

THE IMPACT OF SELF SERVICE ON THE PERFORMANCE OF SUPERMARKET

Submitted in partial fulfillment of the requirements for the award of

Bachelors of Business Administration

BY

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DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE

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MARCH 2022

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **T . YOGESHWARI (39280033)** who carried out the project entitled “ **THE IMPACT OF SELF SERVICE ON THE PERFORMANCE OF SUPERMARKETS** Under our supervision from

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Submitted for Viva voce Examination held on -----

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DECLARATION

I **T.YOGESHWARI** hereby declare that the Project Report entitled “ **THE IMPACT OF SELF SERVICE ON THE PERFORMANCE OF SUPER MARKET**” Sholinganallur Chennai. Done by Me under the guidance of **DR.JAYASEELY.M** Internal is submitted in partial fulfillment of the Award of Bachelor of Business Administration degree.

DATE :

PLACE:

T.YOGESHWARI

ABSTRACT

The purpose of this project is to examine the impacts of self service on the performance of supermarkets.

The study is divided into five chapters. In chapter one the impacts was introduced and a narrative meaning of self service and other key elements included in the topic were discussed. It went further to state the problem to be studies and why this study was being carried out, that is the purpose, the significance of the study, scope of the study ,the hypothesis to be tested and the definition of terms.

Chapter two examined all other studies carried out on similar topic and their relevance to this study. There were mostly references, quotes adequate statements made by other authors who had handled similar topics.

Chapter three dealt with the major part of the project which involves the method used in collecting relevant and the sample size. It also dealt on how the questionnaire were distributed and treatment of data.

Chapter four dealt with the presentation, analysis and interpretation of data collected in chapter three, it also went further to test the hypothesis in chapter one.

Finally, in chapter five, a conclusion of the whole findings was drawn and appropriate recommendations made for possible implementation. However, this study was not done without lapses and on this very platform, suggestions and further studies were sort.

It as found that consumer have positive perception of self service; many of them prefer it because they use it as opportunity to select goods without interference. The study revealed that supermarkets that adopt self- service strategy perform better than their counterparts that do not adopt self service strategy.

I also made some recommendations in chapter five. Such recommendations. Were that supermarket operators should train their employees on areas like customer service and public relations. Supermarket operations should also improve on the ways they display their goods since attractive display attract consumers to make purchase.

Finally, I recommend that supermarket should be mare self service orientated since the advantages of this strategy has been shown.

TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO
	ABSTRACT	5
	LIST OF TABLE	6
	LIST OF CHARTS	
1.	INTRODUCTION	8-11
	INTRODUCTION ABOUT THE STUDY	8
	INDUSTRY PROFILE	9
	COMPANY PROFILE	9
	NEED FOR THE STUDY	10
	SCOPE OF THE STUDY	11
	OBJECTIVES OF THE STUDY	11
2.	REVIEW OF LITERATURE	12-13
	REVIEW OF LITERATURE	12-13
3.	RESEARCH METHODOLOGY	14-15
	RESEARCH DESIGN	14
	SAMPLING METHOD	14
	SOURCES OF DATA	14
	STRUCTURE OF QUESTIONNAIRE	15
	SAMPLE SIZE	15
	PERIOD OF STUDY	15

4.	DATA ANALYSIS AND INTERPRETION	16-34
	TABLES AND CHARTS	16
5.	FINDINGS,SUGGESTIONS AND CONCLUSION	35-36
	FINDINGS OF THE STUDY	35
	SUGGESTIONS	36
	CONCLUSION	36
	QUESTIONNAIRE	37-40
	REFERENCES	40

CHAPTER-1

INTRODUCTION

1.1 INTRODUCTION

The popularity of internet and evolution of technology has radically revolutionised the entire service delivery process by shifting from a traditional to a self- service mode (Campbell, Maglio and Davis, 2011). Self- service can be categorized into two different forms which is technologically driven and non technologically driven. this study focuses on self-services channels driven by technological i.e. known as the self-service technologies (SSTs). These are self service channels that empower consumers to manage their services through technological interface by themselves without any human intervention (Meuter et al, 2000). Some examples of these technology –driven- service options are self –checkouts in the retail supermarket, ATMs in banks and self- check-in option seen at the airport (Meuter t al,2000).

