

# Customer Perception and Satisfaction on Grocery Products at Thalir

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**Abstract**—Customer perception and satisfaction play a crucial role in the success of grocery retail businesses. This study aims to analyse how customers perceive grocery products and how these perceptions influence their overall satisfaction. Key factors such as product quality, pricing, brand availability, packaging, freshness, and in-store experience were examined to determine their impact on consumer satisfaction. Data was collected through surveys and interviews with a diverse group of grocery shoppers. The findings indicate that product freshness and quality are the most influential factors in shaping positive customer perceptions, followed by reasonable pricing and product variety. The study also highlights a strong correlation between customer perception and repeats purchase behavior. The results provide valuable insights for retailers to improve their product offerings and customer service strategies to enhance overall customer satisfaction and loyalty in a competitive market.

**Index Terms**—Customer perception, Pricing, Retail.

## I INTRODUCTION

In today's highly competitive marketplace, customer perception and satisfaction have played a defining role in either building or destroying the reputations of grocery products. It is imperative that an understanding be reached between what influences customers' perceptions of grocery products and satisfaction with them, especially with increasing choices of many brands, both online and offline, and differentiated consumer preferences, as this ensures a business case for establishments to thrive. The grocery sector is one of those areas extremely prone to dynamic changes in consumer behaviour because of economic conditions, propel, technological advances, and lifestyle based on changes. Customer perception is that a term which refers to the interpretation and opinion formed on any grocery product depending on

one's experiences, advertisement, word camouflage etc. Customer satisfaction refers, on the other hand, to the measure of how products or a service meet or exceed expectation from the consumer Satisfied customers are more apt to become repurchaser or recommend or refer products to others, which in the long run generates more sales and brand loyalty. In the current highly competitive retail marketplace, customer perception and satisfaction are integral factors to consider while determining the success of grocery products. With multiple options available, evolving consumer preferences, and growing awareness of food products due to their quality, pricing, and brand reputation, understanding how customers perceive grocery products and how satisfied they are with their purchases is imperative for businesses to improve their market position. Perception of customers is something which defines how consumers will judge and talk about grocery items according to elements like the price, the quality, the packing size, the availability, the brand image, and the marketing strategies. This would really affect their decision to purchase and remain loyal to a brand. On the other hand, customer satisfaction refers to the sum total of an overall evaluation done by the customer about a product based on his or her expectations and how close or far the expectations are from actual experience. A person satisfied with a product will likely make a repeat purchase and pass positive feedback onto others, whereas dissatisfaction may trigger switching to a different brand and protests on various channels. Through this study, the customer perception and satisfaction towards grocery products will be analysed with consideration to some fundamental factors such as product quality, pricing, packaging, brand trust, and promotions, and customer service that influence purchasing decisions. The study will also analyse the relationship between perception

and satisfaction to comprehend how businesses can make their offerings better so as to accommodate the expectations of consumers. The findings, consumer behaviour, and preferences in the grocery sector will come from surveys and data analysis, which will provide insights into these topics. The findings will assist in improving the strategies of retailers, manufacturers, and marketers within the grocery sector in delivering better value to customers. The grocery industry is a major aspect of life with a variety of products, including fresh fruits and vegetables, packaged foods, dairy products, and drinks. Changing lifestyles, economic conditions, or awareness of health has made consumers demand goods in newer forms. Hence, the grocery retailers have undergone several transformations to satisfy consumers' changing needs. In addition, e-commerce and digital merchandising have changed the face of grocery shopping, offering many options and convenience to the consumers. This research aims to study the perception of grocery products by the customers and the level of satisfaction based on such perceptions.

## II STATEMENT OF THE PROBLEM

Even though grocery products have higher importance in daily lives, many businesses have paradoxically failed to comprehend the factor that forms customer's perception and satisfaction. Price sensitivity, quality of product, strategy for promotion, and quality of customer service are some key elements to develop the perception of a consumer. However, the dynamics of interactions among these constructs contributing to consumer satisfaction remain elusive. With the rise of e-commerce in the wake of the COVID-19 pandemic, consumer expectations and shopping behavior have also changed, necessitating a revaluation of traditional marketing strategies and service quality standards in the current online grocery sector. It is the aim of this study to identify the major determinants of customer perception and satisfaction in the grocery sector so as to give the person who may observe the spectrum of consumer taste and expectations. By identifying the primary factors that drive consumer choice, businesses can develop countermeasures that will enhance product appeal and drive consumer satisfaction.

