

Customer Preference Towards The Purchase In Super Markets With Special Reference To Aditya Birla Retail Ltd (More Super Market) At Chennai

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ABSTRACT

At present retail stores facing more competition in retailing business. Good store design increase the visiting of more customers in to the store and increase the store goodwill, and price also plays major factor to use the customer giving preference and selection of the store. And as industry research has shown, there is much need to know the customer expectations, customer preferences and their store choices (features) and in this marketing project, we will find out solutions to identify the customer preference which will getting more customers and getting more profits. The survey is being conducted for the ADITYA BIRLA RETAIL LTD more supermarket based in CHENNAI city, to find out the customer preferences in choosing more supermarket. It is required to find out the preferences based on certain aspects (price, income, quality, satisfaction level of customers). The researcher has used factor analysis, ANOVA, t-test and regression analysis to interpret the study. This study focuses on analyzing the consumer's preferences of the specific attributes of retail store in Chennai, ADITYA BIRLA RETAIL LTD. The study starts with reviewing the earlier works in this area.

Keywords: Retail stores, customer preferences, customer expectations, stores choice

INTRODUCTION

The retail firms are spending a lot of their marketing resources to keep existing customers rather than to attract new ones. Customer satisfaction plays a key role in customer retention and also is a major differentiating factor among retail stores. Delivering satisfaction to the consumers has become one of the major drivers of profitability. In this scenario, the firms have to work on what attracts consumers and what will make them not to shift their choice towards competitors. Working out strategies in this direction requires a thorough understanding of the preferences of the consumers on the attributes that are considered of much significance

COMPANY PROFILE

ADITYA BIRLA RETAIL LIMITED

Aditya Birla Retail Limited (ABRL) is the retail arm of Aditya Birla Group, a \$41 billion corporation. The company ventured into food and grocery retail sectors in 2007 with the acquisition of Trinethra Super Retail and subsequently expanded its presence across the country under the brand 'more' with two formats supermarkets and Hypermarkets.

In keeping with its motto Quality 1st, ABRL takes pride in being the first ever Indian food and grocery retailer to receive the Food Safety Management System (FSMS) certification. The company bagged the award for ensuring that manufacturing, storage, distribution and sales of food adhere to the highest quality standards. The Aditya Birla Science and Technology Centre in Taloja drives the quest for world-class quality through extensive research and development across food and non-food categories.

Supermarket

More Conveniently located in neighborhoods, more supermarkets cater to the daily, weekly and monthly shopping needs of consumers. The product offerings include a wide range of fresh fruits and vegetables, groceries, personal care, home care, general merchandise and a basic range of apparels. Currently, there are 487 supermarkets across the country.

Own Brands

Strives to delight customers through a wide range of brands that deliver high quality at attractive prices across ready-to-eat food, beverages tea staples, cereals, instant mixes, papad, pickles, apparel, footwear, household cleaning essentials, personal care and devotional products. The power brands — VOW, Kitchen's Promise and Feasters — deliver world-class quality to discerning consumers. All these brands are developed in-house.

In addition, Own Brands across categories include selecta, Prarthana, More Choice, More Value, Paradise, Bluearth, TRU, Bjoyzz, Karinee, Kruff Jeans Company, Berwins, Incheels, Chatter Kids and Yo. ABRL aspires for its range of brands to be a customer's most preferred brand across product categories. ABRL's research and development centre in Taloja, spread across 3,380 square feet, formulates, tests and develops food as well as non-food products. Each of our brands undergoes stringent testing for shelf life and consumer acceptance before they are made available commercially. The vision of the company is to be the foremost Retail Brand which makes India healthy and happy, with an obsession to provide wholesome and freshest foods. Passionately deliver convenient, competitive and meaningful solutions to the evolving regular needs of the Indian consumer in a sustainable and responsible manner. **The Awards and achievements of the company :** More Quality 1st Supermarket wins Coca Cola Golden Spoon Award 2017 for 'Images Most Admired Food & Grocery Retailer of the Year'. Aditya Birla Retail Limited bagged the World Retail Award 2016 for Retail Transformation and Re-invention at the World Retail Awards Congress, held in Dubai, UAE. Aditya Birla Retail Ltd. has been awarded the TOP 10

RETAILERS Certificate of distinction by Retail Asia at the Retail Asia-Pacific Top500 2015 Awards More Megastore won the Coca Cola Golden Spoon Award 2016 by IMAGES in the category of Most Admired Large Format Food & Grocery Retailer of the Year.

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE:

To analyze the customer preference towards the purchase of retail products.

SECONDARY OBJECTIVE:

To rank the purchase behavior of the customer, to identify the factors that influence the customer to purchase their products and to identify the customer expectation towards the product purchase.

