

A STUDY ON EFFECT OF QUALITY SERVICE DELIVERY ON CUSTOMERS IN TVS SUPERMARKET

Submitted in partial fulfillment of the requirement for the award of

BACHELOR OF BUSINESS ADMINISTRATION

By

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DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC

JEPPIAR NAGAR, RAJIV GANDHI SALAI, CHENNAI –600119

APRIL 2022



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
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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 **T.VINUSHA 39280105** who has done the project work entitled **ASTUDY ON THE EFFECT OF QUALITY SERVICE DELIVERY ON CUSTOMERS IN TVS SUPERMARKET** under our supervision for a period of 3 Months from January 2022 to March 2022.

Internal Guide
Guide

External

DR. BHUVANESWARI.G MBA., PhD

Dean of School of Business Administration

Submitted for Viva Voce Examination held on _____

INTERNAL EXAMINER

EXTERNAL EXAMINER

DECLARATION

I T.Vinusha, (39280105) Hereby declare that the project report entitled “**ASTUDY ONTHEEFFECTOFQUALITYSERVICEDEIVERYONCUSTOMERSINTVSSUPER MARKET**“ by me under the guidance of **Dr. GANANATHKILLA**, School of Business Administration is submitted in partial fulfillment of the requirement for the award of BACHELOR OF BUSINESS ADMINISTRATION.

DATE:

PLACE:

SIGNATURE OF THE CANDIDATE



OFFER LETTER

Dear Vinusha T

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

Authorized Signatory

“Vinusha T” 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 Vinusha T**, 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

Authorized Signatory

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

ACKNOWLEDGEMENT

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

I convey my thanks to **Dr. BHUVANESHWARI. G MBA., PhD** Dean School of Management Studies and **Dr. PALANI.A M.Com., M.Phil.**, 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 thanks and deep sense of gratitude to my project Guide **Dr. GANANATHKHILLA, Assistant Professor of the department, School of Management** 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 all Department of Business Administration who were helpful in many ways for the completion of the training.

T. VINUSHA

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ABSTRACT

This study is undergoing at TVS SUPERMARKET. The industrial training shows the overview of the task done during the period of project. It helps me to gain more knowledge and practical understanding in various areas of organization. It improves the knowledge level of everyone through which they can enter their future career.

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

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

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CHAPTER-1

INTRODUCTION

1.1 INTRODUCTION

Supermarkets are essential entities in economies globally due to their critical function of providing and distributing basic human needs such as food items, consumer goods and lifestyle products.

The Indian retail sector contributes substantially to India's economy by 1.1 trillion in 2020 and supports 15.2 million people jobs. The supermarket sector is rapidly evolving and updating shop formats.

A service quality can be the cornerstone to retailing success retailers need to constantly evaluate their service quality using reliable scale. This is particularly done in retail grocery business. The grocery industry has always been regarded as a cash and carry business and profit margins small compared with other service industries. A study of role and effect of service quality to grocery retailers in the supermarket advances and an understanding of the notion of service quality done by the employees to customers helps in developing the appropriate marketing strategies for global retail marketers

Service quality is found to be a critical element in enhancing the perceptions of overall merchandise quality in the context of the supermarket. This study attempts to fill the gap by examining the dimensions of retail service quality and its needs to satisfaction of customers as well as employee's behavior.

Service quality is the most important dimension in supermarket. Customers are very critical supermarkets need to work hard by satisfying their customers in

order to gain market share and increase profitability. Service quality as an important and essential aspect which can impact the satisfaction of customers. Service quality and which leads to purchase product and services. Service quality which helps to deliver on customers impacts the organizational results like increasing productivity, improved market share, loyalty of customers and customers purchase intention this service quality which is delivered to customers has been based on the employee's behavior this service quality named as interaction quality, serviced environment quality and received quality.

The retail sector has the face the fierce strategic battlefield because of falling profit margins. It helps the shoppers to have more chances to go to individual retailer. 90 percent of global retail transactions are now made in physical stores. As such, supermarket must now switch from supplier's products to suppliers from exclusive product deals and service quality is the important thing in supermarket that may result in shopping in online.

1.2 INDUSTRY PROFILE

A supermarket is a self -service offering a wide variety of food, beverages, make up products and household products are 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 hyper market 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 products, baked items, desserts etc. shelf is also reserved for canned and packaged goods and for various non -food items such as kitchen ware, 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 suited near a residential area in order to be convenient to customers. The basic appeal is the availability of broad selection of good under a single roof, at relatively low prices. Other advantages include ease of parking and frequently the convenience of shopping hours extend into the evening or even 24 hours of the day. Supermarkets usually allocates large budgets to advertising, typically through newspapers. They also present elaborate in-shop displays of products.

Supermarkets typically are chained stores, supplied by the distribution of their parent companies, thus increasing opportunity for economies of scale. Supermarkets usually offer products relatively at low price by using their buying power to buy goods from manufactures at lowprices than smaller stores. 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 stapple foods such as bread, milk and sugar) are very occasionally sold as loss leaders to attract shoppers to their stores. In supermarketcards such as Sodexo are also available given by the customers. Supermarkets make up for their low margins by a high volume of sales, and with of high-margin items brought by the attracted shoppers. Self-service with shopping carts(trolleys) or baskets reduces labor costs, as. and many supermarket chains are attempting further reduction by shifting too self-service check-out.

1.3. COMPANY PROFILE

STATUS	INFORMATION
Company Name	TVS Super Market
Founder Name	T.V.Sundharamoorthy/ S.Sankar
Date of Establishment/Place	1959/Thirukalukundram
Turnover	INR4.00 Crores (In 2019-2020)
Registered Address	TVS Super Market No.76SannathiStreet,TKM& NO.2/296 Sadras Road/AnupuramChengalpat District
Telephone Number	8973463319/9976295349
E-Mail	Tvsstores59@gmail.com
Company Status	Active

1.4. STATEMENT OF THE PROBLEM

The study has been conducted on TVS Supermarket. To find service quality on customers in choosing TVS Supermarket. This study has done on certain aspect of employee behaviors, satisfaction of customers.

1.5. NEED OF THE STUDY

Nowadays there are many supermarkets in every area Every supermarket must have some loyal customers every market condition will be in some changes. The quality of service on customers should be good and employees should respect the customers in a peaceful manner and that leads to satisfaction of customers and loyalty of customers. We need to know the customers of what they are buying and check our services and process by getting feedback of customers. This research shows the quality of service done to the customers by the employees.

1.6. SCOPE OF THE STUDY

This research will be applicable in the area of quality services on customers by employees at TVS Supermarket. This report will be helping the understanding of quality of services done to the customers by employees at TVS Supermarket and it would help TVS Supermarket in loyalty of customers.

1.7 OBJECTIVE OF STUDY

Primary objective

To understand the quality of service done to the customers by employees in supermarket.

Secondary objective

- To find the effect of service quality on customer's trust.
- To find the service quality on customer satisfaction.
- To discover the effect of service quality on loyalty of customers.

CHAPTER 2

REVIEW OF LITERATURE

- PARASURAMAN (1988) The concept and measurement of service quality, several studies have sought to examine the service quality construct more closely. For the last three decades, debates have ranged about the dimensions and measures of service quality about whether context and type of services have any influence on service quality perceptions, whether service quality out to assessed at the encounter level generally or how cultures influence and modifies the effect of service quality.

- DABHOLKAR (1996) Introduced the retail service quality scale to measure retailer service in 5 architectures of a store for distribution of products and services, doing the right to serves i.e., the supply of goods and error free sales transactions For retail stores to know about their performance on various service quality in dimensions, appropriate measures ae needed.

- BLOOMER, RUYTER AND WETZELS (1999) – They have been applied the instrument, in an attempt to examine the relationship between the service quality and service loyalty.

- GONIN AND TYALOR- They have been found that the perception and that only measure of service quality outperformed the tradition of services quality because the former scale has provided a more construct valid explanation to services quality.

- SIU AND CHEUNG (2001) –This services the scale for retailing industry in Hong Kong. The six dimensions contained the study included in personal interaction, physical appearance, promises, policy convinces and problem-solving. In terms of the definitions and operationalization of service quality and customer satisfaction, research has suggested that service quality and customer satisfaction district construct.
- OSTROM AND GAYSON (1995) – They asserted the key difference between service quality and customer satisfaction is that quality relates to managerial delivery of services while satisfaction reflects the customer experiences with those services. It is also argued that quality improvements that are not based on customer needs will not lead to improved customer satisfaction.
- ZEITHAML AND BITNER (1988) –Describes customer experiences that beliefs that are regarding a service and which acts as a standard for measuring the performance of services.
- WOODSIDE, FREY AND DALY (1989) – Service quality is also acknowledged to be curial element in impacting future consumption behavior. He indicated in their study that there is a significant association between service quality and the customer satisfaction in the supermarket.
- HUTCHINSON (2009)- The development of service quality has been identified as a key strategy to increase the level of customer satisfaction and intention to revisit, providing quality of services for customer poses the importance's for both retention and customer satisfaction.

