



BUYERS CONTENTEDNESS TOWARDS HYPERMARKET WITH SPECIAL REFERENCE TO SPAR

Joshika G¹, Dr. P. Kannan²

¹II – M.COM, Department of Commerce

²Associate Professor, Department of Commerce with Information Technology

Dr. N.G.P Arts and Science College, Coimbatore-48

ABSTRACT

Alike IT industry, retail industry is also a blooming industry in India. SPAR is the world's leading voluntary food retail chain. It is now famous across the world as a symbol of quality and value. One of spars key strategy is it became expert in operating a highly efficient distribution channel, for 50 years of experience in wholesale distribution. This research is conducted to understand the buyers contentedness towards SPAR hypermarket in Coimbatore city. The objective of the study is to understand the buying behaviour and satisfaction towards various products offered by SPAR and also to analyse the level of satisfaction while shopping at SPAR hypermarket. SPAR is a big retail giant which provides various kinds of products line for its buyers. This research study is conducted mainly to understand the buyers contentedness and the marketing strategy opt by the SPAR to be successful in this industry. Research methodology adopted in this research study is descriptive in nature and random sampling method is used with a sample size of 115 respondents through structured questionnaire directly with the respondents. The findings and suggestions are based on the outcome of the study.

KEYWORDS: buyers contentedness, marketing strategy, buying behaviour, SPAR.

INTRODUCTION

Buyers contentedness is measured through how happy and satisfied by the products and services offered by a company to its customer. Buyers' satisfaction also includes after sales services that includes exchanges and etc which gives faith for the buyers towards that brand. SPAR business started with one Dutch store 1932 and now comprises more than 13900 stores in over 48 countries on four continents. SPAR is a license agreement between the Dubai based Landmark Group's Max Hypermarkets India Pvt. Ltd. and SPAR International in India. SPAR is all-in-one hypermarket that offers wide variety of quality products in every category ranging from FMCG, home care, farmer's market, health & beauty, fashion, kids and baby world to its customers under one roof. Their mission is to be creative, energizing and effective marketing, merchandising and distribution services business in the world as measured by the success of our clients and growth of our people.

OBJECTIVE

- To know buyers contentedness towards spar.
- To know the buyer's buying behaviour towards spar.
- To analyse the satisfaction level of buyer's experience while shopping in spar.

RESEARCH METHODOLOGY

This study is based on empirical research by conducting survey. Research methodology adopted in this research study is descriptive in nature and convenient random sampling method is used with a sample size of 115 respondents through structured questionnaire with google forms. This study is limited to Coimbatore city.

ANALYSIS AND INTERPRETATION

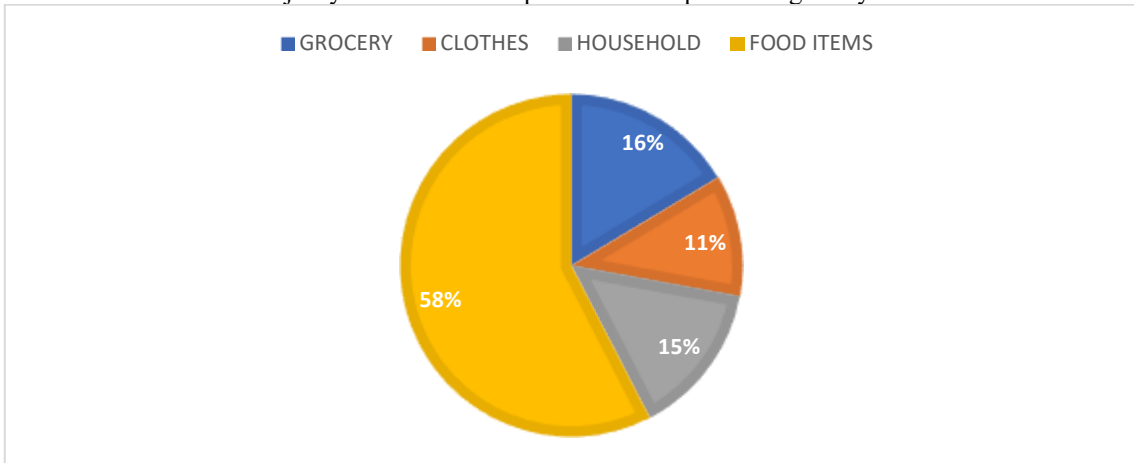
**TABLE 1
PRODUCT PREFERENCE IN SPAR**

S.NO	PRODUCT PREFERENCE	NO. OF RESPONDENTS	PERCENTAGE
1	Grocery	53	34.2
2	Clothes	47	23.9
3	House hold	37	30.3
4	Food items	18	11.6
	TOTAL	155	100



INTERPRETATION

It is observed from the above table majority 34.2% of the respondents have preferred grocery.

