

CUSTOMER SATISFACTION IN SUPERMARKET AT THANJAVUR

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ABSTRACT

The retail sector is one of the booming sectors in our current economy. Despite e-stores giving access to all the consumable products online, retail outlets like supermarkets give customers the unique experience of care and service embodied in the ambiance. This leads to better customer engagement and adds value to the customer browsing, leading to higher sales. This research conducted at thanjavur city with 30 customers in supermarket.

I. INTRODUCTION

Customers are the demand for the business. Customer satisfaction reveals the successfulness of an business entity. Due to the development faced by the country have super market street to street. Customers gain their experience based on the satisfaction they get shopping with the supermarkets. The affects affecting customer satisfaction are product variety, assortment, quality and pricing policies. Now days, Middle class people to high and people are willing to shop in supermarkets and they are the customers. The maintaining and development the business, customer satisfaction is much important. There are many parameters based on with a customer can judge a supermarket for it's quality but nothing is larger than the staff at the supermarket. If the supermarket has a great staff then customers are always going to love it.

II. Literature Review

1. K.C Prakash and P. Paramashivam, 2013 revealed that there was a nothing close association between income and frequency of the customers in the supermarket.

2. Ram Mohan, 2013 explained that most of the customer expecting good manner of approach in the supermarkets and also customers want good environment inside the supermarket.

3. Mr. Siddhathan. K. M and Mr. Krishna Prasad, 2016, suggested to provide good quality of products at the reasonable rate and also customers expecting more new product.

4. Ramya. K and Janani, 2015 explored that the brand preference of big bazaar and the customers good opinion about price, supply and quantity. As per the current situation big bazaar is the well growinge supermarket

5. Binta Abubakar, Felix Mavondo and Val Clulow described that the most important factor of the store is ethics food handling and environment and also cleanness.

III. Research Methodology

The relevant data for the study has been collected from both primary and secondary sources. Research methodology used in the study are descriptive methods. Where primary data collection process involving direct questionnaire with 30 individuals and secondary process involving references from various Journals, Articles etc. which are made as assistance for my research. The sampling technique is done using ANOVA single factor testing.

HYPOTHESIS:

H0: There is no relationship between satisfaction among costumers.

H1: There is significant relationship between satisfaction among costumers.

IV. DATA ANALYSIS:

Table . 4.1

VARIABLES	S/A	A	N	D	S/D
Associates are frindly	8	11	7	4	0
Quality of the product	5	13	3	7	2
Parking facilities	8	9	7	4	2
Transactions in counter	5	5	11	6	3
Overall experience	7	10	6	5	2
Cleanness of supermarket	1	10	5	10	4
Product prices	5	10	3	9	3
Easily find the product	3	12	4	4	7
Better super market	3	9	10	4	4
Advertising products are here	7	6	8	5	4
MEAN	5.2	9.5	6.4	5.8	3.1

The table 4.1 is the evident that the mean score 9.5 is higher on “Agree” followed by mean score 6.4 on “neutral”.

Table. 4.2

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	0	14	0	0	1	1.866
Within Groups	2200	60	36.667			
Total	2200	74				

The table 4.2 clearly reveals that P value is more than 0.5. So accept the alternative hypothesis (H1) therefore there is significant relationship between satisfaction among customers in Thanjavur super markets.

V. CONCLUSION

According to this research costumers having good connection with shop owners and also the expecting more quality products. Some people like the attitude of the shopkeepers, so every super market owners in thanjavur running a shop in a good manner.

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