

## **A Study on Customers' Satisfaction Towards Shopping Experience in Supermarkets with Reference To Villupuram Town**

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### **ABSTRACT**

At present, India's retail sector is highly unorganized, with an estimated 15 million tiny outlets catering to individual needs and employing the second largest number of people after agriculture. The retail giants are targeting the 300 million in the middle class and the additional 200 million in the rural area, who form a consumer market worth more than \$ 100 billion India's retailing landscape, has more than 12 million mom-and-pop stores that are not likely to watch their business erode as foreign companies encroach on their territory. But gaining early mover advantage could make tacking all of this issue worthwhile. The organized retail sector has witnessed tremendous revenue growth over the last few years with existing players scaling up with new models, verticals, markets and larger store size. In order to cash in on the huge growth potential with these new retail models, large Indian conglomerate and International players are joining the bandwagon. Malls are also coming up not just in the metros but in Tire II, Tire III cities, introducing the Indian consumer to shopping experience like never before. Retailing in India is gradually inching its way to becoming the next boom industry. The whole concept of shopping has altered in terms of format and consumer buying behavior, ushering in a revolution in shopping. Modern retail has entered India as seen in sprawling shopping centers, multi-storied mall and huge complexes offer shopping, entertainment and food all under one roof. Specifically organized retail seems poised for significant growth in the coming years owing to the presence of a cast market, growing consumer awareness about products and services, higher disposable income of the consumers and the desire to try out new products. In such a scenario, there remains a need for studying the shoppers' behavior. Further, the cyclical and structural changes in the

### **1. INTRODUCTION**

Indian economy are important because these changes have impact on the consumption patterns. In relation to consumer behavior cyclical trends include the amount of price responsive behavior including search and price comparisons. Cyclical patterns of unemployment also affect consumer behavior by changing the size of the consumer segment which is forced to buy in small quantities, on a frequent basis and at lowest possible prices. There are many changes which have taken place in the Indian economy and it affected the behaviour of the consumer. Given the rapid rate which new retail formats have been introduced in the Indian market in recent times, many with limited success, it is imperative for Indian businesses to understand changing shopping behaviour among consumers, especially with regard to their preferred point of purchase. With growth in disposable income and improving infrastructure, consumers have a wide choice of stores where they can choose to shop.

A shopping center, shopping mall, shopping plaza, are the modern adaptation of the historical marketplace. The mall is a collection of independent retail store, services, and a parking area, which is conceived, constructed, and maintained by a separate management firm as a unit. The everyday definition of retail and organized retailing can be described as the act of selling of goods and merchandise from a fixed location. An important aspects of the current economic scenario in

India is the emergence of organized retail. There has been considerable growth in organized retailing business in recent years and it is poised for much faster growth in the future. Major industrial houses have entered this area and have announced very ambitious future expansion plans.

## **2. STATEMENT OF THE PROBLEM**

In the last decade, many firms have come to realize that understanding, meeting and anticipating customer needs is probably the most important source of sustained competitive advantage. In-depth knowledge of how to satisfy customers particularly in developing countries such as India where small convenience stores are struggling to compete with large supermarkets that are expanding to sub-urban areas and elsewhere. To gain competitive advantage and increase organizational effectiveness, it is paramount to focus attention on improving service quality as a way of differentiation. Excellent customer service may indeed be the best answer to countering the increasing trend of the expansion of supermarkets. In today's highly competitive marketing environment, the positioning decision of supermarkets from customer point of view can play an important role in marketing management. Nowadays, shopping behavior of consumers has experienced a remarkable change and is putting many obstacles for marketers of today. Therefore, the supermarket owners need to have not only the marketing strategies to give them an advantage over the competitors but also need to develop these in a manner that the uniqueness can be maintained. Traditionally, price and differentiation of products were considered as one of the most important factors to maintain customers and satisfy them. However, times have changed, due to severe competition from new players entering the market, and rise in number of new providers, a range of choices available to buyers and they have also become more sophisticated, which has led owner supermarkets to take different customer oriented strategies so that they can be able to distinguish from other competitors and control the market. Customer satisfaction has superior power and influence on any firm's marketing strategy. It is through satisfaction of customers that firms remain grow and develop in a successful way. Customers have become an important part of any firm especially those in the grocery retail sector. Hence the researcher has made an attempt to study about "customer satisfaction shopping experience in supermarket with reference to Villupuram town".

