AN EMPIRICAL STUDY ON CUSTOMER SATISFACTION TOWARDS ORGANIZED RETAIL OUTLETS IN BENGALURU CITY, KARNATAKA

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ABSTRACT

Organized retailing is gradually drafting out its way and becoming as next booming industry with a meticulous transformation. But customer satisfaction has recognized as a prime factor in prioritizing consumers' future purchase intentions. Customer who are Delighted also likely to tell others of their favorable experiences and thus engage in positive or direct promotion of outlet. This paper depicts out the customer satisfaction towards organised retail outlets in north Karnataka. A total of 100 customers were virtually surveyed with a structured questionnaire. The results which are exposed from the study will help the managers of organised retail outlets to understand the factors that are related customer attitude and satisfaction. Where gender influences the shopping behaviour and leads to better insights for customer satisfaction. The study has provided an insight for the retail outlets on how the customer of Bengaluru north perceiving the satisfaction, loyalty of the store. The important factor which leads to increased loyalty at organised retailers is customer relationship with many supportive associations (Bonus/Loyalty Points/discounts).it is identified that there is an association between satisfaction and gender.

Keywords: Customer Attitude, Organized Retail Outlet, Customer Delightness.
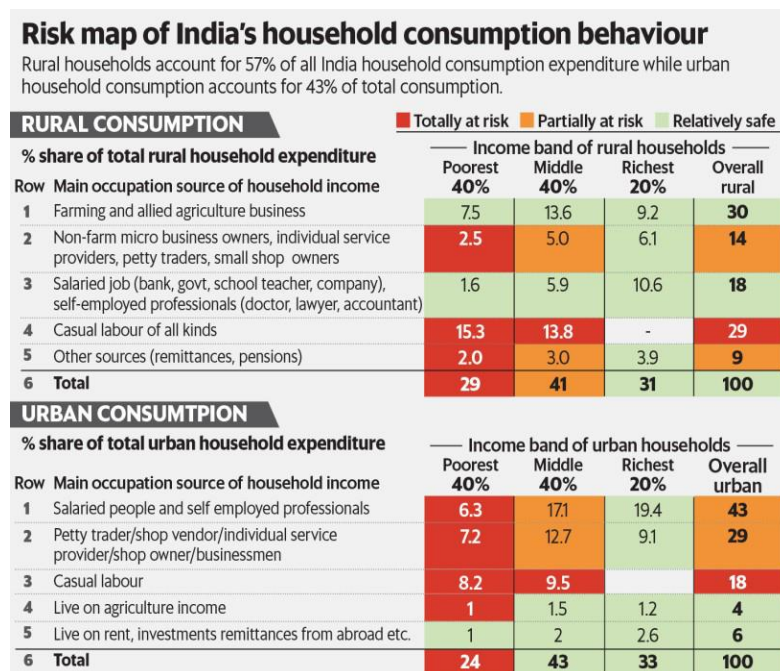
INTRODUCTION

The introduction of internet has created a new market for both manufacturing and service providers. It has been playing an important role for around two decades; and today's generation does not know a life without internet. This has made the world rest in our hands. Internet has been used as a marketing channel with which the consumers were introduced to a new trading pattern (Luterbacher & Allan, 1982). Present consumers are well aware about the economic surroundings due to the availability of information. Emerging trends of wider scope of expansion in this area has brought greater importance to internet in the modern era. It has now been a part and parcel of daily life all around the world (Jagadeesh Babu, 2020)

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 (Shaik et al., 2022).

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 (Prakash & Manyam, 2018).

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 where 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 (Luthar & Cushing, 2002).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 (Alesina et al., 1993). 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 (Robert & John, 1982). Developing countries like India the market is very challenging where marketer has to tackle with changing pattern of consumption .Majority of the consumers in India are brand shifters by considering the value, which is the greater factor for a retailer to satisfy and delight the customer with better services and product offerings (Figure 1).

Risk map of India's household consumption behaviour

Rural households account for 57% of all India household consumption expenditure while urban household consumption accounts for 43% of total consumption.

