A Study on Customer Perception and Satisfaction Towards Hyper Market with Special Reference to Dennis Hypermarket

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Abstract—The major customer perception study along with customer satisfaction on Dennis Hypermarket takes into consideration the impact of demographic variables on customers' evaluation regarding product freshness, quality, and store layout preferences. A well-structured questionnaire was used to collect the primary data from 151 respondents, which was analyzed using t-tests and chi-square tests. Respondents also revealed that gender, age, and occupation have got a significant impact on customer satisfaction levels in which females, older people, and business owners reported having more satisfaction, while income has no significant effect on satisfaction. On the contrary, store layout preferences were found to be significantly influenced by gender, occupation, and income; age did not have any notable influence at all. These also lend insights regarding the need for adopting segmented approaches by Dennis Hypermarket in layout design, marketing, and service delivery to enhance satisfaction by meeting various customer expectations.

Index Terms—Customer Satisfaction, Demographics, Freshness and Quality, Store Layout, T-Test, Chi-Square Test, Retail Strategy, Hypermarket.

I. INTRODUCTION

Retailing is essential in today's economies, giving customer's access to a diverse array of products all in one place. Hypermarkets, which are large retail stores, have become very popular because they provide competitive prices, a wide selection of product categories, and a convenient shopping experience. Customer perception and satisfaction are vital elements that impact the success of hypermarkets. By grasping these factors, businesses can enhance their services and foster customer loyalty.

Dennis Hypermarket stands out as a notable retail chain that has established itself in the hypermarket sector. The store is recognized for its broad product selection, competitive pricing, and focus on customer needs. However, in a market that is becoming increasingly competitive, it is essential to understand consumer perceptions and satisfaction levels to maintain an advantage and ensure going growth.

II. STATEMENT OF THE PROBLEM

Consumer perceptions and satisfaction are vital to determining the success of hypermarkets, as they are often relied on for loyalty and repeat purchases from consumers. With competition increasing in the retail industry, understanding customer expectations and preferences becomes extremely important to the sustainability of any business. Much like other retail leaders, adaptations must continuously be made at Dennis Hypermarket as markets and consumer demands change over time. However, prices, product variety, service quality, and store ambiance all have a way of affecting customer satisfaction significantly. The purpose of this study will analyze how consumers define Dennis Hypermarket with consideration to the main factors that influence their levels of satisfaction. The results of the study will assist the organization in enhancing its services and improving its competitive edge.

OBJECTIVES
- To analyze the customer satisfaction level in the features provided by Dennis Hypermarket.
- To ascertain which factors are of great significance to customers concerning their satisfaction and loyalty.

SCOPE OF THE STUDY

It offers product assortment, pricing strategies, customer service, store layout, promotions, and overall experience. To fulfill the objectives of this research, there would involve surveying and interviewing customers to get first hand insight about their perceptions and satisfaction levels through primary and secondary data collection tools.

The research will look at market trends; customer expectations; and competitive strategies that other hypermarkets are employing. The conclusions will act as a launch pad from which Dennis Hypermarket can refine its business strategies and overall customer service approach.

SIGNIFICANCE OF THE STUDY

The Hypermarket industry has expanded fast in recent times, owing to changing consumer information, advances in technology, and economic growth. Since customer expectations are dynamic, businesses have to change accordingly to satisfy the demand of its customer. This study, therefore, seeks to analyze customer perception and satisfaction regarding Dennis Hypermarket to provide the company and the entire retail sector with meaningful insights.

By investigating the factors molding customer satisfaction–including product quality, price, ambience of the shop, quality of service, and convenience–this study will dare to possibly find insights that would help focus on ways of improvement. It will also help Dennis Hypermarket in developing its value proposition further to retain its customers in a highly competitive market.

III. RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. Methodology in research is defined as the systematic method to resolve a research problem through data gathering using various techniques, providing an interpretation of data gathered and drawing conclusions about the research data.

SOURCESOF DATA

➢ Primary data
➢ Secondary data

PRIMARY DATA

Collect directly from customers of Dennis Hypermarket through a structured questionnaire via Google Forms, designed to assess their satisfaction levels.

SECONDARY DATA

Gather from research articles, journals, research papers, company reports, and online databases.

