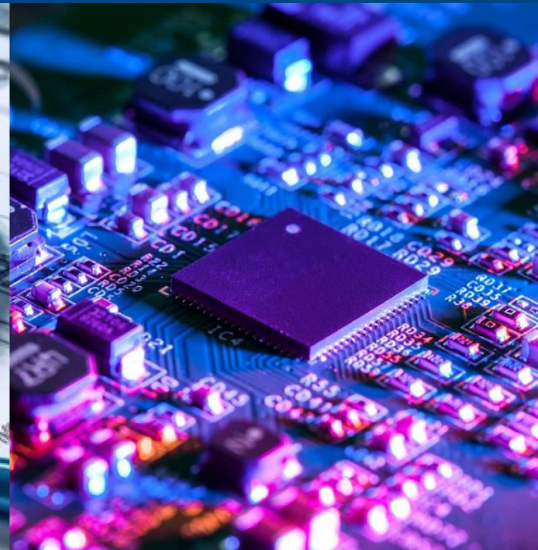
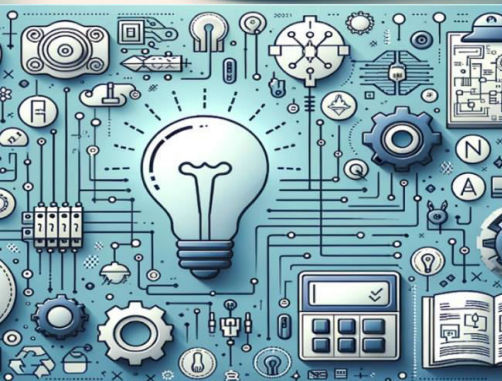




International Journal of Multidisciplinary Research in Science, Engineering and Technology

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)



Impact Factor: 9.864

Volume 9, Issue 10, October 2026



International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

A Customer Satisfaction in Retail Store and Super Market in South Chennai

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ABSTRACT: Customer satisfaction plays an important role in the success of retail stores and supermarkets. Customers expect good-quality products, reasonable prices, attractive offers, a clean shopping environment and good customer service. This study focuses on customer satisfaction in retail stores and supermarkets, with special reference to Reliance SMART Bazaar. The main purpose of the study is to understand customers' shopping experiences and identify the major factors that influence their satisfaction.

The study follows a descriptive research design and a quantitative approach. Primary data was collected from customers through a structured questionnaire using convenience sampling. Secondary data was gathered from books, journals, research articles, websites and other relevant sources. The collected data was analysed using percentage analysis, weighted mean analysis, correlation analysis and Chi-square analysis.

The findings show that customers generally have a moderately positive opinion of their shopping experience. Service quality received the highest mean score of 3.51, followed by store environment at 3.50 and product quality at 3.48. Overall customer satisfaction recorded a mean score of 3.38, which indicates that customers are reasonably satisfied but that improvements are still needed. The statistical analysis did not identify significant relationships between the factors tested and overall customer satisfaction at the 5% significance level. The Chi-square test also showed no significant association between gender and overall customer satisfaction.

The study suggests that the supermarket can improve customer satisfaction by maintaining product availability, providing clear information about prices and offers, reducing billing delays, maintaining store cleanliness and improving employee responsiveness. Overall, understanding customer expectations and regularly collecting feedback can help the supermarket improve its shopping experience and build stronger customer relationships.

KEYWORDS: Customer Satisfaction, Retail Stores, Supermarkets, Product Quality, Pricing, Service Quality, Shopping Experience, Reliance SMART Bazaar.

I. INTRODUCTION

The retail industry plays an important role in our daily lives by providing the products and services that people need. Retail stores and supermarkets make it convenient for customers to purchase groceries, household products, personal care items and other essential goods in one place. In recent years, customers have become more aware of product quality, price, product variety and the overall shopping experience. As a result, customer satisfaction has become an important factor in the success of retail businesses.

Customer satisfaction refers to how far a product or service meets the expectations of customers. When customers find good-quality products at reasonable prices and receive helpful service, they are more likely to feel satisfied and visit the store again. Factors such as product availability, promotional offers, staff behaviour, billing speed, cleanliness and store layout can influence a customer's shopping experience. Even small problems, such as long queues at billing counters or the unavailability of essential products, may create dissatisfaction among customers.



