Modified study on customer gratification towards online Market and Super /Hyper Market

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ABSTRACT- This study is focused on customer connection towards online market and supermarket/Hyper market. This paper is based on different aspects of online marketing as well as the super market/Hyper market. Nowadays, online marketing and Supermarket or hypermarket is growing drastically. These markets are affecting businesses of the small or traditional market. Customers are influenced by online or super /hyper market. This paper is related to demographic factors like age, education and income and other aspects such as price, quality and convenience which affect the shopping perception of customers, whether to go through online marketing or super or hypermarket or online market. "Through literature review, we have to find out different techniques of research with the help of various types of variables which are not considered earlier." **Singh Aparna(2017),** Convenience, after sale service and time savings theses are variables which we can consider for further study.

"The studies reviewed are organized in chronological order so that it permits us to trace the historical progress of the methodology used, the improvement in data exposure and estimation procedure and the contribution of each piece of research to the standard of knowledge." **Singh Aparna(2017)**

Keywords: customer gratification, online market, super/hyper market.

I. INTRODUCTION

Many studies on customer gratification in India as well as outside India have been carried out over the last few years. In these study movements in customer gratification through online and Super/Hyper market have been examined and compared.

Consumer "Customer means the person to whom the goods are to be supplied or service rendered by the supplier".

Customer Satisfaction
Oliver (1981) Defines, customer satisfaction as a customer's emotional response to the use of a product or service, put forward a definition as, "the summary psychological state resulting when the emotion surrounding dis-confirmed expectations is coupled with the consumers' prior feelings about the consumption experience.

Online Market
Online market means it is place at which purchase and sales are to be done by internet using web browser. This Market has increased their importance in few years because people want convenience and easiness to purchase product comfortably from their home and office.

Super/Hyper Market:

A hypermarket is a megastore stentorian a wide range of products under one roof, and allows consumers to satisfy all their purchasing needs in one outing. Hypermarkets are also called superstores, and they are a combination of a supermarket and a department store. Customers can purchase food, clothing, hardware, and electronic devices at hypermarkets because they specialize in carrying a wide range of goods to fulfill every want and need.

In big market place various types' goods and services are sold less than one ceiling known as hyper market. Hypermarkets offer buyer a one-stop shopping experience. "The idea behind this big box store is to provide consumers with all the goods they need, under one roof. Some of the popular hypermarkets are Wal-Mart Supercentre, Fred Meyer and Super Kmart." A place where various types of retail chain and self-service oriented chains traded together under one roof such as supermarkets, departmental stores, specialty stores e.g. Branded clothes stores, electronic stores, decor stores, footwear stores, cutlery and cosmetic items store etc. are known as hypermarket

Pricing Policy: As per pricing policy higher price creates low demand of the product and lower price creates heavy demand of the product. "Online retailers get an intrinsic plus pricing as they don't have to accept expenses like store rent, bills etc. They don't have those expenses which are bear by offline retailers or super market or hyper market retailers such as rent of space, electricity charges, staff salary etc."**Kuan –Pin Chaing& Ruby Roy Dholakia. (2003).** Super market retailer or hyper market retailer have large amount of expenses which are also included in the price of product and it increase the price of the product compare to online products price. On other side online shopping also include shipping charges in the price of the product. "It means conclusion is that the pricing policy also affects the shopping of the product." **EiichiroKazumori& John McMillan. (2005).**

Quality: Quality of the product affects the purchasing strategies of the product. "In online shopping as well as in super market or hyper market variety of products are available with different brands." **Nanda Kumar,KarlR.Lang&Qian Peng. (2014).** In super market or hyper market, we can see or touch the product. Product of same brand name has same quality weather it is available in online shopping model or offline shopping model in super market or hyper market. But way of sales also affects the quality of the product such as holding method of the product, packaging style, time duration (it means how old is product) etc. are also create picture in the mind of customer. "As consumer or buyer spent their huge sum of money for that they want to have a good quality of product. "In overall, qualities like product quality and service quality influence buying behaviour of customer." **Guo –Guang Lee & Hsiu-Fen Lin. (2015) "** Quality of productand service qualities are a key requirement over any type of buying as it is some extent protected or give a good sense of buying or kind of assurance about the product chosen." **Junhong Chu, Marta Arce-Urriza, Jose –Javier Cebollada- Calvo & Pradeep K.Chintagunta . (2010).**

