A STUDY ON CUSTOMER SATISFACTION ON BHATBHATENI SUPER MARKET

(Special reference to Bhatbhateni of Kalanki Branch)

BY

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A Summer Project Report Submitted to

Faculty of Management, Tribhuvan University

In the partial fulfillment of the requirements for the degree of Bachelor of Business Administration

at the

Patan Multiple Campus

Patandhokha, Lalitpur

April, 2018
RECOMMENDATION BY THE SUPERVISOR

This is to certify that the summer project entitled “A STUDY ON CUSTOMER SATISFACTION OF BHATBHATENI SUPER MARKET” is an academic work done by “RoniyaKarki” submitted in the partial fulfillment of the requirements for the degree of Bachelor of Business Administration at Faculty of Management, Tribhuvan University under my guidance and supervision. To the best of my knowledge, the information presented by him/her in the summer project report has not been submitted earlier.

_____________________

Pramod Raj Upadhyay, Ph. D
Management Academic.
VIVA – VOCE SHEET

We have conducted the viva – voce sheet examination of the summer project

Submitted by:
Roniya Karki

Entitled:
A Study on Customer Satisfaction of Bhatbhateni Super Market

and found the summer project to be the original work of the student and written according to the prescribed format. We recommend the summer project to be accepted as partial fulfillment of the requirements for

Bachelor’s degree in Business Administration (BBA)

Viva – Voce Committee

Head, Research Department: .................................
Member (Report Supervisor): ..............................
Member (External Expert): .................................
Date: .....................................................
STUDENT’S DECLARATION

This is to declare that I have completed the Summer Project entitled "A STUDY ON CUSTOMER SATISFACTION OF BHATBHATENI SUPER MARKET (SPECIAL REFERENCE TO KALANKI BRANCH)" under the guidance of Pramod Raj Upadhyay in partial fulfillment of the requirements for the degree of Bachelor of Business Administration at Faculty of Management, Tribhuvan University. This is my original work and I have not submitted it earlier elsewhere.

Name : Roniya Karki

Signature:

Date: April, 2018
ACKNOWLEDGEMENTS

The need of the extra activities other than course curriculum is crucial to enhance one’s potentiality and for knocking door of success. It is relevant from various walks of life from business executives to a physician to politicians. This project report has been assigned to the students as partial fulfillment of the degree of Bachelor Administration prescribed in Tribhuvan University syllabus.

Firstly, I would like to thank Tribhuvan University for providing me with the opportunity to prepare this research project. As a part of the subject Summer Project; I am able to prepare this research project which will be beneficial for further experience in my professional life. Secondly, I would like to thank Patan College for providing me with the sufficient materials to prepare this report. Thirdly, I would like to thank Lecturer Pramod Raj Upadhyay for his continuous support and guidance throughout the process. This research project would be impossible without his valuable insights.

Last but not the least; I am very grateful to the informants who will be involved in providing necessary information. This research has been really vivid, exciting as well as educational. I would also like to thank all those who continually provide with innovative ideas and support to better the project.

Thank You.
Sincerely,
Roniya Karki
BBA 7th semester
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ABBREVIATIONS

BBSM – Bhat Bhateni Super Market

i.e. – that is
The main objective of this research was to analyze the level of customer satisfaction on the basis of price charged, service delivered and product variety offered by Bhatbhateni Super Market (BBSM) similarly this research was conducted to find out the reasons for choosing Bhatbhateni by the customer and also to analyze variation in customer satisfaction among the age group, gender and the occupation of the customer.

Research design used in this research was descriptive research design and the sample taken was 100 among the infinite population visiting BBSM. Non- probability sampling was used under which convenience sampling was selected. The data had been generated by primary sources. For collecting the data through primary sources questionnaire method had been used to know customer satisfaction. The statistical tools used to attain first objective was frequency similarly, second and third objective were fulfilled by mean.

To make report simple and easily understandable, charts and diagram were used. The collected data was in unorganized form. So, they were organized properly to save time and prevent mistakes. The appropriate data had been converted into tabular and graphical form with the help of Ms-Excel. Pie-charts, Scatter diagrams and bar diagram was designed on the basis of data as per required.

This research shows that out of total respondent female had the majority in visiting BBSM among them student visits most frequently. The conclusion shows that people visits BBSM because of the product variety available and the accessibility. And the satisfaction level of customer in BBSM Kalanki in price charged, product variety and service delivery as per age group, gender and occupation was found to be less than satisfied and more that neutral.
CHAPTER- I
INTRODUCTION

1.1 Context Information
Customer satisfaction is the degree of satisfaction provided by the goods or services of a company as measured by the number of repeat customers. It is also the marketing term that measures how products or services supplied by a company meet a customer’s expectations. This particular research was conducted to analyze the customer satisfaction of Bhatbhateni supermarket (BBSM) of Kalanki branch. This supermarket is one of the leading retail stores that provide variety of goods and services in affordable price.

Customer Satisfaction has been a major concern for every organization these days. Researcher also seems to be interested in this particular topic. BBSM is one of the leading retail store and it focus on the satisfaction of customer. The main goal of this organization is to minimize cost and maximize profit along with considering the customer satisfaction. Profit maximization can be done through increase in sales with lesser costs.

Customer satisfaction is the important aspect of the business on which business organization must focus to maintain public relations as well as to attain long term profit and to maintain customer loyalty.

Beard, Client Heartbeat Blog.(2014) have pointed out the importance of customer satisfaction as: It helps to minimize negative word of mouth. It’s comparatively cheaper to retain customers than attract new one. It helps to increase customer life time value. It’s the main point of differentiation. It’s the main indicator to determine the customer repurchase intention and loyalty.

Thus, organization need to understand that how can they satisfy their customer. Customer satisfaction in marketing context has specific meanings:
Satisfaction refers to achieving the things we want which satisfy needs. If satisfaction interprets as “not going wrong” the firm should decrease complaint which by its own is not sufficient. In order to satisfy customers, company should improve its service and products.

By definition of Supermarket “A larger store that sells a variety of food and households items to Customers” In other words Supermarket is also defined as “large self-service grocery stores selling groceries and diary product and household goods food market.” The concept of a self-service grocery store was developed by American entrepreneur Clarence Saunders and his Piggy Wiggly stores opened in Memphis, Tennessee, in 1916. Saunders was awarded a number of patents for the ideas he incorporates into the stores. The stores were a financial success began to offer franchises. In 1990, a rapid transformation of the malls and Supermarkets evolved in developing countries. Transformation concentrated to major areas such as: Latin America, South-East Asia, China and South Africa, However, growth is being witnessed in nearly all countries.

Satisfaction means the contentment one feels when one has fulfilled a desire, need or expectation. Furthermore, Customer satisfaction can be a measure of how happy customers are with the services and products of a supermarket. Keeping customers happy is of tremendous benefit to companies. Satisfied customers are more likely to stay loyal, consume more and are more likely to recommend their friends to the business.