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In the competitive retail market, supermarkets need to understand their customers' needs and expectations to maintain their position in the industry. Customers have several shopping options, so they often compare prices, offers, product quality and service before choosing a store. Providing a comfortable shopping environment, maintaining product availability and responding properly to customer complaints can help retailers improve customer satisfaction and build long-term customer relationships.

Reliance SMART Bazaar is one of the retail formats operating in India's organised retail sector. It provides customers with access to groceries, household essentials and various other products under one roof. The store aims to offer customers a convenient shopping experience through product variety, pricing and promotional offers. However, customer expectations may differ from one person to another, making it important to understand how customers perceive the store's products, services and facilities.

The present study focuses on customer satisfaction in retail stores and supermarkets, with special reference to Reliance SMART Bazaar. It examines important factors such as product quality, product availability, pricing, promotional offers, staff behaviour, service quality, billing efficiency, store cleanliness and shopping convenience. The study uses customer responses to understand their level of satisfaction and identify areas that may require improvement.

The findings of this study can help identify the factors that contribute to a positive shopping experience and the problems that customers may face while shopping. Based on the findings, suitable suggestions can be provided to improve service quality, make shopping more convenient and meet customer expectations. Overall, the study aims to highlight the importance of understanding customer needs and continuously improving the shopping experience to strengthen customer satisfaction.

II. STATEMENT OF THE PROBLEM

Customer satisfaction is an important factor in the success of retail stores and supermarkets. Customers expect good-quality products, reasonable prices, attractive promotional offers, proper product availability and helpful customer service. However, customers may experience problems such as unavailable products, unclear pricing, delays at billing counters, poor staff response and difficulties in finding products inside the store. These issues can affect their overall shopping experience and satisfaction.

Reliance SMART Bazaar provides customers with a wide range of groceries, household essentials and other products. However, customers may have different opinions and expectations regarding the quality of products, prices, promotional offers, store environment and services provided. Understanding these opinions is important for identifying areas where the shopping experience can be improved.

Therefore, the present study focuses on understanding the level of customer satisfaction towards Reliance SMART Bazaar and identifying the major factors that influence customers' shopping experiences. The study also aims to identify the problems faced by customers and suggest suitable measures to improve service quality, shopping convenience and overall customer satisfaction.

Objectives of the Study

To study the level of customer satisfaction in retail stores and supermarkets. To identify the factors influencing customer satisfaction, to evaluate customer satisfaction towards product quality and availability, To analyse customer satisfaction towards pricing and promotional offers, To study customer satisfaction towards staff behaviour and service quality, To evaluate satisfaction with store ambience and facilities, To identify the major problems faced by customers.

III. RESEARCH QUESTIONS

How do customers perceive the quality and variety of products available at Reliance SMART Bazaar? How satisfied are customers with product prices, competitive pricing and promotional offers? How do store cleanliness, layout, product arrangement and ambience influence the shopping experience? How satisfied are customers with employee behaviour, responsiveness and billing services? What is the overall level of customer satisfaction towards Reliance SMART Bazaar? Is there a significant relationship between product quality and overall customer satisfaction? Is there a significant



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relationship between price and overall customer satisfaction? Is there a significant relationship between store ambience and overall customer satisfaction? Is there a significant relationship between service quality and overall customer satisfaction?

IV. REVIEW OF LITERATURE

American Customer Satisfaction Index (2026): The study explained that customers are more satisfied when supermarkets offer good value for money and make shopping easy and convenient. **Chand (2025):** The study showed that price, product quality and store location play an important role in customer satisfaction. **Bhardwaj, Savita, Sharma and Rani (2023):** The study found that good service, helpful staff and reliable store facilities help improve customer satisfaction in hypermarkets. **Vijaya Deepika and Kannan (2023):** The study found that satisfied customers are more likely to remain loyal to supermarkets in Chennai. **Aggarwal et al. (2023):** The study explained that product variety, store atmosphere and staff interactions influence customers' shopping experience and their willingness to revisit the store. **Post-Pandemic Shopping Value Study (2022):** The study found that customers' shopping experiences, including practical benefits, enjoyment and social interaction, influence their satisfaction and intention to revisit stores.

V. RESEARCH METHODOLOGY

Research Design

For this study, a descriptive research design was adopted to understand customer satisfaction at Reliance SMART Bazaar. The design helps to understand customers' opinions and shopping experiences without changing their behaviour. A structured questionnaire was used to collect information about product quality, pricing, store ambience, service quality and overall customer satisfaction. The collected responses were analysed using suitable statistical tools.

