



## Customer satisfaction in retail

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### Abstract

The current study has discussed the satisfaction of the customer in retail. In the study's objectives, the customer's value is briefly discussed. To give superior value to the customers is their aim. For that reason, the implementation of the market concept is done by them to meet the needs of their customer. Measuring the satisfaction of the customers on a regular basis is important for the retailer. Dissatisfaction among customers can happen for several reasons such as promotional gaps, lack of understanding, procedural gaps, and behavioural lack. For this reason, retailers must know the customer's needs and help them fulfil their needs. Providing a good service to the customer is an essential element in retail. The differentiation can happen between the retailers from one with the help of this key element. The secondary data collection method helps to get the data to study the context. Qualitative data helps to maintain the quality of the study. The outcomes of the study detected the measurement of the review of the customer to know their needs and try to fulfil those needs can grow their business and the consistency of their customer will remain for a long term.

**Keywords:** Customer satisfaction, retail, dissatisfaction, differentiation, and customer service

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### Introduction

There are two parts to this thesis. The focus of the theoretical study is on the core concepts of retail markets and the significance of consumer satisfaction in these markets as an employee, I believe that good service and service quality are the most important factors in boosting sales and winning over customers. Processes are a component of the service marketing mix. Customers are the most important people to please, so Gant Store conducts a customer satisfaction survey to find out what they think of the company. The customer value and customer satisfaction theories explain how to develop strong relationships with customers and why it's important to both attract and retain devoted customers. Given that Gant Store is in the retail industry, the study includes a retail business theory because its objective was to connect customer satisfaction with a retail establishment. How can a retail business satisfy its clients?

### Aims and objectives

**Aims:** The current study is aimed at the satisfaction of the customer in retail.

### Objectives

- To analyse the value of the customer
- To find out the importance of measuring the satisfaction of the customer
- To describe the service provided to the customer in the retail
- To find the satisfaction of the customer in the retail

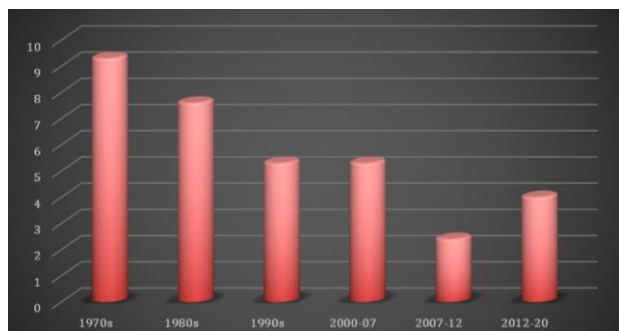
### Literature review

#### Overview of Customer value

The company's market-oriented try to create value for their customer to retain and attract customers. To give superior value to the customers is their aim. For that reason, the implementation of the market concept is done by them to meet the needs of their customer (Rukuni et al. 2020). Attracting customers is a difficult task. A bewildering array of products is often faced by customers. The value of the retention of one customer is incredibly high. The value of the customer is the most important key factor in the growth of the retail business. The retailer should provide more attention to meet their needs and expectations. After selecting



their existing customer providing them with offers in their purchase and many other opportunities to keep their consistency make the retail business easy to make more money (Kim et al. 2020). More attention to the customer makes them realize their value and they will start to keep their trust in those retail shops and will be their existing customer.

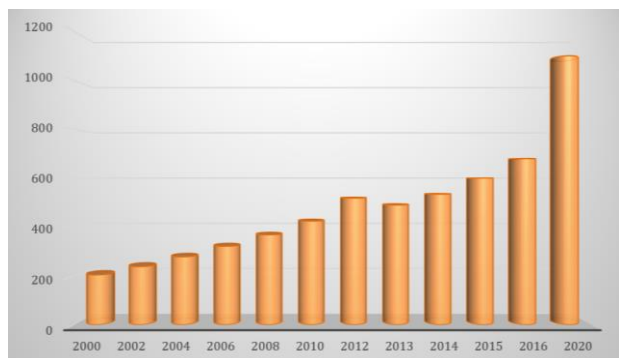


Graph 1: Percentage of the keeping customers with the retailers

(Source: Created by Dr. R Shridhar)

### Important of measuring customer satisfaction

The satisfaction of the customer is one of the important indicators at the time of measuring and analysing the success possibility of the company. Around 10-30% of the customer was lost from the business each year but the identification of those customers and the reason behind their loss cannot be conducted by the company which creates problems for the company (Vakulenko et al. 2019). Dissatisfaction among customers can happen for several reasons such as promotional gaps, lack of understanding, procedural gaps, and behavioural lack. Dissatisfaction among the customer is the biggest reason for the low revenue of the company.



