RETAIL ATTRIBUTES INFLUENCE ON CUSTOMER SATISFACTION TOWARDS RETAIL STORES

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Abstract
Wet markets and traditional grocery shops hold on to the customers in rural areas and small towns, but they are losing ground in larger towns and cities. The retail landscape in Guntur and Vijayawada is transforming from a traditional to a modern retail format. The objective of the research study is to explore the advantages of both the Supermarkets and Neighbourhood kirana stores, available to the consumers of Guntur and Vijayawada and to investigate what determines the customer choice of retail formats. A structured questionnaire has been framed to gather customer choice of retail formats from 200 respondents in both the cities. The sample size determines the accuracy of the data collected. The people chosen for the purpose of this research are from different demographics and economic backgrounds. A sample size of 200 are taken from Vijayawada and Guntur cities - 100 sample for each city where 50 sample for supermarket and other 50 for neighbourhood kirana stores. Stratified simple random sampling technique is followed as the customers are approached at retail stores where they are conveniently available for administering the questionnaire and collection of data from the retail consumers. The factor analysis is run on the 32- item scale using SPSS. Primary data is collected through a structured questionnaire. The respondents have been asked to answer the questionnaire by giving a rank to each statement on a 5-point Likert scale basis.

Keywords: Customers, Retail Format Choice, Supermarkets and Neighbourhood Kirana Stores.

1. Introduction
In today's highly modest marketing environment, the positioning decision of supermarkets and Neighbourhood kirana stores from customer point of view can play a significant attractiveness in marketing management. Nowadays, shopping behavior of consumers has experienced an outstanding revolution and is putting many problems for marketers. Therefore, the supermarket and neighbourhood kirana stores owners need to have not only the marketing strategies to give them an advantage over the competitors but also need to develop these in a manner that the uniqueness can be maintained. Traditionally, price and differentiation of products were considered as one of the most significant factors to maintain customers and satisfy them. However, times have changed, due to severe competition from new players entering the market, and raise in number of new providers, a range of choices available to buyers and they have also become more sophisticated, which has led owner supermarkets to take different customer oriented strategies so that they can be able to distinguish from other competitors and control the market, Nguyen Th Thu Thuong, (2016).

In today's 'Post Modern Era', shopping has become more of a social and leisure activity, reducing the total number of cognitively planned purchases made by user (Banerjee & Saha, 2012). This has to a great extent, led marketers to concentrate more and more on individuals' changing buying pattern, which has further helped them in identifying that such hedonic and pleasure driven shopping endeavors have enhanced impulse buying among consumers making it socially acceptable and very often a common practice.

Having identified the strength of impulse purchase, retailers have designed and redesigned their marketing strategies so as to induce shoppers to make more and more unplanned purchases. Both manufacturers and retailers therefore are always in the lookout for opportunities that they might explore in order to determine the efficiency of resources designed to stimulate additional sales and as such increase the basket size of the buyers.

2. Review of Literature
Prasad and Aryasri (2011) absorbed mainly on store format choice in Indian context. The formats included in the study were convenience stores, neighbourhood kirana stores, hypermarkets and supermarkets. However, the distinction between store choice and store format choice remain edvery slender. Khare (2013) studied on the small local store and evaluated the influence of demographic factors towards moderating the cultural factors while exhibiting their choice for small stores. Das, G. (2015) focused fashion retailers about the impact of store attributes on consumer based retail equity and emphasized its importance for long term sustainability for the any retail store. This study suggest that, a strong need to research the shopper's choice of store format because consumers are associated with a particular store format in the long - run and may find it difficult to change due to habitual shopping behaviour. The retailers also want to understand which factors help the shoppers to differentiate among various layouts and hence provide foundations for store format choice. This can also be done

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by differentiated and improved service quality levels, which are intangible in nature and attempt to provide excellent shopping experience.

