

## **A Study of Customer Satisfaction towards the Various Services Provided At Retail Outlets**

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**ABSTRACT:** *The performance of the retailing sector for the past few years is outstanding and witnesses a huge revamping exercise, significantly contributed by the growth of the organized retailing. Rapid urbanization, exposure to large number of foreign brands and changing lifestyle and preferences has contributed to the growth of retailing in India. This study on customer satisfaction on retailing services aims to identify the dimensions in which the services provided by the organized retail outlets to the customers and also it reveals the dimensional measure and the satisfaction of the customers. Further this study explores the factors that derive the satisfaction of the customers on services in organized retail.*

**Keywords:** *Customer satisfaction, Retail Services, Organized Retailing*

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### **I. INTRODUCTION**

Retailing is one of the oldest businesses that human civilization has known. It acts as an interface between the producer and consumer, improves the flow of goods and services and raises the efficiency of distribution in an economy. For a strong, stable and consistently growing economy, a well-organized and efficient retail sector is a must. Most of the developed and even emerging economies had adopted the organized retail long ago and percentage share of organized retail in total retailing has increased over the years. However, India, a land of self-sufficient villages, has continued to rely primarily on small, close to home shops. It is only off-late with pick-up in pace of urbanization and rising disposable incomes that the country started to take a few steps towards the organized retailing. A good progress has been made in the last few years, and the retail industry is off late being hailed as one of the sunrise sectors in the economy. Interestingly, for many years, retailers have been administering surveys to their customers to measure both their overall level of satisfaction and their opinion of various details of their store experience, service and merchandise provided at organized retail outlets but they are not able to retain all their customers by providing solutions to them. Satisfying customers is one of the main objectives of every business. Businesses recognize that retaining the existing customers is more profitable than having to win the new ones to replace those lost. Management and marketing theorists underscore the importance of customer satisfaction for a business's success. Customer satisfaction is the key factor in knowing the success of any retail store or business; therefore it is very important to measure it and to find the factors that affect the customer satisfaction. Customers are most likely to appreciate the goods and services they buy, provided if they are made to feel special. This occurs when they feel that the goods and services that they buy have been specially produced for them or for people like them. It should be always keep measuring in order to get feedback for the products and services in order to develop it further with wide customization. Customer satisfaction levels can be measured using survey techniques and questionnaires. Gaining high levels of customer satisfaction is very important to a business because satisfied customers are most likely to be loyal, place repeated orders and use a wide range of services offered by a business.

### **II. LITERATURE REVIEW**

Irani (2011) conducted a study of clothing in Iran and found that variety is a key influencing factor while purchasing fashion clothes. The study also found that price sensitivity is not positively related to hedonic pleasure.

Maria, Anne & Pia (2011) explored and analysed mature women's buying behavior of clothes. The result suggests that for mature women, fashion, brand, retailer, price & style are significant factors while purchasing clothes.

Kervenoael, De et al (2011) observed that the decisions for buying apparel are affected by functional values (i.e. cost, quality, guarantee & warranty etc) as well as fashion (style, image).

Phoebe (2011) concluded that women prefer the clothes that make them look thinner. Also men said they prefer clothes that make them look physically fit. Mandhachitara, & Piamphongsan (2011) studied the impact of individual's motivation for comparing with other people of their own social settings on professional women's buying behavior while choosing fashion clothes.

Minghuang et al (2011) observed that desire is one of the major motives in consuming luxurious products including boutique apparel. The study suggests that utilitarian attitude and positive anticipated emotions have

positive influence to desire; however, hedonistic attitude and subjective norms do not have significant impact on desire. Moreover, desire separately has mediating effect on the relationship between utilitarian attitude and purchasing intention; and between the anticipated emotion and purchasing intention.

Krishna (2011) recognized the factors that affect the consumer decision making process while purchasing private label garments. Consumers are affected by both internal and external factors; internal factors can be demographical, lifestyle orientation etc and external factors can be brand, cost, style of clothes, quality etc.

### III. RESEARCH METHODOLOGY

The objective of this research is to find out the customer satisfaction towards retail outlets.

