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Comparing customer satisfaction in hyper stores in different parts of Delhi

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Abstract
The customer satisfaction not only a frill but as a foundation of retail store growth, today the focus has been shifted from financial benefits to soft areas where customer expectations are matched with retail stores performance. Better service quality is the only solution in the hands of retailers for the success of the retail grocery stores. A comparison between expectations and performance is known as service quality. Customer satisfaction is based on perceived service quality. Service quality is a vital factor for the success of the firm. Customer satisfaction occupies prominent position literarily in general as well as specifically in retail stores. The present study is an exploratory research work that was focused on comparison between the customer satisfactions in hyper stores operating in different parts of Delhi. A sample of 200 customers was considered for study.100 customers were taken from South-West Delhi and 100 were taken from North- East Delhi. Sample includes both male and female respondents. Data was collected from six different hyper stores. Three stores were from South-West Delhi and rest three stores from North- East Delhi. Random convenient sampling was used. Results revealed that there was no significant difference between the customer satisfaction.

Keywords: Customer satisfaction, Hyper stores, Service quality, Comparison, Expectations.

1. Introduction
Customer Satisfaction
Customer satisfaction occupies prominent position literarily in general as well as specifically in retail stores. Number of studies on the subject examined that happier people feel more satisfied with their purchase thus leading to higher satisfaction an important attribute frequently measured by the retail stores. Satisfaction means the contentment one feels when he/she fulfills a desire, need or expectation. Oliver (1980) defined that customer satisfaction is the evaluation process of pre purchase expectation of the customer and the actual experience after the consumption. According to Gunderson, Heide and Olsson (1996) Customer Satisfaction is an evaluative judgment about a product or service which is done after the consumption of the product or using the service. Zairi (2000) quoted "Impact of customer satisfaction on repeat purchase, loyalty and retention and they have all echoed concern that customers who are satisfied are most likely to share their experiences with other people with regards to about five to six people."Ciavolino and Dahlgaard (2007) research efforts focused that "customer satisfaction can be defined as the overall evaluation of the service performances or utilization."

Service Quality
A comparison between expectations and performance is known as service quality. Customer satisfaction is based on perceived service quality. Service quality is a vital factor for the success of the firm. Rudie and Wansley (1985) Thomson DeSouza and Wanslay (1985) suggested that in highly competitive world and rapid deregulations have led many retail businesses to explore profitable ways to differentiate themselves. It was identified that high service quality is the only way to success. Gutman and Aldan (1985) suggested that store layout and the quality of the merchandise are important to the customer perception and evaluation of retail stores. According to Parasuraman, Zeithaml and Berry (1988) [5] service quality means the customer's overall judgment of the excellence of the service or the difference between one's expectation and the actual service performed. Lewis and Mitchell

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(1990) asserted in his contribution that service quality is the extent to which a service meets customers' needs or expectations.

Objective of the Study
The present study intends to look in to major issues related to customer satisfaction with regard to service quality in hyper stores operating in different zones of Delhi. The purpose of this research is to explore the customer satisfaction in terms of service quality offered by hyper stores.

Hypotheses
H_{01}: There is no significant difference in the customer satisfaction from hyper stores operating in different parts of Delhi.

H_{11}: There is significant difference in the customer satisfaction from hyper stores operating in different parts of Delhi.

H_{02}: There is no significant difference in customer satisfaction for male and female customers.

H_{12}: There is significant difference in customer satisfaction for male and female customers.

Research Methodology
The present study is an exploratory research work that was focused on comparison between the customer satisfactions in hyper stores operating in different parts of Delhi. The study used both primary and secondary data. Participants were asked to fill out the survey and return as per their convenience. The questionnaire was also e-mailed to few respondents. For collecting primary data a structured questionnaire was used. Likert 5 point scale was used. Random convenient sampling was used in the present research. The study was confined to South-West Delhi and North-East Delhi. Retail Service Quality Scale was used as measurement instrument. Retail Service Quality Scale (RSQS) is a scale to measure the quality in service sector. It was developed by Dabholkar, Thrope and Rentz (1996). It is multi item scale which was developed to access customer

perception of service quality in service and retail businesses. A sample of 400 customers was considered for study.220 respondents were from South-West Delhi and rest 180 respondents were from North-East Delhi. All the respondents were buying grocery products from hyper stores. The purpose of the research was to measure the customer satisfaction on the basis of service quality offered by the stores. The scale given by Dabholkar *et al.* divides the service quality in five dimensions. The five dimensions are as follows:
(1) Physical aspects
(2) Reliability
(3) Personal interaction
(4) Problem-solving
(5) Policy

Analysis and Interpretation

Table 1: Respondents Profile

Particulars	Number	Percentage	Cumulative percentage
Total Customers	400	100	
- South West	220	55	55
- North East	180	45	100
Gender		100	
- Female	220	55	55
- Male	180	45	100
Hyper Stores		100	
South West HS 1	44	11	11
HS 2	44	11	22
HS 3	44	11	33
HS 4	44	11	44
HS 5	44	11	55
North East HS 1	45	11.25	66.25
HS 2	45	11.25	77.50
HS 3	45	11.25	88.75
HS 4	45	11.25	100
Age Group		100	
- 20-30	60	15	15
- 30-40	190	47.50	62.50
- 40-50	150	37.50	100

Table 2: Comparison between customer satisfaction from hyper stores in different zones.

Zones	N	Mean	S.D	t-value
North -East	220	93.50	11.95	1.42
South-West	180	96.01	11.42	

It is clear from the table 2 that the 't' value is 1.42 which is less than the table value so our null hypothesis (H_{01}) that is no significant difference between the service quality offered by different hyper stores operating in different parts of Delhi is accepted.

Table 3: Comparison between customer satisfaction between male and female customers

Gender	N	Mean	S.D	t-value
Male	180	94.28	12.50	1.50
Female	220	96.88	9.82	

Table 3 shows that the 't' value is 1.50 which is less than the table value at 0.05 level of significance. The table value of 't' is 1.96.Our null hypothesis is accepted that there is no

significant difference in customer satisfaction between male and female customers.

Conclusion
The customer satisfaction not only a frill but as a foundation of retail store growth, today the focus has been shifted from financial benefits to soft areas where customer expectations are matched with retail stores performance. In present day competitive scenario, the retail stores can survive, grow and reach the desired level of excellence through high revenue which completely depend upon creating new customers and retention of old customers. Better service quality is the solution in the hands of retailers for the success of the retail grocery stores.

Limitations of the Study

The present study has following limitations:

- The sample of the customers taken for the study is relatively small.
- Lack of willingness to fill up the questionnaire by the respondents, because of their busy schedule, posed the greatest challenge.
- The study was restricted to Delhi only.
- Statistical tools used in the study too have their inherent limitations.

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