A STUDY ON DETERMINANTS OF CUSTOMER SATISFACTION IN RETAIL STORES - WITH REFERENCE TO DINDIGUL DISTRICT

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Abstract
This paper gives a brief analysis of the retail of customer satisfaction in retail stores. Retail stores in India are a relatively new format for retailing. Lifestyle marketing is a process of establishing relationships between products offered in the market and targeted lifestyle groups. Lifestyle is a distinctive mode of behaviour centred on activities, interest, options, satisfactions and demographic characteristics distinguishing one segment of the population from another. The main objectives of the study are to analyse the satisfaction of the respondents' customer satisfaction in Retail stores - with reference to Dindigul District. This study is an empirical research. Data were collected from 300 respondents and a sample size of 60 each from of all the Seven Taluks. The researcher used convenient sampling method to collect data from the sample respondents. First hand data were collected from the customers of Retail stores directly by the researcher himself with the help of an interview schedule. Secondary data are collected from journal, magazines, newspaper and relevant books and web site. Percentage analysis and Chi-square test were used to analyse the data. The study in Dindigul district from August 2023 to December 2023. Finally conclusions were drawn and suggestions were offered.

Keywords: Retail store, Customer satisfaction, Chi-square test, Percentage analysis.

Introduction
Today, Retail stores are replacing the stores all over India. Retail stores in India are a relatively new format for retailing. Lifestyle marketing is a process of establishing relationships between products offered in the market and targeted lifestyle groups. Lifestyle is a distinctive mode of behaviour centred on activities, interest, options, satisfactions and demographic characteristics distinguishing one segment of the population from another. A consumer's lifestyle is seen as the sum of his or her interactions with his or her environment. Many consumers make their purchases from the local stores also known as India's mom and pop stores. But recently, India's retail many hi-fi Retail stores being constructed and operating in various cities. The Retail stores concept has come to stay for good. The Indian consumer seems to be undergoing a shift in term of personality, buying motives, interest, satisfactions, beliefs and values when he or she is making a shift from stores towards Retail stores.

Objectives of the study
The main objectives of the study are to analyse the consumers shopping priority and satisfaction of Retail Stores in Dindigul District.

Statement of the Problem
Statement of the problem the brief description of all the issues that are needed to be addressed then undergoing this study according to this study "determinants of customer satisfaction in Retail stores with reference to Dindigul District." In the proposed study the researcher will only investigate customer's overall satisfaction performed by shopping Retail stores. Finding their perception factors influencing the customer to shop in the shopping imparting the required corporate skill sets. The

method of delivery of management courses for the student community on the whole has to be completely revamped with the help of employers so that they are tasks. The authors would like to mention that recruiters can approach the B-schools during their summer internships itself. Finally to conclude, the choice of specialization should be based on systematic assessments of the student's traits so that they are able to perform better in their careers. Consumer has wide variety of choices in Retail stores. So there arises a confusion among consumes Statement of the problem the brief description of all the issues that are needed to be addressed then in choosing the Retail stores. There are the variety of branded products which are available in the Retail stores so consumers get confused. Consumer prefers the branded for quality, status, comfort, etc., at a certain point they feel the prices is bit costly.

Methodology of the study
This study is an empirical research. Primary data were collected from the respondents of Retail stores directly by the researcher himself with the help of an interview schedule. Secondary data are collected from journal, magazines, newspaper and relevant books and web site.

Period of Study
The researcher conducted a field study in dindigul district from august 2023 to December 2023.

Tools of analysis
Percentage analysis and Chi-square test were used to analyse the data.

Sampling Size
Dindigul District consists of Seven taluks namely: Dindigul, Ottanchathiram, Kodaikanal, Nilakottai, Vedasandhur, Attur and Palani. Data were collected from 300 respondents and a sample size of 60 each from of all the five taluks. The researcher used convenient sampling method to collect data from the sample respondents.

