



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

A Study On Customer Satisfaction Towards Salem District Consumer Cooperative Whole Sale Stores Ltd

Mr. S. Rameshkumar
Dr. D. Joel Edwinraj
Dr. A. Vanathammal

Ph.D. Research scholar (Reg.No: BDU1910170010)
(Affiliated to Bharathidasan University, Tiruchirappalli - 620024, Tamilnadu)
Department of Cooperation, T.B.M.L. College, Porayar - 609307.

Research Advisor (Reg.No: BDU01721000355)
(Affiliated to Bharathidasan University, Tiruchirappalli - 620024, Tamilnadu)
Associate Professor and Head, Department of Cooperation,
T.B.M.L. College, Porayar - 609307.

Research Advisor (Reg.No: BDU01228001471)
(Affiliated to Bharathidasan University, Tiruchirappalli - 620024, Tamilnadu)
Assistant Professor and Head, Department of Cooperation,
Government Arts College, Trichy – 620 022.

Abstract

Aim of this study was to examine the customer satisfaction and factors affecting the performance of Salem District Consumer Cooperative Whole Sale Stores Ltd. A sample of 72 respondents was selected for this study by using convenient sampling method. Statistical tools such as percentage analysis, mean, standard deviation and exploratory factor analysis were used for this study. Results revealed that most of the customers satisfied with the quality of commodities, availability of goods, own brand products, ease of shopping, convenient store location, product price range, competitive pricing, stable price, experienced staff, number of staff available and neat and tidy employees in Salem District Consumer Cooperative Whole Sale Stores Ltd. It was concluded that satisfied customers are also likely to tell others of their good experiences and thus engage in positive word of mouth advertising. Therefore consumer cooperative stores should concentrate and provide the quality of service to get satisfied customers.

Key words: Consumer Cooperative, Commodity Features, Store Competence, Customer Satisfaction, Pricing Facilities, Store Maintenance.

INTRODUCTION

Retailer have been governing surveys to their customers to measure together on their whole level of satisfaction and their opinion of various details of their store experience, service and goods provide at organized retail outlets. According to Karmugil, S., & Kannapa, R. (2015) customer satisfaction is widely recognized as a key pressure in the information of customers future purchase purpose. Satisfied customers are also likely to tell others positive experience called positive word of mouth advertising. They are providing lot of inventive services to their customers such as all goods available under one roof, desired products, reasonable prices, ambience facility etc. Dineshkumar, U., & Vikkraman, P. (2012) were of the view that satisfied customers are also likely to tell others of their positive word of mouth and it is leads to positive word of mouth advertising. Selvarj, S. et al. (2021) were of the view that most of consumers face the difficulty when purchasing from the organized retail stores are fixed cost for the products, difficult to return the purchased commodities, over cost for the product, rush in the payment counters, wastage of money due to needless purchase, adulterated goods, lack of home delivery, price discrimination etc.

Details about the Salem District Consumer Cooperative Whole Sale Stores Ltd,

The main aim of this store is to protect poor and Below Poverty Line (BPL) people from the like of price of necessary by supplying the necessary products to poor and especially hill tribes. Kerosene, Gas Cylinder, Dhall and Oil can be supplied through subsidy rate by this store. The family card holders can approach the nearby fair price shop and can obtain the necessary products. This scheme gives timely supply of necessary products in every month to the family card holders.

The office of the Joint Registrar of Cooperative Societies, Salem Region is a district level office controlling by the Control of Registrar of Cooperative Societies, Chennai. The Joint Registrar's office is situated in the Salem District Collectorate Campus. The offices of the circle Deputy Registrars of Cooperative Societies performing in the Salem District areas namely, Attur, Omalur and Sankari Circles. They are performing under the control of the Joint Registrar of Cooperative Societies.

