



CONSUMER'S BUYING BEHAVIOUR TOWARDS SUPERMARKETS IN TIRUNELVELI

V.VENKATALAKSHMI

Ph.D. Scholar

Reg. No. 12025

PG & Research Department of Commerce

Sadakathullah Appa College (Autonomous)

Tirunelveli – 627 011,

**(Affiliated to Manonmaniam Sundaranar University, Abishekapatti,
Tirunelveli – 627 012, Tamil Nadu)**

Dr.A.HAMIL

Associate Professor & Head

PG & Research Department of Commerce

Sadakathullah Appa College (Autonomous)

Tirunelveli – 627 011

**(Affiliated to Manonmaniam Sundaranar University, Abishekapatti,
Tirunelveli – 627 012, Tamil Nadu)**

ABSTRACT

An organisation's main goal is to generate more income and increase sales revenue which is possible only by analyzing and examining the preference of the customer, in order to meet their requirements Pioneer organizations and companies became extremely successful by focussing primarily on consumer behaviour. It is very essential for a company to analyse the social, economical, demographical and most importantly psychological aspects of customer in order to survive in the retail sector. As per reports In India retail sector plays a vital role in economy after the agriculture. The future of retail sector is inevitable. Yet the retail sector in India is unorganized The retail sector has evolved along with the customer's behaviour and now the convenience of purchasing all the house hold products under a single roof. It made consumers to prefer supermarkets. In India companies like Big Bazaar, D-mart and Metro etc., started providing this leisure to the consumer which paves path to generate more income and contribute in the enormous growth of retail market.

Keywords: Retail, Supermarket, consumer buying behavior

Introduction

Consumer's buying behavior refers to the steps taken by the customers before purchasing a product or services. The customer takes steps to enquire about that product or services in the way of searching social Media, or any other sources. They search to know the real fact of the products or service before purchasing it. This process is a valuable one for business because it motivates them customize their marketing inventiveness to the marketing achievements that induced the consumers to purchase in the past.

Marketing

Marketing means more than any other business activities deals with customer's relationship. It is a powerful tool for customers satisfaction of needs and wants. The process of promoting, selling and distributing products or services to customers. The main pivotal

feature of business that depends on several strategies and steps to create awareness, developing interest and automatically improve sales and customer satisfaction Marketing is the prime organ that is similar to eyes and ears- of each business institution Customer is the king of the Market. The main aim of Marketing is satisfying customer's needs and wants by way of utility.

Retail

Retail is treated in the world's largest private Industry. The total sale of retail Industry is more than 6.6 trillion and nearer to 12 Million outlets. India is the biggest retail density. Retail Means the sale of goods or services to the customers for their own use. A retail Handles little amount of goods. The Retail business is done from single point. That is goods sold directly to the customers.

Retailing

The Retailer plays the important role in the worldwide for developing the mass production of consumer goods and services. It is the process of delivering goods or services and selling to customers for their own purpose.

Retail Marketing

All over the world the consumer's preference create their choices. The consumer's preference are not only for cheaper goods but also it has very high level Customers needs and wants to encourage the Marketers introduce something new in product, services, retail models, displays etc. So retail marketing system rapidly emerged in the world. In the large scale of Retail organization, supermarket is important one.

Supermarket

A Supermarket is a self service food store with grocery and product departments. Supermarket is a big retail mall functioned on the basis of self service.

Definition

Supermarket Means a relatively large, low – cost low margin high volume self service operation designed to serve the consumers total needs for food and household product super markets are the most. frequently shopped type of retail store.

Consumer buying behavior

Consumer buying behavior extracts to the selection purchase and consumption of goods and services for the satisfaction of their needs and wants. Consumer buying behavior is essential because it helps marketers recognize what impact emerged in the consumer's buying decisions. The success of marketing strategy depends on understanding consumer's buying behavior.

Consumer buying behavior refers to an individual's purchasing habits centered on influences from their goals, needs, backgrounds, education, income, beliefs, wants family and more. Consumer buying behavior is instrumental for identifying how, when, and why your customers buy products.

Review of Literature

1. Cho, J., Ching, G.S., and Luong, T.H (2014) consumers buying behavior based on atmosphere, displays, offers, layouts, promotional activities, Kindly behavior of sales persons can deeply effect the consumers mind and emotion. Those aspects induce the customers to go more aisles in supermarket. This way helps to activate consumer's buying behaviour.
2. Hemalatha (2019) The study expressed that the factors indirect the cross purchasing attitude of customers as well as customers attributes towards specific store.
3. Garretson, Fisher (2002) The consumer attitudes have some specific characteristics. The consumer's purchasing intention decided by the consumers attitude.
4. Akshay Diwate, Dr.Binod sinha and Dr.Vimal Bhatt. (2020). Customers age occupation and gender were significant factors induce buying behaviour of customers.

