

Consumers' Perception and Satisfaction on Shopping at Bhat Bhateni Super Market, Biratnagar

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Abstract

The main purpose of the research paper is to explore the consumer's perception and satisfaction on shopping at Bhat Bhateni Super Market Biratnagar. The research study is based on descriptive research design and the sample is taken 30 among the infinite population visiting Bhat Bhateni Super Market Biratnagar by non-probability sampling under convenience sampling method. The data has been collected through primary source and questionnaire method has been used to know consumers perception and satisfaction. The data and informations are analysed and discussed with the help of percentage in tabular form by MS-Excel. According to the results and discussion, consumers have perceived Bhat Bhateni Super Market as one of the convenient super market available in Biratnagar town. Consumers seems to be satisfied with the wide variety of product being offered, price and quality of those product, allocation arrangement of the product and many other services provided by Bhat Bhateni Super Market Biratnagar.

Keywords: consumer's perception, product, super market, satisfaction, services.

Introduction

1.1 Background

Retail establishments are often called shops or stores. Retailers are the end of the supply chain. Manufacturers observe the process of retailing as a necessary part of their overall distribution strategy. Shopping generally refers to the act of buying products. A successful organized retailer predicts consumers demand and reduce inventory holding thereby saving cost. Presently retailers are offering new service dimensions and include entertainment factors to create unique shopping experiences for the consumers to gain better image of the mall. Bhat Bhateni Super Market (BBSM), one of the biggest name in Nepal, opened a new branch in Biratnagar on the

2075 Nepali New Year. Not much time has passed, but BBSM reports that they have been doing transactions of Rs. 10 million everyday on average. BBSM Biratnagar has been recorded a transaction of Rs. 100 million in just 10 days. This is quite a big news for BBSM. BBSM has been providing a 10% discount on the occasion of its opening. The most of the consumers in the BBSM are from Dharan, Itahari, Urlabari, Damak, Lahan, Rajbiraj and Biratnagar.

All the stores of BBSM are open from 7.30 am to 8.30 pm, 7 days per week and offer a full range of 150,000 products from 1000 loca, domestic and international suppliers. More than 50,000 people visit the stores daily and benefit from a 7 day return or exchange policy. With over 4,500 combined store staff, consistent merchandising and assured customer service is guaranteed. Bhat Bhateni Group is established and operated as a private limited company. It has been successful family business since the establishment in 1984 and has been the largest tax payer in the retail sector since 2008 A.D. Mr. Min Bahadur Gurung is the chairman and also the managing director of Bhat Bhateni Group, the largest retail chain of supermarkets in Nepal.

1.2 Research Problems

- What is the Consumer satisfaction on extra facilities provided by BBSM, Biratnagar?
- How the consumer satisfaction is affected by multiple factors provided by BBSM?
- Are the overall responsiveness and satisfaction provided by BBSM is satisfactory?

1.3 Research Objectives

The research study was indented to answer the status of consumer's perception and satisfaction towards Bhat Bhateni Super Market Biratnagar. The main aim of the study is to explore and analyze the position of consumer's perception and satisfaction on shopping at Bhat Bhateni Super Market Biratnagar.

1.4 Literature Review

Mehta (2006) examined the expectations of people of Ludhiana, India, towards overall shopping experience and entertainment towards shopping malls. She found that people don't just buy a product in a mall, they buy an experience. On being asked to rank the features in the mall that would attract the customers, people gave the following ranking in the order of preference: shopping experience, eating joints, entertainment, apparel section, jewellery, music/books section, reasonable prices, decoration items and beauty saloons. She gave certain suggestions to make the mall more appealing to the customers like free parking for the regular customers/heavy purchasers. Such customers may be issued a parking card, which ensures free earmarked parking. Malls with PVR multiplex should offer "weekend specials" like classics, movies for children, etc.

Mittal & Gupta (2012) suggested that most consumer search for information before making purchase decision and the undecided consumers at points of sales, purchase based on

perceived benefits and moods. Kumar (2016) reported that consumers place high value on the various types of products offered, availability of brands that consumers are loyal to, and the quality of product sold in the store. Moreover he found that the quality of service offered had much impact on consumer's level of trust in the sales personnel which in turn, positively impacted consumer perception towards malls.

