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CUSTOMER SATISFACTION LEVEL IN SU-
PERMARKET CHAIN IN BANGLADESH: AN
EXPLORATORY STUDY

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ABSTRACT

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The level of customer satisfaction is crucial since it shows whether your consumers appreciate what you are doing. According to previous studies, it is noticed that elevated levels of customer satisfaction contribute to higher retention, lifetime value of customers, and an improved business image. Based on these business benefits, this study aims to study the four selected supermarkets chain in Bangladesh to investigate its customer satisfaction level. From the study it is noticed that there are several factors such as income level, health and safety, products prices, service level, staff behaviors, location, car parking facilities, etc., are considered as the deciding factors to measure the customer satisfaction level. It is also observed from the study that several factors impact more than others to contribute to overall customer satisfaction level.

This study considered a questionnaires survey approach both conducted by face-to-face and online survey. Out of 350 sent questionnaires 210 customers were responded to the survey, indicating a 60% response rate, which was considered a satisfactory rate for this type of survey. The study was very much useful to improve the overall sales in the supermarkets in Bangladesh. It is strongly believed that this study will contribute to improving the customer satisfaction level and competitiveness of the supermarket business chain in Bangladesh. This study can be extended to future with a special focus on considering more sample size as well as wider spectrum of supermarket chains in other large cities in Bangladesh. Moreover, this study can be extended by adopting various available customer satisfaction measurement tools to get accurate measures that contribute to adopting specific strategies in the wider business domain.

Keywords: customer satisfaction, super shop chain, supermarket, survey, Bangladesh

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1 INTRODUCTION

An assessment of a client's happiness with the products, services, and skills of an organization is called customer satisfaction. A business can use customer satisfaction data, such as ratings and polls, to decide how best to alter or improve its goods and services. Customer satisfaction must be a business's priority. This is true for government agencies, service providers, manufacturing firms, grocery and retail enterprises, nonprofit organizations, and all organizational subgroups.

1.1 Study background

In Bangladesh, Super Market represents a novel idea. In urban areas, chain retail stores are becoming increasingly common. Customers are frequently choosing to buy at Chain Superstores (which can be defined as a group of superstores managed by an individual owner or a group of owners) instead of nearby small department shops for what they need every day because they become more conscious of the advantages and their own lives. Thus, the expansion of this industry depends on consumer pleasure. Customer satisfaction can be defined simply as the degree to which a customer's expectations of the quality of service they would receive from a retailer are matched by the actual standard of service that the retailer provides (Irawan et al., 2023). A range of actions aimed at raising customer satisfaction—a sign that the good or service has fulfilled the needs of the client—make up customer service. Because of its distinctive qualities—intangibility, variability, inseparable and perishability—measuring the quality of service is challenging (Datta, 2010; Agarwal and Dhingra, 2023). Once more, opinions and standards are related to the idea of excellent service. Consumer satisfaction surveys and other indicators of consumer attitudes are frequently used to evaluate the usability of a service.

The following factors make up the European viewpoint: brand (the way customers see the organization), technology (the results of providing services to customers), and operational (the method of providing services to customers), which are also

in common to other developing countries like Bangladesh due to common nature of customers. Observed and anticipated services are the two variables that determine the quality of service when looking at those dimensions (Omar et al., 2011; Rashid and Rasheed, 2023). Supermarket customers tend to be members of the upper economic strata. Therefore, they prefer satisfactory quality goods and services over conventional retail establishments. Supermarkets are frequented by people who wish to shop as little as possible in terms of time and risk. To sustain market growth, superstore owners and management must take consumer pleasure into account (Hamzah and Shamsudin, 2020; Agag et al., 2024).

1.2 Status of supermarket chain in Bangladesh

A supermarket chain is a unique kind of specialized marketplace. In Bangladesh, supermarkets do not include brand-new retail chains. Large Bangladeshi cities like Dhaka, Chittagong, Khulna, Rajshahi, etc., are home to these stores. Grocery goods cannot be negotiated for, but in Bangladesh's typical market, haggling is the process. The layout of the marketplaces goods in groups based on their classifications and areas of expertise (Islam et al., 2017). Customers do not have access to the merchandise in a typical shop. They provide the salesperson with instructions to deliver the desired merchandise. Consumers can only view things in ordinary stores; but, at supermarkets, they can view and select items to purchase. Before deciding which things to purchase, customers may additionally inspect them. Market decorating is highly profitable and appealing, making customers feel at ease enough to purchase the goods. In Bangladesh, people usually believe that the supermarkets are reserved for the nation's wealthiest citizens. While credit card payments and money can be used in supermarkets, retailers often refuse to accept payment cards in regular retail settings. Research indicates that supermarket customers in Bangladesh have a modest amount of negotiating authority, providers have little negotiating power, market rivalry is medium-sized, the risk of new competitors is low, and the danger of replacements is low (Kashem, & Islam, 2012; Mamun & Afrin, 2015).

Researchers believe that Bangladeshi hyper marketplaces are seeing an increase of shoppers every day (Akter, 2023). These days, mega supermarkets are frequented by over 300,000 patrons who buy necessities. The causes of the supermarket's rising demand the primary concerns of the Bangladeshi business are the following: shifts in awareness among consumers, income per head, style and style, and social order (Kashem, & Islam, 2012; Karmakar et al., 2023). Therefore, the purpose of the research is to determine the variables influencing Bangladeshi supermarket chain consumers' satisfaction levels. The fact that this study was limited to supermarket chain patrons in Dhaka might have prevented it from fully examining the true nature of this industry in Bangladesh.

The supermarket chain is a brand-new, unique part of Bangladesh's grocery stores. From the beginning of Agora's voyage in 2022, Bangladesh's supermarket industry has grown consistently. Approximately BDT 1,500 crore is currently the value of the domestic hyper market business (Hossain, M. (2023). There are now 121 supermarkets in the nation, and according to the Business Supermarkets Owners' Association (BSOA), Shwapno, Agora, and Meena Bazar and Nandan own most of these stores. Due to economic advancement, Bangladeshis' revenue is shifting to middle-class levels as a result, and all the positive effects that follow, such as increased income per person and urbanization, are driving the profitability and expansion of this sector (Hobbs et al., 2023). By 2025, Bangladesh's supermarket chain business is predicted to have grown by roughly twenty times what it is now due to the country's growing urbanization, favorable consequences in the economy.

The growing need for mega markets has made consumer happiness a critical concern for business owners in this sector. Therefore, the purpose of this study is to determine the degree of consumer satisfaction with the super marketplaces in Bangladesh. In the present investigation, data from both primary and secondary sources were gathered and examined. The main information was obtained straight from the patrons of Bangladesh's several supermarkets.

A standardized questionnaire was used to facilitate interviews with 210 supermarket consumers. To find the components that affect consumer happiness and the connections among them and general consumer happiness, a multifaceted approach was used. This study found that aspects of supermarkets chain in Bangladesh that affect customers' pleasure are related to the interpersonal interactions of the vendors, advertising' approach to solving issues, and the super marketplace authority's services strategy. The report advises supermarket owners in Bangladesh to take all of this into account while creating regulations to boost customer loyalty and grow their company in the nation.

1.3 Study aims and research questions

Finding important variables or constructs pertaining to Bangladeshi supermarkets' patrons' level of satisfaction is the study's main goal. The goals are delineated below:

- i. To examine the factors or variables impacting Bangladeshi supermarkets' customer satisfaction.
- ii. To determine the variables that significantly contribute to the supermarket consumer happiness in Bangladesh.
- iii. To investigate available tools and techniques that are directly useful to measure the customer satisfaction level in supermarkets business.
- iv. To find out the ways to measure customer satisfaction level as accurately as possible in supermarket business in Bangladesh.
- v. To make policy recommendations for improving consumer happiness at Bangladesh's current and prospective supermarkets

Based on the stated study aims, this research identified three research questions (RQs) as stated below:

RQ 1: What are the critical factors to measure customer satisfaction in supermarket chain in Bangladesh?

RQ 2: What are the available tools used to measure customer satisfaction in the supermarket chain in Bangladesh?

RQ 3: How to measure the customer satisfaction level in a supermarket chain in Bangladesh?

The rest of the thesis is organized as follows: Section 2 stated the literature review that covers the definition of customer satisfaction, and its relationship with products/services qualities. It also covers the overall study gaps. Section 3 illustrates the study methodology, where the data collection method, questionnaire design and the way of data processing are covered. The overall study results are demonstrated along with various necessary figures and tables to visualize the study outcomes to the audience. Section 5 demonstrates the discussion and managerial implications, whereas the study contributions and future study directions are stated in Section 6.

2 LITERATURE REVIEW

To identify the variables influencing consumer choices in the retail industry, this literature review compares consumers' opinions of several supermarkets. The review examines important factors like service quality, product quality and prices, pricing tactics, and overall shopping experiences that contribute to customer happiness. Considering variables including geography, brand reputation, and demographic concerns, the study seeks to determine the relative significance of characteristics in influencing consumer loyalty and preferences in the fiercely competitive grocery sector. It is predicted that the study's findings will give supermarkets insightful information to improve their tactics.

2.1 Customer satisfaction

Customer satisfaction is a key concept in the study of marketing, and numerous scholars would undoubtedly agree. "Both professionals and researchers agree on the idea that customer satisfaction leads to customer behavior trends that enhance corporate results", state Keiningham et al. (2003, p. 37). "Marketing literature consistently identifies customer satisfaction as a key antecedent to loyalty and repurchase", according to Seiders et al. (2005, p. 26). Moreover, Szymanski and Henard (2001, p. 16) contend that "across a plurality of organisations operating in varied businesses, customer satisfaction has grown to serve as an essential foundation for consumer-oriented management practices". Lastly, "customer satisfaction management has emerged as a strategic imperative for most firms," say Mittal and Kamakura (2001, p. 131).

In fact, for more than 20 years, there has been a considerable interest in studies on consumer satisfaction. Scholars have specifically investigated the theoretical and philosophical underpinnings of customer satisfaction (e.g., Fornell et al. 1996; Rust et al. 2004; Luo and Bhattacharya 2006; Rahim et al., 2012; Irawan et al., 2023; Prayuda, 2024). Numerous scholarly publications (Cahaya et al., 2023; Agag

et al., 2024) discuss possible origins of customer pleasure. Numerous research has also investigated different customer satisfaction results (Gustafsson et al., 2005; Rahim et al., 2012; Mainardes et al., 2023; Cahaya et al., 2023; Ginting et al., 2023; Agag et al., 2024).

"Evaluation of the perceived discrepancy between prior expectations and the actual performance of the product" is the definition of consumer happiness (Tse and Wilton, 1988; Oliver 1999). The happiness of consumers with the products and services offered by a business is thought to be the most crucial component that contributes to its profitability and sustainability (Hennig-Thurau and Klee, 1997). The way that customers assess continuous performance is through customer satisfaction (Gustafsson et al., 2005; Mainardes et al., 2023). Kim et al. (2004) defines customer satisfaction as the response of the customer to their level of pleasure as well as their assessment of it. In today's corporate environment, customer satisfaction is critical because, as noted by Deng et al. (2009), a service provider's capacity to generate high levels of satisfaction is essential for differentiating their offering and forging lasting bonds with clients.

Customers who are satisfied with a certain type of service provider get devoted to them. According to earlier studies, brands can establish profitable and enduring relationships with their customers by ensuring that their customers are satisfied (Eshghi et al., 2007; Mamakou et al., 2024). Even if it is expensive, a company will eventually make money from happy and devoted customers (Anderson et al., 2004). Thus, to please customers and ultimately aid in customer retention, a business should focus on improving service quality and charging a fair and acceptable price (Gustafsson et al., 2005; Ginting et al., 2023).

Another well-known truth is that a brand's degree of consumer satisfaction is mostly determined by the services it provides and the price it charges, rather than

by any other factor (Turel et al. 2006). Customer participation is also crucial because, according to Russell-Bennett et al. (2007), when a buyer thinks highly of the product and takes the time to research it, their level of satisfaction will eventually increase. A customer's desire to pay extra for the specific brand, repurchases, purchases of other products, and favorable word-of-mouth can all have an impact on the concerned company. If a company can't satisfy customers as effectively and efficiently as its competitors, it will probably lose investors, customers, and market share (Anderson et al., 2004; Ginting et al., 2023).