5. Dullar Anushree (2018) The study explained the relationship between customer and Management as a result of the details about various type of customers attitudes and behaviours, choice of the store and buying decision.

Objective of the study

1. To study the factors affecting customer's buying behaviour in supermarket.
2. To know which variety of the products are impulsive.
3. To know the availability of offers and services.
4. To analysis service rendered by the Supermarket.

Statement of the problem

Now a days it is found that there is a keen competition between variety of shops in the Market. The consumer's buying behaviour depends on customers needs wants and satisfaction. So there is essential need to analyse a study of consumer's buying behaviour to identify which type of the Problems faced by the supermarket This study is helpful to know the customers buying behaviour of selecting supermarket.

Research Methodology

Data source and sample Design

Primary data

Questionnaire method and Interviewing schedule used in this study.

Secondary data

Books, Reports, Journals, Websites

Sample Design

The present study followed the systematic convenient sampling technique where in respondents are selected base on researcher Judgment. Sample size 100 respondents.

Hypothesis

The services rendered by the supermarket do not satisfy the customers.

The researcher used simple percentage and chi-square test.

DATA ANALYSIS AND CALCULATION

TABLE 1: GENDER WISE CLASSIFICATION

S.No	Gender	Frequency	Percentage
1	Male	45	45
2	Female	55	55
Total		100	100

Source : Primary Data

It is clear from the above table that out of 100 respondents 55 respondents are female, 45 respondents are male.

TABLE 2: AGE WISE CLASSIFICATION OF CUSTOMERS

S.No	Age	Frequency	Percentage
1	Upto 20 Years	05	05
2	21 to 30 Years	46	46
3.	31 to 40 Years	31	31
4.	41 to 50 year	14	14
5.	51 and above	4	4
Total		100	100

Source: Primary data

From the above table displays the age group of the respondents. The respondents belonged to 21 to 30 years are occupying the leading petition in the age group that is 46% 31% are in the age group between 31 to 40 Years, 14 % of respondents belong to the age group of 41 to 50 years, 5 % are upto 20 Years, 4 % are above 51 years.

TABLE 3: MARITAL STATUS OF CUSTOMERS

S.No	Marital Status	Frequency	Percentage
1	Married	61	61
2	Unmarried	39	39
Total		100	100

Source : Primary data

The above table shows that out of 100 respondents, 61 respondents are getting married ; 39 respondents are unmarried. This reveals that 61 percent of customer are married.

TABLE 4: LEVEL OF EDUCATION

S.No	Level of Education	Frequency	Percentage
1.	Higher Secondary	9	9
2.	Diploma	16	16
3.	Under graduates	30	30
4.	Post graduate	45	45
Total		100	100

Source : Primary data

From the above table It shows that out of 100 respondents, only 9 respondents are at higher secondary level, 16 respondent are Diploma, holders 30 respondents have completed undergraduate 40 respondents are post graduate degree. So It is concluded that 45% of respondents are complete post graduate.

TABLE 5: OCCUPATION OF THE CUSTOMER

S.No	Occupation	Frequency	Percentage
1.	Student	10	10
2.	Government Employee	20	20
3.	Private Employee	28	28
4.	Business Man	15	15
5.	Professionalist	6	6
6.	Retired People	8	8
7.	House Wife	13	13
Total		100	100

Source : Primary data

The above table indicates that out of 100 respondents 28 % of respondents are private employees, 20 % are Government employees, 15 % are Business men, 13 % of respondents are House wives, 10 % of respondents are students, 8 % of respondents are retired person 6% of respondent are profession list, It is concluded that 69% respondents are employees, Professionalists and Business men.

TABLE 6: INCOME WISE CLASSIFICATION

S.No	Income	Frequency	Percentage
1.	Upto Rs.10000	8	8
2.	Rs.10,001 to Rs.20,000	15	15

3.	Rs.20,001 to Rs.30,000	19	19
4.	Rs.30,001 to Rs.40,000	26	26
5.	Above Rs. 40,001	32	32
Total		100	100

Source : Primary data

The above table clearly points out that out of 100 respondents, 8 % of respondents are earning upto Rs.10,000, 15 % of respondents are getting Monthly income between Rs. 10,001 to Rs.20,000, 19 % of respondent are earning the monthly income ranging from Rs. 20,001 to Rs.30,000, 26 % of respondents have the monthly income ranging between Rs. 30,001 to 40,000 and remaining 32 % are having monthly income above Rs.40,000 It is concluded that most of the respondents are earning between Rs. 30,001 to above 40,000.

