



A STUDY ON CONSUMER SATISFACTION TOWARDS THE SERVICES OF THE RETAILERS DEALING IN DURABLE GOODS WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT

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Introduction

In olden days the business people engaged in various businesses according to the knowledge, money available to them and also in what business they were interested. They did not bother about the consumer preferences. They did not consider the desires and needs of the consumers. They simply manufactured some of the products or commodities by following traditional method of production. But at present entire situation in business is changed. Almost in all business the consumer and customers are given much importance irrespective of the business or nature of goods. Even before the product design and development the consumers' desires and needs are considered by the business concerns. They all try to satisfy the customers in all possible ways to retain the existing customers.

Traditionally, companies have relied only on differentiation of products and services to retain their customers and also to satisfy the consumers. However, times have changed, due to fierce competition from new players entering the market, imitation of new features and increase in number of new offers, customers have acquired new choices and they have also become more price sensitive, which has forced marketers to adapt differentiated and customer oriented strategies in order to enable them to stand out in the competition and gain a competitive edge. The service industry and in particular, the retail market has been vital to the world economy and undergone the ever intensified competition under recent crisis and economic turn-down period. The modern retail industry is booming across the world. Therefore, it is essential for retailers to use strategies which focus on satisfying current customers. Supermarkets and Hypermarkets have played an important role in food distribution since they appeared. For modern life, the existence of traditional markets has been gradually replaced by their descendent supermarkets and people depend on supermarkets for their basic grocery needs. Shopping at the grocery store has become a big deal and it is one of the most important food sources for many households. In addition, unlike previous studies that have focused more on service industry such as bank, healthcare, beauty etc, the researchers considered a supermarket setting which fully represents both product and service characteristics.

A finished product crosses various intermediaries before it reaches the ultimate consumers. They are wholesalers, dealers, retailers, street vendors and push wheel sellers, etc. The retailers are the ultimate intermediaries who frequently meet the consumers. They know more about the consumers' tastes and needs than other intermediaries. The retailers run their shop very nearer to the consumers. The retailers deal with all nature of goods like consumer goods, perishable as well as durables and also FMCG. The consumers get various services from the retailers in all nature of goods. The consumers who buy the durable goods from the retailers face many problems at the time of purchase. Though they have number of retailer shops very nearer to their house, the consumers prefer to buy the goods from urban area. Normally the retailers do criticize the retailers for various reasons. Further they want to buy durable goods from wholesalers instead of buying from retailers.

To analyze the reasons for the issues the researcher selected "A Study on Consumer Satisfaction towards the Services of the Retailers Dealing in Durable Goods with Special Reference to Coimbatore District" for the research work.

Statement of the Problem

The customers are the deciding factor for the success of every business. They should be treated well to survive in the business. Due to competition almost all the business concern tries to satisfy the needs of the customers. Whoever may be the business man, whatever may be the size of the businesses and nature of product, in modern

scenario the customer are given more importance. They are cared well at all level. The customers should be satisfied. Then only any business man can retain the existing customers. Due to globalized era all businesses are consumer oriented. Even before designing the products their taste and preferences are considered by the manufacturers. The business people always try to satisfy the consumers. Consumer satisfaction is the prime motive of all business concerns. The business concern which satisfies the needs of the consumers can achieve its target very easily. So at present utmost care is given to consumer satisfaction. Retailers are the last link between the producer and the consumer. They get feedback about the goods and services of the sales man. Due to the competition prevailing in all nature of products the retailers are trying to attract the consumers in all possible ways like offering discount, providing complements to the products, credit facilities and so on. But only some of the retailers are getting enough customers to their shops. Other retailers could not get success in their business which paved loss and lead to the closure of the business.

In some of the area in Coimbatore districts the consumers purchase their products directly from the wholesalers, where they to bear additional cost like transportation expenses. It is miserable to say that some of the retailer stores the business men knowingly encourage fake products or assembled materials manufactured by different companies involving in manufacturing of similar products because of the low cost. Only knowledgeable customers can be able to know these problems. Others are deceived by the retailers. But the retailers take much care for working or functioning of the products till the warranty period. Hence in many ways the consumers face many problems in purchasing the durable goods from the retailers. There are number of issues related to customers and consumers with regard to the services retailers dealing in durable goods.

