

CHAPTER 5

SUMMARY OF MAJOR FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 MAJOR FINDINGS OF THE STUDY

In this chapter, an attempt has been made to recapitulate the key findings of the present study and based on these a few suggestions are offered. In this section, the major findings obtained from the research study are summarized and these findings are given under different sub-headings like findings based on demographic profile of the respondents, findings based on product attributes, findings based on Store atmosphere attributes, findings based on promotional attributes, findings based on employee attributes, findings based on service attributes, and findings based on cross tabulation.

5.1.1 Findings Based on Demographic Profile of the Respondents

Gender: Majority (58.5 percent) of the respondents taking part in this study were female while 41.5percent of respondents were male.

Age: Majority (51.6 percent) of the respondents were in the 20 to 35 years age group of and only 6.7percent of respondents were between 51-65 years.

Educational Qualification: In terms of educational qualification majority (41.5 percent) of the respondents were post graduates, and only one percent were illiterate.



Occupation: With regard to their occupation majority (25.9 percent) were private employees, and only 10.7 percent of respondents were housewives.

Marital Status: Most (58.5 percent) respondents were married and only 41.5 percent of them were unmarried.

Family Type: Most (56.1 percent) respondents belong to nuclear families and only 43.9 percent belong to joint families.

Family Size: 51.8 percent of respondents belong to a family size of 4-6 and only 19.2 percent respondents belong to the family size of above 6.

Monthly Income: In terms of monthly income, majority (45.3 percent) respondents earn between ₹ 15000 - ₹ 35000 and only 1.6 percent respondents earn above ₹ 95000.

5.1.2 Findings Based on Consumer Behavior Toward Supermarkets

Years of Purchase from Supermarket: 35.2 percent respondents purchase from supermarket for 2-3 years, while 19.6 percent respondents purchase from supermarkets for 0 to 1 year.

Influence to Purchase from Supermarket: Majority (48 percent) respondents were influenced by family members while 2.8 percent of the respondents were influenced by supermarket staff.

Visit To Supermarket in a Week: 65.8 percent of respondents visit supermarket only on weekends and 34.2 percent of respondents visit supermarket any day of the week.



Frequency of Visit to Supermarket in a Month: Majority (40.5 percent) respondents visit supermarket once a month while 27.5 percent respondents visit supermarkets more than twice a month.

Distance from Supermarket: 30.6 percent respondents travel to supermarket a distance of 1-5 Km from their residence while 9.9 percent of respondents travel above 15 Km from their residence to the supermarket.

Opinion on Ease of Public Transportation: Majority (47.2 percent) of the respondents agreed that there is easy public transportation to the supermarket while 2.6 percent of respondents strongly disagree with this.

Frequently Visited Supermarket: Reliance fresh is the most (43.1 percent) frequently visited supermarket followed by Kaveri supermarket, More supermarket, Spencer's Daily and other supermarkets.

Purpose of Visit to Supermarket: Majority (74.7 percent) of respondents visit supermarkets for shopping 13 percent visit to spend time in supermarket, 7.7 percent respondents visit for a get together with friends, 4.3 percent visit supermarkets as they pass that way and only 0.4 percent respondents visit supermarkets for other purposes.

Type of Products Purchased in Supermarkets: Grocery items (68.6 percent), vegetables (59.5 percent), household goods (58.5 percent), snacks (57.3 percent), personal care products (54.3 percent) are the major products the respondents normally purchase from supermarkets.

Time Spent Per Visit in Supermarket: Majority (43.5 percent) of respondents spend less than 2 hours in a supermarket, 30.8 percent respondents spend below 1 hour, 15.8 percent respondents spend less than 3



hours in a supermarket and only 9.9 percent respondents spend above 3 hours in supermarket.

Amount Spent Per Visit: 45.7 percent of respondents spend less than ₹ 3000, 30.6 percent spend between ₹ 3000 – 4000, 13.4 percent spend between ₹ 4001 – 5000 and 10.3 percent respondents spend above ₹ 5000 per visit to a supermarket.

5.1.3 Findings Based on the Product Attributes

Quality of products is the extremely influential (44.1percent) product attributes to the respondents followed by freshness of the product, variety of products, Competitive price of products, Visibility and accessibility of products, Merchandise of related products shelved together and Product bundling in that order

5.1.4 Findings Based on the Store Atmosphere Attributes

Better lighting is extremely influential (49.8percent) Store atmosphere attributes followed by cleanliness, air conditioning, good ventilation, internal arrangement, pleasing music, good Fragrance, good store entrances, shelf display, enjoyable and relaxing environment, direction signs to merchandise and adequate floor space in that order.

