AN INTERNSHIP REPORT

ON

CUSTOMER SATISFACTION OF KHAJA STORE- A SHOP IN BAHADUR BAZER N.A MARKET, DINAJPUR.

SUBMITTED BY

MD. NAJMUL HASAN
ID: E140503010
MBA (Evening), 3rd Batch
Major in Marketing
HSTU, Dinajpur.

This report has been prepared for submission into the Faculty of Business Studies, Hajee Mohammad Danesh Science and Technology University, Dinajpur, as a partial requirement for fulfillment of the MBA (Evening) Program

Master of Business Administration (Evening)

SUPERVISOR	CO-SUPERVISOR
DR. SHAIKH MOSTAK AHAMMAD Associate Professor Department of Accounting HSTU, Dinajpur.	**DR. MD. ZAHANGIR KABIR** Professor Department of Management HSTU, Dinajpur.

FACULTY OF BUSINESS STUDIES
HAJEE MOHAMMAD DANESH SCIENCE AND TECHNOLOGY UNIVERSITY, DINAJPUR-5200

OCTOBER, 2016

AN INTERNSHIP REPORT
ON
CUSTOMER SATISFACTION OF KHAJA STORE-
A SHOP IN BAHADUR BAZER N.A MARKET,
DINAJPUR.

SUBMITTED BY

MD. NAJMUL HASAN
ID: E140503010
MBA (Evening), 3rd Batch
Major in Marketing
HSTU, Dinajpur.

Approved by-

_____

DR. SHAIKH MOSTAK AHAMMAD
Supervisor and
Associate Professor
Department of Accounting
HSTU, Dinajpur.

_____

DR. MD. ZAHANGIR KABIR
Co-Supervisor and
Professor
Department of Management
HSTU, Dinajpur.

FACULTY OF BUSINESS STUDIES
HAJEE MOHAMMAD DANESH SCIENCE AND TECHNOLOGY
UNIVERSITY, DINAJPUR-5200

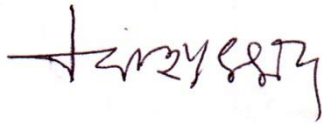**OCTOBER, 2016**

DEDICATED
TO MY
BELOVED PARENTS

Date: 25.10.2016

TO WHOM IT MAY CONCERN

This is to certify that, Md. Najmul Hasan having Student ID No. E140503010, MBA (Evening), Major in Marketing, 3rd batch a student of Hajee Mohammad Danesh Science and Technology University (HSTU), Dinajpur, has successfully completed his 45 (Forty five) days' internship program (From September 10, 2016 to October 24, 2016) at Khaja Store-N.A. Market, Dinajpur.

During his internship period Md. Najmul Hasan was found honest, sincere and responsible to his assigned duties.

We wish him every success for the days to come.

Farid Ahmed
Proprietor
Khaja Store-N.A. Market
Dinajpur

Letter of Transmittal

24 October, 2016

Dr. Shaikh Mostak Ahammad

Associate Professor

Department of Accounting

HSTU, Dinajpur.

Subject: Submission of the internship report.

Dear Sir,

With due respect and humble submission, I would like to inform you that, it is a great pleasure for me to submit this report on **Customer Satisfaction of Khaja Store-A Shop in Bahadur Bazer N.A Market, Dinajpur.** As a requirement for M.B.A (Evening) program. During preparing this report, I have gather extended knowledge on working procedure of **Customer Satisfaction of Khaja Store-A Shop in Bahadur Bazer N.A Market, Dinajpur**.

It was my great pleasure and honor that I got the opportunity, working with them.

Sincerely Yours

…………………......

Md. Najmul Hasan

ID: E140503010

MBA (Evening), 3rd Batch

Major in Marketing

HSTU, Dinajpur.

Student's Declaration

The discussing report is the terminal formalities of the internship program for the degree of Master of Business Administration (Evening), Faculty of Business Studies at Hajee Mohammad Danesh Science and Technology University, Dinajpur which is compact professional progress rather than specialized. This report has prepared as per academic requirement after successfully completing the 45 days (from 10 September, 2016 to 24 October, 2016) internship program under the supervision of my honorable supervisor Dr. Shaikh Mostak Ahammad, Associate Professor, Department of Accounting, HSTU Dinajpur.

It is my pleasure and great privilege to submit my report titled "**Customer Satisfaction of Khaja Store-A Shop in Bahadur Bazer N.A Market, Dinajpur**" as the presenter of this report; I have tried my level best to get together as much information as possible to enrich the report. I believe that it was a fascinating experience and it has enriched both my knowledge and experience.

I believe everyone is not beyond of limitation. There might have problems regarding lack and limitation in some aspects and also some minor mistake such as syntax error or typing mistake or lack of information. Please pardon me for that mistake and clarify these of my further information on those matters.

_____

Md. Najmul Hasan
ID: E140503010
MBA (Evening), 3rd Batch
Major in Marketing
HSTU, Dinajpur.

Supervisor's Declaration

It's my Pleasure to Certify that Md. Najmul Hasan, Student ID: E-140503010, MBA (Evening) Major in Marketing, 3rd Batch has Successfully Completed MBA (Evening), Internship report titled **"Customer Satisfaction of Khaja Store-A Shop in Bahadur Bazer N.A Market, Dinajpur"** under my Supervision and Guidance.

Therefore, He is directed to submit his Report for Evaluation. I wish his Success at every sphere of his Life.

_____

Dr. Shaikh Mostak Ahammad
Associate Professor
Department of Accounting
HSTU, Dinajpur.

Co-Supervisor's Declaration

It's my Pleasure to Certify that Md. Najmul Hasan, Student ID: E-140503010, MBA (Evening) Major in Marketing, 3rd Batch has Successfully Completed MBA (Evening), Internship report titled **"Customer Satisfaction of Khaja Store-A Shop in Bahadur Bazer N.A Market, Dinajpur"** under my Supervision and Guidance.

Therefore, He is directed to submit his Report for Evaluation. I wish his Success at every sphere of his Life.

_____

Professor Dr. Md. Zahangir Kabir
Professor
Department of Management
HSTU, Dinajpur.

Acknowledgement

CONTENTS

LIST OF TABLES

LIST OF FIGURES

Abstract

As retail chain store business is gaining popularity very quickly, people engaged in this sector should pay special attention to the growth of this sector. The present study aims at determining the factors constituting customer satisfaction of retail chain store like Khaja Store at Bahadur Bazar, Dinajpur in Bangladesh. Customer satisfaction of this sector can be a pivotal indicator of how well the stores are meeting the expectations of the customers. Customers of Khaja Store is a big retail chain store have been interviewed for the study. From the results, it was determined that the model satisfactorily explains customer satisfaction and that retail chain store owner should focus on four major elements responsiveness, customer satisfaction, environment, product quality, and pricing policies if customer satisfaction is to be treated as a strategic variable. The present study found that responsiveness and product quality were most important to customers followed by price and physical design. Location didn't have a significant effect on customer satisfaction although the exploratory analysis and the secondary research supported it.

In above discussion retailar chain store (Khaja Store) should increase their service quality focusing on physical aspect of the store and customer need.

CHAPTER 1

INTRODUCTION
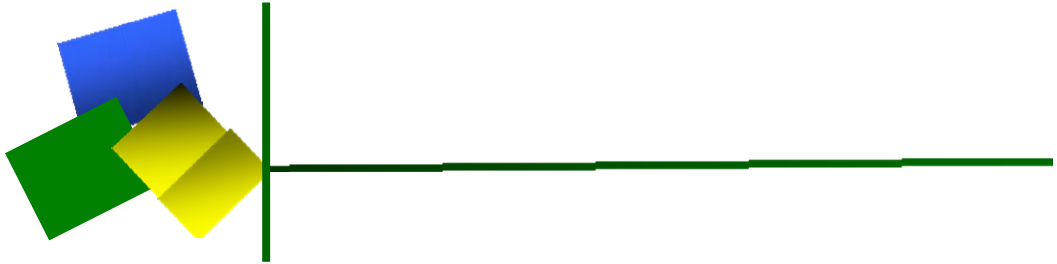
1. Introduction

Clarence Saunders developed the concept of self-service grocery chain store with his "Piggly Wiggly" stores in Memphis Tennessee in the USA in 1961. It was a huge success and later on he started to offer franchises of his store. Pretty soon some other companies such as the Great Atlantic and Pacific Tea company of Canada and US followed the business in the year 1920. At present, there are many world renowned superstores spread around the world serving billions of customers and making huge profit of this business. To name a few of them, there are Wal-Mart, Safeway, SPAR, ALDI, Netto, Lidl etc. Also in Bangladesh supermarkets have successfully made a breakthrough in the urban lifestyle with the idea of "all essential commodities under one roof."

From the concept of global retailers such as Wal-Mart, Safeway, and Sears, some private organizations have established the retail chain store services in Bangladesh. Rahimafrooz Superstores Ltd. (RSL) was the first one to launch the first ever retail chain in Bangladesh in the year 2001.

