



A Comparative Study of Customer Perception Towards Various Supermarkets

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Abstract

This research undertakes a comparative analysis of customer perceptions towards different supermarkets, aiming to discern the factors that influence consumer preferences in the retail sector. Employing a mixed-methods research design that includes surveys and in-depth interviews, the study explores key elements such as service quality, product assortment, pricing strategies, and overall shopping experiences that contribute to customer satisfaction and loyalty. The research seeks to identify patterns and variations in customer perceptions across diverse supermarkets, taking into account factors like location, brand reputation, and demographic considerations. Additionally, it aims to uncover the relative importance of specific attributes in shaping customer preferences and loyalty in the highly competitive supermarket industry. The findings of this study are anticipated to provide valuable insights for supermarkets to enhance their strategies, improve customer satisfaction, and remain competitive in the dynamic retail landscape.

Keywords: Customer Perception, Supermarkets, Retail Sector, Comparative Study, Service Quality, Product Assortment, Pricing Strategies, Customer Satisfaction, Loyalty, Shopping Experience.

1. Introduction

People shift their buying from local retail stores to supermarkets, because of many reasons. This trend shift has not only been seen in metro cities but in small towns too. These change in perceptions of the customer understanding the researcher has to study the reason behind it. This study tries to understand the demographic profile of the customers and compare the perception of customers towards various supermarkets. It has noticed that people started preferring more buying in supermarkets. Because of huge changes in way of living of people, it altered the buying or purchasing way of shoppers from local shops to supermarkets and to online shopping. The changes bring the occidental culture in locating of products and services instead of elder culture by retailers. In years gone by, the customers used to buy in nearby shops, whereas now they preferred to shop in supermarkets, which makes them run into the different and simplest way of shopping. In the present scenario, Customer

perception and satisfaction has been the prime concern of the supermarket (retail stores). Customers are the lord and leaders to the supermarkets [1]. The major goal and objective of the supermarket is to satisfy their customers. Supermarket shopping is often break down as self-service supermarket. The key aspect of supermarket is to build a strong relationship among them and their customers and met their expectations. Satisfaction is the customers post-purchase judgement of altogether service experiences provided by supermarkets. It is affective feedback in which customer needs, aspiration, assumption during the course of service experience have been met. Customer satisfaction information includes the experiences, satisfactions & ratings given by customer to particular supermarket and it helps to shape how best the supermarket is performing their services and reaching to customers' expectations through their best service. The modern retail



industry is resounding across the human existence. Therefore, it is crucial for retailers to use strategies which focus on satisfying modern customers. Supermarkets and Hypermarkets have played a dominant role in food distribution since they seemed. For modern life, the existence of traditional markets has been bit by bit replaced by their modern supermarkets and humankind depend on supermarkets for their basic requirements for day-to-day life. Shopping at the supermarket has become a massive and most important pantry for many ordinarys [2].

1.1 Statement of the Problem

These days' consumers are open-eyed of the value of their income and their economic buying power than their previous stage of life. The conceptualization of this interpretation is to make mindful of product quality and service delivered by supermarkets like Dmart, Reliance fresh and Ratnadeep to end users. Understanding the buyer is a backbreaking job for a supermarket. The fame of a retail concern needs a great depth understanding of end user demographics and the relationship in the middle of age, income, occupation, and gender of end users which change their mode of buying. The basics of where, when and how often people visit multiple outlet types and provides intuition into key outlook of shopping behaviour are to be look over. Supermarkets have to focus on satisfying the customers' needs and meet their expectations. This is possible only through the study of customer perception. In order to persuade the end users, supermarkets should modify themselves and adapt advance methodologies compared to other retail methodologies. They have to put forward quality products with the likelihood of limited price differentiate to other retail stores and an overall isolated experience.

1.2 Need of the Study

India is having an enormous customer base having alternative options and behaviour. To persuade their need is a different piece of work. Indian retail has changed Kirana to supermarkets and has become the necessitate in India. Different supermarkets are proffering different strategies and promotional

schemes. Hence, a study is being regulate to know the effective marketing strategies entail to fascinate modern customers.

1.3 Objective of the Study

- To understand customer preference in regard to various supermarkets.
- To examine the satisfaction measure of customer in various supermarkets.
- To sense the consumer perception of various supermarket.
- To be close to the shopping norms of consumer.
- To work out that how supermarkets outreach the end user expectations.
- To know the competitive capacity among various supermarkets.
- To enlarge the knowledge of consumers related to retail supermarkets.

1.4 Scope of the Study

- The collected data is based on the respondents across all the income groups, occupation, gender etc.
- The study involves ascertaining the customer perception towards various supermarkets.
- The study covers the areas of supermarket like price of product, discounts offered, billing system and parking facilities etc.
- The total sample size of the study is 110.
- This study also makes an effort to know why customers choosing supermarkets instead of local stores.

