

AN EMPIRICAL STUDY ON CONSUMER PREFERENCE TOWARDS SUPERMARKETS

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ABSTRACT

Supermarkets are the large retailer stores which have been operated on a self-service basis which are selling goods in a wide range such as groceries, fresh products, bakery products, dairy products, toiletries, and chocolates etc. In general, a supermarket is a large-scale retail intuition which has been specialized in necessities and convenience goods. Basically, supermarkets need huge premises and deals in food and non-food products. At present, these super markets have been given more importance by the consumers as they get all the products under one roof with a wide range of availability and choices with utmost good quality and reasonable price. The preference for these supermarkets has been increased not only in metro cities but also in small towns and so the purpose of the study is to know the consumer preference towards supermarkets and to know the factors which are influencing them to purchase from these retail store and to bring out the relationship between the preference and purchase of consumers from the supermarkets and to know how much they are satisfied through the purchase. The data for the study has been collected through google forms and the same has been utilized for analysis which has been done with the help of SPSS package. The suggestions and conclusion of the study has been drawn based on the findings.

Keywords: Supermarket, Consumer, Preference, Purchase

Introduction

Retail marketing is an emerging sector in India, particularly the retail market plays a crucial role in the Indian economy and is facing intensified competition from other sectors and increasing its growth drastically. This retail market has brought not only a change in the economic sector but also in the standard of living of consumers and their preference from the local stores to a retail store. These retail stores have replaced the traditional market and the consumers are preferring it as it gives a different shopping experience along with easy buying of products under one roof. The quality and price of these supermarkets are competitive and appreciable by the customers as the main objective of the supermarkets are to satisfy and retain the customers with them as long as possible. The perception and preference about these markets vary from person to person and give a different point of view and still continue to be a predominant option for the customers to purchase their products.

SuperMarket

A supermarket is a self-service store which provides a wide range of products related to food, beverages, household etc. in an organised form as a particular section in a large space. Supermarkets provide a product at relatively low prices when compared to traditional markets. These markets are even called chain stores. They provide one stop experience to its customers by satisfying them with all the products they want.

Review of Literature

Sami (2021), a Study on customer perception towards supermarkets in Goa attempted to understand the demographic profile of the consumers along with comparison of the supermarket with retail store. The study shows the perception differs from individual to individual and the preference is more on supermarkets depending upon the various key factors.

Muthushan (2018), explored the preference and perception of consumers in relation to DMart. The study was conducted to know the consumer preference and perception of DMart and to know their satisfaction with their buying behaviour. At the end of the analysis, the study concluded that the majority of the consumers are satisfied with the DMart products and price and they have been loyal towards the retail store.

Saxena (2018), analysed about the preference and satisfaction of consumers towards Big Bazaar. The study was conducted among 100 consumers who were living in Coimbatore. The percentage analysis has been used on

collected data to find out the results. The study suggested that Big Bazaar has to provide products at a lower price than its competitors and they need to add on some branded products to attract brand oriented customers. Yadav (2015), studied consumer preference towards retail stores for food and grocery in an evolving retail market. The research has been conducted in Indore. The focus of the study is to understand the consumer preference towards retail stores for groceries. In the end of the study, it has been found that consumers are more satisfied when compared to local kirana stores along with price and other benefits.

Atulkar (2014), reviewed about consumer preference towards organised retail stores. The paper took a step to know the preference of consumers and their buying behaviour at the point of purchase as retail stores are evolve from general stores. At the end of the study, the author concluded that various factors like pricing, promotion, customer involvement, ambience and other many elements drive the consumers to prefer organised retail stores in the current era.

Objectives

1. To study the demographic profile of the consumers and their preference towards supermarkets.
2. To study the relationship between consumer preference and purchase in the supermarket in relation to their income
3. To know the overall satisfaction of the consumers in the supermarket.

Research Methodology

- **Area of Study**
The study has been done in the area of marketing.
- **Primary Data**
The first-hand information which has been collected is called primary data. The primary data collected from the respondents is 65.
- **Sampling Method**
Since the population is infinite. The sampling technique for the study is a convenient sampling method.
- **Data Collection**
Questionnaire was the selected method for the data collected from the respondents. The questionnaire was structured and designed so as to make the respondents understand it clearly.
- **Sample size**
The sample size of the respondents is 65 from Chennai city.
- **Statistical Tools**
The statistical tools help to analyze the data collected from the respondents. Frequency analysis, chi-square analysis and ANOVA has been used.

