_____

A Study on Consumer Perception on Store Choice of Supermarket in Thoothukudi City

Dr.A.Thangaraja

Assistant professor

PG and research Department of Commerce

Kamaraj College, Thoothukudi

(Affiliated to Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli-627012)

C.Muthuraj

Reg.No.21212101011002

Ph.D. Research scholar

PG and research Department of commerce

Kamaraj College, thoothukudi

(Affiliated to Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli-627012)

Abstract

The primary drivers attracting global retail giants looking to expand into emerging markets are India's sizable middle class and largely untapped retail market, which will accelerate the country's retail industry's growth. Urban Indian consumers have more purchasing power than ever before, and branded products in categories like clothing, makeup, shoes, watches, food, beverages, and even jewellery are progressively becoming popular choices for both business and pleasure. According to a recent estimate by the Boston Consulting Group (BCG), the retail sector in India is predicted to reach a staggering US$ 2 trillion in value by 2032.At Thoothukudi, more super markets are currently opening up. Consequently, it is essential to research supermarket patron choice and their inclination towards the options offered.

Keywords: super market, retail sector, Consumer preference

1. INTRODUCTION

Over the past ten years, India has emerged as one of the world's fastest-growing retail destinations, with continued strong growth. This recovery is a result of population growth, especially among youth. Based on buying habits, consumer behavior becomes crucial when creating contemporary food and grocery shop formats. Furthermore, understanding the factors that influence consumer satisfaction is crucial for both traditional and modern formats.

The supermarket has to improve management and conduct a thorough analysis of its retail marketing mix in order to boost consumer happiness and retention. This study aims to identify the retail marketing mix components that create obstacles for customers to visit Sending Supermarket and to increase customer happiness and retention.

2. Objectives

1. To study the factor that influences a customer to choose a supermarket.

2. To understand if the physical store environment affects the choice of selecting the super Market

3. Review of Literature

1. Arieh Goldman & Hayiel Hino (2005) "Supermarkets vs. traditional retail stores: diagnosing the barriers to supermarkets market share growth in an ethnic minority community' rise in market share within a community of ethnic minorities This paper is of a different

1734

_____

interest to us. We concentrate on the organisation and modernization of the food retail system that serves these customers: the shift from a system dominated by small, traditional retail forms to one that is dominated by supermarkets.

2. Madhukar S M, Dr. M. G. Krishnamurthy, Ashwitha Karkera N(2010), "Consumer Behaviour towards Marketing Mix in Organized Retail: A Study with reference to Supermarkets in Mangalore "This paper is an attempt to explore Consumer Behaviour towards marketing mix in organized retain with specific reference to Mangalore city. Of the total sample used in the study, majority were females, graduates, salaried employees belonging to the age group of 25 to 45 years. The study reveals that Marketing Mix Parameters such as People, Physical Evidence, Price, Process and Promotion have a very significant impact on consumer behaviour in Organized Retail, whereas Place and Product parameters show a slightly lower level of significance. The study concludes that all the marketing mix parameters play a significant role in consumer behaviour but Promotional Schemes, Pricing and Process are the prominent ones.

3.A. HAMIL & ED. PRIYADHARSHINI (2014)" IMPACT OF SUPERMARKETS ON UNORGANIZED RETAIL" Supermarkets in Tirunelveli have affected unorganised retail establishments in a number of ways. The three main effects are a decrease in sales volume, a decrease in profit, and the inclusion of family members in the company to cut costs associated with employee salaries. The number of employees in unorganised retail establishments has significantly decreased.Nonetheless, unorganised shops believe that supermarkets are not the main cause of the workforce loss.

4. Dr.Rabiyathul BasariyaS. And Rahim Jafar Mohammad (2019) "IMPACTING CUSTOMER SATISFACTION IN SUPERMARKET" This study captures the 5 main factors that impact customer satisfaction in nilgiris supermarkets, which can help food Super market retailers formulate strategies and marketing activities to attract and retain customers.

5. A.Sabarirajan, P.S.Venkateswaran, B.Arun (2021) "Consumer Buying Behavior – A Contemporary Study in Hypermarkets, Tamil Nadu" Retailing in India has been increasing at a rapid speed over the last decade. More significantly it witnessed most important changes in terms of retail mix, quality and scale of retailing, varieties of retail formats and over above change in consumer preferences and shopping habits. Many Indian business houses have made

their investment plans in this booming sector. Leading international hypermarketers are waiting in line to enter in the Indian retail market.

4. Research methodology

4.1. Sources of data:

Both primary and secondary data form the basis of the investigation.The Questionnaire hasbeen used to gather t he primary data.Journals, articles, and websites are some oft he other sources from which the secondary data was gathere d.