1.5 Research Methodology Applied

This research work was managed on the base of Pure research methodology through the subsequent pattern of activities.

1.5.1 Type of Research

This research is empirical research in nature. This type is practical when a problem cannot be studios in laboratory settings. In this type of research, empirical evidences can be analyzed quantitatively as well as qualitatively. Empirical data have been collected throughout a well-constructed questionnaire in concerning to bring off the objectives. Data collection is done from varied customers through questionnaire. Questionnaire was assembled for collecting foremost data. Max



questions in the questionnaire were formed on satisfaction of the customers and rating of the products and services provided by supermarkets.

1.5.2 Sources of Data

The sources of data can be classified into two types: statistical and non-statistical. Statistical sources refer to data that is assembled for some official intend and superintend surveys. Non-statistical sources refer to the collection of data for other administrative purposes or for the private sector.

Primary Data:

- Primary data means empirical information collected by an analyst or researcher.
- It is collected for the first time.
- It is genuine and more reliable data.
- Under this method, a questionnaire containing a number of questions related to the inspection of research work is prepared.
- It is then sent on to informants by post along with the instructions to fill.
- The respondents, after filling up the questionnaire, send it back to the researcher.
- The questionnaire is prepared in Google form made hard and soft copy and mailed or shared to respondents.
- The questions were short, simple, and straightforward.
- And, the purpose of the questionnaire is conveyed to respondents.

Secondary Data:

- Secondary data refers to second-hand information.
- It is not originally collected and rather obtained from earlier published or unpublished sources.
- For example, the address of a person taken from the telephone directory or the phone number of a company taken from Just Dial are secondary data.
- Secondary data was collected refine on existing research and various websites & books etc. The data was collected from another researcher too. The secondary data helped in increasing on the whole effectiveness of fact-finding.

1.5.3 Sampling Techniques Acquired

In this research work, the combination of purposive

sampling and snowball sampling under non-probability sampling technique has been adopted. In purposive sampling, the samples were adopted only based on the researcher's knowledge [3]. Purposive sampling can be very useful for situations, where we need to reach a targeted sample quickly, and we are likely to get the opinions of target population.

1.5.4 Sample Size

In Sample size of the study 110 respondents have been selected for survey. Data collected is from the customers of three retail markets. Data collection is done from several customers through mailed questionnaire. Questionnaire was assembled for collecting data. Questionnaire was constructed with twenty questions categorized into three different sections which is based on demographic information which includes age, qualification, income and average money and time spend on their buying and how customers are satisfied with the services of the retail markets and also the ratings for the products available in supermarkets.

1.5.5 Area of the Study

The study was conducted in urban and semi-urban areas in Hyderabad revenue division. Therefore, the preference of supermarkets for the survey were selected are Dmart, Reliance fresh and Ratnadeep supermarkets. Asifnagar, Nampally, Mallepally, Vijayanagar colony and Khairthabad in Hyderabad division were selected as the area of study. Though the duration of the study is less but the data prevailed during the short period is highly focused.

2. Review of Literature

2.1 Review of Previous Studies

According to Subhadip Roy (2005)

“Find out the factors governing the consumer's choice of food retail supermarkets and behavior on supermarkets. This study identified the underlying dimensions of consumer's choice of supermarkets. Also, the study revealed that choice pattern of shoppers varied according to age group, occupation and income.”

According to Sharif Memon (2006)

Focused on “The buying behavior of Indian shoppers in the organized market. The study deducted that the producers brand clout will



diminish I future and the producers have to face rivalry from Retailers' private brands as shoppers would be attracted towards private brands."

According to Lather Anu Singh, et al. (2006)

Explored "The strategies adopted by retailers to keep pace with the changing moods of the shop keepers and addition the study also addressed the factors within and outside the stores which affect store-level shopping decisions. The study observed that most of the customers don't look at pricing alone. They are looking for the sense of belonging, a brand of quality and innovation that they can trust."

According to C S Venkata Ratnam, (2007)

Have concluded that the detailed changing of consumer behavior in retail trade in India in his paper entitled "Changing Consumer Behavior and Emerging Challenges to the Retail Trade in India" the author has highlighted that sustained and rapid growth of India and China, which together provide home to over a fifth of the humanity, are creating a tremendous surge in consumerism in a scale which is unprecedented. Both the countries are attractive destinations for investment and production as well as sales and marketing.

According to Sharif Memon, (2007)

"He examined various promotional tools of few retail chains. This study resulted into the findings that small gifts such as Calendars, pens, etc. would be an effective medium for sales promotion and among all promotional tools advertisements in local cable networks will be an effective way for attracting shoppers."

According to Kuruvilla and Ganguli (2008)

Explained that shopping develops into important aspect in the lives of people, as they are becoming financially sound to do purchase in malls and they begin to consider the shopping value as an important factor along with the price of the products. In 1990s the modern trend in shopping mall concept had been introduced by Spencer Plaza in Chennai and crossroads in Mumbai. After that, there has been a great improvement in this modern concept.

