



A Study On Consumer Satisfaction Towards Hypermarkets With Special Refernce To D-Mart, Reliance Smart And Deli Fresh In Tirupur City

Ms. T. Deepika¹, Ms. R. Harini²

¹ Assistant Professor, A.V.P. College of Arts and Science

² II M.Com, A.V.P. College of Arts and Science

Abstract – The organized retail sector in India has witnessed rapid expansion due to changing consumer lifestyles, urbanization, and increasing income levels. Hypermarkets have become a popular retail format by offering a wide range of products, competitive pricing, and a convenient shopping experience. This study examines customer satisfaction towards hypermarkets in Tirupur city. Primary data were collected from 120 respondents using a structured questionnaire. Analytical tools such as percentage analysis, weighted average method, and chi-square test were employed. The findings reveal that price, product variety, and store ambience are the most influential factors affecting customer satisfaction. The study concludes that although customers are generally satisfied, improvements in service quality and billing efficiency are required.

Keywords: Customer Satisfaction, Hypermarkets, Retail Sector, Consumer Behaviour, Service Quality.

I. INTRODUCTION

Customer satisfaction plays a vital role in determining the success of any business organization, especially in the retail sector. With increasing competition and changing consumer preferences, retailers must focus on delivering superior value to customers.

Hypermarkets represent a modern retail format that integrates supermarkets and departmental stores. They provide a wide range of products such as groceries, clothing,

electronics, and household items under one roof. This format offers convenience, variety, and cost advantages to consumers.

Tirupur city, being a major industrial and commercial center, has experienced rapid growth in organized retail. Hypermarkets such as D-Mart, Reliance Smart, and Deli Fresh have gained popularity due to their pricing strategies and product offerings. Understanding customer satisfaction in this context is essential for improving retail performance.

II. STATEMENT OF THE PROBLEM

The growth of hypermarkets has increased competition in the retail sector. Customers expect better quality, lower prices, and efficient services. However, dissatisfaction may arise due to factors such as poor service, long billing queues, or lack of product availability.

This study aims to analyze customer satisfaction levels and identify key factors influencing consumer preferences towards hypermarkets.

III. OBJECTIVES OF THE STUDY

- To analyze customer satisfaction towards hypermarkets
- To identify factors influencing purchase decisions
- To study customer perception regarding price, quality, and service
- To examine the relationship between demographic variables and satisfaction

IV. RESEARCH METHODOLOGY

The study adopts a descriptive research design.

- Primary Data: Structured questionnaire
- Secondary Data: Books, journals, websites
- Sample Size: 120 respondents
- Sampling Method: Convenience sampling

Tools Used

- Percentage Analysis
- Weighted Average Method
- Chi-Square Test

V. REVIEW OF LITERATURE

Review of literature provides a foundation for understanding customer satisfaction and its influencing factors in the retail sector.

Elumalai (2016) examined shopping experience and loyalty programs in hypermarkets. The study found that service quality dimensions such as reliability, responsiveness, assurance, empathy, and tangibles significantly influence customer satisfaction and loyalty. It



also highlighted that effective loyalty programs enhance repeat purchase behavior.

Siddharthan and Krishna Prasad (2016) analyzed customer preferences towards supermarkets and observed that product availability and variety contribute positively to satisfaction. However, issues related to cleanliness and quality were identified as areas needing improvement.

Kumowal, Lopian, and Tumiwa (2016) studied the impact of store brand image and service quality on customer loyalty. The findings revealed that a strong brand image combined with high service quality enhances customer trust and satisfaction.

Preethi and Daya Benny (2016) focused on customer awareness and preferences in hypermarkets. The study indicated that pricing strategies, promotional offers, and product assortment play a significant role in influencing customer decisions.

Chellammal (2020) investigated customer satisfaction in hypermarkets and found that customers are generally satisfied with pricing and product availability. However, factors such as overcrowding and inadequate parking facilities negatively affect the shopping experience.

