

A STUDY ON CONSUMER PREFERENCE TOWARDS SUPERMARKET IN CHENNAI

Submitted in partial fulfilment of the requirements for the award of

Bachelors of Business Administration

by

SELVARANI.S

38280083



SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

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SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY
(Deemed to be University)
(Established under Section 3 of the UGC Act, 1956)
Jeppiaar Nagar, Rajiv Gandhi Salai,
Chennai – 600 119.

SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **SELVARANI.S (38280083)** who carried out the project entitled “**A Study on Customer Preference Towards Supermarket in Chennai**” under my supervision from January 2021 to March 2021.

Ms.M.SIVAPRIYA.,M.Com.,M.Phil.,PGDCA
(Internal Guide)

DR. BHUVANESWARI G., MBA., Ph.D.
Dean – School of Management Studies

Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I, **SELVARANI.S (38280083)** hereby declare that the Project Report entitled “**A Study on Consumer Preference towards Supermarket in Chennai**” done by me under the guidance of **Ms.M.SIVAPRIYA.,M.Com.,M.Phil.,PGDCA** is submitted in partial fulfilment of the requirements for the award of Bachelors of Business Administration degree.

DATE:

PLACE: CHENNAI

SELVARANI S

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ABSTRACT

Indian organised retailing is under transition today bringing a lot of changes in the formats of retailing. The customers enjoy the privilege of shopping the goods and services required by them in a variety of formats. Retailing in India is in the process of getting more organised and professional. Large retail formats Supermarkets, warehouse clubs and discount superstores are set to take over the retail scene medium scale retails formats such as department stores and supermarket chains have already made an appearance and are slowly changing the face of retailing in the country. A supermarket is a large departmentalized retails establishment offering a relatively a broad and complete stock of dry groceries, perishable produce, and daily products, supplemented by a variety of convenience non-food merchandise and operated primarily on a self service basis.

The supermarkets largely concentrate on selling food related products and are considerably smaller in size as compared to hypermarket. The supermarket offer relatively less assortments but focus on specific product categories. This research indicates that customers are satisfied with the shopping. Questionnaire are framed as multiple choice questions and distributed to the customers. However, 164 responses are received. The reasearch design is descriptive and convenience sampling method is used in this study.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Consumer preference is defined as the subjective tastes of individual consumers, measured by their satisfaction with those items after they've purchased them. This satisfaction is often referred to as utility. Consumer value can be determined by how consumer utility compares between different items. Consumer preferences can be measured by their satisfaction with a specific item, compared to the opportunity cost of that item since whenever you buy one item, you forfeit the opportunity to buy a competing item.

The preferences of individual consumers are not contained within the field of economics. These preferences are dictated by personal taste, culture, education and many other factors such as social pressure from friends and neighbors. For example, someone who prefers to own a specific brand of a smartphone because her friends all have the same brand. People often prefer some aspects of a product, but not others. When comparing sofas, the color, fabric and size of the sofas can each have an impact on consumer preference, as well as the number of extra cushions they have. Not all of these aspects carry the same weight. When comparing two restaurants, for example, you may prefer the food and the ambiance of one over the other, but having a rude waiter at one restaurant may cause you to prefer the other restaurant overall.

While consumer preference is an indicator of consumer demand, it's important to note that consumer choices are not always determined by preference alone. Choices are often limited by a consumer's income or budget, compared to the cost

1.1.2 DEFINITION OF CONSUMER PREFERENCE

"Consumer preference" is a marketing term meaning a consumer likes one thing over another. For instance, a trend may indicate consumers prefer using debit cards over credit cards to pay for goods. Companies rely on surveys, information and data in order to customize products and services based upon consumer preferences, according to Cambridge Online Dictionaries.

Consumer preference is a general term applied to all facets of marketing products and services. This is not to be confused with the more-specific term brand preference, which relates to consumers preferring one brand over competing brands. If one brand is unavailable, consumers will likely choose another brand to fill the gap.

1.1.3 TYPES OF CUSTOMER PREFERENCE

Customer preferences are expectations, likes, dislikes, motivation and inclinations that drive customer purchasing decisions. They complement customer needs in explaining customer behavior. For example, a customer needs shows and they prefer a particular style, brand and color. Appealing to the preference of customer is a basic marketing technique that is useful for branding, product development, distribution and customer experience. The following are common types of customer preference

CONVENIENCE

Preferring things that are easy such as a settling for a nearby restaurant. Convenience is considered a strong type of customer motivation.

EFFORT

The satisfaction that results from effort. For example, a customer who gains a sense of accomplishment from a diy projects.

USER INTERFACES

Some customers will prefer the simplest user interface possible. Others will prefer lots of buttons to play with. This can be as much about preferences as need.

COMMUNICATION AND INFORMATION

Preferences related to communication style and information density. For example, some customers want to read detailed specifications and others want to hear story.

STABILITY VS VARIETY

Customers who would prefer the same exact shoes they purchased a years ago in the same season versus customers who prefer an incredible variety of shoes and avoid repeat purchases.

RISK

The risk tolerance of the customer. Applies to seemingly innocuous things such as purchasing a new brand for the first time.

VALUES

Preferences related to values such as customers who purchase environmentally friendly products.

SENSORY

Preferences related to color, look, smell, touch and sound.

TIME

Time preferences such as customers who prefers an attentive waiter who drops by every 5 minutes versus a customer who doesn't want to feel rushed.

CUSTOMER SERVICE

It is well known in the customer service industry that some customers prefer friendly service and others prefer diligence and professional distance. For example, a porter who engages in friendly conversation versus dry information about the room and hotel.

CUSTOMER EXPERIENCE

Preferences related to the end-to-end customer experience. For example, the interior design, lighting, art, music, and social atmosphere at a cafe.

1.1.4 DETERMINANTS OF CUSTOMER PREFERENCES

PREFERENCE TESTS

Preference testing is useful when you want to compare one product to another. The consumers are given two or more products and asked which they prefer. Once their preferences, or lack of preference, are recorded, you can then analyze the results to determine which product is preferred. You cannot, however, determine how much each product was liked using this method.

ACCEPTANCE TESTS

Acceptance testing can determine how much a product is liked. Instead of stating which product is preferred compared to others, the consumers are asked to give a score to each product based on their like or dislike for it. This test is also called hedonic ranking. Usually, the scoring system is based on a nine-point scale, ranging from extreme like to extreme dislike, with neither dislike or like in the middle. Depending on the products being evaluated, you can ask for different scores for different properties, such as physical appearance, color or other attributes.

RANKING TESTS

A third way of determining consumer preferences is to use a ranking test. Ranking tests are usually best for comparing consumer preference between three or more products, which the panel ranks according to their preference. A ranking test does not reveal how much more consumers like one product over another.

DIFFERENCE TESTS

As its name suggests, difference testing measures how well consumers can tell the difference between two products. For example, if your company has developed a new soda, you could ask consumers to compare it to a previous version you sold, as well as to similar competitors' sodas, for aspects like sweetness. While this test itself doesn't reveal preferences, it can provide insight into products when used with any of the other tests.

1.1.5 IMPORTANCE OF CONSUMER PREFERENCE

Consumer preference determines what products people will buy within their budget, understanding consumer preference will give you an indication of consumer demand. This information will help to ensure that you have enough product to meet demand and will help you determine the price for your product.

If, for example, your company makes dresses, knowing what women prefer in a dress will help you determine which colors and fabrics will sell better than others, as well as whether shorter hemlines will sell better than longer hemlines. If your products are comparable to more expensive brands, you may be able to sell them at a higher profit. On the other hand, if your competitors offer similar dresses for less money that are also preferable to yours, you may need to reduce production, change

the design or reduce your profit to ensure you aren't left with too much inventory at the end of the season.

As the preference for one product over another increase, one product may outsell the other even if the price is much higher. However, when the preference is negligible, then price and availability become the determining factors over which one will sell better.

INDUSTRY PROFILE

1.2 INTRODUCTION ON SUPERMARKET

A supermarket is a self-service shop offering a wide variety of food, beverages and household products, organized into sections. It 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 a synonym for supermarket, and is not used to refer to other types of stores that sell groceries.

The supermarket typically has aisles for meat, fresh produce, dairy, and baked goods. 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. Some supermarkets also sell other household products that are consumed regularly, such as alcohol (where permitted), medicine, and clothing, and some sell a much wider range of non-food products: DVDs, sporting equipment, board games, and seasonal items (e.g., Christmas wrapping paper in December).

