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A STUDY ON CONSUMERS SATISFACTION TOWARDS HYPERMARKETS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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Abstract:

Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitable. According to American marketing associations (AMA), marketing is the process of planning and executing the conception, pricing, promotion and distribution of products that satisfy the consumers satisfaction. The major objectives of the study is identify the factor influence the consumers in buying products at hypermarkets and to measure the satisfaction and challenges faced by the consumers in hypermarkets. Supermarkets and hypermarkets are two different types of shopping stores where customers purchase their groceries, food and other household supplies. The sample size of the study is 100 respondents and researcher adopts the simple convenance sampling technique for the study. The location of the study is Coimbatore city. Simple statistical tools are used by the researcher for data analysis.

Keywords: Hypermarket, Supermarket, groceries stores, departmental store, Satisfaction level, factors influenced, challenges faced.

INTRODUCTION:

In present generation, Hypermarkets have become a fashionable and lifestyle choice as well as equivalent to modern shopping malls. The retail shopping trends in Coimbatore city are undergoing significant changes and Hypermarkets plays a crucial role in meeting people's needs and desire all in one place.

Consumer satisfaction is defined as a measurement that determines how happy consumer are with a company's products, services and capabilities, consumer satisfaction including information about consumer satisfied, surveys and rating can help a company determine how to best improve or change its products and services.

OBJECTIVES OF THE STUDY

- ❖ To identify the factors influencing consumers' in buying behavior in hypermarkets in Coimbatore city
- ❖ To measure the level of satisfaction towards buying products in hypermarkets
- ❖ To determine the challenges faced by the consumer buying products in hypermarkets in Coimbatore city

RESEARCH METHODOLOGY:

TYPE OF RESEARCH

The present type of research belongs to the category of 'Descriptive study'. Descriptive study are undertaken when the researcher is interested in knowing the characteristics of certain groups, assessing behaviors, making projections or for determining the relationship between z or more variables.

SOURCES OF DATA

Both primary and secondary data has been selected for this study

PRIMARY DATA:

Primary data have been obtained by administering a structured questionnaire to local people in Coimbatore city

SECONDARY DATA:

Secondary data have been obtained from journals, Magazine, newspaper, books and web pages

AREA OF THE STUDY:

This study has been under taken from December 2024- April 2024

SAMPLE SIZE

The sample size of the study is to be 100 respondents.

FINDINGS

PERCENTAGE ANALYSIS:

TABLE 4.1: AGE GROUP

INTERPRETATION:

Age Group	Frequency/No. of respondents	Percentage (%)
Less than 18 years	2	2%
18-25 years	44	44%
25-30 years	3	3%
30-35 years	13	13%
35-40 years	20	20%
More than 40 years	18	18%
TOTAL	**100**	**100**

It is inferred that 2% of the respondents are less than 18 years, 44% of them are between 18-25 years, 3% of the respondents are belongs to 25-30 years, 20% of the respondents are between 35-40 years and 18% of the respondents are more than 40 years.

TABLE 2: GENDER

GENDER	FREQUENCY/NO. OF RESPONDENTS	PERCENTAGE (%)
Male	36	36%
Female	64	64%
TOTAL	**100**	**100**

INTERPRETATION:

Out of 100, 36% of the respondents are Male and 64% of the respondents are Female.

TABLE 3: EDUCATIONAL QUALIFICATION

EDUCATIONAL QUALIFICATION	FREQUENCY/NO OF RESPONDENTS	PERCENTAGE (%)
Upto SSLC	1	1%
HSC	6	6%
Under Graduate	40	40%
Post Graduate	40	40%
Professional	13	13%
TOTAL	**100**	**100**

INTERPRETATION:

it is inferred that 1% of respondent Upto SSLC, 6% of the respondents are HSC, 40% of the respondents are Undergraduate, 40% of the respondents are Postgraduate and 13% of the respondents are Professional.

TABLE 4: MONTHLY FAMILY INCOME:

MONTHLY FAMILY INCOME	FREQUENCY	PERCENTAGE(%)
Less than 15,000	12	12%
15,001-20,000	11	11%
20,001-25,000	16	16%
25,001-30,000	30	30%
More than 30,000	31	31%
TOTAL	**100**	**100**

INTERPRETATION:

It is inferred that 12% of the respondents' monthly income level is less than 15,000, 11% of the respondents' monthly income level is 15,001-20,000 Rs, 16% of the respondents' monthly income level is 20,001-25,000Rs, 30% of the respondents' monthly income level is 25,001-30,000Rs and 31% of the respondents' monthly income level is more than 30,000Rs.

