

ANTECEDENTS OF ORGANISED RETAIL CUSTOMER SATISFACTION: AN EMPIRICAL ANALYSIS WITH SPECIAL REFERENCE TO SPENCER'S IN GUNTUR DISTRICT

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ABSTRACT

Today, with the emergency of large supermarkets, hypermarkets and various other formats like the department store, the retailer is closest to the consumer. The retailer is the first contact point that the consumer has with the product, this has given the retailer tremendous power. In a competitive marketplace where businesses compete for customers; customer satisfaction is seen as a key differentiator. Businesses who succeed in these cut-throat environments are the ones that make customer satisfaction a key element of their business strategy. Keeping in view the significance of customer satisfaction an attempt was made to study the customer satisfaction, variances in customer satisfaction among varied demographic profiles of the customers and factors influencing customer satisfaction.

Keywords : Retail Marketing, Organized Retailing, Customer Satisfaction.

INTRODUCTION

Retail is a final stage of any economic activity. By virtue of this fact, retail occupies an important place in the world economy. In an attempt to understand the scope of the term retail, various definitions of the term have been examined. According to Philip Kotler, 'Retailing includes all the activities involved in selling goods and services to the final consumers for personal, non- business use. A retailer or retail

store is any business enterprise whose sales volume comes primarily from retailing¹. Any organization selling to final consumers whether it is a manufacturer,-wholesaler or retailer- is doing retailing. It does not matter how the goods or services are sold (by person, mail, telephone, vending machine or internet or where they are sold – in a store, on the street or in the consumer's home¹). Retailing thus, may be understood as the final step in the distribution of merchandise, for consumption by the end consumers.

In the age of intensive competition, a retail organization, however big or small, is concerned with the image that its stores carry in the minds of the consumers. This image is largely influenced by the service provided by the store and the experiences of the customers. A satisfied customer is bound to tell others about his experiences, as well as dissatisfied customers. Word of mouth publicity is many a time more effective than advertising. Positive word of mouth is the best advocate for the store while negative word of mouth results in disaster.

¹Today's companies are facing toughest competition ever. The question is how companies can go about winning customers and outperforming competitors. The answer lies in doing a better job of meeting or exceeding customer expectations. Successful marketing companies go out of the way to keep their customers satisfied or delighted. They strive to match customer expectations with company performance. Some companies aim to delight customers by promising only what they can deliver, then delivering more than they promise.

REVIEW OF LITERATURE

Anu Singh and Kaur Tripat (2006) explained the strategies adopted by retailers to keep pace with the changing moods of the shoppers. The study addressed how factors within and outside the stores affect store-level shopping decisions. The six main indicators on the basis of which retailers decide to go for a specific type of retail format are: Price, Sales Personnel, Quality of Merchandise, Assortment of Merchandise, Advertising, Services and other Convenience Services. Dr. Suvasis Saha (2007) studied Customer Care in Retail. In today's buyer market customer care and customer satisfaction is the key which turn off the lock of success.

Lu and Seock (2008) examined the relationships between perceived service qualities their satisfaction to those stores. The results showed that all three service quality dimensions in the study were significantly and positively related to their satisfaction at their favorite department stores and overall loyalty behavior to those stores.

A. Sukumar (2009) Explored customer satisfaction towards departmental stores in Coimbatore¹ found that a majority of the respondents were getting immediate

rectification from the damages. Most of the respondents were getting the free door delivery service. A majority of the respondents were highly satisfied with the customer care service rendered at the stores.

Piyali Ghosh, Vibhuti Tripathi and Anil Kumar (2010) attempted to address issues related to store attributes and their relevance in the store selection process. Factor analysis has yielded three factors: Convenience & Merchandise Mix, Store Atmospherics and Services. The factors identified would be of use to retailers in designing their outlets with store attributes that would meet the expectations of shoppers and thus motivate them towards store patronage decisions.

Ian Grace.B. Lukoma (2011) attempted to study customer satisfaction towards retailers. The study investigated the satisfaction levels of customers in supermarkets. The results showed that customers felt satisfied with Location, Staff courtesy and Reliability of supermarkets as the top aspects that drive satisfaction while additional services were ranked lowest.

