

**A STUDY ON CUSTOMER SATISFACTION TOWARDS
DIFFERENT SUPERMARKETS WITH REFERENCE TO
THIRUVALLA CITY**

*Project work submitted to Mahatma Gandhi University, Kottayam in partial
fulfilment of the requirement for the award of*

Bachelor's Degree in Commerce

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2019-2020



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CERTIFICATE

*Certified that this is a bonafide report of the project work undertaken by
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FLERY MARY PHILIP**, of B.Com Semester VI, in partial fulfilment of the
requirements for the award of the Bachelor's Degree in Commerce of Mahatma
Gandhi University, Kottayam under my supervision and guidance.*

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Countersigned

Principal

Head of the Department

DECLARATION

*I do hereby declare that the project titled “**A STUDY ON CUSTOMER SATISFACTION TOWARDS DIFFERENT SUPERMARKETS WITH REFERENCE TO THIRUVALLA CITY**” is a bonafide report of the project work undertaken by me in partial fulfilment of the requirements for the award of the Bachelor of Commerce (Computer Application) of Mahatma Gandhi University, under the guidance of Ms. **CHRISTY ACHU CHANDY**, Lecturer, Department of Commerce, Saintgits College of Applied Sciences, Pathamuttom, Kottayam. I also declare that this project report has not been submitted by me anywhere, fully or partially for the award of any degree, diploma, fellowship or other similar title or recognition of any university/institute to the best of my knowledge and belief.*

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ACKNOWLEDGEMENT

In partial fulfilment of the award of the B. Com Degree by Mahatma Gandhi University, it is mandatory for the regular students of B. Com of the university to prepare a project report to be submitted to the college/university.

*First and foremost, I thank the **Lord Almighty** who is the source of knowledge and one who guided me in all aspects to bring out this project.*

*I thank **Prof. M.C. Joseph, Principal** and **Mr. Anish B Bhaskaran, Assistant Professor and Academic Co-ordinator of Department of Commerce, Saintgits College of Applied Sciences** for their valuable support and encouragement in the preparation of the project.*

I take this opportunity to express my profound sense of gratitude to my guide

***Ms. Christy Achu Chandy, Lecturer, Department of Commerce, Saintgits College of Applied Sciences** for the valuable guidance, advice, inspiration, constant encouragement and constructive criticism given throughout the study.*

I express my sincere gratitude towards all the faculty members of Saintgits College of Applied Sciences for their valuable help.

I thank all my friends who have directly or indirectly helped me in completing this work.

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CHAPTER 1

INTRODUCTION

A study on customer satisfaction in reference to Thiruvalla city

A supermarket is 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, but is smaller and more limited in the range of merchandise than a hypermarket or big-box market.

The supermarket typically has aisles for meat, fresh produce, 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. Some supermarkets also sell other household products that are consumed regularly, such as alcohol (where permitted), medicine, and clothes, and some sell a much wider range of non-food products: DVDs, sporting equipment, board games, and seasonal items. A larger full-service supermarket combined with a department store is sometimes known as a hypermarket. Other services may include those of banks, Mobile Phone services, photo processing, video rentals, pharmacies or petrol stations.

It is usually situated near a residential area in order to be convenient to consumers. The basic appeal is the availability of a broad selection of goods under a single roof, at relatively low prices. Other advantages include ease of parking and frequently the convenience of shopping hours that extend into the evening or even 24 hours of the day. Supermarkets typically are chain stores, supplied by the distribution centres of their parent companies thus increasing opportunities for economies of scale. Supermarkets usually offer products at relatively low prices by using their buying power to buy goods from manufacturers at lower prices than smaller stores can. They also minimise financing costs by paying for goods at least 30 days after receipt and some extract credit terms of 90 days or more from vendors.

Talking about the history of supermarkets, in the early days of retailing, products generally were fetched by an assistant from shelves behind the merchant's counter while customers waited in front of the counter and indicated the items they wanted. Most foods and merchandise did not come in individually wrapped consumer-sized packages, so an assistant had to measure out and wrap the precise amount desired by the consumer. These practices were by nature slow and labour-intensive and therefore also quite expensive. The number of customers who could be attended to at one time was limited by the number of staff employed in the store. Shopping for groceries also often involved trips to multiple specialty shops, such as a greengrocer, butcher, bakery, fishmonger and dry goods store; in addition to a general store. Milk and other items of short shelf life were delivered by a milkman.

Typical supermarket merchandise include things stating from:

Baby foods and baby-care products such as disposable diapers

Breads and bakery products

Baking needs

Books, newspapers, and magazines, including supermarket tabloids

Bulk dried foods such as legumes, flour, rice, etc.

Canned goods and dried cereals

CDs, audio cassettes, DVDs, and videos

Cigarettes and other tobacco products

Confections and candies

Cosmetics

Dairy products

Dressings and Sauces

Electrical products such as light bulbs, extension cords, etc.

Feminine hygiene products

Frozen foods and crushed ice

Fresh produce, fruits and vegetables

Greeting cards

House-cleaning products

House wares, dishware and cooking utensils (typically limited)

Laundry products such as detergents and fabric softeners

Meats, fish and seafood

Medicines and first aid items (primarily over-the-counter drugs, although many supermarkets also have an on-site pharmacy) (as laws allow)

Pet foods and products

Seasonal items and decorations

Snack foods

Tea and coffee

Toys

OBJECTIVES

To understand the satisfaction among customers from different supermarkets.

To analyse the differences between various supermarkets.

To understand the prices of same products in different supermarkets.

To study the variations in product in different supermarkets.

To study the additional facilities provided by different supermarkets.

IMPORTANCE

Helps to access a variety of products.

Can get to know about the relevance of the supermarkets.

We can get a deeper vision of the quality and the quantity of the products provided by different supermarkets.

SCOPE

The main focus of the study is to know about the different preferences and satisfaction among the customers from various supermarkets from the thiruvalla city.

It also helps us to get a clear idea about the satisfaction they get from various facilities being provided by them.

METHODOLOGY

The study is analytical in nature. Both primary and secondary data is being used.

Primary Data: The Primary data are being collected through questionnaire method. The questionnaire is prepared in simple language which can be easily understood by anyone. Random sampling method for collection of data is used.

Secondary Data: The secondary data are being collected through websites, newspapers and journals.

Tools of analysis: Tables, charts and diagrams were used for the presentation.

Sample Size: 50 respondents have been included in the study.

STATEMENT OF PROBLEM

The various preferences of the consumers and the satisfaction derived from all these facilities provided by the supermarkets are being enumerated within the conducted study.

LIMITATIONS OF THE STUDY

- The time period was limited. So the study was to be conducted within a short period of time.
- The area of the study was limited.
- Non co-operation from the respondents was a very stressful limitation.

CHAPTERIZATION

CHAPTER-1: Introduction

CHAPTER-2: Theoretical and Literature Review

CHAPTER-3: Data Analysis and Interpretation

CHAPTER-4: Finding Suggestions and Conclusion

CHAPTER-2
THEORATICAL AND
LITERATURE REVIEW

CUSTOMER SATISFACTION

Customer satisfaction is a wide term used in marketing. Customer satisfaction is all about measuring the amount of satisfaction customers get after consuming a product or a service. It is seen as a key performance indicator within business and is often part of a balanced score card. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

The rate of customer satisfaction has powerful effects within organisations. Most of the organisations concentrate more on customer satisfaction than reducing the quality of products for earning profit in other words, it can be said that customer satisfaction is the key to earn profit. Therefore, it is essential for businesses to effectively manage customer satisfaction. "Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty."

Customer satisfaction measures how well the expectations of a customer concerning a product or service provided by your company have been met.

Customer satisfaction is an abstract concept and involves such factors as the quality of the product the quality of the service provided, the atmosphere of the location where the product or service is purchased, and the price of the product or service. Businesses often use customer satisfaction surveys to gauge customer satisfaction. These surveys are used to gather information about customer satisfaction. Typical areas addressed in the surveys include;

- Quality of products.
- Value of product relative to price - a function of quality and price.
- Time issues, such as product availability, availability of sales assistance time waiting at checkout and delivery time.
- Atmosphere of store, such as cleanliness, organization, and enjoyable shopping environment.
- Service personnel issues, such as politeness, attentiveness and helpfulness.
- Convenience such as location, parking and hours of operation.

As earlier mentioned in the introduction of the study, customer satisfaction is the ultimate priority of every company especially in Airport management. It is important for companies to know and understand the theory of customer satisfaction in order to improve it and exceeds the expectations of customers. Over the last decades customer satisfaction has become very important for companies which leads to investing heavily in improving their services that would contribute to a strong customer's satisfaction such as service quality and customer service- Whether the buyer is satisfied after a purchase depends on the performance of the -offers in relation to the buyer's buyer satisfactions. Generally speaking it can be said that

Satisfaction is a person's feelings that can be pleasure or disappointment resulting from comparing a service or product's perceived performance or outcome in relation to the buyer's expectations. Good customer value can be achieved only when service quality, product quality and the value-based prices exceed the customer satisfaction. If one of these is neglected the customer satisfaction will suffer a tremendous setback. Even if price and the

product are good but the service is bad, the entire ‘ ‘image’ of the company product will be bad and the customer will certainly not be happy.

The main principles of continuous improvement require the development of a specific customer satisfaction measurement process. In this way, any improvement action is based on standards that take into account customer expectations and needs. Nowadays customer satisfaction survey is often used in these purposes.

“Customer satisfaction measurement is now considered as the most reliable feedback. taking into account that it provides in an effective, direct, meaningful and objective way the customers‘ preferences and expectations". It is a key to success for any kind of organizations. According to Asian Productivity Organization, customer satisfaction is a function performance relative to the customer's expectation. In other words. customer is satisfied when he gets a little bit more than he was promised to. Dissatisfaction with the service or product can be easily defined as a failure to meet customer’s expectations and needs.

Apparently, the main goal of any organization is to satisfy each customer. However, it is not an easy thing as every single person has his own idea of what is perfect customer service. For example, one will be satisfied with plastic chairs to sit in while waiting for his flight in the waiting room, but another needs a highly comfortable chair with a convertible seat. To all appearances, if the organization wants to satisfy everyone, it has to take proper account of preferences of those clients, who have higher level of expectations.

Customer Satisfaction Determinants

There are also few things which might affect customer satisfaction on received service. For instance, personal factors such as customer’s emotions may influence satisfaction.

