Customer Satisfaction of Supermarkets in Rupandehi

Ms. Menaka Khanal[1]

Mr.Suresh Sapkota[2]

Abstract

Customer satisfaction is the degree of satisfaction provided by the goods or services of a company as measured by the number of repeat customers. It is also the marketing term that measures how products or services supplied by a company meet a customer's expectations. This study has developed a theoretical framework to analyze the customer satisfaction of supermarkets in Rupandehi district with the major defining variables service delivery, other facilities, product variety and product price. The findings of a sample set of respondents (380) analyzed using multiple regression analysis indicate that customers are satisfied with service delivery, product variety and other facilities, while they are not satisfied with product price. The study concluded that most preferred factor for customer to visit supermarket is product variety and availability. Most important factor that peoples consider for the satisfaction of supermarket are product variety, product price and service delivery. Other facility provided by the supermarket has not significant effect on the customer satisfaction.

Key words: customer satisfaction, supermarket, service, price.

I. Introduction

According to Peter Drucker, the essence of marketing is that the entire business has to be seen from the point given of customer (Swaim, 2010). Customer satisfaction is a customer's post-consumption evaluation of a product or service (Mittal &Frennea, 2010).This is only occurs if the perceived performance of a product or service meets or exceeds customers' prior expectation (Bearden & Teel, 1983).

In Nepal the concept of supermarket has develop only decade ago. Bhat-Bhateni is among the oldest and now has grown to superstore. The supermarkets are still developing in Nepal. The supermarkets in Nepal are CG Mart, Big Mart, Thamel Supermarket, and so on.

Bhat-Bhateni initially started its business from a single shutter one hundred and twenty square feet (120 sq. ft.) by Mr. Min Bahadur Gurung in 1984 A.D. to become the leading supermarket chain in Nepal. There are currently twenty two stores within and outside

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[1]Ms. Menaka Khanal is a MBA-BF Scholar of Lumbini Banijya Campus, Tribhuvan University, Nepal

[2]Mr.Suresh Sapkota is a Assistant Professor of Lumbini Banijya Campus, Tribhuvan University, Nepal

Kathmandu Valley. The supermarket offers a wide range of products including groceries, fresh fruits, vegetables, liquor, snacks, and daily use household products.

This survey deals with the customer preference of Bhat Bhateni Super Market and in Rupandehi. This study further explains the associations between dependent variable and independent variables. Major independent variables considered for the study are service delivery, product variety, product price, and other facilities provided by the supermarkets in Rupandehi. This study is directed to resolve the following issues:

- Is there any significant relationship between consumer satisfaction, price charged, service delivered and product variety offered by supermarket?

- To what extent service delivery, product price, product variety and other facilities effect customer satisfaction of supermarket?

The main purpose of conducting this research was to analyze the satisfaction level of the customers of the supermarkets. The other specific reason for the study includes following:

- To examine reasons for choosing supermarket.
- To evaluate level of consumer satisfaction on price charged, service delivered and product variety offered by supermarkets.

II. Theoretical Framework

Theoretical Review

Customer Satisfaction is defined as the number of customers or percentage of total customers whose reported experience with a firm, its product or services (rating) exceeds specified satisfaction goals (Farris et. al., 2010). Customer satisfaction is measured at individual level, but it is almost always reported at an aggregate level. It can be, and often is, measured along various dimensions (Farris et. al., 2010).

Concept and theories of Customer Satisfaction

According to Abril, et al. (2009) explained that satisfaction is an overall attitude towards a product provider or an emotional reaction to the difference between what customers expect and what they actually receive regarding the fulfillment of a need. Bateson, and Hoffman, (2011) also define satisfaction as a person's feelings of pleasure, excitement, delight ordisappointment which results from comparing a product perceived performance to his or her expectations.

Concept and Theories of Facilities

Swahn et al., (2012) a grocery store is described as a place of sensory stimuli where consumers find colorful product displays coupled with fruits and flowers with perfectly displayed packages of snacks and advertisements covering the floor. They further argue that some customers then use the in-store stimuli as cues to remind them of what groceries

they need and also assert that certain consumers enter shops without the intention of buying certain goods but end up buying a particular set of goods because the in store stimuli has triggered unrecognized needs and desires leading to in store decision making.