- JOHN (1999) – Service quality is and influence regarding superiority of a product or services based on a rational assessment of characteristics or attributes judgement or emotional response like an attitude.

- GRONROOS (1984) – Stated that service firms should define service quality and determine the influence the service quality in order to complete successfully.

- KANG (2006) –The research focused on the notion that service quality evaluation should not only focus on services output should also embody the services encounter process.

- CHOWDARY AND PRAKASH (2007)- They debated the contributions within the framework measuring and conceptualizing service quality have evolved around the service quality scale.

- LEWIS (1994) -The service quality concept is focused on how the services meets the customer's needs and demands.

CHAPTER-3

RESEARCH METHODOLOGY

Research Methodology

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

RESEARCH PROCESS

In research process, the first and foremost step 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 stage, secondary stage and tertiary stage.

THE PRIMARY STAGE INCLUDES

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

THE SECONDARY STAGE INCLUDES

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

TYPES OF RESEARCH

DESCRIPTIVE RESEARCH

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

PROJECT PLANNING

Project planning is the first step in conducting and directing a research project. It is one of the most important tasks of researcher. This includes formulation of the researcher objectives and 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 collected and analyzed by someone else. The secondary data for the study was collected google scholar website and magazines.

QUESTIONNAIRE PREPARATION

The basic requisite of any research study is 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.

PILOT SURVEY

Before collecting the relevant data to test the hypothesis, it is essential to ascertain the applicability of the instruments 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 60.

PERIOD OF STUDY

The period of the study is from 03rd January 2022 to 03rd March 2022 with is 3 months of the 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 how many participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

The following data 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 %

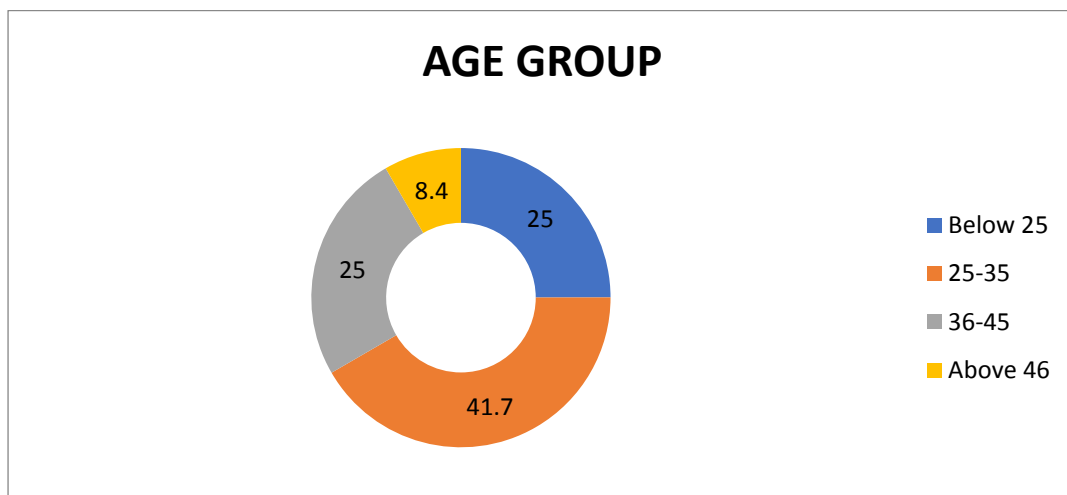


Fig 4.1 Age of the respondents

INTERPRETATION

From the above table interpreted that 25% respondents are below 25 ages; 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%

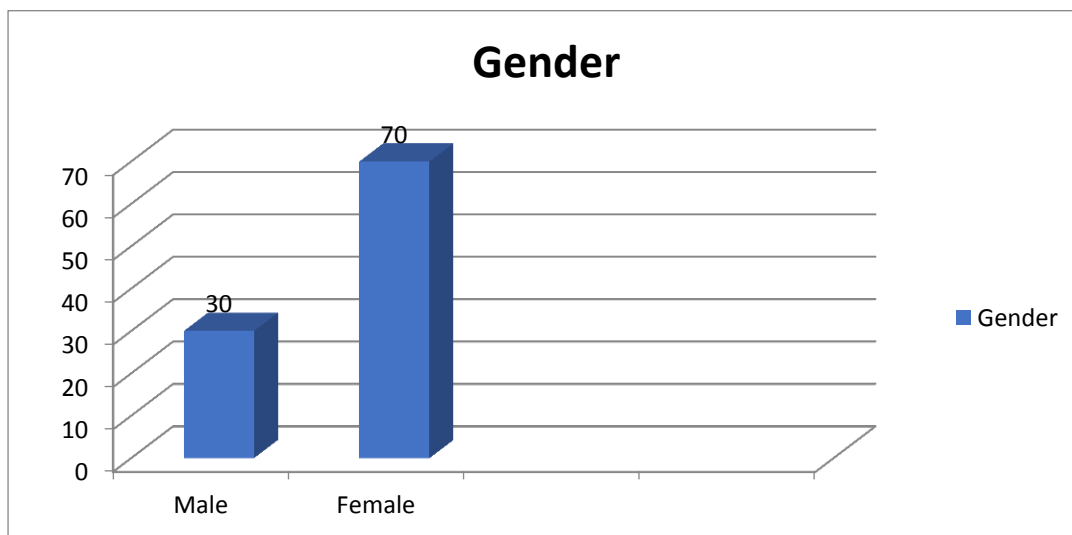


Fig 4.2 Gender of the respondents

INTERPRETATION

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

Table 4.3 Table showing Martial Status of the respondents

MARTIAL STATUS	NO.OF. RESPONDENTS	PERCENTAGE
Married	37	61.7%
Unmarried	23	38.4%
TOTAL	60	100%

