AN EMPIRICAL STUDY ON DETERMINANTS OF CUSTOMER SATISFACTION AND ATTITUDE IN ORGANIZED RETAIL OUTLETS

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ABSTRACT:

The importance of happy customers in shaping consumers' future spending habits is well-established. Customers who are pleased with the services they get are more inclined to spread the word about their good experiences to others.. The main aims of the study are to outline socio-economic nature of the respondents and to identify the various determinants of Customer Satisfaction. Descriptive research is the method used in this study. Convenient sampling techniques are used to get the main data. i.e., 200 Customers make up the population from whom

the data is gathered. Here, the responses are treated as a unit, and analysis is based on consumer feedback provided through a specially designed questionnaire. The core data is gathered via a well-structured, prestigious questionnaire.(Google form).The retail industry has seen dramatic transformations in recent years, both as a consumer activity and a retailing practice. It's one of the biggest and most varied markets in the world. As with any developing market, competition is fierce in India's budding retail sector.

Keywords: Determinants, Customer Satisfaction and Customer Attitude, Organized Retail Outlets.

INTRODUCTION

As a business model, retailing has been around for a very long time in human history. It facilitates the exchange of products and services between manufacturers and buyers, as well as increases the effectiveness of distribution networks. A retail sector that is well-organized and efficient is essential for a healthy, developing economy. ***Palto,(2010).***There has been a steady growth in the proportion of overall retailing that is conducted by organized retailers, especially in industrialized and even developing nations. India, with its many self-sufficient communities, has, however, stuck mostly to using local markets. The nation has just recently begun to take basic steps towards organized retailing, thanks to a faster-than-expected increase in urbanization and higher-than-wages. When compared to the cost of acquiring new customers to replace those that leave, keeping the ones they already have is clearly the most lucrative option for businesses. Experts in management and marketing agree that happy customers are essential to a successful firm. ***Alam and Ran (2013).*** In order to gauge a store's or company's performance, customer happiness must be measured, and the variables that contribute to it must be identified. Customers who are treated like VIPs are more likely to be satisfied with their purchases. This happens when customers perceive a high degree of personalization in the products and services they purchase. The goods and services should constantly be evaluated for customer input in order to advance their development and expand their scope of customization. In order to gauge how satisfied a certain customer base is, questionnaires and surveys may be used. Successful companies know that customer satisfaction is crucial to their continued success since happy consumers are more likely to refer others, make further purchases, and utilize more of the services they provide. As a business model, retailing has been around for a very long time in human history. It facilitates the exchange of products and services between manufacturers and buyers, as well as increases the effectiveness of distribution networks. Academics, practitioners, retailers, and the general public have discussed whether or not giant shops are replacing small ones, particularly in the context of foreign corporations entering developing countries like China and India. ***Prasad.and Aryasri***

(2008). Despite the advent and proliferation of major retail establishments from other nations, the probable survival of small retail formats is ensured by the importance of elements such as social desirability and staff friendliness.
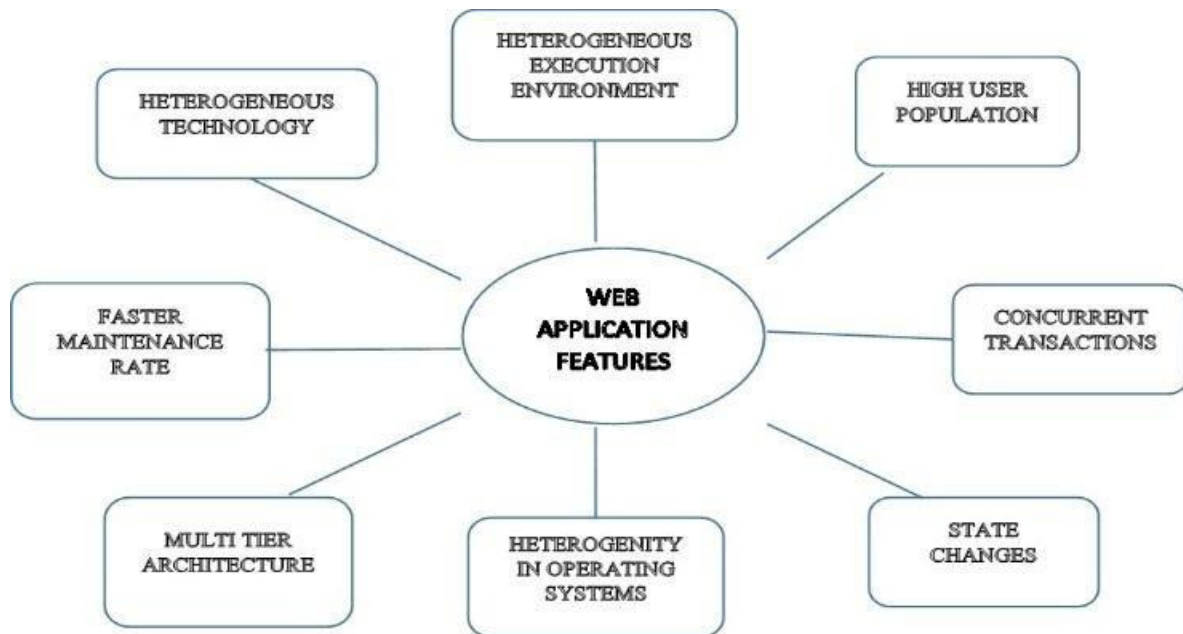
Background of the study

