

A STUDY ON CUSTOMER PREFERENCE IN CHOOSING TVS SUPER MARKET

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Business Administration

By

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39280064



DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMNT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC

JEPPIAR NAGAR, RAJIV GANDHI SALAI, CHENNAI- 600 119

APRIL-2022



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Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 600 119, Tamil Nadu, India.



DEPARTMENT OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **S.Kokila 39280064** who has done the Project work entitled **A STUDY ON CUSTOMER PREFERENCE IN CHOOSING TVS SUPER MARKET** under our supervision for a period of 3 Months from 03rd January 2022 to 03rd March 2022.

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INTERNAL GUIDE

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Submitted for Viva Voce Examination held on _____

INTERNAL EXAMINER

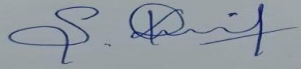
EXTERNAL EXAMINER

DECLARATION

I **S.KOKILA, 39280064** hereby declare that the Project entitled **“A STUDY ON CUSTOMER PREFERENCE IN CHOSSING TVS SUPER MARKET”** by me under the guidance of **Dr.KUMAR.N,MA.,M.Phil.,MBA.,PhD.,AssistantProfessor**(Internal) and **Mr. V.S.PRAVEEN.,BE** (External) at **TVS SUPER MARKET** is submitted in partial fulfillment of the requirements for the award of Bachelor Of Business Administration.

DATE:

PLACE:

A rectangular box containing a handwritten signature in blue ink. The signature appears to be 'S. Kokila'.

SIGNATURE OF THE CANDIDATE



OFFER LETTER

Dear Kokila S

This has reference to you application and the subsequent you had with us for the final year project in our shop.

TVS Super Market is pleased to offer you the opportunity in our shop. This letter is to formalize our discussion regarding this position.

Your training period starts from **03rd January 2022** to **03rd March 2022** and your hours of assignment are based on the normal operating hours of the shop.

You should report to the shop on or before **03rd January** and you will be reporting to our manager on day to day.

Please indicate your acceptance of the final year project by signing this letter and returning it to the respective of the shop.

Thank You,

For TVS Super Market

S. Sankar
V.S. Ravi

Authorized Signatory

“Kokila S” accepts the terms and conditions of this agreement.

TVS Super Market No.76 Sannathi Street, Tkm & No.2/296 Sadras Road, Anupuram,
Chengalpat District. Tel:+918973463319,9976295349/tvsstores59@gmail.com



CERTIFICATE OF COMPLETION

TO WHOMSOEVER IT MAY CONCERN

This is certify that **M/S Kokila S**, a student of final year **BBA at SATHYABAMA UNIVERSITY,CHENNAI** has successfully completed 3 month project programme during the period of **03rd January 2022** to **03rd March 2022**; her project programme with us she found punctual, hardworking and quick learner.

We wish her every success in career.

Thanks

Regards,

For TVS Super Market

S. Sankar
V.S. Ravi

Authorized Signatory

TVS Super Market No.76 Sannathi Street, Tkm & No.2/296 Sadras Road, Anupuram,
Chengalpat District. Tel:+918973463319,9976295349/tvsstores59@gmail.com

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I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to **Dr.G.Bhuvaneswari MBA., PhD Dean- School of Management Studies** and **Dr.A.Palani, M.Com., M.Phil., PhD., Head of the Department, Dept.of Business Administration** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr.Kumar.N, MA.,M.Phil.,MBA.,PhD., Assistant Professor of the Department** for his valuable guidance, suggestion and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-Teaching staff members of the **Department of Business Administration** who were helpful in many ways for the completion of the training.

S.KOKILA

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ABSTRACT

The study is undergone at **TVS SUPER MARKET**. The industrial training shows the overview of the task done during the period of project. It helps me to gain knowledge and practical understanding in various areas of organization. It improves the knowledge level of each individual through which they can enter into their future career.

It was an unforgettable opportunity to experience the partial industrial environment, work discipline, team work, time management, quality controlling, and to obtain a clear understanding of the theoretical knowledge from the company.

From the study at **TVS SUPER MARKET** it has been observed that the production, human resource, marketing, finance department aims in increasing their productivity and to place right person in right job , through a proper channel of recruitment and training given to an employee, All this I have practically learned and practice from industrial training.

So this study attempts to inspect **A STUDY ON CUSTOMER PREFERENCE IN CHOOSING TVS SUPER MARKET.**

KEYWORDS:-

- Customer Satisfaction
- Customer Preference
- Retailing
- Marketing Strategy

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CHAPTER 1

1.1 INTRODUCTION

Retailing in India is one of the pillars of its economy and accounts for about 10 percent of its GDP. The Indian retail market is estimated to be US\$ 600 billion and one of the top five retail markets in the world by economic value. India is one of the fastest growing retail markets in the world, with 1.2 billion people.

As of 2003, India's retailing industry was essentially owner manned small shops. In 2010, larger format convenience stores and supermarkets accounted for about 4 percent of the industry, and these were present only in large urban centers. India's retail and logistics industry employs about 40 million Indians (3.3% of Indian population).

Organized sector is a sector consisting of all incorporated enterprises which are engaged in the sales or production of goods and services operated as private limited or limited organizations governed by Companies act and having more than ten total workers.

With this definition, Organized Retail Sector will be characterized as:

- Company owned retail setups
- Part of the employees are on the direct payroll of the company (some may be on the contract also)
- Employees will be governed by minimum wages act
- These outlets can be "standalone company owned showroom" or "The retail space" in any of the super market or mall, etc.
- Practically there may be less than ten worker though

Organized retailing, in India, refers to trading activities undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc. These include the publicly traded supermarkets, corporate-backed hypermarkets and retail chains, and also the privately owned traditional large retail businesses that constantly keep upgrading to the market dynamics and change like Saravana Stores, Pothys, The Chennai Silks who operate in a specific region or a part of the country. Dynamics of retail are quite different in India, owing to different climatic and cultural and language differences in the demographic profile.

Unorganized retailing, on the other hand, refers to the traditional formats of low-cost retailing, for example, the local corner shops, owner manned general stores, paan/beedi shops, convenience stores, hand cart and pavement vendors, etc

Organized retailing actively started with the entry of Shoppers Stop, Westside, Pantaloons, Pyramid - Crossroad, all being department store formats in the mid to late 1990s and was absent in most rural and small towns of India till 2010. Supermarkets and similar organized retail accounted for just 4% of the market.

Most Indian shopping happens in open markets or numerous small grocery and retail shops. Shoppers typically wait outside the shop, ask for what they want, and cannot pick or examine a product from the shelf. Access to the shelf or product storage area is limited. Once the shopper requests the food staple or household product they are looking for, the shopkeeper goes to the container or shelf or to the back of the store, brings it out and offers it for sale to the shopper. Often the shopkeeper may substitute the product, claiming that it is similar or equivalent to the product the consumer is asking for. The product typically has no price label in these small retail shops; all packaged products must display the maximum retail price (MRP) above which the product cannot be sold. It is a criminal offence to sell a product beyond the MRP of a product. The shopkeeper can price the food staple and household products arbitrarily, and two consumers may pay different prices for the same product on the same day but never will those price be above the maximum retail price. Price is rarely negotiated between the shopper and shopkeeper. The shoppers usually do not have time to examine the product label, and do not have a choice to make an informed decision between competitive products.

Existing Indian retail firms such as Spencer's, Food world Supermarkets Ltd, Nilgiri's and ShopRite support retail reform and consider international competition as a blessing in disguise. They expect a flurry of joint ventures with global majors for expansion capital and opportunity to gain expertise in supply chain management. Spencer's Retail with 200 stores in India, and with retail of fresh vegetables and fruits accounting for 55 percent of its business claims retail reform to be a win-win situation, as they already procure the farm products directly from the growers the involvement of middlemen or traders. Spencer's claims that there is scope for it to expand its footprint in terms of store location as well as procuring farm products.

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. In everyday U.S. usage, however, "grocery store" is synonymous with supermarket, and is not used to refer to other types of stores that sell groceries.

The supermarket typically has places for fresh meat, fresh produce, dairy, deli items, baked goods, etc. Shelf space is also reserved for canned and packaged goods and for various non-food items such as kitchenware, household cleaners, pharmacy products and pet supplies.

The traditional supermarket occupies a large amount of floor space, usually on a single level. It is usually situated near a residential area in order to be convenient to consumers. The basic appeal is the availability of a broad selection of goods under a single roof, at relatively low prices. Other advantages include ease of parking and frequently the convenience of shopping hours that extend into the evening or even 24 hours of the day. Supermarkets usually allocate large budgets to advertising, typically through newspapers. They also present elaborate in-shop displays of products.

Supermarkets typically are chain stores, supplied by the distribution centers of their parent companies, thus increasing opportunities for economies of scale. Supermarkets usually offer products at relatively low prices by using their buying power to buy goods from manufacturers at lower prices than smaller stores can. They also minimize financing costs by paying for goods at least 30 days after receipt and some extract credit terms of 90 days or more from vendors. Certain products (typically staple foods such as bread, milk and sugar) are very occasionally sold as loss leaders so as to attract shoppers to their store. Supermarkets make up for their low margins by a high volume of sales, and with of higher-margin items bought by the attracted shoppers. Self-service with shopping carts (trolleys) or baskets reduces labor costs, and many supermarket chains are attempting further reduction by shifting to self-service check-out.

1.3 COMPANY PROFILE

STATUS	INFORMATION
Company Name	TVS Super Market
Founder / Owner	T.V.Sundharamoorthy / S.Sankar
Date Of Establishment/Place	1959/Thirukalukundram
Turnover	INR 4.00 Crores (In 2019-2020)
Registered Address	TVS Super Market No.76 Sannathi Street ,TKM & NO.2/296 Sadras Road,Anupuram, Chengalpat Disrtict
Telephone Number	8973463319/9976295349
E-Mail ID	tvstores59@gmail.com
Company Status	Active

1.4 STATEMENT OF THE PROBLEM

The study has been conducted on TVS Super Market. To find customer preferences in choosing TVS Super Market. This study done on certain aspect (income level, price, selection of products satisfaction level of customers)

1.5 NEED OF THE STUDY

Now a day's retail industry is facing more problems, every retail shop is looking to get more market share of customer. Every day market condition is going to change cause of offers, lowprice so we need to know customer preference and their expectation and also check our service and process by getting feedback of customer.

These research show customer preferences where we can change lots of thing that customer don't like and we can apply effective design to get touch with customer.

1.6 SCOPE OF THE STUDY

This research will be applicable in the area of customer decision making process purchasing of product at TVS Super Market. This report will be helping in understand customer preference at TVS Super Market, and it would help TVS Super Market in designing their marketing promoting sales.

1.7 OBJECTIVES OF STUDY

- To identify the purchase behavior of the customer with respect to preference.
- To know the preference purchase intension of customer before purchase.
- To know the factors affecting preferences purchasing.
- To understand which category of the products preferences by customer.

