

## A Study On The Factors Affecting The Customer Satisfaction In Retail - Supermarkets With Special Reference To Chennai Sub-Uran

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### **Abstract**

*Numerous examination concentrates on have been directed in the territory of retailing administrations, yet there has been no exploration that considers both administration quality and retail location highlights and recognizes the elements that prompt consumer loyalty in nourishment retail stores. Consumer loyalty is characterized as the degree to which an item or administration meets or surpasses the clients' desires. The significance of such a study is tremendous in one of the quickest developing retail advertises like India, where the effect of administration quality and retail location highlights on consumer loyalty from the retail clients' perspective is an exceptionally essential field of dialog. In the wake of removing distinctive variables of administration quality and retail location highlights from contemplating a collection of writing on administrations in sustenance retail general stores, this study expects to recognize the fundamental components that prompt consumer loyalty in nourishment retail grocery stores. The fundamental elements are extricated from the free variables utilizing component examination. At that point relapse investigation is done taking the separated elements as autonomous variables and consumer loyalty as reliant variable. Likert scale and various decision inquiries are utilized as a part of the survey. There are 17 autonomous variables which by component investigation are decreased to 5 principle elements which are found to essentially affect consumer loyalty in sustenance retail stores.*

**Keywords:** *Customer Satisfaction, Retail Supermarkets, retail service quality*

### **1.Introduction**

They are increasingly being touted as the most liveable residential hubs of India. Offering the luxury of sprawling greens, spacious developments and value for money homes suburbs are emerging as a popular buyer preference like never before. What has also helped in their success saga over the last few years has been the skyrocketing real estate prices in core city areas coupled with low supply. Suburban living is fast catching up as the preference among a host of home buyers, and these satellite towns are being touted as the future growth drivers of real estate in

India. But are suburbs as promising as they are made out to be? While many of them boast of offering wide-ranging facilities, not all have well-planned infrastructure and accessibility. So which are the most liveable of the lot? SundayET commissioned a survey to global real estate consultancy Cushman and Wakefield (C&W) and spoke to industry experts and developers to find out the best suburbs in the top six cities. And here what we got.

While Gurgaon and Noida around Delhi came up as the most liveable of the lot, it was Navi Mumbai and Thane which have grown tremendously over the years. Rajarhat convenient proximity to the airport makes it a sought after suburb of Kolkata while it is the significant commercial developments in Whitefield and the Outer Ring Road stretch of Bangalore that have made these locations well-desired by a host of business professionals. The diverse availability of residential units catering to low, mid as well as high-income population has made Hyderabad Kukatpally-Miyapur stretch a huge success. Whereas it has been a fast pace of development on the Grand Southern Trunk Road (GST Road) on the outskirts of Chennai that makes it an attractive bet. From a consumer perspective, these suburbs have become a better option due to availability of quality housing, more affordable pricing, larger spaces, value for money and a decent living standard. Says Shveta Jain, national head, residential services, Cushman & Wakefield India, In the last five years, the satellite towns have witnessed an increase in real estate activity. And given the development of new office destinations in close proximity as well as the unaffordable property prices prevalent in the cities, they have become an apparent choice of end-users.

## **2. Chennai Sub-Urban**

Unlike the suburbs of Bangalore, the Grand Southern Trunk (GST) Road and Old Mahabalipuram Road (OMR) of Chennai are high on the accessibility factor. The Industrial belts such as Maraimalai Nagar, Padappai and Oragadam makes living along the GST road convenient. The major advantage is the road and rail transport which connects Chengalpattu to the Port. IT professionals experiencing pay cuts have also now started taking interest in the area because of relatively affordable rentals with better connectivity. Appaswamy Real Estates COO T S S Krishnan, feels that the GST corridor, in particular, is excellent in terms of infrastructure whether it be road or rail network. The other emerging suburb is OMR, a 35-km IT corridor running south from Adyar in Chennai. The frenetic development on the OMR has so far been office space for the IT/ITES sectors. With the IT corridor expected to generate over 30,000 new jobs annually, the need to offer retail and entertainment in the vicinity is kicking off. Disadvantages, however, do exist. Water has been a problem on this stretch with metro water not available. The road is also not well-connected by rail with only MTC buses and rickshaws being the alternatives for public transport. Says Akshaya Homes chairman Chitty Babu, GST and OMR are two suburban corridors, where there is considerable interest among home buyers. With the Mahindra City fully operational, customers are evaluating these locations seriously. At GST, prices would go up from Rs 3,000/sq ft to Rs 3,500/sq ft while at OMR, they are expected to rise from the current