Mahfooz (2014) has evaluated on the relationship between service quality and customer satisfaction in hypermarkets of Saudi Arabia. Self administered questionnaire were used for the data collection using convenience sampling technique. Descriptive statistics were used for the analysis. The author has found that the higher level of service quality will have a significant effect on establishing customer satisfaction.

Methods & Materials

The research study is based on descriptive research design and the sample is taken 30 among the infinite population visiting Bhat Bhateni Super Market Biratnagar by non-probability sampling under convenience sampling method. The data has been collected through primary sources and questionnaire method has been used to know consumers perception and satisfaction. The data and informations are analysed and discussed with the help of percentage in tabular form by MS-Excel.

Results and Discussion

The Bhat Bhateni Super market is basically made for fulfillment of needs and satisfaction of the consumers. Availability of huge number of variety of products one roof and one store is always convenient for everyone. But besides, it also provides other facilities to the consumers. The following tables indicate the extra facilities, product variety, multiple factors and overall perception and satisfaction status of the respondent consumers at Bhat Bhateni Super Market Biratnagar.

3.1 Consumer satisfaction on extra facilities provided by BBSM, Biratnagar

BBSM Biratnagar has been provided extra facilities like interior cleanliness of the store, cleanliness of the restroom and external appearance of the store.

Table 1

Consumer satisfaction on extra facilities provided by BBSM

Factors	Respondents	Percentage
Interior cleanliness	22	73.33
Restroom cleanliness	6	20
External appearance	2	6.67
Total	30	100

Sources. Field survey, 2019.

The table depicts that 22 respondent consumers i.e. 77.33% are satisfied with interior cleanliness, 6 respondent consumers i.e. 20% are satisfied with restroom cleanliness and 2 respondent consumers i.e. 6.67% are satisfied with external appearance of BBSM, Biratnagar.

3.2 Consumers Satisfaction on Product Variety Provided by BBSM, Biratnagar

BBSM, Biratnagar has been provided product variety like classification of product, product variety and product quality.

Table 2

Consumer satisfaction on product variety provided by BBSM

Factors	Respondents	Percentage
Classification of product	4	13.33
Variety of product	18	60
Quality of product	8	26.67
Total	30	100

Sources. Field survey, 2019.

The table depicts that 4 respondent consumers i.e. 13.33% are satisfied on classification of product, 18 respondent consumers i.e. 60% are satisfied on product variety and 8 respondent consumers i.e. 26.67% are satisfied on quality product of BBSM, Biratnagar.

Consumers Satisfaction on multiple factors provided by BBSM, Biratnagar

BBSM, Biratnagar has been provided multiple facilities like repurchase, delivery staff response and commitment.

Table 3

Consumer satisfaction on multiple factors provided by BBSM

Factors	Respondents	Percentage
Repurchase facility	8	26.67
Delivery facility	7	23.33
Staff response	8	26.67
Commitment	7	23.33
Total	30	100

Sources. Field survey, 2019.

The table shows that 8 respondent consumers i.e. 26.67% are satisfied on repurchase facility and delivery facility of BBMS. Similarly, 7-7 respondent consumers i.e. 23.33 are satisfied on staff response and commitment of BBMS, Biratnagar.

3.3 Overall Responsiveness and Satisfaction provided by BBMS, Biratnagar

BBSM, Biratnagar is provided varies goods and services to the consumers. The overall response of the respondent consumers towards consumer's perception and satisfaction is presented the following table:

Table 4

Overall responsiveness and satisfaction provided by BBSM

Factors	Respondents	Percentage
Strong satisfied	18	60
Satisfied	6	20
Neutral	3	10
Dissatisfied	2	6.67
Strong dissatisfied	1	3.33
Total	30	100

Sources. Field survey, 2019.

The table clearly shows that 18 respondent consumers i.e. 60% are strongly satisfied on overall response of BBSM, Biratnagar. Out of total 30 respondents, 6 respondents i.e. 20% are satisfied, 3 respondents i.e. 10% are neutral, 2 respondent consumers i.e. 6.67% are dissatisfied and only one respondent i.e. 3.33% is strongly dissatisfied on overall response and performance of BBSM, Biratnagar.

