Research Paper Commerce

A Study on Consumer Satisfaction Towards Supermarkets With Reference to Coimbatore

Dr. S. Hariharan | Assistant Professor of Commerce SNR Sons College (Autonomous) Coimbatore

Mr. N. Selvakumar | Assistant Professor of Commerce, SNR Sons College (Autonomous) Coimbatore

ABSTRACT

The retail sector in India is witnessing a huge revamping exercise as traditional markets make way for new formats such as departmental stores, hypermarkets, supermarkets and specialty stores. Retail is India's largest industry, accounting for over 10 per cent of the country's GDP and around eight per cent of the employment. Retail industry in India is at the crossroads. It has emerged as one of the most dynamic and fast paced industries with several players entering the market. Western-style malls have begun appearing in metros and second-rung cities alike introducing the Indian consumer to a shopping experience like never before. India's vast middle class and its almost untapped retail industry are key attractions for global retail giants wanting to enter newer markets. The organized retail sector is expected to grow stronger than GDP growth in the next five years driven by changing lifestyles, strong income growth, better products and shopping options, and favourable demographic patterns. A Study on Consumer Satisfaction towards Supermarkets with special reference to Coimbatore is a modest attempt to understand the consumer perception towards retailing in the Coimbatore region. The present study is a focus on the scope of retailing in new business environment by assessing the respondents' demographic profile, their attitude and preference towards Supermarkets in Coimbatore region. The study also intends to find out the relationship between demographic variables of the consumer and satisfaction of the consumers in different attributes of Supermarkets in Coimbatore region.

KEYWORDS | Supermarket, Consumer, Satisfaction

INTRODUCTION

Supermarket shopping is often categorised as a self-service retail environment. For supermarket retailers wanting to build relationships with their customers, being able to track their levels of 'satisfaction' with the key elements of the supermarket environment is extremely important. From the retailer's perspective the aim is to minimise the reasons for complaints and dissatisfaction and the cost of a service recovery plan whilst establishing a track of direct feedback from customers about their reactions to those key elements. Satisfaction is a consumer's post-purchase evaluation of the overall service experience. It is an affective reaction in which the consumer's needs, desires and expectations during the course of the service experience have been met or exceeded. Satisfaction in this sense could mean that a supermarket has just barely met the customer's expectations, not exceeded nor disappointed those expectations. The benefits of taking the customer's response beyond satisfaction at this level by exceeding expectations, is a competitive strategy many retailers aspire to achieve. Against this background this study was designed to investigate customers' satisfaction levels with a range of key elements, which contribute to the retail offer presented by Supermarkets in Coimbatore region. Factors of particular interest in a retail supermarket environment are ambience, friendliness of staff, specialised foods on offer, merchandise variety, prices, check out procedure and accessibility.

RETAILING

Retailing includes all the activities involved in selling goods or services directly to final consumers for personal, non-business use. A retailer or retail store is any business enterprise whose sales volume comes primarily from retailing. Any organization selling to final consumers whether it is a manufacturer, wholesaler or retailer is doing retailing. It does not matter how the goods or services are sold or where they are sold. Consumers today can shop for goods and services in a wide variety of retail organizations. There are store retailers, non-store retailers and retail organizations. Perhaps the Best-know type of retailer is the department store. The most important retail-store types are Speciality Store, Departmental store, Supermarket, Convenience Store, Discount Store, Off-price retailer, Superstore, Catalog Show room

LEVELS OF SERVICE

The wheel-of-retailing hypothesis explains one reason that new store types emerge. Conventional retail stores typically increase their services and raise their prices and less service. New store types meet widely different consumer preferences for service levels and specific services. Retailers can position themselves as offering one of four levels of service: Self service, Self-selection, Limited service and Full service.

STRENGTHS OF SUPERMARKET FROM CONSUMER POINT OF VIEW

Supermarket format of retailing try to fulfil these expectation through following merits.

It saves the time because customer will get everything at a one place with self-service.

