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**CONTRIBUTIONS TO BOOKS**

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

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## THE EFFECTS OF ORGANIZED RETAIL SECTOR ON CONSUMER SATISFACTION: A CASE STUDY IN MYSORE CITY

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### ABSTRACT

*In recent days Retail scenario has grown rapidly and is reaching its zenith. Retailing in India is becoming increasingly important and organized retailing is poised to grow at an exponential rate. Consumers are now enjoying a wide variety of products and services to choose from retailers. Retailers provide genuine value to consumer so that they will be able to establish themselves in the long run. Consumers are emerging as the emperors of retailing in India with their discerning buying attitudes and their ever increasing purchasing power. The present paper is an attempt to know about factors influencing on consumer satisfaction in retail sector through their preference for retail sector, choice for various commodities, price advantages, displays, quality of products, offers and discounts and services provided in retail sector etc. Suitable statistical and econometric techniques like pie chart, correlation, regression, chi-square test and logit model have been used for data analysis. It was found that the consumers are more satisfied with quality of product available in the organized retail sector. And also, the advertisement and offers play a vital role in increasing consumer satisfaction in organized retail sector.*

### KEYWORDS

Consumer Satisfaction, Discounts, Offers, Organized Retailing, Price Advantage.

### INTRODUCTION

In recent days Retail scenario has grown rapidly and is reaching its zenith. The Indian retail industry is the fifth largest in the world. Retail development in India is unique, as it co-exists in both organized and unorganized sector with over twelve million retail outlets of various size and formats. The term Retail originates from a French word retailer, which means to cut a piece off or to break bulk. Retailer is someone who cuts off or sheds a small piece from something. Retailing is buying in large quantity from a whole seller or directly from manufacturers and selling the goods or services to consumer for personal consumption. Retail industry is one of the fastest growing industries in India, especially over the last few years. According to the 8<sup>th</sup> Annual Global Retail Development Index (GRDI) of AT Kearney, Indian retail industry is the most promising emerging market for investment. In 2007, the retail trade in India had a share of 8-10% in the GDP (Gross Domestic Product) of the country. In 2009, it rose to 12%. It is also expected to reach 22% by 2010 with an employment of around 8%, being determined by strong income growth, changing life styles and favorable demographic patterns. Over 12 million outlets operate in the country and only 4% of them are larger than 500 sq ft (46 m<sup>2</sup>) in size. Organized retailing refers to trading activities undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc. These include the corporate-backed hypermarkets and retail chains, and also the privately owned large retail businesses. Unorganized retailing, on the other hand, refers to the traditional formats of low-cost retailing, for example, the local kirana shops, owner managed general stores, paan/beedi shops, convenience stores, hand cart and pavement vendors, etc.

In the present era, customer is the center point of all the marketing activities. The objective of the marketers has shifted from maximization of profits to maximization of customer satisfaction. Customer behavior is unpredictable, so marketer has to implement different strategy to keep the customer loyalty. According to Manju Rani Malik, there are three major motivating aspects regarding goods and services which convince the customer to visit organized retail outlets they are: variety of product, branded products and availability of all necessary goods. The major motivating aspect regarding prices is reasonable when compared with quality of product and also location where customers choose the shop that is close to their residence or workplace. The Indian retail sector is highly fragmented with 97% of its business being run by the unorganized retailers. In this paper attempt is made to study the factors affecting on consumer satisfaction in organized retail sector in Mysore city.

Consumer satisfaction is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is also defined as "the number of customers or percentage of total customer, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals". (Retail Management by Barry and Joel, P-137).

### REVIEW OF LITERATURE

**Parasuraman et al (1985)** identified 10 criteria as service quality determinants i.e., Access, communication, competence, courtesy, credibility, reliability, responsiveness, security, tangibles and understanding or knowing the customer. Later, they simplified them into five dimensions namely tangibles, reliability, responsiveness, assurance and empathy.

