

A Study on Customer Satisfaction Towards Retail Stores

Ujjwal Saini¹ Dr. Swati Goswami²

¹Student, Bachelor of Commerce, Quantum University, Roorkee, Uttarakhand,
India. Pincode-247667

Email- sainiujjwal59@gmail.com


²Assistant Professor, Department of Commerce and Finance, Quantum University, Roorkee, Uttarakhand. Pincode-247667

Email- swati.qsb@quantumeductaion.in



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Abstract

The retail industry plays a significant role in influencing customer buying behaviour and overall shopping experience. Customer satisfaction has become one of the most important factors for the success and growth of retail stores in today's competitive market environment. The present study titled "A Study on Customer Satisfaction Towards Retail Stores" aims to examine the level of customer satisfaction and identify the major factors that influence consumer preferences while shopping at retail stores. The study focuses on various aspects such as product quality, pricing, store layout, customer service, availability of products, promotional offers, and overall shopping experience.

The research is based on primary data collected through structured questionnaires from customers visiting retail stores. Descriptive research design has been used for the study, and the collected data has been analyzed with the help of percentage analysis, tables, and graphical representation. The findings of the study indicate that factors such as good product quality, reasonable pricing, courteous staff behaviour, attractive store atmosphere, and availability of a wide range of products significantly affect customer satisfaction. The study also reveals that satisfied customers are more likely to revisit retail stores and recommend them to others, thereby contributing to customer loyalty and business profitability. The study concludes that retail stores must continuously improve their service quality and customer relationship practices to maintain customer satisfaction and gain a competitive advantage in the market. Effective customer satisfaction strategies can help retail stores enhance customer retention and achieve long-term business success.

Keywords: Customer Satisfaction, Retail Stores, Consumer Behaviour, Service Quality, Shopping Experience, Customer Loyalty, Retail Marketing, Consumer Preference

Introduction

The retail sector is one of the fastest-growing sectors of the economy and plays a significant role in economic development by generating employment opportunities, increasing consumer convenience, and contributing to national income. Retail stores act as an important link between manufacturers and final consumers by making products available at the right place, at the right time, and in the desired quantity. In the modern business environment, the retail industry has become highly competitive due to the increasing number of retail outlets, shopping malls, supermarkets, and online shopping platforms. As a result, customer satisfaction has become a major concern for retailers.

Retailing plays a significant role in the economic development of urban areas by providing essential goods and services to consumers. In recent years, the retail sector in India has witnessed rapid growth due to urbanization, rising income levels, changing lifestyles, and increased consumer awareness. Tirupur City, being a major industrial and commercial hub, has experienced a steady expansion of retail stores ranging from small local shops to large organized retail outlets. Consumer satisfaction has become a crucial factor for the success and sustainability of retail stores in today's highly competitive market environment. Retailers are no longer focused only on selling products; instead, they emphasize delivering value through quality products, reasonable pricing, attractive store layouts, availability of goods, and efficient customer service. Satisfied customers are more likely to remain loyal, make repeat purchases, and recommend the store to others.

Consumer satisfaction refers to the degree to which customers feel happy, fulfilled, or satisfied after purchasing products or services from a retail store. It reflects whether the expectations of consumers are met or exceeded by the store's products, prices, services, and overall shopping experience. In the retail sector, customer satisfaction is considered an essential factor because satisfied customers are more likely to make repeat purchases, recommend the store to others, and remain loyal to the brand. On the other hand, dissatisfied customers may switch to competitors, leading to loss of sales and reputation.

Literature Review

A literature review is an important part of research as it helps in understanding previous studies, theories, and findings related to the research topic. The present study, "A Study on Consumer Satisfaction Towards Retail Stores," is based on various research works conducted by scholars in the field of retail marketing and customer satisfaction. Previous studies have identified several factors such as service quality, store atmosphere, product availability, pricing, and employee behaviour as major determinants of consumer satisfaction in retail stores.

According to Marketing Management researchers Camila Bascur and Cristian Rusu, customer experience in retail stores plays a major role in influencing consumer satisfaction and loyalty. Their systematic literature review highlighted that store environment, technology integration, and personalized services positively affect customer experience and satisfaction. A study conducted by Souren Koner, Rupsha Roy, and Jay Kumar Dewangan examined the relationship between retail store attributes and customer satisfaction. The study found that factors such as store

atmosphere, service quality, shopping convenience, pricing policies, and after-sales services significantly influence consumer satisfaction in retail stores.

