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feedback techniques still the retailer faces the problems while doing business. If the performance matches the expectation customer is satisfied. If the performance exceeds the expectation the customer is highly satisfied. Customer satisfaction cannot be very difficult. Customer satisfaction is a marketing tool and a definite value added benefit to retail industry like food and grocery retail. It is often perceived by customers as important as the primary product or service for any retailer.

2. IMPORTANCE OF CUSTOMER SATISFACTION

Customer satisfaction is a business term and it is important for food and grocery retailer in Rohini which is a measure of how products and services supplied by a retailer to meet or surpass the customer expectation. These days the food and grocery retailers are developing the principles and strategies for achieving customer satisfaction since customer satisfaction is an endless activity. This paper presents a framework or set of ideas for using customer satisfaction principles and strategies to improve the quality responsiveness, and possibility of the retailers and their services in vulnerable communities.

Food and Grocery retailers are increasingly interested in retaining existing customers while targeting non-customers; measuring customer satisfaction provides an indication how successful is their retailers are at providing products and/or services to the market place. Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with customer satisfaction and behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer can compare the organizations products. Because satisfaction is basically a psychological state, care should be taken in effort of quantitative measurement, although a large quantity developed.
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<table>
<thead>
<tr>
<th>Model</th>
<th>What is satisfaction?</th>
<th>Customer’s behavior</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emotional</td>
<td>Positive emotional reaction to buying and using the product.</td>
<td>Results of the experienced are judged in the success/failure category. Customer’s emotional state determines his/her actions.</td>
</tr>
<tr>
<td>Confirmational</td>
<td>The state of satisfaction (or dissatisfaction) as a result of confirmation (or disconfirmation) of customer’s expectations by his/her experience with the product/service.</td>
<td>The customer estimates the difference between what he/she received and what was expected to be received (is the product and/or service worth the money paid?). Realized requirements are the basis of judgment.</td>
</tr>
<tr>
<td>Fair exchange</td>
<td>Satisfaction stems from the situation when customer’s benefit and his/her cost remain in fair balance.</td>
<td>The customer judges the effect of the transaction in terms of cost and benefit. It enables establishing a balance point as a basis for expressing satisfaction or dissatisfaction.</td>
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Figure 1: Customer Satisfaction and Behaviour

3. FACTORS AFFECTING CUSTOMER SATISFACTION

Customer satisfaction is the overall impression of customer about the supplier and the products and services delivered by the supplier. **Following are the important factors that could affect customer satisfaction:**

Identify and analyze the factors/determinants affecting customers’ satisfaction in organized food & grocery retail stores in National Capital. The factor analysis revealed 6 factors namely Employee-Interaction, Physical Aspects, Product Convenience, Shopping Convenience, Billing Convenience and Promotional Schemes responsible for customers’ satisfaction. Findings also concluded that retail store managers should focus on providing ample parking space, discounts, easily accessible location, and welcome greetings to customers and cash back schemes/gifts for high satisfaction. Willingness to solve Queries, Helpfulness/Responsiveness of the staff, Enquiry Handling of Support Staff and efficient Complaint Redressal mechanism highly effect the customers buying and satisfaction that ultimately leads to customer loyalty.

4. FOCUS ON CUSTOMER SATISFACTION BY RETAIL SECTOR

Retail Sector customer satisfaction in order to determine how to increase their customer base, customer loyalty, revenue, profits, market share and survival. Although greater profit is the primary driver, exemplary businesses focus on the customer and his/her experience with the organization. They work to make their customers happy and see customer satisfaction as the key to survival and profit. Customer
satisfaction in turn hinges on the quality and effects of their experiences and the goods or services they receive.

**Customer Loyalty:**

Customer loyalty is a new developing trend which is all about attracting the right customer, getting them to buy, buy often, buy in higher quantities and bring you even more customers. However, that focus is not how you build customer loyalty. Loyalty could be developed by:

- Keeping touch with customers using email marketing, thank you cards and more.
- Treating your team well so they treat your customers well.
- Showing that you care and remembering what they like and don’t like.
- Build it by rewarding them for choosing you over your competitors.
- Build it by truly giving a damn about them and figuring out how to make them more success, happy and joyful.

