



Perception Vs Satisfaction-A Study on Organised Food Retail Stores in Telangana

K Venkata Janardhan Rao* and Srivalli Jandhyala†

Abstract

Consumers are often considered as a major source of marketing. Any food retail store in India has to attract the shopper who visits the stores and wants to be their permanent customer. Telangana is a newly formed state of India with Hyderabad, a metro city and an IT hub, as its capital. Hyderabad, as a metropolis, is home to a variety of people each of whom maintain distinct food habits of their own. The present study focuses on how different food retail stores in Hyderabad Metro City are facing and fulfilling the shopper perception as far as possible. To achieve the perception level, GAP analysis technique has been applied.

Keywords: Food retail stores, Perception, Level of satisfaction, Factor analysis

Introduction

Consumer Behaviour is one of the objects of perception. Analysing the works of scientists studying consumer behaviour, it is possible

* Kakatiya University, India; janardhan_@yahoo.com

† JNTUH, India; srivallisrivalli7@gmail.com

to make a conclusion that perception is presented as one of the personal factors that determine consumer behaviour. Personal factors mean the closest environment of a human, including everything that is inside the person, his head and soul, characterizing him as a personality. Using sensory receptor and being influenced by external factors, the person receives information, accepts and adopts it, forms his personal attitude, opinion and motive which can be defined as factors that will influence his further activity and behaviour. Perception within this context is considered as one of the principal, personal factors conditioning nature and direction of remaining variables.

Consumer Perception

Consumer perception is an important component of a business' relationship with the consumers. Consumer satisfaction is a mental state which results from the consumer comparison of expectations prior to a purchase with performance perceptions after a purchase. A consumer may make such comparisons for each part of an offer called "domain-specific satisfaction." Moreover this mental state, which we view as a cognitive judgement, is conceived of as falling somewhere on a bipolar continuum bounded at the lower end by a low level of satisfaction where performance perceptions exceed expectations.

Literature Review

J. C. Mowen (1987), D. L. Loudon and A. J. Della Bitta (1993) determine perception as a phase of information processing, while C. G. Walters and B. J. Bergiel (1989), F. G. Crane and T. K Klarke (1994), G. D. Harrell, G. L. Frazier (1998), M. Solomon (1999), B. Dubois (2000) define perception as a separate variable of consumer behaviour having features of the process and including separate phases of the process. C.G. Walteer and B.J. Bergiel (1989) characterize perception as a solid process during which an individual acquires knowledge about the environment and interprets the information according to his/her needs, requirements and attitudes. The works of F.G. Crane and T. K Klarke (1994), G. D. Harrell, G. L. Frazier (1998), M. Solomon

(1999), B. Dubois (2000) presents Perception as a more complicated process, during which sensory receptors of a consumer capture a message sent by external signals and the information received is interpreted, organized and saved, a process that provides a meaning for it and allows the use of it in the decision-making process.

Objectives of the study

1. To analyse if the expected level of satisfaction and derived level of satisfaction for various factors are same in selected areas of Hyderabad metro city of Telangana.
2. To analyse which factor will affect or influence consumer perception of shoppers for the retail stores visited in Hyderabad metro city.

Methodology

Data required for the analysis has been collected from both primary and secondary sources but more focus is placed on primary data which helped in analysing data statistically. A pilot study was conducted for testing the questionnaire which helped in further finalising the questionnaire. A structured questionnaire was prepared based on the objectives.

Secondary source of data was collected from magazines, records, and websites.

The main aim of the analysis was to find out the services provided by retail stores to their different demographical consumers. The population is countable which is taken from census for field survey and all the major retail stores have been considered. The proposed sample of study is from the selected metro city and sample calculator was used to know the appropriate sample.

Sampling Method

The method adopted for sampling the population and analysis is convenient sampling method.

