A STUDY ON CUSTOMER SATISFACTION TOWARDS MORE SUPERMARKETS IN CHENNAI CITY

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Abstract: MORE - Conveniently located neighbourhood supermarkets meet consumers' daily, weekly and monthly shopping needs. The product range includes a basic range of fresh fruits and vegetables, groceries, personal care, home care, sundries and clothing. Shopping in supermarkets is often categorized as a self-service retail environment. For supermarket retailers looking to build relationships with their customers, being able to track customer satisfaction with key elements of the supermarket environment is critical. Satisfaction is the consumer's evaluation of the overall service experience after purchase. Satisfaction in this sense could mean that the supermarket satisfied the customer, rather than exceeding or disappointing their expectations. A competitive strategy many retailers pursue is the benefit of getting customer response beyond satisfaction at this level by exceeding expectations. The most important factors in a retail supermarket are atmosphere, staff friendliness, specialty food offerings, product range, pricing, checkout procedures, and accessibility.

Key Words: Customer satisfaction; More supermarket, more, customer, marketing, service quality

1. INTRODUCTION:

Customer satisfaction measures how well products, services, and overall experience fall short, meet, or exceed customer expectations. How you measure them depends on your company. Some are based entirely on customer retention and repeat customers, while others create numbers based on data and customer feedback. Growth correlation aside, if you're proactively working to increase customer satisfaction, you're more likely to have more sales. There are many other reasons to make this a top priority. Take reviews for example. This is especially important in the hyper-connected, always-on digital world we call home. With 92% of his consumers trusting recommendations from friends and family, he instantly shares his brand experience with thousands of other users on social media and review sites.

Satisfaction in this sense could mean that the supermarket satisfied the customer, rather than exceeding or disappointing their expectations. The benefits of increasing customer response beyond satisfaction at this level by exceeding expectations is a competitive strategy that many retailers strive to achieve. With this in mind, this study was designed to explore customer satisfaction on a number of key factors contributing to the retail offering of supermarkets in the Chennai region. The most important factors in a retail supermarket are atmosphere, staff friendliness, specialty food offerings, product range, pricing, checkout procedures, and accessibility.

Multi-brand department stores offer customers an interim solution with spacious shops where a wide range of brands and manufacturers can adequately present their products. Customers may also receive discounts as multi-brand stores make bulk purchases and pass on the difference in revenue to customers. Customers receive electronic, detailed invoices, so there are no invoice discrepancies. The benefits of increasing customer response beyond satisfaction at this level by exceeding expectations is a competitive strategy that many retailers strive to achieve. With this in mind, this study was

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2. LITERATURE REVIEW:

Seth et al (2005) in their model suggest that service quality depends on the interaction between the service provider and the receiver. Personal interaction with service staff can make or break the shopping experience

B. Ramaseshan and Amy Vinden (2009) identified the determinants of retail store loyalty for Australian retailers. In this study, the influence of each of the determinants – store influence, store trust, perceived store value and satisfaction on retail customers' willingness to recommend retailers' products/services to others was estimated. The researchers concluded that store satisfaction and store trust had a significant effect on consumer retail loyalty, perceived value and store affect did not have a significant effect on retail loyalty.

Ali Dehghan and ArashShahin (2011) in their research paper entitled ―Assessment of Customer Loyalty – A Case Study in MADDIRAN, a distributor of LG Electronics in Iran‖ tried to find out how customer loyalty can be assessed. The results of this study indicated that a service firm needs to strategically utilize the key antecedents of customer loyalty in an effort to retain customers and long-term profitability.

Dr.S.J.Manjunath and Aluregowda (2013) in their study intended to find out the factors that influence brand loyalty. The survey concluded that brand trust has a relationship with brand loyalty and influences brand loyalty in services. Furthermore, the brand effect had no relationship with brand loyalty, which increased an individual's brand loyalty.

Muhammad Zaman Sarwar, KashifShafiqueAbbasi&SaleemPervaiz (2012) studied the effect of customer trust on customer loyalty and retention. The results of the study show that customer trust, customer loyalty and marketing related to things have a positive relationship, but surprisingly, customer trust and customer retention have a negative relationship in the Pakistani context. Therefore, customer trust is a key characteristic of any relationship.

Krishnan Ramasamy (2013) focused on finding customer satisfaction with durable white goods in Chennai, Tamilnadu. The research also sought to identify the effect of various factors on customer satisfaction for selected white consumer durables. They found that overall quality; user experience, pre-sales, after-sales service, salesperson behavior, repairs, reliability, customer service and product compatibility were independent variables and were found to be statistically significant and had a positive impact on customer satisfaction and competence, responsiveness, warranty, loyalty programs; competitive prices were factors that had a negative impact on customer satisfaction.