Concept and Theories of Pricing

Pricing is the process whereby a business sets the price at which it will sell its products and services, and may be part of the business's marketing plan. Lemuel In setting prices, the business will take into account the price at which it could acquire the goods, the manufacturing cost, the market place, competition, market condition, brand, and quality of product. Pricing is also a key variable in microeconomic price allocation theory. Pricing is a fundamental aspect of financial modeling and is one of the four Ps of the marketing mix. (The other three aspects are product, promotion, and place.) Price is the only revenue generating element amongst the four Ps, the rest being cost centers.

Concept and Theories of Service Delivery

Although customer expectations are rooted in the pre-purchase stage, they also affect the later purchase and post-purchase stages, and re-purchase experience. Given that some touchpoints throughout the customer journey are managed by the offer provider and the external partners, retailers can influence customer satisfaction and ultimately loyalty (i.e. purchase and repurchase; Lemon and Verhoef, 2016).

Theories and Concept of Product Variety

Maintaining optimal product availability is an important dimension of store quality in the retail sector. Studies indicate that 8.2 percent of a grocery retailer's items are out of stock on a typical afternoon and that frequent stock outs and limited product variety are the number one cause of dissatisfaction among supermarket shoppers (Andersen, 1996).

Empirical Review

Naik, Gantasala and Prabhakar (2010) published an article on 'Service Quality (SERVQUAL) and its Effect on Customer Satisfaction in Retailing.' The general objective of the study was to access the influence of service quality on customer satisfaction. The specific objective was to describe service quality dimensions in retailing business that perhaps influence customer satisfaction and to access the dominant quality service dimensions that influence customer satisfaction in retail store. The research methodology was carried out in a survey cross sectional applied to 369 respondents. The data obtained was analyzed using reliability method, correlation and regression. The result of research showed that services offered by retail units had positive impact and were significant in building customer satisfaction.

Various aspects of the supermarket are assessed on the basis of four distinctive components: service delivery, product variety, product price and other facilities. Based on these arguments the following conceptual model was adopted.

Figure 2. 1

Theoretical Framework
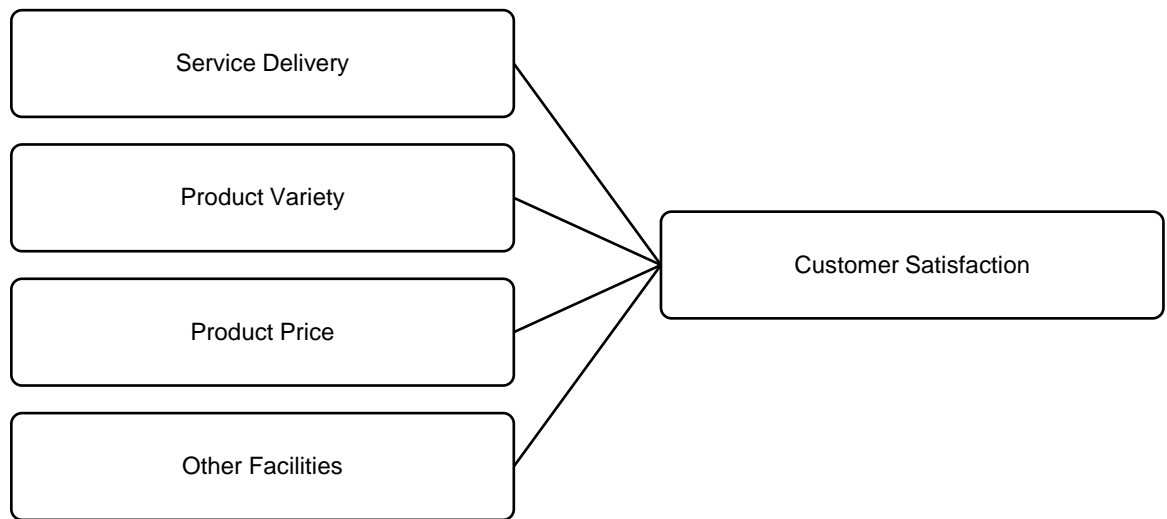
Source: Karki (2018)

Hypothesis of the Study

H1: There is significant effect of service delivery on customer satisfaction of supermarket in Rupandehi.

H2: There is significant effect of product variety on customer satisfaction of supermarket in Rupandehi.

H3: There is significant effect of product price on customer satisfaction of supermarket in Rupandehi.

H4: There is significant effect of other facilities on customer satisfaction of supermarket in Rupandehi.

