

A STUDY ON CUSTOMERS SATISFACTION AND PREFERENCE TOWARDS SUPERMARKET

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Abstract

The results of this survey generally reflect client satisfaction with Super Market. The goal of this research is to gauge how satisfied customers are with Super Market by looking at customer satisfaction. Using percentage analysis, a sample of 100 respondents who were customers and lived in Coimbatore city was gathered. According to the report, the vast majority of customers are quite happy with the service provided by Supermarket. The study was concluded by stating that if these suggestions are taken into consideration by the supermarket, then products will always remain number one in the markets with the utmost satisfaction to the customers. The majority of respondents believed that customers needed products at a reduced price as provided by the competitor.

Keywords: - Supermarket, Super Market products, Customers, Products, Supermarket.

INTRODUCTION

A supermarket is a type of retail establishment that combines a department store and a super market. Supermarkets are frequently very large establishments that sell a wide range of products, including electronics, groceries, vegetables and fruits, household goods, stationery, health care items, consumer durables, clothing, furniture, and more. It's sold in stores. It combines a grocery shop with a department store. Super markets provide customers the convenience of one-stop shopping.

The Wall-Mart supercenter, huge bazaar, reliance smart (fun mall), Supermarket, Brook Fields, Prozone Mall, Fred Meyer Super Market, and Super Kmart are a few of the most well-liked supermarkets. French commerce specialist Jacques Pictet first used the word supermarket in 1968. Supermarkets generally encompass an area of 5000 to 15000 square meters and have business strategies that concentrate on high volume, low profit sales (54000 to 161000 sqft).

OBJECTIVES OF THE STUDY

- To research Supermarket users' buying habits.
- To investigate the degree of consumer satisfaction with Supermarket.
- To learn more about Supermarket clients' purchasing habits.

STATEMENT OF THE PROBLEM

It offers direction for further study in the field of organized retail. According to research, Supermarket customers behave in terms of their purchasing. Identifying the market's size, growth, and market potential for Supermarket is extremely crucial. It presents the Super market scenario from a future point of view. It demonstrates the Supermarket supermarket's opportunities and problems with regard to the internal and exterior environments. According to research, there are many significant rivals in the organized retail sectors. It offers direction for the expansion of Super Market. The analysis makes it possible to determine how happy Supermarket's consumers are.

LIMITATIONS OF THE STUDY

- The sample size was somewhat tiny, and it was limited to Coimbatore. The sample size is capped to 100 responders due to time limitations.
- Since this research is a primary one, the respondents' information is what determines the correctness and reliability of the data.
- The respondent's opinions and beliefs may be valid at this moment, but they might change in the future.
- There was not enough time to conduct a thorough analysis; the research was limited to Super market clients alone.

REVIEW OF LITERATURE

Jeevananda S. (July 2011) to examine the relationship between customer loyalty and degree of customer pleasure. More than 60% of the 100 consumers questioned said they prefer to buy at a supermarket. To boost customer satisfaction levels, the shop employs techniques including quick payment systems, free parking, free delivery, restrooms, salespeople, and others.

- Mohd Zahari Salehaddin (Jan 2013) to evaluate the supermarket's food service. Compared to the services, consumers are more concerned with quality and cost. The investigations revealed that the majority of respondents were satisfied with the overall fresh product quality in a supermarket.

HISTORY OF SUPERMARKET

Introduction

Big Bazaar is a network of grocery shops, inexpensive department stores, and hypermarkets in India. Under his parent company Future Group,[3] which is well-known for holding a large prominence in the Indian retail and fashion industries, Kishore Biyani created the retail chain. In places where it does so, Super market is also the parent chain of Food Bazaar, Fashion at Super market (abbreviated as fbb), and eZone. It is also the sister chain of retail chains including Brand Factory, Home Town, Central, eZone, etc.

Variety of Products

More than 40,000 products are available at Super market, including fresh fruit and vegetables, meat, poultry, fish, dairy products, ready-to-eat foods, a live bakery, wines, beers, and spirits, as well as personal care items, kitchenware, dinnerware, electronics, IT accessories, children's toys, clothing, and stationery. More than 25 various types of rice, 35 different kinds of international cheese, 45 different kinds of fish, and 12 different kinds of all the main dals are available for customers to choose from. Customers may sip on fresh juices, Indian sweets, fruit salads, ice cream, and milkshakes as they browse. These things may be brought home as well.

Area of Study

RESEARCH METHODOLOGY

The research is restricted to the field of marketing. There can be no mechanical alternatives for the attention, complexity, expertise, business acumen, and ingenuity required for this procedure.