3.4 Discussion

On the basis of age composition, respondent consumers of different age group have been taken for the study of range between 18 years to 50 years old. It can be observed that age group of consumers between 18-25 is 12 i.e. 40%, age group of 26-34 is 6 i.e. 20%, age group 35-44 is 23.33% and age group of 45-50 is 5 i.e. 16.67% of the respondent consumers. Out of total respondents i.e. 30, 14 (46.67%) of the respondents are male and 16 (53.33%) of the respondents, 18 respondents i.e. 60% purchased grocery items, 5 respondents i.e. 16.67% purchased clothes, only one respondent i.e. 3.33% purchased electronic product 4 respondents i.e. 13.33% purchased accessories and 2 respondents i.e. 6.67% purchased other products.

According to response of respondent consumers, generally they visit during the shopping, out of 30 consumers 18 consumers i.e. 60% visit Bhat Bhateni Super Market (BBMS) for shopping, 7 respondent consumers i.e. 23.33% visit Nepal Bazar for shopping and rest of the 5 consumers i.e. 16.67% visit other shopping malls during their shopping. The study can be observed that out of 30 respondent consumers, 6 respondents i.e. 20% prefer to Bhat Bhateni Supermarket for convenient location, 21 respondents i.e. 70% prefer to Bhat Bhateni Supermarket for its atmosphere and décor are appealing where as 3 respondents i.e. 10% prefer to Bhat Bhateni for availability of quality products.

On the basis of results, it can be discussed that 22 consumers i.e. 77.33% are satisfied with interior cleanliness, 6 consumers i.e. 20% are satisfied with restroom cleanliness and 2 consumers i.e. 6.67% are satisfied with external appearance of BBSM, Biratnagar. BBSM, Biratnagar is provided different variety of product. According to study, 4 consumers i.e. 13.33% are satisfied on classification of product, 18 consumers i.e. 60% are satisfied on variety of product and 8 consumers i.e. 26.67% are satisfied on quality product of BBSM, Biratnagar. Out of total 30 respondent consumers, 8-8 consumers i.e. 26.67% are satisfied on repurchase facility and delivery facility provided by BBSM. Similarly, 7-7 consumers i.e. 23.33% are satisfied on staff response and commitment of BBSM. The study clearly advocates that 18 consumers i.e. 60% are strongly satisfied and they have best perception on overall performance of BBSM. In this way, the study shows that 6 consumers i.e. 20% are satisfied, 3 consumers i.e. 10% are neutral, 2 consumers i.e. 6.67% are dissatisfied and 1 consumer is strongly dissatisfied on overall performance of Bhat Bhateni Supermarket, Biratnagar.

Conclusion

After concluding the study, it is concluded that Nepalese Consumer's habit is rapidly change. People has become so busy in their life that they don't have enough time to visit different places and roam shop to shops to by the goods/services they need. Nowadays consumers are looking for one roof shop where they can get all their required items (goods and services). BBSM is one of those supermarkets which have been able to fulfill the expectations of its consumers by providing quality goods and services. Consumers have perceived BBSM, Biratnagar as one of the convenient supermarket available in town. Bhat Bhateni Supermarket is concerned with better selling performance for the consumers satisfaction and responsiveness. Consumers are satisfied with the wide variety if product being offered, price and quality of the product, cleanliness and politeness of staffs provided by BBSM, Biratnagar. The main finding of the study shows that Nepalese consumes perceive towards BBSM, Biratnagar as a place where they can gather for shopping experience under one roof and also acquiring quality product at reasonable price at convenient place.

Policy Implications

On the basis of results and discussion, it can be recommended for policy implications of BBSM, Biratnagar.

- BBSM needs to be increased products variety because BBSM provides fewer choices of only goods in stock that likely to sell.
- BBSM needs to be improved in queuing system because of long check-out lines.
- BBSM needs to be minimized the price of clothes and it needs to be considered the quality of clothes.
- BBSM should focus on their consumer's needs and satisfaction rather than on their own benefits.
- BBSM needs to be included restaurant and multiplex for consumer's needs and desire.

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