A STUDY ON CUSTOMERS HIGH POINTS AND SELF -COMPLACENCY TOWARDS SELECTED SUPERMARKETS IN COIMBATORE CITY

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ABSTRACT

Customer self-complacency and services have gained greater importance in modern days. This purpose of study is to identify the customers high points and self-complacency towards selected supermarkets in Coimbatore City. For this purpose six hundred respondents were selected and used convenient random sampling. A structured questionnaire was administered to the respondents and the primary data was collected. The secondary data was collected through various sources like magazines, journals, company records etc. Analysis and interpretation was made through dimensionality of the multi-scale items (factor analysis). Two tests namely, Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) and Bartlett's Test of Sphericity had been applied to test whether the relationship among the variables were significant or not. Based on the analysis made this study was concluded that supermarket that has a successful customer self-complacency programme and retains its customers for a long period which significantly increases revenue to the market.

Keywords : Customer self-complacency, High points, Convenient Sampling, Retains customers.

1.1. INTRODUCTION

A self-service shop offering a wide variety of food and household products, organized into aisles is known as a **supermarket** . The range of **supermarket is lesser than a** hypermarket or big-box market. It has a wider selection than earlier grocery stores, but is smaller and more limited in merchandise. A **Hypermarket** is a larger full-service supermarket combined with a department store.

The traditional supermarket was occupied with a large amount of floor space, usually on a single level. For the consumers convenient it is usually situated near a residential area. At relatively low prices availability of a broad selection of goods under a single roof, is the basic appeal of supermarket. 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. STATEMENT OF THE PROBLEM

Customers were experienced a lot when during their purchases. Retaining a customer is less expensive than acquiring a new one. To develop the market and to provide more services it is essential to know the customers experience. A supermarket that has a successful customer self-complacency programme retains customers for a long period which significantly increases revenue to the market. Time saving, availability of several products, efficient services, more trustworthiness, fully satisfaction, images are some important factors which induce customers to purchase in supermarkets and become satisfied. In this competitive world supermarkets have a tough competition to fulfill the customers' needs and wants as people are switching to Hypermarkets, Departmental stores, Malls etc. The purpose of the present study is to identify the customers

high points and self-complacency which may be a key to the supermarkets to satisfy the customers with their efficient services. Demonetization and digitization were also an important reason to study about the customers self-complacency in this era. It is valuable to understand the young women customers tastes and preferences because they are the future of India. So in this study we concentrated on young women customers' tastes, preference, trust, financial liquidity, needs, commitments, buying capacity, buying behavior and their self-complacency. Now-a-days channels of distributions are highly increasing such as on-line shopping, telemarketing, e-commerce like B2B, B2C etc…with the help of electronic payment system. Hence, this study takes place an important role to undertake a research in this title as "a study on customers high points and self-complacency towards selected supermarkets in Coimbatore city" to fill the gap in research because many research studies done by many researchers in different aspects of supermarkets, hypermarkets and mall shopping but not in customer self-complacency in supermarket is not yet available in research studies. So the researchers focused their interest in identifying customer self-complacency and given suggestions to the retailers. In this regard present study is more essential one.

1.3. OBJECTIVE OF THE STUDY

The primary objective of the research is

      1. To identify the customers high points and self-complacency towards selected supermarkets in Coimbatore City

1.5. METHODOLOGY & RESEARCH DESIGN

      Methodology is the backbone of the research programme. It directs the researcher to conduct the research in a systematic process which enables the out coming with accuracy. Hence, it is mandatory to adopt a right mode of study to derive the conclusion with result.

1.5.1. Data collection

      The study was used both primary and secondary data. The data had been collected from selected supermarkets in Coimbatore city and very few data would be collected from secondary sources like newspapers, magazines, journals, books and websites etc.

1.5.2. Sample size and techniques

      The sample size was restricted to 600 customers in selected supermarkets in Coimbatore city. A convenient random sampling technique was used in this study.