A larger full-service supermarket combined with a department store is sometimes known as a hypermarket. Other services may include those of banks, cafés, childcare centers, insurance (and other financial services), mobile-phone services, photo processing, video rentals, pharmacies, and petrol stations. If the eatery in a supermarket is substantial enough, the facility may be called a "grocerant" a blend of "grocery" and "restaurant".

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.

1.2.2 HISTORY OF SUPERMARKET

In the early days of retailing, products generally were fetched by an assistant from shelves behind the merchant's counter while customers waited in front of the counter and indicated the items they wanted. Most foods and merchandise did not come in individually wrapped consumer-sized packages, so an assistant had to measure out and wrap the precise amount desired by the consumer. This offered opportunities for social interaction: many regarded this style of shopping as "a social occasion" and would often "pause for conversations with the staff or other customers". These practices were by nature slow and had high labor intensity and therefore also quite expensive. The number of customers who could be attended to at one time was limited by the number of staff employed in the store. Shopping for groceries also often involved trips to multiple specialty shops, such as a greengrocer, butcher, bakery, fishmonger and dry goods store; in addition to a general store. Milk and other items of short shelf life were delivered by a milkman.

The concept of an inexpensive food market relying on large economies of scale was developed by Vincent Astor. He founded the Astor Market in 1915, investing \$750,000 of his fortune into a 165' by 125' (50×38-metre) corner of 95th and Broadway, Manhattan, creating, in effect, an open-air mini-mall that sold meat, fruit, produce and flowers. The expectation was that customers would come from great distances ("miles around"), but in the end, even attracting people from ten blocks away was difficult, and the market folded in 1917.

The concept of a self-service grocery store was developed by entrepreneur Clarence Saunders and his Piggy Wiggly stores, the first of which opened in 1916. Saunders was awarded several patents for the ideas he incorporated into his stores. The stores were a financial success and Saunders began to offer franchises.

The Great Atlantic & Pacific Tea Company, which was established in 1859, was another successful early grocery store chain in Canada and the United States, and became common in North American cities in the 1920s. Early self-service grocery stores did not sell fresh meats or produce. Combination stores that sold perishable items were developed in the 1920s. The general trend since then has been to stock shelves at night so that customers, the following day, can obtain their own goods and bring them to the front of the store to pay for them. Although there is a higher

risk of shoplifting, the costs of appropriate security measures ideally will be outweighed by reduced labor costs.

Historically, there has been debate about the origin of the supermarket, with King Kullen and Ralphs of California having strong claims. Other contenders included Weingarten's and Henke and Pilot. To end the debate, the Food Marketing Institute in conjunction with the Smithsonian Institution and with funding from H.J. Heinz, researched the issue. They defined the attributes of a supermarket as "self-service, separate product departments, discount pricing, marketing and volume selling".

1.2.2 GROWTH IN DEVELOPING COUNTRIES

Beginning in the 1990s, the food sector in developing countries has rapidly transformed, particularly in Latin America, South-East Asia, India, China and South Africa. With growth, has come considerable competition and some amount of consolidation. The growth has been driven by increasing affluence and the rise of a middle class; the entry of women into the workforce; with a consequent incentive to seek out easy-to-prepare foods; the growth in the use of refrigerators, making it possible to shop weekly instead of daily; and the growth in car ownership, facilitating journeys to distant stores and purchases of large quantities of goods. The opportunities presented by this potential have encouraged several European companies to invest in these markets (mainly in Asia) and American companies to invest in Latin America and China. Local companies also entered the market. Initial development of supermarkets has now been followed by hypermarket growth. In addition there were investments by companies such as Makro and Metro Cash and Carry in large-scale Cash-and-Carry operations.

While the growth in sales of processed foods in these countries has been much more rapid than the growth in fresh food sales, the imperative nature of supermarkets to achieve economies of scale in purchasing means that the expansion of supermarkets in these countries has important repercussions for small farmers, particularly those growing perishable crops. New supply chains have developed involving cluster formation; development of specialized wholesalers; leading farmers organizing supply, and farmer associations or cooperatives. In some cases supermarkets have organized their own procurement from small farmers; in others wholesale markets have adapted to meet supermarket needs.

1.2.3 TYPICAL SUPERMARKET MERCHANDISE

Larger supermarkets in North America and in Europe typically sell many items among many brands, sizes and varieties. U.S. publisher Supermarket News lists the following categories, for example: Hypermarkets have a larger range of non-food categories such as clothing, electronics, household decoration and appliances.

- Bakery (packaged and sometimes a service bakery and/or onsite bakery)
- Beverages (non-alcoholic packaged, sometimes also alcoholic if laws permit)
- Nonfood & Pharmacy (e.g. cigarettes, lottery tickets and over-the-counter medications (as laws permit), DVD rentals, books and magazines, including supermarket tabloids, greeting cards, small selection of home goods like light bulbs, housewares (typically limited))
- Personal care e.g. cosmetics, soap, shampoo
- Produce (fresh fruits and vegetables)
- Floral (flowers and plants)
- Deli (sliced meats, cheeses, etc.)
- Prepared Foods (packaged and frozen foods)
- Meat (fresh packaged, frozen, sometimes with a butcher service counter)
- Seafood (fresh packaged, frozen, sometimes with a butcher service counter)
- Dairy (milk products and eggs)
- Center store (e.g. detergent, paper products, household cleaning supplies)

- Multicultural (ethnic foods)
- Bulk dried foods

1.2.4 FEATURES OF SUPERMARKET

A supermarket has the following characteristics:

- It operates on self - service basis.
- Prices are comparatively lower.
- Credits are not extended to customers.
- It offers large varieties of goods.
- The profit margin is lower.
- Customer service is minimum
- Sales are not compelled.
- Neat display of goods in quite attractive

1.3 NEED FOR THE STUDY

- To identity the customer taste, habits, needs, wants and preferences.
- To find out the experience of the customers in the supermarkets.
- Need to identify their opinion and suggestions of a supermarket.

1.4 SCOPE FOR THE STUDY

- The purpose of this research was to identify customer perception on supermarkets.

- This study will be effective for the survey of the supermarket and as well as manufactures.
- This also helps to know about the problems that customers are facing day to day.

1.5 OBJECTIVES FOR THE STUDY

1.5.1 Primary objectives

- To study on customer preference towards supermarkets.

1.5.2 Secondary objectives

- To identify customer interest in buying the products.
- To analyze the customer satisfaction in quality and quantity of the product.
- To know price impact on product purchase.
- To know customer satisfaction from convenience and environment of supermarket.

1.6 LIMITATIONS OF THE STUDY

- The study focus just on more supermarkets and gives a comprehensive information and data regarding customers from supermarkets in the mentioned area in chennai.
- This study has shown the various determinants of customer perception and experience.
- It is assumed that the study would be very useful to researchers as it provides a clearer insight into the various contributors to a superior customer experience which in turn may create a deeper bond towards the retail outlet and will directly impact the purchase behaviour of the customer.

CHAPTER 2

REVIEW OF LITERATURE

Chellammal.T (2021)” Customers satisfaction towards supermarkets in Thoothukudi”- The main objective of this study is to assess the satisfaction level of customers towards supermarket. The location of the study is Thoothukudi. Researcher adopts simple random sampling method to collect data from respondent's. The sample size of the study is 75. Simple statistical tools are used by the researcher for data analysis.

Sabarirajan. A, Arun. B (2021) “Consumer buying behavior – A Contemporary study in hypermarket, Tamil Nadu “- In theory hypermarkets enable customer to fulfil all their routine shopping requirements in one visit. The study proposes to identify what factors that influence consumer's and how is the current shopping behavior pattern in India. Study reveals that physical factors (Discounts, quality, local brands, display and visual appeal) social factors include (salesman behaviour) and temporal factors (Open space) should be considered by the hypermarket while designing marketing strategy.

Dr. Nazrul Islam, Hasan Hasan (2018) “An Analysis of customer satisfaction of supermarket in Bangladesh” – This study aims to identify the level satisfaction of the supermarket in Bangladesh. Both primary and secondary data were collected and analyzed in this study. This study identified factors influencing the customer satisfaction of supermarket in Bangladesh are concerned with personal interaction of the sellers, problem solving attitude of the markets and service policy of the supermarket authority. The study suggests entrepreneurs of the supermarket to consider these factors while designing their policies for increasing the satisfaction of their customers and expanding their business in the country.