**Dr.M.Anbalagan and V.Gunasekaran (2007)** find that the Indian consumers are influenced by the factors like media explosion; increase in the disposable income especially the earnings of younger people, standard of living, change in expenditure pattern and the increase in the number of working women. The consumer landscape is changing very fast. A consumer today looks forward to an exciting list of choices, new categories and new shopping options and has increasing disposable incomes to fulfill their aspirations.

**Anuradha Kalhan (2007)** in his small sample survey of the impact of mall on small shops and hawkers in Mumbai points to a decline in sales of groceries, fruits and vegetables, processed foods, garments, shoes, electronic and electrical goods in these retail outlets, ultimately threatening 50 % of them with closure or a major decline in business. Only 14% of sample of small shops and hawkers has so far been able to respond to the competitive threat of the malls with the institution of fresh sales promotion initiatives.

**Jyotsna Diwan Mehta (2009)** has observed that India is a fast developing nation. Since the population is very high, we have the highest level of growth in the retail sector. Indian retail scenario has awakened to the new challenges and about \$ 35 billion is expected to be invested in next half decade.

According to **T.R. Renuka Murthy and Devaraju (2010)**, the retail outlets in India are mainly dominated by unorganized sectors. Most of today's customers are moving or shifting from traditional retail landscape to modern retail formats. Retailing has become common part of everyday life. They are enjoying and buying goods from these outlets and are happy with the services and products that are being offered and provided by these retail outlets.

**A.M. Suresh and R. Shashikala (2010)** opine that the Indian retail sector has got its own problems and challenges. There is a big gap between customer expectation and their perception of quality (using SERVQUAL instrument – Cronbach's co-efficient). The conclusion is that the retail sector has to improve quality in all the aspects of services to achieve consumer satisfaction.

**Dr. J S Prasad and Dr. A R Aryasri (2010)** in their study focus on the phenomenal changes and developments happening in retailing in view of the burgeoning consumerism. Riding on economic growth and widespread consumerism, the Indian consumer market and retail trade has become siamese twins and growing in tandem. With the rising affluent middle class society, changing consumption patterns, rise in number of dual income nuclear families and the youth driven culture are some of the factors fuelling the new wave of consumerism.

**Dr. Avinash Kapoor and Dr. Chinmaya Kulshrestha (2010)** explored whether the customer's shopping motivation gets affected by in store environment; how does an in store environment influence the customers evaluation of utilitarian and hedonic benefits; and finally what are the consequences of overall shopping value?. In sum, the paper emphasized that store environment impacts consumer perceptions of utilitarian and hedonic benefits offered by the store, and may influence different types of shoppers in unique ways.

**Dr. Raj Kamal and Pankaj Agarwal (2010)** highlight that at present, all over the world retail sectors are facing more competition and as a consequence find it more and more difficult to differentiate their stores on the basis of product, place, people, price and promotion. Since the beginning of the 1970's, with Kotler's pioneering work, the topic of atmospheric effects on consumer behavior has gained popularity. The elements of retail sectors such as display, variety of product, and visual merchandising are having immediate effects on the buying decision making process of customers.

**Shweta Arora, Priya Rathi and Vaishali Malhotra (2010)** concluded that India's organized and unorganized retail sectors can co-exist and flourish. The growth in the Indian organized retail market is mainly due to the change in the consumer's behavior. Due to increased income, changing lifestyles and patterns of demography the consumer wants to shop at a place where he can get food, entertainment, and shopping all under one roof. And even the retailers also take all pains to satisfy the consumer by taking care of choice of the consumers and have the product which is demanded by them and at a same time maintain a good relationship to retain them and consequently convert them into their loyal customer.

**Mrs Dhivya Sathish and Mr D Venkatamaraju (2011)** feel that the world is under the roof of modernization in all aspects of lifestyle, business and economy, science and technology, consumer behavior and many more. The roof of modernization has also encapsulated the retail industry that is getting modernized everyday with new store concepts and ideas. It is understood that the retail concepts are well modernized and becoming important to understand the clear-cut expectation of the shoppers while selecting a retail outlet for shopping and their level of choices in selecting the same. The study tried to unveil the areas of shopper's expectations, choices and its relationship with various other parameters through a structured and customized market research technique.

