

PREFERENCE OF CUSTOMERS TOWARDS SUPERMARKET WITH REFERENCE TO MANJERI MUNICIPALITY

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ABSTRACT

Indian retail is now under drastic. The organised retail sector that comprised not even 1% a decade before, grew to 7% in 2011-12 and expected to grow high in the coming years. The retail development is taking place not only in major cities but also in smaller towns. Factors such as growing population, urbanisation, economic prosperity and change in consumption pattern improved the retail atmosphere and resulted in the emergence of retail formats. In past years there has been significant growth in the retail sector. The emergence of new forms of retail, particularly supermarket also brought a significant change in the shopping behaviour of consumers. The buying behaviour and preference of customer towards supermarket are also influenced by the personal factors and other factors. Even though many supermarkets are opening all over India, the success of it depends on loyalty from customers. Thus, this research work aims at knowing the preference level and satisfaction level of buyers towards supermarkets. Study revealed that demographic variables have no any influence on the shopping behaviour of customers. Availability of all commodities under one roof is the main factor that influence customer to purchase from supermarket. Majority of customers satisfied with the supermarket they visit.

INTRODUCTION

Nowadays retail sector in India is becoming more organised and professional. Many corporate giants are making investments in the retail sector, especially in supermarkets. A supermarket is a large decentralised retail establishment offering relatively a complete and broad stock of day groceries perishable produce and daily products, supplemented by a variety of convenience non-food merchandise and operated primarily on a self-service basis. Nowadays a lot of changes happening in the retail sector. A large retail format such as hypermarket, supermarket, the departmental stores already made an appearance in the retail sector. More and more supermarkets and hypermarkets are starting in cities. Growing population, economic prosperity and change in

lifestyle improved the retail atmosphere and resulted in new retail formats. The success of this retail ventures mainly depends on good patronage from the buyer. To survive, retail concerns must create and maintain a loyal customer base. Thus, the research work titled "A Study on preference of customers towards the supermarkets with reference to Manjeri municipality" aims at studying the preference and satisfaction level of customers and also factors motivating them to purchase from the supermarket.

OBJECTIVES OF THE STUDY

1. To study the demographic profile of the customer in the supermarket.
2. To identify the influence of demographic profile in the shopping behaviour of the customer in the supermarket.
3. To identify factors influencing customers preference towards supermarket.
4. To study the satisfaction level of the customer.
5. To offer suggestions for improving the overall shopping experience of customers of supermarket.

HYPOTHESES OF THE STUDY

1. There is no association between gender of the customer and type of buyer in the supermarket
2. There is no association between Monthly income of the customer and Average monthly expenses in the supermarket.
3. There is no association between Size of the family of customers and Frequency of visit in the supermarket.
4. There is no association between Occupational status and Average monthly expenses of customer in the supermarket.
5. There is no association between Age of the respondents and Period of Patronage towards supermarket

RESEARCH METHODOLOGY

RESEARCH DESIGN

The study is designed as a descriptive one based on secondary data and primary data.

SAMPLE DESIGN

The sample survey was done after the selection of sample and the sampling method adopted is purposive sampling. The sample contains data provided by 120 customers from Manjeri municipality area.

SOURCE OF DATA

Primary data is collected from the consumers of supermarket in Manjeri. Secondary data relating to study has been collected from the texts of marketing, websites etc...

TOOLS OF DATA COLLECTION

The primary data required for the study is collected from customers of supermarkets through the questionnaire,

TOOLS OF DATA ANALYSIS AND PRESENTATION

Percentage, weighted average mean, Garrett Ranking, and chi-square analysis are the tools that have been used for the analysis. Other tools used are tables, graphs, bar diagrams and pie diagram.

OBSERVATION AND RESULTS

Influence of demographic profile in the shopping behaviour

Hypothesis 1: There is no association between gender of the customer and type of buyer in the supermarket.

Gender of customer and type of buyer

Gender of customer	Type of buyer			Total	Chi-square	P value
	Regular	Occasional	Specific need			
Male	17	17	9	43	2.972	.226
Female	23	43	11	77		
Total	40	60	20	120		

Since the P value is .226 greater than .05, the null hypothesis is accepted, and alternative hypothesis is rejected. That is, type of customer in a supermarket, whether he/she is a regular, occasional and specific need buyer doesn't depend on the gender of customer.

Hypothesis 2: There is no association between Monthly income of the customer and Average monthly expenses in the supermarket.

Monthly income and average monthly expenses in the supermarket

Monthly income	Average monthly expenses					Chi-square value	P value
	Below 1000	1000-2000	2000-3000	3000-4000	Above 4000		
Below 10000	8	8	2	1	0	30.780	
10000-30000	11	17	12	10	2		
30000-50000	5	7	6	2	7		
Above 50000	0	7	8	1	6		.002
Total	24	39	28	14	15		

Since the P value .002 is less than .05 the null hypothesis is rejected, and alternative hypothesis is accepted. That is average monthly expenses of customer in the supermarket depends on the monthly income of the customer in the supermarket. Average monthly expenses increase with increase in monthly income.

