

A Study on Customer Satisfaction with respect to the In-store Services offered at eht' Kolla Store,' Malleswaram, Bangalore.

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I. INTRODUCTION:

In today's world understanding a customer's wants and needs is of utmost importance. Once understood, it becomes easier for any business to incorporate and change elements that can produce better customer satisfaction which in turn creates customer loyalty. This research aims to minimise the gap that is existing between the business and the customer. The organisation is unaware on whether or not a customer is satisfied and if so, to what degree. This research with the help of questionnaires have provided information regarding this aspect. The organisation is now aware of, whether a customer is satisfied and to what degree is his/her satisfaction.

1. Title of the term research paper:

A Study on **customer satisfaction** with respect to the **in-store services** offered at 'The Kolla Store,' Malleswaram, Bangalore.

2. Statement of the problem:

The problem is that management is unclear whether or not customer is satisfied with the service offered, the reasons behind the satisfaction, the level of satisfaction the quality of service and what can be done to satisfy them.

3. Relevance of the topic:

This topic is relevant due the fact that it helps us understand the customer, and minimise or close the gap between management and customers by providing us data of whether or not a customer is satisfied, the reasons for satisfaction, the level of satisfaction the quality of service and what can be done to satisfy them.

4. Reference period:

- 6 months.

5. Scope of the study:

This study aims to provide information and close the gap between the business and its customers. The main focus is on finding whether or not customers are satisfied, if satisfied, to what degree, causes for satisfaction, to identify tributes that can be improved and changed. The secondary focus is on providing information on the best method to advertise, which gender to focus on when marketing and finding out the level of satisfaction for the services offered. This study can be used in future, for related studies.

6. Objectives:

- To understand the concept of customer satisfaction and its impact on stake holders.
- To analyse customer satisfaction with respect to in-store services offered at 'The Kolla Store,' Malleswaram.
- To evaluate customer satisfaction with respect to in-store services offered at 'The Kolla Store,' Malleswaram.
- To suggest how customer satisfaction can be further enhanced with respect to the in-store services offered at 'The Kolla Store,' Malleswaram.

7. Type of research:

- Descriptive.

8. Sources of data:

- Primary data.

9. Sampling:

- Sample method - Non-probability convenient sampling.
- Sample size - 100.
- Sample design - Questionnaire.
- Sample unit - Customers of 'The Kolla Store'.

10. Tools of data analysis:

- Statistical techniques through Pages.
- Percentage analysis.
- Presentation of analysed data through charts and graphs.

11. Limitations of the study:

- Inaccuracies due to human error.
- Individuality of customers.
- A small number of 100 customers cannot represent the entire population.

12. Review of literature:

Jiana Daikh (2011), Umea University, M.B.A research proposal. Titled "The relationship between customer satisfaction and service quality: a study three service sectors in Umea." It has identified that there was a significant relationship between two service quality dimensions (reliability and empathy) and customer satisfaction while there was no significant relationship between responsiveness and customer satisfaction.

Kabu Khanka & Soniya Maharjan (2017), Centria University, Phd Thesis. Titled "Customer satisfaction and customer loyalty" it was figured out "if the customers are satisfied with the quality of the service and perform the tasks

according to the customer's demands. The company has classified customers along with loyalty. It can be said, that customer satisfaction is the key component of business profitability because once the customer has reaches their satisfaction level, it may influence them to consume the service continuously."

Mishal M. Alotaibi (2015), Cranfield University, Phd Thesis. Titled "Evaluation of "AIRQUAL" scale for measuring airline service quality and its effect on customer satisfaction and loyalty," reveals that their is a "link between service quality (validated one) and other variables (customer satisfaction, word-of-mouth)."

