



A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitable. According to American Marketing Association (AMA), marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organisational goals. The major objective of marketing is to satisfy the human needs and wants. A market is defined as the sum total of all the buyers and sellers in the area or region under consideration. Market is a place where two or more parties are involved in buying and selling. The two parties involved in a transaction are called seller and buyer. The seller sells goods and services to the buyer in exchange of money. There has to be more than one buyer and seller for the market to be competitive. Supermarkets and hypermarkets are two different types of shopping stores where customers purchase their groceries, food, and other household supplies. This research is aimed to assess the satisfaction level of customers towards hyper market. The location of the study is Thoothukudi. Researcher adopts simple random sampling method to collect data from respondents. The sample size of the study is 75. Simple statistical tools are used by the researcher for data analysis.

KEY WORDS: Shopping under a proof, customer satisfaction, Expectation of price and quality.

1. INTRODUCTION

The supermarkets largely concentrate on selling food related products and a supermarket is a large departmentalized retails establishment offering a relatively a broad and complete stock of dry groceries, perishable produce, and daily products, supplemented by a variety of convenience non-food merchandise and operated primarily on a self-service basis. It considerably smaller in size as compared to hypermarket. The supermarket offers relatively less assortments but focus on specific product categories. It is usually situated near a residential area in order to be convenient to consumers.

2. STATEMENT OF THE PROBLEM

The raising trend of supermarket made monthly shopping of every consumer, an easy task. Inspire of

this, supermarket suffer few losses and acquisition (eg: Kannan departmental store & reliance). In this regard the research has made the study to find answers for following questions:

1. Are the customer satisfied with the strategies of supermarket?
2. What are the factor influencing customer to carry out shopping at supermarket?
3. Is there any problem faced by customer while visiting supermarket?

3. OBJECTIVES OF THE STUDY

- To study the satisfaction level of consumers
- To study about the Factors influencing the consumer.

4. RESEARCH METHODOLOGY

Source of Data	Primary and Secondary data
Sampling techniques	Convenient sampling
Sample size	120 respondents
Tools and Techniques	Simple percentage, Ranking scale analysis, Likert scale analysis.



6. REVIEW OF LITERATURE

Dr. T Chellammal(2020)1, This study understand the people perception, so they provide all things in an attractive manner. The researcher concludes that most of the customers are satisfied with the product variety, quality and price of the goods provided by the hyper market in Thuthukudi.

Nguyen Thi Thu Thuong (2016)3, In this study is the positioning constructs, product price, personal interaction and convenience have a positive influence on customer satisfaction thrice as the highest impact on the super market, followed by the

product. The least positive influence is caused by the positioning constructs, product price, personal interaction. It could not be proved in the study that service and physical appearance positively influence customer's satisfaction.

Anuradha and manohar (2014)13, shopping moves behind stability, duty and operations preparing other uses and satisfaction. Two dimensions of understood value of shopping includes usability oriented and enjoy welfare shopping.

7. TABLE

• SIMPLE PERCENTAGE ANALYSIS

Table Online Shopping In This Pandemic Situation

S. No	Categories	No. Of Respondents	Percentages (%)
1	Yes	17	58.3%
2	No	31	25.8%
3	May be	19	15.8%
TOTAL		120	100%

INTERPRETATION

The table here shows will the respondents shop in online during this pandemic situation 58.3% of people have responded as yes, 25.8% have responded as no and 15.8% have responded as maybe.

INFERENCE

The majority (58.3%) of respondents of people have responded a Yes.

• LIKERT SCALE ANALYSIS

Table State Your Level of Satisfaction Regarding Supermarket Based On the Following Criteria

S. No	Factors	No. Of Respondents	Likert Scale Value (X)	Total Scores (Fx)
1	Highly satisfied	53	5	65
2	Satisfied	50	4	200
3	Neutral	13	3	39
4	Dissatisfied	3	2	6
5	Highly dissatisfied	0	1	0
TOTAL		120		510

Likert scale= (fx)/ Total number of respondents

=510/120

=4.25

INTERPRETATION

The Likert scale value is 4.25 which is greater than the mid-value (3) which shows that the customers are satisfied with the supermarket.

- ✓ The most of respondent shave selected all under same roof.
- ✓ The majority of respondents of people are purchasing provisions and groceries.

8. SUGGESTIONS

- ✓ The most of respondents gained knowledge from family.

9. CONCLUSION

The supermarkets are good further they have to face competition from other supermarkets However, in view of the long standing services of supermarket



are builds up a good image among the customer and it has done a remarkable business for past few years. The researcher had the opportunity to meet the consumer groups of people during the period of research work and come across many experience the study helped the research to know about the position of market potential for services provided by supermarkets. Not only grocery fashions retail are good retail from the city for the supermarket..

10. REFERENCE

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