

A study on customer satisfaction towards supermarket with special reference to Mannargudi Town, Thiruvarur District, Tamil Nadu, India.

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Abstract

Indian marketing sector is having long history. It has come across from the traditional market to hi-tech market. In the modern world the consumer market has been shaped as supermarket, hypermarkets and departmental stores. It has been launched in all boundaries. The western type of shopping malls also has been formed in big cities with parking and hotel facilities. The economy of our country is being strengthened by the retail markets as the people prefer to consume their needs in these types of markets. This research paper is presenting the discussion about the customer satisfaction, supermarket, factors influencing in choosing the supermarket and level of satisfaction in various needs that are available in the supermarket. The data were collected from 50 respondents by applying convenient sampling method and analyzed by using simple percentage as tool.

Key words: customer satisfaction, marketing, satisfaction level, supermarket.

INTRODUCTION

Customer satisfaction is defined as a measurement that identifies how the products and services offered by a company to meet the expectations of the customers. Customer satisfaction is one of the important concepts in the supermarket field. In the modern IT world, the social media plays a vital role in making decisions what to buy and where to buy. If any business man fails to care about the customers' satisfaction, it should forget the supply of product and service.

A business is always started and ended in the presence of the customers and hence the customers are the kind of the market. All the business activities including the

profit, status and images are depending on its customers. It is the essentials of the marketer to meet all the expectations of the customers and evaluate whether the customers are satisfied.

Definition

According to Philip Kotler, "Customer satisfaction is as a Person's feeling of pleasure or disappointment, which resulted from comparing a product's perceived performance or outcome against his/her expectations".

Here customer satisfaction is a function of perceived performance and expectations. Perceived performance is the consumer's belief about the product or service experience. Buyer's expectations, on the other hand are influenced by

- o Performance of the product in the recent past
- o Word of mouth, recommendations or testimonials
- o Reviews
- o What competitors say about the product or service and
- o What its own marketers promise

Supermarket

Supermarket is a self-service shop offering a wide variety of food, beverages and household products, organized into sections. It is larger and has a wider selection than earlier grocery stores. Comparatively it is smaller than a hypermarket or departmental store. The supermarket is a place to buy packed meat, fresh product, dairy and baked goods. 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.

Objectives

- ◆ To study the factors influencing in choosing supermarket
- ◆ To study the level of satisfaction in various needs



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that are available in supermarket

METHODOLOGY

The researcher collected the first hand data (ie., Primary Data) from 50 customers who consume their needs via supermarket by applying convenient sampling method. A set of questionnaire was used for the data collection. The simple percentage method was used as tool for data analysis. The Secondary Data also were collected from various Journals, Magazines and Websites.

Limitation

- ◆ The study area covers only within Mannargudi Town, Tamil Nadu, and not any other region of India.
- ◆ The current study covers 60% Male and 40% Female. As the number of Female respondents is comparatively lesser than the Male, the opinion of the Female from other region can not be measured.
- ◆ This study focuses just a few Supermarket and gives information based on the questionnaire.

Review of Literature

Minazzi (2008), Customer satisfaction is the result of comparison between customers’ expectations and customers perceptions. In other words customer satisfactions are seen as perceptions after receiving

Table 1. Personal factors

CATEGORIES		FREQUENCY	PERCENTAGE
GENDER	Male	30	60
	Female	20	40
	Total	50	100
AGE	< 30	10	20
	30 - 40	25	50
	> 40	15	30
	Total	50	100
MARITAL STATUS	Married	40	80
	Unmarried	10	20
	Total	50	100
MONTHLY INCOME	< Rs.20,000	25	50
	Rs.20,000 To Rs.30,000	15	30
	> Rs.30,000	10	20
	Total	50	100
QUALIFICATION	School	25	50
	Degree / Diploma	20	40
	Illiterate	5	10
	Total	50	100
OCUPATION	Employee	25	50
	Business	10	20
	Agriculture	15	30
	Total	50	100

Source: Primary Data

Table 2. Factors Influencing in Choosing Supermarket

CATEGORIES		GOOD	BETTER	BEST	TOTAL
PACKAGE	Frequency	30	10	10	50
	Percentage	60	20	20	100
PRICE	Frequency	25	15	10	50
	Percentage	50	30	20	100
QUALITY	Frequency	25	10	15	50
	Percentage	50	20	30	100
QUANTITY	Frequency	30	5	15	50
	Percentage	60	10	30	100
VARIETY	Frequency	20	15	15	50
	Percentage	40	30	30	100
AVAILABILITY	Frequency	35	10	5	50
	Percentage	70	20	10	100
APPROACHES	Frequency	25	12	13	50
	Percentage	50	24	26	100

Source: Primary Data

Table 3. Level of Satisfaction in Availability of Needs

CATEGORIES		HS	S	NSNDS	DS	HDS	TOTAL
GROCERIES	Frequency	10	30	5	5	-	50
	Percentage	20	60	10	10	-	100
KITCHEN-WARES	Frequency	15	25	7	3	-	50
	Percentage	30	50	14	6	-	100
PLASTIC-WARES	Frequency	10	25	10	5	-	50
	Percentage	20	50	20	10	-	100
STATIONERIES	Frequency	25	25	-	-	-	50
	Percentage	50	50	-	-	-	100
HEALTH DRINKS	Frequency	20	30	-	-	-	50
	Percentage	40	60	-	-	-	100
FRUITS AND VEGETABLES	Frequency	15	20	10	5	-	50
	Percentage	30	40	20	10	-	100
OVERALL SATISFACTION	Frequency	15	25	5	5	-	50
	Percentage	30	50	10	10	-	100

Source: Primary Data

the service.