TABLE 7: TYPE OF FAMILY

S.No	Family	Frequency	Percentage
1.	Nuclear Family	54	54
2.	Joint Family	36	36
3.	Large Family	10	10
Total		100	100

Source : Primary data

The above table shows that 54 respondents are having nuclear family, 36 respondents are join family, 10 respondents are large family. It is inferred from the table that 54% of respondents are having nuclear family.

TABLE 8: FACTORS INFLUENCING TO PURCHASE IN SUPERMARKET

S.No	Factors	Frequency	Percentage
1.	Own Interest	20	20
2.	Convenient location	28	28
3.	Recommended friends and relatives	12	12
4.	Trough Advertisement	17	17
5.	Service rendered by supermarket	23	23
Total		100	100

Source : Primary data

The above table displays that the factors influencing to purchase in supermarket 20 percent of respondents are preferred supermarket on their own interest, 28 percent of respondents are purchasing in supermarket for convenient location, 23% respondents are preferred in supermarket for services rendered by supermarkets, remaining 29% of respondents are purchased supermarket for recommended friends relatives and advertisement. These data are highlighting that majority of respondents are preferred in supermarket in their own interest, location and service rendered by supermarket.

TABLE 9 : PRODUCTS DISPLAYED NEATLY AND ATTRACTIVELY

S.No	Response	Frequently	Percentage
1.	Strongly Agree	20	20
2.	Agree	35	35
3.	Neutral	26	26

4.	Disagree	19	19
Total		100	100

Source: Primary data

From the above table reveals that 55% of respondents are selected supermarket for product displayed neatly.

TABLE 10: TYPE OF BUYER

S.No	Response	Frequently	Percentage
1.	First time buyer	7	7
2.	Occasional buyer	11	11
3.	Specific need buyer	19	19
4.	Regular buyer	63	63
Total		100	100

Source : Primary data

The Table clearly shows that 63 percent of respondents are regular buyers. Remaining 37 respondents are occasional, first time or specific need buyers.

Table 11: CUSTOMER'S OPINION TOWARDS GOOD STORE ENVIRONMENT IN SUPERMARKET

S.No	Response	Frequently	Percentage
1.	Strongly Agree	32	32
2.	Agree	58	58
3.	Neutral	9	9
4.	Disagree	1	1
Total		100	100

Source : Primary data

While analyzing the above table it is clear that 58 respondents are agreed good store environment is supermarket, 32 respondents response strongly agreed the same reason, 9 respondents are neutral. One respondent disagreed the statement. So It is inferred that, majority of the respondent agreed good stone Environment in supermarket.

TABLE 12: MORE VARIETIES OF PRODUCTS IN SUPERMARKET

S.No	Response	Frequently	Percentage
1.	Strongly Agree	26	26
2.	Agree	58	58
3.	Neutral	11	11
4.	Disagree	5	5
Total		100	100

Source : Primary data

The above table indicates that 58% of the respondents agreed. more varieties of products available in supermarkets, 26% of respondents have strongly agreed the same reason, 11% of respondents are neutral, 5% of respondent disagreed the statement. So It is understood that 58% of the respondents agreed More varieties of products in supermarket.

TABLE 13: BRANDED ITEMS ARE AVAILABLE IN SUPERMARKET

S.No	Response	Frequently	Percentage
1.	Strongly Agree	22	22
2.	Agree	58	58
3.	Neutral	16	16
4.	Disagree	4	4
Total		100	100

Source : Primary data

The above table clearly points out, that 80% of the respondents are agreed and strongly agreed the branded items are available in supermarket, 16% of respondents are neutral, 4% of respondents are disagreed. It is concluded that 80% of respondents agreed that statement.

TABLE 14: HUGE QUANTITY OF ITEMS ARE KEPT WITH OUT SHORTAGE

S.No	Response	Frequently	Percentage
1.	Strongly Agree	26	26
2.	Agree	54	54
3.	Neutral	14	14
4.	Disagree	6	6
Total		100	100

Source : Primary data

It is evident from the above table out of 100 respondents, 54 respondents are agreed the huge quantity of all products at any time without shortage, 26 respondents are strongly agreed for same reason, 14 respondents are Neutral ; 6 respondents are disagreed the above statement. It is clear that 54 respondents have agreed.