Businesses are encouraging the use of SST as it helps them reduce the service delivery costs and improve customer experience (Scherer, Wunderlich and Wangenheim, 2015). For example, in the U.S. The cost of banking transaction decreased from 1.15 U.S. dollars to only 2 cents by replacing offline to online transaction (Moon and Frei,2000); self check –in options at the airport enabled faster processing of passengers by 50% (SITA, 2009); the self checkout kiosk in the grocery store replaced around 2.5 employees(The Economist, 2009).Moreover, service organizations are implementing SST due to its increased efficiency, flexibility and effectiveness (Kelly, Lawlor, & Mulvey, 2017;Kokkinou& Cranage, 2013). Furthermore, SSTs have been reported to be beneficial to both employees and customers as it allows them to save their time and access the service at their convenience (Yang & Klassen,2008). Prior literature shows that SSTs can influence customer segments (Bitner et al,2002). Given the significance of SSTs in service environment, this research aims to study the impact of self – checkout SST on customer satisfaction levels in the supermarket industry.

1.2 INDUSTRY PROFILE

A supermarket is a self-service shop offering a wide variety of food, beverages and household products, organized into sections. This kind of store is larger and has a wider selection than earlier grocery stores, but is smaller and more limited in the range of merchandise than a hypermarket or big-box market.

1.3 COMPANY PROFILE

The Jaisuryas was started in the year 1989 in erode as shri kannan departmental store and then later in the year 2013 it was rebranded as jaisuryas with the able administration by its directors and staffs

Jaisuryas retail ventures private limited is a private incorporated on 19 June 2012. It is classified as Non-govt company and is registered at registrar of companies, Coimbatore. Its authorized share capital is Rs.150,000,000 and its paid up capital is Rs.137,425,024. It is involved in retail trade not in stores

Jaisuryas Retail Ventures private limited annual general meeting (AGM) was last held on 07 december 2020 and as per records from ministry of corporate affairs (MCA), its balance sheet was last filed on 31 march 2020

1.4 PRODUCT PROFILE

Product profile by Jaysurya's brand

- Vegetables and fruits
- Gifts
- Stationary
- Computer accessories
- Groceries Personal care

Our Business information report snapshot is a collection business credit scores and ratings that help you gauge the financial health of your customers, suppliers, and business partners

Order at Jaisuryas shop app and get products delivered at your door steps in quickly from our nearest location.

1.5 NEED OF THE STUDY

- Importance of study
- People used to purchase product in day to life. The purchase new product which are entering into the market .
- The success of each product is in the hand of consumer. They will decide whether the product is good or bad. So the
- Consumer satisfaction is important for the manufacture as well as retailers. People use to buy products by watching tv
- Commercials banner ads, billboards, logos and product promotion. Through this study, researcher wishes to provide valuable
- Insight to the marketers on the customer preference and customer satisfaction. And the main thing is the attitude towards
- The consumer. They should behave gently to the customers while buying the product. then only the customer will buy the
- Product from the particular shop.

1.6 OBJECTIVE OF THE STUDY

- To study the personal profile of the respondents.
- To study the factors influencing the respondents preferences and satisfaction towards Supermarket in Palakkad district.
- To offer suggestions relating to the study
- To always be the first choice of customers
- To market sure that customers stick with primark and should not opt any other store that is competitor of primark
- The business within the organization will always be customer centric.
- The remain the leader of the market all the way
- To train all the employees up to international standards and let them aware of customer relationship management.
- To train all the employees up to international standards and let them aware of customer relationship management.
- Encourage, drive and support initiatives, innovation and creativity, capitalizing on opportunities and creativity, capitalizing on opportunities to support operational goals and strategies.

1.7 SCOPE OF THE STUDY :

- The study will help us to understand customers, preference and their needs expected from the business owners.
- Study will not only help me as a student but also to know the current customer satisfaction, preference and problems of the customer that they are facing today.
- This study will be effective for the survey of the supermarket and as well as
- Manufacturers. According to this study we can know about the customer needs and wants taste and preferences that they are facing day today

CHAPTER-2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

International conference on “Research avenues in social science ” Organize by SNGC, www.ijariie.com 337 retail modernization in developing countries and its effect on the broader food system has been a major focus of research since the early 2000s. The most visible banner for this work has been the “supermarket revolution”. Supermarket existed in Latin America from at least the 1960s¹, but began to grow much more rapidly in that region during the economic boom and opening to foreign direct investment (FDI) of the 1990s. Growth began later in East/Southeast Asia and central Europe, followed by selected countries of Africa (Reardon et al, 2004). This growth, together with new procurement practices that the firms work to apply, has lead to a rash of studies attempting to document and anticipate the impacts of the ese firms on existing actors in the food system, and to draw policy implications for governments and donors.

