



A STUDY ON CUSTOMER SATISFACTION ACROSS SERVQUAL DIMENSIONS FOR A FASHION APPAREL RETAILER IN CHENNAI.

ABSTRACT

This project was carried out in Chennai for understanding the customer satisfaction level for a fashion apparel retailer during March/April 2015. Customer Satisfaction is a fast and effective survey solution that can help organization to understand and act on customer feedback. The objective of this project is to find out the customer satisfaction level with regard to various service quality dimensions. The outcome of this study will help apparel retailers to identify the areas where the satisfaction level is low, improve it through appropriate strategies. The researcher used tools like mean ratio, Correlation to test various hypotheses of the study. This helps to understand the point of sale to observe about how customers made purchase decisions and efforts taken by retailers.

Dr.S.Selvabaskar¹

Associate Professor
School of Management
SASTRA University
Tanjore, Tamil Nadu
India.

Shanmuga priya.G²

Final year MBA
SASTRA University
Tanjore, Tamil Nadu
India.

KEYWORDS: Apparel retail, Buyer behavior, Customer preferences, Customer Satisfaction, SERVQUAL.

INTRODUCTION

The Customer Satisfaction is a fast and effective survey solution that can help organization to understand and act on customer feedback. Organization expertise and commitment to providing high levels of customer service can help to ensure ongoing business success for organization and its customers. Customer insight can help you retain and deepen organization relationships with customers. It can also help organization drive profitability through reduced sales costs and recurring revenue. The concept of customer satisfaction as a measure of perceived service quality in market research.

REVIEW OF LITERATURE

McKenzie, Brent (2008) presented an unknown area of retailing research. They studied the Estonian and Canadian university students' interpretation and perceptions of retail shopping behavior. The results indicated a commonality in the retail shopping perceptions of the two university students. The limitation of this study could be the consumer type selected. However, this segment of university age sector represents one of the most dynamic and growing segments of the Estonian retail market.

Gangadharaiah, D N; Ramesh, H N; Nagaraju, Y; Hanumanthappa (2013) emphasized on the importance that retailing has gained in the recent years and attempted to understand the perception of urban customers on organized retailing. The results revealed that the urban customers prefer organized retailing over the traditional ones because of various factors such as quality, service, location and ambience.

Hino, Hayiel (2014) examined how various factors like the way of life aspects which are typically associated with food consumption, drive consumers to cross-shop between different food formats. The data of 637 Israeli Jewish and Arab consumers were taken and multiple regression analysis was used. The study provides managerial and planning implications to retailers operating in or planning to enter non-Western markets.

Srinivasan, Srini R; Mukherjee (2012) studied the impact of in-store background music on the shopping behavior of the customers who visit the stores. Covariance analysis using store-intercept consumer data was examined and the results showed a positive relationship between in-store music and the shopping behavior of the customers, that is, music is one of the important factors to get more customers to the store and also suggested all the stores to include this as a part of their store ambience.

Bloemer, J., De Ruyter, K. & Peeters, P. (1998) investigated on the relationship between image, perceived service quality and satisfaction which they considered as the main drivers of bank loyalty. The results of this empirical study revealed that image is indirectly related to bank loyalty via perceived quality and service quality is both directly and indirectly related to bank loyalty via customer satisfaction. This study clearly states that reliability, which is one of the measures of service quality and position in the market, which is a dimension of image, are relatively important drivers of retail bank loyalty.

OBJECTIVES OF THE STUDY

- ▲ To identify the purchasing pattern of customers across various demographic variable
- ▲ To find out the competitive standing of concerned apparel retail store against other retailers.
- ▲ To assess the satisfaction level of customers across various SERVQUAL dimensions.

RESEARCH METHODOLOGY

The methodology adopted in this research aims to obtain a concise indicator that provides an overall measure of service quality by considering different service aspects. Around 150 customers who walked into buy Pantaloon products were surveyed with a structured questionnaire. Convenience sampling method was used to select respondents.

The indicator can be calculated on the basis of customer judgments expressed by a numerical scale; this kind of scale has some advantages compared to the scales with points described by means of words (e.g., Likert's and verbal scale) because it allows quantitative techniques of analysis to be applied.

To measure customer satisfaction, different numerical values can be used, generally from 1 to 3, from 1 to 5, from 1 to 7, from 1 to 9, etc. As mentioned below, this research focuses on mean ratio, which is calculated by means of the satisfaction rates expressed by users.

Calculation:-

$$\text{Mean ratio} = \frac{\text{calculated mean}}{\text{maximum mean value}}$$

SAMPLING DESIGN

150 respondents were surveyed who walked in to buy pantaloons products. Convenience sampling method is used to select the respondents which involve the sample being drawn from that part of the population which is close to hand.

SATISTICAL DESIGN CORRELATION

From the correlation analysis, the value of Pearson is (.030) which is mild positively correlated so there is low degree of relationship between income and quantity of purchase.

So if the customer income level increases the quantity of purchase will also increase.