TABLE 15: TYPE OF PRODUCT PREFER BY RESPONDENTS

S.No	Response	Frequently	Percentage
1.	Groceries	32	32
2.	Cloths	5	5
3.	Snacks items	8	8
4.	House Hold things	36	36
5.	Eatables	12	12
6.	Cosmetics	7	7
Total		100	100

Source : Primary data

While analyzing the above table, it shows that 68% of the respondents are preferred Groceries and household things in supermarket, 5% of the respondents are purchased cloths 20% of the respondents are purchased snacks and Eatables, only 7% of the respondents purchased cosmetic items. It is inferred that 68% of the respondents purchased Groceries and Household things

TABLE 16: ACCURATE MEASUREMENT OF WEIGHTS AND GOOD QUALITY OF PRODUCTS

S.No	Response	Frequently	Percentage
1.	Strongly Agree	26	26

2.	Agree	42	42
3.	Neutral	25	25
4.	Disagree	7	7
Total		100	100

Source : Primary data

The above table reveals that 26 respondents are strongly agreed that the products are accurate weight and good quality in supermarket 42 respondents are agreed for some reason, 25 respondents are neutral 7 respondents are disagreed. So It is concluded that 68% of respondents agree the statement.

TABLE 17: BETTER PRICE AND OFFER POLICY

S.No	Response	Frequently	Percentage
1.	Strongly Agree	18	18
2.	Agree	47	47
3.	Neutral	29	29
4.	Diagree	6	6
Total		100	100

Source : Primary data

We can understand from the above table, 18% of the respondents are strongly agreed the supermarkets provide better price and good offer policy to the products, 47% of the respondents agreed that above reason, 29% of respondent are neutral, 6% of respondents are disagreed. So It is clear that majority of the respondent agreed better price and sales offers provide in the supermarket. Some supermarket give discount or cash back or buy 1 get 1 offer.

TABLE 18 : GOOD RELATIONSHIP BETWEEN STAFFS AND CUSTOMER

S.No	Response	Frequently	Percentage
1.	Strongly Agree	18	18
2.	Agree	36	36
3.	Neutral	36	36
4.	Disagree	10	10
Total		100	100

Source : Primary data

It is described from the above table 72 respondents are agreed and neutral of good relationship between staff and customers. Staffs are helped to the customers for easy purchasing 18 respondents are strongly agreed for the same reason, remaining respondents are disagreed. So It is clear that majority of the respondents agreed that the staffs supporting is very good.

TABLE 19 : REASONS FOR PURCHASING SUPERMARKET

S.No	Reasons	Frequently	Percentage
1.	Fashion	10	10
2.	Less Time Consuming	20	20
3.	Convenient working hours	15	15
4.	Arrangement of physical facilities	20	20

5.	Self - servicing	25	25
6.	Purchasing system	10	10
Total		100	100

Source : Primary data

It is clear from the above table majority of the respondents nearly 80% of the respondents are selected the supermarket for time consuming, physical facilities like lift, escalator etc. Convenient working hours and self servicing, remaining 20% of the respondents preferred supermarket for fashionable things and purchasing system.

TABLE 20: PLEASANT AND QUICK SHOPPING EXPERIENCE OF SUPERMARKET

S.No	Response	Frequently	Percentage
1.	Strongly agree	11	11
2.	Agree	50	50
3.	Neutral	32	32
4.	Disagree	7	7
Total		100	100

Source : Primary data

The above table displays that 93% of the respondents are preferred supermarket for pleasant and quick shopping experience, remaining 7% of the respondents are disagreed. It is concluded that 93% of the respondents are agreed pleasant and quick shopping experience of supermarket.

TABLE 21: ATTITUDE ABOUT CUSTOMER SERVICES

S.No	Response	Frequently	Percentage
1.	Poor	20	20
2.	Satisfactory	67	67
3.	Good	13	13
Total		100	100

Source : Primary data

The above table shows clearly that 67 of them are satisfied the service rendered by the supermarket. 13 respondents given their opinion as good and only 20 respondents feels that the services rendered by the supermarket is poor.

Hypothesis

1. The service rendered by the supermarket do not satisfy the customers.

To test the above hypothesis the researcher used Chi-square test

Observed frequency

S.No	Response	Customer Service
1.	Poor	20
2.	Satisfactory	67
3.	Good	13
Total		100

Expected frequency – $100/3 = 33.33$

Chi – Square test

O	E	O – E	(O - E) ²	(O – E) ² /E
20	33.33	-13.33	177.69	5.33
67	33.33	33.67	1133.67	34.01
13	33.33	-20.33	413.31	12.39
Total				51.73

$$D.F = C-1, 3-1 = 2$$

For 2 degrees of freedom at 5% level of significance is 5.99. Since the calculated value is higher than that of table value. The hypothesis is rejected therefore the customers are satisfied with services rendered by the supermarket.

