

# ENRICHING CUSTOMERS SATISFACTION AT RETAIL OUTLET: AN EMPRICIAL STUDY

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## ABSTRACT

**Objectives:** The paper examines the customer's attitude towards their personal dossier of price, quality and assortment of product, employee services and satisfaction at retail outlets. **Methods /Statistical Analysis:** The paper uses Regression analysis techniques to comprehend the reasons behind customer satisfaction at retail outlets. **Findings:** The customers prefers a retail outlet due to brand association, quality, price and the services rendered. Retailers has to intensely satisfy the customers and gain the positivity in sales-force. **Improvements /Applications:** Companies are widely espousing various strategies to capture the market in minds of customers. Strategic brand management demands for formulation and implementation of strategies to enhance business performance.

**KEY WORDS:** Customer Satisfaction, employee awareness and product assortment, Retailers.

## INTRODUCTION

Indian economy, one among the quickest nascent economies of the planet, is witnessing foremost shifts in customer's inclinations. Retail is that the method of commerce goods or services to customers through manifold channels of distribution to earn a profit. It blends rudiments from science, sociology, cultural anthropology and political economy. Makes an attempt to appreciate the client getting behavior method. Increasing income, complete awareness and collected tech-savvy period population ar the dynamic factors of corporatized retail inside the country. The economic process and mercantilism methods have created a predominant place for the Arcade. The unreliable normal of living, subtle throwaway financial gain not to mention larger affordability and a tangle in advertising has been instrumental in delivery nearly a serious amendment in the client attitudes towards shopping for behavior array. Mounting consumerism is that the important driver for organized retail in Republic of India.

## OBJECTIVES

- To identify personnel dossier and to understand the customer's behavior at retail outlets.
- To analyze and evaluate the customer satisfaction and preference towards the retail outlet.
- To suggest effective measures for the enhancement of retail outlets for better customer satisfaction.

**LITERATURE REVIEW:**

**Customer Satisfaction:** Rendering to the analysis the impact of organized marketing on unorganized marketing has been targeted, the few major factors that area unit measured by customers whereas looking out from retail outlet like assortment of the merchandise look proximity, complete choices, price, store atmosphere, credit accessibility, store image, and enhances. Fast forecast of retail growth over next few years, supported strong fundamentals of political economy conditions inside the gift scenario and its younger population rising disposable incomes and quick urbanization. Key success factors for different countries retail investors area unit the younger population of our country World Health Organization area unit at a lower place the middle individuals, an outsized potential market is waiting to urge and conjointly Infobahn friendliness is in addition a key issue where from rural to urban city everyone has the convenience access to the online (Naganathan 2013).

**Price:** According to the analysis, customers like retail formats as they're a lot of fashion consciousness, leadership consciousness, family consciousness, health consciousness, enjoyment consciousness and food consciousness. Customers acknowledged that worth for cash, wide selection of promotional offers intensive kind of product area unit the imperative store superior attributes. Price infers that the optimistic association exists future name, shopper satisfaction and store loyalty. In Earlier days, life-style is considered as one aspect that influence the purchasing price decision of customers, but today's technological rebellion clues the customers to follow diverse living pattern, according the changes they change their purchasing decision on buying behavior. Life-style is considered as the major component, the research analysis can be concluded that customers are more aware towards life style factors. Customer's love of money for purchasing behavior towards retail outlet can involve a counterfeits of purchasing too (Tan & Wedel 2002).

**Product assortment:** Customers attitude and buying behavior towards assorted retail stores, the researcher visibly indicates the obtainability of all necessary goods under the same roof are the major effective variables that impacts the customers decision for shopping from organized retail outlets. Retail chains ought to lay appropriate emphasis on timing, proper arrangement to provide guidance to customers regarding goods and must also deliberate factors while designing the marketing strategies especially related to displays, advertisements within and outside the outlets and strategic location of products etc. which in turn to raise the sales and profits. The research insights on factors that would be momentous in managing consumer satisfaction. Customers are alarmed with the merchandise, physical surroundings, promotional schemes, quality and availability of new & attractive products (Marsh 2001).