The retail industry's contributions to global productivity gains in the final consumer products and services sectors have been nothing short of amazing. Recently, the retail sector has emerged as one of the most exciting and rapid-fire sectors of the economy. As a result of urbanization and shifts in consumer preferences, India has seen a dramatic transformation during the last quarter-century and a half. *Alam and Ran (2013)* Eight percent of the workforce in India is employed in the retail sector. Now that so many companies are joining the market, it has quickly become one of the most exciting and rapidly developing sectors. However, many of these players have not yet found success due to the high initial investment needed to reach break-even. The market is expanding, government regulations are becoming more favourable, and new technology is making business operations easier, so the future seems bright.. The primary growth drivers of the organized retail industry in India will include a big youthful working population with a median age of 24 years, nuclear families in metropolitan areas, an expanding working-women population, and developing possibilities in the services sector. The retail retailing in India is responsible for more jobs than any other and has a direct impact on the standard of living there. Part-time workers and young people have always made up a large portion of its workforce. The goal is to increase sales at the cost of competing companies. *Prasad.and Aryasri (2008).*

This implies greater "head-to-head" competition in narrow geographic markets and for the business of individual consumers. Similar shops, deep-price discounters, specialty stores, big-box stores, and online-only sellers are just some of the many competitors that brick-and-mortar companies face today. The most pressing issue is how to win new customers while keeping the ones one already has safe from the competition's onslaught. Consumers nowadays are more discerning, informed, price-conscious, and discerning than ever before. As a result, retailing is an increasingly important component of every successful marketing strategy.

Customer Satisfaction and Attitude Determinants in Organized Retail Outlets

One of the most important aspects of a store's marketing strategy is the items it sells. Merchandise is another name for products. Six factors—product quality, excellent value for money, product diversity, innovative and fashionable offerings, branded offerings, and good packaging—are investigated in order to assess the level of consumer satisfaction provided by various organized retail stores. ***Prasad.and Aryasri (2008).***   A positive retail environment encourages shoppers to enter the store, browse around, and make impulse buys, whereas a negative one causes. Location, parking, atmosphere and decorating, lighting arrangement, shelf system, and product information indicators are examined as six physical characteristics that affect consumer happiness. Customers throughout the globe have a universal fondness for promotions because they feel like they receive a better deal. ***Alam and Ran (2013)*** Thus, patrons intentionally seek out a certain store location. Freebies, deep discounts, smart advertising, and exciting events are some of the determinants of consumer happiness that are investigated in this analysis of promotional strategies. Interaction with Workers: In retail, the employees who interact directly with consumers are crucial. Their demeanor, courtesy, and product expertise are crucial in establishing trust with new and returning consumers. Employees should be well-versed in store rules, responsive to customers' inquiries, courteous to their needs, and able to provide each customer rapid, personalized service and expert product advice.

