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Customer Preference and Satisfaction towards Day to Day Supermarket with Reference towards Coimbatore City

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ABSTRACT:

The purpose of this study is to assess the customer preference and satisfaction towards Day to Day supermarket in Coimbatore city. The study aims to identify the factors that influence customer preference and satisfaction towards Day to Day supermarket and to analyze the relationship between customer preference and satisfaction.

1. INTRODUCTION:

Supermarket is a large departmentalized retails establishment offering a relatively a broad and complete stock of dry groceries, perishable produce, and daily products, supplemented by a variety of convenience non-food merchandise and operated primarily on a self service basis. The supermarkets largely concentrate on selling food related products and are considerably smaller in size as compared to hypermarket. The supermarket offer relatively less assortments but focus on specific product categories. On other hand, the changing profile

of Indian customers who hitherto decide, the changing patterns of life style, the changes in the way of living and standards of living the demographic changes, the changes in the level of income, the changes in the expenditure pattern, the influence of foreign culture etc .Warrants dramatic changes in the strategies being adopted by retail stores.

A. **OBJECTIVES:**

- To study the consumer preference on day to day .

- To study the satisfaction level of customers with regard to day to day

- To find out the buying behavior of the customers coming in to day to day .

- To study the personal profile of the respondents.

- To study the factors influencing the respondents preferences and satisfaction towards super market in Coimbatore district.

- To offer suggestions relating to the study.

B. **STATEMENT OF PROBLEM:**

Retail sectors now a days do all the activities to attracts the customers and increase their share in the market by providing gift offers, discounts. after sale services etc. are some of the techniques adopted to retain the existing customer base. The study of the customer behaviour enables us to analyses one's own decision in buying. It attracts people the way in which products are visible not only to buy, also spend sometimes in the cafeteria and to enjoy the atmosphere, the consumer's takes a look to choose the products and understand the inferential as well as external factors

C. **RESEARCH METHODOLOGY:**

There are various which are used in analyzing data. The following tools are used for representing and analyzing data.

Tools:

1. Ranking Percentage   analysis.

I. Percentage Analysis:

Percentage methods refers to the

specific kind which is used in making comparison between two or more series of data collected. Percentages are being based on descriptive relationship. It compares the relative items. Using percentage, the data are reduced in the form with base equal to 100% which facilitates relative comparison.

Percentage = (No. of Respondents /
                  Total No. of Respondents) x 100

2. REVIEW OF LITERATURE:

- **Gagliano (1994),** in their study entitled as, "Customer Expectation and Perception of Service Quality in Retail Apparel Speciality Stores", explained how the tangible factor such as store appearance, well-dressed and neat employees, appealing promotional measures influence the customer notice before entering a store.

- **Bell (1998),** in their study entitled as, "Shopping Behaviour and Consumer Preference for Store Price Format". In this paper, they discovered why large basket shoppers prefer EDLP. In fact, the supermarket industry has become increasingly competitive. The proliferation of a variety of pricing formats was one of the outcomes. There was considerable debate among the academics and the practitioners about how these formats affect consumers' store choice behaviour. In order to understand the relationship between grocery shopping behaviour, retail price format and store choice, this paper poses and answers many questions Shoppers are defined (in a relative sense) as either Large or Small Basket Shoppers.

- **Balakrishna (2006),** in his study entitled as, "Consumerism and its manifestations on consumer behaviour" revealed that consumerism has evolved from the tendency to procure more This has resulted in many positive and negative effects. It is posing new challenges to governments across the world in protecting the environment. MNCs equipped with new marketing strategies are targeting their campaigns towards youth and influencing them to 5 consume more This excessive consumption coupled with the need to sustain the environment across the globe gives rise to new concepts like anti- consumerism and ethical consumeris.

3. DATA ANALYSIS AND INTERPRETATION

RANKING ANLYSIS:

	MOST LIKELY	LIKELY	NOT FREQUENTLY	NOT AT ALL	TOTAL	RANK
GROCERIES	79	17	4	-	375	1
CLOTHS	57	32	10	1	355	2
HOUSEHOLD	60	20	18	2	338	3
FOOD ITEMS	62	16	12	10	330	4

Interpretation:

The respondents ranked groceries as 1st followed by cloths, houseold, food items.

4. FINDINGS, SUGGESTION AND CONCLUSION:

1. FINDINGS:

a. FINDING THROUGH

PERCENTAGE ANALYSIS:

Hence majority of respondents belongs to the age 18-25 years.

• Hence majority of respondents belongs to the male category.

• Hence majority of respondents belongs to unmarried category.

• Hence majority of respondents belongs to the under graduction.

• Hence majority of respondents belongs to the student.

• Hence majority of respondents belongs to income 10000—20000.

• Hence majority of respondents belongs to visit once a week.

• Hence majority of respondents belongs reason quality of products.

Hence majority of respondents belongs budget 1000-2000.

• Hence majority of respondents belongs to product is dairy products.

 • Hence majority of respondents choosing for good satisfication.

• Hence majority of respondents for online is yes.

• Hence majority of respondents experience very satisfied.

• Hence majority of respondents use cash purchase option.

• Hence majority of respondents for services good.

• Hence majority of respondents belongs to convenience two wheeler.

• Hence majority of respondents belongs to praking is adequate.

• Hence majority of respondents gave feedback as satisfied.

2.SUGGESTIONS:

The company must go for some more promotion activities rather than tv,advertisement and newspaper.

• The company has to conduct the periodical meeting with customers and take their valuable suggestion.

• The company may adopt policy of discount card and gift to customer while purchasing the product.

• Innovation efforts must be launched to improve the position through better marketing strategies.

• Most of the customer belong to 20-30 years, so , company has to concentrate more on those people to enchance the sales.

3. CONCLUSION:

The main aim of the survey is to know the satisfaction level of the day to day services .The data has been collected through primary source , through interviewing the concerned respondents by giving structured questionnarie.day to day a part of future group is hypermarket offering a huge array of good and good quality for all at affordoble prices. day to day with over 90 outlets in different part of India is present in both the cities as well as small towns. Day to day can attract more customers by different variety. They can improve customer satisfaction by providing home delivery services. Here I , conclude that day to day has one of the major retail industry in India .The various facilities is provided to increses the customer services . there exist a healthy & strong relationship between employees and managers . The employee accpet their responsibility whole heartedly and perform the service in well manner that satisfied the customer.

REFERENCE:

- **Kulkarni (2011),** in his study entitled as, "Customer Expectation Management in Convenience stores format in organized retail in India", and this study focused on the role of various factors (availability of various product, quality of the products, stores atmospherics, pricing, working hours, behaviour of employees, etc..) to deliver superior customer experience and isolates the factors which the customers consider as important while shopping in a retail chain grocery store.

- **Mohideen and Kamal (2011),** in their study entitled as, "Customer Shopping Behaviour in Modern Retail Formats - A Study in Visakhapatnam City". The Indian retail sector is going through a transformation and this emerging market is witnessing a significant change in its growth and investment pattern. Consumer dynamics in India is also changing and the retailers need to take note of this and formulate their strategies and tactics to deliver the exact expected value to the customer Development of mega malls in India is adding new dimensions to the booming retail sector.

- **Patel (2011),** in their study entitled as, "Preference of Consumers towards Hyper- markets With the Special Focus on Big Bazaar in Ahmedabad City" The consumer landscape is changing very fast. Consumers today see an exciting explosion of choices, new categories and new shopping options to fulfill their aspirations. They have become information seekers and highly selective in their decision-making Consumers also increasingly want shopping experience to be enjoyable