Grzegorz Biesok (2018) “Models of customer satisfaction with supermarket in Poland this study shows that the customer satisfaction reaches higher determination in more complicated model's such as value -based model and confirmation model. This study also showed that customer expectations don't have direct impact on customer satisfaction.

Mr. Siddhartha. M Mr. Krishna Prasad. P (2016) did a study on Customer preference and satisfaction towards supermarket with reference to Palakkad city” the study will help us to understand customer preference and their needs expected from the business owners. It will be effective for the survey of the supermarket and as well as manufacturers. According to this study we can know about the customer needs and wants taste and preference that they are facing day to day.

Yenju Gnawali (2016) “Customer satisfaction on supermarket” the study shows the overall level of satisfaction are method of payment and location. The personnel service is less signify for customer satisfaction. The organization should focus on its weakness of personnel services through improvement in selections and training. The remaining dimension i.e. moderately to customer satisfaction should be improved to better serve the customer.

Ramya. J (2015) did a study on “Customer experience in supermarket and hypermarket – A comparative study”, the principle idea behind this study is to discover the association between the casual factors and buyer opinion in these two retail format’s generally seen in the Indian Market. Researcher prepared a well structure questionnaire and collect data from 418 respondents. Sample respondents are the hyper market and supermarket customer. The study suggested that the retailers catch note of the important predictors while developing retail format strategies.

Shashikala (2015) studied the customer perception towards supermarket. The area of the study is Bangalore. Questionnaire was prepared by the researcher and got data from 100 respondents. The study found that, customers have enhanced observation towards supermarket because supermarket are cleanliness, multiplicity and store environment.

Satish S Musti (2015) “Customer satisfaction towards supermarket” the study shows the survey centered on the features of supermarket most preferred by the customers. The survey indicates that most or all most all the customers are satisfied with the provision Store it is because of its quality and availability of wide range of products, free home delivery. Simple random sampling has been taken as 100 respondents.

R.A.S.Weerasiri (2015) “A study on service quality and customer satisfaction in supermarket” the present study was to examine the service quality of supermarket. They were five dimensions. There was a strong relationship between service quality and customer satisfaction. The finding emphasized that, there is a positive relationship between service quality and customer satisfaction of supermarket.

Dr.S.Hariharan, Mr.N. Selvakumar (2014) they did a study in “Consumer satisfaction towards supermarkets with reference to Coimbatore” is a modest attempt to understand the consumer perception towards retailing in Coimbatore region. The present study is a focus on the scope of retailing in new business environment by assessing the respondent's demographic profile, their attitude and preference towards supermarket in Coimbatore region. Also intent to find out the relationship between demographic variables of the consumer and satisfaction of the consumer in different attributes of supermarkets in Coimbatore region.

Miranda et. al (2005) results of model estimation shoe that factor with a significant influence on store satisfaction have little in common with others that impel shoppers to remain loyal to on shop. Indeed, there was no evidence in this study that shopper overall satisfaction was by itself a significant influence on continued patronage.

Jayant Anand (2009) has evaluated the reason behind increasing number of supermarket in developing countries and revealed that both large and small retailers can survive profitably by segregating their market's on the basis of income groups and their grouping of products.

Shrishendu and kumar. V (2008) have found out the important parameters of customer loyalty and satisfaction for the Indian retail supermarket customer. Attempts have been made to understand the impact of those parameters on loyalty and satisfaction of the customer.

D.Nguyen (2007) has exlpored the supermarket attributes and impact of hedonic shopping motivations on shopper loyalty. Results indicated that both these parameters had positive effects on customer loyalty and supermarket managers should concentrate their positioning strategies not only on the serviceable dimension but also on the hedonic motivation especially for only on the higher income segments of customers to stimulate customer loyalty.

Martinez and Montaner (2006) revealed three types of deal-proneness in store promotion proneness, store flyers proneness and coupon proneness. The consumers who respond to in store promotions and characterised by their price consciousness and attach less importance to the product quality. They enjoy planning and shopping; when they do their shopping they usually buy impulsively, they enjoy brand switching frequently and they feel attracted by new products. In addition, they consider they have enough storage for their extra purchase.

Sojka and Giese (2003) suggested that individuals with different traits reports different shopping behavior. A comparison between groups found that individuals with high cognition compared prices and brands; individuals with high affect made impulse purchase and showed a preference for brand names; and individuals with high cognition and high affect evaluated sales personnel.

Otnes and Mcgrath (2001) found out that understanding male shopping both as a consequences of gender transcendence and as a venue for achievement can explain the motivations for male shopping in a variety of retail settings. They concluded that mens presence in retail settings and their desire to use the marketplace as venue for achievement should become even more commonplace.

Groppel-Klein et al, (1999) based on **Westbrook and black (1985)** applied factor analysis to derive four factor of shopping motives for furniture shopping price orientation, stimulation seeking, actual buying intention and desire for advice.

Dawson et.al (1990) investigated and showed a relationship between shopping and motives and the emotions which consumers experience during a visit to a retail store. This in turn, would mostly likely also result in the formation of different attitudes among those consumers, probably leading to different results for likeability.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

3.1.1 Descriptive research design

The research design undertaken for the study is descriptive one. The methodology involved in this design is mostly qualitative. It includes surveys through questionnaire.

3.2 SAMPLING TECHNIQUE

3.2.1 Convenience sampling method

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

3.3 SOURCE OF DATA

The study involved both primary and secondary data collected for making a meaningful influence on the topic of study.

3.3.1 Primary data

Questionnaire given to 164 respondents.

3.3.2 Secondary data

Websites and online journals, Published reports & Review of literature from published articles.

3.4 STRUCTURE AND QUESTIONNAIRE

Questionnaire are divided into two sections. First part was designed to know the general information about customers and the second part contained the respondents opinion about customers experience.

3.5 PERIOD OF STUDY

The duration of study is from January 2021 to March 2021 which is four months of study.

3.6 ANALYTICAL TOOLS

- Percentage of analysis
- Bar chart
- Pie chart

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1 Age of the respondents

S No	Particulars	No. of responses	Percentage
1	16 to 25	80	48.8
2	26 to 35	47	28.7
3	36 to 45	25	15.2
4	45 to 55	12	7.3
Total		164	100

Source: Primary data

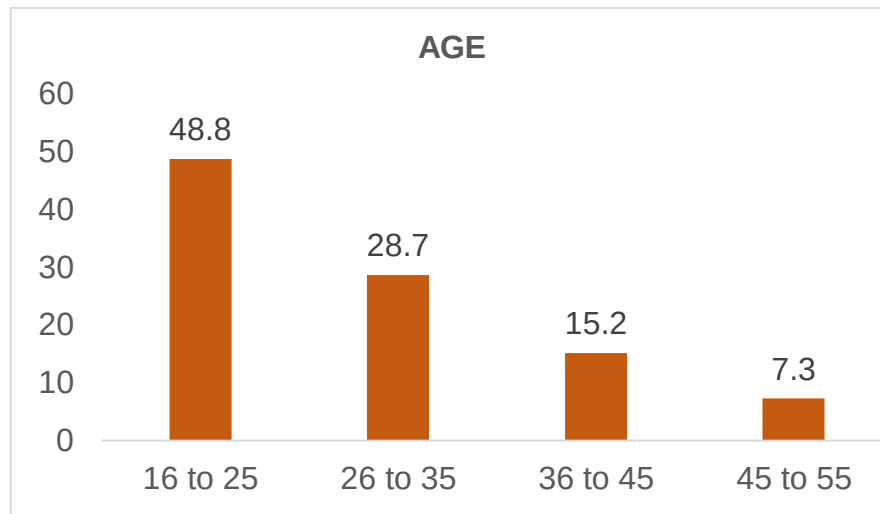


Chart 4.1.1 Age of the respondents

Interpretation

From the above table it is interpreted that the number of respondents between 16 to 25 age of respondents are 48.8% between 26 to 35 age of respondents are 28.7% between 36 to 45 age of respondents are 15.2% between 45 to 55 age of respondents are 7.3%.

Inference

Majority (48.8%) of the respondents are age between 16 to 25.