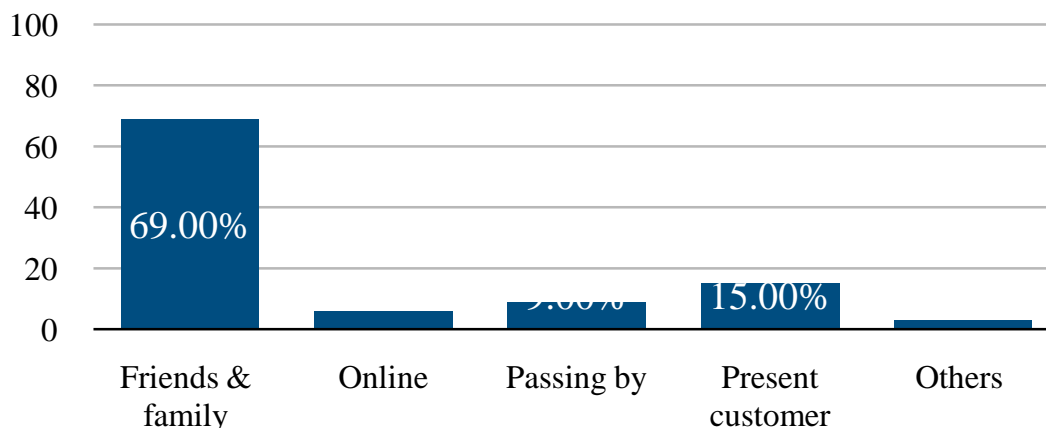
Ram Kumar (2018), St. Joseph's Evening Collage, research project. Titled "A study on customer satisfaction towards the services offered by Tata Docomo, Bangalore," it was found that the response where happy with the service offered but only pointed out that they were unhappy with the network which was provided to them.

Sujatha (2018), St. Joseph's Evening Collage, research project. Titled "A study on customer satisfaction towards Raja Honda PVT. LTD." It has been found that most customers are satisfied with the service provide, but there are also a few customers that are dissatisfied with the service offered and the reasons for dissatisfaction have only.

13. Data analysis

13.1. Response based on knowledge about the 'The Kolla Store'.

Table 4.2.1: Response based on knowledge.



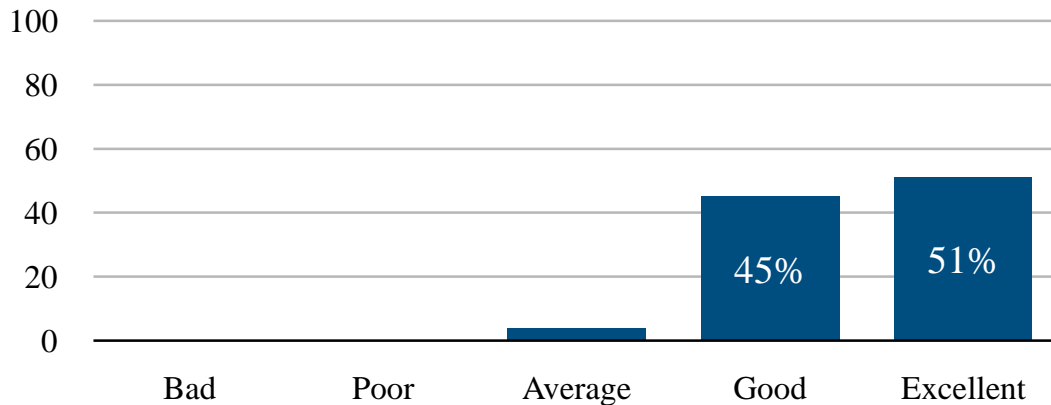
Analysis

The above table shows how respondents got to know about the 'The Kolla Store'. 69% from friends & family, 6% from online, 9% from passing by the store, 15% present customers & 3% chose others.

13.2. Response based on level of satisfaction

Table 4.16.1: Response based on level of satisfaction.