According to Nair Suja (2008)

In her book Retail management "has tried to explain the growth of retailing in Indian context especially I the context of new economic policy, global economic development, changes in the marketing and economic system as well as changing pattern and classification of economic activity.

According to Abhinav S Singh et al. (2008)

Compared "The features between Kirana stores and organized Retail format. They found that the emergence of the organized retailers in the Indian retail industry has bought a retail revolution in the country but not a radical change in the shopping behavior of consumers. This is because of the initiatives taken by the Kirana stores to realign themselves against the new reality their customers."

According to Mohamed Rashid Khan (2009)

He explored "The customer perception and strategies sued by retail company i.e., pantaloon. The researcher produced the outcome that the pantaloon company is producing goods services, post-sales service, quality product at reasonable price, etc., also the study concluded that the satisfaction level among pantaloon customers is good."

According to Shilpa S Kokatnur (2009)

Analyzed "The strategies adopted by the small retailers to overcome competition from organized retailers, the study suggests that small retailers need to shift 'bell curves' to 'well curves. In addition, the study also suggested the formation of association by smaller retailers to combat the expected competition in future from the organized retailers."

According to Hamil A (2012)

"A customer perception towards retail supermarkets in Tirunelveli district concluded that once a buyer begins to buy commodities from a supermarket, he sustains with it. The buying inclination of buyers in Tirunelveli District towards a supermarket is increasing. Mostly buyers have the habit of comparing the price and quality of the commodities in supermarket with that of small retail grocery shops or provision stores. But majority of the buyers are satisfied with the price and quality of the commodities sold in supermarkets."

According to Dr. Girish k. Nair & Harish K. Nair, (2013)

“The customer perception of retail service quality is an important segment to the emerging and the existing retailers in the market. As the study reveals that perception of service quality is influenced by the various natures among various customers, even some of the general factors like personal interaction, physical aspects are the dimensions on which customer’s perception remains constant and common to the entire customer on a majority basis. So, the retail outlets have to frame their own strategies in order to attract the customers on a longer basis” [4, 5].

3. Profiles of Supermarkets

3.1 Introduction to Retail and Retailing

Supermarket is a place or emplacement where retailing activity is maintained. So, it is predominant to understand the term 'retail' and 'retailing'. According to Collins Dictionary, Retail is "The activity of selling goods direct to the public, usually in small quantities". A retail supermarket is a system under which a large number of retail shops are owned by one same possessor, which are separate over the various places of particular country and engaged with same activity. Grammatical references disclose that the term Retail comes from the French word 'retailer' derived from the old French word toiler, which means "to cut off, clip, pare, divide" in terms of tailoring. According to Philip Kotler, "Retailing includes all the activities involved in selling goods or services to the final consumers for personal, non-business use". A retailer or retail store is any business enterprise whose sales volume comes primarily from retailing.

3.2 Introduction to Supermarket

A supermarket is a large-scale retail establishment that specialized in demanding and convenience items. They have enormous warehouses sell both food and non-food items. It could be absolutely owned or it could have some departments that are leased out on an accommodation or compromise

basis. So, supermarkets are known as self-service stores because customers are expected to do all of their shopping without the assistance of salespeople or sales assistants. English Business Dictionary defines supermarket as “A large store, usually selling food and household goods, where customers serve themselves and pay at a checkout”. Supermarkets are self-service format contributing a full line of groceries and other produce occupying between 20,000 to 40,000 square feet of total selling area [6, 7]. The standard store size of a supermarket in the zone of one third that of a hypermarket, but their product span is around 80 percent of the grocery Stock Keeping Units carried by a hypermarket, as shown in Figure 1.



Figure 1 Supermarket

3.3 Classification of Retail Formats

Retailers have changed dramatically according to the changing tendency and the advanced necessities of the consumers. Different retail arrangement has turn up over the years and each have been a spontaneity over the earlier formats. Retail stores can be break-downed mainly based on store based and non-store and the store while the non-store based are those, which do not use the traditional format. Ownership in store based is further divided based on ownership and merchandise. This segment debate some of the leading formats under each classification, as shown in Figure 2 [8].

