
A study on proportional analysis of customer satisfaction survey amongst organized retail formats in Visakhapatnam

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Abstract

The service sector is one of the fastest expanding sectors in the global economy that contribute the lion's share to support nations' GDP, and it is one of the areas where research on innovation has received a lot of attention. The purpose of the research was to study the customer satisfaction survey amongst organized retail formats in Visakhapatnam. Customer who are delighted also likely to tell others of their favorable experiences and thus engage in positive or direct promotion of outlets. The sample study consist of 100 respondents, Samples collected from Reliance trends, Life style, Shoppers stop, Spencer and Big bazaar. The study was conducted between January to March 2022. Customer satisfaction does have a positive effect on an organization's profitability, satisfied customers form the foundation of any successful business as customer satisfaction leads to repeat purchases, brand loyalty, and positive word of mouth. Satisfied customers are most likely to share their experiences with other people to the order of perhaps five or six people. Equally well, dissatisfied customers are more likely to tell another ten people of their unfortunate experience.

Keywords: *Organized Retail shops, Customer Satisfaction, Global Economy,*

Introduction

Retailing is currently undergoing a rapid transition, with both customers and retail stores responding to changing market scenarios and customer preferences (Goyal & Aggarwal: 2009). In today's IT enabled world, traditional retailing formats are facing strong competition from the fast emerging retail experiences offered by online and digital retailers (Bhattacharya, 2001).

More than ever before, customer satisfaction has become the defining feature that helps traditional retailers sustain and still grow. The impact of the coronavirus pandemic on India has been largely disruptive in terms of economic activity as well as a loss of human lives. As most Indians have started shopping online rather than stepping outside their homes, the Indian e-commerce sector has increased. As in the retail sector, the need for human intervention is more the customers opted for online shopping.

Some of the important factors affecting marketing are consumers are very keen about the quality of a product or services as they search for the very best quality, the mindset of consumers to buy their Favorite brand and their involvement in purchase process, some people are cognizant about new trends, alternate choice of products or too many product, and consumers have the tendency to exhibit price and value. Thus, internet has become the medium which has helped people lead a simpler life. It has helped people to discover new ways of doing the same things which were earlier done in a much complicated matter. This paper studies on behavior of consumers in marketing.

Consumer behavior is defined as the actions that consumers take while they are looking for, purchasing, utilizing, assessing, and discarding products and services that they believe will meet their requirements. We are all clearly one-of-a-kind individuals. Regardless of our differences, one of the most essential constants among us is that, above all, we are consumers. Food, clothing, shelter, transportation, education, equipment, vacations, necessities, pleasures, services, and even ideas are all things we use or consume on a regular basis. We, as consumers, play a critical part in the local, national, and international economies. Our purchasing decisions have an impact on demand for fundamental raw materials, transportation, production, and banking; they have an impact on worker employment and resource deployment, as well as the success or failure of certain industries. Marketers must know everything they can about consumers in order to thrive in any business, especially in today's dynamic and fast shifting industry. Changing Consumption Patterns

Retail organizations have closed their offices in all their locations due to covid protocols and lockdown periods. Once the offices are opened employees are not ready to come for work due to the fear of covid. Employees are scattered in various locations and did not show interest in work. The management faced a lot of challenges without employees. Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services.

Customer satisfaction depends on a products apparent presentation in offering worth relation to a customer's expectation. Customers' expectations about the brand are based on history buying incidents, other product users' opinions, brand information, specification details and promises by e-retailer and competitor brands information and promises. Brand managers need to be cautious to position the correct altitude of expectations. The buyer will be dissatisfied if there is any variation in product performance and the customers' expectations. At the same time, the buyer will be satisfied if performance matches buyers expectations. As satisfied customers go for

repetitive purchases, satisfied customers act as opinion leaders to communicate with other customers about their experiences with the brand. Therefore every marketer's focus is to keep their customers satisfied.