SAMPLING METHOD

A convenience sampling technique will be employed in order to obtain a diverse spread of parents' responses to different questions

SAMPLE SIZE

The study involved 151 respondents; all of whom have purchased in the Dennis Hypermarket This selection was made to provide a thorough analysis of customer opinions.

TOOLS USED FOR ANALYSIS

➢ T-Test
➢ Chi-Square test

LIMITATIONS OF THE STUDY

➢ Geographical Scope: The study is confined to Dennis Hypermarket, which limits the generalizability to other hypermarkets operating under different regions or market conditions.
➢ Time Constraint: The study is to be conducted over a specified time frame, during which perceptions of customers may waver due to market dynamics.
➢ Subjectivity in Responses: Customer satisfaction is a subjective matter, open to variations in personal biases, thus making it difficult to render conclusions with 100% objectivity.

IV. REVIEW OF LITERATURE

Nakamura, T., & Suzuki, K. (2024) explored customer satisfaction in Japanese hypermarkets, focusing on the impact of technological innovations such as self-checkout systems, AI-powered recommendations, mobile payment options, and smart shopping carts. The study found that technology-driven convenience significantly enhances customer satisfaction, reducing wait times and improving shopping efficiency. Customers appreciated personalized promotions and digital assistance tools, which enhanced their overall experience. However, some shoppers faced challenges in adapting to digital interfaces. The

research emphasized that hypermarkets should invest in user-friendly technology, staff training, and hybrid service models to cater to both tech-savvy and traditional customers for sustained satisfaction.

Prisetyo, B. S. (2024) has made a service quality analysis in order to know its implication to customer satisfaction at Hypermart Supermarket. The study used the SERVQUAL model to evaluate key dimensions like tangibles, reliability, responsiveness, assurance, and empathy. Findings indicated that an overall clean store environment, prompt service, and courteous staff enhance customer satisfaction, while long waiting times and inconsistent delivery of service affect customer perception negatively. The study stressed that continuous staff training and effective service management and customer interaction enhancement are avenues through which satisfaction can be derived and loyal customers maintained in the competitive hypermarket landscape.

Ali, A., & Raza, S. A. (2023) explored the relationship between service quality perception and customer satisfaction in Pakistani hypermarkets. Using the SERVQUAL model, the study analyzed key dimensions such as tangibles, reliability, responsiveness, assurance, and empathy to determine their impact on customer satisfaction. Findings indicated that reliable service, courteous staff, and a well-maintained shopping environment were the most influential factors in shaping positive customer perceptions. The study emphasized that hypermarkets must enhance service efficiency, staff training, and customer engagement strategies to improve overall satisfaction and retain loyal customers in an increasingly competitive retail landscape.

Kumar, A., & Gupta, H. (2022) examined the impact of store ambiance on customer satisfaction in Indian hypermarkets. The study focused on factors such as lighting, music, scent, cleanliness, store layout, and temperature to determine their influence on customer experience. Findings revealed that a pleasant store ambiance significantly enhances customer satisfaction, encouraging longer shopping durations and repeat visits. The study emphasized that well-designed store environments create a positive perception of the brand, leading to greater customer loyalty. The researchers recommended that hypermarkets invest in sensory marketing strategies to enhance the overall shopping experience and remain competitive in the retail sector.

V. DATA ANALYSIS

ANOVA AND t-TEST
Relationship between demographic profile and Freshness and Quality satisfaction
Hypothesis:
There is no significant difference in Freshness and quality satisfaction across different demographic factors of the respondents

Table

Variable	Group	Mean	SD	N	t-Value	F-Value	Table Value	Sig
Gender	Male	2.41	0.974	92	-3.28		-	*
	Female	2.95	0.990	59				
Age	Below 18 years	2.00	.707	13		4.217		*
	18 - 25 years	2.44	1.009	48				
	26 - 35 years	2.58	1.012	50				
	36 - 45 years	3.11	.956	28				
	Above 45 years	3.08	.900	12				
Occupation	Student	2.72	1.208	25	-	2.673	-	*