Factor influencing the level of customer satisfaction in retail stores
The Chi-square test is used to analyse the age, gender, education, marital status, and nature of family, family size, earning members, income and nature of business. Chi-square test is a statistical tool used to test the distribution of observed data with assumed theoretical distributions. Therefore, it is a measure to study the divergence of actual and expected frequencies. Through this test, the researcher is able to find out the deviations between the observed values and the expected values. The test is done by comparing the computed value with the table value of X^2 for the degrees of freedom. When the researcher compares the compound value, the degree of freedom is evident. The X^2 may be defined as:

Chi-square test (x^2)

$\sum = (O-E)^2 / E$

Where, O = Observed Frequency ; E = Expected Frequency

Expected Frequency = (Row Total X Column Total) / Grand Total

Degree of freedom = (C -1) (R – 1)

Where, C = Column ; R = Row

Classification of Respondents on the Basis of Level of Satisfaction
The sample respondents are divided into three categories based on their respective scores. The classification of respondents according to their Level of Satisfaction is presented in Table 1.

Table 1: Level of Satisfaction of the Respondents

Sl.No	Category	No of Respondents	Percentage to Total
1	High level	84	28
2	Medium level	162	54
3	Low level	54	18
	Total	300	100

Source: Primary data

Table 1 shows that out 300 respondents, 54 per cent of them experienced medium level satisfaction. They are followed by 28 per cent and 18 per cent with high level and with low level satisfaction respectively.

Relationship between Age Group and Level of Satisfaction of Respondents
Age is identified as one of the variables that may have significant relationship with the level of satisfaction of the respondents. To become an owner of a Retail stores one should have attained18 years of age and continue to be a member till the age of 60 years. The satisfaction of members may depend on the Retail stores. In order to study the relationship between age group and level of satisfaction, the respondents were classified according to their age and the results are presented in Table 2.

Table 2: Age Group of the Respondents and their Level of Satisfaction

Age	Level of Attitude			Total	X^2 Value	Table value at 5% significant
	High	**Medium**	**Low**			
Below 20 years	12 (26)	24 (52)	10 (22)	46		
20-30 years	12 (17)	48 (70)	9 (13)	69		
30-40 years	42 (41)	42 (41)	18 (18)	102	18.386	12.6
40-50 years	18 (22)	48 (58)	17 (20)	83		
Total	84	162	54	300		

Source: Computed data

Table 2 shows that a majority of the respondents belonged 20-30 years age group. Among them, nearly 70 per cent have medium level satisfaction whereas 17, 13 per cent experienced high and low level satisfaction. Among them 58 per cent experienced medium and low level of satisfaction whereas 22 per cent experienced high level satisfaction followed by 20 per cent with low level satisfaction. Among the 40to50 years group, nearly 41 per cent have medium and high level satisfaction and 18 per cent belonging to 30-40 years have low level satisfaction.

Since the calculated value of chi square 17.72 is greater than its corresponding table value 12.6, the null hypothesis is therefore rejected. It is concluded that age of the respondents has significant relationship with the level of satisfaction of Retail stores.

Relationship between Gender and Level of Satisfaction of Respondents
The gender of the respondent had been identified as one of the important factor that influences the level of satisfaction. The gender of an individual determines his/her satisfaction. The knowledge and insight gained by one gender may not be found in the other gender. Hence to study the relationship

between gender and level of satisfaction, the respondents are classified according to their gender and the results are presented in Table 3.

Table 3: Gender of the Respondents and their Level of Satisfaction

Sex	Level of attitude			Total	X^2 Value	Table value at 5% significant
	High	**Medium**	**Low**			
Male	60 (27)	120 (54)	42 (19)	222	0.690	5.99
Female	24 (31)	42 (54)	12 (15)	78		
Total	84	162	54	300		

Source: Computed data

From Table 3 it could be referred that 222 respondents are males. Among them 60 members have high level satisfaction, 120 members have medium level satisfaction and 42 members have low level satisfaction. With respect to female, 24 members have in high level satisfaction and 42 of them have in medium level satisfaction and 12 members are with low level of satisfaction.

In order to find out the relationship between gender and level of satisfaction the null hypothesis the gender of the respondents does not have any significant relationship with the level of satisfaction of Retail stores is framed. Since the calculated value of chi square0.63 is lower than its corresponding table value 5.99, the null hypothesis is accepted. It is concluded that gender of the respondents has no significant relationship with the level of satisfaction of the Retail stores.