The significance of the consumer in strategic marketing is examined in the lenses of customer loyalty and happiness. Customers should be more than just buyers of goods and services to be taken advantage of for financial gain, as is the case with the role that customers play for organizations in the twenty-first century (Hamzah and Shamsudin, 2020; Huang et al., 2024). One of the 21st century's commercial challenges is that clients need to be strategic partners. Additionally, this report offers some insights into the customer satisfaction and loyalty strategies. The major goal is to lay the conceptual groundwork for understanding how an organization may increase customer happiness and loyalty (Ginting et al., 2023; Gazi et al., 2024). When defining organizational performance, customer satisfaction is important, especially in the service sector. Since it boosts long-term employee productivity and keeps profitable consumers, improving customer happiness is essential to better business operations (Kurdi et al., 2020; Irawan et al., 2023; Prayuda, 2024).

2.2 Customer services

According to Kim et al. (2004), customer service is a set of actions that includes customer support systems, dispute processing, complaint response time, problem submitting ease, and problem submitting attractiveness. According to Kuo et al. (2009), customer services are possibilities for telecom companies that are intro-

duced to mobile networks in addition to voice communications. These services involve the provision of either self-produced material by the product or service operator or content that is offered through strategic conformity to the company that provides the service. For both social and financial reasons, the generic service providers' main priority is providing better customer service. In the standpoint of society, clients should have reasonable access to services. In terms of the financial aspect, services ought to meet client needs (Melody, 1997; Turel and Serenko, 2006; Hsu and Lin, 2023).

The companies must exercise extra caution when it comes to the client services they offer if they want to increase consumer satisfaction. A customer's assessment of a brand's service determines how satisfied they are (Gustafsson et al. 2005; Huang et al., 2024). According to a study by Ahn et al. (2006), consumers begin shopping for other companies when their complaints are not adequately considered. It occurs when consumers are unable to appropriately address their problems or when customer care centers fail to resolve complaints. Occasionally, companies take a long time to fix issues like poor product quality or coverage of varieties; as a result, consumers get dissatisfied with that specific brand types (Ahn et al., 2006; Attiogbe et al., 2024).

Additionally, a client's good perception of a service provider is influenced by the politeness and cordial demeanor of the staff, ultimately resulting in increased customer satisfaction (Soderlund and Rosengren, 2008; Fotheringham and Wiles, 2023; Astuti, 2023). Conversely, customer churn occurs when a service provider company fails to provide its clients with services (such as delayed supply, low quality). According to Kim et al. (2004), to increase client satisfaction, suppliers of goods should offer customer-oriented solutions. Additionally, research has shown that consumers are more satisfied with a brand if they receive all the services they require from that particular brand (Ahn et al., 2006; Lakhani, 2023; Attiogbe et al., 2024).

2.3 Customer satisfaction in supermarket business

Customers' happiness in supermarkets is influenced by a number of factors, including the supermarket owners' policies, abilities to solve issues, human relationships, and physical attributes. Professionals and consumers alike view customer satisfaction as the primary concern of scholars (Orel and Kara, 2014; Paul et al., 2016). Due to the severe challenges of the market, every organization has a priority keeping and rewarding its clients. As a result, businesses now prioritize retaining customers by offering superior products and services (Kandampully et al., 2015). Organizations are prioritizing customer happiness as one of the key organizational objectives, alongside improving the quality of their products and services (Das et al., 2010). Customer happiness is now essential to the profitability of an organization. Scholars have contended that customer satisfaction and organizational excellence in service are two different concepts and they have proposed that consumer satisfaction precedes organizational service quality (Orel & Kara, 2014; Akter & Mia, 2020). Therefore, most of the research has forecasted and evaluated both the level of service and customer fulfilment together (Taylor & Baker, 1994). To guarantee client happiness, businesses now use service as a competitive advantage and key component (Akter and Mia, 2020). Figure 1 shows some key drivers of customer satisfaction.



Figure 1. Drivers of customer satisfaction (TRB, 2016)

Numerous scholars have investigated the relationship between customer happiness and good service (Taylor & Baker, 1994; Sureshchandar et al., 2002). Customer satisfaction has been found to be significantly impacted by aspects of the service they receive. For example, Akter and Mia (2020) found that high customer satisfaction is correlated with elevated levels of service. In a similar vein, Duffy and Ketchand (1998) have described how customer happiness is affected by the standard of the services provided. According to Fornell et al. (1996), customer happiness is more influenced by the actual level of services provided by customers than by the actual worth of those services. Therefore, the current study examines how aspects of the service itself affect client happiness.

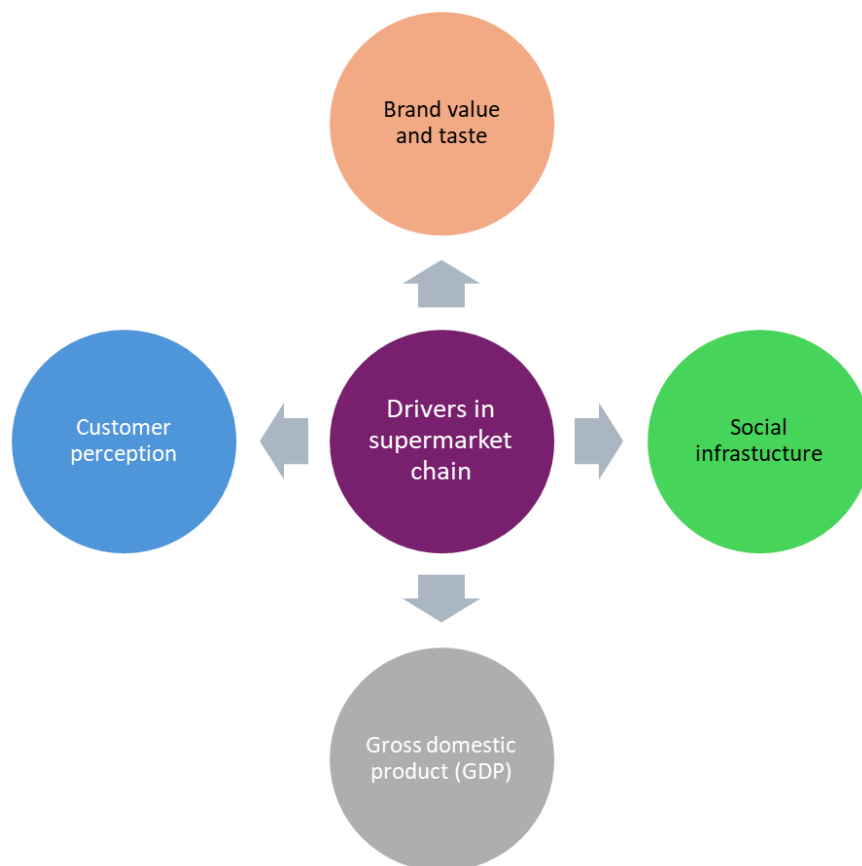


Figure 2. Drivers of supermarket chain in Bangladesh (adapted from Akter & Mia, 2020)

From Figure 2, it is noticed that there are four main drivers of supermarket chain in Bangladesh, which are customer perception, brand value and taste, social infrastructure, and GDP growth. All these four drivers are considered as the driving forces to the growth of supermarket chain in Bangladesh. It is therefore essential to keep an eye on these factors before adopting a strategy to the growth of supermarket chain in Bangladesh.

2.4 Service quality for customer satisfaction

Supermarkets' service level is typically evaluated based on several factors, including tangibles, compassion, dependability, confidence, and response. SERVQUAL, which was created by Parasuraman et al. (1988), is the most widely used scale for evaluating service quality. There are 22 categories on this rating system: palpable, compassionate dependable, assured, and sensitive. This instrument is used to measure the quality of services in a variety of situations, including hospitals (Babakus & Mangold, 1989; Spreng & Singh, 1993), grocery stores (Finn & Lamb, 1991; Teas, 1993; dry cleaning, banking, fast food, and airlines). Multiple analyses have reproduced the SERVQUAL scale; however, the component structure proposed by Parasuraman et al. (1988) has been observed to deviate in multiple studies (Dabholkaret al., 1996). Figure 3 highlights the relationship between service quality and customer satisfaction (Daniel and Berinyuy, 2010).

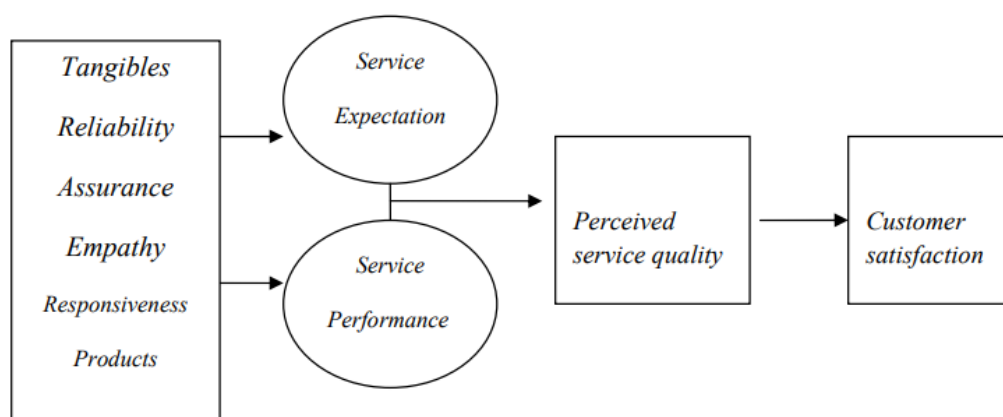


Figure 3. Conceptual framework representing the relationship between service quality and customer satisfaction (Daniel and Berinyuy, 2010)

Additionally, the SERVQUAL scale was created by Parasuraman et al. (1988) as a standard and pertinent measure for professional service companies, including credit card issuers, banks, telecommunications companies, service and repair companies, and others, which have been included in the study. The components on this level that reflect different service companies may be compromised (Metha, Lalwani, & Han, 2000). Despite being evaluated in customer service settings, the SERVQUAL measure is not often used in supermarkets (Metha, Lalwani, & Han, 2000). SERVQUAL scale offers greater diagnostic capability than SERVPERF scale (Cronin & Taylor, 1992; Jain & Gupta, 2004). Experts advise caution before implementation of SERVQUAL scale in any kind of service environments, even though all service organizations have a comparable nature (Finn & Lumb, 1991; Vandamme & Leunis, 1992). Fresh goods that are not on the SERVQUAL scale should be included to reflect the important aspects of commerce services (Finn & Lumb, 1991).

SERVQUAL scale is consisted of five service quality dimensions such as tangibles, assurance, responsiveness, service reliability, and empathy as shown in Figure 4 (Parasuraman et al. 1985). These quality dimensions are used as an indicator to measure overall customer satisfaction with the received products or services. Detailed definition of each dimension with example is also presented in Table 1.



Figure 4. Dimensions of service quality (Parasuraman et al., 1985)

Table 1. Definition of each SERVQUAL dimensions (Parasuraman et al., 1985)

| Dimension | Definition | Example |
|----------------------------|--|--|
| Tangibles | Includes the physical appearance of the physical service facilities, the equipment, the personnel who do the servicing, the communication materials and all tangible elements of service provider facilities or surroundings | Cleanliness of the environment; personnel uniform; vehicles; flight |
| Service reliability | Differs from the product reliability in that it relates to the ability of the service provider to perform the promised service dependably and accurately | Achieving delivery times stated on the website |
| Responsiveness | The willingness of the service provider to be helpful, be prompt in providing services, and to respond to customers' requests, problems or complaints | The speed of helping customer online or by telephone |
| Assurance | The knowledge and courtesy of employees and their ability to inspire trust and confidence – creating trust and confidence will gain the customers' loyalty | The excellent reputation and high levels of trust based on previous experiences with the company |
| Empathy | Caring, individual attention paid to customers by the service firm to meet each customer's demands properly. | Employees' high emphasis on customer requests to achieve higher satisfaction |

2.5 Background of supermarket chain in Bangladesh

In Bangladesh, supermarkets—a type of self-serviced food store—have grown significantly in the last several years. Customers are accustomed to visiting different supermarkets because of the fierce rivalry and growing number of stores that provide a large selection of goods (Rahman and Samiha, 2019). Customers' happiness at Bangladeshi mega shops is greatly influenced by antecedents such as considered variety of products, perceived pricing, perceived excellence of service, and their overall trust (Chowdhury et al. 2014). Customers' experiences and levels of satisfaction differ from person to person because perceptions are subjective. The measuring of customer satisfaction in Bangladeshi supermarkets is based on a number of factors, including gender, education level, age, income and spending, the frequency of monthly visits to the store, the variety and pricing of the things, quality, and availability (Azad, 2011).

