

A study on customer satisfaction regarding the service quality of departmental stores in Villupuram town

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Abstract

In this paper is to measure the level of satisfaction of the customers towards the quality services in retail store in Villupuram Town. One of the biggest contemporary challenges of marketing is providing and maintaining customer satisfaction. Customer satisfaction measures offer a meaningful and objective feedback about clients' preference and expectations. The study surveyed 100 customers of 5 various retail stores to determine the key influential factors that significantly influence on their level of satisfaction. Service quality has been the subject of considerable interest by both practitioners and researchers. An important reason for the interest in service quality by practitioners results from the belief that this has a beneficial effect on bottom-line performance for the firm. However, practitioners often tend to use the terms service quality and customer satisfaction inter changeably.

Keyword: service quality, customer satisfaction, retail store

Introduction

A departmental store is large retail trading organization. It has several departments, which are classified and organized accordingly. Departments are made as per different types of goods to be sold so that customers can purchase all basic household requirements under one roof. It provides them maximum shopping convenience and therefore, also called as „Universal Providers“ or „One spot shopping“. “The secret of successful retailing is to give your customer what they want. And really, if you think about it from your point of view as a customer, you want everything: a wide assortment of good-quality merchandise; the lowest possible prices; guaranteed satisfaction with what you buy; friendly, knowledgeable service; convenient hours; free parking; a pleasant shopping experience”

Significant of the study

This study covers the extent of customer satisfaction regarding various service dimension rendered by the departmental stores and retail stores in Villupuram Town. In prevailing globalization economics scenario the consumers have ample opportunities to select any shop for buying quality products. The present study aims at bringing out the various aspects concerned with customer satisfaction which would surely serve a purpose for retailers to work out their service quality with regards to the various dimensions such as tangibles, reliability, responsiveness, assurance and empathy.

Objectives of the study

1. To analyze the socio-economic profile selected consumer for the departmental store.
2. To know about the consumer awareness about the departmental stores.
3. To find out level satisfaction of the consumer about the departmental store
4. To offer suggestions conclusion among departmental store

Research Methodology

The study pertains to a study on customer satisfaction regarding the service quality of departmental stores in Villupuram town. The researcher selected samples from consumer of departmental store. This study is exploratory in character and therefore the survey method of data collection was adopted.

Period of the study

The required primary data were collected from the selected respondents during Three months period, from January 2017 to May 2017. Secondary data were collected for ten years period from 2008 to 2017

Sampling frame

Sources of data

The study is based on a primary data and secondary data. The primary data has been collected using the Questionnaire. The secondary data has been collected from other sources like journals, Articles, and websites.

Sample Size

The study is based on Primary data which has been collected from 100 respondents.

Sampling Technique

The 100 respondents were selected by Convenience sampling technique.

Statistical Techniques

The collected data were processed with the help of appropriate statistical tools in order to fulfill the objectives of the study. The collected data were carefully classified and tabulated. For the present study the researcher used percentile analysis, Likert Scaling Technique and Garrett Ranking Technique.

Limitation of the study

- The Universe being large, the study was restricted with 100 consumers residing in selected sample areas of Villupuram town only.
- The data were collected only from the departmental stores consumers.

Analysis and interpretation of the study

Personal and demographic information

Table 1: Personal and Demographic Information

Demographic factors	Category	Frequency	Percent
Age	Below 20	20	20.0
	21-30	42	42.0
	31-40	24	24.0
	Above 40	14	14.0
Gender	Male	47	47.0
	Female	53	53.0
Occupation	Govt employee	6	6.0
	Private employee	21	21.0
	House wife	38	38.0
	Others	35	35.0
Education	School level	38	38.0
	UG	31	31.0
	PG	18	18.0
	Others	13	13.0
Family	Below 3	23	23.0
	4-5	71	71.0
	Above 5	6	6.0
Income	Below 10000	12	12.0
	10001-20000	41	41.0
	20001-30000	26	26.0
	Above 30000	21	21.0

Source: Primary data

From the above table it is clear that 42 percent of the respondents were under the age group of 21-30 years, 24 percent under the age group of 31- 40 years. 20 percent of the respondents were within the age group of below 20 years and 14 percent of the respondents are in the age group above 40 years. Hence, in the current study a majority of 42 percent of

the respondents were in age group 21-30.

Regarding gender-wise classification of respondents it was found that out of the 100 respondents, 43 percent were male members and the remaining 57 percent were female. Hence, in the current study a majority of 57 percent of the respondents were female.

The above table clearly pictured that out of 100 respondents, 38 percent were housewives, 35 percent were other employed, 21 percent of them private employee, and only 6 percent were government officials. The majority of the shoppers were housewives who would personally undertake the task of shopping for the family.

To mention the educational level of the respondents, 38 percent of the respondents were School level, 31 percent were graduates, 18 percent were post graduates and 13 percent had a other qualification. Thus a major portion of the respondents were well-educated as 38 percent were school level and graduates.