Sampling Method

For the present study, convenience sampling was used. Respondents were selected based on their availability and willingness to participate in the survey. This method helped the researcher collect information from customers within the available time and resources. The respondents shared their opinions about their shopping experiences at Reliance SMART Bazaar.

Sample Size

The report specifies a sample size of 100 respondents for the study. Customers with experience shopping at Reliance SMART Bazaar were considered for data collection. Their responses helped the researcher understand customer satisfaction and identify areas where the shopping experience could be improved.

Data Collection Method

The study used both primary and secondary data. Primary data was collected directly from customers through a structured questionnaire. The questionnaire covered customers' demographic details, shopping behaviour, product quality, pricing, store ambience, service quality and overall satisfaction. Secondary data was collected from books, research journals, research articles, company information, websites and other relevant publications. These sources helped provide background information and support the study.

Data Analysis Tool

The collected responses were analysed using Percentage Analysis, Weighted Mean Analysis, Correlation Analysis and Chi-Square Analysis. Percentage analysis was used to summarise the respondents' details and answers. Weighted mean analysis helped measure customers' opinions and satisfaction levels. Correlation analysis was used to examine relationships between selected variables, while chi-square analysis was used to identify associations between selected categorical variables.

Variables

Independent Variables: Product Quality, Price, Store Ambience and Service Quality. These factors were considered to understand customers' perceptions of the products, prices, store environment and services offered.



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Dependent Variable: Customer Satisfaction. It was measured through customers' overall shopping experience, whether the store met their expectations and their willingness to recommend the store to others.

VI. LIMITATION OF STUDY

The study was limited to 101 respondents, so the findings may not represent all customers. The study covered only selected Reliance SMART Bazaar customers and locations. Convenience sampling may have caused some bias in respondent selection. The study was conducted within a limited time, which restricted wider data collection. Customer responses were based on personal opinions and experiences, which may not always be completely accurate.

CORRELATION ANALYSIS

Correlation analysis was used to examine the relationship between the major retail service factors and overall customer satisfaction. Pearson's correlation coefficient (r) ranges from -1 to +1, where a positive value indicates a positive relationship and a value close to zero indicates little linear relationship.

Correlation Hypotheses

H₀: There is no significant relationship between the selected retail factors and overall customer

Variables	PRODUCT Q	PS	SE	SQ	OVER
PRODUCT Q – Pearson Correlation	1.000	0.0104	0.1385	0.1429	-0.0041
Sig. (2-tailed)	—	0.918	0.165	0.152	0.968
N	102	102	102	102	102
PS – Pearson Correlation	0.0104	1.000	0.0220	-0.1181	0.0232
Sig. (2-tailed)	0.918	—	0.826	0.237	0.817
N	102	102	102	102	102
SE – Pearson Correlation	0.1385	0.0220	1.000	0.0228	0.1679
Sig. (2-tailed)	0.165	0.826	—	0.820	0.092
N	102	102	102	102	102
SQ – Pearson Correlation	0.1429	-0.1181	0.0228	1.000	-0.0250
Sig. (2-tailed)	0.152	0.237	0.820	—	0.803



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N	102	102	102	102	102
OVER – Pearson Correlation	-0.0041	0.0232	0.1679	-0.0250	1.000
Sig. (2-tailed)	0.968	0.817	0.092	0.803	—
N	102	102	102	102	102

INTERPRETATION: Product Quality shows a negative correlation with Customer Satisfaction ($r = -0.004$, $p = 0.968$), and the relationship is not statistically significant at the 5% level.

Pricing & Promotional Offers shows a positive correlation with Customer Satisfaction ($r = 0.023$, $p = 0.817$), and the relationship is not statistically significant at the 5% level.

Store Environment shows a positive correlation with Customer Satisfaction ($r = 0.168$, $p = 0.092$), and the relationship is not statistically significant at the 5% level.

Service Quality shows a negative correlation with Customer Satisfaction ($r = -0.025$, $p = 0.803$), and the relationship is not statistically significant at the 5% level.

Note: Pearson correlation is two-tailed. N = 102 respondents. No correlation is statistically significant at the 5% level ($p < 0.05$).

CHI-SQUARE TEST

A Chi-square test was used to examine whether there is a significant association between gender and overall shopping satisfaction. The null hypothesis states that there is no significant association between gender and overall customer satisfaction.