Statistical Tools and Techniques

1. GAP analysis
2. Factor Analysis

Table 1: Cronbach's Alpha Test for Hyderabad Metro city

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.793	.861	45

From the above table it could be seen that the Cronbach's alpha for the 45 items is .861 which is based on standardized items. It can be concluded that items have relatively high internal consistency and is reliable to be strong with 0.793.

Table 2: Scale statistics for Hyderabad

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
64.9940	23.497	4.84737	45

The scale statistics shows that for 45 items in Hyderabad metro city have a mean of 64.9940 and variance 23.497, standard deviation 4.84737 which help us to know how far the values are spread above and below the mean. A high standard shows that the data is widely spread and low standard deviation shows that the data is closely around mean.

Limitations of the Study

1. The time spent for field work to get response from customers through questionnaire filled was considerable.
2. The time, cost, accuracy are other limitations.

Gap Analysis

GAP analysis is carried out between the expected level and derived level of satisfaction on the various aspects such as access, freshness, discounts, offers, price. The t-test on average score was obtained for each factor at a significance level of 5%.

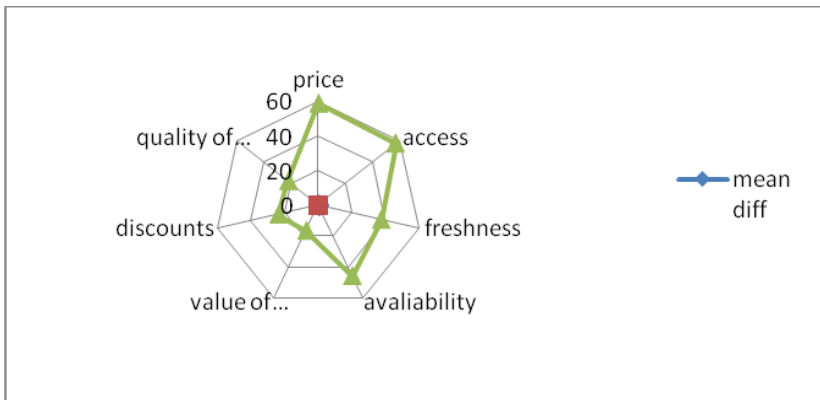
Gap Analysis on Expected and Derived Level of Satisfaction - SPENCERS

The table given below and the graph provide mean difference between expected level and derived level of satisfaction on various aspects of consumer perception with its t-value and P-value.

Table 3: GAP analysis -SPENCERS

Aspects	Mean Difference Expected -Derived	t-value	p-value	S/NS
Price	0.9	59.059	0.004	S
Access	0.9	57.559	0.009	S
Freshness	0.78	37.566	0.001	S
Availability	0.91	45.525	0.000	S
Value of money	0.46	16.389	0.002	S
Discounts & offers	0.63	23.912	0.001	S
Quality of product	0.6	22.551	0.000	S

S-significant(p value <= 0.05); NS- Not significant (p value >0.005)



Graph 1

From the above table and graph it can be analysed that the expected level of satisfaction is more than the derived level of satisfaction. It implies that all the aspects considered are found significant and positive. It is concluded that the respondents' expectation are significantly more than they derive on the various aspects relating to facilities in SPENCERS.

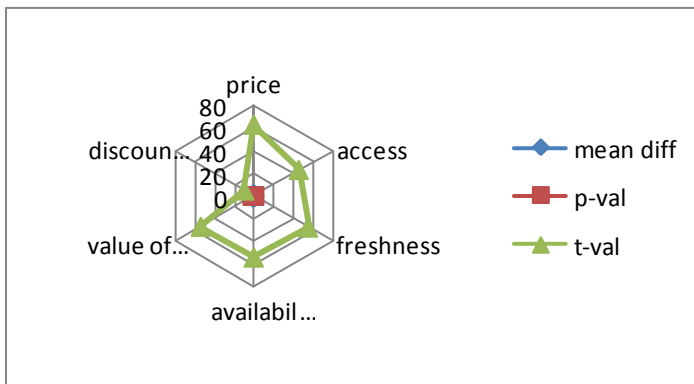
Gap analysis on Expected and Derived level of satisfaction-MORE

The table provides mean difference of MORE between expected level of satisfaction on different aspects considered with its t-value and P-value. The aspects considered are price, availability, offers etc.

