A Study On Customer's Satisfaction With Retail Stores Services With Special Reference To Kavitha Departmental Stores In Kethanur Of Tiruppur District

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ABSTRACT

This study examines customer satisfaction at Kavitha Departmental Stores in Kethanur, focusing on factors like product availability, pricing, store ambiance, staff behavior, and billing efficiency. Data from 121 customers was collected via a structured questionnaire and analyzed using percentage analysis, Likert scale, and rank analysis. Findings show high satisfaction with pricing, product variety, and checkout. However, return policies and cleanliness need improvement. The study offers practical suggestions to enhance service quality and boost customer retention, helping the store stay competitive in the local market.

Keyword: Retail Services, Consumer Behavior, Service Quality.

I. INTRODUCTION

In today's highly competitive retail environment, customer satisfaction is crucial for business success. This study focuses on Kavitha Departmental Stores, analyzing key factors like service quality, product availability, pricing, store layout, and staff behavior. With the growing shift toward online shopping, delivering a positive in-store experience is essential to retain customers. The research aims to highlight strengths and pinpoint areas for improvement, offering insights to enhance service, boost customer loyalty, and support long-term growth in a dynamic market.

II. OBJECTIVES OF THE STUDY

- To check the quality of services provided by the store.
- To compare customer expectations with their actual shopping experience.

III. RESEARCH METHODOLOGY

Research Design

The study is a descriptive in nature

Source of Data

Primary &Secondary data were collected for this study

Sampling Size

The 121 respondents were collected for this study

Tools for Analysis

It is carried out in the following ways.

- Simple percentage analysis
- Likert scale analysis
- Ranking analysis

IV. REVIEW OF LITERATURE

Williams, J. & Paul, J. (2022)[1], This study explores the rise of large retail outlets in emerging markets like India and China, where foreign retailers are expanding rapidly. Consumer satisfaction is influenced by shopping orientation—attitudes, preferences, and behaviors during shopping. Key satisfaction drivers in large formats include better shopping experiences, attractive store ambiance, and family-friendly environments. These factors help large retailers attract customers, build loyalty, and remain competitive in dynamic retail markets.

Pandey, A. & Howerton, E. (2021)[2], This study highlights the growth of large-format retail stores in India, such as hypermarkets and supermarkets, offering a wide range of products under one roof. These stores attract urban consumers with convenience, variety, and competitive pricing. Retailing plays a key role in linking producers to consumers, emphasizing product quality, availability, and customer service. Fulfilling customer expectations is essential for building loyalty and staying competitive in the changing retail landscape.

V. ANALYSIS AND INTERPRETATION

Table no.1. Showing repondents of influences their choice to shop at kavitha departmental   stores.

S.NO	INFLUENCE THEIR CHOICE	NO.OF RESPONDENTS	PERCENTAGE
1	Product variety	8	6.6%
2	Price affordability	20	16.5%
3	Customer service	39	32.2%
4	Location convenience	30	24.8%
5	Discounts and offers	15	12.4%
6	Quality of products	9	7.4%
	Total	121	100%

(Source : primary data)

INTERPRETATION

The above table shows that 6.6% (8) of the respondents were product variety, 16.5% (20) of the respondents were price affordability, 32.2% (39) of the respondents were customer service, 24.8% (30) of the respondents were location convenience,12.4% (15) of the respondents were discounts and offers and 7.4% (9) of the respondents were quality of products.

INFERENCE: Majority of the respondents (32.2%) are customer service.

Table.2. Showing the respondents are satisfied with availability of products

S.NO	PARTICULARS	NO.OF.RESPONDENTS	LIKERT SCALE (X)	TOTAL (FX)
1	Highly satisfied	50	5	250
2	Satisfied	39	4	156
3	Neutral	30	3	90
4	Dissatisfied	2	2	4
5	Highly dissatisfied	0	1	0
	TOTAL	121		500

(Source: primary data)

Formula: Likert scale = $\sum(fx)$ / Total no of respondents

$$= 500/121$$

$$= 4.1$$

INTERPRETATION

Likert scale value 4.13 is higher than the middle value of (3), so the respondents are highly satisfied with the availability of products.