This survey deals with the customer preference of Bhat Bhateni Super Market. This study further explains the associations between dependent variable and independent variables. Queries such as association between gender affecting the preference of the customers, association between age group and preference of the Customers, etc. has be answered through this survey.

1.2 Statement of the problem
This study is directed to resolve the following issues:

- What are the reasons for choosing BBSM?
- How can we evaluate level of consumer satisfaction on price charged, service delivered and product variety offered by BBSM?
• What are the variation in customer satisfaction among age group, gender and occupation?
• How to investigate different factors affecting customer satisfaction in BBSM, Kalanki?

1.3 Purpose of the study
The main purpose of conducting this research was to analyze the satisfaction level of the customers of the BBSM. The other specific reason for the study includes following:
• To examine reasons for choosing BBSM.
• To evaluate level of consumer satisfaction on price charged, service delivered and product variety offered by BBSM.
• To assess variation in customer satisfaction among age group, gender and occupation.
• To investigate different factors affecting customer satisfaction in BBSM, Kalanki.

1.4 Significance of the Study
Bhatbhateni and its relation to customer satisfaction are connected, from the perspective of increasing customer demand for product. However, there has been some effort to maintain the service of Bhatbhateni from the perspective of concerns about level of customer satisfaction. Our needs and demand are increasing day by day, but business organization and departmental store are not much concern about the level of customer satisfaction. Thus, the study of customer satisfaction survey of Bhatbhateni of Kalanki branch is important to many individual which can be as follows:

• This study may help the readers/business organization to enhance the awareness about how to satisfy customer and take corrective actions.
• It works as a guideline for the researchers to provide concrete path for conducting future research.
• It can assist the concerned authorities to create awareness about what actually customers wants from the store varying from their age group, occupation, gender, etc.
1.5 Literature Survey

Literature review is something when you look at a literature in a surface level, or an Ariel view. Literature review or survey is in a project report is that section which shows the various analysis and research made in the field of your interest and the results that are already published, taking into account the various parameters of the project and extent of the project.

It is the most important part of our report that gives the direction in the area of your research. Literature review is the secondary sources, and does not report new or original experiment work.

1.5.1 Conceptual Review

One of the most recent and more often reported works with regard to the measurement of customer satisfaction is that of Oliver (1980; 1981). Oliver, by using the adaptation theory of Helson (1964) formulates the opinion that the expectations of customers shape a concrete level of output and provide a frame of report on the evaluation from the consumer side. Oliver (1980) proposed and empirically tested a comprehensive model of the antecedents and consequences of the customer satisfaction process using a subjective evaluation of overall disconfirmation in the context of a flu vaccination program. Disconfirmation was operationalized using a process quality and outcome quality item for the vaccinated group and an outcome only item for the non-user group (Oliver, 1980). Path analysis revealed that disconfirmation dominated all other variables in explaining satisfaction for both users and non-users and that satisfaction mediated the changes in pre-exposure and post-exposure attitudes (Oliver, 1980). Oliver proposed that his results support disconfirmation as a dominant construct in the satisfaction process and that users and non-users evaluate satisfaction judgments in a similar manner.

Those who buy the goods or services provided by companies are customers. In other words, a customer is a stakeholder of an organization who provides payment in exchange for the offer provided to him by the organization with the aim of fulfilling a need and to maximize satisfaction. Sometimes the term customer and consumer are confusing. A customer can be a consumer, but a consumer may not necessarily be a customer.
Customer means the party to which the goods are to be supplied or service rendered by the supplier. Customer satisfaction is a marketing term that measures how products or services supplied by a company meet or surpass a customer’s expectation. Customer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses. Customer satisfaction is defined as a customer’s overall evaluation of the performance of an offering to date.

# 1.5.2 Review of related studies

Past empirical studies related to the current study have been summarized as follows:

Gomathi, Kishore and Deepika (2013) examined a study on customer satisfaction towards departmental stores in Erode city. Structured questionnaire were used in the survey. Total 500 consumer of departmental store were personally surveyed. Simple random sampling was used for selecting the respondents. The authors revealed that the customers are satisfied with the contributors made by departmental stores and they are interested in recommending it to other perspective customers.

K.C. and Paramasivam (2013) have investigated a study on customer satisfaction, purchase pattern towards Nilgiri’s supermarket in Coimbatore city. The purposive sampling method was used for selecting customers and the sample size was 60. The different tools used for analysis of results were Percentage analysis, Scaling analysis and Chi-Square analysis. The main factors taken into consideration for data analysis were value, availability, and arrangement, of the products in Niligiri’s store and ambient level of satisfaction towards the supermarket. The authors found out in conclusion that Nilgiri’s supermarket customers were highly satisfied with the quality (56.67%) followed by the service (26.66%).

Mahfooz (2014) has evaluated on the relationship between service quality and customer satisfaction in hypermarkets of Saudi Arabia. Self administered questionnaire were used for the data collection using convenience sampling technique. Descriptive statistics were used for the analysis. The author has found that the higher level of service quality will have a significant effect on establishing customer satisfaction.
Nadane and Alet (2014) examined customer satisfaction with customer service quality in supermarkets in a third world context. The data were collected in two phases with the involvement of 386 participants. For the enhancement of validity of data, the research approach followed here is exploratory and descriptive in nature and integrates a qualitative technique (focus group discussions) with a predominantly quantitative approach (survey, implementing a structured questionnaire). The authors revealed that there is a significant difference in the participant’s satisfaction with different supermarkets.

Hariharan and Selvakumar (2014) have examined a study on consumer Satisfaction towards Supermarkets with reference to Coimbatore. They have used Non-probability convenience sampling as a methodology and this survey consists of sample of 150 participants. The primary data consisting 25 questionnaires were collected through interview schedule from the consumers of the Supermarkets in Coimbatore. Descriptive analysis and Chi-square test are the major tools and techniques used in the study. After the research and study, authors have revealed that the consumer in Coimbatore is more satisfied with the services rendered by supermarkets.

Sashikala and Ashwini Gangatkar (2015) has examined on a study on comparative analysis of consumer perception towards supermarkets and provision stores in Bangalore. Questionnaire method was used for the survey made among 100 respondents. The analysis was made about the consumer perception of supermarket and provision store. The authors concluded in the end with the results that no doubt consumers have better perception about supermarket as compared to provision stores except price.

Yadav and Verma (2015) have configured about the consumer preference towards stores for food and grocery in evolving retail market. For the analyzing of data multiple statistical techniques were used to analyze the data which were gathered through structured questionnaire. The market of Indore was the place foe this study. Finally the authors concluded that the customer perceived to be more satisfied with organized retail store when compared with conventional kirana stores in relation with price and benefits in shopping.
Kumar (2016) has examined store quality, customer’s satisfaction and loyalty in India. Primary data using structured questionnaire were collected from the 600 respondents from sixty retail formats. The systematic stratified sampling was used for the data collection. Multiple regression analysis was conducted to analyze the data. The results from the multiple regression model showed that all four dimension of store quality in the study were identified strong predictor of customer satisfaction and word of mouth communication, while only product quality and customer sacrifice are significant for customers’ behavioral intension. The author concluded that among four dimension of store quality, product quality was the strongest predictor and significant for all dependent variables.