### 3. Global Perspective

Globalization has prompted increment in rivalry with each nourishment retail grocery store attempting to pull in clients, guarantee consumer loyalty, maintenance and dependability. This will prompt clients rehash buy from the same sustenance retail grocery store. Additionally, administrators the world over trust that enhancing consumer loyalty prompts enhanced business results regarding organization deals and gainfulness. Development of shopping center society has prompted increment in rivalry in the nourishment retail market industry. Shopping center society is gradually and consistently developing in India. Numerous brands are dispatched in the Indian business sector. The strength of such shopping centers is that they offer an extensive variety of changed marked items, all under single rooftop. A portion of the well known sustenance store retailers are Food world, Spar, Spencers. Dependence Fresh etc. With such a large number of contenders, the nourishment general store retailers need to discover approaches to guarantee consumer loyalty when clients visit their sustenance retail locations.

### 4. Review Of Literature

Generally speaking, operational components identified with item accessibility, item condition, conveyance unwavering quality, and conveyance speed, notwithstanding social components, for example, correspondences, responsiveness, and cost components have been found to impact consumer loyalty and obtaining designs decidedly .Seth et al (2005) in their model recommend that administration quality is reliant on the connections between the administration supplier and recipient. Individual communication with administration staff can upgrade the shopping knowledge or make it disappointing (Fitzsimmons and Fitzsimmons,2004). Cost assumes a focal part in the choice to keep up an association with a retailer since it is a critical driver of the view of quality, which, thus, affects fulfillment (Varki and Colgate,2001). The nature of administration cooperations between the administration staff/supplier and the client decides the fulfillment toward the administration ( Grönroos, 2001). The conduct of the administration staff is essential due to the elusive components of administrations, and underscores the reliance clients feel on the administration staff to take care of their issues (Sharma and Stafford, 2000). McIlroy and Barnett (2000) propose that it is vital to consolidate consumer loyalty when building up a client devotion program. Subsequently, "seeing how or why a feeling of dedication creates in clients stays one of the essential administration issues of our day" (Pritchard et al.,1999). As indicated by Disney (1999), "as associations turn out to be progressively client engaged and driven by client requests, the need to meet the clients' desires and hold their reliability turns out to be more basic".

### 5. Research Design

The sample size decides the precision of the information gathered. With the end goal of this study, the populace picked is a blend of individuals from various demographics and financial foundations. A specimen size of 500 was taken, who are clients of nourishment retail market stores. Comfort examining procedure is taken after as the clients are drawn closer at nourishment retail market stores where they are advantageously accessible for overseeing the poll and

accumulation of information from the retail general store buyers. Essential information and auxiliary information are utilized as a part of this exploration. Essential information is gathered through review technique.

## 6. Data Analysis

- SPSS and MS Excel were utilized for the examination reason.
- Factor examination was performed to decide the relationship between's the variables and exceedingly connected variables are consolidated and spoke to by a Factor. This is to guarantee Data Reduction ,rather than a few variables they are spoken to by few central point.
- Regression Analysis-To recognize the effect of the Factors distinguished in Factor Analysis (Independent Variables) on Customer Satisfaction (Dependent Variable) and to determine.
- ANOVA was performed to concentrate on the circumstances and end results of one or more factors(independent variables) on a solitary ward variable. It is utilized for Hypothesis Testing as well(rejection of invalid theory if p-esteem from F-test is < .05 at 95% certainty level).

## 7. Conclusions

This study catches the 5 principle calculates that effect consumer loyalty in sustenance retail general stores, which can help nourishment grocery store retailers detail methodologies and promoting exercises to draw in and hold clients.

## 8.Findings

The significance of such a study is huge in one of the quickest developing retail advertises like India, where the effect of administration quality and retail location highlights on consumer loyalty from the retail clients' perspective is an extremely pivotal field of examination. In the wake of separating diverse variables of administration quality and retail location highlights from contemplating a collection of writing on administrations in sustenance retail general stores, this study plans to distinguish the fundamental components that prompt consumer loyalty in nourishment retail grocery stores. The primary components are extricated from the autonomous variables utilizing element examination.

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