Mr. L. Gopala Krishnan, Dr. S. Varadaraj (2012) conducted an empirical analysis on consumer satisfaction and store loyalty. It was found that the factors: gender, marital status and family size correlate with satisfaction level, the majority of the consumer's loyalty shallow in nature. Major findings of the study were there was no close relationship between the age of the respondents and their level of satisfaction', close relationship was observed between gender and their satisfaction level, no significant relationship was found between preference of shopping and satisfaction level of the respondents.

S M Sohel Rana, Abdullah Osman (2014) conducted research on Customer Satisfaction of Retail Chain Stores: Evidence from Bangladesh. From the results, it was determined that the model satisfactorily explains customer satisfaction and that retail chain store owners and managers should focus on four major elements – responsiveness, product quality, physical design and pricing policies if customer satisfaction is to be treated as a strategic variable. It was found that responsiveness and product quality were most important to customers followed by price and physical design.

OBJECTIVES OF THE STUDY

The present research study was carried out with the following objectives.

1. To study the satisfaction level of the customers of Spencer's in Guntur district.
2. To explore the factors of customer satisfaction with reference to Spencer's retail outlets in Guntur district.
3. To examine the difference in the level of satisfaction of customers of Spencer's in Guntur district.

4. To study the impact of organized retailing on the customer satisfaction with special reference to Spencer's retail outlets in Guntur district.

METHODOLOGY

The population for the present study constitutes all classes of customers who are the regular purchasers and occasional buyers of Spencer retail store in the Guntur City. Exit interviews of 664 customers shopping from Spencer retail outlet located in the City of Guntur was taken for the study. The sample for the present study was drawn by using Simple Random Sampling method in which every unit of the population will have an equal chance of being included as sample.

The required data was collected from both primary and secondary data sources. Primary data was collected with the help of observation method and survey method. In order to elicit the views and opinions of the customers about various attributes of organized retail marketing on customer satisfaction data was gathered directly from the customers of Spencer with the help of a self structured questionnaire.

The secondary data was collected through Books, Journals, Periodicals, Abstracts, Directories, and Research reports, Conference Papers, Newspapers and Magazines. Means and Standard deviations were computed to measure the extent of customer satisfaction. Factor Analytical approach was used to define various attributes / features of customer satisfaction.

The item responses were subjected to Principal Axis Factoring Method with Kaiser-Meyer- Oklin (KMO) Measure of Sampling Adequacy (MSA). Bartlett's test of sphericity was computed to find out whether the sample for application of factor analysis was statistically significant or not. ANOVA was calculated to analyse the differences in the levels of satisfactions of customers belonging to varied demographic profiles. Multiple regression analysis was carried out to examine the impact of organized retail marketing on customer satisfaction.

RESULTS AND INTERPRETATIONS

Table 1 : Level of Customer Satisfaction

Sample Size	Customer Satisfaction Score
664	4.04

From the results of the study it was observed that the customers of Spencer's were highly satisfied as the mean score was 4.04.

Table 2 : Results of Factor Analysis

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.684
Bartlett's Test of Sphericity	Approx. Chi-Square	3930.168
	Df	435
	Sig.	.000

Table 3 : Total Variance Explained						
Component	Initial Eigenvalues		Extraction Sums of Squared Loadings			
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.799	12.664	12.664	3.799	12.664	12.664
2	2.720	9.067	21.731	2.720	9.067	21.731
3	1.953	6.510	28.241	1.953	6.510	28.241
4	1.639	5.463	3.704	1.639	5.463	33.704
5	1.453	4.843	38.547			
6	1.340	4.467	43.014			
7	1.276	4.252	47.266			
8	1.217	4.057	51.323			
9	1.147	3.822	55.146			
10	1.070	3.567	58.712			
11	1.047	3.490	62.202			
12	1.012	3.372	65.574			
13	.953	3.178	68.752			
14	.836	2.787	71.540			
15	.787	2.623	74.162			
16	.782	2.606	76.768			
17	.701	2.336	79.104			
18	.668	2.226	81.330			
19	.655	2.183	83.514			
20	.609	2.031	85.545			
21	.567	1.891	87.435			
22	.511	1.703	89.139			
23	.471	1.570	90.709			
24	.466	1.554	92.263			
25	.460	1.532	93.796			
26	.430	1.433	95.229			
27	.397	1.324	96.553			
28	.374	1.247	97.800			
29	.351	1.170	98.970			
30	.309	1.030	100.000			

Extraction Method: Principal Component Analysis.