Table - 1

Details of the societies functioning in the Salem District under the control of the Cooperative Department

S. No	Type of Societies	Salem Circle	Attur Circle	Omalur Circle	Sankari Circle	Total
1	District Central Cooperative Bank	01	–	–	–	01
2	District Consumer Cooperative Wholesale Stores	01	–	–	–	01
3	District Cooperative Union	01	–	–	–	01
4	District Cooperative Press	01	–	–	–	01
5	Primary Agricultural and Rural Development Bank	01	01	03	01	06
6	Urban Cooperative Bank	04	01	02	01	08
7	Urban Cooperative Credit Society	04	–	01	–	05
8	Agricultural Producers' Cooperative Marketing Society	01	01	–	–	02
9	Largescale Multipurpose Cooperative Society	02	03	–	–	05
10	Primary Agricultural Cooperative Credit Society	51	55	61	36	203
11	Employes Cooperative Credit and Thrift Society	65	07	21	06	99
12	Primary Cooperative Stores	02	01	–	02	05
13	Employees Cooperative Stores	04	–	05	01	10
14	Land Colonisation Cooperative Society	01	01	–	–	02
15	Lift Irrigation Cooperative Society	–	–	–	01	01
16	Student Cooperative Stores	05	04	02	–	11
	TOTAL	144	74	95	48	361

Source: <https://salem.nic.in/co-operation-food-and-consumer-protection/>

REVIEW OF LITERATURE

Dineshkumar, U., & Vikkraman, P. (2012) conducted a study to explore the factors of customer satisfaction attitude and behavior of the customers in the organized retail outlets in Erode City. A sample of 200 customers was selected as respondents those who are buy the products in organized retail outlets. Results of this study revealed that here was no significant relationship between the 2 variables namely level of satisfaction with regard to quality of service & education level of the customers. It was further observed in this study that the positive correlation constitute between the respondents monthly income and average monthly purchase in organized retail outlets.

In a study conducted **Karmugil, S., & Kannapa, R. (2015)** to examine which important factors can help retail stores and their future prospects in Tiruchirappalli City. A sample of 375 respondents was randomly selected from who were seeking the unorganised retail stores in the study area. Results of this study posited that there was no association between the respondents of Chinthamani, Kavery, Reliance Mart & Spenser retail stores and their overall customer satisfaction.

Yadav, R. K., & Verma, M. (2015) conducted a study to find whether Indian consumers are likely to move from conventional kirana stores to organised retail grocery stores while shopping for groceries. A sample of 130 responses were taken for this study and result revealed that the customer were highly satisfied with organised retail store compared to conventional kirana stores with respect to the price and benefits in store. The study also found that traditional kirana stores contain their own group of customers, since of nearby location, availability of small quantity, loose product availability, convenient credit scheme and more modified approach.

Mathur, M., & Gangwani, S. (2016) were of the view that private label brands considered a store differentiator is a rising occurrence in the growing Indian organised retail market. The main reason of this study is to examine the power of store image on Indian consumer purchase intention of private label brands. A sample of 1091 respondents was selected from department store customers of various socio-economic backgrounds. Results of this study indicated that store image dimensions sales personnel and store association, promotion and institutional and merchandise have significant impact on private label brand purchase intention. It was further reported in this study that store image factors namely place of the store, service and convenience was not significant impact on private label brands purchase intention.

Chaudhary, S., & Sharda, S. (2017) were of the view that customers are always king of retailing sector and there is require to recognize the customer insight towards organized retail store. The current study examined the various determinants that influence the customer awareness towards organized retail stores. The data was collected with the assist of structured questionnaire and the sample comprise of 100 retail store customers from Jalandhar, Amritsar and Ludhiana. The results of this study indicated that there are six factors such as easily accessible, quality stock, add on services or facilities, store infrastructure, comfort zone, quality time and variety which affects the customer perception towards organized retail store. It was further mentioned in this study that most of consumers faces the difficulty while purchasing from the organized retail stores are fixed price, difficult to return the purchased product, overprice, rush in the counters, wastage of money due to unnecessary purchase, Adulterated products, no door delivery, price discrimination etc. It was suggested in this study that convenient store location, well trained staff, directly interrelate with the customers, providing good quality products at reasonable prices, provide reward to customer, suitable and timely mode of payment are the very important for the customer satisfaction.