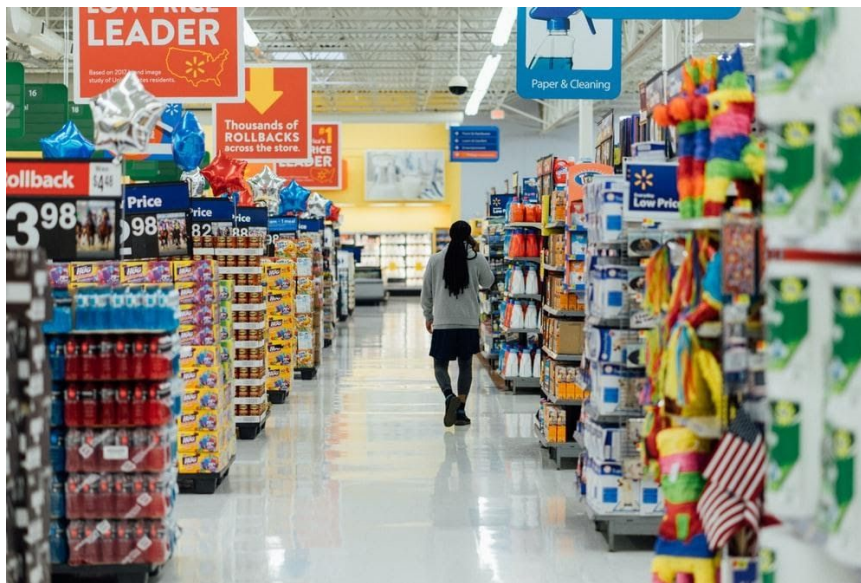
Product and service features very often serve as a determinant for customer satisfaction. To put it more precisely, services features gives the impression, which customer later estimates. In airport facilities essential service features might include waiting rooms comfort, cafes and Restaurants, availability of space for children. staffs friendliness and efficiency and so on- Researchers claim that customers of services often make compromises between different service features. For example, client can turn the blind eye on quality of service in case if they were totally satisfied with a low price for this service. However, it tightly depends on the service type and its criticality.

Customer satisfaction does not always depend only on specific service features. It might be also in influenced by client’s emotional state. Good emotional state may strengthen positive feelings about the service. On the contrary, consumer's bad mood can negatively affect service perception. Moreover. customer dissatisfaction is mightily influenced by senses of anger, depression, guilt and humiliation.

As long as customer takes part in the process of service production. he is partly responsible for the outcome of perceived service. Due to different attributions, which are defined as the perceived causes of events, consumer evaluates the service even before he gets it ready. Sometimes it effects on the overall perception of satisfaction.

Unfair treatment of customers may bring a loss for business by causing customers' dissatisfaction Therefore it is really important to treat all customers equally. Satisfaction on service is strongly influenced by a perception of fairness.

Furthermore. Other people can also influence consumer satisfaction on service. For example. if traveller went for a trip with somebody else, he will also take in account the opinion of a person, who accompanies her in the trip.



Customer Supermarket Relationship

The supermarket sector is one of the most competitive sectors in the UK. A combination of new entrants, aggressive price cutting and changing shopping habits is affecting all food and drink retailers, from the largest to the smallest. As well as moving to discounters, consumers are increasingly looking for convenience alongside price, choice and quality by choosing to shop in smaller, local supermarkets instead of driving to larger, out of town superstores. They are also happier ordering online, both to buy specialist food and wine as well as their weekly groceries.

These pressures actually mean that service is even more important than ever, according to research from the Institute of Customer Service (ICS). Its latest UK Customer Satisfaction Index (UKCSI) found that the vast majority of consumers would prefer a balance of customer service and price when it comes to food retailers, with some happy to pay a premium for the best customer service. Demonstrating this, the highest ranked grocery chain in the UKCSI continues to be upmarket group Waitrose, which comes sixth overall in customer satisfaction amongst major UK brands. The study also found a direct correlation between above average service and above average growth. Food retailers that scored 1% above the

sector average delivered sales growth of 5.5%. Those that were 1% below saw sales decrease by 1%.

This gap between best and worst replicates Eptica's findings in the 2015 UK Multichannel Customer Experience Study. While food retailers (which included both supermarkets and smaller specialists), dramatically improved overall at answering routine questions online, one company could still only respond to half of queries. Just half of retailers responded to a tweeted question successfully and 40% of emails went unanswered. Only one retailer managed to give a consistent response across the email, web and chat channels.

Given the importance of customer service to food retailers, what should they do to improve? There are three areas to focus on:

1. Integrate across channels

Let's face it the days of simply serving customers in physical shops is over. Food retailers increasingly sell online, and need to reflect this in joined-up service. This is particularly true when it comes to channels such as social media. With supermarkets in particular receiving an increasing volume of tweets and Facebook messages that need responding to, it means if you fail to sort out a problem quickly enough there is a danger that it will escalate into a mini-crisis due to the speed of social media. Food retailers therefore need to link channels together to ensure they deliver across all of them.

2. Empower and enthuse staff

The big four supermarkets employ nearly 1 million people in the UK. With the majority of these working different shift patterns, spread across shops and contact centres the length and breadth of the country, it can be difficult to keep track of the entire workforce and create a common service culture that motivates everyone and turns them into brand ambassadors. One way to empower staff is to give them access to consistent information so that they can do their jobs to the best of their abilities. This could mean providing access to a central knowledge base for staff so that they can deliver immediate, consistent answers whether in store (via tills or mobile devices), on the phone or on digital channels such as email or social media.

3. Be quick

As mentioned convenience is one of the key drivers behind consumers changing shopping habits. This extends to the service that customers expect. They want their queries responded to quickly via whatever channel they use. Retailers therefore need to learn from their staff in-stores and use this best practice when answering questions asked online. After all, if a customer asks a question in a real store, they don't expect to have to wait for hours to get a response. Applying the lessons of face to face customer service to digital channels will provide food retailers with a way to build a reputation for helpfulness across all of their operations.

The supermarket sector is undergoing unprecedented change, but one thing is clear – delivering helpful, quick and consistent customer service will increase consumer satisfaction, help enhance loyalty and consequently grow revenues – across every channel.

Supermarkets in Thiruvalla

Tiruvalla is regarded as the “Land of Non resident Indians”. Tiruvalla is also famous for the dance of Kathakali, which is hosted in the Sreevallabha temple almost every day in an year.

Tiruvalla, alternately spelled as thiruvalla, is a town and also the headquarters of the taluk of same name located in pathanamthitta district in the state of kerala, india. The town is spread over an area of 27.94km. it lies on the banks of the river manimala and pamba, and is a land loacked region surrounded by irrigating steams and rivers.

The supermarkets in Thiruvalla city are the following

- More
- Spineys
- Spencers
- Leeyans
- Gopikas

CHAPTER-3
DATA ANALYSIS AND
INTERPRETATION

This chapter deals with analysis of data collected for the study. The details of the analysis are outlined in the following tables and figures.

Q1. Do you often come to this supermarket?

Table 3.1

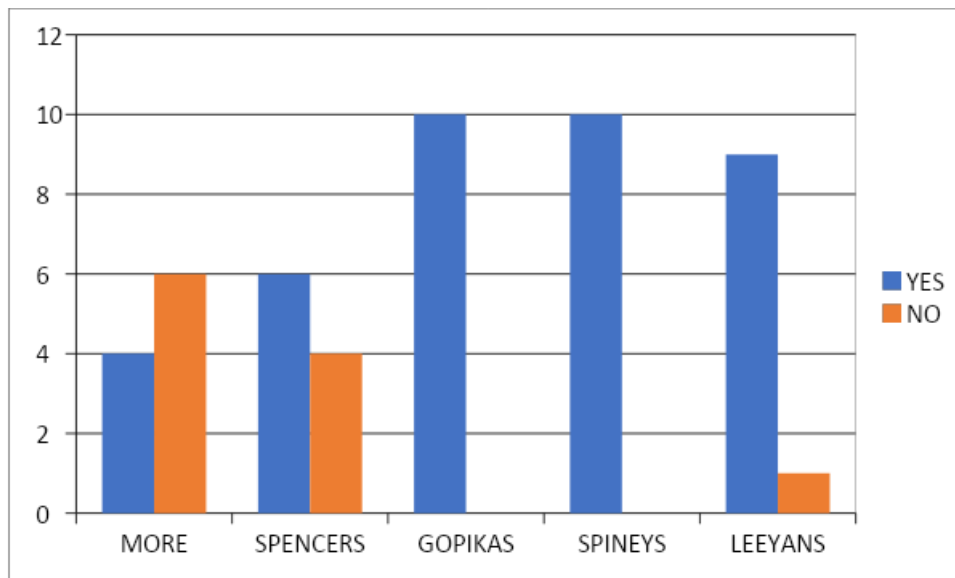
SUPERMARKET	YES	NO
MORE	4	6
SPENCERS	6	4
GOPIKAS	10	-
SPINEYS	10	-
LEEYANS	9	1

(Source: Primary Data)

INFERENCE

From table 3.1, the respondents in Gopikas and Spineys supermarket oftenly shop in the respective supermarkets more than others. Table 3.1 is depicted in figure 3.1

Figure 3.1



Q2. Do you feel satisfied after shopping from this supermarket?

Table 3.2

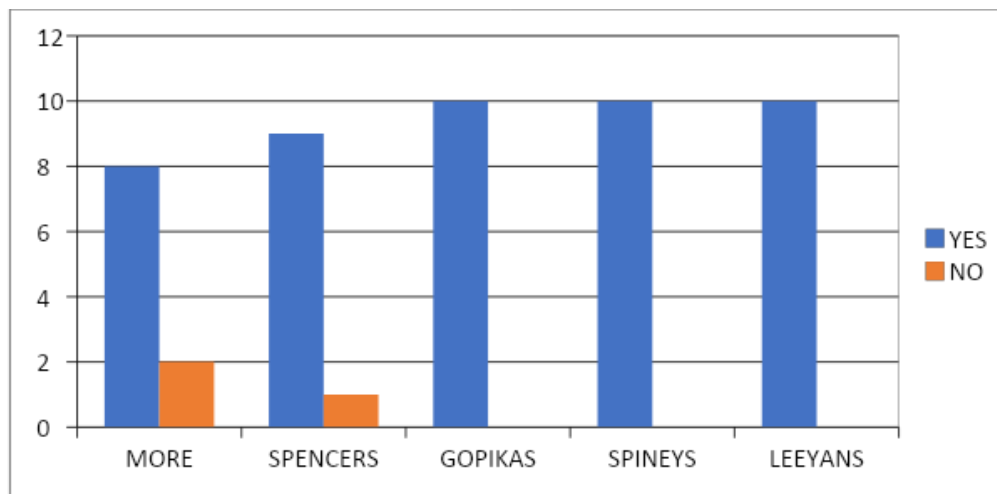
SUPERMARKETS	YES	NO
MORE	8	2
SPENCERS	9	1
GOPIKAS	10	-
SPINEYS	10	-
LEEYANS	10	-

(Source: Primary Data)

INFERENCE

From table 3.2 it is found that all the respondents of Gopikas Spineys and leeyans supermarkets feel completely satisfied shopping in their respective supermarkets. Table 3.2 is depicted on figure 3.2.

