A Study on Customer Expectation Management in Organised Retail Shops Special Reference with Coimbatore City"

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ABSTRACT *Customer satisfaction has been a subject of great interest to organizations and researchers alike. The principal objective of organizations is to maximize profits and to minimize cost. Profit maximization can be achieved through increase in sales with lesser costs. One of the factors that can help to increase sales is customer satisfaction, because satisfaction leads to customer loyalty recommendation and repeat purchase.*

Customers became very vital in business during the marketing era of the 1950s when companies could produce what they can sell and not just selling what they can produce as it was during the production era. Since the beginning of the consumption era in marketing, the focus on customers/consumers has increased more as the consumption era also shifts to post-consumption; where Organizations are obliged to render more services in addition to what they provide as Offers to their customers. What are the qualities of these services provided to customers? Are the customers satisfied with these services? Thus, this research originated from the fact that customer/consumer is the key to business. In fact, their satisfaction is the most important tool that helps to increase sales and generate profits in the business environment. Moreover, the importance of customer satisfaction and service quality has been proven relevant to help improve the overall performance of organizations.

INTRODUCTION

Organized retailing, in India, refers to trading activities undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc. These include supermarkets, hypermarkets and retail chains. Organized retailing was absent in most rural and small towns of India. Supermarkets and similar organized retail accounted for just 4% of the market. India has about 11 shop outlets for every 1000 people .Faster Growth Rate of Organized Retail as Compared to Unorganized Retail the Organized retail has grown at a much higher rate as compared to unorganized retail in India during last few years. The Organized retail has been showing annual growth rate of over 35 percent and 10-15 million Sq. Ft quality spaces being added every year. Almost two-third of total retail investment is going into modern retail formats like hyper markets, super markets and Specialty stores .Different Sectors of Retailing in India Food, beverage, personal care, Apparel, Footwear, Furnishing, Durables and IT, Furniture, Jewellery & Watches, Health services and Entertainment are some of the sectors emerging in Indian Retail Industry. A Global Comparison of Organized Retail with Unorganized Retail The following table will highlight the growth of Organized Retail when compared with Unorganized Retail, globally. India has only 8 percent of Organized Retail which has got enormous scope in the future.

Customer expectations are defined as the perceived value customers seek from the purchase of goods and services. They include solid information, superior communication, consulting, options and a seamless relationship. Achievement of these will increase customer loyalty and satisfaction

STATEMENT OF THE PROBLEM

Customers expect certain things when they walk into a business, and those with the highest level of service will know how to identify those expectations and meet them to the customer's satisfaction. However, this process is not as easy as it sounds customer expectations are a dynamic feature that ebbs and flows regularly in accordance with a wide range of factors. However, when expectations are not met by the performance of your customer service representatives, customer dissatisfaction is the result. This study will delve into the importance of meeting customer expectations, as well as how to identify and meet them through your customer service. This study fully depending on customer expectation management towards organized retail shops in Coimbatore city.

OBJECTIVES OF THE STUDY
* To Study about the growth of organized retailing in India.
* To study the customer's opinion and preference towards retail shops.
* To analyse the customer expectation management of organized retail shops in Coimbatore city.

LIMITATION OF THE STUDY
This study in conducted only in Coimbatore city.

Sample size of the study is limited to 50.

Getting information from the respondents was quite difficult.

The opinions of the respondents may be biased.

This study is focused on analyzing the Customer Expectation Management in Organized Retail Outlets in Coimbatore City.

CUSTOMER EXPECTATIONS
Customer satisfaction reflects the expectations and experiences that the customer has with a product or service. Expectations reflect both past and current product evaluation and use experiences. Think about any major purchases you've made recently. Did you research your purchase?

Did you collect information from advertising, salespersons, friends, associates, or even test the product? This information influences our expectations and gives us the ability to evaluate quality, value, and the ability of the product or service to meet our needs. Customers hold both explicit and implicit performance expectations for attributes, features, and benefits of products and services. The nature of these expectations will dictate the form and even the wording of customer questions. Let me repeat this: the nature of these expectations will dictate the form and even the wording of your satisfaction questions.

Understanding the following 6 **customer expectations** is critical before you set out to measure customer satisfaction.

