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## A Study of Customer Perception towards Mobile Specialty Stores at Baroda – (Young and Well Educated Class Perspective)

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### **Abstract:**

*Customer perceptions are the performance against the customer expectations. Sources of customer expectations consist of marketer-controlled factors, such as advertising, as well as factors that the marketer has limited ability to affect, such as innate personal needs. Ideally, expectations and perceptions are identical : customers perceive that they get what they think they will and should.*

*In the competitive world Specialty store faces stiff competition from other formats like Malls, Hyper Markets, and Department Stores.*

*The young well educated class of Baroda perceived store location is perceived above good. Parking and store area have been perceived not large. In product assortment width – range of mobile of different prices is very wide but assortment or varieties are not in very large number. Product staking in terms of accessibility and visibility is above good. Product quality, store staff. Store's cleanliness, payment mode, working hours and store's security have been perceived above good. Product price is perceived as slightly costly. Store ambience and sitting arrangements have not been rated quite good. Billing system in terms of number of counters and process rated above good but speed is less than good. Promotional schemes in ways of frequency, attractiveness, advertising, money saving and buying more have been less than good. Customer complaint handling has been perceived on responsiveness above good but in terms of empathy and satisfaction it is rated less than good.*

**Key words:** *expectations, perceptions, Store location ,parking facility, moving area in store, product assortment, product staking, product price, product quality, store staff, Store ambience, store's cleanliness, Store's sitting arrangement, billing system, payment mode ,promotional schemes, customer complaint handling ,working/operating hours and store's security system*

### **1. Introduction**

Perception of the persons, objects, situation influences one to act in a particular manner way. We apprehend things by sensations through sight, hearing, smell, touch and taste .However each of us attends, organises, and interprets these sensory data in an individual way. Perception defined as the process by which individual selects, organises, and interprets the information inputs to create meaningful picture of the world.<sup>1</sup>

People will emerge with different perceptions of the same object because of three perceptual processes: selective attention, selective distortion and selective attention.<sup>2</sup>

Selective attention refers to people are likely to notice stimuli that relate to a current need or/and that they anticipate or/and that have large deviation to the normal size of the stimuli. Selective distortion refers to fitting incoming information into existing mindset. Selective retention means people will tend to retain the information that supports their belief and attitudes and beliefs.<sup>3</sup>

Customer perceptions are subjective assessments of actual service experience. These perceptions are the performance against the customer expectations.<sup>4</sup>

Sources of customer expectations consist of marketer-controlled factors, such as advertising, as well as factors that the marketer has limited ability to affect, such as innate personal needs. Ideally, expectations and perceptions are identical : customers perceive that they get what they think they will and should.<sup>5</sup>

Perceptions are measured on the factors like location, parking, area for moving in the store, product assortment, product staking, price, quality, store staff, store ambience, cleanliness, sitting arrangement, billing system, payment mode, promotional schemes, customer complaints, operating hours, and security system.

In the competitive world organisations have to manage the perception of customers, failing doing so will doom their prospective in the business. In modern time, new and new formats are coming up and pose challenges to the existing kind of formats.

Specialty store is one of the retail formats. Mobile kind of items sold through not only specialty store but also through Malls, Hyper Markets, and Department Stores

## 2. Literature Review

Attribution Theory is a social psychology developed in 1958. The theory is concerned with the ways in which people explain the behaviors of others and themselves with something else. It explores how individuals' "attribute" causes to events and how this cognitive perception affects their usefulness in an organization.

The confirmation and disconfirmation theory paradigms view customer satisfaction judgment as the result of the consumer perception gap between their perceptions of performance and their prior expectations. (Parsuraman et al. 1994), as satisfaction measured on the basis of their perception towards objects.<sup>7</sup>

John B. Clark, Hojong Hwang (2000) measured the customer satisfaction between American and Korean discount stores. Considered helpfulness of sales person, friendliness, number of sales people, politeness, store layout, ease of information finding things, cleanliness, assortments, of departments, quality level, merchandise selection, fashionable, willingness to exchange, fairness of adjustments, credit and charge account, value for money, price level, special sales, advertising, location, other store customers. They were affected by mainly merchandise value and location factors.<sup>8</sup>