International Conference on “Research avenues in social science” Organize by SNGC, Coimbatore

India and especially Kerala is facing huge inflation and at the same time majority of Keralites are not rich enough to meet this difficult situation. The retailing in Kerala is concerned, the government and co-operate sector is very strong enough with the private sector to meet the requirements of consumers. There are several contenders for the title of the most important change in British life over the last forty years. The spread of information technology; television; widespread higher education ; and the subject of this article-the revolution in the way in which the British public’s daily need are met. Let us go back and look at the way our needs were supplied a generation ago. It help to be, as the writer of this article is, old enough to remember the system was the small shop, either in a town Centre or on a street corner. There was an enormous number of these; Oldham, in Lancashire, had a shop for every 41 residents. If it was a greengrocery store, the proprietor would go early each morning to see what was available in the location wholesale market. The goods he bought would be displayed in the shop, and the would he the range available. Retail trade took place under the shadow of Second-World-War rationing, only recently lifted and the balance of advantage was in the shopkeeper’s Favour: hours were short, and service left-shall we say-something to be desired. It was a situation open for reform.

Muzondo and Mutandwa (2011) assess the significance of seven Ps of marketing in influencing consumer choice of store for main grocery shopping in a hyperinflationary economy. The results of factor analysis confirm the significance of six (product, price, promotion place, process and physical evidence) of the seven Ps of marketing in influencing shoppers' choice of store for main groceries in a hyperinflationary economy.

Tyagi (2008) express that retailers looking to adopt a customer-centric strategy to succeed in the hyper-competitive environment, it is vital to understand the impact of such a strategy on a retailer's business functions. While the impact on merchandising is well understood in terms of sharper assortment and improved presentation, the impact on supply chain needs to be studied in detail. This would ensure the alignment of customer-centricity with the organization's overall direction and growth of revenues and profitability while increasing customer satisfaction levels.

Mai et al. (2010) express that product managers need to better understand the relationship between primary product network size and the complementary product sales. They should adjust the retail marketing strategies toward different customer purchase frequency segments correspondingly.

Asikhia (2010) find that customer orientation moderated by marketing information system and managerial attitude is an efficient strategy of providing and sustaining customer advantage for small and medium scale businesses in an ever changing business environment and suggested that managers of small and medium scale businesses should allow their businesses to emerge out of a customers' need.

Omholt (2002) express that for many retail organizations, the appropriate pursuit of horizontal strategy becomes one of the most critical ways to establish a superior competitive position.

With increased competition from neighboring and out-of-town

Centers, increased consumer mobility, and a more diverse population with regard to household structures and lifestyles, sharing a particular location may not be enough for a group of outlets or centers to sustain a competitive advantage.

Standop and Grunwald (2009) present empirical research examining communication, compensation and logistics as elements of product crises response strategies in retailing. They investigate to that both communicative and compensatory response elements directly and indirectly affected by product problems thus enhancing brand equity.

CHAPTER-3

RESEARCH METHODOLOGY

MEANING

Research methodology is the specific procedures or techniques used to identify, select, process and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.

3.1 RESEARCH DESIGN

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study

3.2 SAMPLING METHOD

3.2.1 Convenience sampling method

- A convenience sampling method is one of the main types of non-probability sampling methods.
- A convenience sample is made up of people who are easy to reach.

3.3 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

3.3.1 Primary data- Questionnaire give to 50 respondents.

3.3.2 Secondary data- Websites and online, published eoppts & Review of literature from published articles.

3.4 STRUCTURE OF QUESTIONNAIRE

Questionnaire is divided into two sessions. First part was designed to know the general information about the respondents. Second part contained the respondent's opinions about the respondents. Second part contained the respondent's opinions about the brand.

3.5 SAMPLE SIZE

The size of the sample is 50. Sample collected directly from the respondents with the help of a questionnaire. The collected sample is in the method of convenience.

3.5.1 SAMPLING AREA

Data collected area - India

3.5.2 PERIOD OF THE STUDY

The duration of the study is from January 2021 to March 2022 with is a three months of study.

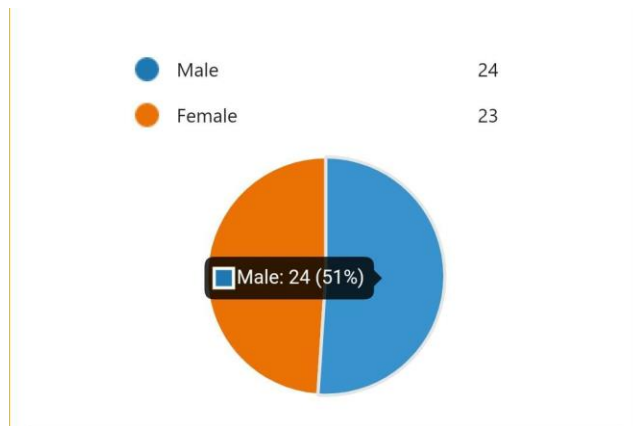
CHAPTER-4
ANALYSIS AND INTERPRETATION

4.1.1 DISTRIBUTION OF RESPONDENTS ACCORING TO THEIR GENDER

S NO	Particulars	No of Respondents	Percentage
1	Male	24	51
2	Female	23	49
Total		47	100

According to the data collected, it is shown that 51% of respondents are male and 49% of respondents are females.