Review of Literature

The retail industry in India is poised to become a leading economic force in the near future. For the next two to three decades, this tendency was anticipated to remain at the forefront of everyone's minds. Some of the causes propelling the retail industry in India are the accessibility of excellent items, enough store space, a large selection of products, and effective brand communication. This study was motivated by the fact that the transition to an organized form of retailing is having an impact on the retail industry. The research set out to do (1) comprehend how shoppers react to well-organized and poorly-organized retail establishments, and (2) determine the extent to which shoppers are satisfied with the services provided by the two types of establishments. The views of conventional stores on the new retail retailing. Mehra Shashank (2014) examined the case of the Indian grocery industry in the NCR, but although the retail sector in industrialized countries was highly consolidated and structured until the past decade, the Indian retail sector was a chaotic hodgepodge. There has been a proliferation of shops throughout India from both foreign and domestic businesses. In the food and grocery retailing industry in particular, rivalry between the sectors has heated up. There was intense intertype, intra type, and intra category rivalry in the retail sector. In the research, the authors track inter-category rivalry, which indicates that the two retail formats were fighting for the same customers' spending dollars. To attract customers, both the organized and unorganised formats

tried to excel in a number of different retail dimensions, including the selection of goods and services available, the price point, the willingness to help with any issues, the store's visual merchandising, its location, and its general atmosphere. Each of these factors, in turn, is comprised of a number of smaller factors that play a significant influence in shaping customers' in-store behaviour. Over seven distinct dimensions were uncovered by the team, and sub-items were found inside each. This research compared the unorganised and organised food retail sectors in India and concluded that there were substantial discrepancies between them in all seven variables.. Shenbagasuriyan (2016) educated buyers about the benefits of shopping at well-organized stores. Information was gathered from shoppers in both the organized retail sectors to draw comparisons in consumer behaviour with respect to shopping patterns. Information was gathered from the sample by using a survey approach and a questionnaire with a predetermined framework. There were 160 people used as participants in this research. Consumers at both chain stores and mom-and-pop shops in the same area were given the same questionnaire. SPSS16.0 was used for data analysis. Inferences drawn from the data using statistical methods like the chi-square test and frequency distribution analysis. According to the findings, people prefer less-structured stores while making purchases. To put it simply, it includes everything that has to do with selling something to a customer.

Objectives of the study:

The main aims of the study are

1) To outline socio-economic nature of the respondents

2) To identify the various determinants of Customer Satisfaction

Research Methodology:

Descriptive research is the method used in this study. Convenient sampling techniques are used to get the main data. i.e., 200 Customers make up the population from whom the data is gathered. Here, the responses are treated as a unit, and analysis is based on consumer feedback provided through a specially designed questionnaire. The core data is gathered via a well-structured, prestigious questionnaire.(Google form).

Findings and Results

1. **Socio-Economic nature of the respondents**

Personal, financial, and other information about respondents is crucial for interpreting their responses. The age, gender, occupation, and average monthly purchase of retail outlets of the respondents are taken into account. They are given below.

Table 1
Profile of the respondents

Nature		Number of respondents	Percentage
Age	Less than 30 years	112	56
	30-40 years	27	13.5
	41-50 years	31	15.5
	More than 50 years	30	15
Gender	Male	66	33
	Female	134	67
Salary	Less than Rs. 1,00,000	11	5.5
	Rs. 1,00,00- Rs.	136	68
	More than Rs. 2,00,000	53	26.5
Average monthly purchase of Retail outlets	Below 5000	25	12.5
	5001-10000	107	53.5
	Above 10000	68	34
Total		200	100.00

The respondents are divided into four age groups depending on their chronological age: 112 (56%) are under the age of 30, 27 (13.5%) are between the ages of 30 and 40, 31 (15.5%) are between the ages of 41 and 50, and 30 (15.0%) are above 50. It is discovered that 66 (33.0%) men and 134 (67.0%) women responded to the survey. 11 (5.5%) respondents earn less than Rs. 1,000,000 per month, 136 (68.0%) earn between Rs. 1,000,000 and Rs. 2,000,000 per month, and 53 (26.5%) earn more than Rs. 2,000,000 per month, according to the amount of earnings. According to retail establishments' average monthly sales, 107 (53.5% of) customers spend $5001 to $10,000 every month.