CHAPTER 2

REVIEW OF LITERATURE

- WILLETT AND KOLLAT (1967) – Examined that customer's personality and their intellectual capability manipulate more on inclination purchase.
- HOCH AND ROOK (1985) -It has focused on the cognitive and emotional response which experienced by the consumer during purchase. it is the psychological model of consumer preferences buying. It deals with certain characteristic they are as follows
 - An unexpected and the unstructured aspiration perform.
 - The situation of mental disequilibrium performs.
 - The commencement of emotional conflict and effort.
 - Lessening in the cognitive evaluation
- GOODEY & ABRATT (1990) – Examined that Manufactures and the retailers in the industrialize countries spend large sum of amount on personal ad and the promotion to increase the sales on merchandise through “preferences buying “.In – store stimulating hold true across culture. Analysis of variables such as brand loyalty, specific outlet and presence of shopping list also impact oncross cultural basis
- PIRON (1991) –preferences purchase is a phenomenon that are started trigger the consumer and he demonstrated about how the new updating improves over the previous buying procedure.

- Et al DITTMAR (1996) – Determined that gender and the societal group effect on preferences buying of instrumental and free time items which projects their self-determination and action. Usually girls tend to procure the representative and self – significant goods which are associated with their look and emotional.
- FERRELL & BEATTY (1998) – Explained that preference shopping tempts the customers to immediate purchases which are without any pre –shopping objective either to buy the particular merchandise category. The buying of an item which is out of stock and reminded during encountering the product are excluded from the preview of preferences buying.
- WOOD (1998) – Declared that economic and the cultural factors of person such as low-down level of the house hold returns indulger into spontaneous purchase.
- HAUSAMAN (2000) – Explained preferences buying is a hedonic need predominately motivated by the achievement of advanced wants and needs which are term under the Maslow's Motivational needs and efforts to assure the advanced categorize needs in this hierarchy lead to different type of preferences buying behavior.
- LEE AND KACCEN (2002) – Examined in the aspects of intellectual perspective, the hypothesis of individualism and collectivism give important insights about consumer's preference behavior. Individualism are the more independent in themselves in greater preferences purchase .
- WONG AND ZHOU (2003) – Describe the experimental and informative aspects of point of purchase (POP) triggers the inner motives to buy the particular products.

CHAPTER 3

RESEARCH METHODOLOGY

Research is the process of systematic and in- depth study of any particular topic, subject or any area of investigation backed by collection, compilation, presentation and interpretation of relevant data's in detail.

RESEARCH PROCESS

In research process, the first and foremost step is defining and selecting a research problem. A Researcher should at first find the problem. Then he should formulate it so that it becomes susceptible to research. For a systematic presentation, the process of research may be classified under three stages- primary stages, secondary stage, and the tertiary stage.

THE PRIMARY STAGE INCLUDES:

- Observation
- Interest
- Formulating research problems
- Documentation
- Research designs

THE SECONDARY STAGE INCLUDES:

- Project planning
- Data collection
- Questionnaire preparation
- Analysis of data
- Testing of hypothesis
- Interpretation
- Questionnaire preparation.

TYPE OF RESEARCH:

DESCRIPTIVE RESEARCH:

Descriptive research has been used, it involves survey and fact finding enquiries of different kinds, the purpose of descriptive research is the descriptive of stage of affairs, as it exists at present.

PROJECT PLANNING:

Project planning is the first step in actually conducting & directing a research Project. It is one of the most important tasks of researcher. This includes formulation of the researcher objectives & goals and determining ways of achieving them.

DATA COLLECTION:

Data collection is one of the most important aspects of research. The information research methodology must be accurate and relevant. The data collection method can be classified into two methods.

PRIMARY DATA:

Questionnaire method have been used as a tool for a data collection in this research.

SECONDARY DATA:

Secondary data means data that are already available i.e., they refer to data which has already been collected and analyzed by someone else. These secondary data for the study was collected Google scholar website and magazines.

QUESTIONNAIRE PREPARATION:

The basic requisite of any research study is the appropriate data which can be collected with the help of a schedule or questionnaire. With the help of questionnaire it is easy to determine the involvement level of so many employees in the organization.

PIOLET SURVEY:

Before collecting the relevant data to test the hypothesis, it is essential to ascertain the applicability of the instrument to the population being studies.Hence, a pilot study was undertaken with an objective to evaluate the toolsprepared for the study and to find whether they are providing the information required.

SAMPLE SIZE:

The sample size for this survey is 60.

PERIOD OF STUDY

The period of study is from 03rd January 2022 to 03rd March 2022 with is 3 month of study.

PERCENTAGE ANALYSIS

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it isimportant to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

The following consists of the data analysis and interpretation of my questionnaire.

4.1 Survey analysis of data

Table 4.1 Table showing age group of customers

AGE	No. of Respondents	PERCENTAGE %
Below 25	15	25%
25 -35	25	41.7%
36- 45	15	25%
Above 46	5	8.4%
Total	60	100%

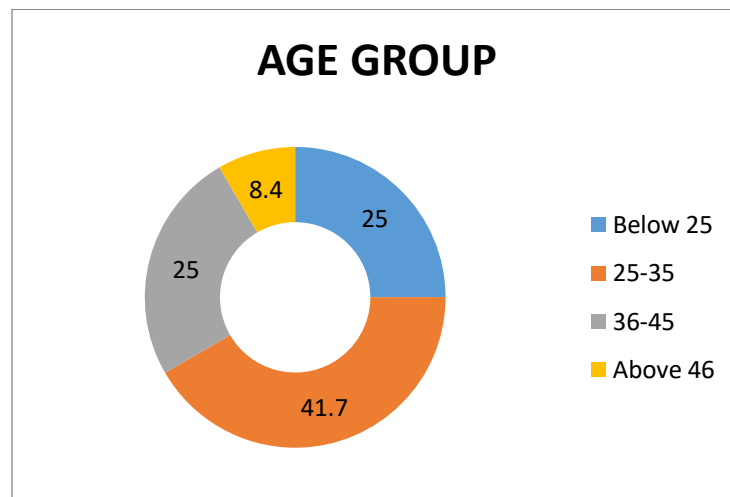


Fig: 4.1: Age group of customers

INTERPRETATION

From the above table interpreted that 25% respondents are below 25 age; 41.7% respondents are 25-35 age; 25% respondents are 36-45 age and 8.4% respondents are above 46 age group peoples.

Table 4.2 Table showing Gender

Gender	No. of Respondents	Percentage%
Male	18	30%
Female	42	70%
Total	60	100%

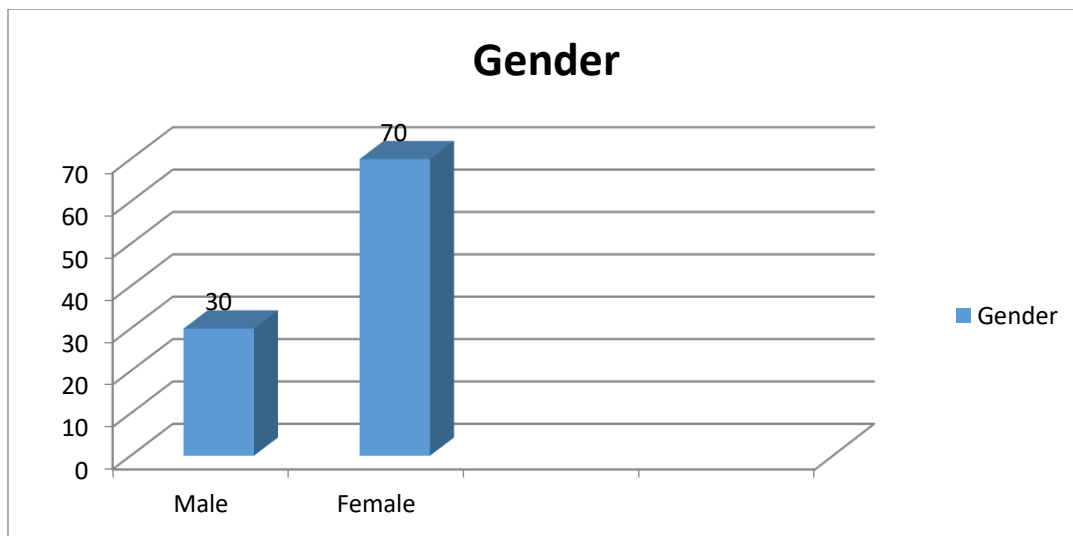


Fig: 4.2: Gender of the Respondent

INTERPRETATION

From the above table interpreted that 30% of respondents are male and 70% respondents are female.

Table 4.3 Table showing Marital Status of the respondents

Marital Status	No. of Respondents	Percentage %
Married	37	61.7%
Unmarried	23	38.4%
Total	60	100%

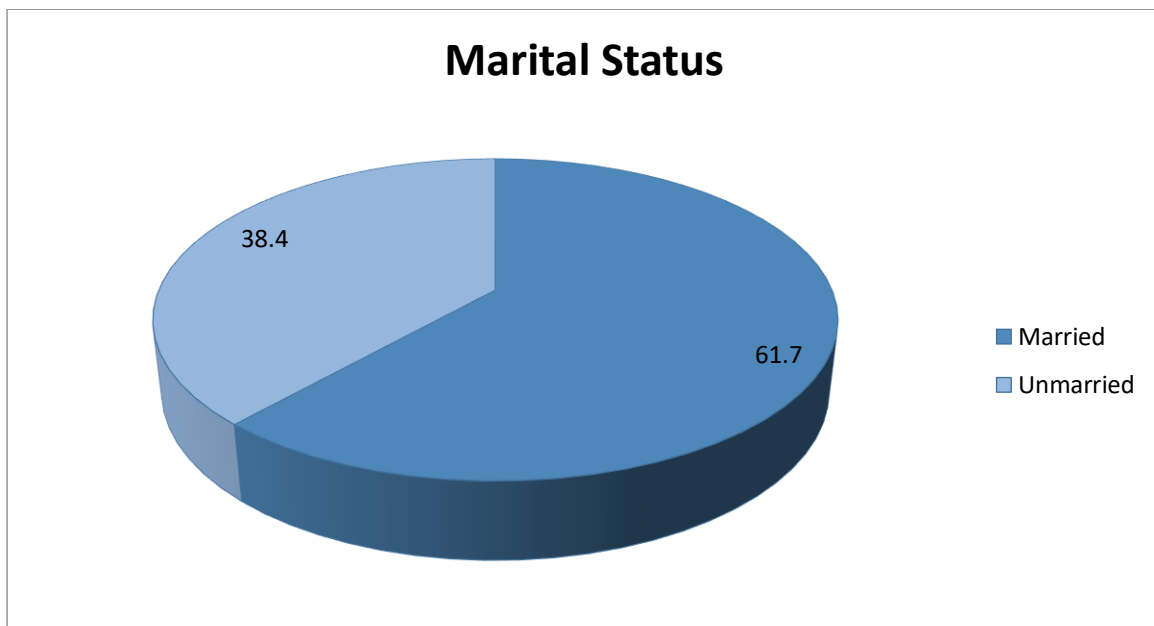


Fig: 4.3: Marital Status of the respondent

INTERPRETATION

From the above table interpreted that 61.7% respondents are married and 38.4% respondents are unmarried. So maximum married persons are visiting the TVS Super Market.