4.1.1 Distribution of respondents according to their gender



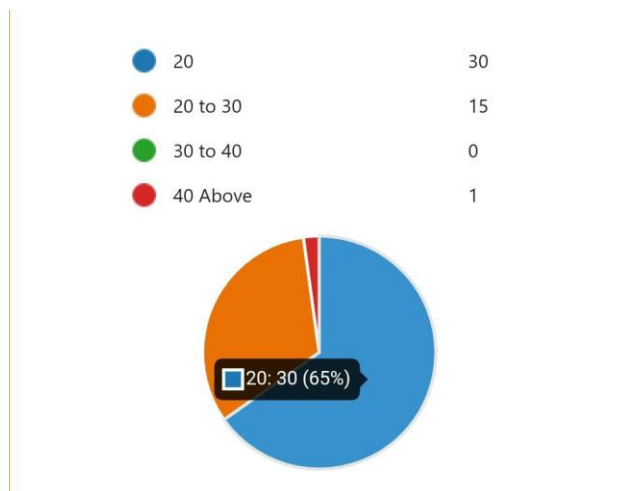
INFERENCE:

For the data collected, 49% of the respondents are male.

4.1.2 DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR AGE

S NO	Particulars	No of Respondents	Percentage
1	20	30	65
2	20-30	15	33
3	30-40	0	0
4	40 Above	1	1
Total		46	99

According to the data collected, it is shown that 20% of respondents are in between 20 and 65% of respondents are in between 20-30 and 33% of respondents are in between 30-40 and 0% not respondents are 1% respondents are above 40.

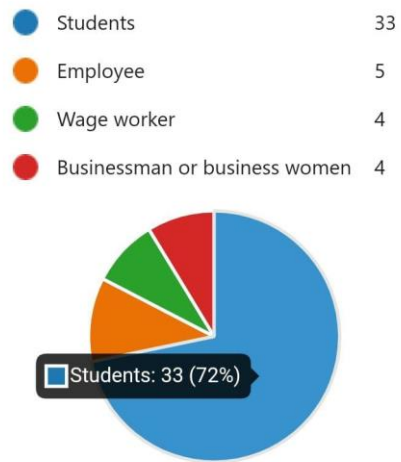


INFERENCE

From the data collected 65% of the respondents are in the between 20.

4.1.3 DISTRIBUTION OF RESPONDENT ACCORDING TO THEIR OCCUPATION

S NO	Particulars	No of Respondents	Percentage
1	Students	33	72
2	Employee	5	11
3	Wage worker	4	9
4	Businessmen	4	9
Total		46	101

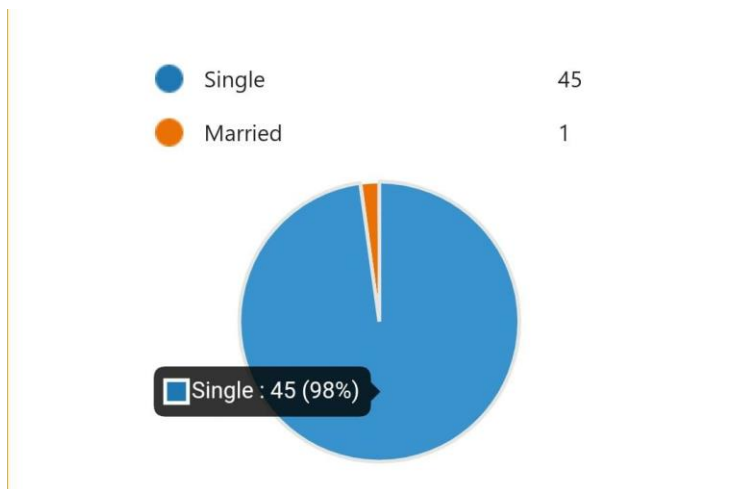


INFERENCE

From the data collected 72% of the respondents are students.

4.1.4 DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR MARITAL STATUS

S NO	Particulars	No of Respondents	Percentage
1	Single	45	98
2	Married	1	2
Total		46	100



INFERENCE

From the data collected 98% respondents are singles.