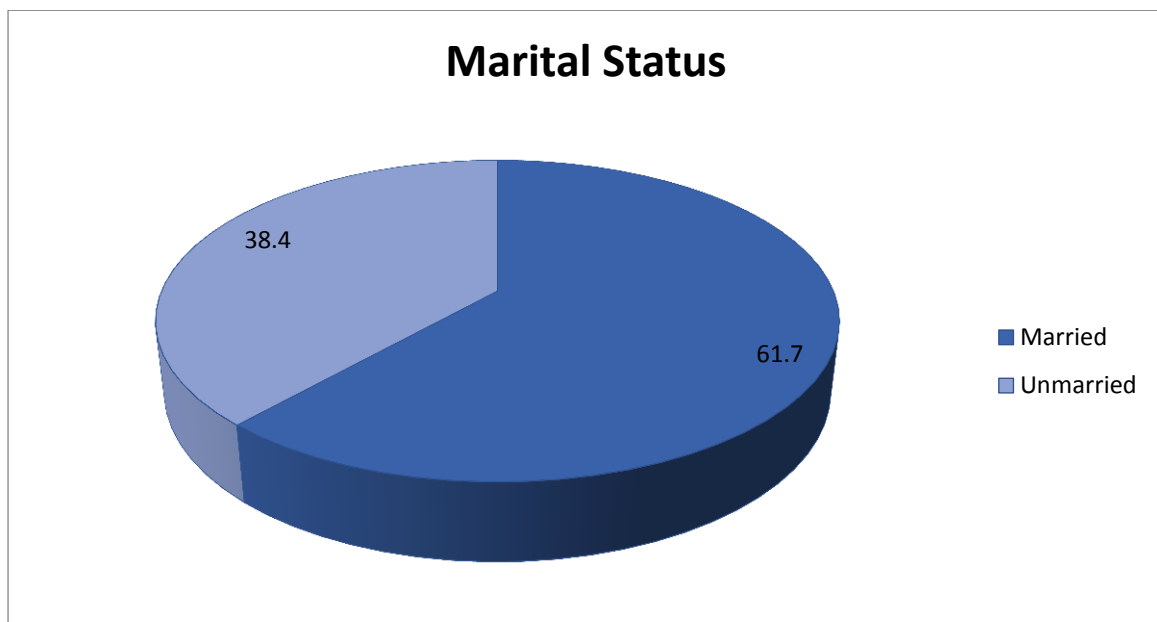


Fig 4.3 Martial status of the respondent

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 customers

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%

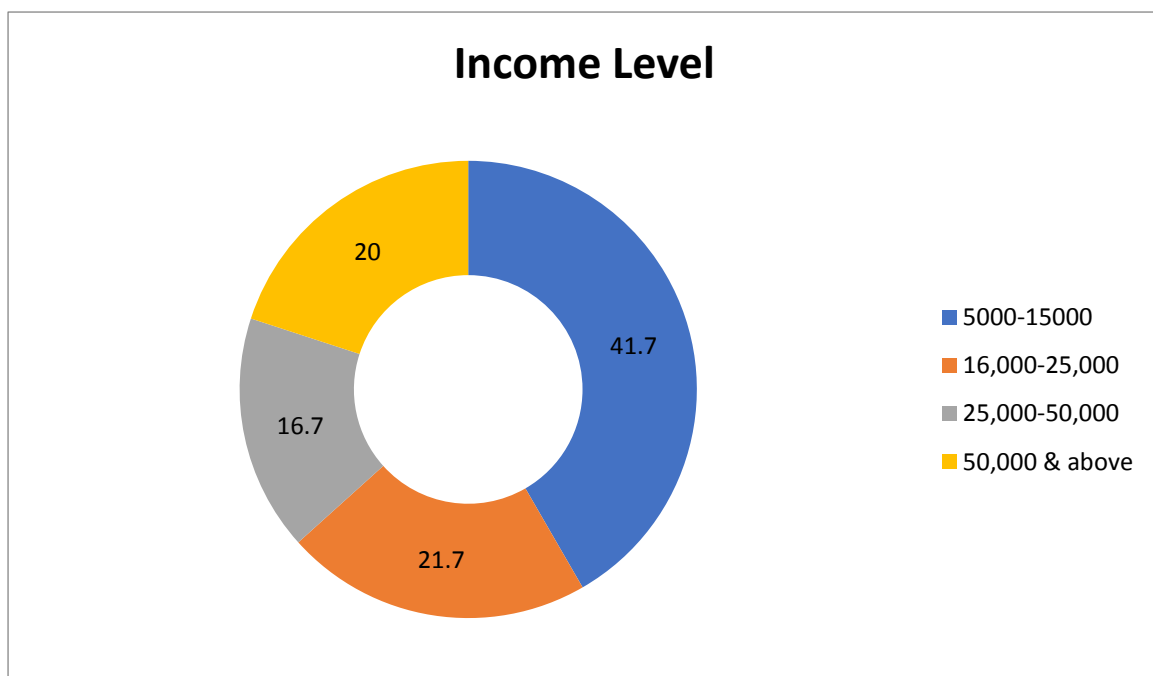


Fig 4.4 Income level of the customer

INTERPRETATION

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 2-3 month	8	13.4%
TOTAL	60	100%

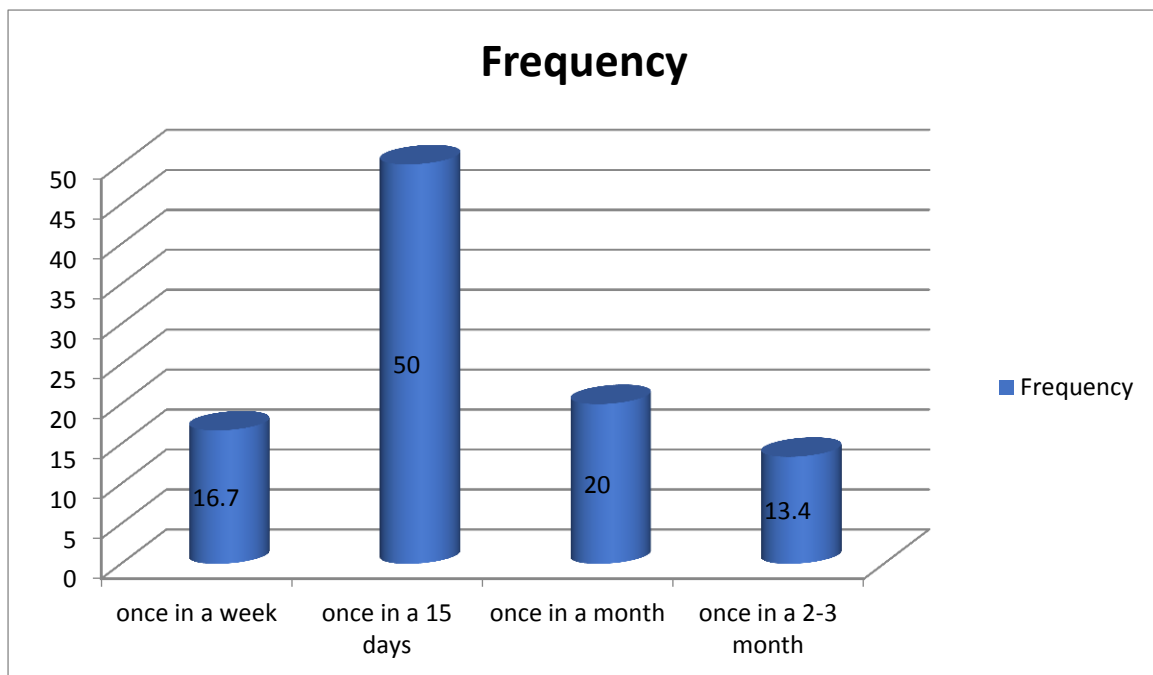


Fig 4.5 How many times do you visit this shop?

INTERPRETATION

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

Table 4.6 Table showing will employees provide good services

RESPONSE	NO.OF. RESPONDENTS	PERCENTAGE
Fast services	36	61.7%
Slow services	13	21.7%
Not sufficient	6	10%
Not good	4	6.7%
TOTAL	60	100%

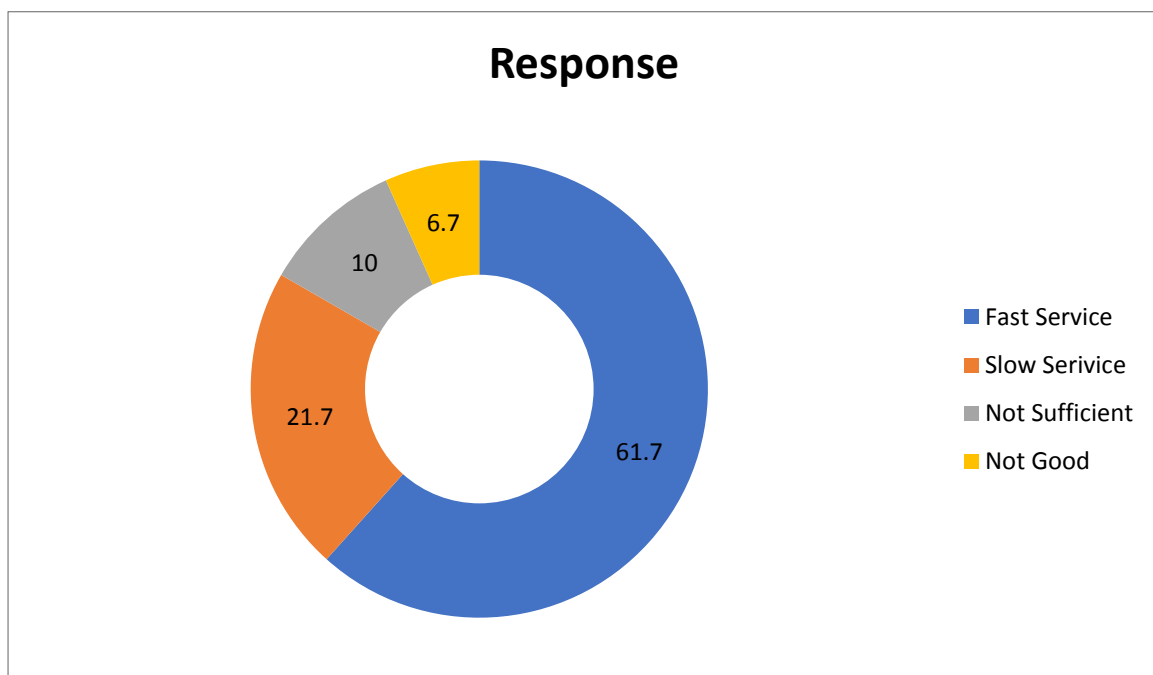


Fig 4.6 Are employees provide better services.

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 are providing slow service, 10% respondents say not sufficient, and 6.7% respondents says not good.

Table 4.7 Table showing employees will be formally dressed and presentable.