According to, Aparajita Roy (2016) highlighted that such goods are often bought on impulse because of the influence of visual displays in the stores from where they are bought. Secondly, most retailers selling such goods are always in the lookout for satisfying customers through various promotional methods, providing additional incentives in the form of free home delivery, credit payment facilities, etc. Previously such services were generally rendered by organized retailers, but with the turning of the Wheel of Retail, several neighbourhood kirana stores which are in the continuous process of up grading themselves are also keen on fulfilling the growing demands of consumers in tune with their changing lifestyle. The various factors responsible for such stores to flourish have also been identified in this study, which if retailers can incorporate in their marketing strategy, they will be able to acquire, satisfy and retain more and more customers.

Hassan Zulqarnain, Abaid Ullah Zafar and Mohsin Shahzad (2015) Find and analyse how different factors such as variety, prices, quality and location of stores are affecting people choices when they select a store for shopping. It developed a good understanding of consumers' behaviors and factors they consider to choose ret ail stores. It has become very important in current competitive markets to understand what consumers' needs are and to deliver them not only appropriate products and services, but appropriate and suitable benefits for an enhanced shopping experience. This study will help Retail Companies and store owners in understanding what factors customers give importance to when selecting retail store. By looking at the survey data and its analysed results one can make decisions on what marketing strategies should be used to attract and retain more customers. Additional studies can be done based on this research to have a further in depth analysis of consumer buying behaviors and retail market. Recently, Rika Terano, Rafidah binti Yahya, Zainalabidin Mohamed, and Sahbani bin Saimin (2015), results have shown that many challenges still exist in product price setting in modern markets based on consumer preferences, traditional markets such as night markets, wet markets, small-scale grocery shops are required to improve store environment on several fronts through such means as providing a giving clean experience, securing more parking spots to create greater convenience for their customers and providing services to suit shoppers accompanied by children. This would encourage those shopping at traditional markets more satisfied with their overall experience.

3. Problem Statement
- What are the retail attributes that affect the customer satisfaction of retail store, for grocery shopping?

4. Objectives of the study:
- To examine the retail attributes influence on customer satisfaction towards retail stores.

5. Methodology
The present study is conducted in supermarket and neighborhood kirana stores in Vijayawada and Guntur, Andhra Pradesh. The research design consists of a descriptive study involving a cross section study where customers are surveyed at food and grocery retail stores using a structured questionnaire which is designed to capture the factors influencing the customer choice of retail formats in Supermarkets and Neighbourhood kirana stores. The duration of the study is 3 months. The sample size determines the accuracy of the data collected. The people chosen for the purpose of this research are from different demographics and economic backgrounds. A sample size of 200 are taken, 100 sample for each city where 50 sample for supermarket and other 50 for neighborhood kirana stores. Stratified simple random sampling technique is followed as the customers are approached at retail stores where they are conveniently available for administering the questionnaire and collection of data from the retail consumers. Primary data and secondary data are used in this research. Primary data was collected through survey method.

6. Data Analysis and Discussion
6.1 Factor Analysis
The factor analysis had run on the 32- item scale using SPSS. Primary data has collected through a structured questionnaire. The respondents are requested to rank the statements on a 5-point Likert scale basis basis (5 = Extremely important & 1= Not at all important)Trimming a large number of variables to reach at few factors to explain the original data more economically and efficiently factors analysis, a widely used multivariate technique in research. It is important tool for resolving this confusion and identifying factors from an array of seemingly important variables.

Adequacy of the data is tested on the basis of results the Kaiser-Meyer-Olkin (KMO) measures of sampling adequacy and Bartlett's test of sphericity (homogeneity of variance) provided. The KMO measure of sampling adequacy is 0. 577 (shown in Table -1) which indicates the present data suitable for factor analysis. Bartlett's Test of Sphericity tests the hypothesis whether the population correlation matrix is an identity matrix. The existence of the identity matrix puts the correctness of the factor analysis under suspicion. Table 1 also shows that chi square statistic is 1241.895 with 465 degree of freedom. This

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value is significant at 0.01 levels. The results, KMO statistic and Bartlett's Test of Sphericity indicate an appropriate factor analysis model.

