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A STUDY ON CUSTOMERS SERVICE IN RETAIL OUTLETS IN MADURAI CITY

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Abstract

India 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 lifestyles, and favorable demographic patterns. It is expected that by 2016 modern retail industry in India will be worth US$ 175- 200 billion. India retail industry is one of the fastest growing industries with revenue expected in 2007 to amount US$ 320 billion and is increasing at a rate of 5% yearly. A further increase of 7-8% is expected in the industry of retail in India by growth in consumerism in urban areas, rising incomes, and a steep rise in rural consumption. It has further been predicted that the retailing industry in India will amount to US$ 21.5 billion by 2010 from the current size of US$ 7.5 billion. Shopping in India have witnessed a revolution with the change in the consumer buying behavior and the whole format of shopping also altering. Industry of retail in India which have become modern can be seen from the fact that there are multi- stored malls, huge shopping centers, and sprawling complexes which offer food, shopping, and entertainment all under the same roof.

Keywords: retail industry, rural consumption, shopping centers, malls, Retail Store, Madurai City

Introduction

India retail industry is expanding itself most aggressively; as a result a great demand for real estate is being created. Indian retailers preferred means of expansion is to expand to other regions and to increase the number of their outlets in a city. It is expected that by 2010, India mayhave600newshoppingcenters. In the Indian retailing industry, food is the most dominating sector and is growing at a rate of 9% annually. The branded food industry is trying to enter the India retail industry and convert

Indian consumers to branded food. Since at present 60% of the Indian grocery basket consists of non- branded items. India retail industry is progressing well and for this to continue retailers as well as the Indian government will have to make a combined effort.

Need for the Study

Entry of the corporate houses in the retail market or for that matter into any sector is popularly perceived to be a part of economic growth. The increasing participation of the private sector is considered as one of the instruments of economic growth and job creation. Economic growth by itself creates jobs says Lord Desai a professor of economics at the London school of economics. But this I reiterate is a popular perception, whether the entry of corporate houses into every market and field is justified or not is a different matter. In my view it is incorrect to make general statements about economic growth and job creation, one has to be very precise when dealing with this subject. Economic growth I agree does create jobs; it does push the economy to a more productive stage.

Statement of the Problem

In view of these fundamental shifts in the structure of market exchanges, companies relying solely on aggressively marketing their offerings at attractive prices will gain no more than a temporary advantage. In contrast, competing on the basis of superior customer service is an intangible, difficult to imitate component of a company's overall market offering, which provides an enduring competitive advantage.

Considering the paramount importance of quality improvement and management in services, the present study has been undertaken with the objective of contributing a measure on the issue of relative importance of different service in the Retail Store in Madurai city. This would have implications for customer service and resource management of these Retail Store.

Scope of the Study

The study covers the Retail Stores located in four different regions namely South, West, East and North areas in Madurai City.This study will assist Retail

Outlets organizations to establish ongoing 'listening systems' to develop continuous insight about customer service needs. More informed decision making to improve service quality comes from a continuous series of snapshots taken from various angles and through different methods form the essence of systematic listening.

Objectives of the Study

The following are the objectives of the study:
1. To analysis of Service of Retail Stores in Madurai City.
2. To compare the service score between the Retail Stores in Madurai City.

Source of Data

The customers, who actually visited and experienced the services of any one of the Retail Outlet in such as Nilgiris Nest and Reliance Fresh were selected as respondents on the basis of Stratified Sampling Method. The Primary data collected from through proper interview schedule and secondary data collected from various magazines and journals.

Sampling Design

The Researcher has used Stratified Random Sampling method. Data were collected with the use of questionnaire schedule from 150 respondents by the researcher.

Table 1 Service of the Respondents on Staff's Interest towards Customer

S. No	Name of the Retail Outlet	Mean Score	Standard Deviation
1	Reliance Fresh	6.01	1.07
2	Nilgiri Nest	6.24	1.10
Source: Computed from primary Data			

The customer of the Reliance Fresh was more satisfied (Mean 6.01, S.D.1.07) than other Retail Store, followed by Nilgiri Nest (Mean 6.24, S.D.1.10) comparatively highly inconsistent than any other Retail Store from reliance fresh. But, almost all the respondents are strongly agreed that staff's were interested towards the customer' best interest at the heart.