RESPONSE	NO.OF. RESPONDENTS	PERCENTAGE
Yes	46	76.7%
No	14	23.3%
TOTAL	60	100%

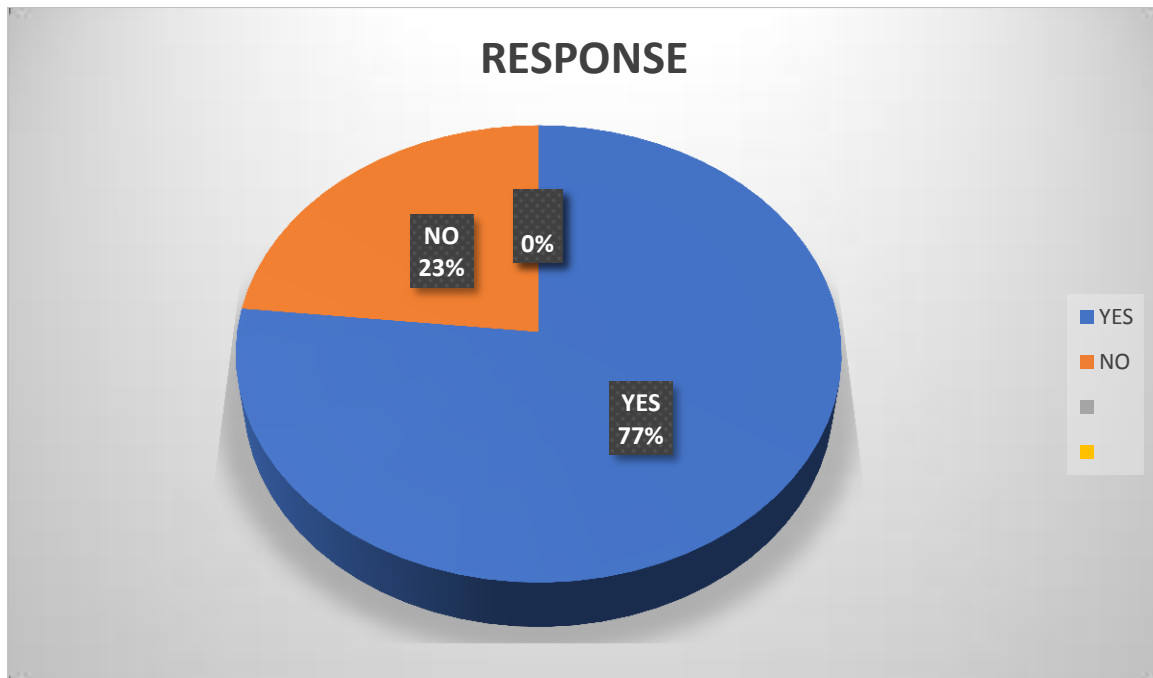


Fig 4.7 Are employees are formally dressed and presentable

INTERPRETATION

From the above table interpreted 77% of my respondents say that they are formally dressed and presentable and 23% of the respondents says that they are not formally dressed and presentable.

4.8 Table showing supermarkets will honor their promise to deliver their services

RESPONSE	NO. OF. RESPONDENT'S	PERCENTAGE
Yes	47	76.7%
No	13	23.3%

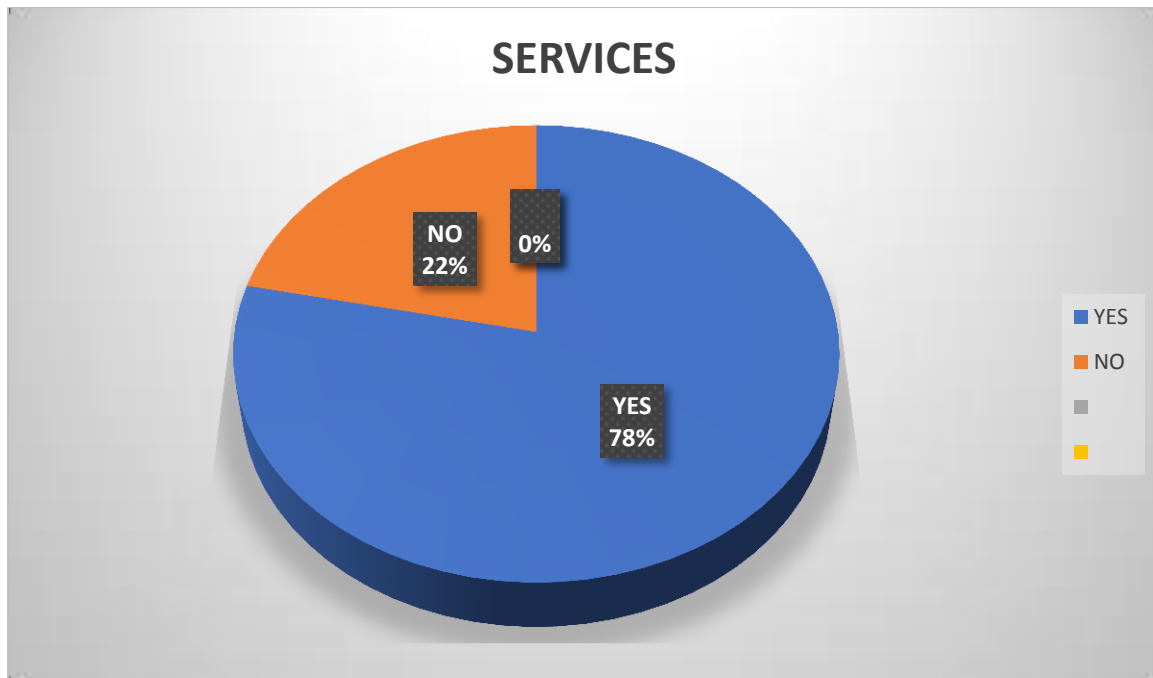


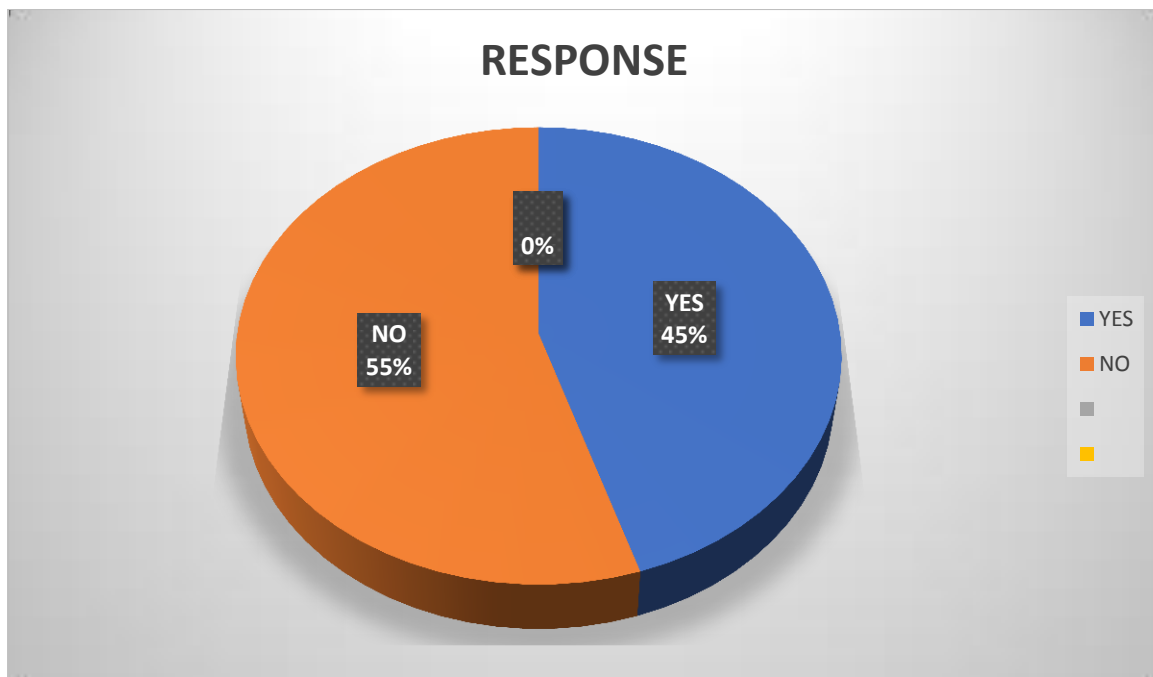
Fig 4.8 Supermarkets will honor their promise to deliver services

INTERPRETATION

From the above table interpreted that 78% of my respondents says that they will promise to deliver their services and 22% says that they are not deliver their services.

