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CONSUMERS BUYING BEHAVIOUR AT SUPERMARKET IN TIRUVARUR DISTRICT

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ABSTRACT

The concept of supermarket can be explained as a large form of the traditional grocery store, is a self-service shop offering a wide variety of food and household products, organized into aisles. It is a larger and has a wider selection than a traditional grocery store, but is smaller and more limited in the range of merchandise than a hypermarket or big-box market. A supermarket is a self-service shop offering a wide variety of food and household products, organized into aisles. It is larger and has a wider selection than a traditional grocery store, but is smaller and more limited in the range of merchandise than a hypermarket or big-box market.

KEYWORDS

organized merchandise, self-service, supermarket.

I. INTRODUCTION

A Supermarket is a departmentalized self-service retail store. Most supermarkets are very large stores, which stock a wide range of product. Supermarkets sell food and other household product to customers. Customers select the items that they want to buy from shelves as they go around a store. After a customer has selected the items he wants to purchase he takes them to a till where he must pay for them. In most area of country customers can choose to shop at several different supermarkets. Therefore the supermarket owners must compete with each other to attract new customers and to keep their existing customers.

II. SUPERMARKETS**A. CHARACTERISTIC FEATURES OF SUPERMARKETS**

Supermarkets are usually located in or near primary or secondary shopping areas but always in a place where parking facilities are available. They operate largely on a self-service basis with a minimum number of customer services. Supermarkets came into existence during the depression period in the U.S.A. At that time they sold only food products, and their principal attraction was the low price of their merchandise. As supermarkets increased in number of day by day, they also expanded into other limes of merchandise.

B. ADVANTAGES OF SUPERMARKETS

The various economics and advantages of supermarkets may be enumerated as under:

- Low prices: The supermarkets generally charged a lower price for the products sold because the operating costs all kept in the minimum. Hence a supermarket is born to the customers.
- Large volume of sales: Since the prices are cheaper more customers can be attracted towards them. Hence they are able to have large as well as rapid turnover.
- Convenient shopping: Supermarkets stand for convenience in shopping because the customers can by all their food requirements at once place. Beside they also have a wide variety of items to select. The customers are also given perfect freedom. To make their selection without the pressure from the salesman.

C. LIMITATIONS OF SUPERMARKET

However, supermarkets have certain inhere limitation they are as below:

- Large and extensive: They require a spacious premise which, Are not generally available in economical rates at crowded cities.
- Unsuitable for rural area: They require a facility large concentration of population. Therefore, they can be opened only in densely populated cities and towns and not in rural areas.
- No personal contact: Customers who want personal attention do not get such services and attention in supermarkets. Moreover products, which need explanation and demonstration by sales. Cannot be dealt with at this markets.

III. CONSUMER BEHAVIOUR

A. CONSUMER: The consumer production Act 1986 defines 'Any person who buys any goods or avail services for personal use, for a consideration.'

B. CONSUMER BEHAVIOUR: Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society

DEFINITION

According to "WALTHER AND PAUL" consumer behavior is the process whereby individual decide whether, what how and from when to purchase goods and services. The while consumer behavior consists of physical and mental activities or exercises. It is important to note that consumer behavior never remains fixed but it is ever changing. Various such as psychological, economical and sociological factors.

C. STATEMENT OF THE PROBLEM: In olden days, provisional stores are used for the purchasing of the day to day needs and it was purchased in retail. Because of the busy and rushes, the peoples in cities and semi cities are making use of supermarket for the whole sale purchase made for a month. The provisional stores are used only in the rural areas.

IV. OBJECTIVES OF STUDY

The objective of the study is as supermarkets by the customer in Tiruvarur

1. To study the buying pattern of the customers
2. To study the promotion efforts of the supermarket
3. To ascertain the level of satisfaction of the customer's towards the supermarkets.
4. To know the problem faced by the supermarket and
5. To make suitable suggestion to facilities better customer satisfaction.

V. SCOPE OF THE STUDY

The size of supermarket may vary from mine to mega. The size is mainly influenced by the conditions in the locality, buying pattern of the customers and the retail sprit prevailing in the area, generally the size of the supermarket in a locality tend to be more less to be the sum the scope of the study has been restricted to the those departmental stores.

VI. METHODOLOGY OF THE STUDY

A study is empirical in nature based on survey method

- Primary data
- Secondary data

Primary data: Primary data were collected from 120 respondents by administering questionnaires.

Secondary data: Secondary data were collected from journals, magazines, website, newspaper, book etc.,

SAMPLE DESIGN

The study area is such that all the four regions of the corporation are very closely located, facilitating easy and frequent travels between places. Even though the region is compartmentalized, the people are not at difficulties to move around. Considering the free mobility in the region and the easy access of the supermarkets to the people it was decided to go for convenient sampling which was convenient both to the residents and the researcher and to collect data from 120 respondents.

TOOLS FOR ANALYSIS

In order to analysis the data the researcher has used simple mathematical percentage due to time. Constraint the researcher could use advanced statistical tool.

- Percentage Method
- Chi-square test

HYPOTHESIS

Ho: There is no relationship between nature of family and frequency of purchasing

Ho: There is no relationship between gender and frequency of visit.