Table 4: Gap analysis -Expected and derived level of satisfaction-MORE

Aspects	Mean Difference Expected -Derived	t-value	p-value	S/NS
Price	0.9	62.95	0.002	S
Access	0.9	46.123	0.000	S
Freshness	0.9	55.687	0.003	S
Availability	0.96	54.311	0.000	S
Value of money	0.96	54.311	0.000	S
Discounts & offers	0.2	9.703	0.005	S

Significant (pvalue<= 0.05); NS- Not significant (p value >0.005)



Graph 2

From the above table all the mean difference values are positively indicating that the expected level of satisfaction is more than the derived level of satisfaction. Further it is being implied that all the different aspects are significantly more than the derived level of satisfaction of MORE.

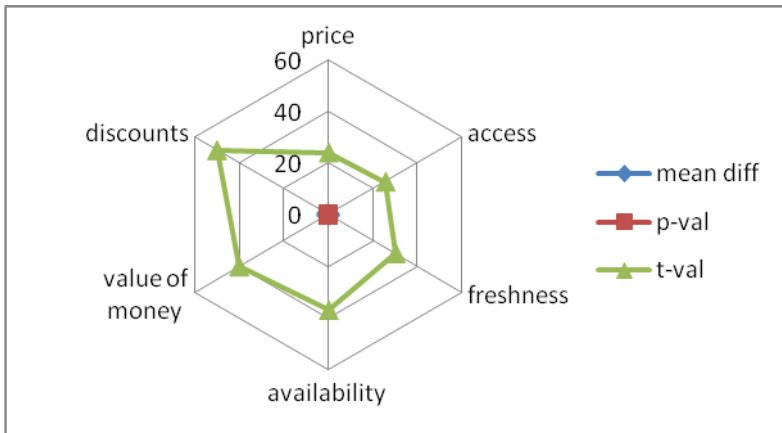
Gap Analysis on Expected level and Derived level of satisfaction-RELIANCE FRESH

The below analysis provides the mean difference of Reliance Fresh in Hyderabad metro city where the expected level of satisfaction variation by taking different aspects into consideration. The analysis also shows the t-value and P-value

Table 5: Gap Analysis – Expected and Derived level of satisfaction – RELIANCEFRESH

Aspects	Mean Difference Expected -Derived	t-value	p-value	S/NS
Price	0.62	24.097	0.003	S
Access	0.65	25.474	0.009	S
Freshness	0.87	29.992	0.001	S
Availability	0.86	36.987	0.007	S
Value for money	0.94	40.098	0.006	S
Discounts & offers	0.92	50.028	0.004	S

Significant (p value <= 0.05); NS- Not significant (p value >0.005)



Graph 3

It is concluded from the above table all the different aspects are considerably positive indicating that the expected level of satisfaction is more with comparison of derived level of satisfaction. It says that respondents’ expectations are significantly more than they derive on various aspects.

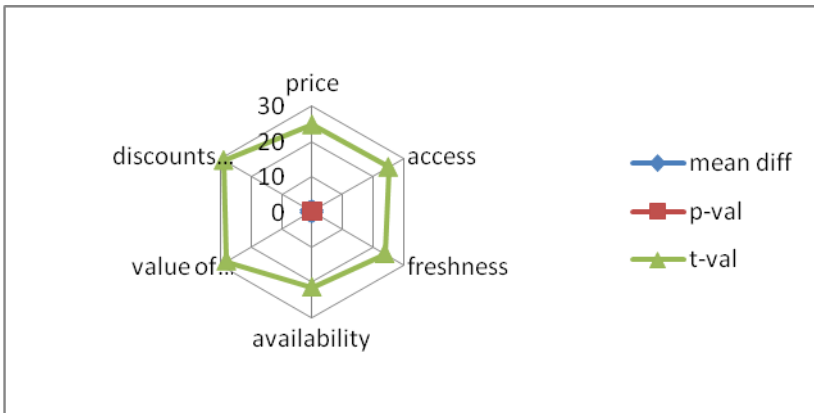
Gap Analysis on Expected and Derived Level of Satisfaction - HERITAGE

