

An Analytical Study on Customer Satisfaction Towards Super Bazaars in Chandrapur City

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Abstract

In the era of globalization, Customer satisfaction is very important to maintain the equilibrium position in economic condition. Satisfaction is an overall psychological state that reflects the evaluation of a relationship between the customer/consumer and a company-environment-product-service. Customer satisfaction measures are critical to any product or service company because customer satisfaction is a strong predictor of customer retention, customer loyalty and product repurchase. The title of this paper is “An analytical study on customer satisfaction towards super bazaars in Chandrapur city.” Primary data have been collected using the structured questionnaire with personal interviews with the customers at the stores and through personal observations. Secondary data was collected from various magazines, papers, Text books and related websites. Simple random sample has been taken as 30 respondents. The objectives of this study was to know the facilities are provided by Super bazaars in Chandrapur city and to know the problems faced by customers while purchasing products from Super bazaars in Chandrapur city. The hypothesis were H0:Customers' satisfaction level and facilities provided by super bazaars are Independents to each other. H1: Customers' satisfaction level and facilities provided by super bazaars are associated with each other. Keyword: Customer satisfaction, retailing, marketing

Introduction

Satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product's perceived performance (or outcome) to expectations. If the performance falls short of expectations, the customer is dissatisfied. If it matches expectations, the customer is satisfied. If it exceeds expectations, the customer is highly satisfied or delighted. Customer assessments of product performance depend on many factors, especially the type of loyalty relationship the customer has with the brand. Consumers often form more favourable perceptions of a product with a brand they already feel positive about.^[1]

Supermarket and Retailing

Supermarkets are relatively large, low-cost, low-margin, high-volume, self-service operation designed to serve total needs for food, laundry and household products. Examples: Kroger, Food world, big bazaar.^[2]

Retailing includes all the activities involved in selling goods or services directly to final consumers for personal, non-business use.^[3]

Review of Literature

Mohammad Abul Kashem and Mohammad Shahidul Islam (2012), In this study the data has been collected through primary data to identify the factors influence customer satisfaction towards superstores at Bangladesh. Product factors, Store service factor, and Customer facilities factor are the most influencing factors. The study has suggested entrepreneurs of Super stores to consider these factors while designing their policies for superstores.^[7]

Coimbatore, Pughazhendi and Dr. D. Sudharani Ravindran (2011). The study aims to analyze “Impulsive buying behaviour and customer's satisfaction towards retail outlet in Coimbatore city”. The objective of the study was to analyse the buying behaviour of the consumers' of Big Bazaar and found consumer impulsive buying behaviour and consumer satisfaction is linked with buying performance.^[8]

Research Gap or Background of the Study

In the competitive world super markets are increasing day by day. They are also implementing modern methods for attracting the customers. This has resulted in enhancement of customer satisfaction. Hence this has evoked me to do a research investigation in to the analysis of customer satisfaction level towards supermarket.

Research design: The type of research is descriptive approach which means asking questions to people who are believed to possess the desired information.

Primary data: It has been collected using the structured questionnaire with personal interviews with the customers at the stores and through personal observations.

Secondary data: It has been collected from various magazines, papers, Text books and related websites.

Sampling design: Random sampling method have been used. Under this sampling design item has an equal chance of inclusion in the sample. All choices being independent of one another. It gives each possible sample combination an equal probability of being chosen.

Sampling unit: Customers from Chandrapur City.

Sample size: Simple random sample has been taken as 30 respondents.

Research analysis tools: The data so generated would be subjected to rigorous statistical treatment and the inferences will be drawn accordingly. The basic analytical tools like bar charts and pie charts have been used.

Objectives

1. To know the facilities are provided by Super bazaars in Chandrapur city.
2. To know the problems faced by customers while purchasing products from Super bazaars in Chandrapur city.
3. To know the reason for shopping at Super bazaars
4. To analyse customers satisfaction towards Super Bazaars in Chandrapur city.

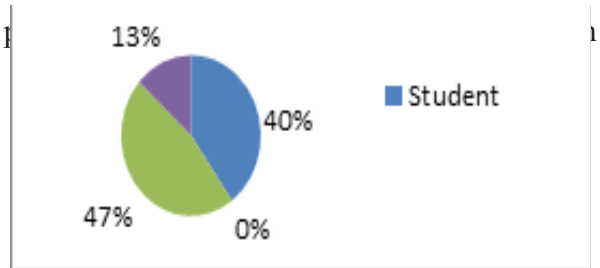
Hypothesis

H0: Customers' satisfaction level and facilities provided by super bazaars are Independents to each other.

