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A Study on Consumer Buying Behaviour in Dennis Supermarket in Kuniyamuthur

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ABSTRACT :

This study aims to explore the consumer buying behaviour at Dennis Supermarket in Kuniyamuthur. The research focuses on identifying the key factors that influence customers' purchasing decisions, preferences, and shopping habits. Using a mixed-method approach, including surveys, interviews, and observational techniques, data was gathered from a diverse group of consumers who regularly shop at the supermarket. The study examines several key factors such as pricing strategies, product variety, promotional offers, store layout, customer service, and brand loyalty. Additionally, demographic variables such as age, income, education, and family size were considered to understand how these factors affect consumer buying behaviour.

The findings reveal that consumers are highly influenced by competitive pricing, quality of products, and store promotions. Discounts and special offers are particularly significant in attracting customers. The store's ambiance, cleanliness, and customer service were also identified as important factors contributing to a positive shopping experience and repeat visits. The research concludes with actionable recommendations for Dennis Supermarket to optimize its offerings and marketing strategies to better meet consumer needs, enhance customer satisfaction, and increase sales. This study provides valuable insights into the evolving patterns of consumer behaviour in the retail sector, especially in the context of a local supermarket environment.

Keywords: Consumer buying behaviour, Dennis Supermarket, Kuniyamuthur, pricing strategies, product variety, promotional offers, customer service, demographic factors, brand loyalty, retail marketing, consumer preferences, store ambiance.

INTRODUCTION :

Economic globalization and marketization have intensified competition across industries, transitioning from a seller's market to a buyer's market. As consumer expectations rise with economic growth, supermarkets face increasing pressure to meet higher product performance and service quality demands. In this context, customer loyalty has become crucial for sustaining long-term success. Dennis Supermarket, facing fierce market competition, must prioritize strengthening customer loyalty to maintain a stable customer base and ensure sustainable growth. This study explores the key factors affecting customer loyalty at Dennis Supermarket, offering strategies to enhance it based on the supermarket's current situation. The findings provide practical recommendations for reducing customer churn, improving competitiveness, and ensuring Dennis Supermarket's long-term market presence. The study also highlights the importance of understanding consumer perceptions to identify development opportunities and strengthen market adaptability. Dennis Hypermarket in Kovaipudur, Coimbatore stands out as a leading player in the local supermarket sector, serving both local and regional customers.

STATEMENT OF PROBLEM :

Understanding consumer behaviour is vital for businesses to effectively tailor products and marketing strategies. Despite extensive research, there is still a gap in understanding how factors like price, product quality, brand loyalty, and promotions influence purchasing decisions in specific retail environments. This is especially true for supermarkets like Dennis Supermarket, where consumer choices are shaped by variables such as store layout, product assortment, pricing, and customer service. Limited knowledge exists on the key factors driving consumer behaviour at Dennis Supermarket—whether price reductions, product quality, or brand reputation are most influential. Additionally, understanding the demographic and psychographic characteristics of its customers can help optimize offerings to better meet their needs and preferences.

OBJECTIVES :

- To analyze the performance of Dennis supermarket.

- To investigate the factors influencing consumer purchasing decisions within dennis supermarket, including store layout, product placement, pricing strategies, and promotion.

SCOPE OF THE STUDY :

The purpose of this study to research analyze the consumer behaviour, which includes the factor influence the consumer to utilize the departmental stores for their purchase. Understanding the factors that motivate customers to choose Dennis Supermarket over other retail options. Analyzing which categories of products (e.g., groceries, fresh produce, household items) are most popular among customers. Investigating the extent to which customers show loyalty to specific brands or the supermarket itself. Assessing how price changes impact buying decisions, and the role of discounts and promotions in influencing purchases.

REVIEWS :

Tian Yongquan and Shen Lei (2021) said that customer loyalty is an attitude of consumers. Consumers continue to buy a single product repeatedly, which can be seen as a sign of customer loyalty. In addition, when customers have purchase needs, they prefer a certain brand for consumption, which is also a sign of customer loyalty.

