

A study on customer satisfaction, purchase pattern towards Nilgiri's supermarket in Coimbatore city

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ABSTRACT

Nilgiri's Supermarket supplies various grocery items and dairy products. There is a strong competition among other supermarkets in the city. In this context, it is essential for a firm to understand the consumers, their satisfaction level, buying pattern and competitors position in the market. Information on customer satisfaction and comparison will be helpful for formulating the marketing strategies. Hence, a study has been undertaken to examine satisfaction level and purchase pattern in the Coimbatore city.

KEY WORDS : Customer satisfaction, Purchase pattern

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The Nilgiris Dairy farm was started at Charles Villa, Vannarpet near concord in the year 1904. Sri S. Muthuswamy Mudaliar is the founder of the Nilgiris Dairy farm. Due to good principles of business and service mindedness, he developed the business and enjoyed great goodwill and reputation. In 1939 it established a shop at Conoor. In 1970, Nilgiris was converted as Private Ltd. Company. Then in 1971 Supermarket was started at Bangalore. In 1974 Nilgiris Nest was started at Bangalore. Finally in 1994 they started a Supermarket, Nest, and Restaurant in Coimbatore.

Concepts and review :

Consumer :

Glenn (1974) defined consumer as an individual who

purchased, or had the capacity to purchase, goods and services offered for sale by marketing institutions in order to satisfy personal or household needs, wants and desires. Nagendra (1994) defined consumer as a person who bought goods or services for own use and needs. According to Chase *et al.* (1985) consumer is an individual who consumes goods, whether manufactured by business unit or created by nature such as air, water, etc and utilities offered by the government, business organizations like hospitals, religious, educational and voluntary organization etc. Consumers included all the individuals and households who buy or acquire goods and services for personal consumption (Kolter, 2000).

Satisfaction :

Howard and Sheth (1969) defined satisfaction as the buyer's cognitive state of being adequately or inadequately rewarded for the sacrifices he has undergone. Oliver (1997) defined satisfaction as the consumer's fulfilment response. It is a judgement that a product or service feature, or the product or service itself, provided a pleasurable level of consumption related fulfilment. According to Saxena (2002) customer satisfaction is a function of customer's expectation from the firm. Expectation shapes a customer's perception of the product's or firm's performance. Thus,

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Customer satisfaction=Customer expectation–Perception

Purchase pattern :

Typical manner in which consumers purchase goods or services or firms place their purchase orders in terms of amount, frequency, timing, etc.

Objective of the study :

- To measure the level of customer satisfaction towards Nilgiris supermarket,
- To assess the purchase pattern of products available in Nilgiris supermarket,
- To study the relationship of income level and purchase pattern of consumers,
- To give suggestions to Nilgiris firm in improving the satisfaction level.

METHODOLOGY

Design of the study :

Sampling design :

A purposive sampling method was followed for selecting the customers.

Sample size :

The sample size for the survey was 60 (60 sample for customer satisfaction and purchase pattern).

Sample area : The sample area is Coimbatore city.

Tools of analysis :

Percentage analysis :

On the basis of calculation percentage were obtained.

Scaling technique :

Differential scaling technique was used for analyzing satisfaction of customers towards Nilgiri's supermarket.

Chi-square analysis :

Chi-square test was used to analyse if there any relationship between the income level of customers and purchase pattern.

ANALYSIS AND DISCUSSION

The results of the present study alongwith relevant discussion have been presented as under :

Table 1 : Consumer profile

Sr. No.	Age of the respondents (years)	No. of respondents	Per cent
1.	<30	30	33.33
2.	31-40	36	40.00
3.	41-50	15	16.67
4.	>51	09	10.00
Sr. No.	Gender	No. of respondents	Per cent
1.	Male	42	46.67
2.	Female	48	53.33
Sr. No.	Marital status	No. of respondents	Per cent
1.	Single	27	30.00
2.	Married	63	70.00
Sr. No.	Educational qualification	No. of respondents	Per cent
1.	Up to High School	18	20.00
2.	Graduate	48	53.33
3.	Post graduate	24	26.67
Sr. No.	Occupational status	No. of respondents	Per cent
1.	Govt. employee	15	16.66
2.	Private employee	20	22.22
3.	Student	17	18.89
4.	Business	18	20.00
5.	House wife	16	17.78
6.	Others	04	4.44
Sr. No.	Family income (Rs/month)	No. of respondents	Per cent
1.	<20000	9	10.00
2.	20001-30000	24	26.67
3.	30001-40000	21	23.33
4.	>40001	36	40.00

Category	Highly satisfied		Satisfied		Neutral		Dissatisfied		Highly dissatisfied		Mean score
	Count	Per cent	Count	Per cent	Count	Per cent	Count	Per cent	Count	Per cent	
Price	6	10	28	46.67	12	20	14	23.34	0	0	3.43
Service	16	26.66	38	63.33	6	10	0	0	0	0	4.16
Value for money	6	10	22	36.67	30	50	2	3.34	0	0	3.53
Quality	34	56.67	22	36.67	4	6.67	0	0	0	0	4.5

