

A Study on Customers Satisfaction and Preference towards Hypermarket (Vishal Megamart)

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Abstract

The study aimed to assess customer satisfaction with Vishal Megamart in Lucknow city by surveying 100 respondents. The primary objective was to gauge the level of satisfaction among customers. The analysis, conducted through percentage analysis, revealed that a significant majority of customers expressed high satisfaction with the services provided by Vishal Megamart. Key findings of the study include customers' positive sentiments toward the hypermarket's services. The majority of respondents indicated satisfaction, suggesting that Vishal Megamart has been successful in meeting customer expectations. However, an interesting insight emerged as customers expressed a desire for products at reduced prices, aligning with the competitive pricing offered by rivals. The study concludes by emphasizing the importance of considering customer feedback and suggestions. It suggests that if Vishal Megamart incorporates these recommendations, particularly regarding pricing strategies, the hypermarket can maintain its position as a market leader, ensuring continuous customer satisfaction. Overall, the study underscores the significance of customer preferences and competitive pricing in the success of Vishal Megamart in the market.

Keywords: - Vishal megamart, products, Customers, Products

I. INTRODUCTION

Hypermarkets are large retail stores that combine the features of a supermarket and a department store, offering a wide range of products under one roof. These establishments typically feature a vast floor space, allowing them to stock a diverse array of items, including groceries, household goods, electronics, clothing, and more. Hypermarkets aim to provide a convenient and one-stop shopping experience for consumers.

Key characteristics of hypermarkets include:

1. Extensive Product Range: Hypermarkets offer a comprehensive selection of products, catering to various consumer needs. This diversity allows customers to find everything from food and beverages to clothing, electronics, and home goods in a single location.
2. Bulk Purchases: Due to their size, hypermarkets often sell products in larger quantities, allowing customers to buy in bulk. This can be cost-effective for both consumers and businesses.
3. Economies of Scale: Hypermarkets leverage economies of scale to offer competitive prices. The large volume of sales enables them to negotiate better deals with suppliers, leading to potentially lower prices for customers.
4. In-House Services: Many hypermarkets provide additional services, such as in-house bakeries, delis, pharmacies, and sometimes even banking or postal services. This adds to the convenience and appeal of the hypermarket shopping experience.
5. Self-Service and Low-Cost Operations: Hypermarkets often feature a self-service model, where customers can browse and select products independently. This contributes to cost savings for the retailer and efficiency for customers.
6. Promotional Activities: Hypermarkets frequently engage in promotional activities, discounts, and special offers to attract customers and encourage repeat business. This marketing strategy helps maintain competitiveness in the retail market.
7. Ample Parking and Accessibility: Given their large size, hypermarkets usually provide ample parking space for customers. Additionally, their locations are often chosen for easy accessibility to attract a larger customer base.
8. Global Presence: Many hypermarket chains operate on an international scale, with a presence in multiple countries. This globalization allows them to adapt to diverse consumer preferences and market conditions.

Hypermarkets have become prominent players in the retail industry, offering a convenient and cost-effective shopping experience for consumers looking to fulfill a wide range of needs in a single visit. Some of the most popular hypermarkets include the Wall-Mart supercenter, bigbazaar, reliance smart (fun mall), Vishal megamart, brook fields, prozone mall, Fred Meyer Vishal megamart and super Kmart. The term hypermarket was coined in 1968 by French trade expert Jacques Pictet. Hypermarkets typically have business models focusing on high

volume, low margin sales, typically covering an area of 5000 to 15000 square meter (54000 to 161000 sq ft).

OBJECTIVES OF THE STUDY

- To study the consumer preference on Vishal megamart.
- To study the satisfaction level of customers with regard to Vishal megamart.
- To find out the buying behavior of the customers coming in to Vishal megamart.

