AN INVESTIGATION ON THE CHANGES IN THE LEVEL OF CUSTOMER SATISFACTION OF ORGANIZED RETAIL IN DHARWAD DISTRICT OF KARNATAKA

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ABSTRACT

In this study, one of most often gathered indicators of market perceptions is customer satisfaction stimulus, which is used to analyse the efficiency of a retail organized in increasing customer contentment following its opening. Customer satisfaction is typically tested at the individual level to determine degrees of satisfaction; however, it is almost usually stated at the aggregate level. It can be assessed with other dimensions. A survey comprising a series of statements utilizing the Likert scale is used to assess customer satisfaction. The purpose of this study is to investigate the changes in the level of customer satisfaction of organized retail in Dharwad district of Karnataka. The result shows that the determinant factors have been influenced more effectively the increase in the level of customer satisfaction such factors namely 'Entertainment cum shopping, Availability of Branded products, display of information, Varieties of collection, Payment mode and Store atmosphere.

KEYWORDS: Organized retail, customer satisfaction, Dharwad District, Entertainment, products and Store atmosphere

INTRODUCTION

The notion of retailing stems from an ancient marketing system and is deeply embedded in the social fabric. Most established and even rising economies have long had organized retail, & percentage share of organized retail in overall retailing has grown through time. The modern equivalent of the classic marketplace is a retail organized, shopping centre, or shopping plaza. A retail organized is a complete extant of independent retail stores and services that is conceived, built, and maintained as a unit by a company. In general, retailing may be defined as" act of selling goods and merchandise to suit needs of consumers in a permanent place." The establishment of organized retail stores is an essential element of India's current economic environment. In recent years, there has been significant growth in organized retailing sector, and it is positioned for even quicker progress in the foreseeable future. In the contemporary market, organized shopping is seen as a comfortable, stylish, and time-saving experience. It is anything that provides a client with greater control, convenience, and choice, as well as a rich experience (Ubeja 2011).

In today's world, the retail store is quite significant. Previously, only a few chosen retail stores possessed a monopoly on a limited selection of merchandise. Now, the tendency has

shifted, and numerous modern Retail stores and Retail organized with a large range of items can be found everywhere (Ravindra et al.,2013).

Customer satisfaction is the preferred word that is frequently used in marketing. Marketing entails serving the requirements and desires of the target client in order to profit. It proves that there is no marketing without meeting the customer's want; thus he is referred to as the market king. Consumer satisfaction is essentially a measurement of how well a company's products & services meet or exceed customer expectations. Organizations must keep existing consumers while attracting new ones. Measuring customer satisfaction indicates the organization's performance in supplying items or services to intended market. Customer satisfaction is a key predictor of consumer purchase intentions.

Today's globe is quite active for the growth of all fields. With India's independence in 1947 and the implementation of economic planning, people's expectations of a higher quality of life were inevitably heightened. People chose shopping centres and retail organized for their convenience with the implementation of new economic policies. The Indian retail market is one of top five in world. India is one of world's fastest expanding retail markets. The rise of retail organized introduced the notion of shopping as entertainment to India. Retail organized are being built both inside and externally throughout the country, not just in big metropolitan areas. The large retail organized are made up of independent retail establishments, services, and parking lots. Restaurants, banks, theatres, professional offices, service stations, & other businesses can be foundin retail organized.

Employment isa partnership b/w two people: the employer & the employee. An employee is someone who is hired to perform servicesto a company in exchange formoney or other remuneration. Contract labour, such as minimum pay, exists in India. Employment isa long-term collaboration b/w employees & employers that share a shared goal.

Employee retention surveys are a crucial component of the structure as well as among several indications of organizations' success. Consumers are treated better when staff members are motivated, understand their role in company success, but are involved as in company's development.

Employee happiness is a key measure ofa company's success & long-term growth. Companies must not only be able to produce new business prospects, but they must also guarantee that their present consumers are happy. Existing pleased customers assist to bring in new consumers by sharing the organization's goodwill and reputation. They discuss the employee's civility, assistance, advise, and helpfulness.

On the other hand, if employees are dissatisfied, they may not report for duty on time, absenteeism increases, and careless, inconsiderate, and disrespectful behaviour with customers has a negative influence on customer satisfaction & organization's goodwill.

OBJECTIVES OF THE STUDY

- To investigate variations in customer satisfaction caused by the presence and absence of retail organized in the Dharawad District of Karnataka State.

