

A STUDY ON CUSTOMER EXPECTATION, PERCEPTION AND SATISFACTION ABOUT SUPER MARKET

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ABSTRACT

Satisfaction (often abbreviated as CSAT, more correctly CSat) is a term frequently used in marketing. It is a measure of how products and are services supplied by a company to meet or surpass expectation. Satisfaction measures how well the expectations of a concerning a product or service provided by the company have been met. The degree of satisfaction provided by the goods or services of a company as measured by the number of repeat customer is satisfaction. Satisfaction is an abstract concept and involves factors such as the quality of the product, the quality of the service provided, the atmosphere of the location where the product or service is purchased, and the price of the product or service. Business units often use satisfaction surveys to gauge satisfaction. Which are used to gather information about satisfaction.

INTRODUCTION

Now a day the world is moving at a fast speed, everyone is fast in their fields of knowledge, no matter whether it is science or arts. According to the movement of time people all over the world are also in a position to change them based on the cultures and customs together with the changes posed by the society.

Typical areas addressed in the surveys include:

- Quality of product
- Value of product relative to price - a function of quality and price

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- Time issues, such as product availability, availability of sales assistance, time waiting at checkout, and delivery time
- Atmosphere of store, such as cleanliness, organization, and enjoyable shopping environment
- Service personnel issues, such as politeness, attentiveness, and helpfulness
- Convenience, such as location, parking, and hours of operation

The purchasing habits of the people has got a tremendous change comparing to the past decades. People spent their money to move along with the movement of change. In most of the western countries people have no time to concentrate even on their children. There is a change in the purchasing habit because of development of super markets and other departmental stores. They have to go for their work in the shift system and cannot go for in the morning and evening. Hence, they are comfortable with the fast purchasing centers like super markets to save their time and even to relax themselves.

It is well known that the low income and middle income group of people are going to petty shops which are located in their own place. Higher income group are also going to super markets and shopping super markets with the expectation of getting hygienic, variety, branded and expensive products.

Literature Review

Christian Homburg, Nicole Koschate and Wayne D. Hoyer (2006)¹said that, it is common in practice for managers to consider satisfaction in a logical, rational manner (i.e., if the product or service performs well, satisfaction will be higher). The results of our study point out that affective factor can play a critical role as well, particularly in the early stages of the satisfaction formation process. Thus, achieving customer satisfaction involves not merely disconfirmation judgments but a subjective, affective component as well. This point is particularly important when companies are in the early stages of establishing a relationship with a customer. Thus, for new relationships or new products, managers must pay close attention to affective aspects and be careful to manage them effectively. Moreover, our study provides insights into managing customer satisfaction. For example, it shows how important

¹"The Role of Cognition and Affect in the Formation of customer Satisfaction: A Dynamic Perspective", **Christian Homburg, Nicole Koschate and Wayne D. Hoyer**, *Journal of Marketing*, Vol. 70, No. 3 (Jul., 2006), pp. 21-31.



it is to manage affect when s have inconsistent experiences over time. Thus, if companies are trying to recover from a situation in which their products/services have suffered from inconsistent performance

Jianan Wu, Wayne S. DeSarbo, Pu-Ju Chen and Yao-Yi Fu (2006)²said that, the linkage of satisfaction, retention, and firm profitability has been well established in the marketing literature, and provides ample justification as to why satisfaction measurement (CSM) has been a focal point in marketing decision making. Although aggregate market level research on understanding the determinants of customer satisfaction is abundant, CSM decisions at segment level are possible only if the individual or market segment differences in the formation of overall satisfaction judgments and subsequent heterogeneity in the role these various determinants play are understood. Based on expectancy-disconfirmation theory in customer satisfaction, we propose a maximum likelihood based latent structure factor analytic methodology which visually depicts customer heterogeneity regarding the various major determinants of customer satisfaction judgments involving multiple attributes, and provides directions for segment-specific CSM decisions. We first describe the proposed model framework including the technical aspects of the model structure and subsequent maximum likelihood estimation. In an application to a consumer trade show, we then demonstrate gainfully employed to uncover the nature demonstrate the superiority of the proposed specification.

XuemingLuo and Christian Homburg (2007)³said that satisfaction is an important driver of firm profitability, extant literature has largely neglected two intermediate outcomes of satisfaction, namely, a firm's advertising and promotion efficiency and its human capital performance. On the basis of longitudinal analyses of large-scale secondary data from multiple sources, the authors find that customer satisfaction boosts the efficiency of future advertising and promotion investments. This finding can be explained by the possibility that customer satisfaction generates free word-of-mouth advertising and saves subsequent marketing costs. In addition, customer satisfaction has a positive influence on a company's excellence in human capital (employee talent and manager superiority). This finding is highly

²"A Latent Structure Factor Analytic Approach for customer Satisfaction Measurement" **Jianan Wu, Wayne S. DeSarbo, Pu-Ju Chen and Yao-Yi Fu**, *Marketing Letters*, Vol. 17, No. 3 (Jul., 2006), pp. 221-238.

