

A STUDY ON THE CUSTOMER'S PERCEPTION AND SATISFACTION TOWARDS HYPERMARKETS WITH SPECIAL REFERENCE TO MALAPPURAM DISTRICT

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ABSTRACT

The main aim of this paper is to analyse the customers perception and level of satisfaction towards hypermarket, with a special reference to Malappuram District in Kerala. Descriptive research design is adopted to conduct the study and data's are collected from customers, who are purchasing products from various hypermarkets. Convenient method is used for selecting sample and sample size is limited 100 customers. Hypermarkets have become a popular shopping destination for many customers, offering a one-stop-shop for all their needs. However, the perception of hypermarkets can vary among customers, depending on their personal experiences and preferences. Customer perception towards hypermarkets is subjective and can vary based on their needs and expectations. While some customers may prefer the convenience and affordability of hypermarkets, others may value personalized services and a more intimate shopping experience. The findings are generated is based on the satisfaction level of customers based on number of factors such as product availability, price, quality, quantity, offers, packaging, etc. influence of all these factors leads to the overall satisfaction of customer.

Keywords: Customer satisfaction, hypermarket, product, customer, price, quality

INTRODUCTION

In recent years, hypermarkets have been adapting to changing customer needs by introducing new services such as online shopping and home delivery. These services provide customers with greater convenience and flexibility, making it easier for them to shop at their own pace and from the comfort of their own homes. Hypermarkets are large retail stores that offer a wide range of products and services under one roof. They have become a popular shopping destination for many customers due to their convenience and competitive prices. However, customer perception towards hypermarkets can vary, with some preferring smaller stores that offer personalized services and a more intimate shopping experience. To remain relevant in today's competitive retail landscape, hypermarkets need to adapt to changing customer needs by introducing new services such as online shopping and home delivery. Hypermarkets need to continue to adapt to changing customer needs to remain relevant in today's competitive retail landscape.

Customer satisfaction towards hypermarkets can vary depending on various factors such as the quality and variety of products, pricing, customer service, cleanliness and organization of the store, convenience, and overall shopping experience. Some customers may be highly satisfied with hypermarkets if they offer a wide range of products at competitive prices, have helpful and friendly staff, provide a clean and well-organized shopping environment, and offer convenient services such as ample parking and online shopping options. These customers may appreciate the convenience of being able to find everything they need in one place and enjoy the overall shopping experience. On the other hand, some customers may have lower satisfaction towards hypermarkets if they experience issues such as long checkout lines, out-of-stock items, poor customer service, unclean or disorganized stores, or high prices compared to other retailers. These customers may feel frustrated or disappointed with their shopping experience and may be less likely to return to the hypermarket in the future. One of the main advantages of hypermarkets is the convenience they offer. Customers can find a wide range of products and services under one roof, which saves time and effort. They also provide competitive prices and discounts on bulk purchases, making them an attractive option for budget-conscious shoppers. However, some customers may perceive hypermarkets negatively. The size of the store can be overwhelming, and finding specific products can be challenging. Long queues at checkouts can also be frustrating for customers who are in a hurry. Additionally, some customers may prefer smaller stores that offer personalized services and a more intimate shopping experience. Overall, customer satisfaction towards hypermarkets can be influenced by a combination of factors and can vary from person to person. It is important for hypermarkets to continuously assess and improve upon these factors in order to enhance customer satisfaction and loyalty.

Price is the most influencing factor of customer's level of satisfaction in hypermarkets; overall services and physical appearance also positively influence customer satisfaction (Thuong, 2016). Hypermarkets need to ensure that their stores are clean, well-organized, and easy to navigate. They should also have knowledgeable staff that can assist customers with their queries and provide personalized recommendations. Hypermarkets can also improve customer satisfaction by offering additional services such as online shopping, home delivery and loyalty programs. These services not only enhance the convenience factor but also provide customer with added value. Customer satisfaction is essential for hypermarkets to

remain competitive in today's retail landscape. They must adapt to changing customer needs by introducing new services and continuously improving their offering to provide a seamless shopping experience.