1. Explicit Expectations
Explicit expectations are **mental targets** for product performance, such as well-identified performance standards .For example, if expectations for a color printer were for 17 pages per minute and high quality color printing, but the product actually delivered 3 pages per minute and good quality color printing, then the cognitive evaluation comparing product performance and expectations would be 17 PPM – 3 PPM + High – Good, with each item weighted by the associated importance.

2. Implicit Expectations
Implicit expectations reflect established norms of performance. Implicit expectations are established by business in general, other companies, industries, and even cultures. An implicit reference might include wording such as "Compared with other companies…" or "Compared to the leading brand…"

3. Static Performance Expectations
Static performance expectations address how performance and quality are defined for a specific application. Performance measures related to quality of outcome may include the evaluation of accessibility, customization, dependability, timeliness, accuracy, and user friendly interfaces.

4. Dynamic Performance Expectations
Dynamic performance expectations are about how the product or service is expected to evolve over time. Dynamic expectations may be about the changes in support, product, or service needed to meet future business or use environments. Dynamic performance expectations may help to produce "static" performance expectations as new uses, integrations, or system requirements develop and become more stable.

5. Technological Expectations
Technological expectations focuses on the evolving state of the product category .For example, mobile phones are continually evolving, leading to higher expectations of new features. The availability of low profile phones with email, camera, MP3, blue tooth technology, and increased storage will change technology expectations as well as the static and dynamic performance expectations of the product. These highly involving products are not just feature based, but raise expectations that enhance perceptions of status, ego, self-image, and can even evoke emotions of isolation and fear when the product is not available.

6. Interpersonal Expectations
Interpersonal expectations reflect the relationship between the customer and the product or service provider. Person to person relationships are increasingly important, especially where products require support for proper use and functioning. Support expectations include interpersonal sharing of technical knowledge, ability to solve a problem, ability to communicate, reduced time to problem resolution, courtesy, patience, enthusiasm, helpfulness, assurance that they understood my problem and my situation, communication skills, and customer perceptions regarding professionalism of conduct, often including image and appearance.

GROWTH OF ORGANIZED RETAILERS IN COIMBATORE
Basically there are three kinds of retailers that are generally available –

Organized Retail – These are owned by private or government and are based on some principles and procedures like Wal-Mart, Big Bazaar. Possess license to sell the product.

Unorganized Retail – Owned by an individual and they are also based on some principles.

Grey Market – Unauthorized small stores that are owned by an individual. They are not bound by any principles or rules as they are run illegally.

LIST OF ORGANISED RETAIL SHOPS AT COIMBATORE
I am in need to know the list of retail shops (malls and other related) in Coimbatore i know few is there anything more apart from this list

- Pantloon
- Reliance
- Spencers
- Nilkamal
- KannanDepartmentalStores
- Subhiksha
- Sri Mahalakshmi General Stores
- Durai Fruits and Vegetables
- Selvakumar Department Stores
- Reliance Fresh
- A Rangaswamy Shettiar Sons and Company
- Sri Kumar Stores
- A.R.Departmental Stores
- Parvathi Fancy House
- Home Magic Family Stores
- Beena Store
- Bhukari Departmental Store
- Balamurugan Stores
- Ramya Stores
- Raja Store
- ChandraDepartmental Stores
- Issac Nadar Maligai
- K K Stores
- K P K Maligai
- Sanganoor Consumers Co Op Stores
- Velumurugan, Maligai
- Venkateswara Departmental Stores
- Keerthi Traders
- Lakshmanan & Sons
- Raja Home Needs
- Ponni Departmental Stores & Rice Mundy
- Sri Ganesh Stores
- Lakshmi Store
- Alwin Joseph Departmental Stores

METHODOLOGY
Area of the study
Coimbatore city has been chosen for the study.

Sources of data
The study is based on primary and secondary data.

COLLECTION OF DATA
a. Primary Data
Primary data refers to the data, which is collected for the first time. The primary data collection was done with the help of questionnaire that proved to be effective in collecting the relevant information regarding the customers' preference.

b. Secondary Data
Secondary data was collected from books, journals, website and other literature available.

PERIOD OF THE STUDY
 The study was confined to a period of three months from June 2016 to August 2016.

METHODS OF MEASURING CUSTOMER EXPECTATION
Managing customers' satisfaction efficiently is one the biggest challenge an organization face. The tools or methods to measure customer satisfaction needs to be defined sophisticatedly to fulfill the desired norms. There are following methods to measure customer satisfaction.

