International Journal on Recent Researches in Science, Engineering & Technology (IJRRSET)
A Journal Established in early 2000 as National journal and upgraded to International journal in 2013 and is in existence for the last 10 years. It is run by Retired Professors from NIT, Trichy. Journal Indexed in JIR, DIIF and SJIF.
Research Paper
Available online at: www.jrrset.com

ISSN (Print) : 2347-6729
ISSN (Online) : 2348-3105
Volume 6, Issue 5, May 2018.
JIR IF : 2.54
SJIF IF : 4.334
Cosmos: 5.395

Received on: 03.05.2018 Published on: 18.05.2018 Pages : 18-26

A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION TOWARDS HYPERMARKETS INSIDE MALLS IN CHENNAI CITY

M. Amsavalli[1], Dr. R. T. Saroja[2]
Doctoral Research Scholar[1], Assistant Professor[2]
[1]Mother Teresa Women's University, Kodaikanal
[2]Mother Teresa Women's University College of Education, Kodaikanal

Abstract

Satisfying customers is one among the most objectives of each business. Businesses acknowledge that keeping current customers is more profitable than having to win new ones to exchange those lost. Management and marketing thinkers emphasize the reputation of customer satisfaction for a business's achievement. Customer satisfaction is that the key think about knowing the success of any retail store or business, thus it's vital to live it and to search out the factors that have an effect on customer satisfaction. Customers area unit presumably to understand the products and services that they purchase if they're created to feel special. This happens after they feel that the products and services that they purchase are specially made for them or for individuals like them. It should keep measure so as to get feedback for the merchandise and repair so as to develop it additional with wide customization. Customer satisfaction refers to the extent to that customer's area unit proud of the merchandise and services provided by a business. Customer satisfaction levels is measured using survey techniques and questionnaires. Gaining high levels of customer satisfaction is extremely vital to a business as a result of glad customers area unit presumably to be loyal and to form repeat orders and to use a large vary of services offered by a business. Client satisfaction is a quality that ought to be monitored and managed similar to any physical quality. This can be true for each service-oriented and product-oriented organizations.

Key Words: Customer Satisfaction, Customer Preference, Hypermarkets, Malls

Introduction

Nowadays grocery retailers are conscious of the importance of customer satisfaction on the success of their commercial strategies (e.g., Gomez, M. I., McLaughlin, E. W., & Wittink, D. R. (2004); Betancourt, R. R., Cortiñas, M., Elorz, M., & Mugica, J. M. (2007)). In fact, several studies have shown the existence of a positive relation between store attribute perceptions and customer satisfaction (e.g., Eskildsen, J., Kristensen, K., Jorn Juhl, H., & Ostergaard, P. (2004); Szymanski and Henard, 2001). For this reason, the grocery retail manager has to try to know as far as possible: (1) which are the elements and factors that can indicate a difference with respect to the competitors; (2) how their clients perceive and value these elements and (3) what relationship exists between store

