

## **A Study on Customer Satisfaction Towards Departmental Stores in Tirupur District**

**Dr. R.Chandrakala**, *M.Com (C.A), M.Phil,*

Assistant Professor,  
Department of B.Com (C.A),  
Tiruppur Kumaran College for Women,  
Tirupur, Tamilnadu, India.

**Dr. M.Sudhahar**,

*M.Com.,M.Phil, PGDCA.,MBA, (CA Inter), Ph.D,*

Assistant Professor,  
PG & Research Department of Commerce,  
Gobi Arts & Science College,  
Gobichettipalayam, Erode, Tamilnadu, India.

### **ABSTRACT**

*The substitution of small retail stores by the large stores has been a topic of debate among academics, practitioners, retailers and general public, especially in the context of foreign firms entering emerging markets such as China and India. The purpose of this research is to find out the determinants of consumer satisfaction in departmental stores, with a sample from Tirupur district. As satisfied customer is a valuable asset to any organization, especially, for the ones dealing with ultimate consumers Data were collected using a 19-item structured questionnaire developed by the authors. The sample consists of 400 consumers who shop at departmental stores in Tripur District. Exploratory factor analysis grouped the 19 variables into 6 factors. Further, ANOVA and f-test revealed that six of the factors (Employees' behavior, Leisure & refreshment, Ambience, Price & Quality, Location and Exclusive Products) were major predictors of consumer satisfaction as they were found to be significant at 1% or 5% level. The factor analysis, ANOVA and f-test results reveal that customer satisfaction is influenced by the six factors resulted from factor analysis test and further, socio-economic variables have a good voice-over the customer satisfaction while buying in the departmental stores in Tirupur district. The research can be extended in other areas of the State and comparative study can be undertaken by taking other organized retail formats.*

**Keywords:** Customer satisfaction, departmental stores, Leisure & refreshment and Ambience.

### **INTRODUCTION:**

Customer satisfaction plays a vital role in the formation of consumers' future purchase intentions. Satisfied customers are treated as an asset of any business concern in the present competitive era. Consumers are likely to express others of their favorable experiences and engage in positive word of mouth advertising. Customer satisfaction, not only is the leading indication to measure customer loyalty, identify unhappy customers, reduce churn and increase revenue, it is also a key point of differentiation that helps to attract new customers in competitive business environments. In a turbulent commercial environment, in order to sustain the growth and increase their market share, departmental stores need to understand how to satisfy customers, as customer satisfaction is crucial for establishing long term customer relationships. It is evident by the fact that over the last five years customer satisfaction surveys have become common in many business outlets. Thus, a fundamental understanding of factors impacting customer satisfaction is of great importance to business, particularly the business of departmental stores.

### **REVIEW OF LITERATURE:**

Satnam Kour Ubeja and D.D. Bedia (2011), quoted that Customer satisfaction is a complex phenomenon for marketers as well as researchers. The objectives of the present study were to analyze the customer satisfaction

in shopping malls with respect to product, price, place and promotion in Indore city and to study the variations in customer satisfaction due to different demographic variables. The factors were product consciousness, comfort with entertainment seeker, extra service conscious, store and hygiene consciousness, price consciousness, billing flexibility and facility, sales people consciousness, choice of store, employee consciousness and taste consciousness.

Saini Neelam (2012), indicate that variety of products, branded products and availability of necessary goods under same roof, reasonable price and fixed price and location of organized retail outlets at close to residence or work place play a significant role in motivating the customers to visit organized retail outlet. There is a significant relationship between customer satisfaction and 5 dimensions of service quality of organized retail outlets. Those five dimensions were Product Characteristics, Price factor, Physical aspects, Promotional schemes and Personnel interaction. Since the results of the study show that customers' satisfaction is related with service quality of retail stores in terms above said 5 dimensions, therefore, retailers need to stress on these related aspects in providing their services.

U.Dinesh kumar and P.Vikkraman (2012), found that 64% of respondents were purchasing from convenience store before moving to organised retail stores. They also found that consumers were highly satisfied with quality of services provided in organised retail stores and highly dissatisfied with variety of mode of payment and parking facility. The study suggested increasing the services like parking facility, convenient payment methods and special attention to avoid long standing queue for billing and payment will make the business flourish.

K.Narayanan, Samal and Rao (2013), found that 36% customers were satisfied with the goods and services of organised retail stores, 38% customers were not satisfied due to inconvenient parking facility, long standing queue for billing and delivery, poor home delivery services and the like and remaining 26% customers were sure about their satisfaction level. This fact is a word of caution for organised retailers to take care of services to win over the customers' satisfaction.

R.Gomathi, S.Kishore, R.Deepika (2013), spells out that there is relationship between the gender of the respondents and various offers and discounts offered by the departmental stores. The customers are dissatisfied with the parking facilities, price of products like fancy items, children's toys, door delivery, billing procedure, long waiting time the departmental stores should address these issues quickly to make their customers satisfy and happy.

Sushmana (2014) have proved that 40% of the customers prefer unorganised retail shopping while 34% of the customers prefer organised retail stores and 26% of the customers prefer both. Further, 58% of the customers are satisfied with pricing strategy, 42% of the customers are not satisfied.

Hameed (2015), highlighted that store layout must be favourable for high level of satisfaction, for high level of brand loyalty. It is also found that factors like less queue and welcoming staff, services, quality and accuracy of bills, price and price discount positively affects the customers' reliability. The researcher suggested that if additional facilities are provided to customers they are attracted towards stores.

Sameera.P (2015), found that majority of customers are satisfied with the product variety and price range, physical facilities, adaption of modern equipment and fixtures, operating hours, quality of services etc., They are also satisfied with self service, product price, visual merchandising, home delivery and fast checkouts. They feel that the store layout is easily accessible to find the products. But at the same time the study points out some difficulties are associated with organized retail outlets like improper, insufficient parking facility and in this era of technological advancement the customers are likely to have variety mode of payment in the shops as their convenience. But majority of shops are lacking these facilities.

## **RESEARCH METHODOLOGY:**

The study is descriptive in nature. Among the different districts Tirupur districts has been purposively selected for the present study. The respondents have been selected by adopting multi-stage sampling technique through pre-tested, structured questionnaire and analyzed using the statistical tools factor analysis, ANOVA and f-test. The period of study is June 2017 – August 2017. Both primary as well as secondary data was used for the study. Likert Scale has been incorporated to gather information on 19 statements related to satisfaction of customers. Necessary changes have been made in the questionnaire after the pilot study with 50 respondents.