Table 4.1.2 Gender of the respondents

S No	Particulars	No. of responses	Percentage
1	Male	81	49.4
2	Female	83	50.6
Total		164	100

Source: Primary data

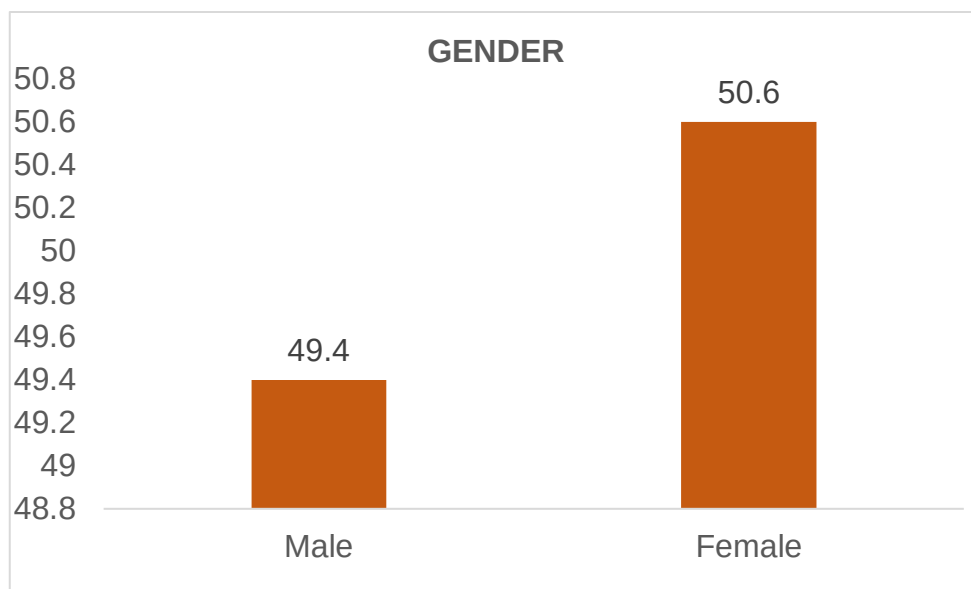


Chart 4.12 Gender of the respondents

Interpretation

From the above table it is interpreted that the male responses are 49.4% and female responses are 50.6%.

Inference

Majority (50.6%) of the responses are from female.

Table 4.1.3 Occupation of the respondents

S No	Particulars	No. of responses	Percentage
1	Student	75	45.7
2	Professional	19	11.6
3	Employed	58	38.4
4	Others	12	7.3
Total		164	100

Source: Primary data

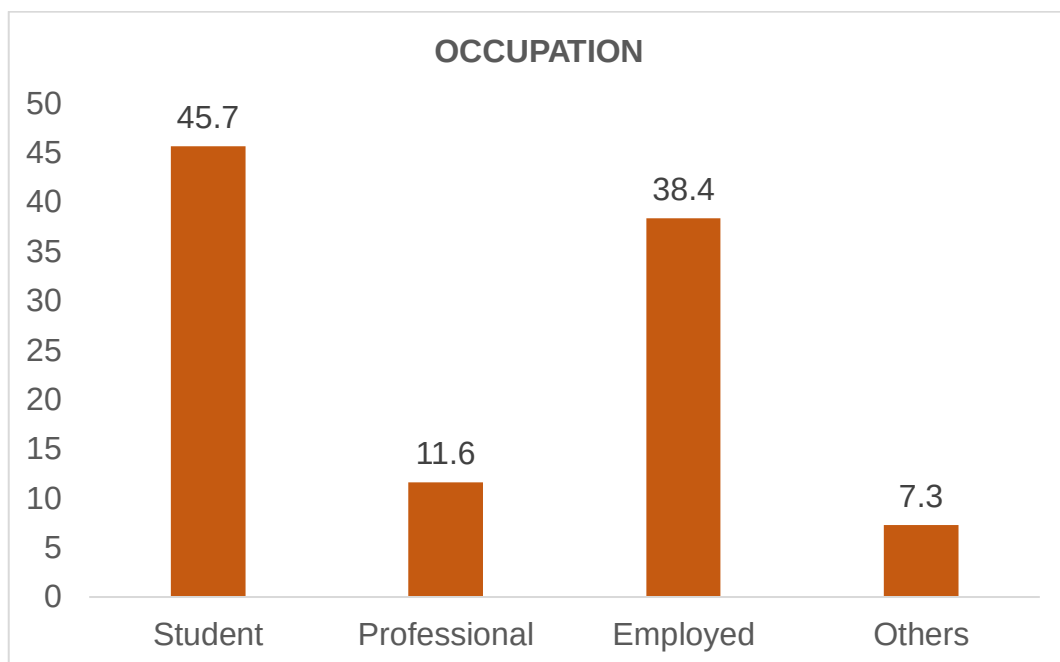


Chart 4.1.3 Occupation of the respondents

Interpretation

From the above table it is interpreted that the number of responses were 45.7% are student, 11.6% are professional, 38.5% are employed and 7.3 are others.

Inference

Majority (45.7) of the responses are from students.

Table 4.1.4 Preferences of large supermarket than an ordinary grocery shop

S No	Particulars	No.no responses	Percentage
1	Always	109	66.5
2	Never	21	12.8
3	Almost	34	20.7
Total		164	100

Source: Primary data

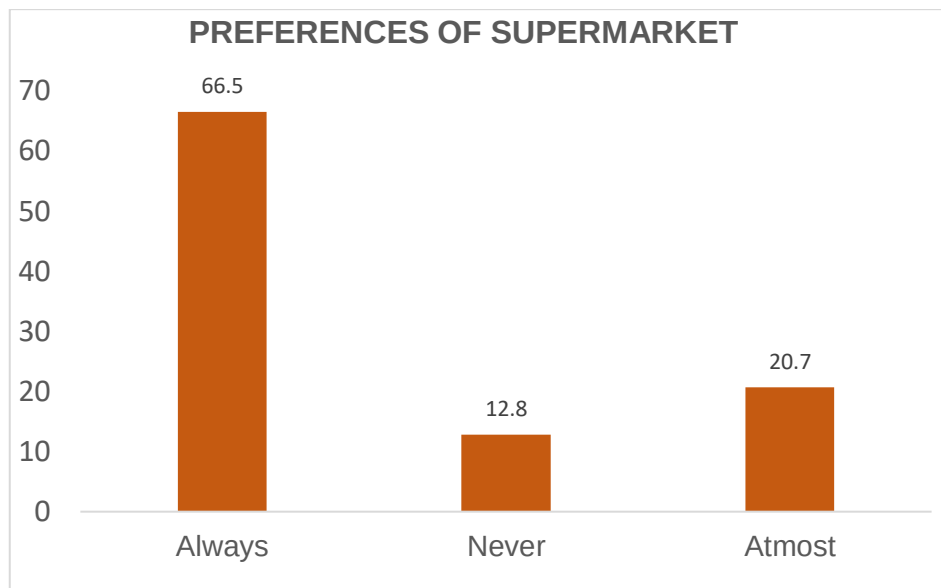


Chart 4.1.4 Preferences of large supermarket than an ordinary grocery shop

Interpretation

From the above table it is interpreted that the number of responses were 66.5% are Always, 12.8% are never and 20.7% are almost.

Inference

Majority (66.5) of the responses are preference to buy in large supermarket.

Table 4.1.5 Prefers to shop at a supermarket

S No	Particulars	No. of responses	Percentage
1	Very recently	54	32.9
2	For a couple of months	22	13.4
3	Above one year	22	13.4
4	For a long time	66	40.2
Total		164	100

Source: Primary data

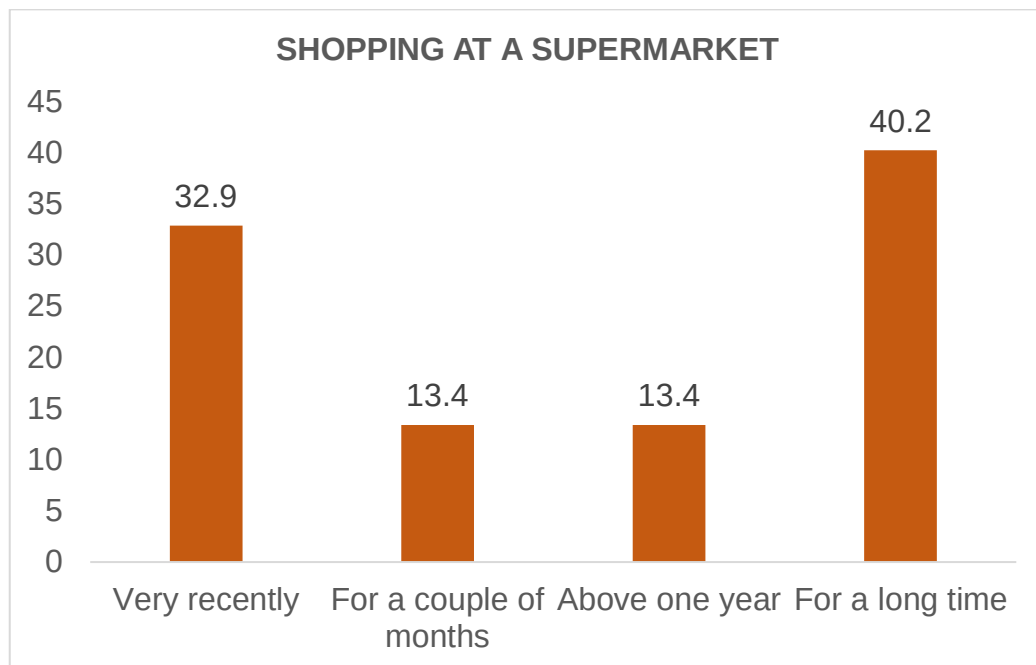


Chart 4.1.5 Prefers to shop at a supermarket

Interpretation

From the above table it is interpreted that the number of responses were 32.9% are very recently, 13.4% are for a couple of months, 13.4% are above one year, 40.2% are for a long time.

