

**FACTORS INFLUENCING ON CUSTOMERS SATISFACTION  
TOWARDS RETAILERS: SPECIAL REFERENCE TO  
SUPERMARKET IN BATTICALOA**

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## ABSTRACT

A good supermarket sector with good customer satisfaction can accelerate the pace of development of a country. In the organization perspective, this industry considers the product related marketing strategies for increase their effectiveness of organizational customer satisfaction. When the supermarkets considered these marketing strategies they can increase the customer satisfaction and gain profitability. Hence, this study explores the impact of pricing, promotion, responsiveness and location on customer satisfaction of supermarkets in Batticaloa.

This study assessed the influence of selected variables on customer satisfaction in Batticaloa supermarkets. The researcher aims to achieve mainly three objectives. They are: To find out the levels of selected factors (pricing, promotion, responsiveness & location) and customer satisfaction among the customers of supermarket, to identify the relationships among of customer satisfaction and selected factors (pricing, promotion, responsiveness & location) and to identify the impact of selected factors (pricing, promotion, responsiveness & location) on customer satisfaction in retail supermarket.

In order to achieve the study objectives convenience sampling method was used. The researcher has selected two supermarkets namely Cargill's Food City and City Centre. Data were collected from questionnaire and data analyzed using SPSS version 22.0 in descriptive statistics. This study uses the four independent variables (pricing, promotion, responsiveness & location) and one dependent variable (customer satisfaction) of supermarkets.

In terms of levels of selected variables (pricing, promotion, responsiveness & location) and customer satisfaction were of higher level. In terms of second objectives, finding reveals that there is positive and significant relationship between selected variables (pricing, promotion, responsiveness & location) and customer satisfaction. The finding of the third objective reveals that the selected variables (pricing, promotion, responsiveness & location) have positive and significant impact on customer satisfaction of supermarket in Batticaloa.

**Keywords:** Batticaloa, Pricing, Promotion, Responsiveness, Location, Customer Satisfaction.

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