III. Research Methodology

The primary data collection method was used which were collected through the questionnaire distribution. Qualitative research analysis method has been used here. It consists of various types of questions like single response questions, Likert scale

questions. The study was focused on how Customer satisfaction of different gender, profession and age group are affected by different factor like price, quality, service, delivered products available, location etc.

Research Design

Descriptive and casual comparative research design.

Population and Sample

The populations for this study are those customers who had visited supermarket and departmental stores once for buying. The sampling units were of both genders i.e. male and female. This study had taken the sample size of 380. This study had used non probability sampling technique and convenience sampling method under it.

Nature and Source of Data

Data is collected by distributing google forms questionnaires to the customer who have visited the store. The entire questionnaire has been filled by the respondent as per the request.

Data has been divided among the age group, gender and occupation of the respondents. Firstly, collected data are edited to ensure accuracy, uniformity, consistency. Secondly, coding and data classification has been done accordingly. Then, classified data are tabulated and summarizes. Afterward, these data have been presented in the graphs and charts. Different pie-chart, bar diagram, lines, scatter diagram has been designed on the basis of data as per required.

Tools for Data Collection

For collecting the data through primary sources questionnaire method is used to know customer satisfaction. Structured questions are included. Questionnaire is divided into two parts, the first part contains the questions related to demographic variables of the respondents and second part contains questionnaire related to dependent and independent variables. Questionnaire is formatted using google form and distribution to various customers of different super market and their responses are collected.

Method of Data Analysis

Data analysis tools used for the fulfillment of objective are frequency and mean. Research has been presented in descriptive and tabular form as per requirement and clear interpretation on it. To make report simple and easily understandable, charts and diagram has been used. The appropriate data are converted into tabular and graphical form with the help of MS Excel and manually too. Scatter diagram, pie-charts and bar diagram has been designed on the basis of data as per required. Major statistical tools that are used for the data analysis purpose are explained below in detail.

a) Descriptive statistics

A descriptive statistic is a summary statistic that quantitatively describes or summarizes features of a collection of information, using and analyzing those statistics. Descriptive

statistics is distinguished from inferential statistics, in that descriptive statistics aims to summarize a sample, rather than use the data to learn about the population that the sample of data is thought to represent. Descriptive statistics is used to explain the demographic characteristics of the respondents and the employees of the banking sector. Descriptive analytical tools like frequency, percentage and mean are used. The analyzed data is presented by use of percentages, frequency tables.

b) Reliability Test

Reliability testing was done in order to determine whether the questionnaire and the results obtained were reliable. Cronbach's alpha was calculated as part of the reliability test to assess how valid the results were and whether we will get similar results to generalize if we increased the sample size. A generally accepted rule for Cronbach's alpha states that value between 0.6-0.7 an acceptable level of reliability and alpha of 0.8 or greater is considered a very good level (Ursachi, et al., 2015).

c) Pearson's correlation coefficient

Correlation can be measured by means of the correlation coefficient. Pearson's correlation coefficient is used in this research in order to examine the relationships between two or more research variables. If the value of the correlation coefficient is 1.0, then there is a perfect positive correlation between two variables (they increase together). In contrast, if the value of correlation coefficient is -1.0, it can be concluded that there is a perfect negative correlation between two variables (one increases while the other decreases). In addition, there is no relationship between two variables if the value of correlation coefficient is zero.

d) Multiple regression analysis

Multiple regression analysis is a statistical method used to predict the value a dependent variable based on the values of two or more independent variables. Its analysis is used to analyze the relationship between several independent variables and a single dependent variable. This analysis technique allows researchers to indicate how much of the variance in the dependent variable is explained by a set of independent variables. Multiple regression analysis was used to examine the simultaneous effects of several independent variables on a dependent variable. The value being predicted is termed dependent variable because its outcome or value depends on the behaviour of the variables. The independent variables value is usually ascertained from the population or sample.

$$CS = \beta + \beta_1 SD + \beta_2 PV + \beta_3 PP + \beta_4 OF + e \ldots\ldots\ldots\ldots\ldots\text{...................1}$$

Where,

CS	= Customer Satisfaction
β	= Constant
β_1, β_2, β_3 and $\beta4$	= Constant for respective variables
SD	= Service Delivery

PV   = Product Variety

PP   = Product Price

OF   = Other Facilities

e   = Standard Error

IV. Result and Conclusion

To realize the main objectives of the study, that is, to determine service quality and customer satisfaction of supermarket stores in Rupandehi, this section encompasses evaluation and explanation of the primary data based on objectives and discusses the results of the study.

