

A Study On Customer Preference and Satisfaction Towards Retail Stores with Reference to Coimbatore City.

Mrs. Aswathi. C.S.¹, Dr. Vidhya. P.²

¹Research Scholar, Sri Ramakrishna Arts & Science college, Coimbatore (E-mail: aswadhit86@gmail.com)

²Associate Professor & Head- Department of Corporate Secretaryship Sri Ramakrishna Arts & Science College, Coimbatore

ABSTRACT

The Retail Industry in India has come forth as one of the most dynamic and fast paced industries with several players entering the market. The present study examined the Customer Preference and Satisfaction towards retail stores with reference Towards Coimbatore City The sampling technique selected for the study is a convenient sampling technique. The size of sample is 100. The study attempts that demographic factors such as age, income, gender and education are having significant role in retail store selection. Shopper groups mainly vary in choosing a store based on their significance for patronage factors of a store. The study reveals that consumers prefer modern retail formats due to quality, variety of brands, parking facility, trained sales personnel and for security purpose. The results show that consumers are more sensible towards optimization of time and money while shopping. The results also prove that most of the consumers are price and quality association conscious. The consumers are more concern about service quality, store convenience, product quality and availability of new products. Thus, the study provides some insights on factors that could be important in managing customer loyalty. It also observes that there is no difference in demographic profile of the customer in terms of location.

KEY WORDS: Retail stores, Satisfaction, Consumer, Purchase, product

INTRODUCTION

The retail sector in India is witnessing a huge revamping exercise as traditional markets make way for new formats such as departmental stores, hypermarkets, supermarkets and specialty stores. Western-style malls have begun appearing in metros and other cities like introducing the Indian consumers to a shopping experience like never before. The sector is at an inflexion point where the growth of organized retailing and growth in the consumption by the Indian population is going to take a higher growth trajectory. The Indian population is witnessing a significant change in its demographics. The growth is boosted by various factors such as availability of professional practices, media proliferation, various brands which are gaining value thereby enhancing industry growth, availability of various funding options, regulations like Vat implementation to make processes simple, sea change in demographics of country and international exposure. The retail sector is one of the fastest growing ones in India, catering to the world's second largest consumer market.

Retail industry is an important source of self employment in India since a long ago. As change is the important rule of the environment. So, today, we can also see a drastic change in the retail industry too. Today, retail industry has been segregated into two parts i.e. unorganized retail industry and organized retail industry. Unorganized retail industry includes traditional kirana stores which are not registered and have not to follow any bulk of legal formalities. Organized retailing is the retailing in which the retail shop is centrally run by the registered retailer with few employees providing comfort and self service facility to the customers which attract the customers towards it. Besides, all the facilities provided by the organized retailers, customers are still attracted towards unorganized retailers too. There are different facilities and services available to the customers in unorganized retailing and organized retailing

Growth Of Retail Companies In India

Growth of Retail Companies in India is still not yet in a matured stage. With great potentials, within this sector still have to be explored. Apart from the retail company like Nilgiri's of Bangalore, most of the retail companies are sections of other industries that have stepped in the retail sector for a better business. The Growth of Retail Companies in India is most pronounced in the metro cities of India; however the smaller towns are also not lagging behind in this. The retail companies are not only targeting the four metros in India but also is considering the second graded upcoming cities like Ahmedabad, Baroda, Chandigarh, Coimbatore, Cochin, Ludhiana, Pune, Trivandrum, Simla, Gurgaon, and others. The South

Indian zones have adopted the process of shopping in the supermarkets for their daily requirements and this has also been influencing other cities as well where many hypermarkets are coming up day by day.

Retail Stores: The Redefined Way Of Business And Customers

Competition has raised the bar for retailers. Perhaps some have simply lost sight of what the customers needed and wanted. Regardless, today's customers have less time, and are more intelligent, than ever before. Retail store retailers will continue to face increasing survival pressures. Consolidation in the market space will continue to affect existing retail store chains, both large and small. The top-tier retail store chains that have increased the size of their store base through recent acquisitions are struggling to absorb what they have bought while trying to defend market share against the low-cost operators. Successful retail store chains will become experts at targeting specific consumer segments. Some are proving that being willing to target and settle for a smaller piece of the pie can be a winning formula. This becomes an iterative process that takes time, effort, resources, and perhaps most the most difficult thing of all a change in culture. Each retailer must search for its own winning formula to compete. To succeed, retail store retailers must take advantage of new innovations, to create customer experiences that deliver true differentiation. Technology will play a major role in enabling these new innovations.