attribute perceptions and customer satisfaction. Only like this can the grocery retailer design suitable commercial strategies that allow achieving the competitiveness and survival in the long term. The marketing literature has identified diverse attributes that contribute to differentiate the store from the rest of the competing stores. In this respect, several studies have shown a positive influence on client satisfaction from the valuation the client makes of them. However, it is not usual neither the identification of attributes nor the analysis of its influence on the achieved degree of satisfaction, considering different aspects key to retail patronage behavior. This line of investigation is of great interest to the management of retail stores considering that a large number of previous works have detected the existence of relationships between the perception of some of the variables of the establishment (i.e., store attribute perceptions) and the choice of the store (e.g., Woodside and Trappey, 1992; Martínez-Ruiz, M. P., Jiménez-Zarco, A. I., & Izquierdo-Yusta, A. (2010); Verhoef, P. C., Lemon, K. N., Parasuraman, A., Roggeveen, A., Tsiros, M., & Schlesinger, L. A. (2009); Grewal, D., Levy, M., & Kumar, V. (2009)) or the choice of commercial format (Wu, C. H. J., & Liang, R. D. (2009); Sachdeva, I., & Goel, S. (2015); Martínez-Ruiz, M. P., Jiménez-Zarco, A. I., & Izquierdo-Yusta, A. (2010); Reynolds, K. E., & Arnold, M. J. (2000). Several key attributes of the establishment identified in the literature are relevant so that products retailers manage to differentiate themselves from their competitors in the final markets. With reference to this, this work aims to identify what are the underlying factors to these attributes; analyzing the relationship that exists between the perception of the consumer on the previous factors and his/her satisfaction after shopping. In Section 2, characteristic attributes of grocery stores identified in the relevant literature are revised. In Section 3, we look at data obtained from a sample of 358 customers gathered in retail grocery stores operating under the self-service regime (in particular, hypermarkets and supermarkets) in a Spanish city whose size is representative of most Spanish cities (Martínez-Ruiz, M. P., Jiménez-Zarco, A. I., & Izquierdo-Yusta, A. (2010)). Factors underlying these attributes are established – factors that are similar to those previously found in past works. This has enabled us to raise a series of hypotheses relative to the influence of these factors on customer satisfaction with the purchase experience. With the objective to test the proposed hypotheses, in Section 4 a regression analysis is carried out, which allows knowing which of the identified factors present greater influence on customer satisfaction. However, considering that numerous previous studies have identified the remarkable influence that the perception of some of these factors exerts on diverse elements that conform to the concept of retail patronage behavior; the empirical analysis has been made taking into account the format of the chosen store. In this way, aside from formulating a general model on the effects of the diverse variables on customer satisfaction (Model 1), also an alternative model has considered different sub-samples from consumers based on a key element of retail patronage such as the choice of the commercial format (Model 2). The accomplishment of this study has allowed us to obtain interesting conclusions and recommendations relative to the commercial management of this type of establishment (Section 5), mainly in relation to the factors of the store that customer's value to a greater extent, the same underlying factors and the sources of differentiation of these distributors. In the following section, a revision of the establishment's attributes will be carried out that the relevant literature contemplates as influences on consumer satisfaction.

Literature Review

Customer satisfaction in simple terms stated as the level of shopping experience in a retail outlet where the customer's expected service level is met with by the actual service provided to him by the retailer. In a business term, it is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer service is a series of activities designed to enhance the level of customer satisfaction – that is, the feeling that a product or service has met the customer expectation. Measuring service quality is difficult due to its unique characteristics: Intangibility, heterogeneity, inseparability and perish ability (Cheung, M. F., & To, W. M. (2011)). Service quality is linked to the concepts of perceptions and expectations. Customers' perceptions of service quality result from a comparison of their before-service expectations with their actual service experience. The

service will be considered excellent, if perceptions exceed expectations; it will be regarded as good or adequate, if it only equals the expectations; the service will be classed as bad, poor or deficient, if it does not meet them. Product quality is related to product performance which affects customer product requirements on packaging, design, features, and warranties for products purchased (Chang, N. J., & Fong, C. M. 2010). A highly visible product is also influenced by social value (Ruiz-Molina, M. E., & Gil-Saura, I. (2008) and integrated marketing communications (Šerić, M., Gil-Saura, I., & Mikulić, J. (2017). This in turn implies that high-quality products receive greater consumer acceptance and result in satisfaction, loyalty, and repurchase intentions (Mittal & Lassar 1998; Chumpitaz, R., & Paparoidamis, N. G. (2004); Eskildsen, J., & Kristensen, K. (2007); Chang, N. J., & Fong, C. M. (2010). Consumers prefer to link between perceived situational conditions and product characteristics during green product evaluations (Chernev, A. (2004); Liao, S. H., Chu, P. H., Chen, Y. J., & Chang, C. C. (2012); Mohd Suki, N. (2017). Indeed, earlier scholars (Mohd Suki, N., & Mohd Suki, N. (2015) noted that consumers' decision-making process is influenced by the knowledge of the quality of products.