³"Neglected Outcomes of Satisfaction", **XuemingLuo and Christian Homburg**, *Journal of Marketing*, Vol. 71, No. 2 (Apr., 2007), pp. 133-149.

novel, indicating that human resources managers should have a strong interest in customer satisfaction as well. Finally, the authors investigate the moderating influence of market concentration on both relationships. The uncovered results have important implications for marketers in their dialogue with financial executives and human resources managers. Overall, our work contributes to the important literature on customer satisfaction and its intermediate consequences.

Daniel H. Simon, Miguel I. Gómez, Edward W. McLaughlin and Dick R. Wittink (2009)⁴ argue that employees most directly influence satisfaction with service, and that in a retail setting, employee attitudes should only influence satisfaction with service. We test this proposition empirically, and then examine the links between satisfaction and sales. Consistent with our hypothesis, employee attitudes have a positive effect on satisfaction with service, but do not affect other dimensions of customer satisfaction (price and quality). Satisfaction with service in turn positively affects sales performance. These results have important managerial implications, suggesting that human resource management (HRM) policies that enhance employee attitudes may be used to improve customer service, which, in turn, yields higher revenues. Managers must weigh these benefits against the costs of implementing and maintaining these policies. Our study provides valuable insights into the linkages between employee attitudes, customer satisfaction, and sales performance. The results provide strong evidence that employee attitudes affect satisfaction. In particular, as employee attitudes improve, customer satisfaction with service levels increase. Moreover, this improvement in satisfaction impacts revenue as well, as increasing satisfaction with service, drives higher sales. Our results suggest that firms benefit from making employees happier. Therefore, HRM programs should be viewed as investments in delivering better customer service rather than simply as costs to minimize.

Statement of the Problem

Satisfaction about a super market is the problem of the study. Maintaining high level of satisfaction is more challenging in every organization. Customer satisfaction always differed between markets to markets, and it is not possible to run any business successfully. The overall picture of a broader context of shopping behavior of customer helps in understanding the current position of existing super markets and in determining the need gaps not met by such super markets. The study undertaken can help a super market to fill up the gap, first

⁴*“Employee Attitudes, Satisfaction, and Sales Performance: Assessing the Linkages in US Grocery Stores”, Daniel H. Simon, Miguel I. Gómez, Edward W. McLaughlin and Dick R. Wittink, Managerial and Decision Economics, Vol. 30, No. 1 (Jan., 2009), pp. 27-41.*



among its competitors, by defining “How to propose strategies for creating shopping super market loyalty by identifying relevant shopping super market attributes in super market selection, assessing underlying perceptions leading to categorization of various shopping super markets and profiling shopping super market customer based on demographics and behavioral variables.

Scope of the Study

The present study has been undertaken from the point of view of sampled users from various groups like employed, professional, students, service and business people.

This study is done on the basis of the demographic value such as age, sex, educational status, occupation and number of respondents and the result of the study is applicable to the super market in emerging super markets.

Objectives

“Work without goals is meaningful” well defined objectives direct the research in the correct path. Present study is undertaken with the following objectives:

1. To study the socio economic profile of the consumers invading into the super market
2. To identify the respondent’s opinion about the expectation about the product
3. To find out the opinion and expectation of the respondents towards price
4. To identify the opinion and expectation of sales promotion activities of the super market.
5. To study the various factors influencing the respondents to shop in the super markets.
6. To offer suggestion to the shopping super markets to function effectively.

Methodology

The methodology is empirical in nature. Techniques like interviews and observations are employed in this study. Primary data were collected by the researcher with the help of structured interview schedule. A sample of 160 respondents were taken for the study and the published and unpublished data were also used as secondary data. As a part of collecting primary data, the researcher directly met the customer in the super market with special reference towards Tirunelveli District.

Sampling Design

A simple random sampling method is adopted and the respondents were chosen on the basis of the convenience sampling.



Sampling Area

The researcher was mainly focused on the customers of a few selected super markets in Tirunelveli city.

Period of Study

The present study was conducted during the period from October 2016 to March 2017.

Collection of Data

The study is based on both primary and secondary data. The primary data were collected directly from the employees with the help of a structured questionnaire. Secondary data were collected from the Books, Journals, Magazines and Internet sources.

