



ATTRIBUTES OF EASY DAY SUPERMARKET AND CUSTOMER SATISFACTION

G. Arun Kumar¹

¹Assistant Professor, Department of Management Sciences, Vijayanagara Sri
Krishnadevaraya University, Bellary, Karnataka.



ABSTRACT

Customer satisfaction has been considered as the one of the important aspect for the survival of business in the competitive market. In the organized retail market, it has becomes necessary to identify whether the customers are satisfied towards the various attributes which are available in the supermarket. The objective of the study is to identify the impact of attributes of supermarket on customer satisfaction in easy day supermarket of Mysore city. The convenience sampling technique was used and the sample size considered for the research was 50. The data was collected by using structured questionnaire and it was analysed by using SPSS software. The result reveals some of the attributes are positively related to customer satisfaction and vice versa.

KEY WORDS: *Attributes, Supermarket, Customer satisfaction*

INTRODUCTION

Supermarket is often categorized as a self-service retail environment. For supermarket retailers are intended to build favourable relationships with their customers by satisfying their needs, being able to identify their levels of 'satisfaction' with the important components of the supermarket environment is extremely important. Attributes of supermarket

has been emerged as a one of the important concept in the determining the satisfaction of the customers. In this research article an attempt has been made to determine the satisfaction level of the customers in terms of the various attributes available in the supermarket. The attributes have a major impact on the creating a brand loyalty among the customers.

LITERATURE REVIEW

Binta Abubakar Swinburne (2010) in this article investigated the consumer ratings of significance of several attributes connected with supermarket shopping. Then it reviewed the satisfaction ratings of the attributes. The objective of the article was to rank the factors and to narrate the importance of rankings to customer satisfaction. The findings have implications in that a retailer is able to review how well they meet their customer's needs on vital attributes. The results recommended that since retail formats have turned out to be very standardized, corporate status is rated high and may be a basis of sustainable competitive advantage. Nadene J. M. M (2008) concluded that in spite of a plenty of research on customer service and customer satisfaction, satisfaction by means of attributes of supermarkets in view of how situations in diverse countries and cultural situations might decide consumers' expectations, knowledge, and conceptualizing of customer service. The objective of the research was to recognize exact rudiments of customer satisfaction that independently as well jointly influence consumers' assessment of satisfaction with customer satisfaction in supermarkets and the resultant contribution towards repeat buying actions in a South African circumstance. Rajesh Rajaguru and Margaret J Matanda (2006) evaluated customers perception of supermarket and product attributes as well as customer loyalty in Indian background. Product attributes dimensions include product quality, price, availability and accessibility of new products. In this article, customer loyalty is well thought-out as repeated purchasing behaviour of purchaser towards a store. The outcome proposes that excluding product price, further store and product attributes have positive effects on customer loyalty. Store attributes

such as product quality, price and availability of new products show positive impact towards customer loyalty. According to Levy (2004) the process of consumer's supermarket choice which is a part of the buying process starts with defining an unsatisfied need. Customer defines the retailers that will satisfy this need and gets information about these retailers. Then alternative retailers are evaluated under criteria that influence supermarket choice on the basis of attributes. Gullu (2000) shows that promotions, pricing, customer related services, products assortment, employee behaviors and physical circumstances are significant factors in determining consumers' supermarket choices.

OBJECTIVES OF THE STUDY

To examine the relationship between the attributes of supermarket and customer satisfaction in easy day supermarket.

HYPOTHESES

- ⊕ There is no significance relationship between product attributes of supermarket and customer satisfaction.
- ⊕ There is no positive relationship between location attributes of supermarket and customer satisfaction.
- ⊕ There is no significance relationship between promotion attributes of supermarket and customer satisfaction.
- ⊕ There is no positive relationship between price attributes of supermarket and customer satisfaction.

METHODOLOGY

The data for the research article has been collected through primary sources and convenience sampling technique has been used to collect the data from 50 respondents in Mysore city. The data has been analysed with the help of spss software and the technique which was used for analysis was one sample t test.

SCOPE OF THE STUDY

The research was confined to easy day supermarket of Mysore city only.