4.1.5 ARE YOU SATISFIED WITH

1) ONLINE SHOPPING

2) LIVE SHOPPING

S NO	Particulars	No of Respondents	Percentage
1	Online shopping	23	50
2	Live shopping	23	50
Total		46	100



INFERENCE

From the data collected, are equal 50% and 50% of respondents.

4.1.6 WHICH TYPES OF PRODUCT ARE YOU BOUGHT MOSTLY IN SUPER MAKET

S NO	Particulars	No of respondents	Percentage
1	Kitchen accessories	22	48
2	Snacks items	16	35
3	Gifts	8	17
Total		46	100



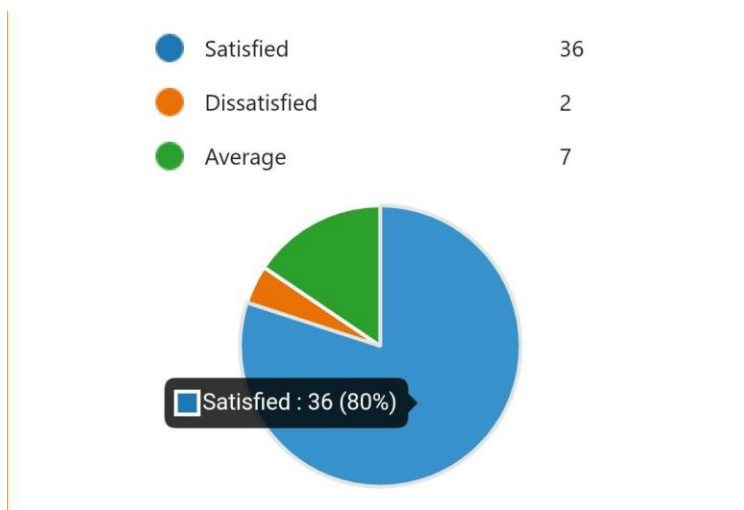
INFERENCE

From the data collected, 48% are respondents.

4.1.7 ARE YOU SATISFIED WITH SELF SERVICE ON SUPER MARKET

a) Satisfied b) Dissatisfied c) Average

S NO	Particulars	No of Respondents	Percentage
1	Satisfied	36	80
2	Dissatisfied	2	4
3	Average	7	16
Total		45	100



INFERENCE

From the data collected 80% of the respondents .

4.1.8 IN SUPER MARKET USES

a)Multiple products available b)lots of department in one place c)offer and discount time price

S NO	Particulars	No of Respondents	Percentage
1	Multiple products available	28	62
2	Lots of department in one place	7	16
3	Offer and discount time price	10	22
Total		45	100



INFERENCE

From the data collected,62% of the respondents.

4.1.9 WHICH ON DO YOU BETTER MOSTLY

a)Online shopping b) Live shopping (super market, Department store)

S NO	Particular	No of Respondents	Percentage
1	Online shopping	12	27
2	Live shopping (super market, department store)	33	73
Total		45	100



INFERENCE

From the data collected,73% of the respondents.

4.1.10 DO YOU THINK IN SUPER MARKETS PRICE IS BECOM

a) High price b) Low price

S NO	Particulars	No of Respondents	Percentage
1	High price	17	39
2	Low price	27	61
Total		44	100



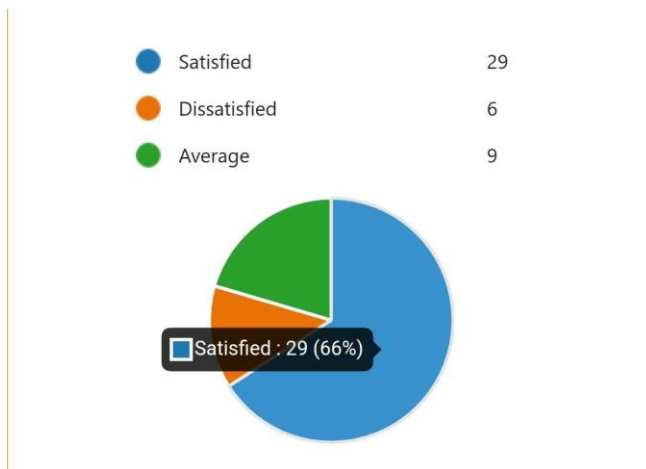
INFERENCE

From the data collected, 61% of the respondents.