Significance of the Study

In modern scenario all business units are carried out with the policy of consumer orientation. The producers and manufacturers try to satisfy the consumer needs and desires. They try to analyze the consumer's behaviour and attitudes about particular product or brand. Retaining the existing customers is the main problem for all the retailers and businesses. Retailers who deal in durable goods also follow the same principle i.e. consumer orientation and consumer satisfaction. Even in cottage and small scale industries consumers are given most importance in the business promotion. All the people buy durable goods in one or another occasion. The retailers in durable goods take effort to satisfy the consumers. But in few occasion they could not satisfy the needs of the consumers. The consumers face many problems in buying of durable goods. The retailers dealing in durable goods sometimes could not provide after sales service even before the warranty period. They simply transfer the repair cost burden or the replacement cost to the buyers stating that the products are mishandled by the consumers or buyers. This creates trouble to the consumers. It makes very bad impression about the retailers where the retailers have to lose the existing customers. Nowadays all the business people more concerned about the consumers' needs and desire of the consumers.

Though the ultimate aim of all business is to earn profit, in many occasion, consumers desire and satisfaction are given due importance by all the retailers. Sometimes similar products with same quality are sold different prices by the same retailers to the consumers. In this case the retailers try to utilize the situation to his/ her favour where the consumers' satisfaction is neglected by the retailers. This is not good for any business man which will not help to the long running plan of the business. Consumers' desire and satisfaction should be given paramount care by all the retailers particularly those who are dealing in durable goods. For the success of the business it is necessary to all the retailers to know the attitudes and satisfaction of the consumers towards their services. Then only they can run the business successfully by facing the competition smoothly. So at this juncture a study on consumer satisfaction plays vital role and gets much importance in all business.

Objectives of the Study

This study aims to portrait present preferences of the consumers, problems faced by the consumers when they purchase durable goods and their attitudes towards the services of the retailers dealing in durable goods. But the specific objectives of this study are –



1. To find out the existing relationship between the retailers dealing in durables and the consumers.
2. To analyze the services provided by the retailers to the consumers.
3. To examine the problems faced by the consumers in buying durable goods from the retailers.
4. To know the causes and the reasons for the problems faced by consumers.
5. To suggest remedial measures which will help the retailers to satisfy the consumers and offer better services to the consumers.

Research Methodology

To make the research work effective and find the result successfully in this study descriptive research was undertaken.

Data Collection

To make the research in this study both the primary data and secondary data were collected from the respondents and records, journals and magazines published with regard to the retailers and their services

Primary Data

In order to fulfill the objectives set, a sample study was carried out with the help of a well framed questionnaire. The questionnaire was prepared with the guidance of the experts in the relevant field. A pilot will also be conducted to verify the questionnaire is useful for the successful completion of the project. The respondents for the study were selected on the basis of varying background, based on their age, gender, dwelling place, educational qualification, monthly income and so forth, from the study area of Coimbatore district. The questionnaire was given to the respondents to provide the required data as and when the researcher explained each and every question to the respondents.

Sample Selection

Coimbatore district is considered one of the districts in Tamilnadu where the retail business has experienced tremendous growth as there is huge number of floating population who come for shopping of durable goods. In the district 5 towns where the growth of retail business is tremendous in the past three decades were selected for the research work. Among the selected towns as the population for the study is numerous, 600 respondents were selected at random by using convenient sampling method. The respondents are customers who buy durable goods from the retail shop or Retail outlets of the producers. The sample respondents consist of both male and female respondents.

Secondary Data

The primary data were supplemented by a spate of secondary source of data. The secondary data pertaining to the study was obtained from the journals, magazines and the articles in the related topics published in the refereed journals and also from the library resources and net sources.

Discussions and Informal Interviews

A great deal of discussions and informal interviews were held with general public, retailers and also with some business men who involved in others business to gain the knowledge about the attitudes of the customers and the practices followed by the retailers with regard to services to the customers.

