

**A STUDY OF FACTORS AFFECTING CUSTOMER  
SATISFACTION AND BUYING INTENTION OF TVS  
SUPER MARKET**

**Report on project**

**Submitted by**

**A.MOHAMED YOUSUF  
(39280070)**



**DEPARTMENT OF BUSINESS ADMINISTRATION  
SCHOOL OF MANAGEMNT STUDIES**

**S A T H Y A B A M A**

**INSTITUTE OF SCIENCE AND TECHNOLOGY  
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade “A” by NAAC**

**JEPPIAR NAGAR, RAJIV GANDHI SALAI, CHENNAI- 600 119**



# SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY  
(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC

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 **Mohamed Yousuf A 39280070** who has done the Project work entitled **A study of factors affecting customer satisfaction and buying intention of TVS Super Market** under our supervision for a period of 3 Months from 03<sup>rd</sup> January 2022 to 03<sup>rd</sup> March 2022.

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MR.V.S.Praveen BE

EXTERNAL GUIDE

Dr.BHUVANESWARI.G MBA., PhD

Dean – School of Management Studies

Submitted for Viva Voce Examination held on \_\_\_\_\_

INTERNAL EXAMINER

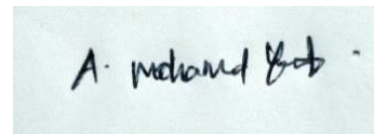
EXTERNAL EXAMINER

## DECLARATION

I **MOHAMED YOUSUF A, 39280070** hereby declare that the Project entitled “**A STUDY OF FACTORS AFFECTING CUSTOMER SATISFACTION AND BUYING INTENTION OF TVS SUPER MARKET**” by me under the guidance of **Ms.S.SHANTHINI.Mcom,NET.**, (Internal) and **Mr.V.S.PRAVEEN BE** (External) at **TVS SUPER MARKET** is submitted in partial fulfillment of the requirements for the award of BachelorOf Business Administration.

**DATE:**

**PLACE:**

A rectangular box containing a handwritten signature in black ink. The signature appears to be "A. Mohamed Yousuf" with a small flourish at the end.

**SIGNATURE OF THE CANDIDATE**



## OFFER LETTER

Dear Mohamed Yousuf A

This has reference to your 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 **05<sup>th</sup> January 2022** to **03 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 **05 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

### Authorized Signatory

“Mohamed Yousuf A” accepts the terms and conditions of this agreement.

TVS Super Market No.76 Sannathi Street, Tkni & No.2/296 Sadras Road, Anupuriy  
Chen•galpat District. Tel:+918975463319.9976295349/tvsstores59\_tö'gmail.com



## **CERTIFICATE OF COMPLETION**

### **TO WHOMSOEVER IT MAY CONCERN**

This is certify that M/S **Mohamed Yousuf A**, a student of final year BBA at **SATBYABAMA UNIYERSITY,CHENNAI** has successfully completed 3 month project programme during the period of **03s January 2022 to 03“ March 2022**; her project programme withus she found punctual, hardworking and quick learner.

We wish her every success in career.

Regards,

For TVS Super Market

**Authorized Signatory**

TVS Super Market No.76 Sannathi Street, Tkm & No.2/296 Sadras Road, Anupuram,  
Chen•galpat District. Tel:+91897S463319,9976295349/tvsstores5@ Email.com

## **ACKNOWLEDGEMENT**

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 **Ms.SHANTHINI.Mcom.** 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.

**MOHAMED YOUSUF A**

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## ABSTRACT

The study is undergoes 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.

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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 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 prices 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.











# COMPANY PROFILE



## 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, low price 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 SuperMarket 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



## 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 theretailers inthe 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 asbrand 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 onpreferences buying of instrumental and free time items which projects their self-determination and action. Usually girls tend to procure therepresentativeand self – significant goods which are associated with their look andemotional aspects of self .

- 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 household returns indulgence into spontaneous purchase.
- HAUSAMAN (2000) – Explained preferences buying is a hedonic need predominately motivated by the achievement of advanced wants and needs which are termed under the Maslow's Motivational needs and efforts to assure the advanced categorized needs in this hierarchy lead to different types 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 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 are 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 studied. Hence, a pilot study was undertaken with an objective to evaluate the tools prepared for the study and to find whether they are providing the information required.

**SAMPLE SIZE:**

The sample size for this survey is 90.

**PERIOD OF STUDY**

The period of study is from 03<sup>rd</sup> January 2022 to 03<sup>rd</sup> 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 is important 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



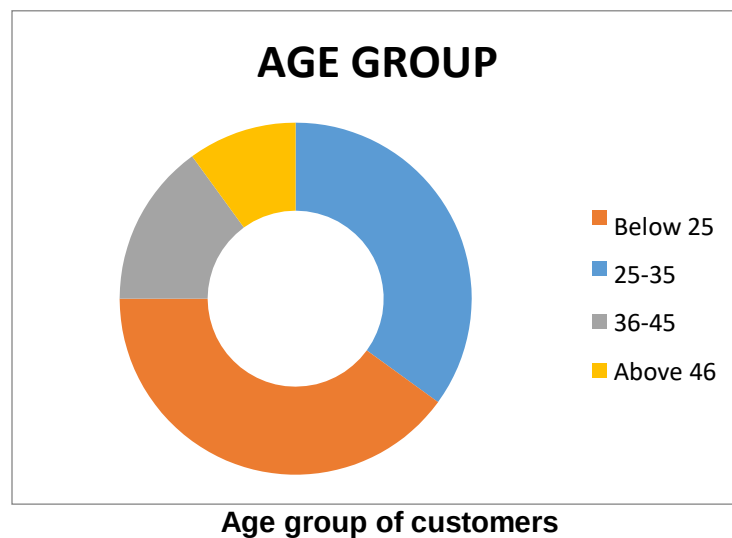
## DATA ANALYSIS AND INTERPRETATION

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      | PERCENTAGE % |
|----------|--------------|
| Below 25 | 35           |
| 25 -35   | 40           |
| 36- 45   | 15           |
| Above 46 | 10           |

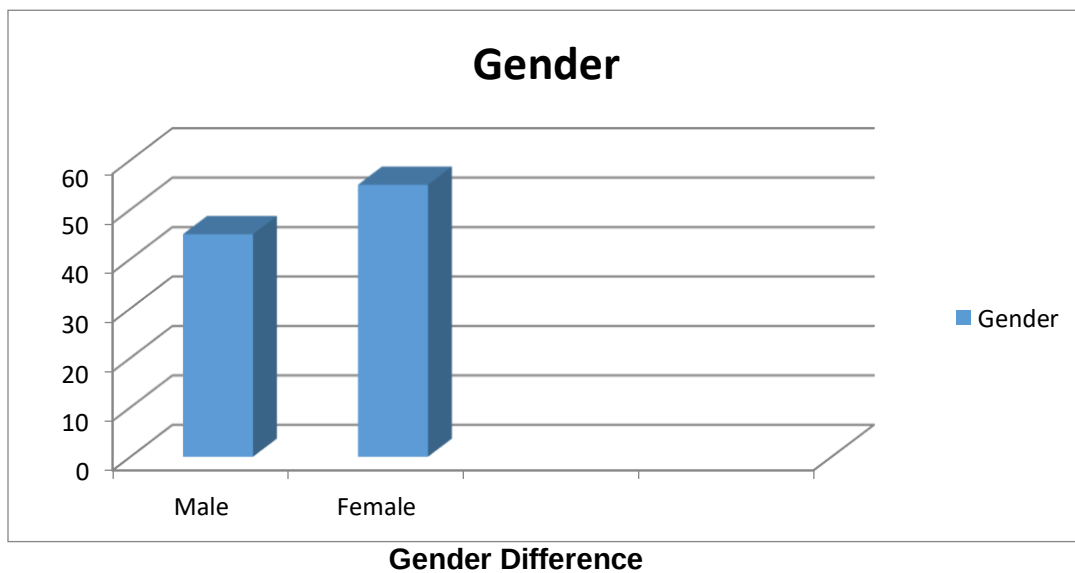


## INTERPRETATION

From the above table interpreted that 35% respondents are below 25 age; 40% respondents are 25-35 age; 15% respondents are 36-45 age and 10% respondents are above 46 age group peoples.