Inference

Majority (40.2%) of the responses are from for a long time.

Table 4.1.6 Shopping at a supermarket in times

S No.	Particulars	No. of responses	Percentage
1	1 to 2	89	54.3
2	3 to 5	60	36.6
3	6 to 10	11	6.4
4	10+	4	2.4
Total		164	100

Source: Primary data

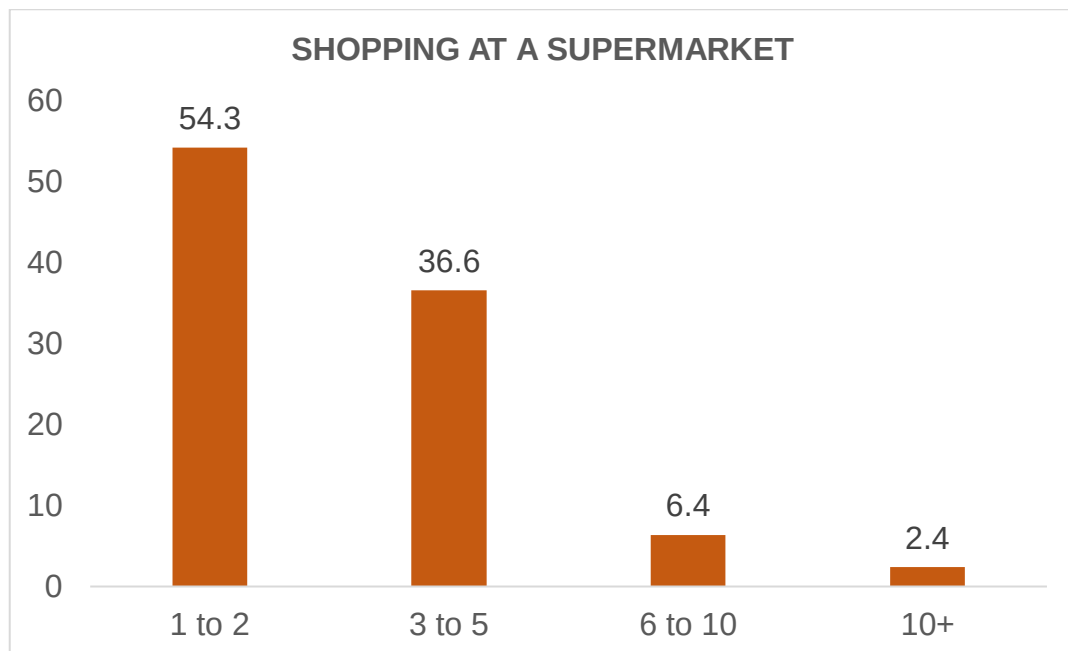


Chart 4.1.6 Shopping at a supermarket in times

Interpretation

From the above table it is interpreted that the number responses 1 to 2 is 54.3%, 3 to 5 are 36.6%, 6 to 10 are 6.4% and above 10 are 2.4%.

Inference

Majority (54.3%) of the responses from 1 to 2 times.

Table 4.1.7 Preferences to features of a supermarket

S No.	Particulars	No. of responses	Percentage
1	Quality of products	70	42.7
2	Variety of products	63	38.4
3	Branding	19	11.6
4	Price	12	7.3
Total		164	100

Source: Primary data

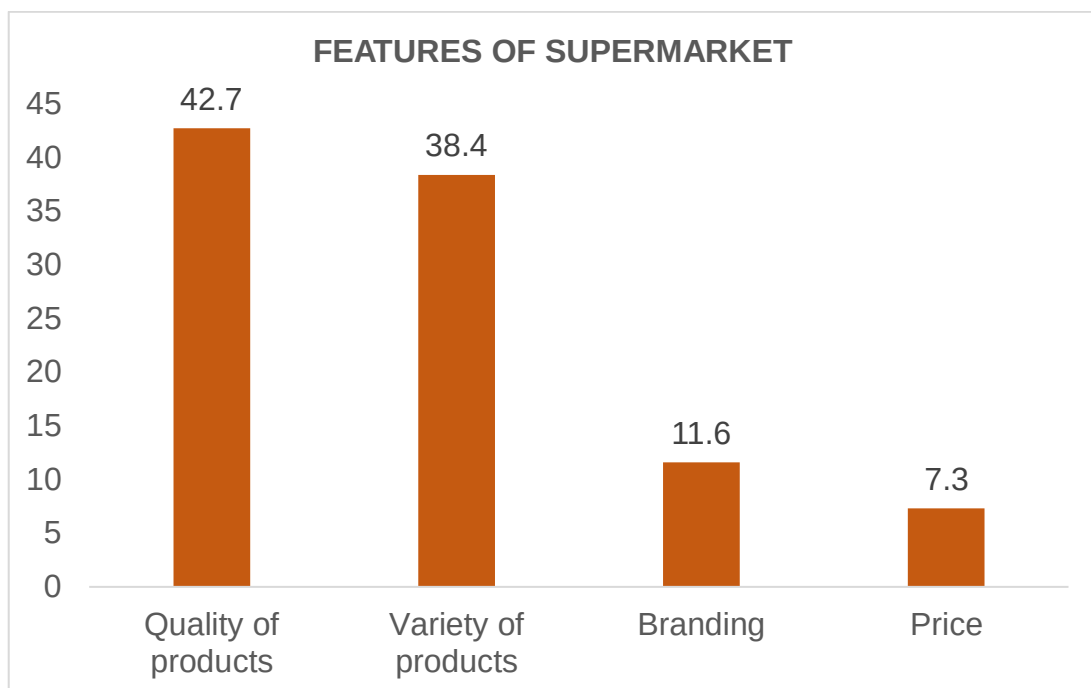


Chart 4.1.7 Preferences to shop at supermarket

Interpretation

From the above table it is interpreted that the number responses were Quality of products are 42.7%, variety of products are 38.4%, branding are 11.6% and price are 7.3%.

Inference

Majority (42.7%) of the respondents prefers quality of products.

Table 4.1.8 Price of products in a supermarket

S No.	Particulars	No. of responses	Percentage
1	Very high	29	17.7
2	Slightly high	46	28
3	Reasonable	75	45.7
4	Very low	14	8.5
Total		164	100

