

A Study on Consumer Satisfaction of Supermarket in Mysore City, Mysore

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ABSTRACT

The retail sector in India is witnessing a huge revamping exercise as traditional markets make way for new formats such as departmental stores, hypermarkets, supermarkets and specialty stores. Retail is India's largest industry, accounting for over 10 per cent of the country's GDP and around eight per cent of the employment. Retail industry in India is at the crossroads. It has emerged as one of the most dynamic and fast paced industries with several players entering the market. Western-style malls have begun appearing in metros and second-rung cities alike introducing the Indian consumer to a shopping experience like never before. India's vast middle class and its almost untapped retail industry are key attractions for global retail giants wanting to enter newer markets. The organized retail sector is expected to grow stronger than GDP growth in the next five years driven by changing lifestyles, strong income growth, better products and shopping options, and favorable demographic patterns.

The Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. It accounts for over 10 per cent of the country's Gross Domestic Product (GDP) and around 8 per cent of the employment. India is the world's fifth-largest global destination in the retail space.

Indian Retail Industry has immense potential as India has the second largest population with affluent middle class, rapid urbanization and solid growth of internet.

Keywords: Retail, Supermarket, Consumer Satisfaction

IMPORTANCE OF STUDY

- Supermarkets play an intermediate & an important role between manufacturers and consumers/customers in the market.
- Consumers prefer the supermarkets than other retail stores, because all items, varieties and choices are available in the supermarkets.
- There is an e-payment system in the supermarket that is not followed by most of small retail stores.
- Some of the supermarkets are chain supermarkets that have more branches inside and outside of the country (Brand items).
- The retail trend shows day by day small retail stores give their place to supermarkets and the numbers of supermarkets are going to increase.

OBJECTIVES

- To know consumer price satisfaction from supermarket.
- To know the price differentiation between supermarket and small retail stores.
- To know the retail trend of supermarkets, then, now and future.
- To know consumer satisfaction from convenience and environment of supermarket.
- To know consumer payment system (Cash /Card).
- To know consumer, prefer about imported products or domestic products.
- To know foreign and Indian national satisfaction from supermarket.

METHODOLOGY

The present study has based on collection of primary and as well as secondary data. The primary data has been collected from 81 respondents that are from different countries and as well as from India. The primary data collected through questionnaires directly from respondents in the field and analyzed to charts and tables by SPSS to show a clear picture of the study. The secondary data collected from known websites, books, journals and published articles.

LIMITATION

- The study areas are limited to Mysore city and covers Vijayanagar Stages (1st, 2nd, 3rd, 4th), Bogadih, Gokolom, Mysore city, Banimantab, Mandi Mohala.
- The current study covers 81 Indians and foreigner's respondents that located in the mentioned areas and gives information about consumer satisfaction of supermarket.
- This study focuses just on More Supermarket and gives a comprehensive information and data regarding consumers from More Supermarket in the mentioned area in Mysore city.

REVIEW OF LITERATURE

There are some reviews of the literature on retailing and supermarket conducted in different countries and as well as in India.

Rajan Saxena (2009), book on "Marketing Management" examine the drivers of growth in the retailing industry, managerial, strategic and technological issues in retailing and finally new horizons in retailing. He is explaining the strategic decisions in retail: Location decision, target market selection, business model, merchandise mix and positioning the retail store and explain comprehensively each in details. The book highlights the types of retail stores: specialty stores, department stores, supermarket, convenience stores, and discount stores.

Adrain Palmer (2009) a book on "Introduction to Marketing" focuses more on classification of retailers an explain each retail classes in details. According to Plamer retailers classified in to the following classes: Department store, supermarkets, discount sheds or category killers, specialty shops, convenience stores, cash and carry warehouses, market traders and finally

online retailers. Supermarket chains are often the first with new initiatives such as loyalty cards and in store bakeries.

Low price is based on large-scale efficiency are hard for smaller independent stores to match.