Nguyen (2016) has evaluated factors influencing customer satisfaction towards supermarket in Thai Nguyen City, Vietnam. Here, Regression Analysis was used for the identification of the impact of these factors on customer satisfaction. Total 200 responses out of 4 selected supermarkets in Thai Nguyen city were surveyed in this study. The author’s finding showed that product, price, personal interaction, convenience, services and physical appearances were positively impacted on customer satisfaction towards studied supermarket.

Catherine and Magesh (2017) have studied on retail Shoppers’s satisfaction using differentiation strategies. In this study data collection is based on primary data that are collected through questionnaire survey made on the selected sample of sample size 123. After the research and study the authors concluded that shopper’s or customer’s interest towards repurchase/repurchase intent, and satisfaction are linked and affect each other.

1.5.3 Concluding Remarks
Concluding remark shows the relationships among relevant organizational, individual and other factors that may influence the study and the successful achievement of goals and objectives. The study shows the relationship among different aspects that affects the customer satisfaction in BBSM.
1.6 Research Methods

The primary data collection method was used which were collected through the questionnaire distribution. Qualitative research analysis method has been used here. It consists of various types of questions like single response questions, Likert scale questions. This research study was conducted to know the customer satisfaction level of Bhatbhateni Super Market. The study was focused on how Customer satisfaction of different gender, profession and age group are affected by different factor like price, quality, service, delivered products available etc.

1.6.1 Research Design

In this study survey as well as descriptive research design has been used. The study has been focusing on describing the phenomena of the customer satisfaction from Bhatbhateni super market based upon relevant data.

1.6.2 Population and Sample

The populations for this study are those customers who had visited BBSM once for buying. The sampling units were of both genders i.e. male and female. The sample respondents represent the youth of the college going students, people from business units, housewives and people who are working on job.

This study had taken the sample size of 45, which has been represented by the respondents from various occupations, gender and age group. This study had used non probability sampling technique.

Under this sampling technique, convenience sampling method will be used. Convenience sampling involves select ample members who can provide required information and who are more available to participate in the study.
1.6.3 **Instruments**

The data has been generated by primary sources. For collecting the data through primary sources questionnaire method had been used to know customer satisfaction. Structured questions were included in the questionnaire.

1.6.4 **Data collection procedure**

For the fulfillment of research objective data has been collected by visiting the BBSM and distributing the questionnaire to the customer who have visited the store. Customers were asked them to fill up the form so that the level of customer satisfaction from the BBSM can be obtained. The entire questionnaire was filled by the respondent as per the request.

1.6.5 **Data processing procedure**

The data collected from questionnaire were in unorganized form so to make it organized data has been divided among the age group, gender and occupation of the respondents. Firstly, collected data were edited to ensure accuracy, uniformity, consistency. Secondly, coding and data classification has been done accordingly. Then, classified data were tabulated and summarizes. Afterward, these data were presented in the graphs and charts. Different pie-chart, bar diagram, lines, scatter diagram had been designed on the basis of data as per required.

1.6.6 **Data Analysis Tools and Techniques**

Data analysis tools used for the fulfillment of objective were frequency and mean. For attaining first objective frequency has been used similarly for second and third objective weighted average mean has been used.

Research has been presented in descriptive and tabular form as per requirement and clear interpretation on it. To make report simple and easily understandable, charts and diagram were used. The collected data was in unorganized form. The appropriate data had been converted into tabular and graphical form with the help of MS Excel and manually too. Scatter diagram, pie-charts and bar diagram has been designed on the basis of data as per required.
1.7 Limitation of the Study

Following are the limitations of the study:

- The research was conducted with the few samples within Kalanki so it cannot be generalized in other supermarket.
- The study was conducted only for specific period of time so it may not be applicable for repeat result.
- This study was based on primary data taken from questionnaire method.
- Simple statistical and financial tools have been used to analyze the data.
- The data was collected on the month of March.
- In order to complete the study within the time frame, the number of respondents had been restricted to 50 but only 45 among them responded.

1.8 Organization of the Study

This research consisted of 3 chapters, such as introduction, data presentation and analysis, conclusion and implication. The first chapter introduced the context information, statement of the problem, purpose of this research, significance of the study, literature review, research methods, and limitation of the study and organization of the study. Chapter two is analysis of collected data for customer satisfaction. The final section of the report concluded the findings of chapter two and answered the research questions and recommendations for future research were presented.
CHAPTER-II
Data Presentation and Analysis

Data Presentation and Analysis
This chapter covers the data presentation, data analysis and description of the results. The main purpose of this chapter is to set forth basic data, describe the characteristics of the sample included. This chapter includes the detailed analysis of the data collected from different sources regarding our topic “A Study on Customer Satisfaction of Bhatbhateni Super Market.” The data are presented in the tabular, graphical and descriptive form.

2.1 Organization and Respondent Profile
2.1.1 Organization Selected For Study
The study attempts to study satisfaction level of customer with reference to BBSM in Kalanki. In fact, BBSM is one of the popular retail chain stores in the context of Nepal.

Mr. & Mrs. Min Bdr. Gurung started Bhatbhateni cold store in 1984. This ordinary 'single shutter' store has since transformed to become leading supermarket and departmental stores in Kathmandu as this timeline shows.

Son of a farmer with six siblings, Mr. Min Bdr. Gurung had a successful banking career after completing his university education. He had the vision and courage to leave this job to lead Bhatbhateni in a full-time capacity following the expansion to a two floor (3,000 sq. ft.) supermarket in 1992.

The opening of the Maharajgunj superstore in September 2008 set the current benchmark for the business, with over 1500 staff helping customers choose between 100,000 products across a 2,15,000 sq. ft. sales area. In just 25 years Bhatbhateni has grown from a 120 sq. ft. store to become Nepal's no. 1 retail sector tax payer with more than 30,000 customers daily.

Bhatbhateni offers a full range of 120,000 products from 750 local and international suppliers, including a wide range of groceries, fresh fruits and vegetables; a broad range of
leading international liquor, toiletries and cosmetics brands; and an extensive choice of kitchenware, clothing, sports, toys and electrical items. Furthermore, both premises include excellent value jewelry stores that offer a wide range of gold and silver ornaments in both traditional and modern styles. There are currently Eleven (11) stores centrally located in Kathmandu, Lalitpur, Dharan, Chitwan and Pokhara valley.

Having achieved more than most people can hope for in a lifetime, Mr. Min Bdr. Gurung has only just started. An ambitious expansion plan will see many new stores in Kathmandu and across Nepal over the next few years. The Bhat Bhateni story has only just started.

