A STUDY ON SATISFACTION OF THE CUSTOMERS TOWARDS SERVICES RENDERED BY THE RETAIL STORES IN COIMBATORE CITY

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Abstract

The trading community of India has played a fairly predominant role in business in the country, with the upsurge in the economy and the fierce competition from the increasing number of equipment etc., varying with one another to make the most plush environment in their efforts to win customers and influence purchase decisions. Retailing has now become a more aggressive business. Apart from intensive advertising, one of the main strategies to lure customers in the scrupulous attention given to the designing of the retail stores from the point retail outlets, retailers in the urban areas have gone gay with shop design, interior décor, of view of both aesthetic gratification and satisfactory efficiency.

Retailing occupies a pre-eminent position in the economics of all modern societies, it is often stated that the only constant in retailing is change and it is certainly true that the pace of development within retailing appears to be accelerating. More than even before, in the opening of the 21st century, there is evidence of new forms of retailing, in part in response to demand from increasingly sophisticated consumers, the retail market is becoming more segmented with retail formats focusing on the needs of particular consumer groups.

Keywords: Retailing, Strategies, Economic and Environment, Etc…

CHAPTER – I

1.1 INTRODUCTION

The trading community of India has played a fairly predominant role in business in the country, with the upsurge in the economy and the fierce competition from the increasing number of retail outlets, retailers in the urban areas have gone gay with shop design, interior décor, equipment etc., varying with on another to make the most plush environment in their efforts to win customers and influence purchase decisions. Retailing has now become a more aggressive business. Apart from intensive advertising, one of the main strategies to lure customers in the scrupulous attention given to the designing of the retail stores from the point of view of both aesthetic gratification and satisfactory efficiency.

Retailing occupies a pre-eminent position in the economics of all modern societies, it is often stated that the only constant in retailing is change and it is certainly true that the pace of development within retailing appears to be accelerating. More than even before, in the opening of the 21st century, there is evidence of new forms of retailing, in part in response to demand from increasingly sophisticated consumers, the retail market is becoming more segmented with retail formats focusing on the needs of particular consumer groups.

The result is the development of a more complex retail environment. Where once it was manufacturers brands that were all important, the 1990s have seen the power of retailers brands challenging have last significant market share and in developed economics, the retail sector is now characterized by large scale multiple chains run by powerful and sophisticated organization like Super Bazaar and Kendriya Bhandar in New Delhi, Shakari Bhandar in Mumbai, Spencer Plaza, Nilgiris ready money etc. in the south are successful examples.

1.2 STATEMENT OF THE PROBLEM

Over recent years organizations have placed increasing emphasis on customer service as a means of gaining competitive advantage. An Organizations ability to remain in business is a function of its competitiveness and its ability to win customers from the competition. A competition has become more intense, many organizations have realized that they cannot compete on price alone. It is in these market places that many companies have developed a strategy of providing customer care to differentiate their products and services.

Development of the retailer's marketing mix thus requires decisions about the service level, or the extent of "extra" services that will be provided to consumers. Service – level strategies are often interrelated with pricing strategies. An organization that desires to be competitive in price will typically match competitor's service levels. Retailers that emphasize non price competition may be full-service organizations that provide extra services to create a competitive advantage. The level of service consumers expect is also a major determinant of service levels. Many retailers regularly survey consumers to determine what amount and equality of services are expected by way of customer satisfaction. So the present study is carried on the researchers view to answer the following question.

- What is the opinion of the customers of the Retail Stores in Coimbatore regarding various elements of services rendered by them?
- What is extent of satisfaction derived by the customers towards service rendered by the Retail Stores in Coimbatore?

1.3 SCOPE OF THE STUDY

This study attempts to analyze the respondents preference towards Retail Stores in Coimbatore district. It covers the Retail stores facilities and service activities. The opinion of customers in Coimbatore district also forms part of the study. This study will be useful to the Retail stores to know the prevailing conditions.