DATA ANALYSIS AND INTERPRETATION

Table 1 One-Sample Statistics Test for Supermarket Attributes and Customer Satisfaction in Easy Day

	N	Mean	Std. Deviation	Std. Error Mean
Product	50	7.7100	4.77407	.67516
Location	50	7.3350	3.10678	.43936
Price	50	8.7400	3.31238	.46844
Promotion	50	10.1520	3.16345	.44738

Table 1.1 One-Sample Test in Easy Day						
Test Value = 3						
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Product	6.976	49	.000	4.71000	3.3532	6.0668
Location	9.867	49	.000	4.33500	3.4521	5.2179
Price	12.253	49	.000	5.74000	4.7986	6.6814
Promotion	15.986	49	.000	7.15200	6.2530	8.0510

Based on the results of the One sample t-test analysis at 95% confidence level. Mean values of all the attributes of supermarket fall in positive side of rating (less than 3), tcal value > ttab value and p-value < = 0.05 for all the attributes of supermarket under study. Hence all the parameters have a significant effect on the customer satisfaction.

Table 2 One-Sample Statistics Test For Product Attributes And Customer Satisfaction In Easy Day				
Product	N	Mean	Std. Deviation	Std. Error Mean
The Super market has a variety of product range.	50	1.8200	1.17265	.16584
The availability of well known brands	50	2.0800	.82906	.11725
The availability of your favourite item	50	3.1200	4.21194	.59566
The availability of alternative item if your favourite item is not there	50	2.7600	1.36367	.19285

TABLE 2.1 ONE-SAMPLE TEST IN EASY DAY						
Test Value = 3						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The Super market has a variety of product range.	-7.115	49	.000	-1.1800	-1.5133	-.8467
The availability of well known brands	-7.847	49	.000	-.92000	-1.1556	-.6844
The availability of your favorite item	.201	49	.841	.12000	1.0770	1.3170
The availability of alternative item if your favourite item is not there	-1.244	49	.219	-.24000	-.6276	.1476

The one sample t test has been conducted to know the impact of individual parameter of product dimension on customer satisfaction at 95% confidence level, the results in the above tables shows that two of the parameters such as the Super market has a variety of product range and the availability of well known brands have a significance value of less than .05. Hence they are positively related to customer satisfaction. The other dimensions

of product attributes such as the availability of your favorite item and the availability of alternative item if your favorite item is not there has a negative association with customer satisfaction.

Location	N	Mean	Std. Deviation	Std. Error Mean
The supermarket is located near to your workplace or home.	50	2.4600	1.61889	.22895
The supermarket is located in residential area	50	2.1800	1.20695	.17069
The supermarket is located near to other places which you visit often.(Eg- Cafe, Restaurants)	50	2.2000	1.19523	.16903
The location of the supermarket is easily accessible	50	1.9800	1.03982	.14705

	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
					Test Value = 3	
The supermarket is located near to your workplace or home.	-2.359	49	.022	-.54000	-1.0001	-.0799
The supermarket is located in residential area	-4.804	49	.000	-.82000	1.1630	-.4770
The supermarket is located near to other places which you visit often.(Eg- Cafe, Restaurants)	-4.733	49	.000	-.80000	1.1397	-.4603
The location of the supermarket is easily accessible	-6.936	49	.000	-1.02000	1.3155	-.7245

One sample t test has been conducted to know the relationship between location and customer satisfaction. The result shows that all the four parameter which have considered

under the location dimension have a positive relationship with customer satisfaction as the significance value of all the parameters is less than .05.

Price	N	Mean	Std. Deviation	Std. Error Mean
The supermarket is employing every day low price strategy.	50	2.8400	1.25129	.17696
The supermarket has an overall lower price than its competitor.	50	2.8000	1.14286	.16162
The price is reasonable for the value of the product.	50	2.5400	1.26507	.17891
The price is competitive	50	2.2400	.95959	.13571

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
					Test Value = 3	
The supermarket is employing everyday low price strategy.	-0.904	49	.370	-.16000	-.5156	.1956
The supermarket has an overall lower price than its competitor.	-1.237	49	.222	-.20000	-.5248	.1248
The price is reasonable for the value of the product.	-2.571	49	.013	-.46000	-.8195	-.1005
The price is competitive	-5.600	49	.000	-.76000	1.0327	-.4873

Based on the results of the One sample t-test analysis at 95% confidence level. Mean values of two the parameters of price namely the price is reasonable for the value of the product and the price is competitive fall in positive side of rating (less than 3), tcal value >

ttab value and p-value < = 0.05 and the significance value of other two parameter namely the supermarket has an overall lower price than its competitor and the supermarket is employing every day low price strategy has p value more than .05.

