**A STUDY ON CUSTOMER SATISFACTION TOWARDS CORE SERVICES AND STORE CHOICE**

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**Abstract:**

*Retail is being hailed as India’s industry of the future, incited by the country’s huge urban middle class population. Food and grocery is the second-largest segment of the retail industry and the potential for new entrants in this segment is enormous, particularly in untapped markets like rural and semi-rural areas. Growing at the rate of 30%, the Indian food retail is going to be the major driving force for the retail industry.*

*Instead, it is a pleasurable experience. From simple trading activity, food retailing is now heading to the status of an industry. Imagine yourself walking through the air conditioned lanes smelling fresh food and groceries, enjoying light music, experiencing five star ambiences and above all buying food products (vegetables, spices and beverages) without bargaining with the vendors. Food retail has surpassed the dominating apparel and accessories sector.*

*"Contrary to the belief that fashion is the largest segment of organized retail in India, food & beverages is the major segment, worth Rs 8,97,000 crore," said Arvind Singhal, Chairman, Technopak, at the Indian Retail Forum held in Mumbai. There is an old industry saying that “ customer is king” Food retailers today will update that saying to “customers is the dictator” because of fierce competition, new technology and business practices the market power of customer is strong and growing stronger.*

**Keywords:** *impulse buying, Consumer characteristics..*

**INTRODUCTION:**

REATAILING is the set of business activities that adds value to the products and services sold to consumers for their personal or family use.

Often people think of retailing only as the sale of products in stores but retailing also involves the sale of services.

The major functions of retailing are: sorting, breaking bulk, holding stock, additional services, channel of communication, transport and advertising functions, core services and store choice.

**CUSTOMER SATISFACTION** is the perception of individuals of the performance of the product or service in relation to their expectations. A customer whose experience falls below expectations is dissatisfied, whose experiences match expectations is satisfied and whose expectations are exceeded is delighted. However, research has proved that completely satisfied customers are more loyal to the company or product than just satisfied customers.

**Fast Moving Consumer Goods (FMCG)**

Fast Moving Consumer Goods (FMCG), also known as Consumer Packaged Goods (CPG), are products that have a quick turnover and relatively low cost. Though the absolute profit made on FMCG products is relatively small, they generally sell in large numbers and so the cumulative profit on such products can be large.  
Examples of FMCG generally include a wide range of frequently purchased consumer products such as toiletries, soap, cosmetics, teeth cleaning products, shaving products and detergents, as well as other non-durables such as glassware, bulbs, batteries, paper products and plastic goods. FMCG may also include pharmaceuticals, consumer electronics, packaged food products and drinks, although these are often categorized separately.

The retail market for FMCGs includes businesses in the following International Standard Industrial Classification (ISIC) :

* ISIC 5211 retail sales in non-specialized stores
* ISIC 5219 other retail sale in non-specialized stores
* ISIC 5220 retail sale of food, beverages and tobacco in specialized stores
* ISIC 5231 retail sale of pharmaceutical and medical goods, cosmetic and toilet articles
* ISIC 5251 retail sale via mail order houses
* ISIC 5252 retail sale via stalls and markets
* ISIC 5259 other non-store retail sale

Supplier industries for FMCGs include 1511 meat and meat products, 1512 fish and fish products, 1513 fruit and vegetables, 1514 vegetable and animal oils and fats, 1520 dairy products, 1531 grain mill products, 1532 starches and starch products, 1533 animal feeds, 1541 bakery products, 1542 sugar, 1543 cocoa, chocolate and sugar confectionery, 1544 macaroni, noodles, couscous, 1549 other food products, 1551 spirits; ethyl alcohol, 1552 wines, 1553 malt liquors and malt, 1554 soft drinks, mineral waters, 1600 tobacco products, 2101 pulp, paper and paperboard, 2102 corrugated paper, containers, 2109 other articles of paper and paperboard, 2424 soap and detergents, cleaning preparations, perfumes

**REVIEW OF LITERATURE:**

**1.Torben et al. (2011) defined the customer satisfaction as the degree to which** consumer expectations are met. They determined that patronising discount stores and upscale stores‟ consumers, who give high preference to quality and price, are likely to become more satisfied. Fornell (1992) found in the study that customer satisfaction enhances the customer loyalty, reduce the customer churn, decrease the costs of failed marketing, signifies the price sensitivity of customers, create new customers, enhance the effect of advertising, lowers the cost of operations and finally improves the reputation. Torben et al. (2011) detected that the level of satisfaction among the customers with various retailers cannot be understood by matching expectations with products & services, but may also be based mental justification of the customer.

**2.Hamburg and Koschate (2004) studied the role of perceived fairness and customer** satisfaction on the repurchase intention after a price increase. Their findings of the study suggested that perceived fairness has a positive impact on the repurchase intention while satisfaction moderates this relationship. Martenson (2007) researched the effect of the corporate store image on customer satisfaction and store loyalty in grocery retailing and deduced that the brand image of the store is an important aspect for the customer satisfaction. If the retailers understand and address the need of the customers, the customers are satisfied. Sánchez-Fernández and Iniesta-Bonillo (2009) studied the relationship between consumer satisfaction and economic value. They suggested an operational tool to measure economic value of designing suitable strategies to create and deliver value to customers by retailers.

