

Influence of Supermarket Attributes on Customer Satisfaction in Retail Business in Rathnapura District



By

Wijesingha Jayawardana Dasanayaka Mudiyansele

Shihani Maduka Dasanayaka

EU/IS/2013/COM/65

COM 1715



A project report Submitted to the Faculty of Commerce and Management,
Eastern University, Sri Lanka as a partial fulfillment of the requirement
of the Degree of Bachelor of Commerce Honours (B.COM Hons)

**DEPARTMENT OF COMMERCE
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA**

2019

**PROCESSED
MAIN LIBRARY, EUSL**

ABSTRACT

Now a days in Sri Lanka retail business are fastest growing in retail market. Therefore customer satisfaction is main point in the retail business. Supermarket is a category of retail business. Now a day's lot of consumers are using supermarket to fulfill their needs. Therefore, researcher do important research study related to supermarket attributes. Researcher aim of this study is to determine the paths between supermarket attributes and customer satisfaction. Many researches have been conducted in the area of retailing service but there is no research conducts supermarket attributes and identifies the factors lead to customer satisfaction in supermarket.

In this research study based on sample of 100 Supermarket consumers in Rathnapura district who have completed questionnaires. In this study uses to analyze means, standard Deviation, level , Correlation and regression to measure level, relationship and impact between supermarket Attributes and Customer Satisfaction.

In this research, researcher included the Shopping Convenience, Store Environment, Merchandise Category and Customer Service findings study how to influence these four dimensions with customer satisfaction. This research study provides suggestions and recommendation. Retail Business men can use this research study and focused to customer satisfaction towards retail business.

Key word: Customer Satisfaction, Supermarket Attributes, Supermarket, Shopping Convenience, Store Environment, Merchandise Category, Customer Service

TABLE OF CONTENTS

ACKNOWLEDGEMENT	i
ABSTRACT	ii
TABLE OF CONTENTS.....	iii
LIST OF TABLE	vii
LIST OF FIGURES	ix
ABBREVIATIONS	x
CHAPTER ONE-INTRODUCTION	1
1.1. Background of the study	1
1.2. Research problem Statement.....	1
1.3. Research Questions	2
1.4. Research Objectives	2
1.5. Significance of the study	3
1.6. Scope of the study	3
1.7. Chapter Summary.....	4
CHAPTER TWO-LITERATURE REVIEW	5
2.1. Introduction	5
2.2. Customer satisfaction	5
2.3. Shopping Convenience.....	6
2.4. Store Environment.....	7
2.5. Merchandise Category.....	8
2.6. Customer Service	8
2.7 Chapter Summary.....	9
CHAPTER THREE-CONCEPTUALIZATION AND OPERATIONALIZATION ...	10
3.1. Introduction	10
3.2. Conceptualization.....	10
3.3. Conceptual Framework	10

3.4. Supermarket Attributes	11
3.4.1. Shopping Convenience	11
3.4.2. Store Environment.....	12
3.4.3. Merchandise Category	12
3.4.4. Customer Service.....	13
3.4.5. Customer Satisfaction.....	13
3.5. Operationalization	14
3.6. Chapter summary	16
CHAPTER FOUR-METHODOLOGY.....	17
4.1. Introduction	17
4.2. Research Design.....	17
4.2.1. Research Approach.....	18
4.2.2. Study Population.....	18
4.2.3. Sample	18
4.2.4. Sample Technique	18
4.2.5. Sample size.....	19
4.3. Method of Data Collection.....	19
4.3.1. Type of data	19
4.3.2. Structure of the Questionnaire	20
4.4. Methods of Data Presentation	20
4.5. Methods of Data Analysis.....	20
4.5.1. Reliability Analysis	21
4.5.2. Univariate Analysis	22
4.5.3. Bivariate analysis.....	22
4.6. Method of Data Evaluation	23
4.7. Chapter Summary.....	24
CHAPTER FIVE-DATA PRESENTATION AND ANALYSIS.....	25

