

A STUDY ON CUSTOMER SATISFACTION TOWARDS DEPARTMENTAL STORES WITH SPECIAL REFERENCE CUDDALORE REGION

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INTRODUCTION

The departmental stores are a retail store, That sells a wide variety of goods, Sold in a single building presenting each line of merchandise in a separate departmental stores consumer and providing the kind of product that the consumer want every departmental stores today makes some effort to concise the consumer for buying a product in a particularly departmental stores.

OBJECTIVES OF THE STUDY

To know the factors influencing the consumer to prefer the departmental stores in cuddalore Town.

.STATEMENT OF THE PROBLEM

Departmental stores offer different types of products with different quantities. There is stiff competition among departmental stores. Retention of consumers and creating loyalty among consumers are the focus among departmental stores with that intention they offer different facilities and adopt various promotional measures to satisfy consumer knowing buying behavior and satisfactory level of consumers is a vital one for any departmental store. This may be helpful to departmental stores while framing promotional strategies. Hence an attempt has been made by the researcher to assess the level of satisfaction under the title” A study on consumer satisfaction towards departmental stores with reference in cuddaloreTown”.

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NEED OF THE STUDY

Now a day's customer activities become fully depended for their Departmental stores. To meet out the challenged so many steps can be implemented to overcome these problems. Any how it is not possible for the customer to reduce the risk. This exhibits how for the Departmental stores can identify their problems and steps need to improve the services towards the Departmental stores.

1.6 METHODOLOGY

Primary Data

The primary data relating to the study was collected from the consumers by adopting questionnaire method for compilation data a questionnaire comprising two parts, namely part A and part B were developed. In the first part questions relating to demographic characteristics of the consumers were included. In part B, questions pertaining to the consumer's preferences and the level of consumer's satisfaction with reference to departmental stores were included.

Secondary Data

This study is based on both primary and secondary data. Primary data have been collected by using structured questionnaire. The secondary data have been collected from Journal, Newspaper, Published, Articles, and Website.

1.6.1 SAMPLE TECHNIQUE

In Cuddalore town there are ten departmental stores namely Rajathi departmental stores, city departmental stores, have been taken for the study. Thus the total respondents constitute 100 in number.

PERIOD OF THE STUDY

The primary data were collected by the researcher for a period of 3 months from January 2017 to march 2017.

AREA OF THE STUDY

The study area is limited to Cuddalore Town (New Town)

TOOLS FOR TECHNIQUE

The collected data have been analysed with the help of tools like percentage, standard deviation, coefficient of variance and ANOVA.

HYPOTHESIS

H₀₁ there is no relationship among selection of departmental store and factors for selection of sample respondents.

H₀₂ there is no relationship among satisfaction of various factor and level satisfaction opinion of respondents of sample respondents.

LIMITATIONS OF THE STUDY

1. Due to the constraints of time and money the study is confined to 100 consumers.
2. The finding and suggestion of the study may or may not applicable to other areas.
3. This study may not be applicable in long term.

REVIEW OF LITERATURE

Brian L. Friedman, (1988)¹ has conducted a study under the topic "productivity Trends in department stores 1967-86". In this article the author has made an attempt to analyze the productivity trends in departmental stores from the year 1967 to 1986. According to the author there are 3 basic types of departmental stores. National chains are very large firms sometimes operating more than 1000 stores. The number of employees in departmental stores industry has increased 45 percent from 1.4 million in 1967 to 2.0 million in 1986. The author has concluded by saying that demand for departmental stores may also be limited by increased competition from apparel specialty stores, off price apparel stores, warehouse stores.

Iacobucci et al. (1994, 1995)², provide precise definitions of service quality versus customer satisfaction. They contend that service quality should not be confused with customer satisfaction, but that satisfaction is a positive outcome of providing good service.

¹ Brian Friedman "Productivity Trends in Departmental Stores 1967-86", monthly labor Review march 1988, pp:17-21.

² Iacobucci, D., K. Grayson and A. Ostrom. 1994. The calculus of service quality and customer satisfaction: theoretical and empirical differentiation and integration, in T.A. Swartz, D.E. Bowen, and S.W. Brown, eds., *Advances in Services Marketing and Management: Research and Practice*, Vol. 3, Greenwich, CT: JAI Press, 1-67

Ittner and Larcker (1998)³ provide empirical evidence at the customer, business-unit and firm-level that various measures of financial performance (including revenue, revenue change, and 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.