## III OBJECTIVES OF THE STUDY

The primary objectives of this study are:

- To analyze the factors affecting customer perception of grocery products.
- To assess the level of customer satisfaction with various grocery products.
- To examine the impact of price, quality, brand reputation, and promotional strategies on consumer perception.
- To evaluate how customer service and shopping convenience contribute to satisfaction.
- To provide recommendations for businesses to improve their marketing and customer service strategies.

## IV SCOPE OF THE STUDY

This study aims to analyze customer perception and satisfaction concerning grocery products purchased from physical stores and online grocery platforms. The study will cover different aspects of price sensitivity, product quality, brand image, customer service, and shopping convenience. The population will be targeted through the collection of survey, interview, and case study data among vast consumer choices that ensure comprehensive and correct findings.

This research is concerned about grocery shoppers, yet there will be some other parties considered, including economic conditions, technological development, and technological impacts relating to social factors in consumer behaviour. However, luxury food items, specialized organic products, and niche markets will be outside the scope of the research work, considering the fact that the concentration is on regular grocery products consumed by the majority.

## V RESEARCH METHODOLOGY

To achieve the research objectives, a mixed-method approach will be used, combining both qualitative and quantitative data collection techniques.

- **Primary Data Collection:** Surveys and questionnaires will be distributed to grocery shoppers to gather firsthand information about their experiences and preferences. Interviews with store managers and retail experts will provide additional insights.

- Secondary Data Collection: Existing literature, market reports, and industry analysis will be reviewed to understand the trends and challenges in the grocery sector.
- Data Analysis: Statistical tools and qualitative analysis methods will be used to interpret the collected data and draw meaningful conclusions.

By employing a comprehensive research methodology, this study aims to present well-rounded findings that can be effectively utilized by businesses and stakeholders in the grocery industry.

## VI LIMITATIONS OF THE STUDY

- The study may focus on a specific region or locality, limiting its applicability to other areas with different consumer behaviors.
- Customer perception and satisfaction are subjective, and responses may be influenced by personal biases, moods, or recent experiences.
- Grocery shopping trends and preferences evolve due to external factors like economic conditions, health concerns, and market trends, making the findings time-sensitive.
- Some customers may have strong brand preferences, affecting their responses and skewing the results.
- The study might focus only on specific aspects like price and quality, while other factors such as packaging, availability, and promotions may also influence customer perception.

## VII REVIEW OF LITERATURE

1.Panda, R., & Swar, B.N. (2025), Customer Sustainability Perception: A Scale Development Study for Food Products. This study looks at the consumer perceptions of sustainability regarding branded food products in India and proposes and validates the Customer Sustainability Perception (CSP) scale with

the dimensions of marketing communication, experiential, product attributes, and information on social media.

2. Shivnani and Babu (2024), presents a systematic review of the consumer perspective toward supermarket shopping and online shopping. The paper published in the International Journal of Electronic Marketing and Retailing explores the important determinants that influence consumer choice, such as convenience, price, product variation, and trust. The results are changing trends in shopping behavior as online platforms become increasingly popular because they are easily accessible and more personalized, while supermarkets remain relevant for hands-on product evaluation. The review provides insights into changing retail dynamics and evolving consumer expectations in the digital world.

3.Chen and Wang (2024) investigate the effects of electronic service quality(eservice quality) on customer satisfaction and loyalty in online grocery shopping. It identifies several components as critical factors that mostly affect customer perceptions: website usability, responsiveness, reliability, and personalization. Thus findings also indicate that better e-service quality elicits customer satisfaction, which translates into long-term loyalty. This study, therefore, indicates that the digital experience is fast growing in retail grocery, which forces that retailers improve their online platforms to retain and attract clients in a rather cut-throat market.

## DATA ANALYSIS

### ANOVA & Ranking

Relationship between demographic profile and level of satisfaction.

Hypothesis: There is no significant difference in level of satisfaction and demographic factors of the respondents.