Bangladesh has been experiencing a "supermarket revolution" since the early 1990s. In recent times, superstores have gained significant popularity among metropolitan residents. Superstores have recently expanded to include the mass market, leaving behind their original clientele of high- and middle-class people. This development affected not just traditional retailers, but also the agriculture, processing, and wholesale industries. The transformation in superstores is a "two-edged sword." On the one hand, it can bring down consumer food prices while opening doors for farmers and food processors to enter markets with distinct product offerings and boost revenue (Rahman and Samiha, 2019). However, it can also pose problems for small farmers, retailers, and processors who lack the capacity to satisfy the demands of superstores and the increased competition (Iftekhar et al., 2020).

The supermarket concept is defined by large-scale sourcing, centralized shipping, price reductions, self-service versions shopping, and distinct departments for different consumer goods (Mamun and Afrin, 2015). Various grocery businesses have

focused on a preferred format and targeted particular market niches. Some concentrate more on savings with a limited selection of own brand produce targeted at customers of specific socioeconomic strata; others focus more on accessibility by offering lines of goods of small and medium retailers. According to Fox and Vorley (2004), some supermarkets even wind up with enormous, out-of-town outlets that include full range one-stop models. According to Christie (2003), supermarkets are well-located, effective for regular family shopping, consumers on the go, consumers in their "single life," and for academics who must be constantly "on a budget."

The marketplace share of conventional merchants is diminished as superstores expand. The rate of this reduction varies depending on the product category and geographic area. Large city traditional businesses are rapidly disappearing, particularly small general stores that sell processed food and dairy products (Hobelsberger, 2021). These businesses typically find it difficult to compete with superstore chains that have economies of scale and buy in bulk. Urban traditional retailers that modernize to compete see slower declines. It's critical to assist traditional shops in modernizing and competing, or in shifting their assets and talents to pursue new employment opportunities, as many of them are impoverished (Yeasmin et al., 2023). In the age of the superstore revolution, a variety of policies can support small farmers and conventional merchants in their pursuit of "competitiveness with inclusivity".

2.6 Economic consideration of supermarket chain in Bangladesh

The supermarket business has proven to be well-suited to weather financial downturns, and industry observers anticipate that it will remain resilient despite the challenging economic climate (FMI 2001). History demonstrates that one of the sectors typically least impacted by sluggish economic expansion is the grocery industry. amid addition, there may be some benefits for the supermarket sector amid this ominous economic cloud (Farid et al., 2018). When money is limited in

the household, people are more inclined to eat at home than out. Job seekers might have extra time for meals and buying groceries.

Supermarket businesses can be highly successful in a nation like Bangladesh. Currently, over thirty businesses with roughly 70 shops in Bangladesh have entered the market. Approximately five hundred people would visit a superstore outlet each day in the early days of the firm; today, that number is closer to 5,000 (Hobelsberger, 2021). The main companies in the superstore market are Agora, Meena Bazar, PQS, and Nandan, each of which has a restricted number of shops. Superstores are gaining clients due to their hassle-free shopping atmosphere, hygienic products, fresh veggies, meat, and fish selection (Hossain, 2023). Another aspect of these establishments is the ability to use credit cards. One of the reasons the superstores are becoming increasingly popular is the fresh veggies they purchase directly from the farmers.

2.7 Trends of supermarket chain in Bangladesh

In Bangladesh, supermarkets hold just 1.62 percentage of the BDT (Bangladesh Taka) 1,722 billion consumer market, as opposed to 8–9% in India, 43% in Sri Lanka, and 50% in each of Myanmar and the Philippines. Shopping centers, that contain several shops including supermarkets are widely recognized, whereas hypermarkets (A department store and a grocery store combined into one retail location) are less prevalent in Bangladesh. Nonetheless, several indicators indicate that both supermarkets and grocery store sales are expected to increase in the future (Alam, 2020).

Bangladesh was ranked by Euromonitor in 2014 as a member among the 20 strongest future consumer markets. According to the Superstores Owners' Association (BSOA) in Bangladesh, within 260 locations are presently open nationwide and are owned by over thirty different companies. Supermarket sales have increased dramatically in the last several years. The COVID-19 pandemic that is still going strong has accelerated sales even further. The Business Standard reports

that in March 2020, Shwapno's gross sales surpassed the typical sales by a margin of 50%. Up until March 2020, Unimart's sales increased at a rate of 40% per month. During this pandemic, the use of grocery delivery websites has increased as well. Prior to the pandemic, the average supermarket order container value at the online food retailer "Chaldal" was BDT 1,300; however, during the period, it increased to BDT 3,750. Supermarkets are seeing an increase in both sales and number of locations, suggesting that consumers are gravitating towards them (Alam, 2020).

2.8 Study gaps

According to the literature analysis above, little research has been done around exploratory investigation on the customer satisfaction of supermarkets in Bangladesh. The study on this title is being conducted because the discipline is new and interesting and because there is a lack of study. The goal of the study is to pinpoint the variables affecting superstore customer satisfaction in Bangladesh. This information will aid in the policy-making process for industry managers and investors.

3 STUDY METHODOLOGY

The study methodology is adopted a mixed approach consisting of both primary and secondary data to address the three identified research questions which are: RQ 1: What are the critical factors to measure customer satisfaction in supermarket chain in Bangladesh?, RQ 2: What are the available tools used to measure customer satisfaction in the supermarket chain in Bangladesh?, RQ 3: How to measure the customer satisfaction level in a supermarket chain in Bangladesh?.

For this mixed method study, the necessary primary data was collected from a survey questionnaire, while the secondary data was collected after narrative literature review. There are several keywords such as customer satisfaction, customer happiness, consumer feedback, supermarket in Bangladesh, customer loyalty, etc., were used such to collect the data from the literature review. Additionally, the secondary data were also gathered from the selected supermarket chains in Dhaka city, Bangladesh, while additional information was gathered from relevant associations, books, periodicals, and book chapters.

3.1 Sampling selection and the sample size calculation

Grocery patrons were chosen from among the many Bangladeshi supermarket locations. Famous hyper locations in Dhaka City were among the surveyed marketplaces used to choose locations. It was assumed that over 300,000 residents of Dhaka often visited supermarkets. Yamane's (1967) technique was utilized to calculate the sample size for the present study.

$$n = \frac{N}{(1 + N(e)^2)}$$

Where, 'N' is the size of the population, 'e' is the degree of precision, and 'n' is the sample size. The value of degree of precision depends on the intelligent assumption of the researcher. With the confidence interval of 95% with a p value = 0.5, it is assumed $e = 0.07$ gives the best sample value. Based on this assumption, the

sample size of this study can be calculated based on the population size. When the population size for this study is 3,00,000, and the degree of accuracy is assumed to be 0.07, the sample size is calculated using the above formula, we get a sample size of 204.

This study considers 210 supermarket customers from Shwapno, Agora, Meena Bazar, and Nandan were questioned for this study. This number is significantly higher than the 204-person sample size that is necessary to use multivariate analysis (Hair et al., 1998). According to Ken Kwong-Kay Wong (2016), the —10 times rule states that the sample size ought to be at least 10 times the maximum number of structural routes pointing at a latent variable anywhere in the PLS path model.

The units for sampling were chosen using the Convenience Sampling Method, which took into consideration the customers' availability and desire to participate in the investigation. This often-used sample method is particularly useful when the target population consists of a sample of female garment workers who are subject to severe restrictions from their employers (Malhotra, 2007). Organizations can benefit from convenience sampling method in a number of ways. First of all, it might be a time- and money-efficient way to gather data. Selecting participants who are easily accessible can save businesses both time and money, as opposed to using more complex sampling techniques (Emerson, 2015).

3.2 Design of the questionnaire

The structured questionnaire created by Dabholkar et al. (1996) was employed in the present investigation to gather data from Bangladeshi supermarket patrons. Numerous nations have already examined and validated Dabholkar et al. (1996) study approach. Furthermore, according to marketing experts, the idea of a retail service quality scale may be a useful tool for gauging supermarkets' impressions of their level of service (Wong & Sohal, 2003 & Thenmozhi & Dhanapal, 2011).

Additionally, this idea could be applied as a fundamental retailing approach to improve the value, contentment, loyalty, and retention of customers towards retail establishments.

This study uses the five-point Likert scale as an evaluation tool that gives participants five choices for responding, ranging from strong agreement to strong disagreement. It also includes a neutral option, so survey administrators can get detailed input. Compared to higher-point scales, it requires less time and effort to complete. more closely fits to the displays of handheld gadgets than higher-point scales. The five-point rating system, with 1 denoting strongly disagree and 5 denoting strongly agree, was used to assess answers to each sentence in the questionnaire. This scale's applicability to a wide range of statistical methods used in social analysis and advertising is one of its specific benefits (Malhotra, 1999). After the data were gathered, statistical processing was done to extract the appropriate data. According to reliability data, the questionnaire's internal coherence is below allowable bounds (Nunnally, 1978).

Information was gathered from primary and secondary sources. Secondary data were gathered for this investigation's historical study, and primary data has been used to analyze the viewpoints of supermarket patrons. Customers of Bangladesh's Shwapno, Agora, Meena Bazar, and Nandan supermarkets participated in the poll. The study survey was conducted during the period from March-May 2024. Before starting the interview process, participants received the necessary training on the questions that were part of the questionnaire used to gather data.

3.3 Study area and primary data collection

As stated earlier this study was concentrated within Dhaka city, the capital of Bangladesh as seen in Figure 5 below. The total area of Bangladesh is 148,460 km² while the area of Dhaka city is 306.4 km².

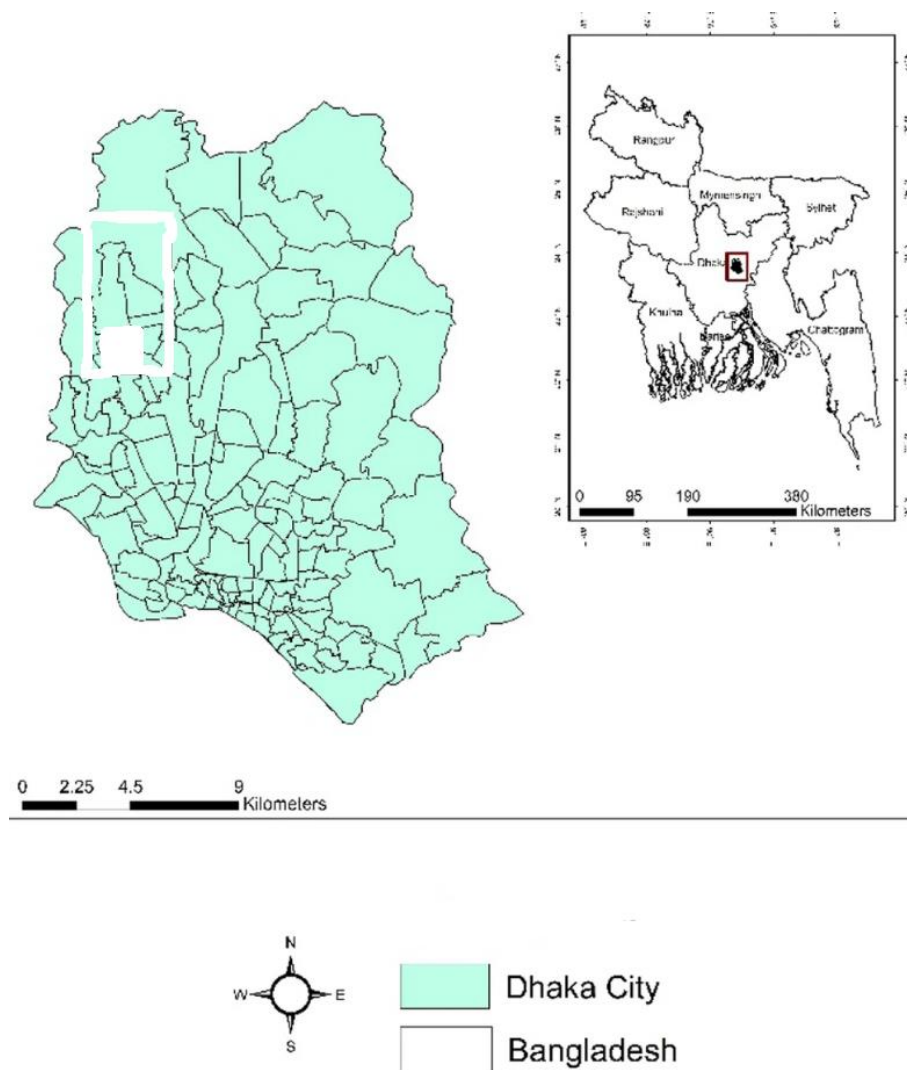


Figure 5. Dhaka city, the study area of Bangladesh (adapted from Yeasmin et al., 2023)

In this study, primary and secondary data are examined closely. Most studies on supermarket chain were based on preliminary data because there is not plenty of published research in this area. A well-designed questionnaire was created, with questions about supermarkets, customer demographics, and their experiences with variables influencing their propensity to shop at supermarkets. Participants received a link to the questionnaire via Facebook Messenger, WhatsApp, and email utilizing a "Google form." The use of google form was easy to create and use by the respondents. It is freely available and can be sent as an email attachment

to the respondents in today's digital platform. The questionnaires were populated over the google form and sent to the respondent. In total 350 customers were targeted from four supermarkets to answer the questionnaires for two months duration from March to April 2024. Out of 350 target audiences 210 responses were received from this online survey. The response rate was 60%, which is quite good for this type of questionnaire survey. Due to shortage of study period, the number of participants in this study was low but in future more participants can be targeted with longer time period to collect more data which will also help to bring enhanced generality of the study findings.

