A Study on Customer Preference and Satisfaction towards Super Market with reference towards Palakkad City.

*Mr.Siddharthan.K. M   **Mr.Krishna Prasad. P

* Mr.Siddharthan.K. M, Final year Business Administration, Sree Narayana Guru College, Coimbatore.
** Krishna Prasad. P, Final year Business Administration, Sree Narayana Guru College, Coimbatore.

INTRODUCTION

Indian organised 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 organised 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 offer 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 demographic 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.

IMPORTANCE OF STUDY

People used to purchase product in day to day life. They purchase new product which are entering into the market. The success of each product is in the hand of consumer. They will decide whether the product is good or bad. So the consumer satisfaction is important for the manufacturer as well as retailers. People use to buy products by watching tv commercials banner ads, billboards, logos and product promotion. Through this study, researcher wishes to provide valuable insight to the marketers on the customer preference and customer satisfaction. And the main thing is that the attitude towards the consumer. They should behave gently to the customers while buying the product. Then only the customer will buy the product from the particular shop.

SCOPE OF THE STUDY

The study will help us to understand customers, preference and their needs expected from the business owners. This study will not only help me as a student but also to know the current customer satisfaction, preference and problems of the customer that they are facing today. This study will be effective for the survey of the supermarket and as well as manufacturers. According to this study we can know about the customer needs and wants taste and preferences that they are facing day today.

REVIEW OF LITERATURE

Retail modernization in developing countries and its effect on the broader food system has been a major focus of research since the early 2000s. The most visible banner for this work has been the "supermarket revolution". Supermarkets existed in Latin America from at least the 1960s1 , but began to grow much more rapidly in that region during the economic boom and opening to Foreign Direct Investment (FDI) of the 1990s. Growth began later in East/Southeast Asia and Central Europe, followed by selected countries of Africa (Reardon et al, 2004). This growth, together with new procurement practices that the firms work to apply, has lead to a rash of studies attempting to document and anticipate the impacts of these firms on existing actors in the food system, and to draw policy implications for governments and donors.

India and especially kerala is facing huge inflation and at the same time majority of keralities are not rich enough to meet this difficult situation. The retailing in kerala is concerned, the government and co-operate sector is very strong enough with the private sector to meet the requirements of consumers. There are several contenders for the title of the Most Important Change in British Life over the last forty years. The universal use of the car; the spread of Information Technology; television; widespread higher education; and the subject of this article - the revolution in the way in which the British public's daily needs are met. Let us go back and look at the way our needs were supplied a generation ago. It helps to be, as the writer of this article is, old enough to remember the way things were. The basis of the system was the small shop, either in a town centre or on a street corner. There was an enormous number of these; Oldham, in Lancashire, had a shop for every 41 residents. If it was a greengrocery store, the proprietor would go early each morning to see what was available in the local wholesale market. The goods he bought would be displayed in the shop, and that would he the range available. Retail trade took place under the shadow of Second-World-War rationing, only recently lifted, and the balance of advantage was in the shopkeeper's favour: hours were short, and service left - shall we say - something to be desired. It was a situation open for reform.

The reform came with the concept of the open shelves. This was not new; old photographs of nineteenth century American country stores show people taking the goods off the shelves and taking them to the clerk to pay for them. It was enlarged in the 1920s when an American store-keeper realised that the public could be let into the stock-room and would not create havoc but would instead take their baskets in orderly fashion to a check-out and queue to pay their bills. In the 1950s a British entrepreneur, Jack Cohen, was among the first shopkeepers to convert his shops to this idea. They were ordinary small shops in suburban shopping parades, and were soon outgrown in favour of large free standing sheds; but, interestingly, that idea is coming back as the big chains realise that there is still spending power to be tapped in town centres and 'mini-markets' reappear. Cohen's shops became the Tesco chain and recently it has overtaken its arch-rival Sainsbury's to become Britain's largest supermarket chain with 16.8 per cent of the market.

OBJECTIVES OF THE STUDY:

1. To study the personal profile of the respondents.
2. To study the factors influencing the respondents preferences and satisfaction towards Supermarket in Palakkad district.
3. To offer suggestions relating to the study

METHODOLOGY

The following methodology is used in the study:

(i)   Study area :
        The study area is Palakkad district
(ii)   Sampling Procedure
        Convenient sampling method is followed
(iii)   Tools used:
        Percentage analysis, Chi-square analysis.
(iv)   Sources of data
        Both primary and secondary data is used for the study.

DATA ANALYSIS

A study was started during in the month of Dec 2015 by collecting information from the customers of supermarket in palakkad district. The structured questionnaire is used for collecting the data. The sample size is 120 respondents. In this study collected data to find the average of the respondents and to find the percentage in given respondents.

