A STUDY IMPACT OF PRODUCT VARIETY ON CUSTOMER SATISFACTION AT SARAVANA SELVARATHINAM

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ABSTRACT

Product variety plays a crucial role in shaping customer satisfaction in the retail sector. Saravana Selvarathinam, a well-known retail chain in Tamil Nadu,is recognized for its extensive product offerings across multiple categories. This study explores the relationship between product variety and customer satisfaction, analyzing whether a broad selection enhances shopping experiences or results in choice overload. A descriptive research design, including surveys and statistical analysis, is employed to assess customer preferences, purchasing behavior, and overall satisfaction levels. The study aims to provide insights into how product variety influences repeat purchases, brand loyalty, and shopping convenience. The findings will help retailers optimize their product assortment strategies, ensuring better inventory management and improved customer experience. By understanding consumer behavior, Saravana Selvarathinam can refine its product selection to maintain a competitive edge in the evolving retail landscape.

Keywords: Product Variety, Customer Satisfaction, Retail Sector, Consumer Preferences, Saravana Selvarathinam, Shopping Experience.

1. INTRODUCTION

Product variety plays a vital role in attracting and retaining customers. Consumers seek a wide range of choices that cater to their diverse needs, preferences, and budgets. Saravana Selvarathinam, one of Tamil Nadu's leading retail chains, is known for its extensive product selection, covering categories such as apparel, electronics, household goods, and groceries. While a broad assortment enhances customer engagement, it also raises questions about decision fatigue, stock management, and pricing strategies.

This study explores the impact of product variety on customer satisfaction at Saravana Selvarathinam. It aims to assess whether a diverse product range improves the shopping experience or overwhelms consumers, leading to confusion. The research also examines how product availability, pricing, and convenience influence overall satisfaction.

Indian Retail Industries

The Indian retail industry is one of the fastest-growing sectors, contributing significantly to the country's economy. With the rise of urbanization, increasing disposable income, and changing consumer preferences, the retail market in India has expanded rapidly. The industry is broadly divided into organized and unorganized retail sectors. While unorganized retail, consisting of small kirana stores and local markets, still dominates, organized retail, including supermarkets, hypermarkets, and e-commerce, is witnessing substantial growth.

India's retail sector is expected to reach $2 trillion by 2032, driven by digital transformation, foreign direct investment (FDI) policies, and a growing middle-class population. Retail giants like Reliance Retail, DMart, and Saravana Selvarathinam play a crucial role in shaping the industry. The emergence of omnichannel retailing, where physical stores integrate with online platforms, further enhances customer convenience and satisfaction.

2. STATEMENT OF THE PROBLEM

Product variety is a critical factor influencing customer satisfaction in retail, as consumers seek diverse options that align with their preferences, budgets, and convenience.

Saravana Selvarathinam, a leading retail chain in Tamil Nadu, is renowned for its extensive product range, but it remains unclear whether this variety enhances customer satisfaction or leads to decision fatigue and confusion. While a broad selection can improve the shopping experience, an overwhelming number of choices may frustrate customers. This study examines how product variety impacts customer satisfaction, considering factors such as product availability, pricing, and ease of selection.

The findings will help retailers refine their product strategies to enhance customer experience, streamline decision-making, and drive long-term business growth.

3. OBJECTIVE

The primary objective of the study is analyze the impact of product variety on customer satisfaction at Saravana Selvarathinam and determine its role in influencing purchasing behavior. The secondary objectives of the study are

- To understand the relationship between product variety, pricing strategies, and overall customer experience.
- To examine whetheranextensiveproductrangeleadstoincreasedcustomerretentionand loyalty.
- To assess customer preferences and expectations regarding product diversity at Saravana Selvarathinam.

4. LITERATURE REVIEW

Davis, Thompson, and Chang (2021) , examine how demographic factors, particularly age, influence consumer satisfaction with product variety in their study published in the Journal of Consumer Behavior. Their research finds that younger consumers tend to prefer extensive product variety, viewing it as a way to explore new options and personalize their choices. In contrast, older consumers often find excessive variety overwhelming, preferring a more curated selection that simplifies decision-making. The findings suggest that a one-size-fits-all approachto product variety may not be effective, and retailers should consider demographic differences when designing product assortments to optimize customer satisfaction and engagement.

Chen and Li (2022), explore the impact of information presentation on choice overload in online retail. Their study, published in the Journal of Consumer Psychology, examines how the way products are displayed affects consumer decision-making. Their findings suggest that structured, well-organized presentations mitigate choice overload by improving information processing. The study highlights the importance of balancing variety with clarity in online retail environments.

