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Customer satisfaction concerns of selected hypermarkets in Pimpri Chinchwad area

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ABSTRACT

Sole traders in grocery retail are decreasing rapidly in and around Pimpri Chinchwad suburb of Pune City. Traditionally Pune city was known as pensioner's city and Pimpri Chinchwad was known as a hub for working class people. With rapid industrialization, the scenario is changed, now Pimpri Chinchwad is covered under township development plan and several hypermarkets are active in the area. As consumers start believing neighbourhood supermarkets to pick up their daily groceries and other needs, many big retail brands are constructively judging the tier II markets such as Pimpri-Chinchwad to confirm a stable growth. Structured retail is fast growing in upcoming smaller markets such as Pimpri-Chinchwad that already has outlets of brands such as More, Big Bazaar among others. Brands such as Spencer's, Reliance, and Auchan from Max Hypermarkets are going up speedily in Pune. Customer satisfaction is a fundamental aspect of a successful business. Evaluating customer satisfaction level from time to time enhances the profitability of the business. It helps to ascertain the place where it stands and can frame concrete plans for ensuring success in the future.

Keywords— Customer satisfaction, Hypermarket

1. INTRODUCTION

FMCG and Hypermarkets are very sensitive to customer reactions. One bad mouth publicity can affect them adversely, hence utmost care is taken by a hypermarket and retail chains to ensure that customer is at least not unhappy. All the efforts are put in to ensure customer satisfaction is at the highest level.

2. RELATED WORK

To find out the customer satisfaction level of hypermarket customers at Pimpri Chinchwad area is vital, this is because the maximum population is working class and they are well aware of the impact of customer unhappiness. This is by virtue of industry they are working in. Feedback would be the real one and taste of Pimpri Chinchwad Hypermarkets at large.

3. A TOOL USED TO MEASURE THE LEVEL OF CUSTOMER SATISFACTION

Five points Likert scale is used in the study to measure the responses of respondents to assess the level of customer satisfaction at hypermarkets. Likert scaling is the most commonly used scales among the market researchers to assess psychographic variables. Selected customers were asked to choose their level of satisfaction with regard to the variables provided to them as confirmatory factors. Scale 5 meant for highly satisfying level, Scale 4 meant for satisfying level, Scale 3 for moderate, Scale 2 for dissatisfied and 1 for highly dissatisfied level

4. VARIABLES WERE CHOSEN FOR A CUSTOMER SATISFACTION SURVEY

To assess the level of customer satisfaction in hypermarkets in and around Pimpri Chinchwad area, Supermarkets, twenty retail variables were used under six-factor variables during the study.

Table 1: Factors

A	Quality and Attractiveness of Products and Services
	Food and groceries Quality
	Quality of convenience goods

	Display Quality
	Arrangement of goods
	Freshness of goods
	Package of goods
B	Assortment of Products
	The range of provisions and groceries
	Range personal and home care items
C	Quality of Service and Staff
	Response to customers
	Staff dedication
D	Product prices
	Price of food and grocery
	Price of personal and home care items
	Price of other convenience goods
E	Customer Education and Promotion
	Product and Service Advertisement
	Display board for Product and Price
	Customer awareness programmes for discount and Offers
F	Hygiene and Infrastructure
	Cleanliness in the store
	Space layout
	Support facilities-billing speed, delivery, etc.
	Parking facilities

Table 2: Finding areas

Variables and factors considered for customer satisfaction assessment of Hypermarkets		Mean	Std Deviation	Comparative Mean
A	Quality and Attractiveness of Products and Services			
	Food and groceries Quality	4.26	0.49	
	Quality of convenience goods	4.32	0.5	
	Display Quality	4.33	0.55	4.33
	Arrangement of goods	4.5	0.53	
	Freshness of goods	4.29	0.57	
	Package of goods	4.27	0.56	
B	Assortment of Products			
	Range of provisions and groceries	3.64	1.04	
	Range personal and home care items	3.59	1.03	3.62
C	Quality of Service and Staff			
	Response to customers	3.29	1.13	3.51
	Staff dedication	3.73	1.07	
D	Product prices			
	Price of food and grocery	4.66	0.51	
	Price of personal and home care items	4.71	0.47	4.70
	Price of other convenience goods	4.73	0.47	
E	Customer Education and Promotion			
	Product and Service Advertisement	2.86	1.14	
	Display board for Product and Price	3.3	1.09	2.94
	Customer awareness programmes for discount and Offers	2.67	1.17	
F	Hygiene and Infrastructure			
	Cleanliness in the store	4.1	0.61	
	Space layout	4.48	0.58	4.16
	Support facilities-billing speed, delivery, etc.	4.13	0.58	
	Parking facilities	3.93	0.77	

5. SUMMARY

As an attempt to assess the level of customer satisfaction in hypermarkets in and around Pimpri Chinchwad area, twenty related variables have been considered and rated by participant customers. Results indicate the price of goods is the basic ingredient which satisfies the customers most in Pimpri Chinchwad, while other convenience goods have the highest average value and customer awareness programmes have the lowest mean value. It is seen that variables relating to the price, the quality of goods, the arrangement of goods, space layout, etc. received the highest average. This means that customers hypermarket in and around Chinchwad and Pimpri are satisfied with all these variables. Positive factor analysis was reported to reducing the variables in six factors. While considering the factor variables, customers were highly satisfied with the ‘Price of Goods’ then by ‘Quality and Attractiveness of Goods’ and ‘Cleanliness and Infrastructure’. Customers are satisfied with the Assortment of Products and Services they receive at these hypermarkets.

6. CONCLUSION

Consumer satisfaction varies within the customers of business as they have different purchasing capacities and lifestyles". For evaluating customer satisfaction, segmenting the customers into various groups such as dwellers in particular areas, regions, etc. are inevitable. In the study area, 'Purchasing capacity' needs a definition. Maybe cultural intervention plays a part as the majority of the dependent variables, shows statistically different mean levels by region and area. Lifestyles of the people in different areas and regions also have an impact on the variation in the satisfaction level of customers.

7. REFERENCES

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