Table: 1,KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.577
Bartlett's Test of Sphericity	Approx. Chi-Square	1241.895
	df	465
	Sig.	.000

Source: Primary data.

Factor Analysis is a data reduction technique. It also helps in structure detection among the variables and further helps in studying the underlying crucial factors that cause the maximum variation. Before we proceed for factor analysis first the researcher tested the eligibility of the data by checking KMO- Bartlett's test which is a measure of sampling adequacy. The KMO value is 0.577 > 0.5(indicates meritorious).

Bartlett's Test of Sphericity indicates a measure of the multivariate normality of set of variables (Sig. value is less than 0.05 indicates multivariate normal and acceptable for factor analysis.

Table -2,Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.486	11.244	11.244	3.486	11.244	11.244	2.168	6.992	6.992
2	2.226	7.179	18.423	2.226	7.179	18.423	2.028	6.542	13.535
3	2.018	6.510	24.933	2.018	6.510	24.933	1.877	6.054	19.588
4	1.809	5.837	30.770	1.809	5.837	30.770	1.743	5.622	25.210
5	1.754	5.658	36.428	1.754	5.658	36.428	1.727	5.569	30.780
6	1.672	5.393	41.822	1.672	5.393	41.822	1.704	5.497	36.277
7	1.450	4.676	46.498	1.450	4.676	46.498	1.702	5.491	41.768
8	1.400	4.515	51.013	1.400	4.515	51.013	1.549	4.998	46.767
9	1.191	3.842	54.856	1.191	3.842	54.856	1.502	4.846	51.613
10	1.110	3.582	58.438	1.110	3.582	58.438	1.469	4.737	56.350
11	1.052	3.393	61.831	1.052	3.393	61.831	1.386	4.470	60.820
12	1.001	3.229	65.060	1.001	3.229	65.060	1.314	4.239	65.060
13	.930	3.001	68.061						
14	.888	2.865	70.926						
15	.858	2.769	73.694						
16	.799	2.578	76.273						
17	.762	2.459	78.732						
18	.729	2.352	81.084						
19	.695	2.242	83.327						
20	.630	2.034	85.360						
21	.570	1.838	87.198						
22	.535	1.726	88.925						
23	.514	1.658	90.582						
24	.479	1.544	92.126						
25	.431	1.390	93.516						
26	.392	1.266	94.782						
27	.385	1.240	96.022						
28	.373	1.203	97.225						
29	.353	1.140	98.366						
30	.317	1.023	99.389						
31	.189	.611	100.000						
Extraction Method: Principal Component Analysis.									

Source: Primary data.

Scree Plot
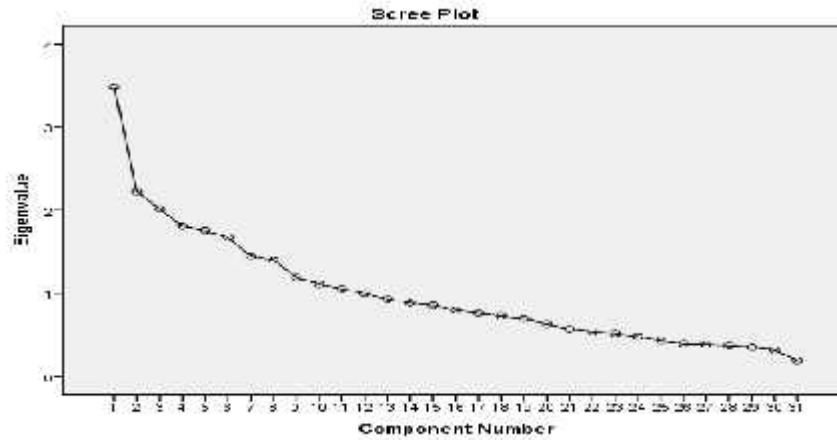
Table -3,Component Matrix[a]