Bedia, D. D., & Gupta, R. (2018) undertakes a study to identify customer satisfaction level towards organised and unorganised retail store in Madhya Pradesh. A sample of 100 retail store customers was taken by convenient sampling method. Results of the study revealed that most of the respondents in unorganized sector are not satisfied with the variety of product, car parking space, cleanness of the store, product placement, offering discount and occasion gift for customers. It was further observed in this study that most of the respondents in organized sector were pleased with variety of product, fair price, stable price, convenient store location, car parking space, cleanness of the store, product placement, offering discount, occasion gift for consumers and advertisement.

Kumar, M. S., & Narayana, M. S. (2018) have conducted a research to investigate customer' preferences towards various brands in consumer-packaged goods category in modern retailing and to the general buying behavior of customers, their brand choice, factors affecting their brand preferences and opinion on various brands. The above determinants are tested by using a questionnaire tool with 8 items including demographic variables. A total of 125 entirely filled-in questionnaires were evaluated for analysis. The result of this study reveals that quality was playing a main role over price, endorsement and advertising in choosing a brand. Furthermore, the test results reveals that quality, availability of wide varieties of latest brands and attractive offers are heavy them to prefer branded items in CPG category. The findings further reveal that promotional offers and discounts were not crowd pullers.

Selvaraj, S., et al. (2021) in their study tried to explore the various factors that influence the customer perception towards organized retail stores in Chennai City. The data was composed with the aid of prearranged questionnaire and the sample constituted of 142 respondents. Results of this study showed that most of the customers were not highly dissatisfied with the product quality and quantity, hygiene of retail stores, layout design of the store, easy to shopping, visual display of products and number of staff accessible in retail stores. Although, customers were bit discontented with the price bargaining, sufficient number of payment counters, accessibility of national brands and time of waiting queue. It was suggested that quality products, products variety, store location, special products, hygienic store environment, comfortable shopping surroundings, competitive price and layout of the stores were the important factors for improve customer satisfaction, customer retention and positive word of mouth.

OBJECTIVES OF THE STUDY

1. To examine the customer satisfaction of Salem District Consumer Cooperative Whole Sale Stores Ltd.
2. To study a different factors affecting the performance with respect to Salem District Consumer Cooperative Whole Sale Stores Ltd

RESEARCH METHODOLOGY

This study is conducted among all class of customer who are purchase from the consumer cooperatives. Both primary and secondary data were gathered for this study. Primary data is collected through structured questionnaire. A convenient sampling method was adopted to select the respondents. A sample of 72 respondents was selected for this study from Salem District Consumer Cooperative Whole Sale Stores Ltd. The questionnaire was categorical variable and the second part covers five point Likert scale questions (Five = Highly satisfied to One = Highly dissatisfied). Statistics tools such as mean & standard deviation and exploratory factor analysis are taken to find the customer satisfaction level from Salem District Consumer Cooperative Whole Sale Stores Ltd.

RESULTS AND DISCUSSIONS

Table - 2

Personal information of respondents

Variables	Category	Number of Respondents	Percent
Gender	Male	49	68.1
	Female	23	31.9
	Total	72	100.0
Age Group	Below 25	4	5.6
	25-35	13	18.1
	35-45	18	25.0
	45-55	26	36.1
	Above 55	11	15.2
	Total	72	100.0
Marital Status	Married	59	81.9
	Unmarried	13	18.1
	Total	72	100.0
Education Qualification	Illiterates	15	20.8
	School level	24	33.3
	Graduate/ Diploma	27	37.5

