



ISSN Print: 2394-7500
ISSN Online: 2394-5869
Impact Factor: 5.2
IJAR 2015; 1(10): 833-834
www.allresearchjournal.com
Received: 24-07-2015
Accepted: 27-08-2015

Shavita Deshwal
Assistant Professor,
Institute –Dept. of Business
Administration, MSI

A Comparative Study of Customer Satisfaction in Hyper Stores and Super Stores

Shavita Deshwal

Abstract

The purpose of the present study was to compare the satisfaction level of customers purchasing products in hyper market stores and super market stores. A sample of fifty customers purchasing goods in Hyper Stores and Super Stores in Dwarka was selected for study. Retail Service Quality Scale (RSQS) developed by Dabholkar, Thrope and Rentz (1996) was used to measure customer satisfaction. The data was interpreted with the help of mean, standard deviation and 't' test. The result of the study showed that there was significant difference between customer satisfaction in hyper stores and super stores. Customers feel more satisfied by shopping in hyper market.

Keywords: *Customer satisfaction, hyper store, super store.*

1. Introduction

Previously, companies have stressed only on differentiation of products and services for retaining and satisfying the customers. But due to stiff competition in the market as new players were entering in the market at high speed, imitation of new features and increase in the number of offers, the customers have wide variety of choices with them which has forced marketers to adapt new customer oriented strategies to make the customer satisfied. Now the customers have wide variety of different stores format to fulfill their requirement. An attempt has been made by the researcher to know whether the customers who prefer to purchase from organized retail outlets with so many expectations are actually satisfied with those retail stores.

Hypermarket

According to the Webster dictionary (1993) a hyper market is a superstore which combines a supermarket and a department store (where usually are sold products like apparel, furniture, appliances, electronics, and additionally select other lines of products such as paint, hardware, toiletries, cosmetics, photographic equipment, jewelry, toys, and sporting goods), being the result a very large retail facility which carries an enormous range of products under one roof, including full lines of groceries and general merchandise.

Supermarket

According to the Webster International dictionary (1993), a Supermarket is a self-service store or independent retail market offering a wide variety of food and household merchandise, organized into departments. It is larger in size and has a wider selection than a traditional grocery store and it is smaller than a hypermarket or superstore.

Research Methodology

A sample of 50 respondents from Dwarka (25 from Hyper store and 25 from Super Store) were randomly selected for the study. Researcher used Retail Service Quality Scale (RSQS) developed by Dabholkar, Thrope and Rentz (1996) [7]. Likert's five point scale was used to rate all the variables and finding the customers' level of satisfaction.

Statistical Techniques

The data was interpreted with the help of mean, standard deviation and 't' test.

Correspondence
Shavita Deshwal
Assistant Professor,
Institute –Dept. of Business
Administration, MSI

Survey Findings

Table1: Difference between mean values of Customer Satisfaction of Hyper Stores and Super Stores

| Type Of Market | Mean | S.D | T -Value |
|---------------------|-------|------|----------|
| Hyper Market Stores | 57.19 | 8.53 | 2.707 |
| Super Market Stores | 50.48 | 9.01 | |

The table value at 0.05 level of significance with 48 degree of freedom is 2.021 which is lower than the calculated value hence it can be concluded that there is significant difference between customers satisfaction in hyper market stores and super market stores. Customers of hyper stores feel more satisfied in comparison to the customers of super stores.

Discussions

The result of the study showed that there was significant difference between customer satisfaction in hyper stores and super stores. Customers feel more satisfied by shopping in hyper market stores because of their physical aspect and personal interaction.

References

1. Atkinson A. Answering the eternal question: what does the customer want? The Cornell Hotel and Restaurant Administration Quarterly. 1988; 29(2):12-14.
2. Baker, Julie, Dhruv, Grewal, Parasuraman A. The influence of store environment on quality inferences and store image. Journal of the Academy of Marketing Science. 1994; 22(4):328-339.
3. Banwari Mittal, Walfried Lassar M. The Role of Personalization in Service Encounters. Journal of Retailing. 1996; 72(1):95-109.
4. Barnes Liz, Lea-Greenwood Gaynor. Fast Fashion in the Retail Store Environment, International Journal of Retail and Distribution Management, 2010; 38(10):760-772.
5. Cronin JJ, Taylor SA. Measuring service quality; a re-examination and extension. The Journal of Marketing. 1992; 56(3):55-68.
6. Czepiel JA. Service encounters and service relationships: implications for research. Journal of Business Research. 1990; 20:13-21.
7. Dabholkar P, Thorpe D, Rentz J. A Measure of Service Quality for Retail Stores: Scale Development and Validation, Journal of the Academy of Marketing Science. 1996, 24,