From the results of factor analysis the factors of organised retailing was categorised in to

- **Product attributes**
- **Store attributes**
- **Sales promotion**
- **Behaviour of sales personnel**

Table 4: Product Attributes

Product attributes	Factor Loadings	Mean Scores	Standard Deviation
Quality of products	.406	3.93	.570
Variety of products	.571	3.64	.679
Unique and latest products	.515	3.39	.714
Branded products	.404	3.53	0.684
Value of merchandise for the money	.544	3.63	0.76
Packaging	.669	3.47	0.912

Eigen Value = 1.639

Percentage of Variance = 5.463

Factor 1 Product attributes is the important factor accounting for 5.463% of variance. Item loadings ranged from 0.571 to 0.404. There were 5 statements in this factor. Mean scores of factor indicated that customers responded good to the statements related to Quality and variety of products (mean=3.59). It was observed that quality of products and variety of products affect customer satisfaction. Dr. G. Bharathi Kamath (2009) explored that low prices, Navreen Tariq Wani, Samreena Tariq Wani (2011) value for money impact customer satisfaction .

Table 5 : Store Attributes

Store attributes	Factor Loadings	Mean Scores	Standard Deviation
Location of the store	.338	3.68	.694
Stacking of the products	.255	3.57	0.638
Sufficient and convenient billing counters	.293	3.50	0.626
Entrance and walk ways	.455	3.58	0.696
One-stop convenience	.347	3.49	0.692
Ambience	.256	3.33	0.703
Spacious shop floor	.315	3.25	0.7
Trolleys/ Escalators	.581	2.96	1.047
Good food court	.572	3.12	0.861
Play station for kids	.628	3.08	0.874
Sufficient dressing rooms	.516	3.26	0.742
Shelf/Rack system	.389	3.34	0.778
Shelf/Rack system	.389	3.34	0.778

Eigen Value = 2.720

Percentage of Variance = 9.067

Factor 2 Store attributes is the important factor accounting for 9.067% of variance. Item loadings ranged from 0.628 to 0.255. There were 13 statements in this factor. Mean scores of factor indicated that customers responded good to the statements related to Quality and variety of products (mean=3.34). It was observed that location of the store, stacking of the products, entrance and walk ways contributed to the customer satisfaction. Martenson (2007) Customers are satisfied when the store is neat and clean Piyali Ghosh, et.al;(2010), identified that store atmospherics impact customer satisfaction .

Table 6 : Sales Promotion

Sales Promotion	Factor Loadings	Mean Scores	Standard Deviation
Promotional offers	.393	3.58	.695
Awareness of offers	.484	3.34	.682
Frequency of promotional offers	.349	3.19	0.624
Redemption of gift voucher/ Discount coupon	.469	3.46	0.682
Customer membership/loyalty programmes	.427	3.35	0.759

Eigen Value = 1.953

Percentage of Variance = 6.510

Factor 3 Sales Promotion is the important factor accounting for 6.5107% of variance. Item loadings ranged from 0.484 to 0.349. There were 5 statements in this factor. Mean scores of factor indicated that customers responded good to the statements related to Quality and variety of products (mean=3.38). It was observed that location of the store, stacking of the products, entrance and walk ways contributed more to the customer satisfaction. Bharat Goel and Bushan Dewan (2011) observed that discounts and fair prices, promotion of stores were the sales promotions factors that impact customer satisfaction.

Table 7 : Behaviour of Sales Personnel

Behaviour of sales personnel	Factor Loadings	Mean Scores	Standard Deviation
Personal attention	.384	3.50	.749
Sales presentations/ Demonstrations	.529	3.35	.748
Solving customer problems	.446	3.06	.757
Willing to handle customer queries/ Requests	.497	3.26	0.772
Knowledge of staff about store policies	.425	3.12	.737
Staff etiquettes	.462	3.04	0.85

Eigen Value = 3.799

Percentage of Variance = 12.664

Factor 4 Behaviour of sales personnel is the important factor accounting for 12.664% of variance. Item loadings ranged from 0.529 to 0.384. There were 6 statements in this factor. Mean scores of factor indicated that customers responded good to the statements related to Quality and variety of products (mean=3.22). It was observed that personal attention and sales presentations/ demonstrations found to be more satisfactory for the customers of Spencer in Guntur City. John B Clark and Hojong Hwang (2000) identified that helpfulness of the sales persons, friendliness and number of sales people determines customer satisfaction.