Research Objectives

The main objectives of this research are:

1. To identify the factors that influences the decisions of consumers Preference towards hypermarket.
2. To determine the most important factors that affect consumers' choice and satisfaction towards hypermarket.
3. To examine the consumption pattern in hypermarket
4. Choice factors based on their demographic characteristics and dinning occasion.
5. To study the opinion about the service in hypermarket.

Research Methodology

The research is based on primary and secondary data collection methods and the research type is descriptive. A structured questionnaire will be designed to gather information for primary data and, for secondary data-internet, books and websites previous dissertations/research papers/marketing journals/magazines/text etc will be used. A five-point multi item likert scale (1- strongly agree and 5- strongly disagree.) will be used for the study. The research will be conducted in Chennai. It will involve gathering of information from the customers who visit at hypermarket. Convenience sampling method will be used to get the responses from target population. Sample size of 89 (working and non-working) respondents in the age group 18 to 25 year and more than 40 year above will be taken for the survey. To do the research following statistical tools will be used percentage analysis, Rank analysis, Chi-square analysis, ANOVA-test T-test c)

Hypothesis

- H1- H4: There is association between Items preferred in Hypermarket across Gender
- H2- H4: There is association between Items preferred in Hypermarket across Age
- H3- H4: There is association between Items preferred in Hypermarket across Education
- H4- H4: There is no association between Items preferred in Hypermarket across Income
- H5- H4: There is no association between Customer satisfactions across the Gender
- H6- - H4: There is no association between Customer satisfactions across the Age
- H7- H4: There is no association between Customer satisfactions across the Education
- H8- H4: There is no association between Customer satisfactions

Analysis and Discussions

In the data analysis there is classification and Frequency of different demographic profile like as "Gender, Age, Education, Income statement. Chi-square test, T- test, ANOVAs help to understand the relation between different demographic factors, customer preference and satisfaction. from the cross tabulation of different factors, I make the relation then apply the chi square test on the basis of the test result we come to know the Association or No association among different factors.

Table 1 : Mean value among different measures

Statement	S A	A	N	D	S D	M	St. D
Products is served neat and clean	61	25	3			1.34	0.55
The products have a good variety of item	26	55	5	2	1	1.64	0.72
The quality of products are excellent	42	39	5	2	1	1.64	0.72
The products are quality and according to my test	26	53	6		2	1.82	0.75
The order is taken correctly and there were no discrepancies while serving the item	36	40	8	3		1.73	0.77
Employees are patient when taking order and handling customers	54	27	4	4		1.52	0.78
The products were easy to read	41	45	2	1		1.55	0.60
Employees speak clearly and politely	46	39	1	3		1.56	0.69
Employees are friendly and courteous	45	35	5	4		1.64	0.79
The service is excellent	29	43	10	6	1	1.95	0.90
My hypermarket provides value of money and I pay attention to ambience of hypermarket	26	51	9		1	1.82	0.70

Interpretation:

From above Table, it is being Interpreted that the:

- ✓ Mean value for products is served neat and clean is 1.34
- ✓ Mean value for the products has a good variety of item is 1.84
- ✓ Mean value for the quality of products is excellent is 1.64
- ✓ Mean value for the products is quality according to my taste is 1.82
- ✓ Mean value for the order is taken correctly and there were no discrepancies while serving the item is 11.73
- ✓ Mean value for Employees is patient when handling customers is 1.52
- ✓ Mean value for the products were easy to read is 1.58
- ✓ Mean value for Employees speaks clearly and politely is 1.56
- ✓ Mean value for Employees is friendly and courteous is 1.64
- ✓ Mean value for the service is excellent is 1.95
- ✓ Mean value for my hypermarket provides value of money and I pay attention to ambience of the hypermarket is 1.82

Chi-Square Test :