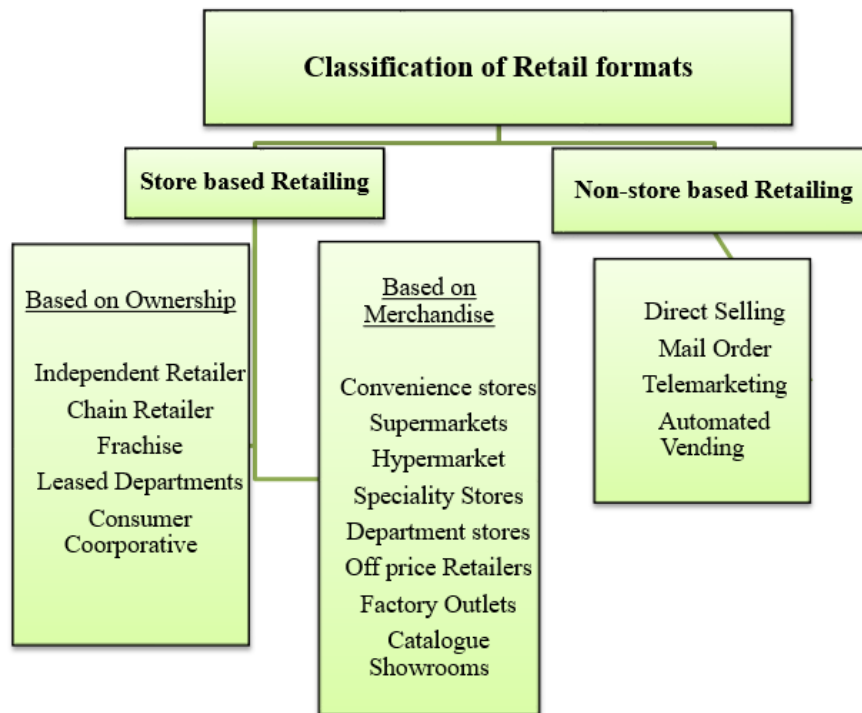


Figure 2 Classification of Retail formats

3.4 Buying Activity and Attitude of Buyers Concerning the Supermarket

The buying activity in supermarket has to be neatly studied for some policy indications related to improvement of the services provided by the supermarket. Although, the contents in purchasing process are numerous, the current study encloses to the components determining to buy products at supermarket, purpose of buying products in supermarket, recurrence of purchase at supermarket, time spent at supermarket, comparison of quality and price of commodities in supermarket with another stores, purchase of private brand at supermarket and the role of profile variables of consumers and their behavior at supermarket. The comparative study of consumer perception on various supermarkets is more important to shaping and modifying the policies and strategies of supermarket according to the need of the consumer [9].

3.5 Reasons for Buying at Supermarket

Liberty of choosing- Customers enjoy full liberty of choosing in supermarket. As salespersons are not assigned in the markets, customers select goods of

their choice with high-quality on their own.

Fixed price- Price of all products at the stores are always fixed and fair price. No bargaining is allowed in prices.

Lower prices- Prices of goods are more often kept low at the supermarket. Thus, these markets are appropriate for both rich and poor customers.

Availability of all the goods for daily need- Supermarkets supply almost all the goods of daily and regular needs to the consumers under one covering. Thus, they have not to move from one place to another for purchase numerous products.

Availability of variety of products- Supermarkets preserve large variety of goods and thus, help customers in selection of best products.

Accessibility of quality goods- Supermarket deal only in quality goods. Customers trust that they are paying the fair price for the quantity goods with the right quality.

More sales and profit- The sales of supermarket are too high. Through the majority of profit at supermarkets is kept too low, but the total amount of profit becomes too high.



3.6 Profiles of Supermarkets

3.6.1 DMart

DMart was entrenched in the year 2012, DMart in Sanath Nagar, Hyderabad is an upmost player in the category. This widely known establishment function as a one-stop comprehensive destination servicing customers both local and from other parts of Hyderabad. Over the course of its journey. This business hired hand isolated individuals that are committed regarding their corresponding parts and put in a lot of attempts to achieve the vision and goals of the company. The full form of DMart is **Damani Mart** which is named after its founder **Radhakishan Damani**. DMart is an under one roof supermarket and focus to recommend extensive range of personal and home products under one roof. Each DMart store stocks home utility - including food, beauty products, garments, kitchenware, bed and bath linen, home appliances and more- available at ruthless prices. The central of this mart is to present customers good product at great level. DMart was started by **Mr. Radhakishan Damani** and his family to address the enlarge needs to the Indian family. From the launch of its first store in Powai in 2000, DMart today has well-established residence in **249 locations** across Maharashtra, Gujarat, Andhra Pradesh, Madhya Pradesh, Karnataka, Telangana, Chhattisgarh, NCR, Tamil Nadu, Punjab and Rajasthan. With the mission of low-priced retailer in the regions they operate, their business takes up to grow with new locations plans in more cities.

Founders of DMart:

DMart is owned and operated by **Avenue Supermarkets Ltd. (ASL)** - A company originated by Mr. Radhakishan Damani. He is respected in the business world as a brilliant capitalist in the Indian equity market, he has formed a company that constantly strives towards developing a deep understanding of customer needs and satisfying them with the right products. A firm believer in core business fundamentals and strong ethical values, Mr. Damani has built DMart into an efficient, large and profitable retail chain that is highly respected by customers, partners and employees alike.

