International Journal of Multidisciplinary Horizon

ISSN: **3049-2017**
IJMH 2026; 3(5): 151-155
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www.themultijournal.com

Received: 24-09-2026
Accepted: 16-10-2026
Publish : 19-10-2026

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A Study On Consumer Satisfaction Towards Kurinji Metro Bazaar In Kumbakonam

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Abstract:
Marketing plays a important role in the growth and success of modern businesses. It helps organisation understand customer needs, develop suitable products and services, create awareness, and build long-term relationships. This study examines consumer satisfaction towards Kurinji Metro Bazaar, focusing on product quality, price, variety, customer service, and shopping experience. The study aims to identify the factors influencing consumer satisfaction and understand the expectations of customers. Primary data is collected from consumers through a structured questionnaire. The findings will help identify areas for improvement and suggest measures to enhance customer satisfaction and loyalty. The study provides useful insights for improving the overall performance and customer-oriented services of Kurinji Metro Bazaar.

Keywords: Consumer Satisfaction, Kurinji Metro Bazaar, Product Quality, Customer Service, Shopping Experience.

INTRODUCTION

Consumer Satisfaction:

Customer satisfaction is a measurement or indicator of the degree to which customers or users of an organization's products or services are pleased with those products or services.

Customer satisfaction to a company can be defined as:

- The company's ability to fulfill the business, emotional, and psychological needs of its customers;
- Quality of service delivery expected by the customers.
- An internal drive to satisfy an unsatisfied need of customer.

Measuring Customer Satisfaction:

Most companies say that they believe in great customer service, but few set up a system to ensure that they provide it. To deliver excellent customer service takes both understanding what the customers want and the way to see that they receive it.



Significance of the study

The research study on customer satisfaction at Kurinji Metro Bazaar holds substantial significance for the understanding of customer satisfaction levels helps the management of Kurinji Metro Bazaar and to identify the strengths for improvement. The study

provides insights into customer expectations, enabling better decision-making regarding product offerings, pricing, store layout and service quality.

Scope :

The study focuses on assessing consumer satisfaction towards Kurinji Metro Bazaar in Kumbakonam. It examines various factors influencing customer satisfaction, such as product quality, pricing, product variety, staff behaviour, store ambience, and service quality. The study also aims to understand consumer preferences, identify areas for improvement, and provide useful suggestions to enhance customer satisfaction and loyalty. The findings may help Kurinji Metro Bazaar improve its services and strengthen its relationship with customers.

Objectives:

- To Evaluate customer satisfaction levels concerning various aspects of kurinji metro bazaar, such as product quality, pricing, store ambiance, and customer service.
- To Identity factors influencing customer satisfaction and areas necessitating improvement.
- To Offer recommendations for enhancing the overall shopping experience.

Limitations

- **Time constraints:** The study's duration may limit the depth of data collection and analysis.
- **Geographical scope:** If the research is confined to a single branch or city, the findings may not be generalizable to other locations.
- **Response Bias:** Participants may provide socially desirable answers, affecting the accuracy of the data.

Review of literature

RESEARCH REVIEW

PRASANTI.S (2004) a study on "customers satisfaction among credit card holders" with an objective to measure the satisfaction level of credit card holders regarding the special features of credit cards and she also find out the fact that more than half of respondents were satisfied with validity period, security measures, acceptability of credit card ete and she suggested that only limited number of credit card holders are there in semi urban areas, hence measure should be adopted to popularize credit card among people in rural and semi urban areas.

USHA RAJ (2005) A study on customers satisfaction of Mediclaim insurance policy with an objective to study the customers awareness about mediclaim policy and she also find out the fact that the male headed families are mere interested in mediclaim policies and she suggested that the issue of mediclaim insurance policies requires number of formalities and insurance companies take a lot of procedures. The unnecessary formalities and procedures create delay in the issue of policy and settlement of claim. This will create dissatisfaction among customers so the mediclaim insurance company should adopt the customer's centric approach towards the procedure and formalities

NAHIYD AND MOHAMED (2013) aimed at studying the preferences of consumption pattern of milk and factors affecting consumers purchase decision of dairy products in Khartoum, state capital of Sudan. Milk and Dairy products experience high consumption rates in Sudan. Consumers show wide variations in their preferences for different milk types and dairy products available in the local market. Consumer purchase decisions are influenced by various factors.