Table 8 : Comparison of Overall of Satisfaction between Different Age Groups

	Age				Total
	25 years and below	26-35 years	36-45 years	Age above 45 years	
Highly dissatisfied	0	2	0	0	2
	.0%	.7%	.0%	.0%	.3%
Dissatisfied	14	12	2	1	29
	5.1%	4.1%	3.4%	2.9%	4.4%
Neutral	90	107	10	11	218
	32.7%	36.1%	17.2%	31.4%	32.8%
Satisfied	160	163	38	17	378
	58.2%	55.1%	65.5%	48.6%	56.9%
Highly satisfied	11	12	8	6	37
	4.0%	4.1%	13.8%	17.1%	5.6%
	275	296	58	35	664
	100.0%	100.0%	100.0%	100.0%	100.0%

ANOVA					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	6.041	3	2.014	4.543	.004
Within Groups	292.559	660	.443		
Total	298.601	663			

ANOVA test is performed between the variables Age and the Overall Customer Satisfaction of the customers. The calculated p value is 0.004 which is less than 0.05, hence it can be concluded that there was significant difference among the overall satisfaction of the customers with respect to Age group. The similar finding was evident from the study by Anselmsson Johan (2006) that customer satisfaction with respect to shopping malls differs on the basis of age.

Table 9 : Comparison of overall satisfaction between Males and Females

	Gender		Total
	Male	Female	
Highly dissatisfied	2	0	2
	.5%	.0%	.3%
Dissatisfied	21	8	29
	5.0%	3.3%	4.4%

Neutral	133	85	218
	31.7%	34.7%	32.8%
Satisfied	238	140	378
	56.8%	57.1%	56.9%
Highly satisfied	25	12	37
	6.0%	4.9%	5.6%
	419	245	664
	100.0%	100.0%	100.0%

ANOVA					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.013	1	.013	.028	.867
Within Groups	298.588	662	.451		
Total	298.601	663			

The overall satisfaction of the males and females was analysed. The calculated p value is 0.867 which is less than 0.05, hence it can be concluded that there is no significant difference among the overall satisfaction of the males and females.

Table 10 : Comparison of Overall of Satisfaction between Marital Statuses

	Marital Status				Total
	Married	Unmarried	Divorced	Widowed	
Highly dissatisfied	0	2	0	0	2
	.0%	.6%	.0%	.0%	.3%
Dissatisfied	13	16	0	0	29
	4.1%	4.8%	.0%	.0%	4.4%
Neutral	108	108	1	1	218
	33.9%	32.5%	33.3%	10.0%	32.8%
Satisfied	181	187	2	8	378
	56.7%	56.3%	66.7%	80.0%	56.9%
Highly satisfied	17	19	0	1	37
	5.3%	5.7%	.0%	10.0%	5.6%
Total	319	332	3	10	664
	100.0%	100.0%	100.0%	100.0%	100.0%

ANOVA					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.428	3	.476	1.057	.367
Within Groups	297.173	660	.450		
Total	298.601	663			

ANOVA test is performed between the variables marital status and the overall satisfaction of the customers. The calculated p value is 0.367 which is greater than 0.05, hence it can be concluded that there is no significant difference among the overall satisfaction with respect to marital status.

Table 11: Comparison of Overall of Satisfaction of the Customers of different Education Qualifications

	Educational Qualification				Total
	School level	Graduate	ITI/Diploma	Post Graduate	
Highly dissatisfied	0	2	0	0	2
	.0%	.5%	.0%	.0%	.3%
Dissatisfied	7	18	1	3	29
	5.3%	4.9%	2.2%	2.5%	4.4%
Neutral	57	122	13	26	218
	43.2%	33.4%	28.9%	21.3%	32.8%
Satisfied	63	205	25	85	378
	47.7%	56.2%	55.6%	69.7%	56.9%
Highly satisfied	5	18	6	8	37
	3.8%	4.9%	13.3%	6.6%	5.6%
	132	365	45	122	664
	100.0%	100.0%	100.0%	100.0%	100.0%

ANOVA					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3.623	5	.725	1.616	.153
Within Groups	294.978	658	.448		
Total	298.601	663			

The results showed that the calculated p value is 0.153 which is greater than 0.05, hence it can be concluded that there is no significant difference among the overall satisfaction with respect to Occupation.