Another important study by Heiner Evanschitzky, Gopalkrishnan R. Iyer, and Barbara Caemmerer focused on dimensions of satisfaction in retail settings. The researchers stated that customer satisfaction cannot be measured through a single factor alone. Instead, multiple dimensions such as service quality, shopping experience, product quality, and customer interaction together determine overall satisfaction.

Anjali Panda and Basanta Kumar studied organized retail outlets in India and found that changing consumer behaviour and increasing competition have forced retailers to focus more on innovative customer service strategies. Their study concluded that customer delight, convenience, promotional offers, and product variety are important factors affecting customer satisfaction.

A research study conducted by Mohammed Wamique Hisam, Shouvik Sanyal, and Moinuddin Ahmad examined the impact of service quality on customer satisfaction in Indian retail stores. Using the SERVQUAL model, the study revealed that reliability, responsiveness, assurance, empathy, and tangibility are important dimensions influencing customer satisfaction in retailing.

Research by Justin Paul, K.G. Sankaranarayanan, and N. Mekoth focused on consumer satisfaction in small and large retail stores. Their findings showed that staff friendliness, shopping ambiance, social desirability, family shopping experience, and economic benefits are major predictors of customer satisfaction. The study also highlighted that both small and large retail stores can coexist successfully if they understand customer expectations properly.

Recent studies also emphasize the importance of technology and omnichannel retailing in improving customer satisfaction. Research on omnichannel experience and service quality showed that digital services, online shopping facilities, mobile applications, and integrated shopping experiences positively influence customer satisfaction in modern retail stores.

From the review of previous studies, it can be concluded that consumer satisfaction in retail stores is influenced by multiple factors including service quality, pricing, store atmosphere, employee behaviour, convenience, product availability, and technological facilities. Most researchers agree that customer satisfaction is essential for customer loyalty, repeat purchases, and long-term business success. The reviewed literature also indicates that retailers must continuously improve their services and adapt to changing consumer expectations in order to remain competitive in the market. Therefore, the present study aims to further examine consumer satisfaction towards retail stores and understand the factors that influence customer perceptions and shopping behaviour.

Objectives of the Study

- The main objectives of the study are: To identify the key drivers of customer satisfaction in the retail sector.
- To assess the effect of identified factors price, product, staff, store, on consumer satisfaction towards retail stores.

- To suggest strategies for retail store managers to enhance customer satisfaction.

Research Methodology

Research methodology is a systematic process used to collect, Analyse, and interpret information related to a specific research problem. It provides a scientific framework for conducting research in an organized and effective manner. The methodology helps the researcher in identifying the research design, data sources, sampling techniques, methods of data collection, and tools used for analysis.

The present study titled “A Study on Consumer Satisfaction Towards Retail Stores” focuses on understanding consumer opinions, expectations, and satisfaction levels regarding retail stores. The methodology adopted in this study aims to examine the various factors affecting consumer satisfaction and identify ways to improve retail services.

1. Research Methodology

Research methodology refers to the techniques and procedures used for collecting and analysing data related to the research problem. It includes research design, sampling method, data collection techniques, tools for analysis, and interpretation of results.

The methodology adopted for this study is designed to provide accurate and reliable information regarding consumer satisfaction towards retail stores.

2. Research Design

Research design is the overall plan or structure used to conduct research. It acts as a blueprint that guides the researcher in collecting, measuring, and analysing data.

The present study uses a Descriptive Research Design because it aims to describe the satisfaction level of consumers and analyse the factors affecting their satisfaction towards retail stores.

Descriptive research is suitable for this study because it helps in:

- Understanding customer opinions and preferences

- Describing shopping behaviour
- Identifying factors influencing satisfaction
- Analysing relationships between service quality and customer satisfaction

3. Nature of the Study

The nature of the study is:

- **Descriptive** – because it describes consumer satisfaction levels.
- **Analytical** – because it Analyses the relationship between retail store services and customer satisfaction.
- **Survey-based** – because data is collected directly from consumers through questionnaires.

4. Sources of Data

Data collection is an important part of research because the quality of data directly affects the accuracy of research findings.

The study uses both primary and secondary data sources.

(A) Primary Data

Primary data refers to original data collected directly from respondents for the first time. In this study, primary data is collected from consumers visiting retail stores.