Review of Literature

Reddy, Suresh Jakka. (2013) in his path breaking book “Customer Satisfaction in Organized Retailing: A practical book to know Customer Satisfaction factors in the retail sector” has outlined the gap between the perceptions and expectations of the customers and the actual products that are delivered to them. The book has been written from the perspective of the Indian customer and offers insights on how to bridge the gap between customer expectations and actual experience. For the purpose the author surveyed 1200 customers from three retail shopping malls in Hyderabad and analyzed the data through various tools. He found that the Indian consumer has become much more aware and exacting now with high expectations which retailers must exceed or at least meet in order to retain customer loyalty.

John, M. and Michael (1997) elaborated that after using the product, a customer identifies the quality of the product, which is replicated into the customer's satisfaction. By offering quality a product to consumers at a cutthroat market, utter need and wants to progress a customer's familiarity and contentment repeatedly. Furthermore, Samudre and Zaware (2019) examined various reasons behind the purchases but the message through communication and knowledge enrichment are the main reasons behind the purchase.

Zaware (2012) realised that today's marketers are more concerned with fighting competition increasing market share and aggressively involved in the brand-building process using the same old and obsolete marketing strategies without being cost-conscious on their overhead spending and other marketing expenditure.

Wu, Li-hsia Tseng (2018) examined the connection between customer satisfaction and brand loyalty. Authors expressed that the speedy expansion of Internet facilities has made possible the explosion of online businesses. Based on experiential modules, including intelligence, sense, belief, proceed, and relay said work endeavoured to investigate the different kinds of knowledge favoured by the consumers.

Murthy et al (2017) Retail industry has to play one important role in the contribution of gross domestic product in India. This study is conducted in Andhra Pradesh. This paper highlight the problem faced by near organized retail on small retailers this study reveals the result. The primary data collected by structured questionnaire with 24 questions, the sample size is 504 respondents in undivided Andhra Pradesh. The major object is the impact of organized retail on unorganized retail. The outcomes are the major impact of organized retail on unorganized retail found that is as product, price, place, and promotion. 4p's of marketing will determine the sale on both organized and unorganized retail. There is a decrease in sales on unorganized retail because of the impact of organized retail.

Objectives of the Study

- A comparative study on customer satisfaction levels in organised retail formats in Visakhapatnam

- To suggest various measures for improving the customer satisfaction levels in during covid pandemic

Research Methodology

A research design is the arrangement of conditions for collecting and analysis of detaining manner that aims combine relevance to the research purpose with the economy. A research design is the plan, structure, and strategy of investigation to obtain answers to the research and control variance According to Robert Gatewood, Hubert S. Field, Murray Barrick, measurement includes the systematic application of rules for allocating numerical values to objects to represent the quantities of a person's attributes or traits. The first evaluation is Rules, attributes, psychological factors, metrics, or units. Likert 5 scales are ed to measure attitudes, knowledge, perceptions, values, and behavioral changes. Primary data is collected in the form of structured questionnaire from all the respondents. The sample study consist of 100 respondents, Samples collected from Reliance trends, Life style, Shoppers stop, Spencer and Big bazaar. The study was conducted between January to March 2022. MS EXCEL was used to analyse the data.

Data Analysis and Interpretation

1. The best shopping experience

Table 1

Statement	Number of respondents	Percentage of respondents
Reliance trends	25	25%
Lifestyle	35	35%
Shopper stop	25	25%
Spencer	8	8%
Big Bazaar	7	7%

In the Table 1, In this study 25% of the respondents confirmed in reliance trends they are having the best shopping experience, 35% of the respondents confirmed in Lifestyle they are having the best shopping experience, 25% of the respondents confirmed in shoppers stop they are having the best shopping experience, 8% of the respondents confirmed in Spencer they are having the best shopping experience and 7% of the respondents confirmed in Big Bazaar they are having the best shopping experience

2. Excellent product delivery

Table 2

Statement	Number of respondents	Percentage of respondents
Reliance trends	28	28%
Lifestyle	30	30%
Shopper stop	25	25%

Spencer	10	10%
Big Bazaar	7	7%

In the table 2, In this study 28% of the respondents confirmed in reliance trends they are doing excellent product delivery, 30% of the respondents confirmed in Lifestyle they are doing excellent product delivery 25% of the respondents confirmed in shoppers stop they are doing excellent product delivery, 10% of the respondents confirmed in Spencer they are doing excellent product delivery and 7% of the respondents confirmed in Big Bazaar they are doing excellent product delivery.