TABLE 5: PREFERENCE TO MAKE SHOPPING

PREFER TO MAKE SHOPPING	FREQUENCY/ NO. OF RESPONDENTS	PERCENTAGE(%)
Weekdays	22	22%
Weekend days	78	78%
TOTAL	**100**	**100**

INTERPRETATION:

It is inferred that, 22% of the respondents' prefer to make shopping in weekdays and 78% of the respondents' prefer to make shopping in weekend days.

TABLE 6: PREFERENCE OF THE CONSUMERS TO MAKE SHOPPING IN WEEK END DAYS:

PREFERENCE OF CONSUMER TO MAKE SHOPPING IN WEEK END DAYS	FREQUENCY/ NO. OF RESPONDENTS	PERCENTAGE (%)
Kirana stores	8	8%
Departmental stores	23	23%
Supermarkets	28	28%
Hypermarkets	41	41%
TOTAL	**100**	**100**

INTERPRETATION:

It is inferred that, 8% of the respondents prefer to make shopping in weekend days at Kirana stores, 23% of the respondents prefer to buy products at Departmental stores in weekends, 28% of the respondents prefer to make shopping at supermarkets and 41% of the respondents prefer to buy products at Hypermarkets in weekends.

TABLE 7: PURPOSE OF VISITING HYPERMARKETS

PURPOSE OF VISITING HYPERMARKET	FREQUENCY/ NO. OF RESPONDENTS	PERCENTAGE (%)
For shopping	52	52%
For entertainment	8	8%

For gaining awareness regarding discounts and promotions of products	19	19%
For availability or importing of international products/brands	14	14%
For getting connect with people	7	7%
TOTAL	**100**	**100**

INTERPRETATION:

It is inferred that, 52% of the respondents are visiting hypermarkets for the purpose of shopping, 8% of the respondents' visiting hypermarkets for entertainment, 19% of the respondents visiting hypermarkets for gaining awareness regarding discounts and promotions of products, 14% of the respondents visiting hypermarkets for availability or importing of international products/brands of products and 7% of the respondents visiting hypermarkets for getting connect with people.

TABLE 8: CONSUMERS' PREFERENCE WHILE BUYING PRODUCTS IN HYPERMARKETS

HYPERMARKET	**FREQUENCY/ NO. OF RESPONDENTS**	**PERCENTAGE (%)**
Lulu hypermarket	49	13.4%
Spar hypermarket	20	5.5%
Auchan hypermarket	27	7.4%
Reliance hypermarket	22	6.0%
Dennis hypermarket	26	7.1%
Robins hypermarket	29	7.9%
Sudharsan hypermarket	31	8.5%
D-Mart	42	11.5%
Spencer hypermarket	28	7.7%
Big Bazzar	18	4.9%
Deli fresh	25	6.8%
Palamuthir nelayam hypermarket	49	13.4%
TOTAL	**366**	**100**

INTERPRETATION:

It is inferred that, 13.4% of the respondents are prefer to buy products in Lulu and Palamuthir nelayam hypermarket, 5.5% of the respondents are prefer to buy products in Spar hypermarket, 7.4% of the respondents are prefer to make purchase in Auchan hypermarket, 6% of the respondents are prefer to buy products in Reliance hypermarket, 7.1% of the respondents are prefer to make purchase in Dennis hypermarket, 7.9% of the respondents are prefer to buy products in robins hypermarket, 8.5% of the respondents are prefer to buy products in Sudharsan hypermarket, 11.5% of the respondents are prefer to buy products in Spencer hypermarket, 4.9% of the respondents are prefer to make purchase in Bigbazzar and 6.8% of the respondents are prefer to buy products in Deli fresh.

TABLE 9: PERSONAL FACTOR VS HOURS DO THEY SPEND IN HYPERMARKET

FACTOR	P-VALUE	Df	SIGVAL	S/NS
Age	36.818	20	.012	S
Gender	3.163	4	.531	NS
Educational qualification	34.382	16	.005	S
Occupation	31.114	20	.054	NS

Note: S: Significant (P value<=0.05), NS: Not Significant (P value>0.05)

Source: Primary Data

INTERPRETATION:

H0: there is no significant association between personal factor and hours do they spend in hypermarket

H1: there is an significant association between personal factor and hours do they spend in hypermarket

It is clear from the table that the hypothesis is not accepted (Significant)in 2 cases and Hypothesis is accepted in 2 cases (Not significant)

It is concluded that the Gender of the respondents and occupation of the respondents have no significant inference and age and educational qualification of the respondents have significant inference of the hours do they spend in hypermarkets.