**According to Manju Rani Malik (2011)** retail industry is the largest industry in India, with an employment of around 8% and contributing to over 10% of the country's GDP. Retail industry in India is expected to rise 25% yearly being driven by strong income growth, changing life styles and favorable demographic patterns. The study explored the components of retail customer satisfaction and also investigates relationship between each of the retail customer satisfaction components and customers satisfaction level. As the majority of the respondents belong to the younger generation and women, their needs should be taken to account while deciding the marketing strategy. Location, variety of products and reasonable price are the major motivating factors that influence the customer to visit the retail outlets again. Organized retailers are suggested to offer convenient location, sufficient parking space and such an atmosphere ambience so that customers can have a pleasurable shopping experience.

**Hemant Syal (2011)** concludes that retailing is the interface between the producer and the individual consumer for buying for personal consumption. India has the highest shop density in the world in retail market and it is ranked second in the global retail development index out of 30 by AT Kearney. For few years, foreign retailers have the role of facilitator for standardizing the agribusiness and to unify customer's preference across the country. The competition will help to increase the quality of service of the existing local retailers and customer satisfaction in Indian society.

**Subhadip Mukherjee (2011)** in his paper found the determinants of the relative share of organized and unorganized retail sector of a country. A multiple regression model has been used in his study to find the determinants. The result from the analysis revealed that GDP, women's participation rate, foreign investment freedom and urbanization rate of a country, positively influenced the growth of the relative share of organized retail sector. This may have enormous socio economic effect on the nature of business competition with several outcomes for ever dominating unorganized retailers.

## OBJECTIVES OF THE STUDY

- To analyze the factors influencing consumer satisfaction in organized retailing.

## SCOPE OF THE STUDY

The study tried to identify the significant factors which influence customer satisfaction in organized retailing in Mysore city. It considers some of the factors like preference for retail sector, choice for various commodities, price advantages, displays, quality of product, offers and discount and services provided in retail sector etc. and tried to analyze the influence of these factors on consumer satisfaction. Due to time constraint only limited numbers of respondents i.e., 100 were questioned.

## METHODOLOGY

The study is based on primary data and it was carried out in Mysore. Interviews were conducted by using questionnaires, 100 respondents were selected randomly among the customers of the retail shops, immediately after the completion of the shopping experience in a mall.

### BINARY DEPENDENT VARIABLE MODELS

In this model, the dependent variable, may take on only two values— might be a dummy variable representing the occurrence of an event, or a choice between two alternatives. For example, modeling consumer satisfaction of an individual in the sample (whether satisfied or not). The individuals differ in age, gender, educational attainment, taste, average monthly income and other observable characteristics. The goal is to quantify the relationship between the individual characteristics and the probability of being satisfied.

There are three types of models to estimate binary or ordered variables; Probit, Logit and Glogit models. The present study employs logit model, because when dependent variable is expressed in the logit model is more appropriate.

$$\text{Satisfied} = \beta_0 + \beta_1 \text{Age} + \beta_2 \text{Sex} + \beta_3 \text{income} + \beta_4 \text{add} + \beta_5 \text{offer} + \beta_6 \text{prices} + \beta_7 \text{quality} + V_i$$

Where satisfaction is a binary dependent variable that denotes 1= satisfied, 0= not satisfied. The independent variables like advertisement, offer, quality are denoted 1= satisfied, 0= not satisfied. Where as in gender 1=female, 0=male. Age and income is expressed in quantitative term.