Demographic Profile

The demographic profile of respondents was based on gender, age and length of period of shopping in the supermarket. The data analysis based on frequency distributions and percentages and was presented in tables.

Table 4.1

Gender Profile

Gender	Frequency	Percent
Female	248	65.3
Male	132	34.7
Total	380	100.0

Source: SPSS Data Output

As indicated 65.3% of the respondents were female and 34.7% were male. Table clearly indicates that most of the visitors in supermarket including Bhatbhateni in Rupandehi are female.

Table 4.2

Age Group of Respondents

Age	Frequency	Percent
15-25 years	211	55.5
26-35 years	144	37.9
36-45 years	9	2.4
Above 46 years	16	4.2
Total	380	100.0

Source: SPSS Data Output

The respondents' age groups were presented in table 4.2 which indicates that 55.5% of the respondents were aged between 15-25 years, 37.9% between 26-35 years, 4.2% between above 45 years and 2.4% above 36.45 years. This indicates that the study was inclusive of all the age groups with highest number of respondents aged between 15.25 years.

Table 4.3

Occupation of Respondents

Occupation	Frequency	Percent
Business/ Self Employed	59	15.5
Home maker	3	.8
Salaried	82	21.6
Student	236	62.1
Total	380	100.0

Source: SPSS Data Output

Table shows that most of the respondent are students self-employed which include 62.1% of the total respondents. Likewise, 21.6% of the respondents are salary based employee, 15.5% of the respondents are businessman or self-employed and only 0.8% of the respondents are home makers. This indicates that study was inclusive of people involved in

all types' occupational activities with highest number of respondents are students of various level.

Table 4.4

Factor for Preferring Supermarket

Factors	Frequency	Percent
Location	27	7.1
Price of products	50	13.2
Price of products, Products range & availability, Location	3	.8
Price of products, Products range & availability, Location, Products' display and layout	3	.8
Price of products, Products range & availability, Products' display and layout	3	.8
Products range & availability	198	52.1
Products range & availability, Location	3	.8
Products range & availability, Location, Products' display and layout	10	2.6
Products range & availability, Products' display and layout	10	2.6
Products' display and layout	36	9.5
Social influence	31	8.2
Social influence, Location	3	.8
Social influence, Products range & availability	3	.8
Total	380	100.0

Source: SPSS Data Output

52.1% of the respondent prefer product range and availability, 13.2% of the respondents prefer product price, 7.1% of the respondents prefer location, 9.5% of the respondents prefer product display and layout and 8.2% of the respondents prefer social influence. Remaining respondents prefer combination of these facility to visit the supermarket in Rupandehi. This indicates that people prefer various reason to visit supermarket in

Rupandehi but the most preferred reason to visit supermarket in product range and availability followed by price of the products.

Table 4.5

Shopping Period of Customer with Supermarket

Shopping Period	Frequency	Percent
<1 year	59	15.5
1-3 year	131	34.5
3-5 year	128	33.7
5-10 year	47	12.4
More than 10 year	15	3.9
Total	380	100.0

Source: SPSS Data Output

As indicated 34.5% of the respondents had been shopping in the supermarket for a period of more than 1-3 years, 33.7% had been shopping for a period of 3-5 years, 15.5% had been shopping for a period of less than 1 year, 12.4% had been shopping for the period of 5-10 years and 3.9% had been shopping at the supermarket for a period of more than 10 years. This denotes that more of the respondents have been visiting the supermarkets for a period of more than one years.

Reliability Analysis

Rosaroso, (2015) Stated reliability as the consist envy of measurement. Reliability is the measure of consistency of test scores from one measurement to another. It is also used to describe consistency of score received from respondents when given the same questions in different time. To determine the reliability of the scale by estimating the internal consistency of the test or the mean of all the correlations between each item and the total score Cronbach's alpha has used.

Reliability Analysis carried out after the collection of data throng the restructured questionnaire by calculating Cronbach's alpha. Value between 0.6-07 is acceptable level of reliability, on the basis of this value the reliability of the study is accepted since the Cronbach's alpha value is 0.865.