## **Quantification and Scoring Procedure:**

To measure the level of satisfaction of the sample customers towards departmental stores, Likert's summated scaling technique has been adopted. Nineteen statements relating to the satisfaction of customers have been constructed. The respondents have been asked to indicate their satisfaction regarding each satisfaction statement in the Likert's five point scale. The scale values 5,4,3,2 and 1 have been used to measure the satisfaction level of the respondent.

For the purpose of analysis based on the satisfaction score, the customers have been grouped into three viz., low, medium and high. The respondents who have scored 47 or less are classified as ‘Low’ (that is, if his or her response for 10 or more statements is dissatisfied or highly dissatisfied and for 9 statements is neutral). The respondents who have scored 67 and above are classified as ‘High’ (that is, if his or her response for 10 or more statements is highly satisfied or satisfied and for 9 or less statements is neutral). The respondents who have scored between 48 to 66 are classified as ‘Medium’.

**Table 1: Distribution of respondents based on the level of satisfaction**

Level of satisfaction	No.	Percent
Low(47 or less)	116	29.0
Medium (48-66)	152	38.0
High(67 and above)	132	33.0
<b>Total</b>	<b>400</b>	<b>100.0</b>

Table 1 shows that among 400 customers, 116 (26%) are having low level of satisfaction, 152 (38%) are having medium level of satisfaction and 132 (33%) are having high level of satisfaction towards departmental stores.

**Relationship Between the Overall Satisfaction Level and Socio-Economic Characteristics of the Customers:**

From the fresh look of the past literatures, it is understood that the socio-economic characteristics influence to some extent the satisfaction of respondents towards departmental stores. Hence, an attempt has been made to examine the relationship between the socio-economic characteristics of the respondents and their level of satisfaction, for which the following hypothesis has been framed and tested. The result of the analysis is presented below.

**Table 2: Relationship between Socio-economic factors and Overall satisfaction of the customers**

Variables	Groups	Mean	S.D	No.	F-Value	T-Value	Table value	SIG
Age	15-25 yrs	71.34	8.63	62	6.632	-----	3.831	**
	26-35 yrs	70.12	8.15	125				
	36-45 yrs	66.57	7.79	144				
	46-55 yrs	67.65	9.84	69				
Gender	Male	67.47	8.66	116	-----	1.699	1.966	NS
	Female	69.07	8.54	284				
Marital status	Married	68.10	8.58	326	-----	2.507	1.966	*
	Single	70.85	8.36	74				
Educational qualification	Illiterate	63.43	9.68	7	4.107	-----	3.064	**
	School level	66.92	8.57	177				
	Diploma/ITI	68.27	6.65	11				
	Graduate	69.67	8.24	151				
	Post graduate	72.24	7.93	38				
Occupational status	Professional	71.06	10.26	16	2.816	-----	2.122	*
	Govt. employee	67.00	15.22	7				
	Pvt. employee	70.13	7.67	136				
	Professional	71.25	9.87	8				
	Businessman	69.88	10.30	52				
	Agriculturalists	60.40	.89	5				
	House wife	67.07	8.03	167				
Others	69.20	9.40	25					
Monthly income of the family	Below Rs.25000	67.06	8.59	143	4.110	-----	3.831	**
	Rs.25001-50000	68.84	8.23	200				
	Rs.50001-75000	71.44	9.23	36				
	Above Rs.75000	72.05	9.04	21				

Variables	Groups	Mean	S.D	No.	F-Value	T-Value	Table value	SIG
Duration of Shopping	Less than 1 year	71.68	8.92	80	9.805	-----	3.831	**
	1-5 years	66.63	7.77	195				
	6-10 years	68.63	8.48	88				
	More than 10 years	72.35	9.39	37				
Distance travelled	Up to 5 km	68.97	8.44	243	0.838	-----	3.018	NS
	6-10 km	67.83	9.22	134				
	11-15 km	69.30	6.00	23				
Amount spent	Rs.1000	69.80	7.05	30	0.395	-----	2.627	NS
	Rs.2000	68.96	9.99	90				
	Rs.3000	67.63	8.89	119				
	Rs.4000	67.77	8.54	82				
	Rs.5000	69.56	7.09	64				
Impulsive purchase	More than Rs.5000	72.33	4.10	15	-----	0.612	1.966	NS
	Yes	68.75	8.40	302				
	No	68.14	9.18	98				

**Note:** \*- 5% level of significance, \*\* - 1% level of significance, NS- not significance

The post graduate, single, female, young (15-25 years) age group of respondents is found to be highly satisfied towards departmental stores. Professionals, with the monthly income of the family more than Rs.75, 000, travelling from the distance of 11-15 km, spending more than Rs.5, 000 and those who prefer impulsive purchase are highly satisfied towards departmental stores.

In order to find whether the overall satisfaction of customers towards departmental stores differs significantly among the groups of selected socio-economic variables the following hypothesis is framed and tested.

**Null Hypothesis (H<sub>0</sub>):**

There is no significant difference in the overall satisfaction scores among groups of age, gender, marital status, educational qualification, occupational status, monthly income of the family, duration of shopping, distance travelled, amount spent and impulsive purchase.

The calculated f-value and t-value comparing the mean scores of age, marital status, educational qualification, occupational status, monthly income of the family and duration of shopping are significantly higher than the respective table values at either 5% or 1% level. Thus, it is inferred that these factors significantly differ with the satisfaction level of customers towards departmental stores. Hence, the hypothesis is rejected with respect to age, marital status, educational qualification, occupational status, monthly income of the family and duration of shopping and overall satisfaction of customers towards departmental stores.

For gender, distance travelled, amount spent and impulsive purchase no significant differences are found between the satisfaction level and the above said factors as the calculated test values are less than the table values. Hence, the hypothesis is accepted with respect to gender, distance travelled and amount spent and impulsive purchases and satisfaction of customer towards departmental stores.

The table of descriptive statistics for all the variables under investigation is given below. Typically, the mean, standard deviation and number of respondents (N) who participated in the survey are given. Looking at the mean scores it can be concluded which variable contributes more for the satisfaction of customers. Higher the mean rating more will be the level of satisfaction.