Table 4.4 Table showing income level of customer

INCOME LEVEL	No. of Respondents	PERCENTAGE %
5,000-15,000	25	41.7%
16,000-25,000	13	21.7%
25,000-50,000	10	16.7%
50,000 & above	12	20%
Total	60	100%

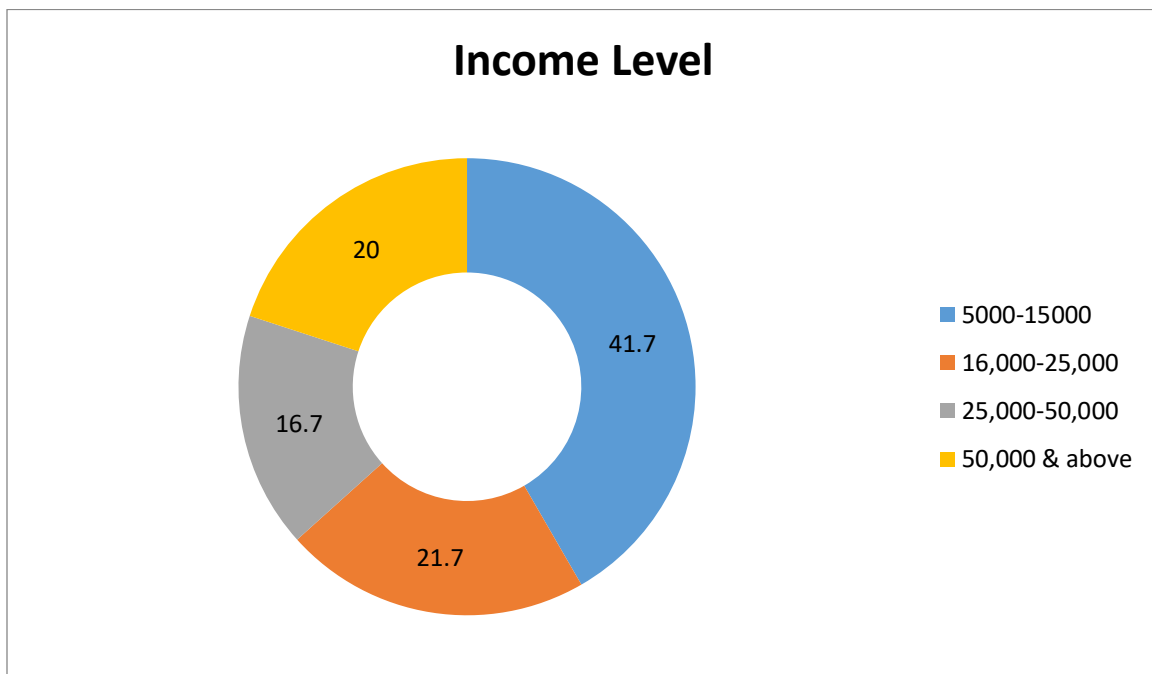


Fig: 4.4: Income level of the customer

INTREPRETATION

From the above table interpreted that 41.7% respondents income level are 5000-15000, 21.7% respondents income level are 16,000-25,000, 16.7% respondents income level are 25,000-50,000, 20% respondents income level are 50,000 and above.

Table 4.5 Table showing how many times do you visit this shop?

FREQUENCY	No. of Respondents	PERCENTAGE %
Once in a week	10	16.7%
Once in 15 days	30	50%
Once in a month	12	20%
Once in a 2-3 months	8	13.4%
Total	60	100%

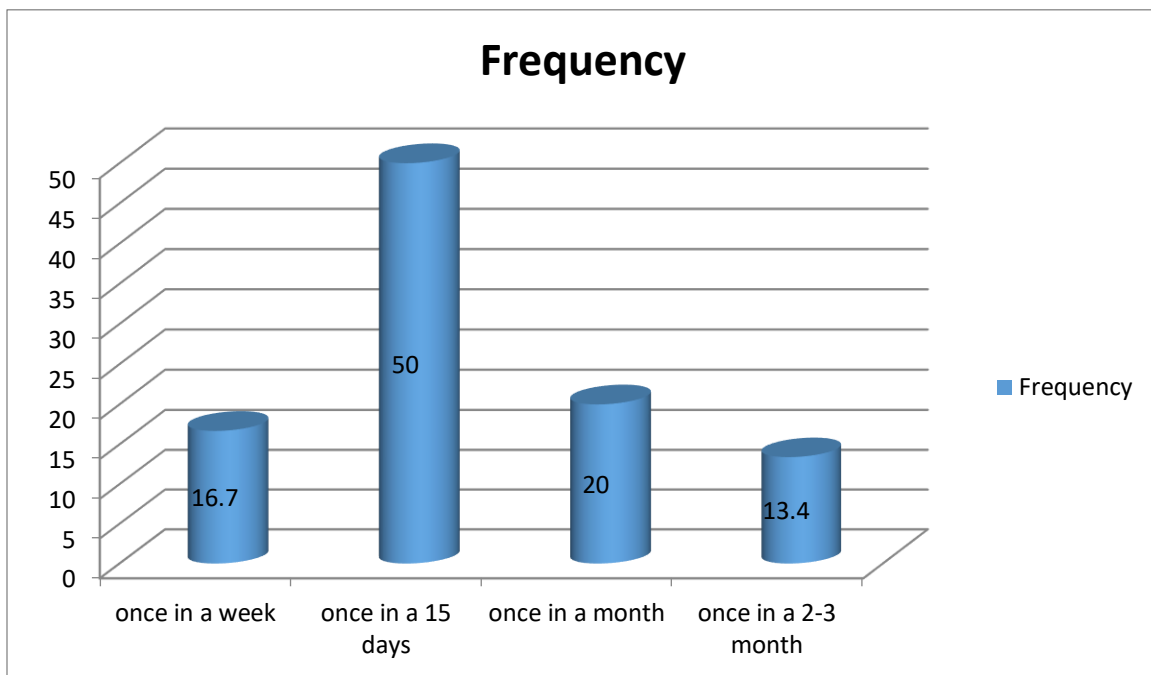


Fig: 4.5: How many times do you visit this shop?

INTREPRETATION

From the above table interpreted that the customers who visit this shop once in a week is 16.7%,once in a 15 days 50%,once in a month 20% and once in a 2-3 months is 13.4%.

Table 4.6 Table showing which product do you purchase often from this shop?

PRODUCTS	No. of Respondents	PERCENTAGE %
Grocery	44	73.4%
Cosmetics	5	8.4%
Sports Items	4	6.7%
Gift Accessories	4	6.7%
Kitchen Utensils	3	5%
Total	60	100%

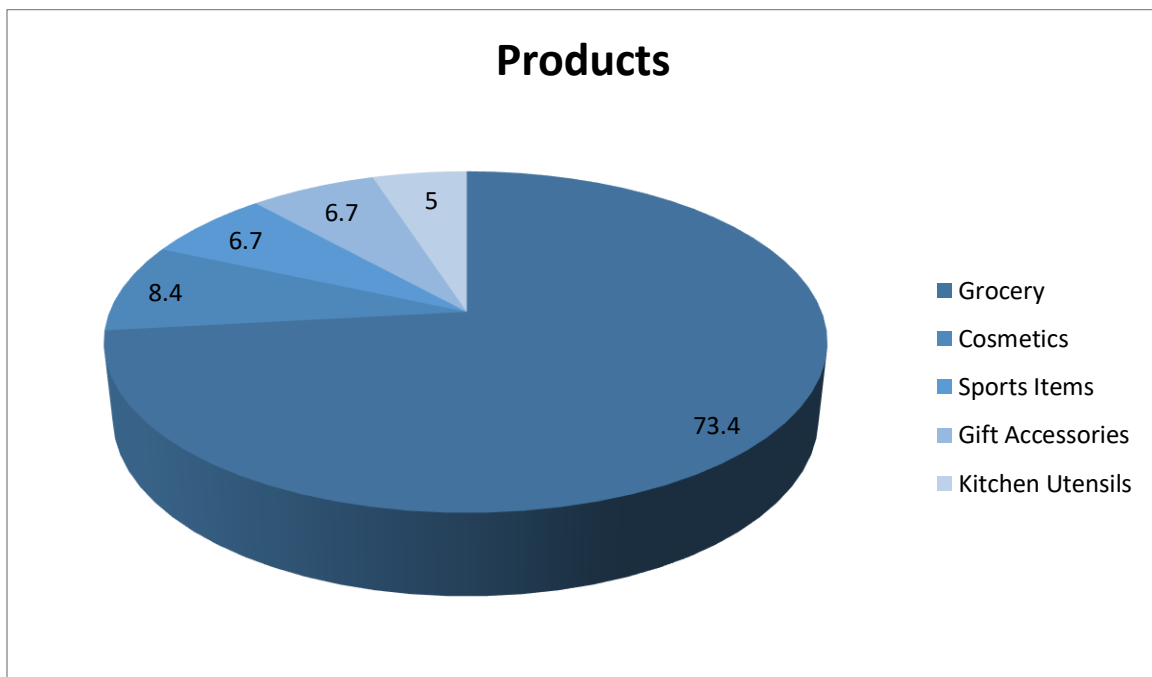


Fig: 4.6: Which product do you purchase often from this shop?

INTERPRETATION

From above table interpreted that 73.4% respondents buy groceries, 8.4% respondents buy cosmetics, 6.7% respondents buy sports items and 5 % buy kitchen utensils.

Table 4.7 Table showing which source made you to buy from this shop?

SOURCE	No. of Respondents	PERCENTAGE %
Friends/Others	32	53.4%
Newspaper	4	6.7%
Pamphlets	18	30%
Came up with no idea	6	10%
Total	60	100%

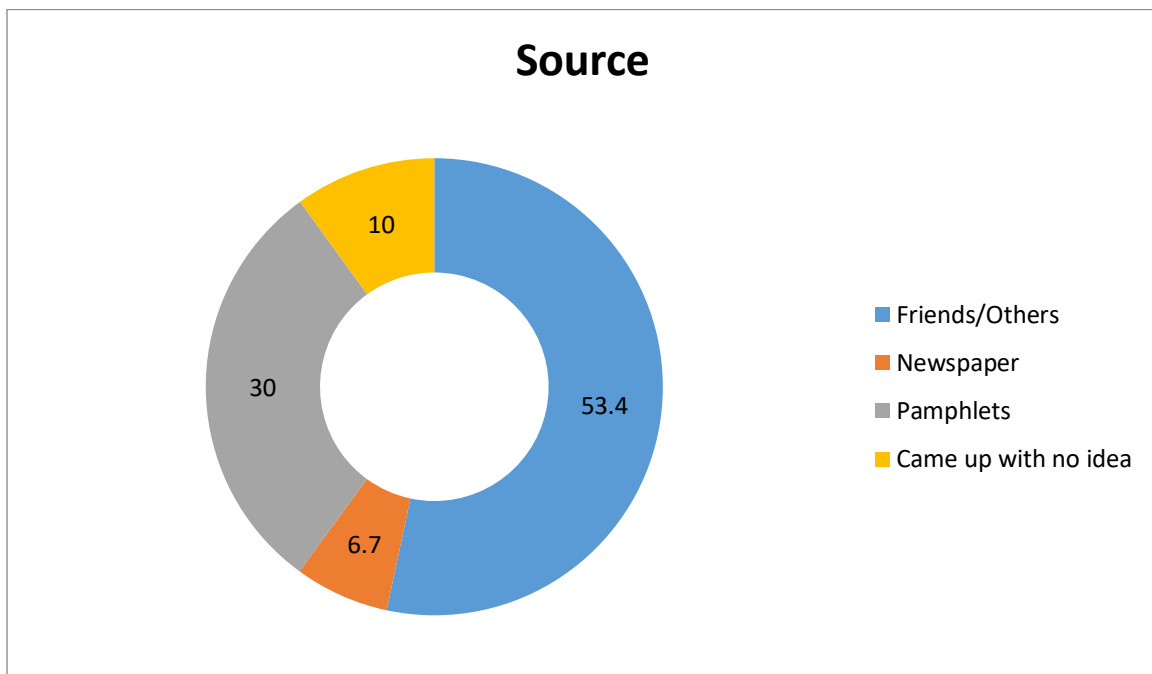


Fig: 4.7: Which source made you to buy from this shop?