Source: Primary data

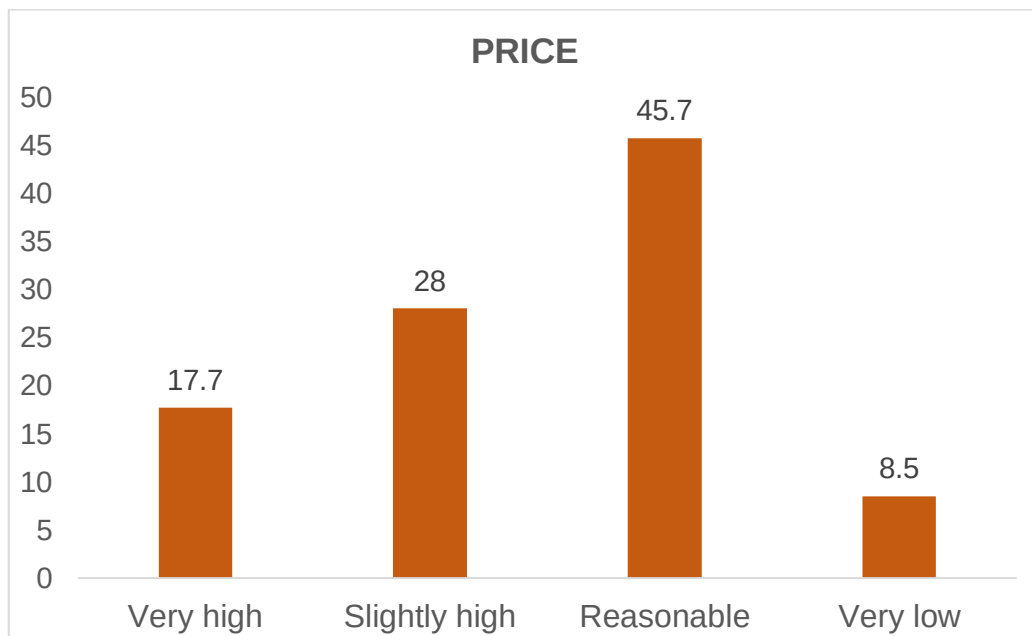


Chart 4.1.8 Price of products in a supermarket

Interpretation

From the above table it is interpreted that the responses from Very high are 17.7%, Slightly high are 28%, Reasonable are 45.7% and Very low are 8.5%.

Inference

Majority (45.7%) of the respondents says the products price are reasonable

Table 4.1.9 Products specially buy from the supermarket

S No.	Particulars	No. of responses	Percentage
1	Stationery	37	22.6
2	Food stuff	74	45.1
3	Cosmetics	30	18.3
4	Others	23	14
Total		164	100

Source: Primary data

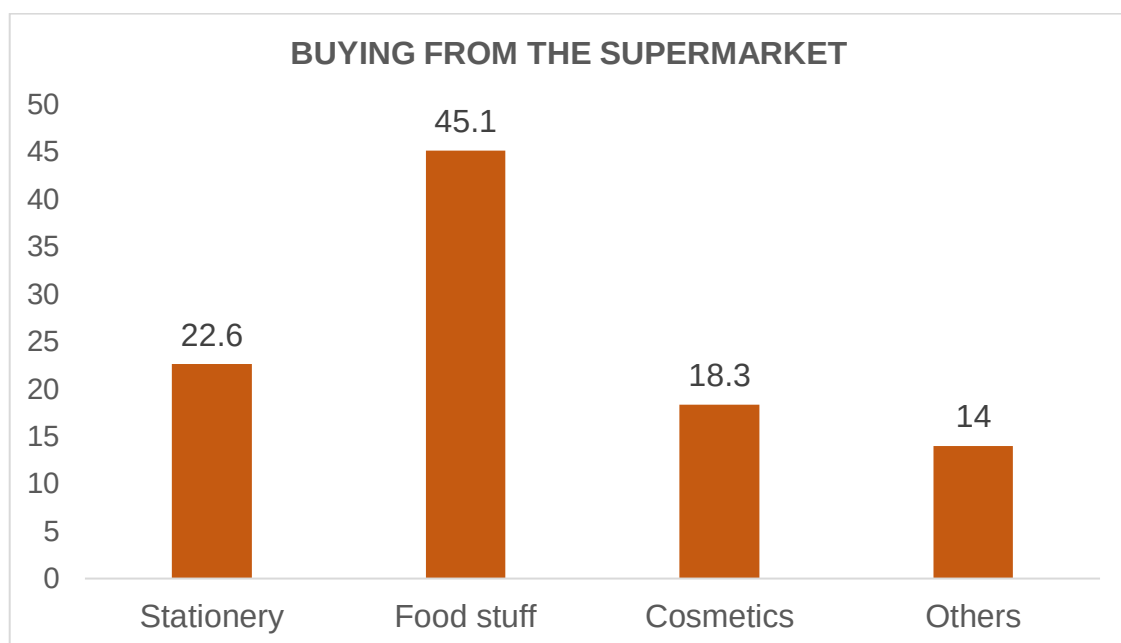


Chart 4.1.9 Products specially buy from the supermarket

Interpretation

From the above table it is interpreted that the responses from stationery are 22.6%, food stuff are 45.1%, cosmetics are 18.3% and others 14%.

Inference

Majority (45.1%) of the respondents are prefers to buy food stuff.

Table 4.1.10 Products offered in a supermarket

S No	Particulars	No. of responses	Percentage
1	Adequate	70	42.7
2	Average	88	53.7
3	Inadequate	6	3.7
Total		164	100

Source: Primary data

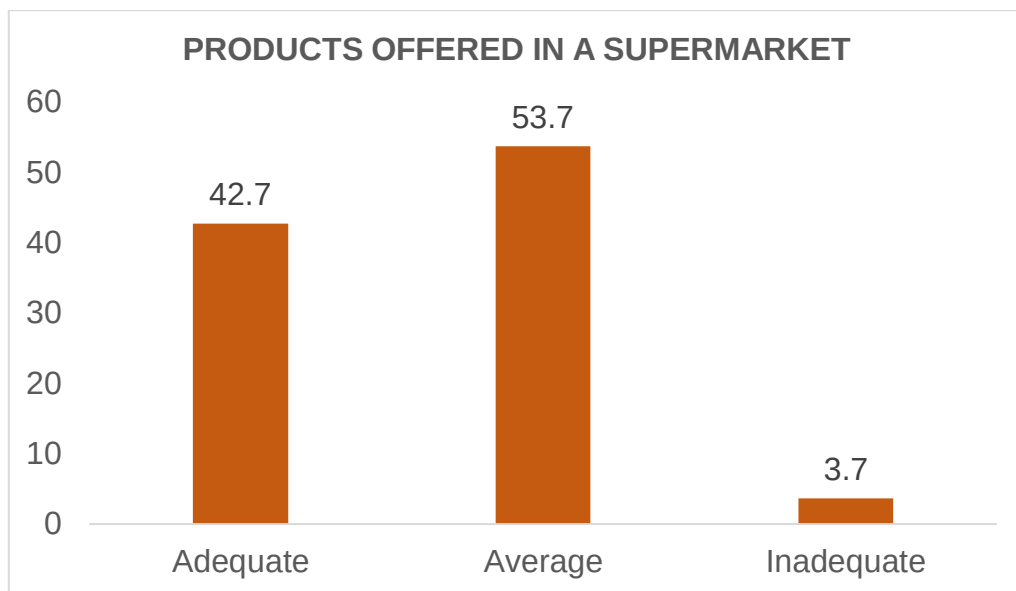


Chart 4.1.10 Products offered in a supermarket

Interpretation

From the above table it is interpreted that the responses from adequate are 42.7%, average are 53.7%, inadequate are 3.7%.

Inference

Majority (53.7%) of the respondents says that the products offered in a supermarket are Average.

Table 4.1.11 Reason for shopping

S No.	Particulars	No. of responses	Percentage
1	Quality, Variety, Price	14	8.5
2	Large number of products	27	16.5
3	Convenience of shopping	103	62.8
4	Others	20	12.2
Total		164	100

Source: Primary data

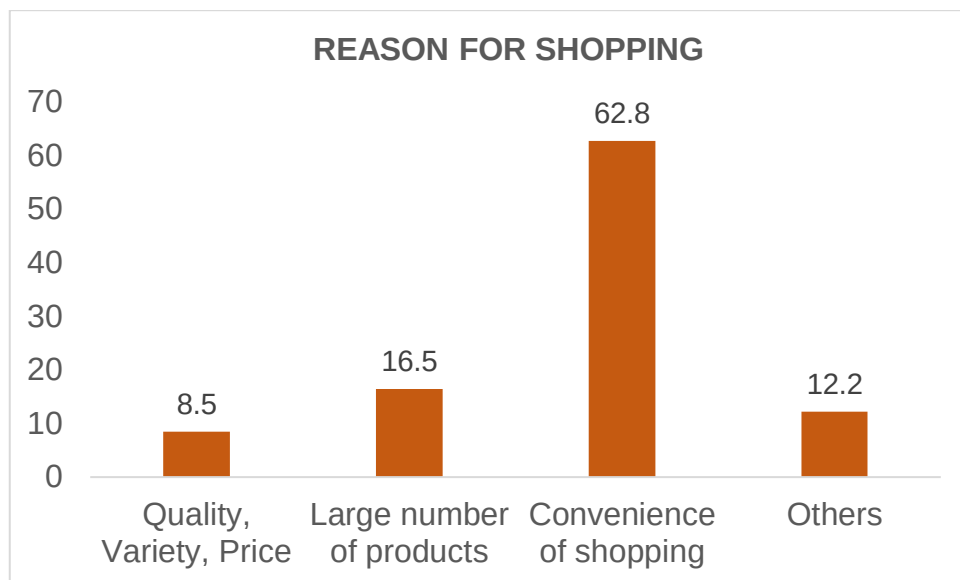


Chart 4.1.11 Reason for shopping

Interpretation

From the above table it is interpreted that the responses were Quality, variety, price are 8.5%, large number of products are 16.5%, convenience of shopping are 62.8%, and others are 12.2%.