5.1. Introduction	25
5.2. Analysis of Reliability of the Instrument	25
5.3. Personal Information	26
5.3.1. Gender of the Customers	26
5.3.2. Age Group of customers.....	26
5.3.3. Monthly Income of customers	27
5.3.4. Marital Status of customers	27
5.3.5. Education Qualification of Customers.....	28
5.3.6. Supermarket that mostly visited	28
5.4. Level of Supermarket Attributes	29
5.4.1. Shopping Convenience	29
5.4.2. Store Environment.....	30
5.4.3. Merchandise Category	31
5.4.4. Customer Service.....	32
5.4.5. Descriptive Statistics of supermarket attributes	33
5.4.6. Customer Satisfaction.....	33
5.5. Bivariate Analysis	34
5.5.1. Correlation Analysis	34
5.5.2 Regression Analysis	36
5.7. Chapter Summary.....	43
CHAPTER SIX-DISCUSSION	44
6.1. Introduction	44
6.2. Discussion on Research Information.....	44
6.2.1. Level of Supermarket Attributes	44
6.2.2. Level of Customer Satisfaction	45
6.2.3 Relationship between Supermarkets attributes and customer satisfaction ..	45
6.2.4. Impact of supermarket attributes on customer satisfaction	46

6.3. Chapter Summary.....	46
CHAPTER SEVEN-CONCLUSION AND RECOMMENDATION.....	47
7.1. Introduction.....	47
7.2. Conclusions.....	47
7.2.1. Objective 1: Find the level of Supermarket Attributes.....	47
7.2.2. Objective 2: Level of Customer Satisfaction.....	48
7.2.3. Objective 3: Relationship between Supermarket attributes and Customer Satisfaction.....	48
7.2.4. Objective 4: Impact between supermarket attributes and customer satisfaction.....	48
7.3. Recommendation.....	49
7.4. Suggestions for Future Research.....	49
7.5. Limitation of the study.....	49
7.6. Chapter Summary.....	50
REFERNCE.....	51
APPENDIX.....	55
APPENDIX 01.....	55
APPANDIX 02.....	59
APPENDIX 03.....	63

LIST OF TABLE

Table 3.1 – Summary of operationalization on variable.....	14
Table 4.1. Sample Size	18
Table 4.2 Decision rule of thumb-Reliability Analysis	21
Table 4.3 Correlation Scale	23
Table 4.4. Decisions rule for measure the level of variables.....	24
Table 5.1 Reliability Test.....	25
Table 5.2 Frequency distribution of Gender	26
Table 5.3. Frequency distribution Of Age Group.....	26
Table 5.4. Frequency distribution of Monthly Income	27
Table 5.5.Frequency distribution of Marital Statues	27
Table 5.6.Frequency Distribution of Educational Qualification.....	28
Table 5.7 Frequency Distribution Supermarket that mostly visited	28
Table 5.8 Frequency Distribution of Shopping Convenience.....	29
Table 5.9. Level of Shopping Convenience.....	29
Table 5.10 Frequency Distribution of Store Environment	30
Table 5.11 Level of Store Environment.....	30
Table 5.12 Frequency of distribution Merchandise Category	31
Table 5.13 Level of Merchandise Category.....	31
Table 5.14 Frequency distribution of Customer Service	32
Table 5.15. level of Customer Service.....	32

Table 5.16. Overall Mean and Std.Deviation	33
Table 5.17. Frequency of distribution of customer satisfaction	33
Table 5.18. Level of Customer Satisfaction	34
Table 5.19. Descriptive Statistics of Customer Satisfaction.....	34
Table 5.20 Correlations between Supermarket Attributes and Customer Satisfaction	35
Table 5.21. Correlation Analysis for Supermarkets Attributes Dimensions and Customer Satisfaction	35
Table 5. 22. Multiple Regression Analysis Model Summary	36
Table 5.23 ANOVA ^a	37
Table 5.24 Coefficients.....	37
Table 5.25 Shopping Convenience Model Summary	38
Table 5.26 ANOVA ^a	38
Table 5.27 Coefficients ^a	39
Table 5.28 Store Environment Model Summary	39
Table 5.29 ANOVA ^a	40
Table 5.30 Coefficients.....	40
Table 5.31 Merchandise Category Model Summary	41
Table 5.32 ANOVA ^a	41
Table 5.33 Coefficients.....	42
Table 5.34. Customer Service Model Summary	42
Table 5.35 ANOVA ^a	43
Table 5.36 Coefficients ^a	43

LIST OF FIGURES

Figure 3.1 shows the conceptual framework study.....	11
Figure 5.1 Gender Distribution.....	26
Figure 5.2. Age Group Distribution.....	26
Figure 5.3. Monthly Income Distribution.....	27
Figure 5.4 Marital Status Distributions.....	27
Figure 5.5. Education Qualification Distribution	28
Figure 5.6. Supermarket that most visited	28
Figure 5.7. Level of Shopping Convenience	29
Figure 5. 8 Level of Store Environment	30
Figure 5.9 Level of Merchandise Category	31
Figure 5.10 Level of customer service.....	32
Figure 5.11 Level of customer satisfaction.....	34