



Consumer's Buying Behaviour towards Dennis Supermarket

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ABSTRACT

The purpose of this research work is to find out the consumer buying behavior towards Dennis supermarket. The objective of this study is to get feedback about consumer perception, attitude and satisfaction at the supermarket. The research design used in this study is descriptive research design. The collected data includes personal details, consumer opinion in the supermarket, services and current benefits provided in the supermarket and rewards, about their autonomy, recognition and competitiveness. The preferences of the consumers clearly indicate their importance of consumer buying behavior in influencing their purchase, the additional facilities expected, improvement expected in handling defective goods and many. The results may help the management of Supermarket to understand the factors that influence the consumer perception, attitude and satisfaction towards organized supermarkets.

INTRODUCTION OF THE STUDY

Marketing is the science of meeting the needs of the customer by providing valuable products to customers by utilizing the expertise of the organization, at same time to achieve organization goals. According to the American Marketing Association (AMA) marketing is the activity, set of institutions, and process for creating, communicating, delivering, and exchanging offers that have value for customers, clients, partners and society at large. With this definition, it is important to realize that the customer can be an individual user, a company or several people who contribute to the purchasing decision. The product can be a hard good, a service, or even an idea anything that would provide some value to the person who provides an exchange. An exchange is most often through money, but could also be a donation of time or effort, or even a specific action. A producer is often company, but could be an individual or nonprofit organization.

Classical marketing is often described in terms of the three "P" which are,

- Product-what goods or services are offered to customers?
- Promotion--how the producer communicates the value of its products?
- Price--the value of the exchange between the customer and producer?

A complete analysis of these categories is often called the marketing mix. Marketing has both inbound and outbound activities. Inbound activities largely center on discovering the needs and wants of the potential customers. The collective group of all customers is called a market. Categorizing these needs into groups is called segmentation. Organizing markets into segments allows a producer to more logically decide how to best provide value to that group of potential customers. The analysis of market segment needs; analysis of existing sales and profitability; the descriptions, design and introduction of new products; and the analysis of competitor offerings are also inbound activities that are important but not often seen by the public.

OBJECTIVES OF THE STUDY

- To study about the consumer preference in the dennie supermarket.
- To determine the current status of dennie supermarket.
- To study the satisfaction level of customers with regard to dennie supermarket.
- To find out the buying behavior of the customers coming in to dennie supermarket.

SCOPE OF THE STUDY

The present study is made to measure customer's preference and satisfaction towards spar hypermarket. It will help us to understand customers' expectations from the business owners. This will not help me as a student but also to know the current customer satisfaction, preference and problems of the customer that are facing today. It will be effective for the survey of dennie supermarket.

STATEMENT OF PROBLEM

It provides guidelines for further research in areas for organized retail. Research says about customer buying behavior towards Dennis Supermarket. It is also important to identify Market size, growth and Market Potential of dennis. It shows the future Scenario of Dennis Supermarket in current perspective. It shows Opportunities and challenges for Dennis Supermarket respect of internal & external environment. Research says about main competitors in the field of organized retail sectors. It provides guidelines to further extension of Dennis. It provides help to know the customers satisfaction with Dennis Supermarket.

LIMITATIONS OF THE STUDY

1. The sample size was relatively small and drawn from only Coimbatore. Due to time
2. constraint, the sample size is restricted to 100 respondents.
3. The study being a primary one, the accuracy and reliability of data depends on the information provided by the respondent's.
4. The respondent's views and opinion may hold good for the time being but may vary in future.
5. The study has been restricted to the customers of Dennis Supermarket only Insufficient time to make an in-depth analysis.

REVIEW OF LITERATURE

Jeevananda.S (July 2011) To analyze the correlation between customer satisfaction level and loyalty of the customers. Among 100 customers surveyed more than 60% of them prefer shopping at a hypermarket. The retailer strategies to provide many other services like easy payment system, free car parking, free shipping, rest rooms, sales persons and act to increase customer satisfaction levels.

Lee (2000) The supermarkets and other large-scale retailing are now looked upon as threats to neighborhood stores and other small retailers. So intense is the pressure from the small retailers that the government is now compelled to check the rapid expansion of the large-scale retailers which are predominantly multinational firms. In response to the pressure, there are now conditions and guidelines set by the Ministry of Domestic Trade and Consumer Affairs before supermarkets are allowed to open in any new sites.