For analyzing the data, the appropriate statistical tools were used as follows:

* Simple Average
* Chi-Square Test
* Weighted average method

FINDINGS
* The majority of the respondents are 20 to 40 years of age.
* The majority of the respondents are others.
* The majority of the respondent's income lies between 10001 and 20000.
* The majority of the respondents belong to the members of 3 to 4.
* The majority of the respondents to visit the organized retail shops once in a week & seldom.
* The majority of the respondents to visit the organized retail shops once in a month.
* The majority of the respondents belong to the grocery bill Rs. Below 5000.
* The majority of the respondents frequently time to spend 1 hour in organized retail shops. (Before)
* The majority of the respondents frequently time to spend 1 hour in organized retail shops. (After)
* The majority of the respondents are saying agree like that the organized retail shops as a status symbol.
* The majority of the respondents are saying strongly agree the reason variety of products available in the organized retail shops.
* The majority of the respondents are preferred for window shopping is saying strongly agree.
* The majority of the respondents are saying strongly agree because they feel that multiple retailers at a single place.
* The majority of the respondents are saying strongly agree like that organized retail shops includes high quality products.
* The majority of the respondents are mainly for entertainment is strongly agreed.
* The majority of the respondents are feeling organized retail shops are safer then local market is strongly agreed.

* The majority of the respondents are sales person treated well than local market is strongly agreed.
* The majority of the respondents are structure of the retail shops is strongly agree
* The majority of the respondents attract spacious comfort for the organized retail shops so they saying strongly agree.
* The majority of the respondents are saying strongly agree because retail shops preferred to selection of products.
* The majority of the respondents attract high quality fruits & vegetables the organized retail shops so they saying strongly agree.
* The majority of the respondents are saying agree because wide range & variety of products in the organized retail shops.
* The majority of the respondents are saying strongly agree because they feel that seasonable price in the organized retail shops.
* The majority of the respondents are saying agree they feel that convenient hour for retail shops.
* The majority of the respondents are saying agree for the trained employee in the retail shops.
* The majority of the respondents are saying agree they feel that comfort movement in the organized retail shops.
* The majority of the respondents attract good visual & displays so they saying agree.
* The majority of the respondents preferred offers & several brands so they say strongly agree.

SUGGESTIONS
* It is always better to go for extension step-by-step. This would help to maintain and to improve the brand image of the Retail Store.
* Due to the economical and social changes that are taking place in our country, more and more people are shopping to suit their requirements (quantitative, qualitative and economical in nature). This gives plenty of scope for the manufacturers to grab the market.
* Most of the consumers are more conscious about their health. Hence, it is suggested that companies shall also give due importance in promoting hygienic products.
* Due to information technology revolution, consumers are updated with product knowledge. Hence, the producers shall concentrate on giving transparent information to the customers.
* The customer care executives may have to maintain discipline that may be preferred by the customers.
* Satisfying the existing customers will keep the word-of mouth advertising about the retail outlet alive. That will acquire new customers and will also enhance the brand image.
* Front end service factors which facilitate comfort, convenience, flexibility and deliver superior value to customers. Innovation will help to the growth.

CONCLUSION
Through this study, the researcher found that fulfilling the expectations of the consumers is very essential. That alone will keep the customers to be loyal to the store. The growth and long term sustainability of the Retail outlet are depended on this factor. Organised retail outlets and the companies which are supplying products and services have realized the importance of retaining the existing customers and acquiring new customers are extremely important for the growth.

The following are the expectations of consumers in a Retail Outlet when they decide to buy. Consumers expect several brands. They are expecting several choices Consumers expect high quality of fruits and vegetables. Consumers expect multiple brands and private labels. They expect these brands and private labels are to be displayed in neat way. They give importance to Visual Merchandising. They expect consistent availability of the products at reasonable prices at all times.

Consumers expect that they need to exit as soon as they complete their purchase. All the customers expect a fast checkout, which was found to be lagging in all the convenience stores and retail outlets. Customers expect that all the employees of the stores are more knowledgeable, courteous and friendly.

They suggest that the Retail Outlet Management should give adequate training to them. While selecting a retail outlet, most of the customers look for good ambiance and spacious wide alleyways. Customers expect that overall shopping experience should be a pleasurable one.

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