Mr. L. Gopalakrishnan and Dr. S. Varadaraj attempted to find answers to in-store customer loyalty in an organized retail format and to find out the cause and extent of consumer satisfaction in an outlet. It was clear from this study that no consumer was loyal to one store. This study also found that the following factors: gender, marital status and family size are correlated with the level of satisfaction, most consumer loyalty is shallow in nature.

Noor-Ul-Ain Nawaz and Ahmad Usman focused on the concept of loyalty in the service sector in their research. The study attempted to provide a broad view of brand loyalty by designing a model and testing its potential antecedents. The results showed that in the mobile network market, service quality was considered the most important brand loyalty factor. The indirect positive relationship of service quality and satisfaction to brand loyalty was also confirmed. Furthermore, the research also concluded that commitment to a preferred brand developed brand loyalty and trust and brand loyalty were conceptually linked and had a positive significant relationship.

Navreem Tariq Wani and Samreena Tariq Wani explored the role and importance of customer satisfaction in The researchers studied the comparison of various things like price, product availability, overall employee behaviour between More Super Market and Reliance Mart. The study concluded that the main features of retail stores that influence customers and make them an attractive place are price, availability, delivery time and value for money. They also concluded theat products such as food, fashion clothes and branded products are often available in More Super Market. The overall behaviour of the employees was about similar in More Super Market and Reliance Mart. Further, the difference in prices of various products was observed in More Super Market and Reliance Mart.

3. ABOUT THE TOPIC

The implications of this research are far-reaching and valuable. The study looks at customer satisfaction with organized stores, which is very important for retailers. We also address various issues related to current retail products and merchandising programs. In general, research goals describe what you want to achieve from your project. Research goals are usually expressed in layman's terms and are aimed at both clients and researchers. A research goal can be associated with a hypothesis or used as a statement of intent in hypothesis-free research. Even if the nature of hypothetical research is not clear to the layman, it should be possible to understand objective research. The purpose of the research is as follows:

- A study of consumer satisfaction in different attributes of supermarkets in the Chennai area.
- To determine the relationship between consumer demographic variables and consumer satisfaction in different attributes of supermarkets in Chennai area.
- More Evaluation of customer satisfaction for supermarkets.

4. RESEARCH OBJECTIVE:

Researchers choose survey study designs because they best answer the questions and research objectives. A research study studies a group of people or things by collecting and analysing data from a small number of people or things that are thought to be representative of the group as a whole. The survey will be conducted on all customer groups that are regular and casual shoppers in organized retail outlets in Chennai.

5. RESEARCH METHODOLOGY:

The study is mainly done to understand the consumer satisfaction towards the customer satisfaction in relation to different aspects of service quality, such as: Examples: reliability, responsiveness, security, empathy. A sample of 100 respondents has been collected based on the convenience sampling from the people of Chennai city.

DATA ANALYSIS AND INTERPRETATION:

TABLE SHOWING CUSTOMER SERVICE IN SUPERMARKET

S.NO	RATE OF CUSTOMER SERVICE IN SUPERMARKET	RESPONDENTS	PERCENTAGE
1.	poor	2	3.3%
2.	average	4	6.7%
3.	good	18	30%
4.	Very good	30	50%
5.	excellent	6	10%

INTERPRETATION
The response we received from 60 respondents was that 3.3% of customers said poor, 6.7% of customers said average, 30% of customers said good, 50% of customers said very good and 10% of customers said excellent.
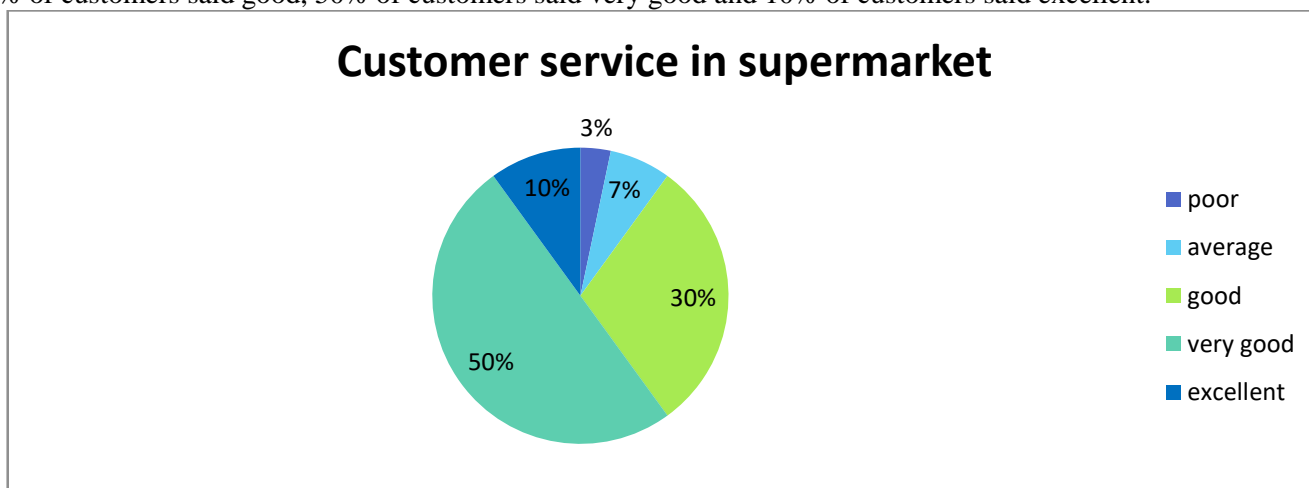