■ Totally at risk ■ Partially at risk ■ Relatively safe

RURAL CONSUMPTION

% share of total rural household expenditure

		Income band of rural households			
Row	Main occupation source of household income	Poorest 40%	Middle 40%	Richest 20%	Overall rural
1	Farming and allied agriculture business	7.5	13.6	9.2	30
2	Non-farm micro business owners, individual service providers, petty traders, small shop owners	2.5	5.0	6.1	14
3	Salaried job (bank, govt, school teacher, company), self-employed professionals (doctor, lawyer, accountant)	1.6	5.9	10.6	18
4	Casual labour of all kinds	15.3	13.8	-	29
5	Other sources (remittances, pensions)	2.0	3.0	3.9	9
6	Total	29	41	31	100

URBAN CONSUMTPION

% share of total urban household expenditure

		Income band of urban households			
Row	Main occupation source of household income	Poorest 40%	Middle 40%	Richest 20%	Overall urban
1	Salaried people and self employed professionals	6.3	17.1	19.4	43
2	Petty trader/shop vendor/individual service provider/shop owner/businessmen	7.2	12.7	9.1	29
3	Casual labour	8.2	9.5		18
4	Live on agriculture income	1	1.5	1.2	4
5	Live on rent, investments remittances from abroad etc.	1	2	2.6	6
6	Total	24	43	33	100

Source: Indian house hold Surveys.

FIGURE 1
CONSUMPTION BEHAVIOUR

LITERATURE REVIEW

It is of the opinion that the argument was to fulfil the requirements of huge number of customers. And each time the marketers will understand precisely about the customers shopping requirements. This in turn may help the online service providers a better INSIGHT to deliver product of service as per the customer need. Suggested that Digital Shopping through "Wharton Virtual Test Marketing" is also on-going survey of internet. The Electronic commerce and online laboratory helps the customers to gauge reactions to new strategies and products which will automatically help the online CUSTOMERS to meet the challenges (Basha & Ramaratnam, 2017)

Established through this research work that seven attributes for store patronage: location, price, parking facility, quality of merchandise, ambiance, assortment, and friendly approach by staff. Outlined that consumer looks for travel cost such as petrol or parking charges while selection a location for shopping (Frey & Schneider,1982). It is Concluded in his study that behavior of shopping is dependent on three factors such as value for money, parking and opening hours. Narrated in his research work that convenience store attributes are location, knowledge of sales associates, product assortment, checkout speed, store provide precise definitions of service quality versus customer satisfaction (Schneider, 1984). They contend that service quality should not be confused with customer satisfaction, but that satisfaction is a positive outcome of providing good service. It provide empirical evidence at the customer, business-unit and firm- level that various measures of financial performance (including revenue, revenue change, margins, return on sales, market value of equity and current earnings) are positively associated with customer satisfaction. However, in the retail industry they find a negative relationship between satisfaction and profitability which may be because benefits from increased satisfaction can be exceeded by the incremental cost in retail. Find that customer satisfaction positively affects sales per labor hour at a chain of 46 retail stores. Basha et al., (2020) find a positive association between customer satisfaction at the company level and Tobin's q (a long-run measure of financial performance) for department stores and supermarkets (Murthy et al., 2018).

Objectives of the Study

1. To analyse the determinants of customer satisfaction and Attitude in organised retail outlets in north Bangalore Karnataka.
2. To identify the behaviour of consumer and store attributes towards organised retail outlet.
3. To integrate the finding and suggestion's suitable for retailing strategies.

RESEARCH METHODOLOGY

Research Design

Aim of this paper is to know about the customer satisfaction and factors influencing the retail customers of organised retail outlets in north Bangalore, Karnataka.

Area of Study

Survey is conducted among all class of customers who are the regular purchasers and occasional buyers in organised retail outlets in north Bangalore, Karnataka.

Survey Method

Primary data is collected in the form of structured questionnaire from all the respondents.

Sample Size

The sample study consist of 100 respondents, Samples collected from D-mart, Lulu Mart, Big Mart, SPAR, BIGBAZAR.

Sampling Technique

Stratified sampling technique

Data Usage

SPSS software was used to analyse the data and percentage analysis, Anova, Correlation, regression was drafted out (Tables 1-3).

Period of Study

The study was conducted between September–October 2021.

Scope of Study

The study is wide which deals with customer satisfaction towards organised retail outlet and deals with store attributes, problems faced by retailers, Promotion tools, and Merchandising display (Murthy et al., 2018) (Table 2).