LOGISTIC REGRESSION

FACTORS INFLUENCING CONSUMER SATISFACTION IN ORGANIZED RETAILING

FIGURE 1

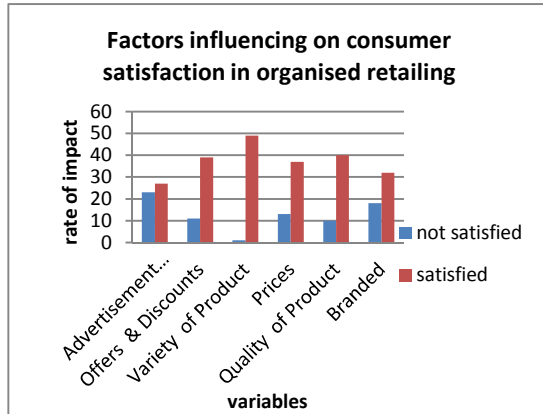


TABLE 1

Variables	Satisfaction	Non-satisfaction
Advertisement & Display	43(43%)	57(57%)
Offers & Discounts	22(22%)	78(78%)
Variety of Product	03(3%)	97(97%)
Prices	21(21%)	79(79%)
Quality of Product	13(13%)	87(87%)
Used to Branded	31(31%)	69(69%)

From the above figure and table it is clear that the variety of product (97%) and quality of product (87%) are the two factors highly influencing consumer satisfaction.

TABLE: 2 LOGISTIC REGRESSION (LOGIT MODEL)

. logistic satisfied avgincome add offer prices quality age gender						
Logistic regression		Number of obs = 100				
Log likelihood = -27.19685		LR chi2(7) = 18.99				
		Prob > chi2 = 0.0082				
		Pseudo R2 = 0.2588				
satisfied	Odds Ratio	Std. Err.	z	P> z	[95% Conf. Interval]	
avgincome	.9999993	3.73e-06	-0.18	0.859	.999992	1.000007
add	2.543256	2.071234	1.15	0.252	.5154299	12.54905
offer	1.760113	1.436358	0.69	0.488	.3555569	8.713088
prices	2.790546	2.240925	1.28	0.201	.5782809	13.46603
quality	16.37261	14.68955	3.12	0.002	2.821094	95.02075
age	.950323	.0283448	-1.71	0.088	.8963608	1.007534
gender	1.095683	.7969796	0.13	0.900	.2633521	4.558618

From the above results it is clear that there is significant impact of factors on consumer satisfaction. The factors like average income, advertisement, offer, gender and price of a product are not statistically significant, but have positive impact on consumer satisfactions. Only consumers age and product quality are statistically significant at 10% and 1% level of significance.

CROSS TABULATION

CONSUMER SATISFACTION AND AGE OF CONSUMER

Cross tabulations were considered to analyze the inter-relationship between consumer satisfaction and its determinants like age, gender, income, advertisement, offer, prices and quality.

CROSS TABULATION

TABLE 1

CHI-SQUARE TESTS			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	52.652 <sup>a</sup>	35	.028
Likelihood Ratio	42.594	35	.177
Linear-by-Linear Association	.353	1	.552
N of Valid Cases	100		

H<sub>0</sub>: There is no significant influence of age on consumer satisfaction.

H<sub>1</sub>: There is significant influence of age on consumer satisfaction.

From the above results it is clear that influence of consumers' age on satisfaction is statistically significant at 5% level of significance. So, we reject the null hypothesis and accept the alternative hypothesis that is there is a significant influence of consumer's age on satisfaction level. Also there is negative relationship between the age and consumer satisfaction, as consumer age increases satisfaction decreases.

**CONSUMER SATISFACTION AND QUALITY OF PRODUCT  
CROSS TABULATION**

**TABLE 2**

count		Quality of product		Total
		no quality	more quality	
Satisfied	not satisfied	6	6	12
	satisfied	7	81	88
Total		13	87	100

CHI-SQUARE TESTS			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.506 <sup>a</sup>	1	.000
Continuity Correction <sup>b</sup>	12.998	1	.000
Likelihood Ratio	11.774	1	.001
Fisher's Exact Test			
Linear-by-Linear Association	16.341	1	.000
N of Valid Cases <sup>b</sup>	100		

H<sub>0</sub>: There is no significant influence of product quality on consumer satisfaction.