1.4 OBJECTIVES OF THE STUDY

The general objective of the study is "to assess the extensiveness of customer satisfaction on the services rendered by Retail Stores in Coimbatore city".

The following are the specific objectives outlined for studying the comprehensiveness of customer satisfaction on the services rendered by Retail Stores in Coimbatore city:

1.To present the historical background of large scale retailing in the world, India, Tamilnadu and Coimbatore district.

2. To identify the various factors influencing customer satisfaction on the services rendered by Retail Stores in Coimbatore city.

1.5 RESEARCH METHODOLOGY

1.5.1 Selection of the Study Area

The area of the study is Coimbatore district in Tamilnadu, India.

1.5.2 Sample Design

For the purpose of the study, 200 customers are selected using random sampling technique. The sample covers various Retail Stores in Coimbatore district. Customers in different age group, sex, education, qualification, occupation, etc. are included.

1.5.3 Collection of Data

The data was collected from the basis of primary and secondary sources. The primary data was collected with the help of structured questionnaire. The questionnaires were administered to selected respondents in persons Coimbatore district.

The secondary data has been collected from various sources such as various Journals, dailies, and websites. Some other data has also been collected from other researchers, which already published. The detailed information relating to this is available in review of literature and bibliography.

1.5.4 Framework of Analysis

Data was analyzed and interpreted according to the objectives. The analysis and interpretation was done through

- ❖ Simple percentage analysis
- ❖ Chi-square Test
- ❖ Weighted Average Score
- ❖ Rank Analysis

1.6 LIMITATIONS OF THE STUDY

This study however has certain limitations.

- ➢ The study is restricted only to the customers of Retail Stores within Coimbatore district.
- ➢ The number of respondents is restricted to 200.
- ➢ The findings at this zone may not be used to judge the performance of other zones.

1.7 CHAPTER SCHEME

The study constructed of five chapters.

- Chapter I deal with Introduction, Problems of the Study, Objectives of the Study, Research methodology, Period of the Study and Limitations of the study.
- Chapter II consists the review of literature
- Chapter III deals with Retail stores and its growth in India.
- Chapter IV enumerates Analysis and Interpretation.
- The last chapter reveals in the summary of Findings, Suggestions and Conclusion.

CHAPTER – II

REVIEW OF LITERATURE

1. A study on customer satisfaction with reference to retail stores in Coimbatore city presented by **Mr. D. Ganesh** during April 2015 with the objectives to study the special features of service industries, to review the comparative level of customer's satisfaction with special reference to (1) Educational qualification (2) Occupation (3) Income level and (4) Brand. The statistical tools adopted are two way table and chi-square technique. The findings are the non-availability of installment payment is also an important aspect in the satisfaction list and also the overall services provided by the retail stores have influenced the satisfactory level.[1]
2. A study on the impact of advertisements for organized retails stores presented by **Miss. K. Gayathri**, November 2016 with the objectives to study consumer awareness about advertisement for different stores and to study the impact of advertisement on consumer for preference to retail stores. The statistical tools used are (1) simple percentage analysis, (2) Chi-square analysis and (3) Weighted average score analysis. The findings of the study are the majority of the respondents feel that advertisements should be presente3d in regional language.[2]
3. A study on customers opinion towards services rendered by Spencer Plaza submitted by **Miss. A. Nithya** during November 2017 with the objectives to study the factors influencing the customers in purchasing at Spencers and to study about the problems faced by the customers of spencers. Percentage analysis and chi-square test are the

statistical tools adopted. The major findings are the respondents have opinion that the price of the products in spencers is moderate and fairly satisfied with its services.[3]