Tools for Data Collection

By virtue of mass data obtained from the research survey, as well as data from secondary sources collected and presented in the present report, descriptive and analytical research were considered most appropriate for this study. The research problem, questionnaire and interview schedule were also framed accordingly.

Scope of the Study

The study highlights the opinion of the respondents regarding various issues faced by the consumers when they purchase durable goods and their satisfaction regarding the services provided by the retailers in Coimbatore

district. It also identifies the perception level of the consumers regarding. Further the study focuses the problem faced by the consumers while purchasing the durable goods for their domestic utilities.

Statistical Tools Used

To make the research work effective and find the result fruitfully the data collected from the respondents were arranged in systematic manner and tabulated well. The statistical tools like chi-square test, ANOVA, simple percent analysis, range, standard deviation, factor analysis and Cluster analysis were applied.

Hypothesis

1. There is no association between the age of the respondents and their opinion about the Services of the provided by the retailers dealing in durable goods.
2. There is no association between the educational qualification of the respondents and their opinion regarding the services provided by the retailers dealing in durable goods.
3. There is no association between the income of the respondents and their volume of purchases.
4. There is no association between the age of the respondents and their satisfaction level about the services provided by the retailers dealing in durable goods.
5. There is no association between the respondents based on volume of purchases and their opinion on the problems faced at the time of purchasing durable goods.

Review of Literature

A brief review of past literature pertaining to the attitudes of the customers towards the services of the retailers dealing durable goods is presented in this Chapter. In modern scenario all the businesses are oriented towards the customer and consumer satisfaction. The behavior of the customer and consumers is frequently changes. Based on the behavior the attitudes are also changing. The researcher presented some the findings and the opinion of the researchers in the research work already undertaken in the similar topic.

Post purchase behavior Consumption Pattern Philip Kotler (1965)¹ opined that all the models so far developed by various scientists should be used in an integrated manner in order to understand the consumer in general. In his opinion, buying patterns are being influenced by price, quality, availability, service, style, option and image. Depending on the product involved, different variables and behavioural mechanisms assume different degrees of importance in influencing the purchase decision process.

Kaul et al. (1977)² in their study conducted in Punjab, analyzing the rural and urban food consumption pattern found that consumption of relatively superior food is positively correlated with the income level of the individuals. The study also found that the usage of millets and to some extent cereals is higher in rural areas.

Mahajan (1980)³ in his study on inter-regional homogeneity of consumer behaviour in India revealed that consumer behaviour markedly differ between the rural and urban sectors. It further revealed that inter regional homogeneity in consumption seems to be realized at best in the case of North India and Central India.

Ramesh and Tajinder (1987)⁴ while studying the extent of popularity and nutritional contribution of processed fruit product among different socioeconomic groups observed that consumption of processed fruit products like

¹ Philip Kotler and Harry Armstrong (1995). Principles of Marketing, PrenticeHall Inc. p.140

² Kaul, T.L., Grewal, S.S. and Rangi, P.S. 1977. An economic analysis of nutrition problem in India. *Indian Journal of Agriculture Economics*, Vol. 25(4), Oct-Dec.p.68-73.

³ Mahajan, B.M.(1980) Consumer Behavior in India (An economic study), New Delhi, p 338

⁴ Remesh Pariad Tajinden Sanghera. 1987. Nutritive value and consumption pattern of some processed foods in India, *Food Packa*, Vol.41(3), pp.23.28.

jam, squash and juice showed an increase with education of women Raut (1987)⁵ in his study on consumer's attitudes towards advertising pointed out that 89 per cent of the respondents believed that advertising is useful to the consumers for giving convenient information about the products and to increase consumer awareness. It also provides an opportunity to the consumers to make comparison and make shopping easier to the consumers.

Mani and Srinivasan (1990)⁶ in their analysis on buying behavior of consumers with respect to processed fruits and vegetables found that majority of the consumers purchased jam in large quantity followed by squash. Many consumers were loyal to a particular brand and were conscious of quality (taste) than price or shelf life.

