

A Study on Consumer Satisfaction Towards Shri Kannan Departmental Store in Mettupalayam

A.Elizabeth Prema¹, K.Guhan prasanth², M.Nallammal³

¹Assistant Professor Cum Research Scholar, Department of Commerce, Dr. R.V. Arts and Science College, Karamadai, Coimbatore, India

²Assistant Professor Cum Research Scholar, Department of Commerce, Dr. R.V. Arts and Science College, Karamadai, Coimbatore, India

³II M.Com, Dr. R.V. Arts and Science College, Karamadai, Coimbatore, India

Abstract: The purpose of this study is to analyze consumer satisfaction levels regarding products and services offered by SHRI KANNAN DEPARTMENTAL STORE IN METTUPALAYAM. Consumer satisfaction is a key determinant of business success. This study explores dimensions such as product quality, pricing, store ambience, staff behavior, billing and payment convenience, and overall shopping experience. Primary data was collected from 100 customers of Shri Kannan Departmental Store via structured questionnaires. The responses were analyzed using simple statistical tools like percentages, mean scores, and satisfaction indexes. Findings reveal key areas of strength and improvement opportunities, enabling the store to enhance service quality and customer retention. The study concludes that while the majority of customers are satisfied, but pinpoint specific aspects like billing speed and parking facilities as areas requiring attention. Findings indicate a high level of satisfaction regarding product availability.

I. INTRODUCTION

Retailing has undergone significant changes over the years, especially in semi-urban towns like Mettupalayam. Earlier, customers had to visit multiple small shops to purchase their daily necessities. With the emergence of departmental stores, shopping has become more convenient, organized, and time-saving. A departmental store provides various categories of products such as groceries household items, personal care products, and other essentials at a single location. The Mettupalayam branch was established around 2012. Originally founded by Shri T. Thanushgaran. In March 2020, the chain was 100% acquired by Reliance Retail Ventures Limited for approximately ₹152.50crore. Shri Kannan

Departmental Store, located in the heart of Mettupalayam, caters to a wide range of daily household needs such as groceries, personal care, stationery, snacks, and general merchandise. The store has become a preferred shopping destination for local residents due to its convenient location, product range, and traditional service ethics. Consumers today not only expect quality products but also demand good service, fair pricing, cleanliness, and ease of access. The purpose of this study is to assess how satisfied consumers are with their shopping experience at Shri Kannan Departmental Store and to identify factors influencing their satisfaction.

II. OBJECTIVES

- 1) To assess consumer satisfaction levels towards Shri Kannan Departmental Store in Mettupalayam.
- 2) To identify customer perceptions on product quality, price, and service.
- 3) To evaluate the store environment and shopping convenience.
- 4) To identify the problems faced by customers during billing and home delivery.
- 5) To recommend improvements based on consumer feedback.

III. SCOPES

This study focuses on customers of Shri Kannan Departmental Store in Mettupalayam. It covers:

- 1) Customer perceptions
- 2) Satisfaction levels
- 3) Factors affecting retail experience
- 4) Suggestions for improvement

It reflects only the views of local shoppers in the region.

IV. LIMITATIONS

- 1) The study is limited to Mettupalayam area.
- 2) Sample size is restricted to 100 respondents.
- 3) Findings are based on customer perceptions and may vary.

V. RESEARCH METHODOLOGY

The study uses a descriptive research design with a survey method. Data is collected through structured questionnaires distributed to customers of Shri Kannan Departmental Store in Mettupalayam. The questionnaire includes questions on demographic profile, shopping habits, satisfaction levels, and suggestions for improvement.

VI. SAMPLE DESIGN

- * Sampling Design : A purposive sampling method was followed for selecting the customers.
- * Sample Size : The sample size for the survey was 100
- * Sample Area : Mettupalayam

VII. TOOLS OF ANALYSIS

The collected data were analysed using the following tools:

- * Percentage analysis
 - * Tables
 - * Simple charts and diagrams
- These tools helped in easy understanding and interpretation of customer responses.

X. PERCENTAGE ANALYSIS

The percentage is the simple frequency and the descriptive over the selected factors. Percentage analysis respondents the number of parts 80. It can be calculated as under,

$$\text{Simple percentage analysis} = \frac{\text{Number of respondents}}{\text{sample}} \times 100$$

*TABLE SHOWING THE DISTRIBUTION OF RESPONDENTS BASED ON GENDER

S.NO	GENDER	RESPONDENT	PERCENTAGE (%)
1	Male	29	36.5
2	Female	51	63.5
Total		80	100%

VIII. REVIEW OF LITERATURE

* Consumer Satisfaction Theory (Oliver, 1980): This foundational work established the Expectancy Disconfirmation Theory, which posits that satisfaction is the outcome of the comparison between pre-purchase expectations and post-purchase performance. If performance exceeds expectations, satisfaction is high. This theory is crucial for understanding how Shri Kannan meets or exceeds expectations.