5.1.5 Findings Based on the Promotional Attributes

Under promotional attributes, 37.4 percent respondents were extremely influenced by **consumer loyalty points**, followed by price discounts, offers, gift coupons, demonstrations, samples, display promotion, point-of-sale advertising, and contests in that order.



5.1.6 Findings Based on the Employee Attributes

Findings based on employee attributes show that the majority (48.6 percent) respondents were extremely influenced by **personal attention** to consumers followed by employee response, product knowledge of employees, employee politeness and voluntary advice from employees.

5.1.7 Findings Based on the Service Attributes

The majority (57.3 percent) of the respondents view free and easy parking to consumers as a very important service attributes followed by ATM services, acceptance of all major credit/debit cards, rest room facilities, quick checkout, and door delivery services, lockers for bags, convenient operating hours and play area for children.

5.1.8 Findings Based on the Overall Level of Satisfaction and Experience

It was found from the analysis that 61.7 percent respondents were satisfied with shopping in supermarkets and only 0.8 percent were highly dissatisfied. 63.4 percent respondents feel good regarding the overall experience in a supermarket, 20.6 percent said the overall experience was average, 14 percent said that the overall experience in supermarket was excellent, 1.6 percent respondents said the overall experience was poor and only 0.4 percent respondents said that the overall experience in a supermarket was very poor.



5.1.9 Chi-Square Findings

The results of chi-square test for testing the association between the age of respondents and the level of product attributes ($\chi^2=24.134$, $p<0.01$), store atmosphere attributes ($\chi^2=13.260$, $p<0.05$), promotional attributes ($\chi^2=10.372$, $p<0.05$), employee attributes ($\chi^2=8.133$, $p<0.01$), and service attributes ($\chi^2=25.576$, $p<0.01$) were statistically significant and positively associated with the age group of the respondents.

The results of chi-square test for testing the association between the age of respondents and the levels of satisfaction is statistically significant and positively associated with the age group of the respondents ($\chi^2=7.289$, $p<0.05$).

The results of chi-square test for testing the association between the age of respondents and the level of store experience is statistically significant and positively associated with the age group of the respondents ($\chi^2=3.973$, $p<0.05$).

The results of chi-square test for testing the association between the size of the family and the level of product attributes ($\chi^2=14.177$, $p<0.01$), store atmosphere attributes ($\chi^2=5.669$, $p<0.05$), promotional attributes ($\chi^2=6.307$, $p<0.05$), employee attributes ($\chi^2=3.997$, $p<0.01$), service attributes ($\chi^2=1.995$, $p<0.05$) were statistically significant and positively associated with the size of family of respondents.

The results of chi-square test for testing the association between the size of the family and the levels of satisfaction is statistically significant and positively associated with the size of family of respondents ($\chi^2=5.335$, $p<0.05$).



The results of chi-square test for testing the association between the size of the family and the levels of store experience is statistically significant and positively associated with the size of family of respondents ($\chi^2=9.023$, $p<0.05$).

5.1.10 Student's t-test Findings

The Student's t-test for independent samples on two tail significance for gender shows a significant difference in product attributes ($t = 2.653$, $p<0.01$), store atmosphere attributes ($t = 0.034$, $p<0.05$) and service attributes ($t = 2.237$, $p<0.01$) among respondents between the two genders.

There is no significant difference in promotional attributes ($t = 1.296$, $p>0.05$) and employee attributes ($t = 0.269$, $p>0.05$) among respondents between the two genders.

The Student's t-test for independent samples on two tail significance for family type show that a significant difference in product attributes ($t = 1.526$, $p<0.05$), store atmosphere attributes ($t = 1.024$, $p<0.05$), employee attributes ($t = 0.489$, $p<0.05$) and service attributes ($t = 1.817$, $p<0.05$) of the respondents between the two family types and there is no significant difference in promotional attributes ($t = 0.237$, $p>0.05$) among respondents between the two family types.

There is a significant difference in satisfaction ($t = 0.509$, $p<0.05$) and store experience ($t = 0.134$, $p<0.05$) among consumers between the two family types.

The Student's t-test for independent samples on two tail significance for the marital status show a significant difference in product attributes ($t = 1.810$, $p<0.05$), store atmosphere attributes ($t = 1.026$,



$p<0.05$), employee attributes ($t = 0.904, p<0.05$) and service attributes ($t = 1.504, p<0.01$) of respondents between the two marital groups and there is no significant difference in promotional attributes ($t = 1.834, p>0.05$) among consumers between the two marital groups.