	Professionals	8	11.1
	Total	72	100.0
Occupation	Daily Wages	11	15.3
	Government employee	25	34.7
	Business and others	30	41.6
	Total	72	100.0

Table 2 indicated that personal details about the respondents. 68.1% of the respondents are male and 31.9% of the respondents are female in Salem District Consumer Cooperative Whole Sale Stores Ltd. Among the age group 5.6% of the respondents are below 25 age group, 18.1% of the respondents are between the age group of 25-35, 25.0% of the respondents are between the age group of 35-45, 36.1% of the respondents are in the age group of 45-55 and 15.2% of the respondents are above 55 age group. It is observed that majority of the respondents are visiting Salem District Consumer Cooperative Whole Sale Stores Ltd between the age group of 45-55. Between the marital status 81.9% of the respondents are married and rest of them are unmarried.

Among the education qualification 20.8% of the respondents are illiterate, 33.3% of the respondents studied school level, 37.5% of the respondents have Graduate / Diploma and rest of them are professionals. It is observed that majority of the respondents members in Salem District Consumer Cooperative Whole Sale Stores Ltd are Graduate / Diploma. It is further observed from the above table that 15.3% of the respondents are working daily wages basis, 34.7% of the respondents are Government employees, 41.6% of the respondents are doing business and 8.4% of the respondents are not working. It is indicated that most of respondents are doing business among selected respondents in Salem District Consumer Cooperative Whole Sale Stores Ltd.

Table 3.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.829
Bartlett's Test of Sphericity	Approx. Chi-Square	463.152
	Degrees of freedom	116
	Significance.	0.000

Table 3 revealed that the purpose of data reduction is to reduce the numerous variables into factors with the mathematical background this particular section appears the factor reduction of determinants of cashless economy. Principal component method through vari-max rotation was applied to reduce the variables into the factors. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy was obtained as 0.829 and Bartlett's Test of Sphericity Approx. Chi- Square 463.152 and it was significant ($p < 0.000$), this indicates that the data taken for the factor analysis is adequate.

Table - 4

Eigen value of factors of determinants for Customer Satisfaction Factors with regard to Salem District Consumer Cooperative Whole Sale Stores Ltd

Factor	Eigen Value	% of Variance	Cumulative percentage of variance
1	10.612	33.243	33.243
2	6.810	17.817	51.061
3	3.237	9.816	60.876

4	1.887	6.317	67.193
5	1.317	5.298	72.491

23 variables are reduced into 5 distinct factors of Customer Satisfaction towards Salem District Consumer Cooperative Whole Sale Stores Ltd by factor analysis. Here the twenty seven variables are reduced into five factors that explore the more of the raw data. It is indicated in the Eigen value column that all the values of Eigen are greater than 1. Total cumulative percentage of variance explored by the 5 factors extracted together accounts for 72.493%.

Table – 5
Customer Satisfaction Factors towards Salem District
Consumer Cooperative Whole Sale Stores Ltd

Factor	Statement	Factor loading	Mean Score	Std. Deviation
Feature of Commodities	Quality of commodities.	0.817	3.98	0.917
	Quantity of the commodities	0.753	4.12	0.915
	Availability of goods	0.698	3.17	0.958
	Own brand products	0.604	3.91	0.927
	Return policies	0.574	3.02	1.128
Store Competence	Cleanliness of the store	0.791	2.95	1.078
	Large space of store	0.667	2.88	1.146
	Modern design of the store	0.613	2.91	0.923
	Ease of shopping	0.576	3.64	0.021
	Home delivery	0.502	2.01	1.064
Store Maintenance	Convenient store location	0.790	3.13	1.119
	Store Lightings and colour	0.738	2.32	1.251
	Attractive Store Entrance	0.625	2.92	1.376
	Display of products	0.589	2.56	1.427
Pricing Facilities	Product price range	0.807	4.07	1.170
	Competitive pricing	0.766	4.81	1.263
	Stable price	0.684	4.23	1.183
	Offering discount	0.611	2.90	1.121
	Price bargaining	0.573	2.91	0.148
Store Employees	Experienced staff	0.794	3.99	1.027
	Number of staff	0.679	3.71	0.923
	Neat and tidy employees	0.602	3.93	0.986
	Response provide by the staff	0.575	2.75	1.112