Table 4.6

Reliability Analysis

Cronbach's Alpha	N of Items
.865	20

Source: SPSS Data Output

Descriptive Analysis

In this research one dependent variable and one dependent variable has been analyzed. Five Independent variables used are reliability, responsiveness, assurance, empathy and tangibles while customer satisfaction is used as dependent Variable. Five point likert scale are used to analyze the mean and standard deviation of variables used. Maximum, minimum, mean and standard deviation for all the dependent and independent variables used in this study are explained below.

Table 4.7

Descriptive Analysis for Service Delivery

	N	Minimum	Maximum	Mean	Std. Deviation
SD1	380	1	5	3.45	.799
SD2	380	1	5	3.46	.866
SD3	380	1	5	3.06	1.062
Valid N (listwise)	380				

Source: SPSS Data Output

Table4.7showsthatactualresponsesrangesfrom1to5scales;(1)indicatingStronglyDisagree,(2)indicatingDisagree,(3)indicatingNeutral,(4)indicatingAgree,
(5)StronglyAgree.Amongthefourvariablesusedbasedontheanalysisofservice
deliveryoncustomer
satisfactionshowsthehighestmeanis3.46andwithstandarddeviationis0.866 for the second statement while for the first and third statement mean is 3.45 and 3.06 and standard deviation is 0.799 and 1.092 respectively. Service delivery has above the average response for its all three statement which shows that respondents are quite satisfied from the service delivery of supermarket they visit.

Table 4.8

Descriptive Analysis for Other Facilities

	N	Minimum	Maximum	Mean	Std. Deviation
OF1	380	2	5	4.15	.675
OF2	380	2	5	4.04	.720
OF3	380	1	5	3.07	.778
OF4	380	1	5	3.89	.754
OF5	380	1	5	3.34	.862
OF6	380	1	5	3.93	.817
Valid N (listwise)	380				

Source: SPSS Data Output

Table 4.8 shows that actual responses ranges from 1 to 5 scales; (1) indicating Strongly Disagree, (2) indicating Disagree, (3) indicating Neutral, (4) indicating Agree, (5) Strongly Agree. The mean satisfaction level on the statements regarding other facilities is 3.07 to 4.15. Among them, the most significant observation of the respondents is regarding the first. Thus, there is not a large deviation between comparisons of mean. Again average response for the other facility provided by the supermarket is more than 3 for all the statements which indicates customer are satisfied from the other services provided by the supermarket they visit.

Table 4. 9

Descriptive Analysis for Product Variety

	N	Minimum	Maximum	Mean	Std. Deviation
PV1	380	1	5	3.62	.944
PV2	380	1	5	3.63	.894
PV3	380	1	5	3.55	.782
Valid N (listwise)	380				

Source: SPSS Data Output

Table 4.9 shows that actual responses ranges from 1 to 5 scales; (1) indicating Strongly Disagree, (2) indicating Disagree, (3) indicating Neutral, (4) indicating Agree, (5) Strongly Agree. The mean satisfaction level on the statements regarding product variety ranges from

3.55 to 3.63. Among them, the most significant observation of the respondents is regarding the second statement. Thus, there is not a large deviation between comparisons of mean. It can conclude that respondents are satisfied from the product variety offered by the supermarket thy visit.

Table 4. 10

Descriptive Analysis for Product Price

	N	Minimum	Maximum	Mean	Std. Deviation
PP1	380	1	5	3.06	.982
PP2	380	1	5	2.97	.847
Valid N (listwise)	380				

Table 4.10 shows that actual responses ranges from 1 to 5 scales; (1) indicating Strongly Disagree, (2) indicating Disagree, (3) indicating Neutral, (4) indicating Agree, (5) Strongly Agree. The mean satisfaction level on the statements regarding product price ranges from 2.97 to 3.06. Among them, the most significant observation of the respondents is regarding the first statement. Thus, there is not a large deviation between comparisons of mean. It can conclude that respondents are not satisfied form the price of various product offered by the supermarket thy visit in Rupandehi.

Table 4.11

Descriptive Analysis for Customer Satisfaction

	N	Minimum	Maximum	Mean	Std. Deviation
CS1	380	1	5	3.22	.723
CS2	380	1	5	3.73	.854
CS3	380	1	4	3.04	.830
CS4	380	1	5	3.04	.694
CS5	380	1	5	3.06	.803
CS6	380	2	5	3.66	.732

Table 4.11 shows the average response under each statement of customer satisfaction. A ctualresponsesrangesfrom1to5scales;(1)indicatingStronglyDisagree,(2)indicatingDisagree, (3)indicatingNeutral,(4)indicatingAgree,   (5)stronglyagree.Amongthesixstatements,   second

shows the highest mean 3.73 with 0.854 standard deviation and third and fourth statement shows lowest mean 3.04 and standard deviation 0.830 and 0.694 respectively. Statement regarding customer satisfaction has average rating more than 3 which indicates overall customer satisfaction for the supermarket in Rupandehi is satisfactory.

