Our Heritage

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Customers' Perception on Organised Retail Outlets - With Special Reference To South Tamil Nadu

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Abstract

Retail sector was played a significant role to develop our national economic condition. Therefore our government and other non-governmental and private agencies focus much on retail sector aggressively. The researchers made an attempt to examine the determining factors among the consumers to select the retail outlets, their expectation and satisfaction level, and the current loopholes in the Indian retail industry have been highlighted. This study was purely based on the primary data. The researcher was collected data from 120 respondents with the help of structured questionnaire in the organized retail outlets. It was concluded that there was significant difference between service quality attributes and satisfaction level of consumer on organised retail outlets in south Tamil Nadu.

Key words: Organised retailing, corporate retailing, shopping malls, retail industry, consumer behaviour, etc.

1. Introduction

India is the second fastest developing country for retailing sector in this globe followed by China. Our government gives much importance for improving retail sector and lot of home grown franchises with the proper guidance and usage of techniques at industries commission basis. Retailing consists of all the activities and services of selling the goods to end users for their own, families and other purposes. The retailing is one of the most important attracted marketing strategies for succeeding and overcoming the challenges in the period of around 1980's. The rapid competitive challenges is becoming in the retail service segments and it is categorized by the presence of domestic as well as key foreign players, frequent mergers, acquisition, sophisticated and demanding customers who have higher

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level of expectations from service providers. According to India Brand Equity Foundation, the estimated growth was US$ 672 to 1200 billion in the period of 2017 to 2021. Here in India the organised retail outlets were started their chain stores and online sales. Particularly online retail sales are viewed to reach the growth rate of 31 per cent year-on-year to reach US$ 32.70 billion in 2018.

2. Investment scenario

According to the Department of Industrial Policies and Promotion, the equity inflows valued US$ 1.66 billion during April 2000–March 2019 has received through foreign direct investment for promoting to Indian retail sectors. In this investment has invested more in with the rapid developments of consumer goods in different sectors including consumer electronics and home appliances by Indian retail sectors has invested more in with the rising need for consumer goods India’s retail sector investments doubled to reach Rs.1,300 crore in 2018. Wal-Mart has decided to invest Rs.2.75 million in Wal-Mart India Pvt Ltd.

3. Government initiatives

Various initiatives have taken by Indian government for improving the retail industry in India. The Government of India has decided to invest the foreign direct investment rules on agricultural industry and food processing, in a bid to permit e-commerce companies and foreign retailers to sell “Made in India” consumer products. Government of India has allowed 100 per cent foreign direct investment in online retail of goods and services through the automatic route, thereby providing clarity on the existing businesses of e-commerce companies operating in India.

4. Objectives of the study

1. To study the retail service quality factors in organized retail sector.
2. To identify the impact of customer perception on customer loyalty in organized retail sector.

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3. To analyze the role of service quality attributes towards customer satisfaction.

4. To suggest measures to improve service quality in organized retail sector.

5. Analysis and interpretations

Table 1

Descriptive Statistics

Variables	S.A	A	NDA NA	DA	SDA	N	Mean	Std. Deviation
Knowledge of the employee	22 (20%)	31 (28.2%)	32 (29.1%)	14 (12.7%)	11 (10%)	110 (100%)	2.65	1.224
Helping nature	63 (57.3%)	28 (25.5%)	7 (6.4%)	4 (3.6%)	8 (7.3%)	110 (100%)	1.78	1.184
Attitude of the employee	57 (51.8%)	36 (32.7%)	7 (6.4%)	6 (5.5%)	4 (3.6%)	110 (100%)	1.76	1.040
Fast checkout	53 (48.18%)	31 (28.18%)	8 (7.27%)	10 (9.09%)	8 (7.3%)	110 (100%)	2.00	1.181
Conflicts handling	54 (49.1%)	43 (39.1)	8 (7.3%)	1 (.9%)	4 (3.6%)	110 (100%)	1.71	.922
Freshness and quality	43 (39.1%)	37 (33.6%)	14 (12.7%)	8 (7.3%)	8 (7.3%)	110 (100%)	2.10	1.211
Ease to access	48 (43.6%)	34 (30.9%)	12 (10.9%)	11 (10%)	5 (4.5%)	110 (100%)	2.01	1.169
Own brand with high quality	47 (42.7%)	34 (30.9%)	15 (13.6%)	6 (5.5%)	8 (7.3%)	110 (100%)	2.04	1.203
Satisfaction	42 (38.2%)	33 (30%)	10 (9.1%)	15 (13.6%)	10 (9.1%)	110 (100%)	2.25	1.337
Fulfilment	37 (33.6%)	42 (38.2)	13 (11.8%)	9 (8.2%)	9 (8.2%)	110 (100%)	2.19	1.223
Never disappointment	48 (43.6%)	38 (34.5%)	10 (9.1%)	8 (7.3%)	6 (5.5%)	110 (100%)	1.96	1.149
Excellent service	46 (41.8%)	39 (35.5%)	11 (10%)	8 (7.3%)	6 (5.5%)	110 (100%)	1.99	1.145
Website information	48 (43.6%)	35 (31.8%)	13 (11.8%)	7 (6.4%)	7 (6.4%)	110 (100%)	2.16	1.177
Website updation	41 (37.3%)	34 (30.9%)	14 (12.7%)	18 (16.4%)	3 (2.7%)	110 (100%)	2.00	1.181
Consistent service providing	49 (44.5%)	34 (30.9%)	12 (10.9%)	9 (8.2%)	6 (5.5%)	110 (100%)	1.99	1.177
Reputation	63 (57.3%)	22 (20.0%)	14 (12.7%)	5 (4.5%)	6 (5.5%)	110 (100%)	1.81	1.161
Product display in retail store	50 (45.5%)	32 (29.1%)	13 (11.8%)	4 (3.6%)	11 (10.0%)	110 (100%)	2.04	1.277
Sales promotions and discounts	41 (37.3%)	41 (37.3%)	21 (19.1%)	2 (1.8%)	5 (4.5%)	110 (100%)	1.99	1.027