The author has developed a survey questionnaire to gather primary data based on the views of experts and a review of the available literature. To efficiently collect data, the researchers have chosen five hyper shops in Dhaka. I have tried to speak with fifty consumers from five superstores. In this instance, a five-point Likert scale, standardized by Brayfield and Rothe (1951), was used to record the thoughts of each of the participants (5-strongly agree, 4-Agree, 3-Neither agree nor disagree, 2-disagree, 1-strongly disagree). Several factors were utilized for investigating issues related to customer satisfaction controlling criteria, such as item quality, cost, easy location, advertising initiative, credit card facility, employees' services, appearance, and store atmosphere, etc., aside from questions about respondents' demographic details. To create the questionnaire and justify the current investigation, the study reviewed previously published works as well as journals, periodicals, and websites of the sample stores.

The questionnaire survey was conducted both online interview and through emails. In total 210 customers from the four biggest supermarket chains in Dhaka city were collected and their numbers are distributed as presented in Table 2. The Dhaka city which is used in this study due to the capital of Bangladesh and the biggest city in the country. It can be also stated that most of the supermarket's chains are running business in Dhaka city than any other cities in Bangladesh. It is assumed that the findings from this study can be equally applicable to other future

studies in the remaining major cities of the country. Due to being the capital city, Dhaka also accommodated the highest population of the country.

Table 2. Number of interview participants in four supermarket chains in Bangladesh

| Name of the super shop | Number of customers | Percentage |
|------------------------|---------------------|------------|
| Shwapno | 50 | 23.8% |
| Agora | 45 | 21.4% |
| Meena Bazar | 75 | 35.7% |
| Nandan | 40 | 19.1% |
| Total | 210 | 100% |

From Table 2, it is noticed that most of the interview participants were from the super shop Meen Bazar which was 75 (35.7%), while Swapno was 50 (23.8%), Agora was 45 (21.4%) and Nandan was 40 (19.1%). The number of participants were distributed to know the generic overview of the study results and were not confined to only one supermarket chain. This brings the generality of the study outcomes.

3.4 Processing of collected data

The study data was analyzed after collecting them through various ways such as questionnaires survey as well as narrative literature review. Subsequently, the Microsoft Excel tool was utilized to analyze the collected data. By using natural language queries to ask questions about your data without the need to create complex algorithms, Excel's Analyze Data feature enables us to better understand the data. Furthermore, high-level visual summaries, trends, and patterns are offered by Analyze Data.

The study methodology is depicted in Figure 6 accordingly. From Figure 6, it is noticed that the study starts with defining the aims which is followed by calculating the same size of this study. After identifying the sample size, a questionnaires set was prepared with the help of Google forms and distributed the link among the prospective customers within the four selected supermarkets in Dhaka city, Bangladesh. Before sending the questionnaires, they were checked with respect to their clarity and focuses. The unclear questions were revised and used for both the face-to-face and online surveys. Out of 350 participants, 210 customers responded the survey which was 60% response rate.

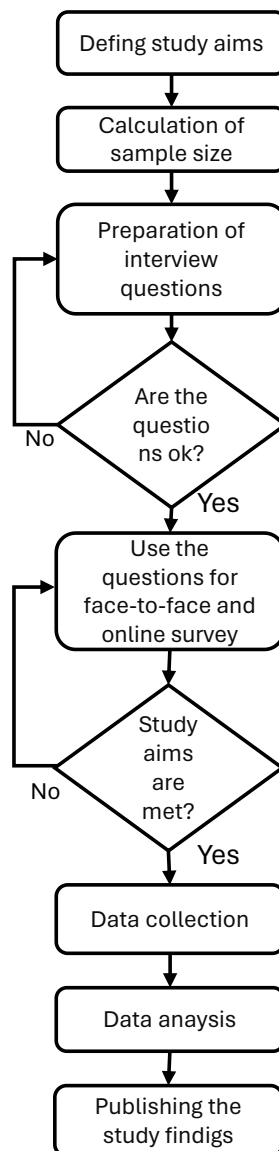


Figure 6. Display of various steps in the study methodology (Source: Author, 2024)

Based on the study aims, the responses of the questionnaire survey were checked whether they meet the study aims or not. After satisfying with the study needs, the final set of data were collected for necessary analysis. After collecting all the necessary data, they were then analysed using Excel software which were presented in the forms of figures and tables in this thesis. Finally, the study results were analysed and published as seen in the flow diagram in Figure 6 accordingly.

4 STUDY RESULTS

This section outlines all the collected data and analyzes the overall study findings. The results were presented based on the sequence of eth questionnaires for ease of readability and understanding.

The responses of the first study question are highlighted in Table 3 and Figure 7. From Table 3 and Figure 7, it is noticed that 49.05% of the respondents were male while 40.467% were female. The rest of the respondents prefer not to say their gender which was 10.48%.

Table 3. Responses based on gender

| Gender | Frequency | Percentage |
|-------------------|-----------|------------|
| Male | 103 | 49.05 % |
| Female | 85 | 40.47 % |
| Prefer not to say | 22 | 10.48 % |
| Total | 210 | 100 % |

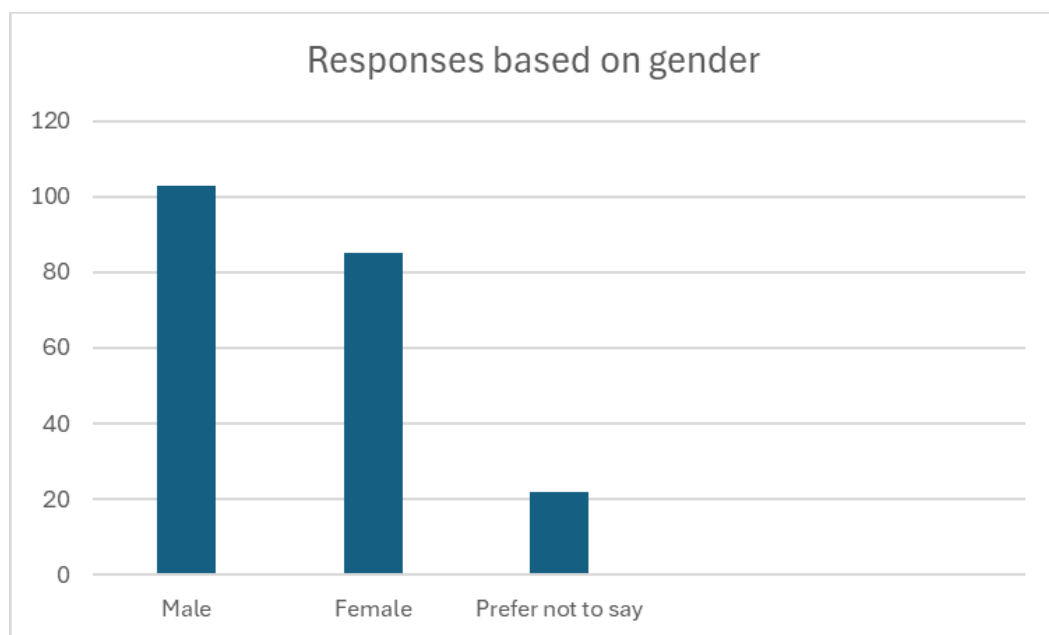


Figure 7. Responses based on gender

Table 4 and Figure 8, visualize the second study question which was based on the age group of the respondents. From Table 4 and Figure 8, it is observed that most of the respondents were between the age group of 20-29 years (30.95%) and 40-49 years (28.57%) indicating that young and mid-aged customers do shopping at the supermarkets than other available age group. It is also noticed that customers with the age group 6-69 years are the lowest in visiting supermarkets. This finding indicates that supermarkets should focus on interesting products and services suitable for the young and middle-aged customers to benefit in their business.

Table 4. Responses based on age group

| Age group (years) | Frequency | Percentage |
|-------------------|-----------|------------|
| 20-29 | 65 | 30.95 % |
| 30-39 | 52 | 24.76 % |
| 40-49 | 60 | 28.57 % |

| | | |
|--------|-----|--------|
| 50-59 | 18 | 8.57 % |
| 60-60+ | 15 | 7.15 % |
| Total | 210 | 100 % |

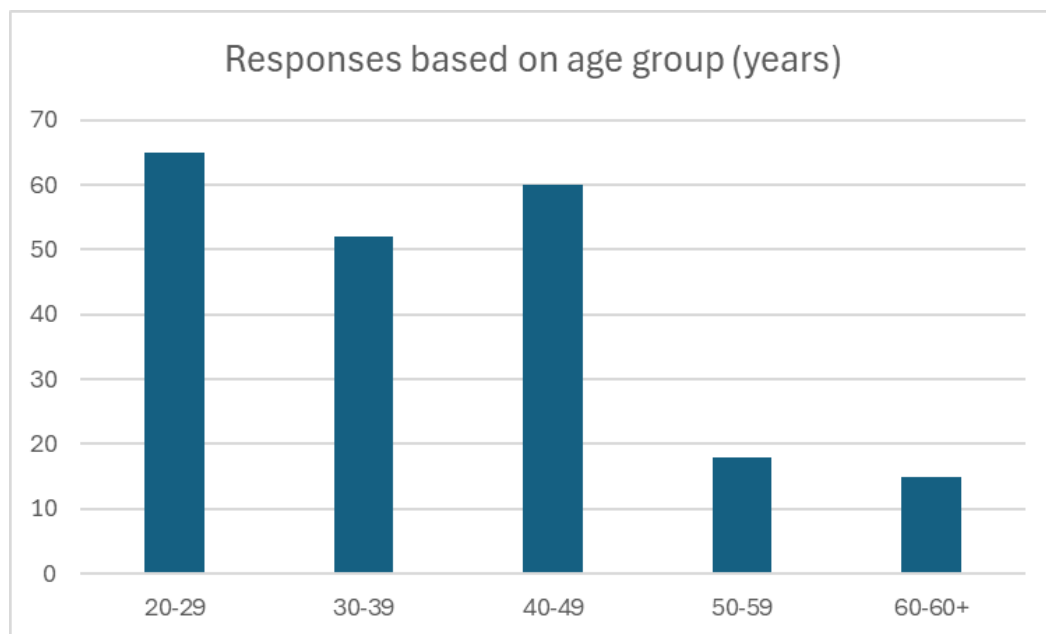


Figure 8. Responses based on age group

Table 5 and Figure 9, highlight the study results based on the income level. For instance, it is noticed from Table 5 and Figure 9, that majority of the customers (35.72%) visiting supermarkets in Dhaka city have the income level from 61,000-70,000 BDT (Bangladeshi Taka), while the second highest income level (21.43%) was from the range from 51,000-60,000 BDT. This result highlights that comparatively higher income level customers happily visit the supermarkets despite its bit expensive products than traditional markets in the city.