Table 4. 12

Overall Descriptive Analysis

	N	Minimum	Maximum	Mean	Std. Deviation
SD	380	1.67	5.00	3.3202	.66146
OF	380	1.50	5.00	3.7368	.54782
PV	380	1.33	5.00	3.5982	.71463
PP	380	1.00	5.00	3.0171	.80506
CS	380	1.67	4.67	3.2925	.53438
Valid N (listwise)	380				

Source: SPSS Data Output

Table 4.12 shows the average response of all variable as a whole. Among the four independent i.e. service delivery, other facilities, product variety and product price and one dependent variable i.e. customer satisfaction other facility has highest average response which is 3.7368 with standard deviation 0.54782 and product price has got lowest average response which is 3.0171 with standard deviation 0.80506. Form the above analysis it can be concluded that respondents seem satisfied form the overall services of the supermarket in the Rupandehi but price offered by the supermarkets are not satisfactory for the customer.

Correlation Analysis

Correlation is the bivariate analysis that measuresthe strengths ofassociation betweentwovariablesandthedirectionoftherelationship.Intermsofthestrengthofrelationship,the valueofthecorrelationcoefficientvariesbetween+1and-1.Whenthevalueofcorrelationcoefficientliesaround_+1,thenitissaidtobeaperfectdegreeofassociationbetweenthetwovariables.Asthecorrelationcoefficientvaluegoestoward0,therelationshipbetweenthetwovariableswillbeweaker.Thedirectionoftherelationshipissimplythe+(indicatingapositiverelationshipbetweenthevariables)or-(indicatinganegativerelationshipbetweenthevariables)signofthecorrelation.Usually,instatistics, wemeasurefourtypesofcorrelation:Pearsoncorrelation,Kendallrank   correlation,   Spearmen correlation,   and   the   point-   Biserial   correlation.

ThemostcommonoftheseisthePearson'scorrelationcoefficient,whichissensitiveonlytoalinearrelationshipbetweentwovariables(whichmaybepresentevenwhenonevariableisnonlinearfunction oftheother).Onthebasisofdescriptivestatistics,Pearson correlation coefficients arecomputed andthe results arepresented in Table.

Table 4. 13

Correlation Matrix

	SD	OF	PV	PP	CS
SD	1				
OF	.344**	1			
PV	.419**	.504**	1		
PP	.205**	.479**	.450**	1	
CS	.318**	.295**	.382**	.423**	1

**. Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Data Output

Above table is presented correlation analysis between dependent and independent variables. Correlation result clearly indicated that all the independent variables are positively and significantly correlated with the dependent variable customer satisfaction. All the hypothesis formulated are tested on the basis of correlation and result is presented below:

H_1: There is significant effect of service delivery on customer satisfaction of supermarket in Rupandehi.

Theresultofcorrelationanalysisbetweendependentandindependentvariablesshowthecorrelation coefficient0.318forservice deliverywhichshowspositive relationshipbetweenservice delivery and customer satisfaction.Correlation between service delivery and customer satisfaction is moderate and significant at 0.01 level. On the basis of correlation analysis hypothesis-1 is accepted.

H_2: There is significant effect of product variety on customer satisfaction of supermarket in Rupandehi.

Similarly,thecorrelationcoefficientofanindependentvariableother facilitiesis0.295.Thisshowsthatthereisalsopositivecorrelationbetweenother   facilities   and customer satisfactionasperthevalueofcorrelationispositive.Thevalueofcorrelationcoefficientfallsinlower range which indicates moderate relationship. On the basis of correlation analysis hypothesis-2 is accepted.

H₃: There is significant effect of product price on customer satisfaction of supermarket in Rupandehi.

Similarly,thecorrelationcoefficientofanindependentvariableproduct variety and customer satisfactionis0.419.Thisshowsthatthereispositiverelationshipbetweenboth the variableas perthevalueofcorrelationcoefficient.
Thevalueofcorrelationcoefficientfallsrangeof±0.41to±0.70.Therelationshipbetweenproduct variety and customer satisfaction is moderate. On the basis of correlation analysis hypothesis-3 is accepted.