Item Preferred In Hypermarket across The Demographical Factor Hypothesis 1

H_O : There is no association between Gender and Item preferred in hypermarket

H_A : There is association between Gender and Item preferred in hypermarket

Table 2(a)

Chi-Square Tests	Value	Df	Asymp. Sig. (2-sided)
Pearson ChiSquare	15.44	2	0.0004
Likelihood Ratio	16.47	2	0.0002
Linear-by-Linear Association	15.02	1	0.0001
N of Valid Cases	89		

Inference: The above H_O : is Rejected (chi-square with 4 degree of freedom=15.44, p=.0004) There is no association Item preferred in hypermarket across the Gender

Hypothesis 2 H_O : There is no association between Age and Item preferred in hypermarket H_A : There is association between Age and Item preferred in hypermarket

Table 2(b)

Chi-Square Tests	Value	Df	Asymp. Sig. (2-sided)
Pearson ChiSquare	9.85	0.83	0.43
Likelihood Ratio	10.38	4	0.034
Linear-by-Linear Association	0.53	1	0.465
N of Valid Cases	89		

Inference:
The above H_O: is Rejected (chi-square with 4 degree of freedom= 9.85, p=.043)
There is no association Item preferred in hypermarket across the Age.

Hypothesis 3 H_O: There is no association between Education and Item preferred in hypermarket H_4 : There is association between Education and Item preferred in hypermarket

Table 2(c)

Chi-Square Tests	Value	Df	Asymp. Sig. (2-sided)
Pearson ChiSquare	9.56	4	0.048
Likelihood Ratio	9.90	4	0.042
Linear-by-Linear Association	5.14	1	0.023
N of Valid Cases	89		

Inference:

The above H_O : is Rejected" (chi-square with 4 degree of freedom=9.56, p=.048) There is no association Item preferred in hypermarket across the Education Hypothesis 4 H_O : There is association between Income and Item preferred in hypermarket H_A : There is no association between Income and Item preferred in hypermarket

Table 2(d)

Chi-Square Tests	Value	Df	Asymp. Sig. (2-sided)
Pearson ChiSquare	7.86	4	0.095
Likelihood Ratio	8.46	4	0.075
Linear-by-Linear Association	2.83	1	0.092
N of Valid Cases	89		

Inference:

The above H_O: is accepted . (Chi Square with 4 degree of freedom=7.88, p= 0.095). There is association Item preferred in hypermarket across the Income

b) Ranking of factor for preferring a particular hypermarket.

Table 3

S.No	1	2	3	4	5	6	7	8	WAS	RANK
Factor	Count	Count	Count	Count	Count	Count	Count	Count		
Quality	46	10	8	6	11	2	1	5	6.44	1
Rates	6	26	16	21	9	3	5	3	5.49	2
Variety in the products	2	6	16	4	9	24	12	16	3.61	6
Efficiency		1	7	8	7	14	40	12	2.82	7
Location	3	15	21	20	12	7	8	3	4.93	5
Ambience		4	2	2	8	10	8	46	2.77	8
Good Taste	19	15	8	10	14	12	9	22	5.25	3

Inference:

The Table 3 gives the distribution of the respondent according to the ranking of the factor for preference towards a particular hypermarket….The products quality was ranked 1st ,2nd for rates,3rd for good taste,4th for location,5th for cleanliness,6th for variety in the products,7th for efficiency, and 8th ranked given by the respondent for ambience .

c) T-Test For Analysing The Customer Satisfaction Across The Gender Hypothesis 5 :
H_O : There is association between Customer satisfactions across the Gender H_4 :
There is no association between Customer satisfactions across the Gender

Table 4
Inference: The above H_O : is Accepted, (p=.14> .05, t= 1.48).There is association Customer satisfaction across the Gender

Levine's Test for Equality of Variance s			t-test for Equality of Means		
	F	Sig.	t	df	Sig. 2 tailed
Equal variances assumed	5.02	0.02	1.48	87	0.14