4.9 Table showing Are employees will never too busy to respond their request

RESPONSE	NO. OF. RESPONDENT'S	PERCENTAGE
Yes	54	90%
No	6	10%
TOTAL	60	100%



INTERPRETATION

From the above table interpreted that 90% of my respondents says yes and last 10% of the respondents say no those employees will never too busy to respond their request.

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

RESPONSE	NO. OF. RESPONDENTS	PERCENTAGE
Yes	21	35%
No	39	65%
TOTAL	60	100%

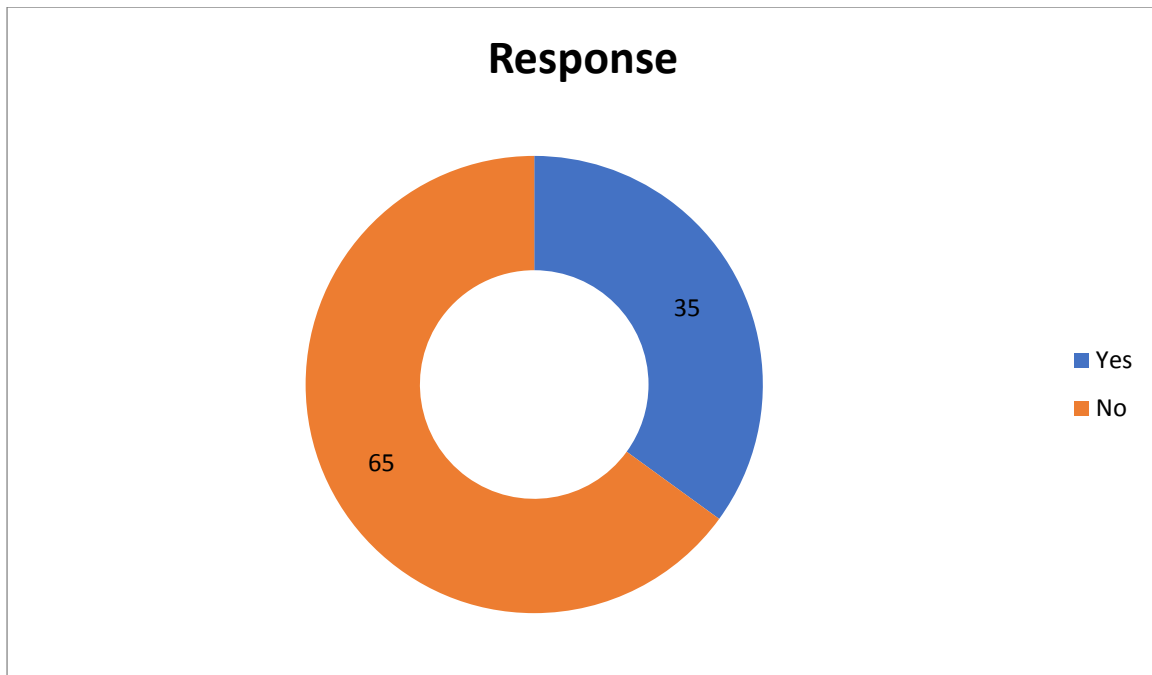


Fig 4.10 are you waiting for long time billing section at this shop?

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.

4.11 Table showing Are they providing correct time home delivery

RESPONSE	NO. OF. RESPONDENTS	PERCENTAGE
Delivery on time	39	65%
Slow delivery	13	21.7%
Not responding	8	13.4%
TOTAL	60	100%

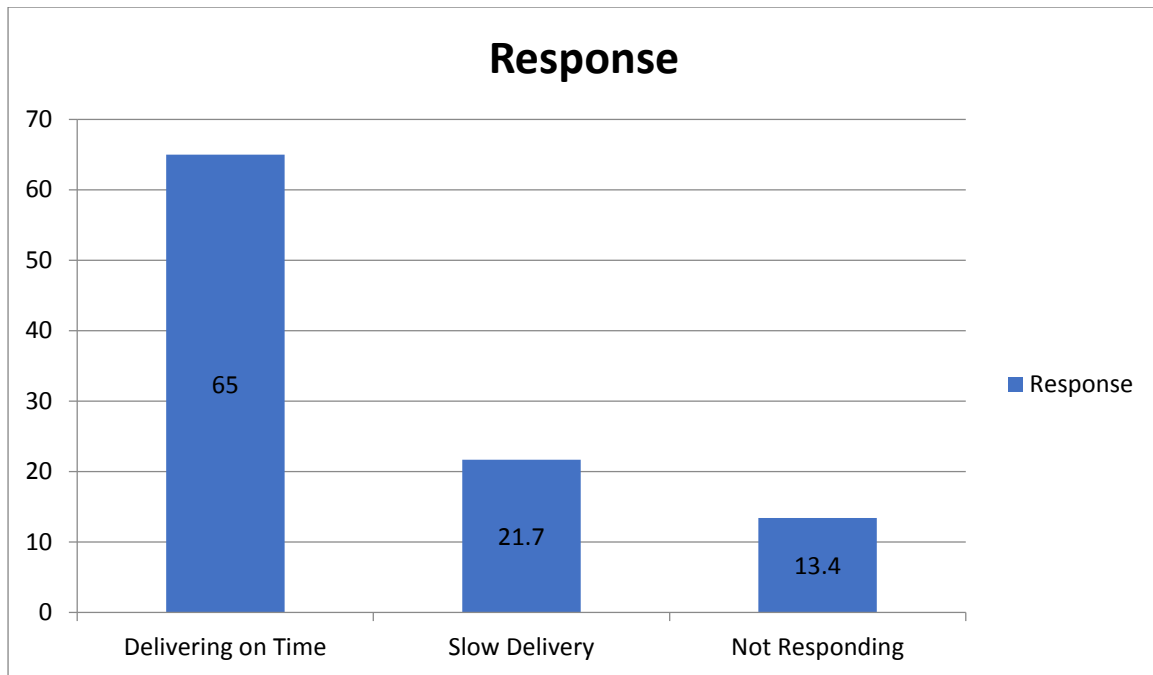


Fig 4.11 Are they providing correct time home delivery?

INTERPRETATION

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

4.12 Table showing If any dispute arises from customer side are they taking immediate actions?

RESPONSE	NO.OF. RESPONDENTS	PERCENTAGE
Immediate Response	40	66.6%
Slow response	16	26.6%

Not responding	4	6.6%
TOTAL	60	100%

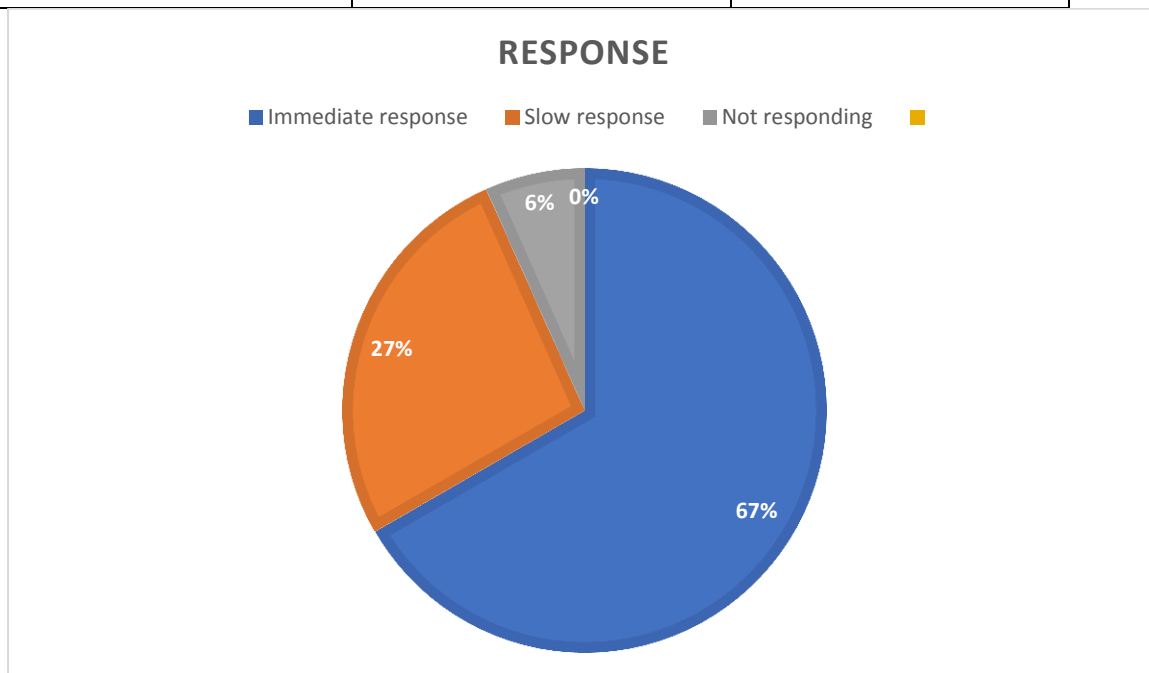


Fig 4.12 If any issues arise from the customer side, they are taking immediate action

INTERPRETATION

Form the above table interpreted that 67% of my respondents says that they are immediately responding to dispute/issue. 27% respondents says that they are slowly responding and 6 % of the respondents says that they are not responding.

