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CUSTOMERS' PERCEPTION OF SUPERSTORE RETAIL ORGANIZATION: A DESCRIPTIVE STUDY ON SHWAPNO

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ABSTRACT

Shwapno is the leader retail superstore in Bangladesh. Maximum family members in urban area used department store or supermarket for purchasing groceries commodities. Shwapno is the largest and the best platform to provide farm fresh necessary products and services to their customers. The high and mid class people in city are preferred to buy convenience goods or services from one platform, the retail store of Shwapno provides all items of commodities to their targeted customers. This study is identified the factors influencing to customers perception and their satisfaction by using or getting goods and services from Shwapno retail store. The study has suggested top-level managers and authorities of Shwapno retail organization to consider these factors while retaining existing customers, attracting new and competitors customers by offering better services.

Keywords: Motivational Factors; Shwapno; Customers Attitude; Retail Chain Store

1. INTRODUCTION

Super markets are not new business chain stores in Bangladesh. Shwapno is the top retail brand which is operated by ACI Logistics Limited. As the largest retail chain, Shwapno touches the lives of over 35,000 families per day. Customer satisfaction gives an indication of how much successfully the organization is meeting the demands of customers. In general shop, customers customer has no access to the products only can see the product but in super markets customers can see and collect the products for buying. All activities of the retail chain stores are directed towards customer satisfaction which leads to customer retention a pivotal factor for business growth (S M Sohel Rana *et al*, 2014).

Shwapno

Shwapno retail brand was officially launched in 2008. Shwapno is the top retail brand in Bangladesh. As the largest retail chain in the country, Shwapno has been successful in reaching its position as market leader with 45% market share not only because of the exceptional quality, value, convenience and service it offers customers, but because Shwapno has been successful in developing a truly world class retail architecture and shopping experience for the first time in the country (source: www.shwapno.com). Shwapno was initially focused on the price sensitive customer base, but after years of steady growth of its conventional retail and other channels, the company now serves a diverse market covering many segments. The Shwapno brand itself has evolved over this journey, and today is shifting its focus from value to nurturing aspiration.

By delivering excellent service and through award winning communication campaigns, Shwapno has become the most recognized and trusted retail name in the country an achievement that was reflected with the awarding of the best retail brand award by Bangladesh Brand Forum in 2016. With 600,000 registered customers, 2500 colleagues, and thousands of suppliers and growers, Shwapno has a large footprint across the country. While continuing to expand its primary retail operations, raising standards and customers' expectations, as well as exploring new frontiers such as E-commerce, the company is well set to become one of Bangladesh's largest businesses in the coming years (source: www.aci-bd.com).

Perceptions of customers

Customer's perceptions are regarding marketing of relationships and special focus on the customer's relationship with retailers and how the retailer relationship with customers leads to customer's perception. Customer satisfaction about retail chain organization depends on product quality, product price, convenient location, promotional campaign, credit card facility, personnel services, physical aspect, and store environment etc. (Seiranevoda, 2011). An important factor constituting customer satisfaction is the quality of goods and services sold at retail chain stores. Quality is the capacity of a product to satisfy some specific wants of the customers (H. L. Gilmore, 1974).

The key success factor of superstore retail organization is customer satisfaction. Customer satisfaction is necessary for any business organization because satisfied customers are most likely to be loyal and to commit again purchase, re-patronize and use a wide range of goods and services offered by a business (Jeevananda, 2011). To pay heed on the degree of satisfaction, the factors affecting satisfaction are very imperative to both service-oriented and product-oriented organizations to discern because satisfied customers are most likely to be loyal and to ensure repeat orders (Kotler, 2010; Jeevananda, 2011).

The importance of customer satisfaction can be explained in this way that a highly satisfied customer, stays loyal longer, buys more as the retailer introduces new products and upgrades existing brands, talks favorably about the retailer and its merchandise, pays less attention to competing brands and advertising and is less sensitive to price, offers products/service ideas to the retailer and costs less to serve than new customers (P. Kotler and G. Armstrong, 2006).

Mediating Factors

Motivational factors are those which influence customers to consider and purchase goods or services from specific company. The overall condition of a retail chain is reflected by physical aspects. Eye catchy appearance of the stores can quickly grab the more attention of people. On the other hand stores can easily be identified by distinctive physical appearance. It takes little time for the customers to find out the stores if its design is unique and differentiate from others.

Store location is important mediating item when customers decide to buy something from a particular store. They prefer convenient places for shopping where available ATM booth, kids play ground, sufficient car parking, and other facilities are available.

Under the concept of selling holds that consumers will not buy enough firm's product unless it undertakes a large scale of selling & promotion effort. That's why promotional campaign like discount, allowance, and other facilities are needed for driving the customers perception toward specific outlet.

Sometimes price is the indicator of the quality about retail chain stores that can be influenced customers because it has the capability of attracting or repelling the targeted customers.