International Conference on "Research avenues in Social Science" Organize by SNGC, Coimbatore

Table No:1 Table showing the Personal factors of the respondents:

SL.NO	FACTORS	OPTIONS	NO.OF RESPONDANTS	PERCENTAGE
1	GENDER	MALE	64	53.3
		FEMALE	56	46.7
2	AGE	UP TO 20	14	11.7
		21 – 40	48	40.0
		41 – 60	31	25.8
		60 AND ABOVE	27	22.5
3	EDUCATION	SCHOOL	36	30.0
		UNDER GRADUATE	45	37.5
		POST GRADUATE	17	14.2
		PROFESSIONAL LEVEL	22	18.3
4	OCCUPATION	AGRICULTURE	19	15.8
		BUSINESS	14	11.7
		EMPLOYEE	53	44.2
		PROFESSIONAL	13	10.8
		OTHERS	21	17.5
5	MATRITAL STATUS	MARRIED	66	55.0
		UNMARRIED	54	45.0
6	TYPES OF FAMILY	JOINT	11	9.2
		NUCLEAR	109	90.8
7	SIZE OF FAMILY	3 – 5	109	90.8
		5 AND ABOVE	11	9.2
8	MEMBERS OF FAMILY	1	92	76.7
		2	25	20.8
		3 AND ABOVE	3	2.5
9	FAMILY INCOME	LESS THAN 10000	13	10.8
		10000 – 20000	91	75.8
		20000 – 30000	8	6.7
		30000 AND ABOVE	8	6.7

From the table no: 1. It is found that, personal factors such as age, educational qualification, marital status, type of family, number of earning members of the respondents are taken for the study , it can be inferred that majority respondents 53.3% were male respondents,46.7% of respondents in age group between 21 to 40 years, 40.0% of respondents were educated up to the under graduation 37.5% of respondents are in grouped under employee in occupation group 44.2% respondents were married 55.0% of respondents are in nuclear type of family 90.8% up to 10000 - 20000 monthly income earned in 75.8% of respondents and 90.8% respondents family size comprised in 3 - 5 members.

Table no:2 : Source of awareness of the respondents in choosing supermarkets

SL.NO	FACTORS	CLASSIFICATION	NO.OF RESPONDANTS	PERCENTAGE
1	SOURCE OF AWARENESS SUPER MARKET	FAMILY	74	61.7
		FRIENDS,RELATIVES AND NEIGHBOURS	18	15.0
		ADVERTISEMENT	2	1.7
		SALES PERSON	19	15.8
		OTHERS	7	5.8

It is found from the table no: 2 that, family is the main source of awareness about supermarket.

Table no:3 : Satisfaction level of respondents in choosing supermarkets

SL.NO	FACTORS	SATISFACTION LEVEL	NO OF RESPONDENTS	PERCENTAGE
1	FACILITY OF DISPLAY	HIGHLY DIS SATISFIED	3	2.5
		DIS SATISFIED	28	23.3
		SATISFIED	39	32.5
		HIGHLY SATISFIED	50	41.7
2	NEATNESS	HIGHLY DIS SATISFIED	1	.8
		DIS SATISFIED	72	60.0
		SATISFIED	20	16.7
		HIGHLY SATISFIED	27	22.5
4	SPACIOUS	DIS SATISFIED	35	30.8
		SATISFIED	32	26.7
		HIGHLY SATISFIED	51	42.5
5	LIGHTING	DIS SATISFIED	30	25.0
		SATISFIED	39	32.5
		HIGHLY SATISFIED	51	42.5
6	FREE AIR FACILITY	DIS SATISFIED	31	25.8
		SATISFIED	45	37.5
		HIGHLY SATISFIED	44	36.7

It is found that table no:3 Satisfaction level of respondents in choosing supermarkets, facility display highly satisfied with 41.7%, facility spacious highly satisfied with 42.5%, facility lightning highly satisfied with 42.5%,facility free air is satisfied with 37.5% and facility neatness is dissatisfied with 60.0%.

Table no:4 : Factors influencing the respondents in choosing supermarkets

SL.NO	FACTORS	SATISFACTION LEVEL	NO OF RESPONDENTS	PERCENTAGE
1	PACKAGE	LOW	38	31.7
		NORMAL	43	35.8
		GOOD	39	32.5
2	PRICE	LOW	40	33.3
		NORMAL	45	37.5
		GOOD	35	29.2
3	QUALITY	LOW	48	40.0
		NORMAL	47	39.2
		GOOD	25	20.8
4	QUANTITY	LOW	38	31.7
		NORMAL	43	35.8
		GOOD	39	32.5
5	PACKAGE	LOW	35	29.2
		NORMAL	47	39.2

		GOOD	38	31.7
6	AVAILABILITY OF PRODUCTS	LOW	30	25.0
		NORMAL	47	39.2
		GOOD	43	35.8
7	VARIETY	LOW	16	13.3
		NORMAL	57	47.5
		POOR	47	39.2
8	APPEARANCE OF SUPERMARKETS	POOR	30	25.0
		NORMAL	47	39.2
		GOOD	43	35.8

It is found that in table no:4 : Factors influencing the respondents in choosing supermarkets of package are normal with 35.8%, price with 37.5%,quality is low with 40.0%,quantity is normal with 35.8%,availability of product is normal with 39.2%,veraity of product is normal with 47.5% and appearance of supermarket is normal with 39.2.