With the passage of time retail chain stores including small and big ones have been expanded remarkably in Bangladesh as people are becoming time conscious and they do not have enough time to spend for shopping. In the large cities of Bangladesh like Dhaka, it is very difficult to move from one place to another place for shopping purposes due to traffic jam. So, majority people want to shop all kinds of goods from a particular departmental store at a time so that they can save their time, money and energy. Due to high level of awareness, most of the educated customers are quality conscious and service conscious. So they want to purchase the goods where they get the quality products, better personnel services and hassle free environment.

In retail chain stores, there is a variety of assortments in the shelves. All assortments are inventoried in a convenient way so that customers can take, check and verify the goods very easily. All these things caused the rapid growth of retail chain store business in Bangladesh. But no significant research work has been done to see to what extent the sector is meeting the expectations of the customers in Dinajpur town. Moreover Swapno, the largest retail chain shops in Bangladesh, faced a critical problem and bound to close some of their outlets. But no rigorous research is found regarding this issue. On the basis of the above literature review, it can be stated that very few research works have been done on customer satisfaction of retail

chain stores in Bangladesh especially in Dinajpur town. The field is new and promising and there is a research gap which motivates the researchers to conduct the present study.

Customer satisfaction gives an indication of how much successfully the organization is meeting the demands of customers. All activities of the retail chain stores are directed towards customer satisfaction which leads to customer retention--a pivotal factor for business growth. But very insignificant papers have been found regarding the chain store business in Bangladesh. As it is going to be a prospective sector day by day to meet the demand of the consumers of Bangladesh, research is required to see the existing customer satisfaction level of this sector by exploring the market perfectly. Through the present research initiative, retail chain stores will know the factors that mostly constitute customer satisfaction. Then it will be possible for them to pay considerable attention to those factors and make necessary adjustments in policy making and strategy development for satisfying the customers in a better way. On the basis of the research findings some recommendations will be made that will add value to better understanding of the sector. So the researchers think that the present study will be a valuable contribution to the growth of this sector. The above discussion depicts the significance of the present study.

1.1 Origin of the Report

This report has prepared as the requirement of the internship program. I have prepared this report on the basis of my 45 days practical working experience and under the supervision of Dr. Shaikh Mostak Ahammad, Associate Professor, Department of Accounting, HSTU. He approved the topic on which I have prepared my internship report.

1.2 Objective of the Report

1. The first objective of this report is to find out the customer satisfaction of Khaja Store.

2. The second objective is to find out the problem of the Khaja Store.

3. The third objective is to recommendation of Khaja Store.
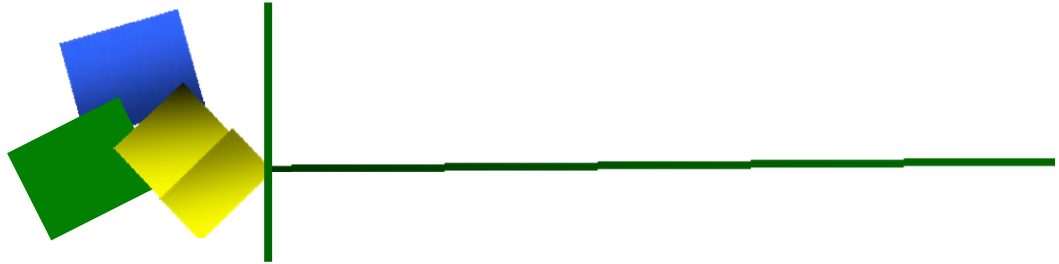
CHAPTER 2

LITERATURE REVIEW

2. Literature Review

Few papers have been found retail chain store business in Bangladesh. In our country not much work has been carried out in this field. In below some theoretical researches are noted based on this topic.

According to Hasemark and Albinsson (2004) cited in Singh (2006:1) satisfaction is an overall attitude towards a product provider or an emotional reaction to the difference between what customers expect and what they actually receive regarding the fulfillment of a need.

Kotler (2000); Hoyer and MacInnis (2001) also define satisfaction as a person's feelings of pleasure, excitement, delight or disappointment which results from comparing a products perceived performance to his or her expectations.

Satisfaction means the contentment one feels when one has fulfilled a desire, need or expectation. Furthermore, Customer satisfaction can be a measure of how happy customers are with the services and products of a supermarket. Keeping customers happy is of tremendous benefit to companies. Satisfied customers are more likely to stay loyal, consume more and are more likely to recommend their friends to the business.

Ciavolino and Dahlgaard (2007) suggest that customer satisfaction can be defined as the overall evaluation of the service performances or utilization. Customer satisfaction can also be measured using some questions like, considering all your experience of company X, how satisfied are you in general on a scale from completely satisfied to dissatisfied? Another question could be to what degree did company X fulfill your expectations? On a scale of much less than expected to much more than expected? (Ryan et al 1995).

According to Hoyer and MacInnis (2001) satisfaction can be associated with feelings of acceptance, relief, excitement and delight. Furthermore, Zairi (2000) says that many studies have viewed the impact of customer satisfaction on repeat purchase, loyalty and retention and they have all echoed concern that customers who are satisfied are most likely to share their experiences with other people with regards to about five to six people. Additionally, this research is supported by La Barbera and Mazarsky (1983) who also imply that satisfaction influences repurchase intentions whereas dissatisfaction is seen as a primary reason for customer defection or discontinuation of purchase.

Hoyer and MacInnis (2001) also say that dissatisfied customers can choose to discontinue purchasing the goods or services and engage in negative word of mouth. Since a lot of research

has been performed in the field of customer satisfaction, many definitions have been formulated as to what Customer satisfaction entails. However, for the purpose of this paper while defining satisfaction, we refer to the customer's satisfaction with the stores which they visit often, with respect to ICA Supermarket Atterdags, ICA Nära and Coop Forum supermarkets/ hypermarket.

According to MCGoldrick and Ho (1992); Walters and Knee (1989), store offer comprises of four dimension which are store merchandise, trading format, customer service and customer communication each of which is evaluated differently by consumers. They further state that merchandise refers to quality and price of the products carried by the store. Similarly, the trading format consists of elements like location, layout and atmosphere. Lastly, customer service includes the level of assistance provided by the retailer, the speed of service and friendliness of staff. Customer satisfaction can be achieved by improving service quality.

Ciavolino and Dahlgaard (2007) showed that service quality is the measure of service levels based o the attributes of the core product. Such attributes include; Facility layout- display of products, clean environment, clear labeling. Other attributes can be Location, Process - queue management, waiting time, express checkouts, supermarket operation hours, delivery time, additional services like parking, parent and baby facilities, and loyalty/membership cards, Product- variety of groceries, durability, merchandise quality and Merchandising.
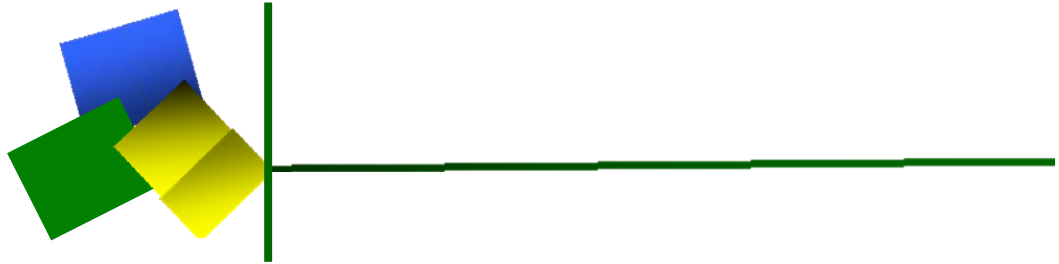
CHAPTER 3

METHODOLOGY AND DATA

3. Methodology and Data

The study is performed based on the information extracted from different types of customer collected by using a specific methodology. To fulfill the objectives of this report I have collected data from the primary source as it is very trusted source.

3.1 Primary Source

    (i)   Face to face conversation with the respective customers.

    (ii)   Direct observation.

    (iii)   Practical desk work.

3.2 Analysis, Interpretation and Presentation of Data:

Some diagram and table are used to analyze the collected data and gave flawless visible representation of the report. I have also made a questionnaire that is added in the end of this report.

3.3 Finding of the Report:

The collected data were analyzed using percentage method and pointed out in a synchronized way and finally shown as findings at the last portion of the report.

3.4 Method to find out Customer Satisfaction Level

- Making questionnaire
- Survey
- Analysis of Survey data
- Finding from the analysis
- Result

To find out the customer satisfaction level of Khaja Store. I have make a questionnaire of 12 questions which will be rated by the existing customer of Khaja Store, Dinajpur. A 5 ranked

satisfaction scale is used to analyses the level of satisfaction. The survey will be conducted by response of 100 customers of this store. The Standards of the rating is given bellow:

1	Highly Dissatisfied
2	Dissatisfied
3	Moderately Satisfied
4	Satisfied
5	Highly Satisfied

After the survey I will analyze survey data and make a summary of the analyzed data which is finding from the analysis. Finally I will give survey result based on the findings from analysis of survey data.