INTERPRETATION

From above table interpreted that 53.4% of my respondents known this shop friends/others, 6.7% respondents known by newspaper, 30% respondents known by pamphlets and 10% respondents came up with no idea.

Table 4.8 Table showing which made you to buy from this shop?

REASON	No. of Respondents	PERCENTAGE %
Good Quality	25	41.7%
Low Price	13	21.7%
Variety of Products	10	16.7%
Variety of Brands	12	20%
Total	60	100%

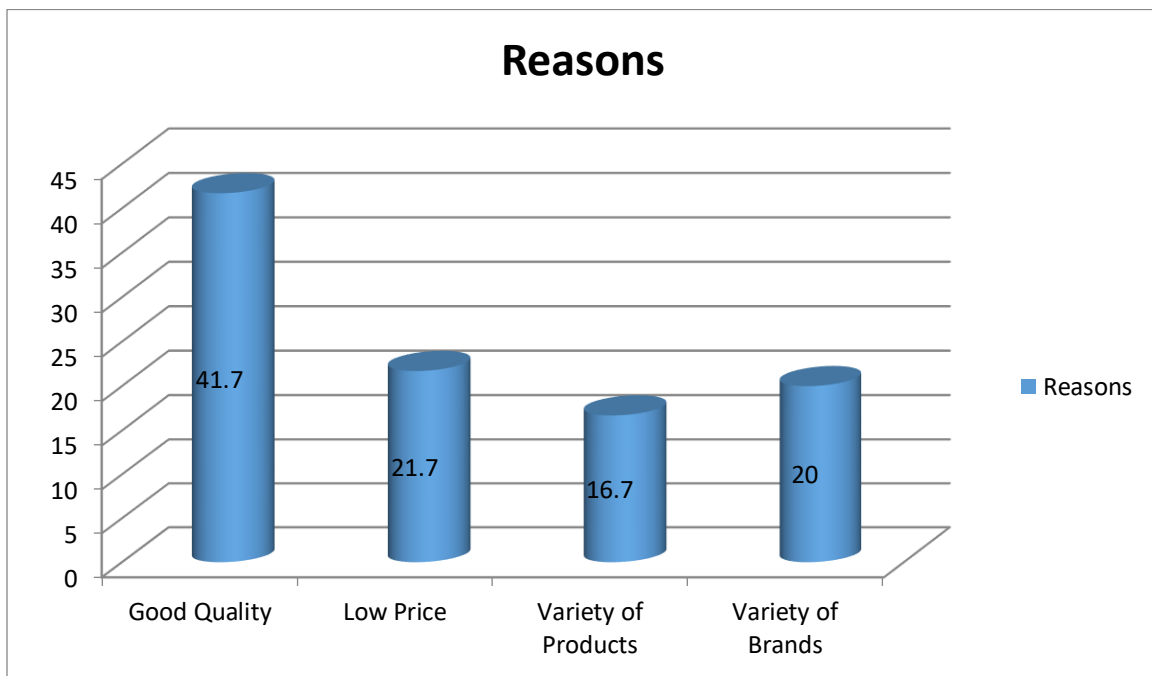


Fig: 4.8: Which made you to buy from this shop?

INTERPRETATION

From the above table interpreted that 41.7% of my respondents feels that the product available here is in good quality, 21.7% respondents feels that product are in low price, 16.7 % respondents feels that they have variety of product and 20% respondents feels that they have variety of brands in one product.

Table 4.9 Table showing did they providing various brands and did they are providing more options of products in one brand?

RESPONSE	No. of Respondents	PERCENTAGE %
Yes	39	65%
Not More	16	26.7%
No	5	8.4%
Total	60	100%

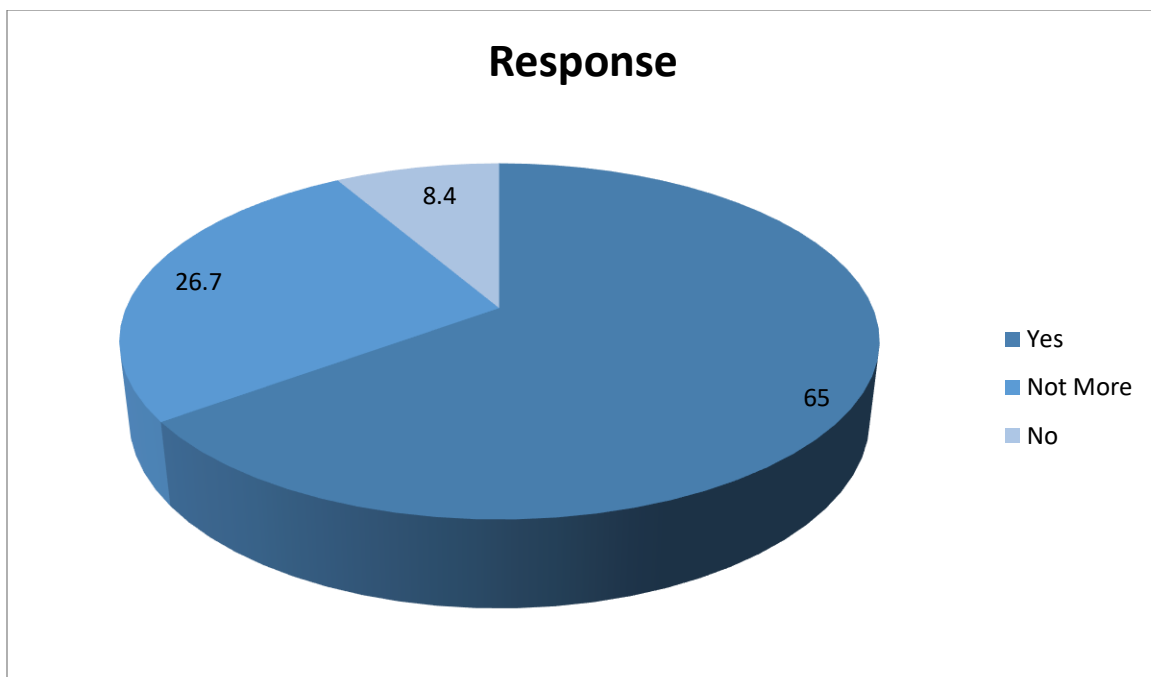


Fig: 4.9: Did they providing various brands and did they are providing more options of products in one brand?

INTERPREATION

From the above table interpreted that 65% of my respondents say yes to the question did they providing more option in one brand, 26.7% say not more and 8.4% says no to the question.

Table 4.10 Table showing did the store space is compatible for moving around freely for searching products?

RESPONSE	No. of Respondents	PERCENTAGE %
Small Space	13	21.7%
Free Space	25	41.7%
Congested	16	26.7%
No Space	6	10%
Total	60	100%

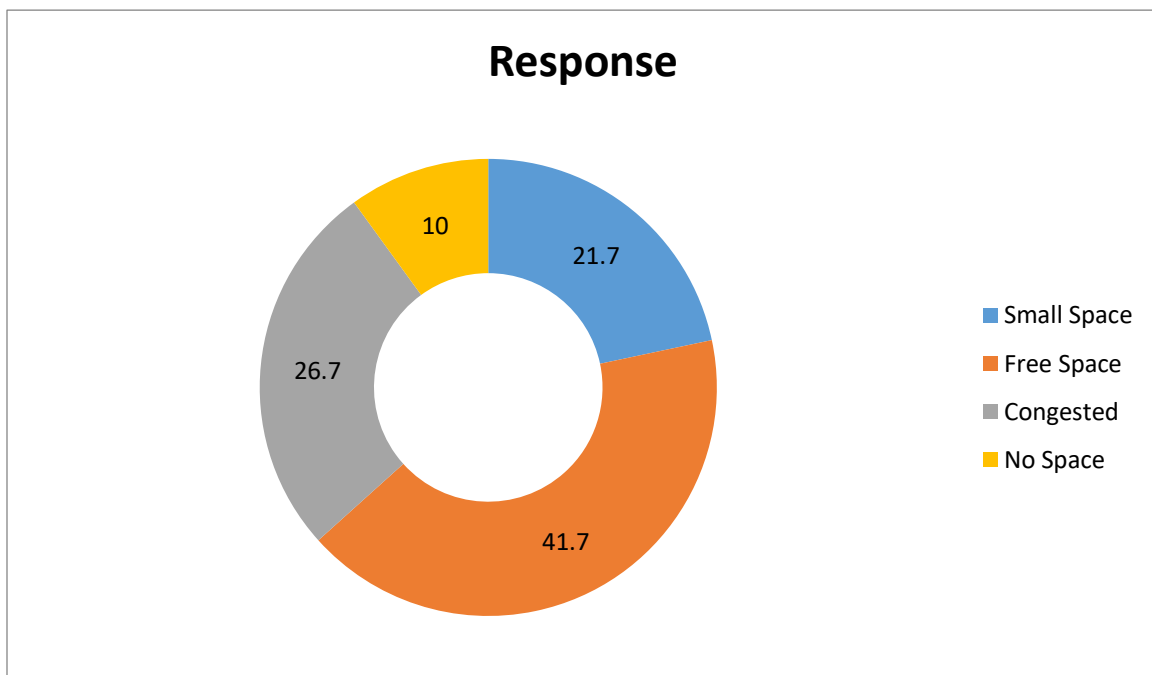


Fig:4.10: Did they providing various brands and did they are providing more options of products in one brand?

INTERPRETATION

From the above table interpreted that 21.7% of my respondents feels there is only small space to search the product around super market, 41.7% respondents says they are feeling free space, 26.7% respondents feels congested and 10% respondents feels no space around super market to search for the product.

Table 4.11 Table showing how the store owner/manager interaction are at this shop?

INTERACTION	No. of Respondents	PERCENTAGE %
Very Good	17	28.4%
Good	30	50%
Neutral	5	8.4%
Bad	4	6.7%
Very Bad	4	6.7%
Total	60	100%

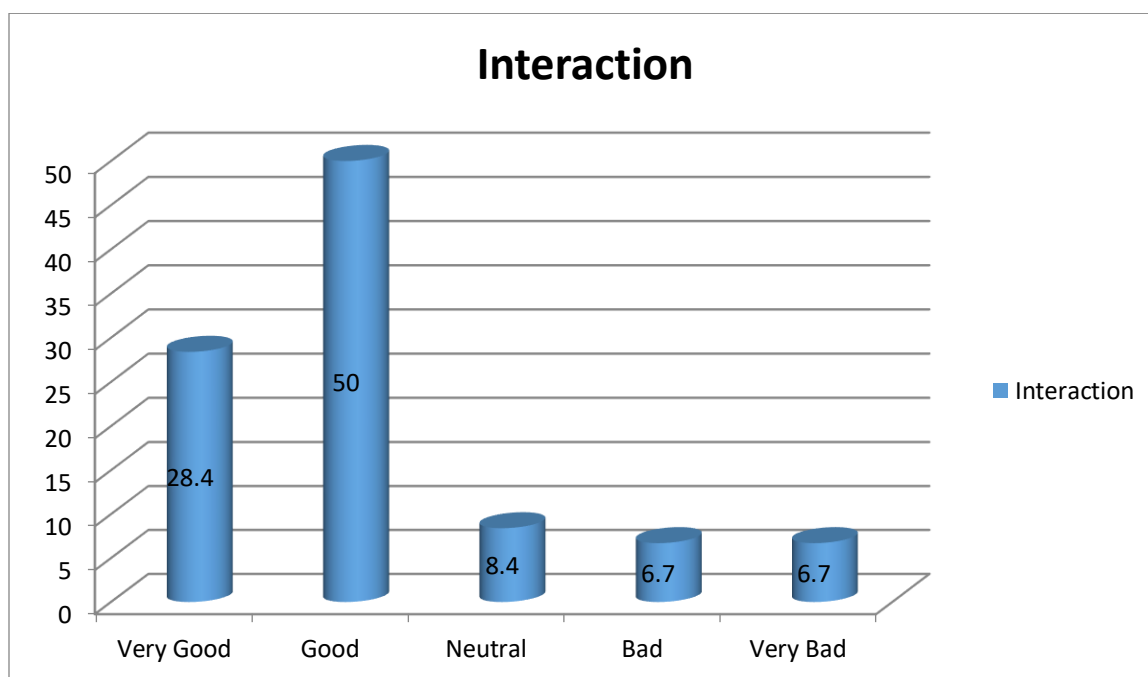


Fig: 4.11: How the store owner/manager interaction are at this shop?

