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A STUDY ON CUSTOMER SATISFACTION TOWARD MORE SUPER MARKET WITH REFERENCE TO CHENNAI

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ABSTRACT

In the midst of stiff and fierce competition and increased number of grocery retail outlets providing a variety of products, customers have become accustomed to patronizing multiple outlets. Retailers have recognized this trend and are of the view that customer satisfaction plays a role in the success of business strategies. Therefore, it has become important for grocery retail stores to try and manage customer satisfaction. This paper was thus developed to investigate the satisfaction levels of customers in supermarkets. Data was collected from three supermarkets in Visby, Gotland. The study examined the importance of overall dimensions and specific elements of customer satisfaction towards the measurement of satisfaction levels. In addition, comparative analysis was conducted between the three relative grocery stores. Customer satisfaction levels were measured. The highest percentage of customers of the whole sample belonged to medium level of satisfaction. The statistical result concluded that customers of ICA Nära and customers of ICA were higher satisfied than those of Coop Forum. The results showed that customers felt satisfied with Location, Staff courtesy and Reliability of supermarkets as the top aspects that drive satisfaction while additional services were ranked lowest. Due to these results, the impact of these attributes on Customer satisfaction must not be underestimated.

Keywords: Customer Satisfaction, Dimensions of Satisfaction, Customer Satisfaction Levels

INTRODUCTION TO THE STUDY

A supermarket is a self-service shop offering a wide variety of food, beverages and household products, organized into sections. This kind of store is larger and has a wider selection than earlier grocery stores, but is smaller and more limited in the range of merchandise than a hypermarket or big-box market. In everyday U.S. usage, however, "grocery store" is often used to mean "super market". The supermarket typically has places for fresh meat, fresh produce, dairy, deli items, baked goods, etc. Shelf space is also reserved for canned and packaged goods and for various non-food items such as kitchenware, household cleaners, pharmacy products and pet supplies. Some supermarkets also sell other household products that are consumed regularly, such as alcohol (where permitted), medicine, and clothing, and some sell a much wider range of non-food products: DVDs, sporting equipment, board games, and seasonal items (e.g., Christmas wrapping paper in December).Indian organized retailing is under transition today bringing a lot of changes in the formats of retailing. The customers enjoy the privilege of shopping the goods and services required by them in a variety of formats. Retailing in India is in the process of getting more organized and professional. Large retail formats hypermarkets, warehouse clubs and discount superstores are set to take over the retail scene medium scale retails formats such as department stores and supermarket chains have already made an appearance and are slowly changing the face of retailing in the country. A supermarket is a large departmentalized retails establishment offering a relatively a broad and complete stock of dry groceries, perishable produce, and daily products, supplemented by a variety of convenience non-food merchandise and operated primarily on a self-service basis. The supermarkets largely concentrate on selling food related products and are considerably smaller in size as compared to

hypermarket. The supermarket offers relatively less assortments but focus on specific product categories. On other hand, the changing profile of Indian customers who hitherto decide, the changing patterns of life style, the changes in the way of living and standards of living the demography is changes, the changes in the level of income, the changes in the expenditure pattern, the influence of foreign culture etc. Warrants dramatic changes in the strategies being adopted by retail stores.

REVIEW LITERATURE

Agarwal Bansal, Yadav, Kumar (2008): After recruitment and selection the training and induction to newly selected equally important. The employees reflect the image and the culture of the store.

Badri, M. A.,(2008): indicated that service quality is an important driver of customer satisfaction and behavioral intentions.

Carpenter, (2008): According to him salesman play an important and crucial role to maintain long term relationship. According to his study there is a complex interrelationship between hedonic and utilitarian shopping value which influence satisfaction.

Dash et al (2009) and CII (2008): depict that growing middle class, large number of earning youth customers, increase in spending, and improvement in infrastructure, liberalization of Indian economy and India's booming economy are the various opportunities for organized retailing in India.

Goyal B.B. & Aggarwal Meghna (2009), Ghosh Piyali, Tripathi Vibhuti& Kumar Anil (2010) Ha Hong-Youl and Muthaly Siva (2008), Joseph J., KR Cronin, Brady K. JR Michael &Hult M. G. Tomas (2000): and many more researchers have done work on sales promotion mix, shopping malls and customer satisfaction. With the help of these researches we have found some factors of sales promotion mix, which we have used in our research to find out the effects of sales promotion mix on customer satisfaction in Indore city.

Hansen and Singh (2009): study how market structure within a product category varies across different retail formats. In this study, the author first used a hierarchical structure to incorporate consumer observables (e.g., demographics)

Kelly (2012): the findings of the study indicate that smart shopping includes consumers seeking to minimize the expenditure of time, money, or energy to gainfor the retailers.

Martineau (1958): was the first researcher to work on store attributes (Erdem, Oumlil, &Tuncalp, 1999). He described store attributes as factors responsible for store image formation. Further, he opined that the store image leads to create personality of the store in the mind of customers and customers' decisions are influenced by the picture of the entire store. The image of the store is formed in customer mind by some store attributes like: Layout and Architecture, Symbols and Colours, Advertising, and Sales personnel matched with various patterns of consumer behaviour.