* Retail Service Quality (Dabholkar et al., 1996): Their RATER model (Reliability, Assurance, Tangibles, Empathy, Responsiveness) provides a framework for measuring service quality in a retail setting. The current study uses these dimensions (e.g., tangible aspects like store layout, responsiveness of staff) to structure the questionnaire items.

* Impact of Price and Quality on Satisfaction (Szymanski and Churchill, 1990): This meta-analysis highlighted the strong correlation between perceived product quality, fairness of pricing, and overall customer satisfaction in a retail context.

IX. DATA ANALYSIS AND INTERPRETATION

The data collected from the respondents are classified and presented as table under various headings in the following pages. They are research also arranged in such a way that a detailed analysis can be made so as to present interpretation for the same. It deals with the percentage analysis and interpretation of data relating to respondents.

INTERPRETATION: The above table reveals the Majority 63.5% of the respondents are female and 36.5% of the respondents are male.

*TABLE SHOWING THE DISTRIBUTION OF RESPONDENTS BASED ON AGE

S.NO	RESPONSES	NO.OF RESPONSES	PERCENTAGE(%)
1	BELOW 25	31	38.5
2	25 – 40	29	36.5
3	40 – 60	20	25
4	60+	0	0
TOTAL		80	100%

INTERPRETATION: The above table reveals that 38.5% of the respondents belongs to the age group of below 25 years, followed by 36.5% of the respondents belongs to the age group of 25 – 40 years and 25% of the respondents belongs to the age group of 40 – 60 and 0% of the respondents belongs to the age group of 60+

*TABLE SHOWING THE DISTRIBUTION OF RESPONDENTS BASED ON MONTHLY INCOME

INTERPRETATION: The above table shows that the 56.5% of respondents of monthly income is below Rs.15000

S.NO	RESPONSES	NO. OF RESPONSES	PERCENTAGE(%)
1	Below 15000	45	56.5
2	15000-20000	24	30
3	20000-50000	6	7.5
4	Above 50000	5	6
TOTAL		80	100%

and 30% of respondents of monthly income is 15000-20000 and 7.5% of respondents of monthly income is 20000-50000 and 6% of respondents of monthly income is above 50000.

*TABLE SHOWING THE DISTRIBUTION OF RESPONDENTS BASED ON CUSTOMER SERVICE

S.NO	RESPONSES	NO.OF RESPONSES	PERCENTAGE(%)
1	Good	35	43.5
2	Average	40	50
3	Poor	5	6.5
Total		80	100%

INTERPRETATION: The table shows that 50% of the respondents are average in customer satisfaction , 43.5% of the respondents are good in customer satisfaction and 6.5% of the respondents are poor in customer satisfaction.

*TABLE SHOWING THE DISTRIBUTION OF RESPONDENTS BASED ON HOME DELIVERY FACILITY

S.NO	RESPONSES	NO.OF RESPONSES	PERCENTAGE(%)
1	AVAILABLE	70	87.5
2	NOT AVAILABLE	10	12.5
Total		80	100%

INTERPRETATION: The above table shows that 87.5 of the respondents are available home delivery and 12.5% of the respondents are not available home delivery.

*TABLE SHOWING THE DISTRIBUTION OF RESPONDENTS BASED ON OVERALL SATISFACTION FOR SHOPPING IN DEPARTMENTAL STORE

S.NO	RESPONSES	NO.OF RESPONSES	PERCENTAGE(%)
1	EXCELLENT	70	87.5
2	AVERAGE	10	12.5

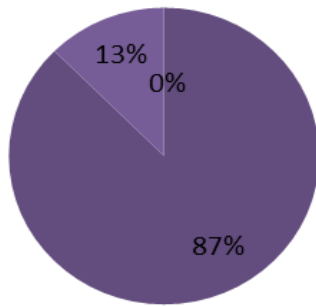
3	POOR	0	0
Total		80	100%

INTERPRETATION: The above table shows that 87.5% of the respondents are excellent. Among them 12.5% of the respondents are average and 0% are poor.

TABLE SHOWING THE DISTRIBUTION OF RESPONDENTS BASED ON OVERALL SATISFACTION FOR SHOPPING IN DEPARTMENTAL STORE

OVERALL SATISFACTION

■ EXCELLENT ■ AVERAGE ■ POOR ■



XI. FINDINGS

- 1) Majority 63.5% of the respondents are under "female" category. (GENDER)
- 2) 38.5% of the respondents are the age group of "below 25". (AGE)
- 3) Majority 56.5% of the respondents are the "below 15000". (MONTHLY INCOME)
- 4) 50% of the respondents are the "Average". (CUSTOMER SERVICE)
- 5) Majority 87.5% of the respondents are the "Available". (HOME DELIVERY FACILITY)

XII. SUGGESTION

Providing many facilities like parking, offers, better labelling and customer service etc. so it will reduce the customers valuable time searching for parking and shopping so that they spend more time on shopping, which will generate more revenue to the retail.

XIII. CONCLUSION

Quality and quantity of the product are good. Shri Kannan DEPARTMENTAL STORE facilities are very satisfactory for the customers. Customers feel that they are getting good services. Customers satisfactions providing the offers and discounts.

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