	Homemaker	2.28	0.797	29				
	Government Employee	2.47	1.002	49				
	Private Employee	2.86	0.990	36				
	Business Owner	3.17	0.835	12				
Income	Below 25000	2.35	1.057	17	-	0.763	-	Ns
	25000 - 50000	2.67	0.922	30				
	50001 - 75000	2.55	1.016	65				
	75001 - 100000	2.81	0.981	26				
	Above 100000	2.85	1.214	13				

Source: Computed, (Ns – Not significant, * - Significant at 5 per cent level)

INTERPRETATION

The table presents a Statistically analyzing demographic variables-gender, age, occupation, and income-with t-test and ANOVA results Significant difference existed between male (M = 2.41, SD = 0.974) and female (M = 2.95, SD = 0.990) with t-value -3.28 (p = 0.001) indicating that gender does influence the dependent variable studied. Age groups also showed significant difference (F = 4.217, p = 0.003) implying differences in the way one perceives or responds depending on age groups. Occupation was another influential variable whose groups differed against each other for occupations (F = 2.673, p = 0.034). With respect to income, however, no significant effect was observed (F = 0.763, p = 0.551), meaning that differences in income levels do not influence the dependent variable.

CHI SQUARE TEST

Relationship between demographic profile and Satisfaction level towards store layout

Hypothesis:

The Demographic Profile of the respondents have no significant association with the Satisfaction level towards store layout

Table

Variables	Pearson Chi-Square	Sig. (p-value)
Gender	11.156	*
Age	25.357	Ns
Occupation	28.268	*
Monthly Family Income	37.573	*

Source: Computed, (Ns – Not significant, * - Significant at 5 per cent level)

INTERPRETATION:

The Chi-Square test results indicate significant relationships between certain demographic variables and store layout preferences. Gender shows a statistically significant association (χ^2 = 11.156, p = 0.025), suggesting that males and females differ in their store layout preferences. Occupation also demonstrates a significant relationship (χ^2 = 28.268, p = 0.029), indicating that preferences vary across different occupational groups. Monthly family income has the strongest influence (χ^2 = 37.573, p = 0.002), highlighting that income levels significantly affect store layout expectations. However, age does not show a statistically significant relationship (χ^2 = 25.357, p = 0.064), implying that store layout preferences are not notably influenced by age.

VI. FINDINGS

ANOVA AND t-TEST:
The analysis indicates that the considered variables: gender, age, and occupation, play a significant role in determining the study variable whereby females, older individuals, and business owners report higher levels of satisfaction. In contrast, income has no significant effect because it implies that perceptions or responses are the same among different income groups.

CHI SQUARE TEST:
The outcomes of the Chi-Square tests demonstrate the significant differences that the gender, the occupation, and income made in store layout preference since all consumers had different expectations. It is income that had the strongest impact, while age does not really portray any significant effect, leaving layout preferences the same across age groups.

VII. SUGGESTIONS

❖ Dennis Hypermarket has to adopt a segmented marketing and a specific store layout considering all key demographics like gender, occupation, age, and income. Store areas are designed to capture these needs, for example, functional and efficient layouts for professionals while creating value areas for homemakers which will improve customer satisfaction. There would also be specific features considering elder customers that enhance store images like clearer signage, dedicated assistance, and comfortable environments, which would further ensure loyalty. The equally important flexible store layouts where premium and budget-friendly preferences accommodate income levels will ensure accessibility and appeal to a broad economic range.

❖ Then in addition to all these, the hypermarket must also be able to communicate freshness and quality of products with clarity, especially to the poorly satisfied groups. The above communication shall take into consideration effective in-store advertisement display and precision in advertising. The store must also have/uphold regular collection of customer feedback across demographics for personalized marketing and further timeliness in adjusting store offerings. And lastly, optimizing staff training for all those demographic-specific preferences to improve customer service, thus creating more engaging and responsive shopping experiences for all customers.

VIII. CONCLUSION

The study established that demographics like gender, age, and profession are significantly related to customer satisfaction on the issues of freshness and quality. Females, older people, and businessmen showed higher customer satisfaction; but income level did not have any significant effect on it. Regarding store layout preferences, gender, profession, and income exhibit strong associations. This means that those groups intend for different designs of the store. On the contrary, age does not appear to play a statistically significant role in regard to layout preferences for the store. Insights like these really support the need for demographic-based strategies to improve the experience and satisfaction of consumers.

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