HYPOTHESES FOR THE STUDY

H01: "There is no discernible variation in customer perception b/w pre- & post-existence of retail organized."

Ha1: "There is a discernible variation in customer perception b/w pre- & post-existence of retail organized."

LITERATURE REVIEW

Singh and Bose (2010) investigated the major drawbacks faced by Indian shopping retail organized, such as the availability of required facilities and the cost of real estate, an increase in construction costs, a non-conducive procedure framework, and a lack of professional capability in retail organized development & management, in a study. Despite the fact that the retail organized concept originated in the West, Indian retail organized are not tailored to certain cultures and locales in India, and retail organized developers are focused on attracting as many tenants as possible. As a result, infrastructural, transportation, and environmental difficulties emerge only when the situation becomes uncomfortable and uncontrollable.

Gurusamy, M., & Prabha, N. (2011) performed research to investigate the differences in customer perceptions and preferences for organized retail formats against traditional kirana outlets. The survey also discovered the facts about the most prioritised parts of retail businesses that entice customers to shop there. According to the study, traditional stores are only good on parameters of convenience and quality, whereas organized retail formats such as shopping retail organized, supermarkets, and department stores are supposed to be good on the parameters of variety, quality, consistency, convenience, service, information displays, & hygiene. However, pricing is the sole factor in which customers perceive organized shops to be expensive. According to the report, buyers are particularly worried about structured retailing and demand variety as a fundamental feature from them.

In their research of retail establishments in Delhi, Manish and Seema (2012) attempted to identify the elements that influenced consumer happiness. The study found that location, product diversity, and acceptable prices motivated customers to frequent retail organized. The study revealed that spending more time in a store improves the likelihood of a customer purchasing things. The longer he or she stays, greater likelihood of a sale. As a result, concentrating on product diversity and competitive price would assist to achieve customer satisfaction by ensuring that consumers are pleased.

Rags Gopalan et al. (2013) focused on 2014 retail trends in India. India has a population of over a billion people, contributing around $700 billion to $750 billion (FY15) to retail

industry, which is expected to develop ata rate of 13-16 percent with an organized sector penetration of just 8 percent to 10 percent. The retail premise remains a battleground where brand fates are chosen depending on consumer choices. This analysis seeks to identify important themes that will shape the Indian retail sector in 2014. Asa result, study indicated thatthere was a positive tendency towards the retail sector.

Kamal et al. (2014) conducted a comprehensive analysis on growth & challenges in the Indian retail business, as well as important issues for both Indian and international retailers. The article explains how, in recent years, retailing has become a promising business, opening openings for retailers and international investors. It was discovered that Indian retail sector had witnessed rapid expansion over recent decade, with a noticeable transition from unorganized to structured retailing structures. The retail business was evolving towards a more contemporary model. The retail sector in Indiais predicted to develop ata 7% annual rate over the next ten years, reaching US$ 850 billion by 2020. Traditional retail is expected to increase ata 5% annual rate to US$ 650 billion by 2020, while organized retail is expected to grow ata 25% annual rate to US$ 200 billion.

According to Duggani Y. and Duggani S. (2014), while customer satisfaction is typically a pleasant experience, it may also be a source of disappointment when comparing a product's or service's perceived performance or outcome to his or her expectations. It was discovered that 50% of consumers thought the food bazaar's product selection was good. Furthermore, 52.72% of consumers stated that product quality is average and advocate maintaining quality, however 44.54% of customers were disappointed with the offerings and perks. Aside from that, 56.36% of customers were extremely unsatisfied with the quickness of the cashier throughout the charging procedure at the food bazaar. Another significant finding was that 75.45% of consumers were dissatisfied with the parking facilities, which discouraged them from returning.

Nagamani Rajan.R and Subramanian.k (2016) The purpose of this study is to better understand customer attitudes of formal & informal commerce in the Tirunelveli region. It has been shown that changes in customer perceptions are mostly responsible for growth in the planned retail industry. This shift has occurred as a result of growing affluence, lifestyle changes, and favourable demographic trends. Now, the consumer prefers to buy at a location that offers food, entertainment, & shopping all under one roof. This has given organized retailers significant influence.