Methods Used for Collecting Primary Data:

- Structured Questionnaire
- Personal Interaction
- Consumer Survey

The questionnaire includes questions related to:

- Product quality
- Price satisfaction
- Staff behaviour
- Cleanliness
- Store ambiance
- Billing process
- Availability of products
- Overall shopping experience

(B) Secondary Data

Secondary data refers to data that has already been collected and published by others. Secondary data helps in understanding theoretical concepts and previous research findings.

Sources of Secondary Data:

- Books

- Research Journals
- Articles
- Newspapers
- Websites
- Previous Research Papers
- Retail Industry Reports

Secondary data is used to support the research study and review previous literature related to consumer satisfaction.

5. Sampling Technique

Sampling refers to the process of selecting a small group of respondents from the total population for the purpose of research.

The present study uses the Convenience Sampling Method. Under this method, respondents are selected based on:

- Easy availability
- Willingness to participate
- Accessibility of consumers

This method is simple, economical, and suitable for survey-based studies. For the present study:

- **Sample Size = 160 Consumers**

The sample includes consumers visiting different retail stores.

A sample size of 160 respondents is considered adequate for analysing consumer satisfaction and drawing conclusions.

Data Analysis and Interpretation

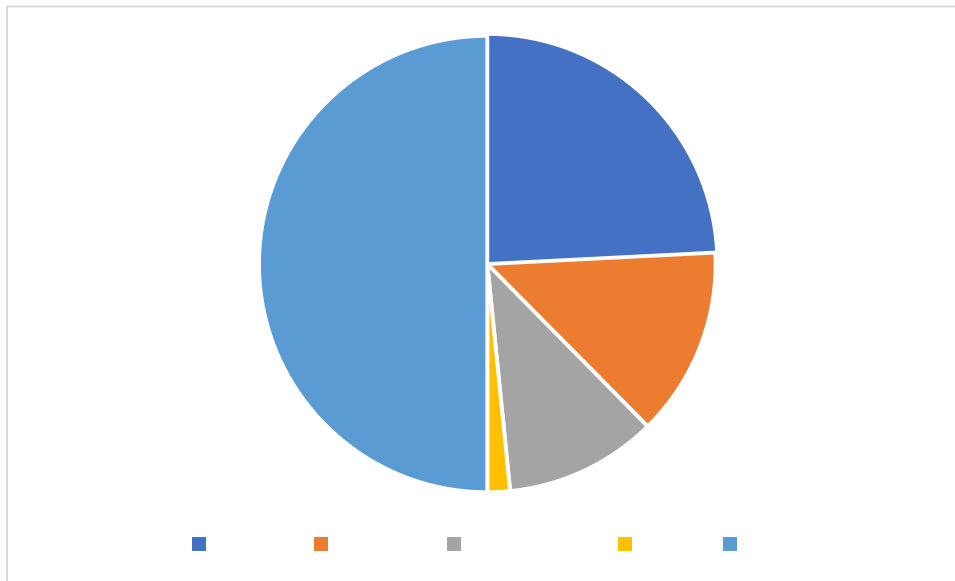
Table 4.1 Frequency of Visiting Retail Stores

To ensure a comprehensive analysis of consumer shopping behaviour, the respondents were analysed based on the frequency of their visits to retail stores. The survey successfully recorded a total of 153 responses, providing valuable insights into customers' retail shopping patterns.

The following chart presents the frequency with which respondents visit retail stores.

Visit Frequency	Percentage	Number of Respondent
Weekly	48.4%	74
Monthly	26.8%	41
Occasionally	21.6%	33
Rarely	3.2%	5