Mission of DMart:

At DMart, they **research, identify** and make **available new products and categories** that suit the everyday needs of the Indian family. Their mission is to provide their best to the customers, so that every rupee they spend on shopping with us gives them more value for money than they would get anywhere else.

Customer Service Pledge:

At DMart, they place strong emphasis on excellence in customer service. Employees of DMart believe in values of ACT (Action, Care, Truth) to get the job done, with dedication and determination.

a. ACTION

- **Focus:** To be focused what I do
- **Motivated:** To be clear of achieving my goal.
- **Enthusiastic:** To love what I do.

b. CARE

- **Respect:** To respect every individual in the organization and provide her/him with the dignity and attention to make her/him believe that she/he makes a difference to the organization.
- **Listen:** to listen and resolve any employee/customer grievance quickly and fairly.

c. TRUTH

- **Integrity:** By being open, honest and fair in all relationships and being respectful and trustful to others.

Target Customers:

DMart's destined customers are the middle-class groups and lower-middle-class groups, those who frequently want to buy low-cost goods with high quality that come with massive discounts but are of good quality. This makes DMart attract a huge customer base than many other retailers.

Marketing Strategy:

DMart is a company that doesn't believe in marketing aggressively far from many of its competitors. The company maintains a marketing mix where its Unique Selling Position lies in offering the products at less than Maximum Retail Price. This is the most foremost factor that



contributes to keeping the company ahead of its peers.

Products Available in DMart:

- Grocery
- DMart grocery
- Dairy & beverages
- Packaged food
- Fruits & vegetables
- Home & kitchen
- Personal care
- Appliances & Clothing accessories
- School supplies

3.6.2 Ratnadeep

Firstly, they launched as a single supermarket back in 1987 and today they have become a hyperlocal chain of over 120 stores located across Bengaluru & Hyderabad. Over the last 3 decades, Ratnadeep has established itself as an innovative game-changer and has become a household name. What hasn't changed is the enthusiasm to provide our customers a great experience built on our values of Quality, Variety and Freshness. The previous names of the Ratnadeep Retail Private Limited were **Evergreen Finance Private Limited and Ratnadeep Supermarket Private Limited**. Ratnadeep was awarded the “**Best Food & Grocery Retailer of the Year 2021**” and “**Retail Leadership Award of the Year 2021**” by CMO Asia, an elite forum. The awards aim to reward the best in the industry. The company operates as a grocery store. It offers FMCG products, GROCERY, F&V, General Merchandise, Imported Food Products.

Mission:

To deliver high-quality products to our customers while ensuring the highest standards of customer service across all our stores.

Vision:

To set a benchmark for supermarkets in India by creating and bringing the Ratnadeep shopping experience across major centers in the country.

Their Priority:

Best Quality, Greater Experience. “Everything in Every Brand” is a headline for them. At Ratnadeep, there is something for everyone in every form!

Financial Highlights:

- Authorized share capital is INR 30.00 lac
- Total paid-up capital is INR 5.43 lac.
- Revenue/ turnover of Ratnadeep Retail Private Limited is Over INR 500 crore
- Net worth of the company has increased by 61.14 %
- EBITDA of the company has increased by 104.73 %
- Total assets of the company have increased by 18.87 %
- Liabilities of the company has decreased by - 1.34 %

Stores Operating by Ratnadeep:

Presently, Ratnadeep now operates in 130 locations in the states of Telangana, Karnataka, and Andhra Pradesh with a total retail footprint of over 4,50,000 square feet and has kept the aspiration of making itself, a pan India hyper local chain of supermarkets on solid track record. While serving over 12 lakh clients per month, the organization delivering the best shopping experience. Isolated from the food and retail segments, it also has a strong sourcing network that distributes over 18,000 SKUs to all of its locations over many states. Ratnadeep Retail continues on its fast momentum with the opening of its 130th shop, implementing quality, variety, and freshness to the people, moreover outstanding service. Ratnadeep has a retail footprint spread over 3,00,000 square feet across 68 stores operating in Hyderabad, Secunderabad, and Bangalore. It is not just a next-door neighborhood store that is there to satisfy the daily needs of customers as a food and grocery retailer, all its strategies pirouette around its loyal customer base. “We are first and foremost known for providing quality products and delightful customer experience,” maintain a company negotiator, directing to the retailer's operation even in these back-breaking schedule of the coronavirus, which is to make its products easily approachable to all customers and even push to enlarging its store count further to 70 as quickly as possible.