INTERPRETATION

From the above table interpreted that 28.4% respondents says that the owner/store manager very good at interaction, 50% respondents says good, 8.4% respondents says neutral and 6.7% respondents says very bad.

Table 4.12 Table showing did they giving any discounts & special offers in festival days?

RESPONSE	No. of Respondent	PERCENTAGE %
Yes	33	55%
No	9	15%
Sometimes	18	30%
Total	60	100%

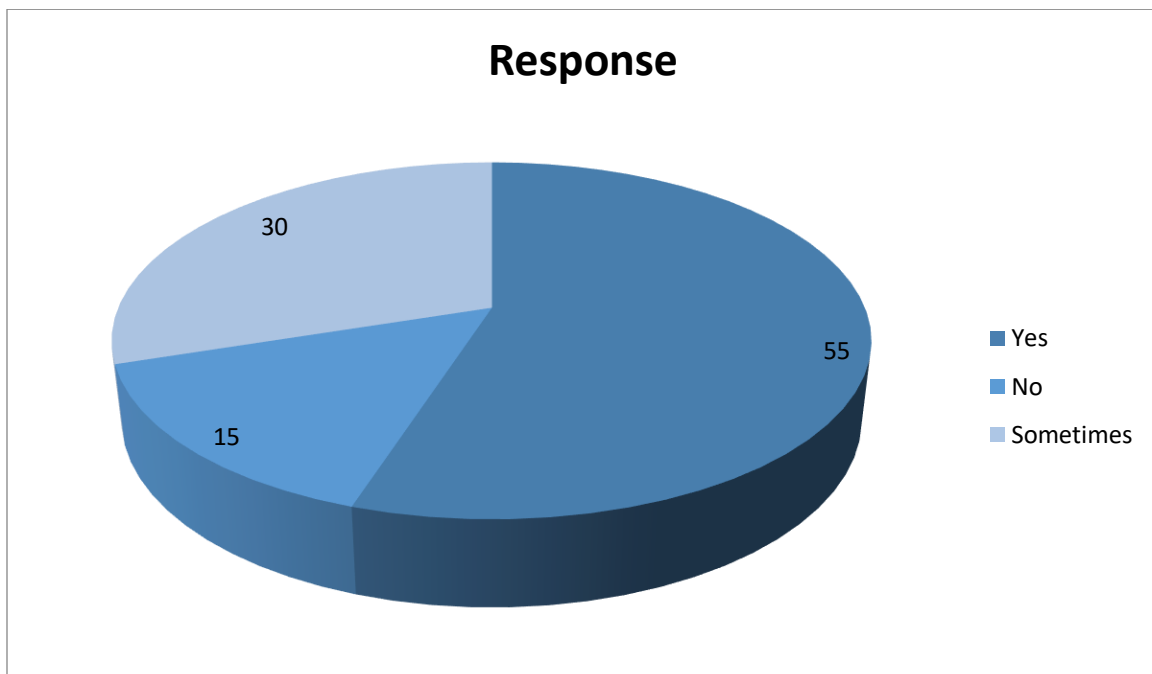


Fig: 4.12: Did they giving any discounts & special offers in festival days?

INTERPRETATION

From the above table interpreted that 55% of my respondents says yes to the question did they providing any discounts and offers on festival days, 15% respondents says no and 30% respondents says sometimes.

Table 4.13 Table showing are you waiting for long time at billing section at this shop?

RESPONSE	No. of Respondent	PERCENTAGE %
Yes	21	35%
No	39	65%
Total	60	100%

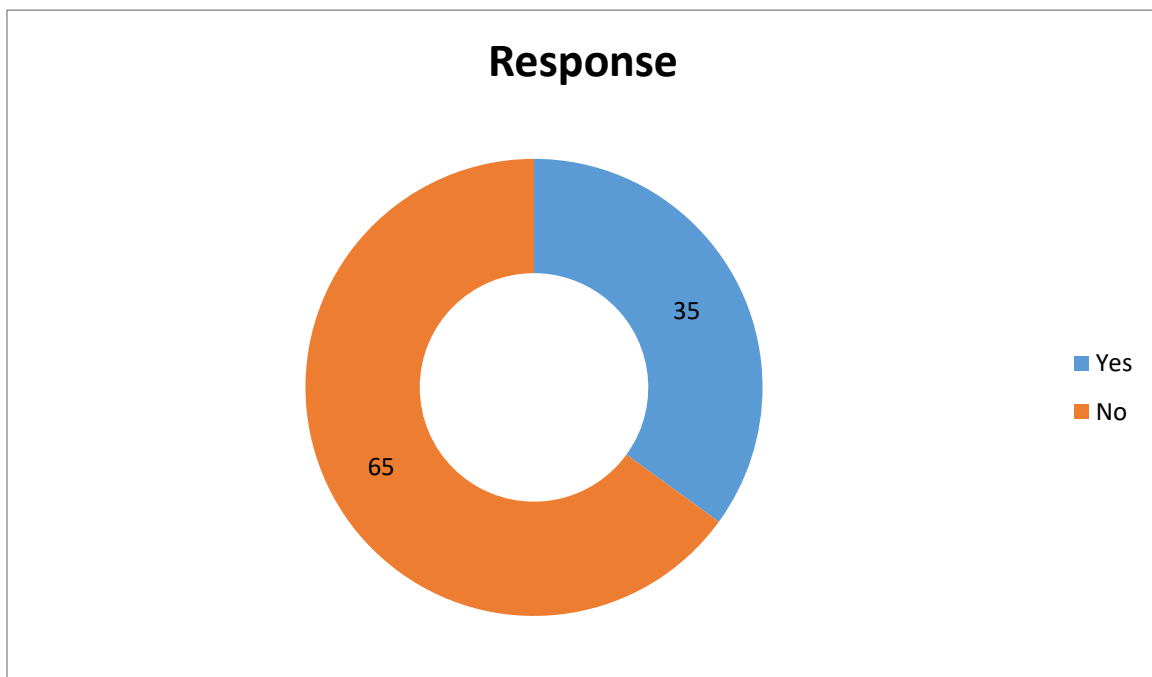


Fig: 4.13: Are you waiting for long time at billing section at this shop?

INTERPRETATION

From the above table interpreted that 35% of my respondents say yes that they are waiting long time at billing section and 65% respondents says no.

Table 4.14 Table showing are they providing correct time home delivery?

RESPONSE	No. of Respondents	PERCENTAGE %
Delivering on time	39	65%
Slow Delivery	13	21.7%
Not Responding	8	13.4%
Total	60	100%

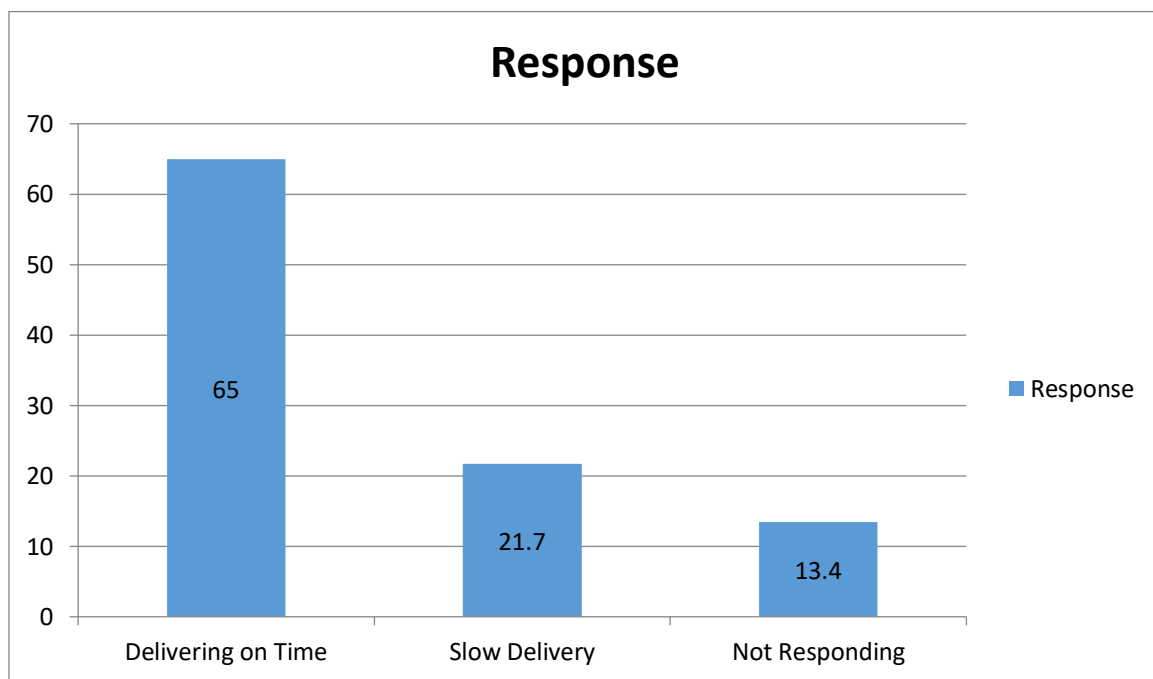


Fig: 4.14: Are they providing correct time home delivery?

INTERPRETATION

From the above table interpreted that 65% of my respondents says that they are delivering the products on time, 21.7% respondents says slow delivery and 13.4% respondents that they are not responding.

Table 4.15 Table showing if any dispute/issue arise from customer side are they taking immediate actions?

