

Study on Consumer Satisfaction of Supermarket in Bhopal City of Madhya Pradesh

Deepak Kumar

Sri Satya Sai University of Technology and Medical Sciences, Sehore, India

***Corresponding Author:** Deepak Kumar, Sri Satya Sai University of Technology and Medical Sciences, Sehore, India

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 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

INTRODUCTION

The consumer satisfaction leads towards a making positive consumer behavior and positive consumer behavior is need for each and every retailers. Thus it is a biggest challenge before the retailer to satisfy their customer[1]. The study of consumer behavior as well as their satisfaction has become compulsion and necessary to whole business entity because behavior of consumer always differ from product to product and service to service which can result to influence the growth of business[2]. Production and sales activity is continuous process performed by the business entity but quantity of production is based on the selling of the goods, due to many substitute and alternative product continue connectivity with consumer is very complex because consumer always purchase the product as per their expectation[3].

Now a day's positive behavior of the consumer has become key element which assists business organization to survive in a long life and create satisfy and loyal customer base[4]. Therefore each and every business unit making few efforts

to know why and how consumer behavior is affected towards the service and service provider, in another words customer satisfaction is the reward of consumer behavior because the nature of the consumer behavior is related with the quality of service. Michael et al, 2008 [5] has defined that behavior of consumer is not expected still their preference are becoming more difficult or differentiate. However customer satisfaction is the meeting of customer needs and wants (Mikael,2009) [6].

Sinha and Kar (2007) [7] has suggested that the consumption of the consumer has influenced by the personal characteristics such as age, life cycle, occupation, economic situation, life style, personality and self confidence. Whereas Saxena (2009) [8] has indicated that satisfaction is the feeling which comes from the process of evaluating what has proceeded against what has expected.

OBJECTIVES

The objectives of the study are as under

- To describe the relationship between quality of super market service and consumer behavior

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- To describe the relationship between quality of super market service and customer satisfaction
- To describe relationship between consumer behavior nad customer satisfaction
- To know the prospects of super market in India
- To know the future of big business hoses in India
- To identify super market service and their priority
- To identify service perceived by the customer
- To find out new strategy for the development of super market

Methodology

This chapter detailed present idea about the research conducted for present study. This include meaning and definition of research, types of research, research approach for present study, hypothesis, research framework, research design, sample and data collection, objective of the study, importance of the study and presentation of the study.

Primary Data has been collected by the questionnaire methods, in this process primary data collected from those people who directly subscribe service from the super market without having any other stock holder such as retailer whole seller etc. data collected process done in the super market of three city of Madhya Pradesh such as Bhopal, Jabalpur and Indore. The set 30 Questionnaire has distributed among 600 individual 200 taken from each city and over all 406 people give positive response (N=406).

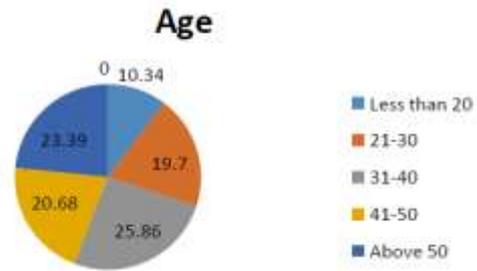
Secondary data based on primary data but as per required I have obtained secondary data from various source such as Published literature, internet, Book etc.

RESULTS AND DISCUSSION

Age of the Respondents

Table 1

Characteristics	Frequency	%
Less than 20	42	10.34
21-30	80	19.70
31-40	105	25.86
41-50	84	20.68
Above 50	95	23.39
Total	406	100



Interpretation

Among all the respondents 10.34% people belongs to the age between 0-20, 19.70% respondents belongs to age between 21-30, 25.86 % respondents belongs to 31-40, 20.68 % people belongs to 41-50 and 23.39% respondents belongs to above 50 age.

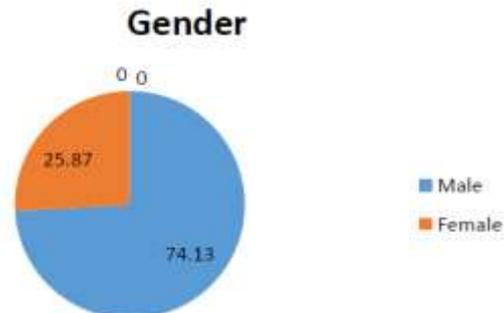
Gender of the Respondents

Table 2

Characteristics	Frequency	%
Male	301	74.13
Female	105	25.87
Total	406	100

Interpretation

Among all the respondents 74.13 % peoples are male and 25.87 % individual are female



Experience with Super Market

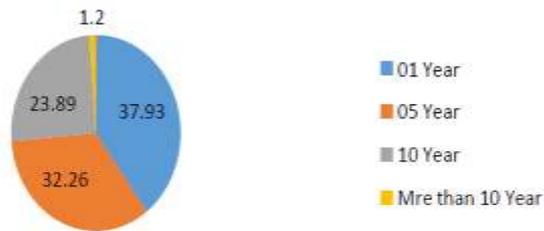
Table 3

Characteristics	Frequency	%
01 Year	154	37.93
05 Year	131	32.26
10 Year	97	23.89
More Than 10 Year	24	5.91
Total	406	100

Interpretation

Among all the respondents near about 37.93 % individual are 01 Year experience with Super Market, 32.26 % individual are 05 year experience with super market, 23.89 % respondents are 10 year experience with super market and 5.91 % respondents are more than 10 year experience with super market.

Experience with Super Market



Findings

Value of t and significant level 0.003 suggested that there is positively and significantly relationship between Consumer Behavior and Customer Satisfaction. Hence our Third hypothesis Consumer Behavior is positively and significantly related with Customer Satisfaction is accepted.

CONCLUSION

This research work deals with customer service, consumer behavior and customer satisfaction towards the super market, in this process we directly got connected with those people who directly subscribe the service from the super market without having any other mediator and systematically give the result of finding with tabulation and graphical representation of the data. Customer service, consumer behavior and customer satisfaction all are major and important issue for each and every retailer to survive in this competition world.

In another words these all are essential for customer as well as retailers or business. Most of the research studies have proven that customer service is directly related with positive behavior of the consumer and positive behavior of consumer directly related and concern with the satisfaction level of the consumer. On the basis of the research finding it is cleared that no any business or retails industries can survive without getting positive behavior of consumer towards product and service.

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