Hypothesis 3: There is no association between Size of the family of customers and Frequency of visit in the supermarket.

Size of family and frequency of visit in the supermarket

Size of family	Frequency of visit				Total	Chi-square value	P value
	Daily	Once in a week	Once in a month	Rarely			
Up to 3	2	9	11	4	26	8.206	.514
4-5	2	22	28	21	73		
5-6	0	8	8	1	17		
7-8	0	2	1	1	4		
Total	4	41	48	27	120		

Since the P value is more than .05, null hypothesis is accepted, and alternative hypothesis is rejected. So, there is no association between size of the family and frequency of visit in the supermarket.

Hypothesis 4: There is no association between Occupational status and Average monthly expenses of customer in the supermarket.

Occupational status and average monthly expenses

Occupational status	Average monthly expenses					Total	Chi-square value	P -value
Professional	3	0	1	3	1	8	37.601	.010
Govt employee	1	7	9	0	3	20		
Business	1	0	4	0	3	8		
House wife	9	13	3	6	2	33		
Private employee	6	10	5	2	5	28		
Others	4	9	6	3	1	23		
Total	24	39	28	14	15	120		

Since P value is less than 0.05, so null hypothesis is rejected and alternative hypothesis is accepted. So, there is association between occupational status and average monthly expenses of customer in the supermarket.

Hypothesis 5: There is no association between Age of the respondents and Period of Patronage towards supermarket.

Age of customers and period of patronage towards supermarket

Age of respondents	Period of patronage				Total	Chi-square	P value
	>6 months	6month-1 year	1 year to 2 year	< 2 years			
Below 25	12	5	4	7	28	13.491	.142
25-35	8	8	9	13	38		
35-45	4	8	2	7	21		
Above 45	3	9	7	14	33		

Total	27	30	22	41	120		
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Since the P value is more than .05, So null hypothesis is accepted, and alternative hypothesis is rejected. So, there is no association between Age of the Respondents and Period of Patronage towards Supermarket.

Factors influencing customers choice

Factors	Mean
Availability of all commodities under one roof	4.47
Availability of wide range of brands	4.24
Quality of product	4.12
Price of product	3.4
Location & convenience	3.7
Staff behaviour	3.39
Status	3.24

Availability all commodities under one roof is the factor which influence the customer more for choosing supermarket for shopping. Even though we think that usually people with high status visit supermarket, it is evident from the table that status does not make an influence on customer to choose supermarket for visit.

Satisfaction level of customers

Particulars	Frequency	Percent
Highly satisfied	25	20.8
Satisfied	81	67.5
Neutral	14	11.7
Dissatisfied	0	0
Highly dissatisfied	0	0

Majority customers are satisfied (67.5%) with the supermarket they visit. Only 20.8% are highly satisfied. No respondents are dissatisfied with the supermarket they visit.

FINDINGS AND SUGGESTIONS

Findings

From the analysis of demographic profile of customers, it found that females are more interested in visiting supermarket. Only demographic variables like monthly income and occupational status make an influence on the shopping behaviour of customers. Other variables like gender, size of family and age does not make influence on the shopping behaviour of customer. Availability of all commodities under one roof is the main factor that influence customers to purchase from supermarkets. Regarding the satisfaction level of customers, most of the customers are satisfied with the supermarket they visit.

Suggestions

Some of the suggestions for improving the shopping experience of customers in supermarket are;

- ❖ Slow and inaccurate billing, High price of products and Damaged products are the main problems faced by customers in the supermarket. So, supermarkets will have to improve on these factors to increase their customer satisfaction level.
- ❖ While implementing promotional measures, especially advertisement, supermarket should try to make it more effectively. Because as per the collected responses, customer doesn't regard advertisement as an effective source of information.
- ❖ Information about commodities like price, new brands arrived are to be communicated to customers through messages.
- ❖ While selecting a location for supermarket special care should be taken. Because convenient location is one of the factors that is considered by customers while choosing supermarket.

CONCLUSION

The study on "Preference of Customers towards Supermarkets with Reference to Manjeri Municipality" is conducted to make an analysis of customers preference towards supermarket. In this research work, demographic profile of customers in the supermarket and their shopping behaviour have been examined. In addition to this, factors that influence customers preference towards supermarket and their level of satisfaction have also been analysed. In the study, attempt is also made to recommend suggestions for increasing overall experience of customers in the supermarket. The study is based on primary data and secondary data. Primary data has been collected from customers in supermarket through questionnaire and schedule. Sample design is Purposive sampling and sample size taken is 120. Secondary data required for the study is collected from marketing related books and also from websites.

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