VI. SUMMARY OF LITERATURE

The selected studies indicate that customer satisfaction in hypermarkets is influenced by factors such as pricing, product variety, service quality, store ambience, and promotional strategies. These variables are essential for understanding customer behavior and form the basis of the present study.

VII. ANALYSIS AND INTERPRETATION

Table 1: Hypermarket-wise Distribution

Hypermarket	Respondents	Percentage
D-Mart	55	45.8%
Reliance Smart	25	20.8%
Deli Freshh	40	33.4%
Total	120	100%

Interpretation:

D-Mart dominates due to pricing and availability advantages.

Table 2: Age vs Satisfaction Level

Satisfaction	Below 25	25–35	35–45	Above 45
Highly Satisfied	8	10	12	10

Satisfied	10	14	16	15
Neutral	5	6	2	2
Dissatisfied	3	2	2	3

Result: No significant association (Chi-square)

Table 3: Gender vs Satisfaction

Gender	Highly Satisfied	Satisfied	Neutral	Dissatisfied
Male	22	28	10	6
Female	18	27	5	4

Interpretation:

No major difference between male and female satisfaction.

Table 4: Frequency of Visit

Frequency	Respondents	Percentage
Weekly	50	41.7%
Monthly	45	37.5%
Occasional	25	20.8%

Table 5: Weighted Satisfaction Scores

Factor	Mean Score
Price	3.54
Product Variety	3.58
Service Quality	3.38
Store Ambience	3.46
Overall	3.55

VIII. FINDINGS

- Customers prefer hypermarkets due to the availability of a wide variety of products under one roof, which provides convenience and saves time.
- Pricing and discounts are the most important factors influencing customer satisfaction, as consumers look for value for money.
- Store ambience, including cleanliness, layout, and lighting, plays a significant role in enhancing the overall shopping experience.



- Service quality has a moderate impact on satisfaction, particularly in terms of staff behavior and responsiveness.
- Some customers face issues such as long billing queues and inadequate parking facilities, which negatively affect their satisfaction.

Ali and Raza (2023) analyzed service quality in hypermarkets and concluded that responsiveness and reliability are important determinants of satisfaction.

IX. SUGGESTIONS

1. Hypermarkets should offer competitive pricing and attractive discounts to attract and retain customers.
2. Product availability and variety should be maintained to meet customer expectations effectively.
3. Store ambience should be improved through better cleanliness, proper layout, and organized product display.
4. Employees should be trained to provide better customer service and improve interaction with customers.
5. Billing efficiency and parking facilities should be enhanced to reduce customer inconvenience.

X. CONCLUSION

The study concludes that customer satisfaction towards hypermarkets is mainly influenced by factors such as pricing, product variety, service quality, and store ambience. Customers generally prefer hypermarkets due to convenience and value for money. Although the overall satisfaction level is positive, certain issues such as billing delays and infrastructure limitations need improvement. By focusing on customer-centric strategies and enhancing service efficiency, hypermarkets can improve customer satisfaction and ensure long-term success.

REFERENCES

1. Elumalai (2016) studied the impact of service quality and loyalty programs on customer satisfaction in hypermarkets.
2. Siddharthan and Krishna Prasad (2016) analyzed customer preferences and satisfaction levels in supermarkets, highlighting areas of improvement in service and quality.
3. Kumowal, Lapian, and Tumiwa (2016) examined the influence of brand image and service quality on customer loyalty in retail stores.
4. Preethi and Daya Benny (2016) focused on customer awareness and preferences towards hypermarkets, emphasizing the role of pricing and product variety.
5. Chellammal (2020) investigated customer satisfaction in hypermarkets and identified pricing and infrastructure as key influencing factors.
6. Kumar and Gupta (2022) studied the effect of store ambience on customer satisfaction and found that layout and cleanliness significantly impact customer experience.