CHAPTER 4

ANALYSIS

4. Analysis of Survey data:

Questionnaire is made based on some variable that have directly and indirectly influence on the customer satisfaction level. Analysis of survey data is given bellow-

(i)   Name of the shop

(ii)   Environment of the shop

(iii)   Owner's Behavior

(iv)   Employees Behavior

(v)   Dress code

(vi)   Availabilities of goods

(vii)   Quality of the goods

(viii) Fair price

(ix)   Service time

(x)   Return of defective goods

(xi)   Location

(xii)   Service after sale

Table 1: Total Comment about the Questionnaire

Customer Opinion	Highly Dissatisfied	Dissatisfied	Moderately satisfied	Satisfied	Highly satisfied
Name of the shop	-	-	6	59	35
Environment of the shop	-	-	32	66	2
Owner's Behavior	-		-	37	63
Employees Behavior	-	-	7	72	21
Dress code	-	-	43	56	1
Availabilities of goods	-	-	17	66	17
Quality of the goods	-	-	1	71	28
Fair price	-	-	19	68	13
Service time	-	-	4	70	26
Return of defective goods	-	-	-	16	84
Location	-	-	12	74	14
Service after sale	-	-	2	31	67

Table 2: Level of customer satisfaction on the basis of profession

Customer Opinion	Business (34)					Employee (41)					Others (25)				
	HD	D	MS	S	HS	HD	D	MS	S	HS	HD	D	MS	S	HS

Customer Opinion	HD	D	MS	S	HS	HD	D	MS	S	HS	HD	D	MS	S	HS
Name of the shop	-	-	2	17	16	-	-	2	25	14	-	-	2	17	5
Environment of the shop	-	-	10	23	1	-	-	14	26	1	-	-	8	17	-
Owner's Behavior	-	-	-	8	26	-	-	-	17	24	-	-	-	12	13
Employees Behavior	-	-	3	22	9	-	-	3	33	5	-	-	1	17	7
Dress code	-	-	12	22	-	-	-	22	18	1	-	-	9	16	-
Availabilities of goods	-	-	4	23	7	-	-	5	28	8	-	-	8	15	2
Quality of the goods	-	-	1	20	13	-	-	-	29	12	-	-	-	22	3
Fair price	-	-	7	23	4	-	-	7	27	7	-	-	5	18	2
Service time	-	-	2	22	10	-	-	2	27	12	-	-	-	21	4
Return of defective goods	-	-	-	5	29	-	-	-	8	33	-	-	-	3	22
Location	-	-	10	21	3	-	-	2	32	7	-	-	-	21	2
Service after sale	-	-	1	11	22	-	-	1	11	29	-	-	-	9	16

Note: HD = Highly Dissatisfied, D = Dissatisfied, MS = Moderately satisfied,

S = Satisfied, HS = Highly satisfied

Table 3: Level of customer satisfaction on the basis of Qualification

Customer Opinion	Below S.S.C (36)					Upper S.S.C (64)				
	HD	D	MS	S	HS	HD	D	MS	S	HS
Name of the shop	-	-	-	23	13	-	-	5	36	23
Environment of the shop	-	-	7	28	1	-	-	24	38	2
Owner's Behavior	-	-	-	12	24	-	-	-	25	39
Employees Behavior	-	-	4	19	13	-	-	3	53	8
Dress code	-	-	7	29	-	-	-	26	37	1
Availabilities of goods	-	-	5	19	12	-	-	10	49	5
Quality of the goods	-	-	1	18	17	-	-	-	53	11
Fair price	-	-	7	23	6	-	-	12	54	7
Service time	-	-	3	20	13	-	-	1	50	13
Return of defective goods	-	-	-	3	33	-	-	-	13	51
Location	-	-	9	23	4	-	-	3	51	10
Service after sale	-	-	-	9	27	-	-	2	22	42

Note: HD = Highly Dissatisfied, D = Dissatisfied, MS = Moderately satisfied,

S = Satisfied, HS = Highly satisfied

Table 4: Level of customer satisfaction on the basis of Gender

Customer Opinion	Female (11)					Male (89)				
	HD	D	MS	S	HS	HD	D	MS	S	HS
Name of the shop	-	-	1	6	4	-	-	5	53	31
Environment of the	-	-	4	6	1	-	-	28	60	1

shop										
Owner's Behavior	-	-	-	4	7	-	-	-	33	56
Employees Behavior	-	-	-	7	4	-	-	7	65	17
Dress code	-	-	4	7	-	-	-	39	49	1
Availabilities of goods	-	-	2	6	3	-	-	15	60	14
Quality of the goods	-	-	-	9	2	-	-	1	62	26
Fair price	-	-	1	9	1	-	-	18	59	12
Service time	-	-	-	8	3	-	-	4	62	23
Return of defective goods	-	-	-	3	8	-	-	-	13	76
Location	-	-	-	9	2	-	-	12	65	12
Service after sale	-	-	-	1	10	-	-	2	30	57

Note: HD = Highly Dissatisfied, D = Dissatisfied, MS = Moderately satisfied,

S = Satisfied, HS = Highly satisfied

Table 5: Level of customer satisfaction on the basis of Yearly Income

Customer Opinion	Below Tk. 2,50,000 (43)					Upper Tk. 2,50,000 (57)				
	HD	D	MS	S	HS	HD	D	MS	S	HS
Name of the shop	-	-	3	19	21	-	-	3	40	14
Environment of the shop	-	-	11	30	2	-	-	21	36	-
Owner's Behavior	-	-	-	14	29	-	-	-	23	34
Employees Behavior	-	-	1	36	6	-	-	6	36	15
Dress code	-	-	19	23	1	-	-	24	33	-
Availabilities of goods	-	-	5	33	5	-	-	12	33	12
Quality of the goods	-	-	-	35	8	-	-	1	36	20
Fair price	-	-	6	34	3	-	-	13	34	10
Service time	-	-	2	37	4	-	-	2	33	22
Return of defective goods	-	-	-	11	32	-	-	-	5	52
Location	-	-	2	36	5	-	-	10	38	9
Service after sale	-	-	2	15	26	-	-	-	16	41

Note: HD = Highly Dissatisfied, D = Dissatisfied, MS = Moderately satisfied,

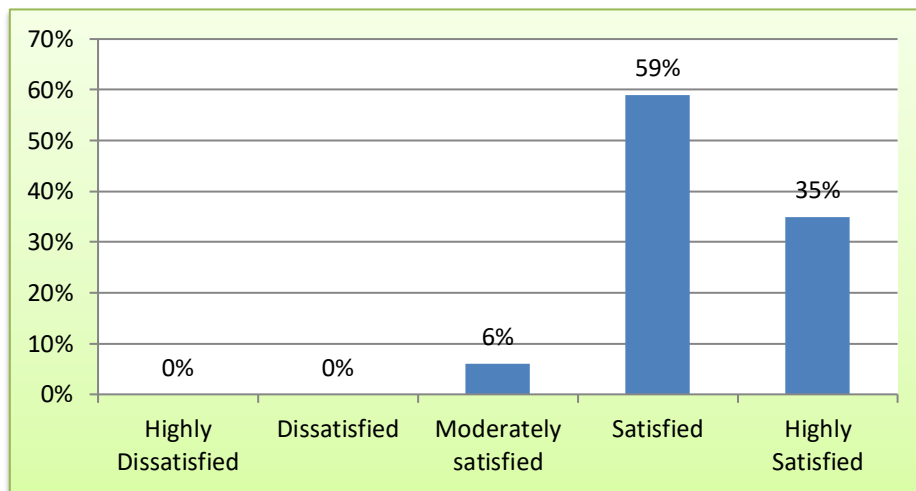S = Satisfied, HS = Highly satisfied

4.1 Name of the shop

Figure 1: Name of the shop

Name of the shop is one of the important factors for the customer. Because, name some times attract the customer. In my survey there was a questionnaire about the name of the shop. From the Table 1 we can see that 6% customers moderately satisfied, 59% customers satisfied, 35% customers highly satisfied. It means that they are somewhat satisfied with the name of the shop.

Level of Customer Satisfaction Based on Profession

i. Businessman: Table 2 shows that 2% businessman moderately satisfied, 17% businessman satisfied, 16% businessman highly satisfied.

ii. Employee: Table 2 shows that 2% employee moderately satisfied, 25% employee satisfied, 14% employee highly satisfied.

iii. Others: Table 2 shows that 2% of other customers moderately satisfied, 17% customers satisfied, 5% customers highly satisfied.

Level of Customer Satisfaction Based on Qualification

i. Below S.S.C: Table 3 shows that 23% customers of below S.S.C are satisfied, 13% customers highly satisfied.

ii. Over S.S.C: Table 3 also shows that 5% customers of over S.S.C are moderately satisfied, 36% customers satisfied, 23% customers highly satisfied.

Level of Customer Satisfaction Based on Gender

i. Female: Table 4 shows that 1% females are moderately satisfied, 6% females are satisfied, 4% females are highly satisfied.

ii. Male: Table 4 shows that 5% males are moderately satisfied, 53% males are satisfied, 31% males are highly satisfied.