Table 5. Responses based on income level

| Income level | Frequency | Percentage |
|--------------|-----------|------------|
|--------------|-----------|------------|

| | | |
|--------------------|-----|---------|
| Below 30,000 BDT | 20 | 9.52 % |
| 30,000–40,000 BDT | 36 | 17.14 % |
| 41,000–50,000 BDT | 31 | 14.76 % |
| 51,000–60,000 BDT | 45 | 21.43 % |
| 61,000–70,000 BDT | 75 | 35.72 % |
| Do not like to say | 3 | 1.43 % |
| Total | 210 | 100 % |

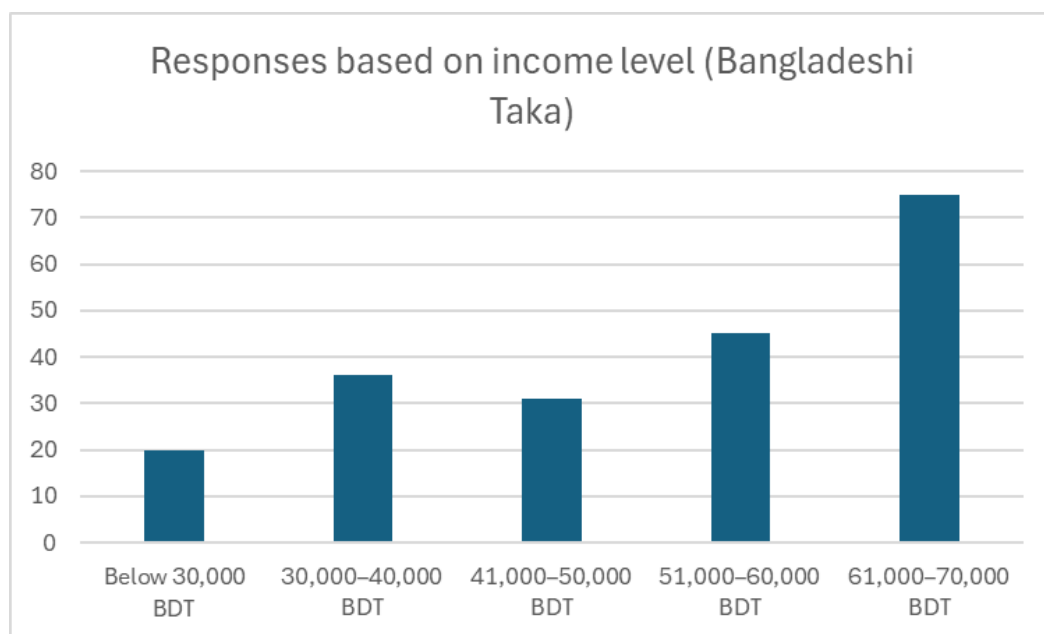


Figure 9. Responses based on income level in BDT

In a similar fashion, Table 6 and Figure 10, present the customers responses based on their number of family members in the family. It is observed that most of the customers (52.38%) in the supermarkets consisted of 5-7 members in their family, while the second majority (40.95%) consisted of 2-4 family members. It is also identified that very few percentages consisted of family members more than eight

in a family. This result indicates that comparatively small families visit more super-market chains due to their comparatively better financial situations in general.

Table 6. Responses based on family members

| Number of family members (person) | Frequency | Percentage |
|-----------------------------------|-----------|------------|
| 2-4 | 86 | 40.95 % |
| 5-7 | 110 | 52.38 % |
| 8-10 | 10 | 4.76 % |
| 11-11+ | 4 | 1.91 % |
| Total | 210 | 100 % |

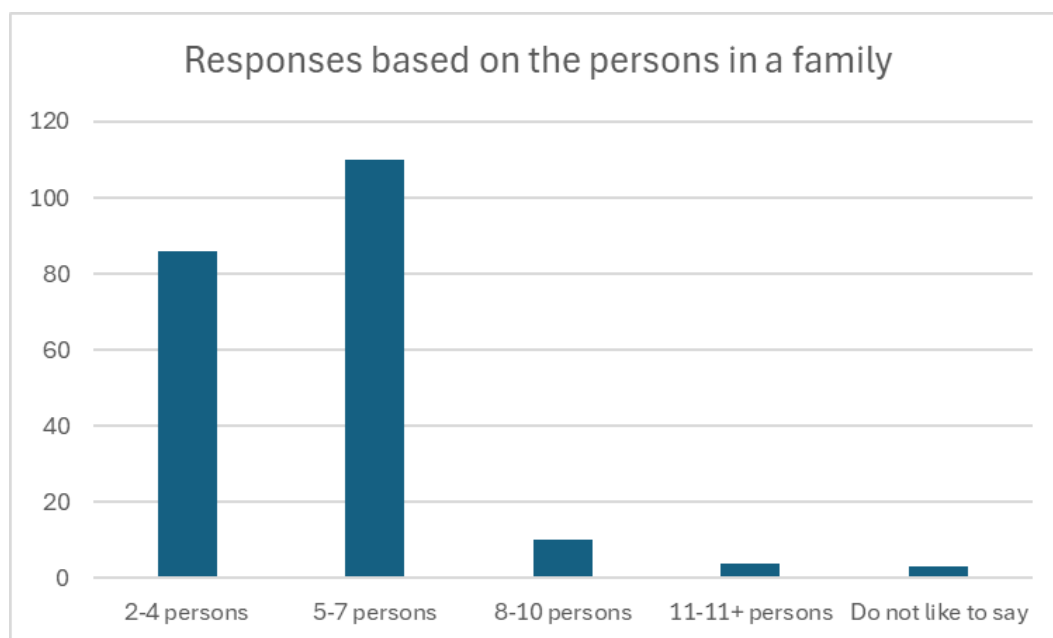


Figure 10. Responses based on the persons in a family

From Table 7 and Figure 11, it is harnessed that comparatively higher number of businessmen/women (37.14%) usually shops at the supermarkets, while the private employees are the second highest (22.39%) and government employees are the third one (19.52%). From these outcomes, it can be recommended to the supermarket's owners to more focus on the products and services they wish for shopping.

Table 7. Responses based on occupation

| Occupation | Frequency | Percentage |
|---------------------|-----------|------------|
| Government employee | 41 | 19.52 % |
| Private employee | 47 | 22.39 % |
| Businessmen/women | 78 | 37.14 % |
| Self-employed | 28 | 13.33 % |
| Student | 10 | 4.76 % |
| Unemployed | 6 | 2.86 % |
| Total | 210 | 100 % |

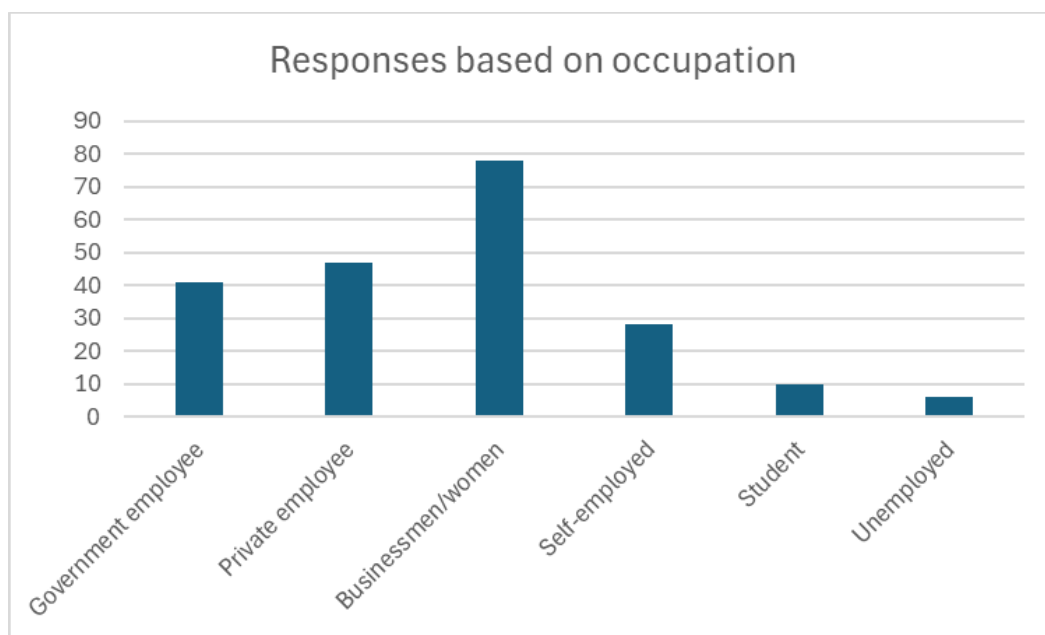


Figure 11. Responses based on occupation

In Table 8 and Figure 12, critically analyzed the outcomes based on the number of visits by the customers to the supermarkets. It is seen from Table 8 and Figure 12, that visiting once a week (69.05%) is more common, while twice a week is the second highest number of visits (17.14%). From Table 8 and Figure 12, it is also observed that there are few customers who visit the supermarkets once a month (6.67%), everyday (4.75%) and never (2.39%). From this study outcomes it is recommended that usually customers go for shopping during weekend that need to be considered by the supermarkets owners to provide more services on the weekend such as discounts, free offer, buy one get one type of promotional activities to increase customers visits and sales and profitability too.

Table 8. Responses based on number of visits to the supermarkets

| Number of visit | Frequency | Percentage |
|-----------------|-----------|------------|
| Once in a week | 145 | 69.05 % |
| Twice in a week | 36 | 17.14 % |

| | | |
|-----------------|-----|--------|
| Once in a month | 14 | 6.67 % |
| Everyday | 10 | 4.75 % |
| Never | 5 | 2.39 % |
| Total | 210 | 100 % |

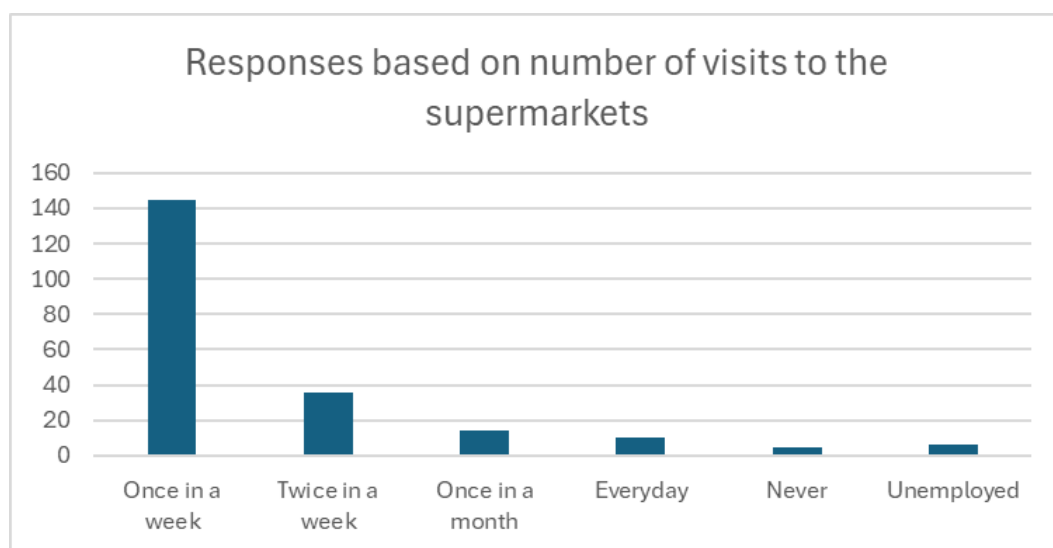


Figure 12. Responses based on number of visits to the supermarkets

Table 9 and Figure 13 accumulated the quality of products which are sold from the supermarkets. It is noticed from Table 9 and Figure 13, that customers are very much concerned to the quality of their bought products. It is observed from Table 9 that most of the customers (50.00%) are concerned and agree over the quality of the products in the supermarkets, while 36.19% customers strongly agree, 7.14% are strongly disagree, 4.28% are disagree and 2.39% are neutral with respect to the quality of products in the supermarkets.

Table 9. Response based on product quality in a supermarket

| Good product quality | Frequency | Percentage |
|----------------------|-----------|------------|
|----------------------|-----------|------------|

| | | |
|-------------------|-----|---------|
| Strongly agree | 76 | 36.19 % |
| Agree | 105 | 50.00 % |
| Strongly disagree | 15 | 7.14 % |
| Disagree | 9 | 4.28 % |
| Neutral | 5 | 2.39 % |
| Total | 210 | 100 % |

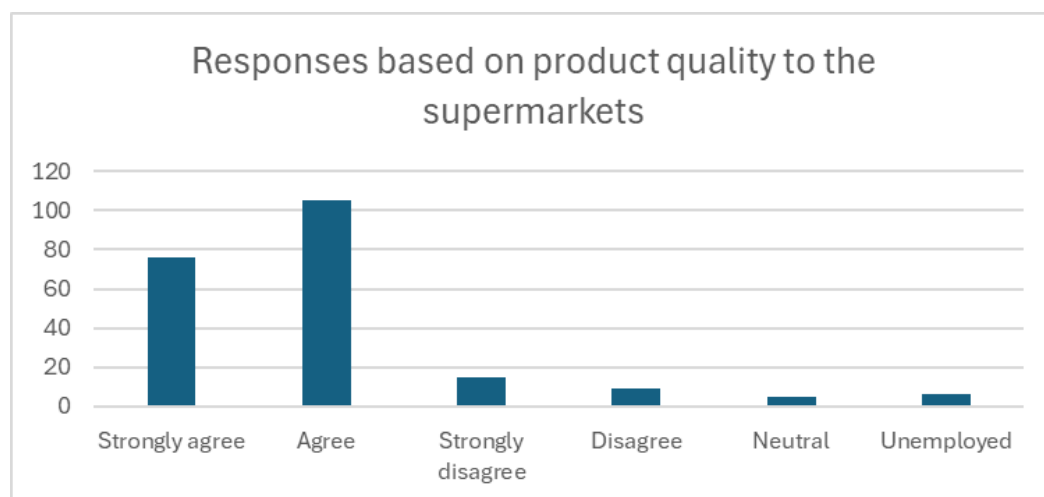


Figure 13. Responses based on product quality to the supermarkets

Many customers visiting supermarkets for shopping are concerned about the cleanliness and safety during their shopping time, which can be in terms of health, financial transactions, etc. It is pointed out from Table 10 and Figure 14 that 47.14% customers are strongly agree, whereas 38.57% agree, 7.14% strongly disagree, 4.76% disagree, 2.39% neutral about both the cleanliness and safety issues in the supermarkets.