**Table 3: Descriptive Statistics / Mean ratings of items of customer satisfaction**

	N	Minimum	Maximum	Mean	S.D
Modern appearance	400	1.00	5.00	3.7950	.88879
Spaces are clean and fresh	400	1.00	5.00	3.8350	.87446
Customer friendly layout	400	1.00	5.00	3.8800	.92072
Adequate number of resting seats	400	1.00	5.00	2.6350	1.12692
Well designed and adequate number of entrances	400	1.00	5.00	2.9800	1.13261
Convenient opening hours/working days	400	1.00	5.00	4.3825	.81107
Adequate number of clean rest rooms/toilets	400	1.00	5.00	2.0500	1.22116

	N	Minimum	Maximum	Mean	S.D
Easy availability of staff to provide necessary help when required	400	1.00	5.00	3.9450	.94031
Staff are friendly during check out stage	400	1.00	5.00	3.6800	.90257
Staff has knowledge about storage of products	400	1.00	5.00	3.8500	.92175
Staff are generally very friendly	400	1.00	5.00	3.7450	.93924
Located at convenient location	400	1.00	5.00	4.1600	.82225
Located near other shopping area	400	1.00	5.00	3.9075	.96502
Reasonable price	400	1.00	5.00	4.1925	.75953
Exclusive for particular products	400	1.00	5.00	3.0775	1.25516
Variety of products	400	1.00	5.00	4.2450	.80099
Best quality	400	1.00	5.00	4.3275	.80739
Excellent food court	400	1.00	5.00	3.5000	1.18892
Safety children play area	400	1.00	5.00	1.8475	1.06399
Convenient parking facilities	400	1.00	5.00	2.6200	1.23872

The table shows that, the ratings vary between a minimum of 1 to a maximum of 5 for all the items. The highest mean rating is 4.3825 for the variable “Convenient working hours/ working days”. That is, on an average the level of satisfaction for this item falls between satisfied and strongly satisfied. Lowest mean rating is 1.8475 for the item “Safety children play area”, which falls between strongly dissatisfied and dissatisfied.

**Step 1:**

**Table 4: KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.774
Bartlett's Test of Sphericity	Approx. Chi-Square	2481.877
	df	171
	Sig.	**

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy is an index used to measure the appropriateness of the data collected for factor analysis.

The Bartlett’s test of sphericity is a test statistic used to examine the hypothesis that the variables are uncorrelated in the population.

The KMO measure being 0.774 it can be concluded that the data are adequate to proceed with factor analysis. The Bartlett’s test of sphericity, indication of the strength of the relationship among variables, is significant at 1% level which indicates that the data are more appropriate for factor analysis.

**Step 2:**

The Table 5 gives the Component Matrix or Factor Matrix, for the factors extracted from PCA. These are all coefficients used to express a standardized variable in terms of the factors. These coefficients are called factor loadings, as they indicate how much weight are closely related to that variable.

**Table 5: Component Matrix of the variables of customer satisfaction**

	Component					
	1	2	3	4	5	6
Easy availability of staff to provide necessary help when required	.683	.031	-.217	.246	-.139	.200
Staff are friendly during check out stage	.679	-.014	-.408	.219	-.025	.041
Staff are generally very friendly	.679	-.066	-.368	.376	-.039	-.172
Spaces are clean and fresh	.650	.036	.019	-.486	-.143	-.206
Customer friendly layout	.601	.054	-.096	-.296	-.378	-.344
Modern appearance	.594	.141	-.251	-.479	-.161	-.063
Reasonable price	.575	-.333	.319	-.124	.267	-.130
Best quality	.565	-.281	.346	.062	.289	-.205

	Component					
	1	2	3	4	5	6
Staff has knowledge about storage of products	.550	-.034	-.543	.250	.263	.087
Located at convenient location	.523	-.153	.357	-.188	.005	.351
Variety of products	.517	-.284	.339	-.056	.429	-.053
Located near other shopping area	.511	-.180	.277	.095	-.421	.410
Convenient opening hours/working days	.399	-.271	.369	.352	-.196	.181
Well designed and adequate number of entrances	.156	.716	.180	.056	.102	.064
Convenient parking facilities	.261	.680	.334	.122	-.057	-.082
Adequate number of resting seats	.261	.656	.183	.093	.163	.114
Safety children play area	.137	.585	-.020	-.199	-.121	.292
Excellent food court	.206	.510	.196	.332	.055	-.430
Exclusive for particular products	.210	.210	-.293	-.301	.587	.310

**Extraction Method:** Principal Component Analysis. 6 components extracted.

**Step 3:**

The rotated component matrix is the key output of Principal Components Analysis.. The Component Matrix obtained in the extraction phase indicates the relationship between the factors and the individual variables. Further, to identify meaningful factors based on this matrix, the rotation phase of the factor analysis is used which attempts to transfer initial matrix into one that is easier to interpret. It is called the rotation of the factor matrix. The Rotated Factor Matrix with varimax rotation is given below where each factor identifies itself with a few set of variables. The variables which identify with each of the factors were sorted in the decreasing order and are highlighted against each column and row.

**Table 6: Rotated Component Matrix of the variables of customer satisfaction**

	Component					
	1	2	3	4	5	6
Staff are generally very friendly	<b>.821</b>	.040	.178	.193	.046	-.164
Staff has knowledge about storage of products	<b>.806</b>	-.022	.120	.041	-.047	.264
Staff are friendly during check out stage	<b>.766</b>	.040	.093	.239	.145	.065
Easy availability of staff to provide necessary help when required	<b>.657</b>	.135	.067	.195	.376	.037
Convenient parking facilities	-.012	<b>.796</b>	.029	.113	.079	-.113
Well designed and adequate number of entrances	-.004	<b>.752</b>	-.061	.024	-.004	.136
Adequate number of resting seats	.081	<b>.733</b>	.033	.004	.056	.180
Excellent food court	.158	<b>.645</b>	.148	.012	-.232	-.348
Safety children play area	-.030	<b>.489</b>	-.303	.221	.167	.304
Variety of products	.100	.005	<b>.776</b>	.061	.137	.134
Best quality	.175	.035	<b>.761</b>	.107	.126	-.090
Reasonable price	.103	-.057	<b>.743</b>	.223	.173	.031
Customer friendly layout	.237	.072	.104	<b>.777</b>	.074	-.202
Spaces are clean and fresh	.112	.088	.290	<b>.775</b>	.111	.072
Modern appearance	.247	.074	.041	<b>.754</b>	.072	.230
Located near other shopping area	.163	.012	.102	.167	<b>.805</b>	-.104
Convenient opening hours/working days	.186	.012	.311	-.104	<b>.585</b>	-.283
Located at convenient location	-.001	.055	.397	.207	<b>.577</b>	.216
Exclusive for particular products	.180	.124	.127	.041	-.161	<b>.783</b>