1.5.4. Statistical tools used

      *Factor Analysis

1.6. LIMITATION OF THE STUDY

      This study was an empirical one and identified the customers high points and self-complacency towards selected supermarkets in Coimbatore City. Customer self-complacency and services have gained greater importance in modern days. Undoubtedly the results and findings of the study could be applied directly to any other areas. Due to limitations of time and money consideration, the sample size had been restricted to 600 customers. Many respondents have been unable to provide proper answer with insight due to lack of knowledge about all the services provided by the supermarkets.

1.7. ANALYSIS AND INTERPRETATION

DIMENSIONALITY OF THE MULTI-SCALE ITEMS (FACTOR ANALYSIS)

      Factor Analysis is a set of technique which by analyzing correlations between variables reduces their numbers into fewer factors which explain much of the original data, more economically. Even though a subjective interpretation could be resulted from a factor analysis output, the procedure often provided an insight into relevant psychographic variables, and results in economic utilization of data collection efforts. The subjective element of factor analysis was reduced by splitting the sample randomly into two and extracting factors separately from both parts. If similar factors were resulted, the analysis was assumed as reliable or stable.

Table -1 Kmo and bartlett's test for factors related to opinion regarding level of satisfaction towards the supermarket

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.833
Bartlett's Test of Sphericity: Approx. Chi-Square	3706.540
Significance	**0.000****

From the above table, two tests namely, Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) and Bartlett's Test of Sphericity had been applied to test whether the relationship among the variables were significant or not. The Kaiser-Meyer-Olkin Measure of sampling adequacy showed that the value of test statistics as 0.833, which means the factor analysis for the selected variable was found to be appropriate or good to the data. Bartlett's test of sphericity was used to test whether the data were statistically significant or not with the value of test statistics and the associated significance level. It showed that there was existed a high relationship among variables.

Table –2. Eigen values and proportion of total variance of each underlying factors related to opinion regarding level of self-complacency towards the supermarket

component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.848	28.520	28.520	4.848	28.520	28.520	4.455	26.206	26.206
2	2.432	14.308	42.828	2.432	14.308	42.828	2.176	12.799	39.005
3	1.439	8.466	51.294	1.439	8.466	51.294	1.757	10.337	49.342
4	1.201	7.064	58.358	1.201	7.064	58.358	1.533	9.017	58.358

Extraction method: principal component analysis

The results of the factor analysis presented in the table – 2 regarding factors related to opinion regarding level of self-complacency towards the supermarket, had been revealed that there were nineteen factors that had Eigen value exceeding "one". Among those four factors, the first factor accounted for 28.52 percent of the variance, the second 14.31percent, the third factor 8.466 percent and the fourth factor 7.064 per cent of the variance in the data set. The first four factors are the final factors solution and they all together represented 58.36 percent of the total variance in the scale items measured that the factors related to opinion regarding level of self-complacency towards the supermarket**.** Hence from the above results, it was certain that the factors were related to opinion regarding level of self-complacency towards the supermarket.

Table --3

Communalities for factors related to opinion regarding level of self-complacency towards the supermarket

S.NO.	ITEMS	Initial	Extraction (h^2)
X_1	Satisfied with modern technologies	1.000	0.543
X_2	Classic products	1.000	0.645
X_3	More foreign products	1.000	0.714
X_4	Home delivery service	1.000	0.689
X_5	Parking facilities	1.000	0.710
X_6	Lounge facilities	1.000	0.685
X_7	Product Assortment	1.000	0.468
X_8	Products are timeless	1.000	0.561
X_9	New products frequently presented	1.000	0.395
X_{10}	Satisfied with credit cards	1.000	0.609
X_{11}	Worthy products	1.000	0.604
X_{12}	Product range meet your expectations	1.000	0.599
X_{13}	Enough products within each product line	1.000	0.526
X_{14}	More company products	1.000	0.398
X_{15}	Fully satisfied	1.000	0.357
X_{16}	Customer service department	1.000	0.765
X_{17}	Intentions to re-enter in SM	1.000	0.652

The above table (Communalities) represented that the application of the Factor Extraction Process, it was performed by Principal Component Analysis to identify the number of factors to be extracted from the data and by specifying the most commonly used Varimax rotation method. In the principal component analysis, total variance in the data was considered. The proportion of the variance was explained by the seventeen factors in each variable. The proportion of variance is explained by the common factors called

communalities of the variance. Principal Component Analysis works on initial assumption that all the variances were common. Therefore, before extraction, the communalities are all 1.000. Then the most common approach for determining the number of factors to retain i.e., examining Eigen values was done.