## **3. OBJECTIVES OF THE STUDY**

- To identify the factors influencing the customer to shopping at supermarket
- To measure the level of customers preference towards supermarket
- To assess the level of satisfaction of customer towards supermarket.

## **METHODOLOGY OF THE STUDY**

The research methodology is presented briefly under following headings:

### **AREA OF THE STUDY**

Villupuram town has been selected as area of the study owing to the main reason that the researcher belongs to that town and she is familiar with all the places related to the supermarkets.

## **PERIOD OF THE STUDY**

The primary data for this study has been collected from sample customers in Villupuram town during the period from January 2016 to July 2016.

## **SAMPLING**

There are seven supermarkets functioning in Villupuram town viz.,

- Greens supermarket,
- Jothiviruchagam supermarket,
- KPMS supermarket,
- Mass supermarket,
- Kiruthya supermarket,
- Sri Mahaveer supermarket,
- Mahalakshmi plaza supermarket,

By adopting census method, all the seven supermarkets have been taken into account as sample for data collection. Sample respondents concerned 30 respondents from each supermarkets have been identified by using convenience sampling method. Therefore the total sample respondents are 210 (7×30).

## **DATA COLLECTION**

- The primary data has been collected from the sample respondents with the help of Interview Schedule.
- The secondary data has been gathered from articles, magazines, news papers, books and web sites.

## **TOOLS FOR ANALYSIS**

Statistical tools have been used to analyze the primary data. They are Percentage analysis, Weighted average, Ranking correlation, Chi – square T test and, F – test.

## **SCOPE OF THE STUDY**

The current study is related to examining the customers satisfaction towards shopping experience in supermarket and the study is confined to Villupuram town only customer satisfaction is vast subject but the present study the most common areas like factors influencing the buyers, source of information. And perception on various attributes of supermarkets, and so on are studied.

## **CHAPTER SCHEME**

The research study is presented in five Chapter as follows:-

- The first chapter deals with a brief Introduction of the study,
- The second chapter highlights a brief respondents of review of literature on various aspects related to present research study.

- The third chapter titled as research design which includes rationale of the study, statement of the problem, objectives, methodology, scope of the study and chapter scheme.
- The fourth chapter titled an analysis and interpretation
- The fifth chapter present summary of findings, suggestion and conclusion

## **4. FINDINGS**

- With regards to availability of brands, out of total 210 respondents 155 have opined that highly satisfied, 55 respondents have opined satisfied and respondents have opined that neither agree nor disagree.
- Availability of more pack size concerned 112 respondents have opined that highly agree, 98 respondents have opined that agree ,
- Offer and discount allowed to the customers concerned 117 respondents have opined that highly agreed, 80 respondents have opined that agreed,13 respondent have opined that niether agreed nor disagreed
- Availability of parking facility in supermarket have considered for the analysis, out of total respondents 71 respondents only highly agree, respondents have opined that agree. But majority of the respondents 109 have opined that disagree. 30 respondents have opined that neither agree nor disagree.
- Services provided by the supermarket concerned, out to the 210 respondents, 103 respondents have opined that highly agree ,90 respondents have opined that agree and 17 respondents have opined that neither agree and nor disagree. with reference to services provided by the supermarket to the customer.
- Availability of entertainment in supermarket, 41 respondents have opined that highly agree, 95 respondents have opined that agree.53 respondents have opined that neither agree nor disagree, 21 respondents have opined that disagree.
- With reference to delivery of goods, 102 respondents have opined that highly agree 90 respondents have opined that agree. 18 have opined that neither nor disagree
- Opinion of the respondents about Credit facility concerned Majority of the respondents 118 have opined that highly agree and 78 respondents have opined that agree. 14 respondent have opined that neither agree nor disagree.
- The customers' levels of preference have been ranked and analyzed by assigned weighted average score 5, 4, 3, 2 and 1. Out of 15 factors, availability of more brands has been ranked as one with weighted average score 995. Followed by new stock has been ranked as two with weighted average score 955. The customers have been given weight age to Promotional scheme as 954 and ranked as three. Availability of product in different pack size and offer, credit facility has been ranked as four and five with weighted average score of 952 and 944, 944 respectively. Whereas mode of payment and entertainment have been ranked as 14 and 15 with weighted average score 829 and 78
- The customers' levels of satisfaction have been ranked and analyzed by assigned weighted average score 5, 4, 3, 2 and 1. The customers have been satisfied in availability of new stock in super market so that they have given more weight age 923 and ranked as one. Followed by availability of more brands has been ranked as two with weighted average score of 920. The customers have given the weight age 908 and ranked as three to availability of product in different quantity packs. The factors better service and mode of payment have been ranked as four and five with weighted average score 872 and 871. Whereas the factors Delivery of product at store step and providing credit facility concerned the customers have not been satisfied, therefore this factors have been ranked as 14 and 15 with weighted average score 330 and 260 respectively.