Binta Abubakar, Val Clulow (2002) attempted the rating of importance associated with supermarket shopping. Accessibility, quality service, friendliness were found important.<sup>9</sup>

Vailshali Aggrawal (2008) conducted study on factors important for customer satisfaction, 'quality', convenient location' and availability got the highest rating in terms of their importance to customers in 5 point scale. Customers were not price sensitive and they did not pay more attention to display and ambience of the store.<sup>10</sup>

Alisa Nilawan (2008) surveyed customers' satisfaction with Metro Mall at Sukhvit station. Findings were food and beverage stores/shops, reasonable prices compared with product quality, modern decoration and location of mall, word of mouth, availability of discount coupons and prompt and attentive services of sales people were main factors influencing customers.<sup>11</sup>

Determinants of Retail Customer Satisfaction – A study of organized retail outlets in Kurukshetra by Manhu Rani Malik has indicated that respondents have preference for variety of products, reasonable price, and convenient location. Majority of the respondents are satisfied with price as reasonable price. Majority of the students are satisfied with quality of products, good value for money, unique & trendy products and variety of products.<sup>12</sup>

Sonia (2008) conducted a study on customers' perception towards Mega Marts in Ludhiana. The author highlighted that customers preferred particular mega mart due to its convenience in terms of space, product range, billing system, multiple choice etc., and location at an easy approach and safety. Customers were found satisfied with safety measures and parking facility at mega Marts. It was also found that for customers it is a place to compare prices and quality of similar products of various brands. Customer preferred cash discounts. Quality and discount offer are most important features influencing customer's decision to purchase.<sup>13</sup>

Sunayna Khurana (2008) examined the difference in consumer's expectations and perceptions for service quality they received while shopping at various retail stores in Haryana. She also considered consumer demographic characteristics for the study. Statistically, She identified five prime factors for service quality, personal interaction, problem solving, and policy. Her study concluded that wide disparity existed between expectations and perceptions for personal attention and policy factor.<sup>14</sup>

A study on consumer perception about organized V/S unorganized retailers at Kanchipuram, Tamilnadu by Dr. V. Ramnathan, Dr. K. Hari found that in organized retail formats information about products, product quality, value added services and customer care play major role.<sup>15</sup>

## 3. Statement of the Problem

In India different formats are operational in retailing. One of the formats is specialty store and it draws customers on the basis of its ability to cater to the needs and / or wants regarding specific product. It also faces stiff challenges from other formats like department store, hyper market, etc. It is important for them to keep themselves updated on customer perceptions towards their formats to be competitive against other formats.

## 4. Objectives and Hypotheses of the Study

### 4.1. Objectives

- To study overall perception towards Mobile specialty stores.
- To identify the important factors of perception towards Mobile specialty stores.
- To measure the perception towards Mobile specialty stores on Store location, parking facility, moving area in store, product assortment, product pricing, product quality, store staff, Store ambience, store's cleanliness, Store's sitting arrangement, billing system, payment mode, promotional schemes, customer complaint handling, working/operating hours and store's security system.

### 4.2. Hypotheses

- There is no significant difference between hypothesized mean and Sample mean of overall perception towards Mobile Specialty Stores.
- There is no significant difference between overall perception of Males and Females towards Mobile Specialty Stores.

- There is no significant difference between the perception of Males and Females towards Mobile Specialty Stores on Store location ,parking facility, moving area in store, product assortment, product staking, product price, product quality, store staff, Store ambience, store’s cleanliness, Store’s sitting arrangement, billing system, payment mode ,promotional schemes, customer complaint handling ,working/operating hours and store’s security system.
- There is no significant difference between the overall perception of Nuclear family and Joint family background respondents towards Mobile Specialty Stores.
- There is no significant difference between the overall perceptions of different family income back ground respondents towards Mobile Specialty Stores.

### 5. Research Methodology

- Sampling Unit: Young, well educated mobile buyers from the mobile specialty stores at Baroda. (Young – 18 to 35 Years, Well Educated- Graduates /Post graduates)
- Sample Size: 100 Respondents
- Sampling Method: Non Probability – Convenience sampling method
- Sources of data: Primary and Secondary. (Primary – Through respondents, Secondary: Through books, Journals, etc.)
- Data Collection Method: Survey
- Data Collection Tool: Questionnaire
- Research Design: Exploratory and Descriptive.
- Data Analysis Tool: SPSS soft ware

### 6. Limitations

- Understanding of the questionnaire may not be the same for all respondents might induce errors in responses.
- Sampling unit may not be representing all well educated youth of Baroda.
- Sample size may be small in comparison of total number of youth in Baroda.