Hypothesis – Gender vs Overall Customer Satisfaction

- **H₀ (Null Hypothesis):** There is no significant association between gender and overall customer satisfaction.

Contingency Tables

		Q26					
AGE		1	2	3	4	5	Total
1	Count	2.000	0.00	2.000	6.000	0.00	10.00
	Expected count	1.078	0.8824	2.451	4.216	1.373	10.00
	% within row	20.00 %	0.00 %	20.00 %	60.00 %	0.00 %	100.00 %
2	Count	1.000	3.000	7.000	16.00	2.000	29.00
	Expected count	3.127	2.559	7.108	12.23	3.980	29.00
	% within row	3.45 %	10.34 %	24.14 %	55.17 %	6.90 %	100.00 %
3	Count	5.000	1.000	2.000	13.00	3.000	24.00
	Expected count	2.588	2.118	5.882	10.12	3.294	24.00
	% within row	20.83 %	4.17 %	8.33 %	54.17 %	12.50 %	100.00 %



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Contingency Tables

		Q26					
AGE		1	2	3	4	5	Total
4	Count	1.000	3.000	7.000	5.000	6.000	22.00
	Expected count	2.373	1.941	5.392	9.275	3.020	22.00
	% within row	4.55 %	13.64 %	31.82 %	22.73 %	27.27 %	100.00 %
5	Count	2.000	2.000	7.000	3.000	3.000	17.00
	Expected count	1.833	1.500	4.167	7.167	2.333	17.00
	% within row	11.76 %	11.76 %	41.18 %	17.65 %	17.65 %	100.00 %
Total	Count	11.00	9.000	25.00	43.00	14.00	102.0
	Expected count	11.00	9.000	25.00	43.00	14.00	102.0
	% within row	10.78 %	8.82 %	24.51 %	42.16 %	13.73 %	100.00 %

CHI SQUARE TEST

TEST	CHI-SQUARE VALUE	DEGREES OF FREEDOM	P-VALUE
Gender vs. Overall Satisfaction	4.677	8	0.792

Interpretation:

The Chi-square analysis shows that there is no statistically significant association between gender and overall customer satisfaction at the 5% level of significance. Therefore, the null hypothesis (H_0) is accepted, and the alternative hypothesis is rejected. This indicates that customer satisfaction does not significantly differ based on gender in the selected sample.

VII. DISCUSSION

The present study was conducted to understand customer satisfaction at Reliance SMART Bazaar by considering product quality, pricing, store ambience and service quality. The findings show that customers generally have a positive but moderate level of satisfaction with their shopping experience.

Among the factors studied, service quality recorded the highest mean score of 3.51, followed by store environment at 3.50 and product quality at 3.48. Overall customer satisfaction recorded a mean score of 3.38. These results indicate that customers have reasonably favourable opinions about the store, although there is still room for improvement.

The correlation analysis showed that none of the selected factors had a statistically significant relationship with overall customer satisfaction at the 5% significance level. Store environment showed the highest positive correlation with overall satisfaction, but the relationship was not statistically significant. Therefore, the findings do not provide sufficient evidence of a significant relationship between the selected factors and overall customer satisfaction in this sample.

The Chi-square test also showed no statistically significant association between the tested demographic variable and overall satisfaction. These findings should be understood within the limits of the selected sample and the sampling method used.

Overall, the study suggests that Reliance SMART Bazaar can improve the shopping experience by focusing on clear communication of prices and offers, product availability, efficient billing, store cleanliness and employee responsiveness.



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VIII. CONCLUSION

The present study was conducted to understand customer satisfaction in retail stores and supermarkets, with special reference to Reliance SMART Bazaar in South Chennai. The main objective was to identify the factors influencing customer satisfaction, including product quality, pricing, store ambience and service quality. The study also aimed to understand customers' shopping experiences and identify areas that require improvement.

The findings indicate that customers generally have a moderately positive opinion of their shopping experience at Reliance SMART Bazaar. Among the major factors studied, service quality recorded the highest mean score of 3.51, followed by store environment at 3.50 and product quality at 3.48. Overall customer satisfaction recorded a mean score of 3.38, indicating that customers are reasonably satisfied with the store, although improvements are still needed.

The correlation analysis showed that none of the selected factors had a statistically significant relationship with overall customer satisfaction at the 5% level of significance. Similarly, the Chi-square test reported no statistically significant association between the demographic variable tested and overall customer satisfaction. These findings apply to the selected sample and do not necessarily represent all customers of the supermarket.

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