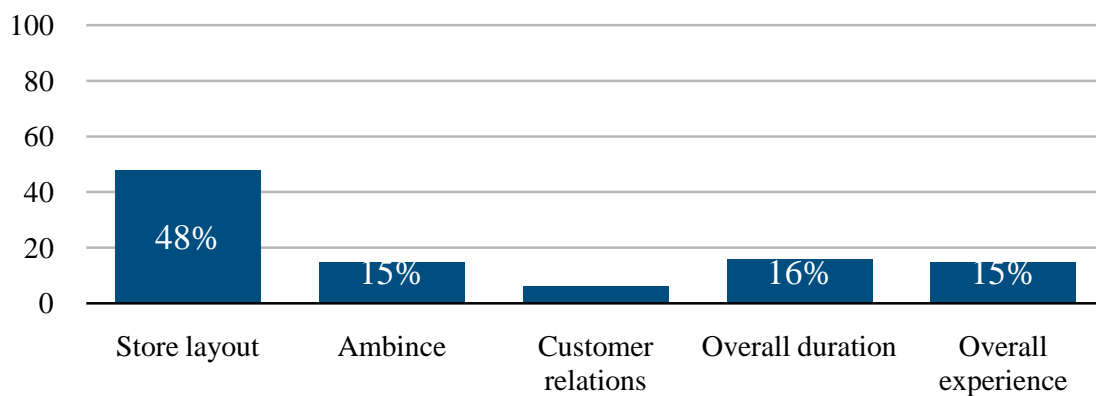
Analysis



The above table shows the rating given by respondents on the overall level of satisfaction towards the store. 4% rated average, 45% rated good & 51% rated excellent.

13.3. Response based on features needing improvement.

Table 4.18.1: Response based on improvement.



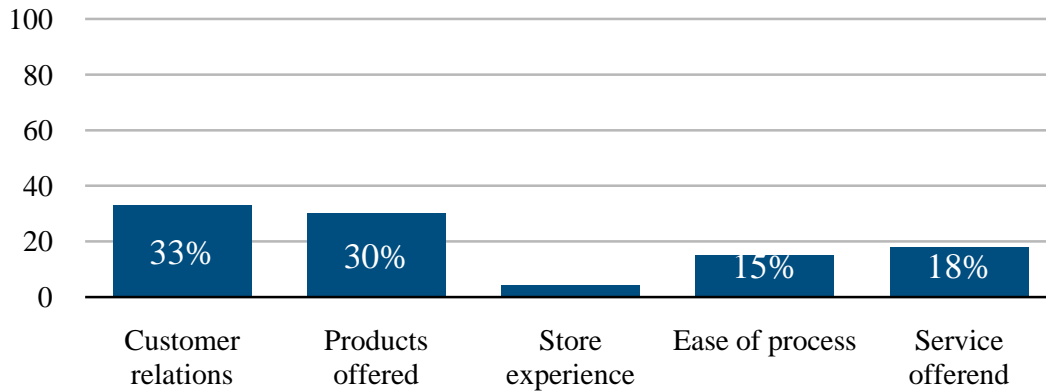
Analysis

The above table shows which of the 'The Kolla Store' services according to the 'The Kolla Store' respondents need improvement. 48% voted store layout, 15% voted ambiance, 6% voted customer relations, 16% voted overall duration & 15% voted overall experience.

13.4. Response based on preference over other stores.

Table 4.17.1: Response based on preference.

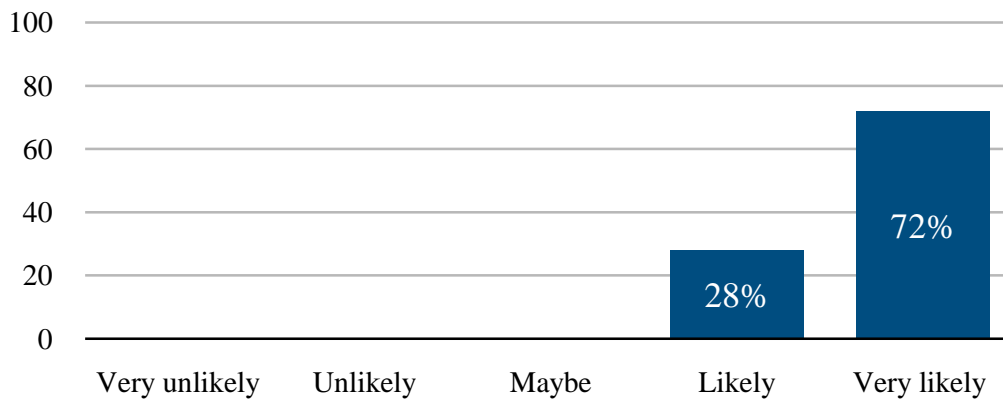
Analysis



The above table shows why respondents prefer the 'The Kolla Store' over other stores (competitive advantage). 33% voted customer relations, 30% voted products offered, 4% voted store experience, 15% voted ease of process & 18% voted services offered.