Graph 1: Customer satisfaction rate

(Source: Created by Dr. R Shridhar)

The goal of this study is to find ways to improve the clothing store Gant Store in the Helsinki area to attract customers and earn their loyalty (Ying et al. 2021). I chose this subject because, in my capacity as Store Manager at Gant Store Sello, it is crucial for me to know how customers view the chain. Business success requires a thorough understanding of and respect for the customer in today's cutthroat markets.

Year	Percentage
2018	21.56
2019	24.78
2020	23.36
2021	25.04
2022	26.69

Table 1: Percentage of customer service

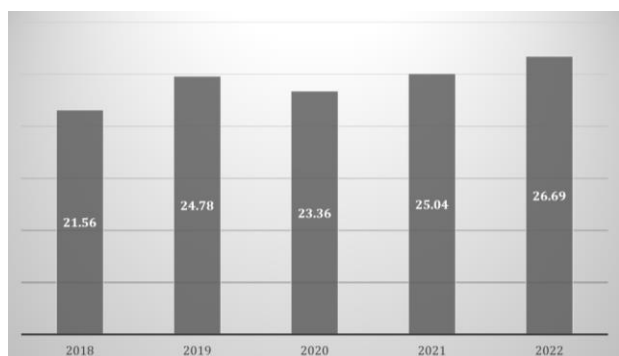
(Source: Created by Dr. R Shridhar)

The main research problem is that the organisation has never conducted a customer satisfaction survey, so it has no idea how its customers feel about its service. The goal of the study is to understand how people view Gant Stores and the service it provides (Devesh and S. 2019). The study is only focused on Helsinki-area Gant Store customers.

### Customer service in retailing

Customer service is an elementary key in retailing. An important strategic element is represented by this. The differentiation can happen between the retailers from one with the help of this key element. The total retail experience is impacted by the service of customers. The main aim of the retailer should provide the customer with their needs which helps to meet the customer with their needs and the exception they want to get from the store (Iyer et al. 2018). As a result, their existing customer and new customer will be pleased for taking service from them and keep their trust in them which make the sale and revenue high of those retail shops. It is an effective way to maintain a good relationship between the customer and the retailer.





Graph 2: Customer service and marketing

(Source: Created by Dr. R Shridhar)

### Methodology

In the two data collection methods primary and secondary data collection methods, the secondary data collection method is used in the context. The secondary data are collected from various websites, books, journals, newspapers and social media. In this study, various websites help to get a large amount of data for the study. More data helps to get detailed information about the mentioned study which helps to study the context and get the problems of the study. This data collection method is used to get sources of the data and the problems of the study to get the solution through this data.

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### Data analysis and findings

At the time of providing value and service to the customer through the experience of retailing which meets the expectation of the customer the satisfaction of the customer occurs. They will be dissatisfied if the value and the expectations of the customer are not met. Those customers who are satisfied with the service only remain loyal in the long run (Haming et al. 2019). The

satisfaction of the customer should be a long-term aim. The company should concentrate on the long-term customer rather than the dissatisfied customer replace with new ones. Satisfying the customer is very important for the retailer because the sale of the retailer comes from two types of groups of customers such as existing customers and new customers. Attracting new customers and pleasing the existing customer are both equally important for the retailer because both of them can increase the sales of retailing (Narteh and B. 2018). Keeping the customer is more important than attracting new customers. Holding the customer works as a key factor in customer satisfaction.

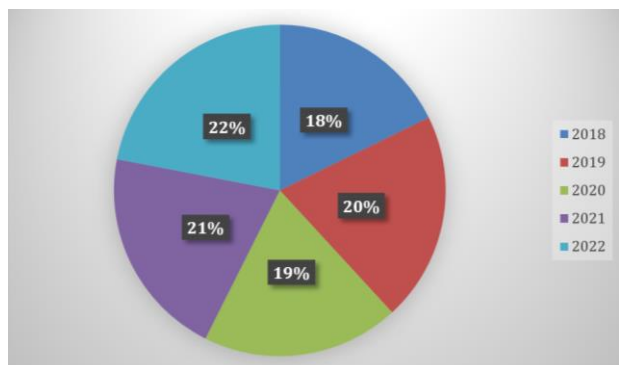
Year	Customer satisfaction rate
2000	205
2002	240
2004	280
2006	320
2008	370
2010	425
2012	520
2013	500
2014	530
2015	620
2016	690
2020	1100

Table 2: Customer satisfaction

(Source: Created by Dr. R Shridhar)

A highly satisfied customer will stay longer and can buy more from the retailer's new products and also upgrade the existing brands. A highly satisfied customer can talk in favour of the retailer which helps to attract new customers (Venkataya et al. 2019). The satisfied existing customer can get products at less price and can get more attention and offer in their products.