C. ASHOKAN, G. HARIHARAN (2008) : Profile and perception of retail consumers an empirical study in Palakkad district. This article attempts to bring out the profile and perception of consumers shopping at two leading retail outlets of Palakkad District;

Spencer's' Daily and Big Bazaar. Kerala's retail market is dominated by Margin Free

Markets, Supplies and local Kirana Stores. With the arrival of new-generation stores like Spencer's Big Bazaar, etc., the shopping habits of Keralitis is changing.

C. S. DALVI (2012): Impulsive buying behaviour at big bazaar Kolhapur. The objective of the study is to analyse the buying behaviour of the consumers of Big Bazaar, to measure the level of satisfaction derived by the shoppers at Big Bazaar and to assess the future relationship between the retailer and his customers. The study is based on the primary data collected from Big Bazaar in Kolhapur City with the help of a structured questionnaire.

RESEARCH METHODOLOGY

Conducting research on customer satisfaction at kurinji metro bazaar involves a systematic approach to gather and analyze data, ensuring that the insights are both valid and actionable.

1.Research Design:

A descriptive research design is appropriate for this study of customer satisfaction at Kurinji Metro Bazaar. Research design facilitates the collection of information regarding customer's opinions, attitudes and behaviours towards the store.

2.Sampling Framework:

Employ a simple random sampling method to select participants. The sample size is 75 customers in Kumbakonam town.

3.Data collection methods:

- **Primary Data:** Utilise structured questionnaires featuring both closed and open-ended questions to capture first hand information from customers. These questionnaires can be administered through face-to-face and Google form.
- **Secondary Data:** Review existing literature, previous research studies and online reviews to gain additional insights into customer satisfaction at Kurinji Metro Bazaar in Kumbakonam.

4.Data Analysis Techniques:

- **Descriptive statistics:** Calculate percentages, means and standard deviations to summarize the data.

- **Factory Analysis:** Identify underlying factors that contribute to customer satisfaction.

COMPANY PROFILE

Profile of the company:

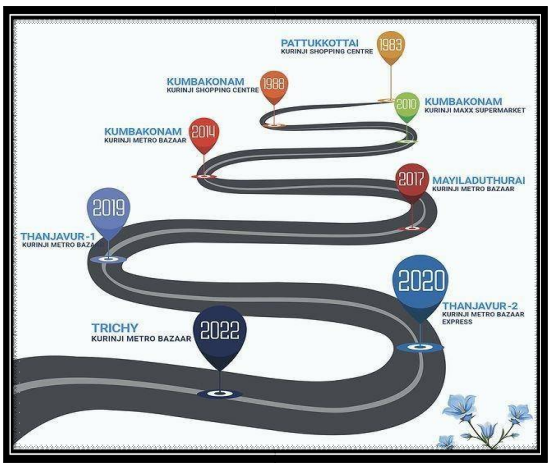
Kurinji Metro Bazaar is located at the heart of the Kumbakonam city. The Bazaar have all kinds of foods and grocery store, Fruit and vegetables shop, stationery store, Home needs store, clothing store and Footwear store.

Kurinji Metro Bazaar have 35 years of experience.

Website : https://www.kurinjimetrobazaar.com
Phone : 8110000642
Industry : Retail Groceries
Company size : 51-200 employees
39 Associated Members.
Headquarters : Kumbakonam, Tamil Nadu.
Type : Partnership
Founded : 1986

CHAIN OF SUPERMARKETS IN TRICHY, THANJAVUR, KUMBAKONAM & MAYILAD-UTHURAI:

Experience Kurinji Metro Bazaar, a one-stop hypermarket for all your needs. With over 500 intriguing branded products, you will be able to discover everything you need for a stress-free shopping experience. From groceries to household needs, toys, gifts, eateries, clothing and footwear, you are sure to find something that fits your budget and quality standards.



MISSION AND VISION:

- ❖ The vision and belief that the customers and stakeholders shall be served only by creating and executing future scenarios in the consumption space leading to economic development.
- ❖ Will be the trendsetters in evolving delivery formats, creating retail realty, making consumption affordable for all customer segments.
- ❖ To infuse Indian brands with confidence and renew ambition.

Data Analysis and Interpretation

Table No : 4.1

Gender of Respondents

Gender	No. of Respondents	Percentage
Male	23	31
Female	52	69
Total	75	100

Sources:Primarydata

Interpretation

The above table 4.1 shows that 69% of the respondents are female, while only 31% are male. This suggests that Kurinji Metro Bazaar attracts a predominantly female customer base.