Figure 3.2



Q3. Does the supermarket provide you with seasonal discounts and offers?

Table 3.3

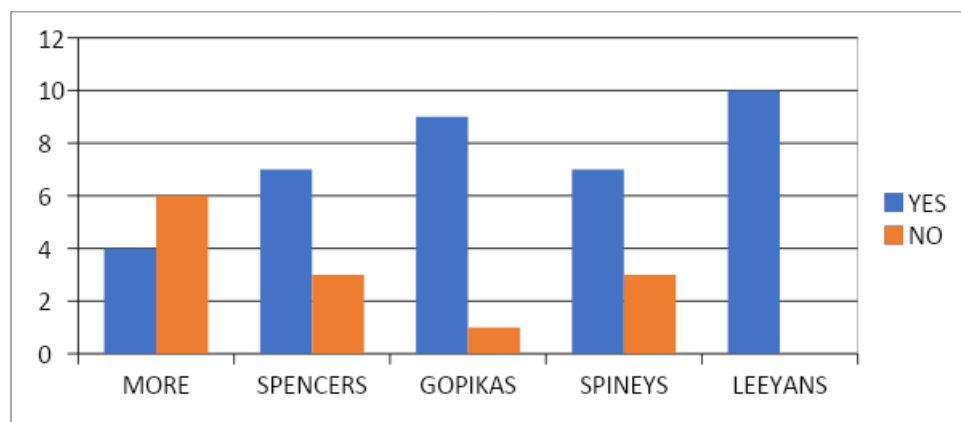
SUPERMARKETS	YES	NO
MORE	4	6
SPENCERS	7	3
GOPIKAS	9	1
SPINEYS	7	3
LEEYANS	10	-

(Source: Primary Data)

INFERENCE

From table 3.3 the 60% of respondents of More supermarkets feel that they are not offered any seasonal discounts or offers. 70% of the respondents of Spencers, 90% of Gopikas, 70% of Spineys and 100% of Leeyans feel that they are provided with these offers. This study is being depicted on figure 3.3.

Figure 3.3



Q4. Is online purchase available in the preferred supermarket?

Table 3.4

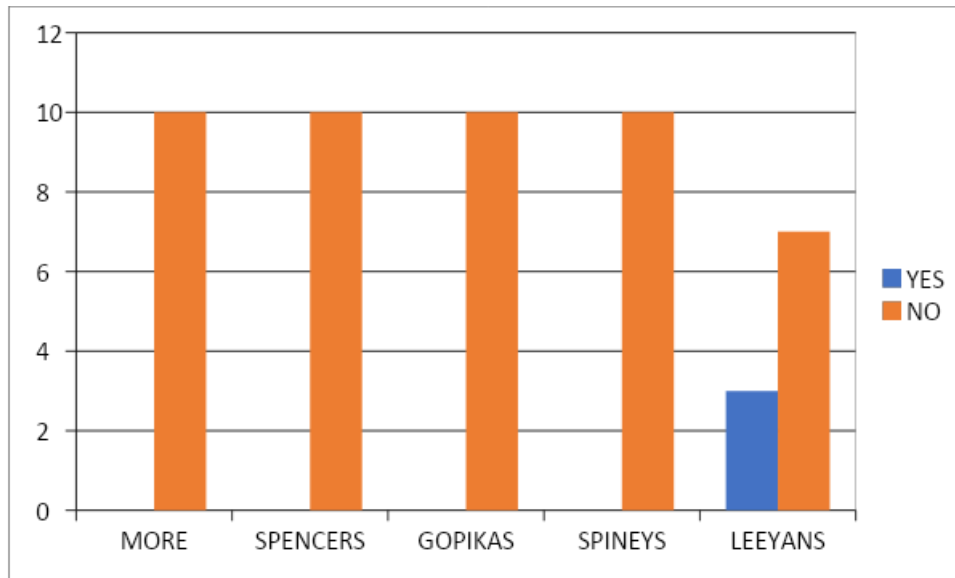
SUPERMARKET	YES	NO
MORE	-	10
SPENCERS	-	10
GOPIKAS	-	10
SPINEYS	-	10
LEEYANS	3	7

(Source: Primary Data)

INFERENCE

From table 3.4 100% of the respondents of all supermarket feels that they do not get the facility of online purchases in their supermarket except for the supermarket Leeyans 30% of the respondents said that they get these facilities.

Figure 3.4



Q5. How are the overall facilities in the supermarket?

Table 3.5

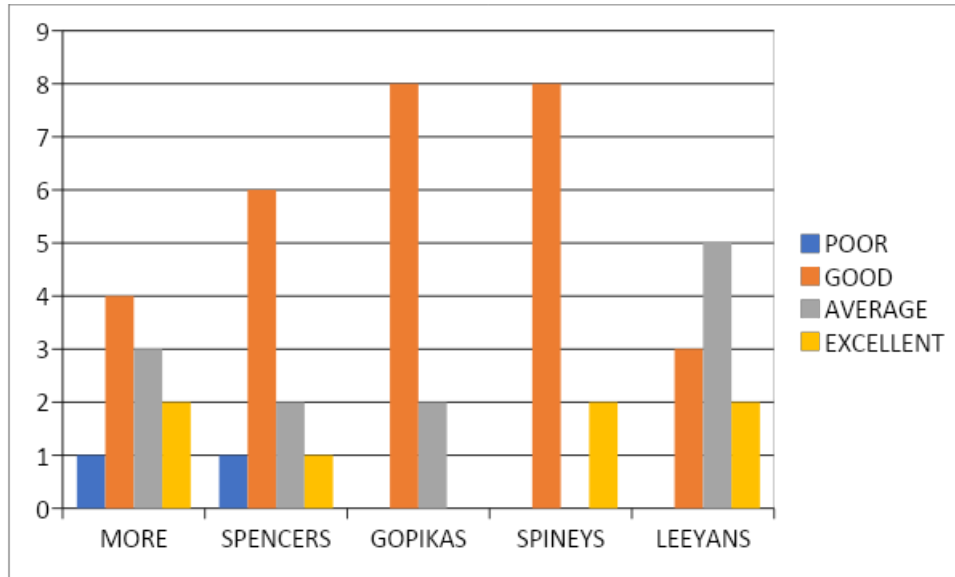
SUPERMARKET	POOR	GOOD	AVERAGE	EXCELLENT
MORE	1	4	3	2
SPENCERS	1	6	2	1
GOPIKAS	-	8	2	
SPINEYS	-	8		2
LEEYANS	-	3	5	2

(Source: Primary Data)

INFERENCE

From table 3.5 58% of the total respondents of supermarkets have rated the facilities provided by their supermarkets as Good, 14% as Excellent and only 4% as Poor, and the rest as Average. And thus we can analyse that majority of the respondents have rated the facilities as Good

Figure 3.5



Q6. For how long have you been shopping at the supermarket?

Table 3.6

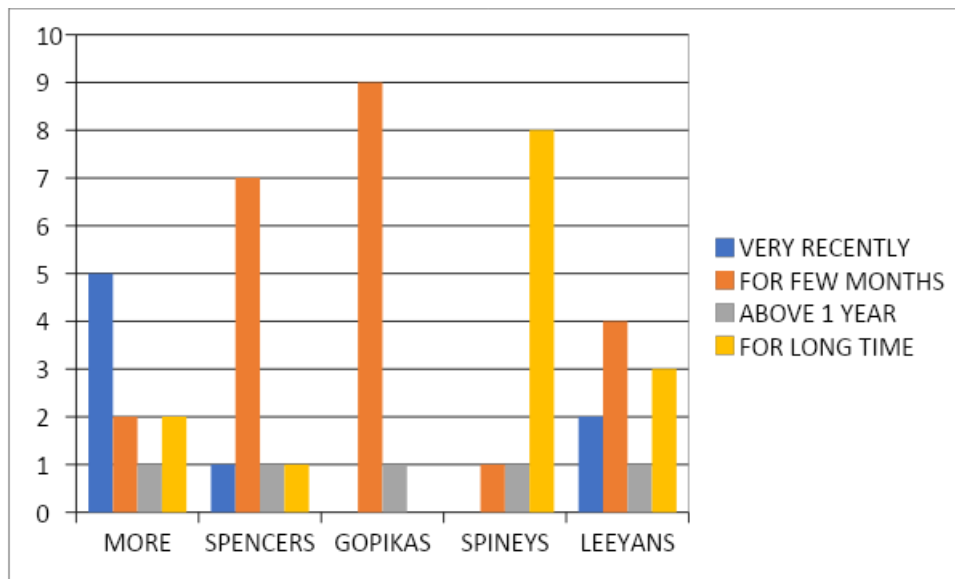
SUPERMARKET	VERY RECENTLY	FOR FEW MONTHS	ABOVE 1 YEAR	FOR LONG TIME
MORE	5	2	1	2
SPENCERS	1	7	1	1
GOPIKAS	-	9	1	-
SPINEYS	-	1	1	8
LEEYANS	2	4	1	3

(Source: Primary Data)

INFERENCE

From table 3.6, 50% of the respondents of more supermarket have been shopping there very recently while 70% and 90% of spencers and Gopikas supermarket respondents have been shopping there of few months. In leeyans supermarket respondents have different time ranges in their shopping. The details contained in table 3.6 are contained below in figure 3.6.

Figure 3.6



Q7. How do you rate the supermarket?