### 7. Data Analysis and Interpretation

<b>Profile of the respondents</b>			
<b>Variables</b>		<b>Count</b>	<b>Percentage</b>
<b>Gender</b>	Male	72	72
	Female	28	28
	<b>Total</b>	<b>100</b>	<b>100</b>
<b>Age</b>	18 to 25 Years	96	96
	26 to 35 Years	4	4
	<b>Total</b>	<b>100</b>	<b>100</b>
<b>Educational Qualification</b>	Graduate	30	30
	Post Graduate	69	69
	Ph.D.	1	1
	<b>Total</b>	<b>100</b>	<b>100</b>
<b>Occupation</b>	Service	5	5
	Self Employed	12	12
	Others	83	83
	<b>Total</b>	<b>100</b>	<b>100</b>
<b>Kind of Family</b>	Nuclear	46	46
	Joint	54	54
	<b>Total</b>	<b>100</b>	<b>100</b>

Family Annual Income	Rs.1,00,000 or Less	13	13
	Rs.1,00,001 to Rs.2,00,000	28	28
	Rs.2,00,001 to 3,00,000	27	27
	Rs.3,00,001 to 4,00,000	14	14
	Rs.4,00,001 or more	18	18
	<b>Total</b>	100	100

Table 1

From the above table, it is clear that the 100 respondents consisted of 72 males and 28 females. 96% of the respondents fall in the age group of 18 to 25 years. They all are well educated as most of them are post graduate (69%) and followed by graduates (30%). Most of them are looking for the jobs .46% of the respondents have nuclear family back ground where as 56% have joint family back ground. Out of 100 respondents,55% fell in the family annual income bracket of Rs.1,00,000 toRs.4,00,000.it is followed by 18% in Rs.4,00,001 or above.

#### 7.1. Objectives/Hypotheses based data analysis and interpretation

- Objectives
- Overall perception towards Mobile specialty stores.

Overall perception		
	N	Mean
Over All Perception	100	5.93
Valid N (listwise)	100	

Table 2

- Perception towards Mobile Specialty Store has been measured through 100 respondents on 7 point scale ranging from extremely good to extremely bad. Its mean score 5.93 represents over all perception is quite close to very good.
- Identifying the important factors of perception towards Mobile specialty stores.

Identification of Important factors		
Factors	N	Mean
Sore Location	100	4.54
Parking Facility	100	4.17
Moving Area in Store	100	3.87
Product Assortment	100	4.27
Product staking	100	4.00
Product Price	100	4.58
Product Quality	100	4.74
Store Staff	99	4.00
Store Ambience	99	3.89
Store's Cleanliness	100	4.21
Store's Sitting Arrangement	100	3.84

Billing System	100	4.25
Payment Mode	100	4.18
Promotional Schemes	100	4.02
Customer Complaint Handling	99	4.49
Working/Operating Hours	100	3.98
Store's Security System	100	4.09

Table 3

Total 17 factors have been considered for the study on 5 point Likert scale ranging from Very important to Not at all important. Store ambience, Store's sitting arrangement, and working/operating hours have been rated below 4 i.e. fairly important. These three factors have been identified as relatively less important factors. Store location ,parking facility, moving area in store, product assortment, product staking, product price, product quality, store staff, store's cleanliness, billing system, payment mode ,promotional schemes, customer complaint handling and store's security system have been rated 4 or above. These 14 factors have been identified as important factors.

Measuring the perception towards Mobile specialty stores on several factors i.e. Store location ,parking facility, moving area in store, product assortment, product staking, product price, product quality, store staff, Store ambience, store's cleanliness, Store's sitting arrangement, billing system, payment mode ,promotional schemes, customer complaint handling ,working/operating hours and store's security system.