STATEMENT OF THE PROBLEM

This research serves as a foundational guide for future studies in the organized retail sector, focusing specifically on customer buying behavior towards Vishal Megamart. The study not only explores customer preferences but also aims to uncover the market size, growth, and potential for Spar, providing valuable insights into the current state and future prospects of Vishal Megamart. The research delves into the future scenario of Vishal Megamart, offering a comprehensive analysis that includes both opportunities and challenges within the internal and external environments. By identifying key competitors in the organized retail sector, the study contributes to a deeper understanding of the market dynamics, aiding in strategic decision-making. Furthermore, the research provides guidance for the potential expansion of Spar, offering a roadmap for growth and development in the organized retail landscape. One of the critical aspects explored is customer satisfaction with Vishal Megamart, shedding light on the factors that contribute to customer contentment. In essence, this study not only addresses the current state of organized retail and customer behavior but also lays the groundwork for future research initiatives. By examining market dynamics, competition, and customer satisfaction, it offers a comprehensive overview that can inform strategic planning and decision-making for both Vishal Megamart and the broader organized retail sector.

LIMITATIONS OF THE STUDY

This study has certain limitations that should be considered when interpreting the results. The sample size is relatively small, consisting of 100 respondents from Lucknow, which may limit the generalizability of findings to a broader population. Due to time constraints, the study had to be confined to this sample size. Additionally, as a primary study, the accuracy and reliability of the data rely on the information provided by the respondents, which might introduce biases or subjectivity.

Furthermore, the views and opinions gathered from respondents may be context-dependent and subject to change over time. The study focuses solely on customers of Vishal Megamart, and the findings may not necessarily be applicable to other retail contexts or customer segments. Lastly, due to insufficient time, the analysis conducted in the study may not be as comprehensive as desired, potentially limiting the depth of insights that could be drawn from the data.

Acknowledging these limitations is crucial for a nuanced interpretation of the study's results and emphasizes the need for future research with larger and more diverse samples, a broader geographical scope, and an in-depth analysis to enhance the robustness and applicability of the findings.

II. REVIEW OF LITERATURE

The summaries of two studies on customer satisfaction and hypermarkets are as follows:

1. Jeevananda.S (July 2011):

- Objective: The study aimed to analyze the correlation between customer satisfaction levels and customer loyalty.

- Sample: 100 customers were surveyed, with over 60% expressing a preference for shopping at a hypermarket.

- Key Findings: The majority of customers favored hypermarkets, and the retailer implemented various strategies such as an easy payment system, free car parking, free shipping, restrooms, and attentive salespersons to enhance customer satisfaction levels.

- Implications: The study suggests that providing additional services and amenities contributes positively to customer satisfaction and, in turn, builds customer loyalty.

2. Mohd Salehaddin Mohd Zahari (Jan 2013):

- Objective: The focus of this study was to analyze the food service in hypermarkets.

- Key Aspect: Consumers placed a higher emphasis on the quality and price of products rather than additional services.

- Major Findings: The analysis revealed that a majority of respondents expressed satisfaction with the overall quality of fresh products offered in hypermarkets.

- Implications: Quality and pricing are crucial factors influencing consumer satisfaction, suggesting that hypermarkets should prioritize these aspects in their food services to meet customer expectations.

In summary, both studies provide valuable insights into the dynamics of customer satisfaction in hypermarkets. Jeevananda.S emphasizes the importance of additional services in influencing customer satisfaction and loyalty,

while Mohd Salehaddin Mohd Zahari underscores the significance of quality and price, particularly in the context of food services within hypermarkets. These findings contribute to a holistic understanding of factors driving customer satisfaction in the hypermarket environment.

HISTORY OF VISHAL MEGAMART

Vishal Mega Mart, a prominent retail chain in India, is recognized for its extensive product range, spanning apparel, accessories, household items, and more, all offered at competitive prices. Positioned as a key player in India's organized retail sector, Vishal Mega Mart boasts a comprehensive presence with numerous brick-and-mortar stores that cater to diverse consumer needs, including groceries, FMCG, fashion, household items, and electronics.

The company's commitment to affordability is evident through its proposition of providing the best price, best assortment, and best quality, aligning with the aspirations of its customers. Notably, Vishal Mega Mart has ventured into the online space, particularly focusing on fashion apparel for men, women, and kids through myvishal.com.