Inference

Majority (62.8%) of the responses says convenience of shopping is the reason for shopping.

Table 4.1.12 Distance to travel

S No.	Particulars	No. of responses	Percentage
1	No more than 10 min	65	39.6
2	Up to 20 min	77	47
3	Up to 40 min	19	11.6
4	Above 90 min	3	1.8
Total		164	100

Source: Primary data

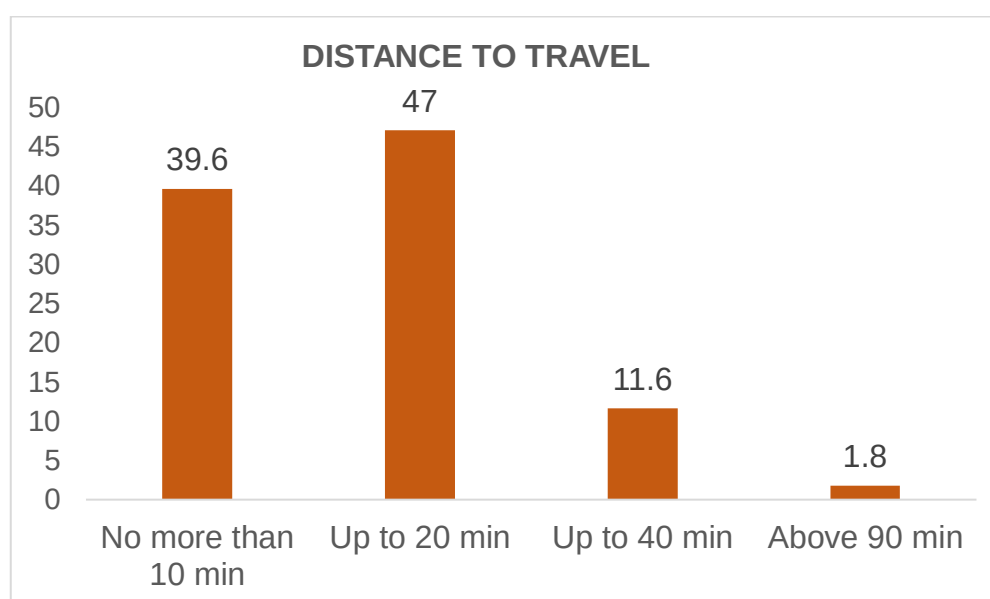


Chart 4.1.12 Distance to travel

Interpretation

From the above table it is interpreted that the responses were No more than 10 min are 39.6%, up to 20 min are 47%, up to 40 min are 11.6 % and above 90 min are 1.8%.

Inference

Majority (47%) of the responses says they have travel up to 20 min.

Table 4.1.13 Preference to travel

S No.	Particulars	No. of responses	Percentage
1	Self-serve	118	72
2	Staff	15	9.1
3	Both	31	18.9
Total		164	100

Source: Primary data

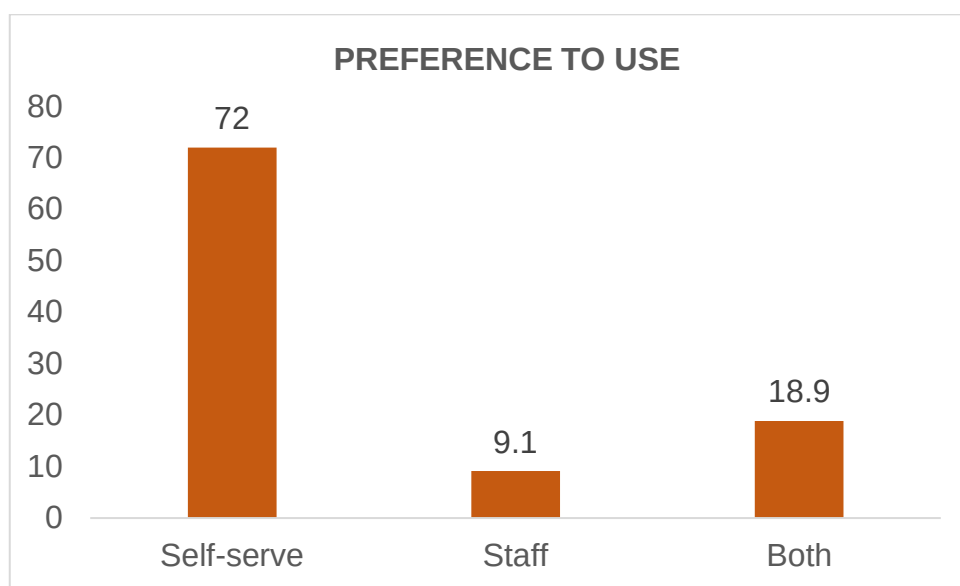


Chart 4.1.13 Preference to travel

Interpretation

From the above table it is interpreted that the responses were self-serve are 72%, staff are 9.1% and both are 18.9%.

Inference

Majority (72%) of the responses are prefers to self-serve.

Table 4.1.14 Planning of products to use

S No.	Particulars	No. of responses	Percentage
1	Always	86	52.4
2	Often	41	25
3	Almost	29	17.7
4	Never	8	4.9
Total		164	100

Source: Primary data

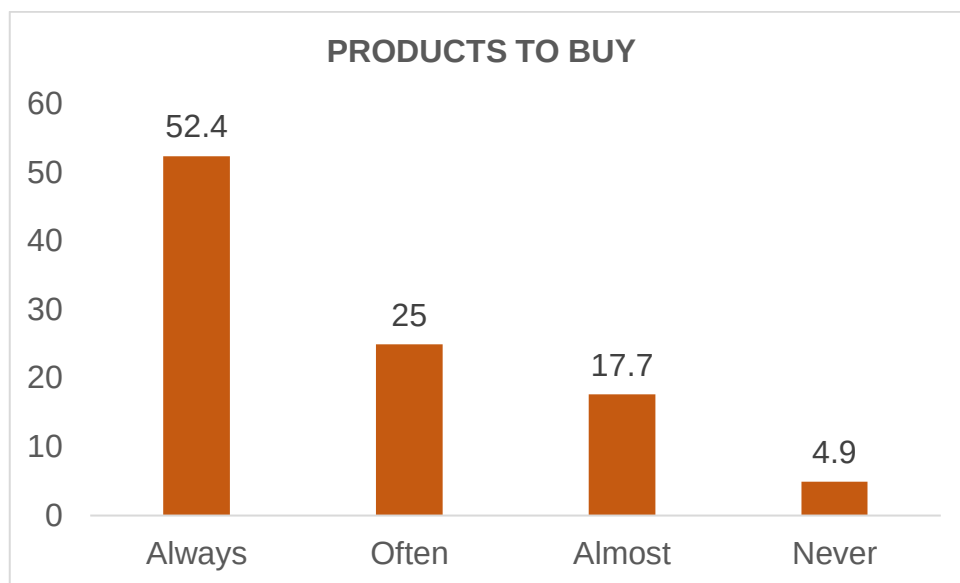


Chart 4.1.14 Planning of products to use

Interpretation

From the above table it is interpreted that the responses were always are 52.4%, often are 25%, almost are 17.7% and never are 4.9%.

Inference

Majority (52.4%) of the responses says products are planned.

