

# Customer Delight: A Step in the Direction of Business Development

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## ABSTRACT:

Customer Delight surprises a customer by exceeding their expectations, creating a positive emotional response. It is widely recognized as a key component of customer information buying intentions. It is also possible that pleased consumers will inform others and therefore engage in constructive mouth marketing research. This research aims to examine

consumer satisfaction in the retail stores that have been coordinated. Through this research, while shopping in retail stores, we tried to find out consumer satisfaction of respondents. Using the method of descriptive statistics. The consequence of this research in this study suggests the degree of consumer satisfaction in the service provided by the organized retail stores.

**Key words:** Customer Delight, Retail stores, Retail, Organized retail outlets.

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## INTRODUCTION:

**Customer Delight:** “Delight surprises a customer by exceeding their expectations, creating a positive emotional response. This emotional response leads to word of mouth.” As this definition makes it clear, delight is a function of perceived performance and expectations. The user is dissatisfied if the performance falls short of expectations. If the performance matches expectations, the customer will be pleased if the performance exceeds expectations; the customer will be happy or highly satisfied.

## Retailing:

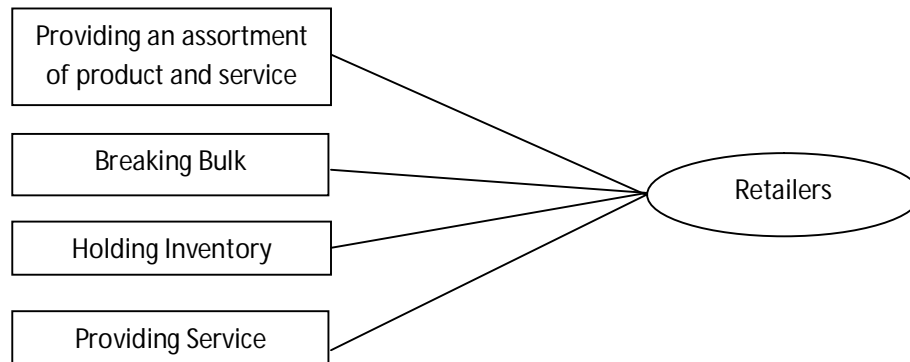
“Retailing” originated from the French word ‘Retailer’, meaning “to cut a piece off or ‘the bulk break. “Retailing includes all activities related to the sale of goods and services for personal use directly to the final customer or non-business use”(Philip Kotler). The word

final consumer is very important in retailing. The people who buy the product are the final players in the buying process.

**Organized Retail:**

Retail business is undergoing rapid transformation in its marketing practices. Till a couple of years ago, we bought most of the daily use products from small shops in our neighborhood or a nearby market. In the last couple of years, however, the concept of large departmental stores and malls has come up, which also provide the same products. Today, supermarkets, departmental stores, hypermarkets, malls and non-store retailing like multilevel marketing. There are various levels at which retail businesses operate ranging from small, owner-operated and independent shops to those in the national and international market. An increase in income levels and the need for new products and services, a rise in standard living, competition customers have contributed to the demand for creation of these type of stores.

**RETAILERS CREATE VALUE:**



**Providing Assortments:**

Supermarket offers wide assortment of goods and it offers almost 20,000 to 30,000 varieties. The wide assortment enables the consumers to choose different products, brands, prices at one place.

**Breaking bulk:**

The manufacturers and wholesalers to reduce the amount of cost ships in bulk the goods to the retailers. Retailers in turn offer these goods in small quantities tailored to the requirement of the consumer according to his consumption patterns. This process it's important for

both manufactures and consumers. It facilities manufactures to large-scale shipment of goods and consumers can purchase in small quantities.

**Holding Inventory:**

The retailers hold the inventory of the products. So that whenever the consumers demand them the product is made available. The consumers too buy smaller quantities as they know the product is available as and when they need it.

**Providing services:**

Retailers provide services that make buying and using products easier for customers. Retailers, for example, offer credit so that consumers can now have a product and pay it later. They display products, and customers will be able to see and check before they purchase. Some retailers respond to questions and provide additional product details.