H1: Customers' satisfaction level and facilities provided by super bazaars are dependent to each other.

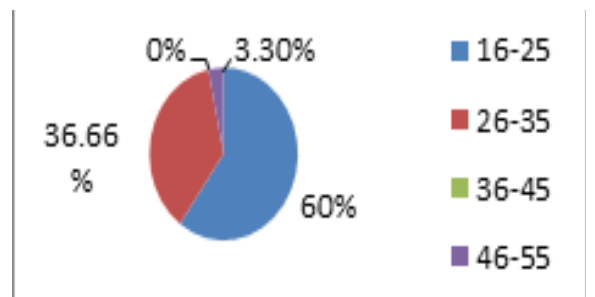
➤ **Occupation**

Interpretation: Maximum respondents are students and employed.



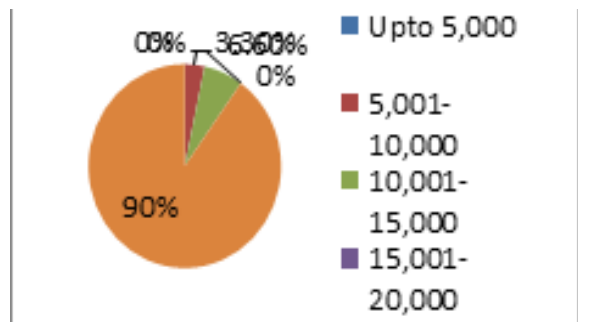
➤ **Age**

Interpretation: Maximum respondent are in the age group 16-25 and 26-35.



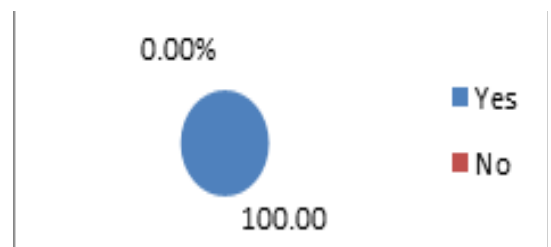
➤ **Family Monthly Income**

Interpretation: From the above pie chart it is cleared that, maximum respondents are having Family monthly income above 25000 and minimum respondents having family monthly income upto 5000.



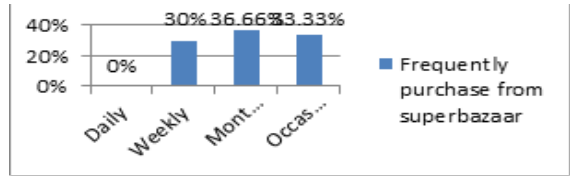
➤ **Customers Purchase Products from Superbazaars**

Interpretation: From the above pie chart it is clear that all respondents purchase products from superbazaar in Chandrapur city.

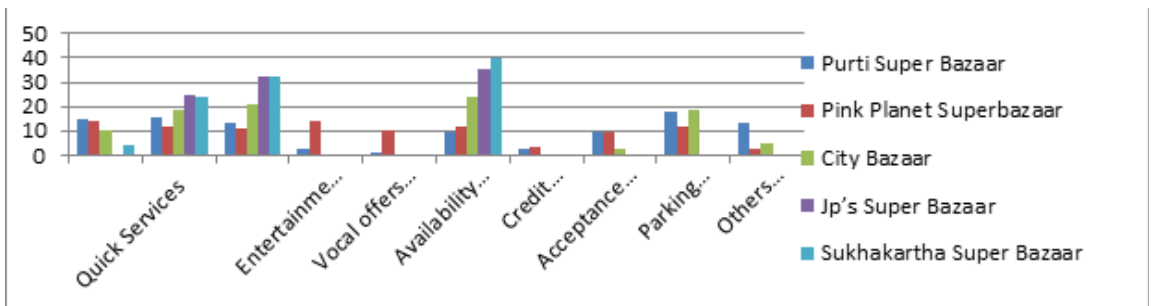


➤ **How Frequently Purchase from Superbazaar**

Interpretation: From the above graph it is clear that Maximum respondents purchases products Monthly from superbazaar but not Daily.