Objectives of the study

On the basis of significance of this study, the researchers are motivated to set up the following objectives:

- (a) To overview the demographics profile to identify customer perception about Shwapno retail store.
- (b) To test the major factors stimulating customers attitudes of Shwapno retail superstore in Bangladesh.
- (c) To evaluate the mediating factors influencing customers' satisfaction of Shwapno retail superstore in Bangladesh.

MATERIALS AND METHODS

It is descriptive study which is designed to find out factors influencing the customers satisfaction of Shwapno retail organization and help to convert satisfied customers to loyal customer. Therefore, this research paper is helped to verify the important factors leading and contributing to retain current customers and attract potential customers as well as satisfying them.

Sample

This study has been used non-probability convenient sampling procedure for collecting sample data. This paper tries to identify customer satisfaction about superstore retail organization at Shwapno in Bangladesh. The closed ended questionnaire survey has been conducted during June 2019 to January 2020 and total numbers of sample are 120. Primary data has been collected from the several categories of customers on various outlets that are situated in different location at Chittagong metropolitan area in Bangladesh.

Data Collection Technique

This study basically depends on primary data gathering from a survey. For this reason a structured questionnaire has been developed. Excepting the questions relating to respondents demographic characteristics, the issues relating to customer satisfaction driving criteria like as product quality, product price, convenient location, promotional campaign, credit card facility, personnel services, physical aspect, and store environment, appraisal and investigated through 5-point Likert scale standardized by (Brayfield-Rothe, 1951). The scale makes up of 34 statements, for each statement has five options such as strongly agree=5, agree=4, undecided=3, disagree=2, and strongly disagree=1.

Data Analysis Technique and Reliability of Scale

SPSS software package version 16 has been deployed for statistical analysis. Reliability of data has been evaluated by using the Cronbach Alpha (Cronbach, 1951). Cronbach Alpha was 0.806. Alpha is higher than 0.7 that is suggested by Nunnally (1978) data collection to be considered more reliable. There are 2 (two) segmentation in the questionnaire: The first section of the questionnaire is demographic information which encompasses age, education, profession, gender, marital status, purchasing type, purchasing frequencies, and amount of expenses etc. The second part contained respondents scale items aimed at evaluating customer satisfaction level in Shwapno retail superstore as recommended in the literature. Descriptive statistical techniques such as mean, frequency and percentage applied for understanding demographical profile. Customer satisfactions were analyzed through Principal Component Analysis (PCA) in order to give a result to research question.

The following factors are contributed to enhance the customer satisfaction about Shwapno retail superstores in Bangladesh.

Table: 1. Mediating Factors

S.L.	Factors
1	Product Quality (PQ)
2	Product Price (PP)
3	Convenient Location (CL)
4	Promotional Campaign (PC)
5	Credit Card Facility (PCF)
6	Personnel Services (PS)
7	Physical Aspect (PA)
8	Store Environment (SE)

RESULTS AND DISCUSSION

The researcher surveyed 120 sample questions to distribute the respondents and among them 100 percent, respondents show their name. From above table revealed that 10 percent respondents age below 20 years, 54.2 percent respondent age 20-30 years, 23.3 percent people age 30-40 years, and 12.5 percent people age above 40 years. Among the respondents educational qualification overlook that 8.4 percent were SSC, 19.2 percent were HSC, 44.2 percent were bachelor, 19.2 percent were master degree, and 9.2 percent respondents were Ph.D and others that means maximum people have been highly educated. From demographic table researcher overlook that 33.3 percent people were students, 24.2 percent people were homemaker, 24.2 percent respondents were service holders, 15.0 percent people were businessman, 2.5 percent and 0.8 percent respondents were retired and others respectively. Total 76 respondents were male (63.3% samples) and 44 respondents were female (36.7% samples) that means majority respondents were male who were frequently purchase (76.7% respondents) groceries from Shwapno outlets. This study showed 57.5 percent respondents were weekly, 37.5 percent were purchases monthly and rest are daily basis. 34.2 percent peoples were spent TK.5000-TK.10000, 31.7 percent respondents were spent TK. 2000- TK. 5000, 20.0 percent respondents were spent TK. 1000- TK. 2000, and rests were below or above TK.1000 thousand for buying their necessary products from Shwapno retail store. Among the respondents 70.8 percent people were used credit card when they have purchased product or services from Shwapno outlets and rest 29.2 percent were cash payment.

Factors Analysis

Principal component analysis was used and results of the analysis are summarized in Table 2 below.