**Extraction Method:** Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 7 iterations.

**Step 4:**

Principal Component Analysis is recommended when the primary concern is to determine the minimum number of factors that will account for maximum variance in the data for use in subsequent multivariate analysis. The

factors are called Principal Components. In other words, the goal of PCA is to explain the maximum amount of variance with the fewest number of principal components. Table 7 gives the analyzed result of Principal Component Analysis in the table called Total Variance Explained.

**Table 7: Total Variance Explained for Factors of Customer Satisfaction**

Component	Initial Eigen values			Extraction Sums of Squared Loadings (Rotated)		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.703	24.753	24.753	2.648	13.936	13.936
2	2.482	13.063	37.816	2.454	12.917	26.853
3	1.695	8.922	46.737	2.289	12.050	38.903
4	1.323	6.962	53.700	2.116	11.138	50.041
5	1.236	6.508	60.207	1.694	8.916	58.957
6	1.019	5.365	65.572	1.257	6.615	65.572
7	.848	4.463	70.036			
8	.793	4.173	74.208			
9	.708	3.727	77.936			
10	.647	3.407	81.343			
11	.544	2.865	84.208			
12	.510	2.686	86.894			
13	.457	2.405	89.299			
14	.420	2.209	91.508			
15	.402	2.115	93.623			
16	.358	1.883	95.506			
17	.320	1.687	97.193			
18	.272	1.431	98.624			
19	.262	1.376	100.000			

**Factor 1:**

This factor explains a maximum variance (13.936%) and comprised of four variables namely staff are generally very friendly, staff has knowledge about storage of products, staff are friendly during check out stage and easy availability of staff to provide necessary help when required All these variables contribute to the valid aspects of satisfaction of customers towards the behaviour of the employees in the departmental stores. The second look at the writings from the past reveals that the previous studies labelled similar package of variables as “Employees’ behaviour” as confirmatory actions of these variables improve the customers’ level of satisfaction. The maximum variance is 13.936% indicating that consumers did consider employees’ behaviour as significant for their satisfaction towards departmental stores.

**Factor 2:**

Leisure and refreshment factor extracted in this study explains 12.917% of variance. It comprised of variables such as convenient parking facilities, well designed and adequate number of entrances, adequate number of resting seats, discuss with other before shopping, excellent food court, and safety children play area. These variables add to the leisure and refreshment services offered by the departmental stores to make shopping a pleasant experience. Thus, this factor is labelled as “Leisure and Refreshment”. Factor loadings for all the four variables are significant ranging from 0.796 to 0.489. The percentage of variance is 12.917% making it one of the highest factors requiring attention of the store managers to offer enhanced services.

**Factor 3:**

Third factor explains 12.050% of variance. Three variables comprising of it are variety of products, best quality and reasonable price. These variables represent the price and quality factor, a sensitive part of shopping. Factor loadings for these variables ranged from 0.776 to 0.743. Being the third highest score among all the factors, the score indicates that the price and quality is the sensitive and decisive factor that customers consider while shopping.

**Factor 4:**

Ambience factor extracted in this study explains 11.138% of variance. It contained variables like customer

friendly layout, spaces are clean and fresh and modern appearance. These variables seemingly relate to layout and appearance of the departmental stores which the consumers value as most important aspect. However, these variables underline a common aspect, an attempt to attract consumers to the departmental stores using the psychological aspect “look out of the stores”. Consumers are easily attracted towards the friendly atmosphere of the store. So, it is apt to label these variables under “Ambience”. It indicates that customers are more drawn towards modern look and appearance of the stores.

**Factor 5:**

Location factor explains 8.916% of variance associated with the location of the store. It consists of factors namely located near other shopping area, convenient opening hours/working days and located at convenient location. The variables point towards position of the departmental store in compared with other shopping zones and hence, labeled “Location”. It turned out to be the fifth important factor contributing towards the satisfaction level of customers shopping in the departmental stores.

**Factor 6:**

The last factor explains 6.615% of the variance associated with the availability of exclusive products in the departmental stores. The percentage of variance indicates that consumers consider this factor as least significant factor in shopping in the departmental stores. This may be due to the fact that the customers lack knowledge about the availability of variety and designs of products in other stores and e-stores.

Results of factor analysis together with percentage of total variance is shown in Table.8 Thus, the 19 variables in the data are reduced to 6 factor model and each factor may be identified with the corresponding variables as follows:

**Table 8: Table showing the factors identified against statements relating to the customers’ level of satisfaction towards departmental stores**

Statements	Factors Identified
Staff are generally very friendly	<b>Employees behavior 13.936</b>
Staff has knowledge about storage of products	
Staff are friendly during check out stage	
Easy availability of staff to provide necessary help when required	
Convenient parking facilities	<b>Leisure and refreshment 12.917</b>
Well designed and adequate number of entrances	
Adequate number of resting seats	
Excellent food court	
Safety children play area	<b>Price and Quality 12.050</b>
Variety of products	
Best quality	
Reasonable price	<b>Ambience 11.138</b>
Customer friendly layout	
Spaces are clean and fresh	
Modern appearance	<b>Location 8.916</b>
Located near other shopping area	
Convenient opening hours/working days	
Located at convenient location	
Exclusive for particular products	<b>Exclusive products 6.615</b>

**Relationship Between Satisfaction Level and Socio-Economic Characteristics of the Customers:**

It is recognised that analysis of the customers’ satisfaction is a mandatory step for the decision makers of the retail business. Thus, the six factors derived from the set of statements related to the satisfaction scale, are further analyzed based on the socio-economic factors and its significant association with the factors of customers’ satisfaction.



**Customers` Satisfaction towards Employees` Behaviour:**

The following table describes the mean scores of satisfaction level for different socio-economic characteristics and results of f-test and t-test on the hypothesis framed.