The below statistical table shows the difference between expected level of satisfaction and derived level of satisfaction by showing t-values and P-values in consideration of various aspects of the store.

Table 6: Gap Analysis-Expected and Derived level of satisfaction-HERITAGE

Aspects	Mean Difference Expected -Derived	t-value	p-value	S/NS
Price	0.61	24.637	0.005	S
Access	0.61	25.066	0.001	S
Freshness	0.61	23.922	0.001	S
Availability	0.61	21.494	0.000	S
Value for money	0.72	28.127	0.004	S
Discounts & offers	0.75	29.045	0.001	S

S-significant (p value <= 0.05); NS- Not significant (p value >0.005)



Graph: 4

We can analyse from the graph that all the different aspects are positively indicating that the expected level of satisfaction is more than the derived level of satisfaction with significant values of P-values. It is concluded that the respondents' expectations are significantly more than the derived values relating to the retail stores.

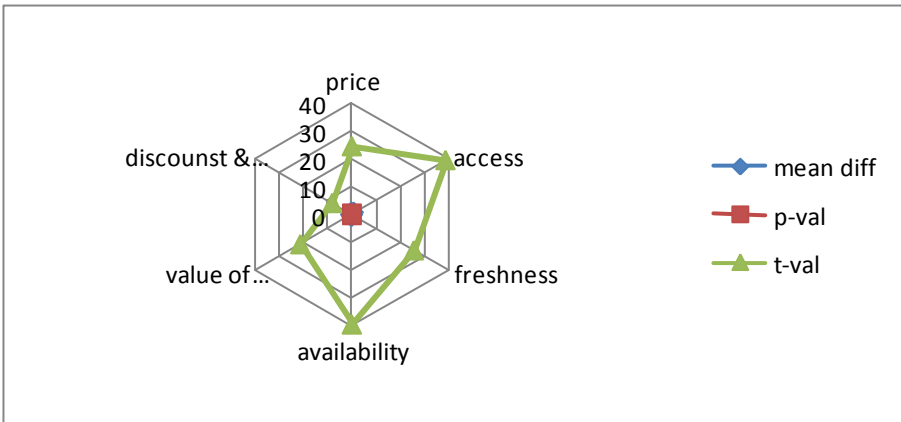
Gap Analysis on Expected and Derived level of satisfaction - RATNADEEP

The table provides mean difference of RATNADEEP between expected level of satisfaction and the derived level of satisfaction on the various aspects of Consumer Perception with its t-value and P-value.

Table 7: Gap Analysis of Expected and Derived Level of satisfaction – RATNADEEP

Aspects	Mean Difference Expected -Derived	t-value	p-value	S/NS
Price	0.6	24.373	0.002	S
Access	1.01	38.813	0.002	S
Freshness	0.66	25.678	0.004	S
Availability	1.02	39.331	0.009	S
Value for money	0.56	21.336	0.008	S
Discounts &offers	0.16	8.131	0.000	S

S-significant (p value <= 0.05); NS- Not significant (p value >0.005)



Graph 5

It is analysed from the above table that all the mean difference values are positive indicating the expected and derived level of satisfaction. It is implied that all the aspects are found significant resulting in the expected level of satisfaction significantly more than the derived level of satisfaction of the respondents on the different aspects of RATNADEEP. The respondents’ expectations

are significantly more significant than they derive from aspects of facilities.