Level of Customer Satisfaction Based on Yearly Income

i. Below Tk. 2,50,000: Table 5 shows that 3% of customer who earn below Tk. 2,50,000 per year are moderately satisfied, 19% of customer who earn below Tk. 2,50,000 per year are satisfied, 21% of customer who earn below Tk. 2,50,000 per year are highly satisfied.

ii. Over Tk. 2,50,000: Table 5 shows that 3% of customer who earn over Tk. 2,50,000 per year are moderately satisfied, 40% of customer who earn over Tk. 2,50,000 per year are satisfied, 14% of customer who earn over Tk. 2,50,000 per year are highly satisfied.
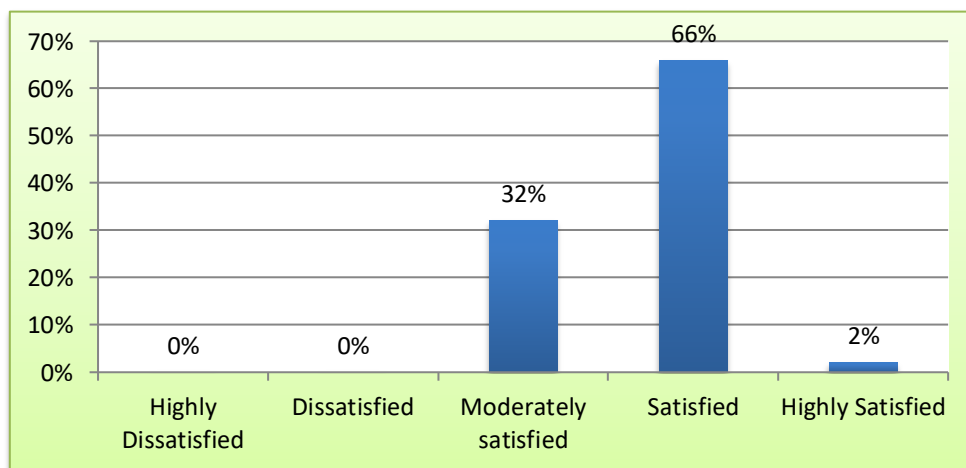
4.2 Environment of the shop

Figure 2: Environment of the shop

Environment of the shop is one of the important factors for the customer. Because environment affect the customer very well. In my survey there was a questionnaire about the environment of the shop. From the Table 1 we can see that 32% customers moderately satisfied, 66% customers satisfied, 2% customers highly satisfied. It means that they are somewhat satisfied with environment of the shop.

Level of Customer Satisfaction Based on Profession

i. Businessman: Table 2 shows that 10% businessman moderately satisfied, 23% businessman satisfied, 1% businessman highly satisfied.

ii. Employee: Table 2 shows that 14% employee moderately satisfied, 26% employee satisfied, 1% employee highly satisfied.

iii. Others: Table 2 shows that 8% of other customers moderately satisfied, 17% customers satisfied.

Level of Customer Satisfaction Based on Qualification

i. Below S.S.C: Table 3 shows that 7% customers of below S.S.C are moderately satisfied, 28% customers of below S.S.C are satisfied, 1% customers highly satisfied.

ii. Over S.S.C: Table 3 also shows that 24% customers of over S.S.C are moderately satisfied, 38% customers satisfied, 2% customers highly satisfied.

Level of Customer Satisfaction Based on Gender

i. Female: Table 4 shows that 4% females are moderately satisfied, 6% females are satisfied, 1% females are highly satisfied.

ii. Male: Table 4 shows that 28% males are moderately satisfied, 60% males are satisfied, 1% males are highly satisfied.

Level of Customer Satisfaction Based on Yearly Income

i. Below Tk. 2,50,000: Table 5 shows that 11% of customer who earn below Tk. 2,50,000 per year are moderately satisfied, 30% of customer who earn below Tk. 2,50,000 per year are satisfied, 2% of customer who earn below Tk. 2,50,000 per year are highly satisfied.

ii. Over Tk. 2,50,000: Table 5 shows that 21% of customer who earn over Tk. 2,50,000 per year are moderately satisfied, 36% of customer who earn over Tk. 2,50,000 per year are satisfied.
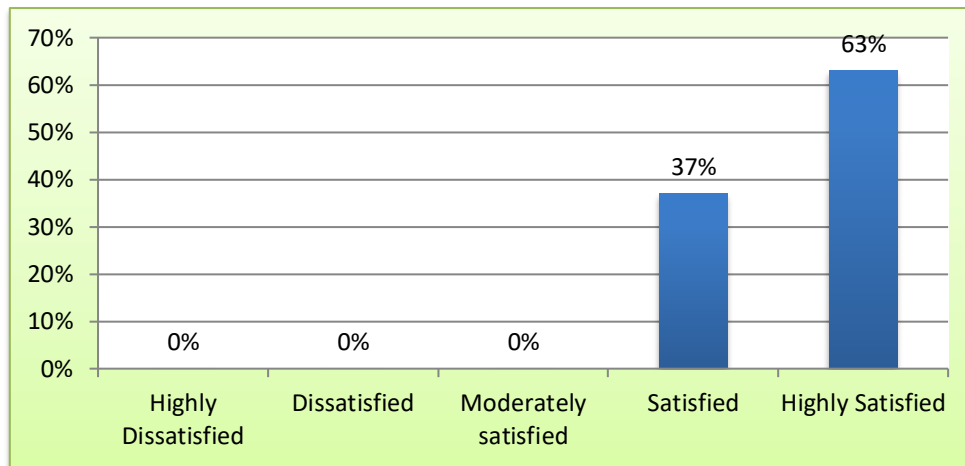
4.3 Owner's Behavior

Figure 3: Owner's Behavior

Owner's Behavior is one of the important factors for the customer. Because owner's behavior is very essential for the shop. In my survey there was a questionnaire about owner's behavior. From the Table 1 we can see that 0% customers moderately satisfied, 37% customers satisfied, 63% customers highly satisfied. It means that they are somewhat highly satisfied with owner's behavior.

Level of Customer Satisfaction Based on Profession

i. Businessman: Table 2 shows that 8% businessman satisfied, 26% businessman highly satisfied.

ii. Employee: Table 2 shows that 17% employee satisfied, 24% employee highly satisfied.

iii. Others: Table 2 shows that 12% customers satisfied, 13% customers highly satisfied.

Level of Customer Satisfaction Based on Qualification

i. Below S.S.C: Table 3 shows that 5% customers of below S.S.C are moderately satisfied, 23% customers of below S.S.C are satisfied, 13% customers highly satisfied.

ii. Over S.S.C: Table 3 also shows that 5% customers of over S.S.C are moderately satisfied, 36% customers satisfied, 23% customers highly satisfied.

Level of Customer Satisfaction Based on Gender

i. Female: Table 4 shows that 1% females are moderately satisfied, 6% females are satisfied, 4% females are highly satisfied.

ii. Male: Table 4 shows that 5% males are moderately satisfied, 53% males are satisfied, 31% males are highly satisfied.

Level of Customer Satisfaction Based on Yearly Income

i. Below Tk. 2,50,000: Table 5 shows that 14% of customer who earn below Tk. 2,50,000 per year are satisfied, 29% of customer who earn below Tk. 2,50,000 per year are highly satisfied.

ii. Over Tk. 2,50,000: Table 5 shows that 23% of customer who earn over Tk. 2,50,000 per year are satisfied, 34% of customer who earn over Tk. 2,50,000 per year are highly satisfied.
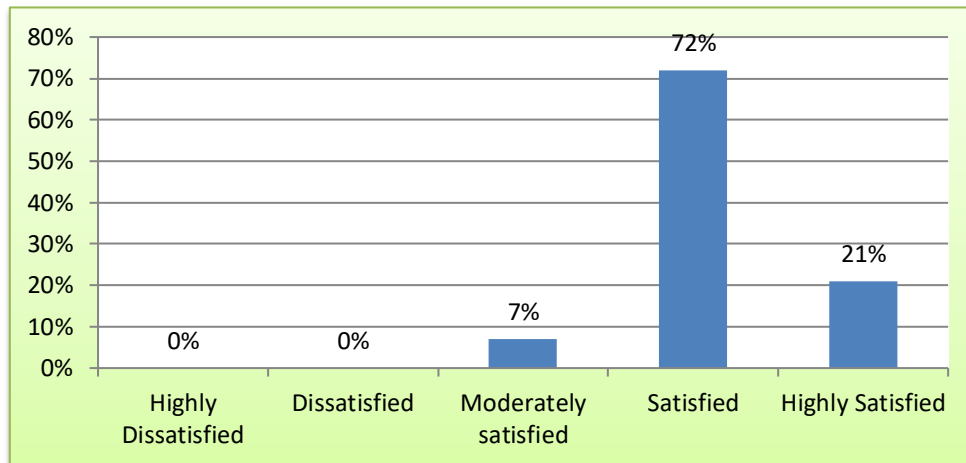
4.4 Employees Behavior

Figure 4: Employees Behavior

Employees Behavior is one of the important factors for the customer. Because employees behavior is very essential for the shop. In my survey there was a questionnaire about employees behavior. From the Table 1 we can see that 7% customers moderately satisfied, 72% customers satisfied, 21% customers highly satisfied. It means that they are somewhat satisfied with employees behavior.