Dr. H. M. Chandrashekar (2016) A paper on "A Study on Organized Retail on Unorganized Retail Outlets in Mysore City", He is trying to examine the growth and development of organized retail industry, factors which influence consumers to prefer organized retailing over unorganized retail outlets and vice-versa, impact of organized on the unorganized retail in Mysore city and identifying the problems of retail outlets and to suggest the suitable remedies to overcome the existing problem. The study is trying to explain the consumer behavior that purchase from organized and unorganized retail shops and trying to know which age group, income group and so on prefer once against others. Expelling the factors, the effect the consumers that prefer the organized retail to unorganized and preferences of unorganized than organized retailing in the market.

MORE SUPERMARKET BRANCHES IN MYSORE

More Supermarket in Chamundi Puram, More Supermarket in J P Nagar, More Supermarket in Jayalakhmi Puram, More Supermarket in Kanakadasa Nagar, More Supermarket in Nazabad Mohalla, More Supermarket in Sbi Main Road, More Supermarket in Thonachikoppal, More Supermarket in Udaya Ravi Road, More Supermarket in Vanivilas puram, More Supermarket in Vijayanagar first stage, More Supermarket in Vijayanagar third stage.

RESULTS AND DISCUSSION

There is the discussion and explanation through tables and to show a clear picture of the current study.

Table1. On Gender of the Respondents.

| Gender | Frequency | Percent |
|--------|-----------|---------|
| Male | 39 | 48.1 |
| Female | 42 | 51.9 |
| Total | 81 | 100.0 |

Source: Primary data

Table 1: Shows the gender of the respondents that male makes 39 and female makes 42 of the survey and the table shows the percentage of the respondent as well, male 48.1 % while the

A Study on Consumer Satisfaction of Supermarket in Mysore City, Mysore

females are 51.9 % of the total respondents in the current study.

Table2. On marital status of the respondents

| Marital Status | Frequency | Percent |
|----------------|-----------|---------|
| Single | 59 | 72.8 |
| Married | 22 | 27.2 |
| Total | 81 | 100.0 |

Source: Primary Data

Table 2: Shows the marital status of the respondents and it shows 59 of the respondents are single while 22 of them are married, the table as well as shows the percentage of single and married of the respondents.

Table3. On Occupation of the respondents

| Occupation | Frequency | Percent |
|------------|-----------|---------|
| Employee | 3 | 3.7 |
| Student | 78 | 96.3 |
| Total | 81 | 100.0 |

Source: Primary Data

Table 3: Shows the combination of respondents according the occupation and here 78 of the respondents are students and just 3 of them are employee. Here in Mysore there are more foreign students that come from different countries therefore most of the respondents are students in the current study.

Table4. Monthly Expenses of the Respondents:

| Monthly Expenses | Frequency | Percent |
|--------------------------|-----------|---------|
| Bellow 30,000 Rs | 69 | 85.2 |
| Rs. 30,000 to Rs. 50,000 | 10 | 12.3 |
| Above Rs. 50,000 | 2 | 2.5 |
| Total | 81 | 100.0 |

Source: Primary data

Table 4: Shows the monthly expenses of the respondents and here 69 respondents have bellow 30,000 Rs, 10 of them have 30,000 Rs to 50,000 Rs and finally 2 of the respondents have above 50,000 Rs among the total respondents.

Table5. Monthly Income of the Respondents:

| Monthly Income | Frequency | Percent |
|------------------------|-----------|---------|
| Bellow 30,000 Rs | 67 | 82.7 |
| Rs.30,000 to Rs.50,000 | 12 | 14.8 |
| Above Rs. 50,000 | 2 | 2.5 |
| Total | 81 | 100.0 |

Source: Primary data

Table 5 shows the monthly income of the respondents and it shows 67 of the respondents have bellow 30,000 Rs, 12 of them between 30,000 Rs to 50,000 Rs and finally 2 of them have above 50,000 Rs.

