



## A STUDY ON CONSUMERS BUYER BEHAVIOUR IN SUPERMARKET IN TAMILNADU

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### ABSTRACT

The concept of supermarket can be explained as a large form of the traditional grocery store, is a self-service shop offering a wide variety of food and household products, organized into aisles. It is a larger and has a wider selection than a traditional grocery store, but is smaller and more limited in the range of merchandise than a hypermarket or big-box market. This study identified that customers are not satisfied with the standard of service offered at the above mentioned supermarkets. A gap between what customers expect and what they perceive is currently offered at these supermarkets was revealed. Problems were identified in customer service offered pertaining staff attitude, operating hours, and speed of service delivery. It is recommended that supermarkets in the greater part of Durban attend to these problems and put in place proper strategies to solve them and satisfy customers.

### 1. INTRODUCTION

A Supermarket is a departmentalized self-service retail store. Most supermarkets are very large stores, which stock a wide range of product. Supermarkets sell food and other household product to customers. Customers select the items that they want to buy from shelves as they go around a store. After a customer has selected the items he wants to purchase he takes them to a till where he must pay for them. In most area of country customers can choose to shop at several different supermarkets. . Therefore the supermarket owners must compete with each other to attract new customers and to keep their existing customers.

### 1.1. IDENTIFICATION OF CUSTOMERS

The terms customer and consumer are not synonymous. A *customer* is a purchaser of a product or a service; a *consumer* is a user of a product or a service. Bed-ridden invalids in hospitals are food consumers but hardly food store customers. Purchasers of rat poison are not the consumers of the product. Identification of customers seeks to ascertain who the customers are. It is not sufficient to study buying behavior patterns without knowing whose buying behavior is involved. Hence it is necessary to identify the competition and origin of customers.

### 1.2. ORIGIN OF CUSTOMERS

Where do a store's customers come from? What is the geographic distribution of their homes and how far do they travel to the store? The answers to these questions supply useful data on customer origin, which in the sense used here is a composition characteristic. Origin tells us whether the customer is a large-city apartment dweller, a suburbanite, a ruralite, a transient, and so on. The food buying behavior pattern of a customer who lives in a congested apartment area of a large city is markedly different from the rural customer who has a large vegetable garden and a home freezer.

### 2. CONSUMER BEHAVIOUR

#### 2.1. CONSUMER

The consumer production Act 1986 defines 'Any person who buys any goods or avail services for personal use, for a consideration.'

#### DEFINITION

According to "WALTTLER AND PAUL" consumer behavior is the process whereby individual decide whether, what how and from when to purchase goods and services. The while consumer behavior consists of physical and mental activities or exercises. It is important to note that consumer behavior never remains fixed

but it is ever changing. Various such as psychological, economical and sociological factors.

**2.2.CUSTOMER BUYING BEHAVIOR PATTERNS**

To buy is to purchase. To shop is to visit business establishments for inspection or purchase of goods. Therefore shopping is an element of customer behavior in buying. A customer placing an order over the telephone is buying, not shopping. For this reason it may be desirable to standardize on the use of the term *buying* rather than *shopping* when the totality of customer behavior is under consideration. Customer buying behavior patterns can be grouped in relation to:

1. Place of Purchase
2. Items Purchased
3. Time and Frequency of Purchase
4. Method of Purchase
5. Response to Sales Promotion Devices

**2.3. ITEMS PURCHASED**

Every customer purchase and every store sale consists of a transfer of one or more specific commodities. No one customer purchases all the different items for sale in a store. Over a period of time a customer will purchase a substantial selection of the total items available in the store, but that selection will vary somewhat with each customer. Therefore, in studying customer buying behavior patterns it is necessary to ascertain (a) what items and (b) how much of each item customers purchase.

**2.4.TIME AND FREQUENCY OF PURCHASE**

Store operations must be geared to mesh with the customers' time of purchase pattern. Store buyers and merchandisers must keep on schedule with it. Merchandise must be available in the store in adequate supply if maximum sales are to be achieved. Woe to him whose Christmas trees arrive to market on December twenty-sixth!