Relationship between Level of Education and level of Satisfaction
Education is considered as an important factor influencing the satisfaction of the human being. Hence, the study was made here to assess the relationship between education level of the respondents and their level of satisfaction and the same is presented in Table 4.

Table 4: Education of the Respondents and Level of Satisfaction

Level of Education	Level of Attitude			Total	X^2 Value	Table value at 5% significant
	High	**Medium**	**Low**			
Up to SSLC	12(24)	30 (57)	10 (19)	52	13.091	12.6
HSC	30(38)	30 (38)	19 (24)	79		
Degree	24(28)	48 (56)	14 (16)	86		
Professional	18 (22)	54 (65)	11 (13)	83		
Total	84	162	54	300		

Source: Computed data

The Table 4 shows that among the respondents, having degree qualification, a majority of them (56 per cent) have medium level satisfaction, followed by around 28 per cent with high level satisfaction and 16 per cent with low level satisfaction. Among the respondents to professional 65 per cent have medium level satisfaction followed by 22 per cent with high level satisfaction and 13 per cent with low level satisfaction. Among the respondents having up toSSLC qualification 79 per cent have medium and 24 per cent high level satisfaction followed by 19 per cent with low level satisfaction. 57 among the respondents having HSC qualification, 38 per cent of them have medium and high level satisfaction and 19 per cent have low level satisfaction.

In order to find out the relationship between level of education and level of satisfaction the null hypothesis the education of the respondents does not have any significant relationship with the level of satisfaction of Retail stores is framed. Since the calculated value of chi square13.77 is greater than its corresponding table value 12.6, the null hypothesis is rejected. It is concluded that level of education of the respondents has significant relationship with the level of satisfaction of the Retail stores.

Relationship between Marital Status and level of Satisfaction of Respondents
The marital status of the respondents is also an important variable that is likely to influence the opinion level of the respondents towards the services rendered by the Retail stores. In order to study the relationship between marital status and level of satisfaction, the respondents were classified according to their marital status and the results are presented in Table 5.

Table 5 : Marital Status and their level of Satisfaction of Respondents

Marital status	Level of Attitude			Total	X^2 Value	Table value at 5% significant
	High	Medium	Low			
Married	74 (28)	144 (55)	44 (17)	262	2.070	5.99
Un married	10 (26)	18 (48)	10 (26)	38		
Total	84	162	54	300		

Source: Computed data

Table 5 shows that a majority of the respondents were married. Among them 262, nearly 55 per cent have medium level satisfaction whereas 28 per cent have high level satisfaction followed by 17 per cent with low level satisfaction. A similar trend is seen in case of unmarried respondents. Among them, 48 per cent respondents have medium level satisfaction whereas 26 per cent have high and low level satisfaction.

In order to find out the relationship between marital status and level of satisfaction, the null hypothesis the marital status of the respondents does not have any significant relationship with the level of satisfaction is framed. Since the calculated value of chi square2.07 is lower than its corresponding table value 5.99, the null hypothesis is accepted. It is concluded that marital Statusof the respondents has no significant relationship with the level of satisfaction of the Retail stores.

Relationship between Nature of Family and Level of Satisfaction of Respondents
Nature of family is considered as an important factor influencing the satisfaction of a human being. Hence, the study was made here to assess the relationship between nature of family of the respondents and their level of satisfaction. In order to study the relationship between nature of family and level of satisfaction, the respondents are classified according to their nature of family and the results are presented in Table 6.

Table 6: Nature of Family and their level of Satisfaction of Respondents

Nature of family	Level of Attitude			Total	X^2 Value	Table value at 5% significant
	High	Medium	Low			
Nuclear Type	72 (29)	144 (57)	36 (14)	252	15.136	5.99
Joint Type	12 (25)	18 (37)	18 (37)	48		
Total	84	162	54	300		

Source: Computed data

Table 6 shows that a majority of the respondents belonged to nuclear family type (252). Among them, nearly 57 per cent have medium level satisfaction whereas 29 per cent have high level satisfaction followed by 14 per cent with low level satisfaction. A similar trend is seen in case of joint family type respondents. Among them (48), 37 per cent have medium and low level satisfaction whereas 26 per cent have high level satisfaction.