Income: Income plays the important role for purchasing through online and offline shopping. In the case of super market and hyper market person whose income is less they can buy the product easily because they don't require internet facility which is used by online customer. "Online customers required web browser, internet facility for online dealing which is possible through computer, mobile, smart phones and tablets, iPad, iPhone etc. These items are very costly, so it is not affordable by low income group. There for it is not possible for low income group people to purchase these things and do online shopping. Higher income group chooses to buy online more than offline because it gives them trustworthiness and suitability." **Gupta puja(2015)**

Convenience: "When any customer who don't have time to go shop to shop collect the   information related to the product and then buy it, for them online shopping is most convenient way of shopping."**Kuan –Pin Chaing& Ruby Roy Dholakia. (2003). "**Those people who are busy in their daily routine life for them also Online shopping is much more convenient than offline shopping weather it is related to super market or hyper market." **ChanakaJayawardhana Len Tui Wright. (2009).** It is not possible for customer to taking out their vehicle and visit Mall to Mall in Delhi type of city .It is easy to customer can just sit at home and do the shopping. It is convenient to sit at one place rather than move place to place and waste their time, money and energy." Once consumer can decide about the product which they required payment process is seamless and the order is delivered to their mention place. Online shopping creates things more suitable."**Kuan –Pin Chaing& Ruby Roy Dholakia. (2003).** We can have variety of product over there.

II.   LITERATURE REVIEW

Dr. Ajai Krishnan G (2020)studied   on ANALYZING THE ROLE OF SERVICES AND FACILITIES

DIMENSIONS IN THE CUSTOMER GRATIFICATION TOWARDS ORGANIZED RETAIL OUTLETS. The study was based on role of services and facilities dimensions in the customer satisfaction. A survey was executed with the support of a questionnaire and the data obtained was analyzed using PCFA and Multiple Regression Analysis to understand the role of each dimensions in the customer satisfaction. The factor analysis revealed that the factors services and facilities were highly correlated. The findings of the study will be beneficial for the retailers to improve their customer's loyalty towards the retail stores.

Dr.G. Kannan, Dr.R. Balaji (2019) reasearched on Factors Influencing the Buying Behavior of Supermarket Consumers as Against the Online Consumers in Kanchipuram District. The study stresses the knowledge on these factors is vary respect to retailers and the strategies to plan the policy and formulating strategies accordingly for consumer retention and improving loyalty towards their store. The objective of the study is to identify factors influencing customer shopping behavior and to examine the effect of demographic variable on shopping behavior. Her some data analysis and interpretation is used for the better understanding of retailing among the consumer through different age group people. The goal of retail marketing is creating and developing product and services that satisfies the consumer need and preference.

AkalamkamKrishna, Mitra Joy Kumar(2018): This Research was based on consumer Pre-purchase Search in Online Shopping. "This study explores the factors that encourage the range of usage of different data sources in pre-purchase information search by online shoppers through an empirical research by sample size was 1079 online customers. Dependent variables were the information sources; independent variables were Internet usage experience and need for cognition. Age (low, high) and product cost (low, high) were included as dummy variables. Individual factors also influence consumer preference online and offline shopping experience, need for awareness and age."**Akalamkam, K., & Mitra, J. K. (2018)** This study focus on buying behavior of consumer depends on pre purchasing source of information and experiences either in traditional market or in online market.

LalwaniDilip(2017): The study based on Young consumers online and offline channel purchase behavior. Consumers purchase route has become gradually split everywhere, as consumers now buy cross various online and offline channels to fulfill a single transaction. "Dependent variables were the young group of consumerbehaviour and independent variables were 1) models influences 2) purchasing process 3) value scopes. This research focused on buying behaviour of young consumers. They prefer online for searching information and offline model for product acquirement."**Lalwani, D. (2017).** It means they can change any type of shopping model and value scopes play important role in purchasing behaviour.

Gupta Puja (2015): The study explained that," how consumer find out networks for their purchasing. In case of the internet shopping versus the traditional shopping depends upon growths was conceptual model that addresses consumer value perception." **MariosKoufaris. (2014).** "This study focused on previous researches were based on perceptions of price, product quality, service quality and which was strongly impact on perceived value and purchase intents in the offline and online network. Explanations of online and offline buyers can be evaluated to see how value is created in both channels. Dependent variables were consumer perception towards online and traditional shopping and independent variables were price, quality of product, quality of services." **Gupta puja(2015)** The main purpose of this research is to provide material for online shopping decision method by matching the offline and finding factors which are motivate customers to decide both shopping models.