Table 3.7

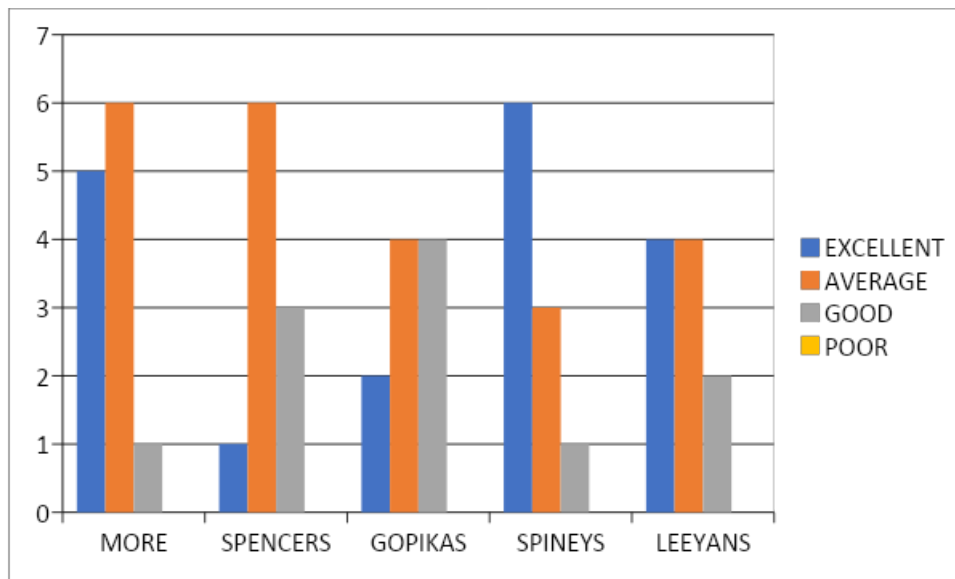
SUPERMARKET	EXCELLENT	AVERAGE	GOOD	POOR
MORE	3	6	1	-
SPENCERS	1	6	3	-
GOPIKAS	2	4	4	-
SPINEYS	6	3	1	-
LEEYANS	4	4	2	-

(Source: Primary Data)

INFERENCE

From table 3.7, 60% of the respondents of more and spencers supermarkets have rated them as average. 40% each of Gopikas supermarket have rated them as both average and good. In spineys supermarket 60% of the respondents have rated them as excellent and 40% each of the respondents of leeyans supermarket have rated them as excellent and average. This information is depicted in figure 3.7.

Figure 3.7



Q8. How much on an average do you spend on one purchase?

Table 3.8

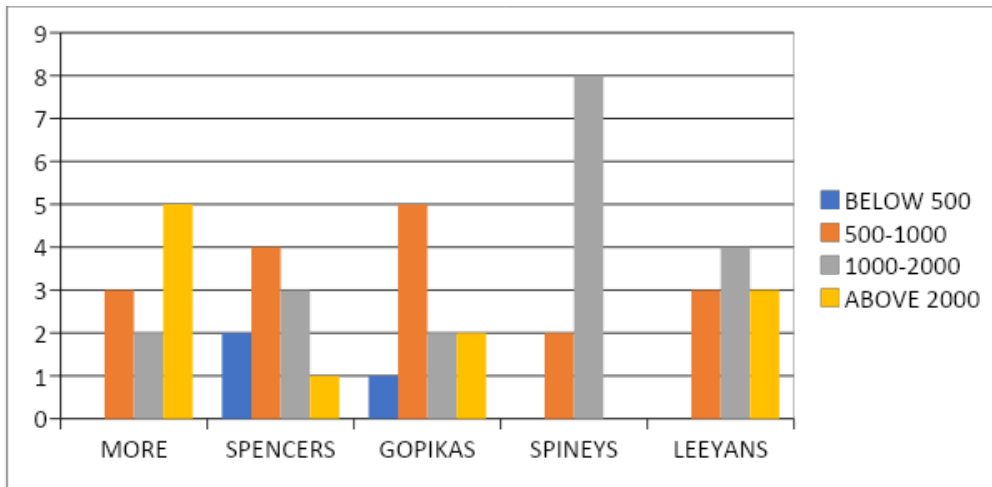
SUPERMARKET	BELOW 500	500-1000	1000-2000	ABOVE 2000
MORE	-	3	2	5
SPENCERS	2	4	3	1
GOPIKAS	1	5	2	2
SPINEYS	-	2	8	-
LEEYANS	-	3	4	3

(Source: Primary Data)

INFERENCE

From table 3.8 it is found that only 6% of respondents of the total supermarkets spend below Rs 500 on one purchase from the supermarket. Other respondents spend approximately similar range of money on purchase.

Figure 3.8



Q9. Do you prefer large supermarkets than the ordinary retail shops?

Table3.9

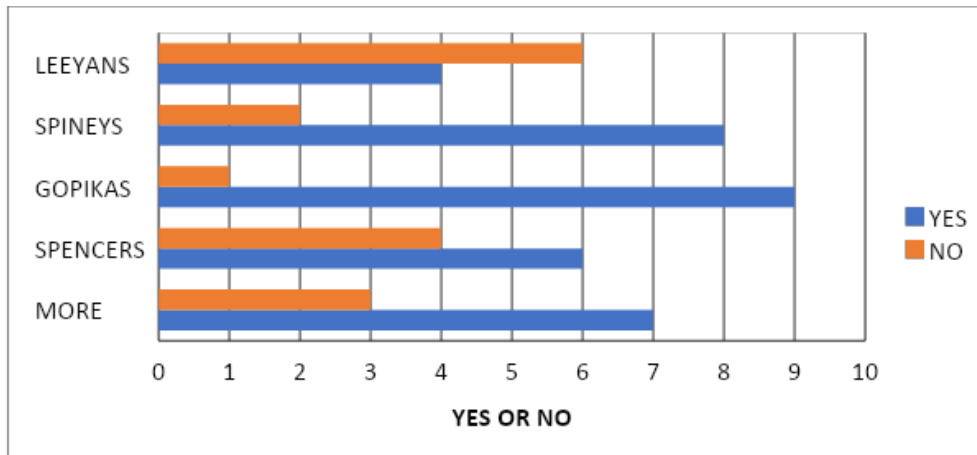
SUPERMARKET	YES	NO
MORE	7	3
SPENCERS	6	4
GOPIKAS	9	1
SPINEYS	8	2
LEEYANS	4	6

(Source: Primary Data)

INFERENCE

From the table shown below we can conclude that 68% of the total respondents prefer large supermarkets than that of ordinary retail shops. This is described below in figure 3.9.

Figure 3.9



Q10. What type of product do you prefer in this supermarket?

Table 3.10

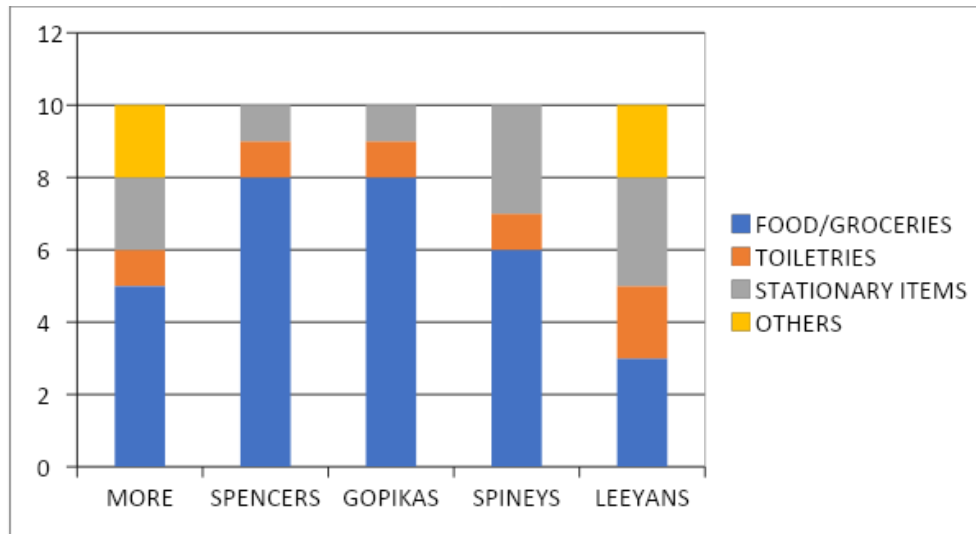
SUPERMARKET	FOOD/GROCERIES	TOILETRIES	STATIONARY ITEMS	OTHER S
MORE	5	1	2	2
SPENCERS	8	1	1	-
GOPIKAS	8	1	1	-
SPINEYS	6	1	3	-
LEEYANS	3	2	3	2

(Source: Primary Data)

INFERENCE

From table 3.10 we can analyse that more than 70% of the total respondents of each supermarkets prefer to buy food/groceries from the supermarkets. Rest prefer toiletries and stationary items. Only 20% of respondents of More and Leeyans supermarkets prefer other products. This study is being depicted in figure 3.10.

Figure 3.10



Q11. Why do you often shop in this supermarket?

Table 3.11

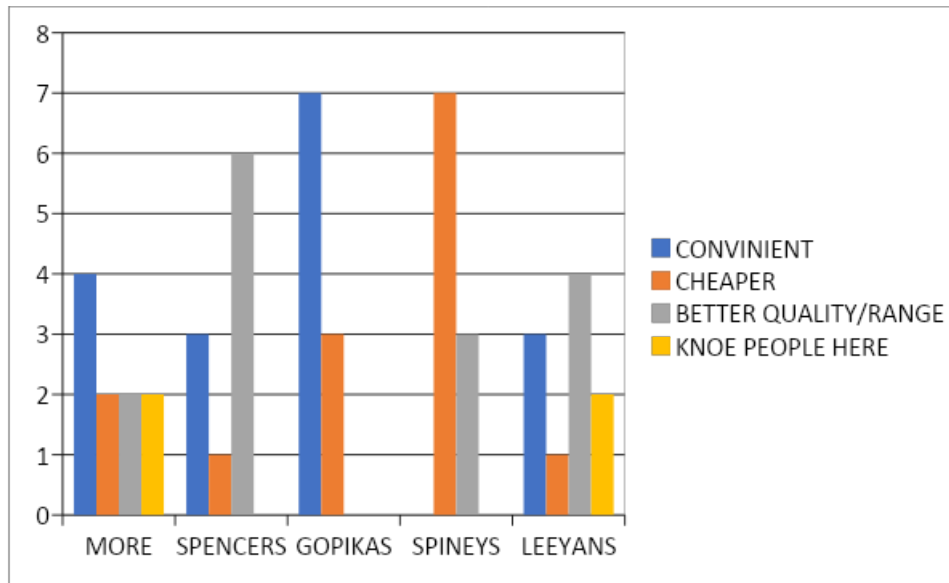
SUPERMARKET	CONVINIENT	CHEAPER	BETTER QUALITY/RANGE	KNOW PEOPLE HERE
MORE	4	2	2	2
SPENCERS	3	1	6	-
GOPIKAS	7	3	-	-
SPINEYS	-	7	3	-
LEEYANS	3	1	4	2

(Source: Primary Data)

INFERENCE

From table 3.11 it is described that most people shop from their respective supermarkets as they are convenient. Others shop as it is cheaper and of better quality/range. Rest 20% of respondents shop as they know the people working in their supermarkets. This study is being represented in figure 3.11.

Figure3.11



Q12. Is there any additional features provided by the supermarkets?