There is a significant difference in satisfaction ($t = 2.258, p<0.05$) and store experience ($t = 0.937, p<0.05$) among respondents between the two marital groups.

5.1.11 Findings Based on one way ANOVA

The results of Fisher's F-test (One way ANOVA) showed a significant difference in the educational qualification of respondents toward product attributes, store atmosphere attributes, promotional attributes, employee attributes, service attributes, satisfaction, and store experience.

The results of Fisher's F-test (One way ANOVA) showed a significant difference in the occupational status of the respondents towards product attributes, Store atmosphere attributes, employee attributes, service attributes, satisfaction and store experience. There is no significant difference in the occupational status toward promotional attributes.

The results of Fisher's F-test (One way ANOVA) showed a significant difference in the monthly income of the respondents toward product attributes, store atmosphere attributes, employee attributes, service attributes, satisfaction and store experience. There is no significant difference in the monthly income toward promotional attributes.



5.1.12 Findings Based on Correlation

The result of the correlation analysis between store preference attributes and satisfaction showed a significant and positive relationship between product attributes, store atmosphere attributes, promotional attributes, employee attributes, service attributes and store satisfaction.

The result of the correlation analysis between store preference attributes and store experience showed a significant and positive relationship between product attributes, store atmosphere attributes, promotional attributes, employee attributes, service attributes and store experience.

5.1.13 Findings Based on Multiple Regression

The regression results on store preference attributes and satisfaction showed that the independent variables; product attributes, Store atmosphere attributes, promotional attributes, employee attributes and service attributes were positively significant for satisfaction. An examination of the t-values for the five characteristics indicated that the most important factor in predicting consumer satisfaction was “employee attributes” followed by “service attributes”.

The regression results on store preference attributes and store experience showed that the independent variables; products attributes, Store atmosphere attributes, promotional attributes, employee attributes and service attributes were positively significant for store experience. An examination of the t-values of the five characteristics indicated that the most important factor in predicting store experience was “service attributes” followed by “store atmosphere attributes”.



5.1.14 Findings Based on the Structural Equation Modeling

The Structural Equation Modeling results, there is a positive effect between endogenous variables with consumer satisfaction and store preference behaviour and exogenous variables with product attributes, Store atmosphere attributes, employee attributes and service attributes except the promotional attributes.

5.2 SUGGESTIONS

Problems encountered by consumers

From the present research study the researcher has understood some of the problems faced by consumers while they visit the supermarkets. Consumers felt that the supermarkets are located far away from residential areas so they were not able to visit frequently. The consumers also felt lack of inventory as an issue. Consumers prefer to purchase in supermarkets with a belief that the goods available in supermarket will be fresh and of good quality. So keeping the goods dust free and finding out and removing the expired products from the store is mandatory to the retailers. Consumers expect for a voluntary advice and personal attention from the supermarket employees.

Considering these problems and based on the findings of the study, the following suggestions are given by the researcher to retailers and managers of supermarkets to improve their performance with regard to attributes that influence the consumers in their supermarket preference. The suggestions are also given to improve the overall satisfaction and experience of consumers in supermarkets and for better store management.



If the retailers and supermarket managers give attention to the suggestions given by the researcher, it will be beneficial to both retailers and consumers to attain maximum. The consumers, on the other hand, will be benefitted as their needs and wants will be satisfied and ultimately shopping in supermarkets will give them a pleasing experience and final betterment.

Better Supermarket Management

The findings derived from the study such as years of purchase from supermarket, frequency of visit to the supermarket, purpose of visit, type of products purchased, time and amount spent in a supermarket can be utilized for better supermarket management.

Attractive Offers

Majority of the respondents visit the supermarket once in a month. To increase consumer visit to supermarket retailers can announce attractive offers and price discounts frequently.

Location near Residential Areas

It is observed from the study that many respondents travel from a distance of 5-15 Km. Keeping this in mind the supermarkets could be located near major residential areas.

Benchmarking

Reliance fresh is the most frequently visited supermarket. The other supermarkets can take the performance of the Reliance fresh as a benchmark on various influencing attributes to improve performance.



Inventory Management

Grocery items, vegetables, household goods, snacks and personal care products are the major products the consumers normally purchase from supermarkets. Hence they must be inventoried sufficiently by the supermarkets to satisfy the need of consumers.