TABLE 22: RATE OF RETURN POLICY OF SUPERMARKET

S.No	Response		
1.	Poor	5	5
2.	Satisfactory	44	44
3.	Good	52	52
Total		100	100

Source : Primary data

The above table shows that 95% of respondents give Good and satisfactory for Rate of Return Policy of supermarket. So the maximum consumer prefer supermarket for shopping.

TABLE 23: SUPERMARKET IS MORE AFFORDABLE

S.No	Response	Frequency	Percentage
1.	Yes	85	85
2.	No	15	15
Total		100	100

Source : Primary Data

From the above table shows that, 85% of the respondents prefer supermarket for more affordable price and save money.

Findings

- ❖ 55% of the respondents are female.
- ❖ 77% of the respondents are in the age group of 21 – 40 Years.
- ❖ 61% of the respondents are married.
- ❖ 75% of the respondents are graduates.
- ❖ 28% of the respondents are private employee.
- ❖ Majority of the respondents are earning between Rs.30,001 to above 40,000.
- ❖ 55% of the respondents prefer supermarket for neat and attractive display of the product.
- ❖ 58% of the respondents agreed good store environment.
- ❖ 58% of the respondents feel that the reason for buying supermarket is more variety of products.
- ❖ 80% of the respondents are agreed Branded items are available in the supermarket.
- ❖ 68% of the respondents agreed that the supermarket supply correct weight and good quality of products.

- ❖ Majority of the respondents feel that better price and sales offers provided supermarkets.
- ❖ 67% of the respondents are satisfied the customer services rendered by the supermarket.

Conclusion

Now – a – days, the social Media is advance So, all the people get knowledge about the supermarket and Retail trade. The people search variety of products for their need in low price. They compare the product prices and offers with many other stores. The supermarket must offer more promotional activities and provide huge sales offers to the product. In the fast moving world, time consuming is very essential. So the youngsters prefer supermarkets for purchasing all commodities under one roof. People want good atmosphere and pleasant shopping method. So supermarket is better one. Now, supermarket provide more services to their customers the research concludes that the above reasons are induced the people to buy in supermarket. So the people are having Interest in purchasing goods from supermarket.

Reference

- [1]. Abralt and Goodey (1990) “Unplanned buying and instore stimuli in super market’ Management decisions and economics, (11); 11 – 12.
- [2]. Akshy Diwate, Dr. Binod sinha, and Dr.Vimal Bhatt. (2020)” Study on Impulsive Buying Behaviour Among consumers in supermarket in pune city” Journal of University of Shanghai for science and Techonology Vol.22, issue pa. 131 to 144
- [3]. Bhakat. G.M. (2013) A Review of Impulse Buying Behaviour International Journal of Marketing Studies. 5 (3) 149, 152, 153.
- [4]. Cho. J., Ching, G.S and Luong T.H (2014) Impulse buying behavior of Vietnamera consumers in supermarket selling, International Journal of Research studies in Management, Vol 3 (2), 33 – 50.
- [5]. Dr.Sangamesh Hugar (2022) A study of consumer Buying Behaviour towards Retail Store. “International Journal of Creative Research Thoughts (IJCRT) Vo – 10. Issu 6 Pa.942-951.
- [6]. Dullar, Anushree Customer Relationship Management in Retail Sector with special reference to select organized Retailers in Rajasthan, Banasnthali Vidyapith University Dept. Of management.
- [7]. Garretson J.A.Fisher.D and Barton.S (2002) “Antcedents of Private lable attitude and national brand attitude similarities and differences journal of retailing vol.78 pa. 91-99.
- [8]. Goswami P and Mishra M.S (2009) “World Indian Consumers move from Kirana Store to organised retailers when shopping groceries” “Asia Pacific Journal of Marketing and Logistics Vol 21 (1) P.127 – 143.
- [9]. J.Hemalatha (2019) Cress shoping behavior or Retail cusomers with reference to supermarkets and traditional stores, B.S.Abdur Rahman University.
- [10]. Rook, D.W (1987)” The Buying Impulse Journal of consumer Research Vol 14, PP. 188-199.
- [11]. Weerathuga A.K and Pathmini M.G.S “Impact of Sales promotion on Consumer’s Impulse Buying Behaviour (IBB) ; Study in Supermarket in Anuradhapura City IRSY RUST 2015)