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Flexibility	44 (40.0%)	43 (39.1%)	13 (11.8%)	6 (5.5%)	4 (3.6%)	110 (100%)	1.99	1.027
Valid N (list wise)	110							

The table interpenetrates that the mean perception towards retail services ranges from 2.65 to 1.71 among the respondents. The highest mean value of 2.65 bagged by the statement "knowledge of the employee". The lowest mean score given to the statement "this store provides a conflicts handling". It means that retails stores are not promoting complaint facility in their stores.

Table 2

Descriptive Statistics

Variables	S.A	A	NDA NA	DA	SDA	N	Mean	Std. Deviation	Skewness	Kurtosis
Age	36 (32.7%)	33 (30.0%)	22 (20.0%)	14 (12.7%)	5 (4.5%)	110	2.26	1.178	.635	.635
Education	52 (47.3%)	30 (27.3%)	6 (5.5%)	11 (10.0%)	11 (10.0%)	110	2.08	1.355	1.087	1.087
Income	47 (42.7%)	27 (24.5%)	13 (11.8%)	14 (12.7%)	9 (8.2%)	110	2.19	1.331	.832	.832
Experience	52 (47.3%)	31 (28.2%)	14 (12.7%)	5 (4.5%)	8 (7.3%)	110	1.96	1.203	1.261	1.261

The above interpenetrates that the mean demographic profile ranges on consumer perception towards from 2.26 to 1.96 during the study among the respondent. The highest mean value of 2.26 bagged by the statement "age of the employee." The lowest mean score given to the statement "experience".

Table 3
Relationship between Age and Satisfaction

Source of Variation	DF	Mean Square	Sum of Squares	F	p Value	Significance
Between Groups	4	1.514	6.057	1.012	0.405	Not Significant
Within Groups	105	1.496	157.115			
Total	109		163.173			

The table value is (0.405) less than at 5 per cent level of significance. There is no significant relationship among the different age group of respondents

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and satisfaction. Therefore, the null hypothesis is accepted.

Table 4
Relationship between Age and Helping Nature

Source of Variation	DF	Mean Square	Sum of Squares	F	Sig.	Significance
Between Groups	4	.978	3.912	0.696	0.596	Significant
Within Groups	105	1.404	147.442			
Total	109		151.355			

The table value is (0.598) is more than at 5 per cent level of significance. There is significant relationship among the different age group of respondents and helping nature. Therefore, the null hypothesis is rejected

Table 5
Relationship between Age and Attitude

Source of Variation	DF	Mean Square	Sum of Squares	F	Sig.	Significance
Between Groups	4	1.945	7.778	1.422	0.232	Not Significant
Within Groups	105	1.367	143.576			
Total	109		151.355			

The table value is (0.232) less than at 5 per cent level of significance. There is no significant relationship among the different age group of respondents and attitude. Therefore, the null hypothesis is accepted.

Table 6
Difference between Age and Attitude

Source of Variation	DF	Mean Square	Sum of Squares	F	Sig.	Significance
Between Groups	4	1.306	5.225	0.939	0.445	Not significant
Within Groups	105	1.392	146.130			
Total	109	1.306	151.355			

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The table value is (0.445) less than at 5 per cent level of significance. There is no significant relationship among the different age group of respondents and sales promotions and discounts. Therefore, the null hypothesis is accepted.

6. Suggestions

According to this empirical study, it was stated that service quality plays an essential role in the organised retail outlets. This study has suggested that the organised retail store must focus on increasing employees' knowledge in wider. This study found that these sectors must focus on grievance and conflict handling process to maximise the customer satisfaction. This study is suggested that this sector must reduce the gap between service expectation and offerings therefore the consumer highly satisfied with the services offered by outlets.

7. Conclusion

The Indian retail sector is one of the fastest growing sectors in this world. This industry has played a vital role and contributed more for the development of economic growth. In this period small organised retail chain store players must concentrate on their market positioning activities via providing good quality product, offering quick deliver, avoid to display or deliver expiry or nearby expiry products and to offer special discounts and promotional activity. So they retain their exiting consumers at the same time bring new key player to the business.The organized retail stores can also be enhanced by personalization and offering a high quality services will become a memorable experience of customers.

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