Raveendran (1990)⁷ in his study on marketing of coconut and its products in Orissa State found that about 70 per cent of coconut oil arriving in the market in 15 kg and 5 kg tins are traded in rural areas. The main consumers are middle class and lower class population. Among the upper class both in urban and rural areas the preference for small packs are increasing.

Ramachandran et al. (1996)⁸ in their study found that coconut oil is the most preferred oil for edible and toiletry purposes. Higher income groups make monthly purchases, whereas lower income groups purchase weekly. Palm oil is the second preference among other edible oils. Homemade oils are used because of low cost availability of by-products and purity. Purchase of other edible oils was due to the fluctuations in price than health factors.

Katy and Dipika (1997)⁹ in their study attempted to analyse consumer's purchase behaviour over two periods in the cities of Mumbai, Calcutta and Delhi. The study showed that while segmenting market on the basis of consumption pattern of various product categories Calcutta seemed to be opting for reduced consumption as a way of economizing rather than downgrading on product quality.

Bagozzi and Dholakia (1999)¹⁰ found that goals played an essential role in purchase behaviour of consumers and can be traded in the marketing of durables, non-durables, services and even ideas or persons. They also pointed out that goals provide a conceptual framework for thinking, influence decision making and guide consumer choice and action.

Table No.1, Table showing the Association between the Gender of the Respondents and their opinion about the spaces available in the Retail Store.

S.No	Gender	Opinion About the Spaces Available					Total
		Very good	Good	Normal	Poor	Very poor	
1	Male	33(30.6)	162(157.8)	146(165.6)	67(61.8)	42(34.2)	450
2	Female	18(20.4)	101(105.2)	130(110.4)	36(41.2)	15(22.8)	300
	Total	51	263	276	103	57	750

⁵ Raut, K.C. 1987. Consumer's attitude towards advertising. *Indian Journal Market*. Vol.31 (4):p.10-15

⁶ Mani, K. and Srinivasan, N.1990. A study on feasibility of establishing fruit and vegetable processing plants in Tamil Nadu *Indian Journal of Marketing* 19b 20 (7): p.20-26

⁷ Raveendran, P. 1990. Marketing of coconut and its products in Orissa state. *Indian Coconut Journal*, Vol.21 (1), May p.2-10

⁸ Ramachandran, U., Latha Bastian, Suman Joseph, Pradeep Rao, 1996. Consumption of coconut oil among the village people in northern Kerala – A case study. *Indian Coconut Journal*, Vol. 27 (2), June. p.p 5-7.

⁹ Katymerchant and Dipika Zantye, 1997. Household Juggler – Brand equity perspectives. *The Economic Times*, May 4 p.21-27.

¹⁰ Bagozzi.R.P. and Dholakia.U. (1999). Goal setting and goal striving in consumer behaviour . *J. Market*. Vol.63: p.19-31

Null Hypothesis

There is no association between gender of the respondents and their opinion regarding the spaces available in the retail stores

Alternative Hypothesis

There is an association between gender of the respondents and their opinion regarding the spaces available in the retail stores

Table No.2

Factor	Calculated value ²	Table value	DF	Remarks
Gender	12.091	9.488	4	Significant

As the calculated value of chi-square ² (12.091) is greater than table value(9.488) for 4 degrees of freedom at 5% level of significance, There is an association between the gender of the respondents and their opinion regarding the spaces available in the retail stores.. Hence the null hypothesis is rejected and it is inferred that there is a significant relationship between the gender of the respondents and their opinion regarding the spaces available in the retail stores.