**Sample Size:**

5 Metro cities of Northern India and 1000 consumers

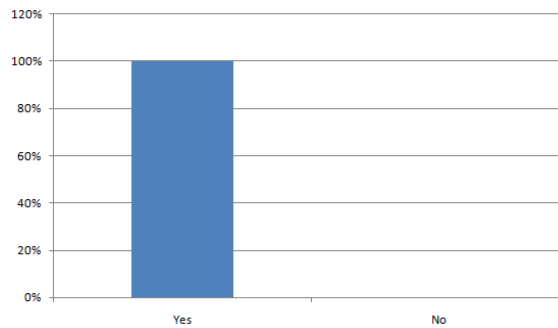
**Sampling Procedure:**

- 5 Cities of Northern India would be randomly selected on the basis of the geographical area.
- 200 consumers would be randomly selected from the total population of each City of Northern India on the basis of the geographical area.

### IV. ANALYSIS AND INTERPRETATION

**Number of people who are like to do shopping**

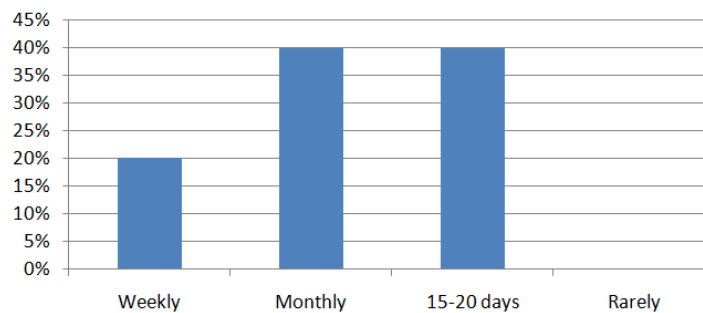
Particulars	No. of respondents	Percentage (%)
Yes	1000	100%
No	0	0



**Interpretation:** - As the Graph shows, out of sample size 1000 of all the consumers are like to do Shopping. As the graph shows 100% people are like to do shopping.

**Frequency of visits**

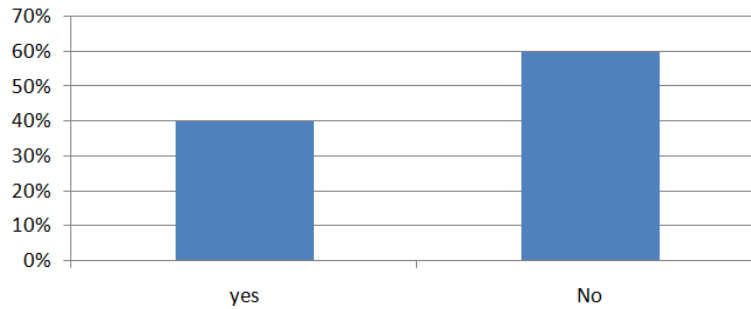
Category	No. of respondents	Percentage (%)
Weekly	200	20%
Monthly	400	40%
15-20 days	400	40%
Rarely	-----	-----



**Interpretation:** - As the Graph shows 20% people are likely to do shopping weekly. 40% Peoples are likely to do shopping on monthly basis. 40% of people like to do shopping on 15-20Days basis. And out of sample, no one is there who likes to do shopping rarely. It means most of the people like to do the shopping at monthly and 15-20 days basis.

**Number of people who are brand conscious**

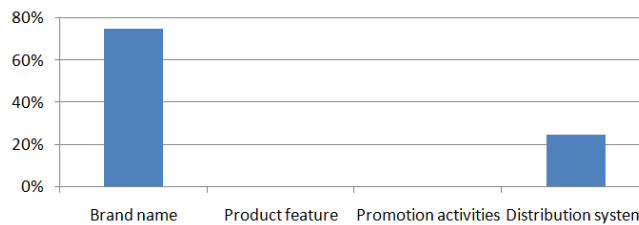
Particulars	No. of respondents	Percentage (%)
Yes	400	40%
No	600	60%



**Interpretation:** - From the above graph it is proved that out of the sample size, 40% people are brand conscious and 60% people are not brand conscious. It means most of the peoples are not depend on branded product.

**Number of people prefer a particular brand or company**

Category	No. of respondents	Percentage (%)
Brand name	750	75%
Product feature	-----	-----
Promotion activities	-----	-----
Distribution system	250	25%



**Interpretation:-** The above graph shows 75% people buy the branded garments because of brand name and 25% of respondents prefer branded garments because of the distribution system. As a result we can say that people prefer branded cloths because of brand name.