4. A Study on "Growth Strategies of Retail: India's Emerging Food Conglomerate" written by **Nilosha Sharma and Joel SaroshThadamalla, (2018)**highlighted product portfolio management, brand extension, market segmentation of Retail, product innovation strategies of Retail as its competitive advantage, and organic and inorganic growth strategies of Retail to face the challenges in the Indian Retail industry. Its profit had been on a decline since 2005. Though Retail had forayed into dairy and bakery products, 90% of its revenues still came from its core business in Stores category which was largely driven by product innovation. The case, highlighting the Retail's growth strategies, provides scope to analyses opportunities and challenges for Retail in the Indian Retail industry[4].
5. A Study on "Marketing Strategies of Gold" written by **Tarun Sharma (2019),** IIMT College of Management, Greater Noida has analyzed the market share and market Potential of Gold, which is a part of Surya Food and Agro Ltd. Market share and potentiality helps into organization that where organization stands in the market or what are the major chances to increase sales or cover the entire market. They found that 58% retailers said that it is demand why they sell gold. 61% agree that at retail shop it is brand popularity, which determine the purchase of Retail[5].

CHAPTER – III

3.1 HISTORICAL PERSPECTIVE OF RETAIL INDUSTRY IN GLOBAL LEVEL, INDIA, TAMILNADU AND COIMBATORE DISTRICT LEVEL

3.1.1 INTRODUCTION

Retailing is a distribution channel function, where one organization buys products from supplying firms or manufactures products themselves, and then sells these directly to consumers.

In majority of retail situations, the organization, from whom a consumer buys, is a reseller of products obtained from others, and not the product manufacturer. However, some manufacturers do operate their own retail outlets in a corporate channel arrangement.

3.1.2 Retail Industry in Global Level

✦ **Major global retail markets**

This section provides a brief overview on the retail industry in major global markets on the basis of phases of retail lifecycle. Organized retailing in most economies typically passes through four distinct phases:

- In the first phase, new entrants create awareness of modern formats like hypermarket, supermarket, Retail stores etc and raise consumer expectations
- In the second phase, consumers demand more modern formats as the markets develop, thereby leading to a strong growth
- In the third phase, the high rate of growth leads to a stage of mature market
- In the final phase, the domestic market reaches a saturation point leading to limited growth, so retailers explore and evaluate new markets across the globe.

Global Online Population

Region	2017	2018	2019 (E)
India	259	266	292
North America	415	504	750
Europe	645	846	1033
Asia pacific	178	204	255
Middle East and Africa	135	173	241
Total	**1632**	**1964**	**2321**

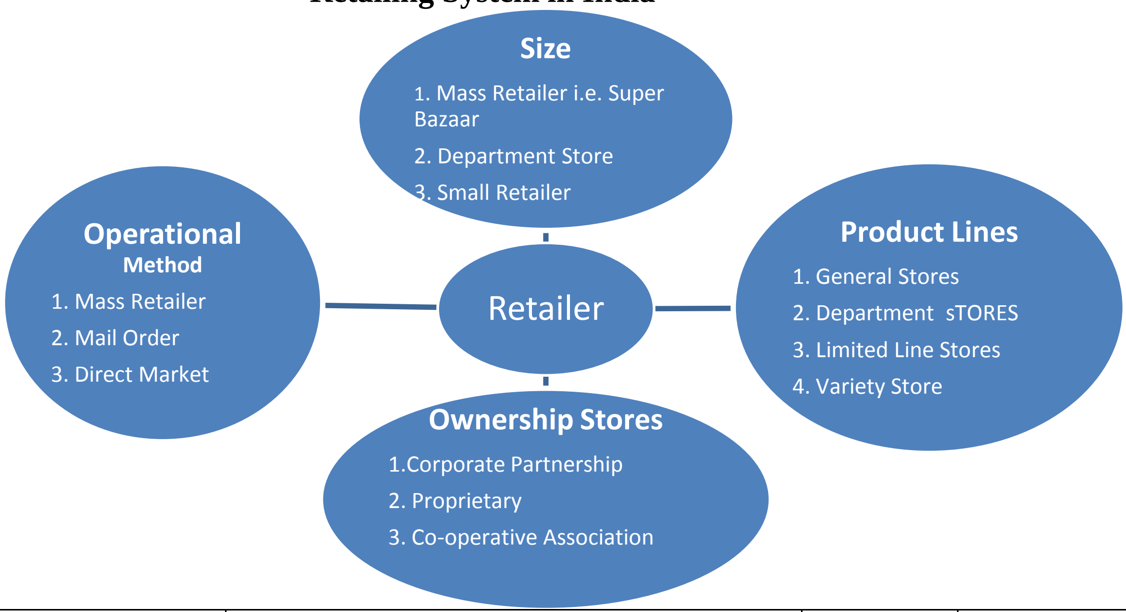
Source: Forrester Research Inc. and Internetworldstats.com, June 2019