**Table 4.2 Table showing Gender**

| Gender | No. of Respondents | Percentage% |
|--------|--------------------|-------------|
| Male   | 45                 | 45          |
| Female | 55                 | 55          |

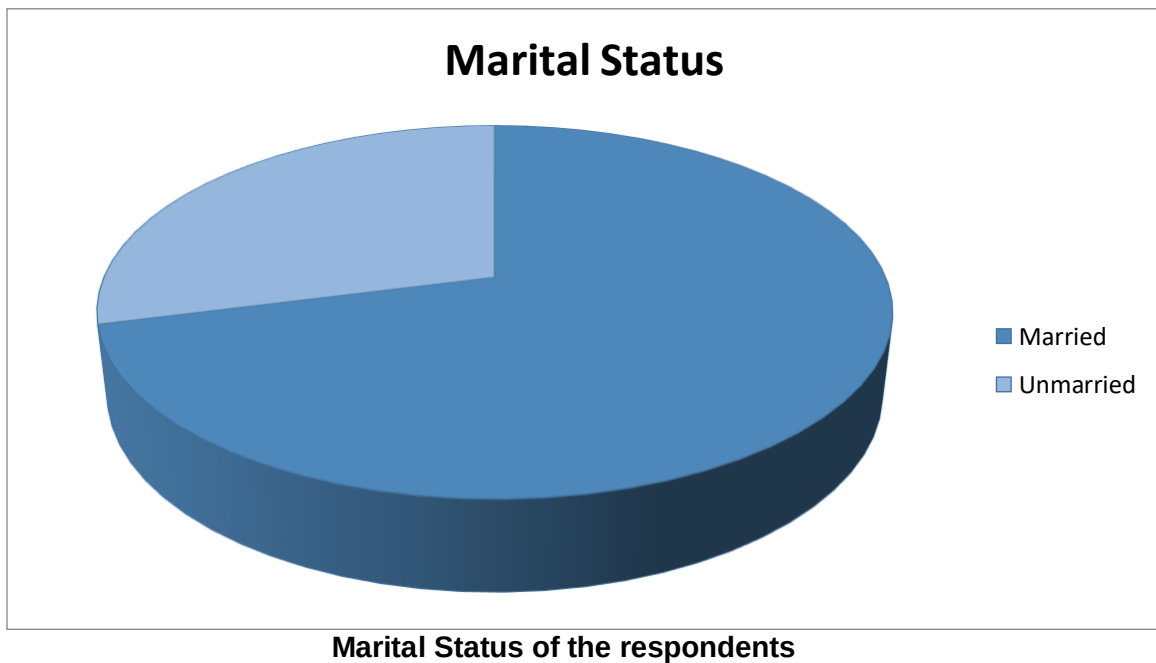


### **INTERPRETATION**

From the above table interpreted that 45% of respondents are male and 55% respondents are female.

**Table 4.3 Table showing Marital Status of the respondents**

| <b>Marital Status</b> | <b>Percentage %</b> |
|-----------------------|---------------------|
| Married               | 71                  |
| Unmarried             | 29                  |

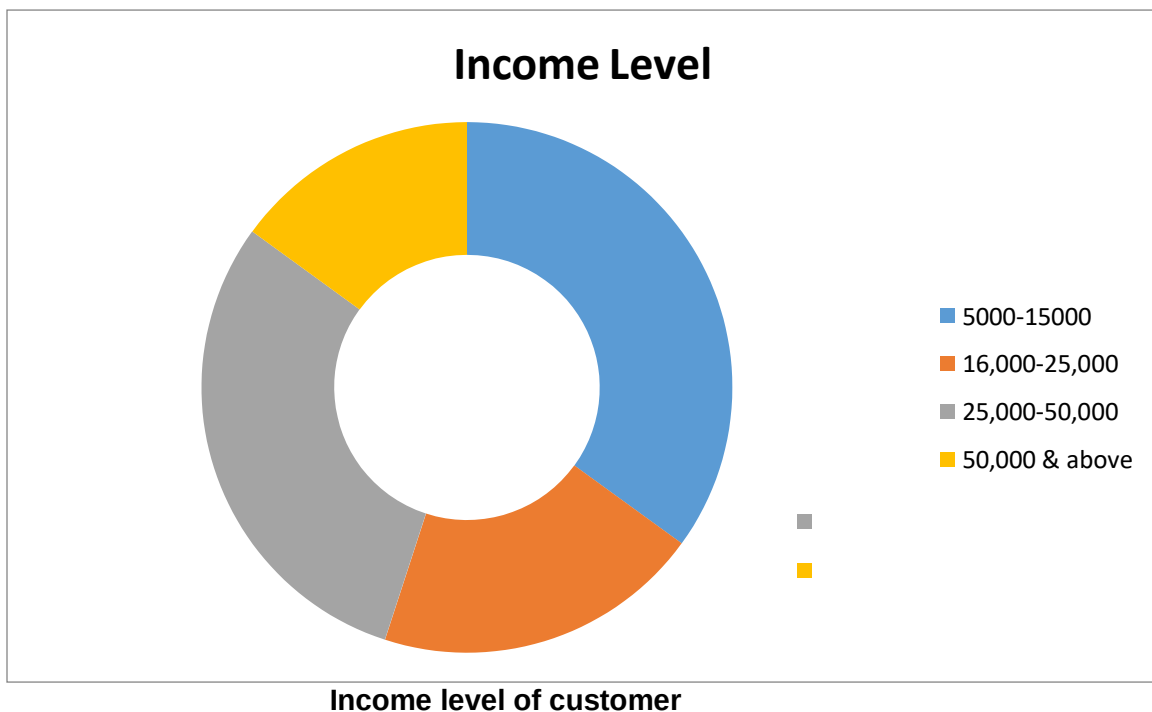


### **INTERPRETATION**

From the above table interpreted that 71% respondents are married and 29% respondents are unmarried. So maximum married persons are visiting the TVSSuper Market.

**Table 4.4 Table showing income level of customer**

| INCOME LEVEL   | PERCENTAGE % |
|----------------|--------------|
| 5,000-15,000   | 35           |
| 16,000-25,000  | 20           |
| 25,000-50,000  | 30           |
| 50,000 & above | 15           |

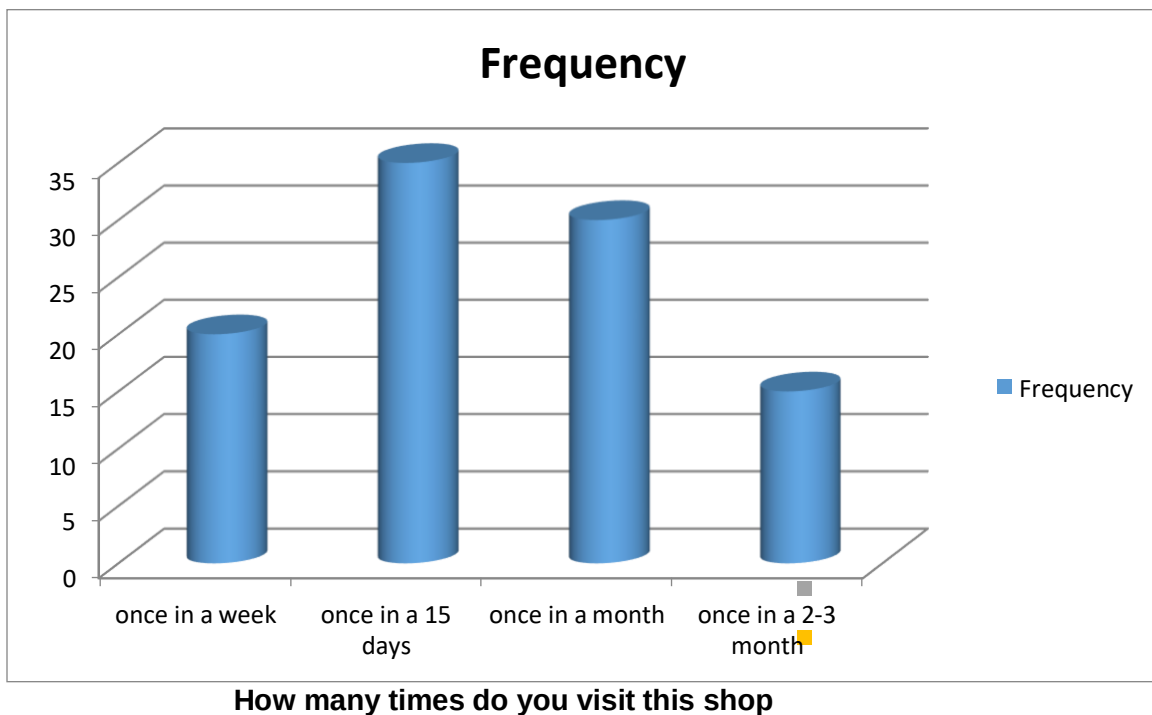


## INTERPRETATION

From the above table interpreted that 35% respondents income level are lower (5,000-15000).20% respondents income level are(16,000-25000).30% respondents income level are (25,000-50,000).15% respondents income level is above 50,000.