**Quality:** The research has highlighted the preference of consumer towards quality in both organized and organized retail outlet. In relationship study of research worker majority of the client of all people prefers the worth, quality, and atmosphere of the retail outlet however the younger generation prefers eye-catching merchandise from the stores. Thus it may be taken from the paper that age features a vital role towards store preference (Tandon 2013).

**Service:** Identified that service style and products displays were extremely thought-about in choosing a selected retail outlet. They conjointly felt that the majority of the professionally qualified customer's hand-picked service style layout and products show as necessary service variables in choosing the retailers. They conjointly any explicit that the majority of the purchasers gave priority to product service increased at stores. (Wanninayake and Pradeep2007)

**RESEARCH METHODOLOGY & DATA ANALYSIS**

The study mainly relies on the use of a structured questionnaire as the main instrument of research. The study adopts the descriptive research methodology through the use of questionnaire to collect data from 100 respondents. The primary data was collected from the respondents across the major specific area (Sholinganallur). The tools used in analysing the data are Reliability analysis, Factor analysis & regression analysis.

**Reliability analysis****Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.905	.904	16

**Interpretation** – The above table clearly states that the cronbach's alpha based on standardized items has the value of .904 and it is within acceptable value.

**Factor analysis****KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.818
Approx. Chi-Square	1148.495
Bartlett's Test of Sphericity	Df
	Sig.
	.000

**Interpretation-** From the above table it is started that Kaiser-meyer-olkin measure of sampling adequacy is .818 which is adequate and when the value goes less than 0.6 then it indicates that the sampling is not adequate.

**Rotated Component Matrix<sup>a</sup>**

	Component				
	1	2	3	4	5
a1		.866			
a2		.775			
a3		.759			
b1			.757		
b2			.872		
b3			.808		
c1				.733	
c2				.736	
c3				.846	
d1					.631
d2					.822
d3					.726
e1	.865				
e2	.846				
e3	.869				
e4	.807				

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Rotation converged in 6 iterations.

**Interpretation-** The above table illustrates that a1,a2,&a3 are price factors which are fully loaded on component2.b1,b2,b3 are product assortment factors are fully loaded on component3.c1,c2,c3 are quality factors are fully loaded on component4.d1,d2,d3 are employee service factors are fully loaded on component5.e1,e2,e3,e4 are customer satisfaction factors are fully loaded on component1.

## Regression

**Descriptive Statistics**

	Mean	Std. Deviation	N
AvgS	3.9400	.76743	100
AvgP	3.9233	.62649	100
AvgPA	3.8800	.62410	100
avgQUALITY	3.6800	.84874	100
avgESERVICE	5.5933	.98880	100

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.829 <sup>a</sup>	.732	.712	.53593	.732	27.000	4	95	.000

a. Predictors: (Constant), avgESERVICE, avgPA, avgP, avgQUALITY

a. ....Dependent Variable: avgS

## Interpretation-

Test is highly significant, thus we can assume that there is linear relationship between the variables price, quality, product assortment, employee service on customer satisfaction in our model.

## SUGGESTIONS & CONCLUSION

The foremost part of attraction is the freaky arrangement of all the apparels in the store according to its trend, color, size, etc., so the customers can find it tranquil to pick the clothes & staff have to be made available for assisting them. In-house professional training is to be provided to all staff members for assisting the customers. The outlet can also offer rare snappy & fascinating scheme and advertisements through print, internet, and audio/visual media can also upsurge. Selective accessories like sunglasses, shoes, bracelets, etc., should be more eye-catching inclusive with all brands and the store can also update the merchandise level and make fashionable to attract the customers. The fashionate business is exploring all aspects of expansion. Aesthetics are highly valued by customers like interior design, décor, lightening, etc., of the retail outlets were observed to have high acceptance from customers. Multi-lateral expansion is happening at every fragment of the value chain as well as for every consumer, it is necessary for the retail outlet to understand

the importance of mesmerizing the right thing at the right time. The attainment of the outlet depends on the gratification of the customer. The retailers will have to face increasingly demanding customers, and intensely the retailers have to satisfy the customers and satisfy to recite the customer's personnel dossier, liking, activities, and service in retail outlet. Living style of the customers, prefers to purchase products from a habitation where the accessibility is higher and where they can buy there desired stuffs under one roof. Ethics like attracting customers, making things feasible for customers, proper staffing and updated training, service etc., can be done to improvise loyal customers.

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