To mention about the family size of the respondents, it may be seen from the table that out of 100 sample respondents, 71 percent had a small family with 4-5 members and 23 percent with below 3 members. And 6 percent of them above had a large family with more than above 5 members. Therefore the majority of the respondents belonged to the nuclear family type.

The monthly income of the respondents at various levels did vary. It was obvious from the table that 41% of the respondents earned an income between Rs.10001-20000, whereas Rs. 20001-30,000 was earned by 26 % of the respondents per month, followed by 21 % of the respondents was earned above 30000 and 12% of the respondents earned below 10000. Thus the majority of the respondents 41% on an average earned an amount between Rs.10,000 and Rs.20,000 monthly.

Customer satisfaction with regard to tangibles

The physical facilities termed as tangibles are highly influential in deciding the satisfaction of the customers. Especially, the new customers are easily drawn by the attractive physical appearance of the store. Were ranked by finding the weighted average of each aspect and are tabulated below.

Table 2: Ranks of tangibles of service quality based on Level of satisfaction of the respondents

Aspect	Means	Rank
Store has a modern looking and equipment	3.51	V
Store has clean, attractive and convenient physical facilities	3.25	VI
Layout is easier for customers to find out what they need	3.54	IV
Details of the products are neatly and correctly displayed	3.61	II
It provides hygienic toilets and protected drinking water	3.59	III
Overall, this departmental store environment stimulates purchase intention	3.64	I

It is clear from Table 2 that, Overall, this departmental store environment stimulates purchase intention is first rank (Mean score 3.64), second rank (Mean score 3.61) has been attained by Details of the products are neatly and correctly displayed, third rank (Mean score 3.59) has been attained by It provides hygienic toilets and protected drinking water Fourth rank (Mean score 3.54) has been attained by Layout is easier for customers to find out what they need, fifth rank (Mean score 3.51) has been attained by Store has a modern looking and equipment and lastly sixth rank (Mean score 3.25) has been attained by Store has clean, attractive and convenient physical facilities.

Overall customer satisfaction with respect to all dimensions

In order to understand the overall satisfaction level with respect to all dimension, a score of 5 was given for the response of strongly agree, 4 for agree, 3 for somewhat agree, 2 for disagree and 1 for strongly disagree. All the scores were added and converted into percentage score and further, these scores were rated as follows. A score of less than 40 was rated as poor, 41-59 as average, 60 and above as good. The following table projects the overall satisfaction level with regard to tangibles of the departmental stores.

Table 3: Overall customer satisfaction with respect to tangibles

Satisfaction Level	Percentage
Good	92
Average	8
Total	100

It is evident from the table 3 that out of 100 respondents, 92 percent were fully satisfied with the physical facilities of the stores, and only 8 percent of the respondents had average level of satisfaction. Hence it is vivid that large majority of the respondents were highly satisfied with the tangibles of the store.

Customer satisfaction regarding reliability

Table 4: Ranks of reliability of service quality based on Level of satisfaction of the respondents

Aspect	Mean	Rank
Store provides door delivery facility on request	3.81	I
Customer’s properties are taken care by the stores at free of cost.	3.53	IV
Bills for the products are given promptly	3.54	III
There is no need to wait for long time to get the service	3.59	II
The store reforms the service right from the first time	3.33	VI
Store receives suggestions with due respect from the customers	3.51	V

It is clear from Table 4 that, Overall, Store provides door delivery facility on request is first rank (Mean score 3.81), second rank (Mean score 3.59) has been attained by no need to wait for long time to get the service, third rank (Mean score 3.54) has been attained by Bills for the products are given promptly, Fourth rank (Mean score 3.53) has been attained by Customer’s properties are taken care by the stores at free of cost, fifth rank (Mean score 3.51) has been attained by Store receives suggestions with due respect from the customers, and sixth rank (Mean score 3.33) has been attained by The store reforms the service right from the first time.

Table 5: Overall customer satisfaction with respect to reliability

Satisfaction Level	Percentage
Good	96
Average	4
Total	100

It is clearly exhibited from the table that out of 100 respondents, 96 percent of the respondents were fully satisfied and only 4 percent of the respondents had average level of satisfaction. Hence a large majority of the total respondents were highly satisfied with the dimension of reliability

Customer satisfaction with regard to responsiveness

Table 6: Ranks of responsiveness of service quality based on the level of satisfaction of the respondents

Aspect	Mean	Rank
Employees in the store have the knowledge to answer customer’s questions	3.41	III
The employees in the store give prompt service to the customers	3.37	V
The store pays individual attention to the customers	3.62	I
Employees in the store are consistently courteous with customers	3.42	II
Employees are readily helpful to the customers enabling to do good shopping	3.34	VI
Employees of the store are co-operative and customer friendly	3.39	IV