**Table 9: Satisfaction towards employees` behaviour and Socio-economic factors**

Variables	Groups	Mean	S.D	No.	F-Value	T-Value	Table value	SIG.
Age	15-25 yrs	15.58	3.04	62	1.309	-----	2.627	NS
	26-35 yrs	15.51	2.83	125				
	36-45 yrs	14.96	3.14	144				
	46-55 yrs	14.91	2.90	69				
Gender	Male	14.92	3.05	116	-----	1.272	1.966	NS
	Female	15.34	2.96	284				
Marital status	Married	15.12	2.97	326	-----	1.410	1.966	NS
	Single	15.66	3.05	74				
Educational qualification	Illiterate	15.00	2.16	7	1.588	-----	2.237	NS
	School level	14.85	3.04	177				
	Diploma/ITI	15.55	2.73	11				
	Graduate	15.39	3.02	151				
	Post graduate	15.61	3.12	38				
	Professional	16.69	1.82	16				
Occupational status	Govt. employee	17.00	2.71	7	1.168	-----	2.122	NS
	Pvt. employee	15.54	2.76	136				
	Professional	14.75	3.54	8				
	Businessman	15.23	3.53	52				
	Agriculturalists	15.20	1.79	5				
	House wife	14.86	2.95	167				
	Others	15.52	3.23	25				
Monthly income of the family	Below Rs.25000	14.75	2.93	143	2.720	-----	2.627	*
	Rs.25001-50000	15.33	2.96	200				
	Rs.50001-75000	16.08	3.14	36				
	Above Rs.75000	15.95	3.04	21				
Duration of Shopping	Less than 1 year	15.65	2.80	80	9.619	-----	3.831	**
	1-5 years	14.50	2.74	195				
	6-10 years	15.73	3.36	88				
	More than 10 years	16.89	2.72	37				
Distance travelled	Up to 5 km	15.54	3.08	243	3.987	-----	4.659	*
	6-10 km	14.80	2.85	134				
	11-15 km	14.26	2.34	23				
Amount spent	Rs.1000	14.70	2.98	30	2.823	-----	2.627	*
	Rs.2000	15.56	3.36	90				
	Rs.3000	14.71	2.74	119				
	Rs.4000	15.17	3.45	82				
	Rs.5000	15.72	2.28	64				
	More than Rs.5000	16.47	1.81	15				
Impulsive purchase	Yes	15.19	3.10	302	-----	0.327	1.966	NS
	No	15.31	2.66	98				

**Note:** \*- 5% level of significance, \*\* - 1% level of significance, NS- not significance

From the inferences of the above analysis, it is concluded that the single, female, young age groups (15-25 yrs) of respondents are found to be more satisfied with the employees` behavior. Professionals, in government jobs with the family income of Rs.50, 001 – Rs.75, 000 are highly satisfied with the employees` behavior. Respondents with the spending capacity of more than Rs.5,000, shopping for more than 10 years in the

departmental stores travelling within 5 km and who do not favour impulsive purchases are highly satisfied and fulfilled with employees' behavior.

In order to find whether the satisfaction scores with respect to employees' behaviour differs significantly among the groups of selected socio-economic variables, the following hypothesis is framed and tested.

**Null Hypothesis (H<sub>0</sub>):**

There is no significant difference in the employees' behaviour satisfaction scores among groups of age, gender, marital status, educational qualification, occupational status, monthly income of the family, duration of shopping, distance travelled, amount spent and impulsive purchases.

The calculated f-value and t-value comparing the mean scores of monthly income of the family, duration of shopping, distance travelled and amount spent and satisfaction towards employees' behaviour are significantly higher than the respective table values at either 5% or 1% level. Thus, there exists significant difference between these socio-economic factors and the satisfaction towards employees' behaviour and hence, hypothesis is rejected in case of these factors and satisfaction towards employees' behaviour.

For age, gender, marital status, educational qualification, occupational status and impulsive purchase no significant differences are found with the satisfaction towards employees' behaviour as the calculated test values are less than the table values. Hence, the hypothesis is accepted with respect to these factors and satisfaction towards employees' behaviour.

**Customers' Satisfaction towards Leisure and Refreshment:**

The following table describes the mean scores of satisfaction level for different socio-economic characteristics and results of f-test and t-test on the hypothesis framed.

**Table 10: Satisfaction towards leisure and refreshment and Socio-economic factors**

Variables	Groups	Mean	S.D	No.	F-Value	T-Value	Table value	SIG
Age	15-25 yrs	15.44	3.38	62	10.323	-----	3.831	**
	26-35 yrs	13.95	3.88	125				
	36-45 yrs	12.33	4.14	144				
	46-55 yrs	13.87	3.64	69				
Gender	Male	13.41	3.89	116	-----	0.539	1.966	NS
	Female	13.65	4.05	284				
Marital status	Married	13.31	4.00	326	-----	2.855	2.588	**
	Single	14.77	3.78	74				
Educational qualification	Illiterate	11.14	4.45	7	4.645	-----	3.064	**
	School level	12.80	4.14	177				
	Diploma/ITI	12.45	3.53	11				
	Graduate	14.19	3.51	151				
	Post graduate	15.45	3.45	38				
	Professional	13.94	5.66	16				
Occupational status	Govt. employee	11.86	6.64	7	3.777	-----	2.848	**
	Pvt. employee	14.42	3.51	136				
	Professional	16.63	1.60	8				
	Businessman	13.37	4.96	52				
	Agriculturalists	16.40	.89	5				
	House wife	12.76	3.82	167				
	Others	13.92	4.10	25				
Monthly income of the family	Below Rs.25000	13.22	3.70	143	2.066	-----	2.627	NS
	Rs.25001-50000	13.56	4.08	200				
	Rs.50001-75000	14.14	4.16	36				
	Above	15.38	4.59	21				

Variables	Groups	Mean	S.D	No.	F-Value	T-Value	Table value	SIG
	Rs.75000							
Duration of Shopping	Less than 1 year	15.38	3.59	80	8.187	-----	3.831	**
	1-5 years	13.14	3.67	195				
	6-10 years	12.70	4.05	88				
	More than 10 years	14.11	5.13	37				
Distance travelled	Up to 5 km	13.25	4.19	243	3.398	-----	3.018	*
	6-10 km	13.89	3.70	134				
	11-15 km	15.30	2.98	23				
Amount spent	Rs.1000	13.57	4.38	30	1.707	-----	2.627	NS
	Rs.2000	13.30	4.14	90				
	Rs.3000	14.04	3.70	119				
	Rs.4000	12.72	3.76	82				
	Rs.5000	13.77	4.47	64				
	More than Rs.5000	15.60	2.90	15				
Impulsive purchase	Yes	13.44	3.86	302	-----	1.277	1.966	NS
	No	14.03	4.38	98				