While Internet penetration growth does not show a direct relationship with online retail market growth, online retail market dynamics will change as the global Internet penetration changes, boosting international expansion for most retailers. Also, the level of adoption of online shopping does not always reflect the level of online spending. For example, North America has one of the highest online spending rates per person, while the overall penetration of online buyers is relatively low compared with other markets. Along similar lines, Asian e-commerce giants such as Japan and South Korea are climbing the levels in online spending because of improved access through technology and wider selection of online stores. Altogether, the market potential is huge with increasing Internet penetration levels.

3.1.3 Retail Industry in India

The country has witnessed a retail revolution in recent years. Significant development has taken place in urban area in the form of organized retailing mega stores or malls. Talk of any metro or a mini metro all of them now, have seen the mushrooming of so many swanky stores that shoppers dream has come true. The city is all set to be become the retail capital of the country. Actually the corporate sector and the government both have shown keen interests in the retail sector. This business suddenly seems promising to everyone. In 2017 alone, a breath taking 10 million sq.ft of commercial space was picked up by the retail industry. Mckinsey expects the organized sector to be around $ 18 22 billion by 2022.

Retailing System in India



Name of the Stores	Locations	No. of Outlets	Projected outlets
Shoppers Stop	Mumbai, Delhi, Bangalore, Hyderabad, Jaipur, Chennai, Pune	13	40 (by 2015)
Pantaloon	Hyderabad, Mumbai, Bangalore, Kolkata, Kanpur, Jaipur, Nagpur, Pune, Chennai, Ahmadabad	31	74 (by 2018)
Ebony	Delhi, Noida, Jalandhar, Ludhiana, Chandigarh, Chennai, Faridabad	8	14 (by 2018)
Westside	Delhi, Mumbai, Kolkata, Hyderabad, Chennai, Bangalore, Pune	13	23 (by 2019)
Lifestyle	Hyderabad, Bangalore, Chennai	7	15 (by 2019)
RPG	Hyderabad	1	12 (by 2019)
Bombay Stores	Mumbai, Pune	5	10 by (2019)
Globus	Indore, Chennai, Mumbai	7	17 (by 2019)
Fun Hours	Ahmadabad	1	-

Source: Business World, 26th Dec - 2019.

3.1.4 Retail Industry in Tamilnadu

Retailing in Tamilnadu has expanded its horizons in last few years offering ample amount of opportunities to business Diasporas. Reasons are simple, India has the youngest population in the world. Over 65 per cent of the population is below 35 years old, 54 per cent of the population is below 25 years of age. So, due to its large consumer base India provides an opportunity to the retailers of all over the world to sell their products in India.

With the coming of more and more multinationals in Tamilnadu which are providing job opportunities to the young generation as in most developing countries the growth incomes, purchasing power and disposable incomes has increased immensely which has substantially increased the size of retail market in Tamilnadu like, Reliance Mart, Big bazaar, De-mart, etc…

CHAPTER – IV

ANALYSIS AND INTERPRETATION

4.1 INTRODUCTION

It deals with the distribution of respondents on the basis of independent variables and presenting the opinion of the sample respondents on the various factors, which are contributing for satisfaction of the customer towards service rendered by the Retail stores in Coimbatore district.