It is clear from Table 6 that, The store pays individual attention to the customers is first rank (Mean score 3.62), second rank (Mean score 3.42) has been attained by Employees in the store are consistently courteous with customers, third rank (Mean score 3.41) has been attained by Employees in the store have the knowledge to answer customer’s questions, Fourth rank (Mean score 3.39) has been attained by Employees of the store are co-operative and customer friendly, fifth rank (Mean score 3.37) has been attained by The employees in the store give prompt service to the customers, and sixth rank (Mean score 3.34) has been attained by Employees are readily helpful to the customers enabling to do good shopping

Table 7: Overall customer satisfaction with respect to responsiveness

Satisfaction Level	Percentage
Good	90
Average	10
Total	100

It is clearly exhibited from the table 7 that out of 100 respondents, 90 percent of the respondents were fully satisfied and only 10 percent of the respondents had average level of satisfaction. Hence a large majority of the total respondents were highly satisfied with the dimension of responsiveness.

Customer satisfaction with regard to assurance

Table 8: Ranks of assurance of service quality based on the level of satisfaction of the respondents

Aspect	Mean	Rank
Easily return and exchange of commodities	3.50	V
The customer has a problem, easily solved by the store.	3.59	IV
Employees of the store are able to handle customer’s complaints directly	3.49	VI
Goods/products are easily exchangeable if defects are found in the quality	3.65	II
The service provided by the store meets with the needs	3.73	I
Billing and checking out is fast at this store	3.61	III

It is clear from Table 8 that, The service provided by the store meets with the needs is first rank (Mean score 3.73), second rank (Mean score 3.65) has been attained by Goods/products are easily exchangeable if defects are found in the quality, third rank (Mean score 3.61) has been attained by Billing and checking out is fast at this store, Fourth rank (Mean score 3.59)

has been attained by The customer has a problem, easily solved by the store, fifth rank (Mean score 3.50) has been attained by Easily return and exchange of commodities, and sixth rank (Mean score 3.49) has been attained by Employees of the store are able to handle customer’s complaints directly

Table 9: Overall customer satisfaction with respect to assurance

Satisfaction Level	Percentage
Good	87
Average	13
Total	100

The above table 9 represents the overall satisfaction level with respect to the dimension of assurance. To find out the overall satisfaction for this aspect all the 5 level scores were added and converted into percentage score. Out of 100 respondents, about

83 percent of the respondents had good satisfaction level with regard to the aspect of assurance and 17 percent had average level of satisfaction.

Customer satisfaction with regard to empathy

Table 10: Ranks of empathy of service quality based on the level of satisfaction of the respondents

Aspect	5	4
The store provides adequate space for vehicle parking	3.61	III
It provides hygienic toilets and protected drinking water	3.58	V
The store accepts all major credit and debit cards	3.64	II
Good quality of bags to carry the goods to home	3.67	I
The service quality of the outlet is satisfactory		IV
The store supplies free and complementary goods to the customer without fail	3.46	VI

It is clear from Table 8 that, Good quality of bags to carry the goods to home is first rank (Mean score 3.73), second rank (Mean score 3.65) has been attained by The store accepts all major credit and debit cards, third rank (Mean score 3.61) has been attained by The store provides adequate space for vehicle parking, Fourth rank (Mean score 3.59) has been attained by The service quality of the outlet is satisfactory, fifth rank (Mean score 3.50) has been attained by It provides hygienic toilets and protected drinking water, and sixth rank (Mean score 3.49) has been attained by The store supplies free and complementary goods to the customer without fail.

- Thus a major portion of the respondents were well-educated as 38 percent were school level and graduates
- Therefore the majority of the respondents belonged to the nuclear family type.
- Thus the majority of the respondents 41% on an average earned an amount between Rs.10,000 and Rs.20,000 monthly.
- Hence it is vivid that large majority of the respondents were highly satisfied with the tangibles of the store.
- Hence a large majority of the total respondents were highly satisfied with the dimension of reliability
- Hence a large majority of the total respondents were highly satisfied with the dimension of responsiveness.
- About 83 percent of the respondents had good satisfaction level with regard to the aspect of assurance and 17 percent had average level of satisfaction.
- That the 92 percent of the respondents had good level of satisfaction and only 8 percent had average satisfaction level with regard to the dimension of empathy.

Table 11: Overall customer satisfaction with respect to empathy

Satisfaction Level	Percentage
Good	92
Average	8
Total	100

About the Table 11 That the 92 percent of the respondents had good level of satisfaction and only 8 percent had average satisfaction level with regard to the dimension of empathy.

Finding of the study

- Hence, in the current study a majority of 42 percent of the respondents were in age group 21-30.
- Hence, in the current study a majority of 57 percent of the respondents were female.
- The majority of the shoppers were housewives who would personally undertake the task of shopping for the family.

Conclusion

The retailers should help customers to explore the store. For shopping should be more adventurous by continuously upgrading the product portfolio, by changing the layout and by providing the touch and feel experience. Consumers always looks the benefits of shopping in an organized retail store over the traditional retail outlets in terms of self selection, variety, and also seek value for the money they pay. The organized sector in retailing has to go a long way to understand the customer requirements.

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