13.5. Response based on how likely are you to recommend the 'The Kolla Store'.

Table 4.19.1: Response based on likely to recommend.



Analysis

The above table shows how likely the 'The Kolla Store' respondents are willing to recommend the 'The Kolla Store' store. 28% voted likely & 72% voted very likely.

II. FINDINGS:

- The majority of response got to know about the store through their friends & family indicating that all or most of the respondents that availed the 'The Kolla Store' products or services were pleased and also spread the word. Indicating word-of-mouth is the primary marketing tool for this business.

- The overall level of satisfaction to be average to few, good to many and excellent to most. Indicating that customers are satisfied with the level of service offered but improvements can still be made as few customers have rated average.
- The reason they preferred the 'The Kolla Store' is primality due to customer relations and secondary due to products offered. Showing that these are the feature that provide this store, its competitive advantage.
- Features that need improvement to be store layout followed by overall duration. Indicating that customer find's the layout of the store to

be small therefore make it default to find complete comfort and ease.

- Most customers found that they are very likely to recommend the 'The Kolla Store' and the rest are likely to recommend. Indicating that customer is, to a degree satisfied with the products or services offered by the 'The Kolla Store' store.

III. SUGGESTIONS:

- All marketing efforts should be catered towards females and the store must continue to focus on word-of-mouth as their primary form of marketing and incorporate messages as their secondary forms marketing.
- Expansion must be done in order for customer to feel more at ease, which also provide easy movement around the store and also a seating area.
- Management should focus further improving on customer relations and products offered as these are the two main features that contribute towards competitive advantage.
- Management must position their products with a little thought, on how it would benefit the customers. It also saves time, effort and stock levels can be identified easily.
- The business should implement a new billing system that reduces billing time there by increasing the level of customers satisfaction.

IV. CONCLUSION:

The objective of the study was to minimise or ever eradicate the gap, that is existing between the business and customer. The gap is that the business is unaware on whether or not a customer is satisfied, if so to what degree and also to identify ways in order to improve the quality of in-store services offered at 'The Kolla Store'. It has been identified that the features that need

improvement are store layout followed by overall duration of the customer in the store i.e., from the time of entry till the final billing process. It has been identified that the mode of marketing or awareness is through word-of-mouth (friends & family). It has been identified that the level of satisfaction achieved is average to few, good to many and excellent to most. Indicating that customers are satisfied with the level of service offered but improvements can still be made. It has been determined that customers are very likely to recommend the 'The Kolla Store'. It has been identified that the overall duration needs to be minimised for even better levels of customer satisfaction.

REFERENCES:

- [1]. Jiana Daikh (2011), Umea University, M.B.A research proposal. Titled "The relationship between customer satisfaction and service quality: a study three service sectors in Umea." Page 69.
- [2]. Kabu Khanka & Soniya Maharjan (2017), Centria University, Phd Thesis. Titled "Customer satisfaction and customer loyalty." Page 57.
- [3]. Mishal M. Alotaibi (2015), Cranfield University, Phd Thesis. Titled "Evaluation of "AIRQUAL" scale for measuring airline service quality and its effect on customer satisfaction and loyalty." Page 158.
- [4]. Ram Kumar (2018), St. Joseph's Evening Collage, B.B.A Research Project. Titled "A study on customer satisfaction towards the services offered by Tata Docomo, Bangalore." Page 45.
- [5]. Sujatha (2018), St. Joseph's Evening Collage, B.B.A Research Project. Titled "A study on customer satisfaction towards Raja Honda PVT. LTD." Page 46.