REVIEW OF LITERATURE

Boo Ho Voon (2006) Managing Service Quality, Vol. 17, Issue: 6, pp.595-619. A study and the research was to empirically develop a service - driven market orientation construct and test its relationships with service quality. The results show that the service - driven market orientation (SERVMO) that consists of six components (customer orientation, competitor orientation, inter-functional orientation, performance orientation, long-term orientation and employee orientation) has a significantly strong and positive relationship with service quality

Bo Edvardsson Managing Service Quality, 2005, Vol. 15, Issue: 2, pp.127-131. The focus is on the role of customers' emotions in service experiences. The paper presents six propositions related to service experiences when consuming services and the role of emotions in customer- perceived service quality.

Amy Wong Lianxi Zhou Journal of Retail & Distribution Management, 2006, Vol.34, Issue: 4/5, p.290. It explains the impact of relationship quality on key relational outcomes (customer loyalty and customer commitment). The findings suggest that the inclusion of the relationship quality construct in the service quality-satisfaction model can further enhance the predictive value of service quality

RESEARCH METHODOLOGY

PERIOD OF THE STUDY: 6 months

RESEARCH DESIGN: DESCRIPTIVE RESEARCH

SAMPLING METHOD: Convenience sampling is one of the main types of non-probability sampling. This sampling method allows the researcher to reach the people who are easy to reach.

SAMPLING UNIT : Sampling unit selected for this project is the visitors of **ABRL, MORE SUPER MARKET**

SAMPLE SIZE: 200 has been chosen for the study.

SOURCES OF DATA: The sources are both primary and secondary sources. This questionnaire aims to gather information related to identify the customer preference in more supermarket. Secondary data has been collected from the websites, various magazines, journals and other related library books.

DATA COLLECTION METHOD: Data's are collected through administered questionnaire. The questions are close ended, open ended questions and multiple choice types.

STATISTICAL TOOLS: The statistical tools used for this data analysis were Factor analysis, Regression, T test, Anova

ANALYSIS AND INTERPRETATION

SHOWING WHETHER THEY BUY MORE SUPERMARKET (ADITYA BIRLAGROUP RETAIL)

	OPTIONS	NO OF RESPONDENTS	PERCENTAGE (%)
1.	YES	160	80
2.	NO	40	20
TOTAL		200	100

SOURCE: PRIMARY DATA

INFERENCE:

From the table it is seen that most of the respondents buy More supermarket (Aditya Birla Group Retail) while few of them don't buy More supermarket (Aditya Birla Group Retail)

REASON FOR BUYING IN MORE SUPER MARKET (ADITYA BIRLA

GROUP RETAIL)

S.NO	REASON	NO OF RESPONDENTS	PERCENTAGE (%)
1.	QUALITY	110	55
2.	TASTE	44	22

3.	LESS PRICE	18	9
4.	QUANTITY	12	6
5.	PACKAGE	16	8
TOTAL		200	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table it is inferred that most of the respondents reason for buy MORE supermarket (Aditya Birla Group Retail) is mostly for its Quality 55% While Quantity contribution only 6% which influencing the customer to purchase from MORE

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		818
Bartlett's Test of Sphericity	Approx. Chi-Square	642.219
	Df	78
	Sig.	.000

Table shows key dimension items loading and communalities statistics.

Kaiser Meyer olkin measure of sampling adequacy of 0.818

Barlett's test of sphericity significance 0.000.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of	Cumulative %	Total	% of	Cumulative %	Total	% of	Cumulative %

1	4.7 36	36.428	36.428	4.7 36	36.428	36.428	3.2 30	24.844	24.844
2	1.4 23	10.945	47.373	1.4 23	10.945	47.373	2.1 22	16.321	41.165
3	1.2 75	9.804	57.178	1.2 75	9.804	57.178	2.0 82	16.013	57.178
4	.93 0	7.157	64.335						
5	.78 4	6.029	70.364						
6	.73 0	5.619	75.982						
7	.61 1	4.702	80.684						
8	.57 6	4.430	85.114						
9	.56 9	4.376	89.490						
10	.43 4	3.335	92.825						

Extraction Method: Principal Component Analysis.