Customer service in supermarket

TABLE SHOWING PRICING OF PRODUCTS COMPARED WITH OTHER STORES

S.NO	PRICING OF PRODUCTS	RESPONDENTS	PERCENTAGE
1.	poor	3	5%
2.	average	5	8.3%
3.	good	21	35%
4.	Very good	24	40%
5.	excellent	9	11.7%

INTERPRETATION
This analysis tells about the price of the product. 5% of customers reported poor, 8.3% of customers reported average, 35% of customers reported good, 40% of customers reported very good, and 11.7% of customers reported excellent.
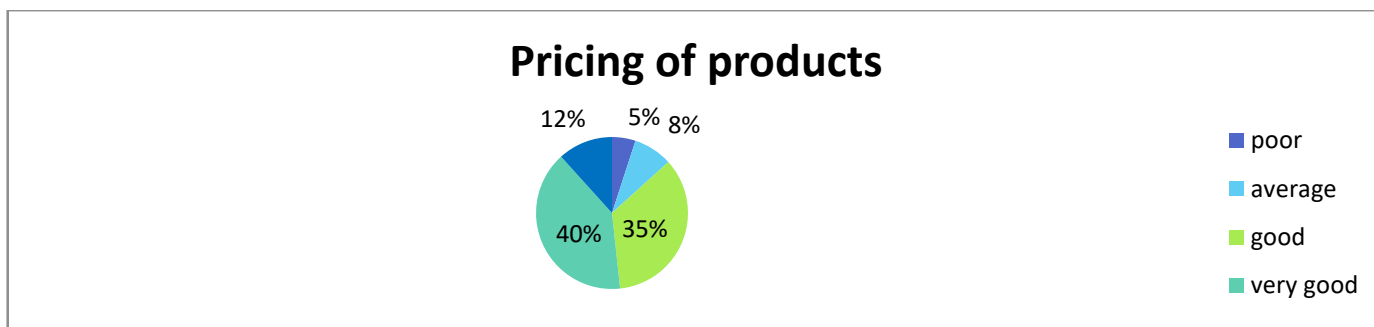
6. FINDINGS :

- The 20-30 age group of the customer prefer more supermarket

- And mostly 71.7% of the customers are highly educated

- The amount spent by the customers were less than 2000

- The 28.3% of the customers were being visiting the supermarket very recently and 26.7% of the average customers were being visiting the shop frequently

- The purchase rate of the customer for a month is up to 2-4 times and 41.7% of the people agrees it

- Mostly, 90% of the customer prefer instore shopping

- 45% of the customers feels that the time taken for billing is of 2-5 mins

- 50% of the customer says that the service is very good and 30% of the customer says that it is good

- The pricing of the products compared with others is preferred by 40% of the customer as very good

- 65% of the customers says yes for recommending more store to near one.

7. RECOMMENDATIONS:

- As the majority of the respondents are aware of departmental stores not through advertisement, it is suggested that the store puts in more efforts in making the advertising media an effective source of information in reaching the customers at large.
- Many customers visiting more supermarket for buying fruits and vegetables we can reduce price and also have more quantity and range.
- Wide range of products should be available in MORE supermarkets.
- Efforts should be made to reduce the price of certain products like seasonal fruits, cosmetics etc.,
- Steps should be formulated to make the customers aware of the door delivery system facility provided.
- It is suggested to the management to appoint more number of skilled sales persons in order to attract customers.
- It is recommended to the management to make the billing procedure more convenient in few stores.

- Steps should be taken to avoid waiting and arrangements be made to park the customers vehicle without any problem.
- Steps should be taken to set up MORE stores in different parts of the city for the easy accessibility.
- The customers are expecting parking facilities for their vehicles. Since all the stores are situated in the main places of Chennai city, customers are expecting the same.
- MORE Supermarkets should include more of branded products so as to attract the people to come into super market.
- 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 infrastructure is needed to be changed to bit during weekends as heavy crowd comes into MORE Supermarkets.
- Few customers feel more supermarket pricing of products are high compared to other competitors

8. CONCLUSION:

The starting point in evolution of market driven strategies in getting know about what, where, when and how the customers are in need of their wants. The various marketing channels are used to provide consumers with a convenient means of obtaining the products and services they desire one. Such retail marketing channel is the departmental stores. The features such as product choice, display of good and other services facility provided attract the customers at large. The study reveals that the customers are satisfied with the contributors made by departmental stores and they are interested in recommending it to other prospective customers.

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