M Speicher, S Cucerca, A Krüger (2017) : The topic of study was "VRShop: A Mobile Interactive Virtual Reality Shopping Environment Combining the Benefits of On- and Offline Shopping ''. The study is based on creating an interactive Virtual Reality shopping environment to combine the benefits of both offline and online shopping. A case study was conducted and evaluated.

H Zhuang, PTLP Leszczyc, Y Lin (2018): The study was based on topic "**Why is Price Dispersion Higher Online than Offline? ''The Impact of Retailer Type and Shopping Risk on Price Dispersion** this paper provides information on drivers of price dispersion-retail's type and consumers shopping risk**.Price dispersion is greater in online as comparison to offline.

Rachel Mei Ming Wong, Shiet Ching Wong, Guek Nee Ke (2018) studied "Exploring online and offline shopping motivational values in Malaysia''. Motivational values based on likelihood model and hedonic and utilitarian values were identified and compared to one another, based on shopping channel gender, and age group.

YP Chiu, SK Lo, AY Hsieh, Y Hwang (2019): The study was based on" Exploring why people spend more time shopping online than in offline stores ''. The study explains difference in online and offline environment. The main reason is the difference in perceived search costs and price sensitivity in online**.

E Kim, CF Libaque-Saenz, MC Parkstudy (2019):study was based on "Understanding shopping routes of offline purchasers: selection of search-channels (online vs. offline) and search-platforms (mobile vs. PC)

based on product types **"The** studyinvestigates the effects of shopping motives on search channel (online vs. offline), the selection of search platform (mobile devices vs. PCs) and the moderating role of product types.

OBJECTIVES OF THE STUDY
This research paper focus on various factors related to consumers satisfaction through online market and super/hyper market.
III. To understand key factors (Age, income, education) of customer gratification in the relation of online and supermarket or hypermarket.
IV. To analyses and compare the causal relationship of price with customer gratification.
V. To analyses and compare the causal relationship of quality of product with customer gratification
VI. To analyses and compare the causal relationship of convenience with customer gratification.

Hypothesis
1) **H1:** There is significant difference of customer gratification towards online market and super/hyper market
2) H1: There is a positive impact of lower prices offered by online/offline merchants on customer satisfaction
3) (H_1): The quality of product offered by online/ offline merchant has impacts on customer satisfaction.
4) (H_1): Convenience in purchasing affects the customer gratification in offline/ online shopping model.

III. RESEARCH METHODOLOGY

Collection of Data: The study established on both primary and secondary data. Primary data was collected by researcher with the use of questionnaire. Questionnaire divided into three parts first part is based on demographic questions, second part question based on Likert scale and third part related to rank questions. Questions asked from 400 respondents in the form of interview. An attempt has been made to make the study as board based as possible by taking a sample of malls, super market as well as people who are regular customer of online market.
Tools of Analysis: All the data which were collected are recorded analyzed and interpreted in the significant manner with the help of SPSS 21 and excel. The statistical tools used for analysis were regression, chi-square test and MNOVA.
Sample Size: For the study 400 respondents were selected out of which only 366 respondent tried all the questions .Hence the analysis was based on such respondents only. Due attention has been taken to include fluctuating demographic profile such as Age, income and education to make the sample a rightly demonstrative one. The survey form contains questions about price, quality and convenience evidence of the respondents.
Data Analysis and Interpretation: Choice of predilection for the online-market and Supermarket/hypermarket channels with changed due to age, income, education background and appearances of respondents depicted in the following table using Mnova, chi-square and regression analysis.

There is significant relationship between age and the preferable online/supermarket/Hypermarket.
Age* Preferable Shopping Cross tabulation
Count

		PREFERABLE MARKET			Total
		SUPER/HYPER MARKET	ONLINE MARKET	BOTH	
Age	15 OR LESS	2	0	0	2
	16-25 Y	22	6	74	102
	26-36 Y	26	2	112	140
	37-45 Y	28	12	58	98
	46 AND MORE	8	0	16	24

Total	86	20	260	366

Table 1.1

As per above table 112 customers are those customers belongs to age group between 26-36 years prefer both type of market. 260 out of 366 Maximum customers who are belonging to different age groups prefer both type of market. 86 customers from different age group prefer only super market or hyper market. It means according to survey very less customers of different age groups are aware and like to prefer only online market.