INFERENCE

The total variance is explained from the above table. The rotation and the Eigen values are different for factors 1, 2, and 3. The Eigen values for factor 1, 2, and 3 are 4.736, 1.423 and 1.275. Percentage variance for factorials, 2nd and 3rd are 36+428, 10+945 and 9+804 respectively. It indicates that three factors are extracted from 13 factors and have cumulative percentage up to 57.177% of the total variance

Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.481 ^a	.231	.215	.335

a. Predictors: (Constant), customer expectation, customer service, customer attraction

Inference

23.1% is total variance in Satisfaction that is explained by independent variables. **Null hypothesis (Ho)** : There is no significant impact on Satisfaction by customer expectation, customer service, customer attraction. **Alternate hypothesis (Ha)**: There is significant impact on Satisfaction by customer attraction, customer service, customer expectation

ANOVA^a

Model		Sum of	df	Mean Square	F	Sig.
1	Regression	4.926	3	1.642	14.611	.000 ^b
	Residual	16.407	146	.112		
	Total	21.333	149			

a. Dependent Variable: e: Are you satisfied with this store

Predictors: (Constant), customer expectation, customer service, customer attraction

Inference:

It is seen that Significance value is .000 which is less than 0.05. So **accept Alternate Hypothesis (Ha)**. This implies that there is significant impact on Satisfaction with the store by customer attraction, customer service, customer expectation.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		

1	(Constant)	.853	.110		7.731	.000
	Customer attraction	.071	.045	.139	1.580	.116
	Customers service	.256	.050	.448	5.134	.000
	Customer expectation	-.149	.045	-.272	-3.323	.001
Dependent Variable: Are you satisfied with this store						

The multiple linear regression Equation ,

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \dots + b_tX_t$$

$$Y = .853 + .071(\text{Customer attraction}) + 0.256(\text{Customer service}) - .149(\text{Customer expectation})$$

T-Test

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Are you satisfied with this store	Male	72	1.17	.444	.052
	Female	78	1.10	.305	.035

Null Hypothesis(Ho): There is no significant differences between Gender and Satisfaction **Alternate**

Hypothesis(Ha) : There is significant differences between Gender and Satisfaction

Independent Samples Test

		Levene's Test for Equality of		t-test for Equality of Means						
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the	
									Lower	Upper
Are you satisfied with this store	Equal variances assumed	4.659	.032	1.037	148	.301	.064	.062	-.058	.186
	Equal variances not assumed			1.022	124.616	.309	.064	.063	-.060	.188

Inference:

From the above table it is inferred that the significance value is less than 0.05. Hence **accept Alternate Hypothesis (Ho)**. This implies that there is no significant differences between Gender and Satisfaction.

ANOVA

AGE

DEPENDENT VARIABLE I - SATISFACTION

Descriptive

Are you satisfied with this store					95% Confidence			
	N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
"18-28"	81	1.16	.402	.045	1.07	1.25	1	3
29-38"	53	1.09	.354	.049	1.00	1.19	1	3
"39-48"	8	1.13	.354	.125	.83	1.42	1	2
"49-58"	7	1.14	.378	.143	.79	1.49	1	2
"Above 58"	1	1.00					1	1
Total	150	1.13	.378	.031	1.07	1.19	1	3

Null Hypothesis (Ho) : There is no significant differences between Age and Satisfaction with the store.

Alternate Hypothesis (Ha) :There is significant differences between Age and Satisfaction with the store.

ANOVA

Are you satisfied with this store					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.159	4	.040	.273	.895
Within Groups	21.174	145	.146		
Total	21.333	149			

Inference:

From the above table it is inferred that the significance value is greater than 0.05. Hence **accept Null**

Hypothesis (Ho). This implies that there is no significant difference between Age and Satisfaction with the store.

ANOVA

OCCUPATION

DEPENDENT VARIABLE - SATISFACTION

Descriptive

Are you satisfied with this store								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Student	30	1.07	.254	.046	.97	1.16	1	2
self employed	28	1.21	.499	.094	1.02	1.41	1	3
Professional	63	1.16	.410	.052	1.06	1.26	1	3
service	21	1.05	.218	.048	.95	1.15	1	2
housewife	8	1.13	.354	.125	.83	1.42	1	2
Total	150	1.13	.378	.031	1.07	1.19	1	3

Null Hypothesis(Ho) : There is no significant differences between Occupation and Satisfaction with the store.

Alternate Hypothesis (Ha) : There is significant differences between Occupation and Satisfaction with the store.

ANOVA

Are you satisfied with this store					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.512	4	.128	.892	.471
Within Groups	20.821	145	.144		
Total	21.333	149			

Inference:

From the above table it is inferred that the significance value is greater than 0.05. Hence **accept Null**

Hypothesis (Ho). This implies that there is no significant difference between Occupation and Satisfaction with the store.

INCOME

DEPENDENT VARIABLE - SATISFACTION

Descriptive

Are you satisfied with this store								
	N	Mean	Std. Deviation	Std. Error	95% Confidence		Minimum	Maximum
					Lower Bound	Upper Bound		
below 10000	43	1.12	.324	.049	1.02	1.22	1	2
10000 20000	25	1.32	.627	.125	1.06	1.58	1	3
20000-	43	1.14	.351	.053	1.03	1.25	1	2

30000								
30000 40000	37	1.00	.000	.000	1.00	1.00	1	1
above 50000	2	1.50	.707	.500	-4.85	7.85	1	2
Total	150	1.13	.378	.031	1.07	1.19	1	3

Null Hypothesis (Ho) : There is no significant differences between Occupation and Satisfaction with the store.