Directors of Ratnadeep Private Limited:

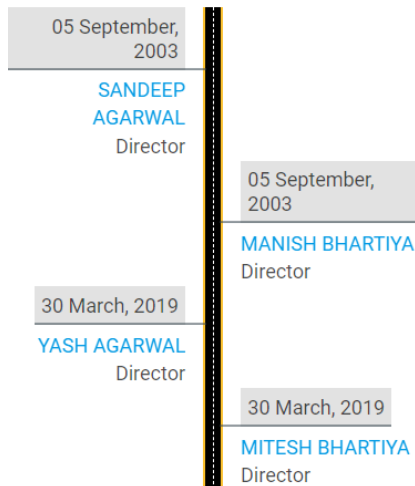


Figure 2 Directors of Ratnadeep Private Limited from 2003 - 2019

The company has 4 directors and the longest serving directors currently on board are Sandeep Agarwal and Manish Bhartiya who were appointed on 05 September, 2003, as shown in Figure 3. They have been on the board for more than 18 years. The most recently appointed directors are Yash Agarwal and Mitesh Bhartiya, who were appointed on 30 March, 2019. Sandeep Agarwal has the largest number of other directorships with a seat at a total of 4 companies. In total, the company is connected to 4 other companies through its directors.

Model and Vision:

The company works with 3 models that cater to the varying needs of a customer.

- Ratnadeep Supermarket:** The flagship Ratnadeep is a full-fledged supermarket that stocks all the products that one may need for smooth functioning of their home.
- Ratnadeep Select:** Ratnadeep Select is a large format experiential shopping destination that offers a curation of premium and international brands and products.
- Ratnadeep Express:** Ratnadeep Express is the smaller format pick and go neighborhood store that targets daily needs and cart refills.

With the promise of quality, variety & freshness, Ratnadeep Retail was built upon the foundation of

providing an exceptional customer experience and as such has constantly evolved with the palates and choices of their customers. The brand ensures that only the finest and freshest products find their way to their shelves, ensuring that their customers never have to check what they pick up. Beyond Just Winning Hearts Ratnadeep Retail has been the recipient of some of the most prestigious awards in the retail domain, making it the most-awarded supermarket chain in the country. They consider it a huge honor and believe that it is their team and loyal customers who have made them worthy of all their awards. The brand has its fingers on the customer's pulse is very much evident from its performance.

Market Value and Expansion:

Since the first store launch in 1987, Ratnadeep Retail had only 3 stores till 2010. The brand began its expansion plan only this decade and in the past 10 years, and has expanded to 130 stores across three states. The brand has vision to enter uncharted territories every year, and is fully focused on that. By the end of 2024, Ratnadeep plans to open more than 100 more stores, continuing on the fast track to growth and bringing its signature shopping experience to even more customers. Through a careful mix of measured risks and rapid expansion, Ratnadeep has grown to become one of the country's largest retail brands in the supermarket category over the last three decades.

- YoY Turnover Growth: 650 Cr. (Financial Year: 2018 - 19)
- YoY Turnover Growth: 830 Cr. (Financial Year: 2019 - 20)
- YoY Turnover Growth: 1100 Cr. (Financial Year: 2020 - 21)
- Projected Turnover: 1400cr (Financial year: 2021-22)
- Productivity Per sq. ft.: 2800
- Average Bill Value: 800

3.6.3 Reliance Retail

Reliance Retail is the retail initiative of Reliance Industries Limited and is central to the group's consumer facing businesses. Reliance Retail has been at the forefront of bringing about Organized Retail revolution in India. In a short period, it has



forged strong and enduring bonds with millions of consumers by providing them unlimited choice, outstanding value proposition, superior quality and unmatched shopping experience across all its stores. Reliance Retail's growth over the years has triggered a large socio-economic transformation on an extraordinary scale in India. Reliance Retail has adopted a multi-prong strategy and operates a wide array of store formats which cater to planned shopping needs as well as daily or occasional needs of the customers across major consumption baskets of Grocery, Consumer Electronics and Fashion & Lifestyle. In Grocery consumption basket, Reliance Retail operates Reliance Fresh, Shree Kannan Departmental stores, SMART and Smart Point store formats focused on food, fresh produce, bakery, dairy products, home and personal care products, as well as general merchandise items.

Overview of Reliance Fresh:

Reliance Retail started its journey on 30th October 2006 with the opening of its first Reliance Fresh store. Total Reliance Fresh is India's leading neighborhood retail chain, synonymous with freshness & savings. With the three core promises of Fresh Hamesha, Available Hamesha and Savings Hamesha, Reliance Fresh is a one-stop-shop for fresh shopping, fresh savings and fresh happiness. From fresh fruits & vegetables to dairy, cereals to spices, processed food & beverages to home & personal care products, we have the entire gamut of your grocery needs covered. Reliance Fresh and Smart makes your grocery shopping even simpler. No more hassles of sweating it out in crowded markets, grocery shops & supermarkets - now shop from the comfort of your home; office or on the move. We offer you convenience of shopping everything that you need for your home - be it fresh fruits & vegetables, rice, dals, oil, packaged food, dairy item, frozen, pet food, household cleaning items & personal care products from a single virtual store.