H₄: There is significant effect of other facilities on customer satisfaction of supermarket in Rupandehi.

Similarly,thecorrelationcoefficientofanindependentvariableproduct price and customer satisfactionis0.205.Thisshowsthatthereispositiverelationshipbetweenboth the variables.Also,thevalueofcorrelationcoefficientfall below ±0.41.Therelationshipbetweenproduct price and customer satisfaction is weak but significant at 0.01 level. On the basis of correlation analysis hypothesis-4 is accepted.

Multiple Regression Analysis

Another important tool that is used for the analysis of relationship between dependent and independent variable is multiple regression analysis. As mentioned in the chapter three multiple regression has been used to analyze the variables. Here multiple regression is used to determine the relationship between customer satisfaction (Dependent) and service delivery, product variety, product price and other facilities (All Independent). Hypothesis that are developed in the first chapter has been checked by the use of multiple regression analysis. On the basis of this analysis researcher can give the answer of the research question that are formulated in the first chapter. The results from the regression analysis are presented in three tables called model summary, ANOVA and coefficient table as follows;

Table 4. 14

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.503ᵃ	.253	.245	.46421

a. Predictors: (Constant), PP, SD, OF, PV

Source: SPSS Data Output

BasedonMultipleregressionRsquareequalto0.253therefore25.3percentofthevariationofcustom er satisfactionisexplainedbyservice delivery, product variety, product price and other facilities.Howeveritisstillleave74.7percentunexplainedinthisresearch.Inotherwords,therearead ditionalvariablesthatare responsible for the customer satisfaction of supermarket in Rupandehi.Similarly,adjustedR-squareis0.245whichmeans24.5%variationincustomer

satisfaction is explained by service delivery, product variety, product price and other facilitiesafteradjustingdegreeoffreedom(df).Modelsummaryalsoindicatesthestandarderrorofth eestimate0.46421 which shows the variability of the observed value of customer satisfaction from regression line is 0.46421 units.

Table 4. 15

ANOVA Table

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	27.421	4	6.855	31.812	.000[b]
Residual	80.808	375	.215		
Total	108.229	379			

a. Dependent Variable: CS

b. Predictors: (Constant), PP, SD, OF, PV

Source: SPSS Data Output

Based on ANOVA, thep-valueis0.000 which is lesser than alpha 0.05.Besides that the F statistics is significant at the value 31.812. Therefore, the model is good descriptor of relation between dependent and independent variables. As a result, the independent variables (service delivery, product variety, product price and other facilities)aresignificantexplainthevarianceincustomer satisfaction.

Table 4.16

Coefficient Table

| Model | Unstandardized Coefficients | | Standardized Coefficients | | |
	B	Std. Error	Beta	t	Sig.
1 (Constant)	1.731	.180		9.637	.000
SD	.150	.040	.186	3.723	.000
OF	.025	.054	.000	-.002	.998
PV	.122	.042	.163	2.900	.004
PP	.207	.035	.312	5.890	.000

$$CS = \beta + \beta_1 SD + \beta_2 PV + \beta_3 PP + \beta_4 OF + e\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots 1$$

Asindicatedintable,theregressionequationforcustomer satisfactionis

Customer satisfaction =1.731 + 0.15SD + 0.025OF +0.122PV+ 0.207PP

Regressioncoefficientservice delivery, product variety, product price and other facilities are 0.150, 0.025, 0.122 and 0.207 respectivelywhereservice delivery, product variety and product pricearethesignificantindependentvariablesandotherindependentvariable,other facilitieshavenon-significanteffect on customer satisfaction(p > 0.05).Thisillustratesthat1unitincreaseinservice delivery, product variety and product price willbring0.15,0.122 and 0.207unitrespectivelyincreaseincustomer satisfaction.

Regression coefficient for service delivery is 0.150 and significance value is 0.000 which is less than p-value 0.05, this indicted service delivery has positive and significant effect on customer satisfaction of supermarket in Rupandehi.

Regression coefficient for other facilities is 0.025 and significance value is 0.998 which is greater than p-value 0.05, this indicted other facility has positive but insignificant effect on customer satisfaction of supermarket in Rupandehi.

Regression coefficient for product variety is 0.122 and significance value is 0.004 which is less than p-value 0.05, this indicted product variety has positive and significant effect on customer satisfaction of supermarket in Rupandehi.