Total	100%	153
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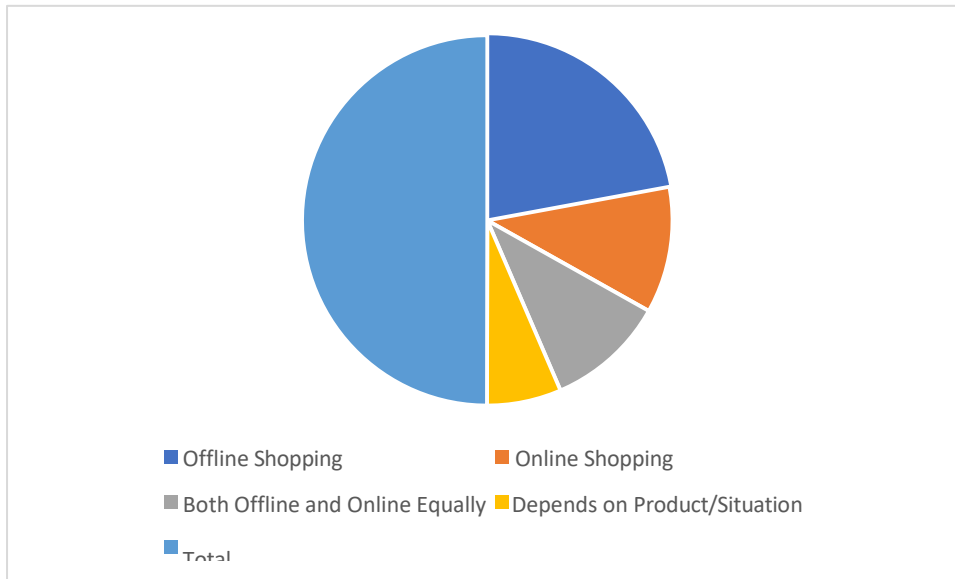
The above data shows that most respondents visit retail stores on a weekly basis. Out of 153 respondents, 48.4% (74 respondents) prefer shopping weekly, indicating that retail stores continue to play an important role in consumers’ regular purchasing habits.

Further, 26.8% of respondents visit stores monthly, while 21.6% shop occasionally. Only 3.2% of respondents rarely visit retail stores. This indicates that the majority of consumers still prefer physical retail shopping frequently, which highlights the continued relevance and popularity of retail stores among customers.

Table 4.6 Primary Mode of Shopping

To analyse consumer shopping preferences, respondents were classified based on their primary mode of shopping. The survey successfully recorded 154 responses, highlighting the preferred shopping methods among consumers.

Primary Mode of Shopping	Percentage	Number of Respondents
Offline Shopping	44.20%	68
Online Shopping	22.10%	34
Both Offline and Online Equally	20.80%	32
Depends on Product/Situation	13.00%	20
Total	100%	154



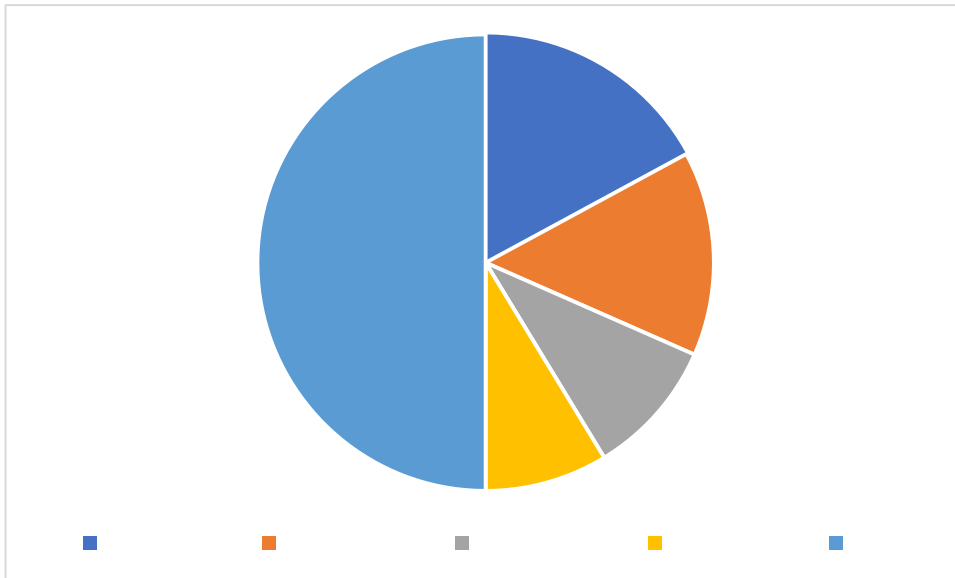
The data indicates that offline shopping is the most preferred shopping mode among respondents, with 44.2% selecting it as their primary choice. Online shopping is preferred by 22.1% of respondents, while 20.8% use both online and offline modes equally for their purchases.

Additionally, 13% of respondents stated that their shopping preference depends on the product or situation. The findings highlight that although online shopping is becoming popular, traditional offline shopping continues to dominate consumer buying behaviour.