Namkung and Jang (2007), Customer satisfaction can be a practical consideration of customers post purchase behavioral intention such as a revisit or word of mouth which is essential to the success of business.

Mansore Rasoly (2018), Customer satisfaction now prefer the organized retailers than urorganized retailers than urorganized retailers and it is because of products quality, products availability, international and recognized products, branded products and so on.

John Victor (2021), Customer satisfaction is based on the factors influencing the fixation of the selling price. Primarily the adequate price of the product will influence in making decision to buy the product and secondarily the quality, reputation and service will

influence and satisfy the customers.

Inference

Table 1 insists about the personal factors of the respondents who were chosen as the sample of this research article. The below inference is based on the data collected from the customers who consume their needs through supermarkets.

60% of the respondents are male and 40% of the respondents are female. 20% of the respondents are less than 30 years of age, 50% are between 30 – 40 and 30% of the respondents are in the above 40 years of age. 80% of the respondents are married and 20% are unmarried. 50% of the respondents are getting less than Rs.20,000 as monthly income, 30% are getting between Rs.20,000 – Rs.30,000 and 20% are getting above Rs.30,000 as monthly income. 50% of the respondents completed only school education, 40% of the respondents completed either Degree or Diploma and 10% are illiterate. 50% of the respondents are employee, 20% are business people and 30% are doing agriculture work.

Inference

Table 2 insists about the factors influencing the customers towards choosing supermarket for their needs. The below inference is based on the data collected from the customers who consume their needs through supermarkets.

60% of the respondents feel good, 20% feel better and 20% feel best about the package of the products. 50% of the respondents feel good, 30% feel better and 20% feel best about the price of the products. 50% of the respondents feel good, 20% feel better and 30% feel best about the quality of the products. 60% of the respondents feel good, 20% feel better and 20% feel best about the quantity of the products. 40% of the respondents feel good, 30% feel better and 30% feel best about the variety of the products. 70% of the respondents feel good, 20% feel better and 10% feel best about the availability of the products. 60% of the respondents feel good, 20% feel better and 20% feel best about the approaches of the employers and employees in the supermarket.

Inference

Table 3 insists about the level of satisfaction of the customers towards the availability of needs in the supermarket. The below inference is based on the data collected from the customers who consume their needs through supermarkets.

20% of the respondents are highly satisfied, 60% of the respondents satisfied, 10% of the respondents neither satisfied nor dissatisfied and 10% of the

respondents are dissatisfied in groceries availability. 30% of the respondents are highly satisfied, 50% of the respondents satisfied, 14% of the respondents neither satisfied nor dissatisfied and only 6% of the respondents are dissatisfied in kitchen-wares availability. 20% of the respondents are highly satisfied, 50% of the respondents satisfied, 20% of the respondents neither satisfied nor dissatisfied and 10% of the respondents are dissatisfied in plastic-wares availability. 50% of the respondents are highly satisfied and 50% of the respondents satisfied in stationeries availability. 40% of the respondents are highly satisfied and 60% of the respondents satisfied in health drinks availability. 30% of the respondents are highly satisfied, 40% of the respondents satisfied, 20% of the respondents neither satisfied nor dissatisfied and 10% of the respondents are dissatisfied in fruits and vegetables availability.

30% of the respondents are highly satisfied, 50% of the respondents satisfied, 10% of the respondents neither satisfied nor dissatisfied and only 10% of the respondents are dissatisfied in the overall aspects.

Findings and Suggestions

There are 20% of the respondents feel best about the package of the products, 20% of the respondents feel best about the price of the products, 30% of the respondents feel best about the quality of the products, 20% of the respondents feel best about the quantity of the products, 30% of the respondents feel best about the variety of the products, 10% of the respondents feel best about the availability of the products and 20% of the respondents feel best about the approaches of the employers & employees in the supermarket. A very minimum percentage of the respondents feel the best about the product and so they choose the supermarket to consume

their needs. Hence, the marketers may try to offer the best as per the expectation of the customers

There are 10% of the respondents are dissatisfied in groceries availability, 6% of the respondents are dissatisfied in kitchen-wares availability, 10% of the respondents are dissatisfied in plastic-wares availability and 10% of the respondents are dissatisfied in fruits and vegetables availability. As some of the respondents are getting dissatisfaction in availability of groceries, kitchen-wares, plastic-wares and fruits & vegetables, the marketers may always maintain the same quantity of the needs in 24 x 7 days.

As 10% of the respondents are dissatisfied in the overall aspects, the marketers may concentrate on those particular group of respondents to provide their expectation and satisfy at the maximum possibility.

CONCLUSION

Super Markets should attract the people to visit the super market for their needs by including more branded products with attractive offer and availability of the needs on time.

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E - Resource:

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- <https://en.wikipedia.org/wiki/Supermarket>
- <https://google.com>