H<sub>1</sub>: There is significant influence of product quality on consumer satisfaction.

From the above results it is clear that influence of product quality on satisfaction is statistically significant at 1% level of significance. The null hypothesis is rejected and the alternative hypothesis is accepted i.e., there is a significant influence of product quality on consumer satisfaction level. There is positive relationship between the quality of product and consumer satisfaction, as product quality increases consumer satisfaction increases.

**CONSUMER SATISFACTION AND PRICE OF PRODUCT  
CROSS TABULATION**

**TABLE 3**

CROSSTAB				
	Count	Price of product		Total
		not reasonable	reasonable	
Satisfied	not satisfied	6	6	12
	satisfied	15	73	88
Total		21	79	100

CHI-SQUARE TESTS			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.913 <sup>a</sup>	1	.009
Continuity Correction <sup>b</sup>	5.069	1	.024
Likelihood Ratio	5.793	1	.016
Fisher's Exact Test			
Linear-by-Linear Association	6.844	1	.009
N of Valid Cases <sup>b</sup>	100		

H<sub>0</sub>: There is no significant influence of product price on consumer satisfaction.

H<sub>1</sub>: There is significant influence of product price on consumer satisfaction.

From the above results it is clear that influence of product price on satisfaction is statistically significant at 1% level of significance. The null hypothesis is rejected and the alternative hypothesis is accepted that there is significant influence of product quality on consumer satisfaction level.

**CONSUMER SATISFACTION AND OFFER  
CROSS TABULATION**

**TABLE 4**

CROSSTAB				
	Count	Offer		Total
		not affected	affected	
Satisfied	not satisfied	5	7	12
	satisfied	19	69	88
Total		24	76	100

The cross table highlights that out of 100 respondents, 76 said the offers influence customer satisfaction and 24 customers said offers do not influence consumer satisfaction. In 76 respondents, 7 are not satisfied and 69 are satisfied with offer given by retail outlets and where as out of 24 respondents, 5 are not satisfied and 19 are satisfied with the offer given in organized retail sector.

**CONSUMER SATISFACTION AND ADVERTISEMENT  
CROSS TABULATION**

**TABLE 5**

Crosstab				
	Count	Advertisement		Total
		not affected	affected	
Satisfied	not satisfied	7	5	12
	satisfied	36	52	88
Total		43	57	100

The cross table indicates that out of 100 respondents, 57 visit the organized retail due to advertisement and 43 are not influenced by advertisement. In 57 respondents, 5 are not satisfied and 52 are satisfied. Out of 43 respondents, 7 are not satisfied and 36 are satisfied with advertisement of organized retail sector.

CONSUMER SATISFACTION AND GENDER  
CROSS TABULATION

TABLE 6

CROSSTAB				
	Count	Gender		Total
		Male	Female	
Satisfied	not satisfied	6	6	12
	satisfied	37	51	88
Total		43	57	100

The table reveals that out of 100 respondents, 57 are females and 43 males. In 57 female respondents, 6 are not satisfied and 51 female are satisfied. Out of 43 males, 37 are satisfied and 6 are not satisfied in the service provided in organized retail sector.

**CONCLUSION**

Now a day's most of the customers prefer purchasing products from organized retail outlets than unorganized outlets. Satisfaction of consumers in retail sector is an important criterion for a marketer to understand for further strategic decision. It was observed that most of the consumers are satisfied with the quality of service, price and variety of goods provided by organized retail outlets. The retail outlets should provide more attractive offers and discounts so that they can satisfy their customers. From the above analysis it is found that quality of product and age of consumers which are statistically significant factors influence more on consumer satisfaction in organized retail sector. Most of youngsters and female consumers are more attracted towards the retail sector. It is concluded that the major features of retail outlets that influence the customers and make it a place of attraction are variety of products, price, quality of product, getting every goods under one roof. In modern days consumer is considered as the emperor of the retail sector. So, the organized retailer should give more importance to those factors which influence consumer satisfaction and their buying decision.

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