2. Determinants of Customer Satisfaction

. The retail sector has made significant strides in recent years and is now widely recognized as one of the economy's rising stars. Interestingly, for a long time now, merchants

have been surveying their consumers to gauge their degree of happiness with the shop experience, the service they received, and the products they purchased from well-organized retail outlets. To ensure client satisfaction is a top priority for every company. Based on the ranks given by the respondents, the causes are ranked using Garret Ranking Technique. The result is given in the following table

Table 2

Factors influencing Customer Satisfaction

Factors	Rank	1.	2	3	4	5	6	7	8	9	10	Total	Rank
	GV	82	70	63	58	52	48	42	37	30	18		
Employee service	f	23	29	24	24	32	6	7	9	8	38	6407	X
	fx	1886	2030	1512	1392	1664	288	294	333	240	684		
Product Convenience	f	17	23	14	19	31	27	13	10	24	22	9928	VI
	fx	1394	1610	882	1102	1612	1296	546	370	720	396		
Shopping Convenience	f	12	30	35	23	15	22	5	20	3	35	10129	III
	fx	984	2100	2205	1334	780	1056	210	740	90	630		
Physical Features	f	10	26	19	20	5	11	25	22	42	20	9269	IX
	fx	820	1820	1197	1160	260	528	1050	814	1260	360		
Pricing	f	25	3	16	10	46	35	22	14	17	12	10088	IV
	fx	2050	210	1008	580	2392	1680	924	518	510	216		
Offer awareness	f	39	26	10	7	22	11	25	35	10	15	10641	I
	fx	3198	1820	630	406	1144	528	1050	1295	300	270		
Staff presentable	f	28	5	22	30	15	5	37	24	9	25	9954	V
	fx	2296	350	1386	1740	780	240	1554	888	270	450		
Billing	f	10	24	10	27	6	40	15	21	33	14	9577	VII

counters	fx	820	1680	630	1566	312	1920	630	777	990	252		
Parking	f	8	7	38	23	14	15	22	28	30	15	9452	VIII
	fx	656	490	2394	1334	728	720	924	1036	900	270		
Spacious shop floor	f	28	27	12	17	14	28	29	17	24	4	10639	II
	fx	2296	1890	756	986	728	1344	1218	629	720	72		

The above table shows offer awareness (10641) was first ranked by customer followed by spacious shop floor (10639), the third rank was Shopping Convenience (10129), and Pricing and Staff presentable was ranked fourth and fifth. The study's pinpoint the factors that contribute to a positive shopping experience in chain stores. In India, retailing methods have long been popular. Alam and Rana (2013) But during the past several years, the retail business has changed and is now acknowledged as a massive and one of the fastest expanding markets globally. The changing demographics brought on by urbanization and the socioeconomic environment changes, such as the expanding middle class with a high per capita income striving for high quality goods and better services and preferring to shop at organized/modern retail outlets due to the convenience, value, and variety available there, are all signs of the Indian economy's growth

3. **Customer satisfaction level towards service provided at organized retail outlets**

According to this survey, organized retail stores offer superior service quality and a wider selection of products than uncontrolled retail outlets. The majority of clients are pleased with the level of service offered by the organized retail establishments. They like the self service, the cost of the goods, the visual marketing, the home delivery, and the quick checkout. (Manish and K. Sima 2012).They believe the arrangement of the store makes it simple to discover the items analyzed with the help of descriptive statistics. The result is given in the following table.

Table 2

Descriptive Statistics

Challenges	Mean	Std. Deviation	Mean Rank	Rank
Home Delivery facilities	3.09	1.314	3.06	II
Mode of Payment	3.23	1.393	3.29	I
Parking facilities	2.97	1.478	2.98	III
Product price range	2.86	1.495	2.89	V
Quality of service	3.05	1.256	2.95	IV

The result from the opinion of the respondents shows that Mode of Payment (3.29) of the customers is satisfied. Home Delivery facilities (3.06) play a vital role for customer satisfaction. Followed by third parking facilities (2.98),quality of service (2.95)was raked forth by the respondents and lastly product price range was given fifth rank.

CONCLUSION

The retail retailing in India is slowly but surely on its road to become the next big thing. In terms of store layout and customer purchasing habits, a retail revolution has occurred in India. Sprawling shopping centers, multi-story malls, and enormous complexes provide shopping, entertainment, and cuisine all under one roof, showing that modern retail has arrived in India. The retail retailing in India has reached a tipping point, marking the beginning of a more rapid expansion of both organized retailing and the purchasing power of the country's middle class. There has been a dramatic shift in the demographics of India's population in recent years. The majority of consumers prefer to shop at established retail establishments over disorganized establishments, which is the basis of the study. Additionally, the majority of them are pleased with the level of service, cost, and selection of items offered by formally structured retail establishments. Consumer satisfaction with retail services is a crucial factor for marketers to comprehend when making future strategic decisions. The results of this study also show that customers choose organized retailing over disorganized retailing, which puts organized retailing in danger of displacing unorganized stores.

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