The term analysis refers to closely related operations that are performed with the purpose of summarizing the collected data and organizing it in such a manner that it yield answer to the question. In simple words, it means studying the tabulated material in order to determine inherent facts and meanings.

TABLE NO: 4.1
AGE OF THE RESPONDENTS

S.No.	***Age***	***Number of Respondents***	***Percentage***
1	Up to 20	8	4
2	21-30	26	13
3	31-40	94	47
4	41-50	44	22
5	Above 50	28	14
	Total	**200**	**100**

Source: Primary data

The respondents have been grouped under five categories on the basis of age viz. Up to 20, 21-30, 31-40, 41-50 and Above 50. There are four (4%) respondents are in the age group up to 20, thirteen (13%) respondents are in the age group of 21-30, fourty seven (47%) respondents arte in the age group of 31-40, twenty two (22%) respondents are in the age group of 41-50 and fourteen (14%) of the respondents are in the age group of above 50.

Hence it is inferred that the majority (47%) of the respondents age in 31 – 40.

CHART NO: 4.1
AGE OF THE RESPONDENTS

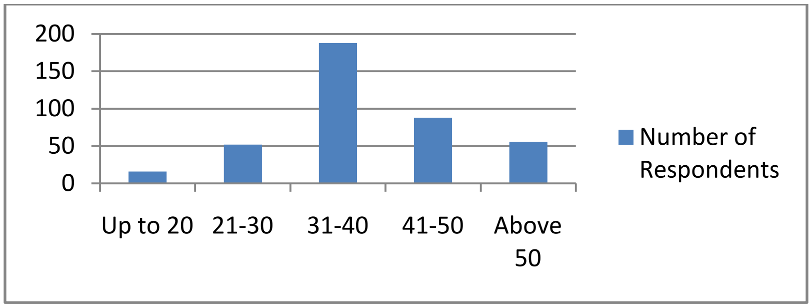


TABLE NO: 4.2
MARITAL STATUS OF THE RESPONDENTS

S.No.	***Marital Status***	***Number of Respondents***	***Percentage***
1	Married	172	86
2	Unmarried	28	14
	Total	**200**	**100**

Source: Primary data

The respondents have been grouped under two categories on the basis of marital status viz. Married and Unmarried. There are eighty six (86%) respondents are in the marital status group of married and fourteen (14%) respondents are in the marital status group of unmarried

Majority of the respondents are married (86%).

CHART NO: 4.2
MARITAL STATUS OF THE RESPONDENTS

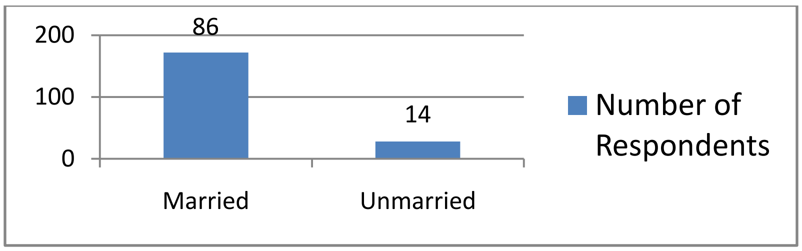


TABLE NO: 4.3
EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

S.No	*Educational Qualification*	*Number of Respondents*	*Percentage*
1	Schooling	26	13
2	Graduating	94	47
3	Post Graduation	52	26
4	Professional	14	7
5	Others	14	7
	Total	**200**	**100**

Source: Primary data

The respondents have been grouped under five categories on the basis of educational qualification viz. Schooling, Graduating, Post Graduation, Professional, and Others. There are thirteen (13%) respondents are in the educational group of schooling, fourty seven (47%) respondents are in the educational group of graduating, twenty six (26%) respondents are in the educational group of post-graduation, seven (7%) respondents are in the educational group of professionals and seven(7%) respondents are in the educational group of others.