Table 10. Responses based on the cleanness and safety in the supermarket

| Supermarket is clean and safe | Frequency | Percentage |
|-------------------------------|-----------|------------|
| Strongly agree | 99 | 47.14 % |
| Agree | 81 | 38.57 % |
| Strongly disagree | 15 | 7.14 % |
| Disagree | 10 | 4.76 % |
| Neutral | 5 | 2.39 % |
| Total | 210 | 100 % |

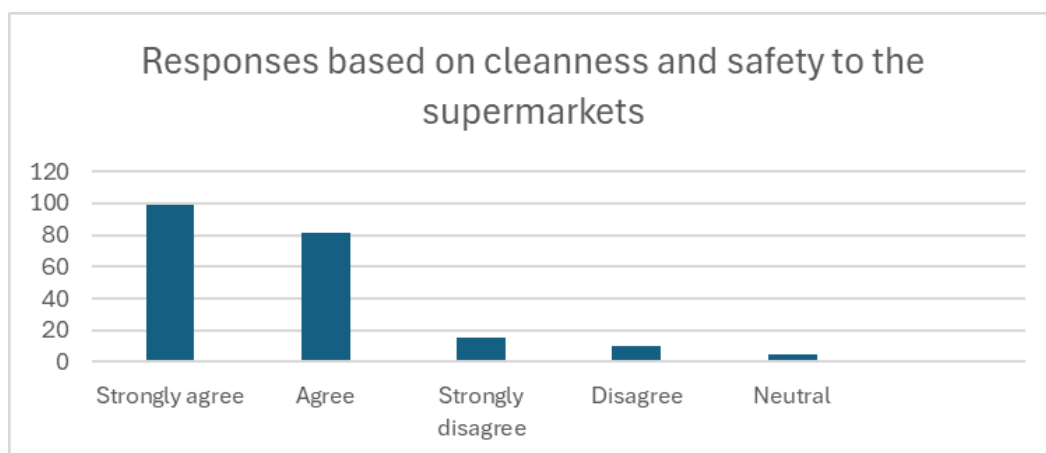
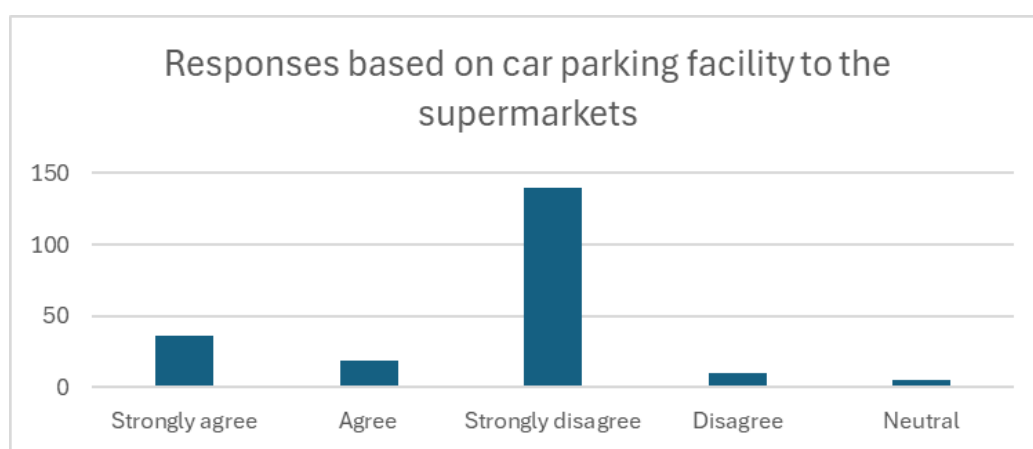
**Figure 14.** Responses based on cleanness and safety to the supermarkets

Table 11 and Figure 15 visualize the responses from the potential customers in the studied supermarkets based on the facility of car parking in the supermarkets. It is seen from Table 11 and Figure 15, that the facility of car parking is not considered as one of the major service for the customers (66.67%) to visit supermarkets, while 17.14% is strongly agree, 9.04% is agree with this facility.

Table 11. Responses based on the car parking facility at the supermarket

| Always a car parking in a supermarket | Frequency | Percentage |
|---------------------------------------|-----------|------------|
| Strongly agree | 36 | 17.14 % |
| Agree | 19 | 9.04 % |
| Strongly disagree | 140 | 66.67 % |
| Disagree | 10 | 4.76 % |
| Neutral | 5 | 2.39 % |
| Total | 210 | 100 % |

**Figure 15.** Responses based on car parking facility to the supermarkets

Customer behaviour of supermarkets staffs is considered as one of the major service by the supermarkets. It is noticed from Table 12 and Figure 16 that most of the customers (61.90%) are agree, 19.52% are strongly agree, 11.43% strongly disagree and 4.76% are disagree with this criteria of customers satisfactions. It is therefore recommended to the supermarket owners to improve the behaviour of

their staffs as much as possible to improve the customer satisfaction as well as increase the overall sales.

Table 12. Responses based on the good behavior of supermarket staffs

| Good behavior of staffs in a supermarket | Frequency | Percentage |
|--|-----------|------------|
| Strongly agree | 41 | 19.52 % |
| Agree | 130 | 61.90 % |
| Strongly disagree | 24 | 11.43 % |
| Disagree | 10 | 4.76 % |
| Neutral | 5 | 2.39 % |
| Total | 210 | 100 % |

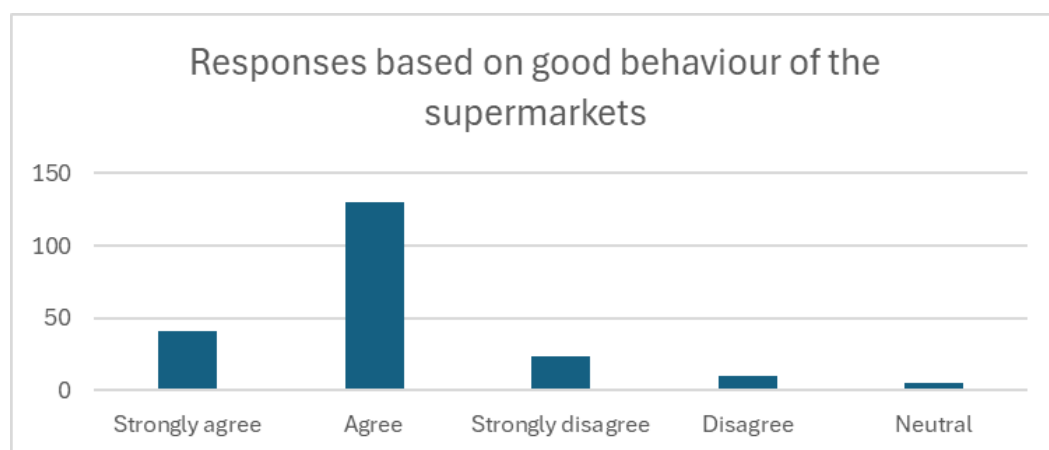


Figure 16. Responses based on good behaviour to the supermarket's staffs

The use of on-line banking is getting popular in purchasing and sales in supermarkets, which is noticed from Table 13 and Figure 17. It is seen from the Table 13 and Figure 17, that majority of the customers (42.86%) strongly agree using the credit

card facility in the payment process at the supermarkets, while 33.81% agree, 13.81% strongly disagree, 6.67% disagree and 2.85% neutral with the decision of using credit card use as the payment method.

Table 13. Responses based on acceptance of both credit and debit card in a supermarket

| Credit and debit are usable in a supermarket | Frequency | Percentage |
|--|-----------|------------|
| Strongly agree | 90 | 42.86 % |
| Agree | 71 | 33.81 % |
| Strongly disagree | 29 | 13.81 % |
| Disagree | 14 | 6.67 % |
| Neutral | 6 | 2.85 % |
| Total | 210 | 100 % |

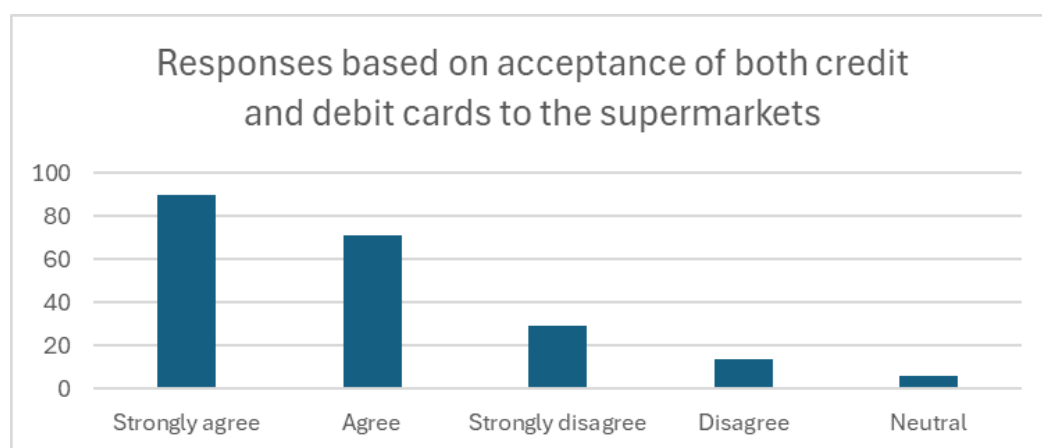


Figure 17. Responses based on acceptance of both credit and debit cards to the supermarkets

Table 14 and Figure 18 deal with the customers' responses to be satisfied based on the price of the products in the supermarkets. It is seen that most of the customers (52.39%) strongly disagree with the price of the products at supermarket as the customer satisfaction factor, while 21.43 strongly agree, 17.14% agree, 6.66% disagree and 2.38% neutral with the criteria. It is therefore recommended that only price is not the main concern of customer satisfaction but there are other factors too.

Table 14. Responses based on the price of the products in the supermarket

| Reasonable price for products in a supermarket | Frequency | Percentage |
|--|-----------|------------|
| Strongly agree | 45 | 21.43 % |
| Agree | 36 | 17.14 % |
| Strongly disagree | 110 | 52.39 % |
| Disagree | 14 | 6.66 % |
| Neutral | 5 | 2.38 % |
| Total | 210 | 100 % |

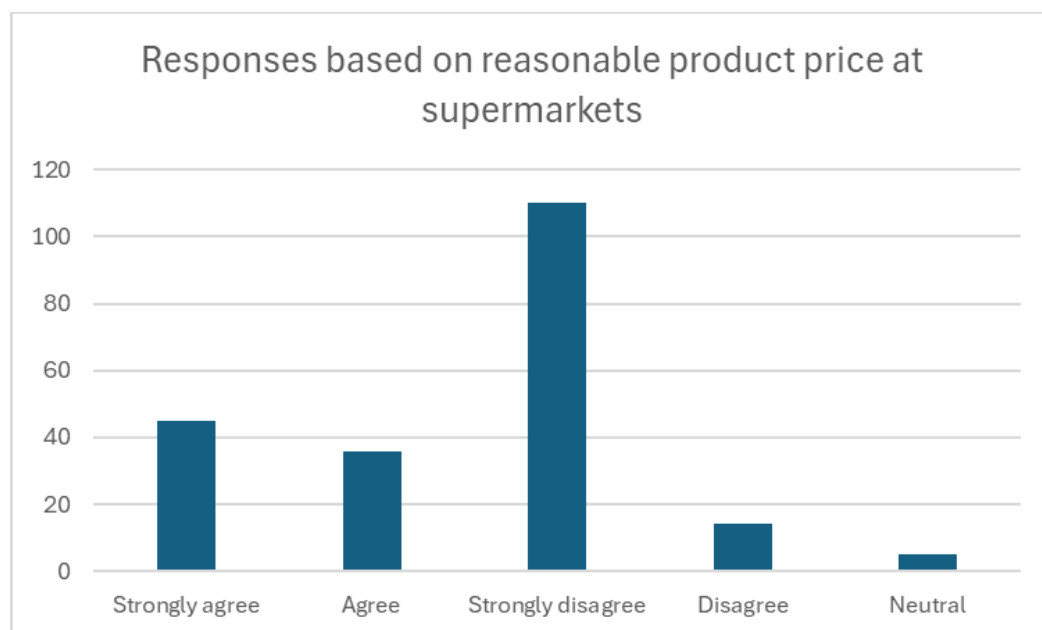


Figure 18. Responses based on reasonable product price to the supermarkets

It is interesting to notice whether the location of the supermarket is a crucial factor of customer satisfaction in supermarkets or not. It is observed from Table 15 and Figure 19, that most of the customers (47.14%) strongly agree with the location of supermarket as a deciding factor for customer satisfaction while 36.19% agree, 7.62% strongly disagree, 5.24% disagree and 3.81% neutral about this issue. It is therefore recommended to think about the location before establishing a supermarket.