Vision of Reliance Fresh:

Vision to generate inclusive growth and prosperity for farmers, vendor partners, small shopkeepers and consumers, Reliance Fresh, a subsidiary of RIL, was

set up to lead Reliance Group's foray into organized retail. Since its inception in 2006, Reliance Fresh has grown into an organization that caters to millions of customers, thousands of farmers and vendors. Based on its core growth strategy of backward integration, Reliance fresh has made rapid progress towards building an entire value chain starting from the farmers to the end consumers.

Mission of Reliance Fresh:

- To lead the industry by providing innovative financial products and services.
- To value to the shareholders with total satisfaction.
- To establish "customer-first" business strategy.
- To be a socially responsible investor by making investment only in desirable industry.
- Provide employees with motivating work environment, opportunities for learning and career development, competitive compensations and equal opportunities.

Products Available in Reliance Fresh:

- Staples
- Beverages
- Personal Care
- Home Care
- Fruits and Vegetables
- Baby Care
- Snacks & Branded Foods

Basic Information of Reliance Fresh Private Limited:

Reliance Fresh Private Limited is a Private incorporated on 24 March 2008. It is classified as non-govt company and is registered at Registrar of Companies, Mumbai. Its authorized share capital is Rs. 500,000 and its paid-up capital is Rs. 100,000. It is involved in Spinning, weaving and finishing of textiles.

Company Details:

- Company name - RELIANCE FRESH PRIVATE LIMITED
- Company status - Active
- Company category - Company limited by shares



- Company Sub category - non-Govt company
- Class of company - Private
- Date of Incorporation - 24 March 2008
- Directors of company - Rupin Vasant Patel, Ganesh Sakharam Kadam.

Financial Report:

Here is a summary of financial information of RELIANCE FRESH PRIVATE LIMITED for the financial year ending on 31 March, 2021.

- Revenue/ turnover of RELIANCE FRESH PRIVATE LIMITED is Under INR 1 crore
- Net worth of the company has increased by 3.31 %
- EBITDA of the company has increased by 6.18 %
- Total assets of the company have increased by 4.25 %
- Liabilities of the company has increased by 26.62 %
- Dairy & Bakery

4. Findings

4.1 Findings based on Personal Information

The study of customer perception and their buying behaviour there was a presiding role among demographic factors but all the factors don't influence the customer perception or purchasing behaviour of the customers. In this research work foremost, demographic variables are like gender, age, their occupation, their monthly income, marital status and education qualification too. Whereas, these variables in study are examined with the factors named preference of the supermarket, how frequently they buy in supermarket, time spending on purchasing, income spend on purchasing in supermarket and other factors.

- Nearly, uniform respondents have been by both the Genders. Even so there is presiding gender between the respondents is female is with 55.5 percent with 61 respondents out of 110 respondents. Whereas, male respondents represent 44.5 percent with 49 respondents.
- Coming of Age majority of buyers in the supermarket fall down among the age of 21-30 years. Thus, it is concluded that most of the

middle age group buyers are preferring of purchasing in supermarket rather than in local stores with the frequency of 67 respondents out of 110 with 60.9 percentage.

- Whereas coming to Education level, the middle age group of bachelor's degree students with 45 frequencies of responses and Masters pursuing respondents with 29 respondents were out of 110 are patronage towards supermarket.
- However, the study from occupational point of view it shows that Employed and Students are the people preferring in buying in supermarkets. Whereas, compared to employed people with 41 respondents, Students are more patronage towards supermarket with 48 respondents.
- Based on monthly income level in this study most of the people are earning less than Rs.10000 with 42 respondents out of 110 and Rs.10000 to Rs.30000 are of 39 respondents. Though the income level is low but customers are preferring of buying in supermarkets instead of local stores.
- In this survey single buyers are more than married one. Moreover, married buyers prefer supermarket than unmarried buyers but, in this survey researcher has more focused on unmarried buyers and students. So, in this survey unmarried respondents are dominating married respondents.
- The income level doesn't affect the buying behaviour of the customer.
- And there is no relationship among the common monthly purchases and demographic factors of buyers in supermarket.
- The survey has not been covered all the areas in Hyderabad only selected areas are been take for sample
- Mostly, buyers prefer to make shopping in week end days so it doesn't affect their work life. And Sunday is the most preferred day for shopping. There may more crowded in supermarkets in these days.



