

# SHABARI EMPORIUM: A STUDY OF CUSTOMER SATISFACTION

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## ABSTRACT

*Shabari emporium are sales outlets to sale produce of many heritage handicrafts and disappearing traditional arts of Chhattisgarh State, made by tribal/village artisans. The emporiums are endeavor of Chhattisgarh Handicraft Development Board that is an undertaking of Chhattisgarh Government. There are 19 emporiums of which 2 are situated in out of the state and remain functioning in state. The emporium situated in Chhattisgarh Haat, Pandari, Raipur is the most revenue generating emporium. Customer satisfaction level of this emporium is studied.*

**Keywords-** *Shabari Emporium, Chhattisgarh Haat-Raipur, Heritage Handicraft, Customer Satisfaction.*

## 1. Introduction

Here is a brief introduction to Shabari emporium and customer satisfaction

### 1.1 Shabari Emporium

Chhattisgarh Handicraft Development Board is an undertaking of Chhattisgarh Government. Main objectives of the board are-

- 1.1.1 **Qualitative improvement in product of traditional artisan of Chhattisgarh**
- 1.1.2 **Protection, Promotion and Expansion of traditional artisan**
- 1.1.3 **Self employment through making handicraft**
- 1.1.4 **Financing to produce handicraft**
- 1.1.5 **Production and production of disappearing traditional art**

CHDB run Shabari emporium, a medium to sale the produce of traditional artisan of Chhattisgarh. There are 19 Shabari Emporiums of which 2 situated in out of state and remaining in Chhattisgarh. Details of Chhattisgarh location are Ambikapur-1, Bhilai-1, Bilaspur-1, Champaran-1, Jagdalpur-1, Jashpur-1, Kanker-1, Kondagaon-1, Narayanpur-1, Pankhajur-1, Parachpal-1, Raipur-5, Rajnandgaon-1, Sarguja-1

These emporium sales tradition craft of following categories, some of them are more than thousand years old, viz. Bamboo, Bell Metal, Carpet, Clay Art, Embroidery, Godna Craft, Iron Craft, Jute Craft, Shell Craft, Sisal Craft, Stone Craft, Terracotta, Traditional cloth& panting, Tumba, Wood Craft

Selling amount of the emporium goes to artisan after deduction of sales cost that is about 10% of sales price on an average basis.

Shabari Emporium situated in Chhattisgarh Haat, Pandari, Raipur is the most revenue generating emporium. Till quarter 3 of current financial year it has about 30% sales contributions of total revenue.

As per salesmen of this emporium average visitors is 15-18 per day, on routine days and in season like craft exhibition cum sale in Chhattisgarh Haat, etc., it becomes 40-45. 80% of visitors buy something on routine days.

- 1.2 **Customer Satisfaction-** It is marketing terminology that measure customer expectation towards any goods or service. Kotler and Keller explain customer satisfaction is customer feeling of pleasure which resulted from comparing a product's perceived performance or outcome against his/ her expectations.

## 2. Objective of the Study

“To know customer satisfaction towards Shabari Emporium situated in Chhattisgarh Haat, Pandari, Raipur”

## 3. Importance of the Study

Study will help efforts of CHDB toward its highest revenue generating outlet.Help to know the feedback of customer of Chhattisgarh traditional art customer of aforesaid category Ultimately help to better survival of disappearing traditional art of aforesaid 14 categories made by tribal/village artisan of Chhattisgarh.Gartner Group statistics tell that 80% of company's future revenue will come from just 20% of present customers. According to Bain and Company, a 5% increase in customer retention can increase 75% company profit. These studies speak about importance of customer satisfaction.

## 4. Review Of Literature

Kunkel et al.(1986) said that a man selects a store for purchasing based on his experiences while shopping in a store. Sinha & Banerjee (2004) worked upon the factors of retail store selection based on the consumers' perception. Anderson and Sullivan, (1993) stated that customer satisfaction is related to the size and direction of disconfirmation.

## 5. Period of Study

Data is collected from those customers who visited said emporium in last 6 months.

## 6. Research Methodology

- 6.1 Primary data is collected to know satisfaction level.
- 6.2 Sample survey is conducted to know satisfaction of customer by questionnaire method.
- 6.3 A questionnaire is design to check satisfaction in which 10 questions, with a four point of scaling viz., 4/3/2/1, asked.
- Questions designed to check Quality of produce, Range of product, Value for money, Product information, Ambiance of emporium, Sales man attention, Timing of emporium, Accessibility of emporium, Costliness of product, Customer opinion to recommend his kith/kin were asked.

Marking

Above 80% Very Much Satisfied

Up to 60% Satisfied

Below 60% Lower Satisfaction

- 6.4 30 customers are randomly taken to know satisfaction level. Mean, standard deviations are calculated.

- 6.5 Used Formulae

6.5.1 Mean =  $\frac{\sum X}{n}$

6.5.2 Standard Deviation = Square Root of  $[(X-\text{mean})^2 / n-1]$

6.5.3 Standard Error of Mean =  $\text{Sample SD} / \sqrt{n}$

Limits of mean +/- (3 x Standard Error of Mean) at 0.27% of significance level

- 6.6 Hypothesis -Customers are very much satisfied with Shabari Emporium situated in Chhattisgarh Haat, Pandari, Raipur

## 7. Findings

- 7.1 Mean = 3.05
- 7.2 Standard Deviation = 0.57
- 7.3 Test of significance at 0.27% significance level upper limit 3.16 and lower limit 2.94. That falls between 79% to 73.5% limit.
- 7.4 Range of finding says the customer of Shabari Emporium situated in Chhattisgarh Haat, Pandari, Raipur is satisfied.
- 7.5 Hypothesis is not proved.

## 8. Discussion on Findings and Suggestion

- 8.1 Found satisfaction level is good enough, though chances of improvement exist everywhere.
- 8.2 Least average is found for the question of “Costliness of the Produce”. It means customers want increase on product variety at an affordable range.
- 8.3 Highest mean is found in quality of product and value for money. So there is need for advertisement of heritage produce.
- 8.4 As per sales men of the emporium , in past two years, 4-5 customers demanded to exchange for what they bought and no product related complaint communicated in emporium by the customers.
- 8.5 The emporium salesmen told that they are finding new location at nearby so that ambiance can be improved.
- 8.6 A suggestion box needs to arrange to get feedback of customers.
- 8.7 Adequate information can be displayed in emporium for each category of aforesaid produce.

## 9. Suggestions for Next Study

- 9.1 Customers satisfaction study on emporiums situated in state and outside of the state should be find out.
- 9.2 More parameters to scale satisfaction should be use.

## 10. Limitations of the Study

- 10.1 Limitations of statistical techniques exist. \
- 10.2 Study is based upon some selected parameters for specific sales outlet. There may be more parameters to scale satisfaction

## 11. References

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