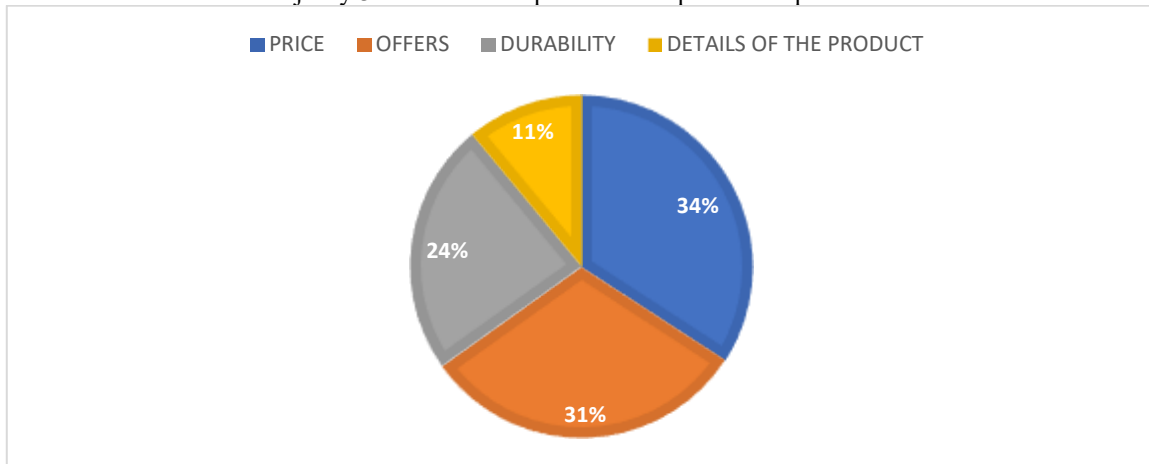


**TABLE 2
FEATURES IN A PRODUCT**

S.NO	FEATURES IN A PRODUCT	NUMBER OF RESPONDENTS	PERCENTAGE
1	Price	53	34.2
2	Offers	48	31
3	Durability	37	23.9
4	Details of the Product	17	11
	TOTAL	155	100

INTERPRETATION

It is observed from the above table majority 34.2% of the respondents see prices in a product.



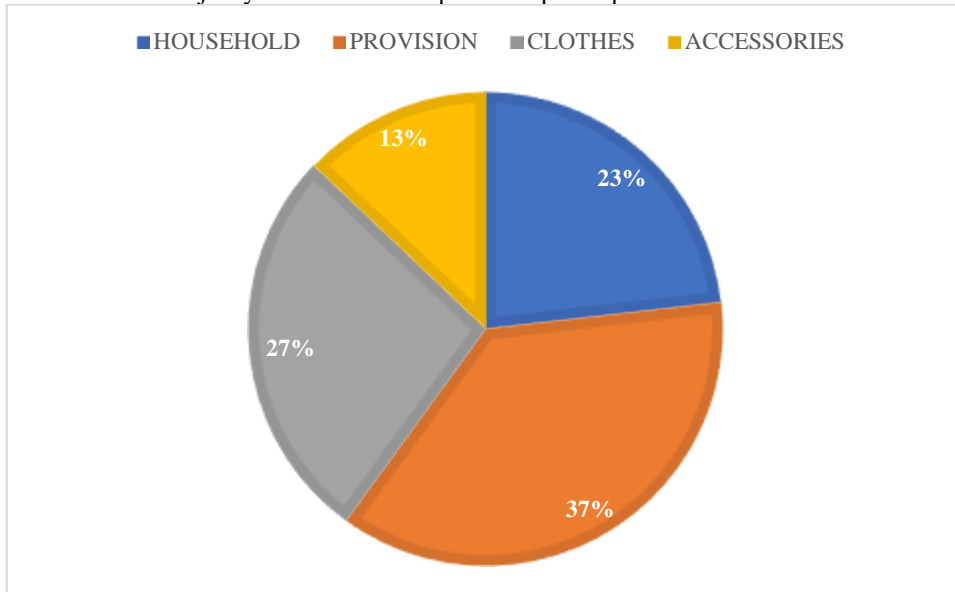
**TABLE 3
WHICH SECTION YOU PREFER IN SPAR**

S.NO	WHICH SECTION YOU PREFER IN SPAR	NUMBER OF RESPONDENTS	PERCENTAGE
1	Household	36	23.2%
2	Provision	57	36.8%
3	Clothes	42	27.1%
4	Accessories	20	12.9%
	TOTAL	155	100%



INTERPRETATION

It is observed from the above table majority 36.8% of the respondents prefer provision section in SPAR.