Inference: The above H_O : is Accepted, (p=.14> .05, t= 1.48).There is association Customer satisfaction across the Gender

IV. Result, Findings, Conclusion, Limitation

a) Results and findings

- Out of all the respondent 73% are male and 27% are female

- Out of all the respondents 76.4% are of age 18-30 year, 18% are 31-40 year and 5.6 % are more than 40 years
- Out of all the respondent 31.5% are comes under up to Graduate, 59.6% are post Graduate and 9% are doctorate
- Out of all the respondent 68.53% comes under less than Rs.30000., 19.1% are 30000-40000 and 12.35 % comes under over Rs.40000
- Out of all the respondent 46.1% are comes under once a week, 22.5% are more than once a week, 16.9% once a month, and 14.6 % comes in very rare
- Out of all respondent 36% are Females, 29.2% Male and 34.8% are come under both
- Out of all the respondent 4.5% are goes for quantity, 28.1% quality and 67.4% need of product
- Out of all the responded 6% Respondent willing to spend 1000-2000, 23% 3000-5000, 40% 6000-8000 and 31% comes in more than 8000
- There is no association item preferred in hypermarket across the gender
- There is no association item preferred in hypermarket across the age
- There is no association item preferred in hypermarket across the education
- There is association item preferred in hypermarket across the income
- The products quality was ranked 1st ,2nd for rates,3rd for good taste,4th for location,5th for cleanliness,6th for variety in the products,7th for efficiency, and 8th ranked given by the respondent for ambience.
- There is association customer satisfaction across the gender
- There is association customer satisfaction across the age
- There is association customer satisfaction across the education

Conclusion

It is evident from the study that majority of the consumer have visited different hypermarket at different times. So the hypermarket owner has to take steps to retain the customer and make them a permanent customer. Majority of respondent came to know about the hypermarket through their friends .and hypermarket advertise in local media newspaper, magazines to attract more customer. From the study majority of people are female who visit to hypermarket ,and mostly are youngster , their qualification are post graduate income level of respondent is good they mostly visited in hypermarket in a week and from the data majority of people like to bury different products ,and around 67% are go for purchase of product its show the majority of people who visit have to take product Quality and taste are the two major factor consider by the respondent in selecting a hypermarket ,so the hypermarket owners should not compromise on these aspect at any cost.

Limitation

- The sample size is small, so we cannot determine the accurate result
- Less time periods
- No of question is not enough for consider the customer preference and satisfaction
- Area is limit so we do not get the actual satisfaction of the customer towards hypermarket

References

1. Betancourt, R. R., Cortiñas, M., Elorz, M., & Mugica, J. M. (2007). The demand for and the supply of distribution services: A basis for the analysis of customer satisfaction in retailing. Quantitative Marketing and Economics, 5(3), 293-312.