<b>Perception on several factors</b>		
Factors	N	Mean
<b>Store Location</b>	100	5.08
<b>Parking</b>		
Parking Area	99	4.40
Parking Staff	99	4.58
Parking Safety	100	4.05
<b>Store Area</b>	99	3.95
<b>Product Assortment</b>		
Product Width	99	5.69
Product Depth	96	4.52
<b>Product Staking</b>		
Product Visibility	99	5.70
Product Accessibility	99	5.06
<b>Product Price</b>	100	4.61
<b>Product Quality</b>	98	5.48
<b>Store Staff</b>		
Store Staff's Presentability	96	5.72
Store Staff's Cooperativeness	94	5.61
<b>Store Ambience</b>		

Store's Environment	97	4.51
Store's Lighting	94	4.89
<b>Store's Cleanliness</b>	97	6.07
<b>Sitting Arrangement</b>		
Store's Sitting Comfortability	80	3.99
Store's Sitting Arrangement	81	4.12
<b>Billing System</b>		
Number of Billing Counters	98	5.28
Billing Process	98	5.41
Billing speed	97	4.81
<b>Payment Mode</b>		
Payment Mode - Cash	99	5.98
Payment Mode – Card	91	5.21
<b>Promotional Schemes</b>		
Frequency of Promotional scheme	100	4.87
Attractiveness of Promotional Scheme	99	4.67
Advertising for Promotional Scheme	98	4.20
Money saving through Promotional Scheme	98	4.53
Buying More through Promotional Scheme	96	4.68
<b>Customer Complaint Handling</b>		
Empathy in Customer Complaint Handling	98	4.84
Responsiveness in Customer Complaint Handling	97	5.22
Satisfaction of Customer Complaint Handling	97	4.79
<b>Working/operating Hours</b>		
Working Hour's Sufficiency	98	6.11
Working Hour's Preferability	95	5.65

<b>Store's Security system</b>	100	5.91
Valid N (listwise)	54	

Table 4

- Since missing responses have not been considered for each factor, variation may be observed in number of respondents for the factors in the above table.

Total 17 main factors along with other sub factors have been studied for measuring the perception on 7 point scale ranging on either side at extremity. Store location is rated above 5 refers to nearness of the stores perceived between near and very near but more closer to near. Parking and store area have been rated below 5 i.e. not large. In product assortment width – range of mobile of different prices have been rated above 5 i.e. wide range but assortment or varieties have been rated below 5 suggests not very large number of varieties. Product staking in terms of accessibility and visibility has been rated above 5 i.e. more than good staking. Product quality, store staff. store’s cleanliness, payment mode, working hours and store’s security have been rated above 5. This refers to the perception of respondents towards Mobile Specialty Store is above good. Product price is rated at slightly above 4 is perceived as slightly costly. Store ambience and sitting arrangements have not been rated quite good i.e. below 5. Billing system in terms of number of counters and process rated above good but speed is below 5 i.e. less than good. Promotional schemes in ways of frequency, attractiveness, advertising, money saving and buying more have been rated below 5 connoting less than good. Customer complaint handling has been perceived on responsiveness above 5 i.e. above good but in terms of empathy and satisfaction it is rated less than 5 i.e. less than good.

- Hypotheses  
There is no significant difference between hypothesized mean and Sample mean of overall perception towards Mobile Specialty stores .
- Statistical test applied is One Sample T Test owing to the measurement of data is of interval nature.
- Test Level :5 – Good
- Level of Significance:0.05
- Two Tailed Test

<b>T-Test</b>						
<b>One-Sample Statistics</b>						
	N	Mean	Std. Deviation	Std. Error Mean		
Over All Perception	100	5.93	1.057	.106		
<b>One-Sample Test</b>						
	Test Value = 5					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Over All Perception	8.802	99	.000	.930	.72	1.14

Table 5

- In the above test significance level is found 0.000 which is less than 0.05, so the null hypothesis is rejected. It means there is a significant difference between the sample mean and hypothesized one i.e. in our case it is quite close to very good.
- There is no significant difference between overall perception of Males and Females towards Mobile Specialty stores .
- Statistical test applied is Independent Samples Test owing to the measurement of data is of interval nature .
- Level of Significance:0.05
- **T-Test**

<b>Group Statistics</b>					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Over All Perception	Male	72	5.99	1.068	.126
	Female	28	5.79	1.031	.195

Table 6

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Over All Perception	Equal variances assumed	.069	.793	.850	98	.397	.200	.236	-.267	.668
	Equal variances not assumed			.864	50.856	.392	.200	.232	-.265	.666