Importance Of The Study

Retail industry in India, being the second largest industry in the world in terms of growth, provides goods and services to a large number of people from various strata of society. Further, this industry is one of the largest employment generators in India. But, of late, the stake of this industry in India is in readiness, due to entry of multinational retail chains in India which led to stiff competition that retailers in India have to face. So, the retail industry in India must take urgent steps to withstand in the market along with multinational operators. The entry of multinationals in India changes the life style of the consumers in a big way which was never seen before. At this juncture, it is imperative for the retailers to understand the behaviour of the consumers which are dynamic day-by-day. Hence, this study aims at providing vital inputs to the retailers in India in order to understand and comprehend the consumer behaviour in the present changed scenario. So, this study thoroughly analyses the consumer shopping behaviour in retail stores, keeping in view the present life style of consumers.

Scope Of The Study

The purpose of this study is to analyse the consumer behavioral pattern, which includes a thorough analysis of shopping intention, shopping habits and shopping attitudes of consumers in retail stores. The outcome of this study will be of immense help to the retailers in understanding the tastes and preferences of consumers, the criteria adopted by consumers in selecting a particular retail store, adopting a suitable pricing strategy, and devising an appropriate marketing strategy, so as to improve their stores in a better way.

REVIEW OF LITERATURE

Catherine and Magesh (2017) have studied on retail Shoppers's satisfaction using differentiation strategies. In this study data collection is based on primary data that are collected through questionnaire survey made on the selected sample of sample size 123. After the research and study the authors concluded that shopper's or customer's interest towards repurchase/repurchase intent, and satisfaction are linked and affect each other.

Sashikala and Ashwini Gangatkar (2015) has examined a study on comparative analysis of consumer perception towards supermarkets and provision stores in Bangalore. The analysis was made about the consumer perception of supermarket and provision store. The authors concluded in the end with the results that no doubt consumers have better perception about supermarket as compared to provision stores except price.

K.C. and Paramasivam (2013) have investigated a study on customer satisfaction, purchase pattern towards Nilgiri's supermarket in Coimbatore city. The main factors taken into consideration for data analysis were value, availability, and arrangement, of the products in Nilgiri's store and ambient level of satisfaction towards the supermarket. The authors found out in conclusion that Nilgiri's supermarket customers were highly satisfied with the quality (56.67%) followed by the service (26.66%).

Hariharan and Selvakumar (2014) have examined a study on consumer Satisfaction towards Supermarkets with reference to Coimbatore. They have used Non-probability convenience sampling as a methodology and this survey consists of sample of 150 participants. The primary data consisting 25 questionnaires were collected through interview schedule from the consumers of the Supermarkets in

Coimbatore. The study revealed that that the consumer in Coimbatore is more satisfied with the services rendered by supermarkets.

Azad, Hossain, & Parveen, (2012), Study the customer perception about supermarkets and also tried to estimate the factors which are responsible to satisfy the customers of supermarkets in Bangladesh. They conclude that there is no limit to the satisfaction level of the customers, as it differs from person to person. But there are some common factors which can determine the overall satisfaction of the customers of supermarkets. If the customers are satisfied by shopping in supermarkets then there is a positive attitude of customers towards supermarkets and will repeat their purchases. But if they are not satisfied, then the supermarket is not serving its purpose to the customers.

(Lu & Lukoma, (2011) examined the overall dimensions and specific elements to measure the customer satisfaction level and also a comparative analysis was conducted between the three supermarkets. The study resulted in showing that the people like to buy from the most convenient supermarket therefore location is considered as the most important factor for retailers business. The critical factors of customer satisfaction of the supermarkets were location, staff, reliability, product quality and additional services

Ramakrishnan K. (2010) has attempted to decipher the competitive response of small, independent retailers in an emerging economy India to the onset of competition from large, organized retailers. He has found that the presence of distinct strategies, strategic groups, and the positive impact on small retail performance of adopting distinct retail functional and business strategies.