Table 12 : Comparison of Overall of Satisfaction of the Customers with Respect to Monthly Income

	Monthly Income					Total
	Below Rs. 5,000	Between Rs. 5,000 - 10,000	Between Rs. 10,000 - 15,000	Between Rs. 15,000 - 20,000	Above Rs. 20,000	
Highly dissatisfied	0 .0%	0 .0%	1 .7%	1 .8%	0 .0%	2 .3%
Dissatisfied	1 4.3%	13 5.7%	6 4.4%	2 1.6%	7 4.6%	29 4.4%
Neutral	9 39.1%	102 44.3%	37 27.0%	26 21.3%	44 28.9%	218 32.8%
Satisfied	11 47.8%	106 46.1%	88 64.2%	83 68.0%	90 59.2%	378 56.9%
Highly satisfied	2 8.7%	9 3.9%	5 3.6%	10 8.2%	11 7.2%	37 5.6%
	23 100.0%	230 100.0%	137 100.0%	122 100.0%	152 100.0%	664 100.0%

ANOVA					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	9.685	4	2.421	5.523	.000
Within Groups	288.916	659	.438		
Total	298.601	663			

The calculated p value is 0.00 which is less than 0.05, hence it can be concluded that there was significant difference among the overall satisfaction with respect to Income.

Table 13 : Impact of organized retail marketing on customer satisfaction

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.490 ^a	.240	.207	.598

	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	3.316	.393		8.427	.000
Quality of products	.101	.046	.086	2.215	.027
Variety of products	.021	.042	.021	.489	.625
Unique and latest products	.049	.039	.053	1.281	.201
Branded products	.053	.038	.055	1.388	.166
Value of merchandise for the money	.066	.037	.074	1.795	.073
Location of the store	.092	.037	.095	2.502	.013
Stacking of the products	.037	.040	.035	.932	.351
Sufficient and convenient billing counters	.013	.043	.012	.303	.762
Entrance and walk ways	.054	.038	.056	1.430	.153
One-stop convenience	.041	.037	.042	1.103	.270
Ambience	.098	.035	.103	2.780	.006
Spacious shop floor	.018	.033	.021	.537	.591
Trolleys/Escalators	.123	.030	.192	4.150	.000
Good food court	.066	.033	.085	1.989	.047
Play station for kids	.033	.033	.043	1.002	.317
Sufficient dressing rooms	.029	.036	.032	.791	.429
Shelf/Rack system	.009	.034	.010	.261	.794
Parking facility	.046	.034	.064	1.349	.178
Packaging	.093	.035	.127	2.683	.007
Promotional offers	.059	.040	.061	1.476	.140
Awareness of offers	.140	.040	.143	3.489	.001
Frequency of promotional offers	.139	.043	.129	3.193	.001
Redemption of gift voucher/ Discount coupon	.014	.040	.015	.363	.716
Customer membership/loyalty programmes	.045	.036	.051	1.251	.211
Personal attention	.067	.036	.075	1.839	.066
Sales presentations/ Demonstrations	.002	.037	.003	.062	.950
Solving customer problems	.153	.037	.173	4.120	.000
Willing to handle customer queries/ Requests	.073	.035	.084	2.078	.038

Multiple regressions are used to examine the relationship between measures of impact of organized retail marketing on level of satisfaction of customers and overall customer satisfaction. The R squared value for the data set is 0.243 (i.e; 24.3%) which indicates that the model is fit for data. The factors product attributes (0.021), store attributes (0.066), sales promotion (0.092), behaviour of sales Personnel (0.037), have positive impact on the overall customer satisfaction. The similar findings were evident from Ciavolino & Dahlgaard (2007) attributes of the core product, Anu Singh and Kaur Tripat (2006) factors within and outside the stores affect store-level shopping decisions, Satnam Kour Ubeja, DD Bedia (2012) sales promotion mix factors such as Lucky by chance offers, Frequent and Warranty Offers, Monetary and Quantity Benefit Offers, Gift and Exchange offers impact customer satisfaction, Alisa Nilawan (2008) prompt and attentive services of salespersons impact the level of customer satisfaction .

CONCLUSION

From the study it was found that customers of Spencer's in Guntur district were satisfied with the different attributes of organised retail marketing. A majority of the respondents were highly satisfied with the customer care services rendered such as quality of the products, variety of the products, promotional offers, stacking of the products sales presentations and personal attention of the staff. It was also found that there exists a significant difference in the level of customer satisfaction belonging to different age and income groups. The results also showed that the different features of organized retail marketing significantly impact the customer satisfaction.

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