Table6. Payment System of the Respondents:

| Payment System | Frequency | Percent |
|----------------|-----------|---------|
| Cash | 27 | 33.3 |
| Card | 9 | 11.1 |
| Cash & Card | 45 | 55.6 |
| Total | 81 | 100.0 |

Source: Primary data

Table 6: Shows the payment system of the respondents and here 27 of the respondents pay cash, 9 respondents pay card and finally 45 of the respondents pay both cash and card means they use from both option.

Table7. Staff Behavior of the Respondents:

| Staff Behavior | Frequency | Percent |
|----------------|-----------|---------|
| Very satisfied | 5 | 6.2 |
| Satisfied | 70 | 86.4 |
| Neither | 2 | 2.5 |
| Dissatisfied | 4 | 4.9 |
| Total | 81 | 100.0 |

Source: Primary data

Table 7: Shows the satisfaction level of the respondents from supermarket staff behavior and here 5 respondents are very satisfied, 70 of them are satisfied, 2 of them are neither and 4 of the respondents are dissatisfied from staff behavior of the supermarket.

Table8. Products price of the Respondents.

| Products price | Frequency | Percent |
|-------------------|-----------|---------|
| Very satisfied | 7 | 8.6 |
| Satisfied | 65 | 80.2 |
| Neither | 7 | 8.6 |
| Dissatisfied | 1 | 1.2 |
| Very dissatisfied | 1 | 1.2 |
| Total | 81 | 100.0 |

Source: Primary data

Table 8: Shows the price of products and how consumers satisfy from it. Here in this study 7 respondents are very satisfied, 65 of them are satisfied, 7 of them are neither, 1 of them is dissatisfied and 1 of them is very dissatisfied from price of the More supermarket.

Table9. Products quality of the Respondents:

| Products quality | Frequency | Percent |
|------------------|-----------|---------|
| Very satisfied | 2 | 2.5 |
| Satisfied | 68 | 84.0 |
| Neither | 11 | 13.6 |
| Total | 81 | 100.0 |

Source: Primary data

Table 9: Shows the satisfaction of the respondents from products qualities and here 2

A Study on Consumer Satisfaction of Supermarket in Mysore City, Mysore

of the respondents are very satisfied, 68 of them are satisfied, 11 of them are neither and there is no dissatisfied and very dissatisfied of options by consumers.

Table10. Products Availability of the Respondents:

| Products Availability | Frequency | Percent |
|-----------------------|-----------|---------|
| Very satisfied | 10 | 12.3 |
| Satisfied | 55 | 67.9 |
| Neither | 13 | 16.0 |
| Dissatisfied | 3 | 3.7 |
| Total | 81 | 100.0 |

Source: Primary data

Table 10: Show the product availability in More supermarket and here it shows 10 of the respondents are very satisfied, 55 of them are satisfied, 13 of them are neither and finally 3 of them are dissatisfied.

Table11. Promotional Executives of the Respondents:

| Promotional Executives | Frequency | Percent |
|------------------------|-----------|---------|
| very satisfied | 7 | 8.6 |
| Satisfied | 44 | 54.3 |
| Neither | 24 | 29.6 |
| Dissatisfied | 6 | 7.4 |
| Total | 81 | 100.0 |

Source: Primary data

Table 11: Shows the promotional executive of the More supermarket and here we can see clearly 7 respondents are very satisfied, 44 of them are satisfied, 24 of them are neither, and 6 of them are dissatisfied of promotional executive.

Table12. On Environment of Supermarket:

| Environment of Supermarket | Frequency | Percent |
|----------------------------|-----------|---------|
| Very satisfied | 7 | 8.6 |
| Satisfied | 67 | 82.7 |
| Neither | 6 | 7.4 |
| Dissatisfied | 1 | 1.2 |
| Total | 81 | 100.0 |

Source: Primary data

Table 12. Shows the satisfaction of respondents from supermarket environment. Here there are 7 respondents are very satisfied, 67 of them are satisfied, 6 of them are neither and in the end 1 is dissatisfied.