2.1.2 Respondent Profile
Under respondent profile, demographics features of respondents were gathered from the first few questions of the questionnaire. The purpose of this measure was to know the level of satisfaction based on different demographic variable such as age, gender, occupation. Indeed, to accomplish research aim 50 questionnaires were distributed to 50 respondents and 45 of them were returned and 5 didn’t respond.

The collected data are exhibited as follow:
Table 2.1

**Respondent’s Profile**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Items</th>
<th>No. of Respondent</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>20</td>
<td>44.44</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>25</td>
<td>55.56</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>45</td>
<td>100</td>
</tr>
<tr>
<td>Age-group</td>
<td>15-25</td>
<td>20</td>
<td>44.44</td>
</tr>
<tr>
<td></td>
<td>26-35</td>
<td>11</td>
<td>24.44</td>
</tr>
<tr>
<td></td>
<td>36-45</td>
<td>11</td>
<td>24.44</td>
</tr>
<tr>
<td></td>
<td>46 above</td>
<td>3</td>
<td>6.68</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>45</td>
<td>100</td>
</tr>
<tr>
<td>Occupation</td>
<td>Households</td>
<td>6</td>
<td>13.33</td>
</tr>
<tr>
<td></td>
<td>Students</td>
<td>16</td>
<td>35.56</td>
</tr>
<tr>
<td></td>
<td>Business</td>
<td>12</td>
<td>26.67</td>
</tr>
<tr>
<td></td>
<td>Working</td>
<td>11</td>
<td>24.44</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>45</td>
<td>100</td>
</tr>
<tr>
<td>Income Level</td>
<td>0-20,000</td>
<td>24</td>
<td>53.33</td>
</tr>
<tr>
<td></td>
<td>20,000-40,000</td>
<td>6</td>
<td>13.33</td>
</tr>
<tr>
<td></td>
<td>40,000-60,000</td>
<td>8</td>
<td>17.78</td>
</tr>
<tr>
<td></td>
<td>60,000-80,000</td>
<td>4</td>
<td>8.89</td>
</tr>
<tr>
<td></td>
<td>80,000 above</td>
<td>3</td>
<td>6.67</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>45</td>
<td>100</td>
</tr>
</tbody>
</table>

*Source: Survey Questionnaire*

Table 2.1 represents the profile of respondent who had participated in the survey through questionnaire. This profile of respondent includes their age, gender and occupation. The clear profile of respondent is presented below:

**The Gender of Respondents**

This section includes the respondent as per their gender i.e. male and female who visited BBSM and it helps to know which gender visited the super market more often. The data is also presented in the both percentage and number of the visiting consumer. It is further presented in the figure below:
Figure 2.1 elaborates the respondents as per gender. It shows that involvement of female has majority with 55.56% and male involvement was 44.44%. This means BBSM has more female visitors than male.

**The Age Group of Respondents**

This section includes the respondent visiting Bhatbhateni as per their age group. It shows the level of satisfaction holds based on age. The result of this section is presented below.
Figure 2.2 shows the percentage of respondent as per different age group. Out of total 45 respondent 45% falls under the age group of 15-25 years, 24% falls under 26-35 years, 24% falls under the age group of 36-45 years and 7% falls under age of 45 above years. This shows that people of age group 15-25 years visit the BBSM most than other age group.

**Occupation of Respondents**

This section includes the respondent as per their difference in occupation and helps to determine the number of respondent as per their occupation who visited BBSM more often. Its further elaboration is presented in the figure below:
Figure 2.3 shows the number and percentage of respondent as per different occupation. The occupation includes household, students, business and working. It shows that 13.33% of total respondent were involved in household, 35.56% were students, 26.67% were involved in business and 24.44% were doing other work or jobs. This shows that most of the students visit BBSM.

The Income level Group of Respondents
This section includes the income level of respondent visiting Bhatbhateni Super Market in Nepali rupees. The income level is categorized in different group. The result of this section is presented below:
Figure 2.4 shows the income level that is categorized in different groups. It shows that 53.33% respondent have income level of 0-20,000; 13.33% respondent have income level of 20,000-40,000; 17.73% have income of 40,000-60,000; 8.89% have income level of 60,000-80,000 and 6.67% have income level of above 80,000. Majority of respondent have income level of group 0-20,000.

2.2 Reason for Visiting, Service Delivery and Other Facilities Provided by BBSM

2.2.1 Customer’s major Reason for choosing Bhat Bhateni Super Market

This section includes different reasons of respondent for visiting BBSM. Every respondent has separate reason for visiting BBSM. So, this section focuses on major reason of visiting BBSM. It is shown in the table below:
Table 2.2

<table>
<thead>
<tr>
<th>S.N.</th>
<th>Reasons</th>
<th>frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Influence from family and friends</td>
<td>11</td>
<td>24.44</td>
</tr>
<tr>
<td>2</td>
<td>Products range</td>
<td>16</td>
<td>35.56</td>
</tr>
<tr>
<td>3</td>
<td>Price charged</td>
<td>5</td>
<td>11.11</td>
</tr>
<tr>
<td>4</td>
<td>Accessibility</td>
<td>11</td>
<td>24.44</td>
</tr>
<tr>
<td>5</td>
<td>Service delivered</td>
<td>2</td>
<td>4.45</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>45</td>
<td>100</td>
</tr>
</tbody>
</table>

*Source: Survey Questionnaire*

Table 2.2 shows that 11 people out of 45 choose the BBSM due to the influence from friends and family, 16 people choose BBSM because of product range, 5 people choose BBSM because of price charged on its product. Similarly, 11 people choose BBSM due to accessibility and 2 of them choose BBSM due to service delivery.

![Figure 2.5: Reason for choosing BBSM](image)

Figure 2.5 shows the percentage of respondent who have various reasons for choosing BBSM. 36% out of 100% respondent’s reason was product range, 24% were found to be influenced from friend and family. Similarly other 24% of respondent choose BBSM by getting satisfied by its service delivery. 11% of respondent have price charged as their reason for choosing BBSM and rest 5% choose BBSM because of its accessibility. Overall study shows that main influencing reason for choosing BBSM by majority of people is due to availability of wide product range.
2.2.2 Customer satisfaction on Service Delivery of Bhatbhateni Super Market

Customer satisfaction on service delivery was calculated by dividing service into four categories which includes: Behavior of staff shown, Availability of staff for help, Service delivered to you and efficiency of service at checkout. These were calculated using 5-point Likert scale.