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

| <b>FREQUENCY</b>     | <b>PERCENTAGE %</b> |
|----------------------|---------------------|
| Once in a week       | 20                  |
| Once in 15 days      | 35                  |
| Once in a month      | 30                  |
| Once in a 2-3 months | 15                  |

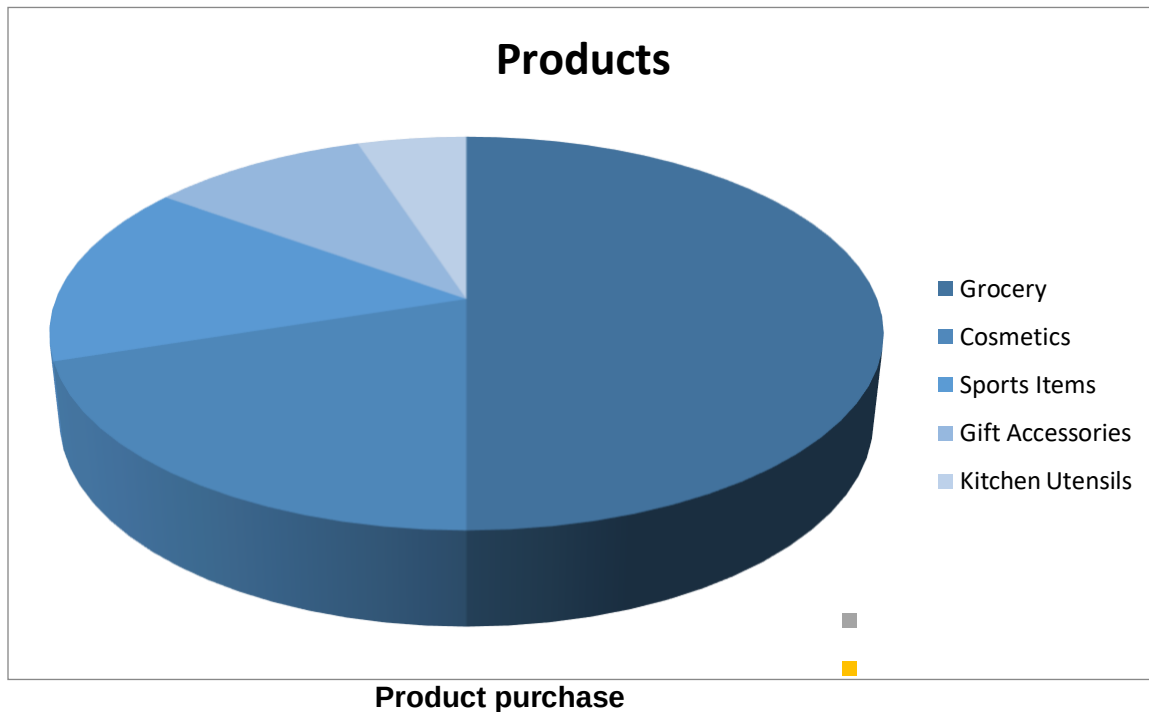


## **INTERPRETATION**

From the above table interpreted that I visited the shop once a week 20%.once in a 15days 35%.once in a month is 30%.once in 2-3weeks are 15%.

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

| PRODUCTS         | PERCENTAGE % |
|------------------|--------------|
| Grocery          | 50           |
| Cosmetics        | 20           |
| Sports Items     | 15           |
| Gift Accessories | 10           |
| Kitchen Utensils | 5            |

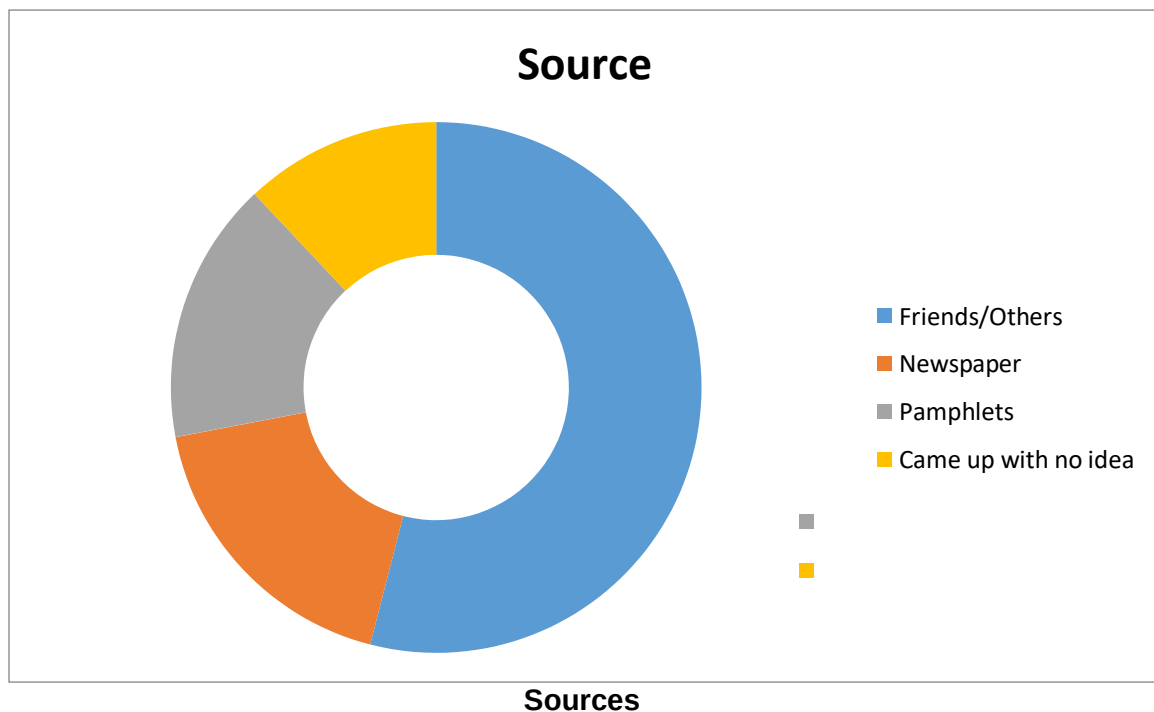


## INTERPRETATION

From the above table interpreted that 50% products are grocery. 20% products are cosmetics. 15% products are sports items. 10% Gift accessories and 5% of Kitchen Utensils.

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

| SOURCE               | PERCENTAGE % |
|----------------------|--------------|
| Friends/Others       | 54           |
| Newspaper            | 18           |
| Pamphlets            | 16           |
| Came up with no idea | 12           |

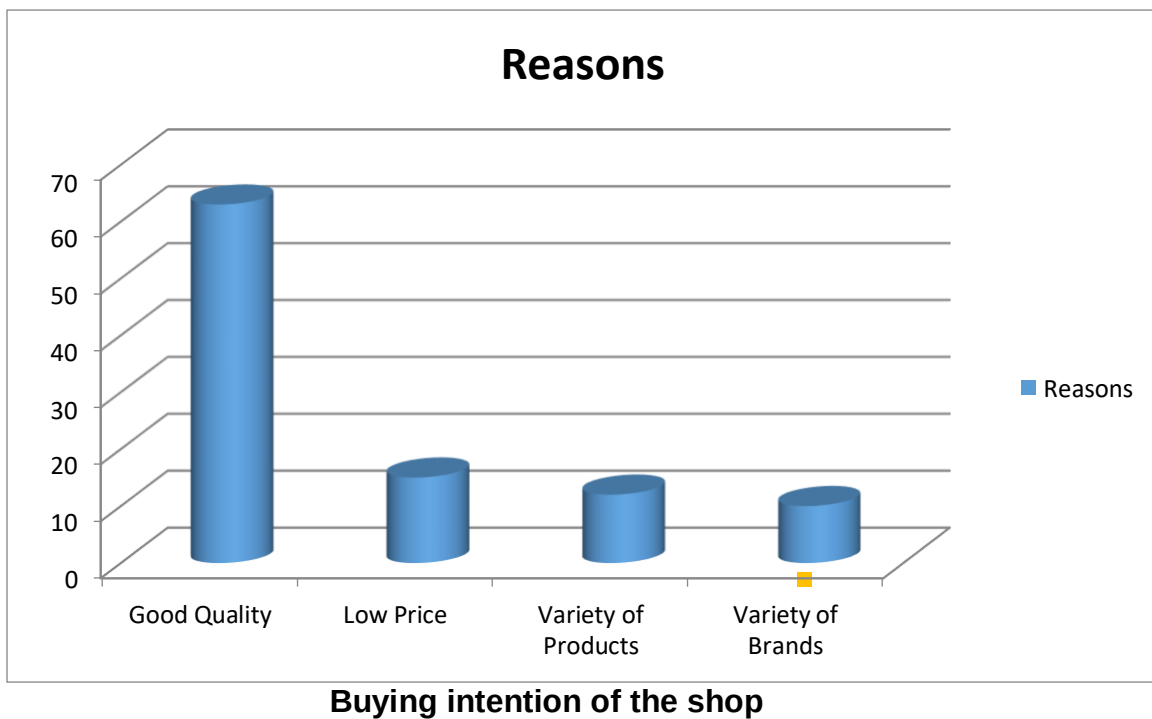


## INTERPRETATION

From the above table interpreted that 54% respondents are friends/others. 18% respondents are bought newspaper. 16% respondents are sources Pamphlets and 12% of people came with no idea.