The most of the respondents are coming under the educational qualification at graduation level (47%).

TABLE NO: 4.4
OCCUPATION OF THE RESPONDENTS

S.No	Occupation	Number of Respondents	Percentage
1	Agriculture	0	0
2	Business	36	18
3	Professional	14	7
4	Employment	104	52
5	Homemakers	20	10
6	Others	26	13
	Total	**200**	**100**

Source: Primary data

The respondents have been grouped under six categories on the basis of occupation viz. Agriculture, Business, Professional, Employment, Homemakers and Others. There are none of the respondents are in the occupational group of agriculture, eighteen (18%) respondents are in the occupational group of business, seven (7%) respondents are in the occupational group of professionals, fifty two (52%) respondents are in the occupational group of employment, ten (10%) respondents are in the occupational group of homemakers, and thirteen (13%) respondents are in the occupational group of others.

The most of the respondents are coming under the occupation at employment (52%).

SATISFACTION OF THE CUSTOMER TOWARDS THE SERVICES RENDERED
TABLE NO: 4.5
A.SALES SERVICES

Factor	HS	S	NS	DS	HDS	Weighted Average Score	Rank
Self-service	34	61	5	0	0	28.6	I
Self-selection service	18	70	10	2	0	26.9	IV
Restricted service	7	38	38	14	3	22.1	X
Full service	16	71	12	1	0	26.8	V
Door delivery	31	54	12	3	0	27.5	II
Second sale service	8	60	25	5	2	24.5	IX
Sale of cheaper goods	14	66	14	4	0	25.7	VIII
Seasonal sales and festival sales	27	56	14	2	1	27.1	III
Bulk sales service	22	54	20	3	1	26.2	VII
Retail sale service	22	59	17	2	0	26.7	VI

Source: Primary data

The above table explains the satisfaction with the sales service rendered by the Retail Stores. Weighted average score 28.6 of self-service gets first rank, 27.5 of door delivery gets II rank, 27.1 of seasonal sales and festival sales gets III rank, 26.9 of self-selection service gets IV rank, 26.8 of full service gets V rank, 26.7 of retail sales service gets VI rank, 26.2 of bulk sales service gets Vii rank, 25.7 of self-selection service gets Viii rank, 24.5 of second sale services gets IX rank and 22.1 of restricted services gets X rank.

TABLE NO: 4.6
B. INFRASTRUCTURE FACILITIES

Factor	HS	S	NS	DS	HDS	Weighted average score	Rank
Convenient working hour	14	70	14	2	0	26.4	II
Motivation to purchase and free gifts	11	60	23	5	1	25.0	V
Hospitality and customer care	9	42	31	14	4	22.5	IX
Convenient billing and payment method	8	61	24	5	2	24.5	VI
Credit facility	13	51	28	7	1	24.5	VI
Lighting, air, toilet and lift facilities	12	42	29	13	4	23.0	VII
Interior decoration	19	62	14	5	0	26.3	III
Hygienic and tasty food preparation	30	53	12	4	1	27.1	I
Entertainment and publicity	15	60	19	4	2	25.5	IV
Social responsibility	10	34	47	6	3	22.8	VIII

Source: Primary data

The above table explains the satisfaction with the infrastructure facilities of the Retail Stores. Weighted average score 27.1 of hygienic and tasty food gets first rank, 26.4 of convenient working hours gets II rank, 26.3 of interior decorations gets III rank, 25.5 of entertainment and publicity gets IV rank, 25.0 of motivation of purchase and free gifts gets V rank, 24.5 of convenient billing and payment method and credit facility gets VI rank, 23.0 of lighting, air, toilet and lift facilities gets VII rank, 22.8 of social responsibility gets VIII rank and 22.5 of hospitality and customer care gets IX rank.