Statement of Likert scale was ranked as 5 for strongly satisfied, 4 for satisfied, 3 for neutral, 2 for dissatisfied and 1 for strongly dissatisfied. Calculation of satisfaction level was done in such a way that all the obtained respond was multiplied by the value of the scale i.e. $(0*1+4*2+15*3+24*4+2*5=149)$ for behavior of staff shown and the obtained total value was divided by the total number of respondent i.e. $(149/45)$ and then obtained value was the satisfaction level of customer that lies between 1-5. The result is presented below:
Table 2.3  
*Service delivery of BBSM*

<table>
<thead>
<tr>
<th>S. N.</th>
<th>Factors</th>
<th>Strongly Not Satisfied (1)</th>
<th>Not Satisfied (2)</th>
<th>Neutral (3)</th>
<th>Satisfied (4)</th>
<th>Strongly Satisfied (5)</th>
<th>Weighted average mean</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Behavior of staffs shown in BBSM</td>
<td>0</td>
<td>4</td>
<td>15</td>
<td>24</td>
<td>2</td>
<td>3.533</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>Availability of staffs for help</td>
<td>0</td>
<td>8</td>
<td>11</td>
<td>17</td>
<td>9</td>
<td>3.6</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Service delivered to you by the staffs</td>
<td>0</td>
<td>6</td>
<td>20</td>
<td>15</td>
<td>4</td>
<td>3.38</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>Efficiency of service at checkout</td>
<td>1</td>
<td>3</td>
<td>8</td>
<td>18</td>
<td>15</td>
<td>3.95</td>
<td>1</td>
</tr>
<tr>
<td>5</td>
<td>Average of weighted average mean</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3.61</td>
<td></td>
</tr>
</tbody>
</table>

*Source: Survey Questionnaire*

Table 2.3 interprets the satisfaction level of respondent in the service delivery. From the table we can find that majority of respondent were neither satisfied nor dissatisfied i.e. neutral in overall service delivery. Among the various factors of service delivery, the most influencing factor is efficiency of service at checkout with highest weighted average mean 3.95 is in rank (1). After that other influencing factors are availability of staffs for help, behavior of staffs shown in BBSM.

### 2.2.3 Customer Satisfaction on extra facilities provided by BBSM

Other different services provided by BBSM like interior cleanliness of the store, external appearance of the store, cleanliness of the restroom and value of your shopping trip are categorized in four groups. They are also calculated using 5-point Likert scale in the same way as done in table 2.3.
Table 2.4
Other Facilities

<table>
<thead>
<tr>
<th>S. N.</th>
<th>Factors</th>
<th>Strongly Not Satisfied (1)</th>
<th>Not Satisfied (2)</th>
<th>Neutral (3)</th>
<th>Satisfied (4)</th>
<th>Completely Satisfied (5)</th>
<th>Weighted average mean</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Interior cleanliness of the store</td>
<td>1</td>
<td>0</td>
<td>10</td>
<td>23</td>
<td>11</td>
<td>3.96</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>Exterior appearance of the store</td>
<td>0</td>
<td>0</td>
<td>10</td>
<td>27</td>
<td>8</td>
<td>3.96</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Cleanliness of the restroom</td>
<td>0</td>
<td>3</td>
<td>8</td>
<td>20</td>
<td>14</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>The value of your Shopping Trip</td>
<td>0</td>
<td>1</td>
<td>15</td>
<td>19</td>
<td>10</td>
<td>3.84</td>
<td>4</td>
</tr>
</tbody>
</table>

| Average of weighted average mean | 3.94 |

Source: Survey Questionnaire

Table 2.4 shows the satisfaction level of respondent on the basis of other facilities provide by BBSM. From the above table we can find that average of people is satisfied by the other extra facilities of BBSM. Cleanliness of restroom is on rank 1 with highest weighted mean 4 and the value of shopping trip is on rank 4 with lowest weighted average mean 3.84. This means majority of the respondents were satisfied and the most influencing factor for their satisfaction is cleanliness of restroom.

2.3 Customer Satisfaction on Product Variety, Price Charged, Multiple Factors and Location

2.3.1 Customer satisfaction on Product Variety

Customer satisfaction on product variety was calculated by dividing product into three categories which includes: Arrangement and Classification of product, Variety of product available and Quality of products available which was calculated using 5-point Likert scale. Calculation of satisfaction level on product variety is done by calculating weighted average mean which is presented below:
Table 2.5

<table>
<thead>
<tr>
<th>S. N.</th>
<th>Factors</th>
<th>Strongly Not Satisfied (1)</th>
<th>Not Satisfied (2)</th>
<th>Neutral (3)</th>
<th>Satisfied (4)</th>
<th>Completely Satisfied(5)</th>
<th>Weighted Average Mean(6)</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Arrangement and classification of products</td>
<td>0</td>
<td>1</td>
<td>10</td>
<td>30</td>
<td>4</td>
<td>3.82</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>Variety of Products available</td>
<td>0</td>
<td>1</td>
<td>12</td>
<td>21</td>
<td>11</td>
<td>3.93</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>Quality of product available</td>
<td>1</td>
<td>1</td>
<td>9</td>
<td>28</td>
<td>6</td>
<td>3.58</td>
<td>3</td>
</tr>
</tbody>
</table>

Source: Survey Questionnaire

In the table 2.5 we can see that most of the respond were satisfied with the product variety of BBSM similarly very few were strongly dissatisfied with the product as well as very few were strongly satisfied with the variety of product. Most of the respondent were satisfied with the variety of products in BBSM as this factor has highest rank with weighted average mean of 3.93. The overall study shows that average respondent were in satisfied level and moving toward scale of satisfied level with product variety.

2.3.2 Customer Satisfaction on price charged on products by BBSM

Customer satisfaction on product variety was calculated by dividing price into two categories which includes: price in compared to market and Availability of discount offers which was calculated using 5-point Likert scale. Calculation of satisfaction level on price charged is shown in the table below. The result is presented below:
Table 2.6  
*Price Charged*  

<table>
<thead>
<tr>
<th>S. N</th>
<th>Factors</th>
<th>Strongly Not Satisfied (1)</th>
<th>Not Satisfied (2)</th>
<th>Neutral (3)</th>
<th>Satisfied (4)</th>
<th>Completely Satisfied(5)</th>
<th>Weighted Average Mean</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Price compared to market</td>
<td>2</td>
<td>12</td>
<td>13</td>
<td>18</td>
<td>0</td>
<td>3.04</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>Availability of discount offers</td>
<td>3</td>
<td>8</td>
<td>13</td>
<td>16</td>
<td>5</td>
<td>3.27</td>
<td>1</td>
</tr>
</tbody>
</table>

*Source: Survey Questionnaire*

In the table 2.6 we can see that majority of the respondent were satisfied with the price compared to market and the availability of discount offers. Very few among total respondents were found dissatisfied in the piece charged and discount offers. The weighted average mean 3.04 and 3.27 shows that majority of respondent are in neutral scale and moving to satisfied scale.