Chi-Square Test

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	27.562	8	.001
Likelihood Ratio	27.734	8	.001
Linear-by-Linear Association	2.044	1	.153
N of Valid Cases	366		

Table 1.2

Significant level at 5% (P<.05) 4 cells (26.7%) have expected count less than 5. The minimum expected count is.11.The result Chi Square table shows that the value of Pearson Chi Square is 27.562. There is significant difference between the above market and age wise preferences of the respondents because P-value is less than the .05 that is 0. 001. Hence there is a significant relationship between age and preferable market.

There is significant relationship between education and the preferable online /supermarket/Hypermarket.

As per above table 108 post graduate customers are those customers prefer maximum both type of Market. 260 out of 366 Maximum customers who are belonging to different education groups prefer both type of market. 86 customers from different education group prefer only super market or hyper market. It means according to survey very less customers of different education groups are aware and like to prefer only online market.

%) have expected count less than 5. The minimum expected count is 1.97. There is significant difference between the above market and education wise preferences of the respondents because P- value is less than the .05 that is .002. Hence there is a significant relationship between education and preferable market. There for alternative hypothesis accepted.

Cross tabulation
INCOME * PREFERABLE MARKET Cross tabulation

Education* Preferable Shopping		PREFERABLE MARKET			Total
		SUPER/HYPER MARKET	ONLINE MARKET	BOTH	
EDUCATION	GRADUATE	22	0	54	76
	POSTGRADUATE	32	4	108	144
	DOCTORATE OR PROFESSION	22	10	78	110
	OTHERS	10	6	20	36
Total		86	20	260	366

Table 1.3

Table 1.4a_ 2 cells (16.7)

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	20.417a	6	0.002
Likelihood Ratio	21.64	6	0.001
Linear-by-Linear Association	0.189	1	0.663
N of Valid Cases	366		

There is no significant relationship between income and the preferable online supermarket/Hypermarket

Chi Square Test

		PREFERABLE MARKET			Total
		SUPER MARKET	ONLINE MARKET	BOTH	
INCOME	UPTO 6 LAKH	68	8	166	242
	6-9 LAKH	8	0	20	28
	9-12 LAKH	2	4	14	20
	12 AND ABOVE	8	8	60	76
Total		86	20	260	366

Table 1.5

4cells (33.3%) have expected count less than 5. The minimum expected count is 1.09.
Significant level at 5% (P<.05)

Chi Square Test

Table 1.6

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	25.247a	6	.000
Likelihood Ratio	24.870	6	.000
Linear-by-Linear Association	6.597	1	.010
N of Valid Cases	366		

As per above table 166 customers who are belong to up to 6 lakh income group prefer maximum both type of market as well as 60 persons from 12 lakh and above income group from sample survey also belong to same category. 260 out of 366 Maximum customers who are belonging to different income groups prefer both type of market. 86 customers from different income group prefer only super market or hyper market. It means according to survey very less customers of different income groups are aware and like to prefer only online market. There is significant difference between the above market and income wise preferences of the respondents because P- value is less than the .05 that is 0. 000. Hence there is a

significant relationship between income and preferable market. Therefore, alternative hypothesis is accepted

IV.   REGRESSION ANALYSIS RESULT

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.162	0.830		2.605	0.009
Price	0.078	0.027	0.314	2.862	0.004
Quality	0.41	0.023	0.809	17.55	0.000
Convenient	0.079	0.034	0.101	2.33	0.020

Table 1.7

Customer gratification   ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	10.635	2	5.318	1.929	.147
Within Groups	1000.796	363	2.757		
Total	1011.432	365			

Table 1.8

As per above table it is good fit for the data according to regression model was tested. It shows all three variables added statistically significantly to the prediction, P<0.05. As per table given shows that the impact of all three factors on customer gratification. Significant level of price is 0.004, quality is 0.000, and convenience is 0.020 strong positive relationship between price, quality, and there is no impact on customer gratification due to convenience. The equation for regression analysis can be written as follows:-
Y=a+ bx+ error
Customer Satisfaction = 2.162 + .314(price) + .809(quality) + .101(convenient).