In order to find out the relationship between nature of family and level of satisfaction the null hypothesis the nature of family of the respondents does not have any significant relationship with the level of satisfaction of Retail stores is framed. Since the calculated value of chi square13.82 is greater than its corresponding table value 5.99 the null hypothesis is rejected. It is concluded that nature of family type has significant relationship with the level of satisfaction of the Retail stores.

Relationship between Family Size and Level of satisfaction of the Respondents
Size of family is an independent variable that is likely to influence the opinion level of the respondents and level of satisfaction. In order to study the relationship between family size and level of satisfaction, the respondents are classified according to their family size and the results are presented in Table 7.

Table 7: Family Size and their level of satisfaction of the Respondents

Family Size	Level of Attitude			Total	X^2 Value	Table value at 5% significant
	High	Medium	Low			
2	18 (49)	10 (27)	9 (24)	37		
3	10 (16)	42 (66)	12(18)	64	32.644	12.6
4	46 (31)	86 (58)	15(11)	147		
5	10 (19)	24 (46)	18(35)	52		
Total	84	162	54	300		

Source: Computed data

From Table 7, it is evident that a majority of the respondents have 4 members in their family (147). Among them, nearly 58 per cent experienced medium level satisfaction whereas 31 per cent experienced high level satisfaction and 11 per cent experienced low level satisfaction. Among the respondents with 3 members in their family size 66 per cent experienced medium level satisfaction, 18 per cent experienced low level satisfaction and 16 per cent experienced high level satisfaction. Among the respondents with 5 members in their family, 46 per cent experienced medium level, 35 per cent experienced low level satisfaction and 19 per cent experienced high level satisfaction. Among respondents with 2 members in their family 49 per cent experienced high level satisfaction, 27 per cent experienced medium level satisfaction and 24 per cent experienced low level satisfaction.

In order to find out the relationship between family size and level of satisfaction, the null hypothesis the family size of the respondents does not have any significant relationship with the level of satisfaction of Retail stores is framed. Since the calculated value of chi square32.13 is greater than its corresponding table value 12.6 the null hypothesis is rejected. It is concluded that family size of the respondents has significant relationship with the level of satisfaction of the Retail stores.

Relationship between Number of Earning Member and Level of Satisfaction of the Respondents
The Number of earning members per family represent the family members who are earning by their own efforts, irrespective of their sources of earning. The earning members per family reveal the family

income and the standard of living of the family members. The number of earning members per family among the respondents is illustrated in the table. Number of earning member is as one of the variables that may have significant relationship with level of opinion of the respondents and the same in presented in Table 8.

Table 8: Number of Earning Members and Level of Satisfaction of the Respondents

Number of Earning Members	Level of Attitude			Total	X^2 Value	Table value at 5% significant
	High	Medium	Low			
One	20 (18)	66 (59)	25 (23)	111	16.791	12.6
Two	36 (41)	42 (47)	10 (12)	88		
Three	10 (21)	30 (61)	9 (18)	49		
Four	18 (35)	24 (46)	10(19)	52		
Total	84	162	54	300		

Source: Computed data

The Table 8 shows that majority of the respondents have one number of earning members in their family (111). Among the 59 per cent experienced medium level of satisfaction whereas 23 per cent experienced low level satisfaction and 18 per cent experienced high level satisfaction. Among the respondents with 2 earning members in their family, 47 per cent experienced medium level satisfaction whereas 41 per cent experienced high level satisfaction and 12 per cent experienced low level satisfaction. Among the respondents with four earning members in their family, 46 per cent experienced medium level satisfaction whereas 35 per cent experienced high level satisfaction and 19 per cent experienced low level satisfaction. Among the respondents with Three earning members in their family, 61 per cent experienced medium level satisfaction whereas 21 per cent experienced high level and 18 per cent experienced low level satisfaction.

In order to find out the relationship between number of earning members and their level of satisfaction, the null hypothesis the earning members of the respondents does not have any significant relationship with the level of satisfaction of Retail stores. Since the calculated value of chi square16.79 is greater than its corresponding table value 12.6 the null hypothesis is rejected. It is concluded that number of earning members in family of the respondents has significant relationship with the level of satisfaction of the Retail stores.