3. Best display of Visual merchandise

Table 3

Statement	Number of respondents	Percentage of respondents
Reliance trends	28	28%
Lifestyle	30	30%
Shopper stop	20	20%
Spencer	10	10%
Big Bazaar	12	12%

In table 3, In this study 28% of the respondents confirmed in reliance trends maintains best display of Visual merchandise, 30% of the respondents confirmed in Lifestyle maintains best display of Visual merchandise, 20% of the respondents confirmed in shoppers stop maintains best display of Visual merchandise, 10% of the respondents confirmed in Spencer maintains best display of Visual merchandise and 12% of the respondents confirmed in Big Bazaar maintains best display of Visual merchandise.

5. Fast and accurate billing process

Table 4

Statement	Number of respondents	Percentage of respondents
Reliance trends	25	25%
Lifestyle	35	35%
Shopper stop	30	30%
Spencer	6	6%
Big Bazaar	4	4%

In table 4, In this study 25% of the respondents confirmed reliance trends does fast and accurate billing, 35% of the respondents confirmed Lifestyle does fast and accurate billing, 30% of the

respondents confirmed shoppers stop does fast and accurate billing process, 6% of the respondents confirmed Spencer does fast and accurate billing process and 4% of the respondents confirmed in Big Bazaar does fast and accurate billing process.

5. Excellent explanation of offers to the customer

Table 5

Statement	Number of respondents	Percentage of respondents
Reliance trends	21	21%
Lifestyle	5	5%
Shopper stop	19	19%
Spencer	25	25%
Big Bazaar	30	30%

In table 5, In this study 21% of the respondents confirmed in reliance trends the employees explain very well the offers to the customer, 5% of the respondents confirmed in Lifestyle the employees explain very well the offers to the customer, 19% of the respondents confirmed in shoppers stop the employees explain very well the offers to the customer, 25% of the respondents confirmed in Spencer the employees explain very well the offers to the customer and 30% of the respondents confirmed in Big Bazaar the employees explain very well the offers to the customer.

6. Fast customer response

Table 6

Statement	Number of respondents	Percentage of respondents
Reliance trends	30	30%
Lifestyle	25	25%
Shopper stop	20	20%
Spencer	10	10%
Big Bazaar	15	15%

In table 6, In this study 30% of the respondents confirmed in reliance trends the employees respond very fast to the customers, 25% of the respondents confirmed in Lifestyle the employees respond very fast to the customers, 20% of the respondents confirmed in shoppers stop the employees respond very fast to the customers, 10% of the respondents confirmed in Spencer employees the employees respond very fast to the customers and 15% of the respondents confirmed in Big Bazaar the employees respond very fast to the customers.

