopadhyaya et.al., (2010) described that India is a home of small traditional stores (STS). They conducted the research in four cities viz., Mumbai, Kolkata, Aligarh and Vizag. The results showed that modern retailing makes rapid inroads in India, most STS outlets are resilient in terms of their service mix and remain competitive. Shoppers, even in large metro cities, are still loyal to neighbourhood STS outlets. It has been found that innovation in retail stores is a continuous process needed for the customer satisfaction.

Research Questions

1. Which factors effect buying frequency of customer in retail store?
2. Does store convenience, after sales services have an impact on customer satisfaction?
3. Whether innovation in retail stores leads to customer satisfaction and retention with the store?

Objectives

- To identify the factors that helps retail stores to improve customer satisfaction.
- To examine the services offered for the customers by retail store
- To study the perception of customers towards organized retail stores
- To determine the buying behaviour of consumers towards organized retail stores.

Hypothesis

H₀: There is no significant difference in satisfaction level of customers from selected retail stores.

H_a: There is a significant difference in satisfaction level of customers from selected retail stores.

Research Methodology

Research Design: Exploratory and Descriptive

Data Collection: Primary Data : 375 Customers of retail store

Secondary Data : Journals, Research Papers, Reports

Sample Area : Jaipur

Sampling Technique: Convenience sampling

Variables: Dependent Variable – Customer Satisfaction

Independent Variable: Services offered by the retail store

Descriptive Analysis

Percentage analysis on the basis of Demographic profile of selected respondents

Age	n=375	(100%)
Upto 20yrs	57	15.2%
21 to 30yrs	163	43.5%
31 to 40yrs	128	34.1%
Above 41yrs	27	7.2%
Gender		
Male	197	52.5%
Female	178	47.5%
Educational Qualification		
School	37	9.9%
Graduate	85	22.7%
Post graduate	164	43.7%
Professional	89	23.7%
Occupation		
Students	75	20.0%
House Wife	27	7.2%
Employed	256	68.3%
Business	13	3.5%
Others	4	1.1%
Family type		
Joint	161	42.9%
Nuclear	214	57.1%

Members in family		
Small (Below 3)	166	44.3%
Medium (4 to 5)	135	36.0%
Large (6 & above)	74	19.7%
Earning members in the family		
One	127	33.9%
Two	132	35.2%
Three	66	17.6%
Four and above	50	13.3%
Monthly Income		
Below Rs. 1 lac	100	26.7%
Rs. 1 lac to 3 lac	137	36.5%
Rs.3 lac to 5 lac	103	27.5%
Above Rs.5 lac	35	9.3%

Source: Primary data

Inference: The above table shows that 43.5% of the respondents were belonged to the age group of 21-30 years; 52.5% of the respondents were male; 43.7% of the respondents had post graduate; 68.3% of the respondent were working in the various institutions. 57.1% of the respondents were belonging to nuclear family; 42.9% of the respondents were belonging to the joint family; 44.3% of the respondents are having 3 members in their family; 35.2% of the respondents were having two earning members in their family; 36.5% of the respondents had the monthly income of Rs in between 1 lac to 3 lac and 9.3% of the respondents had the monthly income above of Rs.5 lac.

Hypothesis Testing & Discussion

One way ANOVA –Find Association between Retail Stores Respondents and their Overall Customer Satisfaction in Jaipur

Particula rs	Mean	S.D	SS	Df	MS	Statistical inference
1.services						
Between Groups			67.851	4	16.963	F=.666 .616>0.05 Not significant
Central (n=75)	30.04	6.187				