4.1.11 DO YOU SATISFIED WITH SUPERMART PRODUCTS

a) Satisfied b) Dissatisfied c)Average

S NO	Particulars	No of Respondents	Percentage
1	Satisfied	29	66
2	Dissatisfied	6	14
3	Average	9	20
Total		44	100



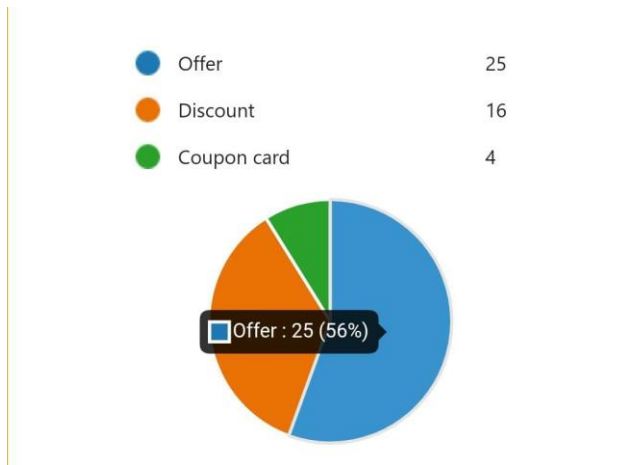
INFERENCE

From the data collected,66% of the respondents.

4.1.12 WHICH TYPE DO YOU EXPECTED MOSTLY ON SUPER MARKET

a) Offer b) Discount c) Coupon cad

S NO	Particular	No of Respondents	Percentage
1	Offer	25	56
2	Discount	16	36
3	Coupon cad	4	9
Total		45	101



INFERENCE

From the data collected, 56% of respondents.

4.1.13 WHICH TYPE OF PAYMENT ARE LIKE MOSTLY USING ON SUPER MARKET

a)Phone pay b)G pay c) Cash on delivery

S NO	Particulars	No of Respondents	Percentage
1	Phone pay	8	18
2	G pay	9	20
3	Cash on delivery	28	62
Total		45	100



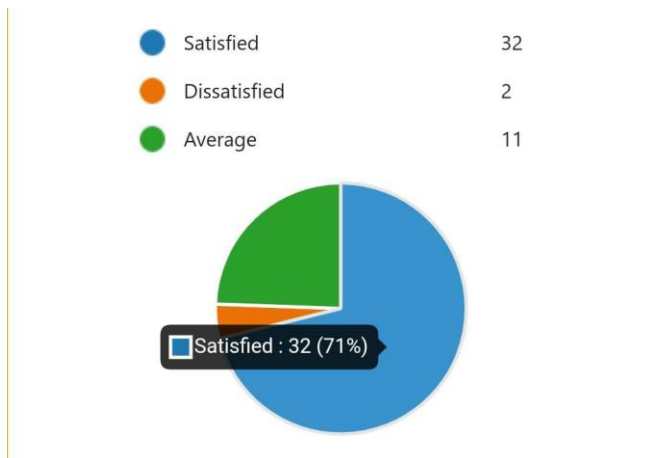
INFERENCE

From the data collected 62% of the respondents.

1.1.14 DO YOU SATISFIED WITH SERVICE OF SALES SERVICE MAN/WOMEN IN SUPERMARKET

a) Satisfied b) Dissatisfied c) Average

S NO	Particulars	No of Respondents	Percentage
1	Satisfied	32	71
2	Dissatisfied	2	4
3	Average	11	24
Total		45	99



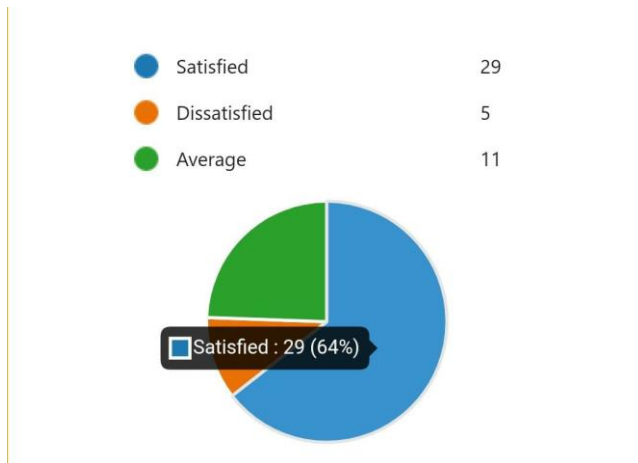
INFERENCE

From the data collected 71% of the respondents.