Shelja Jose Kuruvilla and Nishank Joshi (2010) have outlined that retail boom in India is generating considerable interest from within the country as well as abroad. They have found that the growth in retail has been fuelled by the mushrooming of shopping malls across the country.

Cha (2001) has reported that impulse buying behaviour regarding fashion products were associated with patterns like chaste, repeated emotions, as well as, fashion-oriented impulse buying behaviours.

Objectives Of The Study

1. To study the consumer preference for buying behaviour in retail stores in Coimbatore district.
2. To explore the factors those determine customer's perceptions towards retail stores.
3. To study the satisfaction level of the consumers in different attributes of retail stores in Coimbatore.
4. To find out the relationship between demographic variables of the consumer and satisfaction of the consumers in different attributes of retail stores in Coimbatore.

Limitations Of The Study

1. The sample size was relatively small and drawn from only Coimbatore. Due to time constraints, the sample size is restricted to 100 respondents.
2. The study being a primary one, the accuracy and reliability of data depend on the information provided by the respondents.
5. The respondent's views and opinion may hold good for the time being but may vary in the future.
6. This study elicited the opinion on consumers' behaviour in retail stores. The elicited opinion of consumers may not good at all times.
7. The research area of the study was confined to Coimbatore District. Hence, the generalisation of the study may not hold good for the entire universe.

RESEARCH METHODOLOGY

Area of Study The study is exclusively done in the area of marketing. It is a process requiring care, sophistication, experience, business judgment, and imagination for which there can be no mechanical substitutes. The study selected the area of Coimbatore district.

Sources of data : The study has used both the primary data and secondary data. Primary data were collected using interview schedule method. Interview schedule have been used to collect the primary data from the customers. Interview schedule have been pretested and validated. Secondary data were collected through various journals, magazines, reports and Newspapers. Information had also been drawn from available literature pertaining to the field of knowledge

Research Methodology Research in common pursuance refers to a search for knowledge in a scientific and systematic way for pursuant information on a specified topic. Once the objective is identified, the next step is to collect the data which is relevant to the problem identified and analyze the collected data in order to find out the hidden reasons for the problem.

Sampling Method The technique used for the research is on- profitability sampling because the population is infinite. The sampling technique selected for the study is a convenient sampling technique.

A convenient sampling method (non- profitability sampling) was used to select samples. Sample Size The data is collected from 100 respondents

Data Collection Method The data collecting instrument used for obtaining the desired information was a questionnaire. The questionnaire was structured and directed so as to make the respondents understand it easily.

ANALYSIS AND DISCUSSION

Table 1 Demographic profile

Source	Factors	No.of Respondents	Percentage
Gender	Male	40	40
	Female	60	60
Age Group	Below 20 Years	11	11
	21-30 years	55	55
	31-40 Years	29	29
	Above 40 years	3	3
Marital Status	Married	58	58
	Un married	42	42
Educational Qualification	UptoSchool	9	9
	UG	33	33
	PG	41	41
	Other	17	17
Employment status	government Employee	10	10
	private Employee	26	26
	Business	9	9
	Professional	24	24
	Homemaker	26	26
	Students	5	5
\Monthly Income	Below 10000	26	26
	10000-25000	36	36
	25000- 40000	16	16
	40000-50000	14	14
	Above 50000	8	8
Products	Provisions & Groceries	34	34
	Fruits & Vegetables	22	22
	Dairy Products	24	24
	Confectionery items	10	10
	Cosmetics	6	6
	Stationery items	4	4
Sources of Awareness	advertisement	30	30
	Family members	30	30

	Relatives	9	9
	Friends	25	25
	others	5	5
Frequency of buying	Daily	06	06
	Once in a week	14	14
	Twice in a week	30	30
	Once in a Month	41	41
	Occasionally	9	9

Source : Primary Data

The above table shows that 50 percent of the respondents are female, 55 percent of the respondents are in the age group of 21-30 years. Further a majority 58 percent of the respondents are married. The respondents were predominantly post graduates 41 percent followed by graduates 34 percent it implying that sample comprises of high literate respondents. Regarding with the employment status, 26 percent of the respondents are private employees, and most of the respondents are in this analysis earns at 10000 to 25000 rupees followed by 10000. Most of the respondents are 34 percent and 22 percent are purchase the home products and health related respectively. Customers use to buy local organic outlets most of the time 46 percent and mostly they buy once in monthly once at 30 percent of the respondents out of 100 sample respondents.

