CHAPTER - V
SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

Objective: 1 To Study the Demographic Characteristics of Consumers who prefer to make their purchases from supermarkets.

Majority (43.5%) of consumers are preferred at the medium level towards supermarkets.

It is found from the analysis that maximum of the urban consumers have mostly preferred supermarkets than rural consumers.

It is found from the analysis that maximum of the respondents belong to the age group of 15-25 years have preferred supermarkets than other age group of the respondents. It is proved by the ANOVA test at 5 percent level of significance difference between age of the consumer and their preference towards supermarkets.

It is stated from the analysis that maximum of the male respondents have preferred supermarkets than female respondents. It is proved by the ANOVA test at 5 percent level of significance difference between gender of the consumer and their preference towards supermarkets.

It is found from the analysis that maximum of the respondents educated at school level have preferred supermarkets than other educational qualification of the respondents.
It is noted from the analysis that maximum of the Govt. service respondents have preferred supermarkets than other occupational status of the respondents. It is proved by the ANOVA test at 5 percent level of significance difference between occupational status of the consumer and their preference towards supermarkets.

It is found from the analysis that maximum of the respondents who are earning above Rs.25000 as their monthly income have preferred supermarkets than other categories of monthly earning of the respondents. It is proved by the ANOVA test at 5 percent level of significance difference between monthly income of the consumer and their preference towards supermarkets.

It is noted from the analysis that maximum of the single respondents have preferred supermarkets than married respondents. It is proved by the ANOVA test at 5 percent level of significance difference between marital status of the consumer and their preference towards supermarkets.

It is noted from the analysis that maximum of the respondents belonging to nuclear family have preferred supermarkets than joint family respondents. It is proved by the ANOVA test at 5 percent level of significance difference between type of family of the consumer and their preference towards supermarkets.

It is found from the analysis that maximum of the respondents having 4-6 members in their family have preferred supermarkets. It is proved by the
ANOVA test at 5 percent level of significance difference between number of members in their family and consumer preference towards supermarkets.

It is noted from the analysis that maximum of the respondents who are visiting for up to 1 year have preferred supermarkets than other respondents. It is proved by the ANOVA test at 5 percent level of significance difference between period of visiting and consumer preference towards supermarkets.

It is noted from the analysis that maximum of the respondents who are visiting for once in a month have preferred supermarkets. It is proved by the ANOVA test at 5 percent level of significance difference between frequency of visiting and consumer preference towards supermarkets.

It is noted from the analysis that maximum of the respondents who purchasing for above Rs.3000 have preferred supermarkets. It is proved by the ANOVA test at 5 percent level of significance difference between purchasing range and consumer preference towards supermarkets.

It is found from the analysis that maximum of the respondents who paying through gift voucher have preferred supermarkets. It is proved by the ANOVA test at 5 percent level of significance difference between mode of payment and consumer preference towards supermarkets.

It is found from the analysis that the variables monthly income level, type of family, family size and purchase range are having positive correlation with consumer preference towards supermarket and the variable age,
occupational status, period of visiting and mode of payment are having negative correlation with consumer preference towards supermarkets.

From the multiple regression analysis, the following observation could be made. The level of consumer preference towards supermarkets is positively associated with their Location, Age, Educational Qualification, Occupational Status, Monthly Income Level, Type of family, Family Size, Period of visiting, Frequency of visiting and Mode of Payment in the study area.

Objective: 2 To determine the level of awareness about organized retail outlets among the consumers of supermarkets in the study area.

It is noted from the analysis that maximum of the respondents who are having high level of awareness have preferred supermarkets than other level of awareness of the respondents.

From the ANOVA analysis, it is found that there is no significant difference between awareness of the consumer and their preference.

It is found from the analysis that majority (59.6%) of the respondents aware about the supermarkets for 1-3 years.

It is noted from the analysis that majority (55.0%) of the respondents are aware about the supermarkets from their friends & relatives.

