

S.P.V.V.S

**G.P.PORWAL ARTS,COMMERCE AND V.V.SALIMATH
SCIENCE COLLEGE SINDAGI – 586128**

TQ : SINDAGI

DIST : VIJAYAPURA



DEPARTMENT OF COMMERCE

B.COM VI SEM

PROJECT REPORT

TOPIC : MoreSuper Market

2022 – 2023

NAME : Daneshwari Pareet

SUBJECT: Project

CLASS : B.Com VI sem

REG NO : C2060820

SUBMITTED BY

Daneshwari

Head

**Dept. of Commerce
G.P.P. Arts, Commerce & V.V.S. Science
College, SINDAGI-586128**

SUBMITTED TO

Prof. Prakash Rathod

Coordinator IQAC

**G. P. PORWAL ARTS, COM & G. P. Porwal Arts, Com
V. V. SALIMATH Sc. College, V. V. Salimath Sc. Colle
SINDGI-586128. SINDGI-586128. College Cod**

Principal



[Signature]
Head

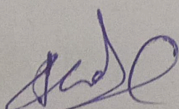
Dept. of Commerce
G.P.P. Arts, Commerce & V.V.S. Science
College, SINDAGI-586128

[Signature]
Coordinator IQAC
G. P. PORWAL ARTS, COM &
V. V. SALIMATH Sc. College,
SINDGI-586128.

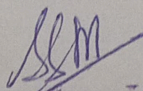
[Signature]
Principal,
G. P. Porwal Arts, Comm &
V. V. Salimath Sc. College
SINDGI-586128. College Code: 5234

CHAPTER 1

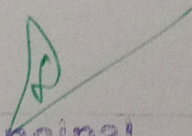
INTRODUCTION


Head

Dept. of Commerce
G.P.P. Arts, Commerce & V.V.S. Science
College, SINDAGI-586128


Coordinator IQAC

G. P. PORWAL ARTS, COM &
V. V. SALIMATH Sc. College,
SINDGI-586128.


Principal,

G. P. Porwal Arts, Comm &
V. V. Salimath Sc. College
SINDGI-586128. College Code: 5234



CHAPTER 4

SAL ANALYSIS

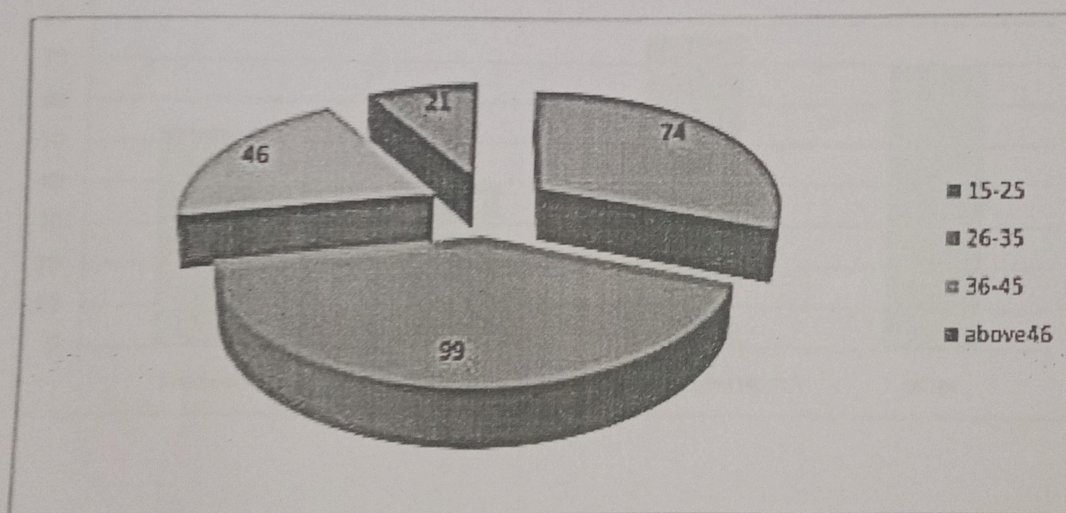


4.2 AGE GROUP

Table no. 4.2: Showing classification of respondents based on their age group.

PARTICULARS	FREQUENCY	PERCENTAGE
15-25	74	31
26-35	99	41
36-45	46	19
above 46	21	9
TOTAL	240	100

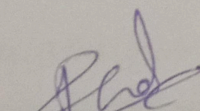
Chart no. 4.2: showing age group of respondents.