Attributes Considers for the Study

Price factors, merchandising display, Promotional Strategies, after sales service.

Data Variables

Income levels, Occupation, Age, family size, Data is related to primary and secondary. Population of the study is retail customers of North Bengaluru (Table 1).

TABLE 1 DATA VARIABLES			
Variable		**Number of respondents**	**Percentage of respondent**
Gender	Male	74	74
	Female	26	26
	Total	**100**	**100**
Age	Below 30 y	21	21

	Between 31-40 y	66	66
	Above 40y	13	13
	Total	**100**	**100**
Education	Matriculation	8	8
	Graduate	74	74
	PG	18	18
	Total	**100**	**100**
Occupation	Profession	57	57
	Householder	20	20
	Business	18	18
	Service	5	5
	Total	100	100
Annual Income	Less than 300000	22	22
	Rs 3000001-500000	65	65
	Above 500000	11	11
	Total	**100**	**100**

Table 2 R SQUARE									
R.	R Square	Adjusted R Square	Std.Error of the Estimate	R.Sqaure Change	F Change	Df 1	Df 2	Sig.F change	DW/stat
.302	.136	-0.17	2.10805	.155	.995	18	81	.483	1.90

Table 3 MODEL CONFIDENCE BETA								
Model	Unstandardized coefficients B	Std.Error	S-coefficients Beta	t	Sig	Confidence Interval for B		
						LB	UB	
Constant	1.944	2.571		756	.452	-3.171	6.058	
						-.781	.673	
Quality of Product	.091	.438	.024	208	.836	.044	1.339	
Value for Money	.0681	.320	278	2.126	.037	-1.122	.019	
Innovative /Upgraded product	-.548	.288	-.247	-1.899	.061	-.567	.301	
Options for product selection	-.082	.243	-.040	-.338	.736	-1.222	.105	
Reasonable	-.542	.375	-.175	-1.443	.153	-.562	1.093	
Affordable	.475	.310	.191	1.531	.130	-1.189	.334	
Retail outlet Location	.030	.254	.014	.118	.906	-.122	.518	
Parking	.027	.297	.010	.090	.928	-.375	.444	
Atmosphere of outlet	-.013	.286	-.006	-.044	.965	-.465	718	

Credit facility	-.094	.269	.100	.838	.404	-.381	.331
Discounts	-.178	.291	-.039	-.351	.727	-.222	.252
Coupons	.138	.228	.069	-.573	.568	-.529	397
Loyalty Points	.032	.262	.014	-.612	.542	-.437	.492
Sales person Attentiveness	.542	.278	.223	603	.050	-.457	1.089

Interpretation

The above table with regression analysis of age towards organised retail outlet with a regression value of .302 & estimated R square is .136.Value of f statistics 0.995 with a significant value of 0.483.from the above analysis we can conclude that there is no significant relationship between age and retail outlet dimension (Tables 4 and 5).

Table 4 RELATIONSHIP BETWEEN GENDER AND ORGANISED RETAIL FORMATS							
R	R Square	Adjusted R Square	Std.Error Of the Estimate	Change Statistics			
.364	.115	.031	.33196	R Square Change	F change	Sig.F Change	DW Value
				.215	1.363	.245	2.440

Table 5 BETA COEFFICIENTS							
Model	Unstandardized coefficients B Std.Error		S-coefficients Beta	t	Sig	Confidence Interval for B LB	UB
Constant	1.576	.572		2.795	.003	.519	3.651
						-.231	.127
Quality of Product	.041	.070	.075	-.573	.685	.081	.180
Value for Money Innovative /Upgraded product Options for product selection	.059 -.003 -002	.090 .088 .043	.095 -.005 .004	.748 -0.36 .040	.457 .971 .968	-.120 -.097 -270	.115 .101 .037
Reasonable	-.214	.075	-.178	-1.55	.134	-.057	.196
Affordable	.079	.064	.132	1.930	.278	-.123	.084
Retail outlet Location	-.030	.058	-.043	-.381	.704	-.073	.170
Parking	.049	.055	.088	.889	.427	-.161	.072
Atmosphere of outlet	-.044	.059	-.094	-.250	.450	-.133	.103
Credit facility	-.015	.069	-.029	-3.172	.803	-.284	-.065
Discounts	-.171	.091	-.431	-1.074	.001	-.156	.047
Coupons	.089	.047	.-.124	-.499	.286	-.098	.148

Loyalty Points	.049	.054	.212	-1.900	.619	-.004	.182
Sales person Attentiveness	.011	.047	.022	.155	.860	-.103	.124

Interpretation

The above table with regression analysis between Gender and organised retail outlet with a regression value of .364 & estimated R square is .115 .Value of f statistics 1.363 with a significant value of 245.with this we can conclude that gender of the respondents and retail formats are independent factors (Tables 6 and 7).