In short, building a customer loyalty in retail sector could be helpful in satisfying customers. Loyalty comes primarily from a customer’s emotional connection and experiences with an organization’s people. Secondarily, Customer Loyalty is driven by customer experience with products and processes. A retailer’s customer satisfaction metrics are a superset of customer perceptions regarding their people, products, and processes. At aggregate levels, customer satisfaction metrics have no value. Understanding the drivers of customer satisfaction at granular levels (by agent, by product, by process) and taking timely action to improve them in a way customers notice, creates and drives Customer Loyalty and markedly improved customer retention.

**Seeking loyalty through excellence**

Today, the pursuit of excellence and loyal customers are dominant themes in business management and marketing in retail industry. Many factors can influence these items, but most are related to customers’ interactions, attitudes and behaviors towards an organization. Interactions are the actual experiences customers have with an organization, such as customer service, sales and billing procedures to name a few. Attitudinal items include images of an organization, such as being customer focused, ease of doing business with, or proactive customer service.

Quantifying a retailers’ performance on interactions, attitudes and behaviors using an
excellence scale rather than a satisfaction scale, can help better define superior business, product and services practices as well. Specifically, when asking consumers to evaluate experiences using a satisfaction scale, the ability to distinguish high-end performance is greatly reduced as you are evaluating against minimum requirements, not exceeding expectations or needs (see Figure 2). As a result, identifying detailed actions to surpass basic service levels are stifled. This translates into missed opportunities, delivering only "average" performance, and spurious customer relationships.

Figure 2 Retailer’s Performance and Customer Satisfaction

5. MEASURING CUSTOMER LOYALTY AND CUSTOMER SATISFACTION
Relation between consumer satisfaction and loyalty is a positive, statistically important correlation between customer satisfaction and loyalty. This relation does not have a linear character; the co-efficiency of correlation increases sharply when satisfaction rises above the average level. The relation between satisfaction and loyalty is stronger in the case of services. Customer satisfaction has bigger influence on his/her decisions than the quality of an offer. Satisfaction has a cumulative character, apart from a transactional one. It determines the connection between satisfaction and loyalty. Satisfaction is considered to be the most important determiner in shaping loyalty attitudes.
Customer Relationship Management (CRM)
CRM is a process or methodology used to learn more about customers' needs and behaviors in order to develop stronger relationships with them. There are many technological components to CRM, but thinking about CRM in primarily technological terms is a mistake. The more useful way to think about CRM is as a process that will help bring together lots of pieces of information about customers, sales, marketing effectiveness, responsiveness and market trends. CRM helps businesses use technology and human resources to gain insight into the behavior of customers and the value of those customers. Relationship marketing serves as a moderator for the sustenance of positional advantages and influences the impact of competitive and market conditions on the formulation of the marketing mix. The overall goals are to find, attract, and win new clients, nurture and retain those the company already has, entice former clients back into the fold, and reduce the costs of marketing and client service. Customer relationship management describes a company-wide business strategy including customer-interface departments as well as other departments.

Source: Mithas, Krishnan & Fomell, 2005

Figure 3 CRM enables Retailer for Customer Satisfaction
1. CRM applications are positively associated with an improvement in customer knowledge.

2. The joint hypothesis test for the IT/CRM index and interaction between the IT/CRM and SCI indices was statistically significant.

3. A positive association exists between CRM applications and customer satisfaction.

4. Firms reporting an improvement in customer knowledge from CRM had 4.3 points above those who reported no gains. Besides this evidence of an indirect effect of CRM on CSAT, CRM applications may also have a direct effect on customer satisfaction.

6. CONCLUSION

Customer Satisfaction is a measure that suggests meeting minimum or basic requirements of customers. Inherently, it falls short of truly helping an organization identify customer needs and expectations, what to do with them, and why. Developing strong, loyal relationships with customers, effectively managing these relationships, and applying the latest thinking to measuring and managing customer perceptions, are the keys to turn satisfied customers to loyal customers. It helps the retailers in Rohini and it is being developed to be more loyal. The emphasis on customer loyalty follows that acquiring new customers are oftentimes much more costly than retaining existing ones. Customer loyalty is so important because of capitalization on customer equity: continuing to serve profitable customers generates a reliable source of future revenues. This forms the foundation for developing and growing a more profitable business, and hence the creation of Shareholder Value.

REFERENCES

1. Fisher 2001; Selnes 1993; Zeithaml, Berry and Parasuraman 1996). The concept of loyalty, however, has not been widely studied in the B2B context.