4.1.15 OVERALL SATISFACTION LEVEL ABOUT SELF SERVICE?

a)Satisfied b) Dissatisfied c)Average

S NO	Particulars	No of Respondents	Percentage
1	Satisfied	29	64
2	Dissatisfied	5	11
3	Average	11	24
Total		45	99



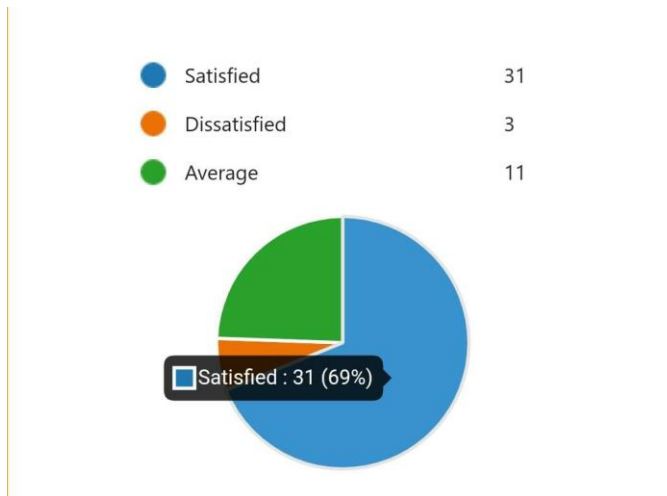
INFERENCE

From the data collected 64% of respondents.

4.1.16 OVERALL SATISFACTION LEVEL OF SUPER MARKET?

a) Satisfied b) Dissatisfied c) Average

S NO	Particulars	No of Respondents	Percentage
1	Satisfied	31	69
2	Dissatisfied	3	7
3	Average	11	24
Total		45	100

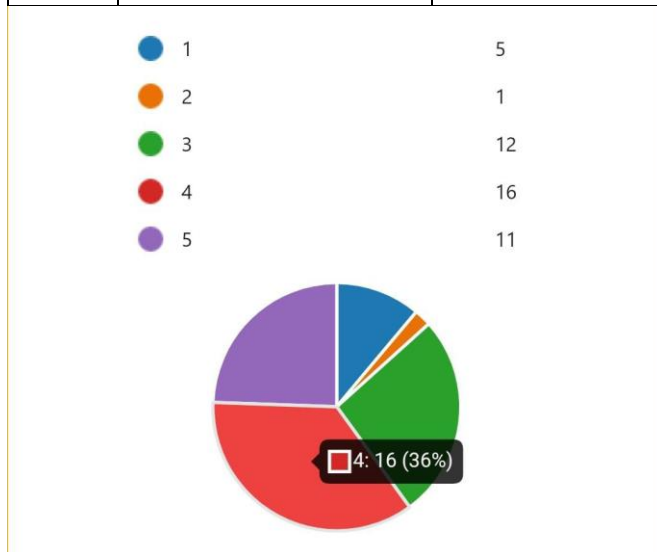


INFERENCE

From the data collected 69% of respondents.

4.1.17 OVEALL RATING ABOUT SELF SERVICE SERVICE ON SUPER MAEKET

S No	Particulars	No of Respondents	percentage
1	1	5	11
2	2	1	2
3	3	12	27
4	4	16	36
5	5	11	24
Total		45	100



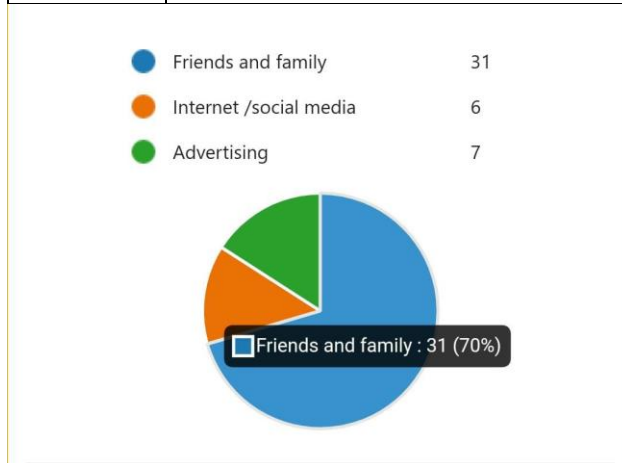
INFERENCE

From the data collected, 36% of respondents.

4.1.18 HOW DO YOU KNOW ABOUT SUPER MARKET

a)Friends and family b)Internet/social media c)Advertising

S No	Particulars	No of Respondents	Percentage
1	Friends and family	31	70
2	Internet/social media	6	14
3	Advertising	7	16
Total		44	100



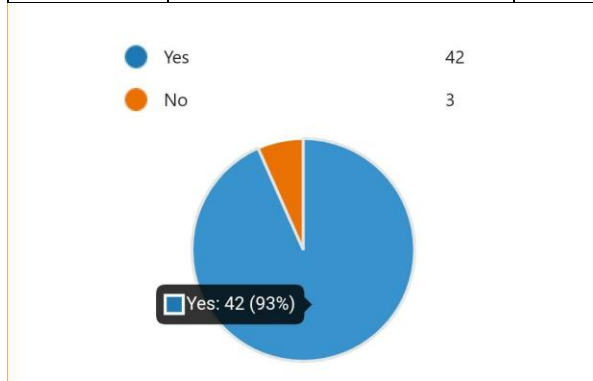
INFERENCE

From the data collected,31% of respondents.