2.3.3 Customer satisfaction on the basis of multiple factors

The various factors influencing the customer satisfaction are categorized into 8 parts. These categories includes frequency of repurchase, responsiveness of staffs, Delivery on Time performance, Quality management, Technical Competence, Frequency of professionalism in dealing and Commitment to meet delivery expectations. Statement of Likert scale was ranked as 5 for Excellent, 4 for very good, 3 for good, 2 for Fair and 1 for poor. The calculation is done using 5-point Likert scale in similar way as done before to calculate weighted average mean.
Table 2.7
*Frequency of repurchase, responsiveness of staffs, Delivery on Time performance BBSM, Quality management, Technical Competence, professionalism in dealing, Commitment to delivery expectation*

<table>
<thead>
<tr>
<th>S.N</th>
<th>Factors</th>
<th>Excellent (5)</th>
<th>Very Good (4)</th>
<th>Good (3)</th>
<th>Fair (2)</th>
<th>Poor (1)</th>
<th>Weighted Average Mean</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Frequency of repurchase</td>
<td>8</td>
<td>9</td>
<td>22</td>
<td>6</td>
<td>0</td>
<td>3.42</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Responsiveness of staffs</td>
<td>5</td>
<td>14</td>
<td>18</td>
<td>6</td>
<td>2</td>
<td>3.31</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Delivery on Time Performance</td>
<td>5</td>
<td>5</td>
<td>19</td>
<td>6</td>
<td>10</td>
<td>2.76</td>
<td>7</td>
</tr>
<tr>
<td>4</td>
<td>Quality management</td>
<td>4</td>
<td>11</td>
<td>17</td>
<td>12</td>
<td>1</td>
<td>3.11</td>
<td>5</td>
</tr>
<tr>
<td>5</td>
<td>Technical Competence</td>
<td>3</td>
<td>11</td>
<td>21</td>
<td>9</td>
<td>1</td>
<td>3.13</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td>Professionalism in dealing</td>
<td>6</td>
<td>8</td>
<td>20</td>
<td>11</td>
<td>0</td>
<td>3.2</td>
<td>3</td>
</tr>
<tr>
<td>7</td>
<td>Commitment to meet delivery expectation</td>
<td>4</td>
<td>2</td>
<td>23</td>
<td>16</td>
<td>0</td>
<td>2.87</td>
<td>6</td>
</tr>
</tbody>
</table>

Average of weighted average mean 3.11

*Source: Survey Questionnaire*

Table 2.7 shows the calculations of satisfaction level being based on various factors. Customer satisfaction is influenced by several factors. From the above data we can analyze that maximum customer respond is good in all of the influencing factors. We can also determine that frequency of repurchase has highest weighted average mean i.e. 3.42 and lies in rank 1.this can be the highest influencing factor to determine customer satisfaction. Similarly, after that responsiveness of staffs and professionalism in dealing are the other factors which are influencing highly in determining customer satisfaction. Overall calculation and study of weighted average mean falls on the scale of 2-3 that means customer satisfaction level on these factors are moving from fair scale to good scale.
2.3.4 Customer satisfaction on the basis of location

This section includes the Satisfaction of customer with the location of BBSM store. The location of the BBSM store on which we are doing research is located in Kalanki. The satisfaction level of customer can be calculated using following table:

Table 2.8
Satisfaction with location

<table>
<thead>
<tr>
<th>S.N.</th>
<th>Rating Scale</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Highly Satisfied</td>
<td>13</td>
<td>28.89</td>
</tr>
<tr>
<td>2</td>
<td>Satisfied</td>
<td>26</td>
<td>57.78</td>
</tr>
<tr>
<td>3</td>
<td>Neither Satisfied nor Dissatisfied</td>
<td>6</td>
<td>13.33</td>
</tr>
<tr>
<td>4</td>
<td>Dissatisfied</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Highly Dissatisfied</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Source: Survey Questionnaire

Table 2.8 shows the frequency and percentage of the customer on the basis of location. It shows that 57.78% of the total people are satisfied with the location and none of them are dissatisfied.

Above figure 2.6 shows the bar diagram of the respondents on the basis of locations. This shows that 13 people are highly satisfied and 26 people are satisfied with the location of
the store. Similarly 6 respondents are neither satisfied nor dissatisfied and none of them are dissatisfied.

2.4 Time spent by customer and Recommendation to other for visit in BBSM

2.4.1 Customer’s total time of being the customer

This section includes frequency of customer time duration of visiting BBSM because of different reasons. Customer total time duration of being customer helps to determine both the customer loyalty and satisfaction. The calculation is shown in the table below:

<table>
<thead>
<tr>
<th>S.N.</th>
<th>Time Duration</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Less than one year</td>
<td>4</td>
<td>8.89</td>
</tr>
<tr>
<td>2</td>
<td>One to under three years</td>
<td>13</td>
<td>28.89</td>
</tr>
<tr>
<td>3</td>
<td>Three to under Five years</td>
<td>17</td>
<td>37.78</td>
</tr>
<tr>
<td>4</td>
<td>Five to under ten years</td>
<td>10</td>
<td>22.22</td>
</tr>
<tr>
<td>5</td>
<td>Ten years or more</td>
<td>1</td>
<td>2.22</td>
</tr>
<tr>
<td>6</td>
<td>Total</td>
<td>45</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Survey Questionnaire

Table 2.9 shows the frequency and percentage of the time durations of respondent of being the customers. From the above table we can find that highest percentage is 37.78% that shows majority of the customers or respondents have spent three to five years being the customer of BBMS. It can be further presented in the figure below:
Figure 2.7 shows the diagrammatical representation of the time duration of respondents of being the customer of BBMS. Majority of the respondents have been the regular customer of BBMS from 3-5 years that can clearly ensure the growing satisfaction level.

2.4.2 Customer recommendation of BBSM to other potential customers

This section includes the recommendation rating of BBSM to other potential consumers by the present or current customer. Recommendation rating scale is categorized in to five parts i.e. highly likely, somehow likely, likely and not very likely. The actual calculation is shown in the table below:

<table>
<thead>
<tr>
<th>S.N.</th>
<th>Scale of recommendation</th>
<th>frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Highly likely</td>
<td>8</td>
<td>17.78</td>
</tr>
<tr>
<td>2</td>
<td>Somehow likely</td>
<td>20</td>
<td>44.44</td>
</tr>
<tr>
<td>3</td>
<td>Likely</td>
<td>12</td>
<td>26.67</td>
</tr>
<tr>
<td>4</td>
<td>Not very likely</td>
<td>3</td>
<td>6.67</td>
</tr>
<tr>
<td>5</td>
<td>Not at all</td>
<td>2</td>
<td>4.44</td>
</tr>
</tbody>
</table>

*Source: Survey Questionnaire*
Table 2.10 shows the recommendation rating of BBSM to others. The highest percentage of recommendation of BBSM to others is 44.44%. This shows that existing customers are satisfied and there is probability of recommending somehow likely to others. It can be further explained in figure:

![Figure 2.8. Percentage of recommendation of BBSM to other](image)

Figure 2.8 interprets the scale of the recommendation of super market to future customers. The increase in number of recommending customer reflects the customer satisfaction. Above figure shows the respondent and percentage of recommendation, where high number of customer are recommending and only few customers do not recommend it to others.