Table 6
RELATIONSHIP BETWEEN EDUCATION OF CUSTOMER AND ORGANISED RETAIL FORMATS

R	R Square	Adjusted R Square	Std.Error Of the Estimate	Change Statistics			
0.388	0.190	-.023	0.50793	R Square Change	F change	Sig.F Change	DW value
				0.158	0.855	0.745	2.034

Table 7
QUALITY OF PRODUCTS

Model	Unstandardized coefficients B Std.Error		S-coefficients Beta	t	Sig	Confidence Interval for B LB	UB
Constant	1.592	.622		2.560	.013	.354	2.829
Quality of Product	-095	.106	-.065	-.892	.355	-.305	.116
Value for Money	-.072	.077	.095	-.928	.225	-.226	.082
Innovative /Upgraded	-.067	.070	-.005	-.988	.337	-.206	.071
product	.096	.059	.005	1.635	.050	-.021	.213
Options for product selection	.133	.091	-.178	1.462	.148	-.048	.314
Reasonable	.087	.061	.132	1.164	.248	-.068	.237
Affordable	.082	.072	-.043	1.399	.184	-.188	.204
Retail outlet Location	-.017	.069	.088	-.239	.813	-.180	.126
Parking	-.051	.070	-.094	-.731	.467	-.168	.087
Atmosphere of outlet	-.040	.065	-.029	-.575	.567	-.130	.099
Credit facility	-.039	.060	-.341	-.600	.550	-.096	.090
Discounts	-.011	.070	-.125	-.179	.858	-.101	.109
Coupons	.044	.055	.066	.629	.531	-.097	.184
Loyalty Points	.007	.067	.313	.166	.868	-.076	.119
Sales person Attentiveness	.037	.018	.020	0.92	.583	-016	.171

Interpretation

The above table with regression analysis between education of customer and organised retail outlet with a regression value of .388 & estimated R square is .158.Value of f statistics .855 with a significant value of 745.D-Value 2.034.From this analysis we can conclude that there is no significant relationship between Education of customer and its impact on retail outlet formats (Tables 8 & 9).

Table 8 INFLUENCE OF CUSTOMER OCCUPATION ON ORGANISED RETAIL OUTLETS							
R	R Square	Adjuste d R Square	Std. Error Of the Estimate	Change Statistics			
0.403	0.163	-.023 0.94606		R Square Change	F change	Sig.F Change	DW Value
				0.163	0.875	0.609	1.972

Table 9 UNSTANDARDIZED COEFFICIENT							
Model	Unstandardized coefficient		S- coefficien ts Beta	t	Sig	Confidence Interval for B	
	B	Std. Error				LB	UB
Constant	1.604	1.154					
Quality of Product	.365	.197	.217	1.390	.168	-.693	3700
Value for Money	.002	.144	.002	1.858	.050	-.026	.757
Innovative /Upgraded	-.051	.130	-.051	.012	.990	-.284	.288
product	.-025	.109	-.027	-.390	.698	-.308	.207
Options for product selection	-.231	.169	-.166	-.226	.822	-.242	.193
Reasonable	.143	.139	.129	-1.368	.175	-.566	.105
Affordable	.095	.114	.096	1.029	.307	-.134	.421
Retail outlet Location	-.044	.133	-.037	.831	.409	-.132	.321
Parking	.084	.128	.084	-.326	.745	-.309	.222
Atmosphere of outlet	.076	.130	.070	.654	.515	-.171	.339
Credit facility	.039	.121	.036	.584	.561	-.183	.334
Discounts	.107	.112	.116	.320	.751	-.202	.279
Coupons	-.155	.131	-.136	.962	.339	-.115	.329
Loyalty Points	-.075	.103	-.084	-1.187	.239	-.415	.105
Sales person Attentiveness	-.024	.125	-.022	-.194	.468	-.279	.129

Interpretation

The above table of regression analysis represents there is no significant relationship between occupation and retail outlet format of influence .The calculated regression value is 0.403 and the r square 1.63 and the F statistics 0.875 (Tables 10 and 11).