Note: \*- 5% level of significance, \*\* - 1% level of significance, NS- not significance

Regarding the satisfaction of customers towards leisure and refreshment, it is found that the post graduate, single, female, young age group (15-25 yrs) of respondents is more found to be happy with the leisure and refreshment services provided by the departmental stores. Professionals with the monthly income of the family more than Rs.75, 000, shopping for less than one year are highly satisfied towards leisure and refreshment. The respondents who travel a distance of 11-15 km, spending more than Rs. 5,000 and not making any impulsive purchase are more satisfied and gratified towards leisure and refreshment.

In order to find whether the satisfaction scores with respect to leisure and refreshment differs significantly among the groups of selected socio-economic variables, the following hypothesis is framed and tested.

**Null Hypothesis (H<sub>0</sub>):**

There is no significant difference in the leisure and refreshment satisfaction scores among groups of age, gender, marital status, educational qualification, occupational status, monthly income of the family, duration of shopping, distance travelled, amount spent and impulsive purchase.

The calculated f-value and t-value comparing the mean scores of age, marital status, educational qualification, occupational status, duration of shopping and distance travelled and satisfaction towards leisure and refreshment are significantly higher than the respective table values at either 5% or 1% level. Hence, the hypothesis is rejected with respect to age, marital status, educational qualification, occupational status, duration of shopping and distance travelled and satisfaction towards leisure and refreshment.

Gender, monthly income of the family, amount spent and impulsive purchase are significantly differ with the satisfaction towards leisure and refreshment as the calculated test values are less than the table values. Thus, the hypothesis is accepted in case of gender, monthly income of the family, amount spent and impulsive purchase and satisfaction towards leisure and refreshment.

**Customers` Satisfaction towards Price and Quality:**

The following table describes the mean scores of satisfaction level for different socio-economic characteristics and results of f-test and t-test on the hypothesis framed.

**Table 11: Satisfaction towards price and quality and Socio-economic factors**

Variables	Groups	Mean	S.D	No.	F-Value	T-Value	Table value	SIG.
Age	15-25 yrs	13.02	1.56	62	2.539	-----	2.627	NS
	26-35 yrs	12.96	2.02	125				
	36-45 yrs	12.74	1.64	144				
	46-55 yrs	12.23	2.53	69				

Variables	Groups	Mean	S.D	No.	F-Value	T-Value	Table value	SIG.
Gender	Male	12.71	1.90	116	-----	0.382	1.966	NS
	Female	12.79	1.96	284				
Marital status	Married	12.71	2.01	326	-----	1.288	1.966	NS
	Single	13.03	1.58	74				
Educational qualification	Illiterate	11.86	1.95	7	1.572	-----	2.237	NS
	School level	12.53	1.95	177				
	Diploma/ITI	13.00	1.79	11				
	Graduate	13.04	2.02	151				
	Post graduate	12.95	1.80	38				
Occupational status	Govt. employee	12.86	1.46	7	4.815	-----	2.848	**
	Pvt. employee	12.98	1.78	136				
	Professional	12.00	1.93	8				
	Businessman	13.27	1.63	52				
	Agriculturalists	9.00	2.24	5				
	House wife	12.56	2.07	167				
Monthly income of the family	Others	12.92	1.66	25	1.546	-----	2.627	NS
	Below Rs.25000	12.64	1.80	143				
	Rs.25001-50000	12.83	2.04	200				
	Rs.50001-75000	13.25	1.87	36				
Duration of Shopping	Above Rs.75000	12.24	1.87	21	0.998	-----	2.627	NS
	Less than 1 year	12.89	1.44	80				
	1-5 years	12.59	2.04	195				
	6-10 years	12.97	1.96	88				
Distance travelled	More than 10 years	12.92	2.28	37	0.213	-----	3.018	NS
	Up to 5 km	12.81	2.02	243				
	6-10 km	12.68	1.92	134				
Amount spent	11-15 km	12.74	1.10	23	0.164	-----	2.627	NS
	Rs.1000	12.73	1.68	30				
	Rs.2000	12.91	1.95	90				
	Rs.3000	12.49	2.14	119				
	Rs.4000	12.87	1.82	82				
Impulsive purchase	Rs.5000	13.03	1.92	64	-----	3.211	2.588	**
	More than Rs.5000	12.27	1.10	15				
Impulsive purchase	Yes	12.94	1.81	302	-----	3.211	2.588	**
	No	12.22	2.21	98				

Note: \*- 5% level of significance, \*\* - 1% level of significance, NS- not significance

Concerning the price and quality the fact derived is that the graduate, single, female young age groups (15-25 yrs) are found to be more satisfied with the price and quality. The sample customers travelling within 11-15 km with the monthly income of the family of Rs.50,001- Rs.75,000, shopping for 6-10 years with the spending capacity of around Rs.5,000 making impulsive purchases are highly satisfied with the price and quality of products available in the departmental stores in Tirupur district.

In order to find whether the satisfaction scores with respect to price and quality differs significantly among the groups of selected socio-economic variables, the following hypothesis is framed and tested.

**Null Hypothesis (H<sub>0</sub>):**

There is no significant difference in the price and quality satisfaction scores among groups of age, gender, marital status, educational qualification, occupational status, monthly income of the family, duration of shopping, distance travelled, amount spent and impulsive purchase.

The calculated f-value and t-value comparing the mean scores of occupational status and impulsive purchase

and satisfaction towards price and quality are significantly higher than the respective table values at either 5% or 1% level. Thus, there exists significant difference between occupational status and impulsive purchase and satisfaction towards price and quality and hence, hypothesis is rejected.

For age, gender, marital status, educational qualification, monthly income of the family, duration of shopping, distance travelled and amount spent no significant differences are found with satisfaction towards price and quality as the calculated test values are less than the table values. Hence, the hypothesis is accepted in these cases of socio-economic factors and satisfaction towards price and quality.