Feng Shaojin and Wang Yuexing (2020) said that customer loyalty is largely due to consumers' external repeated purchase behavior and internal positive attitude and emotional preference.

Ma Qingxue (2020) said that when customers have a certain emotional preference or dependence on a certain product, have repeated purchase behaviors, and are willing to spontaneously promote and promote the brand to others, they are not easily disturbed by external information such as competing brands, which is customer loyalty.

Cygnus India (2008) the retail sector in India is witnessing a huge revamping exercise as traditional markets make way for new formats such as Department stores, Hypermarkets, Supermarkets, and Specialty stores. The report stated that the retail sector in India is at an inflexion point where the growth of organized retailing and growth in the consumption by the Indian population is going to take a steep trajectory.

RESEARCH METHODOLOGY :

Primary data has been collected for the purpose of the study through questionnaire. Secondary Data inclusive of measurable and qualitative data as well together from various sources including like various books, research articles, newspapers, periodicals, and websites is used for the purpose of study. The various aspects of methodology assumed in the present study are discussed below,

The methodology of the study includes

- Area of the study
- Data collection
- Tools of collection of data.

LIMITATIONS :

- The sample size was relatively small and drawn from only Coimbatore. Due to time constraint, the sample size is restricted to 150 respondents.
- The study being a primary one, the accuracy and reliability of data depends on the information provided by the respondent's.
- The respondent's views and opinion may hold good for the time being but may vary in future.
- The study has been restricted to the customers of Dennis Supermarket only Insufficient time to make an in-depth analysis.

ANALYSIS AND INTERPRETATION OF DATA :

TABLE 4.1.9

Exhibit showing method of shopping at DENNIS Supermarket

Method	Frequency	Percentage
In-store	71	47.3%
Online platform	41	27.3%
Store delivery	23	15.4%
Others	15	10%
Total	150	100%

SOURCE: Primary Data

Interpretation:

The above exhibits indicate that 47.3% of the respondents shop by in-store, 27.3% of the respondents shop by online platform, 15.4% of the respondents shop by store delivery, 10% of the respondents shop by others.

TABLE 4.1.10

Exhibit showing factor influencing decision to buy at Dennis Supermarket

Factors	Frequency	Percentage
Price	40	26.7%
Convenience	55	36.7%
Advertisement	25	16.6%
Quality	30	20%
Total	150	100%

SOURCE: Primary Data

Interpretation:

The above exhibits shows that 26.7% of the respondents influenced by price to buy at Dennis supermarket, 36.7% of the respondents are influenced by convenience, 16.6% of the respondents are influenced by advertisement, 20% of the respondents are influenced by quality.

FINDINGS :

- Majority of 47.3% of the respondents shop usually by in-store.
- Majority of 36.7% of the respondents influenced by convenience to shop at Dennis supermarket.

SUGGESTIONS :

To improve customer satisfaction, Dennis Supermarket should invest in staff training to enhance service quality and streamline the checkout process by adding more counters or self-service kiosks to reduce wait times. Addressing complaints about expired or damaged products through better quality control and inventory management is also crucial. Promotional strategies should be tailored to customer preferences, such as offering discounts on total purchases, loyalty programs, and seasonal offers. Social media engagement can increase awareness of promotions. Additionally, improving cleanliness, store ambiance, and offering eco-friendly products will create a more inviting atmosphere. Lastly, enhancing the online shopping platform will improve customer engagement and satisfaction.

CONCLUSION :

In conclusion, Dennis Supermarket can enhance customer experience and market position by focusing on service quality, convenience, product quality, and targeted promotions. Investing in staff training, streamlining checkout processes, and improving inventory control will address customer concerns and boost satisfaction. Leveraging digital platforms, expanding online shopping, and engaging customers through social media will help attract and retain a broader base. By personalizing the shopping experience, incorporating customer feedback, and adopting sustainable practices, Dennis can differentiate itself and strengthen its local reputation. These improvements, combined with competitive pricing, will ensure long-term success and customer loyalty.

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