Table 5 denoted that customer satisfaction factors with regard to Salem District Consumer Cooperative Whole

Sale Stores Ltd. It is inferred that factor 1 is the combination of “Quality of commodities”, “Quantity of the commodities”, “Availability of goods”, “Own brand products” and “Return policies” which is named as Feature of Commodities. Factor 2 is the grouping of “Cleanliness of the store”, “Large space of store”, “Modern design of the store”, “Ease of shopping” and “Home delivery” which is named as Store Competence. Factor 3 is the combination of “Convenient store location”, “Store Lightings and colour”, “Attractive Store Entrance” and “Display of products” which is named as Store Maintenance. Factor 4 is mixture of “Product price range”, “Competitive pricing”, “Stable price”, “Offering discount” and “Price bargaining” which is named as Pricing Facilities. The last and 5th factor is the combination of “Experienced staff”, “Number of staff”, “Neat and tidy employees” and “Response provides by the staff” which is named as Store Employees. From the above table it is observed that among the features of commodities factors, respondents are highly satisfied with the Quantity of the commodities provided by the Salem District Consumer Cooperative Whole Sale Stores Ltd. Returns policies of the consumer cooperative variable having low mean score meant that respondents get low level of satisfaction among the features of commodity factor.

In store competence factor consumer cooperative customer get low level of satisfaction with cleanliness of the store, large space of store, modern design of the store and free home delivery. It is further observed that most of the respondents satisfied with ease of shopping with Salem District Consumer Cooperative Whole Sale Stores Ltd.

Majority of the customers of Salem District Consumer Cooperative Whole Sale Stores Ltd satisfied with convenient store location. Most of the responders are dissatisfied with the Store Lightings and colour, Attractive Store Entrance and Display of products in Salem District Consumer Cooperative Whole Sale Stores Ltd.

Among the pricing policy factor most of the customers highly satisfied with the Product price range, Competitive pricing and Stable price. It is further reported that most of the respondents are highly dissatisfied with the Offering discount and Price bargaining in Salem District Consumer Cooperative Whole Sale Stores Ltd.

Most of the customers were satisfied with experienced staff, Number of staff and Neat and tidy employees in Salem District Consumer Cooperative Whole Sale Stores Ltd. It is further inferred in this table that respondents are dissatisfied with Response provide by the staff in Salem District Consumer Cooperative Whole Sale Stores Ltd.

CONCLUSION

Finally, satisfied customers are also likely to tell others of their good experiences and thus engage in positive word of mouth advertising. Therefore consumer cooperative stores should concentrate and provide the quality of service to get satisfied customers. Based on the results it is reported that most of the respondent satisfied with the quality of commodities, availability of goods, own brand products, ease of shopping, convenient store location, product price range, competitive pricing, stable price, experienced staff, number of staff available and neat and tidy employees in Salem District Consumer Cooperative Whole Sale Stores Ltd. Critically reviewed by the previous studies it is observed that most of the consumer cooperatives consumers face the difficulty while purchasing products such as lack of space of store, lack of modern design of the store, lack of home delivery, poor store lightings and colour, poor store entrance, poor display of products, offering discount, price bargaining, response provide by the staff and not easy to return the purchased product, etc.