Major findings

LEVEL OF SATISFACATION OF THE CONSUMER IN CUDDALORE TOWN

Factors considering that select of departmental store.

| Factors | Average | Standard Deviation | Rank |
|---|---------|--------------------|------|
| Different quality | 3.23 | 1.21 | 5 |
| Variety of branded products | 3.67 | 1.14 | 3 |
| Availability of necessary goods under the same level. | 3.12 | 1.25 | 6 |
| Reasonable price | 4.12 | 1.20 | 1 |
| Convenient stocking / display. | 3.82 | 1.20 | 2 |
| Location of the store | 2.45 | 1.33 | 8 |
| Shopping blend with entertainment | 2.15 | 1.30 | 11 |
| Window shopping place | 3.10 | 1.35 | 7 |
| Credit card/debit card facility | 1.50 | 1.36 | 13 |
| Huge discount | 1.75 | 1.26 | 12 |

³Ittner, C. D., and D. F. Larcker. 1998. Are non-financial measures leading indicators of financial performance? An analysis of customer satisfaction. *Journal of Accounting Research*, 36, 1-46. Kennedy, P. 2003. *A Guide to Econometrics*. 5th den, The MIT Press.

| | | | |
|------------------------|------|------|----|
| Customer care service' | 2.40 | 1.31 | 9 |
| Home delivery | 2.39 | 1.28 | 10 |
| Grading and packing | 3.35 | 1.26 | 4 |

According to the Table, the factors that Reasonable price, Convenient stocking / display, Variety of branded products, Grading and packing, Different quality, Availability of necessary goods under the same level and Window shopping place are highly considering the selected particular departmental store the rank are first, second, third, fourth, fifth, sixth and seventh respectively and mean score between above 3.10 and 4.12. The Location of the store, Customer care service' Home delivery and Shopping blend with entertainment, the other hand, extent of considering factors other than the above is moderate for the customer. Finally, huge discount and Credit card/debit card facility are less consider for select in particular departmental store. In order to make out the unique influence of each factor considered select in particular departmental store by respondents.

4.26 Results of Friedman ANOVA and Kendall Coefficient of Concordance Identifying Primary Purpose buying

Results of Friedman ANOVA and Kendall Coefficient of Concordance Identifying Primary Purpose buying

| | |
|--------------------------|---------|
| N | 150 |
| Kendall's W ^a | .366 |
| Chi-Square | 329.349 |
| Df | 6 |
| Asymp. Sig. | .000 |

Source: primary Data, 2017

Table 4.30 is reported with results of Friedman ANOVA and Kendall Coefficient of Concordance eliciting the primary factor for electing departmental store. As reported in the table,

the Kendall Coefficient of Concordance is just 0.366 with significant Friedman ANOVA chi-square of 329.349 ($p < 0.01$). It is concluded that various factor selecting store depended by various behavior (opinion) of sample respondents.

Relationship between selection of departmental store and factors for selection

From the null hypothesis framed for find out the relationship selection of departmental store and factors for selection of sample respondents.

H_0 = there is no relationship among selection of departmental store and factors for selection of sample respondents.

Chi-square test between size of land holder and labour for cultivation

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|----------------------|-----|-----------------------|
| Pearson Chi-Square | 1635.23 ^a | 108 | .033 |
| Likelihood Ratio | 1623.22 | 108 | .032 |
| Linear-by-Linear Association | 15.858 | 1 | .029 |
| N of Valid Cases | 200 | | |

The researcher is interested to know, whether there is any association between relationship size of land holder and type of labour for cultivation of sample respondents. For this the chi-square test was selected to the test the null hypothesis (H_0). The above table 4.10 reveals the chi-square value 1635.23 with the p-value 0.03. Therefore the p-value is more than 0.05, and the null hypothesis is rejected and concluded that there is no relationship among selection of departmental store and factors for selection of sample respondents.

SUGGESTIONS:

1. 65% of the respondents have stated that they will prefer some other departmental stores when the services rendered by them are poor. Hence concerned departmental stores should take utmost care while rendering services to the customer.
2. Since 34.5 % of the respondents has stated that they have received defected articles the departmental stores managers should take steps to supply superior goods.
3. 24% of the respondents have expressed that bad customer service is the drawback of their favorite's departmental stores. Hence concerned departmental stores may by to avoid this.

4. Majority of the sample respondents are dissatisfied with the parking facilities of the departmental stores. Hence concerned departmental stores should take steps to help the consumers to park their vehicles conveniently.
5. Whenever complaints are received departmental stores should redress them immediately.

CONCLUSION:

The departmental stores in Cuddalore region were found to be prospering in the recent years, providing quality service to the customers by employing newer and newer promotional tactics. The present research has covered the general profile and the shopping habits of the respondents, along with an enumeration of their opinion on the various dimensions that trigger satisfaction to the service provided.

From the outcome of the response analyzed, from the present study it is clear that the customers gave priority to the reliability aspect, i.e. first and foremost, they looked for right quality goods at prices below the MRP or moderate prices as well as, availability of the whole range of products needed by them. They always preferred a store which would aid one-stop shopping with essential space and ease to shop around reflecting customer-friendly atmosphere. The satisfaction level relied on the responsiveness wherein the service provided is prompt and the employees ought to be readily helping. Thus the retailers should take keen interest in the aspects of reliability, tangibility and responsiveness. Every retail concern should constantly take stock of the satisfaction level of the customers and take efforts to improve or expand the condition. The store should accommodate changes in the retail business and invoke necessary measures to sustain their business and draw more customers in this competitive scenario. With the springing up of more and more stylish modern retail departmental stores in the city, it is up to these stores to spruce up in space and style, improve quality and variety of their merchandise and spice up the service with personal care and attention.

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