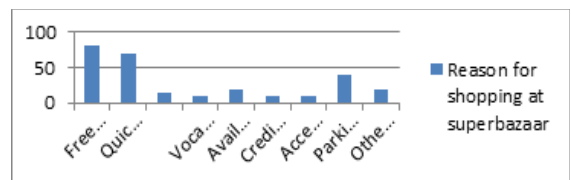
➤ **Facilities are Provided by the Super bazaars**



Interpretation: From the above graph it is clear that, Purti super bazaar and Pink planet superbazaar provides all the mentioned facilities. City bazaar does not provide Entertainment, vocal offers and credit facilities. Free Home delivery services, Entertainment or live concert, Vocal offers with in store, Credit Facilities, Acceptance of Sodexo Coupon and Others (perishable goods).Sukhakarta Superbazaar does not provides Entertainment or live concert, Vocal offers with in store, Credit Facilities, Acceptance of Sodexo Coupon, Parking facility and Others (perishable goods).

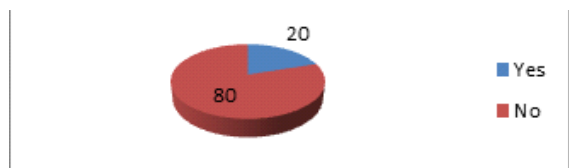
➤ **Reason for Shopping at Superbazaar**

Interpretation: From the above graph it is clear that the main reasons for shopping at super bazaar are free home delivery service and Quick service.

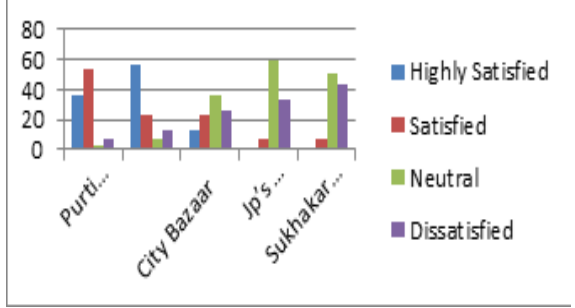


➤ **Problems Faced by Customers while Purchasing from Superbazaar**

Interpretation:Maximum customers faced no problems while purchasing from superbazaar.

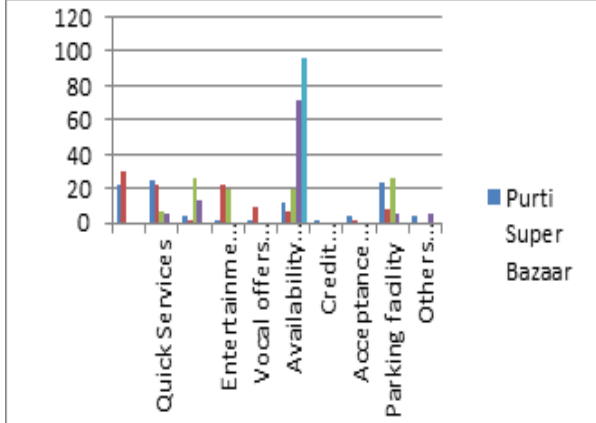


Interpretation: Respondents were highly Satisfied towards Pink Planet afterwards satisfaction towards Purti super bazaar. Maximum respondents were neutral towards Jp's Superbazaar and less number of respondents were satisfied. Maximum respondents shown neutral and dissatisfied reaction towards Sukhakarta Superbazaar.



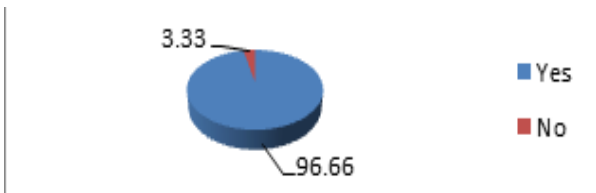
➤ **Most Preferred Factors which Satisfied You**

Interpretation: From the above graph it is clear that the most preferred factor of Purti Superbazaar which satisfied the customers was Quick service. The most preferred factor of Pink Planet Superbazaar which satisfied the customers was free home delivery service and for City bazaar it was visual merchandising and parking facilities. The most preferred factor towards Jp's Superbazaar and Sukhakarta Superbazaar was Availability of information.



➤ **Satisfaction towards the Performance of Sales Person:**

Interpretation: From the above pie chart it is clear that ,Almost all customers were satisfied towards the performance of sales person.