RESPONSE	No. of Respondents	PERCENTAGE %
Immediate Response	39	65%
Slow Response	17	28.4%
Not Responding	4	6.7%
Total	60	100%

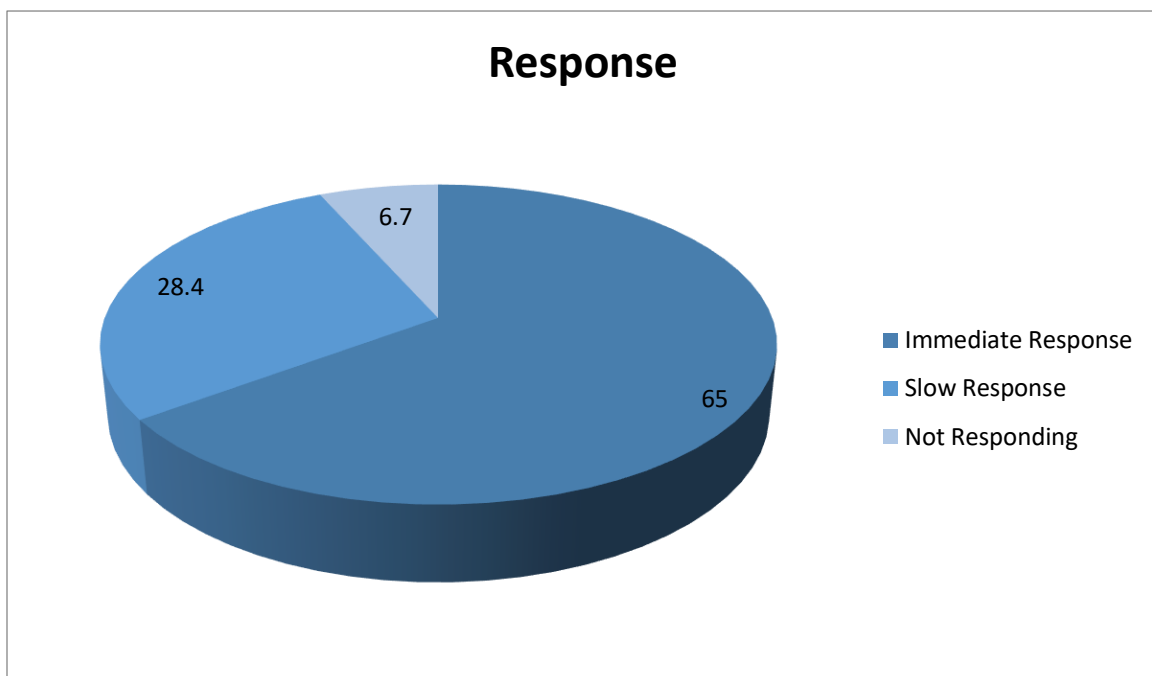


Fig: 4.15: Are they providing correct time home delivery?

INTERPRETATION

From the above table interpreted that 65% of my respondents says that they are immediately responding to disputes/issues, 28.4% respondents that they are slowly responding and 6.7% respondents says that they are not responding.

Table 4.16 Table showing how is TVS is maintain quality & quantity of the products compare to other retail stores?

RESPONSE	No. of Respondent	PERCENTAGE %
Very Good	49	81.7%
Good	8	13.4%
Not Bad	2	3.4%
Bad	1	1.7%
Total	60	100%

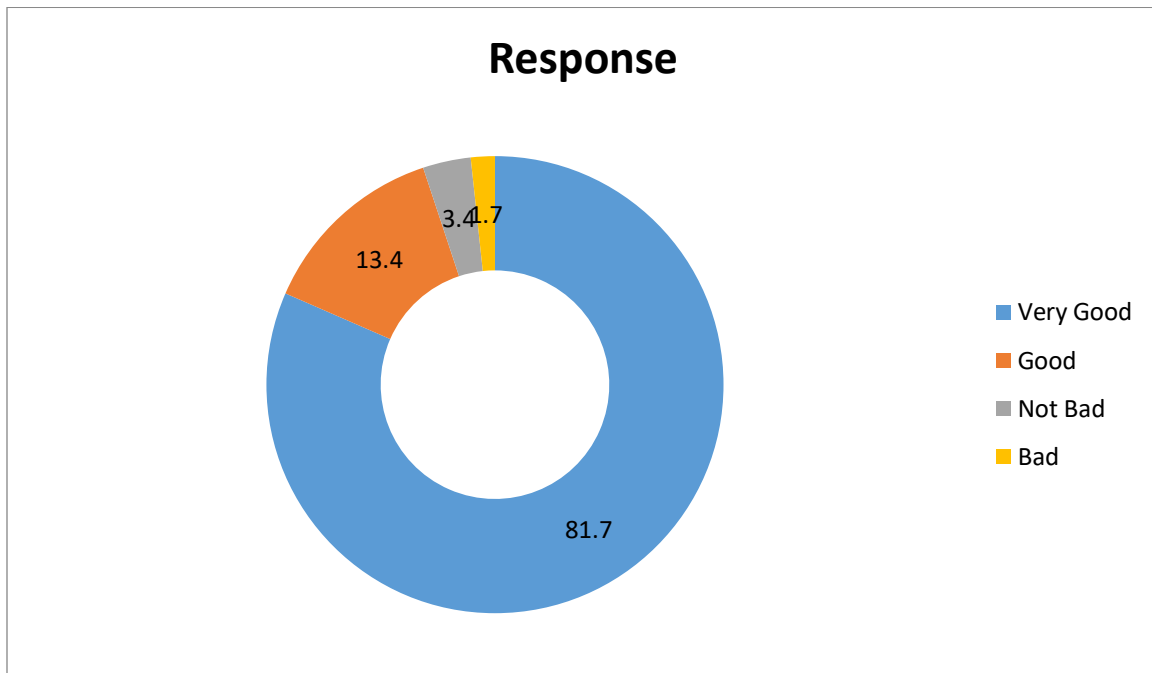


Fig: 4.16: How is TVS is maintain quality & quantity of the products compare to other retail stores?

INTERPRETATION

From the above table interpreted that 81.7% of my respondents feels very good in quantity/quality of the product, 13.4% respondents feels good, 3.4% respondents feels not bad and 1.7 % respondents feels bad.

Table 4.17 Table showing how do you feel after purchasing from TVS?

RESPONSE	No. of Respondent	PERCENTAGE %
Very Satisfied	30	50%
Satisfied	17	28.4%
Neutral	5	8.4%
Dissatisfied	4	6.7%
Very Dissatisfied	4	6.7%
Total	60	100%

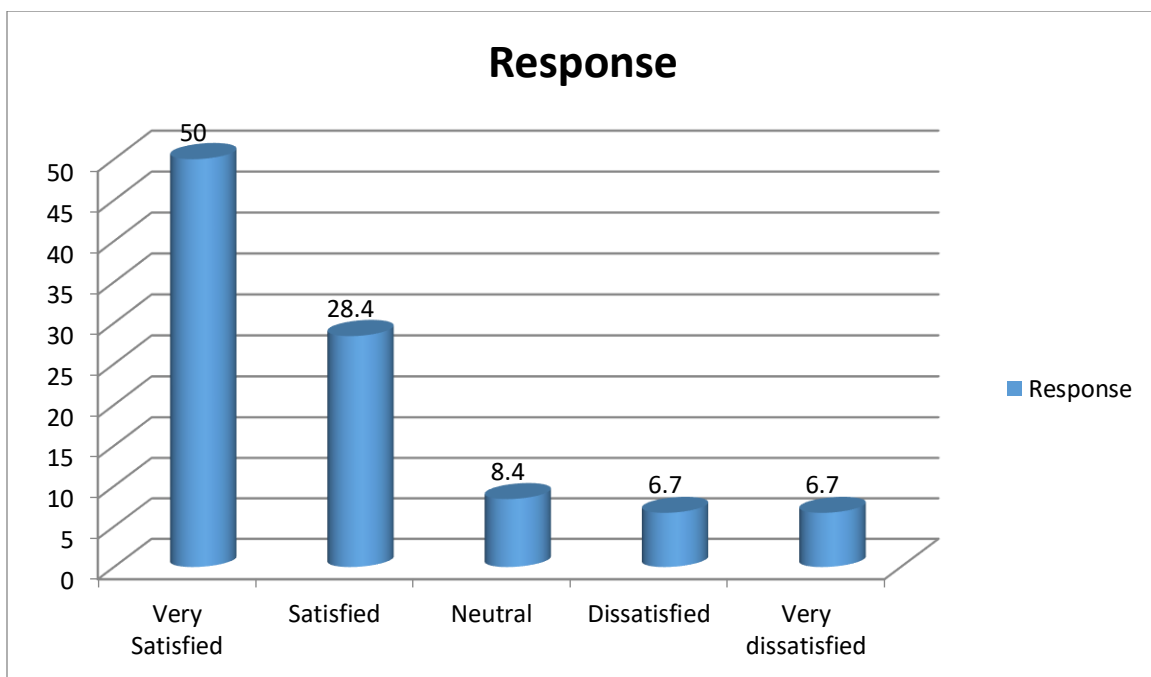


Fig: 4.17: How do you feel after purchasing from TVS?

INTERPRETATION

From the above table interpreted that 50% of my respondents feels very satisfied after purchasing from this shop, 28.4% respondents feels satisfied, 8.4% respondents feels neutral, 6.7% respondents feels dissatisfied and 6.7% respondents feels very dissatisfied.

Table 4.18 Table showing how do you feel about your overall experience at this shop?

SCALE POINT	No. of Respondent	PERCENTAGE %
71-100	27	45%
51-70	16	26.7%
31-50	8	13.4%
11-30	7	11.7%
0-10	2	3.4%
Total	60	100%

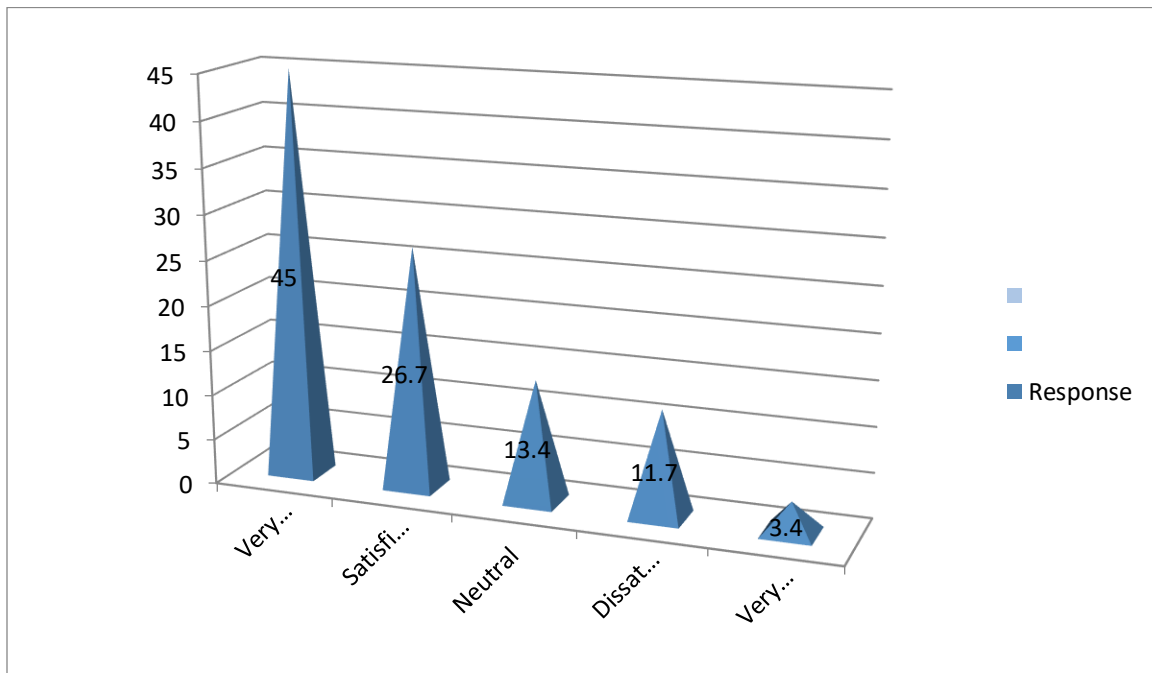


Fig: 4.18 : How do you feel about your overall experience at this shop?