It provides perfect platform for comparison of a same product from different company with a different brand name with complete information, which could be required to compare the brands and take a best purchasing decision.

Multi brand department stores offer an intermediate solution with complete brand choice to the customer and spacious shop, which allows the manufacturers to present his product appropriately.

Sometimes customer also get discount because multi brand stores go for bulk purchase and pass the earning of differences toward the customer.

Customers get a detail and computerize bill so there is no possibility of any discrepancy in billing.

OBJECTIVES OF THE STUDY

Following are the objectives of the study.

1. To study the satisfaction level of the consumers in different attributes of Supermarkets in Coimbatore region.
2. To find out the relationship between demographic variables of the consumer and satisfaction of the consumers in different attributes of Supermarkets in Coimbatore region.

METHODOLOGY

This study is based on survey method. Non-Probability – Convenience sampling has been used in this study and survey consists of a sample of 150 respondents from the Supermarkets, in Coimbatore region. The primary data were collected through interview schedules which consist of 25 questions from the consumers of the Supermarkets in Coimbatore. The secondary data were collected from various journals, magazines, newspapers, websites…etc. For analyzing the primary data the various tools and techniques were used in this study. They are as follows:

- Descriptive analysis,
- Chi-square Test is applied for Hypothesis testing.

FINDINGS OF THE STUDY

1. Findings from Descriptive Analysis (Table 1)

The descriptive analysis finds that the majority of the respondents (Consumers) are agree with the study factors related to super market location & ambience, quality & merchandise, sales personnel attributes and the other services of super markets in Coimbatore City. Hence, the consumers in Coimbatore are more satisfied with the services rendered by supermarkets.

2. Findings from Chi-Square Test (Table 2)

1. Hypothesis

The null hypothesis "there is no significant relationship between the demographic variable and the level of satisfaction in location & ambience" is proved in case of age, educational qualification, type of family and monthly income of the respondents and the null hypothesis is disproved in case of gender and occupation of the respondents.

2. Hypothesis

The null hypothesis "there is no significant relationship between the demographic variable and the level of satisfaction in Quality & Merchandise" is proved in case of age, educational qualification, occupation, type of family and monthly income of the respondents and the null hypothesis is disproved in case of gender of the respondents.

3. Hypothesis

The null hypothesis "there is no significant relationship between the demographic variable and the level of satisfaction in Sales Personnel Attributes" is proved in case of age, educational qualification, type of family and monthly income of the respondents and the null hypothesis is disproved in case of gender and occupation of the respondents.

4. Hypothesis

The null hypothesis "There is no significant relationship between the demographic variable and the level of satisfaction in Services" is proved in case of all the demographic variable of the respondents.

SUGGESTIONS

Supermarkets should include more of branded products so as to attract the people to come into super market.

Supermarkets should provide large parking space for its customer so that they can easily park their vehicles.

Customer care department is needed to take proper care of customer complaints and queries.

The services of sales person is needed to be improved. Personal care should be taken by the sales person for the customers so that the customers feel good.

The infrastructure is needed to be changed to bit during weekends as heavy crowd comes into Supermarkets.

TABLE 1
SATISFACTION LEVEL IN THE ATTRIBUTES OF LOCATION & AMBIENCE

S. No.	Particulars	SA	A	N	DA	SDA
LOCATION & AMBIENCE						
1.	Store Location is convenient	66 (44)	58 (38.67)	24 (16)	2 (1.33)	Nil
2.	Store looks modern and well equipped	44 (29.33)	78 (52)	24 (16)	4 (2.67)	Nil
3.	Ambience is appealing	30 (20)	64 (42.67)	46 (30.66)	10 (6.67)	Nil
4.	Well-arranged clean and ventilated	54 (36)	58 (38.67)	34 (22.67)	4 (2.66)	Nil
5.	Store timings are convenient	50 (33.33)	60 (40)	26 (17.33)	8 (5.34)	6 (4)
QUALITY & MERCHANDISE						
6.	Fruits and vegetables are fresh	58 (38.67)	44 (29.33)	32 (21.33)	10 (6.67)	6 (4)
7.	Large varieties of fruits and vegetables	42 (28)	42 (28)	42 (28)	20 (13.33)	4 (2.67)
8.	Well known brand names	48 (32)	72 (48)	16 (10.67)	14 (19.33)	Nil
9.	Prices are reasonable	24 (16)	46 (30.67)	52 (34.67)	28 (18.66)	Nil
10.	Display of products makes it easy to choose	38 (25.33)	88 (58.67)	14 (9.33)	6 (4)	4 (2.67)
11.	Discount on bulk purchase	38 (25.33)	40 (26.67)	52 (34.67)	10 (6.66)	10 (6.67)