Table 7

- In the above test significance level found is 0.392 which is higher than 0.05 so the stated hypothesis is not rejected. Hence overall perception of males and females is quite similar.
- There is no significant difference between the perception of Males and Females towards Mobile Specialty stores on several factors i.e. Store location ,parking facility, moving area in store, product assortment, product staking, product price, product quality, store staff, Store ambience, store’s cleanliness, Store’s sitting arrangement, billing system, payment mode ,promotional schemes, customer complaint handling ,working/operating hours and store’s security system.
- Statistical test applied is Independent Samples Test owing to the measurement data of perception is of interval nature.
- Level of significance:0.05
- **T-Test**

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Sore Location	Male	72	4.56	.690	.081
	Female	28	4.50	.839	.159
Parking Facility	Male	72	4.13	.918	.108
	Female	28	4.29	1.117	.211
Moving Area in Store	Male	72	3.86	.893	.105
	Female	28	3.89	1.449	.274
Product Assortment	Male	72	4.31	.944	.111
	Female	28	4.18	1.090	.206
Product staking	Male	72	3.92	1.004	.118
	Female	28	4.21	.995	.188
Product Price	Male	72	4.47	1.021	.120
	Female	28	4.86	.651	.123
Product Quality	Male	72	4.76	.617	.073
	Female	28	4.68	.863	.163
Store Staff	Male	72	3.94	.918	.108
	Female	27	4.15	1.099	.212
Store Ambience	Male	71	3.87	1.013	.120
	Female	28	3.93	1.274	.241
Store's Cleanliness	Male	72	4.18	.954	.112
	Female	28	4.29	.976	.184
Store's Sitting Arrangement	Male	72	3.72	1.178	.139
	Female	28	4.14	.970	.183
Billing System	Male	72	4.25	1.031	.122
	Female	28	4.25	1.005	.190
Payment Mode	Male	72	4.17	1.101	.130
	Female	28	4.21	1.101	.208
Promotional Scheme	Male	72	4.03	1.087	.128
	Female	28	4.00	1.054	.199



Customer Complaint Handling	Male	72	4.47	.903	.106
	Female	27	4.56	1.013	.195
Working/Operating Hours	Male	72	3.92	.884	.104
	Female	28	4.14	1.268	.240
Store's SecuritySystem	Male	72	4.06	1.174	.138
	Female	28	4.18	1.219	.230

Table 8

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Sore Location	Equal variances assumed	1.221	.272	.340	98	.735	.056	.163	-.269	.380
	Equal variances not assumed			.312	41.961	.757	.056	.178	-.304	.415
Parking Facility	Equal variances assumed	2.755	.100	-.738	98	.462	-.161	.218	-.593	.271
	Equal variances not assumed			-.677	41.945	.502	-.161	.237	-.640	.318
Moving Area in Store	Equal variances assumed	5.015	.027	-.133	98	.895	-.032	.239	-.507	.443
	Equal variances not assumed			-.108	35.273	.914	-.032	.293	-.627	.564
Product Assortment	Equal variances assumed	.016	.901	.578	98	.565	.127	.220	-.309	.563
	Equal variances not assumed			.542	43.623	.590	.127	.234	-.345	.599
Product staking	Equal variances assumed	.001	.969	-1.335	98	.185	-.298	.223	-.740	.145
	Equal variances not assumed			-1.340	49.646	.186	-.298	.222	-.744	.149
Product Price	Equal variances assumed	6.581	.012	-1.852	98	.067	-.385	.208	-.797	.028