Table No.3, Table Showing the Association between the Education of the Respondents and the Reason for Purchase In Retail Store

S. No	Educational qualification	Reason For Purchase In Retail Store					Total
		Standard Brands Available	Neat And Tiny	No Bargaining	Proper Display	Common Roof For All Products	
1	Illiterate	22(24.8)	55(52.6)	27(22.5)	19(22.5)	1(6.8)	124
2	Up-To 10th Std	64(57.8)	126(122.5)	45(52.4)	28(52.4)	26(15.8)	289
3	Up To-12th Std	39(36.8)	76(78)	37(33.4)	24(33.4)	8(10.1)	184
4	Degree	16(15)	34(31.8)	10(13.6)	14(13.6)	1(4.1)	75
5	Profession and other Diploma	9(15.6)	27(33.1)	17(14.1)	20(14.1)	5(4.3)	78
	Total	150	318	136	105	41	750

Null Hypothesis

There is no association between education of the respondents and their opinion regarding reason for purchase in retail store

Alternative Hypothesis

There is an association between education of the respondents and their opinion regarding reason for purchase in retail store

Table No.4

Factor	Calculated value ²	Table value	DF	Remarks
Educational qualification	36.614	26.296	16	significant

As the calculated value of chi-square ² (36.614) is greater than table value(26.296) for 16 degrees of freedom at 5% level of significance, There is an association between education of the respondents and their opinion regarding reason for purchase in retail store . Hence the null hypothesis is rejected and it is inferred that there is a significant relationship between education of the respondents and their opinion regarding reason for purchase in retail store

Table No.5, Table Showing the Association between the Gender of the Respondents and Satisfaction about the Price Discount

S. No	Gender	Satisfaction about the price discount					Total
		Highly satisfied	Satisfied	Partly satisfied	Dissatisfied	Highly Dissatisfied	
1	Male	37(34.8)	155(148.2)	153(262)	65(66.6)	40(38.4)	450
2	Female	21(23.2)	92(98.8)	117(108)	46(44.4)	24(25.6)	300
	Total	58	247	270	111	64	750

Null Hypothesis

There is no association between gender of the respondents and their satisfaction level regarding the price discount given by the retail stores.

Alternative Hypothesis

There is an association between gender of the respondents and their satisfaction level regarding the price discount given by the retail stores.

Table No.6

Factor	Calculated value ²	Table value	DF	Remarks
Gender of the respondents	2.640	9.488	4	Insignificant

As the calculated value of chi-square ² (2.640) is less than table value(9.488) for 4 degrees of freedom at 5% level of significance, There is no association between gender of the respondents and their satisfaction level regarding the price discount given by the retail stores. Hence the null hypothesis is accepted and it is inferred that there is no significant relationship between the gender of the respondents and their satisfaction level regarding the price discount given by the retail stores. The satisfaction regarding the price discount given by the retail stores may depend on some other factors like volume of purchase and individual expectation of the customers.

Table No.7, Table Showing the Association between the Marital Status of the Respondents and Satisfaction about the Price Discount

S. no	Marital Status	Satisfaction about the price discount					Total
		Highly satisfied	Satisfied	Partly Satisfied	Dissatisfied	Highly dissatisfied	
1	Married	37(39.1)	181(166.6)	174(182.2)	71(74.9)	43(43.2)	506
2	Unmarried	21(18.9)	66(80.4)	96(87.8)	40(36.1)	21(20.8)	244
	Total	58	247	270	111	64	750

Null Hypothesis

There is no association between marital status of the respondents and their satisfaction level regarding the price discount given by the retail stores.

Alternative Hypothesis

There is an association between marital status of the respondents and their satisfaction level regarding the price discount given by the retail stores.

Table No.8

Factor	Calculated value ²	Table value	DF	Remarks
Marital status	5.905	9.488	4	Insignificant

As the calculated value of chi-square ² (5.905) is less than table value(9.488) for 4 degrees of freedom at 5% level of significance, There is no association between marital status of the respondents and their satisfaction level regarding the price discount given by the retail stores.. Hence the null hypothesis is accepted and it is inferred there is no association between marital status of the respondents and their satisfaction level regarding the price discount given by the retail stores. The satisfaction regarding the price discount given by the retail stores may depend on some other factors like volume of purchase and individual expectation of the customers.

