

THE STUDY OF CONSUMER SATISFACTION LEVEL BETWEEN TRADITIONAL RETAIL GROCERY SHOPS AND BUSINESS MALL (SUPER MART) IN CHHATTISGARH STATE

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Abstract-

The study is undertaken in “**The study of consumer satisfaction level between traditional retail grocet shops and business mall (super mart) in Chhattisgarh state**”. The study of customers level of satisfaction with traditional retail grocery shop (fondly referred to as Kirana shops), traditional retail grocery shops, and how their neighborhood’s grocery store impacts the consumer level of satisfaction or lack thereof from purchasing the daily necessities of the consumer in the area where they reside. Traditional grocery stores (or Kirana shops) remain an important part of the overall grocery market because they have continued to provide convenience, provide individualized services, and a long-standing trust bond with the local area consumer base; however, they provide a few unique flexible services for customers who purchase from traditional grocery stores, example include: home delivery by traditional grocery stores, credit extended at traditional grocery stores and recommendations for items offered by traditional grocery store based on the typical consumer purchasing patterns.

Keywords-Consumer Satisfaction, Business Mall (Super Mart) , Traditional Retail Grocery Shop

Introduction-

Customer satisfaction refers to the assessment your business uses to gauge how pleased the customers are with the products, services, and experiences provide by the brand. Marketers utilized customer satisfaction surveys to assess whether the company has fulfilled customers’ expectations. Assessing customer satisfaction must be a continuous effort since their satisfaction levels can change greatly between experiences and various stages of their journey, for instance, if a recently gained customer is excited about their initial purchase experience, it doesn’t imply they can’t be disappointed by the next experience if the customer loyalty program isn’t as fulfilling as a repeat, loyal customer merits. Employing optimal strategies like real-time feedback mechanisms, regular surveys, and customer interviews can offer greater understanding of customer feelings. This continuous feedback cycle keeps the marketer aligned with the customer’s changing needs and expectations, promoting a mindset of ongoing enhancement. . Customer satisfaction reflects the degree of contentment felt by customers or users regarding the product, services, or experiences provide by a business or organization. It encompasses the view of how effectively a company fulfills or surpasses exceptions and is frequently assessed through surveys, feedback, and various metrics, enabling businesses to evaluate the success of their initiatives in addressing customer needs and preferences. Attaining elevated customer satisfaction is crucial- as it directly correlates with enhanced customer loyalty. Recurrent purchases, and recommendations through word-of-mouth. Content customers are more prone to turning into devoted supports of a brand, aiding in lasting profitability and enduring growth. Customer satisfaction is essential for sustaining a competitive advantage in the market, as companies that repeatedly provide outstanding experience are more likely to draw in and keep customers than those that fail to do so. Satisfaction directly results in an increased customer life value. The greater the trust customers have in business, the are they will purchase, leading to a higher total expenditure with business over time. For small businesses, each repeat purchase results in a more favorable return on the initial investment made for acquiring customers. For instance, a novice user of small business accounting software may begin with a complimentary plan, yet a pleased client who finds value is prone to switch to a premium plan and keep renewing their subscription annually. Customer satisfaction is among the greater difficulties that small enterprises encounter. Each customer that departs requires to exert greater effort and invest more to win them back. When customers are pleased, they find no reason to seek alternatives. They keep purchasing and even overlook minor errors because they have confidence ion dedication to fulfill the customers’ requirements.

Studies indicate that acquiring new clients is five to six times more costly than keeping current customers. By concentrating on customer satisfaction, revenue increases organically.



Significance of study:-

The research possesses considerable academic and practical importance as it intends to examine and contrast the pricing approach utilized by Traditional grocery shops and Business mall (supermart). In a time of swift commercialization and retail evolution, grasping how various retailers establish their prices is crucial for assessing their competitiveness and viability. The study aims to uncover the elements that affect pricing choices, including consumer behavior, cost frameworks, competitive landscape, product diversity, and general market forces. The results will be beneficial for retailers, assisting them in refining their pricing strategies to enhance profitability and customer satisfaction. Traditional retail grocery shops owners can learn from contemporary pricing practices, promotional offers, and value enhancement tactics employed by Business Mall (Supermart), helping them stay competitive. Likewise, Business Mall (Supermart) can grasp consumer demands that continue to attract buyers to traditional retail grocery shops.

