



RETAIL CHAIN STORES: QUALITY AND CUSTOMER SATISFACTION USING STATISTICAL MODEL

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Abstract

This study aimed to explore the impact of retail chain store quality on customer satisfaction. A sample of fifty customers purchasing goods in Hyper Stores and Super Stores in Chipata was selected for study. Retail chain store quality was measured using assurance, accuracy, responsiveness, interior design, external environment and price. The data was interpreted with the help of mean, standard deviation and 't' test. The findings show that all the retail chain store quality dimensions examined have a significant and positive influence on customer satisfaction. Customers feel more satisfied by shopping in hyper market.

Keywords: Customer Satisfaction, Hyper Market, Super Market.

Introduction

During the modern age everybody has seen that business is rapidly growing day by day and concerning with business there are always two parties called buyers and sellers, and buyers are concerned with quality, and sellers are always concerned with money.

Chain store(s) or retail chain(s) are retail outlets that share a brand and central management, and usually have standardized business methods and practices. In retail, dining, and many service categories, chain businesses have come to dominate the market in many parts of the world.

Review of Literature

LeenaJenefa(2014)This research has found that the data analysis also confines that sample consumers' are extremely satisfied with the variety of collections of dress materials offered in a particular retail chain garments. Similarly, majority of clothing shoppers have opined that they are very much satisfied with air conditioner's working condition and ventilation facilities in a particular retail chain garments.

LeenaJenefa(2016)Customer delight differs during the time of purchase also. They are delighted during Weddings, Discount Sales. Fabric varieties, variety of collection easiness of its maintenance, credit cards facilities, seasonal offers. Colorfastness and goods ambiances and parking facilities, all major brand under one roof in the retail chain , air conditioners and ventilation facility significantly influence the customer delight.

Research Methodology

A sample of 50 respondents from Chipata (30 from Hyper store and 20 from Super Store) were randomly selected for the study. Researcher used Retail Service Quality Scale (RSQS) developed by Dabholkar, Thrope and Rentz (1996) .Likert's five point scale was used to rate all the variables and finding the customers' level of satisfaction.

Statistical Techniques: The data was interpreted with the help of mean, standard deviation and 't' test.

Demographic profile

In the present study out of 50 respondents, 58.4% were male and remaining 41.6% were female. Total respondents' 31.4% are below 30 years, 35.5% from 31 to 40 years and the rest are above 40 years. 31.1% of the respondents have education up to higher secondary level, 64.6% are graduates and 4.3% have post graduate education. Total respondents' 41.8% are working people, 6.3% are business men and 51.9% are unemployed.

Table1: Difference between Mean Values of Customer of Hyper Stores and Super Stores

Type Of Market	Mean	S.D	T -Value
Hyper market	56.12	8.12	2.7
Super market	51.31	9.45	

0.05 level of significance

The table value at 0.05 level of significance with 48 degree of freedom is 2.021 which is lower than the calculated value hence it can be concluded that there is significant difference between customers satisfaction in hyper market and super market retail chain. Customers of hyper market feel more satisfied in comparison to the customers of super market retail



chain. An important factor constituting customer satisfaction is the quality of goods and services sold at retail chain stores. Quality is the capacity of a product to satisfy some specific wants of the customers H. L. Gilmore,(1974). Quality of products is normally measured by product features, benefits and ability to satisfy required needs and so on. It is considered to be one of the important determinants of satisfaction.

Table 2: Analysis Output

	Mean	Standard Deviation
Product Quality	4.3	.40
Availability of products	4.01	.558
Variety of collections	3.8	.56
Price	3.9	.51
Offers & Discounts	3.2	.559
Prompt Delivery	4.08	.559
Customer care and service to customers	4.07	.558
Salesmanship	3.68	.512
Hospitality (Courtesy)	3.87	.554

0.05 level of Significance

The table value at 0.05 level of significance with 48 degree of freedom is 2.021 which is lower than the calculated value hence it can be concluded that there is significant difference between customers satisfaction in Product quality, Availability of products, Variety of collections, Price, Offers & Discounts, Prompt Delivery, Customer care and service to customers, Salesmanship and Hospitality (Courtesy) in hyper market stores and super market stores.

Conclusion

This study tested a model of customer satisfaction for the retail chain stores in Zambia in Chipata region. The results suggest that the model satisfactorily explains customer satisfaction and that retail chain owners and managers should focus on nine major elements – Product Quality, Availability of products, Variety of collections, Price, Offers & Discounts, Prompt Delivery, Customer care and service to customers, Salesmanship and Hospitality (Courtesy). The result of the study showed that there was significant difference between customer satisfaction in hyper stores and super stores. Customers feel more satisfied by shopping in hyper market stores because of their physical aspect and personal interaction.

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