Primary Data

The primary data are those which are collected and for the first time and thus happen to be original in character. The primary data are collected through structured questionnaire method.

Secondary Data

Secondary data are those which have been already collected by someone else and which have already been passed through the process. Secondary data provides the case and starting point for the research. It provides leads and clues for getting primary data required for further analysis and have a great help in completion of the project.

Statistical Tools Used

The researcher has used percentage analysis which is useful for the purpose of aiding comparison. A percentage is the numbers of hundred parts algebraic notation in which percentage represents the number of parts of 100.

In the present study, a number in respect of particular variance is taken as base and is divided by 100 and thus, researcher gets percentage. Moreover, collected data were analyzed and are presented in the form of table in support of percentage analysis and factor analysis.

Limitations of the Study



1. The study was confined to Tirunelveli District alone which include the location and the functioning of the super market.
2. The study is restricted to the limited number of respondents (160 customers)
3. No scientific sampling procedure has been followed to determine the sample size and sampling distribution.
4. No response error in the study has been computed
5. The suggestion made by the researcher may be generalized.

Operational Definitions

Peter drucker once wrote “There is only one valid definition of business purpose: to create a customer”. From the above definition we know that creating a customer is an important one in market. Any market cannot achieve anything without a customer.

Consumer Product

The first way of classifying consumer products is to consider them in terms their durability. Durable goods such as bicycles, music players, and refrigerators can be used repeatedly and provide benefits each time they are used. Non-durable goods such as yoghurt, newspapers and plastic packing have a limited duration often only capable of being used once.

Marketing

Marketing deals with identifying and meeting human and social needs. One of the shortest definitions of marketing is “meeting needs profitability”

The American marketing association offers following definition: “Marketing is an organizational function and a set of processes for creating, communicating and delivering value for customers and for managing relationship in ways that benefit the organization and its stakeholders”.

Marketing is a social process by which individual and groups obtain what they need and want through creating, offerings and freely exchanging products and services of value with others.

Today marketing must be understand not in the old sense of sell “telling and selling”- but in the new sense of satisfying needs that develops products provide superior value and prices, distributes and promotes them effectively to sell easily in the market.





categories such as toothpaste, toothbrushes, kid's oral care products, whitening products, floss, and oral first aid.

Pricing

The amount of money expected, required, or given in payment for something; something extended or endured in order to achieve an objective; the odds in betting and also archaic value; or worth" (concise Oxford Dictionary, 2006). In marketing terms, we consider price as the amount the customer has to pay or exchange to receive a good or service.

Product Cost

Cost represents the total money, time, and resources sacrificed to produce or acquire a good or service. Typically the firm will first determine what their fixed costs are, and what their variable costs are in relation to each product or service. Fixed cost are the cost which do not vary according to the number of units of goods made or services sold, in contrast variable costs vary according to the number of units of goods made or services sold.

Product Quality

Product quality is a very important concept when considering product pricing levels. Quality is defined as "The standard of something as measured against other things of a similar kind general excellence and/or archaic high social standing" (concise oxford dictionary, 2006)

The international organization for standardization has defined quality as the "degree to which a set of inherent characteristics fulfill requirements"

Branding

Branding is a method through which manufacturers and retailers help customers to differentiate between the various offerings in a market. It enables them to make associations with certain attributes or feelings with a particular brand. If this differentiation can be achieved and sustained, then a brand is considered to have a competitive advantage.

Brand

Brands are products and services that have added value. This value has been deliberately designed and presented by marketing managers in an attempt to augment their products with values and associations that are recognized by and are meaningful to their expectation.



Brands

Brands which are the names, terms, designs, symbols, or any other features that identify one seller's goods or service distinct from those of other sellers.

Branding

Branding provides a way for a firm to differentiate its product offerings from those of its competitors and can be used to represent the name of a firm and its entire product assortment (General Motors), one product line (Chevrolet), or a single item (corrette)

Brand names, logos, symbols, characters, slogans, jingles, and even distinctive packages constitute the various brand elements firms use, which they usually choose to be easy for consumers to recognize and remember.

Types of Brands

1. Manufacturer Brand
2. Distributor (or Own-Lable) brands
3. Generic Brands

Brand Name

1. Be easily recalled, spelled and spoken;
2. Be strategically consistent with the organizations' branding policies
3. Be indicative of the products major benefits and characteristics
4. Be distinctive and meaningful.
5. Be capable of registration and protection.

Brand Loyalty

Brand loyalty occurs when a consumer buys the same brand of product or service repeatedly over time rather than buying from multiple suppliers within the same category. Therefore brand loyal customers are an important source of value for firms

Store Brands

Brand that are owned and managed by retailers, in contrast, are called private-label or store brands.