Level of Customer Satisfaction Based on Profession

i. Businessman: Table 2 shows that 3% businessman moderately satisfied, 22% businessman satisfied, 9% businessman highly satisfied.

ii. Employee: Table 2 shows that 3% employee moderately satisfied, 33% employee satisfied, 5% employee highly satisfied.

iii. Others: Table 2 shows that 1% of other customers moderately satisfied, 17% customers satisfied, 7% customers highly satisfied.

Level of Customer Satisfaction Based on Qualification

i. Below S.S.C: Table 3 shows that 4% customers of below S.S.C are moderately satisfied, 19% customers of below S.S.C are satisfied, 13% customers highly satisfied.

ii. Over S.S.C: Table 3 also shows that 3% customers of over S.S.C are moderately satisfied, 53% customers satisfied, 8% customers highly satisfied.

Level of Customer Satisfaction Based on Gender

i. Female: Table 4 shows that 7% females are satisfied, 4% females are highly satisfied.

ii. Male: Table 4 shows that 7% males are moderately satisfied, 65% males are satisfied, 17% males are highly satisfied.

Level of Customer Satisfaction Based on Yearly Income

i. Below Tk. 2,50,000: Table 5 shows that 1% of customer who earn below Tk. 2,50,000 per year are moderately satisfied, 36% of customer who earn below Tk. 2,50,000 per year are satisfied, 6% of customer who earn below Tk. 2,50,000 per year are highly satisfied.

ii. Over Tk. 2,50,000: Table 5 shows that 6% of customer who earn over Tk. 2,50,000 per year are moderately satisfied, 36% of customer who earn over Tk. 2,50,000 per year are satisfied, 15% of customer who earn over Tk. 2,50,000 per year are highly satisfied.
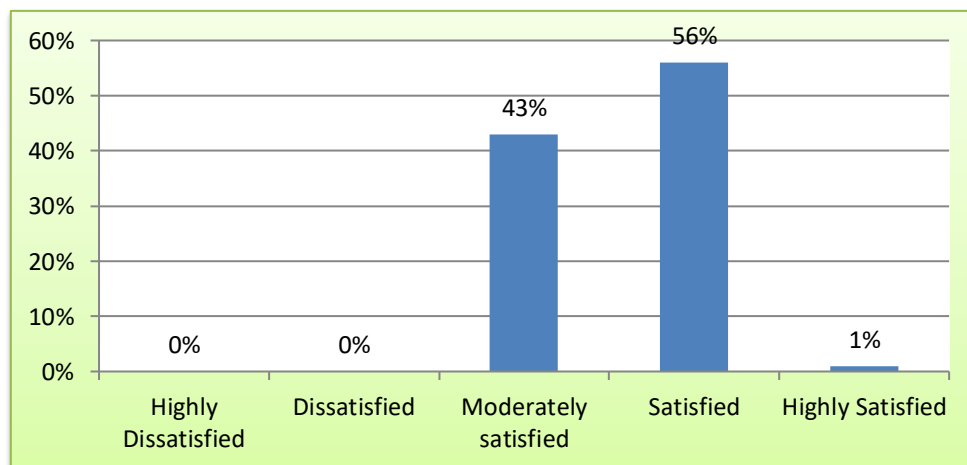
4.5 Dress code

Figure 5: Dress code

Dress code is one of the important factors for the customer. Because dress code is very essential for the shop. In my survey there was a questionnaire about dress code. From the Table 1 we can see that 43% customers moderately satisfied, 56% customers satisfied, 1% customers highly satisfied. It means that they are somewhat satisfied with dress code.

Level of Customer Satisfaction Based on Profession

i. Businessman: Table 2 shows that 12% businessman moderately satisfied, 22% businessman satisfied.

ii. Employee: Table 2 shows that 22% employee moderately satisfied, 18% employee satisfied, 1% employee highly satisfied.

iii. Others: Table 2 shows that 9% of other customers moderately satisfied, 16% customers satisfied.

Level of Customer Satisfaction Based on Qualification

i. Below S.S.C: Table 3 shows that 7% customers of below S.S.C are moderately satisfied, 29% customers of below S.S.C are satisfied.

ii. Over S.S.C: Table 3 also shows that 26% customers of over S.S.C are moderately satisfied, 37% customers satisfied, 1% customers highly satisfied.

Level of Customer Satisfaction Based on Gender

i. Female: Table 4 shows that 4% females are moderately satisfied, 7% females are satisfied.

ii. Male: Table 4 shows that 39% males are moderately satisfied, 49% males are satisfied, 1% males are highly satisfied.

Level of Customer Satisfaction Based on Yearly Income

i. Below Tk. 2,50,000: Table 5 shows that 19% of customer who earn below Tk. 2,50,000 per year are moderately satisfied, 23% of customer who earn below Tk. 2,50,000 per year are satisfied, 1% of customer who earn below Tk. 2,50,000 per year are highly satisfied.

ii. Over Tk. 2,50,000: Table 5 shows that 24% of customer who earn over Tk. 2,50,000 per year are moderately satisfied, 33% of customer who earn over Tk. 2,50,000 per year are satisfied.
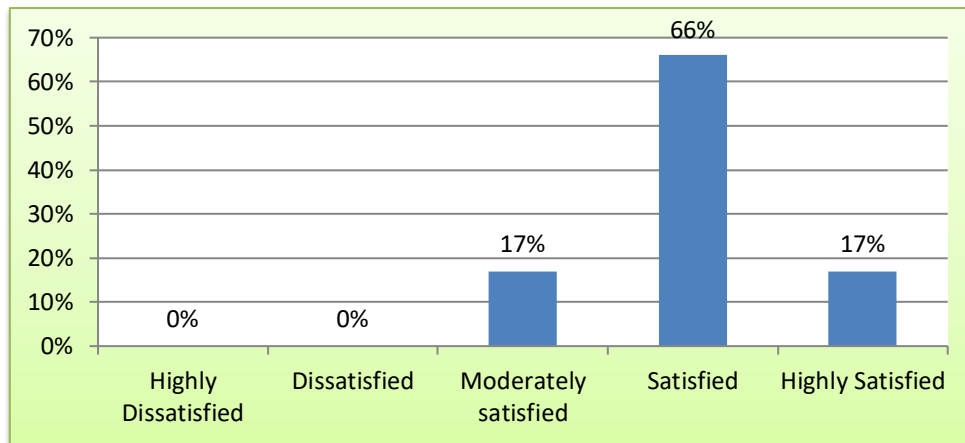
4.6 Availabilities of goods

Figure 6: Availabilities of goods

Availabilities of goods are one of the important factors for the customer. Because availabilities of goods is very essential for the shop. In my survey there was a questionnaire about availabilities of goods. From the Table 1 we can see that 17% customers moderately satisfied, 66% customers satisfied, 17% customers highly satisfied. It means that they are somewhat satisfied with availabilities of goods.

Level of Customer Satisfaction Based on Profession

i. Businessman: Table 2 shows that 4% businessman moderately satisfied, 23% businessman satisfied, 7% businessman highly satisfied.

ii. Employee: Table 2 shows that 5% employee moderately satisfied, 28% employee satisfied, 8% employee highly satisfied.

iii. Others: Table 2 shows that 8% of other customers moderately satisfied, 15% customers satisfied, 2% customers highly satisfied.

Level of Customer Satisfaction Based on Qualification

i. Below S.S.C: Table 3 shows that 5% customers of below S.S.C are moderately satisfied, 19% customers of below S.S.C are satisfied, 12% customers highly satisfied.

ii. Over S.S.C: Table 3 also shows that 10% customers of over S.S.C are moderately satisfied, 49% customers satisfied, 5% customers highly satisfied.

Level of Customer Satisfaction Based on Gender

i. Female: Table 4 shows that 2% females are moderately satisfied, 6% females are satisfied, 3% females are highly satisfied.

ii. Male: Table 4 shows that 15% males are moderately satisfied, 60% males are satisfied, 14% males are highly satisfied.