**3.Zielke (2008) indicated that value for money, the price level and special** offers are both satisfiers and dissatisfiers; price perceptibility, price processability and price fairness tend to be dissatisfiers only; and price advertising and products in the upper price range are indifferent requirements. Fonseca (2009) by adopting a new technique and a new conceptual model of customer‟s satisfaction expressed that in order to estimate the global customer satisfaction measure; one should appeal to methodologies recognising that satisfaction must be understood as a latent variable, quantified through multiple indicators. Söderlund and Rosengren (2007) inspected the impact of positive and negative word-of-mouth from dissatisfied and satisfied customers on the potential customer.

**4.Bottomley and holden (2001) propose that"the quality of the parent retail store and different between the pen** and retail stores in the retail store selection RK determinants of consumer evaluations of retail stores selections". And reveal that"cultural differences influence how retail stores elections are evaluated with respect to relative measurement factors". Also propose"consumers retail stores selection evaluations are also determined by the dimensions of fit (that is the complimentarily and transfer ability of assets and skills between the parent retail stores and the retail store selection and to what extent consumers perceive the retail store selection is difficult to produce".

**5.Martinez and Pina (2003**) argued that line selection decreases the risk of failure of new products because consumers initially are more willing to accept products marketed under known retail stores.Martinez and Pina defines that "this strategy is not free from this since it is not convenient for all the retail stores and moreover it may have negative effects on the image of the extended retail stores".

**OBJECTIVES:**

• To study the various services provided by select super markets.

• To study the customer preference towards store choice of select super markets.

**HYPOTHESIS OF THE STUDY:**

1. Various customer services offered by food super markets like Ratnadeep and Heritage are effective ways to have customer loyalty.

2. Customers visiting Ratnadeep and Heritage belong to upper middle class and middle class demographics.

**RESEARCH METHODOLOGY:**

**Need For the Study**

To study the various services provided by the super markets in order to retain the customers.

**Data collection method:**

**Methods of Data collection:**

The key for useful study is the selection of the method for collecting data and linking it to analysis and decision issue of the action to be taken. The accuracy of the collected data is of great importance for drawing correct and valid conclusion from detailed investigations. There are two types of data viz. primary and secondary.

**Primary Data:**

primary data are those, which are collected afresh and for the first time, and thus happen to be original in character. There are several methods of collecting primary data, particularly in survey and descriptive research. Some important ones are observation method, interview method, through questionnaire, through schedules etc.

Collection of primary data for my study is done through a questionnaire formulated to get the data from the retail store customers and service provider.

**Secondary Data:**

Secondary data means, data that are already available that is they refer to the data which have already been collected and analyzed by someone else and which have already been passed through the statistical process. Secondary data may either be published data or unpublished data and can be gathered through Internet.

The secondary data for my study is gathered through Internet, retail stores and its publications, interactions with the businesses selling HIS products.

**DATA ANALYSIS AND INTERPRETATION**

**No of earning members**



|  |  |  |  |
| --- | --- | --- | --- |
| S No | No of earning members | No of respondents | Percentage |
| 1 | One | 23 | 46 |
| 2 | Two | 20 | 40 |
| 3 | Three | 7 | 14 |
| 4 | Four | 0 | 0 |
| 5 | Five & above | 0 | 0 |
| Total |  | 50 | 100 |

**Interpretation:**

In the Store, in responding Families 46% of people having one earning number, 40% of people having Two Earning Members, 14% of People having Three Earning Members.

|  |  |  |  |
| --- | --- | --- | --- |
| S No | No of earning members | No of respondents | Percentage |
| 1 | Business | 17 | 34 |
| 2 | Professional | 11 | 22 |
| 3 | Employee | 16 | 32 |
| 4 | House Wife | 5 | 10 |
| 5 | Student | 1 | 2 |
| Total |  | 50 | 100 |

**Occupation**



**Interpretation:**

In the Store, in responding Families 34% of people are business, 22% of people are Professional, 32% of People are Employees, 10% of people are House wife’s and 2% of people are Students.

|  |  |  |  |
| --- | --- | --- | --- |
| S No | Age of the respondent | No of respondents | Percentage |
| 1 | 20 to 30 Yrs | 20 | 40 |
| 2 | 30 to 40 Yrs | 22 | 44 |
| 3 | 40 to 50 Yrs | 8 | 16 |
| 4 | 50 to 60Yrs | 0 | 0 |
| Total |  | 50 | 100 |

**Age of the respondent**



**Interpretation:**

In the Store, in responding Families 40% of people are 20 to 30Yrs, 44% of people are 30 to 40Yrs, 16% of People are 40 to 50Yrs.

**CONCLUSION:**

Most of the male respondents are preferring Ratnadeep than heritage. Highest married persons are visiting Ratnadeep than heritage because convenient location. Highest people are always visited to Ratnadeep than heritage because they are employees and they have high income. Middle class families are highly visited to heritage than Ratnadeep because its prices available to everyone. Highest number of people have own houses and vehicles those who visit Ratnadeep than heritage because their monthly income is very high. Core and store services provided by Ratnadeep are at high level than heritage what makes high class people to visit more. Store choices and issues highly satisfied at Ratnadeep than heritage because its workers are cleverest who works according to customer choice. High level status people are always visited Ratnadeep than heritage because they maintain neat environment and attracting lighting.

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