Table 3.12

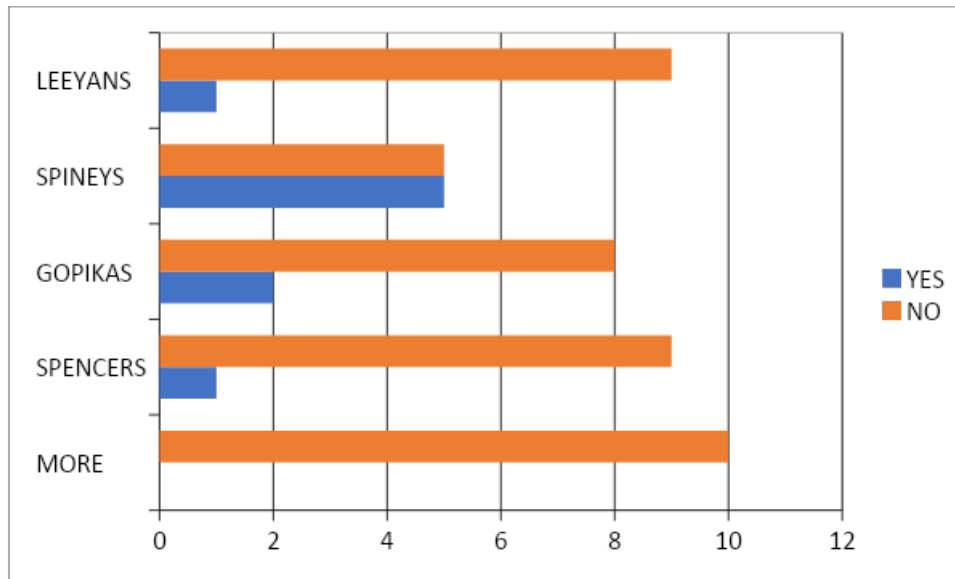
SUPERMARKET	YES	NO
MORE	-	10
SPENCERS	1	9
GOPIKAS	2	8
SPINEYS	5	5
LEEYANS	1	9

(Source: Primary Data)

INFERENCE

From table 3.12 it is easily recognised as most of the respondents feel that they are not provided any additional features. More than 80% of the respondents have said that they are not provided any additional facilities. This study is being depicted in figure 3.12.

Figure 3.12



Q13. What is the main reason for you shopping in the supermarket?

Table 3.13

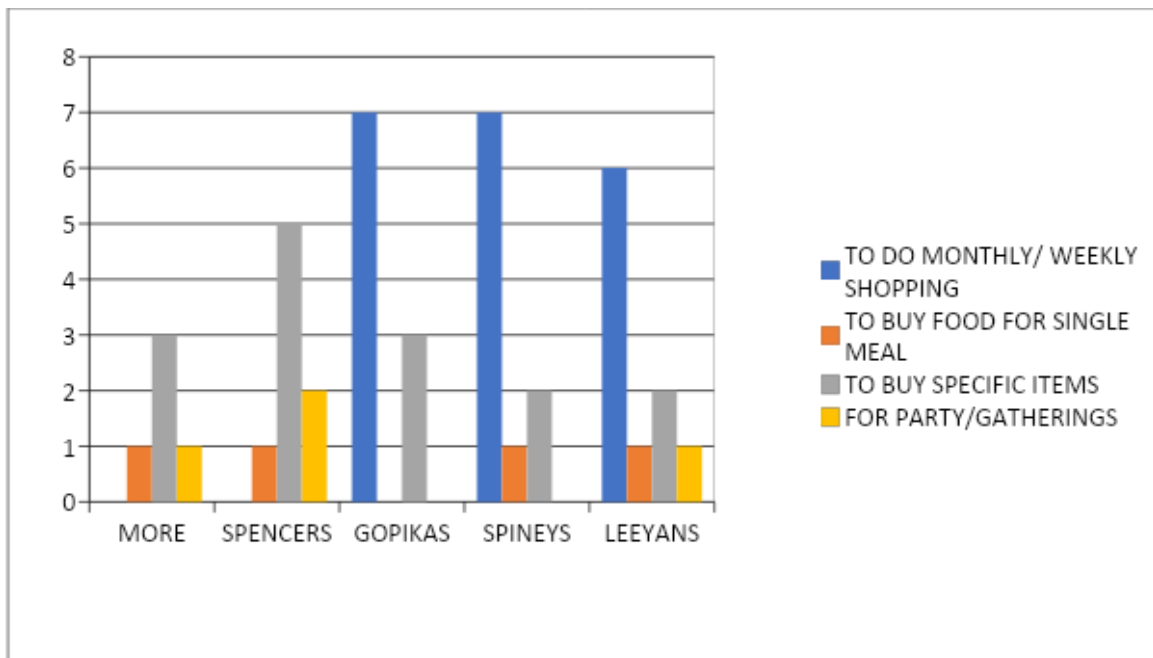
SUPERMARKET	TO DO MONTHLY/ WEEKLY SHOPPING	TO BUY FOOD FOR SINGLE MEAL	TO BUY SPECIFIC ITEMS	FOR PARTY/ GATHERINGS
MORE	-	1	3	1
SPENCERS	-	1	5	2
GOPIKAS	7	-	3	-
SPINEYS	7	1	2	-
LEEYANS	6	1	2	1

(Source: Primary Data)

INFERENCE

From the above table 70% of the respondents of gopikas and spineys supermarket go for monthly or weekly shopping. Next majority of respondents shop to buy specific items. Below 10% of respondents are interested to shop to buy for single meal. And the rest are interested to buy for party or gatherings. This study is being depicted in figure 3.13

Figure 3.13



Q 14. Will you prefer the supermarket with an option of credit purchasing?

Table 3.14

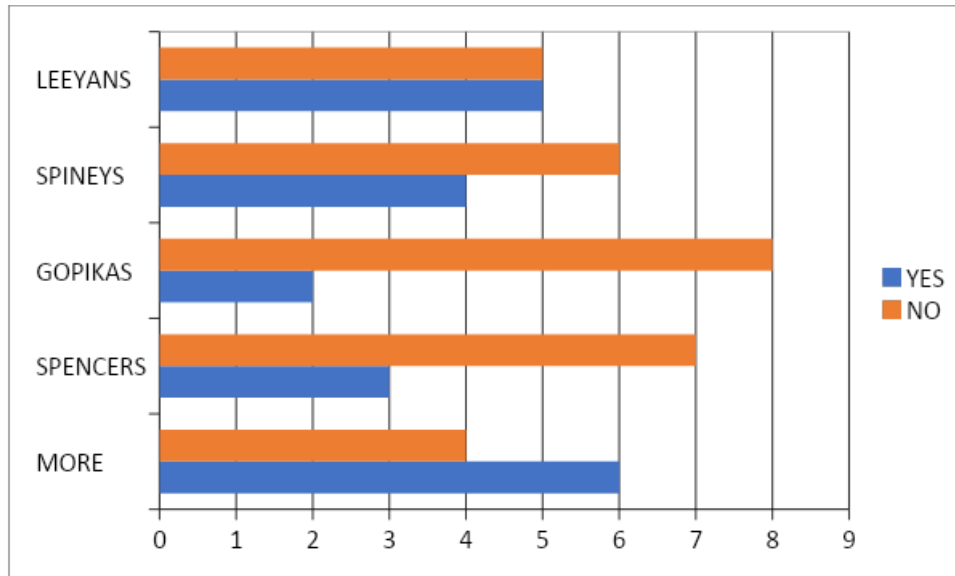
SUPERMARKET	YES	NO
MORE	6	4
SPENCERS	3	7
GOPIKAS	2	8
SPINEYS	4	6
LEEYANS	5	5

(Source: Primary Data)

INFERENCE

From table 3.14 it is studied that 40% of the total respondents prefer the option of credit purchase. And a majority of 60% of the respondents do not prefer this facility. The study is shown in figure 3.14.

Figure 3.14



Q 15 which of the following is the most important factor where you decide to buy a particular product?

Table 3.15

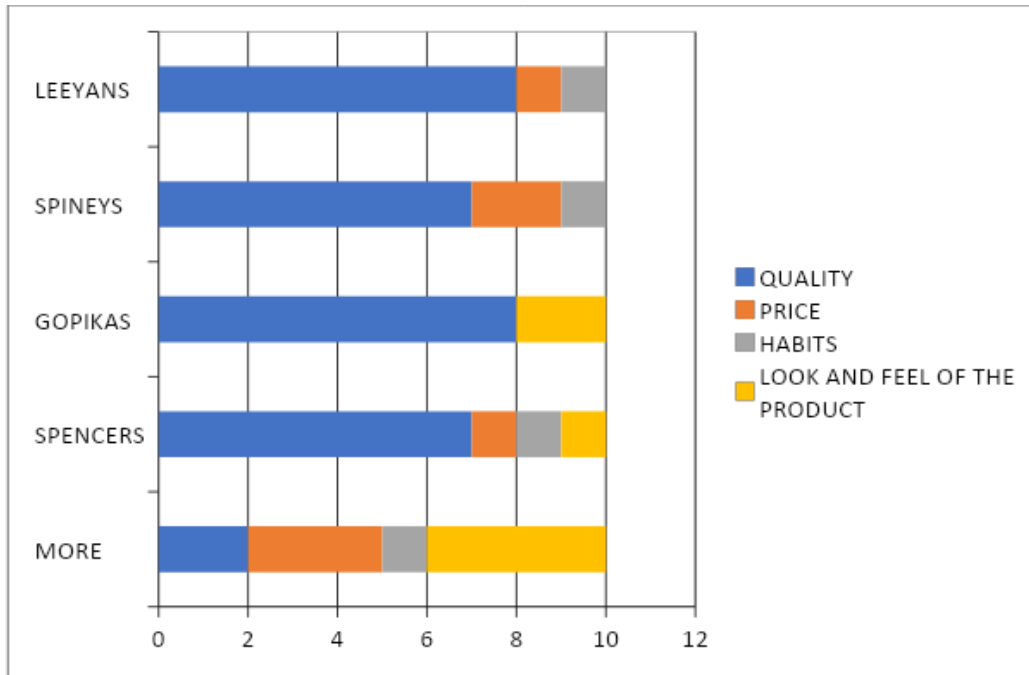
SUPERMARKET	QUALITY	PRICE	HABITS	LOOK AND FEEL OF THE PRODUCT
MORE	2	3	1	4
SPENCERS	7	1	1	1
GOPIKAS	8	-	-	2
SPINEYS	7	2	1	-
LEEYANS	8	1	1	-

(Source: Primary Data)

INFERENCE

From the above table it can be identified as most of the respondents does not want to compromise in the quality of the product. Other majority of the respondents of the total supermarkets decide from the factor of price and look and feel of the product. And the rest decide upon the factor of look and feel of the product. This study is explained in the figure 3.15.