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

| REASON              | PERCENTAGE % |
|---------------------|--------------|
| Good Quality        | 63           |
| Low Price           | 15           |
| Variety of Products | 12           |
| Variety of Brands   | 10           |

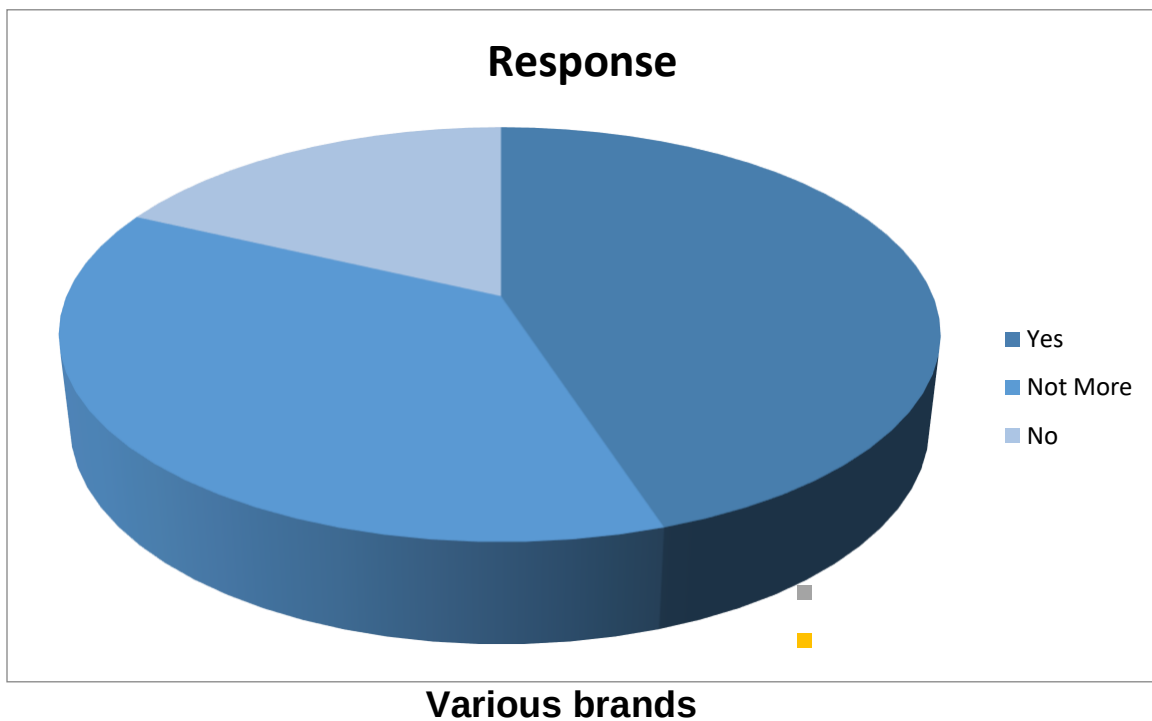


## INTERPRETATION

From the above table interpreted that 63% are good quality. 15 percentage of low price. 12% of variety of products. 10% percentage of variety of brands.

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

| RESPONSE | PERCENTAGE % |
|----------|--------------|
| Yes      | 45           |
| Not More | 37           |
| No       | 18           |

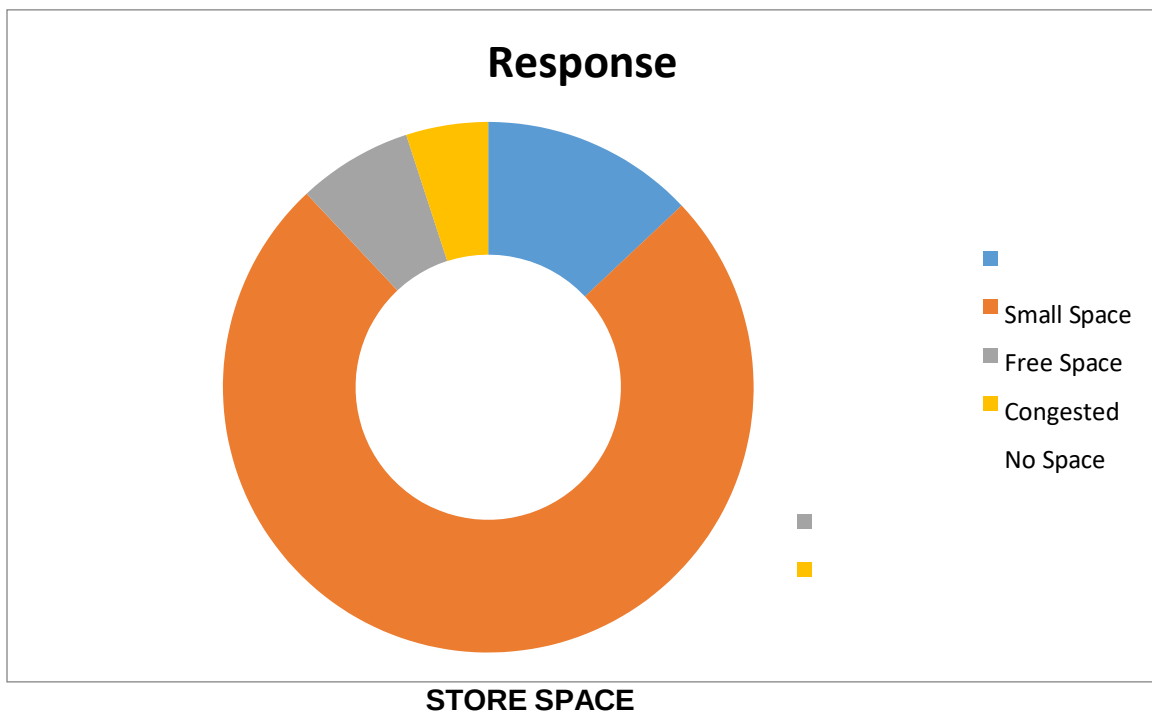


## INTERPRETATION

From the above table interpreted that 45% responses yes. 37% responses not more. 18% responses to no.

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

| RESPONSE    | PERCENTAGE % |
|-------------|--------------|
| Small Space | 13           |
| Free Space  | 75           |
| Congested   | 7            |
| No Space    | 5            |



### INTERPRETATION

From the above table interpreted that 13% responses small Space.75% of free spaces 7% percentage of congested. 5% percentage of no space.

**Table 4.11 Table showing how the store owner/manager interaction are at thisshop**

| INTERACTION | PERCENTAGE % |
|-------------|--------------|
| Very Good   | 30           |
| Good        | 35           |
| Neutral     | 18           |
| Bad         | 13           |
| Very Bad    | 4            |