**Customers` Satisfaction towards Ambience:**

The following table describes the mean scores of satisfaction level for different socio-economic characteristics and results of f-test and t-test on the hypothesis framed.

**Table 12: Satisfaction towards ambience and Socio-economic factors**

Variables	Groups	Mean	S.D	No.	F-Value	T-Value	Table value	SIG.
Age	15-25 yrs	11.81	2.41	62	4.691	-----	3.831	**
	26-35 yrs	12.01	2.18	125				
	36-45 yrs	11.16	2.11	144				
	46-55 yrs	11.07	2.13	69				
Gender	Male	11.01	2.43	116	-----	2.917	2.588	**
	Female	11.71	2.09	284				
Marital status	Married	11.46	2.17	326	-----	0.944	1.966	NS
	Single	11.73	2.40	74				
Educational qualification	Illiterate	11.71	1.70	7	1.929	-----	2.237	NS
	School level	11.23	2.14	177				
	Diploma/ITI	11.82	2.44	11				
	Graduate	11.68	2.28	151				
	Post graduate	12.26	1.84	38				
	Professional	10.94	2.91	16				
Occupational status	Govt. employee	10.14	3.34	7	3.569	-----	2.848	**
	Pvt. employee	11.56	2.24	136				
	Professional	12.63	1.60	8				
	Businessman	11.50	2.49	52				
	Agriculturalists	7.80	.45	5				
	House wife	11.66	2.05	167				
	Others	11.04	1.90	25				
Monthly income of the family	Below Rs.25000	11.08	1.99	143	7.579	-----	3.831	**
	Rs.25001-50000	11.49	2.36	200				
	Rs.50001-75000	12.58	1.92	36				
	Above Rs.75000	12.86	1.68	21				
Duration of Shopping	Less than 1 year	11.81	2.14	80	1.229	-----	2.627	NS
	1-5 years	11.32	2.13	195				
	6-10 years	11.70	2.36	88				
	More than 10 years	11.38	2.46	37				
Distance travelled	Up to 5 km	11.75	2.20	243	3.776	-----	3.018	*
	6-10 km	11.13	2.23	134				
	11-15 km	11.17	2.06	23				
Amount spent	Rs.1000	12.33	1.30	30	0.633	-----	2.627	NS
	Rs.2000	11.58	2.12	90				
	Rs.3000	11.36	2.32	119				
	Rs.4000	11.34	2.25	82				
	Rs.5000	11.41	2.53	64				
	More than Rs.5000	12.00	1.65	15				
Impulsive purchase	Yes	11.52	2.26	302	-----	0.207	1.966	NS
	No	11.47	2.10	98				

**Note:** \*- 5% level of significance, \*\* - 1% level of significance, NS- not significance

The analysis of ambience of the store with the socio-economic factors reveal that the single, female professionals with post graduation under the age group of 26-35 years are found to be more satisfied towards ambience of the stores they are purchasing. The respondents with the family income of above Rs.75, 000, shopping for less than 1 year, travelling within 5 km, spending around Rs.1000 and making impulsive purchase are found to be highly satisfied with the ambience of the stores.

In order to find whether the satisfaction scores with respect to ambience differs significantly among the groups of selected socio-economic variables, the following hypothesis is framed and tested.

**Null Hypothesis (H<sub>0</sub>):**

There is no significant difference in the satisfaction scores towards ambience among groups of age, gender, marital status, educational qualification, occupational status, monthly income of the family, duration of shopping, distance travelled, amount spent and impulsive purchase.

The calculated f-value and t-value comparing the mean scores of age, gender, occupational status, monthly income of the family and distance travelled and satisfaction towards ambience are significantly higher than the respective table values at either 5% or 1% level. Hence, the hypothesis is rejected with respect these factors and satisfaction towards ambience.

For marital status, educational qualification, duration of shopping, amount spent and impulsive purchase no significant differences are found with satisfaction towards ambience as the calculated test values are less than the table values. Hence, the hypothesis is accepted in case of these factors and satisfaction towards ambience.

**Customers` Satisfaction towards Location:**

The following table describes the mean scores of satisfaction level for different socio-economic characteristics and results of f-test and t-test on the hypothesis framed.

**Table 13: Satisfaction towards location and Socio-economic factors**

Variables	Groups	Mean	S.D	No.	F-Value	T-Value	Table value	SIG.
Age	15-25 yrs	12.55	2.00	62	1.095	-----	2.627	NS
	26-35 yrs	12.66	1.76	125				
	36-45 yrs	12.37	1.96	144				
	46-55 yrs	12.16	2.29	69				
Gender	Male	12.34	2.09	116	-----	0.739	1.966	NS
	Female	12.50	1.91	284				
Marital status	Married	12.39	1.98	326	-----	1.357	1.966	NS
	Single	12.73	1.90	74				
Educational qualification	Illiterate	11.00	3.00	7	2.338	-----	2.237	*
	School level	12.19	2.09	177				
	Diploma/ITI	12.55	2.30	11				
	Graduate	12.71	1.71	151				
	Post graduate	12.63	1.94	38				
Occupational status	Professional	13.06	1.73	16	3.163	-----	2.848	**
	Govt. employee	12.71	1.80	7				
	Pvt. employee	12.67	1.97	136				
	Businessman	11.75	2.66	8				
	Agriculturalists	13.06	2.11	52				
	House wife	10.20	.45	5				
	Others	12.15	1.85	167				
Monthly income of the family	Below Rs.25000	12.60	1.87	25	3.665	-----	2.627	*
	Rs.25001-50000	12.11	1.82	143				
	Rs.50001-75000	12.76	2.03	200				
	Above Rs.75000	12.03	1.81	36				
Duration of	Less than 1 year	12.57	2.20	21	6.508	-----	3.831	**

Variables	Groups	Mean	S.D	No.	F-Value	T-Value	Table value	SIG.
Shopping	1-5 years	12.04	2.05	195				
	6-10 years	12.74	1.87	88				
	More than 10 years	13.24	1.61	37				
Distance travelled	Up to 5 km	12.49	1.87	243	0.331	-----	3.018	NS
	6-10 km	12.34	2.14	134				
	11-15 km	12.61	2.02	23				
Amount spent	Rs.1000	12.73	1.98	30	1.907	-----	2.627	NS
	Rs.2000	12.41	1.90	90				
	Rs.3000	12.17	2.11	119				
	Rs.4000	12.71	2.10	82				
	Rs.5000	12.44	1.75	64				
More than Rs.5000	13.00	.93	15					
Impulsive purchase	Yes	12.61	2.01	302	-----	2.808	2.588	**
	No	11.97	1.76	98				

Note: \*- 5% level of significance, \*\* - 1% level of significance, NS- not significance

Location of the stores attracts single female customers of age group of 26-35 years and they are found to be more satisfied. Professional degree holders doing business with the family income of Rs.25,001 – Rs.50,000, shopping for more than 10 years are highly satisfied with the location of the store. The respondents travelling from 11-15 km, spending more than Rs.5,000 and those who are making impulsive purchases are more satisfied with the location of the store.