The online platform showcases a wide array of fashion items, such as jeans, t-shirts, tops, casual and formal shirts, trousers, ethnic wear, and active wear, offering a diverse selection for online shoppers. The company's dedication to maintaining competitive pricing while upholding product quality, coupled with a customer-friendly return policy, aims to enhance the overall online shopping experience.

Vishal Mega Mart's strategic focus on meeting the varied needs of consumers across different city tiers underscores its commitment to delivering value and choice to a broad customer base. In summary, the information underscores Vishal Mega Mart's dedication to serving its customers by providing a combination of affordability, variety, and quality in its products and services, both through physical stores and the online platform.

III. Methodology

The methodology employed in a research study, focusing on primary data collection from 100 respondents. The research methodology involves systematic and scientific approaches to search for knowledge, with an emphasis on understanding and analyzing data relevant to the identified problem.

The sampling method chosen for the study is convenience sampling due to the infinite nature of the population. Data was collected through a structured questionnaire, designed to be easily comprehensible for respondents. The sample size for the study comprises 100 respondents.

The tools for data collection include:

1. Questionnaire:

- A structured set of questions was sent to individuals involved in the study, with respondents providing answers through a Google form. The questionnaire was carefully designed to ensure clarity and ease of understanding.

2. Statistical Tools:

- Simple percentage analysis was applied to analyze the collected data. This method involves presenting data as percentages, simplifying numerical information and facilitating relative comparisons.

The emphasis on simple percentage analysis serves as a means to present research data effectively. It enables the reduction of data into a standard form with a base, making it conducive to relative comparisons. Overall, the research methodology and tools employed aim to accomplish the study's objectives by systematically collecting and analyzing primary data from a selected sample.

$$\text{Percentage of respondents} = \frac{\text{no of respondents}}{\text{total respondents}} \times 100$$

IV. DATA ANALYSIS

Table 1: Showing the using of the services

| Particulars | No of Respondents | Percentage |
|-----------------------|--------------------------|-------------------|
| Weekly | 23 | 23 |
| Monthly | 30 | 30 |
| During special offers | 22 | 22 |
| When the need arises | 25 | 25 |
| Total | 100 | 100 |

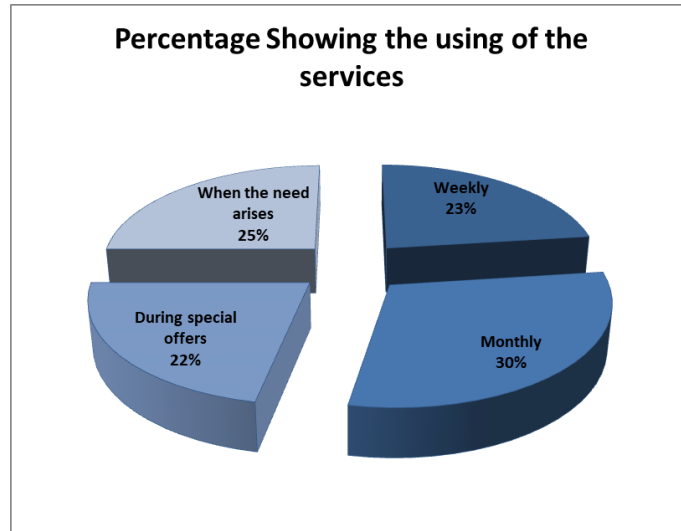


Figure 1: graphical representation of percentage showing the using of the services

As per the above, table the highest responses, i.e., 30% of the respondent has been attributed to monthly shopping. It can be deduced that consumers who shop only once a month look to buy groceries and other essentials to last them a month. 23% of respondents visit VISHAL MEGAMART at the weekly process. 22% of the respondents were visiting only for offers (festival offers, one- hour offers) and the rest 25% of the respondents visit when they need any product that time only they went to Vishal megamart.