	Component											
	1	2	3	4	5	6	7	8	9	10	11	12
1.Convenient store location	.347	-.254	.593	-.070	-.231	.219	-.054	.389	-.005	.029	-.043	.053
2.Convenient accessibility	.269	-.115	.591	-.266	-.175	.252	.044	.428	.063	-.063	-.125	-.002
3.Convenient opening hours	.086	-.084	.425	-.240	-.124	-.002	.403	-.133	.545	.026	.112	-.096
4.One-stop shopping convenience	.274	-.025	.137	-.315	.241	.134	-.335	-.199	.159	.067	.075	-.348
5 Availability of good quality merchandise	.562	-.137	-.379	-.269	-.014	-.074	.031	.017	-.146	-.075	-.138	-.172
6 Availability of wider choice / selection of merchandise	.471	-.060	-.300	-.417	-.168	-.162	-.024	-.017	-.075	-.210	-.187	.149
7. Availability of well known branded merchandise	.379	-.101	-.198	-.324	.396	.117	.142	-.006	.230	-.138	-.155	-.015
8 Availability of merchandise and services at lower prices	.428	-.012	.098	-.180	.103	-.279	.453	-.055	-.121	.211	.058	.231
9 Store brand available at reasonable prices	.515	-.395	.079	.097	.124	-.007	.151	.070	-.246	.217	.079	-.128
10 Value of merchandise for the money	.510	-.033	-.037	-.077	.040	.186	.036	-.348	-.159	-.223	.184	.241
11 Everyday low pricing	-.101	.331	.185	-.046	.586	.107	.143	.177	-.023	-.126	.377	.178
12 High-Low price promotional offers	-.100	.203	.212	.030	.681	.235	-.022	.068	-.215	-.031	-.094	.174
13 Frequency of special sale promotional offers	.051	.579	.082	-.012	-.077	.272	.168	-.030	.055	.167	-.275	.270

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14 Redemption of gift Vouchers / discount coupons	-.316	.352	-.307	-.073	-.275	.427	.127	.176	.157	-.017	-.018	-.053
15 Friendliness of sales personnel	.365	-.263	-.250	.210	.033	.509	.016	-.005	.106	.057	.160	.183
16 Product knowledge of sales personnel	.319	.170	.052	.220	.006	.384	-.065	-.334	.186	.346	-.282	-.178
17 Availability of sales personnel to respond to my request / queries	.363	.033	-.328	.228	-.003	.343	.113	.153	-.182	.358	-.125	.066
18 Offering personalized services	.155	.244	-.287	-.149	-.405	.206	-.201	.147	.114	-.144	.300	.325
19 Fast checkout lines and prompt service	.264	.194	-.356	-.266	.339	-.196	.025	.307	.221	.120	-.061	-.113
20 Easy return purchase policy	.253	-.270	-.133	.375	.081	.129	-.145	.277	-.011	.043	.348	-.248
21 Offering customer loyalty programs / club membership	.310	-.087	.195	.555	-.078	-.054	-.091	-.286	.214	-.273	-.015	.127
22 Offering value added services	.486	.284	.046	.099	-.207	-.312	.264	-.082	.051	.081	.164	.014
23 Store design and layout	.205	.611	.203	.175	.189	.028	.007	-.097	-.003	-.180	.012	-.239
24 Display of merchandise	.482	.356	.201	-.001	-.171	.005	-.330	.081	-.324	-.023	.035	-.112
25 Store is stylish and fashionable	.384	.504	.177	-.144	-.171	-.184	-.180	-.034	-.152	.120	.245	-.069
26 Store cleanliness	.423	.080	-.250	.243	.104	-.026	.013	.185	.407	-.198	.165	-.073
27 Store ambience	.318	.206	.007	.251	.014	-.056	-.036	.143	-.030	-.462	-.412	-.095
28 Credit card facilities are available	.167	.186	-.005	-.024	.074	-.282	-.459	-.116	.271	.394	.000	.200
29 Parking facilities are available	.142	-.204	.102	.206	.192	-.336	-.393	.312	.225	.082	-.201	.362

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30 Refreshment / Entertainment facilities are available	-.163	.322	-.142	.227	-.105	-.249	.218	.458	.028	.118	.007	-.152
31 Provides comfortable (stress free) shopping	.250	-.015	.037	.454	-.024	-.218	.376	-.036	-.037	.005	-.077	.043

Extraction Method: Principal Component Analysis.

a. 12 components extracted.