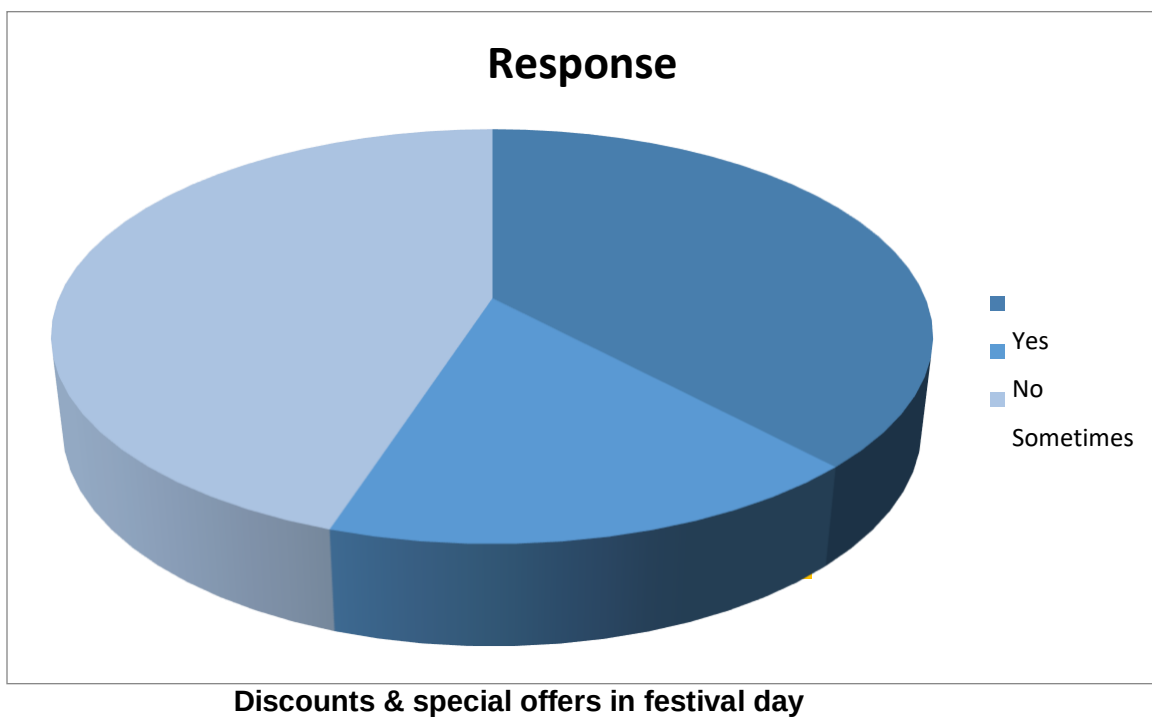


## INTERPRETATION

From the above table interpreted that 30% intraction of the store owner is very good.35% percentage of good. 18% percentage of neutral. 13% percentage of bad. 4% percentage of very bad.

**Table 4.12 Table showing did they giving any discounts & special offers infestival days?**

| RESPONSE  | PERCENTAGE % |
|-----------|--------------|
| Yes       | 38           |
| No        | 17           |
| Sometimes | 45           |

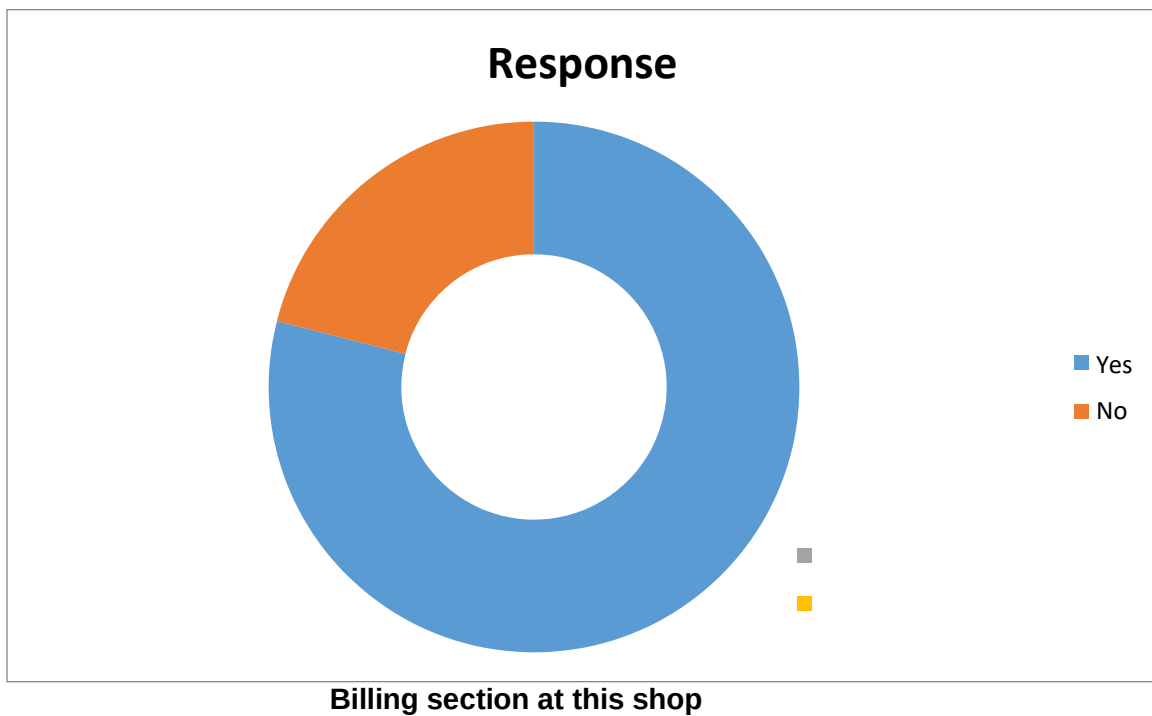


## INTERPRETATION

From the above table interpreted that 38% respondents are yes. 17% percentage of no. 45% percentage of sometimes.

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

| RESPONSE | PERCENTAGE % |
|----------|--------------|
| Yes      | 79           |
| No       | 21           |

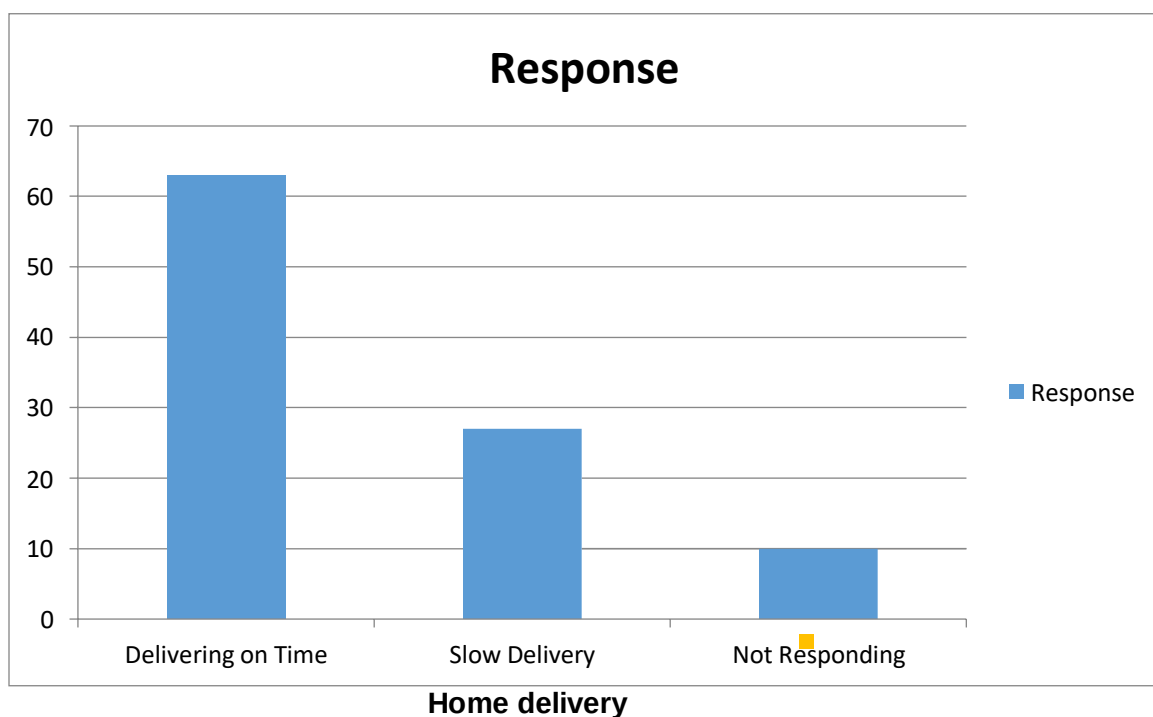


## INTERPRETATION

From the above table interpreted that 78% people waiting for long time. 21% percentage of no.

