

# Characterizing the Buyer Preferences in Super Markets

D. Venkatrama Raju, J. Kannan

**Abstract:** Buyer behavior is significant to the company because it is usually assumed to be a major determining factor of repeat purchases, positive word of mouth and customer loyalty. Choice is essential for consumers and businesses because it emphasizes the successful outcome of scarce resources and the satisfaction of unmet needs.. Increasing awareness of consumer choices is a critical building block in sales and consumer behavior has generated considerable research area in the process prior to the determination of desires and the implications of those judgements

**Keywords :** Buyers , Supermarkets.

## I. INTRODUCTION

The study of customer demand is the knowledge of how people or organizations behave in purchasing situations. It is, in fact, the psychology applied to marketing, specifically to purchasing decisions. It is essential because if the actions of a purchase of the market segment is understood, This gives the sales director the opportunity to meet the needs of potential customers in a unique way, not only physically and psychologically. he she will probably fail, even though the product or service satisfies the physical needs. And, this has been conceptualized as consumer preference goals that marketing managers seek to achieve. They include increasing product adoption and repeat usage-satisfying consumers, satisfying consumers at an acceptable and nominal cost to them and educating a social response. For there reasons a considerable time and effort is spent to learn about consumers.

In years past, consumers have learned about the branding revolution, focusing on the need for marketing and advertising to be user-oriented, to address the needs and desires of customers. There are a lot of reasons why the customer suggestion study was created as a special survey.. Marketing discipline, customers are often observed since some decisions are impacted by their behavior, or by their planned acts. For this purpose, customer choice is said to be an implemented method such methods are said to occur at two separate types of study, the micro perception and the social perspective.

## PURPOSE OF THE STUDY OF BUYER BEHAVIOUR

As buyers, we profit from insight into our own consumption-related decisions and the marketing factors that compel us to purchase. The study of consumer behavior

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makes it possible for us to become different, that is to say, wiser consumers.[11]-[15]

Consumer study Behavior from the point of view of understanding consumer behavior and the meaning behind such behavior is called interpretivism or postmodernism.

Most interpreters find every buying experience to be different because of the complex set of variables at play at that particular time. Thanks to its emphasis on processing experience, the interpretive approach is also known as experientialism.[1]-[5]

## II. NEED FOR THE STUDY

The increased Militancy of consumers has made all the parties in the market place more aware of the existence of widespread and intense preference with many goods and services. To day world is feeling like time short world. Both men women are busy in their work. They have no time to slow purchase which had done in also in olden days. Nowadays Departmental Store, are preferred by the buyer for so many reasons like all things under one roof, time convenient, place convenient, and so on. Variety of brands and products makes the buyer to better selection. Shopping comforts like restaurants, libraries, beauty parlours and all sorts of amenities to make the visit of the customer as comfortable and enjoyable as possible. In Foodworld, they offer variety of Food items, groceries and now recently stationeries, cosmetics. This prefer the customers to purchase in foodworld. Its hygiene and convenience attracts the customers. Apart from its competitors Foodworld growing became famous and opening new branches every where. It got one successful place among Departmental stores.[6]-[10]

## III. OBJECTIVES OF STUDY

- A) To study of consumer The behavior from the Influence of product quality
- B) Satisfaction of variety/range of products with reference to buyer behavior

## IV. THE LIMITATIONS OF THE STUDY

- A) The respondents are selected on a random basis.
- B) The study is restricted to Chennai city
- C) Due to time and cost constraint the sample is restricted to 100.

## V. SAMPLE SIZE

A sample is a small proportion a population selected for observation and analysis. It is a collection consisting of a part or subset of the object or individuals of population which is selected for the express purpose of representation of the



population. A sample size of 100 was covered in this study with the simple random sampling technique.

### VI. METHODOLOGY

In this study, the personal interviewing technique and questionnaire method are adopted. This method was preferred because it provides greatest opportunity for gathering opportunity for gathering abundant information.

The Questionnaire administered is a structured and closed end questionnaire. In closed end variety of both the question and the responses are structured with 5 point Likert scale. The structured questionnaire was given to each respondent to fill in his response. The basic instructions are given. Additional information is sought by encouraging the respondents to give suggestions and opinions and by asking questions.[16]-20]

### VII. RESULTS & DISCUSSION

1. Females are large in percentage than male those who go to Food world.
2. Male and female in the age group of 25-35 largely goes to Food world.
3. In both gender Graduates are more those who go to Food World.
4. On the basis of occupation workers in male and clerk in female are going more to Food World.
5. On the basis of income group 10000-20000 in male and in female <10000 income group are going more to Food World.
6. Most of respondents like to go to Departmental Stores to Purchase and also for purchasing bulk Quantity.
7. Advertisement influences the buyers, in media news papers/magazines play a vital role in advertisement.
8. Product quality influences buyer behaviour
9. Availability of standardized products influence the buyer behaviour.
10. Accuracy of packing weight, reasonable price, rectification of difficulties in quality and weight are influencing the buyer behaviour.
11. Convenience likes place convenience and time convenience influence the buyer behaviour.
12. Infrastructure, comfortable purchasing pattern are attract the buyers towards FoodWorld.
13. Parking facility, Excellence of working behaviour of staffs influence the buyer behaviour.
14. All things under one roof, quick availability of new products and brands quick availability of offers and discounts are satisfies the buyers.
15. Gender does not differentiate the buyer behaviour.

### VIII. SUGGESTION.

- Food world should consider opening a pharmacy section/outlet in its Stores.
- Parking facility should be improved
- Hygiene and cleanliness of the store and the products are the strength of FoodWorld. The Departmental store should maintain this for sustainal growth and customer retention.
- More billing counters should be added to facilitate lesser waiting time

### IX. CONCLUSION

To find out the buyer behaviour level of FoodWorld customers, three variables product quality, shopping comforts, variety/range of products are selected and on that basis a questionnaire was prepared.

The questionnaire was distributed to the customers and the respondents were asked to respond to each of the statement. They were given with options. It is analysed with percentage method. And based on this graphical diagrams are given.

Food world is a role model for most of the stores en exceeding customer expectations, building a pdople oriented group which enspires and excities people in a professional yet entrepreneurial environment and being the best in their business segments in terms of returns on capital employed.

Preference is a result of matching actual post purchase and consumption experience with the expected reward from the brand. These evaluations are in terms of products anticipated potential to satisfy the consumer motives. Thus consumers form certain expectations prior to purchase. These expectations may be about nature and performance of the product and services. The cost and efforts to be expanded and social benefits accruing to the consumers. The interaction between expectations and actual performance products either satisfaction of dissatisfaction.

The result of the preference of the consumers from the purchase of the products and services with create a favorable post purchase attitudes, higher purchase intentions and brand loyalty on the other hand, if the consumers are not delighted, they are less favorable towards the brand and abandon the repurchase intention or switching the brand complaining to various organizations and a negative word of mouth.

Consumers preference level for Food World are higher when compared to that of other superstores. This may be due to their quality polices, performances, excelling human resource management of their staff, etc.

The strength of Food World lies in the fact that along worth expanding their consumer base, special focus is also given to customer base; Special focus is also given to customer retention. This is because of the importance Food World provides to preference of customers. Food World strongly believes that one delighted and satisfied customer leads the way to a strong and growing customer base.

Food World is truly the friendly neighborhood store.[20]-[25]

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