Table 2: Showing the satisfaction level of shopping experience

| Scale | No of Respondents | Percentage |
|--------------|-------------------|------------|
| Satisfied | 61 | 60.6 |
| Neutral | 36 | 36.4 |
| Dissatisfied | 3 | 3.0 |
| Total | 100 | 100 |

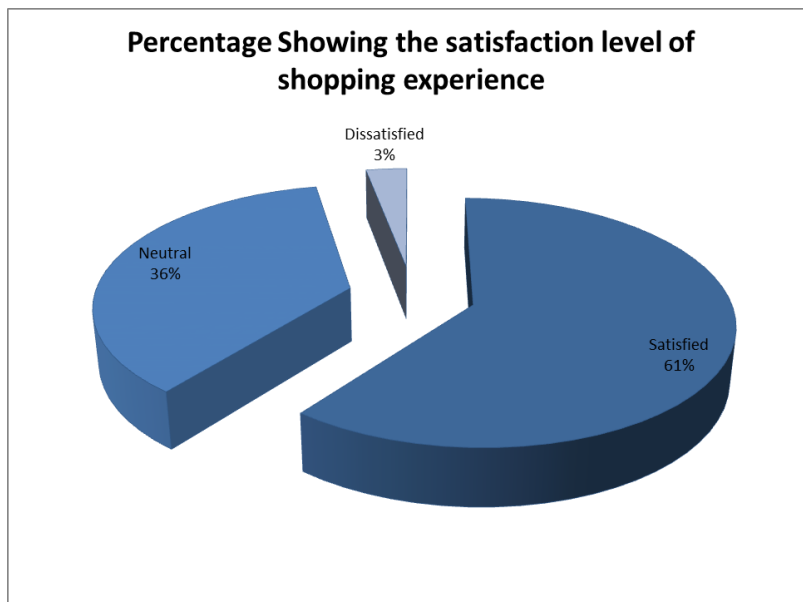


Figure 2: graphical representation of percentage showing the satisfaction level of shopping experience

Out of 100 respondents, 60.6% of people were fully satisfied with their personal shopping experience and 36.4% of people have a neutral shopping experience. But 3.0% of people are dissatisfied. A maximum number of people have a better experience in Vishal megamart.

Table 3: Showing the preferring for this service

| Particulars | No of Respondents | Percentage |
|----------------------|-------------------|------------|
| Discount offers | 57 | 57 |
| Coupons | 13 | 13 |
| Free gifts | 24 | 24 |
| Credit card discount | 6 | 6 |
| Total | 100 | 100 |

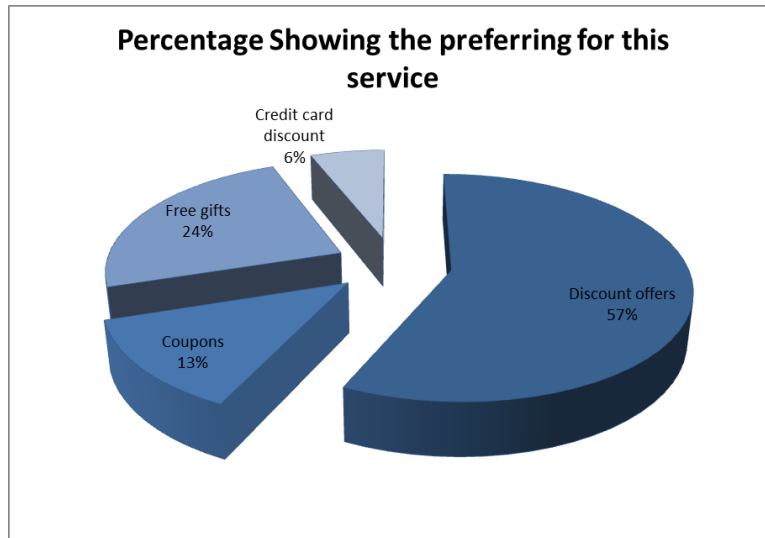


Figure 3: graphical representation of percentage showing the preferring for this service

The above table represents that the more customers can prefer that the discounting offers, i.e., 57% of respondents were chosen discount offers. 24% of respondents are selected for free gifts. 13% of respondents can prefer coupons and the rest of the 6% of respondents can prefer that the purchase include credit card payment systems.