ANNOVA:

TABLE 10: AGE AND SATISFACTION LEVEL OF HYPERMARKETS:

FACTORS		SUM OF SQUARES	DF	MEAN SQUARES	F	SIGVAL
PRICING	Between groups	51.320	5	10.264	8.233	.001
	Within groups	117.190	94	1.247		
	Total	168.510	99			
PRODUCT VARIETY	Between groups	6.837	5	1.367	3.390	.007
	Within groups	37.913	94	.403		
	Total	44.750	99			
CONVENIENCE	Between groups	15.024	5	3.005	4.416	.001

	Within groups	63.966	94	.680		
	Total	78.990	99			
PROMOTION AND DISCOUNT	Between groups	7.670	5	1.534	.873	.503
	Within groups	165.240	94	1.758		
	Total	172.910	99			
BRAND REPUTATION	Between groups	25.091	5	5.018	4.408	.001
	Within groups	107.019	94	1.139		
	Total	132.110	99			
QUALITY OF PRODUCT	Between groups	19.747	5	3.949	5.333	.001
	Within groups	69.613	94	.741		
	Total	89.360	99			
ACCESSIBILITY	Between groups	18.999	5	3.800	3.533	.006
	Within groups	101.111	94	1.076		
	Total	120.110	99			
LOCATION	Between groups	29.447	5	5.889	5.736	.001
	Within groups	96.513	94	1.027		
	Total	125.960	99			

From the above table gives the result of relationship between age group of the respondents and satisfaction level of hypermarkets

RELATIONSHIP BETWEEN AGE GROUP OF RESPONDENTS AND PRICING:

It is inferred that the significant value of association between the age and pricing is <=0.05. So, we are rejecting null hypothesis and accepting alternative hypothesis. So, there is **Significant association** between age and pricing of the hypermarket.

RELATIONSHIP BETWEEN AGE GROUP OF RESPONDENTS AND PRODUCT VARIETY:

It is inferred that the significant value of association between the age and product variety is >0.05. So, we are accepting null hypothesis and rejecting alternative hypothesis. There is **No Significant association** between age and product variety in hypermarket.

RELATIONSHIP BETWEEN AGE GROUP OF RESPONDENTS AND CONVENIENCE:

It is inferred that the significant value of association between the age and convenience is <=0.05. So, we are rejecting null hypothesis and accepting alternative hypothesis. There is **Significant association** between age and convenience in hypermarket.

RELATIONSHIP BETWEEN AGE GROUP AND PROMOTION AND DISCOUNT:

It is inferred that the significant value of association between the age and promotion and discount is >0.05. So, we are accepting null hypothesis and rejecting alternative hypothesis. There is **No Significant association** between age and promotion and discount in hypermarkets.

RELATIONSHIP BETWEEN AGE AND BRAND REPUTATION:

It is inferred that the significant value of association between the age and brand reputation is<=0.05. So, we are rejecting null hypothesis and accepting alternative hypothesis. There is **Significant association** between age and brand reputation in hypermarket.

RELATIONSHIP BETWEEN AGE AND QUALITY OF PRODUCTS:

It is inferred that the significant value of association between age and quality of products is <=0.05. So, we are rejecting null hypothesis and accepting alternative hypothesis. There is **Significant association** between age and quality of products in hypermarkets

RELATIONSHIP BETWEEN AGE AND ACCESSIBILITY:

It is inferred that the significant value of association between age and accessibility is >0.05. So, we are accepting null hypothesis and rejecting alternative hypothesis. There is **No significant association** between age and accessibility in hypermarkets.

RELATIONSHIP BETWEEN AGE AND LOCATION:

It is inferred that the significant value of association between age and location is <=0.05. So, we are rejecting null hypothesis and accepting alternative hypothesis. There is **Significant association** between age and location in hypermarkets.

CONCLUSION:

Hypermarket is the most favorite kind of store for all people because it has all things in one place and also it saves the consumers' valuable time. based on the demographic maximum number of respondents prefer to shop in weekend days in hypermarket. the main reason for visiting the hypermarkets is providing better customer services and special discounts and promotions to new products moreover for shopping in the hypermarkets. majority of consumers in Coimbatore city are preferred to shop at LULU & PALAMUTHIR NELAYAM HYPERMARKET influenced by the varieties of products, consumers preferred to buy household products and apparel in hypermarket. and they suggested to improve long ques at checkout and billing and as well as difficulty in finding of products. in this study concluded that, majority of the consumers are satisfied with the hypermarkets in Coimbatore city.