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

| RESPONSE           | PERCENTAGE % |
|--------------------|--------------|
| Delivering on time | 63           |
| Slow Delivery      | 27           |
| Not Responding     | 10           |

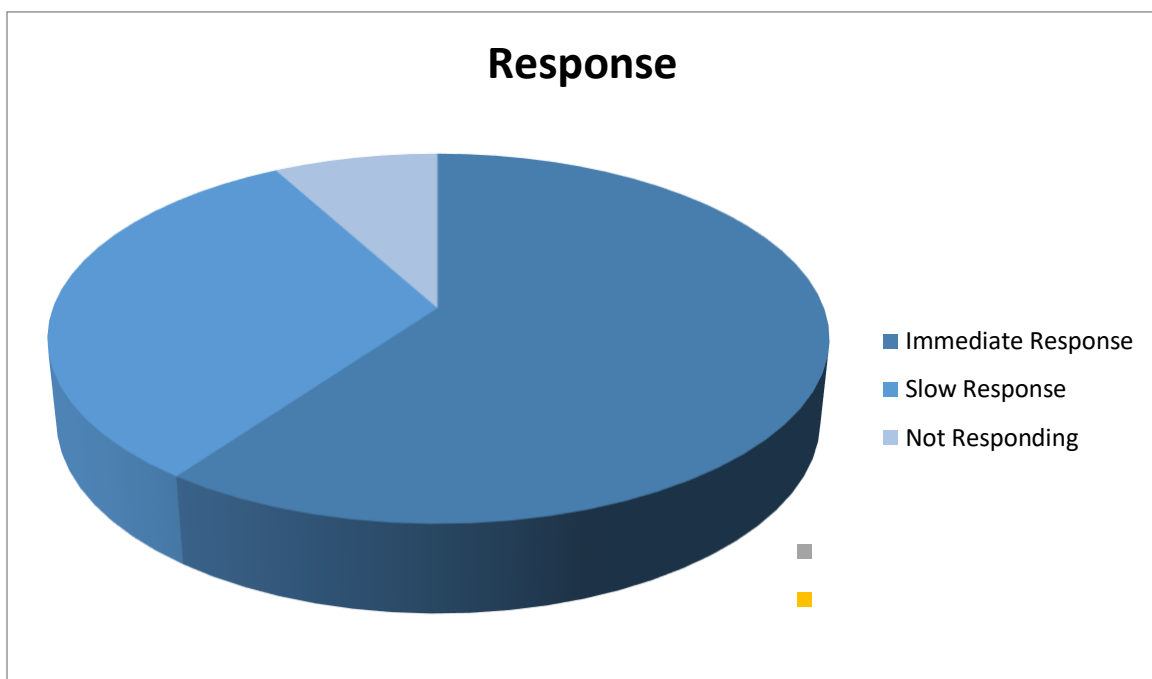


## INTERPRETATION

From the above table interpreted that 63% respondents are delivering on time. 27% percentage slow delivery. 10% not responding.

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

| RESPONSE           | PERCENTAGE % |
|--------------------|--------------|
| Immediate Response | 60           |
| Slow Response      | 32           |
| Not Responding     | 8            |



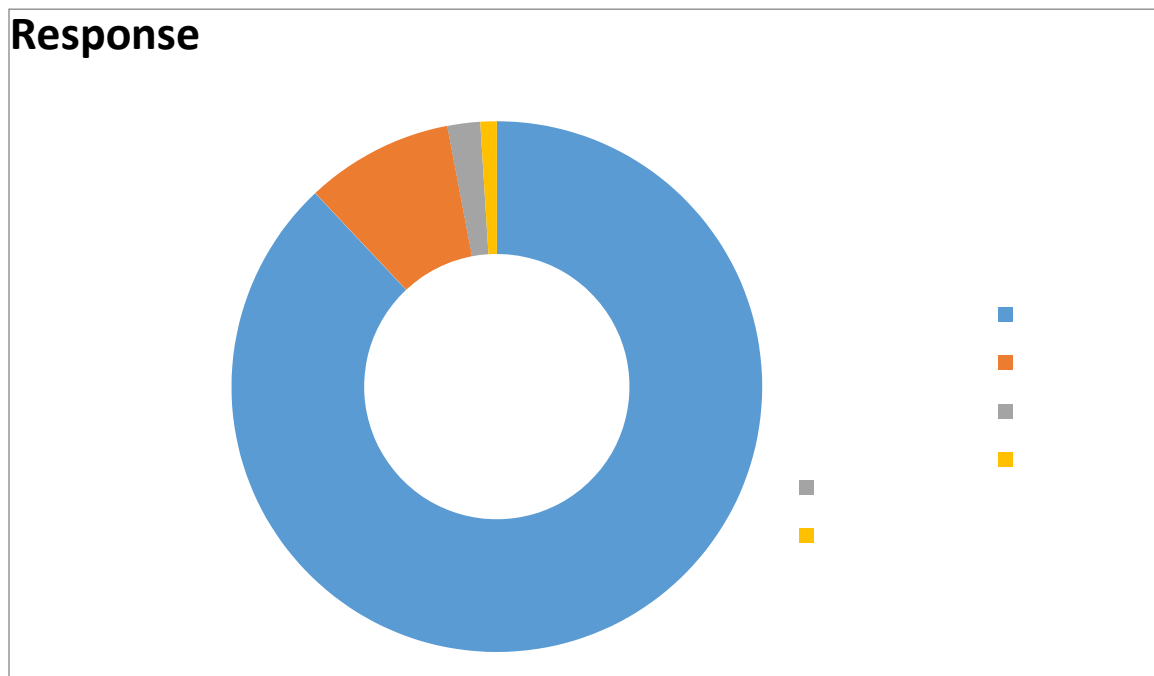
**Dispute/issue arise from customer side are they taking immediate actions**

## INTERPRETATION

From the above table interpreted that 60% respondents are immediate 32% slow responses.8% percentage of not responding.

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

| RESPONSE  | PERCENTAGE % |
|-----------|--------------|
| Very Good | 88           |
| Good      | 9            |
| Not Bad   | 2            |
| Bad       | 1            |



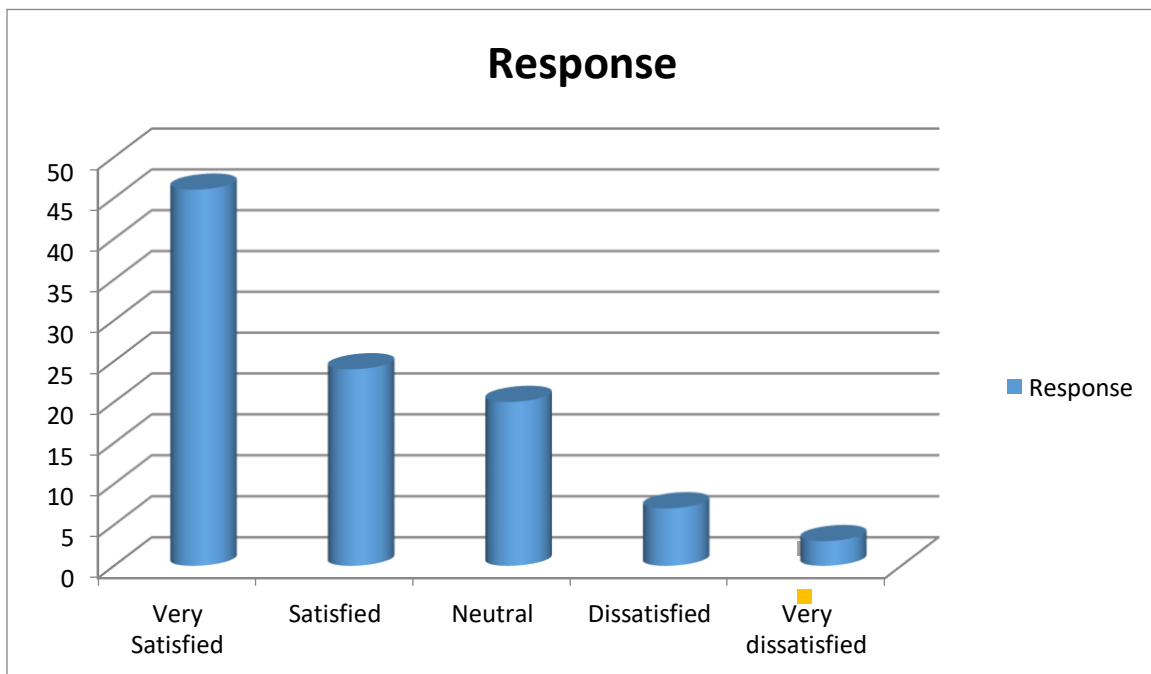
**Quality & Quantity of theproducts compare to other retail stores.**

## INTERPRETATION

From the above table interpreted that 88% products are very good at QQ. 9% products are good. 2% percentage of products are not bad at all. 1% percentage of products are bad.