Shamsudin&Sealmat(2005) Expounded that the foreign owned supermarkets are fast gaining popularity and attract consumers to "one stop" concept stores offering various goods and fresh foods.

Goldman & Hino (2004) Added that in the developed countries many consumers emphasized fresh products in their food preparation and hypermarkets and supermarkets are their options.

Gomez et al., (2004) A quality is seen as a satisfaction in maintaining the freshness of the products and that improvements in quality have an impact on satisfaction while reduction in equality.

PROFILE OF THE COMPANY

TYPE	: Private
INDUSTRY	: Retail
FOUNDED	: 1995
HEAD QUARTERS	: Zhengzhou, China
AREA SERVED	: Worldwide (48 countries as of 2018)
PRODUCTS	: Grocer' shops, discount shops, supermarkets and more
REVENUE	: ¥34.5 billion(2018)
NUMBER OF EMPLOYEES	: 3,50,000
WEBSITE	: www.dennis.com.cn

HISTORY OF THE COMPANY

Dennis (Chinese: AE) is a department store chain which operates a network of branches across cities in Henan, China. Zhengzhou Dennis Department Store Co. Ltd. sells a wide range of merchandise. Garments, cosmetics, jewelry, furniture, home appliances. and other everyday items are sold by the company.

From its opening up in 1995 to 2003, the total sales of the Dennis department store was 4.92 billion yuan. It was ranked 72nd in the top 100 Retail chain stores in the country and 24th in the top 100 single store sales in 2002. In 2003, it was ranked 79th in the Top 100 Retail Enterprises.

The Board member is **Wang Ren-Sheng**.

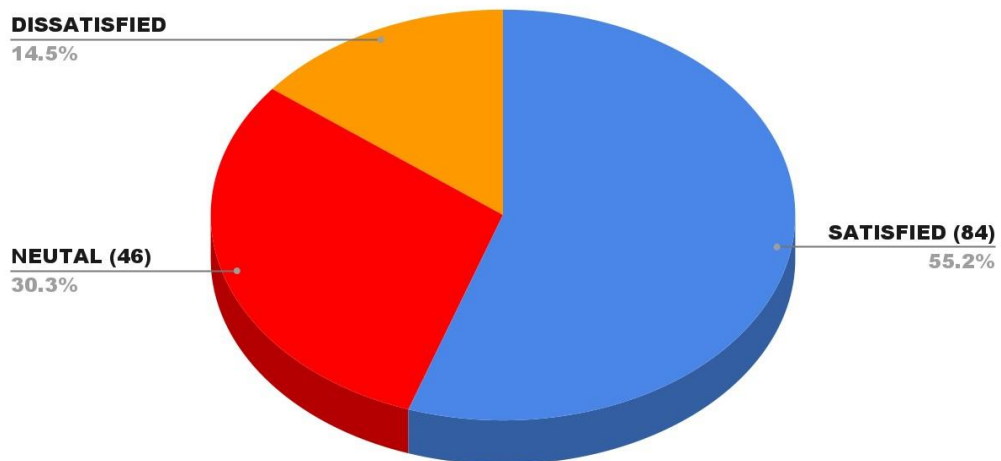
SHOWING THE LEVEL OF SHOPPING EXPERIENCE

SCALE	NO OF RESPONDENTS	PERCENTAGE
SATISFIED	84	55.3%
NEUTRAL	46	30.3%
DISSATISFIED	22	14.5%
TOTAL	152	100%

INTERPRETATION

Out of 152 respondents, 55.3% of people were fully satisfied in their personal shopping experience and 30.3% people have neutral shopping experience. But 14.5% of people are dissatisfied. Maximum number of people has a better experience in Dennis supermarket.