Hypothesis Testing

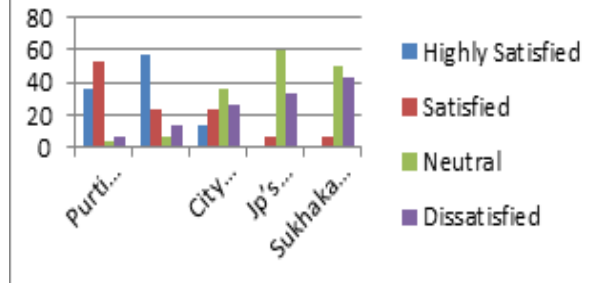
H0: Customers' satisfaction level and facilities provided by super bazaars are Independent to each other.

H1: Customers' satisfaction level and facilities provided by super bazaars are associated with each other.

Sr. N.	Particular	No. of Respondent				Total
		Highly Satisfied	Satisfied	Neutral	Dissatisfied	
5.1	Purti Super Bazaar	11(6.4)	16(6.8)	1(9.4)	2(7.4)	30
5.2	Pink Planet	17(6.4)	7(6.8)	2(9.4)	4(7.4)	30
5.3	City Bazaar	4(6.4)	7(6.8)	11(9.4)	8(7.4)	30
5.4	-----	0(6.4)	2(6.8)	18(9.4)	10(7.4)	30
5.5	Sukhakartha Super Bazaar	0(6.4)	2(6.8)	15(9.4)	13(7.4)	30
	Total	32	34	47	37	150

$df=(R-1)(C-1)=(5-1)(4-1)=4 \times 3=12$
 $\alpha =0.01$, Critical value=26.217, Chi-square=89.22. Therefore, Calculated value > Table value.

Hence, As per the above graph the calculated value of Chi-square is greater than Critical value therefore we accept H1 alternative hypothesis and proved that there is a association between customer satisfaction level and facilities provided by superbazaar in Chandrapur city.



Findings

- 1) Maximum respondents purchases products Monthly from superbazaar but not Daily.
- 2) Purti super bazaar and Pink planet superbazaar provides all the mentioned facilities.
- 3) City bazaar does not provide Entertainment, vocal offers and credit facilities.
- 4) Sukhakarta Superbazaar does not provides Entertainment or live concert, Vocal offers with in store, Credit Facilities, Acceptance of Sodexo Coupon, Parking facility and Others (perishable goods).
- 5) It was found that the main reasons for shopping at super bazaar are free home delivery service and Quick service.
- 6) Respondents were Satisfied towards Purti super bazaar & Pink Planet

Scope of the Study

1. It helps to know the facilities given by Super bazaars in Chandrapur city.
2. It helps to know the problems faced by Super bazaars in Chandrapur city.
3. It helps to know the reason for shopping at Super bazaars
4. It helps to analyse customer's satisfaction towards Super Bazaars in Chandrapur city.

Research Limitations

- Sample size is small because of the time constraint.
- Respondent may provide data from their memory recall, there may only be rough estimates.
- Survey is limited Chandrapur City only.

Suggestions and Recommendations

- 1) Marketer should implement some marketing strategies to motivate customers for frequently purchases of products from superbazaar.
- 2) City bazaar, Jp's Superbazaar and Sukhakarta Superbazaar should spread an awearness and to attract maximum customers they should provides various ranges of facilities to customers.

- 3) As Quick service is the most preferred factor of Purti superbazaarso they need maintained that factor as well as they should focused other factors also.
- 4) As Free home delivery service is the most preferred factor of Pink Planet superbazaar so they need maintained that factor as well as they should focused other factors also.

Conclusion

Super bazaars' in Chandrapur city has come forth as one of the most dynamic and fast paced retail sector with several players entering the market. Super market is continuously increasing, on the back drop that middle class households purchasing power are rising as there is increase in the total income as well as the change in their tastes and preferences towards modern retail outlets. The retail players to be able to understand the extent in with different factors affect in increasing customer satisfaction. It is found that customers are satisfied towards the Purti superbazaar and Pink planet superbazaar but shown neutral and dissatisfied reaction towards other superbazaars in Chandrapur city. Hence, all superbazaars should increase the awareness of their superbazaars'. It is also found that there is association between customer satisfaction and facilities provided by superbazaars' in Chandrapur city.

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- [8] Pughazhendi And Dr. D. Sudharani Ravindran, "A Study On Impulsive Buying Behaviour And Satisfaction Towards Retail Outlet In Big Bazaar Coimbatore", International Journal Of Research In Commerce & Management (Volume No. 2 (2011), Issue No. 10 (October) Issn 0976-2183.