



STUDY THE CONCEPT, HISTORY AND CHALLENGES OF SUPER MARKET

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ABSTRACT

With this research, we want to determine that supermarkets may range in size from little to mammoth. Because supermarkets in a given area are so heavily influenced by their surroundings, the preferences of their clientele, and the retail climate in general, this investigation has focused solely on these supercenters. You may compare the distributions of different subgroups by using ratios, proportions, and percentages. The relationship between two variables may be shown using ratios. These are comparative metrics, therefore they may be used with graphs of varying sizes. Significance tests are used to examine hypotheses. The likelihood of certain sample findings under the given population circumstances is evaluated. Preliminary assumptions are formed regarding the parameters of the population, and they are subsequently put to the test by the sample. In scientific inquiry, hypotheses take the form of suppositions that may or may not be correct. Before we can accept or reject them, we need to see whether they hold up to empirical testing. A weighted ranking approach is used to determine the relative importance of several influences on a variable. Customer feedback is ranked using a scoring methodology.

Keywords: - Market, Super Market, Customer, Product, Shops.

I. INTRODUCTION

Customers want everything immediately. Many modern shops may relate to Howardell's (2003) observation. When it comes to product selection, pricing, and genuine concern for their customers' well-being, consumers can no longer rely on their neighborhood grocer. Today's supermarkets operate in a very competitive market, with several stores within easy walking distance of one another. If one supermarket does not have what its consumers want, they can simply go to another supermarket that does (Codrington, 2002). Retail has been under intense criticism in recent years, despite increasing levels of sophistication and persistent attempts to wow customers via precise exemplification of the parts of the marketing mix. The primary complaints center on how marketing and retail concerns have been prioritized at the expense of



customers' interests (Killbourne 2002; Weis 2002), prompting calls for a reevaluation of current marketing methods.

Since their inception, supermarkets and hypermarkets have been critical nodes in the food distribution network. Companies and customers alike welcomed this manner of delivery. Due to their advantageous mix of supply, location, and service, the development of these shops has been particularly active in recent years. Consumers place a higher value on supermarkets and hypermarkets than they formerly did on other types of stores, hastening the demise of mom-and-pop shops and other locally owned establishments.

II. SUPER MARKET

A supermarket is a kind of department store that specializes on selling food and home goods to the general public. A supermarket is a more modern version of the corner food shops that have traditionally served the needs of ordinary people. A supermarket is a big, self-service retail shop that sells a broad range of consumer goods, including food, cleaning supplies, and other home necessities. Some Indian supermarkets, like Super Bazaar in Delhi, Apna Bazaar, ShakariBhandar, etc., have been run by cooperatives for some time. A supermarket is a big format grocery store that allows customers to shop at their own pace and choose from a vast selection of food and home goods. It is bigger and offers more options than your average grocery shop, but it is not as huge as a hypermarket or bigbox market and has a lower assortment overall.

A supermarket is a large, self-service grocery shop with many different sections. Supermarkets are often quite big establishments that have an extensive selection. Customers may buy groceries and several other home items from supermarkets. Shoppers browse aisles and pick out their purchases at their leisure. A client makes his selections and then proceeds to the cash register to make his payment. Customers in most parts of the nation have their pick among multiple grocery stores. This means that supermarket proprietors are in a constant state of competition to win over new shoppers and retain their current clientele.

Definition:

Supermarket is a supermarket with self-service aisles selling a broad range of food and home goods. It is bigger and more extensive than a regular grocery shop, but more compact than a hypermarket or superstore.



III. HISTORY OF SUPER MARKET

In the earliest days of commerce, consumers would wait in front of the merchant's counter and have an assistant bring the merchandise they requested from behind the counter. Furthermore, most items did not arrive in pre-measured, consumer-sized containers, necessitating the assistance of a worker to accurately measure and wrap the quantity ordered by the customer. Many people considered this kind of shopping to be "a social occasion" and would often "pause for conversations with the staff or other customers." These methods were naturally exceedingly time-consuming and costly to implement. The pace of shopping was sluggish since the store's small staff could only help so many consumers at once.

Vincent Astor invented the idea of a cheap food market where massive economies of scale are used to keep prices low. In 1915, he put \$750,000 of his own money into a 165-foot-by-125-foot plot of land at the intersection of 95th Street and Broadway in Manhattan, essentially building an outdoor mini-mall from which he sold meat, fruit, vegetables, and flowers. Market organizers had hoped that people would go from far away ("miles around") to shop there, but in the event they struggled to get clients from as close as 10 blocks.