It is stated from the analysis that majority (34.7%) of the respondents are aware about the supermarkets from other consumers.

It is found from the analysis that majority (82.8%) of the respondents know about discount offered by the supermarket in seasonal / festival period.
Objective: 3 To analyze the various factors that influences the consumer behavior while making their purchases in Supermarkets.

It is found from the analysis that majority (52.2%) of the respondents are purchasing in supermarket in their favourite days based on their convenience.

It is stated from the analysis that majority (44.7%) of the respondents are preferred any time / based on convenience for purchasing their items in supermarket.

It is noted from the analysis that majority of the respondents are preferred the particular supermarkets with influence of ‘convenience of location and time’ and ‘credit/debit card facility’.

It is noted from the analysis that majority (66.9%) of the respondents are the regular consumer.

It is stated from the analysis that majority (44.1%) of the respondents are influenced by their own decision at the time of purchase.

It is found from the analysis that majority (36.0%) of the respondents preferred with their friends while purchasing in supermarkets.

It is found from the analysis that majority (36.8%) of the respondents are visiting the supermarkets for purchasing the special products.

It is stated from the analysis that majority (31.6%) of the respondents are shopping in the neighbourhood kirana stores.

It is noted from the analysis that majority (27.9%) of the respondents are purchasing because of reach ability in the supermarkets.
It is found from the above analysis that majority (79.4%) of the respondents are purchasing fruits & vegetables daily at the maximum level.

It is noted from the analysis that majority (34.3%) of the respondents are preferred whenever required for purchasing the items.

It is stated from the analysis that majority (47.8%) of the respondents are travelling less than 2 km to purchase.

It is found from the analysis that majority (29.1%) of the consumers are getting gifts while purchasing in supermarkets.

It is observed from the analysis that majority (52.2%) of the consumer’s opined moderate towards the price of the supermarkets.

It is stated from the analysis that majority (57.2%) of the consumers are agreed towards the statement ‘prefer to visit store as it saves time and energy’ while purchasing in supermarkets.

It is found from the analysis that majority (52.9%) of the respondents opined that the monthly expenditure is remain same while shopping at supermarkets.

Objective: 4 To identify the problems faced by the consumers of supermarkets in Salem district.

From the analysis, it is inferred that maximum of the consumers were opined that “insufficient air circulation” and “after sales service” were the important problems faced by the consumers while utilizing the services offered by the supermarkets.
It is found from the analysis that majority (41.0%) of the respondents buy if the product from the different supermarkets immediately.

It is noted from the analysis that majority (92.7%) of the consumers opined that the supermarkets are allowing the replacement of the damaged or perished products.

**Objective 5. To explore the level of satisfaction of the consumers in their purchases from supermarkets.**

From the analysis, it is identified that maximum level of satisfaction towards supermarkets perceived by the respondents who are having high level of awareness. It is proved by the chi-squared test at 1 percent level of significance association between awareness of the consumer and level of satisfaction towards supermarkets.

From the analysis, it is inferred that the maximum level of consumer satisfaction towards supermarkets perceived by the respondents who lived in rural area.

From the analysis, it is inferred that the maximum level of consumer satisfaction towards supermarkets perceived by the respondents in the age group of 15-25 years. It is proved by the chi-squared test at 1 percent level of significance association between age and level of satisfaction towards supermarkets.

From the analysis, it is noted that the maximum level of satisfaction perceived by the male respondents towards supermarkets in study area. It is
proved by the chi-squared test at 1 percent level of significance association between gender and level of satisfaction towards supermarkets.

From the analysis, it is identified that maximum level of satisfaction towards supermarkets attained by the school level qualified respondents. It is proved by the chi-squared test at 1 percent level of significance association between educational qualification and level of satisfaction towards supermarkets.

From the analysis, it is identified that maximum level of satisfaction attained by Govt. service respondents towards supermarkets. It is proved by the chi-squared test at 5 percent level of significance association between occupational status of the consumer and level of satisfaction towards supermarkets.