Frequency Of Purchase

The following table has put up with the view of know that how frequent the customers are visiting to stores for purchase of products those who are regular.

Table 2 frequent the customers are visiting to retail stores in purchase of products

Particulars	No.of Respondents	Percentage
Daily	06	06
Once in a week	14	14
Twice in a week	30	30
Once in a Month	41	41
Occasionally	9	9
Total	100	100

The above table reveals that 41 percent of the respondents are visiting to stores once in one month it is inferred that most of the customer are visit the supermarket monthly once. This was followed by 30 percent of the respondent are visiting the super market at 15 days once.

t-test

Gender and Factors influencing the buyers in retail stores

Hypothesis: There is no significant relationship between the gender of the respondents and Factors influencing the buyers in retail stores.

Result of t - Test: Gender and Factors influencing the buyers in retail stores

Gender	N	Mean	Std	T value	p-value	Result
Male	40	45.281	11.858	5.278	0.001	Significant
Female	60	39.873	10.162			

S- Significant (P value 0.05)

It is clear from the table 4.49 that the statement of equality and variance is not satisfied. Hence $0.000 < 0.05$, Hypothesis is rejected (Significant).

There is significant difference between the gender wise classification and influencing factors in retail stores

Gender and Level of Satisfaction in retail stores

Hypothesis: There is no significant relationship between the Gender of the respondents and level of satisfaction in retail stores.

Result of t – Test: Gender & Level of satisfaction in retail stores

Gender	N	Mean	Std	T value	p-value	Result
Male	40	31.336	7.966	3.548	0.001	Significant
Female	60	28.943	6.940			

S- Significant (P value 0.05)

It is studied from the table 4.50 that the statement of equality and variance is not satisfied. Hence $0.001 < 0.05$, Hypothesis is rejected (Significant).

There is significant difference between the gender wise classification and level of satisfaction in retail stores.

Rank Analysis: Ranking Factors Influence to buy from retail stores

Factors	Highly Satisfied	Satisfied	Moderate	Dis satisfied	Highly Dissatisfied	Total Points	Rank
Variety of products	42	31	16	7	4	402	I
Environmentally and Cleanliness	30	39	19	10	2	385	III
Quality of products is good	36	40	14	6	3	397	II
Display of the products is proper and neat Freshness	37	30	13	14	6	378	IV
Store location is convenient	32	34	15	14	5	374	VI
Staff response to enquiry	30	34	18	11	7	369	VIII
Mode of payment is flexible	36	32	12	12	8	376	V
Price of products is reasonable	35	31	14	12	8	373	VII

The above table clearly states that there are various factors which influencing to buy the product in retail stores. The result revealed that the first rank assigned to Variety of products. The quality of the product was assigned as second rank, third rank was acquired as Environmentally and Cleanliness and Display of

the products is proper and neat Freshness was assigned as a fourth rank. The Mode of payment is flexible registered as fifth rank and the Store location is convenient was acquired sixth rank. Advertisement and price of the product are registered as seventh and eighth rank respectively.

Average Score Analysis

The Average Score analysis is used to identify the feeling of the different categories of the respondents on the various aspects relating to retail stores. In this study the average score analysis is performed to identify the opinion of the respondents on the various sales promotion offers provided by the retail stores, preferable product categories in retail stores and preference of purchasing store brand categories. The Table depicts rank wise distribution of the respondents based on the various sales promotional offers taken for the study.