Regression coefficient for product price is 0.207 and significance value is 0.000 which is less than p-value 0.05, this indicted product price has positive and significant effect on customer satisfaction of supermarket in Rupandehi

IV. Results and Conclusion

Discussion

Both genders were almost equally represented in this study with a slightly higher number of female respondents than male. Respondents from all age groups were involved in the study hence the results were not biased on age; however, the number of respondents between the ages of 25-35 was higher than any other age group. Most shoppers had been doing their shopping at the supermarket for a period of more than one year, hence were well suited to give credible data for this study. This may also indicate that most of the respondents are satisfied with services offered in the stores they visit.

Service delivery is the significant variable and shows the significant effect of service delivery on customer satisfaction of supermarket in Rupandehi. Toili (2017) conducted study on perceived service quality and customer satisfaction of super market and found the service delivery has positive and significant effect on customer satisfaction.

Product variety is also one of the significant variables for the customer satisfaction of supermarket in Rupandehi indicated by regression analysis and correlation analysis. Lu and Lukoma (2011) also found that the product variety has positive and significant effect on customer satisfaction of supermarket..

Other facility has insignificant effect on customer satisfaction of supermarket in Rupandehi indicated by regression analysis but the correlation analysis has significant effect. From the above analysis it is clear that other facilities provided by the supermarket are not so effective and customer are not satisfied from the other facilities provided by the super market. This indicated increasing or decreasing in other facilities don't provide any significant effect on the customer satisfaction.

Product price has significant effect on customer satisfaction as indicates by regression analysis and correlation analysis. From the above analysis it is clear that product price has positive and significant effect on the customer satisfaction of supermarket in Rupandehi. It indicates that customer are quite satisfied from the price of the product offered by the super market and managing convenient pricing of product leads to increase in customer satisfaction and vice-versa. Wang, (2016) pricing positive relate the customer's satisfaction of A supermarket's customers in Bangkok or not. The result from the analysis show that Pricing positive relate the customer's satisfaction of A supermarket's customers in Bangkok at significant level.

Conclusion

Service delivery has above the average response for its all three statement which shows that respondents are quite satisfied from the service delivery of supermarket they visit. Again average response for the other facility provided by the supermarket is more than 3 for all the statements which indicates customer are satisfied from the other services provided by the supermarket they visit. It can conclude that respondents are satisfied from the product variety offered by the supermarket thy visit and respondents are not satisfied form the price of various product offered by the supermarket thy visit in Rupandehi. Statement regarding customer satisfaction has average rating more than 3 which indicates overall customer satisfaction for the supermarket in Rupandehi is satisfactory. It can be concluded that respondents seems satisfied form the overall services of the supermarket in the Rupandehi but price offered by the supermarkets are not satisfactory for the customer.

The result of correlation analysis between dependent and independent variables shows positive relationship between service delivery and customer satisfaction. Correlation between service delivery and customer satisfaction is moderate and significant. Service delivery, product variety and product price are the significant independent variables and other independent variable, other facilities have non-significant effect on customer satisfaction.

Form the overall study concluded that most preferred factor for customer to visit supermarket is product variety and availability. Most important factor that people consider for the

satisfaction of supermarket are product variety, product price and service delivery. Other facility provided by the supermarket has not significant effect on the customer satisfaction.

Implications

- The satisfaction level of primary dimension product price is the lowest. The pricing strategy can be improve so that they can increase the customer satisfaction regarding pricing to maintain long term customer relationship and maintain goodwill of the organization. The dimensions that are significant to customer satisfaction can further improved.

- To improve the service delivery supermarket should focus they're on programs such as continuous employee training on customer experience, investment on state of the art equipment, inventory management, benchmarking and quality management which continuously increase customer satisfaction.

- Supermarket should invest in modern supply and product variety that will improve on the efficient of availing product in the right quality and quantity.

- Management should foster partnerships with supply chains that are reputable in supplying cheap, reliable and high quality products to ensure that there the inventory is efficiently managed to improve on customer satisfaction.

- The management should also maintain a proper ratio of product quality and price in order to achieve higher customer satisfaction levels.

- Training on effective complaint handling and product knowledge should also be paramount to improve on aspects of empathy, assurance and reliability.

- Supermarket must also invest in technology that effectively processes transactions and securely transmits and store customer details. Supermarket employees must also be trained on handling customer personal and transactional details in professional and mercury manner.

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