Table No.9, Table Showing the Association between the Occupational Status of the Respondents and Satisfaction about the Price Discount

S.No	Occupational status	Satisfaction level					Total
		Highly satisfied	Satisfied	Partly satisfied	Dissatisfied	Highly Dissatisfied	
1	Employee in private sector	8(14.2)	69(60.6)	62(66.2)	32(27.2)	13(15.7)	184
2	Government employee	28(16.9)	65(72)	78(78.8)	31(32.4)	17(18.7)	219
3	Business	7(9)	35(38.2)	49(41.8)	13(17.2)	12(9.9)	116
4	labour	6(7.9)	32(33.6)	33(36.7)	19(15.1)	12(8.7)	102
5	House wife	6(5.5)	26(23.4)	30(25.6)	5(10.5)	4(6.1)	71
6	Student	3(4.5)	20(19.2)	18(20.9)	11(8.6)	6(4.9)	58
	Total	58	247	270	111	64	750

Null Hypothesis

There is no association between occupation of the respondents and their satisfaction level regarding the price discount given by the retail stores.

Alternative Hypothesis

There is an association between occupation of the respondents and their satisfaction level regarding the price discount given by the retail stores.

Table No.10

Factor	Calculated value ²	Table value	DF	Remarks
Occupation of the respondents	26.727	32.410	20	Insignificant

As the calculated value of chi-square ² (26.727) is less than table value(32.410) for 20 degrees of freedom at 5% level of significance, There is no association between occupation of the respondents and their satisfaction level regarding the price discount given by the retail stores.. Hence the null hypothesis is accepted and it is inferred there is no association between occupation of the respondents and their satisfaction level regarding the price discount given by the retail stores. The satisfaction regarding the price discount given by the retail stores may depend on some other factors like volume of purchase and individual expectation of the customers.

Table No.11, Table Showing the Association between the Monthly Income of the Respondents and Satisfaction about the Price Discount

S.No	Monthly Income	Satisfaction level					Total
		Highly satisfied	Satisfied	Partly satisfied	Dissatisfied	Highly Dissatisfied	
1	less than Rs.10000	5(4.6)	17(19.4)	22(21.2)	10(8.7)	5(5)	59
2	Rs.10001-20000	9(13.8)	59(59)	66(64.4)	29(26.5)	16(15.3)	179
3	Rs.20001-30000	23(24.2)	107(103.1)	112(112.7)	47(46.3)	24(26.7)	313
4	above Rs.30000	21(15.4)	64(65.5)	70(71.6)	25(29.5)	19(17)	199
	Total	58	247	270	111	64	750

Null Hypothesis

There is no association between monthly income of the respondents and their satisfaction level regarding the price discount given by the retail stores.

Alternative Hypothesis

There is an association between monthly income of the respondents and their satisfaction level regarding the price discount given by the retail stores.

Table No.12

Factor	Calculated value ²	Table value	DF	Remarks
Monthly income	6.091	21.026	12	Insignificant

As the calculated value of chi-square ²(6.091) is less than table value(21.026) for 12 degrees of freedom at 5% level of significance, There is an association between monthly income of the respondents and their satisfaction level regarding the price discount given by the retail stores.. Hence the null hypothesis is accepted and it is inferred that there is no association between occupation of the respondents and their satisfaction level regarding the price discount given by the retail stores. The satisfaction regarding the price discount given by the retail stores may depend on some other factors like volume of purchase and individual expectation of the customers.

Table No.13, Table Showing the Association between the Monthly Income of the Respondents and Frequency of Purchase of Durable Goods

S. No	Monthly Income	Frequency Of Purchase Of Durable Goods			Total
		Regularly	Special Occasion	Whenever Required	
1	less than Rs.10000	2(2.4)	17(28.7)	40(27.8)	59
2	Rs.10001-20000	14(7.4)	86(87.1)	79(84.5)	179
3	Rs.20001-30000	7(12.9)	161(152.3)	145(147.7)	313
4	above Rs.30000	8(8.3)	101(96.8)	90(93.9)	199
	Total	31	365	354	750

Null Hypothesis

There is no association between monthly income of the respondents and frequency of purchase of durable goods

Alternative Hypothesis

There is no association between monthly income of the respondents and frequency of purchase of durable goods

Table No.14

Factor	Calculated value ²	Table value	DF	Remarks
Monthly income	20.039	12.592	6	Significant

As the calculated value of chi-square ²(20.039) is greater than table value(12.592) for 6 degrees of freedom at 5% level of significance, There is no association between monthly income of the respondents and frequency of purchase of durable goods . Hence the null hypothesis is rejected and it is inferred that there is an association between monthly income of the respondents and frequency of purchase of durable goods. The frequency of purchases of durable goods depends on monthly income only.