Alternate Hypothesis (Ha): There is significant differences between Occupation and Satisfaction with the store.

ANOVA

Are you satisfied with this store					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.812	4	.453	3.365	.011
Within Groups	19.521	145	.135		
Total	21.333	149			

Inference:

From the above table it is inferred that the significance value is less than 0.05. Hence **accept Alternate Hypothesis (Ha)**. This implies that there is a significant difference between Age and Turnover Intention. To identify the exact difference, post hoc test is obtained. **Post Hoc Tests**

Multiple Comparisons

Are you satisfied with this store						
Tukey HSD						
(I) Income	(J) Income	Mean Difference (I-J)	Std. Error	Sig.	95% Confid	ence Interval
					Lower Bound	Upper Bound
below 10000	10000-20000	-.204	.092	.183	-.46	.05
	20000-30000	-.023	.079	.998	-.24	.20
	30000-40000	.116	.082	.620	-.11	.34
	above 50000	-.384	.265	.599	-1.12	.35
10000-20000	below 10000	.204	.092	.183	-.05	.46
	20000-30000	.180	.092	.293	-.07	.44
	30000-40000	* -.180	.095	.008	.06	.58
	above 50000	-.180	.270	.963	-.92	.56
	below 10000	.023	.079	.998	-.20	.24

20000-30000	10000-20000	-.180	.092	.293	-.44	.07
	30000-40000	.140	.082	.440	-.09	.37
	above 50000	-.360	.265	.655	-1.09	.37
30000-40000	below 10000	-.116	.082	.620	-.34	.11
	10000-20000	* -.140	.095	.008	-.58	-.06
	20000-30000	-.140	.082	.440	-.37	.09
	above 50000	-.500	.266	.334	-1.24	.24
above 50000	below 10000	.384	.265	.599	-.35	1.12
	10000-20000	.180	.270	.963	-.56	.92
	20000-30000	.360	.265	.655	-.37	1.09
	30000-40000	.500	.266	.334	-.24	1.24

*. The mean difference is significant at the 0.05 level.

Inference:

The above table shows there is a significant differences between Income Group of 10000-20000 and 30000-40000 groups.

RANKING

Descriptive Statistics			
	N	Mean	Rank
Price	150	4.69	2
Product quality	150	2.45	1
Convenience of purchase	150	7.73	9
Suggestion of person	150	8.32	12
Promotional activities	150	7.94	10
Availability of products	150	6.18	5
Brands	150	5.87	4
Product quantity	150	8.23	11

Cleanliness	150	4.95	3
Parking facilities	150	7.63	7
Discounts and offers	150	7.57	6
Delivery	150	7.67	8

INFERENCE:

The above table represents that the **PRODUCT QUALITY** is ranked 1st by the respondents, **PRICE** is ranked 2nd by the respondents, **CLENLINESS** is ranked 3rd by the respondents and **BRAND** is ranked 4th by the respondents based on their usage.

FINDINGS

- It is interpreted that, Kaiser Meyer olkin measure of sampling adequacy of 0.818
- The first component of the factor analysis is customer attraction factor which includes variables like quality of products, setting display, operating hours, arrangement of products in rack, warm and friendly service, variety of products.
- The second component of the factor analysis is customer service factor which includes variables like taking steps for your complaints, how you satisfied with price and cost, easy access of products in the supermarket, affordable price.
- The third component of the factor analysis is customer expectation factor which includes variables like billing facilities, service provided by the salesperson, directing and handling customer.
- There is significant impact on Satisfaction by customer attraction, customer service, and customer expectation.
- There is significant differences between Gender and Satisfaction

SUGGESTIONS:

- Customer service should be improved.
- Proper training should be given to employees as to how to attract more customers and how to retain them.
- Seating facilities could be provided since there are aged people visiting the store.
- Price of products could be reduced in order to attract more valuable customers.
- More branded products could be introduced.

- All the billing counters should be kept opened even during the week days
- Variety of products with good quality should be brought in

CONCLUSION:

The research work is done with a very definite proposition of finding the customer satisfaction and expectation . .People prefer more branded and variety of products with good quality. Customer also feels that there should be proper customer service. As customers satisfaction plays a vital role, it has to be concentrated on seriously. In conclusion matching customer expectations and satisfaction through proper service of marketing activities will improve company reputation and create loyal customer

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