Big Bazaar (n=75)	30.79	3.595			
Easyday (n=75)	30.47	4.150			
Shoppers Stop (n=75)	30.79	5.295			
Reliance Fresh (n=75)	31.33	5.549			
Within Groups		9417.387	370	25.452	
2.Influential					
Between Groups		293.200	4	73.300	F=1.646 .162>0.05 Not significant
Central (n=75)	40.17	8.462			
Big Bazaar (n=75)	39.67	4.584			
Easyday (n=75)	38.99	5.554			
Shoppers Stop (n=75)	39.63	6.941			
Reliance Fresh (n=75)	41.61	7.141			
Within Groups		16475.733	370	44.529	
3.Ambience					
Between Groups		444.443	4	111.111	F=2.257 .063>0.05 Not

						significant
Central (n=75)	33.69	7.803				
Big Bazaar (n=75)	34.05	6.430				
Easyday (n=75)	34.29	6.104				
Shoppers Stop (n=75)	35.19	6.912				
Reliance Fresh (n=75)	36.73	7.673				
Within Groups			18215.333	370	49.231	
4. Medium used for advertising offers/Schemes						
Between Groups			352.784	4	88.196	F=2.376 .052>0.05 Not significant
Central (n=75)	22.96	7.636				
Big Bazaar (n=75)	24.60	6.609				
Easyday (n=75)	25.09	5.302				
Shoppers Stop (n=75)	25.68	4.992				
Reliance Fresh (n=75)	25.45	5.527				
Particulars	Mean	S.D	SS	Df	MS	Statistical inference
Within Groups			13732.133	370	37.114	
5. Sales promotion techniques						

Between Groups			549.669	4	137.4 17	F=1.683 .153>0.05 Not significant
Central (n=75)	35.03	11.510				
Big Bazaar (n=75)	35.35	9.912				
Easyday (n=75)	36.60	7.543				
Shopper s Stop (n=75)	37.65	7.592				
Reliance Fresh (n=75)	38.08	7.932				
Within Groups			30205.440	370	81.636	
6.Store performance						
Between Groups			856.731	4	214.1 83	F=3.438 .009<0.05 Significant
Central (n=75)	35.28	11.899				
Big Bazaar (n=75)	38.48	5.401				
Easyday (n=75)	37.72	4.617				
Shopper s Stop (n=75)	37.96	7.223				
Reliance Fresh (n=75)	39.95	8.203				
Within Groups			23053.627	370	62.307	
7.Quality of staffs						
Between Groups			435.771	4	108.9 43	F=5.954 .000<0.05

					Significant
Central (n=75)	19.51	6.484			
Big Bazaar (n=75)	22.20	2.726			
Easyday (n=75)	21.76	2.808			
Shoppers Stop (n=75)	21.81	3.924			
Reliance Fresh (n=75)	22.60	4.328			
Within Groups		6769.813	370	18.297	
Overall customer satisfaction					
Between Groups		14330.667	4	3582.667	F=2.522 .041<0.05 Significant
Central (n=75)	216.68	49.137			
Big Bazaar (n=75)	225.13	29.491			
Easyday (n=75)	224.92	26.607			
Shoppers Stop (n=75)	228.71	38.031			
Reliance Fresh (n=75)	235.76	40.789			
Within Groups		525567.733	370	1420.453	

Source :Primary data & spss

Findings

The above table shows that the calculated value is less than the above table value ($p < 0.05$), there is significant association between selected dimension as Store performance, Quality of staffs, with overall customer satisfaction. this also described that null hypothesis has been rejected, means there is significant difference in

customer satisfaction of selected retail store on the basis of Store performance, Quality of staffs, with overall customer satisfaction

Conclusion

The result shows that research hypothesis is accepted and the null hypothesis has been rejected. Retail industry is playing a vital role in Indian economy. It ensures the growth of economy in terms of employment creation and deployment of resources. They are providing innovative services to their customers with desired goods at affordable prices good ambience, digital payment. However, the retail stores should be adopting customer- friendly marketing strategies in terms of selling quality products and services to them.

Limitations

- The sample size chosen is less in number, for more accurate results larger sample size needs to be chosen.
- The sample is taken from selected retail store of Jaipur.
- There was a limited time for the research to be conducted.

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