Table 15. Responses based on the preference of the location of the supermarkets over traditional shops

| Preference of supermarkets over traditional shops due to location | Frequency | Percentage |
|---|-----------|------------|
| Strongly agree | 99 | 47.14 % |
| Agree | 76 | 36.19 % |

| | | |
|-------------------|-----|--------|
| Strongly disagree | 16 | 7.62 % |
| Disagree | 11 | 5.24 % |
| Neutral | 8 | 3.81 % |
| Total | 210 | 100 % |

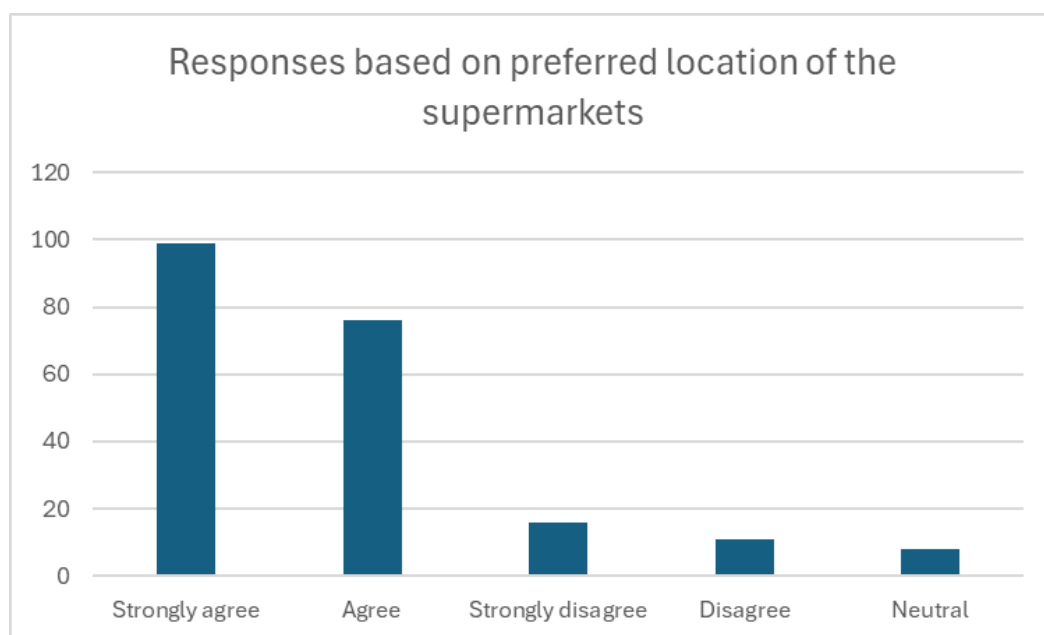


Figure 19. Responses based on preferred location of the supermarkets

Table 16 and Figure 20 display the customers' responses based on the promotional offer from supermarkets. It is identified that 40.95% agree, 37.62% strongly agree, 14.29% strongly disagree, 4.29% disagree and 2.85% are with the importance of the factor of promotional offer at supermarkets is an important deciding factor for customer satisfaction.

Table 16. Responses based on the offer of promotional discount in a supermarket

| Supermarket offers promotional discount | Frequency | Percentage |
|---|-----------|------------|
| Strongly agree | 79 | 37.62 % |
| Agree | 86 | 40.95 % |
| Strongly disagree | 30 | 14.29 % |
| Disagree | 9 | 4.29 % |
| Neutral | 6 | 2.85 % |
| Total | 210 | 100 % |

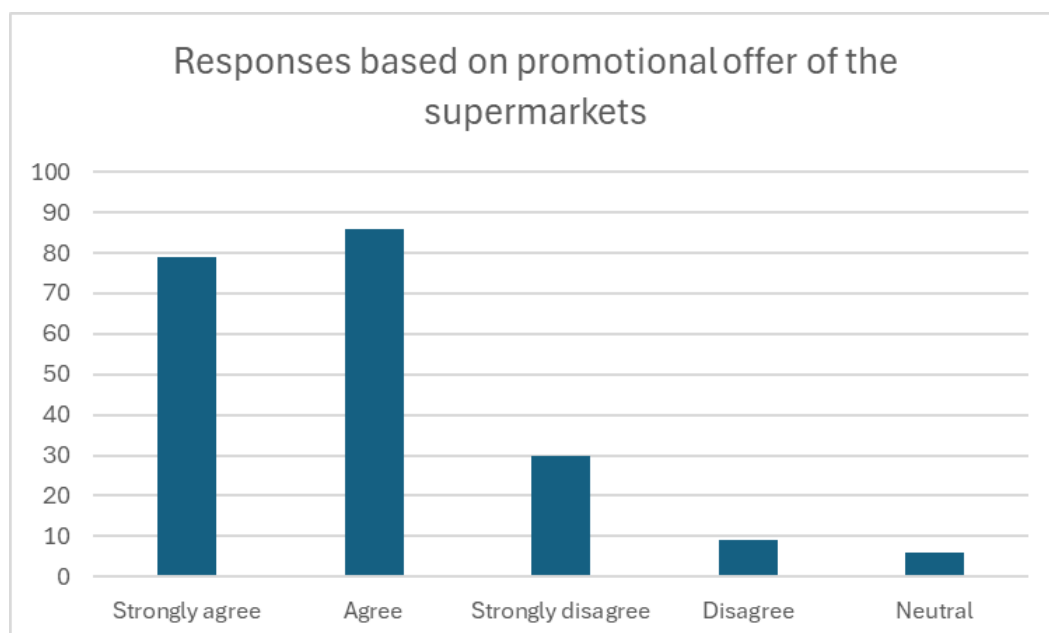


Figure 20. Responses based on promotional offer to the supermarkets

The facility of how easy it is to change a product in a supermarket is also considered a critical issue of customer satisfaction. It is comparatively difficult in a traditional market to change a product if it does not satisfy the customer's needs after buying it. From Table 17 and Figure 21, it is noticed that 40.00% of the customers strongly disagree that it is easy to change products easily in a supermarket, while 26.67% agree, 21.43% strongly agree, 8.57% disagree and 3.33% are neutral with this deciding factor.

Table 17. Responses based on the easiness to change of product in a supermarket

| It is easy to change products in a supermarket | Frequency | Percentage |
|--|-----------|------------|
| Strongly agree | 45 | 21.43 % |
| Agree | 56 | 26.67 % |
| Strongly disagree | 84 | 40.00 % |
| Disagree | 18 | 8.57 % |
| Neutral | 7 | 3.33 % |
| Total | 210 | 100 % |

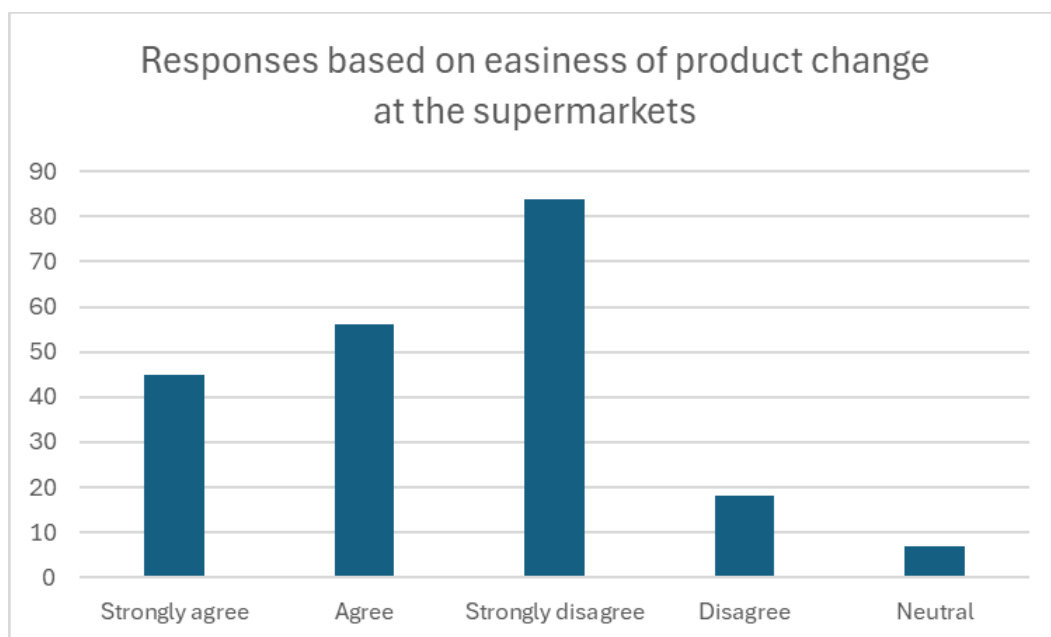


Figure 21. Responses based on easiness of product change at the supermarkets

Table 18 and Figure 22, identifies customer satisfaction at a supermarket based on the facility of buying product using on-line service. It is seen from Table 18 and Figure 22 that 46.67% agree and 38.57% strongly agree with the online buying facility at supermarket, while 7.62% strongly disagree, 3.81% disagree and 3.33% disagree with this factor as a part of customer satisfaction.

Table 18. Responses based on the online buying facility of products in a supermarket

| Supermarket products can be bought online | Frequency | Percentage |
|---|-----------|------------|
| Strongly agree | 81 | 38.57 % |
| Agree | 98 | 46.67 % |
| Strongly disagree | 16 | 7.62 % |
| Disagree | 8 | 3.81 % |

| | | |
|---------|-----|--------|
| Neutral | 7 | 3.33 % |
| Total | 210 | 100 % |

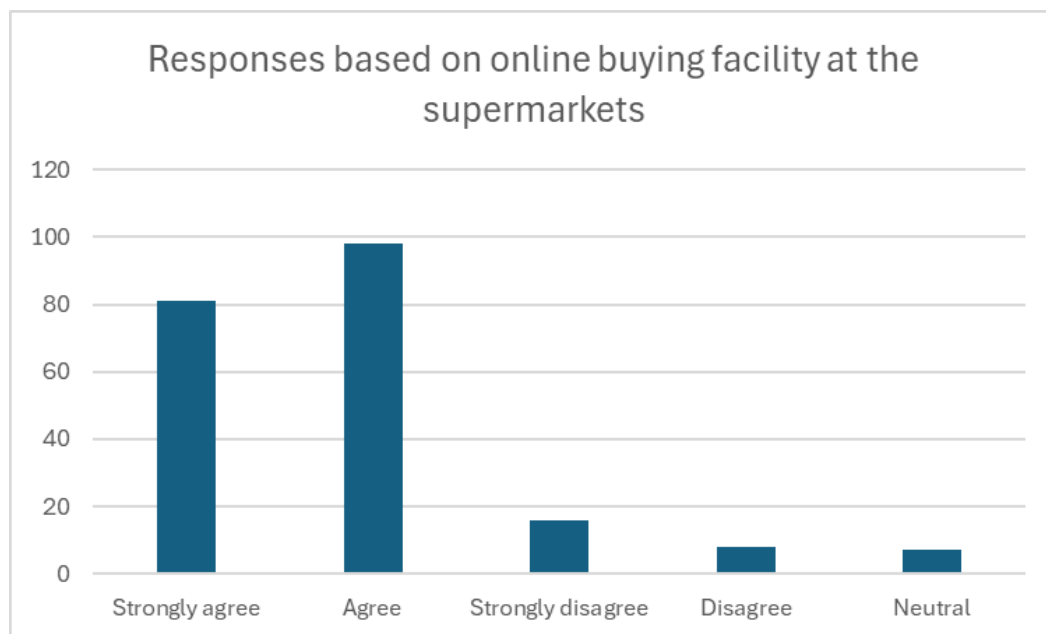


Figure 22. Responses based on online buying facility at the supermarkets

According to the outcomes presented in Table 19 and Figure 23, it is seen that majority of the customers (46.67%) are think that the price of supermarkets products is expensive than traditional markets, while 29.05% agree, 14.29% strongly disagree, 6.66% disagree and 3.33% neutral with this deciding factor. From this response, it can be generalized that supermarkets products are comparatively expensive than other markets outside these supermarkets chain in the Dhaka city, Bangladesh.