Table No.15, Age of the Respondents and Satisfaction about After Sales Service

S.No	Age	N	Percent	Average	Range		S.D
					Minimum	Maximum	
1	Below 25 years	108	14.40	21.6	8	36	10.928
2	26-35 years	208	27.73	41.6	7	88	31.903
3	36-45 years	311	41.47	62.2	21	112	38.574
4	Above 45 years	123	16.40	24.6	6	49	17.681
		750	100.00				

The above table clearly notes that the response regarding the satisfaction about the after sales service provided by the retailers among the upper middle aged respondents ranged between 21 and 112 with an average of 62.2. It is followed by middle aged respondents which ranged between 7 and 88 with an average of 41.6 and thirdly by the aged respondents ranged between 6 and 49 with an average of 24.6. On the other hand the young aged respondents have expressed the response regarding the after sales services provided by the retailer ranged between 8 and 36 with an average of 21.6. Thus it is evident from the above table reveals that the upper middle aged respondents perceived more response on regarding the satisfaction about after sales services provided by the retailers dealing in durable goods.

With a view to find the degree of association between the age of the respondents and response regarding the satisfaction about the after sales services provided by the respondents a two way table was prepared and illustrated as below.

Table No.4.16, Age and Satisfaction Level Regarding the Facilities in the Bank (Two Way Table)

S.No	Age	SATISFACTION LEVEL						Total	
		Low		Medium		High		Count	Column %
		Count	Column %	Count	Column %	Count	Column %		
1.	Below 25 years	22	12.5	39	14.8	47	15.2	108	14.4
2.	26-35 years	48	27.3	74	28.0	86	27.7	208	27.7
3.	36-45 years	80	45.5	108	40.9	123	39.7	311	41.5
4.	Above 45 years	26	14.7	43	16.3	54	17.4	123	16.4
	Total	176	100	264	100	310	100	750	100

The above table highlights that the percentage of high response regarding the satisfaction about the after sales services provided by the retailer was opined by the respondents of upper middle aged category as the highest (39.7) and the same was lowest (15.2) by the young age respondents. The percentage of medium level response on regarding the satisfaction about the after sales services provided by the bank was opined as the highest (40.9) by the upper middle aged respondents and the lowest (14.8) by the young respondents. On the other hand the percentage of low level response regarding the satisfaction about the after sales services provided by the retailers was opined as the highest (45.5) by the upper middle aged respondents and the same was the lowest (12.5) among the young age respondents.

In order to find the relationship between age of the respondents and response regarding the satisfaction about the after sales services provided by the retailers, a chi square test was used and the result of the test is shown in the following table

Table No 17, Association between Age and Satisfaction Regarding the Facilities in the Bank

Factor	Calculated value ²	Table value	DF	Remarks
Age	2.030	12.592	6	Insignificant

It is obvious from the above table that the calculated chi-square value is less than the table value and the result is not significant at 5% level of significance. Hence the hypothesis “age of the respondents and the response regarding the satisfaction about the after sales services provided by the respondents are not associated. From the analysis it is concluded that there is no relationship between the age of the respondents and their response in response regarding the satisfaction about after sales services provided by the retailers.

Findings

The collected data were tabulated properly and interpreted by applying the statistical tools like simple percent analysis, Chi-square test, Average, Standard deviation, Perception of the respondents by applying Low, Medium and High level of satisfaction, Hendry Garret Ranking Test. After making thorough analysis the following findings were made in this research.