4.13 Table showing are employees are packaging goods in a better way

RESPONSE	NO. OF. RESPONDENT'S	PERCENTAGE
Yes	48	80%
No	12	20%
TOTAL	60	100%

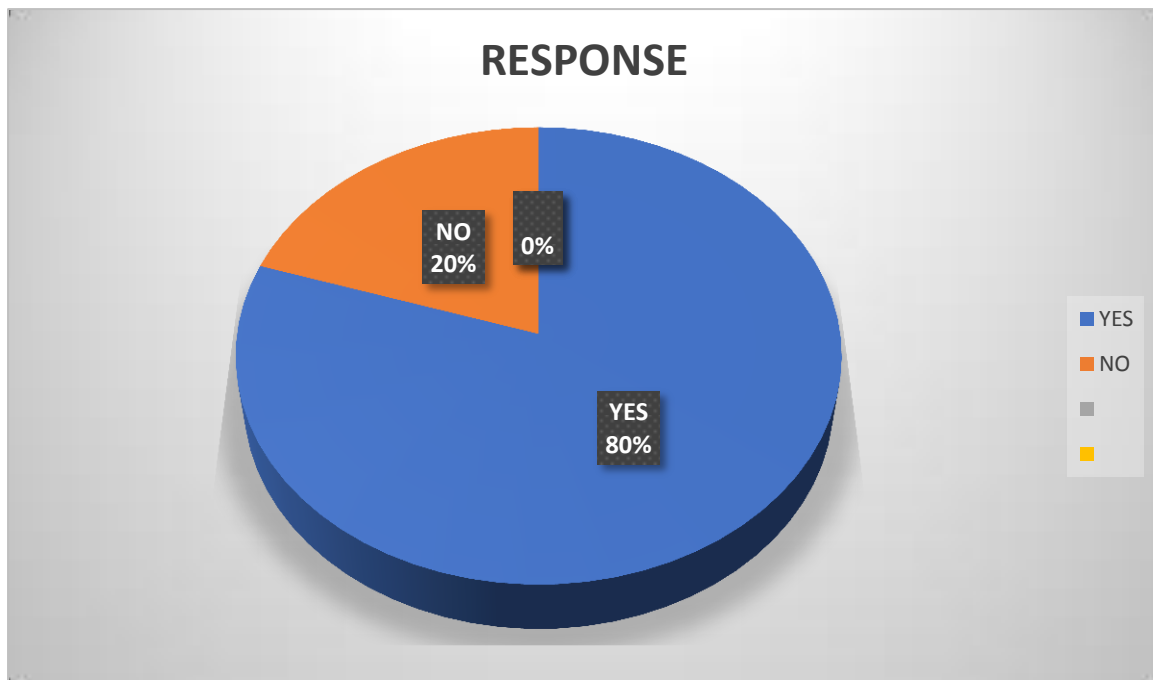


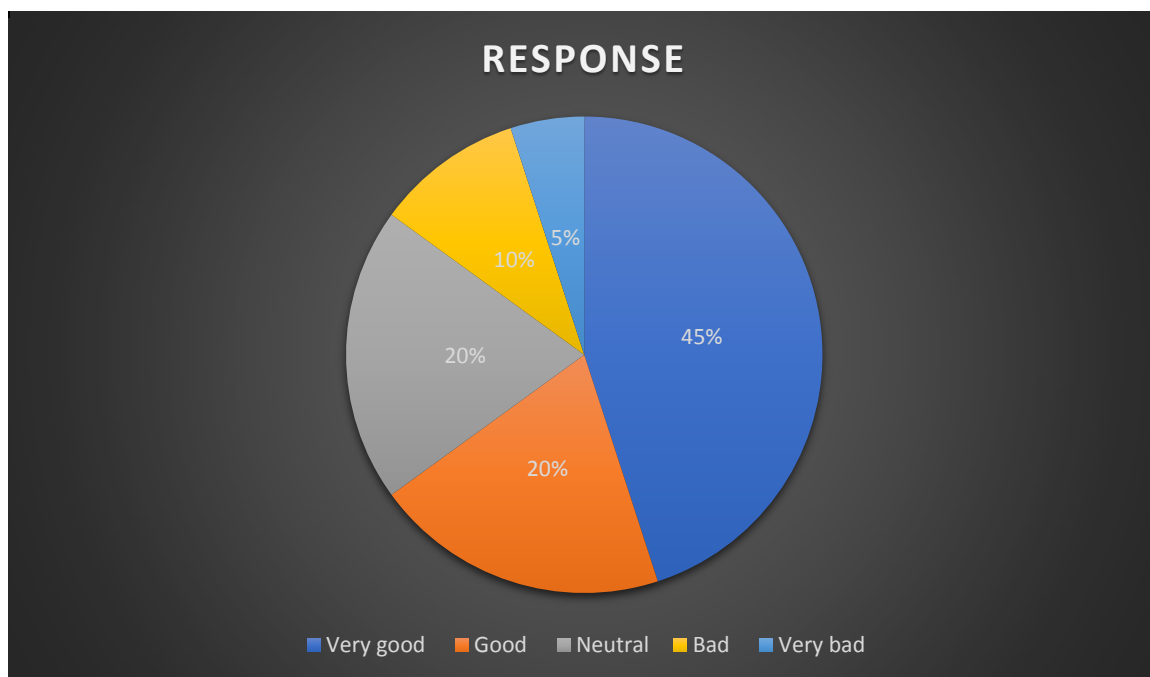
Fig 4.13 Are employees being packaging goods in a better way?

INTERPRETATION

From the above table interpreted that 80% of my respondents says that they are packaging goods in a better way and 20% says that they are not packaging goods in a better way

Fig 4.14 Table showing Are employees are taking the customer request in a polite manner.

RESPONSE	NO. OF. RESPONSE	PERCENTAGE
Very good	27	45%
Good	12	20%
Neutral	12	20%
Bad	6	10%
Very bad	3	5%
TOTAL	60	100%



INTERPRETATION

From the above table interpreted that 45% of my respondents says that they are employees are taking the customer request in a polite manner and 20% of the respondents says that they are good and the same 20% of the respondents say that they are neutral and 10% of the respondents says that they are bad and 5% of the respondents says that they are very bad.

