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## “A STUDY OF CUSTOMER SATISFACTION IN ORGANIZED RETAIL STORES IN PUNE”

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### ABSTRACTS

The latter half of the 20<sup>th</sup> Century all most, whole world has seen the emergence of the supermarket as the dominant grocery retail form. The search for convenience in food shopping and consumption, led to the birth of the supermarket. As incomes rose and shoppers sought both convenience and new tastes and stimulation, supermarkets were able to expand the products offered. Development of mega malls in India is adding new dimensions to the booming retail sector. Supermarkets have been taking an increasing share of general food and grocery trade over the last two decades. The supermarkets largely concentrate on selling food related products and are considerably smaller in size compared to hypermarkets. Traditionally consumers used to feel conservative to buy fruits and vegetables from air conditioned supermarkets.



**KEY WORDS :** *booming retail sector , selling food , fruits and vegetables.*

### INTRODUCTION

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. Customer satisfaction is the key factor in knowing the success of any retail store or business. 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. The paper attempts to study the various factors of customer satisfaction and loyalty in the selected format of supermarkets, namely Reliance fresh, Big Bazaar, D-Mart and also to find the link of customer satisfaction and customer loyalty.

### REVIEW OF LITERATURE:

There is substantial volume of empirical work conducted in the field of customer satisfaction and shopping malls. **Yadav & Verma (2015)** reveals from the study that young and high income consumer preferences for grocery shopping are gradually shifting from local *kirana* stores to organized retail stores. **Pankajkumar (2016)** identify the potential dimensions of store quality as perceived by retail customers and its effect on customers' satisfaction, customers' behavioural response, customers'

intention to switch and customers' loyalty intention. The study conducted by **Chaudhary & Sharda (2017)** analysed the various factors that affect the customer perception towards organized retail stores. **Mishra & Tiwari (2018)** investigates customer satisfaction in the organized retail outlets in Pune city of Maharashtra state. **Meenarani & Ramachandra (2019)** analyses through a study that consumers' buying pattern of fresh produce at organized retail stores from demographic perspective. **Shobika & Sundari (2021)** find out overall satisfaction towards D-mart. Some people are satisfied with price, some people about product variety etc. therefore, reference of the customer changes from one person to another.

#### RESEARCH GAP:

The gap has been found out from the previous studies. The present research aims to study the factors of customer satisfaction in the organized retail store, namely in the Reliance fresh, D-Mart and Big Bazar. Customer satisfaction has been studied by many researchers.

#### OBJECTIVES OF THE STUDY:

The broader objective of the study is to find out the factors that determine retail customer satisfaction in organized retail outlets in Pune city of Maharashtra State.

#### RESEARCH METHODOLOGY:

The aim of this study is to know the customer satisfaction towards organized retail outlets and find out the key factors for customer satisfaction. This study involves the field survey conducted across selected retail stores in Pune. The field survey is based on interviewing supermarket consumers at various catchment areas in Pune, India. The data is collected using a random sample of consumers. Sample size taken in this study is 900 customers / Respondents.

#### DATA ANALYSIS AND INTERPRETATION:

Customer satisfaction plays a major role in determining the success of any business organization. The whole business will be centered on the customer and the business firms will continuously strive in developing products and services that will meet the needs and wants of the customers and to improve their performance. A satisfied customer will recommend the stores and its products and services to his known contacts such as friends, relatives, colleagues and neighbours. Hence keeping in view the significance of customer satisfaction an effort was done to examine the influence of organised retail marketing on satisfaction of the customers of Reliance fresh, D-Mart and Big-Bazar. Structured questionnaires were formed for data collection tools from 900 respondents in Pune. Descriptive statistics like percentage analysis and the simple average were used to analyse and interpret the data.

**Table 1: Number of Respondents selected for the study.**

Pune City Area	Reliance Fresh	D-Mart	Big-Bazaar	Total	%
Pimpri - Chichwad	100	100	100	300	33.33
Pune Urban Area	100	100	100	300	33.33
Pune Sub-Urban	100	100	100	300	33.34
<b>Total</b>	<b>300</b>	<b>300</b>	<b>300</b>	<b>900</b>	<b>100</b>

Source: Primary data analysis.

900 respondents were selected for the present study; out of them 300 (33.33%) respondents were selected from Pimpri-Chichwad of Pune; 300 (33.33%) respondents were selected from Pune Urban area and 300 (33.33%) respondents were selected from Pune Sub-urban area.

**Table 2: Product attributes and level of customer satisfaction.**

Sr.	Product Attribute	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
1	Product Quality	223	237	71	183	186
2	Product Price	267	278	63	179	113
3	Product choice	283	298	42	150	127
4	Product Brand	289	288	51	167	105
5	Visual Merchandising	329	285	49	123	114
	<b>Total:</b>	<b>1391</b>	<b>1386</b>	<b>276</b>	<b>802</b>	<b>645</b>
	<b>Simple Average</b>	<b>279</b>	<b>277</b>	<b>55</b>	<b>160</b>	<b>129</b>
	<b>%</b>	<b>31.00</b>	<b>30.78</b>	<b>6.11</b>	<b>17.78</b>	<b>14.33</b>

Source: Primary data analysis.

The table reveals that; on an average 279 (31%) respondents were highly satisfied with the product attributes; 277 (30.78%) respondents ranked to satisfied; 55 (6.11%) respondents were neutral; while 160 (17.78%) respondents were dissatisfied; and 129 (14.33%) respondents were highly dissatisfied towards products attributes in organized retail stores.