Promotional Offers	Average Score	Rank
Free Samples	1.94	I
Money Refund offers	2.86	III
Price Off	2.72	II
Referral Gifts	3.29	IV
Coupons	4.36	VII
Contest	4.81	X
Demonstrations	3.53	V
Point of Purchase	4.61	IX
Frequent shopper programs	4.48	VIII
Sweepstakes	4.05	VI

It is known from the table 4.59 that out of the total respondents most of them were given top priority of the sales promotional offers as free samples (Rank 1), Price off has given the second rank, Money refund offers is chosen as third rank and it is followed by referral gifts, demonstrations and so on. It is concluded that among the various promotional offers free samples is considered is highly preferred and contest is least preferred by the respondents.

Average Score: Preferable purchasing product categories in retail stores

The Table shows rank wise distribution of the respondents based on their preference of purchasing the product categories in retail stores.

Product categories	Average Score	Rank
Provisions & Groceries	1.49	I
Fruits & Vegetables	2.01	II
Dairy Products	3.60	vI
Confectionery items	2.91	IV
Cosmetics	3.23	V
Stationery items	2.88	III

It is demonstrated from the table that out of the total respondents most of them were given top priority to the product category of provisions & groceries (Rank 1), Fruits & vegetables has given the second rank, stationery items is chosen as third rank and it is followed by confectionery items, cosmetics and so on. It is concluded that among the various preference on product category provisions & groceries is highly preferred and dairy products is least preferred by the respondents.

CORRELATION

Correlation is the statistical analysis which measures and analyses the degree or extent to which two variables fluctuate with reference to each other. The correlation measures the closeness of the relationship between the variables. In this study the correlation test is used to test the extent to which the level of agreeability, factors influencing buyers in retail stores and level of satisfaction correlates each other.

Factors influencing buyers in Retail stores and Level of Satisfaction in Retail stores

Variables			
Factors Influencing Buyers in Retail Stores	Pearson Correlation	1	.242**
	Sig. (2-tailed)		.000
	N	100	100
Level of Satisfaction in Retail Stores	Pearson Correlation	.242**	1
	Sig. (2-tailed)	.000	
	N	100	100

**Correlation is significant at the 0.01 level (2-tailed)

From the above table it is explicable that there is positive association between, the factor influencing buyers in retail stores and level of satisfaction in retail stores. And it is a moderate correlation of 0.242 which is statistically significant.

Henry Garret Ranking Analysis

In order to understand the various motivating factors, which influencing to buy the products and satisfaction in the retail stores, various factors were considered and the Henry Garrett ranking method has been applied and the details of Garrett points and mean is presented below.

Henry Garret Ranking Analysis

Factors	TOTAL SCORE	AVERAGE	RANK
Staffs Service	5304	53.04	II
Parking is sufficient	3798	37.98	VIII
Fruits and vegetables are fresh	4429	46.29	V
Prices are reasonable	4621	46.21	III
Store Location is convenient	4618	46.18	IV
Billing services are fast and correct	4404	44.04	VII
Quality of the product	5679	56.79	I
Environment, lean and ventilated	3547	35.47	IX
Display of products makes it easy to choose	3245	32.45	X
Discount on bulk purchase	4617	46.17	VI

It could be seen from the above table that the factor to buy the product from the super market the respondents that the „ Quality of the product “ was ranked first with a score 56.79 Garrett points. „ Staffs Service “ was the second rank with a score of 53.04 points. „ Prices are reasonable “ was the third rank with a score of 46.21 points. „ Store Location is convenient was the fourth rank with a score of 46.18 points. „ Fruits and vegetables are fresh “ was the fifth rank with a score of 46.29 points. „ Discount on bulk purchase “ was the sixth rank with a score of 46.17 points. „ Billing services are fast and correct “ was the seventh rank with a score of 44.04 points. “Parking is sufficient” was the eighth factor with a score of 37.98 points. „ Environment, lean and ventilated “ was the ninth factor with a score of 35.47 points.

