

A Study on Consumer Satisfaction Towards Department Store with Special Reference in Cuddalore Town

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Abstract:

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.

Department stores affect their surrounding culture, both positively and negatively as do shopping malls and chain stores. However, the stores themselves have also been affected by changes in society. As both the external technology and the social aspects of the retail business continue to make advances, the role of departmental stores, if any, in future society will be determined by how they adjust to these changes.

Department stores usually sell a variety of products, including clothing, furniture, home appliances, toys, cosmetics, gardening, toiletries, sporting goods, do it yourself, paint, and hardware and additionally select other lines of products such as food, books, jewelry, electronics, stationery, photographic equipment, baby needs, and pet supplies. Customers check out near the front of the store or alternatively, sales counters within each department. Some are part of a retail chain of many stores, while others may be independent retailers, existing entirely independently or as licensed dealers.

Keywords— stratification, Goods, society

Introduction:

Marketing is more important as it relates to consumer and their needs, whatever may be the objective of business, the main in which it has to concentrate will be marketing. Business today, concentrating on marketing is found to be fairly successful though success depends on many other factors. The purchase decision being an essence is an important aspect of marketing. Consumers are liable for influence under different environment.

Under these circumstances a study has been conducted to analysis the preference of conscience towards departmental stores. Channel of distribution is also called marketing channel or trade channel, are used to provide consumer with a convenient

means of production and services they desire. Thus, the route or path through which goods more from the place of production to the place of consumption is called channel to distribution. There are various persons or business consumer such as middlemen consisting of wholesalers and retailers.

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 Cuddalore Town".

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 2015 to March 2015.

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

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

H_0 , there is no relationship among satisfaction of various factors and level of 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 findings and suggestions of the study may or may not be applicable to other areas.
3. This study may not be applicable in the long term.

CONSUMER SATISFACTION

Firms aim to give satisfaction to consumers through marketing concepts. The firms try to help the buyers in solving their problems better than competitors. In the concept of consumer satisfaction, there are short run consumer satisfaction and long run consumer satisfaction. There are short run consumer satisfaction and long run consumer welfare. The short run consumer satisfaction is achieved by supplying items like liquor, cigarettes, tasty but non-nutritious foods, without making any social judgments about the consumer's wants. This reformulates the marketing concept into societal marketing concept. "The societal marketing concept is a consumer's needs orientation backed by integrated marketing aimed at generating consumer satisfaction and long run consumer welfare as key to satisfying organisational goals". The long run consumer welfare further broadens the concept of marketing that is servicing one's market and society.

CONSEQUENCES OF CONSUMER SATISFACTION AND DISSATISFACTION:

The consequences of not satisfying the consumer can be severe. According to Hoyer and McInnis 2001, dissatisfaction consumer can decide to;

- (a) Discontinue purchasing the good or service.
- (b) Complain to the company or to a third party and perhaps return the item or
- (c) Engage in negative word of mouth communication.

Satisfaction also influences the likelihood of recommending a departmental store as well as repurchase but has no direct impact on loyalty. Thus satisfaction in itself will not translate into loyalty. However satisfaction will foster loyalty to the extent that it is a pre-requested for maintaining a favorable relative attitude and for recommending and

repurchasing from the store. Once customers recommend a departmental store it fosters both repatronage and loyalty towards that store. Customer who switch to other providers say that they were ‘satisfaction’ or ‘ever’ very satisfied’ with the previous provider. Customers may change providers because of price, or because the competitor’s is offering new opportunities or simply because they want some variation.

Gender of the respondents

Gender	No of Respondents	Percentage
Male	40	40
Female	60	60
Total	100	100

EVEL 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
Customer care service’	2.40	1.31	9
Home delivery	2.39	1.28	10
Grading and packing	3.35	1.26	4

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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