Limitations of the study:-

The research is constrained by a limited sample size and narrow geographical scope, which may not adequately represent all Traditional retail grocery shops and Business mall (supermart). Obtaining reliable pricing data and financial records is frequently challenging because numerous shopkeepers are reluctant to disclose sensitive information. The research is also impacted by time limitations, seasonal price changes, and external influences like inflation and market shifts, which affect pricing strategies.

Objectives-

- To analyze the consumer satisfaction of traditional retail grocery shops and Business Mall (Supermart).

Review of literature-

- **R. Andekarn & Raghav Sandhane, (2022)**, according to the study, traditional marketing and consumer satisfaction are significantly impacted by the four marketing components of price, place, physical location and promotion. The purpose of the study is to assess successful marketing tactics used by retailers and implement them in new retail formats to increase sales. Retailers behavior and marketing strategies vary depending on the local. People with different income level are said to reside in separate areas. The study purpose was to ascertain whether different locations or rural areas caused different differences in the marketing methods used by grocery shops owner.
- **Maria & Deborah (2022)**, the researcher sought to ascertain whether particular grocery shop tactics affected customer's final purchasing choices. Survey's both qualitative and quantitative were used by researcher to find out what factors affected consumer's decision to buy. The relationship between why customers purchased foods and how retailers influenced their decisions was then

ascertained by analyzing the responses. The result of the research indicators that the most important variables were taste, price and convenience. The assortment of goods, sales and store reputation are further factors that influence consumer's decision to purchase at grocery stores. Shops that sell a large range of natural and flesh goods may encourage customers to choose healthier options.

- **Turkson 2024**, the study aimed to examine the influence of gender differences on shopping mall experiences. The study found that the existence of a particular store in the shopping mall and services provided at the shopping mall such as entertainment, shopping easiness and convenience, and the attractiveness of the shopping mall are influenced by the female gender. Based on the empirical findings it is recommended that managers of shopping malls segment the activities of the shopping mall based on the gender of the shoppers by offering quality services such as specialized services and modern designers wear which are unique to offer shopping experience to the male gender. On the other hand, shopping mall managers should also target female by offering them affordable prices of goods and services, offering more entertainment, shopping easiness and convenience, and the attractiveness of the shopping mall which appeals to the female gender.

Research methodology-

Research methodology is the systematic method, process dealing with identifying problem, collecting facts or data, analyzing these data and reaching at certain conclusion or certain generalization for some theoretical formulation. This research paper is an explanatory in pattern which is primarily based on primary sources getting filled out questionnaire from both The consumers of "Traditional retail grocery shop and Business Mall (Supermart).

Interpretation and Analysis-

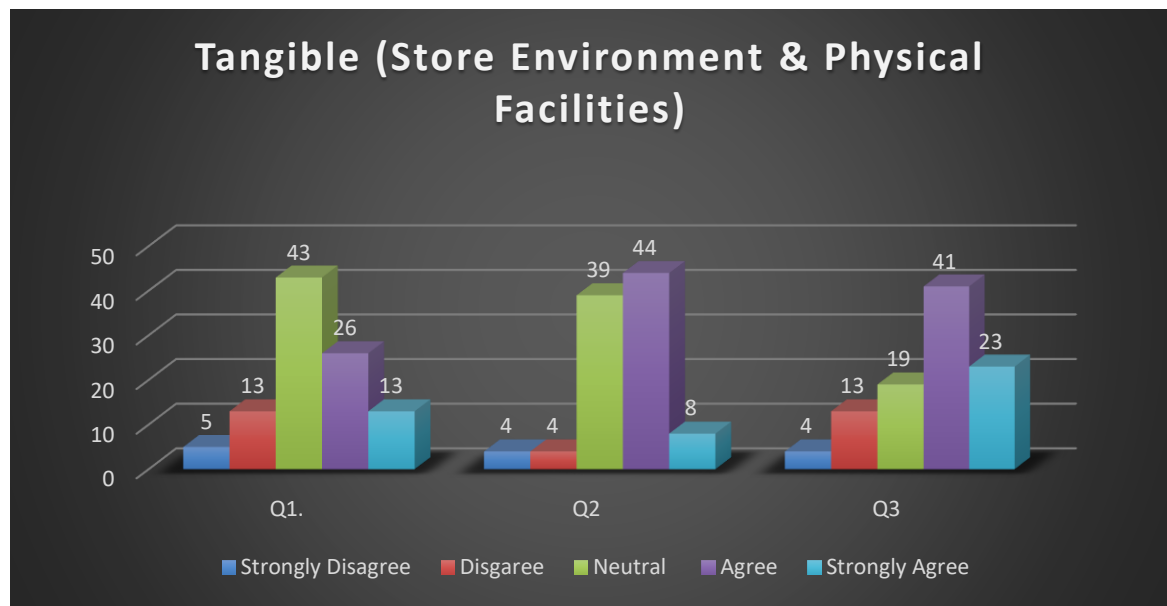
The response is collected by the consumers of traditional retail grocery stores to obtain the information related to the consumer satisfaction of traditional retail grocery store. As the data is collected to obtain the information related to the "To analyze the consumer satisfaction of traditional retail grocery shops". The questionnaire here under given with graph respectively:

A). analysis of Consumer satisfaction of consumers of Traditional retail grocery shops

A.1) Tangible (Store Environment & Physical Facilities)

S.NO	QUESTIONS	SCALE				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The traditional retail grocery store is clean and well managed.	5	13	43	26	13
2	Customers can freely walk-through aisles of the grocery store and easily find grocery items.	4	4	39	44	8
3	The grocery store has a friendly and familiar atmosphere.	4	13	19	41	23

Table.A .1



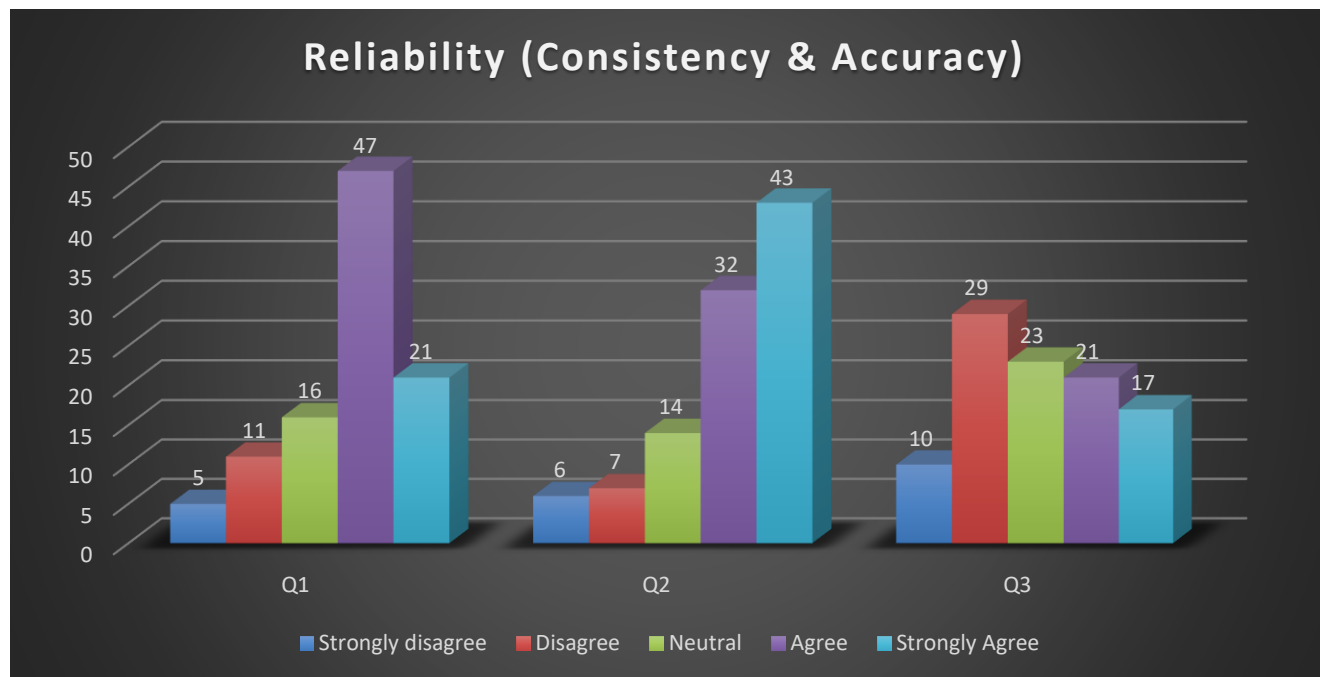
Graph.A.1

The data shows that customer generally have a favorable opinion of traditional retail grocery store based on their perceptions of tangible element like physical scrapes and surrounding of the store. (39%) of the respondents agreed or strongly agreed that the traditional retail grocery store is clean a well-managed, (43%) had a neutral opinion, suggesting that although most customers believe the store is sufficiently maintained, there is still space for improvement. (44%) of customers think that it is simple to navigate the Traditional retail store and find what they need, while additionally (8%) strongly agreed. Nonetheless, (39%) of respondents expressed neutral, implying that certain traditional retail grocery store is less well organized or have constrained space. (23%) of respondents strongly agreed and (41%) Agreed that that traditional retail grocery store provide a welcoming environment for shopping. This demonstrates the benefit of getting to know the owner of the traditional retail grocery store on a personal level.