7. Wide product range

Table 7

Statement	Number of respondents	Percentage of respondents
Reliance trends	25	25%

Lifestyle	20	20%
Shopper stop	20	20%
Spencer	7	7%
Big Bazaar	28	28%

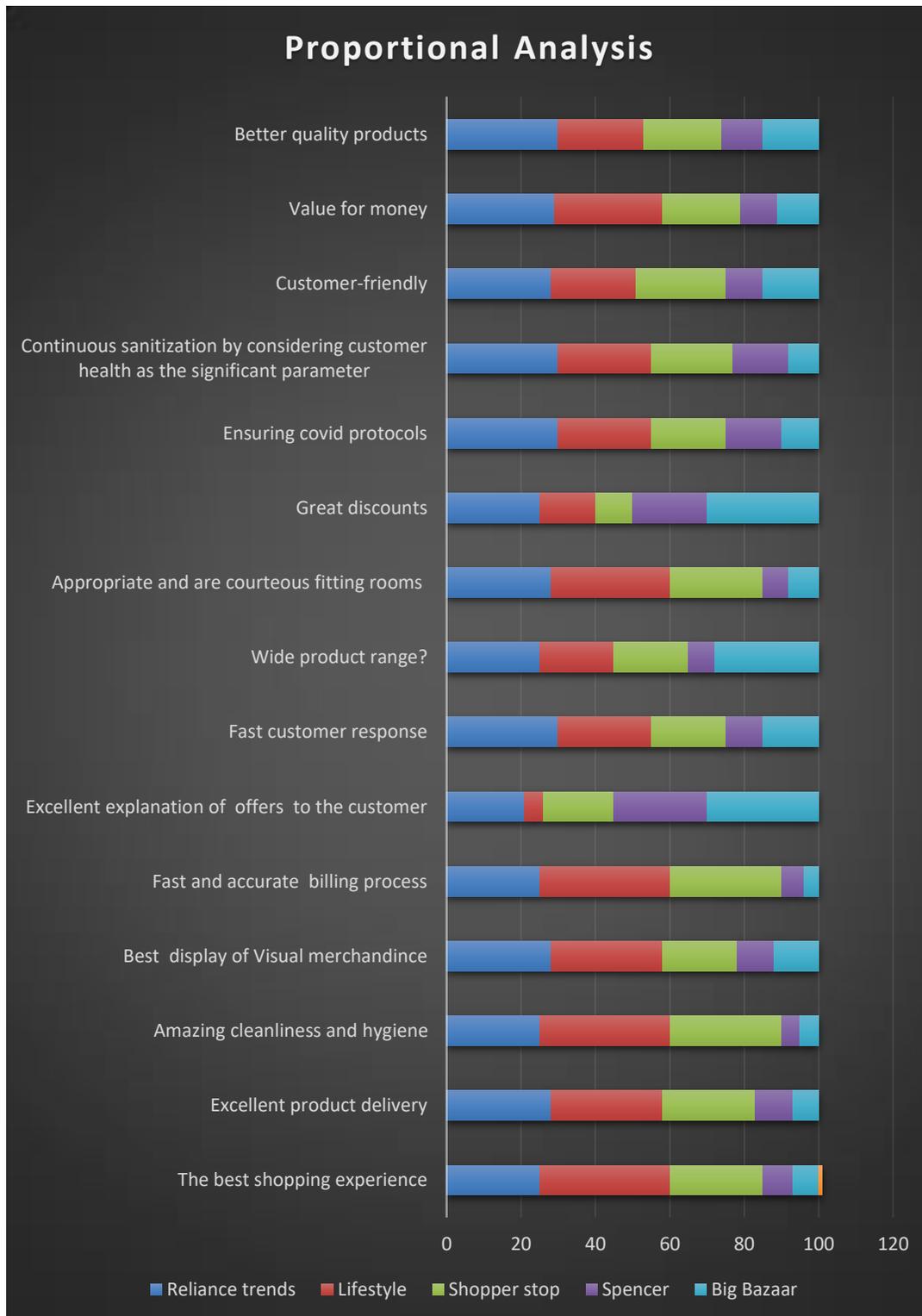
In Table 7, In this study 25% of the respondents confirmed in reliance trends there is wide product range, 20% of the respondents confirmed in Lifestyle there is wide product range, 20% of the respondents confirmed in shoppers stop there is wide product range, 7% of the respondents confirmed in Spencer there is wide product range and 28% of the respondents confirmed in Big Bazaar there is wide product range.

8. Ensuring Covid protocols

Table 8

Statement	Number of respondents	Percentage of respondents
Reliance trends	30	30%
Lifestyle	25	25%
Shopper stop	20	20%
Spencer	15	15%
Big Bazaar	10	10%

In the table 8, In this study 30% of the respondents confirmed reliance trends are ensuring covid protocols, 25% of the respondents confirmed Lifestyle are ensuring covid protocols, 20% of the respondents confirmed shoppers stop are ensuring covid protocols, 15% of the respondents confirmed Spencer are ensuring covid protocols and 10% of the respondents confirmed Big Bazaar are ensuring covid protocols.



