

A Study on Customers Satisfaction and Preference towards Hypermarket (SPAR)

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Abstract

This study tends to convey customer satisfaction towards SPAR HYPERMARKET. To study the customer's satisfaction towards the objective of this study is to identify the level of satisfaction towards SPAR HYPERMARKET. A sample of 100 respondents - Customers residing in Coimbatore city was collected and analyzed using percentage analysis. It is found from the study that the majority of the Customers are highly satisfied by the service rendered by the Spar Hypermarket. Most of the respondents opined that the Customers need products at a reduced price as given by the competitor and also the study was concluded by saying that these suggestions are taken into consideration by the hypermarket, then SPAR products will always remain number one in the markets with utmost satisfaction to the customers.

Keywords: *- Spar hypermarket, satisfaction*

INTRODUCTION

Hypermarket

A hypermarket is a retail store that combines a department store and a supermarket, often a very large establishment; hypermarkets offer a wide variety of products such as electronic

goods, groceries, vegetables and fruits, household items, stationeries, health care products, consumer durable, dress material, furniture's furnishing and etc... It's in retail. It's a combination of supermarket and departmental store. Hypermarkets offer shoppers a one-stop

shopping experience. Some of the most popular hypermarkets include the Wall-Mart supercenter, big bazaar, reliance smart (fun mall), spar hypermarket, brook fields, prozone mall, Fred Meyer spar 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 sqft).

OBJECTIVES OF THE STUDY

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

STATEMENT OF THE PROBLEM

Its provide guideline for further research in the area for organized retail. Research says about customer buying behavior towards Spar hypermarket. It is also important to identify the market size, growth and Market Potential of Spar. It shows the future Scenario of the Spar hypermarket from a current perspective. It shows Opportunities and challenges for

the Spar hypermarket in respect of internal & external environment. Research says about main competitors in the field of organized retail sectors. It provides a guideline to further extension of Spar. Its study provides help to know the customers' satisfaction with Spar hypermarket.

LIMITATIONS OF THE STUDY

- The sample size was relatively small and drawn from only Coimbatore. Due to time constraints, the sample size is restricted to 100 respondents.
- The study being a primary one, the accuracy and reliability of data depend on the information provided by the respondents.
- The respondent's views and opinion may hold good for the time being but may vary in the future.
- The study has been restricted to the customers of spar hypermarket only.
- Insufficient time to make an in-depth analysis.

REVIEW OF LITERATURE

- **Jeevananda.S (July 2011)** To analyze the correlation between customer

satisfaction level and loyalty of the customers. Among 100 customers surveyed, more than 60% of them prefer shopping at a hypermarket. The retailer strategies to provide many other services like easy payment system free car parking, free shipping, rest rooms, sales persons and etc...to increase customer satisfaction levels.

- **Mohd Salehaddin Mohd Zahari (Jan 2013)** To analyses the food service in a hypermarket. Consumers have a greater concern with quality and price compared to the services. The result of the analyses is that the majority of the respondents were satisfied with the overall quality of fresh products in a hypermarket.

HISTORY OF SPAR HYPERMARKET

Introduction



SPAR, originally DESPAR, is a Dutch-founded multinational group that manages independently owned and operated food retail stores. It was founded in the Netherlands in 1932.] by Adrian van well and now consists of more than 12,770

stores in 48 countries. The company's name is an acronym of the slogan "*Door Eendrachtig Samenwerken Profiteren Allen Regelmatig*," which was used by van Well to describe the brand and translates as "*All benefit from joint co-operation*." Its headquarters are located in Amsterdam.

Variety of Products

SPAR offers more than 40,000 products from fresh fruit and vegetables, meat, poultry, fish, dairy products, ready-to-eat products, a live bakery, wines, beer and spirits, personal care products, kitchenware, crockery, electronic products and IT accessories, kid's toys, apparel and stationery. Customers can choose from more than 25 varieties of rice, 35 varieties of cheese from different countries, 45 varieties of fish, and 12 varieties of all major dals. While shopping, customers can enjoy fresh juices, Indian sweets, fruit salads, ice creams, and milkshakes. These items can also be taken home.

RESEARCH METHODOLOGY

Area of Study

The study is exclusively done in the area of marketing. It is a process requiring care, sophistication, experience, business judgment, and imagination for which there can be no mechanical substitutes.

Primary Data

The data or information that is collected for the first time is called primary data. The objective of the study has been accomplished with the help of primary data collected from 100 respondents.

Research Methodology

Research in common pursuance refers to a search for knowledge in a scientific and systematic way for pursuant information on a specified topic. Once the objective is identified, the next step is to collect the data which is relevant to the problem identified and analyze the collected data in order to find out the hidden reasons for the problem.

Sampling Method

The technique used for the research is on-profitability sampling because the population is infinite. The sampling technique selected for the study is a convenient sampling technique. A convenient sampling method (non-profitability sampling) was used to select samples.

Data Collection Method

The data collecting instrument used for obtaining the desired information was a questionnaire. The questionnaire was

structured and directed so as to make the respondents understand it easily.

Sample Size

The data is collected from 100 respondents.

TOOLS FOR DATA COLLECTION

Questionnaire

In this method, a questionnaire is sent to the persons concerned with the request to answer the questions and return the questionnaire in a Google form. A questionnaire consists of a number of questions typed in a definite order on a form.

Statistical Tools

To analysis the data, the following tools were applied:

1. Simple percentage analysis.

Simple Percentage Analysis

Percentage analysis is used for the data that is collected for research work. The percentage is used in the data presentation to simplify the numbers. Through the use of percentages, the data are reduced in the standard form with a base equal to which facilities relative comparison.

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

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

As per the above, table the highest responses, i.e., 30% of the respondent has been attributed to monthly shopping. It can be deducted that consumers who shop only once a month look to buy groceries and other essentials to last them a month. 23% of respondents visit SPAR 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 SPAR hypermarket.

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

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 SPAR hypermarket.

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

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

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

SUGGESTIONS

- As most of the customers come to the store because of its proximity to their house, all the products needed by the customers have to be in the store at any time.
- Customers need products at a reduced price as given by the competitor.
- SPAR hypermarket should include more of branded products category so as to attract the brand choosy people to come into this shop.

CONCLUSION

As most of the retail industries did market research before entering into market. The same thing was done by the SPAR hypermarket. Location, market, consumer

perception analysis was done by SPAR hypermarket. But still, if the recommendations quoted above are taken into consideration, it would lead to better results. In one year, much more diversification was done in it. And to retain customers, they use many loyalty programs. SPAR hypermarket, a part of the future group, is a hypermarket offering a huge array of goods of good quality for all at affordable prices. SPAR hypermarket can attract more customers by different variety and assortments.

They can improve customer satisfaction by providing home delivery services; we can conclude that SPAR hypermarket has one of the major retail Industries in India. The working environment is good and the various facilities are provided to increase customer services. There exists a healthy & strong relationship between employees and managers. The employees accept their responsibility wholeheartedly and perform the services in a well manner that satisfied the customers.

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