4.2. Sample size:

The primary data used in the study was gathered from 60 respondents.

5. Tools for analysis:

Percentage Analysis

Ranking analysis

6. Limitation of Study:

Since the research was limited to convenience sampling, the reliability and validity of the project is limited. It could not be generalized. The sample size also limited to forty in a high populated thoothukudiTaluk. Even it may be justified by the spend on the study and the resources available for the study is very limited.

7. Results& Discussion:

8.1. Gender of the Respondents

Gender	No. of. Respondents	Percentage
Male	21	35%
Female	39	65%
Total	**60**	**100%**

8.2. Age of the Respondent

Age	No. of. Respondent	Percentage
Below 20 years	12	20%
20 years to 40 years	18	30%
Above 40 years	30	50%
Total	**60**	**100%**

1735

_____

8.3. Education of the Respondent

Education	No. of. Respondent	Percentage
School level	16	20%
UG	21	35%
PG and above	27	45%
Total	**60**	**100%**

8.5. Residential Area

Area	No. of. Respondent	Percentage
Rural	18	30%
Semi urban	24	40%
Urban	18	30%

Total	60	100%

Primary data

The survey data provides a comprehensive demographic overview of the respondents. In terms of gender, 65% were female and 35% were male. Regarding age distribution, 20% were below 20 years old, 30% were between 20 and 40 years old, and the majority, accounting for 50%, were above 40 years old. Educationally, 20% had completed schooling, 35% had undergraduate degrees, and 45% had postgraduate or higher qualifications. In terms of occupation, 40% were private employees, 30% were self-employed, and the remaining 30% were classified as 'others'. Geographically, respondents were evenly split across residential areas, with 30% in rural, 40% in semi-urban and 30% in urban areas. This detailed breakdown of demographics provides valuable insights for understanding the varied perspectives and preferences of the surveyed population.

6. Factor the Influence a Customer to Choose a Super Market.

Particular	SA	A	N	DA	SDA	Total	Mean	Rank
Price	115	84	30	4	4	237	3.95	IV
Locality	100	80	45	6	2	233	3.88	V
Quality	150	72	27	4	1	254	4.23	II
Special offer	95	84	36	10	3	228	4.8	I
Variety of option	130	92	27	2	1	252	4.2	III
Delivery option	45	128	45	6	1	225	3.75	VII
Reputation	45	124	54	2	1	226	3.77	VI

Source: Primary data

Each factor has been assessed based on different criteria, resulting in Mean scores and Ranks. Here's a breakdown: Price: It has a total score of 237, with a mean score of 3.95, and it's ranked IV. Locality: Total score of 233, mean score of 3.88, ranked V. Quality: Total score of 254, mean score of 4.23, ranked II. Special offer: Total score of 228, mean score of 4.8, ranked I. Variety of options: Total score of 252, mean score of 4.2, ranked III. Delivery option: Total score of 225, mean score of 3.75, ranked VII. Reputation: Total score of 226, mean score of 3.77, ranked VI. Each factor seems to be evaluated based on five aspects: SA (Strongly Agree), A (Agree), N (Neutral), DA (Disagree), and SDA (Strongly Disagree). The total scores are then calculated based on these ratings.

_____

7. Store Environment Effect the Choice of Selecting the Super Market

Particular	SA	A	N	DA	SDA	Total	Mean	Rank
I prefer a clean environment while shopping	155	56	36	4	1	252	4.2	I
I prefer a calm atmosphere while shopping	60	144	30	2	1	237	3.95	VI
I prefer to shop in a well organized store	140	44	48	6	2	240	4.00	V
The shop should have good lighting and ambiance	130	96	18	6	1	251	4.18	II
I would like to have easy access to the aisle	110	112	18	4	2	246	4.10	III
The store should be visually appealing	100	92	45	4	0	241	4.01	IV

Source: Primary data

Clean environment preference: Total score of 252, mean score of 4.2, ranked I. Preference for a calm atmosphere: Total score of 237, mean score of 3.95, ranked VI.Preference for a well-organized store: Total score of 240, mean score of 4.00, ranked V.Preference for good lighting and ambiance: Total score of 251, mean score of 4.18, ranked II.Preference for easy access to the aisle: Total score of 246, mean score of 4.10, ranked III.Preference for a visually appealing store: Total score of 241, mean score of 4.01, ranked IV.These preferences reflect the importance of the shopping environment to customers, including factors like cleanliness, organization, ambiance, and ease of navigation.