Level of Customer Satisfaction Based on Yearly Income

i. Below Tk. 2,50,000: Table 5 shows that 5% of customer who earn below Tk. 2,50,000 per year are moderately satisfied, 33% of customer who earn below Tk. 2,50,000 per year are satisfied, 5% of customer who earn below Tk. 2,50,000 per year are highly satisfied.

ii. Over Tk. 2,50,000: Table 5 shows that 12% of customer who earn over Tk. 2,50,000 per year are moderately satisfied, 33% of customer who earn over Tk. 2,50,000 per year are satisfied, 12% of customer who earn over Tk. 2,50,000 per year are highly satisfied.
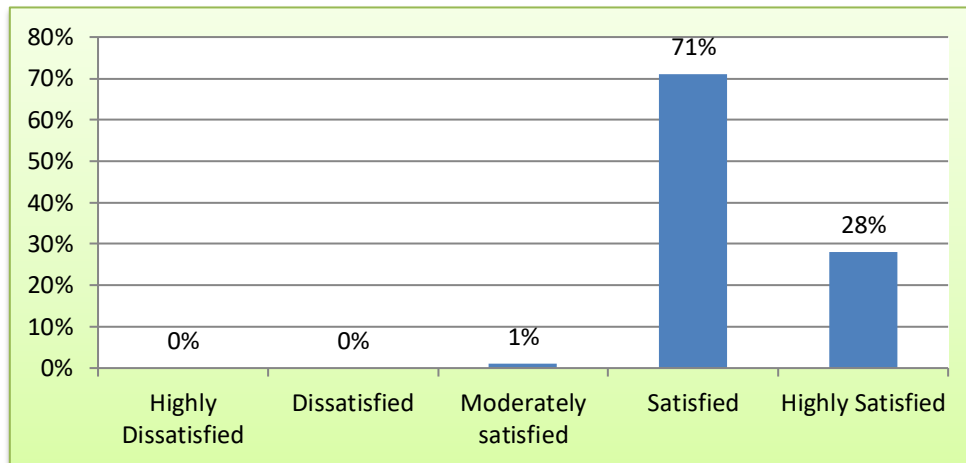
4.7 Quality of the goods

Figure 7: Quality of the goods

Quality of the goods is one of the important factors for the customer. Because Quality the goods is very essential for the shop. In my survey there was a questionnaire about Quality the goods. From the Table 1 we can see that 1% customers moderately satisfied, 71% customers satisfied, 28% customers highly satisfied. It means that they are somewhat satisfied with Quality of the goods.

Level of Customer Satisfaction Based on Profession

i. Businessman: Table 2 shows that 1% businessman moderately satisfied, 20% businessman satisfied, 13% businessman highly satisfied.

ii. Employee: Table 2 shows that 29% employee satisfied, 12% employee highly satisfied.

iii. Others: Table 2 shows that 22% of others customer are satisfied, 3% of others customer are highly satisfied.

Level of Customer Satisfaction Based on Qualification

i. Below S.S.C: Table 3 shows that 1% customers of below S.S.C are moderately satisfied, 18% customers of below S.S.C are satisfied, 17% customers highly satisfied.

ii. Over S.S.C: Table 3 also shows that 53% customers of over S.S.C are satisfied, 11% customers highly satisfied.

Level of Customer Satisfaction Based on Gender

i. Female: Table 4 shows that 9% females are satisfied, 2% females are highly satisfied.

ii. Male: Table 4 shows that 1% males are moderately satisfied, 62% males are satisfied, 26% males are highly satisfied.

Level of Customer Satisfaction Based on Yearly Income

i. Below Tk. 2,50,000: Table 5 shows that 35% of customer who earn below Tk. 2,50,000 per year are satisfied, 8% of customer who earn below Tk. 2,50,000 per year are highly satisfied.

ii. Over Tk. 2,50,000: Table 5 shows that 1% of customer who earn over Tk. 2,50,000 per year are moderately satisfied, 36% of customer who earn over Tk. 2,50,000 per year are satisfied, 20% of customer who earn over Tk. 2,50,000 per year are highly satisfied.
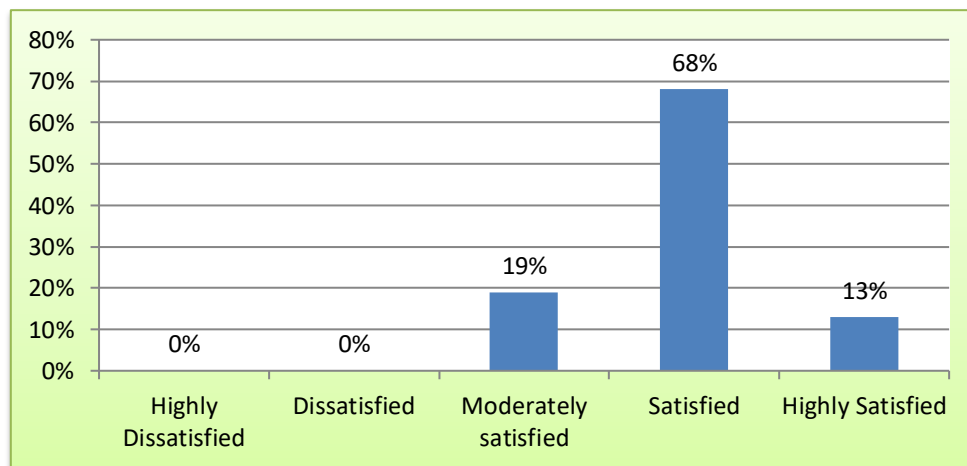
4.8 Fair price

Figure 8: Fair price

Fair price is one of the important factors for the customer. Because fair price is very essential for the shop. In my survey there was a questionnaire about fair price. From the Table 1 we can see that 19% customers moderately satisfied, 68% customers satisfied, 13% customers highly satisfied. It means that they are somewhat satisfied with price is very.

Level of Customer Satisfaction Based on Profession

i. Businessman: Table 2 shows that 7% businessman moderately satisfied, 23% businessman satisfied, 4% businessman highly satisfied.

ii. Employee: Table 2 shows that 7% employee moderately satisfied, 27% employee satisfied, 7% employee highly satisfied.

iii. Others: Table 2 shows that 5% of other customers moderately satisfied, 18% customers satisfied, 2% customers highly satisfied.

Level of Customer Satisfaction Based on Qualification

i. Below S.S.C: Table 3 shows that 7% customers of below S.S.C are moderately satisfied, 23% customers of below S.S.C are satisfied, 6% customers highly satisfied.

ii. Over S.S.C: Table 3 also shows that 12% customers of over S.S.C are moderately satisfied, 54% customers satisfied, 7% customers highly satisfied.

Level of Customer Satisfaction Based on Gender

i. Female: Table 4 shows that 1% females are moderately satisfied, 9% females are satisfied, 1% females are highly satisfied.

ii. Male: Table 4 shows that 18% males are moderately satisfied, 59% males are satisfied, 12% males are highly satisfied.

Level of Customer Satisfaction Based on Yearly Income

i. Below Tk. 2,50,000: Table 5 shows that 6% of customer who earn below Tk. 2,50,000 per year are moderately satisfied, 34% of customer who earn below Tk. 2,50,000 per year are satisfied, 3% of customer who earn below Tk. 2,50,000 per year are highly satisfied.

ii. Over Tk. 2,50,000: Table 5 shows that 13% of customer who earn over Tk. 2,50,000 per year are moderately satisfied, 34% of customer who earn over Tk. 2,50,000 per year are satisfied, 10% of customer who earn over Tk. 2,50,000 per year are highly satisfied.
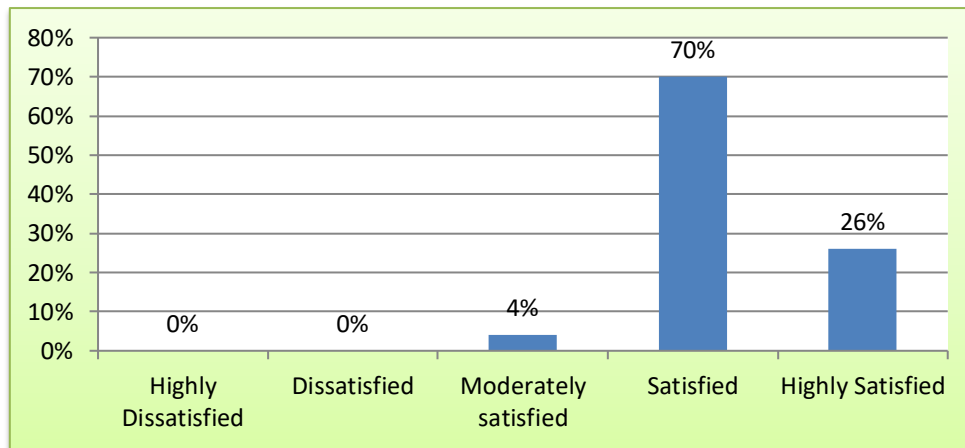
4.9 Service time

Figure 9: Service time

Service time is one of the important factors for the customer. Because service time is very essential for the shop. In my survey there was a questionnaire about availabilities of goods. From the Table 1 we can see that 4% customers moderately satisfied, 70% customers satisfied, 26% customers highly satisfied. It means that they are somewhat satisfied with availabilities of goods.

Level of Customer Satisfaction Based on Profession

i. Businessman: Table 2 shows that 2% businessman moderately satisfied, 22% businessman satisfied, 10% businessman highly satisfied.

ii. Employee: Table 2 shows that 2% employee moderately satisfied, 27% employee satisfied, 12% employee highly satisfied.

iii. Others: Table 2 shows that 21% of other customers satisfied, 4% customers highly satisfied.

Level of Customer Satisfaction Based on Qualification

i. Below S.S.C: Table 3 shows that 3% customers of below S.S.C are moderately satisfied, 20% customers of below S.S.C are satisfied, 13% customers highly satisfied.

ii. Over S.S.C: Table 3 also shows that 1% customers of over S.S.C are moderately satisfied, 50% customers satisfied, 13% customers highly satisfied.

Level of Customer Satisfaction Based on Gender

i. Female: Table 4 shows that 8% females are satisfied, 3% females are highly satisfied.

ii. Male: Table 4 shows that 4% males are moderately satisfied, 62% males are satisfied, 23% males are highly satisfied.