### 2.5 Findings and discussions

#### 2.5.1 Findings

The research was conducted with the objective to analyze and evaluate the level of customer satisfaction of BBSM. From the entire study following results were extracted from data analysis section:
• According to the study shows that most of the female visit Bhatbhateni Supermarket than in comparison to male.

• Majority of Customer who visit BBSM more are to be found between the age group 15-25, whereas, the customer of above 46 age seems to be visiting less. Total 20 out of 45 respondents are found to be in age of 15-25 and only 3 of them are above 46.

• Students seem to be visiting BBSM more than others. The calculated data showed that 16 students out of 45 visited BBSM. Beside these 12 visitors were engaged in doing a business, 11 of them were working and remaining 6 were doing households. Thus, this show that students visit BBSM frequently.

• The income level of the customers who mostly visit BBSM seems to be in range of 0-20,000 (NRS). 24 customer have income level up to 20,000. Along with that 8 customers have income level of 40,000-60,000. People having income level above 80,0000 seems to be visiting less.

• Among the several reasons for choosing BBSM 16 people choose BBSM because of wide product range, 24 people’s reason for choosing BBSM are found to be influence from friends and family and other 24 choose BBSM because of its accessibility. Very least i.e. 2 people have service delivered reason for choosing BBSM.

• Most of the customer seems to be satisfied with the service delivered by BBSM in average which is found after the calculation made using 5-point likert scale. Only few of the respondents are not satisfied. The rank of the weighted average mean shows that efficiency of service at the checkout seems to be most influencing factor of service delivery as it has highest weighted mean of 3.95. Here, service delivered to you by the staffs seems to be least influencing factor for service delivery. The average of weighted mean i.e. 3.61. Which shows that customer satisfaction is moving from neutral to satisfy.

• The respondents seem to be satisfied by the other facilities provided by BBSM. The highly influencing factor among other facilities is cleanliness of the restroom having rank 1.
and weighted average mean of 4. After that other influencing factors are exterior appearance of the store having weighted average mean 3.96. Only few respondents are found not satisfied during the survey.

- Customer level of satisfaction on product variety was neutral level with the total average of 3.77. In fact, 21 customers were satisfied from the variety of product available. Similarly, 30 respondents were satisfied in arrangement and classification of product and 28 respondents were satisfied in quality of products available.

- Level of customer satisfaction in price charged by BBSM was neutral with the total average of 3.15 in 5 point Likert scale. However, 18 customers were satisfied with the price charged in compared with market. Similarly, 16 respondents were satisfied in availability of discount offers of the BBSM. 22 customers showed that they have good frequency of repurchase. Similarly 18 respondents ranked the responsiveness of staffs as good. 19 respondents marked good on delivery and on time performance. 17 people marked good for quality management of BBSM, 21 responded good on technical competence and 20 respondents good for professionalism in dealing whereas 23 marked good for the commitment to meet delivery expectation. The average of weighted mean is 3.11 which showed that majority of respondents have marked good for all the influencing factors for customer satisfaction.

- Majority of the respondents seems to visiting BBSM from 3-5 years back. 17 customer are visiting BBSM from 3-5 years while only 1 customer is found visiting from 10 years back.

- The recommendation of BBSM Bhatbhateni seems to have more “somehow likely chance “. 20 visitors wants to recommend BBSM to other and only 2 respondents do not want to recommend.

- Most of the respondents are satisfied with the location of the store. 26 respondent are satisfied, 13 respondents are highly satisfied and 3 are neither satisfied nor dissatisfied. And none of the respondents are dissatisfied with the location of BBSM.
2.5.2 Discussions

This research was based on measuring the level of customer satisfaction on the basis of price charged, service delivered and product variety among the people of different gender, age group and occupation. Hypothesis regarding people visits BBSM because of availability of the product was stated as true. As the research was conducted it was found that 15-26 years of age group has the majority of visiting BBSM among which most of them were students. Likewise, hypothesis that household people visits BBSM most was falsified since it was supported by research drawn from simple category questionnaire as well as Likert scale.

As it was said that BBSM was famous for the variety of the product and accessibility so, most of the customer visits BBSM because of product variety and accessibility. Hypothesis regarding most of the people visits BBSM for the variety of product hold true in analysis section. However, hypothesis that customer was not so much satisfied with the service delivered by BBSM results came to be true. It was declared that people visits BBSM because of product variety. People were not satisfied but they are neutral in service delivered by the Bhatbhateni supermarket.

The customer of BBSM is increasing because of the availability of the product variety and the accessibility. From the above finding it can be said that customer of BBSM were not satisfied but they are neutral in the satisfaction level. Most of the respondent were not satisfied with the service delivery and somehow satisfied by the price charged by the BBSM. This study attempts to address the satisfaction level of customer on the basis of price charged, service delivery and product variety on the basis of age group, gender and occupation of respondent. So, it can be said that people were neutral towards the BBSM.
3.1 Conclusion

To conclude, research analysis that most of the student’s visits BBSM in which female has the majority following by the business and working. The reasons behind visiting the super market was found to be product range following by accessibility and influence from friends and family. As per the research customer were neutral with the price charged and service delivered by the super market. The primary objective of this research was to know “Satisfaction” of the customer in Bhat Bhateni Super Market. After conducting this research, it was found that Nepalese customer’s habit was rapidly changing. People has become so busy in their life that they don’t have enough time to visit different places and roam shop to shops to buy the items they need. Nowadays customers were looking for “One roof Shop” where they can get all their necessary items.

BBSM is one of those Super Markets which has been able to live up the expectations of its customers by providing quality goods and services. Customers have perceived BBSM as one of the convenient Super Market available in town. Customers seems to be nearly satisfied with the wide variety of product being offered, price and quality of those product, allocations of those product in their respective place and many other services provided by BBSM.

The trend in evolution of supermarket has started increasing because the investors were able to understand the need of the customers. This survey indicates that the frequency of the customers visiting Super Markets has increased and customers have become much more concern about Quality of Products and services offered by different Super Markets. The main findings of this research shows that Nepalese customers perceives Super Market as a place where they can gather their shopping experience under one roof and also acquiring Quality products at reasonable price.
BBSM has been able to live up the expectations of their customers by providing variety of Products at reasonable prices. Customers have been able to take full advantages of “one roof Shopping” experience at BBSM. Various Occupation holders have been visiting BBSM on daily, weekly, monthly, and very frequently.

With slogan “Save time, Save money” BBSM has been able to cater the need of its customers by providing a full range of more than 100,000 products from 600 local and international suppliers.

Thus, BBSM has been able to establish itself as one of the leading Super Market in town to cater the need of the customers across nation.