CONCLUSION

The Retail Industry in India has come forth as one of the most dynamic and fast paced industries with several players entering the market. Every organization desires to satisfy its customer's need fully. Customer's needs are diversified because every customer is unique in terms of tastes, choice and habit. Due to different benefits, peoples are becoming dependent on super shops for daily household shopping. Especially the scenario is very common in city areas. Customers are getting better service and quality products with reasonable price from these retail stores. The present study examined the Customer Preference and Satisfaction towards retail stores with reference Towards Coimbatore City. The sampling technique selected for the study is a convenient sampling technique. The size of sample is 100. The study concludes that demographic factors such as age, income, gender and education are having significant role in retail store selection. Shopper groups mainly vary in choosing a store based on their significance for patronage factors of a store. The study reveals that consumers prefer modern retail formats due to quality, variety of brands, parking facility, trained sales personnel and for security purpose. The results show that consumers are more sensible towards optimization of time and money while shopping. The results also prove that most of the consumers are price and quality association conscious. The consumers are more concern about service quality, store convenience, product quality and availability of new products. Thus, the study provides some insights on factors that could be important in managing customer loyalty. It also observes that there is no difference in demographic profile of the customer in terms of location.

REFERENCE

1. Catherine, S. , & Magesh, R. (2017). Retail Shopper's Satisfaction Using Differentiation Strategies. *Indian Journal of Scientific Research*, 14(1), 74-76.
2. Hariharan and Selvakumar (2014), "A Study on Consumer Satisfaction Towards Supermarkets With Reference to Coimbatore", Volume : 3 , Issue.12, pp.20-21
3. Hariharan, D. S., & Selvakumar, D. N. (2014). A study on consumer satisfaction towards supermarkets. *Indian journal of research*, volume 3 Issue:12. Pp- 20-22.
4. Jayasankaraprasad, (2010), "Effect of Situational Factors on Store Format Choice Behaviour in Food and Grocery Retailing in India - Multiple Discriminant Analysis" *IBSU Scientific Journal* Vol. 4, No. 2, pp 05-33.
5. John B. Clark, Hojong Hwang (2000), "International Comparative Analysis of Customer Satisfaction with Discount Stores", *Journal of Retailing*, (www.sba.muohio.edu. Accessed on 24 April 2012).
6. K.C, P., & Paramasivm, P. (2013). A study on customer satisfaction, purchase pattern towards Nilgiri's supermarket in Coimbatore city. *International Journal of Commerce and business management*, 6 (2), 384-389.
7. Kim, S., Jin, B. (2001), "An Evaluation of the Retail Service Quality Scale for US and Korean Customers of Discount Stores." *Advances in Consumer Research*, Vol. 28, pp. 169 - 176.
8. Mandeep Singh, Harvinder Kaur, Ravneet Kaur, (2011), "Emerging Market Priorities For Retailers And Consumers in organised Sector In India" *Asian Journal of Research in Business Economics and Management*, Vol. 1, No. 1, pp 1-21.
9. Noel Y.M. Siu, Jeff Tak - Noel Y.M. Siv, Jelf Tak - Hing Cheung, "A measure of Retail Service Quality", *Marketing Intelligence and Planning*, April 2001, Vol.19, Issue. 2, pp. 89-96.
10. Ramakrishnan K. (2010), The Competitive response of Small, Independent Retailers to Organized Retail: Study in an Emerging Economy, *Journal of Retailing and Consumer Services*, Vol. 17(4), pp. 251-258.
11. Sankar Sen, Lauren G. Block and Sucharita Chandran, "Window Displays and Consumer Shopping Decision", *Journal of Retailing and Consumer Services*, Vol. 9 pp. 277-290.
12. Saxena Anil (2018), "A Study on Customers Satisfaction and Preference towards Supermarket (BIG BAZAR)", *International Journal of Business and Management Invention*, *International Journal of Business and Management Invention* Vol-7, pp-101-104
13. Shashikala, R., & Ashwini Gangatkar, J. (2015). A Study on Comparative Analysis Of Consumer Perception Towards Supermarkets And Provision Stores In Bangalore. *International Journal of Engineering and Management Sciences*, 6(3), 149-154.
14. Shelja Jose Kuruvilla. Nishank Joshi (2010), Influence of Demographics, Psychographics. Shopping orientation. Mall shopping attitude and Purchase patterns on mall patronage in India, *Journal of Retailing and Consumer Services*. Vol. 17 (4), pp. 259-269.
15. Yuvaraju Duggani, Subramanyam. D and Durga Rao (2014), "A Study on Customer Satisfaction towards Food Bazaar in Bangalore", *Global journal of Commerce and Management Perspective*, , Vol.3(4), pp-238-244