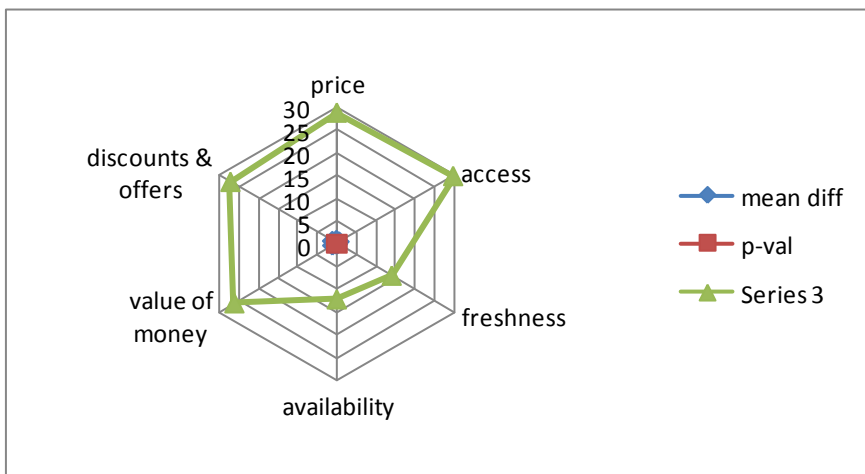
Gap Analysis on Expected and Derived level of satisfaction - BALAJI GRAND BAZAR

The below analytical statistics provides mean difference of BALAJI GRAND BAZAR between expected level of satisfaction and the derived level of satisfaction with t-values and P-values for various aspects of consumer perception.

Table 8: Gap Analysis of Expected and Derived Levels of satisfaction – BALAJI GRAND BAZAR

Aspects	Mean Difference Expected -Derived	t-value	p-value	S/NS
Price	0.75	28.686	0.002	S
Access	0.72	29.609	0.001	S
Freshness	0.33	13.971	0.003	S
Availability	0.3	12.166	0.009	S
Value for money	1	26.055	0.008	S
Discounts & offers	1.03	27.061	0.003	S

S-significant (p value <= 0.05); NS- Not significant (p value >0.005)



Graph 6

It is found from the above table and graph that mean difference values are positive indicating that the expected level of satisfaction is more than the derived level of satisfaction. It is also implied that all the aspects found significant resulting in the expected level of satisfaction becoming more than the derived level of satisfaction. The respondents have a reasonable interest on the store.

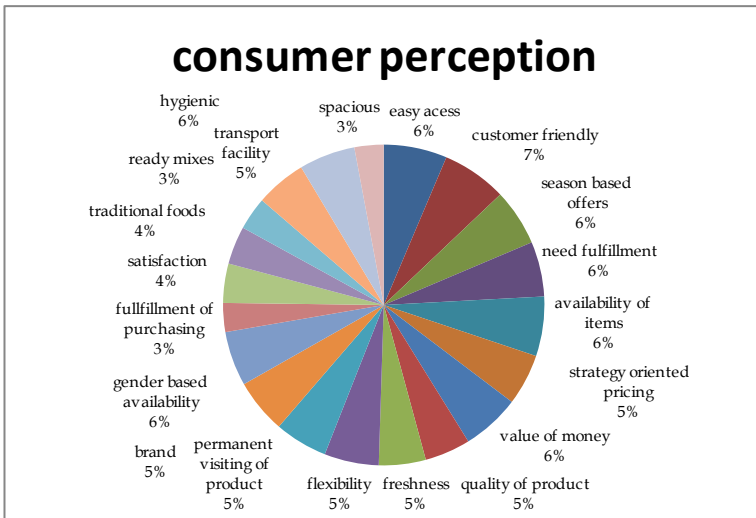
Factor Analysis

The factor analysis is mainly employed for data reduction which describes the extraction of values for each aspect relating to consumer perception through principal component analysis.