**Number of parameters which effects consumer buying decision**

Category	Numbers	Mean rank
Quality	320	3.2
Price	205	2.05
Easy Availability	240	2.4
Discount	235	2.35

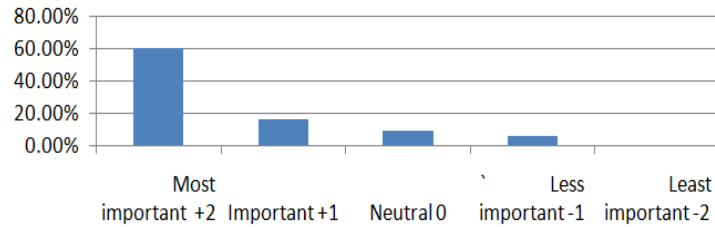


**Interpretation :-** From the rank given to some factors by respondents we come to know that most important factor took into consideration while buying a Exclusive Showrooms cloth is price. After that Easy availability and discount. And least common factor which effect the purchase decision is Quality.

**Rating of the factors which consumer consider while buying the cloth**

**PRICE**

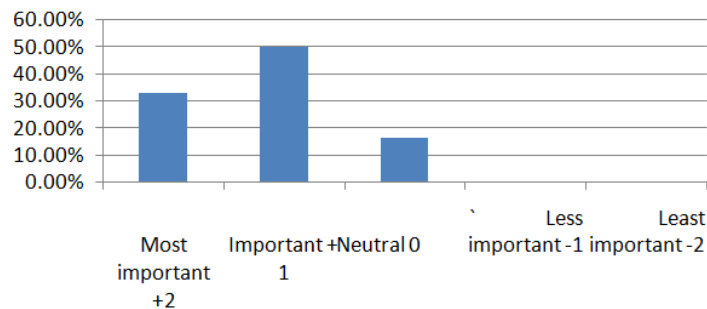
Particular	Percentage
Most important +2	60.66%
Important +1	16.66%
Neutral 0	10%
Less important -1	6.66%
Least important -2	-----



**Interpretation:** - Out of the sample size, the above graph shows that 61 % of people Consider that Price is a most important factor while buying cloths and 17% people considered Price is a important factor. 10% is for neutral and 7% is for least important. It means from the results we can conclude that maximum people thinks that price is a most important factor which they takes into consideration while buying.

**DESIGN**

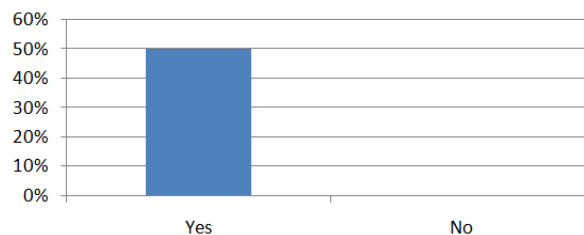
Particular	Percentage
Most important +2	33.33%
Important + 1	50%
Neutral 0	16.66%
Less important -1	
Least important -2	



**Interpretation :-** the above graph shows that 50% of people consider, Design is important factor which takes into consideration while buying cloths. 34% people respond that design is most important factor. So as a result we can say that, design is a important factor for buying cloths.

**Satisfaction Of Customer Regarding Brand Available In The Market**

Particulars	No of responses	Percentage
Yes	1000	100%
No	0	0



**Interpretation:-** Out of 1000 Sample size. 100% respondent responds that they are satisfied with the brand and company available in the market.

## V. FINDINGS AND CONCLUSION

1. Out of the sample size of 1000 All the consumers are like to do Shopping. 100% people are like to do shopping.
2. Most of the consumers like to do shopping from trade shops. And there are least consumers Who like to do shopping from E Shops.
3. Out of sample of 1000 no one is there who likes to do shopping rarely. It means most of the people like to do the shopping at monthly and 15-20 days basis.
4. Out of the sample size, 40% people are brand conscious and 60% people are not brand conscious. It means most of the peoples are not depend on branded product
5. There are maximum consumers who purchases the brand of Levi's and there are least consumers of Pepe brand. Rest all are stands in between them.
6. Most important factor took into consideration while buying a branded cloth is price. After that Easy availability and discount. And least common factor which effect the purchase decision is Quality.
7. Non branded garments are prefer more than branded garments.
8. Maximum people think that price is a most important factor which they take into consideration while buying.

From this study, we found that the customers were highly satisfied with the comfort and indifferent with the return policy. The companies should frame new policies related to return and exchange of clothes which assists the customers in the event of need for return. Quality and Price are the most important factors which influence the customers regarding readymade apparel purchase.

Mostly, the acceptance and rejection decision of purchase depends upon the price and quality of the product. Hence, companies should focus more on the quality and price of the product. There is also a segment of our society whose income is low but they want to wear the branded clothes. The companies should plan new strategies to increase their sales by introducing low range of clothes especially for this segment.

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