Table 4.1.15 Satisfaction with variety of products

S No.	Particulars	No. of responses	Percentage
1	Satisfied	119	72.6
2	Neutral	16	9.8
3	Not satisfied	29	17.7
Total		164	100

Source: Primary data

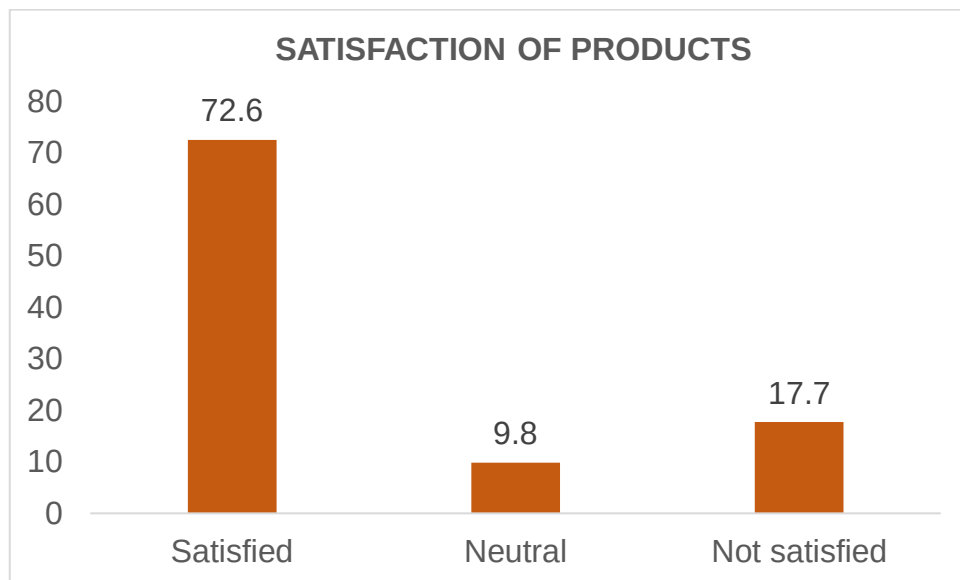


Chart 4.1.15 Satisfaction with variety of products

Interpretation

From the above table it is interpreted that the responses were satisfies are 72.6%, neutral are 9.8%, and not satisfied are 17.7%.

Inference

Majority (72.6%) of the responses are satisfied from the variety of products.

Table 4.1.16 Buying of products in cash time

S No.	Particulars	No. of responses	Percentage
1	Always	66	40.2
2	Often	48	29.3
3	Almost	34	20.7
4	Never	16	9.8
Total		164	100

Source: Primary data

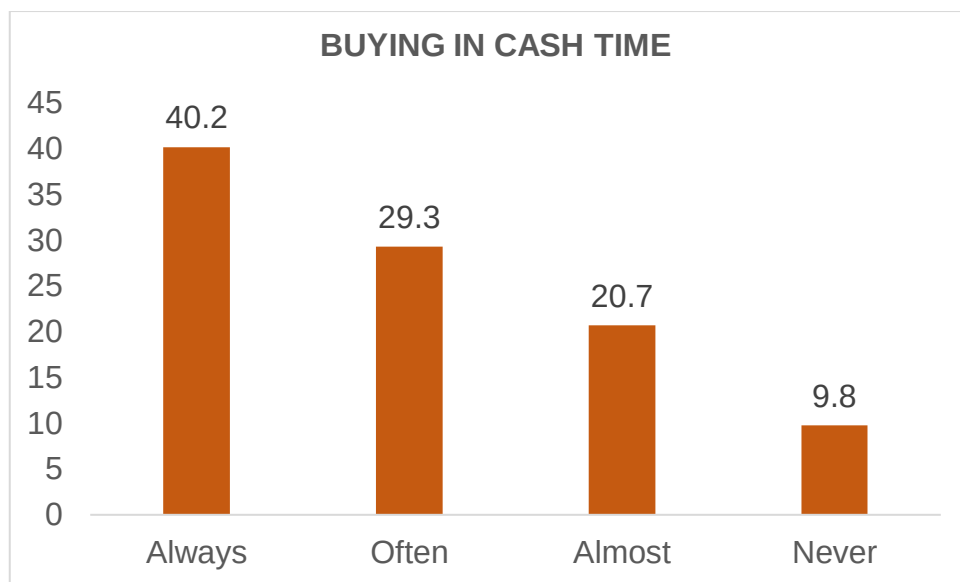


Chart 4.1.16 Buying of products in cash time

Interpretation

From the above table it is interpreted that the responses were always are 40.2%, often are 29.3 %, almost are 20.7% and never are 9.8%.

Inference

Majority (40.2%) of the responses are says they buy in cash time.

Table 4.1.17 Experience of shopping

S No.	Particulars	No. of responses	Percentage
1	Excellent	70	42.7
2	Very good	68	41.5
3	Average	24	14.6
4	Poor	2	1.2
Total		164	100

Source: Primary data



Chart 4.1.17 Experience of shopping

Interpretation

From the above table it is interpreted that the responses were excellent are 42.7%, very good are 41.5%, average are 14.6% and poor are 1.2%.

Inference

Majority (42.7%) of the responses says excellent shopping.

CHAPTER 5

FINDINGS AND SUGGESTIONS

5.1 FINDINGS

- 1.Majority (48.8%) of the respondents are from the age of 16 to 25.
- 2.Majority (50.6%) of the respondents are from female.
- 3.Majority (45.7%) of the respondents are from students.
- 4.Majority (66.5%) of the respondents are preferences to buy in large supermarket.
- 5.Majority (40.2%) of the respondents are from for a long time.
- 6.Majority (54.3%) of the respondents from 1 to 2 times.
- 7.Majority (42.7%) of the respondents prefers quality of products.
- 8.Majority (45.7%) of the respondents says the products price are reasonable.
- 9.Majority (45.1%) of the respondents are prefers to buy food stuff.
- 10.Majority (53.7%) of the respondents says that the products offered in a supermarket are average.
- 11.Majority (62.8%) of the respondents says convenience of shopping is the reason for shopping.
- 12.Majority (47%) of the respondents says they have travel up to 20 min.
- 13.Majority (72%) of the respondents are prefers to self-serve.
- 14.Majority (52.4%) of the respondents says products are planned.
- 15.Majority (72.6%) of the respondents are satisfied from the variety of products.
- 16.Majority (40.2%) of the respondents are says they buy in cash time.
- 17.Majority (42.7%) of the respondents says excellent shopping.

5.2 SUGGESTIONS

- Supermarket can offer large number of products in all over every products and brands.
- Some of them as complined that supermarket should decrease some of the products price.
- Supermarket must concentrate all the departments not only food area.
- Supermarket should increase more billing facilities and faster also.
- Some of the customers are recently buying from the supermarket so they can advertise or giving pamphlet to know about supermarket.
- Customer service should be increased.

5.3 CONCLUSION

The supermarket has been well successfully organised. It is a place where variety of products can be purchased at a low price and non branded and branded products are available which is not in other retail stores. In this study, it has generated through structured questionnaire, and the data has been collected from the all the ages of the customers. Here, most of the customers are highly satisfied with the products which have been produced. Thereby findings of this study is supermarket should increase some products and brands.

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APPENDIX (QUESTIONNAIRE)

1.What is your age group?

a) 16 to 25 b) 26 to 35 c) 36 to 45 d) 46 to 55

2.What is your gender?

A)Male b) Female

3.What is your current occupation?

a) Student b) Professional c) Employed c)Others

4.Do you prefer shopping at a large supermarket than ordinary grocery shop?

a) Always b) Never c) Almost

5.How long have you been shopping at supermarket?

a) Very recently b) For a couple of months c) Above one year d) For a long time

6.How many times in a month do you shop at a supermarket?

a) 1-2 b) 3-5 c) 6-10 d) 10+

7. What features do you look for at a supermarket?

a) Quality of products b) Variety of products c) Branding d) Price

8.The price range of products at supermarkets is

a) Very high b) Slightly high c) Reasonable d) Very low

9.What kind of products you specially buy from any supermarket?

a) Stationery b) Food stuff c) Cosmetics d) Others

10.How would you describe the products that the supermarkets offer?

a) Adequate b) Average c) Inadequate

11. What is the main reason for you shopping in supermarket?

a) Quality, Variety, Price b) Large number of products c) Convenience of shopping
d) Others

12.What is the maximum distance you are prepared to travel to your preferred store?

a) No more than 10 min

b) Up to 20 min

c) Up to 40 min

d) Above 90 min

13.Do you prefer to use self serve or staff check out?

a) Self serve b) Staff c) Both

14. Do you only the products that you planned to?

a) Always b) often c) Atmost d) Never

15.Are you satisfied with the variety of products offered by them?

a) Satisfied b) Neutral c) Not satisfied

16.While waiting on the checkout line, do you buy products that are at the cash time?

a) Always b) often c) Atmost d) Never

17.If you are to rate your experience shopping at a supermarket , it would be

a) Excellent b) Very good c) Average d) Poor