A.1) Reliability (Consistency & Accuracy)

S.NO	QUESTIONS	SCALE				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
4	The quality of products sold meets my expectations.	5	11	16	47	21
5	Prices charged are accurate and consistent.	6	7	14	32	43
6	The shopkeeper ensures correct weight and quantity of products	10	29	23	21	17

Table A.2



Graph.A.2

Nearly (50%) of the respondents believe the products meet their expectations, and the majority of respondents have a favorable opinion of the quality of the products offered by the traditional retail grocery store. The vast majority of respondents “strongly agreed” or “agree” with precise and consistent pricing. Regarding correctness of product weight and quantities, (18%) of respondent’s opinion were neutral. (7%) of the respondents were strongly disagreed and (16%) disagreed with the accuracy of product weight and quantities, compared to nearly three-quarters who agreed or strongly agreed. All things considered, traditional retail grocery store provide consistent product quality and fair prices, nonetheless, an increase in the satisfaction of product measurement would boost customer confidence in purchasing from traditional retail grocery store.

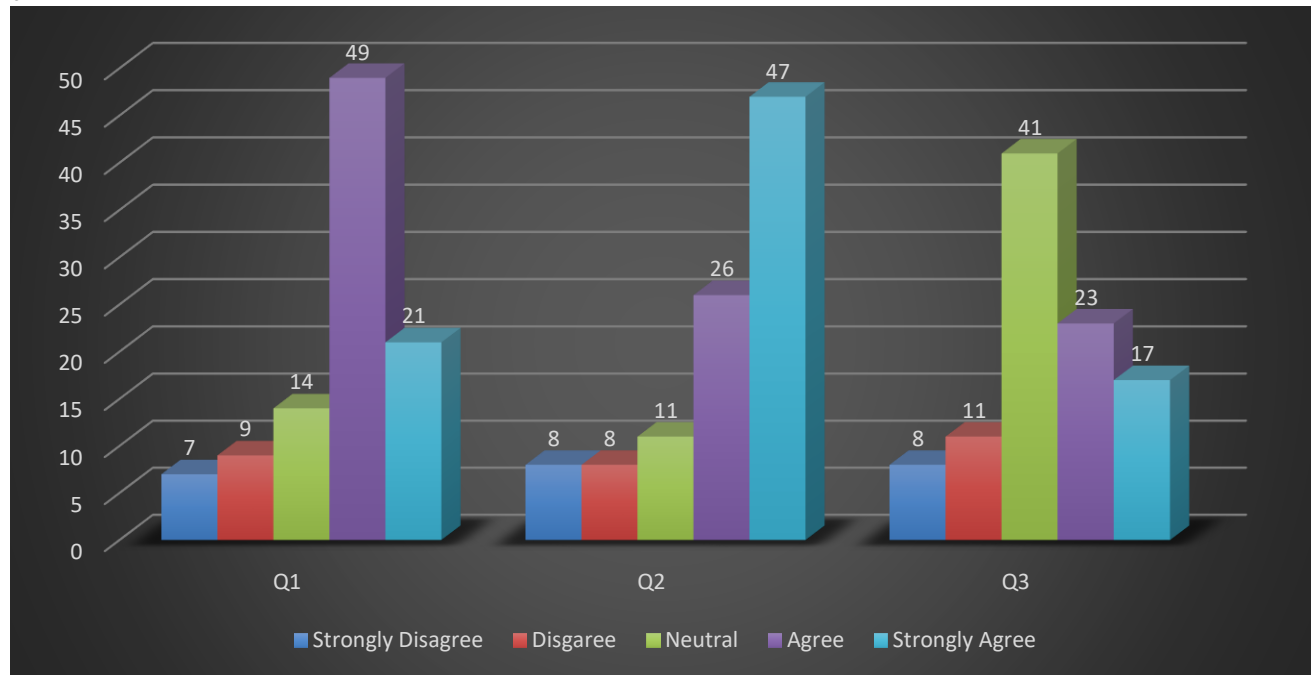
B). analysis of customer satisfaction of consumers of Business Mall (super mart).