	Equal variances not assumed			- 2.238	76.689	.028	-.385	.172	-.727	-.042
Product Quality	Equal variances assumed	4.234	.042	.553	98	.582	.085	.154	-.221	.392
	Equal variances not assumed			.478	38.209	.635	.085	.179	-.276	.447
Store Staff	Equal variances assumed	.825	.366	-.931	97	.354	-.204	.219	-.638	.231
	Equal variances not assumed			-.857	40.358	.396	-.204	.238	-.684	.276
Store Ambience	Equal variances assumed	.831	.364	-.227	97	.821	-.055	.244	-.539	.428
	Equal variances not assumed			-.206	41.150	.838	-.055	.269	-.599	.488
Store's Cleanliness	Equal variances assumed	.189	.665	-.492	98	.624	-.105	.214	-.530	.319
	Equal variances not assumed			-.487	48.274	.629	-.105	.216	-.539	.329
Store's Sitting Arrangement	Equal variances assumed	4.127	.045	- 1.680	98	.096	-.421	.250	-.918	.076
	Equal variances not assumed			- 1.829	59.367	.072	-.421	.230	-.881	.040
Billing System	Equal variances assumed	.002	.967	0.000	98	1.000	0.000	.228	-.453	.453
	Equal variances not assumed			0.000	50.439	1.000	0.000	.225	-.453	.453
Payment Mode	Equal variances assumed	.067	.796	-.194	98	.846	-.048	.245	-.534	.439
	Equal variances not assumed			-.194	49.244	.847	-.048	.245	-.540	.445
Promotional Scheme	Equal variances assumed	.113	.737	.116	98	.908	.028	.240	-.449	.504

	Equal variances not assumed			.117	50.670	.907	.028	.237	-.448	.503
Customer Complaint Handling	Equal variances assumed	.163	.687	-.395	97	.693	-.083	.211	-.502	.335
	Equal variances not assumed			-.375	42.447	.709	-.083	.222	-.531	.365
Working/Operating Hours	Equal variances assumed	5.050	.027	-1.011	98	.315	-.226	.224	-.670	.218
	Equal variances not assumed			-.865	37.659	.392	-.226	.261	-.755	.303
Store's SecuritySystem	Equal variances assumed	.189	.664	-.466	98	.642	-.123	.264	-.647	.401
	Equal variances not assumed			-.458	47.624	.649	-.123	.269	-.663	.417

Table 9

From above table it is found that for product price significance level-0.028 found less than 0.05 hence the stated hypothesis is rejected in this regard. It means perception of males and females have significance difference. Males are towards high price where as females towards very high price.

In rest all 16 factors significance level found greater than 0.05, so null hypotheses of them are not rejected. Thus no significance difference is found in perception of males and females towards these 16 factors.

- There is no significant difference between the overall perception of Nuclear family and Joint family background respondents towards Mobile Specialty stores .
- Statistical test applied is Independent Samples Test owing to the measurement of data is of interval nature.
- Level of significance:0.05
- **T-Test**

Group Statistics					
Kind of Family		N	Mean	Std. Deviation	Std. Error Mean
Over All Perception	Nuclear	46	6.17	.996	.147
	Joint	54	5.72	1.071	.146

Table 10

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Over All Perception	Equal variances assumed	.609	.437	2.170	98	.032	.452	.208	.039	.865

	Equal variances not assumed			2.183	97.233	.031	.452	.207	.041	.862
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Table 11

- From above table it is found that significance level at 0.031 which is less than 0.05 hence the null hypothesis is rejected. It means that the respondents from nuclear back ground have significantly different perceptions than that of the respondents from joint family back ground. Thus family back ground of respondents affects the perceptions significantly. Nuclear family back ground is towards extremely good perception where as joint family towards very good perception.
- There is no significant difference between the overall perception of different family income back ground respondents towards Mobile Specialty stores .
- Statistical test applied is One way Anova to measure whether the variation on the measured factor is significant among more than two categories. Dependent variable- perception is measured on interval scale where as independent variable Income class is measured on nominal scale.

One way								
Descriptives								
Over All Perception								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Rs.1,00,000 or Less	13	6.00	1.080	.300	5.35	6.65	4	7
Rs.1,00,001 to Rs.2,00,000	28	6.18	.983	.186	5.80	6.56	4	7
Rs.2,00,001 to 3,00,000	27	5.56	1.121	.216	5.11	6.00	3	7
Rs.3,00,001 to 4,00,000	14	5.86	1.027	.275	5.26	6.45	4	7
Rs.4,00,001 or more	18	6.11	1.023	.241	5.60	6.62	4	7
Total	100	5.93	1.057	.106	5.72	6.14	3	7
ANOVA								
Over All Perception								
			Sum of Squares	df	Mean Square	F	Sig.	
Between Groups	(Combined)		6.244	4	1.561	1.422	.233	
	Linear Term	Unweighted	.015	1	.015	.014	.906	
		Weighted	.065	1	.065	.059	.808	
		Deviation	6.179	3	2.060	1.877	.139	
Within Groups			104.266	95	1.098			
Total			110.510	99				

Table 12

From above table it is found that calculated significance level 0.233 greater than 0.05,hence the stated hypothesis is not rejected. It means that different family income background of respondents’ perceptions have no significance difference. Overall perception remains centered around very good regard less the difference in family income.