Table 9: Extraction of values

Aspects	Extraction Values
Easy Access	0.888
Consumer friendly	0.910
Season based offers	0.795
Need fulfilment	0.771
Availability of items	0.836
Strategy oriented pricing	0.720
Value for money	0.816
Quality of product	0.640
Freshness	0.657
Flexibility	0.764
Permanent visiting of product	0.743
Brand	0.762
Gender based availability of product	0.767
Income based retail	0.409
Fulfilment of Purchasing	0.551
Satisfaction	0.574
Traditional foods	0.534
Ready mixes	0.462
Transport facility	0.710
Hygienic	0.787
Spacious	0.409

Source: field survey



Graph 7: Consumer Perception

From the above analysis among all the aspects relating to consumer perception towards all the retail stores 14 aspects are considered as more important than other aspects because of their expectation value being more than 0.7. Further it can be analysed that "easy access" is also considered important because of its high extraction value 0.910 followed by consumer friendly .888, availability of items 0.836, value of money 0.816, season based offers 0.795 and so on. It is concluded that among the different aspects relating to perception of consumers easy access is considered more important than others.

Findings

1. It is analysed that the respondents' expectations are significantly more than derived level of satisfaction relating to facilities in SPENCERS.
2. It is found that respondents' expectations are significantly more than they derive on various aspects of MORE showing t-values and P-values.

3. It is analysed from the RELIANCE FRESH respondents that expectations are more significant than the derived level of satisfaction.
4. It is analysed that the respondents of HERITAGE have more significant and expected values for level of satisfaction than the derived level of satisfaction.
5. It is found from the statistics that the respondents' expectations are more significant than derived level of satisfaction for different aspects of respondents of retail store RATNADEEP.
6. It is analysed from the data that the expectations of the respondents are significantly more than derived level of satisfaction for retail store BALAJI GRAND BAZAR.
7. From the analytical statistics of various aspects, factor analysis concludes that among various considered factors easy access is more important than other factors in consumer perception.

References

- Adamson, I., Chan, K.M., Handford, D. (2003). Relationship Marketing: Customer Commitment and Trust as a strategy for Smaller Hong Kong Corporate Banking Sector. *International Journal of Bank Marketing*, 21, (6/7), 347-358.
- C. Ashokan. & Hariharan.G. (2008) Profile and Perception of Retail Consumers - Empirical study in Palakkad District, *Indian Journal of Marketing*. 37(2), 44.
- Ganapathi, R. & Ramasamy, T. (2007) A study on Consumers' Expectation Towards Share Brokers. *Indian Journal of Marketing*, 37(9), 38.
- Mishra, S. Menon, S. and Kumar, S. (2008). Consumers Attitude towards Network Marketing with special reference to the city of Rourkela. *Indian Journal of Marketing*, 38(3), 42.
- Naidu, B.V.R. (2007). Buyers Perception towards Prawn Feed - A study in West Godavari District, Andhra Pradesh. *Indian Journal of Marketing*. 37(10), 19.
- Panchanathan, N., Senthilkumar, S., Mathivannan, R., and Selvavinayagam, K.S. (2008). A study on Consumer Preference and

Satisfaction in Uzhavar Sandai at Namakkal District. *Indian Journal of Marketing*, 37 (2), 30.

Rao, M.B. (2007). Tourists' Perceptions towards Package Tours. *Indian Journal of Marketing*. 37(5), 28.

Ravi, R.A. (2008). User Perception of Retail Banking Services: A Comparative Study of Public and Private Sector Banks. *The ICFAI Journal of Bank Management*. 12(2), 32-46.

Shrimant, F.T. & Basavaraj, C.S. (2006). Perceptions about Consumers Protection Laws and the Consumer Forum - An Empirical study of Complainant - Consumers of Gulbarga District. *Indian Journal of Marketing*. 34(6), 30.

Silky, V., Mathur, G. & Holani, U. (2007). Customer satisfaction in retail services: A comparative study of public and private sector banks. *The Journal of Indian Management & Strategy* 8M. 12 (2).