THE PRICE LEVEL OF SHOPPING EXPERIENCE



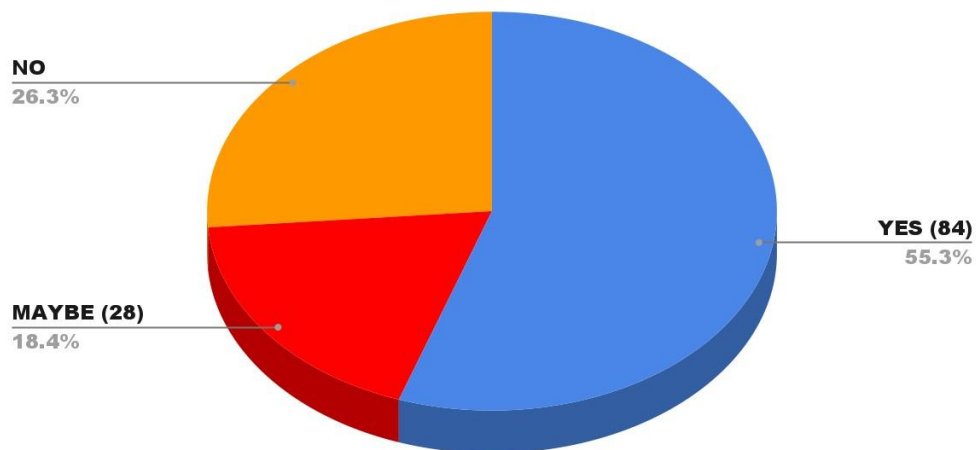
AGAIN PURCHASE AT DENNIE SUPERMARKET

SCALE	NO OF RESPONDENTS	PERCENTAGE
YES	84	55.3
NO	40	26.3
MAYBE	28	18.4%
TOTAL	152	100%

INTERPRETATION

55.3% of the respondents visited Dennis supermarket again. And 26.3% of the respondents are not interested in visiting Dennis supermarket again. And 18.4% of the respondents may visit Dennis supermarket again.

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THE AGAIN PURCHASE AT DENNIE SUPERMARKET**FINDING**

- Most 42.8% of the respondents are male.
- Maximum 48.7% of the respondents are forming the age group of 18-25 Most 48.7% of the respondents are studying UG courses.
- Most 49.3% of respondents are belongs to the income level of Rs.10000-Rs 20000.
- Most 38.8% of respondents have been attributed to weekly shopping.
- Maximum 50% of respondents chose discount offers.

- Most 73.7% of respondents are saying product cost is more high when compared to other shops.
- Maximum 55.3% people were fully satisfied with their personal shopping experience.
- Most 58.6% customers are selecting the good availability of brand and products in Dennis hypermarket.
- Maximum 57.2% feels that cleanliness and hygiene maintained in the store good, up to the mark.
- Most 80.3% of the respondents are satisfied by the billing facility in the store.
- Maximum 42.1% respondents are facing problems in speed of the cashier.
- Most 62.5% of customers selected Ageer which means that the shop had number of stocks with them.
- Maximum 60.5% of respondents are accepting the Dennis has modern looking.
- Most 61.8% of respondents are Agree with the service of the store. ● Maximum 64.5% of respondents are selected the employees in the Dennis ● have knowledge to say answers to the customers.
- Most 61.8% of respondents chose immediate rectification to the returned products.
- Maximum 75.7% of customers are selected for free door delivery. ● Most 73.7% of respondents were selected to recommend others.
- Maximum 72.4% of the respondents are satisfied about the supermarket is comfortable when compared to any other hypermarkets.
- Most 65.1% of respondents are satisfied with the view of display products in the shopping mall.
- Maximum 62.5% of customers want a VAS(value added services) facility in future expectations.
- Most 55.3% of respondents are making purchases in Dennis in the future.

SUGGESTIONS

- ❖ As most of the customers come to the store because of its proximity to their house all the products needed by the customers have to be in store at any time.
- ❖ Customers need products at a reduced price as given by the competitor.
- ❖ Dennis supermarket should include more of branded products category to attract the brand choosy people to come into this shop.
- ❖ It should make different cash counters for different customers. Cash counter and credit card payment counter should be placed differently in order to reduce the rush and save the customer time. This will be a kind of motivator for the customers.
- ❖ The service of the salesperson needs to be improved. Personal care should be taken by the salesperson for the customers so that the customer feels good.

CONCLUSION

As most of the retail industries did market research before entering into the market. Same thing was done by Dennis supermarket. Location, market, consumer perception analysis was done by Dennis supermarket. But still if the recommendations quoted above are taken into consideration it would lead to better results. In one year, much more diversification was done in it. And to retain customers they use many loyalty programs. Dennis supermarket, a part of future group is a supermarket offering a huge array of goods of good quality for all at affordable prices. Dennis supermarket can attract more customers by different varieties and assortments. They can improve customer satisfaction by providing home delivery services. We can conclude that Dennis supermarket has one of the major retail industries in India. Working environment is good and also the various facilities are provided to increase the customer services. There exists a healthy & strong relationship between employees and managers. The employees accept their responsibility wholeheartedly and perform the services in a well manner that satisfied the customers.