Primary Data

Primary data refers to data or information that is gathered for the first time. With the aid of

primary data gathered from 100 respondents, the study's goal has been achieved.

Research Methodology

A rigorous and methodical search for information on a certain issue is referred to as research in common usage. After the goal has been established, the following stage is to gather information that is pertinent to the issue and then evaluate that information to determine the underlying causes of the problem.

Sampling Method

Due to the limitless size of the population, on-profitability sampling was utilized for the study. The study's chosen sample method is a practical sampling method. Samples were chosen using the practical sampling technique known as non-profitable sampling.

Data Collection Method

A questionnaire was utilized as the data collection tool to get the needed information. The questionnaire was designed and framed in a way that would be simple for the responders to comprehend.

Sample Size

100 respondents provided the information that is gathered.

TOOLS FOR DATA COLLECTION

Questionnaire

This approach involves sending a questionnaire to the relevant parties and asking them to complete it and submit it using a Google form. A questionnaire consists of many questions written on a form in a certain sequence.

Statistical Tools

The following tools were used to analyze the data:

Simple percentage analysis.

The data gathered for the research project is subjected to a percentage analysis. The In the

$$\text{Percentage of respondents} = \frac{\text{no of respondents}}{\text{total respondents}} \times 100$$

data presentation, proportion is utilized to make the numbers simpler. The statistics are reduced in the conventional form using percentages, with a base equal to the facilities' relative comparison.

DATA ANALYSIS

Table 1: Showing the using of the services

| Particulars | No of Respondents | Percentage |
|-----------------------|--------------------------|-------------------|
| Weekly | 24 | 24 |
| Monthly | 29 | 29 |
| During special offers | 21 | 21 |
| When the need arises | 26 | 26 |
| Total | 100 | 100 |

In accordance with the above, list the replies that received the most votes, or 29% of the total. One might infer that customers who only shop once a month want to purchase enough food and other necessities to last them a month. 24% of respondents said they frequent Super market on a weekly basis. 26% of the respondents only visited Supermarket when they

needed a purchase, whereas 21% of respondents only went there for deals (festival offers, one-hour offers).

Table 2: Showing the satisfaction level of shopping experience

| Scale | No of Respondents | Percentage |
|--------------|-------------------|------------|
| Satisfied | 59 | 59 |
| Neutral | 37 | 37 |
| Dissatisfied | 4 | 4 |
| Total | 100 | 100 |

Of of 100 respondents, 59% expressed complete satisfaction with their personal buying experience, while 37% described their shopping as indifferent. Yet 4% of people are not happy. At Super market, the greatest number of people may enjoy a better experience.

Table 3: Showing the preferring for this service

| Particulars | No of Respondents | Percentage |
|----------------------|-------------------|------------|
| Discount offers | 58 | 58 |
| Coupons | 12 | 12 |
| Free gifts | 23 | 23 |
| Credit card discount | 7 | 7 |
| Total | 100 | 100 |

The aforementioned data shows that 58% of respondents preferred discount offers, indicating that more consumers favor lowering offerings. Free presents are chosen for 23 percent of responders. 12% of respondents said they preferred coupons, while the remaining 7% said they preferred credit card payment methods.

Table 4: Showing the recommendations to others

| Categories | No of Respondents | Percentage |
|--------------|-------------------|------------|
| Yes | 88 | 87.9 |
| No | 12 | 12.1 |
| Total | 100 | 100 |

The following table demonstrates that the majority of respondents are able to promote Super market to others; 87.9% of respondents were chosen to do so, while 12.1% of respondents were unable to do so.

SUGGESTIONS

- Since the majority of consumers frequent the shop because it is close to their homes, all of the items that customers need must always be available.
- Consumers want things at a lower cost than what the competition is offering.
- Supermarket could provide a wider variety of branded goods to get brand-conscious customers into their store.

CONCLUSION

Prior to entering the market, the majority of retail industries conducted market research. The Great Bazaar carried out the same action. Super market conducted a location, market, and

customer perception study. Yet, if the aforementioned suggestions were followed, the outcomes would be improved. It underwent significantly greater diversity in a single year. And they make advantage of several loyalty schemes to keep clients. A member of the Future group, Super market is a supermarket that provides a wide range of high-quality products for everyone at reasonable costs. Supermarket may draw in more clients by offering a wide range of options.

By offering home delivery services, they may raise consumer happiness, leading us to the conclusion that Super market is a significant player in India's retail market. The workplace is pleasant, and there are many amenities available to improve customer service. The interaction between workers and supervisors is positive and solid. The staff members gladly embrace their duties and provide the services in a way that pleases the clients.

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