**REVIEW OF LITERATURE:**

According to **Ganesh Dos(2015)**, have been identified that in the future, retailers can prepare themselves to compete. Retailers agreed to ensure good quality product and branded product on reasonable price. Most of the customers are interested to buy nutrition and frequent use of the material close to the house. The retailers must offer attractive discounts as organized retailers offer. This way to attract more customers will become a powerful tool for survive in future retailing environment.”

**N. Muneendra and Dr.N.R.Mohanprakash(2016)**, has been assumed that the retail industry has been exponential growth, indeed, should economic growth, demographic change, growth incomes, rapid urbanization, changes in family structure, increased women employment , changing consumers certain factors driving growth in the organized retail stores are tastes and preferences. A retailers can recognize the changing need and the wants that target audience is a key for retailers to survival.

The relationship between the customer delight variables and overall expectation of the retail stores and also the factor influencing of expectation of customers Hence, an attempt was made to measure the customer delight of retail stores (**Gokul kumaret al.,(2018)**).

The exploratory inquiry through personal interviews to indicate the elements that delight customers’ minds. In retail stores can be delighted not just by their but by reaching beyond the

expectations. The findings revealed that all variables are very necessary in delighting the customers (**Saquib Raheem. (2011)**).

India is a home of small traditional stores(STS). The author said that the research in few cities. The findings of result is the most STS outlets are resilient in terms of their service mix and remain competitive. Shoppers are still loyal to neighborhood TS outlets.( **Retail industry in India in Economic Times (2010)**).

The organized retailers need to customer satisfaction with product quality, convenience store, after sales services, availability of new products and attractive promotional schemes for buyers(**Malik 2012**).

**Dr. R. Kannapa and S. Karmugil (June 2015)**, has been organized that the purpose of this study is to investigate structured customer satisfaction. The objectives are to indicate the decisive factors which can help those retail stores to retain the existing customers and to study the future prospects of retail stores. In this study the result of this analysis suggests the degree of customer satisfaction in terms of services provided by the organized retail stores.

#### **OBJECTIVES OF THE STUDY**

- Identify key factors that can help retain existing customers in these retail stores.
- The future prospects of retail stores should be studied.

#### **RESEARCH METHODOLOGY**

This study of retail stores has been organized in a descriptive study. The questionnaire Was developed as a combination of closed open-ended retail stores to explore consumers' understanding and experience with selected organized retail stores. For this analysis, the author selects the convenience sampling. For the chosen, coordinated retail stores, the primary data was collected from 300 respondents. Five coordinated retail stores have been chosen for the investigator. For this study, 60 respondents have taken the satisfaction level of the customers with regard to these stores from each retail store.

**ANALYSIS:**

**One way ANNOVA – Association between Organised Retail Stores Respondents and their Overall Customer Delight**

Particlars	Mean	S.D	SS	Df	MS	Statistical Inference
<b>1. Facilities</b>						
<b>Between Groups</b>			67.851	4	16.963	F= .666 .666 > 0.05 Not Significant
Noothanam (n=60)	31.04	7.187				
Asian (n=60)	29.79	4.595				
Nilguries (n=60)	30.47	3.150				
Star Mega (n=60)	29.79	4.295				
National (n=60)	32.33	5.549				
<b>Within Groups</b>			9417.387	370	25.452	
<b>2. Influential</b>						
<b>Between Groups</b>			293.200	4	73.300	F = 1.646 .162> 0.05 Not Significant
Noothanam (n=60)	39.17	7.462				
Asian (n=60)	38.67	4.584				
Nilguries (n=60)	37.99	5.554				
Star Mega (n=60)	40.63	6.941				
National (n=60)	43.61	8.141				
<b>Within Groups</b>			16475.733	370	44.529	
<b>3. Ambience</b>						
<b>Between Groups</b>			444.443	4	111.111	F = 2.257 .063> 0.05 Not Significant
Noothanam (n=60)	31.69	7.673				
Asian (n=60)	35.05	6.912				
Nilguries (n=60)	33.29	6.430				
Star Mega (n=60)	36.19	6.104				
National (n=60)	37.73	7.803				
<b>Within Groups</b>			18215.333	370	49.231	
<b>4. Medium used for advertising offers</b>						
<b>Between Groups</b>			352.784	4	88.196	F= 2.376 .052> 0.05 Not Significant
Noothanam (n=60)	23.96	7.302				
Asian (n=60)	25.60	6.636				
Nilguries (n=60)	24.45	5.609				
Star Mega (n=60)	24.68	4.527				
National (n=60)	25.09	5.992				
<b>Within Groups</b>			13732.133	370	37.114	

