

# A STUDY ON CUSTOMER'S SATISFACTION TOWARDS SERVICE QUALITY OF ORGANISED RETAIL OUTLETS IN MADURAI CITY

**Dr K.Pushpaveni<sup>1</sup>, Mr. K.Dheenadhayalan<sup>2</sup>**

<sup>1</sup>MBA.PGDCA, PhD Assistant Professor, VHNSN College Virudhu Nagar (India)

<sup>2</sup>MBA M.Com, M.Phil., Assistant Professor, Department of Business Administration

Jeya Engineering College, Chennai (India)

## ABSTRACT

Rapid economic growth in Madurai offers potential for different kinds of investment. Amongst those investment fields; organized retail outlets have become popular, thus increasing the competition in this aspect. For this reason, the choice of shopping destination is a topic receiving increasing attention. Regarding their size, all organized retail outlets are attraction centres for people to come together to socialize, see new developments, and do the shopping. So keeping those factors in mind and the research has been done under the title a study on customer satisfaction towards service quality of organized retail outlets in Madurai city with a view to study the satisfaction of customers regarding the quality of services provided in the retail outlets.

**Keywords: Economic, investment attraction, shopping, service quality**

## I. INTRODUCTION

Retailing includes all the activities involved in selling goods and services directly to final consumers for their personal, non-business use. In commerce, a retailer buys goods or products in large quantities from manufacturers or importers either directly or through wholesalers, and then sells smaller quantities to the end-user. Retail is the final stage of any economic activity. By virtue of this fact, retail occupies an important place in the world economy. In the past decade Indian market place has transformed dramatically. From the 1950s to the 1980s, investment in various industries was limited due to the low purchasing power in the hands of the consumers and the government policies favouring the small-scale sectors.

## II. LITERATURE REVIEW

**Jhon.B.Clark (2000)** concluded that the main motivation to visit discount store channels lie with the low price and convenience of location, as the meaning of discount store implies. Service factor was relatively less important than the merchandise factor.

Sivadas and Baker Previt (2000) suggested that there is a positive relationship between affective loyalty (satisfaction) and conative loyalty. If satisfied with purchase at one particular store, consumers are likely to have a positive attitude towards that store.

### III. OBJECTIVE OF THE STUDY

1. To study the service quality of retail outlets in Madurai city.
2. To find out the customer satisfaction towards the organized retail outlets

### IV. PURPOSE OF THE STUDY

1. This study helps to know the satisfaction level of customers in retail outlets
2. It helps to examine the quality of services provided by the retail outlets.

### V. METHODOLOGY OF THE STUDY

This paper consists theories of customer satisfaction. The data sources have been classified into two types: primary data and secondary data. Primary data collected through structured questionnaire. The secondary data have been carried out by using a wide range of academic resources such as articles, books, journals and websites to gain an insight of the topic which will help when analyzing the collected data. Therefore the nature of the study is descriptive and the sample size 125 and the sampling techniques is judgment sampling and the tools for the study is chi-square test and weighted average and mainly this research aims provide understanding the customer satisfaction toward quality services delivered by the retail outlets.

### VI. ANALYSIS AND DISCUSSION

#### 6.1 CHI-SQUARE ANALYSIS FOR SATISFACTION LEVEL TOWARDS QUALITY OF SERVICES AND EDUCATION LEVEL

**Null Hypothesis:** There is no association between for satisfaction level towards quality of services and education level.

**Alternative Hypothesis:** There is association between for satisfaction level towards quality of services and education level.

Calculated value	Degrees of freedom	Level of significance	Table value
18.6873	24	5%	36.415

(Primary data)

#### Inference

Since the table value is greater than the calculated value  $H_0$  is accepted. Hence there is no association between for satisfaction level towards quality of services and education level.

## 6.2 WEIGHTED AVERAGE FOR CUSTOMER SATISFACTION ABOUT CHARGES AND COST OF SERVICES AMONG THE ORGANIZED RETAIL OUTLETS

Preference	Frequency(F)	Points (W)	Total (FW)
Very high	21	5	105
High	32	4	128
Moderate	39	3	117
Low	18	2	36
Very low	15	1	15
Total	125		401

### Inference

From the table the researcher found that the 32 respondents give first weightage to high, 39 respondents give second weightage to moderate, 21 respondents give third weightage to very high, 18 respondents give fourth weightage to low, 15 respondents give fifth weightage to very low.

## VII. SUGGESTIONS

1. The service provider should take immediate action for customer satisfaction.
2. Product aspects are the most significant determinant in service quality, so organized retailers should pay proper attention towards high quality of products, variety of products, and should ensure that the products are readily available.
2. The location of the organized retail outlets is an important consideration while deciding to visit the same. Hence, a store should be located at a place that is easily accessible via the public transport system.

## VIII. CONCLUSION

The root of the study is that most of the customers prefer purchasing from organized retail stores than unorganized retail stores. Also most of them are satisfied the quality of service price and product range of the goods and services provided by organized retail stores. Hence the every organized retail outlets should satisfy the customer with their service quality.

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