OBJECTIVES OF THE STUDY

- ❖ To analyse the customer's level of satisfaction towards hypermarkets.
- ❖ To analyse the major problems faced by customers in hypermarkets.

RESEARCH METHODOLOGY

The study follows a descriptive research to analyse the customer's perception and level of satisfaction towards Hypermarkets in Kerala, with special reference to Malappuram District. Convenience sampling technique is used to select customers in Malappuram District. A sample size of the study is 100; it is collected from different area in Malappuram District. A structured questionnaire is used to gather data from the investors. Mainly primary data and little amount of secondary data are used for this study.

ANALYSIS AND INTERPRETATIONS

Table 1 DEMOGRAPHIC PROFILE OF THE CUSTOMERS

Variable	Description	No.of Respondents	Percentage
GENDER	MALE	55	55%
	FEMALE	45	45%
	Total	100	100%
Variable	Description	No.of Respondents	Percentage
MARITAL STATUS	SINGLE	54	54%
	MARRIED	46	46%
	Total	100	100%
Variable	Description	No.of Respondents	Percentage
AGE	BELOW 20	25	25%
	20-40	50	50%
	ABOVE 40	25	25%
	Total	100	100%
Variable	Description	No.of Respondents	Percentage
EDUCATION QUALIFICATION	SSLC	6	6%
	PLUS TWO	17	17%
	DEGREE	50	50%
	MASTERS	27	27%
	Total	100	100%
Variable	Description	No.of Respondents	Percentage

EMPLOYMENT	STUDENT	35	35%
	EMPLOYED	29	29%
	BUSINESS	22	22%
	PROFESSIONAL	14	14%
	Total	100	100%
Variable	Description	No.of Respondents	Percentage
INCOME	BELOW-20000	44	44%
	20000-50000	40	40%
	Above-50000	16	16%
	Total	100	100%
Variable	Description	No.of Respondents	Percentage
TYPE OF FAMILY	NUCLEAR FAMILY	67	67%
	JOINT FAMILY	33	33%
	Total	100	100%

(Source: computed from Primary data)

INTERPRETATION:

The above table 1 shows that the demographic profile of the respondents with gender, age, marital status, education qualification, employment, income and type of family. It shows that 55% of the respondents are male and 45% are female. In case of age, 25% of the respondents are below 20 years old , 50% of the respondents are belongs to 20-40 years old category and only 25% of the respondents are included in the above 40 years age category. Based on marital status of the respondents, 54% of the respondents are single and 46% of the respondents are married. Based on the educational qualification of the respondents, 50% of the respondents are degree holders, 27% of respondents are having masters degree, 17% and 6% of respondents are having plus two and SSLC Qualifications respectively. In case of employment, 29% of the respondents are employed and 22% of the respondents are doing business and 14% of the respondents are professionals. Based on income of the respondents, 44% of the respondents are included in below 20000 income category, 40% of the respondents are having 20000-50000 category income, only 16% of the respondents are included in above 50000 income category. Based on family type of the respondents, 67% of the respondents are included in nuclear family and 33% of the respondents are having joint family.

Table 2 DESCRIPTIVE STATISTICS

Variable	Mean	Std. Deviation	Skewness	Kurtosis
PRICE	3.58	0.88967	-0.466	0.272
PRODUCT	4.06	0.70811	-0.783	1.321
QUALITY	3.9	0.91563	-1.732	3.922
QUANTITY	3.52	0.94794	-0.567	0.121
PACKAGING	3.93	0.75552	-1.173	3.415
CONVIENANCE	3.98	0.65103	0.019	-0.587

LIGHTING	4.13	0.82456	-2.013	6.358
INSTORE	3.85	0.70173	-0.499	0.551
NEATNESS	4.15	0.72995	-0.877	1.28
EMPLOYEE ATTITUDE	3.96	0.70953	-0.635	0.887
PARKING	3.53	0.92611	-0.479	-0.055
OFFERS	3.68	1.08134	-0.942	0.595

(Source: computed from primary data)

Based on Table 2, which highlights the descriptive statistics of selected variables. It include means value, standard deviation, skewness and kurtosis values of selected various variables. Neatness have the highest mean score 4.15, indicating that it is the most influencing factor for purchasing from hypermarkets. Most of the respondents are considering this factor seriously while purchasing items from hypermarkets. Lighting variable are having second highest mean value 4.13, it is the second most influencing factor for purchasing items from hypermarkets. In case of standard deviation of these variables, offers are having highest Standard deviation score 1.08, indicate it is the most priority factor for purchasing from hypermarkets. In case of Skewness most of the values are negative figure.