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

| <b>RESPONSE</b>   | <b>PERCENTAGE %</b> |
|-------------------|---------------------|
| Very Satisfied    | 46                  |
| Satisfied         | 24                  |
| Neutral           | 20                  |
| Dissatisfied      | 7                   |
| Very Dissatisfied | 3                   |



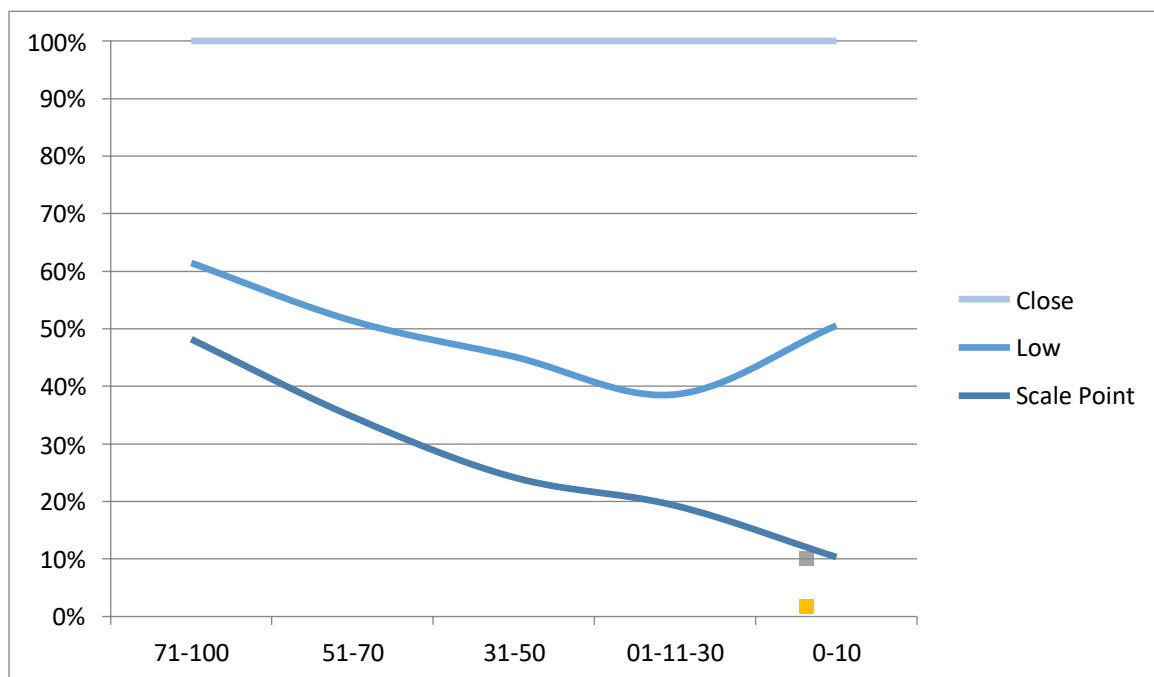
**Table showing how do you feel after purchasing from TVS?**

## **INTERPRETATION**

From the above table interpreted that 46% respondents are very satisfied .24% percentage of people satisfied. 20% percentage of people are neutral 7% percentage of people are dissatisfied. 3% percentage of people are very dissatisfied.

**Table 4.18 Table showing how do you feel about your overall experience atthis shop?**

| SCALE POINT | PERCENTAGE % |
|-------------|--------------|
| 71-100      | 40           |
| 51-70       | 25           |
| 31-50       | 15           |
| 11-30       | 11           |
| 0-10        | 9            |



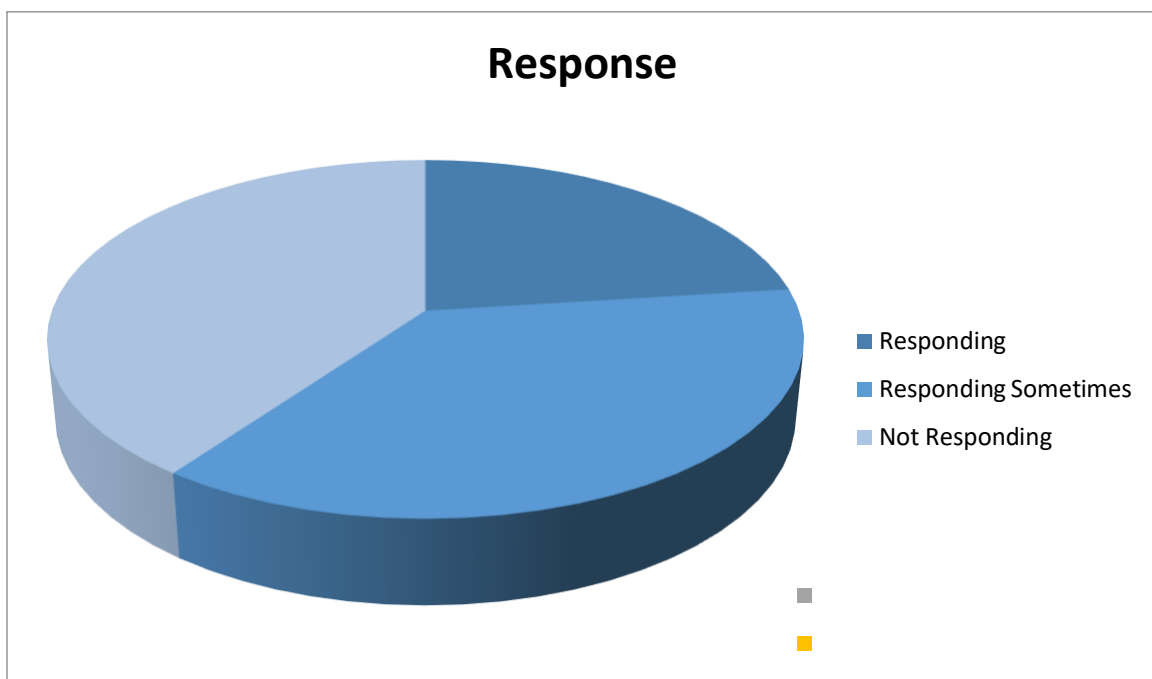
**Table showing how do you feel about your overall experience atthis shop?**

## INTERPRETATION

From the above table interpreted that 40% scale point 71-100. 25% scale point 51-70. 15% scale point is 31-50. 11% scale of 11-30. 9% scale of 0-10.

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

| RESPONSE             | PERCENTAGE % |
|----------------------|--------------|
| Responding           | 23           |
| Responding Sometimes | 37           |
| Not Responding       | 40           |



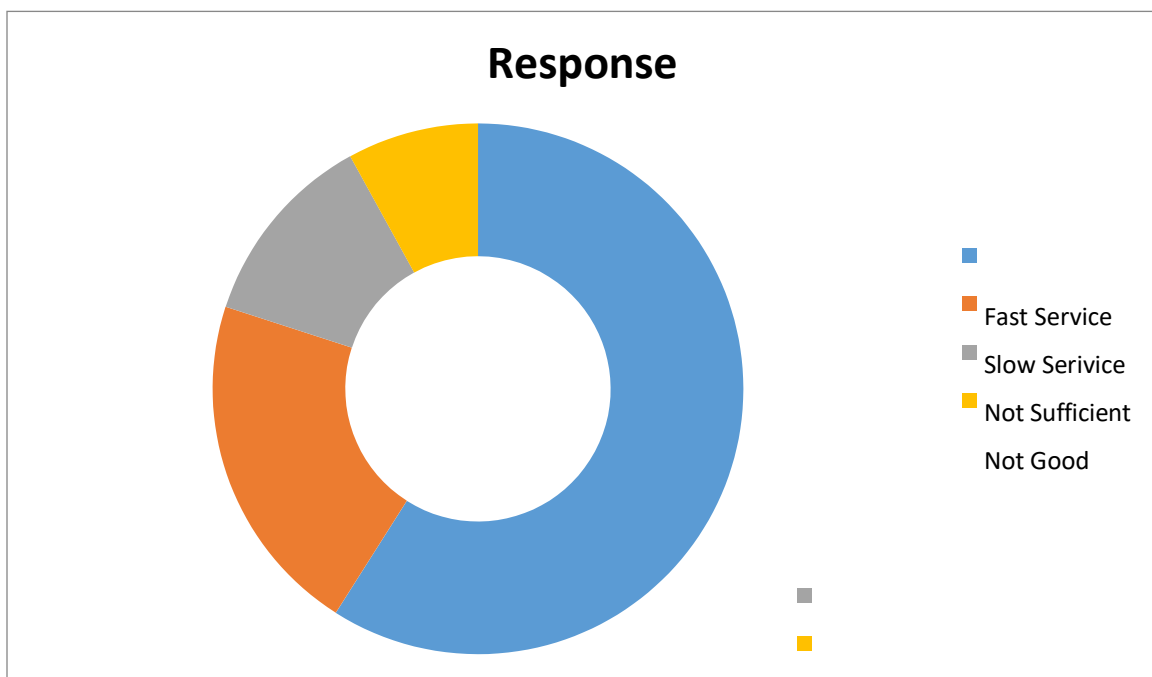
**Table showing are they are answering to phone calls when thecustomer is to make orders for home delivery?**

## INTERPRETATION

From the above table interpreted that 23% respondents are responding.37% percentage not responding sometimes and most of the times no responds from the side 40%.

