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A STUDY ON CUSTOMER SATISFACTION TOWARDS SHAKTHI SUPER MARKET IN ERODE

S. SELVAMOORTHY
Ph.D. RESEARCH SCHOLAR
SRI VASAVI COLLEGE
ERODE

Dr. K. RAJINI
ASSOCIATE PROFESSOR
DEPARTMENT OF BUSINESS MANAGEMENT
SRI VASAVI COLLEGE
ERODE

ABSTRACT

The study finds out that the consumer taste and preference are fast changing and therefore calls for new marketing strategies to be adopted by the marketer's to win their rivals. In today's market consumer satisfaction is major element to survive in the marketing field. Products and services provided by the trader must also satisfy the consumers. This would help to attract the prospective and potential consumers. So Shakthi Super Market has to strive for customer's satisfaction much more intensively to win the rivals.

KEYWORDS

Erode, Shakti super market, customer satisfaction.

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INTRODUCTION

A departmental store sells many different kinds of consumer goods, each arranged in a separate section but under one protection. Modern departmental stores provide the needs of the entire families. People enjoy shopping in such stores because they can make all their purchase under one roof. On the other hand, departmental stores depend on many customers in order to exist. Some companies open chain stores in different cities. Many departmental stores work branch stores in large sub-urban communities.

A department store sells expose of almost every kind, including dry goods, clothing, hardware, furniture, sporting goods and food items.

ARRANGEMENT OF DEPARTMENTAL STORE

A typical departmental store occupies a large building with separate departments located on a number of floors. Small articles which people often require are usually placed on the first floor. The store often sells less expensive grade of merchandise in the basement. Sometimes the stores have several levels of sub-basement sales floors, in which case, they provide special services, such that of a shopping advisor, while others have sewing centers where women learn to cut, fit and sew clothing. Some stores hold special exhibition to attract new customers.

The departmental stores generally employ hundreds of people for different jobs. The sales promotion manager and his staff promote the sales of merchandise through advertising and other techniques. The comptroller heads the section that keeps records and manages the store financial. The personnel staff hires employees and handles employment problems.

ORIGIN OF THE DEPARTMENTAL STORE

Since the early 1800's, stores that handles a variety of merchandise have existed in the United States. These general stores still operate in many small towns. After 1870, several large American stores began to offer different types of merchandise arranged in separate departments.

STATEMENT OF THE PROBLEM

In today's world of rapidly changing technology, consumer's taste and preference are also characterized by fast changes. To meet this changing environment, the departmental stores have to be constantly modernized in tune with the current consumer needs and wants. Hence the study on consumer satisfaction towards Shakthi Super Market throws light on their preference.

SCOPE OF THE STUDY

The study is individual oriented. The study is based on primary data and it covers Erode town only.

OBJECTIVES OF THE STUDY

The following are the main objectives of the study.

1. To bring out the profile of the Shakthi Super Market.
2. To study the profile of the respondents
3. To analyse the consumer preference towards Shakthi Super Market
4. To determine the factors influencing the consumers satisfaction.
5. To bring out the key finding of the study and offer suggestions to improve the performance of Shakthi Super Market

HYPOTHESES

The following null hypotheses have been formulated and tested:

- ❖ There exist no significant relationship between gender and level of satisfaction.
- ❖ Monthly income does not influence the level of satisfaction.
- ❖ Occupation has no influence over the level of satisfaction.
- ❖ Area of residence does not influence the level of satisfaction.
- ❖ Marital status does not influence the level of satisfaction.
- ❖ Education does not influence the level of satisfaction.

METHODOLOGY**1. DATA SOURCE****a) Primary Data**

The study is based on primary data. Primary data has been collected from a sample of 100 respondents through structured questionnaire

b) Secondary Data

Necessary secondary data has also been collected to bring out the profile of the Shakthi Super Market.

2. SAMPLING PROCEDURE

The study is based on convenience sampling method. For the purpose of study 100 respondents have been selected in Erode town as per convenience who are the customers of Shakthi Super Market.

3. DATA COLLECTION

Primary data was collected by administering an interview schedule which has been framed in such a way to cover the demographic factors and departmental related profile of the stores.

4. TOOLS OF ANALYSIS

Data collected through questionnaire were presented in a master table. From the master table, sub-tables were produced.

The following statistical tools were employed for the purpose of analyzing data:

1. Percentage Analysis
2. Chi-Square Test
3. Simple Rank

LIMITATIONS OF THE STUDY

This study is subject to the following limitations:

1. The study is restricted to 100 respondents only, due to limited span of time.
2. The coverage of the study is limited to Erode town only.
3. The study being a primary one, the accuracy and reliability of data depends on the information provided by the respondents.
4. Respondents were not willing to give details about their personal usage.
5. Respondent's views and opinion may hold good for the time being and may vary in the future.

FINDINGS

For the purpose of assessing consumers satisfaction towards Shakthi Super Market in Erode town, data has been collected from hundred respondents. The following are the conclusions drawn from the analysis:

PROFILE OF THE RESPONDENTS

This chapter presents the demographic profile and product related profile of the respondents. It is summarized as follows:

DEMOGRAPHIC PROFILE

- A majority (61%) of respondents are female.
- A majority 60% of the respondents belong to the age group of up to 30 years.
- Majority of 37% of the respondents prefer Sakthi Super Market for purchasing goods.
- Monthly income of the majority (45%) of the respondents preferring Sakthi Super Market is ranging from Rs. 5000 to Rs. 10000.
- A majority of 67% of the respondents are married and 60% of the respondents have completed college education.