4.2 Findings based on General Information (buying process and buyers attitude towards supermarket)

- Customer perception and satisfaction has been the prime concern of the supermarket. Since there was a huge change in way of living of people, it altered the buying or purchasing way of shoppers from local shops to supermarkets and then to online shopping.
- Here, the researcher has selected only three supermarkets in this survey namely Dmart supermarket, Ratnadeep supermarket and Reliance fresh supermarket. Whereas, in this survey most of the respondents preferred to make purchasing in DMart supermarket with 91 responses out of 110 and 12 respondents preferred Reliance fresh and 7 respondents preferred Ratnadeep supermarket.
- Most of the respondents often do their shopping Once in a month with 62 responses.
- Whereas, coming to spending expenses on shopping is mostly among Rs.3000 to Rs.5000 and average spending is among less than Rs.3000
- Based on demographic factors students and unmarried customers are more patronage as per this response the average spending on shopping in supermarket is not more than Rs.5000.
- Most of the buyers preferred to shop once in a month or once in two months, comparing with this the buyers go for shopping once a week are only for those products which are quite urgent.
- Though the customer income level is low with high expenses, customers prefer to buy a best quality product with fair prices in supermarkets.
- The key aspect of supermarket is to build a strong relationship among them and their customers and met their expectations.
- And this survey clearly states that DMart has built a strong relationship among them and met the expectations of their customers.
- Buyers gather information about supermarkets from friends, relatives and family members it concludes that buyers are not affected by advertisements, window displays etc. for selecting supermarket.
- Most of the buyers are known of their preferred supermarket are more than one to two years visiting to the supermarket and only 15 to 20 percent customers are well known and have been visited to preferred supermarket since 4 and more than 4 years.
- In addition, perception of the buyers towards the location, ambience, trends in purchase and comparing the quality and price of the product/commodities in supermarket are the common analysis done by customers.
- In this survey most of the customer selected the supermarket based on their fair price of the product comparing to other retail stores.
- While buying the commodities in the supermarket most of the customers check the foremost thing is which supermarket is providing the best offers and discounts with best quality products.
- In this study most common likely factors of supermarket are discounts and offers provided in supermarket, price of the commodity and then finally conveniently located.
- An attempt was made while study why customers are not trying other supermarkets why they preferring only a particular supermarket from past years. In that analysis it was found that if a service provided and commodities produced by a supermarket is satisfied or meeting the expectations of the customer, then they won't change their preference.
- Once a customer is habituated with one store then they won't change preference and also recommend to various people.
- Frequently, there are some common reasons for not preferring other supermarkets namely,
 - a. Locality was the main reason most of the respondents of survey have been selected this.
 - b. Price of the product is not fair comparing to other supermarkets.



- c. The services are also not provided properly to the customers.
- d. And there no facility for parking far away in most of the supermarket, parking in front of supermarket makes congested and crowded on road as well as in front of supermarket.
- e. Discounts and offers are not attracting the customers provided by other supermarkets.
- f. It takes more time while billing process.
- When customers are fully satisfied with the services by supermarket then they also recommend to their friends and family members for preferring the supermarket while buying.

4.3 Findings based on Product and Service satisfaction

- While analysing the shopping experience of customer mostly the rating of this factor is quite high and even, they are satisfied with the staff guidance, ambience and cleanliness of supermarket.
- Whereas, coming back to quality of the commodities the satisfaction level is quite impressive, but some of the responses are neutral related to facing issues in a product like low quantity and high price.
- But nearly all of responses are positive about the offers and discounts offered by supermarkets. Between male and female buyer's female buyers are the more consciousness and quite excited for the offers and discounts.
- While analysing the gap between the perception and expectation, it was found that there is neutral gap between the perception and expectation of buyers on all the factors of satisfaction.
- Most of the people are satisfied and some are not satisfied with the availability of products they are preferring to more variety of products with more varieties of brands. Thus, it is concluded that customers expecting more varieties of quality products under one-roof.
- Also, most of the people not satisfied with the parking facility, there should be separate

basement for the parking in every supermarket so that there won't be any crowd in front of supermarket.

- With guidance of staff members, displays of commodities, mannequins were helped a lot to the customer while buying and also, it makes easy to buy the essential products in less time.

Conclusion of the Study

Inspite of rapid change in way of living and way of purchasing from local stores or Kirana store to Supermarkets or Hypermarkets in retail market. Customers perceptions and their expectations are never changed. Though they change purchasing behaviour they are expecting same i.e., best quality of commodities with fair price and also a clean and uncrowded areas, because of these pandemic situation customers are more particular and preferring to go to those areas which are cleanliness and uncrowded. In this study the researcher was mostly concentrated on the demographic factors like age, educational level, occupation, income level and marital status [10]. And also, these demographic factors won't affect the buying behaviour of the customer. Most of the services and commodities were satisfied the customers in extent level. Whereas, there are some services which are not satisfied by the customers like parking facility, billing counter and product varieties. Customers are expecting numerous varieties of products with best quality and also spacious parking area etc. In the perception of customers all the services are good but their expectations are higher than the actual service qualities of supermarket. To reach the expectations of the customer's supermarkets have to more concentrate on service providing and develop their services with more innovative things. These days most of the customers are preferring eco-friendlier products which quite organic. Supermarkets can provide paper bags instead of plastic bags. By offering more discounts, coupons, complementary gifts and promotions helps in attracting the customers.

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