Category	Highly satisfied		Satisfied		Neutral		Dissatisfied		Highly dissatisfied		Mean score
	Count	Per cent	Count	Per cent	Count	Per cent	Count	Per cent	Count	Per cent	
Variety FMCG	20	33.33	38	63.33	2	3.34	0	0	0	0	4.3
Continuous availability- FMCG	12	20	42	70	6	10	0	0	0	0	4.1
FMCG products for all income group	8	13.33	16	26.67	18	30	20	33.33	0	0	3.3
Groceries	12	20	30	50	16	26.67	2	3.33	0	0	3.86
Fresh fruits & vegetables	6	10	18	30	24	40	12	20	0	0	3.3

Category	Highly satisfied		Satisfied		Neutral		Dissatisfied		Highly dissatisfied		Mean score
	Count	Per cent	Count	Per cent	Count	Per cent	Count	Per cent	Count	Per cent	
Staff explain product details	6	10	36	60	16	26.67	2	3.33	0	0	3.76
Interest in solving problem	8	13.33	36	60	16	26.67	0	0	0	0	3.86
Willing to help	8	13.33	40	66.67	12	20	0	0	0	0	3.93
Specific needs	12	20	40	66.67	8	13.33	2	3.33	0	0	4.13

Category	Highly satisfied		Satisfied		Neutral		Dissatisfied		Highly dissatisfied		Mean score
	Count	Per cent	Count	Per cent	Count	Per cent	Count	Per cent	Count	Per cent	
Location of product	36	60	24	40	0	0	0	0	0	0	4.6
Easy billing	40	66.67	20	33.33	0	0	0	0	0	0	4.67
Visibility of price board	10	16.67	38	63.33	12	20	4	6.67	0	0	4.1
Space for moving trolley	24	40	28	46.67	6	10	0	0	0	0	4.16
Category arrangement -FMCG	30	50	24	40	6	10	0	0	0	0	4.4

Category	Highly satisfied		Satisfied		Neutral		Dissatisfied		Highly dissatisfied		Mean score
	Count	Per cent	Count	Per cent	Count	Per cent	Count	Per cent	Count	Per cent	
Mall decoration	26	43.33	28	46.66	6	10	0	0	0	0	4.33
Parking space	0	0	14	23.33	36	60	10	16.67	0	0	3.06
Location	34	56.66	22	36.66	4	6.66	0	0	0	0	4.5

Table 7 : Purchase of product (n=60)

Particulars	Local stores	Nilgiris	Others	Total
FMCG	0	52	8	60
Fruits & Veg.	42	12	6	60
Groceries	5	40	15	60

Table 8 : Purchase preference (n=60)

Time slot	No. of respondents	Percentage
Morning	4	6.67
Afternoon	12	20
Evening	30	50
Any time	14	23.33
Total	60	100.00

Table 9 : Factors for choosing a product (n=60)

Sr. No.	Particulars	No. of respondents	Percentage
1.	Price	4	6.67
2.	Brand name	26	43.33
3.	Promotion and offers	0	0
4.	Packaging	4	6.67
5.	Quality	22	36.67
6.	Others	4	6.67
	Total	60	100

Table 10 : Frequency of visit (n=60)

Frequency	No. of respondents	Percentage
1 st time	4	6.67
Weekly	18	30.00
Fortnight	10	16.66
Monthly	22	36.67
Daily	2	3.33
Rarely	4	6.67
Total	60	100.00

Table 11 : Average time spent (n=60)

Average time spent	No. of respondents	Percentage
<1 HR	40	66.67
1-2 hr	16	26.66
2-3 hr	4	6.67
> 3 hr	0	0
Total	60	100

Table 12 : Monthly purchase (n=60)

Monthly Purchase	No. of respondents	Percentage
<2000	14	23.33
2001-4000	16	26.67
>4000	30	50
Total	60	100

Table 13 : Mode of payment (n=60)

Mode	No. of respondents	Percentage
Cash	38	63.34
Credit	10	16.66
Both	12	20
Total	60	100

Table 14 : Purchases made today (n=60)

Purchase	No. of respondents	Percentage
Yes	50	83.33
No	10	16.67
Total	60	100.00

Table 15 : To recommend others (n=60)

Recommend	No. of respondents	Percentage
Yes	44	73.33
No	16	26.67
Total	60	100

Consumer profile :

The general characteristics of the sample respondents included the age, gender, educational status, occupation, income category, family size, and number of educated persons in the family, working members in the family, monthly income of the family and influence of family members on the purchase. The data on the general characteristics of the respondents were analyzed to understand their purchase pattern.