**TABLE 4
DIFFERENT BRAND AVAILABILITY**

S.NO	DIFFERENT BRAND AVAILABILITY	NUMBER OF RESPONDENTS	PERCENTAGE
1	Satisfied	84	50.1
2	Highly satisfied	48	30
3	Neutral	15	8.6
4	Dissatisfies	17	10
5	Highly satisfied	1	1.3
	TOTAL	155	100

INTERPRETATION

It is observed from the above table that majority 50.1% of the respondents are satisfied with different brand availability in SPAR.

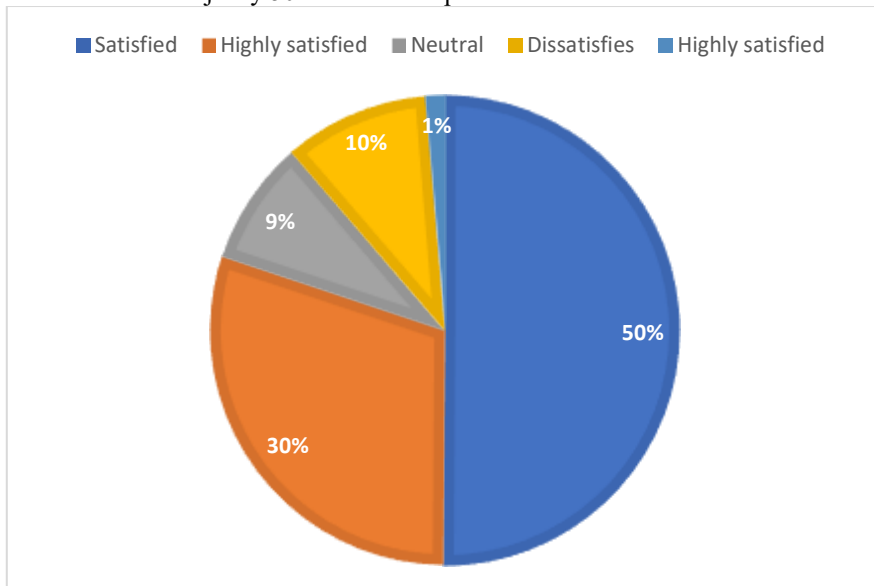




TABLE 5
RESPONSE OF THE SALES REPRESENTATIVE

S.NO	RESPONSE OF THE SALES REPRESENTATIVE	NUMBER OF RESPONDENTS	PERCENTAGE
1	Satisfied	31	20
2	Highly satisfied	70	45.3
3	Neutral	34	21.9
4	Dissatisfies	10	6.4
5	Highly satisfied	10	6.4
	TOTAL	155	100

INTERPRETATION

It is observed from the above table that majority 45% of the respondents are highly satisfied with the response of the sales representatives to the buyers.