Yeboah and Prempeh (2017) performed a research to examine customer impulsive purchase behaviour in relation to a variety of consumer and product related characteristics. It looked at factors such product physical quality, product appeal, product pricing, product origin, & buying proximity. The study discovered a favourable association between impulsive purchasing behaviour among customers & product physicalquality, attractiveness, price, and origin, however purchase location was not more effective in persuading the impulse purchaser. As a result, it was proposed that manufacturers and other stakeholders assist retailers in various

ways to better their selling practises & innovative ways to appeal to consumers in satisfying their wants.

Marco Tulio Zanini et al. (2019) identify essential aspects of business districts & grocery mall organised who effect both happiness & spending propensity of poor customers in order to understand their choices with respect to spending in these retail megalopolises. The data show that categories "selection" & "value" had same influence on satisfaction & patronage intention across both shopping streets or structured shopping malls. Yet, "admission" proved to be critical for organised shopping stores, but "security" was determined to be critical for shops. The greater enjoyment provided by organised shop, research reveal that local shops have a predisposition for purchase behavior. The survey also evaluated at customer impressions of major retail conglomerates. Artistry The results of investigation result in creation of a theoretical foundation for grown retail metropolises as contrary to created retail metropolises, whose are indicated via shopping lanes & purchasing retail organised, separately.

Delores J. Leonard and Charles Needham (2020) investigate customer service improvement solutions for hospital administrators. Five hospital managers who execute customer service initiatives in hospitals were target population. The findings show that investigating employee training is related to expectation-confirmation theory's conceptual framework. Participants mentioned several attempts to change hospital operations basedon consumer expectations for satisfaction & to check customer satisfaction for hospital system.

Migle Cernikovaite (2021) investigates consumer preferences and identifies chosen variables of Vilnius, Lithuania retail retail organized. The Vilnius shopping centre research is based ona complicated modelthat incorporates following criteria: shopping centre goods & services, customer service, image considerations, physical factors, situational factors, & target consumer demographic data. Expert interviews attempted to establish consumer choice criteria based on professional experts' perceptions of the issue under investigation. The consumer survey questionnaire focuses onall of recognised elements that influence shopping centre selection. This paper analyses theoretical elements for retail shopping centre selection, Analyzes economic trends or distinctiveness of Vilnius malls, examines criteria, & rates utilitarian, economic, & interactive customers' needs for Lithuanian strip mall decision.

Pilli and Konka (2022) investigated the effect of structured retail marketing on consumer satisfaction. The retail industry in India & throughout the world is undergoing significant change in present economic climate. Some economies thrived, while others failed. Technological advancements have altered corporate operations. Emerging retailers have offered novel business concepts as well as new infrastructure. The revolutionary business techniques had awide-ranging impact on retail industry. India now comprises of dynamic customers who are demanding & knowledgeable, rising consumption levels, & an expanding demographic base. As a result, shop must continually innovate to meet the changing wants of its customers.

According to Ray et al. (2022), itis critical to understand needs of consumers in order to better serve them. To do so, management should endeavour to grasp the major elements influencing customers' purchasing decisions. Customers who are satisfied are the assets of the firm, and customer happiness is a vital component in the creation of consumers' future purchase intentions. The best approach to determine customer happiness is to conduct a consumer survey utilising a questionnaire, which allows management to learn about the changes that consumers desire, discover opportunities, and track the impact of critical elements. A delighted consumer will exaggerate their good reactions and experience, whereas a dissatisfied customer will exaggerate their bad experience. As a result, the merchant must strive to please and excite them with service that improves distinctiveness.

RESEARCH METHODOLOGY

The study establishes an acceptable technique for gathering data on customer satisfaction in the organized retail industry. The data for this study have been collected through primary and secondary sources. Primary data were acquired by distributing standardised questionnaires, and the Retail organized Intercept Method was also used in the study to elicit customers' genuine shopping experiences at retail organized. The survey questionnaire is created and disseminated to the appropriate respondents. The general public / customers visiting retail organized in Karnataka's Dharwad area are the target respondents. Secondary data was gathered to emphasize the conceptual analysis and literature study. The necessary information was gathered from a variety of published sources, including publications, research papers, journals, textbooks, and other websites. Major cities were chosen by targeting revenue-based divisions to elicit responses, including Dharwad, Hubli urban, and Hubli rural. As a result, the surveys are disseminated to a diverse audience, with the targeted respondents being the general public who visited the retail organized. (of various genders, ages, educational backgrounds, occupations, and economic levels). Because various levels of society have distinct expectations and demands, selecting respondents from diverse backgrounds will almost surely result in a more trustworthy outcome via their satisfaction. 400 sample sizes were taken for study. The data was analysed using several statistical methods such as Mean, Standard deviation, Multiple regression, Paired sample t-test, and Independent sample t-test analysis. SPSS (Version 21) software was used to evaluate the data, and suitable conclusions were drawn in the end.

