

CONSUMER SATISFACTION ON SERVICE QUALITY OF RETAIL SHOPS: A STUDY ON ADDALAICHENAI DS DIVISION

Consumer satisfaction is the measure of how the needs and responses are collaborated and delivered to the consumer's expectations. The present study aims at determining the factors constituting consumer satisfaction in retail shops in Addalaichenai divisional secretariat division. To achieve this aim, it has some sub-objectives such as identifying the relative importance of the factors which determined consumer satisfaction; identifying the correlation between these factors which determined consumer satisfaction; and finding out the problems which were faced by the consumers. Accordingly, 100 samples were selected by a random sampling method for this study. Furthermore, primary data were collected from consumers of retail shops in the Addalaichenai DS division using a seven-point Likert scale questionnaire. The data was analyzed descriptively using SPSS software. According to the research conclusion, descriptive analysis revealed that sales promotion schemes, store image, goods return facility, store location, staff friendliness, price, and availability of goods are the major determinants of consumer satisfaction. According to the correlation analysis, store location is very strongly correlated with consumer satisfaction, while staff friendliness is weakly correlated. This study finds adulteration, incorrect measurements, no self-service, lack of employees, and a poor money-back guarantee policy as problems faced by consumers in retail shops. Therefore, this research recommended that try to increase the number of employees, avoid adulteration, ensure the money-back guarantee policy, and weigh the goods in front of the consumers. The government should register all retail shops, consumer authorities should give separate time for each and every retail shop; Sri Lankan labelling regulations should be revised; and consumer authorities should possess a comprehensive list of items subject to price control. These are the policy implementations of this study.

Keywords: Consumer satisfaction, Consumer expectation, Retail shops, Consumer authority

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