Source: Primary data.

Table – 4,Rotated Component Matrix[a]

	Component											
	1	2	3	4	5	6	7	8	9	10	11	12
1.Convenient store location	-.080	.087	.864	-.055	.052	.135	.088	.023	-.017	.021	.075	.054
2.Convenient accessibility	.061	.078	.876	.042	-.036	-.044	-.002	.002	.015	.036	-.041	.151
3.Convenient opening hours	.013	-.064	.268	-.052	.159	-.107	.037	.022	-.033	-.067	-.077	.799
4.One-stop shopping convenience	.285	.309	.058	.044	-.383	.135	.268	.127	-.238	-.112	.083	.260
5 Availability of good quality merchandise	.655	.141	.014	-.277	.124	.140	.160	.019	-.037	.051	-.106	-.175
6 Availability of wider choice / selection of merchandise	.590	.112	.072	-.301	.140	-.164	.253	-.138	.190	.079	.029	-.147
7. Availability of well known branded merchandise	.663	-.155	.032	.178	-.003	.037	.204	.104	-.037	.082	.001	.164
8 Availability of merchandise and services at lower prices	.278	.110	.101	.082	.674	-.099	.118	-.013	-.110	-.178	.039	.087
9 Store brand available at reasonable prices	.191	.050	.256	-.071	.362	.432	.187	.094	-.336	-.106	-.026	-.120
10 Value of merchandise for the money	.173	.174	-.007	.070	.234	.088	.646	.052	.162	.093	-.109	-.031
11 Everyday low pricing	-.002	.078	-.036	.834	.043	.050	-.034	-.150	.083	-.060	-.037	.102
12 High-Low price promotional offers	.006	-.054	.038	.756	-.096	-.109	.083	.117	-.207	.041	.039	-.210

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13 Frequency of special sale promotional offers	-.038	.140	.070	.223	.132	-.437	-.111	.495	.292	.083	-.022	-.008
14 Redemption of gift Vouchers / discount coupons	-.029	-.106	-.076	.000	-.258	-.122	-.335	.249	.511	-.048	-.345	.020
15 Friendliness of sales personnel	.098	-.228	.077	.023	.082	.479	.342	.362	.291	-.003	-.019	-.064
16 Product knowledge of sales personnel	-.009	.144	-.016	-.084	-.057	.039	.143	.781	-.127	.118	.044	.128
17 Availability of sales personnel to respond to my request / queries	.176	-.027	.048	-.016	.240	.271	-.047	.550	.134	-.061	-.051	-.366
18 Offering personalized services	.061	.188	.029	-.107	-.064	.054	.094	-.040	.781	-.042	.035	-.058
19 Fast checkout lines and prompt service	.662	.087	-.117	.159	.016	.080	-.311	.031	.039	-.047	.196	.051
20 Easy return purchase policy	-.015	.027	.057	-.010	-.020	.764	-.046	.015	-.016	.041	.018	-.092
21 Offering customer loyalty programs / club membership	-.284	.012	-.037	-.108	.191	.205	.332	.084	-.014	.568	.217	.164
22 Offering value added services	.091	.422	-.042	-.125	.550	.041	-.038	.050	.098	.126	.034	.208
23 Store design and layout	-.019	.504	-.107	.344	-.010	-.053	-.082	.179	-.058	.399	-.126	.139
24 Display of merchandise	.035	.704	.244	-.029	-.001	.053	.090	.081	.042	.163	.032	-.244
25 Store is stylish and fashionable	.038	.778	.044	.012	.131	-.056	.001	.009	.119	-.052	.077	.033
26 Store cleanliness	.297	.048	-.093	.047	.101	.446	-.078	.052	.250	.371	.144	.225
27 Store ambience	.188	.113	.112	-.004	.016	-.048	-.061	.031	-.030	.726	-.029	-.167
28 Credit card facilities are available	.045	.281	-.161	-.049	-.043	-.062	.016	.157	.033	-.141	.689	.077