CHANGES IN THE LEVEL OF CUSTOMER SATISFACTION PRE-EXISTENCE AND POSTEXISTENCE OF ORGANIZED RETAILS

The retail market is growing as per the changes taken place in the expectations of the customers. In the last decade, organized and unorganized retail outlets are competing each other in occupying the market share. There is a challenging task to both retail formats in generating customer's satisfaction in order to survive. Especially, organized retails have adopted and

updated their marketing practices as well as strategies to attract new customers and to retain the existing customers in the name of satisfaction. There are considerable aspects to examine the changes taking place in the level of customer satisfaction in Pre- and Post- existence of organized retails with the help of paired sample t-test.

TABLE 1 SHOWING THE CHANGES IN THE LEVEL OF CUSTOMER SATISFACTION DUE TO THE PRE- EXISTENCE AND POST-EXISTENCE OF ORGANIZED RETAILS

PAIRED SAMPLE STATISTICS						
ORGANIZED RETAILS MOTIVES	**PRE-EXIS TENCE**	**N**	**PAIRED SAMPLE STATISTICS**		**SIG.**	**NULL HYPOTH ESISRES ULT**
	POST-EXI STENCE		**MEAN**	**STD. DEVIATION**		
Location Convenience for Shopping	Pre- existence	400	3.87	0.78	0.00	Rejected
	Post- existence	400	3.93	0.73		
Time Convenience for Shopping	Pre- existence	400	3.20	1.22	0.00	Rejected
	Post- existence	400	3.82	0.41		
Quality of the product	Pre- existence	400	3.58	0.83	0.00	Rejected
	Post- existence	400	4.04	0.58		
Varieties of products offered for sale	Pre- existence	400	3.03	0.73	0.00	Rejected
	Post- existence	400	4.52	0.66		
Good offers	Pre- existence	400	2.48	0.63	0.00	Rejected
	Post- existence	400	4.49	0.64		
Freshness of the Products	Pre- existence	400	2.32	0.80	0.00	Rejected
	Post- existence	400	3.78	1.21		
Availability of Branded products	Pre- existence	400	3.36	0.87	0.00	Rejected
	Post- existence	400	4.50	0.66		
Shopping atmosphere	Pre- existence	400	2.24	0.93	0.00	Rejected
	Post- existence	400	4.52	0.66		
Everything available under one roof	Pre- existence	400	2.53	0.69	0.00	Rejected
	Post- existence	400	4.45	0.61		
Mode of payment using Debit/credit card	Pre- existence	400	3.09	0.77	0.00	Rejected
	Post- existence	400	4.42	0.66		
Correctness of weight and measurement	Pre- existence	400	3.66	0.62	0.00	Rejected
	Post- existence	400	4.40	0.66		
Billing system with	Pre- existence	400	2.22	0.81		

					0.00	Rejected
proper description in bills	Post- existence	400	4.02	0.66		
Sales Person's Communication	Pre- existence	400	2.98	0.84	0.00	Rejected
	Post- existence	400	4.51	0.66		
Door Delivery	Pre- existence	400	3.02	0.66	0.00	Rejected
	Post- existence	400	3.66	0.84		
Display of information	Pre- existence	400	3.09	0.77	0.00	Rejected
	Post- existence	400	4.43	0.64		
Credit facility	Pre- existence	400	3.22	0.54	0.00	Rejected
	Post- existence	400	4.12	0.66		
Parking facility	Pre- existence	400	2.09	0.77	0.00	Rejected
	Post- existence	400	4.01	0.49		
Spending leisure time cum shopping	Pre- existence	400	2.95	0.86	0.00	Rejected
	Post- existence	400	4.25	0.75		
Packaging	Pre- existence	400	2.65	0.82	0.00	Rejected
	Post- existence	400	4.24	0.75		
Reasonable price	Pre- existence	400	3.71	1.21	0.00	Rejected
	Post- existence	400	3.98	1.06		
After sales service	Pre- existence	400	2.65	0.77	0.00	Rejected
	Post- existence	400	4.24	0.72		
Entertainment cum Shopping	Pre- existence	400	2.54	0.88	0.00	Rejected
	Post- existence	400	4.03	0.72		