Sinha and Banerjee(2008): In India nearness to the home and personal relations with the retailers are the major drivers of retail shopping behavior.

Yaaminidevi.S. Dr (2013): As Madurai city is entering into mall culture and many more malls are likely to come up, there will be stiff competition between malls in the future. Therefore, managing a mall will be more challenging. Mall owners need to understand the mindset of the customers and deliver products and services catering to the needs of customers belonging to various groups. Ambience, Traffic, Infrastructure determines the facilities of any mall, as facility management

integrates people, place, process and technology in a mall. Hence malls need to ensure that good ambience and traffic is maintained.

NEED FOR THE STUDY

The secret story behind the retailing success is to offer your buyer what they want. And Actually, if you imagine about it from your point of view as a customer, you want everything: high quality products, lowest possible prices, a wide range of collection, guaranteed satisfaction with your purchase, suitable location, knowledge and friendly service, free parking, a lovely shopping experience.

Retail stores face high competition, especially grocery retail stores. Retailing in India is seeing a quick development in almost all cities of the country. Creating a good brand will help to know the customer's perception and satisfaction level. hence this study is an effort to examine the perception and satisfaction of the customers of more retail and hence suggest more store with the result which can utilized for create promoting methodologies and hence attract more and more customers and work on satisfy and retain the customer for long run profit.

OBJECTIVES OF THE STUDY

To study customer perception towards more supermarket.

To analyze the customer satisfaction level regarding the product and services offered by more.

To learn factors affecting the customer's attitudes regarding the store choice decisions.

To study the customers demographic profile who visit and shop at more supermarket.

SCOPE OF THE STUDY

The Indian retailing sector has quickly expanded in size and stature in recent year. So the understanding of customers need and giving appropriately need to keep pace with development. The current market place has retailers will coordinate or surpass their desires. So, the expansion in level of homogeneity between products offerings, supermarkets are started to turning to delivers the effective customer services to get a competitive advantage. Customer satisfaction is important to maintain for such retailers because they perform in a highly competitive world. The scope of this study is limited to Mangalore taluk.

RESEARCH METHODOLOGY:

Source of Data Collection:
Primary Data:
For the current study the data is collected by administering a questionnaire to the respondent customers this data is collected using direct interview and questionnaire circulation to the customers who visit more supermarket.

Secondary Data:
Secondary data is collected by review of literature where data from previous studies was collected for the purpose of reference and framing the survey outline. for this study the secondary data was obtained from business, magazine, business brochures, websites, journal etc.

STATISCAL ANALYSIS
Correlations
Regression

Correlations

		Age	Annual_income	Occupation	Education
Age	Pearson Correlation	1	.000	.485**	-.290*
	Sig. (2-tailed)		1.000	.000	.015
	N	70	70	70	70
Annual_income	Pearson Correlation	.000	1	.196	-.065
	Sig. (2-tailed)	1.000		.104	.592
	N	70	70	70	70
Occupation	Pearson Correlation	.485**	.196	1	-.133
	Sig. (2-tailed)	.000	.104		.272
	N	70	70	70	70
Education	Pearson Correlation	-.290*	-.065	-.133	1
	Sig. (2-tailed)	.015	.592	.272	
	N	70	70	70	70

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Notes

Output Created		08-Jun-2023 11:51:13
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Input	Data	C:\Users c\Documents\BRM.sav
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	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Age /METHOD=ENTER Education.
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	Elapsed Time	00:00:00.056
	Memory Required	1788 bytes
	Additional Memory Required for Residual Plots	0 bytes

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.753	.535		5.149	.000
	Education	-.365	.151	-.283	-2.413	.019

a. Dependent Variable: Age

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Education[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Age

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.283[a]	.080	.066	.94656

a. Predictors: (Constant), Education

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.216	1	5.216	5.821	.019[a]
	Residual	60.031	67	.896		
	Total	65.246	68			

a. Predictors: (Constant), Education

b. Dependent Variable: Age

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.735[a]	12	.725
Likelihood Ratio	11.413	12	.494
Linear-by-Linear Association	.821	1	.365
N of Valid Cases	71		

a. 17 cells (85.0%) have expected count less than 5. The minimum expected count is .17.

CONCLUSION

According to this research costumers having good connection with shop owners and also the expecting more quality products. Some people like the attitude of the shopkeepers, so every super market owners in Chennai running a shop in a good manner.In the midst of stiff and fierce competition and increased number of grocery retail outlets providing a variety of products, customers have become accustomed to patronizing multiple outlets. Retailers have recognized this trend and are of the view that customer satisfaction plays a role in the success of business strategies. Therefore, it has become important for grocery retail stores to try and manage customer satisfaction. This paper was thus developed to investigate the satisfaction levels of customers in supermarkets. Data was collected from three supermarkets in Visby, Gotland. The study examined the importance of overall dimensions and specific elements of customer satisfaction towards the measurement of satisfaction levels. In addition, comparative analysis was conducted between the three relative grocery stores.

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