B.1) Tangible (Store Environment & Physical Facilities)

S.NO	QUESTIONS	SCALE				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The Business Mall (Super Mart) has a very appealing and modern appearance	7	9	14	49	21
2	The business Mall (supermarket) has very high standards when it comes to cleanliness and sanitation	8	8	11	26	47
3	The atmosphere is comfortable and conducive to shopping	8	11	41	23	17

Table.B.1

on



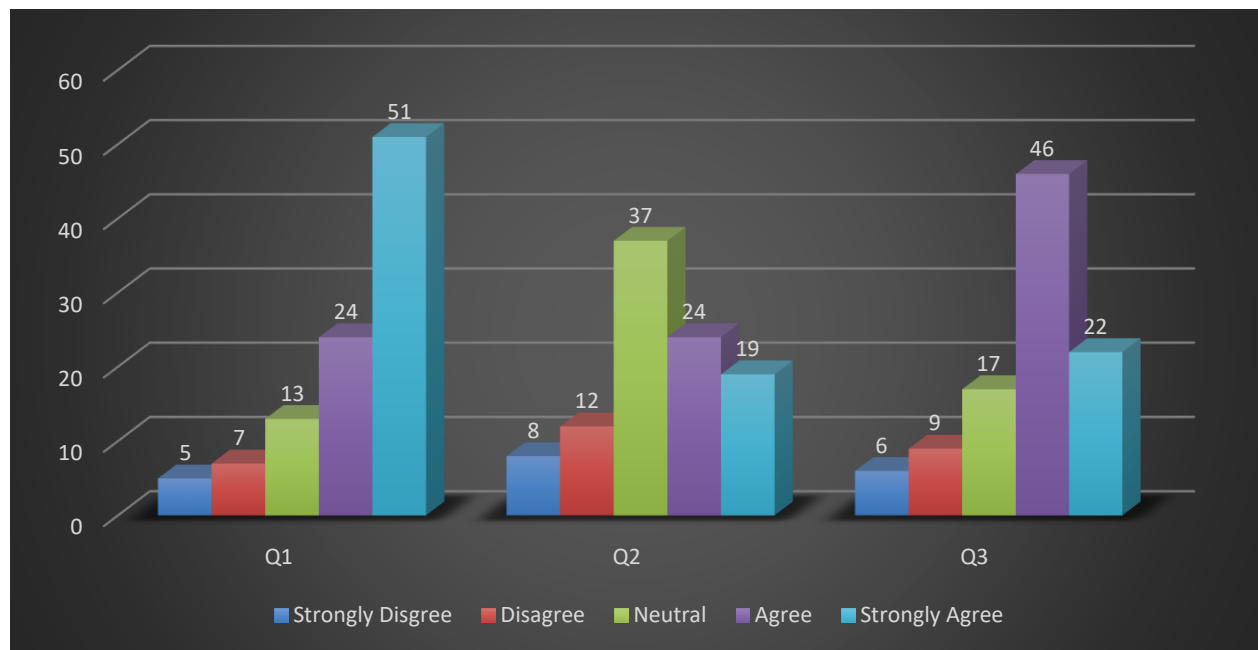
Graph B.1

Using the Likert scale, the business mall (super mart) customer satisfaction survey is quite positive. According to the respondents, majority of respondents (49%) agree, 21% strongly agree and only few disagree) approve of the store’s contemporary appearance. Of all the items, cleanliness and sanitation received the highest rating (47% strongly agreed, 26% agree and only handful disagreed). There is room of improvement as the shopping experience was regarded as rather mixed (41% neutral, 23% agree and 17% disagreed) the finding underline Business’s mall (super mart) advantages over traditional retail grocery store in terms of design and cleanliness, these benefits foster loyalty through a sense of quality and trust, which is crucial for retail success.

B.2) Reliability (Consistency & Accuracy)

S.NO	QUESTIONS	SCALE				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
4	The quality of the products sold in the Mart is always up to my standards.	5	7	13	24	51
5	All price labels and product information are always accurate.	8	12	37	24	19
6	The Business Mall (Super Mart) has a billing system that is extremely accurate and free from errors.	6	9	17	46	22

Table.B.2



Graph: B.2

Key product quality is rated highest, with (51% respondents strongly agree and 24% agreeing) the product is capable of achieving the quality standard (only 5% respondents strongly disagreeing) and demonstrating an established level of trust. Two staking statistics obtained from the agreement on billing accuracy(46% respondents agree, and another 22% strongly agree) that they had received accurate billing at the point of scale (only 6% of respondents strongly disagreed) price labels/ information received a more moderate rating, with (37% respondents remaining neutral , 24% agreeing and 20% disagree) indicating trust issues related to quality compared to traditional retail grocery shops, positively impacting the ability to build loyalty, increased profitability and possibly using price label improvement to elevate image even further.

Analysis & Conclusion:

Business mall (super marts) are regarded to have better administration and are rated as being cleaner than traditional retail grocery shops. When it comes to clean, the traditional retail grocery shops get more “agree” answers from poll participants than Business mall (super marts). According to the survey, the Business mall (Super mart) appears tidy and hygiene since it has broad aisles, appropriate shelves and frequent cleaning. Additionally, they have improved ventilation. Lighting and occasionally air conditioning making them more comfortable for consumers. Dust and clutter are minimized because the majority of the products are packaged and arranged correctly. Traditional retail grocery stores on the other hand, may not appear today or well-organized because they are typically smaller and may store products in restricted space. The respondents believe that Business mall (super mart) offer a better shopping environment and give the higher score in the survey as a result of these qualities.

The business mall (super mart) receives more “Strongly agree” rating when it comes to product quality, which suggests that customers think their branded or standardized items are of higher quality. On the other hand, because consumers can typically count on their local shopkeeper to give them precise measurement or fair values for their money, Traditional retail grocery stores receive more “Agree” ratings for exact weights, quantities and acceptable prices. However, given that both weight accuracy and service quality and acceptable prices. However, given that both weight accuracy and service quality are primarily associated with customers sourcing products through pre-packaged goods with self-service business models, wherein they have little to no personal oversight of the actual products purchased at the time of sale, it is possible that some respondents answers indicate either Neutral or Disagree ratings on the Business mall (Super mart) ratings. When it comes to product variety and branded quality, business mall (super marts) is seen favorable, but when it comes to price integrity and measurement accuracy, traditional retail grocery stores have continuously seen favorable.

The study concluded that various strengths of each retail format have an impact on consumer satisfaction in the state of Chhattisgarh. Consumers of Business mall (super mart) are more satisfied with the aspects like cleanliness, hygiene, layout, ventilation, and overall store environment. This is because customer feel more comfortable inside the store, which rise customer satisfaction with all five aspects. Business mall (super mart) also offer a wide variety of branded and standardized products. Which help consumer become more confident in the dependability and quality of goods. On the other hand, traditional retail grocery shop excels in areas like price fairness, measurement precision and customer service, where customers have a great deal of trust and familiarity with their shopkeeper. Therefore, traditional retail grocery shop continues to preserve consumer satisfaction through their dependability, affordability, and personal touch even though Business mart (super mart) have the advantages in terms of infrastructure, atmosphere and product selection.

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