<b>5. ales promotion technique</b>							
<b>Between Groups</b>				549.669	4	137.417	F = 1.683 .153> 0.05 Not Significant
Noothanam (n=60)		36.35	12.510				
Asian (n=60)		36.08	8.912				
Nilgiris (n=60)		35.03	7.932				
Star Mega (n=60)		37.35	7.543				
National (n=60)		37.65	7.592				
<b>Within Groups</b>				30205.440	370	81.636	
<b>6. tore performance</b>							
<b>Between Groups</b>				856.731	4	214.183	F = 3.438 .009 > 0.05 Significant
Noothanam (n=60)		37.48	13.401				
Asian (n=60)		36.72	6.617				
Nilgiris (n=60)		36.95	5.203				
Star Mega (n=60)		38.28	4.899				
National (n=60)		39.96	7.223				
<b>Within Groups</b>				23053.627	370	62.307	
<b>7.Quality of staffs</b>							
<b>Between Groups</b>				435.771	4	108.943	F = 5.954 .000> 0.05 Significant
Noothanam (n=60)		18.81	5.808				
Asian (n=60)		21.60	3.484				
Nilgiris (n=60)		22.51	3.328				
Star Mega (n=60)		22.20	2.726				
National (n=60)		22.76	4.924				
<b>Within Groups</b>				6769.813	370	18.297	
<b>Particlars</b>	<b>Mean</b>	<b>S.D</b>	<b>SS</b>	<b>Df</b>	<b>MS</b>	<b>Statistical Inference</b>	
<b>Overall customer Delight</b>							
<b>Between Groups</b>				14330.667	4	3582.667	F= 2.522 .041> 0.05 Significant
Noothanam (n=60)		214.71	51.607				
Asian (n=60)		224.76	28.031				
Nilgiris (n=60)		225.68	25.137				
Star Mega (n=60)		228.13	37.789				
National (n=60)		237.92	41.491				
<b>Within Groups</b>				525567.733	370	1420.453	

**Inference:**From the table above, it indicates that there is no correlation between the respondents of selected retail stores and their overall consumer delightThe estimated value is therefore smaller than the table value above (p < 0.05).

**FINDINGS:**The analysis results in this study that there is no association between selected data from retail stores and the overall delight or satisfaction of their customers. In addition, the intended value is lower than the table value ( $p < 0.05$ ).

**SUGGESTION AND DISCUSSION:**

It's not just a great customer experience. It is planned, designed and delivered with care. That's because the approach to customer experience is not 'one size fits all.'

There's a reason why real distinction between the experiences you offer is one of the most difficult things any rival can imitate- because your experience is special to your business strategy, your product and your consumer awareness. It's at this interaction brand and customer experience- you can delight your customers and be amazed.

To I've mapped your thoughts as you go down this path, to develop your business to get you started – or to help you move forward – on your way to delivering “Customer Delight” in ways that no rival is able to match. I've seen companies do just one of these exceedingly well, turning the dials in ways that delight and amaze executives, too.

**CONCLUSION:**In our Indian economy, retailing plays a vital role. Retail store is an integral part of retail

Retail stores are part of people nowadays It ensures the nation's prosperity in terms of job creation and resource development. It also increases people's living standards. They provide their customers with a lot of innovative services like everything under one roof, desired goods, affordable prices, facilities for the atmosphere etc.

The retail stores should therefore follow customer-friendly marketing strategies in terms of consistently delivering to customers the best quality products and services.

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