INTERPRETATION

From the above table interpreted that 45% respondents gives 71-100 points for overall experience at this shop, 26.7% respondents gives 51-70 points, 13.4% respondents gives 31-50, 11.7% respondents gives 11-30 points and 3.4% respondents gives 0-10 points.

Table 4.19 Table showing are they are answering to phone calls when the customer is to make orders for home delivery?

RESPONSE	No. of Respondent	PERCENTAGE %
Responding	10	16.7%
Responding Sometimes	18	30%
Not Responding	32	53.4%
Total	60	100%

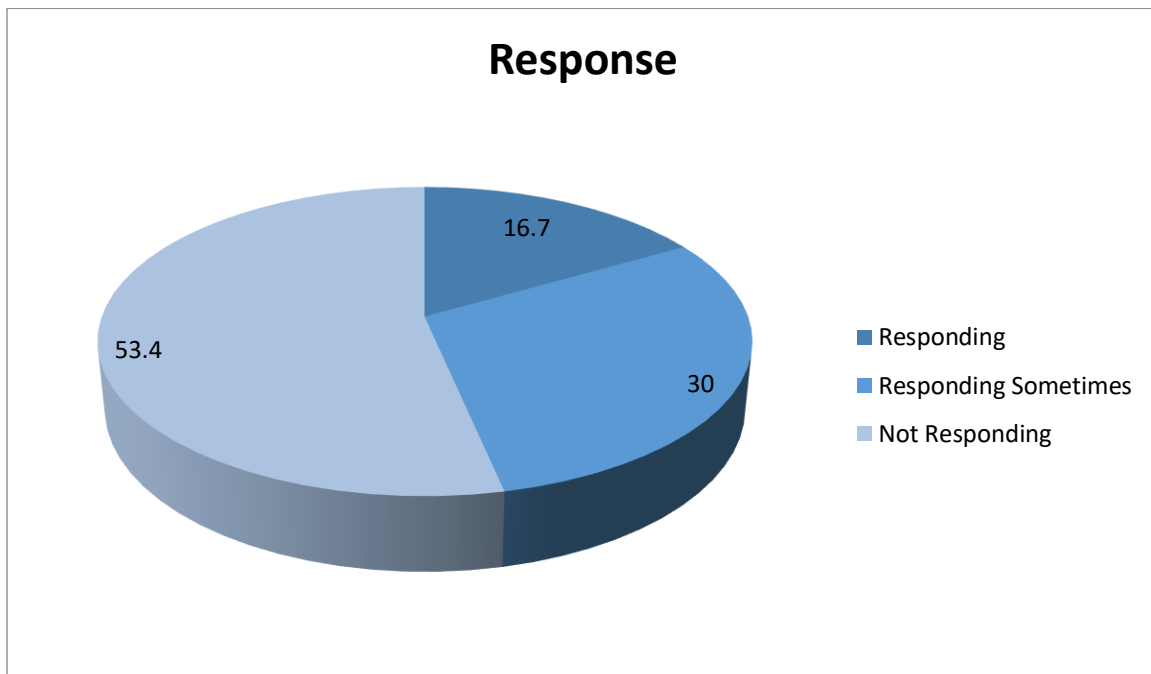


Fig: 4.19: Are they are answering to phone calls when the customer is to make orders for home delivery?

INTERPRETATION

From the above table interpreted that 16.7% of my respondents says that they are not attending to the phone calls while making order for home delivery, 30% respondents says responding sometimes and 53.4% respondents says not responding.

Table 4.20 Table showing did store members providing good service to the customers?

RESPONSE	No. of Respondent	PERCENTAGE %
Fast Service	37	61.7%
Slow Service	13	21.7%
Not Sufficient	6	10%
Not Good	4	6.7%
Total	60	100%

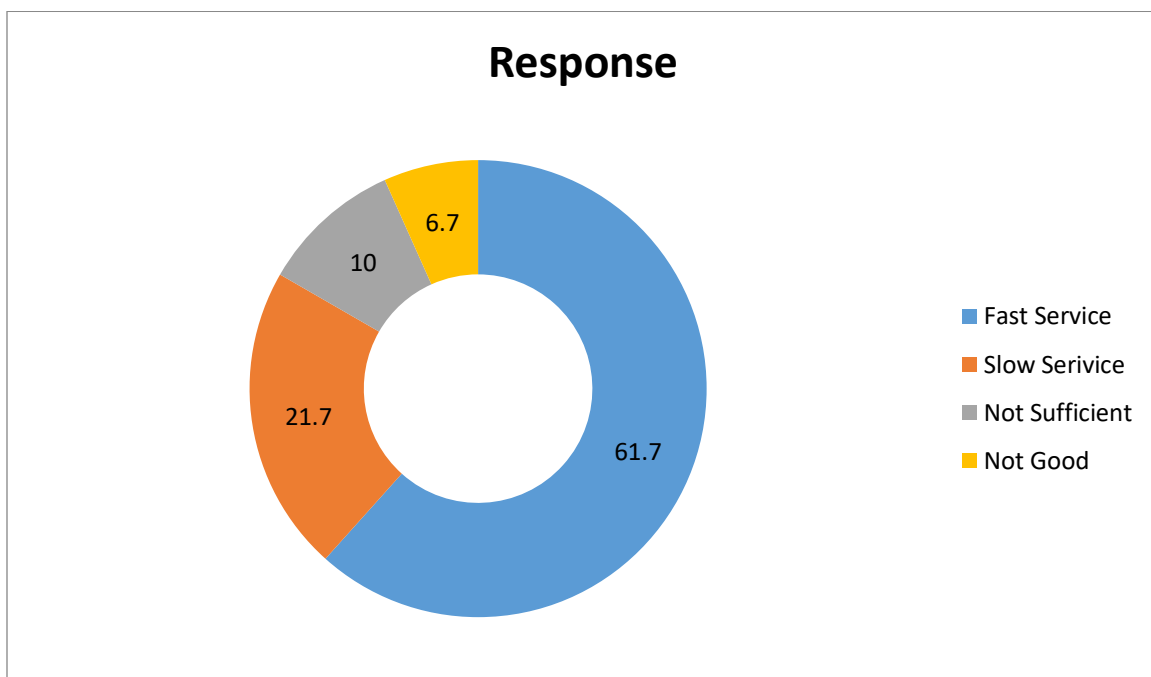


Fig: 4.20: Did store members providing good service to the customers?

INTERPRETATION

From the above table interpreted 61.7% of my respondents say that the store members providing fast service to the customers, 21.7% respondents say they providing slow service, 10% respondents says not sufficient and 6.7% respondents says not good.

Table 4.21 Table showing were the items appropriately priced?

RESPONSE	No. of Respondent	PERCENTAGE %
Yes	50	83.4%
No	10	16.7%
Total	60	100%

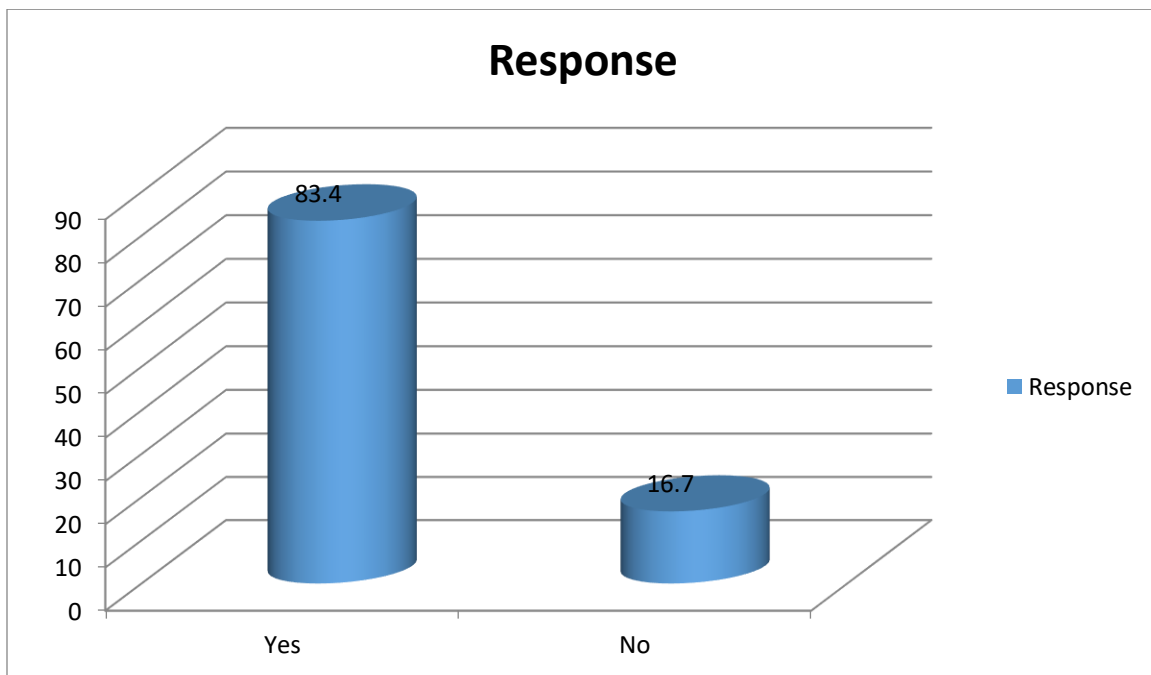


Fig: 4.21: Were the items appropriately priced?

INTERPRETATION

From the above table interpreted 83.4% of my respondents say yes that the items are appropriately priced and 16.7% respondents says no that the items are not appropriately priced.

Table 4.22 Table showing thinking about other similar super market offered by them, how would you compare the product /service offered by our shop?

RESPONSE	No. of Respondent	PERCENTAGE %
Highly Satisfied	29	48.4%
Satisfied	17	28.4%
Neutral	7	11.7%
Dissatisfied	4	6.7%
Highly Dissatisfied	3	5%
Total	60	100%

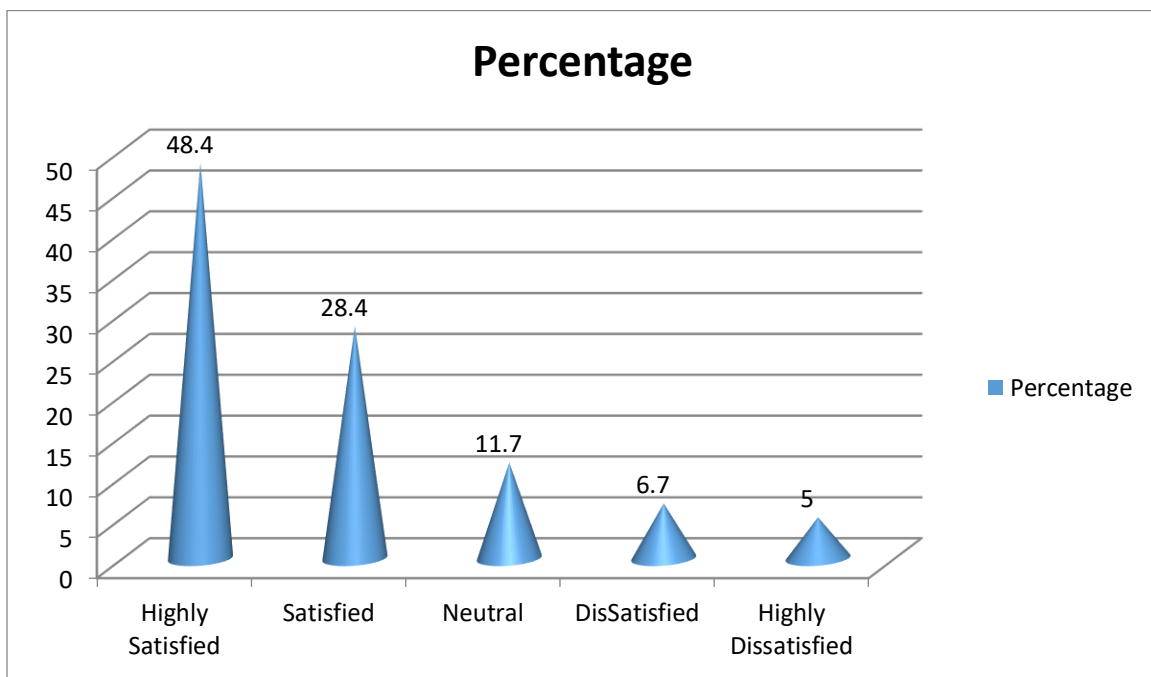


Fig: 4.22: Thinking about other similar super market offered by them, how would you compare the product /service offered by our shop?