Level of Customer Satisfaction Based on Yearly Income

i. Below Tk. 2,50,000: Table 5 shows that 2% of customer who earn below Tk. 2,50,000 per year are moderately satisfied, 37% of customer who earn below Tk. 2,50,000 per year are satisfied, 4% of customer who earn below Tk. 2,50,000 per year are highly satisfied.

ii. Over Tk. 2,50,000: Table 5 shows that 2% of customer who earn over Tk. 2,50,000 per year are moderately satisfied, 33% of customer who earn over Tk. 2,50,000 per year are satisfied, 22% of customer who earn over Tk. 2,50,000 per year are highly satisfied.
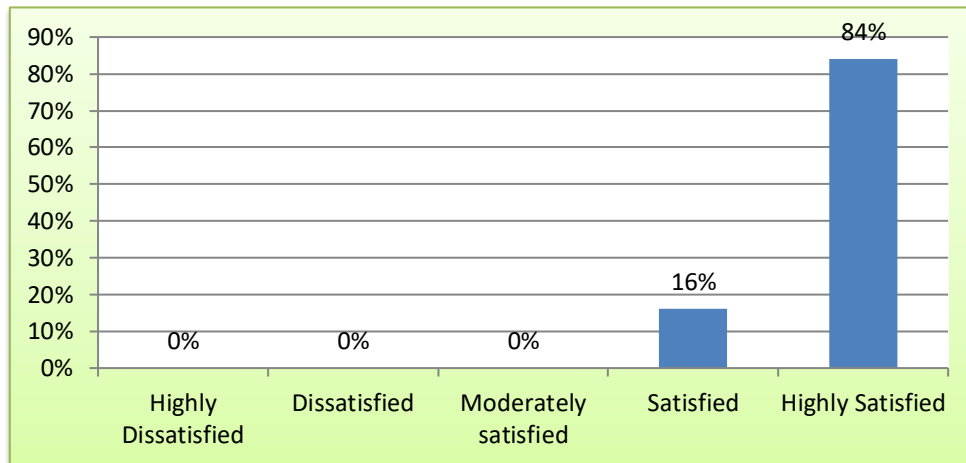
4.10 Return of defective goods

Figure 10: Return of defective goods

Return of defective goods is one of the important factors for the customer. Because return of defective goods is very essential for the shop. In my survey there was a questionnaire about return of defective goods. From the Table 1 we can see that 0% customers moderately satisfied, 16% customers satisfied, 84% customers highly satisfied. It means that they are somewhat highly satisfied with return of defective goods.

Level of Customer Satisfaction Based on Profession

i. Businessman: Table 2 shows that 5% businessman satisfied, 29% businessman highly satisfied.

ii. Employee: Table 2 shows that 8% employee satisfied, 33% employee highly satisfied.

iii. Others: Table 2 shows that 3% customers satisfied, 22% customers highly satisfied.

Level of Customer Satisfaction Based on Qualification

i. Below S.S.C: Table 3 shows that 3% customers of below S.S.C are satisfied, 33% customers highly satisfied.

ii. Over S.S.C: Table 3 also shows that 13% customers of over S.S.C are customers satisfied, 51% customers highly satisfied.

Level of Customer Satisfaction Based on Gender

i. Female: Table 4 shows that 3% females are satisfied, 8% females are highly satisfied.

ii. Male: Table 4 shows that 13% males are satisfied, 76% males are highly satisfied.

Level of Customer Satisfaction Based on Yearly Income

i. Below Tk. 2,50,000: Table 5 shows that 11% of customer who earn below Tk. 2,50,000 per year are satisfied, 32% of customer who earn below Tk. 2,50,000 per year are highly satisfied.

ii. Over Tk. 2,50,000: Table 5 shows that 5% of customer who earn over Tk. 2,50,000 per year are satisfied, 52% of customer who earn over Tk. 2,50,000 per year are highly satisfied.
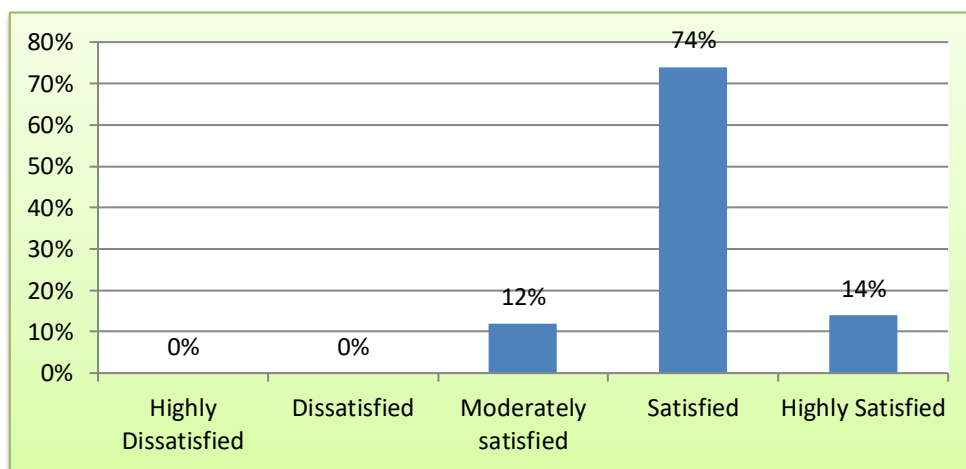
4.11 Location

Figure 11: Location

Location is one of the important factors for the customer. Because location is very essential for the shop. In my survey there was a questionnaire about location. From the Table 1 we can see that 12% customers moderately satisfied, 74% customers satisfied, 14% customers highly satisfied. It means that they are somewhat satisfied with location.

Level of Customer Satisfaction Based on Profession

i. Businessman: Table 2 shows that 10% businessman moderately satisfied, 21% businessman satisfied, 3% businessman highly satisfied.

ii. Employee: Table 2 shows that 2% employee moderately satisfied, 32% employee satisfied, 7% employee highly satisfied.

iii. Others: Table 2 shows that 21% customers satisfied, 2% customers highly satisfied.

Level of Customer Satisfaction Based on Qualification

i. Below S.S.C: Table 3 shows that 9% customers of below S.S.C are moderately satisfied, 23% customers of below S.S.C are satisfied, 4% customers highly satisfied.

ii. Over S.S.C: Table 3 also shows that 3% customers of over S.S.C are moderately satisfied, 51% customers satisfied, 10% customers highly satisfied.

Level of Customer Satisfaction Based on Gender

i. Female: Table 4 shows that 9% females are satisfied, 2% females are highly satisfied.

ii. Male: Table 4 shows that 12% males are moderately satisfied, 65% males are satisfied, 12% males are highly satisfied.

Level of Customer Satisfaction Based on Yearly Income

i. Below Tk. 2,50,000: Table 5 shows that 2% of customer who earn below Tk. 2,50,000 per year are moderately satisfied, 36% of customer who earn below Tk. 2,50,000 per year are satisfied, 5% of customer who earn below Tk. 2,50,000 per year are highly satisfied.

ii. Over Tk. 2,50,000: Table 5 shows that 10% of customer who earn over Tk. 2,50,000 per year are moderately satisfied, 38% of customer who earn over Tk. 2,50,000 per year are satisfied, 9% of customer who earn over Tk. 2,50,000 per year are highly satisfied.
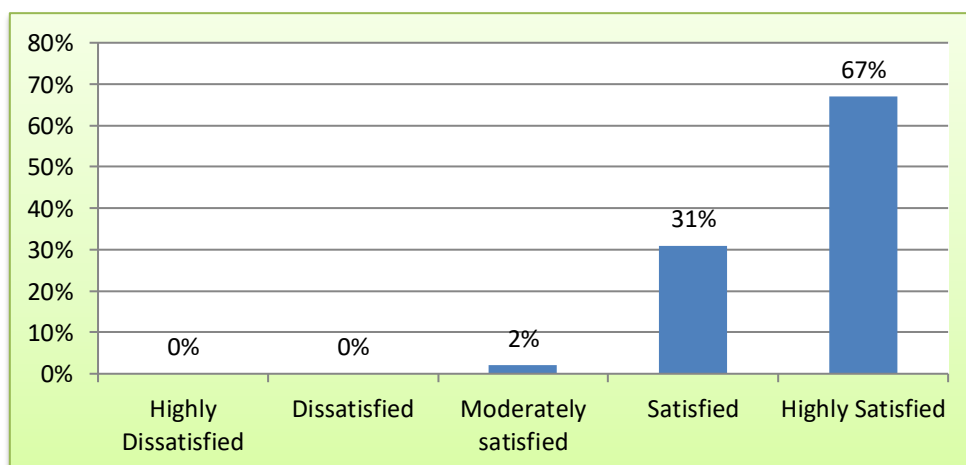
4.12 Service after sale

Figure 12: Service after sale

Service after sale is one of the important factors for the customer. Because service after sale is very essential for the shop. In my survey there was a questionnaire about service after sale. From the Table 1 we can see that 2% customers moderately satisfied, 31% customers satisfied, 67% customers highly satisfied. It means that they are somewhat highly satisfied with service after sale.