Table no:5 Table showing the problems faced and reaction towards problems faced by the respondents:

1	PROBLEM FACED	YES	42	35
		NO	78	65
2	REACTION TOWARDS PROBLEM	IGNORE THE PROBLEM	13	10.8
		COMPLAINT TO AUTHORITY	68	56.7
		RETURN THE GOODS	39	32.5

It is found that in table no:4 : Factors influencing the respondents in choosing supermarkets problems are faced 35% and the respondents does not face any problem with 65%. If the respondents face any problem they will complain to authority with 56.7%

CHI SQUARE ANALYSIS:

Table no:6: Table showing analysis of Personal factors and its dependence on items purchase in supermarket.

Hypothesis number	Personal factors	Chi-square value	Personal value	Result
H1	Gender	7.727	.052	Significant
H2	Age	34.291	.000	Significant
H3	Educational level	16.605	.055	Significant
H4	Occupation	24.241	.019	Significant
H5	Marital status	8.608	.035	Significant
H6	Type of family	22.261	.000	Significant
H7	Size of family	22.261	.000	Significant
H8	Member in family	14.256	.027	Significant
H9	Family income	26.463	.002	Significant

It is found from the table no: 6 that, personal factors have strong influence in selecting the supermarket.

Table:7: Personal factors and reaction towards problems of customers in supermarket.

Hypothesis number	Personal factors	Chi-square value	Personal value	Result
H1	Gender	1.044	.593	**Not Significant**
H2	Age	7.918	.244	**Not Signifiacant**
H3	Educational level	3.224	.780	**Not Significant**
H4	Occupation	18.568	.017	**Significant**
H5	Marital status	10.141	.006	**Significant**
H6	Type of family	1.965	.374	**Not Significant**
H7	Size of family	1.965	.374	**Not Significant**
H8	Member in family	9.579	.048	**Significant**
H9	Family income	14.255	.027	**Significant**

It is found from the table:7, that occupation, marital status, earning members in family, family income have strong influence in reacting towards problems faced by respondents of super market.

FINDINGS OF THE STUDY:

The majority (53.3%) are of male respondents.

The majority (40.0%) respondents are of 21 to 40 years.
The majority respondents (37.5%) are educated under graduate level
The majority respondents (55.0%) are married.
The majority respondents (90.8%) are nuclear family
The majority of respondents family size is (90.8%) are 3-5 members.
The majority of respondents monthly income is (75%) are in the group of 10000 – 20000.
The majority of respondents (60.0%) were dissatisfied in neatness. The majority of respondents (40.0%)dissatisfied with the quality. The majority of respondents (56.7%) were complain to authority while problem faced.

SUGGESTIONS OF THE STUDY

- The customers are most of them are satisfied with their product, but they expect more new products.
- Appearance of a Supermarket is only norma. Only very few customers feel appearance is good. Hence, measures ha to be taken to improve the appearance.
- Respondents face problems, hence the management should see that their customers are not facing any problems. And if any, it should be cleared immediately.
- The super marketers are suggested to provide different special offers and implement new techniques to increasing the volume of sales
- The Supermarket are required wide publicity, age up to 21-40 customers are majority in visiting of the shop ,so to provide more publicity in case of attract all levels of people.
- The majority respondents are suggested to provide good quality product at reasonable rate and increase their perception.

CONCLUSION OF THE STUDY

A study was started during in the previous month by collecting information from the customers of Supermarket in palakkad. The structure of a data collection was used in Questionnaire method. We collected 125 respondents from the various category customers, who visited in Supermarket in this year. This study will be useful for all peoples. There are certain areas that should be improved in all the supermarkets. Through this project, the researchers have interacted with so many peoples. The researcher gained lots of information regarding this project. The researchers would be happy if the results of this project is used by the super marketers to attract their customers. We conclude that this project have been done successfully.

References:

www.ibef.org

www.atkearney.com

www.retailindustry .com

www.ibef.org

www.retailyatra.com

Suja Nair., Retail Management, Himalaya Publishing House,, fourth ed., 2009.

Swapna Pradhan, Retail Management- text and cases, Tata McGraw-Hill Publishing Company Ltd, third ed.,2009.