INTERPRETATION

From the above table interpreted that 48.4% of my respondents feels highly satisfied when they compare to other shop with products/ service offered by our shop 28.4% respondents feels satisfied, 11.7% respondents feels neutral, 6.7% respondents feels dissatisfied and 5% respondents feels highly dissatisfied.

4.2 STATISTICAL ANALYSIS

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
VAR00043 *	61	100.0%	0	0.0%	61	100.0%
VAR00079						

Did they giving any discounts&special offers in festival days

*

Are you waiting for long time at billing section at this shop

Crosstabulation

Count		VAR00079		
		20.Are they are answering to the phone calls when customer is to make orders for home delivery		
VAR00043	13.Did they giving any discounts&special offers in festival days			Total
	14.Are you waiting for long time at billing section at this shop			
3		60	0	60
		0	1	1
Total		60	1	61

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	61.000 ^a	1	<.001		
Continuity Correction ^b	14.746	1	<.001		
Likelihood Ratio	10.205	1	.001		
Fisher's Exact Test				.016	.016
N of Valid Cases	61				

a. 3 cells (75.0%) have expected count less than 5. The minimum expected count is .02.

b. Computed only for a 2x2 table

Directional Measures

			Value	Asymptotic Standard Error ^a
Nominal by Nominal	Lambda	Symmetric	1.000	.000
		VAR00043 Dependent	1.000	.000
		VAR00079 Dependent	1.000	.000
	Goodman and Kruskal tau	VAR00043 Dependent	1.000	.000
		VAR00079 Dependent	1.000	.000

Directional Measures

			Approximate T ^b	Approximate Significance
Nominal by Nominal	Lambda	Symmetric	1.008	.313
		VAR00043 Dependent	1.008	.313
		VAR00079 Dependent	1.008	.313
	Goodman and Kruskal tau	VAR00043 Dependent		<.001 ^c
		VAR00079 Dependent		<.001 ^c

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on chi-square approximation

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	1.000	<.001
	Cramer's V	1.000	<.001
	Contingency Coefficient	.707	<.001
N of Valid Cases		61	

RESULTS:

I have got 0.707 in chi square test it accepts null hypothesis and reject alternative hypothesis.

CHAPTER 5

FINDINGS AND SUGGESTIONS

Based on the analysis and discussion on primary data in the previous chapter.

Findings, Suggestion and conclusion of the study in logical manner.

5.1 FINDINGS

From the questionnaire, the following points are found and noted:

- Majority (25.0%) of the respondents of my questionnaire belong to the age group 25-35
- Majority (42.0%) of the respondents of my questionnaire belong to Female category.
- Majority (61.7.0%) of the respondents of my questionnaire are married.
- Majority (41.7.0%) of the respondents of my questionnaire income level is between 5,000- 15,000.
- Majority (50.0%) of the respondents of my questionnaire visit shop in once in 15 days.
- Majority (73.4.0%) of the respondents of my questionnaire purchase grocery often from this shop.
- Majority (53.4.0%) of the respondents of my questionnaire the customers known this shop by their friend/others.
- Majority (41.7.0%) of the respondents of my questionnaire good quality of the product from this shop making the customers to buy from this shop.
- Majority (65.0%) of the respondents of my questionnaire says yes that this shop is providing more option of products in one brand.
- Majority (41.7.0%) of the respondents of my questionnaire says that this shop has free space for moving around freely for searching products.
- Majority (50.0%) of the respondents of my questionnaire says that the store owner/manager is good at interaction with the customer.
- Majority (55.0%) of the respondents of my questionnaire feels that this shop providing discounts & special offers in festival days.

- Majority (65.0%) of the respondents of my questionnaire says that they are waiting for long time at billing section.
- Majority (65.0%) of the respondents of my questionnaire feels that they delivering the products on time.
- Majority (65.0%) of the respondents of my questionnaire says that they are giving immediate response if any dispute/issue arises.
- Majority (81.7.0%) of the respondents of my questionnaire says that this shop is maintained very good quality and quantity of the product compare to other retail stores.
- Majority (50.0%) of the respondents of my questionnaire feel very satisfied after purchasing from this shop.
- Majority (45.0%) of the respondents of my questionnaire gives 71-100 points for overall experience after purchasing from this shop.
- Majority (53.4.0%) of the respondents of my questionnaire feels that this shop is not responding to phone calls when the customer is to make order for home delivery.
- Majority (61.7.0%) of the respondents of my questionnaire feels that the store members are providing fast service to the customers.
- Majority (83.4.0%) of the respondents of my questionnaire says yes that the products of this shop are appropriately priced.
- Majority (48.4%) of the respondents of my questionnaire feels very satisfied that this shop providing good products/services compare to other shops.

5.2 SUGGESTIONS

- The shop should focus more to promote the other products like sports items, kitchen utensils, and gift accessories etc other than groceries to increase the customers.
- The shop should focus more to do more promotional activities like advertising in newspaper, giving pamphlets to the publics, rising advertisement banners to gain & attract more customers.
- The customers are expecting the discounts and offers on festival days. So, the shop should give various offers & discounts to attract the customers which stimulate them to buy again and again.
- Time is precious for every people. So, the shop member's should make fast in billing section where the time is saved between both the peoples and makes easy for all. Making slow billing will also make the customer to be tensed& have the chance of losing the customers.
- The shop should try attending the phone calls of the customers for making orders for home delivery. This will make the customer feel easy & comfortable & make them to buy again and again in the same shop.

5.3 Limitation of the study

- The study is based upon the customer preference in choosing TVS Super Market.
- The data collected for the research is fully on primary data given by the respondents. There is chance for personal bias. So, the accuracy is not true.
- The number of respondents is limited to 60.
- The findings and suggestions are based on the information given by the respondents.
- The lack of resources led to convenience sampling.

CHAPTER 6

SUMMARY AND CONCLUSION

6.1 Conclusion

The study concludes the majority of the customer likes to purchase at TVS Super Market because of product quality, quantity, service facility & reasonable price which makes the customer satisfied & more comfortable. Customer shop more groceries in TVS Super Market. And also, customer feels that TVS Super Market has variety of product for them. The shop should come up with promotional strategies and try to attract them. TVS Super Market should focus more on giving offers & discounts to the customer's which stimulate them to buy again & again. As per findings, as much as 88% of the respondents feel very satisfied with the quality of the products which the shop should continue it. So, finally in other word we can say that the behavior of buying consumer in TVS Super Market or consumer behavior toward TVS Super Market is positive and good. I mean to say the people like to purchase product from TVS Super Market because they get their product at reasonable product, good quality product & in a one building & it save their valuable time.

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APPENDIX

A STUDY ON CUSTOMER PREFERENCE IN CHOOSING TVS SUPER MARKET

QUESTIONNAIRE

1. Name of the Respondent_____

2. Age of the respondent

- ☐ Age
- ☐ Below 25
- ☐ 25-35
- ☐ 36-45
- ☐ Above 46

3. Gender

- ☐ Male
- ☐ Female

4..Marital Status

- ☐ Married
- ☐ Unmarried

5. Income of the customer

- ☐ 5,000-15,000
- ☐ 16,000-25,000
- ☐ 25,000-50,000
- ☐ 50,000 & above

6. How many times do you visit this shop

- ☐ Once in a week
- ☐ Once in 15 days
- ☐ Once in a month
- ☐ Once in a 2-3 month

7. Which product you often purchase from this shop

- ☐ Grocery
- ☐ Cosmetics
- ☐ Sports Items
- ☐ Gift Accessories
- ☐ Kitchen Utensils

8. How many times do you visit this shop

- ☐ Once in a week
- ☐ Once in 15 days
- ☐ Once in a month
- ☐ Once in a 2-3 month

9. Which product you often purchase from this shop

- ☐ Grocery
- ☐ Cosmetics
- ☐ Sports Items
- ☐ Gift Accessories
- ☐ Kitchen Utensils

10. Which source made you to buy from this shop

- ☐ Friends/Others
- ☐ Newspaper
- ☐ Pamphlets
- ☐ Came up with no idea

11. Which made you to buy from this shop

- ☐ Good Quality
- ☐ Low Price
- ☐ Variety of Products
- ☐ Variety of Brands

12. Did they providing various brands and did they are providing more options of products in one brand?

- ☐ Yes
- ☐ Not More
- ☐ No

13. Did the store space is compatible for moving around freely for searching products?

- ☐ Small Space
- ☐ Free Space
- ☐ Congested
- ☐ No Space

14. How the store owner/manager interaction area at this shop

- ☐ Very Good
- ☐ Good
- ☐ Neutral
- ☐ Bad
- ☐ Very Bad

15. Did they giving any discounts & special offers in festival days

- ☐ Yes
- ☐ No
- ☐ Sometimes

16. Are you waiting for long time at billing section at this shop?

- ☐ Yes
- ☐ No

17. Are they providing correct time home delivery

- ☐ Delivering on time
- ☐ Slow Delivery
- ☐ Not Responding

18. If any dispute/issue arise from customer side are they taking immediate action

- ☐ Immediate Response
- ☐ Slow Response
- ☐ Not Responding

19. How is TVS is maintain quality & quantity of the products compare to other retail stores

- ☐ Very Good
- ☐ Good
- ☐ Not Bad
- ☐ Bad

20. How do you feel after purchasing from TVS

- ☐ Very Satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very Dissatisfied

21. How do you feel about your overall experience ate this shop

✖ (Scale Point)

- ☐ 71-100
- ☐ 51-70
- ☐ 31-50
- ☐ 11-30
- ☐ 0-10

22. Are they are answering to phone calls when the customer is to make orders for home delivery

- ☐ Responding
- ☐ Responding Sometimes
- ☐ Not Responding

23. Did store members providing good service to the customers

- ☐ Fast Service
- ☐ Slow Service
- ☐ Not Sufficient
- ☐ Not Good

24. Were the items appropriately priced

- ☐ Yes
- ☐ No

25. Thinking about other similar super market offered by them, how would you compare the product /service offered by our shop?

- ☐ Highly Satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Highly Dissatisfied