Promotion	N	Mean	Std. Deviation	Std. Error Mean
The supermarket always offers discounts and promotion	50	2.2400	1.06061	.14999
The supermarket always conducts sampling activities.	50	2.9200	1.06599	.15075
The supermarket has loyalty program	50	2.7200	1.03095	.14580
The supermarket advertise the promotion in local newspapers or mailers	50	1.7200	.75701	.10706
The supermarket always organised special events (organic food fairs)	50	2.7600	.98063	.13868

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
					Test Value = 3	
The supermarket always offers discounts and promotion	-5.067	49	.000	-.76000	-1.0614	-.4586
The supermarket always conducts sampling activities.	-.531	49	.598	-.08000	-.3829	.2229
The supermarket has loyalty program	-6.920	49	.041	-.28000	-.5730	.0130
The supermarket advertise the promotion in local newspapers or mailers	11.956	49	.000	-1.28000	-1.4951	-
The supermarket always organised special events (organic food fairs)	-1.731	49	.090	-.24000	-.5187	.0387

The one sample t test has been conducted to know the impact of individual parameter of promotion dimension on customer satisfaction at 95% confidence level, the results in the above tables shows that three of the parameters such as The supermarket always offers discounts and promotion, The supermarket has loyalty program and the supermarket advertise the promotion in local newspapers or mailers have a significance value less than .05. Hence they are positively related to customer satisfaction. The other dimensions of promotion attributes such as the supermarket always conducts sampling

activities and the supermarket always organised special events (organic food fairs) has a negative association with customer satisfaction as the p value os more than .05.

CONCLUSION

The supermarket in order to make the customer satisfied it must concentrate more on the attributes which in return help them to achieve their objectives. The above results determine that the supermarket need to improve in some attributes as the customer are not satisfied with them. The supermarket should also carry out some new forms of strategies in order to make them satisfied.

REFERENCES

1. Baltas, George and Paulina Papastathopoulou (2003), "Shopper Characteristics, Product and Supermarket Choice Criteria: A Survey in the Greek Grocery Sector", *International Journal of Retail & Distribution Management*, Vol. 31, No: 10, pp. 498-507.
2. Bell, David R. and James M. Lattin (1998), "Shopping Behavior and Consumer Preference for Supermarket Price Format: Why "Large Basket" Shoppers Prefer EDLP", *Marketing Science*, Vol. 17, No: 1, pp. 59-69.
3. Customer satisfaction with supermarket retail shopping, March 2010, Binta Abubakar Swinburne, university of technology.
4. Erdem, Orhan, A. (1999), "Consumer Values and the Importance of Store Attributes", *International Journal of Retail & Distribution Management*, Vol. 27, No: 4, pp. 137-144.
5. Fotheringham, A. Stewart (1998), "Consumer Store Choice and Choice Set Definition", *Marketing Science*, Vol. 7, and No: 3, pp. 295-310.
6. Leszczyc, Popkowski P.T.L., Sinha, A., Timmermans, H.J.P. (2000), "Consumer Supermarket Choice Dynamics: An Analysis of the Competitive Market Structure for Grocery", *Journal of Retailing*, Vol. 76, No: 3, pp. 323- 345.
7. Smith, Michael F. and Indrajit Sinha (2000), "The Impact of Price and Extra Product Promotions on Supermarket Preference", *International Journal of Retail & Distribution Management*, Vol. 28, No: 2, pp. 83-92
8. Yoo, Changjo, Jonghee Park, Deborah J. MacInnis (1998), "Effects of Supermarket Characteristics and In-Store Emotional Experiences on Store Attitude", *Journal of Business Research*, Vol. 42, pp. 253-263.