Findings

1. The majority, accounting for 50%, were above 40 years old.
2. 45% had postgraduate or higher qualifications.
3. 40% were private employees,
4. Special offer**:** Total score of 228, mean score of 4.8, ranked I.
5. Quality**:** Total score of 254; mean score of 4.23, ranked II.
6. Clean environment preference: Total score of 252, mean score of 4.2, ranked I.
7. Preference for good lighting and ambiance: Total score of 251; mean score of 4.18, ranked II.

SUGGESTIONS

1. Retail stores that lack organisation should offer door delivery services.
2. Price reductions may be visible.
3. In disorganised retail establishments, a computerised billing system should be implemented to modernise the stores.
4. When discounts are offered, clients may be aware of the financial savings.
5. Unorganised retail stores may band together to form a cartel, which would allow them to buy goods at a lower cost.
6. Unorganised retail establishments may attempt to provide amenities such as self-service stations and parking lots.
7. The government ought to implement measures to regulate costs.
8. Prominent cosmetic brands like Unilever, Nestle, and Coca-Cola might refrain from providing goods directly to these supermarkets, allowing them to purchase goods at lower costs.

Conclusion

Unorganised retail establishments may attempt to provide amenities such as self-service stations and parking lots. · The government ought to implement measures to regulate costs. Prominent cosmetic brands like Unilever, Nestle, and Coca-Cola might refrain from providing goods directly to these supermarkets, allowing them to purchase goods at lower costs.Supermarkets in thoothukudi have

_____

affected unorganised retail establishments in a number of ways. The main effects include a decrease in sales volume, a fall in profit, and the involvement of family members in the company to cut costs associated with employee salaries. The number of employees in unorganised retail establishments has significantly decreased. Nonetheless, unorganised shops believe that supermarkets are not the main cause of the workforce loss.

The supermarkets haven't had any beneficial effects on disorganised retail establishments. The clean layout is the only improvement. Unorganised retailers haven't changed anything in their establishments. A portion of the modifications they've implemented aren't related to the establishment of supermarkets.

Reference

1. **IMPACT OF SUPERMARKETS ON UNORGANIZED RETAIL. (IMPACT: IJRBM) ISSN (E): 2321-886X; ISSN (P): 2347-4572Vol. 2, Issue 7, Jul 2014, 37-56 (2014)**

2. Journal of Retailing and Consumer Services 12 (2005) 273–284. www.elsevier.com/locate/jretconser (2005)

3. ISSN: 0039-2049. https://doi.org/10.37896/sr8.2/010 (2021)

4. ISSN (Print) 2249-0302 ISSN (Online) 2231-2528.. DOI URL: http://dx.doi.org/10.18843/ijms/v5i2(5)/09 (2010)

5. **ISSN: 0975-833X:https://doi.org/10.24941/ijcr.34066.01.2019 (2019)**

6. Appiah – Adu 1999 The Service Industry Journal Marketing effectiveness and customer retention in service sector

7. Barnes &Howlett 1998 International Journal of Bank Marketing Predictors of equity in relationships between financial services providers and retail customers

8. Boles, Barksdale, & Johnson, 1997 The Journal of Business & Industrial Marketing Business relationship: An examination of effects of buyer sales person relationship on customer retention and willingness to refer and recommend

9. Hallowell, R. (1996). The relationships of customer satisfaction, customer loyalty, and profitability: an empirical study. International journal of service industry management, 7(4), 27-42.

10. Zeithaml, Parasuraman, Berry 1996 Journal of Marketing The Behavioural Consequences of Service Quality

11. Reichheld&Sasser 1990 Journal of Marketing Research A model of customer satisfaction with service encounter involving failure & recovery

12. Mellens, M., Dekimpe, M., &Steenkamp, J. (1996). A Review of Brand-Loyalty Measures in Marketing.TijdschriftvoorEcononiie en Management, 41(4), 507-533

13. Payne, A. (1994). Relationship marketing–making the customer count.Managing Service Quality, 4(6), 29-31.

14. Assael, H (1992). Consumer Behavior and Marketing Action.4th Edition. PWS-Kent

15. Barney, J. (1991). Firm resources and sustained competitive advantage. Journal of Management.17(1). pp. 99-120

16. Mueller, R D., Broderick, A J., "East European retailing: a consumer perspective", International Journal of Retail & Distribution Management. Vol.23, 1995, pp.32-40.

17. Smith, P. and Burns, D.J., "Atmospherics and retail environments: the case of the power aisle", International Journal of Retail & Distribution Management, Vol. 24 No. 1, 1996, pp.7-14.

1738