CHI SQUARE ANALYSIS
TABLE NO: 4.7
AGE OF THE RESPONDENTS AND SATISFACTION OF THE CUSTOMERS (TWO WAY TABLE)

Satisfaction of the customer / Age	Low	Medium	High	Total
Up to 20	0 (0.00%)	2 (25.00%)	6 (75.00%)	8
21 to 30	0 (0.00%)	2 (7.6923%)	24 (92.3076%)	26
31 to 40	0 (0.00%)	28 (29.7872%)	66 (70.2127%)	94
41 to 50	0 (0.00%)	14 (31.818%)	30 (68.181%)	44
Above 50	0 (0.00%)	14 (50.00%)	14 (50.00%)	28
Total	**0**	**60**	**140**	**200**

Degree of Freedom	Total chi square value	Calculated chi square value	Significance
8	15.507	5.2872	Not Significant

Not Significant

The calculated chi-square value is less than the table chi-square at 5% level and so the relationship between the age of the respondents and satisfaction of customer is not significant. Thus, the hypothesis the age of the respondent's influences the customer satisfaction does not hold good.

TABLE NO: 4.8
MARITAL STATUS OF THE RESPONDENTS AND SATISFACTION OF THE CUSTOMERS(TWO WAY TABLE)

Satisfaction of the customer / Marital Status	Low	Medium	High	Total
Married	0 (0.00%)	58 (33.720%)	114 (66.279%)	172
Unmarried	0 (0.00%)	4 (14.825%)	24 (85.714%)	28
Total	**0**	**62**	**138**	**200**

Degree of Freedom	Total chi square value	Calculated chi square value	Significance
2	5.991	1.9292	Not Significant

Not Significant

The calculated chi-square value is less than the table chi-square at 5% level and so the relationship between the marital status of the respondents and satisfaction of customer is not significant. Thus, the hypothesis, the marital status of the respondent's influences the customer satisfaction does not hold good.

TABLE NO: 4.9
EDUCATIONAL QUALIFICATION OF THE RESPONDENTS AND SATISFACTION OF THE CUSTOMERS (TWO WAY TABLE)

Satisfaction of the Customer / Educational Qualification	Low	Medium	High	Total
Graduation	0 (0.00%)	32 (34.0425%)	62 (65.9574%)	94
Others	0 (0.00%)	6 (42.857%)	12 (57.142%)	14
Post Graduation	0 (0.00%)	14 (26.923%)	38 (73.076%)	52
Professional	0 (0.00%)	0 (0.00%)	10 (100.00%)	14
Schooling	0 (0.00%)	10 (38.4615%)	16 (61.5348%)	26
Total	**0**	**62**	**138**	**200**

Degree of Freedom	Total chi square value	Calculated chi square value	Significance
8	15.507	2.6395	Not Significant

Not Significant

The calculated chi-square value is less than the table chi-square at 5% level and so the relationship between the educational qualification of the respondents and satisfaction of customer is not significant. Thus, the hypothesis, the educational qualification of the respondent's influences the customer satisfaction does not hold good.

CHAPTER –V

FINDINGS, SUGGESTIONS AND CONCLUSION

This chapter deals with the summery of findings, problems, recommendations and conclusion.

5.1 FINDINGS OF THE STUDY

(a) Personal Information:

1. The respondents have been grouped under five categories on the basis of age viz. Up to 20, 21-30, 31-40, 41-50 and Above 50. There are four (4%) respondents are in the age group up to 20, thirteen (13%) respondents are in the age group of 21-30, fourty seven (47%) respondents arte in the age group of 31-40, twenty two (22%) respondents are in the age group of 41-50 and fourteen (14%) of the respondents are in the age group of above 50.
2. The respondents have been grouped under two categories on the basis of marital status viz. Married and Unmarried. There are eighty six (86%) respondents are in the marital status group of married and fourteen (14%) respondents are in the marital status group of unmarried
3. The respondents have been grouped under five categories on the basis of educational qualification viz. Schooling, Graduating, Post Graduation, Professional, and Others. There are thirteen (13%) respondents are in the educational group of schooling, fourty seven (47%) respondents are in the educational group of graduating, twenty six (26%) respondents are in the educational group of post graduation, seven (7%) respondents are in the educational group of professionals and seven(7%) respondents are in the educational group of others.
4. The respondents have been grouped under six categories on the basis of occupation viz. Agriculture, Business, Professional, Employment, Homemakers and Others. There are none of the respondents are in the occupational group of agriculture, eighteen (18%) respondents are in the occupational group of business, seven (7%) respondents are in the occupational group of professionals, fifty two (52%) respondents are in the occupational group of employment, ten (10%) respondents are in the occupational group of homemakers, and thirteen (13%) respondents are in the occupational group of others.

(b) Opinion of the sample respondents:

1. The above table explains the satisfaction with the after sales service rendered by the Retail stores. Weighted average score 28.3 of offering discount gets first rank, 27.3 of providing quality product at reasonable price gets II rank, 26.9 of convenient and proper quality and easy

identification gets III rank, 25.3 of wide product range gets IV rank, 26.3 of convenient and attractive packing gets V rank, 26.0 of product in required quality gets VI rank, 25.3 of phone order facility gets VII rank, 23.9 of classification of customer doubt about the product gets VIII rank, 23.6 of guaranteed and warrantee gets IX rank.

2. The above table explains the satisfaction with the infrastructure facilities of the Retail stores. Weighted average score 27.1 of hygienic and tasty food gets first rank, 26.4 of convenient working hours gets II rank, 26.3 of interior decorations gets III rank, 25.5 of entertainment and publicity gets IV rank, 25.0 of motivation of purchase and free gifts gets V rank, 24.5 of convenient billing and payment method and credit facility gets VI rank, 23.0 of lighting, air, toilet and lift facilities gets VII rank, 22.8 of social responsibility gets VIII rank and 22.5 of hospi8tality and customer care gets IX rank.

(c) Chi-Square Test:

The chi-square test has been applied to find out the significance in the relationship between dependent and independent variable and the result reveals that are the dependent variable and the remaining independent variables do not have the significant influence over the dependent variables.

5.2 SUGGESTIONS

The following suggestions are offered by the researcher to overcome the above send the problems to improve the customer satisfaction towards service rendered by Retail Stores in Coimbatore district.

1.The Retail stores should arrange for their customer to get the choices in superior and inferior goods.

2.Retail Stores (p) Ltd should extend door delivery facility to all the branches in Coimbatore district and it may considered the customer who are near to the store may provided door delivery facility even their purchase are less than Rs.500.

3.The Retail store should try to reduce the prices of certain products, which are high prices as felt by customer.

4.The Retail store tries to provide the parking facilities in all branches in Coimbatore district.

5. The customer who is purchased in bulk shall be considered to provide the cre4dit facility.

6.Electrical lift facility should also be provided at all branches in Coimbatore district.

7.The Retail stores try to display all offer products at their showcase.

5.3 CONCLUSION

Retail stores is based on many factors like facilities provided convenience in the stores cost aspect etc., As for as retail stores is concerned customer are satisfied with their services though there are some difficulties in it. But the prosperity of the retail stores depends on the competition from other sources. Though the cost services is found to the higher only the good customer services will help these stores to successes in the long run.

Some problems faced by the customers are over combed if the retail Stores follows the above said recommendation of the researcher, which will increase the number of customer and rate of customer satisfaction towards its customer services.

The outcome of the study reveals that the connection mostly preferred by the Coimbatore District, due to variety of schemes and easy billing pattern. It is also understood that majority of the respondents are having retail stores due to easy operation.

Thus the study concludes that the customers are satisfied with retail stores service and is having good prospective customers. By creating more awareness, coverage, and various other schemes.

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