3.2 Implication
Bhatbhateni super market is one of the popular retail chain stores of Nepal. Due to the busy schedule of people they prefer to visits BBSM to save time and obtain all products under one roof. Due to produce variety number of people visiting BBSM is increasing day by day. Thus the study poses several significances. They are as follow:

- It works as a guideline for the researchers to provide concrete path for conducting future researches
- This study may help the reader or business organization (Bhatbhateni Super Market) to adopt strategies that will help them increase the level of customer satisfaction.
- It works as the guideline for the employee of the BBSM to provide the way of behaving with the customer.
- It also helps customer to find out about the benefits of visiting BBSM. However, study falls short on several aspects. Following recommendation should be followed if the study on customer satisfaction of BBSM is carried again:
  - The study uses non-probability sampling to select sample. However, unbiased or non-probability sampling should be used to produce accurate and generalized result.
• Questionnaire is only used as a tool to retrieve data which is insufficient. Other tools such as interview and observation should be used.

• Sample size of this research is 45 so it should be extended and use of complex statistical tool is mandatory to produce accurate data.

Similarly, following recommendation should be followed by the BBSM to increase the customer satisfaction:

• Improvement should be done in queuing system because of long check-out lines especially at Saturdays and holidays.

• Variety of products should be increased because BBSM provide fewer choices of only goods in stocks that likely to sell.

• BBSM should focus on their customer need rather than on their own benefits.

• Know the reasons why customers shop at your store? (Service, price, convenience, dependability, quality, promptness, or competence).

• Understand the market forces affecting the consumer's attitude when it comes to price and what they expect to pay.

• Offer customers a "no hassle" satisfaction guarantee.

• Implement a program to reward your employees for their extra efforts and innovative ideas.
References


APPENDICES

Appendices 1 (Sample of calculation of Weighted Average Mean)
Statement of Likert scale was ranked as 5 for strongly satisfied, 4 for satisfied, 3 for neutral, 2 for dissatisfied and 1 for strongly dissatisfied. Calculation of satisfaction level was done in such a way that all the obtained respond was multiplied by the value of the scale i.e.

Calculation of satisfaction level in service delivery
Behavior of staff shown: 0*1+4*2+15*3+24*4+2*5
= 159

149 is divided by the total respondent i.e. 45
= 159/45
= 3.533

In a scale 3.533 lies between neutral and satisfied so, the average respondent satisfaction level is neutral in the behavior of staff shown and moving toward satisfied level.
Appendices 2

Questionnaire
I am Roniya Karki, student of Patan Multiple Campus, Patandhoka, Lalitpur. I am conducting a survey of customer satisfaction of Bhatbhateni Super market with reference of Kalanki branch. This research is for academic purpose and partial fulfillment of Business Research. Your true & accurate information and feedback on this questionnaire will be highly appreciated in completion of this research project. I assure you that all your response will be kept confidential.

1) Name………………………………………………

………………………………………………
Tick (√) the following:

2) Gender
1. Male
2. Female

3) Age-group
1. 15-25
2. 26-35
3. 36-45
4. 46 above

4) Occupation
1. Household
2. Students
3. Business
4. Working
5) What is your reason for choosing Bhatbhateni Supermarket? (Multiple Choice)

1. Influence from family and friend
2. Products range
3. Price charged
4. Accessibility
5. Service delivered

6) Service delivery

<table>
<thead>
<tr>
<th>Statements</th>
<th>Strongly Not Satisfied (1)</th>
<th>Not Satisfied (2)</th>
<th>Neutral (3)</th>
<th>Satisfied (4)</th>
<th>Strongly Satisfied (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Behavior of staff shown in BBSM.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Availability of staffs for help</td>
<td></td>
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<tr>
<td>3. Service delivered to you by the Staff.</td>
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<tr>
<td>4. Efficiency of service at checkout.</td>
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</tbody>
</table>

7) Other Facilities

<table>
<thead>
<tr>
<th>Statements</th>
<th>Completely Not Satisfied (1)</th>
<th>Not Satisfied (2)</th>
<th>Neutral (3)</th>
<th>Satisfied (4)</th>
<th>Completely Satisfied (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Interior cleanliness of the store</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>2. Exterior appearance of the store</td>
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<tr>
<td>3. Cleanliness of restroom</td>
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<tr>
<td>4. Value of your shopping trip</td>
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</tr>
</tbody>
</table>
8) Product Variety

<table>
<thead>
<tr>
<th>Statements</th>
<th>Strongly Not Satisfied (1)</th>
<th>Not Satisfied (2)</th>
<th>Neutral (3)</th>
<th>Satisfied (4)</th>
<th>Strongly Satisfied (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Arrangement and Classification of product.</td>
<td></td>
<td></td>
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<tr>
<td>2. Variety of product available.</td>
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<tr>
<td>3. Quality of products available.</td>
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</tbody>
</table>

9) Price charged

<table>
<thead>
<tr>
<th>Statements</th>
<th>Strongly Not Satisfied (1)</th>
<th>Not Satisfied (2)</th>
<th>Neutral (3)</th>
<th>Satisfied (4)</th>
<th>Strongly Satisfied (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Price in compared to market.</td>
<td></td>
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<tr>
<td>2. Availability of discount offers.</td>
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</tbody>
</table>

10) How likely are you to repurchase products and services from Bhatbhateni Supermarket? Would you say the chances are …

1. Excellent
2. Very good
3. Good
4. Fair
5. Poor

11) In total, how long have you been a customer of Bhatbhateni supermarket?

1. Less than one year
2. One to under three years
3. Three to under five years
4. Five to under ten years
5. Ten years or more
12) Would you like to recommend this Bhatbhateni Supermarket to your other friends and family?
   - Highly Likely
   - Likely
   - Somewhat Likely
   - Not very Likely
   - Not at all

13) How do you rate our responsiveness of staffs of Bhatbhateni Supermarket in dealing with you?
   1. Excellent
   2. Very Good
   3. Good
   4. Fair
   5. Poor

14) How do you rate delivery on time performance and our commitment to meet your delivery expectations of Bhatbhateni Supermarket?
   1. Excellent
   2. Very Good
   3. Good
   4. Fair
   5. Poor

15) How do you rate the approach of Bhatbhateni Supermarket to quality management to ensure complete customer satisfaction?
   1. Excellent
   2. Very Good
   3. Good
   4. Fair
   5. Poor
16) If you received any technical support, how do you rate the technical competence and their response time?
1. Excellent
2. Very Good
3. Good
4. Fair
5. Poor

17) How do you rate our professionalism in dealing with you?
- Excellent
- Very Good
- Good
- Fair
- Poor

18) How do you rate our commitment to meet your delivery expectations?
1. Excellent
2. Very Good
3. Good
4. Fair
5. Poor

19) Is the location of Bhatbhateni Supermarket Convenient and satisfactory to you?
1. Highly Satisfied
2. Satisfied
3. Neither Satisfied nor Dissatisfied
4. Dissatisfied
5. Highly Dissatisfied

20) How do you rate the overall service of this Bhatbhateni Superstore?
21) Do you have any suggestion or feedback for improving the service of Bhatbhateni Supermarket?