Brand Extension

A brand extension refers to the use of the same brand name for new products being introduced to the same or new markets. Brand extensions are also common in global expansion.

Brand Licensing

Brand licensing is a contractual arrangement between firms, whereby one firm allows another to use its brand name, logo, symbol, and/or character in exchange for a negotiated fee

Brand Repositioning:

Brand repositioning or rebranding refers to a strategy in which marketers change a brand's focus to target new market or realign the brand's core emphasis with changing market preference.

Brand Equity

Brand equity is a measure of value of a brand. It is an assessment of a brand's wealth, sometime referred to as goodwill.

Packaging

There are two main role that packaging has to perform, functional and communicative. The functional role refers to the need to protect products during transit, and while they remain in store or on a shelf prior to purchase and consumption. The further functional aspect of packaging is the convenience it should provide customer satisfaction.

Packaging

Packaging is an important brand element with more tangible or physical benefits than the other brand elements because packages come in different types and offer a variety of benefits to consumers, manufactures and retailers.

Labeling

Labels are important because they can deliver information about product usage, help promote a brand, and enable the brand owners to comply with various regulations and statutory requirements.



Product Labeling

Labels on products and packages provide information the consumer needs for his or her purchase decision and consumption of the product. In that they identify the product and brand, label are also an important element of branding and can be used for promotion.

Place

Place or distribution is about how one can place the optimum amount of goods and/or services before the number of your target market at the times and locations they want. A product will provide value.

Logistics Management

Organization must decide on the best way to store, handle, and move their product so that it is available to customer in the right quantity, at the right time, and in the right place. Logistics includes the activities that relate to the flow of product from the manufacturer to the end users.

Retailing

Retailing is all the activities directly related to the sale of products to the ultimate end consumer for personal and non-business use. These differ from whole seller, who distribute the product to business not end consumers.

Retailer's role in a Distribution Channel

A retailer is a business man that sells products and/or services to consumers for their personal or family use. Retailers are the final distribution channel that links manufacturers to consumers. A distribution channel is a set of firms that facilitate the movements of products from the point of sale to the ultimate consumers.

Super Markets:

Supermarkets are found in the 1930s and are large self service retailing environments defined as large scale department retailing organizations that offer a wide variety of differing merchandise to a large consumer base.



Supermarket provides the benefit of a wide product assortment in a single location, offering convenience and variety.

Specialty Store:

A Specialty store is a retail store that carries a narrow product line with a deep assortment within that line.

Department Store:

A Department store is a retail organization that carries a wide variety of product line is operated as separate department managed by specialist buyers or merchandisers.

Convenience Store:

Convenience store is a supermarket store, located near a residential area that is open long hours seven days a week and carries a limited line of high-turnover convenience goods.

Super Store:

A super store is a store that much larger than a regular super market that offers a large assortment of routinely purchased food products, nonfood items and services.

Shopping Center/ Super market:

Shopping center or Super market is a group of retail business planned, developed, owned and managed as a unit. A regional super center or regional super super market, the largest and most dramatic shopping center, contains 40 to over 200 stores, including 2 or more full-line department stores.

Results and Discussion

The data were collected from 160 respondents. The data required for the study were collected from the respondents through questionnaire. The questionnaire covered all the activities the respondents profile and the factors that contribute to the Customers Satisfaction. The findings of the researcher are elaborately dealt in this chapter. The researcher has made an attempt to give certain suggestions. Finally, the conclusion has been based on the analysis of the study.

1. Majority of the respondents are female since it is oriented towards house holds.
2. Majority of the respondents are between the age 21 and 40.

3. Majority of the respondents are married and are degree holders employed in.
4. Majority of the respondents have income between Rs.31000 and Rs.45000.
5. Majority of the respondents are from urban area.
6. Majority of the respondents are living nuclear family.
7. Majority of the respondents have family member between 4 and 6.
8. Majority 72 percent of the respondents were under the age group of up to 30 were making use of this market.
9. Education wise classification shows that most of the respondents 72 percent are postgraduates.
10. Occupation wise classification shows that majority of the respondents 64 percent are students.
11. Majority of the respondents 84 are earning monthly income of below Rs 20000.
12. Mostly 52% of the respondents are from rural by region
13. Majority 62(82.6%) respondents are spending 1001-5000 for monthly purchase.
14. Majority 84 (112%) respondents are spending 3-4 hours.
15. Most of the respondents are going for purchase.
16. Most 64 (85.4%) respondents are going once or twice a time in a month.