Findings from Simple Percent Analysis

1. Most (60 percent) of the respondents are male members.
2. Majority (41.5 percent) of the respondents belong to the age group of 36-45 years
3. Major proportion (67.5 percent) of the respondents is married.
4. Most of the respondents have studied up to 10th standard only.
5. Majority (31.5 percent) of the respondents are employed in private sector and government employees respectively.
6. Considerable volume of the respondents gets a monthly between Rs.20001-30000
7. Majority (58.3 percent) of the respondents have family size consisting of 2-4 members in their family.
8. Most of the respondents used to purchase the durable goods in special occasion.
9. Most (64.5percent) of the respondents make cash payment for their purchase of durable goods in the retail store.
10. Majority of the respondents purchase the goods in the departmental stores in the study area.
11. Most of the respondents told that the retail stores are neat and tiny hence they purchase the goods in the retail stores.
12. Majority of the respondents informed that the children and the spouse influenced them to buy the durable goods.
13. Majority of the respondents stated that the location of the retail store is good.
14. Most of the respondents told that the lighting facility in the retail stores is good.
15. Most of the respondents gave normal opinion regarding the variety of products available.
16. Most of the respondents are partly satisfied with the discount offered by the retailers.
17. Most of the respondents are partly satisfied with the free gift and seasonal offer made by the retailers.

Findings from Chi-Square Test

1. There is a significant relationship between the gender of the respondents and their opinion regarding the spaces available in the retail stores.
2. There is a significant relationship between education of the respondents and their opinion regarding reason for purchase in retail store.
3. There is no significant relationship between the gender of the respondents and their satisfaction level regarding the price discount given by the retail stores.
4. There is no association between marital status of the respondents and their satisfaction level regarding the price discount given by the retail stores.
5. There is no association between occupation of the respondents and their satisfaction level regarding the price discount given by the retail stores.
6. There is no association between occupation of the respondents and their satisfaction level regarding the price discount given by the retail stores.
7. There is an association between monthly income of the respondents and frequency of purchase of durable goods.

The finding reveals that the upper middle aged respondents perceived more response on regarding the satisfaction about after sales services provided by the retailers dealing in durable goods. There is no relationship between the age of the respondents and their response in response regarding the satisfaction about after sales services provided by the retailers.

Suggestions

- Based on the findings of the study the researchers preferred to put the following suggestions which will satisfy the consumers and customers. Further it will help retailers dealing in durable goods to retain the existing customers and improve the potential customers.
- Some of the respondents felt the retailers sometime supply the defective materials to the customers. Hence this attitude of the customers should be changed by supplying the goods without any defects.
- Few of the respondents told that when they go to buy the goods in the retail store they normally take more time to deal the customers. Hence the retailers should try to provide the customers speedy service based on the demand and requirement of the customers.
- Few of the respondents felt the retailer fix exorbitant price for certain products. It should be avoided unless otherwise the retailer cannot retain the customer for long time.
- Some of the respondents felt that the retailers try to sell the old stock if they are available in the store. This attitude should not be continued. Hence the retailers must supply the fresh piece to the customers which will help them to satisfy almost all customers.
- Some of the respondents informed that in few retailers more amount of fake products are encouraged by the retailers, this will surely spoil the image of the retailers. Hence the retailers should strictly avoid these type of practices to maintain the name of the retail store among the public in a better state.

Conclusion

In modern scenario in almost all businesses customers are given much importance. Irrespective of the size of the business, nature of the products dealt by the businessmen and the place of business customers are the main part of all business concerns. They are deciders of the development of business. The taste and desire of the customers are analyzed well even before the design of the products by a manufacturer. Further there is heavy competition in all business. It is the time to all the business men to be very cautious to deal the customers and satisfy the needs and desire of the customers. Otherwise they have to lose their customers. The retailers who are dealing in durable goods must establish good image among the customers by providing their service to better level and attract all the buyers by supplying the durable goods with better quality at a reasonable price. Further when they sell the electronic goods follow up action should be taken by sending the service engineers to the door step of the buyers which helps to further the visits of the customers to the department or retail store for their future purchases.

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