Figure 3.15



Q16. Do you find any difference in the price of products sold in this supermarket than the others?

Table 3.16

SUPERMARKET	NO DIFFERENCE	LESS DIFFERENCE	MODERATE DIFFERENCE	HIGH DIFFERENCE
MORE	2	3	4	1
SPENCERS	3	7	-	-
GOPIKAS	2	3	5	-
SPINEYS	5	4	1	-
LEEYANS	6	3	3	-

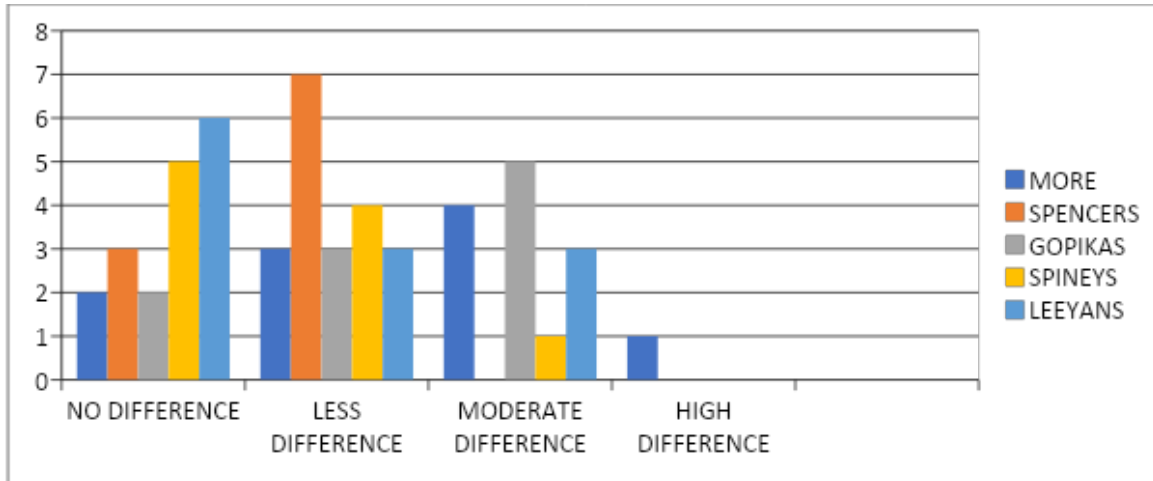
(Source: Primary Data)

INFERENCE

In the above table we can find that most of the respondents believe that there is only less difference in the products sold in the supermarkets than the others. Other majority feels that

there is no difference in the products and only 10% of the respondent of the More supermarket feels that there is high difference in the products.

Figure 3.16



Qs 17. Do you agree that “higher the price of the product, higher is the quality”?

Table 3.17

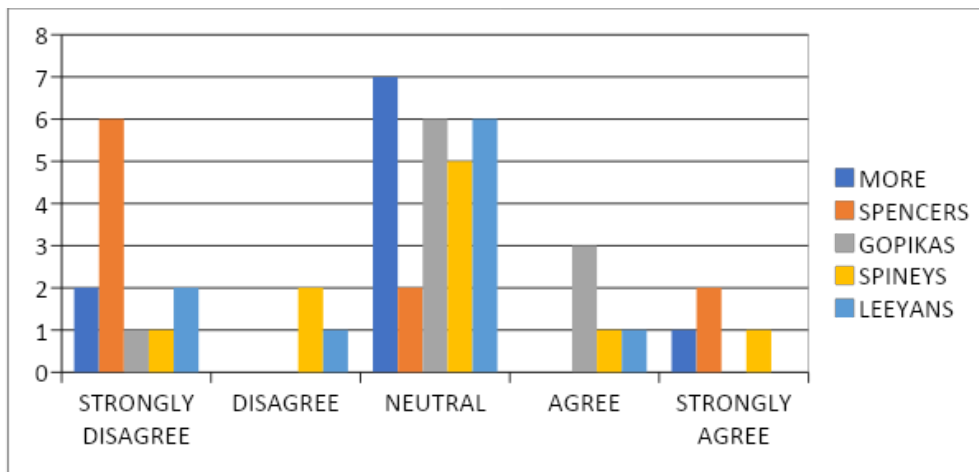
SUPERMARKETS	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
MORE	2	-	7	-	1
SPENCERS	6	-	2	-	2
GOPIKAS	1	-	6	3	-
SPINEYS	1	2	5	1	1
LEEYANS	2	1	6	1	-

(Source: Primary Data)

INFERENCE

Here 52% of the total respondents have neutral feeling about the fact that higher the price of the product higher is its quality, while other majority of 24% of respondents have neutral strongly disagree about this. While only 6% of respondents strongly agree to this. This study is being shown in figure 3.17.

Figure 3.17



Qs 18. Do you agree that lower price offers are attractive?

Table 3.18

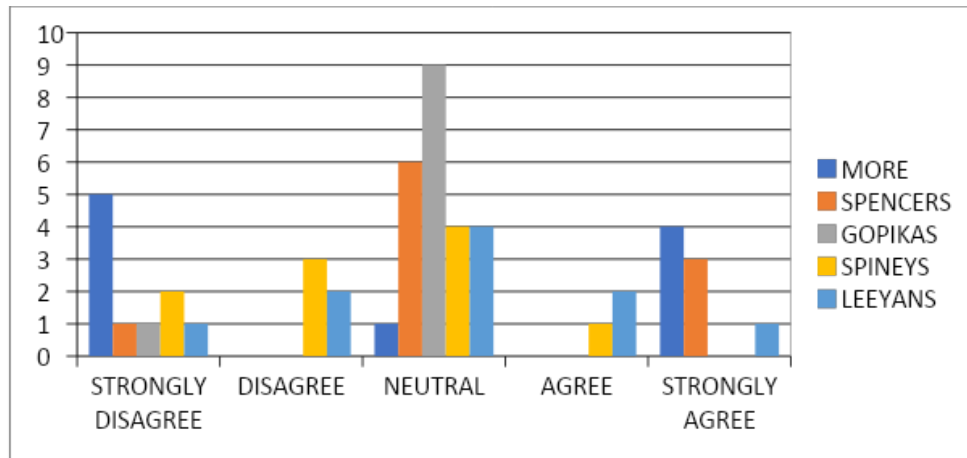
SUPERMARKET	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
MORE	5	-	1	-	4
SPENCERS	1	-	6	-	3
GOPIKAS	1	-	9	-	-
SPINEYS	2	3	4	1	-
LEEYANS	1	2	4	2	1

(Source: Primary Data)

INFERENCE

In table 3.18 we can figure out that 50% of the More supermarket respondents strongly disagree that lower price offers attracts them. 60% and 90% of the Spencers and Gopikas respondents have a neutral feeling. And the rest of the respondents have a scattered feeling about the statement. This study is being depicted in figure 3.18.

Figure 3.18



Qs 19. Do you always stick to your original list of items when shopping or you go over budget?

Table 3.19

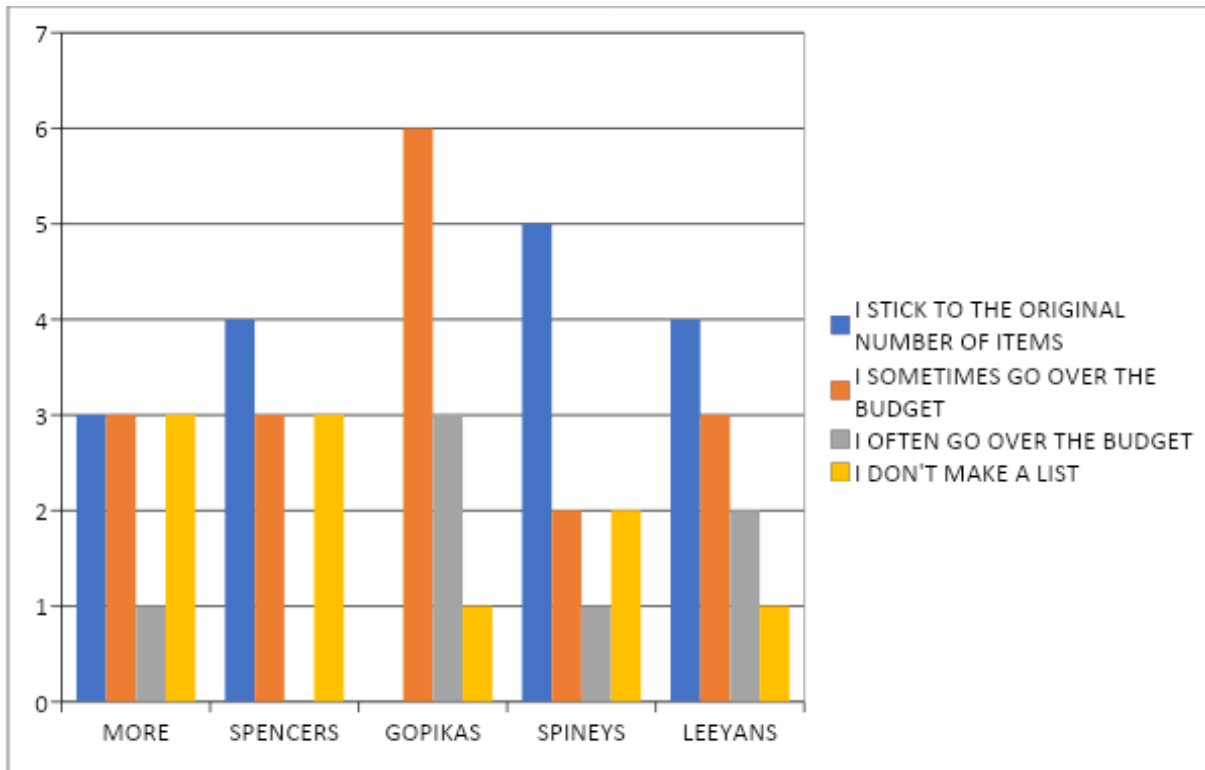
SUPERMARKET	I STICK TO THE ORIGINAL NUMBER OF ITEMS	I SOMETIMES GO OVER THE BUDGET	I OFTEN GO OVER THE BUDGET	I DON'T MAKE A LIST
MORE	3	3	1	3
SPENCERS	4	3	-	3
GOPIKAS	-	6	3	1
SPINEYS	5	2	1	2
LEEYANS	4	3	2	1

(Source: Primary Data)

INFERENCE

From table 3.19 we can analyse that respondents have different feelings regarding their shopping over the budget. The majority of 60% of the respondents have said that they sometimes go over the budget. This study is depicted on figure 3.19.