Perception about the Product

It is found that in the principal factor, Price is moderate and ranges widely has a high score of 0.749 followed by Quality expected is available with a score of 0.603. The secondary factor is observed to be the Quality of products is good with a score of 0.692.

Perception about Standardisation of Products

It is found that in the principal factor, dealt with branded products has a high score of 0.703 followed by availability of variety of products with a score of 0.617. The secondary factor is observed to be the proper design with a score of 0.692

Perception about Services

It is found that in the principal factor, dealt with Door delivery is offered has a high score of 0.788 followed by Phone list booking is possible with a score of 0.773. The secondary factor is observed to be the Card payment is available with a score of 0.739.

Perception about Infrastructure



The perception of customers about the infrastructure reveals that the principal factor drinking water has a high score of 0.808 followed by transport with a score of 0.792. The secondary factor is observed to be the children's play area attracts with a score of 0.719.

Perception on the Sales Promotion Techniques

The perception on sales promotion techniques reveals that the principal factor bonus point redemption has a high score of 0.767 followed by seasonal event take place with a score of 0.697. The secondary factor is observed to be the special discount is offered with a score of 0.816

Perception on General Condition

The perception on general condition. Highlights that the principal factor entertainment has a high score of 0.832 followed by display are properly done with a score of 0.644. The secondary factor is observed to be the maintenance of required temperature with a score of 0.742.

Perception on Location of Super Market

The perception on local super market reveals that the principal factor transport accessibility and visibility from the bus stand has a high score of 0.674 followed by identity is not problematic with a score of 0.546. The secondary factor is observed to be the connectivity of road with a score of 0.752.

Opinion on the Physical Surroundings

The opinion on the physical surroundings reveals that the principal factor attracting shelf system has a high score of 0.762 followed by atmosphere and decoration with a score of 0.752. The secondary factor is observed to be the location accessibility with a score of 0.836.

Advertisement

The perception of customers about the advertisement. Provides that the principal factor personal appeal has a high score of 0.760 followed by good advertisement attracts all categories of people with a score of 0.711. The secondary factor is observed to be the action values and sentimental values are helping sellers with a score of 0.574

Expectation about the Employees

The perception of expectation about employees. State that the principal factor friendliness approach prevails has a high score of 0.864 followed by responsible behavior with a score of 0.797. The secondary factor is observed to be with the smiling face they guide every one with a score of 0.774.

EXPECTATION REGARDING PRICE

The perception of expectation regarding price reveals that the principal factor the price must be comparatively low has a high score of 0.720 followed by offer price must be there with a score of 0.693. The secondary factor is observed to be the reasonable price must prevail with a score of 0.683.

Expectation with Regard to Attractiveness

The perception of expectation regarding attractiveness. States that the principal factor exchange and refund is provided has a high score of 0.834 followed by credit facility is offered with a score of 0.700 The secondary factor is observed to be the provision of free sample with a score of 0.826.

Expectation on Infrastructure

The perception of expectation on infrastructure reveals that the principal factor electronic display of price of products has a high score of 0.803 followed by packing in no time with a score of 0.669. The secondary factor is observed to be the availability of banks inside super market with a score of 0.761.

Expectation about Location of Super Market

The perception expectation about location of super market. States that the principal factor transport facility improves business has a high score of 0.817 followed by road connectivity increase with a score of 0.725. The secondary factor is observed to be visibility attracts more with a score of 0.759.

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SUGGESSTIONS AND CONCLUSION

The following suggestions are to increase the level of satisfaction of the sales of the super market.

1. Should given more information about the super market through advertising media.
2. The price should be highly reasonable one in order to attract more users.
3. Most of the respondents were satisfied with the price, brand image and the performance. But it is suggested that the quality should be improved to meet out and compete with other supermarkets who may jump into the market with more technologies in future.
4. Most of the respondents are upto the age group of 30 who are making use of this market. Market should be used by people of all age, and it will increase sales level of this market.
5. Most of the respondents are married who are make use of this market. Both married and unmarried people should make use of it, which will help them to promote their purchasing habit.
6. Most of the respondents are students who are making use of this market and it should be used by all the people.



7. Most of the people do not having knowledge in making use of this market. There should be awareness among the people to use the reliance market by means and proper advertisement.
8. For attracting customers informative advertisements, publicity and public relation have to be modified.

CONCLUSION

The study concludes that there is a big change in buying pattern /purchase behavior of customers through the emergence of super market culture. In this study the researcher has identified that there is a good response from the customers on the use of super market the super market management must take every good effort to attract the customers through innovation product expansion and technology adoptions.

Every business unit operates in competition and the super market culture is of no exception to the management, keeping this in mind one must try to promote and attract customers with best way of doing business.

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