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29 Parking facilities are available	.038	-.152	.182	.032	.037	.092	-.063	-.119	-.056	.180	.777	-.139
30 Refreshment / Entertainment facilities are available	-.043	.070	-.073	.026	.178	.057	-.706	-.044	.105	.077	-.037	-.057
31 Provides comfortable (stress free) shopping	-.095	-.045	-.054	-.053	.554	.126	-.075	.095	-.140	.310	-.014	.009

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 14 iterations.

Source: Primary data.

The alpha coefficient of reliability value was 0.799. This indicates that the scale is highly reliable. The result of factor analysis is presented below.

Table – 4 shows the amongst the 31 items 12 components has been extracted. The principal component matrix gives the component matrix which is rotated using the varimax rotation technique which gives the rotated component matrix. Rotation of factors helps in the better interpretation of factors. Since the first factor in the rotated component matrix is heavily loaded with Availability of well known branded merchandise, Fast checkout lines and prompt service, availability of good quality merchandise the factor loading values are 0.663, 0.662, 0.655, the first factor represents Availability of well known branded merchandise, Fast checkout lines and prompt service, availability of good quality merchandise.

The second factor is heavily loaded with Store is stylish and fashionable (0.778), Display of merchandise (0.704) and thus the subsequent factors can be interpreted based on their factor loading values. The final list of 12 factors which collectively account for 65.06 % of the variance in the data is shown Table -5

Table: 5,Variance in Factor Loading Value

SI.No.	Factor Name	Factor loading Value
1	Availability of well known branded merchandise	0.663
	Fast checkout lines and prompt service	0.662
	availability of good quality merchandise	0.655
2	Store is stylish and fashionable	0.778
	Display of merchandise	0.704

Source: Primary data.

7. Conclusion

The nature of research was based on qualitative, deductive and interpretive approaches which are followed throughout in the study. This article allowed us to identify and analyze how different factors such as offers, prompt service, credit card and parking facilities, variety, prices, good quality opening hours , and location of stores are affecting customer choices when they select a retail store for purchasing. It established a good understanding of consumers' behaviors and factors they consider to select retail stores. It has become very significant in present competitive markets to understand what consumer's wants are and to deliver them not only suitable products and services, but suitable benefits for an enhanced shopping experience. This investigation will help Retail Companies and store owners in understanding what factors customers give importance to when selecting a retail store. By looking at the survey data and its analyzed results one can make decisions on what marketing strategies should be used to attract and retain more customers. The supermarket and neighborhood kirana retailers might focus on the said attributes to propose appropriate customer satisfaction strategies for store promotion and positioning. These strategies could be devised at various stages viz. shopping mall level and retailer level. The main limitation of this study is that the retailers are spread all over the country but only Vijayawada and Guntur has been taken into consideration. For collecting data from all over the country, a large amount of financial resources and huge time are required.

The findings of the current study may be applicable only to the retailers (Super markets). Another limitation is that responses could be biased because the research is conducted in open market place where respondent's answers can be influenced by numerous variables such as mood, feelings act on research settings; and consumer is a focal point in this market research and his/her buying motives are difficult to judge precisely and accurately. The food and grocery retail supermarket and neighborhood kirana stores can focus on the factors influence in this study to improve customer choice of retail formats and refine their approach to reach out to their consumers and retain them, when they come to shop in their retail store.

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