ANALYSIS AND INTERPRETATION OF DATA

This is a study on the consumer buyer behavior in selected supermarkets in Tiruvarur District. A sample if so respondents and approached by the researcher approached the respondents with a pre-tasks interview scheduled. The researcher was able to collect fully fledged information from 120 respondents, several questions were asked by the researchers to ascertain the opinions of the respondents regarding the objectives of this study opinions were collected, analyzed and are presented in the form of tables.

VII. RESULTS AND DISCUSSION

1. PURPOSE OF USING SUPER MARKET

Every product is being purchased to fulfill some basic needs of the customers. In the same way so many purpose available in super market. Like low cost, time savings. This is the purpose of super market.

TABLE 1: PURPOSE OF USING SUPER MARKET

Sl. No.	Purpose of using Super market	No of Respondents	Percentage
1	Low	44	37
2	Time saving	42	35
3	Convenient Shopping	08	07
4	All under one roof	26	21
Total		120	100

From the above table it is clear that 35% for time saved and 37% prefer the super market for low cost. So we can conclude that the rates are cheaper.

2. FREQUENCY OF PURCHASE

The following table has put up with the view of know that how frequent the customer are visiting to supermarket in purchase of products those who are regular.

TABLE 2: FREQUENCY OF PURCHASE

S. No	Particulars	No. of Respondents	Percentage
1	Weekly	25	21
2	Once in 15 days	26	22
3	Once in one month	44	36
4	Once in 2 months	11	9
5	Once in 3 months	14	12
Total		120	100

The above table reveals that 36% of the respondents are visiting to supermarkets once in 2 months it is inferred that most of the customer are visit the supermarket monthly once.

HYPOTHESIS

There is no relationship between nature of family and frequency of purchasing.

TABLE 3

Nature of Family / Frequency of purchasing	Weekly	Once in 15 days	Once in a month	Once in 2 month	Once in 3 month	Total
Nuclear	9	17	19	6	8	59
Joint family	7	12	25	10	7	61
Total	16	29	44	16	15	120

CHI-SQUARE TABLE

TABLE 4

O	E	(O-E)2	(O-E)2/E
9	7.86	1.29	0.16
17	14.25	7.56	0.53
19	21.63	6.91	0.31
6	7.86	3.45	0.43
8	7.37	0.39	0.05
7	8.13	1.27	0.15
12	14.74	7.50	0.30
25	22.36	6.96	0.31
10	8.13	3.49	0.42
7	7.62	0.38	0.04
TOTAL Σ(O-E)2 / E			2.70

O= observed frequency or value

E=expected frequency or value

Calculation of degree of freedom

R= row, c= column

= (r-1) (c-1)

Expected frequency = Row total x column total / Grand total

= degree of freedom

= (2-1) (5-1)

= 1 x 4 = 4

Degree of freedom = 4

Table value: 9.488

Calculated value: 2.70

The table value higher than the calculated value. So the null hypothesis is accepted. So it is concluded that there is no relationship between nature of family and frequency of purchasing.

3. FREQUENCY OF VISIT IN SUPERMARKET

The thoughts of people differ from person. Some people going to the shops frequently are an interesting thing to do. But for some body no interesting it is burden and their heavy work, the below table provide the details.

TABLE 5: FREQUENCY OF VISIT IN SUPERMARKET

Sl. No.	Particulars	No. of Respondents	Percentage
1	Frequently	39	33
2	Occasionally	63	52
3	Rarely	18	15
Total		120	100

From the above table 52% of the people occasionally visiting the supermarkets and 33% people frequency to visit the supermarkets and 15% of the respondents visit frequently so rarely of purchasing people is very rarely.

HYPOTHESIS

There is no relationship between gender and frequency of visit.

TABLE 6

Gender	Frequency	Occasionally	Rarely	Total
Male	5	13	4	22
Female	33	49	16	98
TOTAL	38	62	20	120

TABLE 7: CHI-SQUARE TABLE

O	E	(O-E)2	(O-E)2/E
5	6.96	3.84	0.55
13	11.36	2.68	0.23
4	3.66	0.11	0.03
33	31.03	3.88	0.12
49	50.63	2.65	0.05
16	16.33	0.10	0.006
TOTAL	Σ(O-E)2 / E	0.986	

Calculation of degree of freedom =(r-1) (c-1)

Expected Frequency = Row x Column total / Grand Total

= (2-1) (3-1)

= 1X2 = 2

Degree of freedom = 2

Table Value = 5.991

Calculated value = 0.986

The table value higher than the calculated value. So the null hypothesis is accepted so it is concluded that there is no relationship between gender and frequency of visit.

VIII. FINDINGS AND SUGGESTIONS

A. FINDINGS

It is a clear that majority of the respondents have been visiting one in a month to the Supermarket (36%).

B. SUGGESTIONS

Credit facility should be extended to those customers who are in need or to those customers who frequently visit and buy the goods.

IX. CONCLUSION

Supermarket is a new trend in the emerging commercial and business environment. It is concept widely accepted by the general public. Now a day's many whole sales store are being converted in to a supermarket. Marketing channels are increasingly becoming professionally managed gram med retail organizations are increasingly designing and lounging new store formats targeted to different life style groups. The supermarkets in Tiruvarur should be design customer retention programmers' either by giving reward points or by making them as members of customer club, issuing customer identity card etc. The management of supermarkets should advice about the free home delivery benefit extended to customer and increases their awareness levels.

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