4.15 Table showing Are employees may charge extra amount for the goods brought by the customers

RESPONSE	NO. OF. RESPONDENTS	PERCENTAGE
Yes	5	8.3%
No	55	91.6%
TOTAL	60	100%

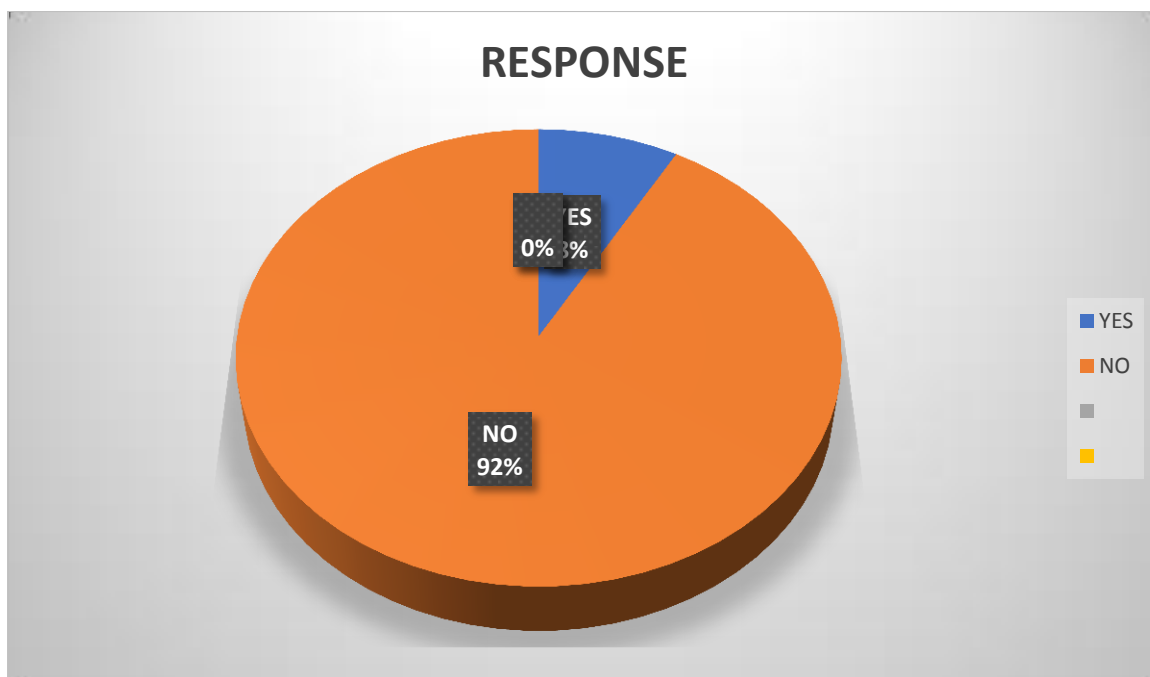


Fig 4.15 Are employees may charge extra amount for the goods brought by the customers

INTERPRETATION

From the above interpreted table shows 8% of the respondents says that employees may charge extra amount for goods brought by the customers and 92% of the respondents says no.

Table 4.16 Table shows are employee may charge extra amount for covers for shopping

RESPONSE	NO. OF. RESPONDENTS		PERCENTAGE
Yes	38		63.4%
No	22		36.6%
TOTAL	66	60	100%

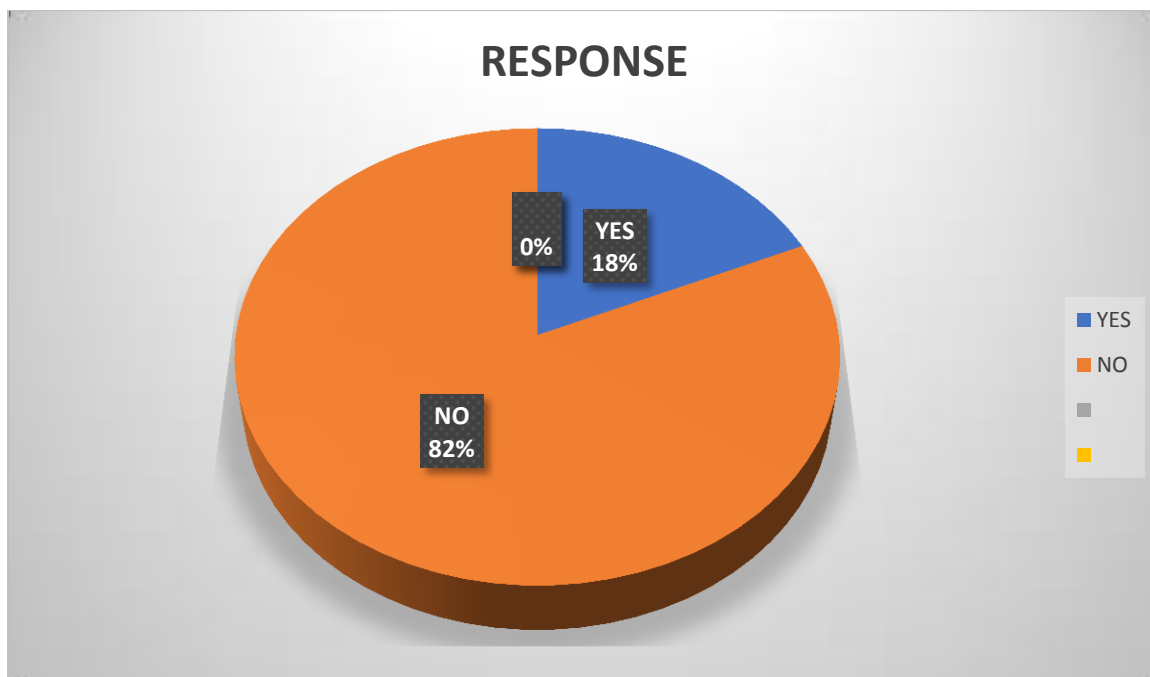


Fig 4.16 Are employees may charge extra amount for covers for shopping

INTERPRETATION

From the above table interpreted that 63.4 % of my respondents says that employees may charge extra amount for covers for shopping and 36.6 % of the respondents says no.

4.17 Table showing Are they answering phone calls when the customer to make orders for home delivery

RESPONSE	NO. OF. RESPONDENTS	PERCENTAGE
Responding	10	16.7%
Responding Sometimes	18	30%
Not responding	32	53.4%
TOTAL	60	100%

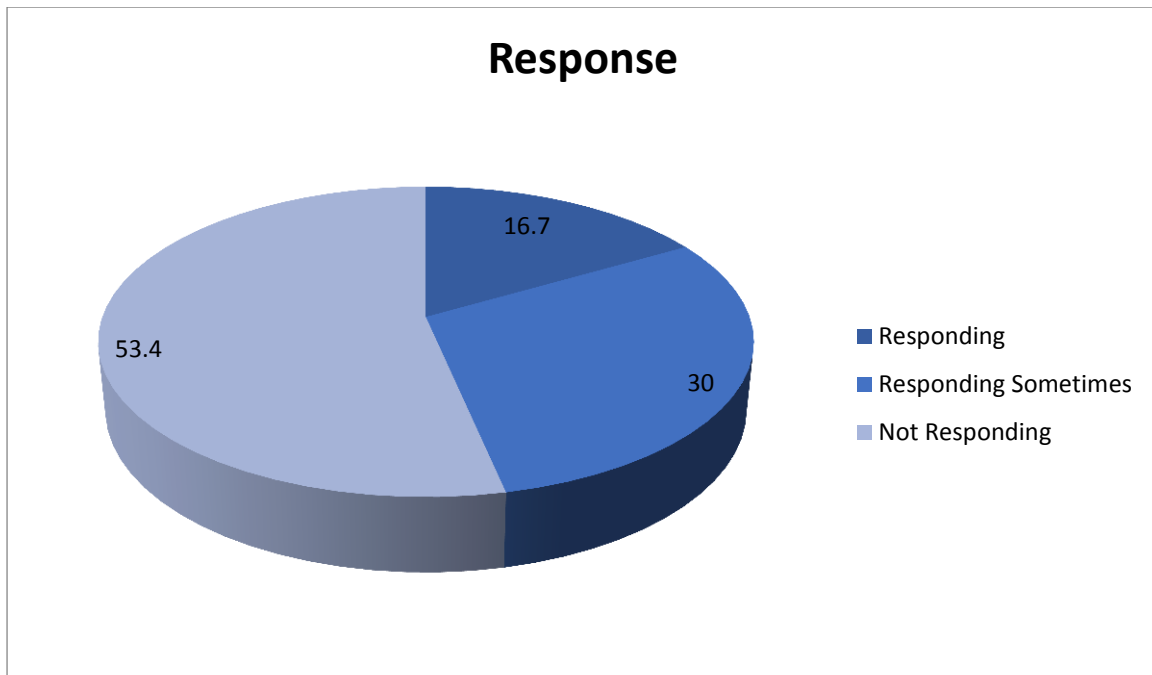


Fig 4.17 Are they answering phone calls when the customer is to make orders for home delivery?

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 say responding sometimes and 53.4% respondents says not responding.