**2.5.RESPONSE TO SALES PROMOTION DEVICES**

Those who have goods to sell use many devices to induce consumption and to promote purchase of these goods. The sales promotional devices used in stores can be grouped under the following headings:

- a. Displays
- b. Pricing
- c. Demonstrations
- d. Sales Talks

*Displays.* In so far as possible or practical, consumer goods are packaged to create eye appeal when put on display. Thus the shape, size, label and packaging material of the product all play their part in sales promotion.

**3. RESULTS AND DISCUSSION**

**3.1. PURPOSE OF USING SUPER MARKET**

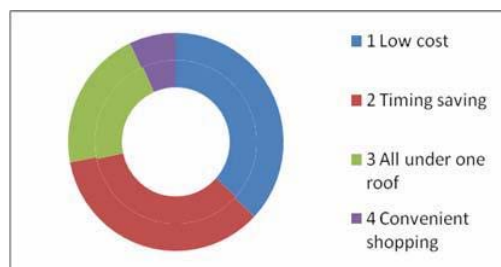
Every product is being purchased to fulfill some basic needs of the customers. In the same way so many purpose available in super market. Like low cost, time saving..... This is the purpose of super market.

**TABLE I PURPOSE OF USING SUPER MARKET**

Sl. No.	Purpose of using super market	No. of respondents	Percentage
1	Low cost	44	37
2	Timing saving	42	35
3	All under one roof	26	21
4	Convenient shopping	8	7
TOTAL		120	100

From the above table it is clear that 35% for time saved and 37% prefer the super market for low cost. So we can conclude that the rates are cheaper.

Chart showing purpose of using supermarket Fig: 1 for Table 1



**FREQUENCY OF PURCHASE**

The following table has put up with the view of know that how frequent the customer are visiting to supermarket in purchase of products those who are regular.

**TABLE II FREQUENCY OF PURCHASE**

S. No.	Particulars	No. of Respondents	Percentage
1	Weekly	25	21
2	Once in 15 days	26	22
3	Once in 1 Month	44	36
4	Once in 2 months	11	9
5	Once in 3 month	14	12
TOTAL		120	100

The above table reveals that 36% of the respondents are visiting to supermarkets once in 2 months it is inferred that most of the customer are visit the supermarket monthly once.

**HYPOTHESIS**

There is no relationship between nature of family and frequency of purchasing

Nature of family	Weekly	Once in 15 days	Once in a month	Once in 2 month	Once in 3 month	Total
Nuclear	9	17	19	6	8	59
Joint family	7	12	25	10	7	61
TOTAL	16	29	44	16	15	120

## CHI-SQUARE TABLE

O	E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
9	7.86	1.29	0.16
17	14.25	7.56	0.53
19	21.63	6.91	0.31
6	7.86	3.45	0.43
8	7.37	0.39	0.05
7	8.13	1.27	0.15
12	14.74	7.50	0.30
25	22.36	6.96	0.31
10	8.13	3.49	0.42
7	7.62	0.38	0.04
TOTAL		$\Sigma(O-E)^2 / E$	2.7

**Demonstrations.** This device aims to influence customer purchases by getting them to sample a product or to learn about the uses or other merits of the product.

**Sales Talks.** Whether expressed orally or in writing, in advertisements or by a sales clerk, the aim of all sales needs no explanation. Self-service merchandising has somewhat shaken the retailer's faith in the efficacy of the store.

#### 4.CONCLUSION

Supermarket is a new trend in the emerging commercial and business environment. It is concept widely accepted by the general public. Now a day's many whole sales store are being converted in to a supermarket. Marketing channels are increasingly becoming professionally managed gram med retail organizations are increasingly designing and lounging new store formats targeted to different life style groups. The supermarkets in Tirunelveli should be design customer retention programmers' either by giving reward points or by making them as members of customer club etc. The management of supermarkets should advice about the free home delivery benefit extended to customer and increases their awareness levels. The endeavor has been made here to show along what lines and with what techniques studies of customer behavior can be made in retail stores. Possible uses of the results for the solution of marketing problems have been suggested or indicated. Current extremely competitive retail environment necessitates excellent customer service to

remain competitive. Ever-changing customer demands of today compel supermarkets to continuously review and restructure customer service strategies to meet and exceed these demands and remain successful.

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