# A STUDY ON CUSTOMER SATISFACTION AND LOYALTY IN ORGANISED DEPT STORES IN NAMAKKAL DT

Customer satisfaction ensures the companies about their success in their business and their competitor's environment. Study of customer satisfaction & loyalty has become the paramount factor among companies whether they are involved in marketing of tangible products or intangible services in the 21st century. Customer is the focal point for a departmental business. The companies can ensure their survival based on the customer satisfaction and loyalty. This research attempts to study the Customer satisfaction and loyalty in organized departmental stores of Major cities of Namakkal namely Rasipuram, Tiruchengodu, and Namakkal town.

In this research only one format of organized departmental stores, supermarket is surveyed to understand customer satisfaction and loyalty. To narrow down the research, scope of the research has been restricted to only Groceries in supermarkets and three format of supermarket have been used for data collection, namely Big Bazaar, D-Mart, and Reliance fresh.

Primary data has been collected from five hundred respondents, across all the departmental stores in the three major cities of Namakkal with the help of structured questionnaire. A reliability test has been performed on the primary data, before proceeding for the statistical analysis.

Demographic data has been analysed with the help of Kruskalwallis test and Mann Whitney U Test. For the testing of hypothesis confirmatory factor analysis, Path analysis and regression has been used, to develop the SEM (Structural Equation Modelling) model. It can be concluded from the research that SEM Model, fits Moderate to average with the defined objectives, and designed research tool (questionnaire) is supports this model.