



Customer Satisfaction towards Supermarkets in Rajapalayam

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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 various attributes of products and ambience available in the supermarkets. Customer satisfaction has superior power and influence on any firms marketing strategy. It is through offering of variety of products, pricing products competitively, providing more parking space the satisfaction of customers that firms remain growing and develop in a successful way.

Keywords: Customer; Customer Satisfaction; Supermarkets.

1. INTRODUCTION

Supermarket shopping is often categorized as a self-service retail environment. For supermarket retailers wanting to build relationships with their customers, being able to track their levels of ‘satisfaction’ with the key elements of the supermarket environment is extremely important. From the retailer’s perspective the aim is to minimize the reasons for complaints and dissatisfaction and the cost of a service recovery plan whilst establishing a track of direct feedback from customers about their reactions to those key elements. Satisfaction is a consumer’s post-purchase evaluation of the overall service experience. It is an affective reaction in which the consumer’s needs, desires and expectations during the course of the service experience have been met or exceeded. Satisfaction in this sense could mean that a supermarket has just barely met the customer’s expectations, not exceeded nor disappointed those expectations. The benefits of taking the customer’s response beyond satisfaction at this level by exceeding expectations, is a competitive strategy many retailers aspire to achieve. Under this background the present study was designed to investigate customers’ satisfaction levels with a range of key elements that contribute to the

retail offer presented by Supermarkets in Rajapalayam.

2. STATEMENT OF THE PROBLEM

In a competitive marketplace, the challenges are the supermarkets' retailers need to improve the customers' satisfaction and the most importantly to have better understanding about those supermarkets' attributes that are most considered by customers. Therefore, it is essential for the supermarkets' retailers to equip and enhance themselves to improve customer satisfaction with reference to key attributes of the supermarket to stay ahead of competition.

One of the key challenges faced by the supermarket in the study area, is the competition from unorganized sector. Unorganised sector and traditional retailing is the low cost structure, minimum rental cost and with little taxes to pay. At the same time the supermarkets has huge expenses to meet and yet have to keep the prices low enough to compete with the traditional sector. The supermarkets are meeting these expenses through increased turnover only in order to achieve increased turnover and customer must be satisfied with the mode of operation of the supermarkets in Rajapalayam.

3. SCOPE OF THE STUDY

This study helps us to know the current customer satisfaction, preference and problems of the customer that they are facing today in supermarket. This study has to be effective for the survey of the supermarket and as well as manufacturers. The study focuses only 8 supermarkets in Rajapalayam. The researcher has made a sincere attempt to study the services offered by that supermarkets in Rajapalayam only.