Relationship between Income per month and Level of Satisfaction of the Respondents
The personal income of the respondents is the income of the respondents earned from all possible sources within a period of one month during the study period. The personal income has more influence on the standard of living, perception on the constraints experienced among the respondents. In the present study, the personal income among the respondents has been categorized in to up to-Rs10,000, Rs10,000-Rs20,000, Rs20,000-Rs 30,000, above-Rs30,000.

The distribution of the respondents according to their personal income is illustrated in Table 9

Table 9: Income per month and their Level of Satisfaction of the Respondents

Income per month	Level of Attitude			Total	X² Value	Table value at 5% significant
	High	Medium	Low			
Up to 10,000	36 (32)	60 (54)	16 (14)	112		
20,000-30,000	12 (17)	48 (69)	10 (14)	70	13.628	12.6
30,000-40,000	10 (31)	12 (37)	10 (31)	32		
Above 40,000	26 (30)	42 (49)	18 (21)	86		
Total	84	162	54	300		

Source: Computed data

It is evident from Table 9 that a majority of the respondents have earning up to Rs.10000. Among them 54 per cent experienced medium level satisfaction whereas 32 per cent experienced high level satisfaction and 14 per cent experienced low level satisfaction. Among respondents are belonging above Rs.30,000, more than 49 per cent experienced medium level satisfaction whereas 30 per cent experienced high level satisfaction and 21 per cent experienced low level satisfaction. Among respondents belonging Rs 10000 – Rs.20000 category, more than 69 per cent experienced medium level satisfaction whereas 17 per cent experienced high level satisfaction and 14 per cent experienced low level satisfaction. Among respondent belonging Rs.20000 – Rs. 30000 category more than 38 per cent experienced medium level of satisfaction whereas 31 per cent experienced both high and low level satisfaction.

Since the calculated value of chi square13.63 is greater than its corresponding table value 12.6, the null hypothesis is rejected. It is concluded that income per month of respondents has significant relationship with the level of satisfaction of the Retail stores.

Relationship between Nature of Business and Level of Satisfaction of Respondents

Nature of business is considered as an important factor influencing the satisfaction. The relationship between nature of business of the respondents and their level of satisfaction is presented in Table 10.

Table 10: Nature of Business and Level of Satisfaction of Respondents

Nature of Business	Level of Attitude			Total	X² Value	Table value at 5% significant
	High	Medium	Low			
Manufacturing	24 (46)	18 (35)	10 (19)	52		
Trading	18 (27)	36 (55)	12 (18)	66	12.354	9.49
Servicing	42 (23)	108 (59)	32 (18)	182		
Total	84	162	54	300		

Source: Computed data

The Table 10 helps us understand that among the respondents from servicing category (182) a majority of them 59 per cent experienced medium level satisfaction whereas 23 per cent experienced high level satisfaction and 18 per cent experienced low level satisfaction. Among the respondents from trading category, a majority of them 55 per cent experienced medium level satisfaction whereas 27 per cent experienced high level satisfaction and 18 per cent experienced low level satisfaction.

Among the respondents from manufacturing category, a majority of them 46 per cent experienced high level satisfaction whereas 35 per cent experienced medium level satisfaction and 19 per cent experienced low level satisfaction.

In order to find out the relationship between nature of business and level of satisfaction the null hypothesis the nature of business of the respondents does not have any significant relationship with the level of satisfaction of Retail stores. Since the calculated value of chi square12.35 is greater than its corresponding table value 9.49 the null hypothesis is rejected. It is concluded that nature of business of the respondents has significant relationship with the level of satisfaction of the Retail stores.

Suggestion
Small retailers need protection and policy support in order to compete with organized retail what is required is a more comprehensive policy, which addresses the needed of small retailers, especially in terms of access to institutional credit and knows how to upgrade their businesses.
At the Retail stores there should be some improvement in parking facility because most of the customers are facing big problem with parking.
In addition, the government should also abandon the moves to permit FDI in retail trade through the back door, as in the case of the joint venture.

Conclusion
Consumers buy the products with such great effort because it's trending. Products and services are being consumed, activities, interests and options of different consumers, value systems and personality traits as an increasing number of urban consumers are beginning to see themselves in a more modern context.

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