Table no.3. Showing ranking towards kavitha departmental stores by the customers

SOURCE	RANK 1	RANK 2	RANK 3	RANK 4	RANK 5	RANK 6	RANK 7	RANK 8	RANK 9	RANK 10	TOTAL	RANK
High price	85 (10)	6 (9)	4 (8)	1 (7)	1 (6)	0 (5)	0 (4)	1 (3)	0 (2)	23 (1)	356	10
Checkout Delays	5 (10)	82 (9)	6 (8)	1 (7)	0 (6)	0 (5)	0 (4)	0 (3)	22 (2)	5 (1)	439	9
Stock Unavailability	3 (10)	3 (9)	80 (8)	3 (7)	0 (6)	2 (5)	0 (4)	22 (3)	6 (2)	2 (1)	524	8
Poor Customer Service	1 (10)	2 (9)	1 (8)	71 (7)	3 (6)	9 (5)	23 (4)	4 (3)	2 (2)	5 (1)	622	7
Limited Payment Options	1 (10)	0 (9)	0 (8)	2 (7)	79 (6)	26 (5)	5 (4)	3 (3)	5 (2)	0 (1)	664	6
Parking and Accessibility Issues	1 (10)	0 (9)	0 (8)	8 (7)	24 (6)	74 (5)	5 (4)	6 (3)	2 (2)	1 (1)	708	5
Difficulty in finding Products	0 (10)	1 (9)	1 (8)	22 (7)	4 (6)	4 (5)	82 (4)	3 (3)	2 (2)	2 (1)	773	4
Security and Theft Concerns	0 (10)	0 (9)	24 (8)	3 (7)	3 (6)	6 (5)	3 (4)	76 (3)	4 (2)	2 (1)	820	3
Poor store Hygine and Maintenance	0 (10)	24 (9)	3 (8)	3 (7)	6 (6)	0 (5)	1 (4)	2 (3)	76 (2)	6 (1)	866	2
Complicated Return and Exchange Policies	25 (10)	3 (9)	2 (8)	7 (7)	1 (6)	0 (5)	2 (4)	4 (3)	2 (2)	75 (1)	884	1

INTERPRETATION

The table shows that out of 121 respondents, Complicated Return and Exchange Policies is in Rank 1, Poor store Hygine and Maintenance is in Rank 2, Security and Theft Concerns is in Rank 3, Difficulty in finding Products is in Rank 4, Parking and Accessibility Issues is in Rank 5, Limited Payment Options is in Rank 6, Poor Customer Service is in Rank 7, Stock Unavailability is in Rank 8, Checkout Delays is in Rank 9, High price is in Rank 10.

INFERENCE

It resulted Complicated Return and Exchange Policies is in Rank 1 in the process of ranking analysis of customer satisfaction towards Kavitha departmental stores.

VI. FINDINGS

SIMPLE PERCENTAGE ANALYSIS

Majority of the respondents (32.2%) are customer service.

LIKERT SCALE ANALYSIS

Likert scale value 4.13 is higher than the middle value of (3), so the respondents are highly satisfied with the availability of products.

RANKING METHOD

It resulted Complicated Return and Exchange Policies is in Rank 1 in the process of ranking analysis of customer satisfaction towards Kavitha departmental stores.

VII. SUGGESTIONS

- Customer service is a key factor in satisfaction. Well-trained employees who are polite, knowledgeable, and helpful can significantly improve the shopping experience. Providing customer service training and ensuring staff are available to assist shoppers can lead to higher satisfaction levels.
- Customers expect a wide selection of products in a departmental store. Ensuring that essential products are always in stock and introducing a diverse range of items based on customer preferences can enhance satisfaction. Proper inventory management can help prevent stock shortages.

VIII. CONCLUSION

The study shows that customers at Kavitha Departmental Stores are satisfied with pricing, product availability, and checkout services. Most prefer shopping in the evening and using cash. Customer service and in-store ads influence their purchase decisions. However, improvements are needed in return policies, cleanliness, security, and product arrangement. Enhancing these areas will create a better shopping experience, increase customer satisfaction, and promote loyalty, helping the store stay competitive and retain a strong customer base.

IX. REFERENCES

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