4.1.19 DO YOU SATISFIED WITH DIGITALIZED SUPER MARKET

a) Yes b) No

S No	Particulars	No of Respondents	Percentage
1	Yes	42	93
2	No	3	7
Total		45	100



INFERENCE

From the data collected, 93% of respondents.

CHAPTER-5

5.1 FINDINGS

- For the data collected,49% of the respondents are male.
- From the data collected 65% of the respondents are in the between 20.
- From the data collected 72% if the respondents are student.
- From the data collected 98% respondents are singles.
- 1
- From the data collected, are equal 50% and 50% of respondents.
- From the data collected, 48% are respondents.
- From the data collected 80% of the respondents.
- From the data collected,62%of the respondents.
- From the data collected,73% of the respondents.
- From the data collected,61% of the respondents.
- From the data collected,66% of the respondents.
- From the data collected,56% of the respondents.
- From the data collected,62% of the respondents.
- From the data collected 71% of the respondents.
- From the data collected 64% of the respondents.
- From the data collected 69% of the respondents.
- From the data collected, 36% of respondents.
- From the data collected,13% of the respondents.
- From the data collected, 93% of the respondents.

SUGGESTIONS

- In super market, other than customers they give some chair to sit
- It's helpful for Olders, sick peoples and some pregnant women's some super markets don't have a parking place they give some space to park the vehicles
- Door step: Give door delivery options for customers can reduce to carry a bulk or weight.it helpful for all kind of people
- Give payment through online banking, online payment like, rupay, upi....and cash on payment.
- Should avoid plastic bags give natural or un plastic bags

CONCLUSION

The overview of super market is designed in such a way to generate good amount of revenue for both central as well as state government. Moreover, collection of indirect taxes benefits both government and people of India. But super market has negative impact on spending behavior of the consumers towards the essential commodities.it is essential on the part of the govt. To reconsider the tax rates in such a way that it does not affect the consumers of essential commodities largely.

Super market is a step forward for India to integrate its market and systematically develop its economy as a whole. The essence of super market is that all goods and services be taxed at moderate rate. So, in long run it is expected that the burden of super market on common man will be reduced. Super market, the biggest tax reform in the country has kicked in. Although the goods and services get cheaper on account of it available to most of the goods and services and certain exemptions available thereon, there has been a drastic increase in the Reat of taxes on various items. Hence, it will be good if a consumer makes the analysis of the applicable rates and then makes purchases o consume the services according to his income pattern

APPENDIX (QUESTIONNAIRE)

1) Name

2) Gender

a)Male

b)Female

3) Age

a)20

b)20 to 30

c)30 to 40

d)40 above

4) Professional

a) Students

b)Employee

c)Wage worker

d)Businessman or business women

5) Marital status

a)Single

b)Married

6) Are you satisfied with

a) Online shopping

b)Live shopping

7) Which type of product are you bought mostly in super market

a) Kitchen accessories

b)Snacks items

c)Gifts

8) Are you satisfied with self service on super market?

a)Satisfied

b)Dissatisfied

c)Average

9) In super market uses

a) Multiple product available

b) Lost of department in one place

c) offer and discount time price

10) Which on do you better mostly?

a)Online shopping

b)Live shopping(super market, Department store)

11) Do you think in super market price is become?

a)High price

b)Low price

12) DO you satisfied with supermarket

a)Satisfied

b)Dissatisfied

c)Average

13) Which type do you expected mostly on super market?

- a) Offer
- b)Discount
- c)Coupon card

14) Which type of payment are like mostly using on super market?

- a)Phone pay
- b)G pay
- c)Cash on delivery

15) Do you satisfied with service of sales service man/ women in supermarket

- a)Satisfied
- b)Dissatisfied
- c)Average

16) Overall satisfaction level about self service?

- a)Satisfied
- b)Dissatisfied
- c)Average

17) Overall rating about self service on super market?

- a)1
- b)2
- c)3
- d)4
- e)5

18) How do you know about super market

- a)Friends and family
- b)Internet/ social media
- c)Advertising

19) Do you satisfied with digitalized super markets

a)Yes

b)No

REFERANCE

1. www.jaisuryas.com