Table 4.7 Average Income Spend

To understand the spending behaviour of the respondents, the average spend per visit was analyzed. The survey collected a total of **155 responses**, reflecting different spending categories among participants.

Average Spend per Visit	Percentage	Number of Respondents
Below ₹1,000	34.20%	53
₹1,000–₹3,000	29.00%	45
₹3,000–₹5,000	19.40%	30
Above ₹5,000	17.40%	27
Total	100%	155



The analysis of average spending per visit shows that the largest group of respondents (34.2%) spend below ₹1,000 during each visit. This indicates that most participants prefer budget-friendly or economical spending patterns. Additionally, 29.0% of respondents spend between ₹1,000 and ₹3,000, reflecting a significant proportion of moderate spenders. Together, these categories account for more than half of the respondents, suggesting that the majority belong to low- and middle-spending groups. On the other hand, 19.4% of respondents spend between ₹3,000 and ₹5,000, while 17.4% spend above ₹5,000 per visit. Although these higher spending categories represent a smaller share, they indicate the presence of consumers with stronger purchasing power and premium spending preferences. Overall, the findings suggest that respondents generally prefer controlled and moderate expenditure, with only a limited percentage engaging in high-value spending per visit.

4.1 Correlation Analysis

Correlation analysis is used to examine the relationship between the major factors affecting customer satisfaction, namely Price, Product Quality & Variety, Service Quality, Store Environment (Ambience), and Convenience. The correlation coefficient ranges from -1 to +1, where positive values indicate a positive relationship between variables. A value closer to +1 represents a strong positive relationship.

	Price	Product	Service	Environment	Convenience
Price	1	0.96668536	0.96101674	0.94848026	0.944164427
Product	0.96668536	1	0.968764394	0.96130486	0.948827842
Service	0.96101674	0.968764394	1	0.977418306	0.961476389
Environment	0.94848026	0.96130486	0.977418306	1	0.966648873
Convenience	0.944164427	0.948827842	0.961476389	0.966648873	1

Source: author's own (based on excel) Interpretation of Correlation

Analysis

The correlation analysis was conducted to examine the relationships among the major factors affecting customer satisfaction, namely Price, Product Quality & Variety, Service Quality, Store Environment (Ambience), and Convenience. The results reveal strong positive correlations among all variables, indicating that improvements in one factor are likely to positively influence the others and contribute to overall customer satisfaction. The correlation between Price and Product Quality & Variety (0.966854) shows that customers who perceive pricing as fair are also likely to have positive perceptions regarding the quality and variety of products available in retail stores. Similarly, the correlation between Price and Service Quality (0.961017) suggests that reasonable pricing is closely associated with better service experiences. Price also demonstrates strong positive relationships with Store Environment (0.948480) and Convenience (0.944164), indicating that customers who are satisfied with pricing tend to view the shopping environment and convenience more favorably.

Furthermore, Product Quality & Variety exhibits a very strong positive relationship with Service Quality (0.968764), implying that stores offering high-quality products and a wide range of choices are often perceived as providing superior service. The positive correlations between Product Quality & Variety and Store Environment (0.961305), as well as Convenience (0.948827), indicate that better product offerings contribute to a more pleasant shopping atmosphere and greater customer convenience. The highest correlation in the analysis is observed between Service Quality and Store Environment (0.977418), highlighting that efficient service and a positive store ambience are closely linked and together play a crucial role in enhancing customer satisfaction. In addition, Service Quality and Convenience show a strong positive correlation (0.961476), suggesting that prompt and efficient service improves the overall convenience experienced by customers. Similarly, the correlation between Store Environment and Convenience (0.966649) indicates that a clean, attractive, and well-organized retail environment enhances shopping ease and comfort.

Overall, the correlation analysis demonstrates that Price, Product Quality & Variety, Service Quality, Store Environment (Ambience), and Convenience are strongly interconnected and collectively influence customer satisfaction. The findings suggest that retail stores should focus on improving all these factors simultaneously to create a superior shopping experience, increase customer satisfaction, and strengthen customer loyalty.

4.2 Suggestions and recommendation

To understand what improvements customers prefer the most, the responses were analysed based on different improvement areas. The survey collected a total of 156 responses representing customer expectations and preferences.