PSYCHO-SOCIAL PROFILE

- A majority of 43% of the respondents had preferred for the quality of goods available in Shakthi Super Market
- 37% of the respondents are visiting once a week to the Shakthi Super Market for their purchase.
- A majority of 53% of the respondents preferred to purchase grocery items from the store.
- A majority of 78% of the respondents were recommending Shakthi Super Market to others.
- A majority of 51% were satisfied with the offers & discounts in Shakthi Super Market.
- A majority of 73% of the respondents accepted consumer's feedback.
- A majority of 49% of the respondents have felt that the prices are quite moderate in Shakthi Super Market.

FACTORS INFLUENCING PREFERENCE FOR SHAKTHI SUPER MARKET

Based on the ranks assigned by the respondents factors influencing preference for Shakthi Super Market are ascertained and they are as follows:

- A majority of the respondent's feels that Reasonable price, is the most important factor and it gets highest score followed by Quick delivery and the least important factor is all things under one roof.

I) SATISFACTION AND FACTOR INFLUENCING SATISFACTION

The percentage analysis shows that

- 20% respondents were highly satisfied, 64% respondents were just satisfied and only 16% respondents were dissatisfied with Shakthi Super Market.
- 66% of satisfied respondents belonged to female category.
- A majority of 77% of the old aged respondents were just satisfied.
- A higher percentage (70%) of highly satisfied respondents were housewives.
- A higher percentage of highly satisfied respondents belonged to middle income group, while the highest percentage dissatisfied respondents belonged to low income group.
- A higher percentage (66%) of the urban area respondents were just satisfied.

II) DEMOGRAPHIC FACTORS DETERMINING THE LEVEL OF SATISFACTION

The Chi-Square test result reveals the following

- The demographic factors Gender, Monthly Income, Area of Residence, Education, Marital Status of the respondents have not significantly influenced their level of satisfaction. But other demographic factors age group and occupation of the respondents have significantly influenced their level of satisfaction.

SUGGESTIONS

The following are the suggestions based on the findings of the study:

- Customers feel that more branches should be opened in many places especially nearest to their residence.
- Attractive and effective advertisement through various media should be repeatedly given in order to capture the attention of potential customers.
- Continuity in distribution is essential so that consumer will not switch over to other shop.
- Attractive and reuse packing is also essential for their own preparation products.
- Only 43% of the respondents had preferred for the quality of goods available in Shakthi Super Market. So the quality of goods should be improved.
- To attract more potential customers they have to make offers & discounts.
- To encourage the regular customer they can introduce the discount token system.

CONCLUSION

The consumer taste and preference are fast changing and therefore calls for new marketing strategies to be adopted by the marketer's to win their rivals. In today's market consumer satisfaction is major element to survive in the marketing field. Products and services provided by the trader must also satisfy the consumers. This would help to attract the prospective and potential consumers. So Shakthi Super Market has to strive for customer's satisfaction much more intensively to win the rivals.

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ANNEXURE**TABLE NO. 1: PERCENTAGE TABLE**

Factors		No. of Respondents	% of Respondents
Gender	Male	39	39
	Female	61	61
Age Group	Upto 30 years	60	60
	More than 30 to 40 years	27	27
	Above 40 years	13	13
Occupation	House Wife	37	37
	Agriculture	11	11
	Business	31	31
	Employed	21	21
Monthly Income	Below Rs. 5000	19	19
	Rs. 5000 to 10,000	45	45
	Above Rs. 10,000	36	36
Area of Residence	Urban	67	67
	Rural	33	33
Marital Status	Married	74	74
	Unmarried	26	26
Education Qualification	Illiterate	11	11
	School completed	29	29
	College Completed	60	60
Preference to Buy	Price	19	19
	Quality	43	43
	Self service	21	21
	Quick Delivery	17	17
Source of Influence	Relatives	35	35
	Neighbors	37	37
	Advertisements	28	28
Frequency of Visit the Super Market	Once in a week	54	54
	Daily	11	11
	Once in a month	35	35

TABLE NO. 2: FACTOR SCORES AND RANK

Factors	Factors Score	Rank
Reasonable Price	568	2
Quick Delivery	575	1
Brand Image	478	4
Self Service	534	3
Offers and Discounts	337	7
Door Delivery	364	5
All things under one roof	339	6
Nearness to home	330	8

TABLE NO. 3: CHI-SQUARE TABLE

Factor	Calculated Chi-Square Value	Table Value	Degree of Freedom	Remarks
Gender	1.015	5.991	2	Not Significant
Age Group	7.607	5.991	2	Significant
Occupation	11.058	9.488	4	Significant
Monthly Income	5.444	5.991	2	Not Significant
Area of Residence	0.271	5.991	2	Not Significant
Education	4.197	5.991	2	Not Significant
Marital Status	1.266	5.991	2	Not Significant

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