REFERENCES

1. Bedia, D. D., & Gupta, Rajesh. (2018). A Study on Level of Customer Satisfaction towards Organised and Unorganised Food Retailing in Bhopal City. *International Journal for Research in Engineering Application & Management*. 4(6), 267-273.
2. Chaudhary, S., & Sharda, S. (2017). Consumer perception towards organized retail store: A factor analytical approach. *Pacific Business Review International*, 9(7), 14-23.
3. Dineshkumar, U., & Vikkraman, P. (2012). Customers' satisfaction towards organized retail outlets in Erode city. *IOSR Journal of Business and Management*, 3(4), 34-40.
4. Karmugil, S., & Kannapa, R. (2015). A study on customer satisfaction towards retail stores in Tiruchirappalli town. *International Journal of Advanced Research in Management and Social Sciences*, 4(6), 69-78.
5. Kumar, M. S., & Narayana, M. S. (2018). A Study on Shoppers' Preferences towards Various Brands in Consumer-Packaged Goods Offered by Modern Retail Stores. *Global Journal of Commerce and Management Perspective*. 7(2), 1-9.
6. Mathur, M., & Gangwani, S. (2016). The Effect of Retail Store Image Dimensions on Consumer's Purchase Intention of Private Label Brands. *International Journal of Research in Finance and Marketing*, 6(11). 89-102.
7. Selvaraj, S., Vedhavalli, S., & Sivakumar, M. (2021). Study on Customer Attitude and Satisfaction towards Organised Retail Stores – With Special Reference to the Chennai City. *BSSS Journal of Commerce*. 8(1), 28-41.
8. Yacob, Y., Ali, J. K., Baptist, C. J., Nadzir, H. M., & Morshidi, M. H. (2016). How far members' satisfaction mediated members' loyalty? Investigating credit cooperative in Sarawak Borneo. *Procedia-Social and Behavioral Sciences*, 224, 376-383.
9. Yadav, R. K., & Verma, M. (2015). Consumer preference towards retail stores for food and grocery in evolving retail market. *International Letters of Social and Humanistic Sciences*, 60, 102-111.

WEBSITES

www.nccf-india.com

<https://salem.nic.in/co-operation-food-and-consumer-protection/>

Deresa, T. K. (2017). Role of Consumer Cooperative Society in Price Stability in the Case of Goh Consumer Cooperatives Benchi-Maji Zone, South West of Ethiopia. *International Journal of Cooperative Studies*, 6(1), 16-24.

Dhanasekaran, S. (2011). A study on the operational and financial Performance of district consumer cooperative Wholesale stores in Tamil Nadu. Ph.D Thesis. Gandhigram Rural Institute-Deemed University.

Jansirani, M., & Tamil Mani, B. (2017). Business Performance of Dindigul District Consumer Cooperative Wholesale Store - A Case Study. *Shanlax International Journal of Economics*. 5(4), 1-15.

Jansirani, M., & Tamil Mani, B. (2018). Retail Management Practices in Consumer Cooperative Stores – A Case Study. *Shanlax International Journal of Economics*. 5(4),

Kanagaraj, K. (2012). A Study on Challenges and Opportunities of Consumer Cooperative Societies in Hawassa City, SNNPR, Ethiopia - An Analytical Approach. *CLEAR IJRCM*, (2), 3. 1-25.

Malathi, T., & Christy Josphin Jaya, M. (2020) Consumers Cooperative Wholesale Stores –A Study with Reference to Operational Performance Analysis. *ADALYA JOURNAL*, 9(1), 1193-1198

Rameshkumar, S., & Joel Edwinraj, D. (2021). Consumer Co-Operatives with Special Reference to Receivable Management in FMCG Products. *International Journal of Aquatic Science*. 12(03), 2234-2241.

Vijumon, T. P. (2020). Co-Operative Distribution System in Kerala- A Boon during Lock Down. *AEGAEUM JOURNAL*. 8(5), 191-200.

Wilson, X. L. X., & Santhi, B. (2018). Performance analysis of consumers' cooperatives in India (An overview). *International Journal of Commerce and Management Research*. 4(6). 46-49.

<https://consumeraffairs.nic.in/organisation-and-units/division/cooperation/consumer-cooperatives>