Entrepreneur Clarence Saunders, with his Piggy Wiggly shops, pioneered the notion of the self-service supermarket. In 1916, he started his own shop. Several patents were granted to Saunders for innovations that he used in his retail outlets. Saunders had financial success with his retail model and expanded into franchising. The Great Atlantic and Pacific Tea Company, founded in 1859, was another early food store chain to find success in North American cities. Its stores were ubiquitous in the decade of the 1920s.

IV. GROWTH OF SUPER MARKETS IN DEVELOPING COUNTRIES

Beginning in the 1990s, the food retail industry in developing nations saw a fast transition. Particularly affected regions are those in South and Central America, Southeast Asia, China, and South Africa. However, practically every nation is seeing expansion. Competition and some degree of consolidation have arisen as a result of this expansion. Driving this expansion are rising incomes and the emergence of a middle class, the increased participation of women in the labor force and the resulting demand for ready-to-eat meals, the widespread availability of refrigeration that allows for weekly rather than daily grocery trips, and the proliferation of personal automobiles that make it easier to travel great distances and buy bulky items. Several European corporations have invested in these areas (mostly in Asia), while American companies have invested in Latin America and China, because of the prospects afforded by these regions. There has also been an influx of regional businesses. The proliferation of hypermarkets follows



the advent of supermarkets. Companies like Makro and Metro also put money into huge Cash-and-Carry warehouses.

Despite the fact that processed food sales have increased at a much faster rate in these countries than fresh food sales, the expansion of supermarkets in these countries has significant implications for small farmers, especially those growing perishable crops, due to the necessity of supermarkets to achieve economies of scale in purchasing. Clustering, the emergence of specialist wholesalers, the organization of supply by key farmers, and the establishment of farmer groups or cooperatives are all examples of the new supply chains that have emerged in recent years. Some grocery stores have set up their own networks to source from local farmers, while others have worked with existing wholesale marketplaces to suit their demands. Supermarkets in India are rising in prominence again as a result of rising consumer spending since the reform of the country's economic system began in earnest in July 1991. And this consumerism has reached even semi-rural regions, opening up enormous economic potential in rural and semi-rural areas alike.

V. CHALLENGES FACED BY SUPER MARKET

Although there are many advantages to shopping at a supermarket rather than a general store, many people still choose to use the latter. Time is saved, a more comfortable shopping environment is provided, a wider selection of products is offered, and errors in the automated billing system are eliminated, among other benefits. Despite these advantages, the supermarket industry in India is plagued by the following issues.

1. The sales volume of Indian supermarkets is quite low when compared to those in wealthy nations.
2. The real boom in organized retailing, according to experts, will occur when supermarkets begin selling daily need goods at 90% of the regular price, resulting in low sales turnover, low gross margin, low net margin, and low turnover per square foot when compared to the unorganized sector in India and the organized retail sector abroad. Using credit to make purchases and cash to make sales presents a challenge for Indian retailers. Despite this, retail margins in India are among the lowest in the world. The big format players have enormous expenses, particularly when compared to the low rent that regular stores pay.
3. The threat posed by disorganized stores. More than 90 percent of India's retail industry is conducted by "unorganized" retailers. Local shops, owner-operated general stores, convenience stores, handcart and sidewalk vendors, weekly markets, and bazaars are all examples of the traditional retail forms that make up the unorganized retail sector.



VI. CONCLUSION

The study found a significant effect of store quality on customer satisfaction, word-of-mouth communication, intention to switch and loyalty intension. The result showed that all four store quality dimensions in the study were strong predictor of customer satisfaction and word-of-mouth communication, while only product quality and customer sacrifice are significant for customers' behavioural intensions.

This study was a kind study performed at very basic level to identify the customer perceived service quality and its relationship with customer satisfaction. This kind of study was necessary because super markets are flourishing in the country as the current market players are planning to open several hundred more outlets in the next few years to cope with the rising demand from the consumers. From the study it is found that customer perceived seven factors namely Reliability, Assurance, Personal Interaction, Problem Solving, Policy, Product, and Physical Aspect as the quality factors that have impact on customer satisfaction. In terms of relationship between service quality and customer satisfaction, it is found that Reliability has the most significant impact on customer satisfaction. Development in behavioral as well as in other aspects are necessary in such instance. Also, customer needs to get some sort of guarantee about their purchase related issues such as filing compliant, modification of sales, and purchase information. Lastly, super markets should emphasize on shelving their products in proper way and in proper condition so that customer can get all the necessary information related to product feature and characteristics.

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