Table 4: Showing the recommendations to others

| Categories | No of Respondents | Percentage |
|--------------|-------------------|------------|
| Yes | 89 | 88.9 |
| No | 11 | 11.1 |
| Total | 100 | 100 |

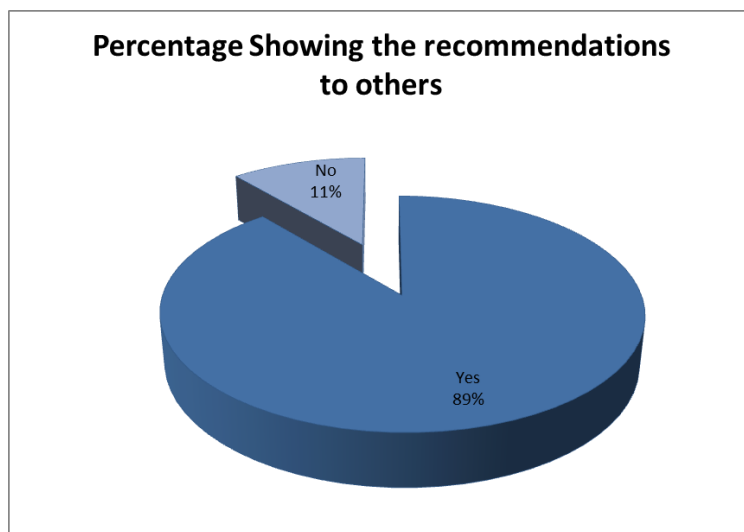


Figure 3: graphical representation of percentage showing the recommendations to others

The above table shows that most peoples can recommend Vishal Megamart to others, i.e., 88.9% of respondents were selected to recommend others and 11.1% of respondents cannot recommend Vishal megamart to others.

V. SUGGESTIONS

The suggestions provided for Vishal Megamart are aimed at improving customer satisfaction and enhancing the store's competitiveness:

1. Product Availability:

- Given that a significant portion of customers visit the store due to its proximity to their homes, it is recommended to ensure that all essential products are consistently available in the store. This ensures convenience for customers and enhances their overall shopping experience.

2. Competitive Pricing:

- Acknowledging the price sensitivity of customers, it is suggested that Vishal Megamart considers offering products at reduced prices, aligning with the pricing strategies of competitors. This approach can attract more customers and contribute to their satisfaction by providing value for their money.

3. Branded Products:

- To attract a broader customer base, especially those who are brand-conscious, the suggestion is to include a greater variety of branded products in the store's inventory. This move can appeal to customers who prioritize branded items and potentially increase the store's market share in the competitive retail landscape.

These suggestions aim to address customer preferences, enhance the store's competitiveness, and attract a diverse range of shoppers. Implementing these recommendations could contribute to the overall success and customer satisfaction of Vishal Megamart.

VI. CONCLUSION

The summary highlights the proactive approach taken by Vishal Megamart, in conducting market research before entering the retail market. Despite the initial analysis, the document suggests that implementing the previously mentioned recommendations could further improve results for the hypermarket.

Over the course of a year, Vishal Megamart has undergone significant diversification efforts and introduced various loyalty programs to retain customers. Positioned as a major player in the Indian retail industry, Vishal Megamart, part of the Future Group, stands out by offering a vast array of high-quality goods at affordable prices.

To attract more customers, the document suggests that Vishal Megamart can enhance its appeal through diverse product varieties and assortments. Additionally, it recommends improving customer satisfaction by introducing home delivery services. The overall conclusion is that Vishal Megamart has established itself as a major retail industry player in India, fostering a positive working environment, providing various facilities to enhance customer service, and maintaining strong relationships between employees and managers. Employee dedication is highlighted as a contributing factor to customer satisfaction, emphasizing the success of Vishal Megamart in the competitive retail landscape.

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