Table 4
Rotated component matrix for factors related to opinion regarding level of satisfaction towards the supermarket

Variable code	Component			
	I	II	III	IV
X16	**.830**	-.267	-.064	.030
X6	**.825**	.004	.064	-.012
X5	**.819**	-.198	.015	.018
X4	**.788**	-.052	-.207	.149
X3	**.765**	-.170	-.190	.253
X17	**.706**	-.138	.294	-.216
X12	**.570**	-.201	.480	.063
X9	**.501**	.243	.303	-.111
X8	-.083	**.721**	.176	-.059
X10	-.343	**.687**	.127	-.062
X7	-.104	**.661**	.135	.043
X13	-.044	.258	**.660**	.150
X14	.042	.150	**.610**	.036
X15	-.068	.386	**.502**	.162
X1	.041	-.005	.155	**.719**
X11	.005	-.247	.360	**.643**
X2	.090	.433	-.238	**.627**

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
Rotation converged in 7 iterations.

Table 4 represents the Rotated Component Matrix, which is an important output of principal component analysis. The coefficients are the factor loadings which represents the correlation between the factors and the seventeen variables (X_1 to X_{17}). From the above factor matrix it is found that coefficients for factor-I have high absolute correlations with variable X_{16}(Customer service department) ,X_6(Lounge facilities) , X_5 (Parking facilities), X_4 (Home delivery service), X_3 (More foreign products), X_{17} (Product Assortment), X_{12} (Product range meet your expectations) and X_9 (New products frequently presented)that is, **0.830, 0.825, 0.819, 0.788, 0.765, 0.706, 0.570 and**0.501 respectively. Similarly factor-II has high absolute correlation with variable X_8(Products are timeless), X_{10} (Satisfied with credit cards) and X_7 (Working time of the job) that is, **0.721, 0.687 and 0.661** respectively. Next, factor III has high absolute correlation with variable X_{13}(Enough products within each product line), X_{14}(More company products),and X_{15} (Fully satisfied) that is, **0.660, 0.610 and0.502** respectively. Factor-IV has high absolute correlation with variable X_1 (Satisfied with modern technologies), X_{11}(Worthy products) and X_2(Classic products) that is, **0.719, 0.643 and0.627** respectively.

For example in this study, factor one is at least somewhat correlated with twelve variable out of the fourteen variables with absolute value of factor loading greater than or equal to 0.5. In such a complex matrix it is difficult to interpret the factor. So we proceed to compute the rotated factor matrix.

Table 5
Component transformation matrix

Component	1	2	3	4
1	.935	-.347	.010	.066
2	.213	.648	.671	.290
3	-.167	-.272	-.093	.943
4	.228	.621	-.736	.147

The above table revealed the factor correlation matrix. If the factors are uncorrelated among themselves, then in the factor correlation matrix, the diagonal elements will be 1's and off diagonal elements will be 0's. Since matrix was rotated with Varimax, barring some variables or all other variables are found to have, even if not zero correlations but fairly low correlation.

CONCLUSION

Thus the seventeen variables in the data were reduced to four Component factor and each factor may be identified with the corresponding variables. Through this study we understood that supermarket that has a successful customer self-complacency programme and retains its customers for a long period which significantly increases revenue to the market. "True love leads the loving hearted people safely in their journey of life", likewise the customer self-complacency will leads the supermarket successfully in its existence.. So in this study we known about customers' tastes, preference, trust, financial liquidity, needs, commitments, buying capacity, buying behavior and their self-complacency.

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