Table: 2. Results of Factors Analysis

Factors	Items	Factor loadings	Initial Eigen values	Extraction Sums of Squared Loadings	
				% of Variance	Cumulative %
Product Quality (PQ)	PQ1	.787	4.896	20.399	20.399
	PQ2	.746			
	PQ3	.626			
Product Price (PP)	PP1	.717	2.721	11.339	31.738
	PP2	.505			
Convenient Location (CL)	CL1	.811	1.706	7.108	38.846
	CL2	.434			

	PC1	.873			
Promotional Campaign (PC)	PC2	.813	1.499	6.244	45.090
	PC3	.727			
	PC4	.595			
	PCF1	.774			
Credit Card Facility (PCF)	PCF2	.541	1.401	5.837	50.927
	PS1	.806			
Personnel Services (PS)	PS2	.703	1.354	5.642	56.569
	PS3	.539			
	PS4	.497			
	PS5	.485			
	PA1	.632			
Physical Aspect(PA)	PA2	.570	1.240	5.166	61.735
	PA3	.456			
	PA4	.454			
	SE1	.732			
Store Environment (SE)	SE2	.588	1.114	4.640	66.375

Extraction Method: Principal Component Analysis

Note: The researchers were compiled the data.

The principal component analysis was help to make up8 factors based on Eigen value and the researchers were compiled the items of data for the 8 variables. The item wise factors loading, the initial Eigen values, the extraction sums of squared loads, the total percentage of variance, and the total cumulative percentage of variance have been shown in Table 2. An evaluation of Eigen values has led to the retention of 8 (eight) factors, i.e. product quality, product price, convenient location, promotional campaign, credit card facility, personnel services, physical aspect, and store environment. All the factors have encompassed for 20.399%, 11.339%, 7.108%, 6.244%, 5.837%, 5.642%, 5.166%, and 4.640%of variation. From the cumulative variance column, the researcher found that all dimensions of customer-based corporate image have high loadings and total variance for by entire factors is 66.375%and remaining variance is explained by other factors. This output is significantly greater than the benchmark variance value.

Product Quality (PQ) factor is compiled of available daily needs, fresh products, and authentic farm fresh taste. Initial Eigen values of this factor is 4.896 and significant factor loadings ranging from .626 to .787 on these variables which form a major group. This factor explains 20.399 percent of total variation existing in the variable set.

Product Price (PP) factor is compiled of low price products/items and online price payment opportunities. Initial Eigen values of this factor is 2.721 and significant factor loadings ranging from .505 to .717 on these variables which form a major area. This factor explains 11.339percent of total variation existing in the variable set.

Convenient Location (CL) factor is compiled of low branches located besides customers around and available outlets. Initial Eigen values of this factor is 1.706 and significant factor loadings ranging from .434 to .811 on these variables which form a major cluster. This factor explains 7.108 percent of total variation existing in the variable set.

Promotional Campaign (PC) factor is compiled of online and offline purchases discount, fair arrange in occasions, special offers, and products return opportunities. Initial Eigen values of this factor is 1.499 and significant factor loadings ranging from .595 to .873 on these variables which form a major area. This factor explains 6.244 percent of total variation existing in the variable set.

Credit Card Facility (PCF) factor is compiled of membership card facility and discount to membership customers. Initial Eigen values of this factor is 1.401 and significant factor loadings ranging from .541 to .774 on these variables which form a major cluster. This factor explains 5.837percent of total variation existing in the variable set.

Personnel Services (PS) factor is compiled of skilled employees contact with customers, provide timely services, convenient speaking & listening, ensure customers needs, and friendly behavior. Initial Eigen values of this factor is 1.354 and significant factor loadings ranging from .485 to .806on these variables which form a major cluster. This factor explains 5.642percent of total variation existing in the variable set.

Physical Aspect (PA) factor is compiled of after sale services, customer touch point services, 24/7 instant solution, customer care center. Initial Eigen values of this factor is 1.240 and significant factor loadings ranging from .454 to .632 on these variables which form a major group. This factor explains 5.166percent of total variation existing in the variable set.

Store Environment (SE) factor is compiled of store atmosphere and logistics support. Initial Eigen values of this factor is 1.114 and significant factor loadings ranging from .588 to .732 on these variables which form a major area. This factor explains 4.640percent of total variation existing in the variable set.

Conclusion

This research conducted on the factors that stimulate the consumer in choosing Shwapno superstores in Bangladesh where the author identified the specific eight probable extrinsic items influencing consumers to shop at Shwapno chain stores in Bangladesh. Based on the result of principal component analysis the researchers can conclude here mediating factors affected by customer's satisfactions which are depend on perceived quality of convenient location, product quality, credit card facility, product price, promotional campaign, physical aspect, personnel service, store environment. Shwapno try to diversify its services for proving existing customers and attract new and potential prospects. Shwapno offers fresh and quality products with affordable price and they continuously provide quality products and services for retaining current customers. Its outlets are located in near side customers living situation, and try to set up new store in different location of the country to provide better service than competitors do. The customers did not satisfy Shwapno personnel services, so they will recruit competent and trained employees for providing well personnel services to their customers. Shwapno will consider various promotional mixes to communicate their products, services, and its organization in the most positive light.

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