Quality of the Products

Regarding product attributes, quality of the products is an extremely influential to consumers who prefer supermarkets. So supermarkets should not compromise in quality which has to be retained consistently.

Voluntary Assistance from Employees

The findings of the study indicated that the most important attributes in predicting consumer satisfaction is ‘employee attributes’ followed by ‘service attributes’. So it is suggested that the supermarket retailers focus on increasing consumer satisfaction by making their employees offer voluntary assistance and personal attention to consumers. It is also suggested that strong attention to service attributes is a must to improve consumer satisfaction and store experience.

Pleasing Shopping Experience to Attract Young Generation

Presently, the young generation visits supermarkets not only to shop but also to spend time with friends. Moreover, the results of the study show that there is a significant association between the age of consumers and the level of store atmosphere attributes which give a pleasing shopping experience. Supermarkets need to concentrate on this to attract more young generation consumers.



Improve Satisfaction Level of Consumers

It was observed from the study that a majority of consumers have not obtained high satisfaction while shopping in the supermarkets. Retailers should take necessary steps to ensure total satisfaction to consumers.

Create Awareness to Illiterate Consumers.

The findings showed that illiterate consumers do not have much awareness about promotional attributes. For the benefit of these consumers, supermarkets have to provide them awareness regarding customer loyalty points, on which products they get offers, discounts etc.

Segmentation of Consumers

Demographic variables like gender, age, educational qualification, occupation, marital status and monthly income impact factors influencing supermarket preference. So these variables can be used by the supermarkets to segment consumers.

5.3 CONCLUSION

The retail sector is one of the most dynamic growing sectors in recent years as it also helps to boost the economy of our country. Consumers are the backbone of success in any retail industry. In such a scenario, it is important for retail industries to understand clearly about the changing demands and preferences of consumers.

In order to achieve total consumer satisfaction, acquire and retain consumers, the retailers and managers of supermarkets must take into consideration the demographic profile of the consumers. So this research



study covers the same. The researcher has collected data such as, number of times consumers visit supermarkets in a month, purpose of their visit, types of products they buy, time and amount spent in supermarkets etc. These data will be helpful for the retailers to understand the consumer behaviour towards supermarkets.

To analyse the store preference behaviour, the researcher has studied various attributes influencing consumers toward supermarkets such as product attributes, store atmosphere attributes, promotional attributes, employee attributes and service attributes. Consumer satisfaction and store experience are also considered important variables to analyze store preference behaviour of consumers toward supermarkets.

5.4 PRACTICAL IMPLICATIONS

The study has practical implications for supermarkets and other food and grocery retailers for better understanding of shopper behaviour in the context of changing consumer demographic characteristics. The findings of the study may help retailers know the attributes influencing the consumer toward supermarkets. Among the product attributes, quality attribute was the most influencing factor which influences consumers. From this the retailers can understand the importance of selling the fresh and good quality products. Likewise, better lighting, consumer loyalty points, personal attention of the employees and free and easy parking were the other attributes which influences the consumers towards supermarkets. This information will be very helpful for the retailers to improve sales in the supermarket.

The suggestions given in this study will also be helpful to retailers to take necessary steps to improve satisfaction and providing a pleasant shopping experience for the consumer. Moreover, the present study will give



an idea to the prospective researchers to carry out their research in other sectors like hypermarkets, jewellery, textiles etc.

5.5 SCOPE FOR FUTURE RESEARCH

Extension of Research to Other Category of Consumers

This research study ‘store preference behavior of consumers on supermarkets with special reference to Tiruchirappalli’ has been carried out among the general group of consumers. This research can be conducted to analyse the children’s, elder consumer’s preferences and preferences of differently abled consumers toward supermarkets in Tiruchirappalli and other cities.

Better Generalization of Findings

This study can be extended to other cities in Tamilnadu and other states in India for improved generalization of the findings.

Extension of Similar Study to Other Organized Retail formats

This study which was done among the consumers of supermarket chains can be extended to all the organized retail formats in the food and grocery sector like convenience stores, departmental stores and hypermarkets.

The researcher has concentrated only on the preference of consumers toward supermarkets which is a food and grocery format. Prospective researchers research in other retail segments such as apparel, jewelry, consumer electronics, footwear, health and beauty care etc.

Changing Consumer Preferences and Socio-Cultural Factors

Preferences and behavior of consumers towards supermarkets may change over time due to changes in social, cultural, economic and other



environmental factors. So this type of study can be conducted periodically to understand whether there is any transformation in the minds of consumers to influential factors or whether any other factors influences consumers in their supermarket preference.