- The customers' level of preference and level of satisfaction was tested with the help of correction at 1% level. The correlation value was between - 0.82438 to 0.984475. Hence it inferred that there is significant relationship between customer's level of preference and level of satisfaction. Brands, More pack size, Availability of new stock, Promotional scheme, Providing offer to customer, Parking facility, Providing better services, Mode of payment, Friendly approach with customer, Respect to the customer and Uses of modern technologies are having positive correlation where as Availability of entertainment, Delivery of goods at store steps, Credit facility and product lay out are having negative correlation with value -0.59307, -0.82438, -0.59534 and -0.73054 respectively

## 5. SUGGESTIONS

Based on the findings of preference and satisfaction, and the following suggestions have been made and given hereafter

- Supermarket should include more of branded products so as to attract the people to come into supermarket
- FMCG concept is growing very fast now a days so that the supermarkets may be concentrate to keep different quantity pack size.
- The proper infrastructure is needed to be changed to bit during weekends as heavy crowd comes into supermarket.
- The crux of the situation is promotion. In marketing, nothing works like a good promotion. It is necessary for the marketing product has to design the most suitable, acceptable and influential promotional program.
- Instead of giving offer at the time of festival, the supermarkets may be given offer frequently by the way, they can attract and retain new and existing customer
- Supermarkets should provide large parking space for its customer so that they can easily park their vehicles.
- The supermarket should be formulated to make the customers aware of the door delivery system facility provided. The success of supermarket depends on enhancing frequency of repeat buyers. In order to retain the existing customers and prove their relationship, loyalty program become an essential tool The loyalty program leads to improvement in number of existing customers, multiplication of visits and repeated visits, retention of interest in a particular product or product category, mouth publicity of CRM program in the supermarket if they create entertainment facility like children's park will be more attract the customers.
- Now a days customers are going towards on credit mode purchase Similarly in supermarket if they provide credit facility to their regular customer will be helpful to retain existing customer and will be lead to attract new customers
- Proper layout about for product in appropriate place will be helpful to the customer to select their needs and will be time saving one.
- Customer care department is needed to take proper care of customer complaints and queries.

## 6. CONCLUSION

The supermarkets business is globally experiencing huge trends due to the ever-changing nature of consumer tasters, consumption patterns and buying behaviors. Each supermarket's ability to sustainably sell its merchandise, therefore, largely depends on the strategic strength of understanding the buyer behaviors and cordially designs the marketing mix activities. Given the power of understating the buyer behavior the retail stores be pushing revenue and profits up and also marketers would be able to influence the in-store designs of their potential consumers through creating enjoyable, attractive and modern state – of – art environments. Hence it could be concluded that marketers should understand not only the buying patterns of customers but also should design strategies to understand the factors influencing the buy behavior in the respective industries to enjoy more profits and also to establish the organization for a long run.

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