Zhang and Kumar (2022),examine how online customization influences product variety and customer satisfaction in the Journal of Interactive Marketing. Their research finds that while extensive product variety can be overwhelming, customization options allow consumers to tailor products to their preferences, increasing satisfaction. The study highlights that industries such as fashion, electronics, and furniture benefit from online customization, as it provides flexibility while reducing the cognitive load of choosing from a vast selection. However, excessive complexity in customization can lead to frustration, particularly for less tech-savvy consumers. The authors suggest that businesses should design user-friendly customization interfaces with clear guidance and intuitive tools. By integrating personalization while maintaining simplicity, online retailers can enhance the shopping experience, improve customer engagement, and increase brand loyalty. This study contributes to the growing field of interactive marketing by emphasizing the role of digital customization in modern retail strategies.

Clark and Young (2024),examine the differences between personalized and general online retail experiences in their study published in the Journal of Retail Innovation. Their research explores how personalized recommendations, targeted promotions, and customized interfaces impact consumer satisfaction compared to standard, non-personalized shopping experiences. Findings

indicate that personalized retail enhances customer engagement, increases purchase confidence, and fosters brand loyalty by offering tailored product suggestions based on user .

LaudandHwang(2023),examine how comparison shopping impacts consumer satisfaction with product variety in e-commerce, published in the Journal of Interactive Marketing. Their study finds that consumers who actively compare products across multiple platforms tend to perceive product variety more positively, as they feel empowered to make informed decisions. However, excessive comparison can lead to decision fatigue, reducing overall satisfaction. The research highlights that retailers can enhance satisfaction by offering in-platform comparison tools, price match guarantees, and user-friendly filtering options to streamline decision-making.

5. RESEARCH METHODOLOGY

The research follows a descriptive research design, as it aims to analyze the impact of product variety on customer satisfaction at Saravana Selvarathinam. Descriptive research helpsin understanding consumer preferences, expectations, and perceptions regarding product variety and how it influences their shopping experience. Structured Questionnaire was used to collect primary data. The secondary data was collected from industry reports, market research studies, journal articles, and previous studies on customer satisfaction and product variety. The Reliability Analysis and Percentage Analysis ,The collected data have been analyzed with the help of PSPP software.

Reliability Analysis

H0:The scale measuring the impact of product variety on customer satisfaction at Saravana Selvarathinam is not reliable.

H1:The scale measuring the impact of product variety on customer satisfaction at Saravana Selvarathinam is reliable.

Cronbach's Alpha	N of Items
0.76	15

The value of Cronbach's Alpha is .76 and the no of items (questions) is 15. Since the value of Alpha is higher than the accepted value of .70,we reject the null hypothesis and accept the alternative hypothesis. Hence, we say that the scale measuring the impact of product variety

on customer satisfaction at Saravana Selvarathinam is reliable and can be used with other statistical procedures for further investigation.

6. PERCENTAGEANALYSIS

TABLE-1- The availability of multiple brands for a single product enhances my shopping experience.

	Frequency	Percent
Strongly Disagree	10	6.60%
Disagree	16	10.60%
Neutral	49	32.50%
Agree	60	39.70%
Strongly Agree	16	10.60%
Total	151	100%

Inference: The above table shows that, 6.60% of the respondents are StronglyDisagree,10.60% of the respondents are Disagree, 32.50% of the respondents are Neutral, 39.70% of the respondents are Agree, 10.60% of the respondents are Strongly Agree. The maximum of the respondents is Agree that the availability of multiple brands for a single product in Saravana Selvarathnam.

TABLE- 2 I am satisfied with the overall variety of products available at Saravana Selvarathinam

	Frequency	Percent
Strongly Disagree	4	2.60%
Disagree	27	17.90%
Neutral	45	29.80%
Agree	50	33.10%
Strongly Agree	25	16.60%
Total	151	100%

Inference: The above table shows that, 2.60% of the respondents are StronglyDisagree,17.90% of the respondents are Disagree,29.80% of the respondents areNeutral,33.10% of the

respondents are Agree, 16.60% of the respondents are Strongly Agree. The maximum of the respondents is Agree that the customers are satisfied with the overall variety of productsavailable at Saravana Selvarathinam

7. CONCLUSION

This study highlights the impact of product variety on customer satisfaction at Saravana Selvarathinam, revealing that while an extensive selection enhances shopping convenience, excessive choices may lead to decision fatigue. Customers appreciate diverse options, but factors such as product availability, pricing, and ease of selection significantly influence their overall satisfaction. Ensuring a well-structured assortment with adequate stock levels can improve the shopping experience and encourage repeat purchases.

To remain competitive, Saravana Selvarathinam should focus on optimizing its product range, streamlining inventory management, and offering better guidance to customers through organized displays and personalized recommendations. By balancing variety with simplicity, the retailer can enhance customer loyalty, increase sales, and sustain long-term business growth in the dynamic retail industry.

8. REFERENCES

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