From the analysis, it is identified that maximum levels of satisfaction towards supermarkets have perceived by the respondents whose monthly income level of above Rs.25000. It is proved by the chi-squared test at 1 percent level of significance association between monthly income of the consumer and level of satisfaction towards supermarkets.

From the analysis, it is concluded that the maximum level of satisfaction towards supermarkets perceived by the single respondents.

From the analysis, it is identified that maximum level of satisfaction towards supermarkets have perceived by the respondents of nuclear family. It is proved by the chi-squared test at 1 percent level of significance
association between type of family and level of satisfaction towards supermarkets.

From the analysis, it is identified that maximum level of satisfaction towards supermarkets perceived by the respondents who are having 4-6 members in their family. It is proved by the chi-squared test at 1 percent level of significance association between family members and level of satisfaction towards supermarkets.

From the analysis, it is identified that maximum level of satisfaction towards supermarkets perceived by the respondents who are visiting for up to 1 year. It is proved by the chi-squared test at 1 percent level of significance association between period of visiting and level of satisfaction towards supermarkets.

From the analysis, it is identified that maximum level of satisfaction towards supermarkets perceived by the respondents who are visiting for once in a week. It is proved by the chi-squared test at 1 percent level of significance association between frequency of visiting and level of satisfaction towards supermarkets.

From the analysis, it is identified that maximum level of satisfaction towards supermarkets perceived by the respondents who are purchasing for above Rs 3000. It is proved by the chi-squared test at 1 percent level of significance association between purchasing range of the consumer and level of satisfaction towards supermarkets.
From the analysis, it is identified that maximum level of satisfaction towards supermarkets perceived by the respondents who are paying direct cash while purchasing. It is proved by the chi-squared test at 1 percent level of significance association between mode of payment and level of satisfaction towards supermarkets.

It is found from the analysis that majority (57.8%) of the respondents are mainly satisfied with the factor “return policy” in supermarkets.

It is stated from the analysis that majority (79.0%) of the consumers are willing to recommend the supermarkets to friends and relatives.

It is noted from the analysis that majority (64.9%) of the consumers opined that they will spend more at supermarkets in their future.

It is found from the analysis that majority (37.1%) of the consumers expected feasibility in the supermarkets.

It is stated from the analysis that the variables monthly income level, type of family and family size are having positive correlation with consumer satisfaction towards supermarket and the variable age, educational qualification, occupational status, period of visiting and mode of payment are having negative correlation with consumer satisfaction towards supermarkets.

From the analysis, the observation is made that the level of consumer satisfaction towards supermarkets is positively associated with their Location, Age, Educational Qualification, Occupational Status, Monthly
Income Level, Marital Status, Type of family, Family Size, Period of visiting, Purchase Range and Mode of Payment in the study area.

The present study has divided the consumer satisfaction into four categories. The consumers were named the first factor as ‘Quality Conscious Consumers’. Second kind of consumers has been named as ‘Promotion Conscious Consumers’. Third factor was named by the researcher as ‘Price Conscious Consumers’. The researcher named the fourth following factor as ‘Environmental Conscious Consumers’ which is essential for the retailers in identifying the buying behaviour of consumers.

5.2 SUGGESTIONS

Based on the analysis and interpretations, the research offers the suitable suggestions to improve the performance of Supermarkets.

- In order to inculcate the concept “Complaining customer is a contributing customer”. The authorities of the supermarket can have consumer feedback system to pave the opportunity for the customers to lodge a complaint. To support this system, stores can think about creating toll free numbers for customers to interact with the company.

- It is observed that most of the stores in Salem are having inadequate space for parking. This makes the four wheeler riders to think about the competitor store.

- Some supermarkets are used to issue loyalty card to their customers. But surprisingly they fail in attracting and retaining their customers in their
stores. They should think about proper implementation of customer relationship program. It is found that CRM program is not yet implemented in Supermarkets located in Salem.