There is significant relationship between the preferable market and customer gratification in online /supermarket/Hypermarket.
According to ANOVA table of preferable Market (online market or super/ Hyper market), and both type of market) have insignificant effect on the basis of preferable market. The table values are found greater than significant value 0.05, there for the values results in insignificant effects. As there are no significant effect of preferable market between values on customer gratification, whereas on other side the difference between means are not greater.
Multiple comparisons demonstrate which group varies from each other. The Bonferroni post hoc test was used in this study. The above table focus that there is statistically no significant modification between

customer gratification in online and super/Hyper market and

Preferable market (online market, Super/Hyper market, and both type of market) as the p values are greater than significant value 0.05, there for alternative hypothesis are rejected.

Multiple Comparisons

Dependent Variable: customer gratification

Bonferroni

(I)PREFERABLE MARKET	(J)PREFERABLE MARKET	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
SUPER/HYPER MARKET	ONLINE MARKET	0.44884	0.4122	0.831	-0.5426	1.4402
	BOTH	-0.22809	0.20655	0.811	-0.7249	0.2687
ONLINE MARKET	SUPER/HYPER MARKET	-0.44884	0.4122	0.831	-1.4402	0.5426
	BOTH	-0.67692	0.3853	0.239	-1.6036	0.2498
BOTH	SUPER/HYPERMARKET	0.22809	0.20655	0.811	-0.2687	0.7249
	ONLINE MARKET	0.67692	0.3853	0.239	-0.2498	1.6036

Table 1.9

V. CONCLUSION

"Now a day's online market and Super Market/Hyper market both markets play significant role in FMCG products. Traditional market is gradually growing through digitalization." **Manouchehr Tabatabaei. (2009).**

Aron M.Levin ,Irvin P.levin&Joshua A.Weller . (2005)."This study has been emphasis on that industry of retail sector whose development has based on customer's satisfaction. These industries need heavy investments and create huge amount of jobs for rising online market or Super/Hyper Market." Various foreign contributions were also possible through these market in India. "In this research we have taken some demographic factors like Age, education and income on the other side, we have focus on some aspects such as price, quality of product and convenience of the consumer which emphasis the customer for purchasing either to go for online or for Super/Hyper marke ." **Chung –Hoon Park Young Gul kim, (2003),** Present study explains consumer behavior towards shopping malls. This study focused on India is now the new hub of the mall culture lovers. " In Order to devise suitable plans and schemes and take advantage of the opportunities of growth to its completes on one side and on the other enable the Indian consumers get best shopping experience in such kind of malls and organized stores, it is important to apprehend the consumer behavior in different formats of structured retailing will help the different stakeholders of this industry." **Shanti R. and DestiKannaian(2015)** Dependent variable is customer gratification and Independent variables online market and organized offline market. This research contributes to know the comparative customer gratification at great deepness with reference to malls.

As per the study youths are more interested in purchasing from online sites because of the progress in the technology among the young generation and they are able to use this technology for their comfort compare to other age group category. Flipkart and Amazon are the shopping site which are preferable by the youngster. On other side "offline market, Super markets/Hyper markets are also central point of attraction for youngsters because of offers, branded products, attractive environment of shopping malls." Aron M.Levin, Irvin. P. Levin & C Edward Heath. (2003). Super market or hyper market provides attractive and entertaining environment along with shopping. In the super market various 3D or 4D movie theatres, adventures zone, kids zone etc. entertainment facilities are available at one place due to this reason maximum size of population spend their holidays and weekends in this type of market. "There are growing demand of online shopping because the multiplicity of options for the consumers to pick and that to at a reasonable price and sometime even less price than the market." Joseph Alba,JohnLynch,BartonWeitz,ChrisJaniszewski,RichardLutz,AlanSwayer&Stacy Wood. (2013) most of the customers according to the factor wise are prefer online market because of less time prerequisite, convenient, product is simply available at home or at place where customer want to carry along with discount, branded product, at best offer price. "Beside most of the respondent prefers super/hyper market because of wider product range under one roof, one stop shopping, choice of more brands, choice of more alternative's and better parking facility, better offers. Most of the respondents were satisfied because of the various factors." Cheng Lu Wang. (2001) In current situation and according to our research the Super market/Hyper Market and Online Market are working together to make the most of customer satisfied.

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