In order to find whether the satisfaction scores with respect to location differs significantly among the groups of selected socio-economic variables, the following hypothesis is framed and tested.

**Null Hypothesis (H<sub>0</sub>):**

There is no significant difference in the satisfaction scores towards location among groups of age, gender, marital status, educational qualification, occupational status, monthly income of the family, duration of shopping, distance travelled, amount spent and impulsive purchase.

The calculated f-value and t-value comparing the mean scores of educational qualification, occupational status, monthly income of the family, duration of shopping and impulsive purchases and satisfaction towards location are significantly higher than the respective table values at either 5% or 1% level. Thus, the hypothesis is rejected in case of these factors and satisfaction towards location.

For age, gender, marital status, distance travelled and amount spent no significant differences are found with the satisfaction towards location as the calculated test values are less than the table values. Hence, the hypothesis is accepted with respect to age, gender, marital status, distance travelled and amount spent and satisfaction towards location.

**Customers` Satisfaction towards Exclusive Products:**

The following table describes the mean scores of satisfaction level for different socio-economic factors and results of f-test and t-test on the hypothesis framed.

**Table 14: Satisfaction towards exclusive products and Socio-economic factors**

Variables	Groups	Mean	S.D	No.	F-Value	T-Value	Table value	SIG.
Age	15-25 yrs	2.95	1.22	62	1.974	-----	2.627	NS
	26-35 yrs	3.03	1.30	125				
	36-45 yrs	3.01	1.23	144				
	46-55 yrs	3.41	1.23	69				
Gender	Male	3.08	1.38	116	-----	0.001	1.966	NS
	Female	3.08	1.20	284				
Marital status	Married	3.11	1.25	326	-----	1.102	1.966	NS
	Single	2.93	1.27	74				

Variables	Groups	Mean	S.D	No.	F-Value	T-Value	Table value	SIG.
Educational qualification	Illiterate	2.71	.95	7	7.186	-----	3.064	**
	School level	3.33	1.14	177				
	Diploma/ITI	2.91	1.51	11				
	Graduate	2.66	1.25	151				
	Post graduate	3.34	1.21	38				
	Professional	3.88	1.41	16				
Occupational status	Govt. employee	2.43	1.51	7	2.443	-----	12.592	*
	Pvt. employee	2.96	1.31	136				
	Professional	3.50	.93	8				
	Businessman	3.46	1.31	52				
	Agriculturalists	1.80	.45	5				
	House wife	3.08	1.15	167				
	Others	3.20	1.38	25				
Monthly income of the family	Below Rs.25000	3.27	1.25	143	3.314	-----	2.627	*
	Rs.25001-50000	2.89	1.28	200				
	Rs.50001-75000	3.36	1.15	36				
	Above Rs.75000	3.05	1.02	21				
Duration of Shopping	Less than 1 year	3.18	1.20	80	6.306	-----	3.831	**
	1-5 years	3.03	1.24	195				
	6-10 years	2.78	1.25	88				
	More than 10 years	3.81	1.20	37				
Distance travelled	Up to 5 km	3.11	1.27	243	0.536	-----	3.018	NS
	6-10 km	2.99	1.27	134				
	11-15 km	3.22	1.00	23				
Amount spent	Rs.1000	3.73	1.26	30	2.036	-----	2.627	NS
	Rs.2000	3.08	1.31	90				
	Rs.3000	2.87	1.28	119				
	Rs.4000	2.96	1.22	82				
	Rs.5000	3.33	1.11	64				
	More than Rs.5000	3.00	1.00	15				
Impulsive purchase	Yes	3.06	1.31	302	-----	0.592	1.966	NS
	No	3.14	1.06	98				

**Note:** \*- 5% level of significance, \*\* - 1% level of significance, NS- not significance

Availability of exclusive products satisfies more elder group (46-55 yrs) of married professionals with the monthly family income of Rs.50,001 – Rs.75,000, shopping for more than 10 years are pleased and satisfied with this factor. The respondents shopping in the departmental stores within 5 km, spending around Rs.1,000 without making any impulsive purchase are found to be highly satisfied with the availability of exclusive products.

In order to find whether the satisfaction scores with respect to exclusive products differs significantly among the groups of selected socio-economic variables the following hypothesis is framed and tested.

**Null Hypothesis (H<sub>0</sub>):**

There is no significant difference in the scores of satisfaction towards exclusive products among groups of age, gender, marital status, educational qualification, occupational status, monthly income of the family, duration of shopping, distance travelled, amount spent and impulsive purchase.

The calculated f-value and t-value comparing the mean scores of educational qualification, occupational status, monthly income of the family and duration of shopping and satisfaction towards exclusive products are significantly higher than the respective table values at either 5% or 1% level. Thus, it is concluded that there exists significant difference between these socio-economic factors and satisfaction towards exclusive products.

For age, gender, marital status, distance travelled, amount spent and impulsive purchase no significant differences are found with the satisfaction towards exclusive products as the calculated test values are less than the table



values. Hence, the hypothesis is accepted with respect these factors and satisfaction towards exclusive products.

### **CONCLUSION:**

Customer satisfaction is the key area to be focused by the retail sector, particularly the departmental stores. As these stores are facing cut throat competition from multiple angles the study on customer satisfaction is the need of the hour.

The study reveals that, if not all the factors, at least the factors derived out of factors analysis are to be enhanced immediately to satisfy the customers shopping in the stores .From the inferences, of the results of analysis, it is concluded that satisfaction level of the customers towards the six factors extracted through factor analysis is significantly influenced by the socio-economic factors.

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