Variables	Group	Mean	SD	No	T- Valu e	F- Valu e	Table Value	Sig
Age	Below 18	2.68	1.373	31	-	0.988	2.42	NA
	18-25 years	2.67	1.203	60				
	25-35 years	3.03	1.272	35				
	35-45 years	2.94	1.197	17				
	45-55 years	3.33	1.118	9				
Gender	Male	2.81	1.226	127		-	1.976	NA

	Female	2.88	1.394	25	-.251			
Highest level of satisfactio n	Primary school	2.95	1.396	21	-	1.130	2.42	NA
	High school	2.80	1.374	44				
	Diploma	2.54	1.206	41				
	Bachelor 's degree	2.97	1.078	38				
	Master's degree	3.38	1.061	8				
	Below 10,000	2.59	1.245	41				

Income	10,000 – 30,000	3.04	1.215	47	-	1.009	2.67	NA
	30,000 –	2.78	1.281	46				
	50,000							
	Above 50,000	2.89	1.278	18				

Source: Computed

**INTERPRETATION**

The ANOVA test showed an F-value of 0.988, which is less than the table value of 2.42. Additionally, the p-value of 0.416 further confirms that age does not have a significant influence on Samba Rava, as the result is not statistically significant. The independent t-test revealed a t-value of -0.251, which is lower than the table value of 1.976. With a p-value of 0.802, this indicates that there is no significant difference in Samba Rava scores between males and females. The ANOVA test returned an F-value of 1.130, which is less than the table value of 2.42. A p-value of 0.344

further suggests that education level does not significantly affect Samba Rava scores. Another ANOVA test showed an F-value of 1.009, which is smaller than the table value of 2.67, with a p-value of 0.391. This indicates that income level does not have a significant impact on Samba Rava.

**RANKING ANALYSIS****RANK ANALYSIS OF FACTORS FOR INFLUENCE ON GROCERY SHOPPING DECISION**

CATEGORY	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	RANK
PRICE	122	7	5	12	6	152	I
	610	28	15	8	6	667	
QUALITY	22	57	32	30	11	152	II
	110	228	96	60	11	505	
BRAND NAME	32	11	65	22	22	152	III
	160	44	195	44	22	465	

STORE LOCATION	34 170	15 60	24 72	56 112	23 23	152 437	IV
PROMOTIONS AND OFFERS	24 120	33 132	19 57	30 60	46 46	152 415	V

Source: Computed

**INTERPRETATION**

Price has received the highest ranking (I), suggesting that it is the most important factor for consumers when making a purchasing decision. The total number of rankings for price is the highest (667), and it has accumulated significant votes in the highest category (5, with 122 people rating it as most important). Quality is ranked second in importance (II). With a total score of 505, it's a significant factor in purchasing decisions but not as important as Price. Most respondents rated Quality as either very important or moderately important, with the highest ratings in the 4 (57) and 5 (22) categories. Brand Name is ranked third (III) in terms of importance. While it's still an important factor, it is less significant than Price and Quality. The highest number of respondents rated Brand Name as moderately important (3, with 65 people giving this rating), and fewer rated it as most important compared to Price or Quality. Store Location is ranked fourth (IV), suggesting it is less important than Price, Quality, and Brand Name. The highest score in the 5 category (34 people) shows that some consumers still prioritize store location, but it is not as highly rated as the top three factors.

Promotions and Offers are ranked the lowest (V) among the factors, indicating that it is the least influential factor in consumer purchasing decisions. Although 46 respondents rated promotions as very important (5), the overall total score of 415 is the lowest.

**Findings for ANNOVA & T-test**

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**RANKING**

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in consumer purchasing decisions. Although 46 respondents rated promotions as very important (5), the overall total score of 415 is the lowest.

#### SUGGESION

Focus on price-sensitive consumers, as price was the top factor influencing purchasing decisions. Highlight competitive pricing in advertisements. Leverage digital platforms for advertisements and social media reviews, as these significantly impact consumer choices. Investigate the reasons behind the low representation of female respondents and consider strategies to ensure a more balanced sample in future studies. Since satisfaction levels were not significantly influenced by demographics, focus on universal satisfaction drivers such as product quality, customer service, and value for money. Conduct further research to identify other potential factors affecting satisfaction that were not covered in this study. Tailor promotions and product offerings to cater to the predominant educational (high school and diploma) and income (₹10,000–₹30,000) groups in the sample.

#### VIIICONCLUSION

The study revealed that demographic factors such as age, gender, education, and income do not significantly influence satisfaction levels among

respondents. Price and advertisement emerged as the most critical factors in purchasing decisions, emphasizing the importance of competitive pricing and effective marketing strategies. The findings suggest that businesses should prioritize these areas to enhance customer satisfaction and drive sales. Future research could explore additional variables and expand the sample size to gain deeper insights into consumer behavior. Overall, the study provides valuable data for decision-making and highlights key areas for improvement in marketing and customer engagement strategies.

#### REFERENCES:

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