Preferred Improvement	Percentage	Number of Respondents
Better pricing	36.50%	57
Better store environment	26.90%	42
More product variety	12.80%	20
Faster billing	12.80%	20
Improved customer service	9.60%	15

Behaviour	0.60%	1
Better pricing and good customer service with store environment	0.60%	1
Total	100%	156



Interpretation:

The majority of respondents (36.5%) preferred better pricing, indicating that customers are highly concerned about product prices and affordability. Around 26.9% of respondents suggested a better store environment, showing the importance of cleanliness, comfort, and shopping atmosphere.

Equal proportions of respondents (12.8% each) preferred more product variety and faster billing services, reflecting the need for wider product choices and reduced waiting time at checkout counters. About 9.6% of respondents emphasized the need for improved customer service.

Only a very small percentage of respondents highlighted staff behaviour and a combination of better pricing, customer service, and store environment as improvements. Overall, the findings indicate that pricing and overall shopping experience are the most important factors for customers. Findings

Based on the data analysis conducted through the descriptive and analytical research design, this study has shown several significant conclusions regarding consumer satisfaction in the retail sector. The study reveals that young customers, particularly those aged 18 to 25, form the largest demographic group visiting retail stores. This segment is highly active in the market, often visiting stores on a weekly basis. This high frequency of visits makes them a critical target for retailers looking to build consistent footfall and long-term engagement. Second, digital integration is becoming increasingly important as consumers evolve. While a large portion of respondents still engage in offline shopping, a significant number now prefer a hybrid approach, using both offline and online channels equally. This suggests that modern retailers must adopt omnichannel strategies, including digital payment systems and online

ordering, to meet the rising expectations of informed shoppers. Another key conclusion is that product quality and variety are fundamental drivers of satisfaction. The survey shows that most consumers "Agree" that stores provide high-quality and branded products. Furthermore, the regular stocking of fresh and updated items is a major factor that meets consumer expectations and encourages repeat purchases. The survey also shows that pricing and promotional offers remain highly influential. Consumers are sensitive to "Value for Money," and the presence of discounts or special offers significantly attracts them to shop more. However, they also demand transparency in billing and accurate price tagging to maintain trust in the retail brand.

Limitations

- **Sample Size Constraints:** The study relies on a restricted sample size of 150 respondents, which may not adequately reflect the behaviors and perceptions of the entire retail consumer population in India.
- **Sampling Method Bias:** Because the research used Convenience Sampling, the results may not be totally generalizable to all demographics as they are based on the accessibility and willingness of participants found at specific locations.
- **Geographical Restriction:** The area of study was limited to selected retail stores in a specific local city (such as Tirupur), meaning findings may differ for consumers in rural areas or different urban hubs.
- **Subjectivity of Responses:** The study utilizes a questionnaire method; therefore, answers are based on personal ideas and perceptions which may not always be completely objective or accurate.
- **Casual Responses:** Some participants may have answered the survey questions in a casual or rushed manner, which could potentially reduce the overall reliability of the data.

Conclusion

Based on the research findings and data analysis, this study concludes that consumer satisfaction in the retail sector is a complex outcome driven by a combination of service quality, product value, and store environment. The research confirms that for retail stores in Tirupur City to remain competitive, they must move beyond a simple transaction-based model and focus on the overall "customer experience." The study reveals that the younger demographic, specifically those aged 18 to 25, are the most frequent visitors to organized retail outlets. Their preference for a hybrid shopping model—balancing both offline and online experiences—highlights a significant shift in consumer behaviour. It is concluded that while the "touch and feel" aspect of physical stores remains a major attraction, the integration of digital convenience and efficient billing processes is now mandatory for high satisfaction levels. Furthermore, the research highlights that product quality and variety are the strongest pillars of consumer trust. Most respondents agreed that they value stores that consistently stock branded and fresh items. However, satisfaction is highly sensitive to pricing and promotional strategies. Consumers view retail stores as a source of "Value for Money," and their loyalty is often tied to the availability of discounts and transparent pricing. Another vital conclusion relates to the human element of retailing. The behaviour of staff members, including their knowledge and politeness, serves as a direct reflection of the brand. Efficient complaint handling and minimal waiting times at billing counters were identified as critical areas that can either build or destroy customer loyalty. Finally, the physical atmosphere and

convenience of the store play a silent but powerful role. A clean, hygienic, and well-organized layout, coupled with accessible parking and a central location, significantly enhances the shopper's journey. In summary, it is concluded that a retail store's success depends on its ability to balance competitive pricing with superior service quality and a comfortable shopping environment to meet the evolving expectations of modern consumers.

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