Level of Customer Satisfaction Based on Profession

i. Businessman: Table 2 shows that 1% businessman moderately satisfied, 11% businessman satisfied, 22% businessman highly satisfied.

ii. Employee: Table 2 shows that 1% employee moderately satisfied, 11% employee satisfied, 29% employee highly satisfied.

iii. Others: Table 2 shows that 9% customers satisfied, 16% customers highly satisfied.

Level of Customer Satisfaction Based on Qualification

i. Below S.S.C: Table 3 shows that 9% customers of below S.S.C are satisfied, 27% customers highly satisfied.

ii. Over S.S.C: Table 3 also shows that 2% customers of over S.S.C are moderately satisfied, 22% customers satisfied, 42% customers highly satisfied.

Level of Customer Satisfaction Based on Gender

i. Female: Table 4 shows that 1% females are satisfied, 10% females are highly satisfied.

ii. Male: Table 4 shows that 2% males are moderately satisfied, 30% males are satisfied, 57% males are highly satisfied.

Level of Customer Satisfaction Based on Yearly Income

i. Below Tk. 2,50,000: Table 5 shows that 2% of customer who earn below Tk. 2,50,000 per year are moderately satisfied, 15% of customer who earn below Tk. 2,50,000 per year are satisfied, 26% of customer who earn below Tk. 2,50,000 per year are highly satisfied.

ii. Over Tk. 2,50,000: Table 5 shows that 16% of customer who earn over Tk. 2,50,000 per year are satisfied, 41% of customer who earn over Tk. 2,50,000 per year are highly satisfied.
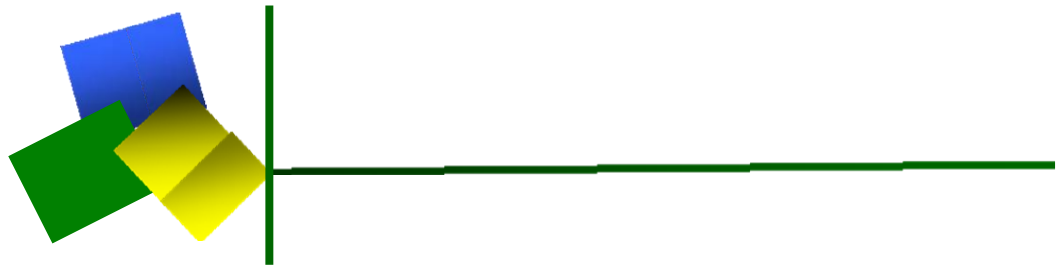
CHAPTER 5

RESULTS AND DISCUSSION

5. Results and Discussion

5.1 Findings Results from analyzed data

Here, the findings of analyzing data divided into two heads.

    i.   Satisfied

    ii.   Moderately Satisfied

By comparing these two sections I can decide the level of satisfaction of Khaja Store.

i. Satisfied

Name of the shop: 94% Satisfied.

Owner's Behavior: 100% Satisfied.

Employees Behavior: 93% Satisfied.

Quality of the goods: 99% Satisfied.

Service time: 96% Satisfied.

Return of defective goods: 100% Satisfied.

Service after sale: 98% Satisfied.

ii. Moderately Satisfied

Environment of the shop: 32% Moderately Satisfied.

Dress code: 43% Moderately Satisfied.

Availabilities of goods: 17% Moderately Satisfied.

Fair price: 19% Moderately Satisfied.

Location: 12% Moderately Satisfied.

5.2 Discussion

Findings shows that customer of Khaja Store are Quite satisfied about every characteristic of the store.

However, in the question of Environment of the shop, Dress code, Availabilities of goods, Fair price and Location are Moderately Satisfied. So that, Khaja Store should be improved this characteristics for attract more customer and earn more profit.
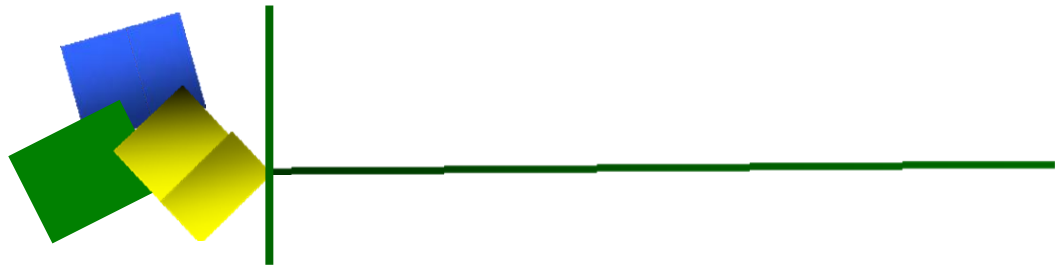
CHAPTER 6

CONCLUSION, SUGGESTION AND FUTURE WORKS

6. Conclusion, Suggestion and Future Works

6.1 Conclusion

This study tested a model of customer satisfaction for the retail chain (Khaja Store). The results suggest that the model satisfactorily explains customer satisfaction and that retail chain store owners and managers should focus on four major elements–responsiveness, customer satisfaction, environment, product quality, and pricing policies if customer satisfaction is to be treated as a strategic variable. From the results, it was determined that responsiveness and product quality were most important to customers followed by price and physical appearance. Location didn't have a significant effect on customer satisfaction. As retail super stores are on the rise in Bangladesh now, the present study for assessing customer satisfaction in the retail chain stores is a useful one. I believe that if the people engaged in this business truly want to gain a competitive edge, they must continually strive to increase the level of customer satisfaction. It is likely that location of retail chain stores works through some other mediating variables to explain customer satisfaction; this should be explored in future research. The main limitation of this study is that the retailers are spread all over the country but only Dinajpur city has been taken into consideration. For collecting data from all over the country, a large amount of financial resources and huge time are required. The findings of the current study may be applicable only to the retailers.

6.2 Suggestion

(i) Khaja store should be improving environment of the shop.
(ii) They should be changing their dress code.
(iii) They should be increasing their availability of goods.
(iv) They also think fair price.
(v) They should be enough space for customers.

By solving this problem. The can be make their image very strong. After solve this problem they can attract more customer and more profit.

6.3 Future Work

In future the present work can be entered by applying the following-

- As I work in one shop, in future others will work two or more shops.
- My questionnaire contains based in 100 customers, in future other will work more than this.
- As I work only 45 days, in future others will work more than this.

- As I work in domestic shop, in future other will work based on foreign shop.

REFERENCES

Ciavolino, E and Dahlgaard, JJ (2007). "Customer satisfaction modeling and analysis: A case study", *Journal of Total Quality Management,* 18(5): 545-554.

Hansemark, OC and Albinson, M (2004). "Customer Satisfaction and Retention: The Experiences of Individual employees", *Managing Service Quality,* 14(1): 40-57.

Hoyer, WD and MacInnis, DJ (2001). *Consumer behavior,* Houghton Boston: Mifflin Company.

Kotler, P (2000). *Marketing Management 10 (ed),* New Jersey: Prentice Hall. Kumar, R 1996, *Research Methodology- A Step by Step Guide for Beginners*, London, Sage.

LaBabera, PA and Mazursk, D (1983). "A longitudinal assessment of consumer satisfaction, dissatisfaction: The dynamic aspect of cognitive process", *Journal of marketing Research*, 20: 393-404.

Singh, H (2006). "The Importance of Customer Satisfaction in relation to customer loyalty and retention", *UCTI.WP-06-06,* May 2006, Kuala Lumpur, Malaysia.

MCGoldrick, PJ, and Ho, SL (1992). "International Positioning : Japanese department stores in Hong kong", *European Journal of marketing,* 26(8/9): 61-73.

Bridson, K, Evan, J, and Hickman, M (2008). "Assessing the relationship between loyalty program attributes, store satisfaction and store loyalty", *Journal of retailing and consumer Service,* 15: 364-374.

Ryan, MJ, Buzas, T and Ramaswamy, V (1995). "Making CSM a power Tool" , making research, 7(3): 11-16.

Saunders, MNK, Lewis, P and Thornhil, A (2000). *Research Methods for Business Students,* Prentice Hall, London.

Walters, D and Knee, D (1989). "Competitive strategies in retailing", Long Range Planning, 22(6): 74-84

Bridson, K and Evan, J and Hickman, M (2008). "Assessing the relationship between loyalty program attributes, store satisfaction and store loyalty", *Journal of retailing and consumer Service,* 15: 364-374.

Zairi, M (2000). "Managing Customer Dissatisfaction through Effective Complaint Management Systems", *The TQM Magazine,* 12(5): 331-335.

APPENDIX

Questionnaire

Customer Information

Name   :

Profession   :

Qualification   :

Gender   : Male/Female

Yearly Income   :

Customer Opinion	Highly Dissatisfied	Dissatisfied	Moderately satisfied	Satisfied	Highly satisfied
Name of the shop					
Environment of the shop					
Owner's Behavior					
Employees Behavior					
Dress code					
Availabilities of goods					
Quality of the goods					
Fair price					
Service time					
Return of defective goods					
Location					
Service after sale					