Data Analysis

Demographic Profile of Respondents				
Gender		Male [27.7%]		Female (72.3%)
Age		Below 20 (21.5%)	20-30 (76.9%)	Above 30 (1.5%)
Education	School level (9.2%)	UG (30.8%)		PG (47.7%)
				Professional (12.3%)
Occupation	Government (9.2%)	Private (56.9%)	Student (26.2%)	Others (7.7%)

Monthly Income	Below 10,000 (53.8%)	10,001-20,000 (27.7%)	20,001-30,000 (12.3%)	30,001-40,000 (3.1%)	Above 40,000 (3.1%)
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Table 1: Frequency Analysis
Source: Computed Data

From the above table it shows that out of 65 respondents, 72.3% of them are female and that 76.9% of them fall under the age category of 20 – 30 years. In that, 47.7% are pursued Post Graduate courses and 56.9% are private employees and majority of their income fall under the category of below Rs.10,000 (53.8%)

Ho: There is no significant relationship between consumer preferences and purchase towards supermarkets
H₁: There is significant relationship between consumer preferences and purchase towards supermarkets

	Value	df	Asymp.Sig
Pearson Chi square	7.099	3	0.69
Likelihood ratio	7.355	3	0.61
Linear by Linear Association	.845	1	.358
N of Valid Cases	65		

Table 2: Chi Square Analysis
Source: Computed Data

From the above table 2 it is concluded that the calculated value (.358) is more than the significance value (0.05). Hence, the null hypothesis is rejected, that is, there is no relationship between consumer preference and purchase towards supermarkets.

Ho: There is no significant relationship between consumer preferences and desired store of purchase.
H₁: There is a significant relationship between consumer preferences and desired store of purchase.

ANOVA has been used to measure the mean difference between consumer preference and purchase towards supermarkets.

Preferred Store	Mean	Std. Deviation	f	Sig
Supermarket	1.71	1.084	1.509	.336
Local stores	1.58	.758	.939	.216
Online shopping	2.60	1.517	.690	.409
Others	1.83	.983	1.919	.156

Table 3: ANOVA
Source: Computed Data

Table 3 reveals about the consumer preference and purchase of products from the desired stores. From the p value is .336 for supermarkets compared to other stores. Therefore, there is a significant relationship between consumer preference and the desired store of purchase.

Major Findings of the Study

- 43% of the respondents prefer to buy groceries in supermarkets.
- 51.% of the respondents agree that big bazaars are the preferred supermarket.
- 70% of the respondents mention price as a driving factor of their buying decision. decision.
- 56% of the respondents prefer to buy the branded products from the supermarket.

- 40% of the respondents can travel up to 20 min to reach the desired retail store.
- 47% of the respondents buy a specific item in supermarkets.
- 41% of the respondents have been shopping for a long time.
- 52% of the respondents agree that the quality is appreciable in supermarkets.
- 86% of the respondents are satisfied with the products and varieties provided by the supermarkets.

Suggestion

Supermarkets are one of the fastest growing retail stores in our country. According to the analysis most of the consumers are already customers of supermarkets. The preference of the consumer depends on various factors provided by the retail stores like price, quality, variety, etc. From the study, I would like to suggest that supermarkets have to provide more space for parking areas as customers feel difficulty in parking the vehicles and the brand items have to be included in these stores as many branded products are not available in all the stores at times of need. Customer care services must be looked upon as there are less people to hear the queries and complaints from the customers inside the stores.

Conclusion

Supermarkets are an emerging trend of marketing which has started replacing the general local stores. The current generation has shifted their preference from these local stores to an organised retail store in respect of the quality and variety they expect from their purchase. Perception is the one which varies from person to person and so from the study it is understood the young generation of today is preferring more supermarkets than local stores depending upon the nature of job and the income they earn. From the study I would like to conclude that the preference of supermarkets depends upon the income they earn and so this retailing business has paved way for providing the better services for the consumers on what they desire by making all the needs to be satisfied under one roof at their desired price, quality, and variety along with the discounts.

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