(Sources: Primary data)

To trace out the changes taken place in the level of customer satisfaction in the pre-existence and post-existence of organized retails, the perceptions of 400 customers were analysed and interpreted. The mean value for twenty-two statements varies from 3.22 to 4.52 with regard to various factors influence in enhancing customer satisfaction in the post-existence period of organized retails, have shown positive agreement about all the measured statements. Moreover, customers who visit Organized retails opine that they visit organized retails because of 'Varieties of products offered for sales and Attractive shopping atmosphere'. This was evidenced by the mean value of 4.53 and 4.52 portraying the highest mean value among all other statements. Most importantly, organized retails customers revealed high positive agreement towards the positive changes in the level of customer satisfaction in the Post-existence of organized retails. However, the mean value of all the factors influencing in enhancing the customer satisfaction stood at less than 4.00 for pre-existence of organized retails which vary from 2.23 to 3.87. The result of mean values depicted that the respondents had expressed their

view indicating low to moderate agreement about the measured statements. Furthermore, 'Location convenience for shopping' is representing moderately high, which is evidenced by the mean value 3.87. It is the topmost value compared to all other tested statements regarding before existence of organized retails in Karnataka. Conversely, least opinion was given towards 'Shopping atmosphere' before the organized retails came into existence.

The opinion of the respondents is common (evidenced by the Standard deviation less than 01) for 'Location Convenience for Shopping, Time Convenience for Shopping, Quality of the product, Varieties of products offered for sale, Good offers, Freshness of the Products, Availability of Branded products, Shopping atmosphere, Everything available under one roof, Mode of payment using Debit/credit card, Correctness of weight and measurement, Billing system with proper description in bills, sales person communication, Door Delivery, Display of information, Credit facility, Parking facility, Packaging, Reasonable price, After sales service, Shopping with Entertainments and Spending leisure time cum shopping' in both pre-existence and post existence of organized retails. But there is a divergence of opinion (evidenced by the Standard Deviation more than '01') regard to 'the availability of products at reasonable price' for both Pre-existence and post existence of organized retails, 'Time Convenience' in Pre-existence of organized retails and 'Product Freshness' in post-existence of organized retails.

The table no. 1 reveals that there is a statistically significant differences in enhancing customer satisfaction in pre-existence and post existence period of organized retails. The convention is that null hypothesis is rejected when the p-value is sorganized retailer than 0.05. Hence, it can be inferred that in Null hypothesis "There is no significant difference in the perception of consumers between pre-visit and post-visit of organized retails" is rejected and Alternative hypothesis is accepted. The result of analysis portrays that 'Quality of the product, Varieties of products offered for sale, Good offers, Availability of Branded products, Shopping atmosphere, Everything available under one roof, Mode of payment using Debit/credit card, Correctness of weight and measurement, Billing system with proper description in bills, sales person's communication, Display of information, Credit facility, Parking facility, Spending leisure time cum shopping, Packaging, Reasonable price, After sales service and Shopping with Entertainments' are more positively contributing in enhancing the level of customer satisfaction in the post-existence of organized retails which evidenced by the mean value of more than 04. Thus, it can be recapitulated that presence of organized retails has helped in improving the satisfaction level of the customers who visit organized retails and it can also be inferred that organized retails are striving well in meeting the expectations of the customers.

CONCLUSION

The study discovered that respondents observed considerable improvements in the post-existence of organized retail of all buying reasons contributing favourably on consumer satisfaction, as indicated by the mean value ranging from 3.22 to 4.52. 'Varieties of products

offered for sale, 'Availability of Branded products', 'Shopping atmosphere', 'Sales Person's Communication' have contributed more favourably in enhancing Customer satisfaction in the period of post-existence of organized retails. Additionally, all purchasing reasons have been contributed favourably and statistically significant in boosting the satisfaction level of the consumers in the era of post-existence of organized retails. 'Location and time convenience' also have a significant impact on buyer satisfaction. When it comes to the placement of organized shopping, metropolitan regions have been developed. As a result, customers must go from their current position to a retail organized location, which takes extra time. 'Location Convenience', 'Time Convenience', 'Door Delivery', 'Freshness of the Products' and 'Reasonable Price' are working moderately to increase shopper satisfaction in the post-existence of retail organized.

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