Table 10
RELATIONSHIP BETWEEN RESPONDENTS INCOME AND ORGANISED RETAIL FORMAT

R	R Square	Adjusted R Square	Std.Error Of the Estimate	Change Statistics			
.413	.171	-.014		R Square Change	F change	Sig.F Change	DW-value
	.64403			0.171	0.926	0.551	1.645

Table 11
RATAIL PRODUCT

Model	Unstandardized coefficient		S-coefficients Beta	t	Sig	Confidence Interval for B	
	B	Std.Error				LB	UB
Constant	1.438	.786			0.71	-.125	3.001
Quality of Product	.099	.134	.086	1.830	.464	-.168	.365
Value for Money	.029	.098	.039	.736	.766	-.166	.224
Innovative /Upgraded	.019	.088	.028	.298	.832	-.157	.194
product	.007	.074	.011	.212	.925	-.141	.155
Options for product	-.127	.114	-.133	.094	.273	-.355	.102
selection	-.018	096	-.024	-1.103	.847	-.207	.170
Reasonable	-.104	.066	-.154	-.193	.184	-.258	.050
Affordable	.064	.089	.080	-1.341	.484	-.177	.245
Retail outlet Location	.114	.077	.166	-.855	.196	-.060	.287
Parking	-.076	.088	-.102	-.877	.395	-.252	.100
Atmosphere of outlet	-.072	.082	-.097	-.262	.383	-.236	.091
Credit facility	-.020	.076	-.037	2.878	.794	-.171	.131
Discounts	-.256	.089	-.328	-.346	.005	-.079	.433
Coupons	-.024	.070	-.040	.354	.730	-.163	.115
Loyalty Points	-.030	.085	-.040	.026	.979	-.139	.161
Sales person Attentiveness	.002	.080	.003	-.133	.895	.157	.043

Interpretation

The above table of regression analysis represents there is no significant relationship between income of the customer and retail outlet format of influence .The calculated regression value is 0.413 and the r square 0.17 and the F statistics 0.926.

Observations of the Study

1. There is no relationship between age of the respondents and their satisfaction level towards organised retail format.
2. There is no relationship between the gender of the respondents and their satisfaction towards organised retail format.
3. No significant relationship between Educational qualification of customers and retail organised format.
4. No significant relationship between the frequency of shopping per month of respondents and their level of

satisfaction towards organised retail format.

5. There is no close relationship between favorite days of shopping of respondents and the level of satisfaction towards retail format.
6. There is no significant relationship between shopping preference of customers and satisfaction towards organised retail format.
7. No close relationship between preference shopping hours and level of satisfaction towards retail organised retail formats.

Suggestions

1. Majority of customers are younger generation, retailers has to develop new marketing strategy in relation with branding and availability.
2. Retailers has to understand the behaviour of married customers and bachelor for better merchandising.
3. Segmentation need to be done efficiently to analyse the shopping behaviour and implementation of marketing mix.
4. IMC need to be drafted out (Promotional aspects, Discounts, coupons, after sales service).

CONCLUSION

The study has provided an insight for the retail outlets on how the customer of Bengaluru north perceiving the satisfaction, loyalty of the store. The important factor which leads to increased loyalty at organised retailers is customer relationship with many supportive associations (Bonus/Loyalty Points/discounts).it is identified that there is an association between satisfaction and gender. Where gender influences the shopping behaviour and leads to better insights for customer satisfaction.

Compliance with Ethical Standards

Disclosure of potential conflicts of interest: As we authors declaring that, we don't have any conflicts of interest.

On Behalf of All Authors, the Corresponding Author States that there is No Conflict of Interest. Research involving human participants and/or animals: There were no animals / humans participants in this study. Informed consent: consist of 100 respondents, Samples collected from D-mart, Lulu Mart, Big Mart, SPAR, and BIGBAZAR.

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