It could be inferred from the Table 1, that most of the sample respondents (40.00 %) belonged to the age group of 31 – 40 years. The majority of the sample respondents (53.33%) were female. Most of sample respondent were married (70 %), 100 per cent of the sample respondents were literates, The maximum number of respondents were private employees (22.22 %) and 40.00 per cent of the study area belonged to very high-income group.

Consumer satisfaction level :

To measure the customer satisfaction level towards Nilgiris supermarket, the factors taken into account for analysis were value, availability, and arrangement, of the products in Nilgiris store and ambient level of satisfaction towards the supermarket. The data collected were analyzed to know the satisfaction level. The details of consumer satisfaction level are presented in Tables 2, 3, 4, 5 and 6.

Nilgiris supermarket customers were highly satisfied with quality (56.67 %) followed by service (26.66 %). Customers were satisfied with continuous availability of products (70.00%), followed by variety of products available in FMCG (63.33 %). Customers were satisfied with the staff understanding the specific needs of customers (66.67 %)

followed by they are willing to help the customers (66.67 %). Customers were satisfied with all the parameters in the arrangement of products but highly satisfied in locating the product and easy billing. Customers were highly satisfied with location of supermarket (56.66 %) followed by Mall decoration (43.33 %).

Purchase pattern of respondent towards nilgiri supermarket:

To measure the customer purchase pattern towards Nilgiris supermarket, the factors taken into account for analysis were type of product purchase, time preferred to purchase, frequency of purchase, time spent in supermarket, monthly purchase, mode of payment.. The data collected were analyzed to know the purchase pattern of customers. The details of purchase pattern of customers are presented in Tables 7, 8, 9,10, 11,12, 13, 14, 15 and 16.

It could be noted that around 52 and 40 number of respondents purchased their FMCG & groceries in Nilgiris and only 12 number of respondents purchased their fruits and vegetables in Nilgiris supermarket. Customers mostly preferred purchasing time slot was evening (50 %), as majority were salaried people shopping after their office hours. It could be inferred that brand name (43.33 %) and quality (36.67 %) to be considered as a major factor for determining the purchase of products by the customers. The frequency of visit was monthly (36.67 %) in most cases followed by weekly and fortnight. The average time spent was found to be less than one hour in the outlet about (66.67 %) followed by 1-2 hour (26.67 %). Monthly purchase of respondent was found between 2001-4000 (26.67 %) in most cases followed by less than 2000 (23.33 %). The mode of payment was by cash

(63.34%) by the majority of respondent. Majority of respondents made their purchases (83.33 %) whereas only about 16.67 per cent didn't purchase on that day. Respondents said they would recommend to others (73.33 %) whereas only about 26.67 per cent said they won't recommend but they will buy in future also.

Association between income and purchase pattern :

The association between income and purchase pattern were analyzed in this section. The Chi square test was used at 5% level of significance. The analyzed results showed the following conclusion :

- Null hypothesis (h0): There was no significant association between income and monthly purchase.
- Alternate hypothesis (h1): There was significant association between income and monthly purchase.
- The table showed that the Chi square calculated value was 13.99
- Degrees of freedom: 6
- Table value: 12.59
- At 5% level of significance.

Since table value was less than calculated value, Null hypothesis was rejected. Hence, there was close association between income and amount of purchase.

Association between income and frequency of visit :

The Association between income and frequency of visit were analyzed in this section. The chi square test was used at 5 per cent level of significance. The analyzed results are given in the following bivariate Table 17.

- Null hypothesis (h0) :

Table 16 : Association between income and purchase pattern

Level of income \ Amount of m. purchase	<20000	20001-30000	30001-40000	>40001	Total
<2000	2	6	2	4	14
2001-4000	2	8	2	4	16
>4001	2	2	10	16	30
Total	6	16	14	24	60

Table 17 : Association between income and frequency of visit

Frequency/income	<20000	20001-30000	30001-40000	>40001	Total
1st time	2	1	1	0	4
Weekly	0	5	5	8	18
Fortnight	0	4	3	3	10
Monthly	2	5	3	12	22
Daily	0	0	1	1	2
Rarely	2	1	1	0	4
Total	6	16	14	24	60

There was no significant association between income and frequency of visit.

- Alternate hypothesis (h1):

There was significant association between income and frequency of visit.

The table shows that the Chi-square calculated value was 13.46.

- Degrees of freedom: 15
- Table value: 24.99
- At 5% level of significance.

Since table value was greater than calculated value, Null hypothesis was accepted. Hence, there was no close association between income and frequency of visit.

Conclusion :

- Based upon the survey, most of the respondents were expecting reduction in price for Nilgiris branded item.
- In order to increase more profit level, necessary care should be taken for fruits and vegetable section.
- Respondents were expecting adequate space for parking.
- Regular customers were expecting some reduction from MRP rate.

- Customers should be provided with discount /offers to attract and retain the customers.
- Availability of baby products was limited in variety.

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