## 8. Findings

### 8.1. Towards Objectives

- Overall perceptions:  
The overall perception towards Mobile specialty stores stands at 5.93 which represents over all perception is quite close to very good
- Identifying the important factors of perception:  
Store ambience, Store's sitting arrangement, and working/operating hours have been rated below 4 i.e. fairly important. These three factors identified as relatively less important factors. Store location ,parking facility, moving area in store, product assortment, product staking, product price, product quality, store staff, store's cleanliness, billing system, payment mode ,promotional schemes, customer complaint handling and store's security system have been rated 4 or above 4. These 14 factors have been identified as important factors.
- Measuring the perception towards Mobile specialty stores on several factors:  
Store location rated above 5 refers to closeness of the stores perceived above good. Parking and store area have been rated below 5 i.e. not large. In product assortment width – range of mobile of different prices have been rated above 5 i.e. wide range but assortment or varieties have been rated below 5 suggesting not very large number of varieties. Product staking in terms of accessibility and visibility has been rated above 5 i.e. above good staking. Perceptions on product quality, store staff, store's cleanliness, payment mode, working hours and store's security have been rated above good. Product price is perceived as slightly costly. Store ambience and sitting arrangements have not been rated quite good. Billing system in terms of number of counters and process rated above good but speed is below good. Promotional schemes in ways of frequency, attractiveness, advertising, money saving and buying more have been rated less than good. Customer complaint handling has been perceived on responsiveness more than good but in terms of empathy and satisfaction less than good.

### 8.2. Towards Hypotheses

- There is a significant difference between hypothesized mean and Sample mean of overall perception towards Mobile Specialty Stores. i.e. it is quite close to very good.
- There is no significant difference between overall perception of Males and Females towards Mobile Specialty Stores.
- There is significant difference between the perception of Males and Females towards Mobile Specialty stores on the factor – Product Price Whereas on all the rest of the factors-location, parking facility, area in the store, product assortment, product staking, quality, store staff, store ambience, cleanliness, sitting arrangement ,billing system, payment mode, promotional scheme, customer complaint handling, working hours and security system, no significant difference in perception found between males and females.
- There is significant difference between the overall perception of Nuclear family and Joint family background respondents towards Mobile Specialty Stores.
- There is no significant difference between the overall perception of different family income back ground respondents towards Mobile Specialty Stores.

## 9. Conclusion

- Majority of the respondents of the age group is 18to 25 and are well educated-either graduate or post graduate. They represent by and large equally nuclear and join family background. Almost 55% respondents are from Rs.100001 to Rs.30000 family income category.
- The young respondents perceived Mobile Specialty Stores at Baroda very good .They identified store ambience, Store's sitting arrangement, and working/operating hours as relatively less important whereas they identify Store location ,parking facility, moving area in store, product assortment, product staking, product price, product quality, store staff, store's cleanliness, billing system, payment mode ,promotional schemes, customer complaint handling and store's security system as important factors.
- Measuring the perception towards Mobile specialty stores on several factors:  
Store location is perceived above good. Parking and store area have been perceived not large. In product assortment width – range of mobile of different prices is very wide but assortment or varieties are not in very large number. Product staking in terms of accessibility and visibility is above good. Product quality, store staff. Store's cleanliness, payment mode, working hours and store's security have been perceived above good. Product price is perceived as slightly costly. Store ambience and sitting arrangements have not been rated quite good. Billing system in terms of number of counters and process rated above good but speed is less than good. Promotional schemes in ways of frequency, attractiveness, advertising , money saving and buying more have been less than good. Customer complaint handling has been perceived on responsiveness above good but in terms of empathy and satisfaction it is rated less than good.
- Overall perceptions of males and females towards Mobile Specialty Stores have no significant difference. Overall perception is in general rated close to very good .They differ on product price as females have perceived product price higher than that of males. On rest of the factors they have no significant difference in perception.
- Perception is affected by different family back ground but not affected by family income.

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