2. Chang, N. J., & Fong, C. M. (2010). Green product quality, green corporate image, green customer satisfaction, and green customer loyalty. African Journal of Business Management, 4(13), 2836-2844.
3. Chang, N. J., & Fong, C. M. (2010). Green product quality, green corporate image, green customer satisfaction, and green customer loyalty. African Journal of Business Management, 4(13), 2836-2844.
4. Chernev, A. (2004). Goal–attribute compatibility in consumer choice. Journal of Consumer Psychology, 14(1-2), 141-150.
5. Cheung, M. F., & To, W. M. (2011). Customer involvement and perceptions: The moderating role of customer co-production. Journal of retailing and consumer services, 18(4), 271-277.
6. Chumpitaz, R., & Paparoidamis, N. G. (2004). Service quality and marketing performance in business-to-business markets: exploring the mediating role of client satisfaction. Managing Service Quality: An International Journal, 14(2/3), 235-248.
7. Eskildsen, J., & Kristensen, K. (2007). Customer Satisfaction–The Roleof Transparency. Total Quality Management & Business Excellence, 18(1-2), 39-47.
8. Eskildsen, J., Kristensen, K., Jorn Juhl, H., & Ostergaard, P. (2004). The drivers of customer satisfaction and loyalty. The case of Denmark 2000–2002. Total Quality Management & Business Excellence, 15(5-6), 859-868.
9. Gomez, M. I., McLaughlin, E. W., & Wittink, D. R. (2004). Customer satisfaction and retail sales performance: an empirical investigation. Journal of retailing, 80(4), 265-278.
10. Grewal, D., Levy, M., & Kumar, V. (2009). Customer experience management in retailing: an organizing framework. Journal of retailing, 85(1), 1-14.
11. Liao, S. H., Chu, P. H., Chen, Y. J., & Chang, C. C. (2012). Mining customer knowledge for exploring online group buying behavior. Expert Systems with Applications, 39(3), 3708-3716.
12. Martínez-Ruiz, M. P., Jiménez-Zarco, A. I., & Izquierdo-Yusta, A. (2010). Customer satisfaction's key factors in Spanish grocery stores: Evidence from hypermarkets and supermarkets. Journal of Retailing and Consumer Services, 17(4), 278-285.
13. Martínez-Ruiz, M. P., Jiménez-Zarco, A. I., & Izquierdo-Yusta, A. (2010). Customer satisfaction's key factors in Spanish grocery stores: Evidence from hypermarkets and supermarkets. Journal of Retailing and Consumer Services, 17(4), 278-285.
14. Martínez-Ruiz, M. P., Jiménez-Zarco, A. I., & Izquierdo-Yusta, A. (2010). Customer satisfaction's key factors in Spanish grocery stores: Evidence from hypermarkets and supermarkets. Journal of Retailing and Consumer Services, 17(4), 278-285.
15. Mittal, B., & Lassar, W. M. (1998). Why do customers switch? The dynamics of satisfaction versus loyalty. Journal of services marketing, 12(3), 177-194.
16. Mohd Suki, N. (2017). Green products usage: structural relationships on customer satisfaction and loyalty. International Journal of Sustainable Development & World Ecology, 24(1), 88-95.
17. Mohd Suki, N., & Mohd Suki, N. (2015). Consumption values and consumer environmental concern regarding green products. International Journal of Sustainable Development & World Ecology, 22(3), 269-278.
18. Reynolds, K. E., & Arnold, M. J. (2000). Customer loyalty to the salesperson and the store: examining relationship customers in an upscale retail context. Journal of personal selling & sales management, 20(2), 89-98.
19. Ruiz-Molina, M. E., & Gil-Saura, I. (2008). Perceived value, customer attitude and loyalty in retailing. Journal of Retail & Leisure Property, 7(4), 305-314.
20. Sachdeva, I., & Goel, S. (2015). Retail store environment and customer experience: a paradigm. Journal of Fashion Marketing and Management, 19(3), 290-298.
21. Šerić, M., Gil-Saura, I., & Mikulić, J. (2017). Customer-based brand equity building: Empirical evidence from Croatian upscale hotels. Journal of Vacation Marketing, 23(2), 133-144.
22. Szymanski, D. M., & Henard, D. H. (2001). Customer satisfaction: A meta-analysis of the empirical evidence. Journal of the academy of marketing science, 29(1), 16.

23. Verhoef, P. C., Lemon, K. N., Parasuraman, A., Roggeveen, A., Tsiros, M., & Schlesinger, L. A. (2009). Customer experience creation: Determinants, dynamics and management strategies. Journal of retailing, 85(1), 31-41.
24. Woodside, A. G., & Trappey III, R. J. (2001). Learning why some customers shop at less convenient stores. Journal of Business Research, 54(2), 151-159.
25. Wu, C. H. J., & Liang, R. D. (2009). Effect of experiential value on customer satisfaction with service encounters in luxury-hotel restaurants. International Journal of Hospitality Management, 28(4), 586-593.