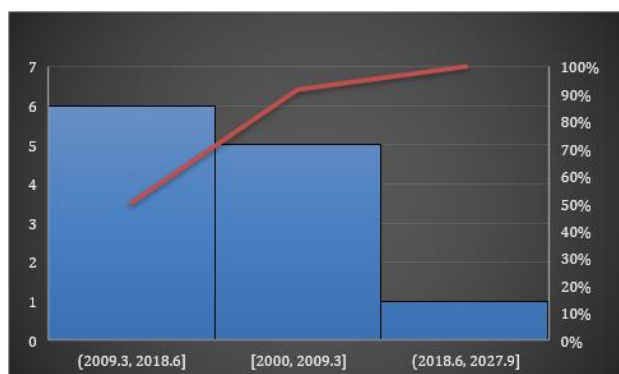




Graph 3: Customer service and marketing

(Source: Created by Dr. R Shridhar)

These criteria can help both the customers and the retailer. To maintain this criteria retailers should measure the satisfaction of the customers regularly. Retailers should concentrate on the identification that who are their customers. Those members should get a membership in those retail shops which make them realize their value in those retail shops.



Graph 4: Change rate of customer satisfaction

(Source: Created by Dr. R Shridhar)

The move of retailers must be forward aggressively in private branding. Private branding helps to make more money rather than national brands (Kumar et al. 2021). The retailer should open a website to provide the customer with more information about their products and other information.

In this study, it is analysed that the satisfaction of the customer is one of the important indicators at the time of measuring and analysing the success possibility of the company. It is analysed that retailers should give their customers superior value which should be their aim. To give value to their customers is an important key factor for the growth of the business. The satisfaction of their customer will

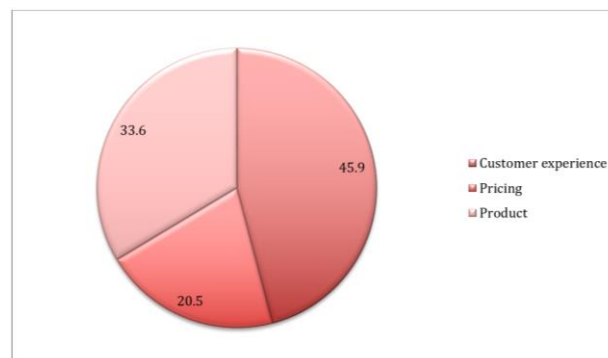
be fulfilled while giving more attention to their customers. In this study, it is analysed that giving value to the existing customer help to keep the consistency of their customer and also helps to get new customers for their business. More attention makes the customer realize their value and the trust of the customers in the retailer can increase which is an effective review to get new customers.

Price	Highly satisfied	Satisfied	Neutral	Dissatisfaction	Percentage of total
Reasonable	100	76	20	4	53.24%
Affordable	80	55	40	25	46.75%

Table 3: Level of satisfaction

(Source: Created by Dr. R Shridhar)

It is important to identify their real existing customers and the lost customers. Around 10-30% of the customer was lost from the business each year but the identification of those customers and the reason behind their loss cannot be conducted by the company which creates problems for the company. In this context, the goal of the study is to analyse the way to improve the clothing store Gant Store in the Helsinki area to attract customers and earn their loyalty. The main problem of the research is found in this context that the organization has never conducted a survey of the satisfaction of the customer, so they have no idea the feeling of the customer about their service. The total retail experience is impacted by the service of customers. The differentiation is analysed which can happen between the retailers from one with the help of this key element.



Graph 5: Benefits and example of customer



The main aim of the retailer should provide the customer with their needs which helps to meet the customer with their needs and the exception they want to get from the store. As a result, pleasing existing customers and new customers by taking service from them will be easy and it makes their sales and revenue better. It is an effective way to maintain a good relationship between the customer and the retailer. Dissatisfaction among customers is analysed which can happen for several reasons such as promotional gaps, lack of understanding, procedural gaps, and behavioural lack. Dissatisfaction among the customer is the biggest reason for the low revenue of the company. The proper attention and measurement can help the retailer overcome these challenges.

### Conclusion

From the above study, it is concluded that meeting the customers with their needs is an important key element in retail. A highly satisfied customer can talk in favour of the retailer which helps to attract new customers. The happy existing customer can get products at less price and can get more attention and offer in their products. More attention to the customer makes them realize their value and they will start to keep their trust in those retail shops and will be their existing customer. It is an effective way to maintain a good relationship between the customer and the retailer.

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