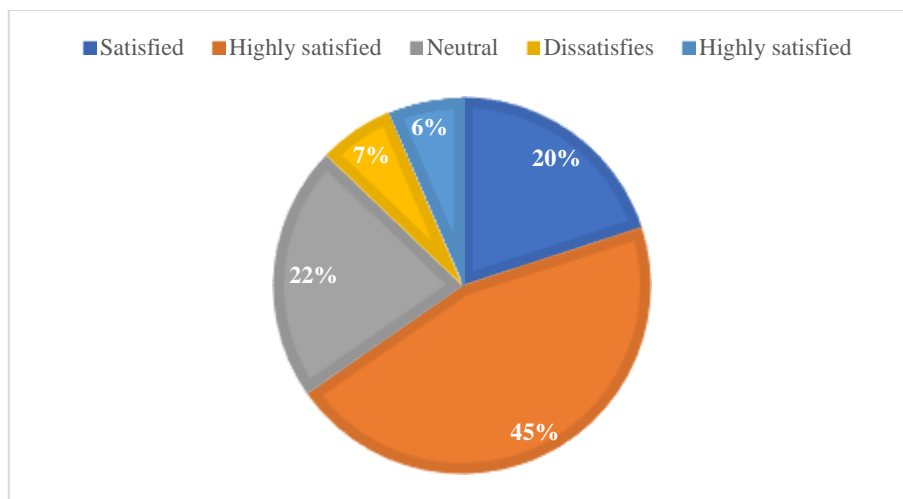
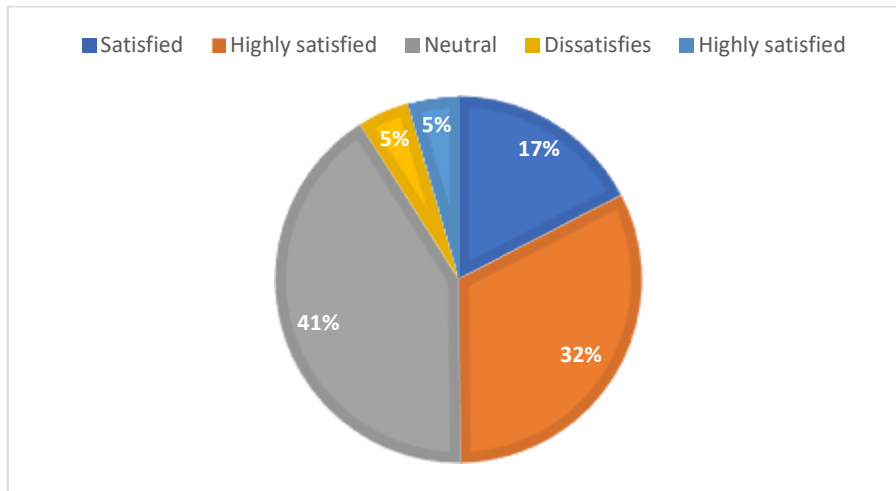


TABLE 6
SAFETY MEASURE OF SPAR

S.NO	SAFETY MEASURE OF SPAR	NUMBER OF RESPONDENTS	PERCENTAGE
1	Satisfied	27	17.4
2	Highly satisfied	50	32.4
3	Neutral	64	41.2
4	Dissatisfies	7	4.5
5	Highly satisfied	7	4.5
	TOTAL	155	100

INTERPRETATION

It is observed from the above table that majority 41% of the respondents choose moderate for safety measures in SPAR.



WEIGHTED AVERAGE

**TABLE 1
LEVEL OF SATISFACTION**

FACTOR	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	MEAN SCORE
Different brands availability	84	48	15	7	1	155	4.33
Response of sales representative	31	70	34	10	10	155	3.66
Safety measure of SPAR	27	50	64	7	7	155	3.53
Quality of product	43	40	41	22	9	155	3.56
Parking facility	35	45	45	15	15	155	3.45
Availability of products	50	45	37	12	11	155	3.72
	250	180	111	24	11	576	

INTERPREETATION

The above table shows the satisfaction level of customer towards different factors such as different brands availability, response of sales representative, safety measure of SPAR, quality of product, parking facility and availability of products. Highest mean score 4.33 from different brands availability.

CONCLUSION

SPAR is a hypermarket as it provides various kinds of goods like apparels, grocery, stationary, food items, electronic items, watches, jewellery, crockery, decorative items, chocolates, ice creams, beverages and much more. It completes all socially stores of different products which provides at good quality for the money value. It holds a large customer based and it seemed from the study that the customer is quite satisfied with SPAR. The customers are also satisfied with the different brand availability, response of sales representatives, quality of the products and services such as parking/gift wrapping facilities, packing facilities, refreshment facilities, shopping carts, alterations, complaints and return handlings as well as the pricing for the facilities. However, many services fall short of the expectations of the customers, e.g., parking, baby strollers, fitting/trial rooms, personal assistance in selecting merchandise, washroom, drinking water facilities, billing facilities, store environment and warranties.

The mainly concentrates on higher-income groups, but it should also give equal attention to middle-income groups because as most of the Indians are lying under the middle-income group category. It can give more offers and discounts to attract more customer base. It can be concluded that customer satisfaction is very important. Thus, though customer satisfaction does not guarantee repurchase on the part of the customer but still it plays a very important part in ensuring customer loyalty and retention. Therefore, organizations should strive to ensure that their customers are very satisfied.