4.18 Table showing that how do you feel the overall experience at this shop

SCALE POINT	NO. OF. RESPONDENTS	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%

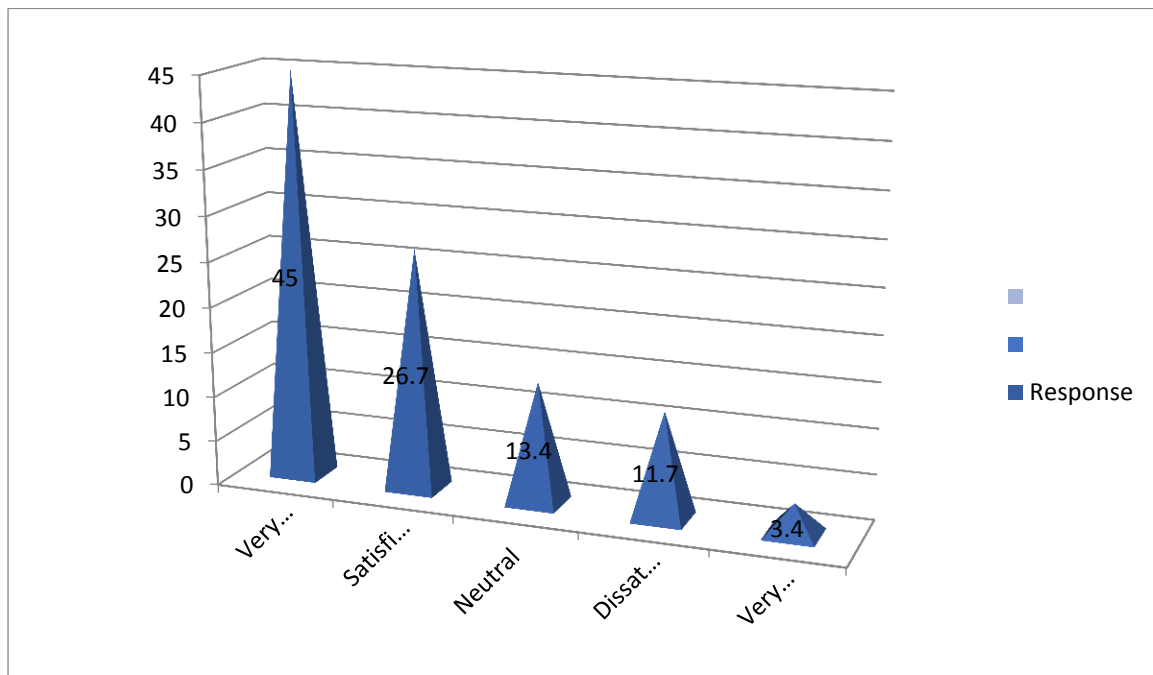


Fig 4.18 How do you feel the overall experiences at this shop

INTERPRETATION

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

4.2 STATISTICAL ANALYSIS

HYPOTHESIS

Case Processing Summary

Cases					
Valid		Missing		Total	
N	Percent	N	Percent	N	Percent

13.If any dispute/issue arises from customer side are they taking immediate action * 7. Will employees will provide better services	60	100.0%	0	0.0%	60	100.0%
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13.If any dispute/issue arises from customer side are they taking immediate action * 7. Will employees will provide better services Crosstabulation

Count

7. Will employees will provide better services

Fast services	Not good	Not sufficient
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13.If any dispute/issue arises from customer side are they taking immediate action	Immediate response	23	2	4
	Not responding	1	2	0
	slow response	12	0	2
	sometimes	1	0	0
Total		37	4	6

13.If any dispute/issue arises from customer side are they taking immediate action * 7. Will employees provide better services

Crosstabulation

Count

7. Will employees will provide better services	
Slow	Total

	services	
13.If any dispute/issue arises from customer response side are they taking immediate action	11	40
Not responding	1	4
slow response	1	15
sometimes	0	1
Total	13	60

Directional Measures

			Value	Asymptotic Standard Error ^a
Nominal by Nominal	Lambda	Symmetric	.023	.040
		13.If any dispute/issue arises from customer side are they taking immediate action Dependent	.000	.000
		7. Will employees will provide better services Dependent	.043	.074
	Goodman and Kruskal tau	13.If any dispute/issue arises from customer side are they taking immediate action Dependent	.080	.050
		7. Will employees will provide better	.080	.046

	services Dependent		
Uncertainty Coefficient	Symmetric	.117	.056
	13.If any dispute/issue arises from customer side are they taking immediate action Dependent	.129	.061
	7. Will employees will provide better services Dependent	.108	.052

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.630 ^a	9	.040
Likelihood Ratio	13.423	9	.144
N of Valid Cases	60		

a. 13 cells (81.3%) have expected count less than 5. The minimum expected count is .07.

Directional Measures

			Approximate T^b
Nominal	by Lambda	Symmetric	.579
Nominal		13.If any dispute/issue arises from customer side are they taking immediate action Dependent	. ^c
		7. Will employees will provide better services Dependent	.579
	Goodman and Kruskal tau	13.If any dispute/issue arises from customer side are they taking immediate action Dependent	
		7. Will employees will provide better services Dependent	
	Uncertainty Coefficient	Symmetric	1.961
		13.If any dispute/issue arises from customer side are they taking immediate action Dependent	1.961
		7. Will employees will provide better services Dependent	1.961

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Cannot be computed because the asymptotic standard error equals zero.
- d. Based on chi-square approximation
- e. Likelihood ratio chi-square probability.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.542	.040
	Cramer's V	.313	.040
	Contingency Coefficient	.477	.040
	N of Valid Cases	60	

RESULT: I have got 0.477 in Chi-square test it accepts null hypothesis and reject alternative hypothesis.

CHAPTER-5

FINDINGS, SUGGESTIONS

Based on the analysis, discussions and the primary data in the previous chapter
Findings, suggestions and conclusions in the 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 (61.7.0%) of the respondents of my questionnaire feels that the store members are providing fast service to the customers.
- Majority (77.0%) of the respondents of my questionnaire says that employees are formally dressed and presentable.
- Majority (78.0%) of the respondents of my questionnaire says that they will promise to deliver their services.
- Majority (90.0%) of the respondents of my questionnaire says that they will never too busy to respond their request.
- 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 are delivering the products on time.

- Majority (67.0%) of the respondents of my questionnaire says that they are giving immediate response if any dispute/issue arises.
- Majority (80.0%) of the respondents of my questionnaire says that the employees are taking the customer request in a polite manner
- Majority (92.0%) of the respondents of my questionnaire says that employees may charge extra amount for the goods brought by the customers.
- Majority (63.4%) of the respondents of my questionnaire says that the employees charge extra amount for covers for shopping.
- 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 (45.0%) of the respondents of my questionnaire gives 71-100 points for overall experience after purchasing from this shop.

SUGGESTIONS

- The shop should focus on customer complaints and request. Some of the customers have complained about if any issues arise, they are not taking correct action done to the customers.
- The shop employees must focus on the billing section also. They should make fast billing section where the time is saved between both the customers as well as employees and makes easy for all. Making at slow billing will also make the customer to be angry and having the chances of losing the customer.
- The shop needs to improve the quality of services done to the customers should be done in a fast service.
- Some of the customers have complained about supermarket is they are charging for covers for shopping. Hence, has to be improved by the no amount of money should be taken for covers.
- Even though the complaints are not a big thing the quality of services done to the customers should be resolve it in a good manner in order to achieve more customers in supermarket.

LIMITATION OF THE STUDY

- The study is based upon the quality of services in choosing TVS Supermarket.
- The data collected for the research is fully on the primary data given by the respondents. There is a chance for personal bias so, the accuracy is not true.
- The number of the respondents is 60.
- The findings and suggestions are given by the respondents.

CHAPTER-6

CONCLUSION

The study concludes that most of the customers like quality of services in supermarket, purchasing of a product and reasonable prices which makes the customers are satisfied and more comfortable. The customer feels that the TVS Supermarket must come up with another billing section and good packaging products. As per the findings as much as 88% of the respondents feels satisfied with quality of services done to the customers in TVS Supermarket. So, finally in other words we can say the quality of services and products is good and positive.

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APPENDIX

A STUDY ON THE EFFECT OF QUALITY SERVICES DELIVERY ON CUSTOMERS IN TVS SUPERMARKET

QUESTIONNAIRE

1. Name of the respondent _____
2. Age of the respondent
 - Below 25
 - 25-35
 - 35-45
 - Above 45
3. Gender
 - Male
 - Female
4. Martial 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 2-3 month
7. Are employees providing better services?
 - Fast service
 - Slow service
 - Not good
 - Not sufficient

8. Are employees be formally dressed and presentable
- Yes
 - no
9. Are employees will never too busy to respond their request
- Yes
 - No
10. Are you waiting for long time billing section at this shop?
- Yes
 - No
11. Are they providing correct time home delivery?
- Delivery on time
 - Slow delivery
 - Not responding
12. If any dispute/issue arises from the customer side, are they taking immediate action?
- Immediate response
 - Slow response
 - Not responding
13. Are employees packaging goods in a better way?
- Yes
 - No
14. Are employees are taking the customer request in a polite manner?
- Very good
 - Good
 - Neutral
 - Bad
 - Very bad
15. Are employees may charge extra amount for the goods brought by the customer?
- Yes
 - No
16. Are employees may charge extra amount for covers for shopping?
- Yes
 - No

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

- Responding
- Responding sometimes
- Not responding

18. How do you feel the overall experiences at this shop?

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

19. What is the suggestion that can be given to this shop?