- Today no one in the supermarket is ready to wait longer time in the checkout counter for billing. Hence, it is suggested that supermarkets can built more number of checkout counters to speed up the billing process. On the other hand, store could open more checkout counters temporarily between 1st and 15th of every month to manage huge footfalls during these days.

- With the highest retail density in the world, the customers are sure to find a local food and grocery retailer, very close to their homes. It is justified in the research that every customer regardless of their store choice they are expected to shop in the convenient place. Most of the shoppers are not ready to travel more than 5 Km to reach the store. Hence, supermarkets are advised to have more number of neighbourhood store formats.

- This research enunciates that the fair number of customers is not fully satisfied with the services offered by the supermarkets. They are satisfied with convenience and value for money aspects of the store. Now this is the right time to introduce ‘Shoppertainment’ concept to encourage them to buy. To implement this strategy, stores can play some music inside the store to remove monotony among the customers in browsing the product.

- The penetration of the retailing experience is low in Salem. Companies must opt for establishing newer supermarkets and thereby develop experiences in such areas too.
• Supermarkets must provide for effective supply chain management, the operating and distribution costs should be kept low, reflecting in lower product prices for customers.

• Supplier maturity, in terms of adherence to delivery schedules and delivering the quantity ordered, is an issue requiring greater consideration.

• Supply chain and customer relations followed by merchandising, facilities management, and vendor development are areas which have significant gaps and proactive training is a key imperative for overcoming these.

5.3 CONCLUSION

Retail sector has become one of the most dynamic growing sectors in recent time. It has got airborne and the concept of organized retailing and better distribution and logistics has set in. It has always been an integral part of economic development. It contributes to the development by matching the individual requirements of the population with the producers and suppliers of merchandise. It is a clear indication of the spending pattern of the consumers of a country. By bringing the products to the consumers, they are helpful in creation of demand of new offers leading to the expansion of market.

The retail arena today is very different-the opportunities are incredible but exploiting them is extremely tough. A successful retail enterprise needs to have a vast network of people and error-free processes in place. The Indian consumers are becoming increasingly sensitive in their expectations of products and services, in which a higher standard of quality of delivery is being demanded. They know what they want. They are tough critics, savvy purchasers.
At present, India is in amazing situation. The economy is growing very well and supermarket is booming with bigger players, both global and home grown, entering the market. The challenges are huge too, whether it is setting the supply chain or inventory management. In the first phase of the retail revolution, the focus of entrepreneurs was largely on capturing the consumers’ attention and providing them with a new shopping experience. However, retail revolution is not just about the new shopping ambience. Going forward, the rising scale of organized retail contribution network and increasing competition will force players to focus on restructuring the whole supply chain, improve productivity and provide a better deal to customers.

Thus, to conclude that with the opening up of FDI and emergence of many large Indian players like Reliance, Birla Group etc., the retail industry is undergoing several changes. The store size has started to bulge, investments began to skyrocket, ambience and skilled salesmen are being pressed into and competition has become cutthroat. The survival of the retailer, irrespective of size, big or small, has become difficult. Supermarkets are yet to get the great Indian middle class and rural India in their fold that may take a very long time to happen because it is extremely difficult to break cultural and demographic barriers. Retail is a multi faceted industry serving market segments carrying diverse business needs and service requirements. Forces of globalization, consolidation and customization, has significantly changed the traditional retail model. Retailers today are seriously analyzing these multiple challenges while trying to increase sales and achieve profit targets.

From the overall analysis of the study, majority of the consumers are ready to purchase products from Big Giant retail outlets. Most of the consumers are not
satisfied with the services of their present retail stores. So the retail stores must provide the customers with good ambience and positive shopping experience in terms of ease of shopping.

By adopting their marketing strategy in alignment to the suggestions made, the retailers can face the competition from the global players and can effectively target the customers. Understanding the consumer buying behaviour will enable the retailer in targeting the consumer and retaining them for that the firm can establish itself.