Figure 3.19



Qs 20. Do you buy a product influenced by the advertisement?

Table 3.20

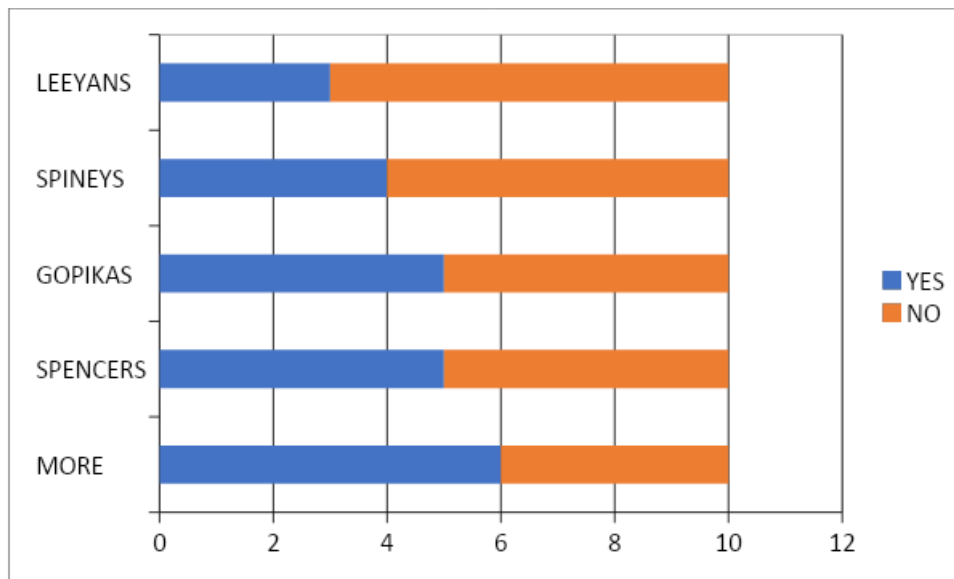
SUPERMARKET	YES	NO
MORE	6	4
SPENCERS	5	5
GOPIKAS	5	5
SPINEYS	4	6
LEEYANS	3	7

(Source: Primary Data)

INFERENCE

From the table 3.20 we can analyse that 46% of the respondents claimed that they buy product influenced by the advertisements. And a near majority of 54% of the respondents have claimed no to the same. Respondents of Spencers and Leeyans supermarket have equally claimed about that.

Figure 3.20



Qs 21. What is the maximum distance you prefer to travel to your preferred store?

Table 3.21

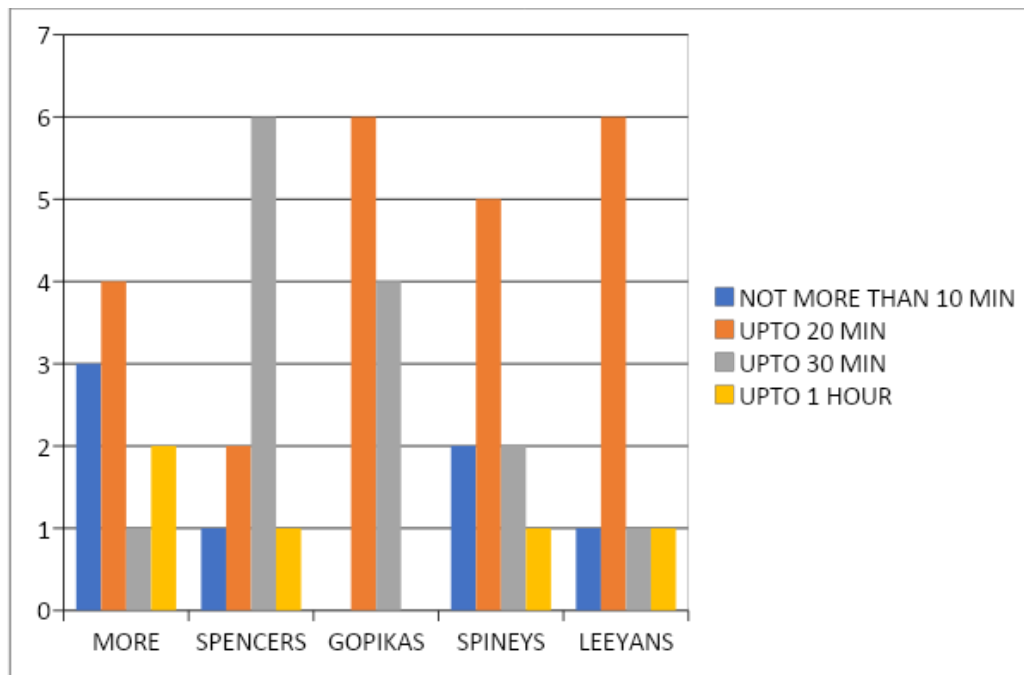
SUPERMARKET	NOT MORE THAN 10 MIN	UPTO 20 MIN	UPTO 30 MIN	UPTO 1 HOUR
MORE	3	4	1	2
SPENCERS	1	2	6	1
GOPIKAS	-	6	4	-
SPINEYS	2	5	2	1
LEEYANS	1	6	1	1

(Source: Primary Data)

INFERENCE

From table 3.21 it is found that majority of respondents prefer to travel upto 20 mins to shop in their preferred supermarket. Least number of respondents prefer to travel upto 1 hour and purchase in their respective supermarkets. This study is being depicted in the figure 3.21.

Figure 3.21



Qs 22. Is there any shortage of products in the supermarket?

Table 3.22

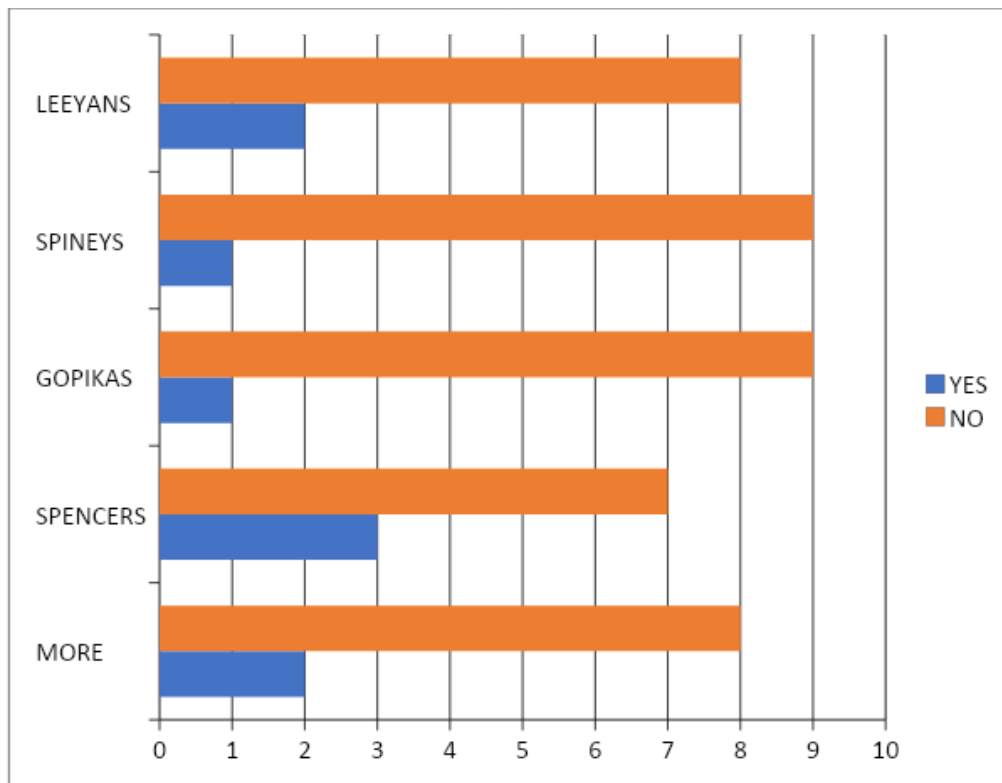
SUPERMARKET	YES	NO
MORE	2	8
SPENCERS	3	7
GOPIKAS	1	9
SPINEYS	1	9
LEEYANS	2	8

(Source: Primary Data)

INFERENCE

From table 3.22 we can analyse that most of the respondents believe that there is no shortage in their respective supermarkets. More than 70% of respondents of each supermarket said that there is no shortage of products in their supermarkets.

Figure 3.22



Qs 23. Do they provide return or replacement facility?

Table 3.23

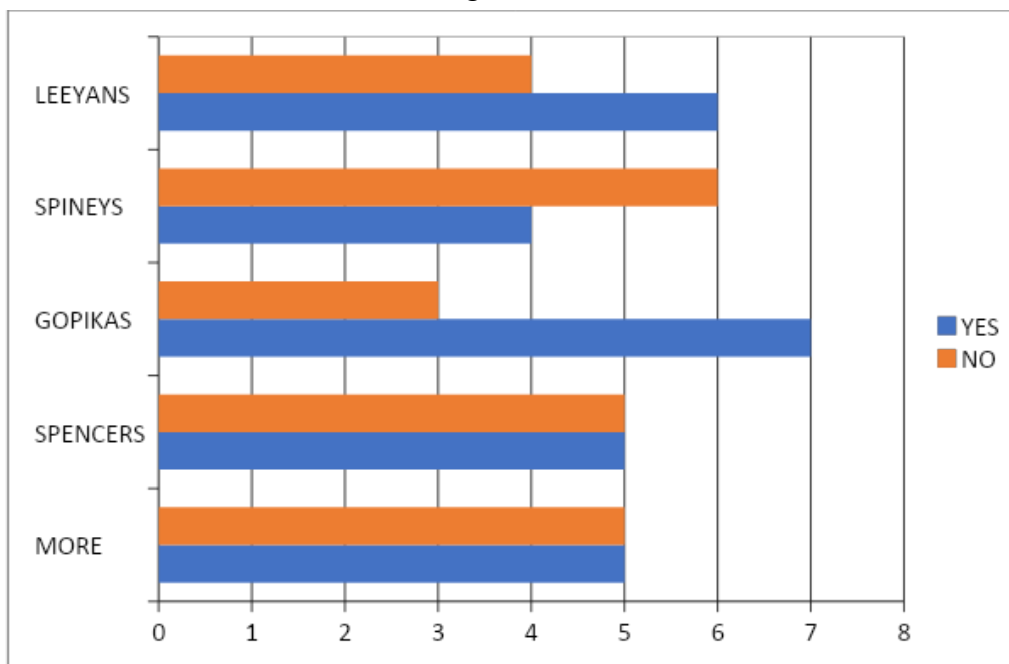
SUPERMARKET	YES	NO
MORE	3	7
SPENCERS	9	1
GOPIKAS	7	3
SPINEYS	4	6
LEEYANS	8	2

(Source: Primary Data)

INFERENCE

From table 3.23 we can figure that 30% of the respondents of More supermarket claim that they are provided by replacement facility. A majority of 90% of the respondents of Spencers supermarket said that they receive the facility. 70% and 80% of the respondents of Gopikas and Leeyans supermarket claim that they receive the facility and only 40% of Spineys supermarket respondents feel the same. This analysis is depicted in Figure 3.23

Figure 3.23



Qs 24. What is the major problem that you face at the supermarket?