SERVQUAL MEAN RATIO

SERVQUAL mean ratio is to analysis the 5 important dimensions. They are: 1) Reliability 2) Responsiveness 3) Assurance 4) Empathy 5) Tangibility

EXAMPLE CALCULATION FOR DIMENSION 1:

Table 1 for dimension 1

Age	Calculated Mean	Maximum mean value	Mean ratio
18-25	4.28462	5	4.28462/5=0.856924
26-40	4.3334	5	4.3334/5=0.86668
41-50	4.17896	5	4.17896/5=0.835792
above 50	3.73142	5	3.73142/5=0.746284
Overall satisfaction	16.36888	20	16.36888/20=0.82642

Formula:

Mean ratio for dimension=calculated mean/maximum mean value

$$=16.36888/20$$

$$=0.82642$$

From the above table it is inferred that the mean ratio for 1st dimension i.e. tangibility is 0.82642 or 83%.

Hence the customers are satisfied with the store appearance of physical facilities, equipment, cleanliness, personnel and communication materials

CALCULATION OF MEAN RATIO

Table 2 for mean ratio

SERVICE QUALITY DIMENSION	MEAN RATIO
Tangibility	0.82642
Reliability	0.818444
Assurance	0.87069
Responsiveness	0.794987
Empathy	0.826833
TOTAL	4.137374/5=0.827475

SUGGESTIONS

- ✘ Customers have given the assurance rate as 87% which shows that customers are highly satisfied with the knowledge and courtesy of employees and their ability to convert trust and confidence.
- ✘ Customers have given the tangibility and empathy rate as 82% which shows that customers are highly satisfied with the store appearance and provision of caring individualized attention to customers.
- ✘ Customers have given the reliability rate as 81% which shows that customers are highly satisfied with the stores ability to perform the promised service dependently and accurately.
- ✘ Customers have given the responsiveness rate as 79% which shows that customers are moderately satisfied with the willingness to help customers and to provide prompt service.service quality by considering different service aspects.

- ✘ From the above table it is inferred that the average service quality is 83%. This shows that the performance of the fashion apparel retailer in Chennai is highly satisfied to the customers. Indicator that provides an overall measure of

RESULTS AND DISCUSSIONS

Out of 150 respondents majority are male with composition of 56% and rest are female with composition of 44%. Majority of people who shop at the retail store are in the age group of 26-40 years, 35% of the customers fall in this group. From the analysis it is found that 90% of the respondents are private employees. Most of the customers are in the income level of 10,000-20,000, 40% fall in this group. 51% of customers purchase products in the range of Rs.2000-3000. From the analysis it is found that 71% of customers come to know about this store from their friends and relatives.



CONCLUSION

The study was conducted to know about the customer satisfaction level for a fashion apparel retailer in Chennai city. The result of this study shows that majority of respondents are satisfied with their products and service. The majority of the respondents are quit expecting low price for the products. Competition is very strangest in retail business. Expectation, preferences, likes and dislikes may vary among customers. In order to survive and excel in the competitive scenario, Fashion retailers have to understand the customer expectation and requirement. They can conduct customer survey twice in a year in order to satisfy the existing customer and to acquire new customers.

REFERENCE

1. McKenzie, Brent, "University Business Students' Perceptions Of Retail Shopping Behaviour: A Canadian And Estonian Comparative Study," *Baltic Journal of Management* 3.1 (2008): 105-118.
2. Gangadharaiah, D N; Ramesh, H N; Nagaraju, Y; Hanumanthappa, "Consumers Shopping Behavior Towards Modern Retail Outlets- A Study," *International Journal of Marketing and Technology* 3.8 (Aug 2013): 137-147
3. Hino, Hayiel, "Shopping At Different Food Retail Formats: Understanding Cross-shopping Behavior Through Retail Format Selective Use Patterns," *European Journal of Marketing* 48.3/4 (2014):674-698.
4. Srinivasan, Srini R; Mukherjee, P N (Feb 2012). "Effect Of Background Music On Consumer Shopping Behavior," *The Business & Management Review* 2.1:253-263; London: *The Academy of Business and Retail Management (ABRM)*.
5. Bloemer, J., De Ruyter, K. & Peeters, P. (1998). "Investigating drivers of bank loyalty: the complex relationship between image, service quality and satisfaction". *International Journal of Bank Marketing*, 16 (7), 276-286.
6. Babakus, E and Boller, G W (1992) argued that SERVQUAL which defines and measures service quality as a 5-dimensional construct, appears to suffer from a number of methodological shortcomings. The study suggested that the dimensionality of service quality depends on the type of services under study.
7. Hyun-Hwa, Lee, Kim, Jihyun, "Gift Shopping Behavior In A Multichannel Retail Environment The Role Of Personal Purchase Experiences," *International Journal of Retail & Distribution Management* 37.5 (2009) 420-439.
8. Mulhern, Francis J; Michael, Judd H, "The Effect Of Retail Promotions On Homecenter Shopping Behavior," *Forest Products Journal* 45.3 (Mar 1995):31
9. Siddiqi, Kazi Omar, "Interrelations Between Service Quality Attributes, Customer Satisfaction And Customer Loyalty In The Retail Banking Sector In Bangladesh," *International Journal of Business and Management* 6.3 (Mar 2011) 12-36.
10. Bansal, Alok, Choubey, Vardhan, "Dimensions Affecting Shopping Behavior Of Retail Customers In Tier-Two Cities," *Anvesha* 6.2, (Apr/May 2013) 40-54.
10. Krishna c.v. vilakshan determinants of consumers buying behaviour an empirical study of private label brands in apparel retail: *journal of management* sep 2011vol 8 p43 56.