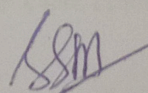
INTERPRETATION:

Regarding age wise classification it is clear that respondents belonging to the age group of 15 to 25 years were 31% which states that a good number of students and young people shops at more. Respondent belonging to age group of 26 to 35 and 36 to 45 have 41% and 19% respondents respectively. This tells the customers who shop at this store are middle age people such as working women's, housewives, and professionals as it is stores target group. Those with above 46 year are very less in number which accounts for just 9% of the total respondent.

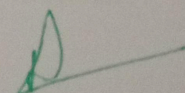
- Analysing reliability component shows that 71.98% satisfaction level towards reliability from the respondents. There is still more scope for improvement in reliability component by which the gap of 1.96 out of 7 can be covered.
- Assurance component has satisfaction level of 72.17%. The gap score of 1.94 out of 7 tells the scope for improvement.
- The respondents tell that the empathy shown by more store is satisfied to the level of 70.80%. And gap score 2.03 out of 7 has to be covered to satisfy all customers to the best.
- The responsiveness of more store gives 71.11% satisfaction level to the respondents.
- Overall the assurance of more store has more satisfaction level (72.19%) and fewer gaps with 1.94 out of 7, this may be because the assurance statement contains the behaviour of employees instils confidence statement which has high satisfaction level. Apart from this tangibility component has more satisfaction level (71.98%).
- Using regression and Anova test it was found that all the 5 dimensions of service quality has a affect on customer perception and all the null hypothesis were rejected.
- Using correlation it was observed that Responsiveness and Empathy has a strong relationship on customer perception.


Head

Dept. of Commerce
G.P.P. Arts, Commerce & V.V.S. Science
College, SINDAGI-586128



Coordinator IQAC
G. P. PORWAL ARTS, COM &
V. V. SALIMATH Sc. College,
SINDGI-586128.

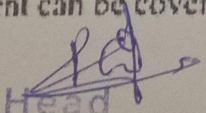


Principal,
G. P. Porwal Arts, Comm &
V. V. Salimath Sc. College
SINDGI-586128. College Code: 52

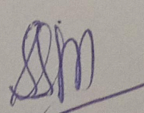
SUGGESTION

From the study done at more store to understand customer perception and satisfaction has found out the above mentioned findings which gives some suggestions. More has achieved its target customers but there are many things to be achieved. The following are some of the suggestions.

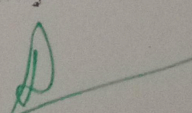
- The product quality, packaging etc. has to be improved.
- As majority of customers are educated. Thus advertisement can be improved; it will help in easy communication.
- Most of the customers visit more once in a week or in every fortnight. So coming up with an offer which gives offer for those members will satisfy the customers.
- Responsiveness and processing of customers enquiry and complaints should be proper and fast.
- The dressing of the employees can be changed so that it will be more attractive, as it is a retail industry.
- Majority of customer look for variety of products. So more should keep different variety in the product and enough stock.
- Provide convenient parking space for customers to use.
- Can seek the suggestions from the loyal customers so it can boost the business.
- Employees should only help the customers when required by them. This is because every customer doesn't like to accompany by a staff.
- More stores have a need for some more cash counters, to serve quickly without making customer wait.
- Introducing return policy can attract more number of customers
- By improving store atmosphere and displaying system the gap of tangibility component can be covered.


Head

Dept. of Commerce
G.P.P. Arts, Commerce & V.V.S. Science
College, SINDAGI-586128

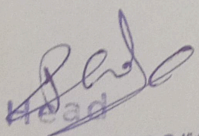

Coordinator IQAC

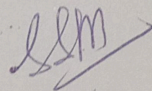
G. P. PORWAL ARTS, COM &
V. V. SALIMATH Sc. College,
SINDGI-586128.

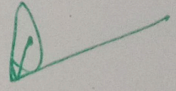

Principal,

G. P. Porwal Arts, Comm
V. V. Salimath Sc. Colleg
SINDGI-586128. College Code: 69

- By keeping enough stock, and providing service at right time can help to improve the reliability of the store.
- Time to time training and updates should be given to the employees, so the employees will have enough knowledge about the product at more. So that assurance can be achieved.
- The employees of more should serve the customer with happy heart and more enthusiastically. By this gap in empathy can be covered.
- Extending the store timing can help the store to increase its responsiveness.


 Head
 Dept. of Commerce
 G.P.P. Arts, Commerce & V.V.S. Science
 College, SINDAGI-586128


 Coordinator
 G. P. PORWAL ARTS, COMM &
 V. V. SALIMATH Sc. College,
 SINDGI-586128.


 Principal,
 G. P. Porwal Arts, Comm &
 V. V. Salimath Sc. College
 SINDGI-586128. College Code: 5