SALES PERSONNEL ATTRIBUTES						
12.	Employees are knowledgeable and friendly	42 (28)	66 (44)	28 (18.67)	10 (6.67)	4 (2.66)
13.	They give prompt services	26 (17.33)	78 (52)	38 (25.33)	8 (5.34)	Nil
14.	Sales people are helpful	38 (25.33)	66 (44)	40 (26.67)	6 (4)	Nil
15.	Sales staff are clean and presentable	30 (20)	64 (42.67)	54 (36)	2 (1.33)	Nil
SERVICES						
16.	Free home delivery is provided	48 (32)	40 (26.67)	42 (28)	18 (12)	2 (1.33)
17.	Store is willingly handles returns and exchange the products	34 (22.67)	52 (34.67)	40 (26.66)	22 (14.67)	2 (1.33)
18.	They respond through phones and mails	22 (14.67)	62 (41.33)	36 (24)	28 (18.67)	2 (1.33)
19.	Billing services are fast and correct	36 (24)	70 (46.67)	40 (26.67)	4 (2.66)	Nil
20.	Post sales problems solved immediately	42 (28)	48 (32)	50 (33.33)	10 (6.67)	Nil
21.	Store loyalty programs	32 (21.33)	64 (42.67)	40 (26.67)	10 (16.67)	4 (2.66)
22.	Parking is sufficient	32 (21.33)	38 (25.33)	34 (22.67)	40 (26.67)	6 (4)

TABLE 2
CHI-SQUARE ANALYSIS

FACTORS		LOCATION & AMBIENCE			QUALITY & MERCHANDISE			SALES PERSONNEL ATTRIBUTES			SERVICES		
S. No.	Particulars	Table value	Calculated value	S / NS	Table value	Calculated value	S / NS	Table value	Calculated value	S / NS	Table value	Calculated value	S / NS
1.	Gender	5.99	9.5004	S	5.99	12.1990	S	5.99	6.5575	S	5.99	4.6254	NS
2.	Age	12.6	4.1276	NS	12.6	10.6449	NS	12.6	6.739	NS	12.6	2.634	NS
3.	Educational Qualification	12.6	9.4670	NS	12.6	6.4576	NS	12.6	10.74	NS	12.6	8.5209	NS
4.	Occupation	12.6	24.2064	S	12.6	8.2311	NS	12.6	14.9304	S	12.6	4.2087	NS
5.	Type of family	5.99	2.3552	NS	5.99	0.0382	NS	5.99	0.8573	NS	5.99	4.5114	NS
6.	Monthly Income	12.6	6.4675	NS	12.6	7.9985	NS	12.6	8.5588	NS	12.6	11.9712	NS

REFERENCES

• C.R. Kothari, "Research Methodology", Wiley Eastern Ltd, New Delhi, 2nd Edition, 2002. | • Philip Kotler, "Principles of Marketing", Prentice Hall of India (P) Ltd, New Delhi, 9th Edition, 1999. | • S.P. Gupta, "Statistical Methods", Sultan Chand & Sons, New Delhi, 1995. | • Ramanuj Majumdar, "Product Management in India", PHI Learning, 2004. | • Indian Journal of Marketing, Vol. 36, Feb 2006. | • www.retailindia.com |