**Table 3: Services variables and level of customer satisfaction.**

Sr.	Services variables	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
1	Quality of services	242	317	42	176	123
2	Billing system	196	267	49	198	190
3	Payment mode	256	301	54	164	125
4	Complaint handling	181	187	88	254	190
5	Quick disposal	277	269	62	222	70
	<b>Total:</b>	<b>1152</b>	<b>1341</b>	<b>295</b>	<b>1014</b>	<b>698</b>
	<b>Simple Average</b>	<b>230</b>	<b>268</b>	<b>59</b>	<b>203</b>	<b>140</b>
	<b>%</b>	<b>25.56</b>	<b>29.78</b>	<b>6.55</b>	<b>22.56</b>	<b>15.55</b>

Source: Primary data analysis.

The table reveals that; on an average 230 (25.56%) respondents were highly satisfied with the services variables of organized retail stores; 268 (29.78%) respondents ranked to satisfied; 59 (6.55%) respondents were neutral; while 203 (22.56%) respondents were dissatisfied; and 140 (15.55%) respondents were highly dissatisfied towards services variables in organized retail stores.

**Table 4: Store attributes and level of customer satisfaction.**

Sr.	Store attributes	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
1	Location	199	314	51	166	170
2	Parking	319	315	47	119	100
3	Store ambience	311	287	35	161	106
4	Trolley, baskets, etc.	327	288	39	154	92
5	Store environment	236	295	28	177	164
	<b>Total:</b>	<b>1392</b>	<b>1499</b>	<b>200</b>	<b>777</b>	<b>632</b>
	<b>Simple Average</b>	<b>278</b>	<b>300</b>	<b>40</b>	<b>155</b>	<b>127</b>
	<b>%</b>	<b>30.89</b>	<b>33.33</b>	<b>4.44</b>	<b>17.22</b>	<b>14.12</b>

Source: Primary data analysis.

The table reveals that; on an average 278 (30.89%) respondents were highly satisfied with the store attributes of organized retail stores; 300 (33.33%) respondents ranked to satisfied; 40 (4.44%) respondents were neutral; while 155 (17.22%) respondents were dissatisfied; and 127 (14.12%) respondents were highly dissatisfied towards store attributes in organized retail stores.

**Table 5: Promotional variables and level of customer satisfaction.**

Sr.	Store attributes	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
1	Discounts available	254	340	49	161	96
2	Free Gifts	217	363	46	159	115
3	Coupons / Loyalty card	184	277	62	184	193
4	Exchange offers	130	288	62	247	173
5	Home delivery facility	86	213	71	279	251
	<b>Total:</b>	<b>871</b>	<b>1481</b>	<b>290</b>	<b>1030</b>	<b>828</b>
	<b>Simple Average</b>	<b>174</b>	<b>296</b>	<b>58</b>	<b>206</b>	<b>166</b>
	<b>%</b>	<b>19.33</b>	<b>32.89</b>	<b>6.44</b>	<b>22.89</b>	<b>18.45</b>

Source: Primary data analysis.

The table reveals that; on an average 174 (19.33%) respondents were highly satisfied with the promotional variables of organized retail stores; 296 (32.89%) respondents ranked to satisfied; 58 (6.44%) respondents were neutral; while 206 (22.89%) respondents were dissatisfied; and 166 (18.45%) respondents were highly dissatisfied towards promotional variables of organized retail stores.

**Table 6:**  
**Sales associates and other staff of stores and level of customer satisfaction.**

Sr.	Factor	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
1	Helpfulness	238	268	50	179	165
2	Trained staff	194	292	47	182	185
3	Well mannered	232	269	55	180	164
4	Knowledgeable	222	267	73	167	171
5	Customer centric	217	281	48	182	172
	<b>Total:</b>	<b>1103</b>	<b>1377</b>	<b>273</b>	<b>890</b>	<b>857</b>
	<b>Simple Average</b>	<b>221</b>	<b>275</b>	<b>55</b>	<b>178</b>	<b>171</b>
	<b>%</b>	<b>24.56</b>	<b>30.56</b>	<b>6.11</b>	<b>19.78</b>	<b>19</b>

Source: Primary data analysis.

The table reveals that; on an average 221 (24.56%) respondents were highly satisfied with the sales associates and other staff of organized retail stores; 275 (30.56%) respondents ranked to satisfied; 55 (6.11%) respondents were neutral; while 178 (19.78%) respondents were dissatisfied; and 171 (19%) respondents were highly dissatisfied towards sales associates and other staff of organized retail stores.

### FINDINGS:

The paper attempts to study the various factors of customer satisfaction in the selected format of supermarkets, namely Reliance fresh, Big Bazaar and D-Mart. Customer satisfaction is the key factor in knowing the success of any retail store or business. Customers are most likely to appreciate the goods and services they buy, provided if they are made to feel special. The aim of this study is to know the customer satisfaction towards organized retail outlets and find out the key factors for customer satisfaction. The study reveals that; on an average 62 per cent respondents were satisfied with the product attributes of organized retail stores; 55 per cent customers were satisfied with the services variables; 64 per cent respondents were satisfied with the store attributes; 52 per cent respondents were satisfied with the promotional variables and 55 per cent respondents were highly satisfied with the sales associates and other staff of organized retail stores. This study indicates that Product attributes, Services variables, Store attributes, Promotional variables and Sales associates and other staff of stores play a vital role in the organized retailing sector. The findings suggest that the marketing strategies of retailers be a valuable tool for enhancing the retail business values and sales.

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