

Customer Satisfaction Towards Organized Retail Format in Tiruchirapalli – An Empirical Study

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Abstract

Customer expectation refers to the needs, wants, and rigid ideas of a customer about a product or service. Customer expectation will be prejudiced by a customer perception of the product or service and can be created by previous experience, advertising, hearsay, awareness of competitors and brand image. The objectives are to classify the determinants of customer expectation in the organized retail format in Trichy area, to identify the demographic profile of the customers visiting organized retail format. A total of 100 questionnaires have been randomly distributed to retail customers and the data collected is analyzed. The result of this analysis suggests the degree of customer expectation in terms of services provided by organized retail format in Trichy area.

Keywords: customer satisfaction, customer expectation, organized retail format and customer opinion

I. INTRODUCTION

Customer expectation refers to the needs, wants, and preconceived ideas of a customer about a product or service. Customer expectation will be prejudiced by a customer's perception of the product or service and can be created by preceding experience, advertising, word of mouth, responsiveness of competitors, and brand image. The level of customer service is also a part, and a customer might expect to run into efficiency, cooperation, trustworthiness, assurance in the staff, and a personal interest in his or her benefaction.

A. The Importance of Customer Expectations:

Customer service has not at all been so important, yet many firm give the impression to have lost sight of their customers' needs, argue customer service mentor James Bishop competence is a huge challenge for businesses. However, the drive for good organization can expose good customer service. In the recreation of keeping costs as low as possible, many business have tried to regulate as much of service deliverance as possible. But the jeopardy is that such their organization often become too mechanistic in their service deliverance. Customers are not common and therefore it is important that companies be on familiar terms with this and responds athletically to different customer types and conduct. The art of good business is in achieving a high level of value (doing the exact effects) with competence - thus delivering the right service for the customer, as remaining cost outcome.

B. How to Calculate Customer Expectation:

Customer expectations can pose a major challenge. That's since expectations are amazing creature: They raise, they shrivel, they change character, they change path. They move continually, and they shift without difficulty. And how happy (or unhappy) the customers are is resolute by these expectations and organization recital in meeting them.

If expressed as a calculation, customer satisfaction may look somewhat similar to this:

$$\text{Customer Satisfaction} = \frac{\text{Organization Performance}}{\text{Customer Expectations}}$$

C. Six Major Expectations of Customer Are:

1) Customers Expect Solid Information:

Providing your customers with touchable information lets them know that you significance them and admiration their skill to make sound decisions. When they experience that they're valued, they're more untie and eager to do more commerce with your company. One way to make sure that they get useful information is to ask inquisitive questions at some stage in your discussion to depiction wants they may not have spoken. For example, ask about the objectives they've position for their company, and the troubles linked by means of attaining them.

2) Customers Expect Options:

Customers don't want to be saying that there's only one approach or one answer. They'll act in response absolutely when they're given options. Options are vital because they create conversation and debate. Open conversation can show the way to more sales.

3) Customers Look Forward to Solitary Supply Service:

Customers don't want to be transferred to each division of your company to enclose their problems solved. They want to be clever to do business with you with the least amount of anxiety. You must be straightforward to do business with. This means pleasing tenure of your customers needs, difficulty, etc., and make sure that their wants are meet up to their satisfaction.

4) Customers Expect better Communication:

They may not be the most superb communicators, but they are expecting communication fineness from you. So, if you tell them that you will call them rear at a certain time, make clear in your mind that you perform. Your receptiveness will create a tie of faith, and a communication comfort echelon.

5) Customers are expecting Consulting:

As the specialist on your business' products and services, you be your customer only get in touch with to formative how to use your manufactured goods and/or service to get the best comes back. You must take the time to ask relevant questions meant at verdict how your customer is using your manufactured goods and/or service. This will show your capability and data as well as your intention to use up the required time with them to meet their particular wants.

6) Customers Be Expecting a Seamless Relationship:

The most excellent businesses are those that consider in going the additional mile for their customers. They are familiar with that they have to strengthen why it's in the customer's best attention to carry on doing commerce with them. Structure a connection with your customers built on communal trust and admiration takes moment and endeavor, but keep in mind maintenance is the best technique of building income. Stay in touch with your clientele by keeping them knowledgeable of new actions, product update, and transient on in sequence that may be of awareness, passion to say hello, etc

D. Indian retail industry growth

The India Retail Industry is the main amongst all the industries, bookkeeping for over 10 per cent of the country GDP and around 8 per cent of the employ. The Retail Industry in India has move toward as one of the most go-ahead and quick pace industries with several players toward the inside the market. The India Retail Industry is steadily inch its way towards coming the next bang industry. A huge youthful working population with middle age of 24 years, nuclear family in city areas, along with rising workingwomen population and up-and-coming opportunities in India. The growth prototype in organized retailing and in the consumption made by the Indian population will go after a rising chart helping the newer businessmen to enter the India Retail Industry. In India the huge middle class and its almost untouched retail industry are the key good-looking forces for worldwide retail giant deficient to go into newer markets, which in revolve will help the India Retail Industry to grow up faster. Indian retail is likely to grow 25 per cent per annum. Current retail in India could be worth US\$ 175-200 billion by 2016. The Food Retail Industry in India dominates the shopping storage bin. The Cell phone Retail Industry in India is already a US\$ 16.7 billion business, rising at over 20 per cent per year. The prospect of the India Retail Industry looks hopeful with the rising of the market, with the government policy.