Service of the Respondents Towards Staff's Uniform And Grooming

The following table (Table No 2) illustrates the service of the respondents towards staff's uniform and grooming.

Table 2 Mean Score on staff's uniform and grooming

S. No	Name of the Retail Outlet	Mean Score	Standard Deviation
1	Reliance Fresh	6.58	1.10
2	Nilgiri Nest	6.34	1.17
Source: Computed from Primary data			

The customer of the Reliance Fresh was highly satisfied (Mean 6.58, S.D.1.10) than other Retail Store. But, almost all the respondents are strongly agreed that staff's uniform and grooming of all Retail Store is very good..

Service of the Respondents Towards Retail Stores Moderen Looking Equipment

The following table (Table No 3) illustrates the service of the respondents towards retail stores modern looking equipment.

Table 3. Mean Score on Retail Store modern looking equipment

S. No	Name of the Retail Outlet	Mean Score	Standard Deviation
1	Reliance Fresh	6.89	1.18
2	Nilgiri Nest	5.40	1.15
Source: Computed from Primary data			

The customer of the Reliance Fresh was consistently highly satisfied (Mean 6.89, S.D.1.18) than other Retail Store towards Retail Store modern looking equipments followed by Reliance Fresh with inconsistence of the perception of the customer. From the above table the researcher interpreted that the Nilgiri Nest has superior equipment for service.

Service of the Respondents Towards Exterior and Interior Appeal of the Retail Stores

The following table (Table No 4.) illustrates the perception score of the respondents towards retail stores exterior and interior appeal of the retail stores.

Table 4 Mean Score on the exterior and interior appeal

S. No	Name of the Retail Outlet	Mean Score	Standard Deviation
1	Reliance Fresh	6.59	0.79
4	Nilgiri Nest	6.16	0.75
Source: Computed from Primary data			

The customer of the Reliance Fresh was highly agreed that, Reliance Fresh (Mean 6.59, S.D.0.79) was for best than any other retail stores in Madurai city with reference to interior and exterior appeal of the shop. But, almost all the respondents are strongly agreed that exterior and interior appeals of all Retail Store are very good.

SERVICE OF THE RESPONDENTS TOWARDS EASY ACCESSABILITY OF THE RETAIL STORES

Table 5 Mean Score on convenient and easily accessible location of the

S. No	Name of the Retail Outlet	Mean Score	Standard Deviation
1	Reliance Fresh	6.26	0.60
2	Nilgiri Nest	6.40	0.59
Source: Computed from Primary data			

The customer of the Reliance Fresh (Mean 6.26, S.D.0.60) and Nilgiri Nest (6.40, S.D.0.59) was highly agreed that the locations of these Retail Store were convenient than other two Retail Store. But, almost all the respondents were strongly agreed that location and accessibility of all the Retail Store are very good.

Service of Satisfaction of the Respondents Towards the Retail Store In Madurai

The following table (Table No:6) illustrates the satisfaction score of the respondents towards the different Retail Store in Madurai city.

Table 6 Mean Score of Overall Satisfaction

S. No	Name of the Retail Outlet	Mean Score	Standard Deviation
1	Reliance Fresh	6.86	0.84
2	Nilgiri Nest	6.09	0.70
Source: Computed from Primary data			

The customers of the Reliance Fresh have high satisfaction (Mean 6.86, S.D.0.84) than any other Retail Store in Madurai city with respect to overall satisfaction towards the services offered by the Retail Store, followed by the Nilgiri Nest (Mean 6.09, S.D 0.70), but with more consistency compared to two retail outlets.

Suggestions

The result of the analysis of this study clearly shows that Star Retail Store of Madurai City, are lack of Reliability and Responsiveness of Service Quality. Building a Service Quality Information System is a solution to this problem and also to enhance the service quality. Customer Advisory panel, Employee survey, Customer Complaint, Comment and Inquiry Capture, Service Reviews and Employee Field Reporting are very essential.

Conclusion

This study reveals the analyzed the customer's services with reference to the Retail Store of Madurai city.It clearly indicates that there is a lack of service in all the Retail Store with respect to reliability and responsiveness of service. The competition continues to heat up in market around the country and emerging technology continues to empower customers with more market knowledge and wider choice. The Continuous observation and adopting new innovative strategies are key for improving the services.

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