Table 3.24

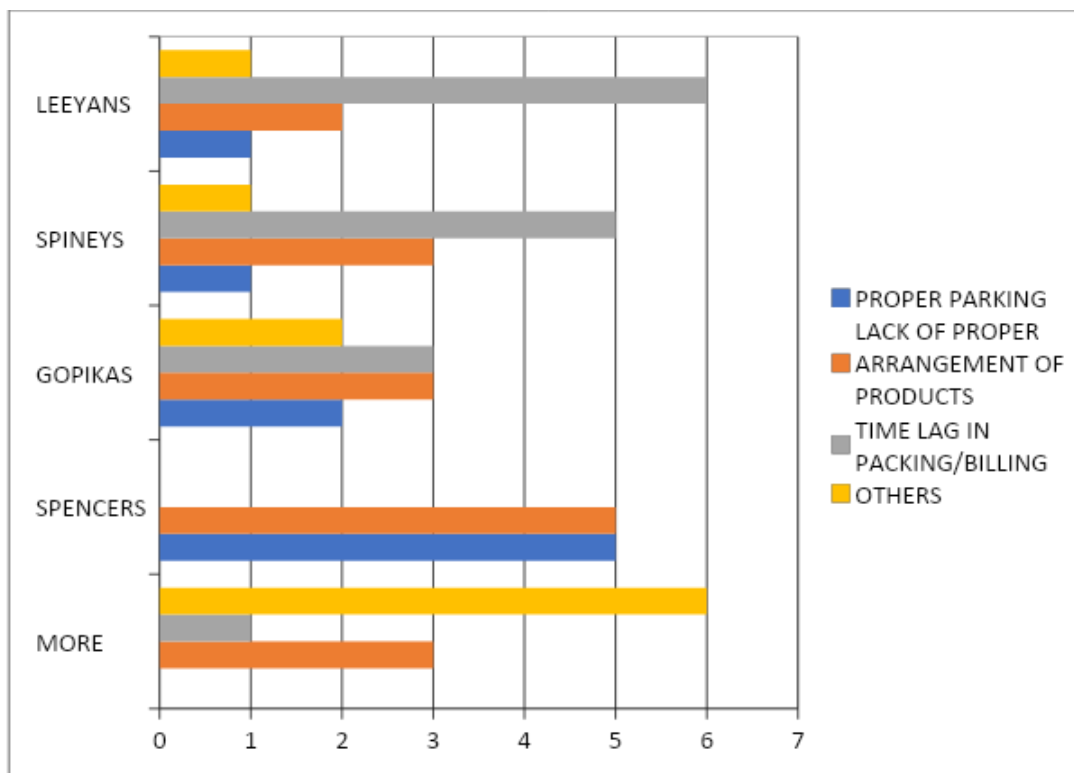
SUPERMARKET	PROPER PARKING	LACK OF PROPER ARRANGEMENT OF PRODUCTS	TIME LAG IN PACKING/BILLING	OTHERS
MORE	-	3	1	6
SPENCERS	5	5	-	-
GOPIKAS	2	3	3	2
SPINEYS	1	3	5	1
LEEYANS	1	2	6	1

(Source: Primary Data)

INFERENCE

From table 3.24 it is analysed that 60% of the respondents of the more supermarket have problem regarding other factors. 50% of the respondents of Spencers supermarket have problems regarding the parking and the rest on lack of proper arrangement of the product. 60% of the respondents of the Leeyans supermarket have problems regarding the time lag taken for packing and billing. And the rest response are scattered among other problems that they face in the supermarkets. This study is depicted in figure 3.24.

Figure 3.24



CHAPTER-4
FINDINGS SUGGESTIONS
AND CONCLUSION

FINDINGS

- It can be found that major respondents of Gopikas and Spineys supermarkets oftenly shop there.
- It can be analysed that all the respondents of Gopikas Spineys and Leeyans supermarkets feel completely satisfied in shopping in their respective supermarkets.
- The respondents of Spencers Gopikas Spineys and Leeyans supermarkets feel that they are provided with seasonal discounts and offers.
- It can be studied that the major part of 94% of the total respondents of supermarkets feel that they are not provided with the facility of online purchases in their respective supermarkets.
- 58% of the respondents have rated the facilities provided by the supermarkets as good.
- It is analysed that most of the respondents have been shopping in their respective supermarkets for few months and the rest time range is being scattered over respondents.
- It is found that a very few respondents spend below Rs 500 on one purchase from the supermarket.
- It can be studied that 68% of the respondents prefer large supermarkets than the ordinary retail shops
- It can be analysed that a major part of the respondents prefer to buy food and groceries from the supermarkets.
- It is discovered that most of the respondents shop in their respective supermarkets as they feel convenient and other shop as it is cheaper and of better quality or range.
- It can be recognised that more than 80% of the respondents feel that they are not provided with any additional features by the supermarket.
- Most of the respondents' main purpose for buying from supermarkets is to do monthly or weekly shopping the rest buy specific items. A few respondents only shop for single meal and for party or gatherings.
- It is known from the study that 60% of the respondents are not willing to have the facility of credit purchases in their supermarkets.
- It can be analysed that the respondents do not want to compromise in the quality of their products.
- The respondents have equally claimed that they get influenced by advertisements and not.
- It is found that a majority of the respondents prefer to travel upto 20 minutes to their preferred supermarket.
- It can be studied that most of the respondents feel that there is no shortage of products in their respective supermarkets.
- In case of the limitations that are faced while shopping in their respective supermarkets, all the respondents equally face all limitations regarding the parking, time taken in billing and packaging, etc.

SUGGESTIONS

The implications of the results of this study may help to improve the service quality and develop guidance to the supermarkets to enhance and provide sufficient quality services to serve to the customers.

The details of suggestions are as follows:

- The seasonal discounts and offers provided by the supermarkets need to be increased in order to serve for the customers satisfaction.
- The facility of online purchase need to be provided in supermarkets as in the coming years digital shopping is becoming a crucial point.
- The overall facilities of the supermarkets need to be enhanced in order to sustain their potential customers.
- They need to provide wide range of products in the supermarkets so that the consumers can completely depend for their purchases from their respective supermarkets.
- As majority of the customers are not ready to sacrifice on the quality of their products, it is the responsibility of the supermarket management to provide them with high quality products.
- They must specially have a check on the products, in order to not to have any shortage in the products.
- The limitations that the customers mainly face while shopping from the supermarkets including parking problems, time lag in packing and billing, lack of proper arrangement etc need to be specifically checked and minimised in order to provide 100% customers' satisfaction.

CONCLUSIONS

Supermarkets are the most important aspect of food production and distribution because they are the interface between supply and demand. They are very relevant because it helps to get what we need without having to wait for shopping, to see things in person before committing to buy them. The purpose of this study was to investigate customer satisfaction among different supermarkets including More, Spencers, Gopikas, Spineys and Leeyans in Thiruvalla city. Many independent variables such as personal satisfaction, services and facilities, rating process, spending habits, preference regarding specific factors and limitations faced by the consumers were selected for this study.

To sum up, since the supermarkets are trying to provide quality services to the consumers, they need to analyse their customer preference and provide standard services with high quality that could maintain the satisfied consumers. Additionally, they should develop more flexible strategies like online purchases, credit facilities, etc. Also try to understand and minimise the limitations faced by the consumers.

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 - Gopikas
 - Leeyans
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APPENDIX

QUESTIONNAIRE

A STUDY ON CUSTOMER SATISFACTION TOWARDS SUPERMARKETS WITH REFERENCE TO THIRUVALLA CITY

NAME:

GENDER: Male Female

AGE: Below 18 18-30 30-50 Above 50

1. Do you often come to this supermarket?
 - Yes
 - No
2. Do you feel satisfied after shopping from this Supermarket?
 - Yes
 - No
3. Does the supermarket provide you with seasonal discounts and offers?
 - Yes
 - No
4. In online purchase available in the preferred supermarket?
 - Yes
 - No
5. How is the overall facility in this supermarket?
 - Poor
 - Good
 - Average
 - Excellent
6. For how long you have been shopping at supermarkets?
 - Very recently
 - For few month
 - Above 1 year
 - Long term
7. How do you rate the supermarket?

- Excellent
- Good
- Average
- Poor

8. How much on an average do you spend on one purchase?

- Below 500 Rs
- 500 – 1000 Rs
- 1000 – 2000 Rs
- Above 2000 Rs

9. Do you prefer large supermarkets than the ordinary retail shops?

- Yes
- No

10. What type of product do you prefer in this supermarket?

- Food/Groceries
- Toiletries
- Stationery items
- Others

11. Why do you often shop in this supermarket?

- Convenient
- Cheaper
- Better Quality/Range
- Know people here

12. How many times in a month you go for shopping in supermarket?

- 1 – 2 Months
- 4 – 5 Months
- 6 – 10 Months
- 10 – 12 Months

13. What is the main reason for you shopping in supermarket?

- To do monthly/weekly shopping
- To buy food for single meal
- To buy specific items
- For party /gathering

14. Will you prefer the supermarket with an option of credit purchasing?

- Yes

- No

15. Which of the following is the most important factor where you

Decide to buy a particular product?

- Quality
- Price
- Habits
- Look and feel of product

16. Do you find any difference in the type of products sold in this

Supermarket then the other?

- Yes
- No

17. Do you agree with that “ Higher the price of the product, Higher is its quality”?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

18. Do you agree that lower price offers are attractive?

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

19. Do you always stick to your original list of items when shopping or

You go over budget?

- I stick to the original number of items
- I sometimes go over budget
- I often go over my budget
- I don't make a list

20. Do you buy a product influenced by the advertisement?

- Yes
- No

21. What is the maximum distance you prefer to travel to your Preferred store?

- Not more than 10 min
- Up to 20 min
- Up to half an hour
- Up to 1 hour

22. Is there any shortage of product in the supermarket?

- Yes
- No

23. Do they provide return or replacement facility?

- Yes
- No

24. What is the major problem that you are facing at the supermarket?

- Proper Parking
- Lack of proper arrangement of product
- Time lag for parking /billing
- Others