Table 19. Responses based on the overall price of supermarket products

| Supermarket products are expensive | Frequency | Percentage |
|------------------------------------|-----------|------------|
| | | |

| | | |
|-------------------|-----|---------|
| Strongly agree | 98 | 46.67 % |
| Agree | 61 | 29.05 % |
| Strongly disagree | 30 | 14.29 % |
| Disagree | 14 | 6.66 % |
| Neutral | 7 | 3.33 % |
| Total | 210 | 100 % |

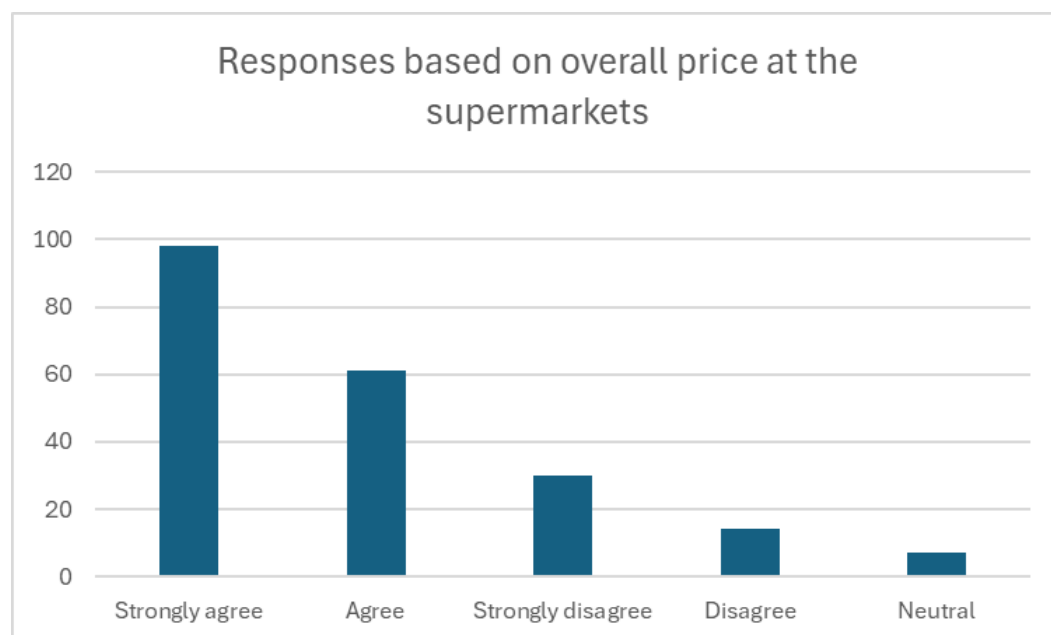


Figure 23. Responses based on overall product price at the supermarkets

4.1 Study summary

It is seen from the study that customers' satisfaction is not dependent on a single factor, but it varies from criteria to criteria and the behavior and psychology of the customers. Various outcomes as presented in various tables clearly identifies that most deciding factors to the least deciding factors of the customer satisfaction in

supermarkets chain in Dhaka city, Bangladesh. Based on the study results the owners of the supermarkets can make their strategies to establish and execute the supermarket business in Bangladesh, which can be applicable to other regions of the country as well as other country in the global market.

5 CONCLUSIONS AND FUTURE STUDY DIRECTIONS

The grocery store industry is changing in tandem with the socioeconomic shifts, and since 2000, Bangladesh's supermarket business has thrived. Since then, this industry has significantly contributed to Bangladesh's growth in GDP. Customers are being encouraged to purchase at supermarkets by several aspects of the stores, like having all their necessities in one location and offering an accessible shopping atmosphere. Since educated individuals make up the majority of the supermarket's customer base, the store tries to draw in less educated customers.

Most supermarkets in Bangladesh are found in urban areas, where patrons must endure exorbitant prices, wait in long checkout lines, and sometimes also succumb to the temptation to purchase superfluous items. All of the issues will be resolved and this industry will be able to contribute more to the growth of the nation if the supermarket leaders adopt the step to operate the store properly, set up as many check-out points as feasible, enable self-checkout and payments counters to speed up making a payment, preserve enough space for customers to walk around, guarantee sufficient air circulation, provide adequate instructions to find the items they want quickly, hire successful and effective staff, and lobby the government to have any extra taxes repealed.

5.1 Address of the research questions based on the study outcomes

This study comfortably addressed the three identified research questions, which can be explained as follows:

The first research question was: What are the critical factors to measure customer satisfaction in supermarkets chain in Bangladesh? This question was answered by studying the supermarket customers' happiness through a questionnaires survey. The purpose of this survey was to determine the factors that determine the degree of customer satisfaction in Bangladesh's supermarkets. In this study, data from primary and secondary sources were gathered and examined. The source data

were gathered directly from the customers of Bangladesh's four supermarkets. A standardized questionnaire was used to help with the interviews with 210 supermarket customers. To find the components that affect customer happiness and the connections between them and overall customer satisfaction, an excel-based analysis was used. This study found that the critical factors of customer satisfaction in supermarkets' patrons in Bangladesh were quality of the goods or services, products price, level of customer care, location, promotional offer, payment method, easiness of goods exchange, health and safety issues, internal comfort, cleanliness and hygiene, parking facility, etc.

The second research question was: 'What are the available tools used to measure customer satisfaction in the supermarket business in Bangladesh?', which was addressed by using a review of existing literature. It is noticed that there are several tools available such as net promoter score (NPS), questionnaire survey, door-to-door interviews with the customers, etc. In general, the use of the tools is dependent on the needs and business sectors. From this study it is noticed that to measure customers' satisfaction level in supermarket business, both face-to-face and online-based questionnaires survey methods were appropriate. Such surveys offer the most accurate outcomes with respect to customer satisfaction level in supermarkets.

The third research question was: 'How to measure the customer satisfaction level in a super shop chain in Bangladesh?', which was answered through an extensive data collection process within the scope of this study. The survey questionnaires were initially sent to 350 potential customers in the supermarket chain at Dhaka which is the capital city of Bangladesh. The questionnaires were distributed among four top-class supermarket chains in the city. After several reminders, in total 210 customers were responded to the questionnaires, which indicates a satisfactory level of the response rate as of 60%. The collected data was analyzed using Excel software which indicates an interesting outcome at the end. It is observed from the study outcomes that most of the customers were satisfied with the product

quality, staff behavior, payment methods (by debit/credit card), location, sales (discount), online buying facility, whereas they were not satisfied or unhappy with the lack of car parking facility and hassle during changing the bought products.

5.2 Managerial implications

The findings also demonstrate the importance of route coefficients for the domains of interpersonal connection, solving issues, and strategy in relation to Bangladeshi supermarkets' customer happiness. The customers' interest in interacting with salespeople and getting their issues resolved can be ascribed to this. When it comes to the supermarket owners' policies on parking spaces, premium merchandise, and hours of operation, consumers also want to be confident in their experience. This study indicated that certain structures, such as exterior features and accuracy, had no major effect on the satisfaction of Bangladesh's supermarkets. The clients' level of seriousness about these aspects may be one of the explanations.

According to this study, with the goal to raise customer satisfaction, Bangladeshi supermarket owners and businesspeople should concentrate upon one-on-one communication, figuring out solutions, and supermarket strategy. Supermarket employees might receive instruction about improving customer service. The supermarket strategy may also be prioritized to ensure consumer pleasure.

Moreover, it is also observed from the study outcomes that customers were not happy with the products price and lack of suitable car parking facility, which the authorities need to concentrate to improve the customer satisfaction level that ultimately affect the overall sales and profitability of the supermarkets business in Bangladesh.

The overall findings from this study are applicable nicely within a European context, where the nature and wishes of the potential customers are very same. This study therefore can be replicated within any European context as well as global

context. It is believed that from the study findings, global supermarket owners would be able to get valuable information related to customer satisfaction which would help them to efficiently manage their supermarkets accordingly.

5.3 Study limitations and future research directions

This study was consisted of the sample size of 210 consumers of Bangladesh's supermarkets only which is one of the major limitations of this study to generalize its outcomes. If the sample size were more, it would reflect the quite generic study outcomes that is applicable to whole country of Bangladeshi supermarkets. Additionally, this study was only focused on the Dhaka city neglecting the samples from other big cities of Bangladesh which exerts additional limit to the study. Moreover, this study is focused on only four major supermarkets chain the country, avoiding many other existing supermarket chains in the country.

Moreover, this study is done between the time from February to May 2024 due to limited scope and study time limit, which also limits the study due to the customers behavior in longer duration. If the study could have run for a longer period, for instance at least for one full year, then it was easy to read the behavior and satisfaction level of the customers to shopping experience at the studied supermarkets.

Based on the above circumstances, in future this study can be extended with more sample sizes and considering more supermarkets customers. Additionally, the study can be extended to other major cities in Bangladesh to generalize the study outcomes. Furthermore, study duration can be extended to longer period in addition to including past years data from the supermarkets on customer behaviors to find out the overall trend of customer satisfactions in the supermarkets in Bangladesh. Furthermore, specific customer satisfaction measurement tools such as Net Promoter Scale (NPS), Customer Effort Score (CTS), SurveySensum, etc., can be used to compare the study outcomes based on qualitative survey method to quantitative method.

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APPENDICES

APPENDIX 1

Questionnaires used to measure the customer satisfaction level at four selected supermarkets chain in Bangladesh.

Customer satisfaction survey in supermarket chains in Bangladesh

(Please help me to answer the questions. This data is confidential and only be used for the academic study only)

Email *

Valid email

This form is collecting emails. [Change settings](#)

1. Could you let me know your gender? *

Male

Female

Prefer not to say

Other...

2. How old are you (years)?

- 20-29
- 30-39
- 40-49
- 50-59
- 60 and above



3. What is your occupation?

- Government employee
- Private employee
- Businessman/woman
- Self-employed
- Student
- Unemployed

4. How often would you go for shopping in supermarket?

- Once in a week
- Twice in a week
- Once in a month
- Everyday
- Never

⋮

5. In my opinion the products in a supermarket are good quality

- Strongly agree
- Agree
- Strongly disagree
- Disagree
- Neutral

6. Supermarkets environments are clean and safe

- Strongly agree
- Agree
- Strongly disagree
- Disagree
- Neutral



7. I get all of my products in the supermarket

- Strongly agree
- Agree
- Strongly disagree
- Disagree
- Neutral

8. I always get a car parking facility in a supermarket

- Strongly agree
- Agree
- Strongly disagree
- Disagree
- Neutral

⋮

9. I like the behavior of supermarket staff

- Strongly agree
- Agree
- Strongly disagree
- Disagree
- Neutral

10. I can pay both credit and debit cards in a supermarket

- Strongly agree
- Agree
- Strongly disagree
- Disagree
- Neutral

⋮

11. I can get a reasonable price of products in a supermarket

- Strongly agree
- Agree
- Strongly disagree
- Disagree
- Neutral

12. I prefer supermarkets over other traditional shops due to the location

- Strongly agree
- Agree
- Strongly disagree
- Disagree
- Neutral

⋮

13. I always get promotional offer (discount) from a supermarket

- Strongly agree
- Agree
- Strongly disagree
- Disagree
- Neutral

14. It is easy to change any products after bought them from a supermarket

- Strongly agree
- Agree
- Strongly disagree
- Disagree
- Neutral



15. I can buy products from a supermarket online

- Strongly agree
- Agree
- Strongly disagree
- Disagree
- Neutral

16. My per month income is:

- Below 30,000 Taka
- 30,000-40,000 Taka
- 41,000-50,000 Taka
- 51,000-60,000 Taka
- 61,000-70,000 Taka
- Above 71,000 Taka
- Do not like to say

17. My family is consisted of

- 2-4 members
- 5-7 members
- 8-10 members
- 11 and more members

18. I think supermarket products are much more expensive than other traditional shops

- Strongly agree
- Agree
- Strongly disagree
- Disagree
- Neutral

Please provide your additional comments and/or questions if there is any

Long answer text

Interview questionnaires link:

<https://docs.google.com/forms/d/19hfCSoHo5A4ArObn0QoehB2QdAqIJ4VDZfB--Q7o8rs/edit>