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

| RESPONSE       | PERCENTAGE % |
|----------------|--------------|
| Fast Service   | 59           |
| Slow Service   | 21           |
| Not Sufficient | 12           |
| Not Good       | 8            |



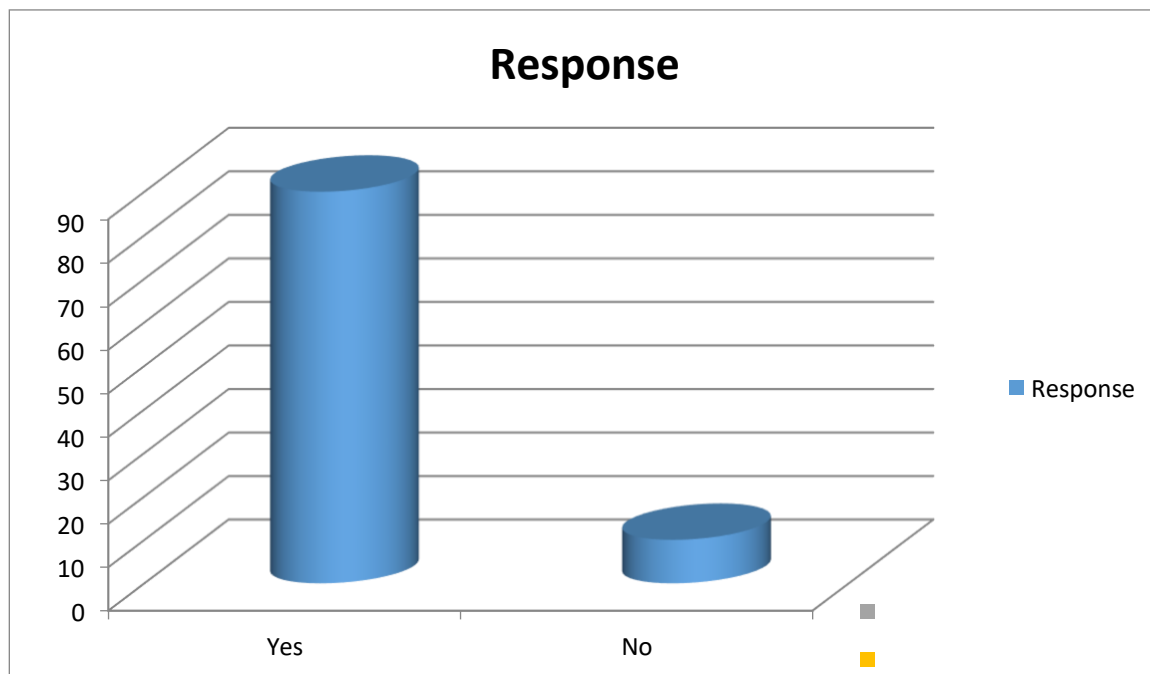
**Table showing did store members providing good service to the customers?**

## INTERPRETATION

From the above table interpreted that 59% respondents are servicing fast. 21% of servers providing slow services. 12% not sufficient and 8% percentage of not good .

**Table 4.21 Table showing were the items appropriately priced?**

| RESPONSE | PERCENTAGE % |
|----------|--------------|
| Yes      | 90           |
| No       | 10           |



**Fig 4.21 Table showing were the items appropriately priced?**

## INTERPRETATION

From the above table interpreted that 90% respondents are yes and 10% respondents are said no to prices.

## 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%  |

### Chi-Square Tests

|                                    | Value               | df | Asymptotic Significance (2-sided) | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
|------------------------------------|---------------------|----|-----------------------------------|----------------------|----------------------|
| Pearson Chi-Square                 | 61.000 <sup>a</sup> | 1  | <.001                             |                      |                      |
| Continuity Correction <sup>b</sup> | 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

|                                                                  |    | customer is to make orders for home delivery |   | Total |
|------------------------------------------------------------------|----|----------------------------------------------|---|-------|
| VAR00043                                                         |    | 0                                            | 1 |       |
| 13.Did they giving any discounts&special offers in festival days | 0  |                                              | 1 | 1     |
| 14.Are you waiting for long time at billing section at this shop |    |                                              |   |       |
| Total                                                            | 60 |                                              | 1 | 61    |

### Directional Measures

|                    |                         | Value              |       | Asymptotic Standard Error <sup>a</sup> |
|--------------------|-------------------------|--------------------|-------|----------------------------------------|
| 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<br>T <sup>b</sup> | Approximate<br>Significance |
|-----------------------|----------------------------|-----------------------|-------------------------------|-----------------------------|
| Nominal by<br>Nominal | Lambda                     | Symmetric             | 1.008                         | .313                        |
|                       |                            | VAR00043<br>Dependent | 1.008                         | .313                        |
|                       |                            | VAR00079<br>Dependent | 1.008                         | .313                        |
|                       | Goodman and<br>Kruskal tau | VAR00043<br>Dependent |                               | <.001 <sup>c</sup>          |
|                       |                            | VAR00079<br>Dependent |                               | <.001 <sup>c</sup>          |
|                       |                            |                       |                               |                             |

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<br>Significance |
|-----------------------|----------------------------|-------|-----------------------------|
| Nominal by<br>Nominal | Phi                        | 1.000 | <.001                       |
|                       | Cramer's V                 | 1.000 | <.001                       |
|                       | Contingency<br>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**

**SUGGESTIONS**

**CONCLUSION**

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 (40.0%) of the respondents of my questionnaire belong to the age group 25-35
- Majority (55.0%) of the respondents of my questionnaire belong to Female category.
- Majority (71.0%) of the respondents of my questionnaire are married.
- Majority (30.0%) of the respondents of my questionnaire income level is between 25,000- 50,000.
- Majority (35.0%) of the respondents of my questionnaire visit shop in once in 15 days.
- Majority (50.0%) of the respondents of my questionnaire purchase grocery often from this shop.
- Majority (54.0%) of the respondents of my questionnaire the customers known this shop by their friend/others.
- Majority (63.0%) of the respondents of my questionnaire good quality of the product from this shop making the customers to buy from this shop.
- Majority (45.0%) of the respondents of my questionnaire says yes that this shop is providing more option of products in one brand.
- Majority (75.0%) of the respondents of my questionnaire says that this shop has free space for moving around freely for searching products.
- Majority (35.0%) of the respondents of my questionnaire says that the store owner/manager is good at interaction with the customer.

- Majority (45.0%) of the respondents of my questionnaire feels that this shop providing discounts & special offers in festival days only by sometimes.
- Majority (79.0%) of the respondents of my questionnaire says that they are waiting for long time at billing section.
- Majority (63.0%) of the respondents of my questionnaire feels that they delivering the products on time.
- Majority (60.0%) of the respondents of my questionnaire says that they are giving immediate response if any dispute/issue arises.
- Majority (88.0%) 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 (46.0%) of the respondents of my questionnaire feel very satisfied after purchasing from this shop.
- Majority (40.0%) of the respondents of my questionnaire gives 71-100 points for overall experience after purchasing from this shop.
- Majority (40.0%) 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 (59.0%) of the respondents of my questionnaire feels that the store members are providing fast service to the customers.
- Majority (90.0%) of the respondents of my questionnaire says yes that the products of this shop are appropriately priced.
- Majority (48.0%) of the respondents of my questionnaire feels very satisfied that this shop providing good products/services compare to other shops.

## **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.

## **Limitation of the study**

- The study is based upon A study of factors affecting customer satisfaction and buying intention of 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 100.
- The findings and suggestions are based on the information given by the respondents.
- The lack of resources led to convenience sampling.

## 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.

## REFERENCE

[www.google.com](http://www.google.com)  
[www.retailstores.com](http://www.retailstores.com)  
[www.openindustries.com](http://www.openindustries.com)

## APPENDIX:

A study of factors affecting customer satisfaction and buying intention of TVS Super market.

## QUESTIONNAIRE

1. Name of the respondent \_\_\_\_\_

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

2. Gender

- ☐ Male
- ☐ Female

3. Marital Status

- ☐ Married
- ☐ Unmarried

3. Income of the customer

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

4. 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

5. Which product you often purchase from this shop

- ☐ Grocery
- ☐ Cosmetics

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

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. Which source made you to buy from this shop

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

9. Which made you to buy from this shop

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

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

- ☐ Yes
- ☐ Not More
- ☐ No

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

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

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

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

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

- ☐ Yes
- ☐ No
- ☐ Sometimes

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

- ☐ Yes
- ☐ No

15. Are they providing correct time home delivery

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

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

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

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

- ☐ Very Good

- ☐ Good
- ☐ Not Bad
- ☐ Bad

18. How do you feel after purchasing from TVS

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

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

✕ (Scale Point)

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

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

- ☐ Responding
- ☐ Responding Sometimes
- ☐ Not Responding

21. Did store members providing good service to the customers

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

22. Were the items appropriately priced

- ☐ Yes
- ☐ No

23. What suggestion do you have for this shop to improve? \_\_\_\_\_