Table13. On Price Differentiation Supermarket Vs Small Retail Shops from the supermarket:

| Price Differentiation Supermarket Vs Small Retail Shops | Frequency | Percent |
|---|-----------|---------|
| Yes | 54 | 66.7 |
| No | 8 | 9.9 |
| I don't know | 19 | 23.4 |
| Total | 81 | 100.0 |

Source: Primary data

Table 13: According to the 54 respondents there is price differentiation among supermarket and small retail shops, 8 of them given no for that and finally 19 of the respondents don't know about price differentiation between these two retailers.

Source: Primary data

Table14. On Organic Products Availability from the supermarket:

| Organic Products Availability | Frequency | Percent |
|-------------------------------|-----------|---------|
| Yes | 56 | 69.1 |
| No | 25 | 30.9 |
| Total | 81 | 100.0 |

Source: Primary data

Table 14: Shows the availability of the organic products in the supermarket and here 56 respondents say it is available, and 25 of them say no it not.

Table15. Opening & Closing timing of the supermarket:

| Opening & Closing timing | Frequency | Percent |
|--------------------------|-----------|---------|
| Yes | 65 | 80.2 |
| No | 16 | 19.8 |
| Total | 81 | 100.0 |

Source: Primary data

Table 15: Shows the opening and closing timing of the More supermarket and 65 of them are satisfied but 16 of them are not satisfied and they say the supermarket open around 08:00AM and will close 09:30 PM and its to early to close it.

Table16. On Parking Facilities of supermarket:

| Parking Facilities | Frequency | Percent |
|--------------------|-----------|---------|
| Very satisfied | 8 | 9.9 |
| Satisfied | 55 | 67.9 |
| Neither | 6 | 7.4 |
| Dissatisfied | 11 | 13.6 |
| Very dissatisfied | 1 | 1.2 |
| Total | 81 | 100.0 |

Source: Primary data

Table 16: Shows the parking facility of the supermarket and now it's too important for consumer to park easily their vehicles and in this study 8 of the respondents are very satisfied, 55 of them are satisfied, 6 neither, 11 of them are dissatisfied and 1 of them are very dissatisfied of parking facilities.

FINDINGS OF THE STUDY

- As the study shows day by day the organized retailers improving all over the world and it

A Study on Consumer Satisfaction of Supermarket in Mysore City, Mysore

shows in the next decade the share of organized retail will be more and more than unorganized retail as it is now in developed countries like: USA, Japan, China and European countries.

- Retail is India's largest industry, accounting for over 10 per cent of the country's GDP and around eight per cent of the employment.
- The Indian retail market is estimated to be US\$ 600 billion and one of the top five retail markets in the world by economic value. India is one of the fastest growing retail markets in the world, with 1.2 billion people.
- According to the study 27 respondents pay cash, 9 of them pay through card and 45 of the respondents pay cash and card.
- The study shows the percentage of the respondents from staff satisfaction. 86 % of the respondents are satisfied, 6 % of them are very satisfied, 3 % of them are neither and finally 5 % of them are dissatisfied from staff behavior.
- The study shows 9 % of the respondents are very satisfied and 80 % of them are satisfied and it shows most of the respondents are satisfied from price of products from More supermarket.
- The study shows the product quality satisfaction of the respondents. Here it shows 2 % of the respondents are very satisfied and 84 % of them are satisfied and 14 % of them are neither.
- The study shows the percentage of the respondents from product availability from more supermarkets. The study shows 12 % of the respondents are very satisfied, 68 % of them are satisfied, 16 % of them are neither and finally 4 % of the respondents are dissatisfied.
- The study shows the promotional executive of the More supermarket in percentage. Here 9 % of the respondents are very satisfied, 54 % of them are satisfied, 30 % of them are neither and finally 7 % of them are dissatisfied of promotional executive.
- The study shows the preferences of the respondent for the More supermarket and the percentage of them. Here it shows 49 % of the respondents are say they prefer the supermarket because it's close to their house, 10 % of them say the price is lower than other

supermarket, 21% of them say product are available than other supermarket, 15 % of them are select all the reasons and finally 5 % of them are don't have idea about preferences of more supermarket.

