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A Study Customer Satisfaction towards Supermarket In Villupuram District

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ABSTRACT

Nowadays some of the popular place for the shopping is supermarkets that are a self-service environment. All the supermarkets want to make a good relationship with their costumers and they want to save their costumers and their looking for the more costumers then they have to satisfy their customer and increase their consumer target market, and they want to track the customer satisfaction in the surroundings supermarket that is very important. Satisfaction customer is kind of customer service that all the companies should attend to it. Therefore, potential customers in some of the places are more than other areas. The customer satisfaction has a dynamic forceful relationship with service quality. For the reason, many competitions between supermarkets to offer better products and services and powered by law to obtain long-term relationship with customers to win their loyalty. Necessary for the key to satisfy consumer wants and needs. To achieve this goal, customer satisfaction and trust must be measured.

1. INTRODUCTION

Customer Loyalty term physical and emotional commitment by the customer in exchange for their needs have been met. Those supermarkets treat customers the world over and over again related. Is important to keep a customer happy so he/she will be more business with him into supermarkets to buy is made in order to keep the customer for further business customer satisfaction, market needs to be guaranteed. In a competitive market provides everyone a better product and service quality will have an advantage over others. Customer satisfaction can be as a key element is the strategies that supermarkets can earn loyalty thought.

2. REVIEW OF LITERATURE

Nowadays, the markets in the world are changing and its going to be supermarkets or chain supermarkets, currently people prefers to buy their goods from the supermarkets instead buying from a grocer on the street because of offers, the prices and the variety of goods in the supermarkets.

Bennett and Rundle-Thiele (2004) The customer like to go in Supermarkets where observe satisfaction customer and behavioral response, so it caused to increase the customers in a supermarket.

Wilson (2002) In recent years many of the studies done concerning customer satisfaction but, unfortunately, not only it don't have improved but also in some of the place, customer satisfaction

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reduced. Actually it might be show off in part of the super markets and it can be dangerous because the consumers will be unreliable in loyalty supermarket, so it is important if supermarket managers concern to satisfaction customer.

Jacka & Keller (2009) The part of the customer Satisfaction consists of explanation and perception that the clients ensure of their purchases, because they like to return their costs after buying. Moreover in each supermarket exist a important indicator as customer satisfaction that direct relation ship with selling success so retailers should improve part customer satisfaction in their super market.

Generally customer satisfaction is depend to service quality based on the premise that customer earn value from buying the goods in the supermarkets and it is increasing the satisfaction in this experience to make higher the feel of service quality with a prospect of customer loyalty.

Bendall-Lyon and Powers (2004) It is need for the customer to conceptualize and measures customer satisfaction. The in terms of service quality and Consumer satisfaction have been much discussed in the past.

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3. 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 in particularly important in developing countries such as Tamilnadu India, where small convenience stores are struggling to compete with large supermarkets that are expanding to sub-urban areas and elsewhere. To again 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. The retailing sector has been the focus of much academic research and considerable attention has been directed to the way consumers think and feel about stores making up their attitudes and perceptions towards the stores.

4. OBJECTIVES

The objectives of the study are:

- To study the customer satisfaction towards supermarket in Villupuram District
- To measure, analyze and interpret the satisfaction level of respondents.

5. METHODOLOGY

This study in based on survey method. Non-probability-convenience sampling has been used in this study and survey consists of a sample of 100 respondents from the supermarkets, in Villupuram

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District. The primary data were collected through interview schedules which consist of 25 questions from the customers of the supermarket in Villupuram District. This 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 the are as follows,

- Descriptive analysis
- Chi-square test is applied for hypothesis testing

6. FINDINGS OF THE STUDY

1. FINDINGS FROM DESCRIPTIVE ANALYSIS

The descriptive analysis finds that the majority of the respondents are agree with the study factors related to supermarket location & ambience, quality & merchandise, sales personal attributes and the other services of super markets in Villupuram District. Hence, the customer in Villupuram are more satisfied with the services rendered by supermarkets.

2. FINDINGS FROM CHI-SQUARE TEST

- 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 in disproved in case of gender and occupation of the respondents.
- Hypothesis the null hypothesis "There is on 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 respondent and the null hypothesis in disproved in case of gender of the respondents.
- Hypothesis the null hypothesis "There is no significant relationship between the demography variable and the level of satisfaction in sales personal attributes" is proved in case of age, educational qualification, type of family and monthly income of the respondent and the null hypothesis is disproved in case of gender and occupation of the respondents.
- Hypothesis the null hypothesis "There is no significant relationship between the demographic variable and level of satisfaction in service" is proved in case of all the demographic variable of the respondents.

7. SUGGESTION

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

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

8. CONCLUSION

It is impossible to give a limit to satisfaction level within a boundary. Level of satisfaction differs from person to person, as no two human beings are identical. But there are some common factors which can determine the overall level of satisfaction of the customers of supermarkets. Being satisfied with supermarkets means a customer's positive attitude towards the supermarket from where he or she is shopping. If one is satisfied by shopping from his/her supermarkets, he/she will shop more from supermarket to achieve maximum satisfaction on supermarkets. Satisfaction on supermarket of individuals may be high or low. This dimension of satisfaction on supermarket depends on the different elements such as age, gender, education level, income and expenditure, number of monthly visits to Supermarket, availability of all necessary products and price of the products etc. If most of the customers are not satisfied in shopping with, it indicates that the supermarket is not serving its purpose to the customer.

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