Table No: 4.2

Consumer Experience of Respondents

Experience	No. of Respondents	Percentage
2 Years	16	21
3 Years	16	21
4 Years	35	47
More than 4 Years	8	11
Total	75	100

Sources: Primary Data

Interpretation

The above table 4.2 shows that respondents have varied work experience, with the highest percentage (47%) having four years of experience. Both two and three years of experience account for 21% each, while a small portion (11%) falls into More than 4 Years of experience. This distribution suggests a mix of experience levels, which could influence shopping preferences and purchasing behavior.

Table No : 4.3

Product and Service Expectations of Respondents

Expectations	No. of Respondents	Percentage
Rarely	5	7
Medium	7	9
More	10	13
Good	53	71
Total	75	100

Sources: Primary Data

Interpretation

The above table 4.3 shows that the majority of respondents (71%) have good expectations, indicating a highly positive outlook. Very few have low or medium expectations,

suggesting overall confidence and optimism among the participants.

Table No : 4.4

Quality of Product

Quality	No.of Respondents	Percentage
2	10	13
3	16	22
4	24	32
5	25	33
Total	75	100

Source: Primary Data

Interpretation

The above table 4.4 shows that majority of respondents (33%) rated the quality as 4, indicating a positive perception. However, 22% rated it 3 or below, suggesting some dissatisfaction. Overall, the
quality is viewed favorably, but there is room for improvement.

Table No : 4.5

Satisfaction Level of features of product

Satisfaction	No.of Respondents	percentage
Rarely	4	5
More	12	15
Sometimes	22	30
Good	37	50
Total	75	100

Sources: Primary Data

Interpretation:

The above table 4.5 shows that 50% of respondents have a good satisfaction level, while 30% feel satisfied sometimes. Only 5% report rare satisfaction, indicating overall positive feedback with minimal dissatisfaction.

Table No : 4.6

Price of the Product

Satisfaction	No. of Respondent	Percentage
Rarely	4	5
No	9	12
Yes	35	47
Sometime	27	36
Total	75	100

Source : Primary Data **Interpretation**:

The above table 4.6 shows that 47% are satisfied, while 36% feel satisfied only sometimes. However, 17% (Rarely + No) are dissatisfied. While the majority experience some satisfaction, improvements are needed to reduce dissatisfaction and increase consistency.

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS:

- Majority 69% of the respondents are female
- Majority 47% of the respondents are satisfied with the recent experience with kurinji metro Bazaar
- Majority 71% of the respondents are meet their expectations of the product
- Majority 33% of the respondents are satisfied with the product received
- Majority 50% of the respondents are satisfied with the features and functionality of the product
- Majority 47% of the respondents are satisfied with the price of the product and service

SUGGESTIONS :

- The company must go for some more promotional activities rather than TV, advertisement, hoarding and news papers.
- The company has to conduct the periodical meetings with customers and take their valuable suggestions.
- The company may adopt policy of discounts cards and gifts to customers while purchasing the products.
- Innovative efforts must be launched to improve the position through better marketing strategies.
- Moreover, the company has to concentrate more on the customers of age group of 25+ years to enhance the sales.

CONCLUSION:

Consumer buying process is an understanding of the appropriate fundamentals that impact upon individual buying decision making and the general process through which individual behave and make the decision is an imperative first stage in the development of any marketing communication plan upon the basis of that understanding, marketer device the plan and try to implement well with the sales figure. But, despite all their efforts to “presell” consumers through advertising, marketers increasingly are recognizing the significant degree to which many purchases are influenced by the store environment. The study has been estimated that about two out of every three supermarket purchases are decided in the aisles.

A STUDY ON CONSUMER SATISFACTION TOWARDS KURINJI METRO BAZAAR AT KUMBAKONAM

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Questionnaires:

1. Gender

a) Male

b) Female

2. How satisfied are you with your recent experience with kurinji metro bazar? (Please rate on a scale of 1-5, where 5 is very satisfied)?

a) 2
b) 3
c) 4
d) 5

3. How well did our product/service meet your expectations?

a) More
b) Good
c) Medium
d) Rarely

4.How would you rate the quality of the product you received?

a) 2
b) 3
c) 4
d) 5

5. Were you satisfied with the features and functionality of the product?

a)More
b)Sometimes
c)Good
d)Rarely

6. Do you feel the price of the product/service is fair for the value received?

a) Yes
b)No
c)Sometimes
d)Rarely