- The study shows the percentage of respondents that are satisfied from the supermarket environment. The chart explains 9% of the respondents are very satisfied from environment, 83% satisfied, 7 % of them are neither and finally 1 % of them are dissatisfied.
- The study Shows the percentage of the items that consumers buy more it. Here 49 % of the respondents buy from households and food and agricultural items and 19 % of them buy both of them.
- The study Show 52 % of the respondents is buying domestic, 44 % both and 4 % of them just imported products.
- According to this study 67 % of the respondents are believe there are price differentiation, 10 % of them believe no and the 23 % of them don't have any idea about price between small retail shop and the supermarket.
- According to the study 69 % of the respondents thinks organic products are available in the supermarket b 31 % of them don't think so and give no for that question.
- The study shows 65 % of the respondents are satisfied from agricultural commodities availability in supermarket while 35 % of them are not satisfied and face to problem when they want buy agricultural commodities.
- The study shows the 67 % of the respondents think they use from paper cover and 28 % from both plastic and paper cover and just 5 % of them use from plastic cover only.
- The study Show the parking facility of the supermarket and now it's too important for consumer to park easily their vehicles and in this study 8 of the respondents are very satisfied, 55 of them are satisfied, 6 neither, 11 of them are dissatisfied and 1 of them are very dissatisfied of parking facilities.

SUGGESTION

- They should provide proper parking facilities to the consumers to satisfy them in this part.

A Study on Consumer Satisfaction of Supermarket in Mysore City, Mysore

- Customer waits most of the time for counter to bill their purchased goods and here they should care to solve the problem.
- Customer complains the More supermarkets they are asking the phone number always and it's boring. So if the consumers are not satisfied it's better to ask once or never asked the phone number.
- Some times in billing consumers wait because the system does not work properly and it's a serious problem of consumers so it's better to solve it.
- In some branches of the More supermarket there is no house hold things like dishes and son on, so if they added these items then there will be more consumer satisfaction from the supermarket from consumer's side.
- For the fruits and vegetable there are two billing process and customers wants to remove the one process and directly go to the counter for billing?
- One counter should be always there on counter because most of the time customers wait for the counter and its takes time.
- Some of the time More supermarkets opens the shop late than 08: AM and close at 09:30 PM, especially foreigners have the habit to go and buy purchase till 11:00PM. If the shop is open the consumer will be satisfied from that.

CONCLUSION

Day by day organized retailers are replaced to the unorganized retailers in all over the world and as well as in India. The witness is the department stores, hypermarkets, supermarkets, brand stores and so on. Customers now prefer the organized retailers than unorganized retailers and it is because of products quality, products availability, international and recognized products, branded products and son. There is more super market in India that have competition with each other and growing day by day the examples are Easy day, Big bazaar, Reliance, More supermarket etc.

More supermarkets are a powerful supermarket in India and as well as in Mysore and has 11 branches that are located in the different parts of the Mysore city. According to the respondents there are some of the problem they face with and should be solved and consumers continue their purchasing from this supermarket. In

Mysore there are a few organized retail shops and super market but there are a large number of unorganized retail shops that are working in cities and as well as in rural areas and villages.

In the rural areas and villages there is no supermarket and there will be just unorganized retail shops that can't not satisfy all the needs and wants of the consumers and sometimes consumers come to the cities for purchasing their needs and wants.

As mentioned earlier organized retailers are playing a role just in urban areas specially in the cities and we will see there is a big market for growing of the organized retailers in rural areas and some next years there will be large number of the competitors in the market and the current competitors will expand their market share in the outlets.

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