II. RESEARCH PROBLEM

The researcher is interested in hauling out study in this area in order to study to analyze how the employee responsiveness meets the customer expectation. The researcher wants to find out the majors factors that have an impact on customers purchase decision in Retail Format.

A. Objective of the Study:

- To Study about Customer Purchase behavior in organized retail format.
- To Know about Customer Expectation in organized retail format.
- To Study about Employee responsiveness in organized retail format.
- To Study about Customer service in organized retail format.
- To know about overall customer satisfaction in organized retail format.

III. LITERATURE REVIEW

Lewis(1987)suggested that what can be measured are the differences between the abstraction ,So if we can measure the difference between expectations and perception which was defined as perceived quality, We can therefore determine the level of satisfaction.

Kathryn bishop(1994)Examines the differences between consumers` expectations and perceptions of service quality they received when shopping apparel specialty stores.

Edvardsson(1996) the researcher highlighted that the concept of service should be approached from the customer`s point of view, since it was his/her perception of the outcome that constituted the service.

Reisinger and Turner(1999)Previous studies reported the people from different cultures have different preferences, expectations and so travel consumption patterns Cultural differences in value orientations and socialbehaviour have direct impacts on tourist holiday experiences.

Chezyofir et all(2005)Customer expectations were indistinguishable from evaluations of the store`s past performance, the former led to more negative post-purchase evaluations whereas the latter tended to generate more positive post-purchase evaluations.

B. Research Methodology:

- The Research Methodology is the vein of every research.
- Present Study is Descriptive in Nature.

C. Analysis

1) Chi-Square test

H0₁: there is no significant difference between Age and Expectation of Customer

H0₂: there is significant difference between Age and Expectation of Customer

Table – 1

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	27.420 ^a	16	.037
Likelihood Ratio	29.817	16	.019
Linear-by-Linear Association	6.752	1	.009
N of Valid Cases	186		
15 cells (60.0%) have expected count less than 5. The minimum expected count is .12. Calculated value=27.420 Table value=26.296 Calculated value > table value H0: Rejected There is significant difference between Age and Expectation of customer.			

2) Chi-Square test

H0₁: there is no significant difference between Age and Expectation of Customer

H0₂: there is significant difference between Age and Expectation of Customer

Table – 2

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	27.420 ^a	16	.037
Likelihood Ratio	29.817	16	.019
Linear-by-Linear Association	6.752	1	.009
N of Valid Cases	186		
15 cells (60.0%) have expected count less than 5. The minimum expected count is .12. Calculated Value: 27.420 Table Value:26.296 Calculated value > Table Value H0 Rejected There is significant difference between age and expectation of customer.			

IV. CORRELATIONS

Between Customer services Expectation of Customer

Table – 3

Correlations			
		Customer.services	Expectation.of.Customer
Customer.services	Pearson Correlation	1	.370**
	Sig. (2-tailed)		.000
	N	186	186
Expectation.of.Customer	Pearson Correlation	.370**	1
	Sig. (2-tailed)	.000	
	N	186	186
**. Correlation is significant at the 0.01 level (2-tailed).			

It's a positive Linear Correlation

H1 accepted

A. Findings:

- Customers expect shopping ease from retail format.
- Customers expect accessibility of full product range with complete information from retail format.
- Customers expect credit/trustworthiness.
- Customers expect retail ambience.

B. Suggestion:

Most of the customers accept the current schemes and offer from the retail format. So the Retail Format can try to give more schemes and offer to get new retailers.

V. CONCLUSION

In this study it is institute that organized retail format offer better excellence of service, product variety as compared to the unorganized retail format. The retail format is on stage extraordinary position all the way through the world in rising output of consumers' produce and services. The retail industry in India has come forwards as one of the largest powerful and fast paced industries with more than a few group of actors inward bound the market. The Indian retail industry is most important between all the industries, bookkeeping for over 14-15 percent of the country's GDP and around 8 percent of the employ. The main challenging facing organized retail format is the rivalry from unorganized retail format. Retailer is a line between producer and purchaser, who make sure the easy flows of goods and services to the customer. The time have left when customers were pitiful only to the shops close by to the house and the fast renovation of Indian society have greater than before carve up of organized retail in total retail industry. The growing speed of this format has improved the neckline competition among the retail players so to maintain and improve the market share that they are trying to keeping the customers more contented and pleased by contribution more principles to the customers to their barely earned money.

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