H01: There is no significant difference between income and based product availability in hypermarket

Table 4: Table showing the significant difference on product availability in hypermarket based on income

		Sum of Squares	df	Mean Square	F	Sig.
PRICE	Between Groups	1.733	2	.866	1.097	.338
	Within Groups	76.627	97	.790		
	Total	78.360	99			

Table 4 indicate the product availability in hypermarket based on income level of the respondents. The P value is .338, which is greater than 0.05, it indicates that the null hypothesis is accepted. Thus, there is no difference between the product availability in hypermarket based on income.

H02: There is no significant difference between Product price satisfaction-based education qualification

Table 5 :Table showing the significant difference on product’s price satisfaction-based education qualification

		Sum of Squares	df	Mean Square	F	Sig.
PRICE	Between Groups	5.410	3	1.803	2.373	.075
	Within Groups	72.950	96	.760		
	Total	78.360	99			

(Source: computed from primary data)

Table 5 indicate the product price satisfaction based on education qualification of the respondents. The P value is 0.75, which is greater than 0.05, it indicate that the null hypothesis is accepted. Thus there is no difference between the product's price satisfaction based on education qualification.

H03: There is no significant difference between customer overall satisfaction towards hypermarket based on income level of the customer

Table-6

Table showing the significant difference on customers overall satisfaction towards hypermarkets based on their income level

		Sum of Squares	df	Mean Square	F	Sig.
PRICE	Between Groups	1.733	2	.866	1.097	.338
	Within Groups	76.627	97	.790		
	Total	78.360	99			
PRODUCT	Between Groups	.290	2	.145	.285	.753
	Within Groups	49.350	97	.509		
	Total	49.640	99			
QUALITY	Between Groups	.498	2	.249	.293	.747
	Within Groups	82.502	97	.851		
	Total	83.000	99			
QUANTITY	Between Groups	.738	2	.369	.406	.667
	Within Groups	88.222	97	.910		
	Total	88.960	99			
PACKAGING	Between Groups	.183	2	.091	.157	.855
	Within Groups	56.327	97	.581		
	Total	56.510	99			

(source: computed from primary data)

The Table 6 indicate customers overall satisfaction towards hypermarkets based on their income level. In the above customers overall satisfaction is measured in various variables such as price, product, quality, quantity, packaging. In case of price, the P value is .338, which is greater than 0.05 so there is no difference between customers overall satisfaction level and income. In case of product, the P value is .753, which is greater than 0.05 it indicate there is no relation between these variable. Based on quality, the P value is .747, which is

greater than 0.05 it indicate there is no relation between income and quality. Based on quantity, the P value is .667, which is greater than .005 it indicate there is no relation between income and quantity. Finally based on packaging, the P value is .855, which is greater than 0.05 it indicate there is no difference between income level and packaging.

CONCLUSION

Customer satisfaction towards hypermarkets can vary depending on various factors such as product availability, product quality, price, quantity, packaging, customer services, cleanliness, etc. some customers may appreciate the wide range of products available in the hypermarkets, while others may feel overwhelmed by size of the store and prefer small shops. Similarly, some customers may appreciate the low prices offered by hypermarkets, while others may be willing to pay more for better quality products or personalized services. Price is the most influencing factor for shaping customer satisfaction level in hypermarket. Mostly youngsters and employed persons are purchasing from hypermarkets. Majority of the respondents are considering price and product availability before making purchase. Irrespective of the income all category of income people are purchasing from various hypermarkets. The main reason for purchasing items from hypermarkets is to save time and all products are available under single roof. In general most of the customers are not fully satisfied in hypermarkets. At the same time customers are highly aware about the product quality and price. Some of the customers are giving more attention for offers available in hypermarkets and based on the offers there are making purchase.

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