(Source: Own calculation)

Suggestions

This study wants to share a few suggestions each format has its specialism, the customer has to choose before visiting the store. As few focus on quality and range whereas few are good in

discounts and offers. AS discussed in the earlier chapter wants to give suggestions based on learnings. Customers are the gods for the business, if they are not there and not retained properly business cannot survive. The detailed suggestions are explained organizational-wise

Reliance trends

It is already focusing on customer service but if you look at cleanliness is not up to the mark it should increase the frequency of store cleaning. The billing process is very slow. Nowadays customers are more focused on time management that cannot invest their valuable time by standing near the cash tills so in this case, they need to increase the cash tills and also need to plan training programs for the cashiers. It should also focus on product range due to the fewer variations of the products customers are not enjoying the shopping experience.

Lifestyle

Lifestyle is already focusing on the store ambiance and the cleanliness of the store but very less offers and discounts. The customer thought process is changing regularly, due to globalization as we are in the era of online shopping everyone is looking at numerous offers and trying to purchase the product for a lesser price. The lifestyle format is less customer-friendly it should focus on it by planning training programs for the employees. Try to take daily customer feedback and need act accordingly.

Shoppers stop

Shoppers stop the need to act on customer service for running their business as people are under the impression there is no value for money paid. It should also focus on the quality of the product. It should recruit a strong purchase team for improving the quality of the products. It should also focus on what brands they are selling in the store as it is impacting the goodwill of the organization.

It should also focus on strong marketing strategies if not in future these store might vanish.

Spencer

Spencer is very weak in the billing process it is observed that customers are slogging near the cash tills that they are getting fed up and few customers are leaving the store which is affecting the sales performance of the store. So on immediate basis cash tills need to be increased, if not at least should be increased particularly during the peak hours. It should also work in the fitting rooms. It is observed that the condition of the fitting rooms is in a very bad condition. Few fitting rooms are not having a locking facility and in few, there are no fans. Customers who want to go to a trial room are not showing interest and in some cases, they are leaving the garments in the store and going away which is also affecting the store performance. It should create a zeal among the customers and try to increase the shopping experience by planning different product ranges.

Big Bazaar

Big Bazaar need to focus on various parameters like the billing process it is observed that customers are slogging near the cash tills due to they are getting fed up and a few customers are leaving the store which is affecting the sales performance of the store. So on immediate basis cash tills need to be increased, if not at least should be increased particularly during the peak hours. Cleanliness is very bad in Big Bazaar might be due to less housekeeping staff or they

might not be trained properly. The greater risk comes from being in close contact with other people while outside food shopping or receiving a food delivery (as receiving any delivery in areas with local transmission). As Big Bazaar is always overcrowded the utmost care in cleanliness needs to be planned or it will affect customer satisfaction.

Conclusion

Customer satisfaction is addressed as a strategic business development tool. Customer satisfaction does have a positive effect on an organization's profitability, satisfied customers form the foundation of any successful business as customer satisfaction leads to repeat purchases, brand loyalty, and positive word of mouth. Satisfied customers are most likely to share their experiences with other people to the order of perhaps five or six people. Equally well, dissatisfied customers are more likely to tell another ten people of their unfortunate experience. Customer satisfaction is the key issues being monitored by every service provider. Through customer satisfaction and loyalty surveys, the managing level of a business can ensure a way of knowing what the customer thinks about their service and what needs to be changed to gain positive customer satisfaction.

To conclude this study in a few words the whole research process helped me in gaining the knowledge and skills and also enhanced my competencies by giving me practical awareness of how the industry is running during the pandemic period. This research process improved my thought process that we should never run away from any sort of critical situation, we should handle and solve them wisely in a better manner, and improved my learning agility.

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