A Study On Customers' Perception Towards Home Delivery System In Devapaul Supermarket With Special Reference To Coimbatore City

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Abstract: This study explores the evolving landscape of supermarket retailing with a focus on the home delivery services offered by DevaPaul Supermarket in Coimbatore. With the rapid advancements in technology and changing consumer lifestyles, home delivery has emerged as a crucial component of modern marketing strategies. The study aims to understand customer perceptions, identify key influencing factors, and assess satisfaction levels regarding these services. We collected data from 120 respondents through structured questionnaires, utilizing a descriptive research methodology. The analysis employs tools such as chi-square, and t-tests to interpret customer preferences and the challenges they face. Findings reveal that convenience, cost, product quality, delivery time, and flexible delivery slots are significant drivers of customer satisfaction. The study concludes with recommendations to enhance customer experience through personalized marketing, improved customer support, and technological innovations in delivery systems.

Keywords: Home delivery, Supermarket, Customers' Perception.

I.INTRODUCTION

People are searching for quick and simple ways to purchase in the fast-paced world of today. To make shopping more convenient, supermarkets have begun to provide home delivery services. The popularity of this service has increased, particularly since the COVID-19 pandemic. Nowadays, consumers would rather shop from home than visit physical establishments. One such retailer that provides home delivery is DevaPaul Supermarket in Coimbatore. It's critical to know what consumers think about this service. It helps the store please its customers and enhance its delivery system. Customer opinion is influenced by several elements, including timing, pricing, product quality, and speed. Customers' perceptions of the home delivery service in Coimbatore are the main subject of this study. It also examines the issues they encounter and their expectations of the service. Finding methods to improve the service for all users is the primary objective. DevaPaulmay expand and maintainits market leadership by understanding client wants.

Objective:

To Analyse the effectiveness of home delivery services in supermarket

II. STATEMENT OF PROBLEM

Home delivery services have grown to be a crucial component of supermarket operations due to the increasing popularity of online shopping and shifting consumer lifestyles. Home delivery service has been implemented by numerous supermarkets, such as DevaPaul in Coimbatore, its true success hinges on how consumers view it. Customer happiness may be impacted by factors like communication, service fees, product quality, and delivery speed. However, there is still limited understanding of how customers in Coimbatore truly feel about the home delivery system offered by DevaPaul Super market. The supermarket finds it challenging to enhance and personalize its offerings due to this knowledge gap. To successfully satisfy customer expectations, it is crucial to research customer perception, pinpoint their requirements and difficulties, and assist DevaPaul in improving its home delivery service.

III. RESEARCH METHODOLOGY TOOLS AND TECHNIQUE USED

The analysis has been made through the questionnaire.

- Chi-Square Analysis
- T Test Analysis

CHI-SQUARE ANALYSIS

Chi-Square is a statistical tool commonly used for testing the independence and goodness of fit. Testing independence determines whether two or more observations across two populations are dependent one another. Testing for goodness of fit determines an observed frequency distribution matches a theoretical distribution.

FORMULA

Chi-square = (Observed Value – Expected Value)^2 / Expected Value
Expected Value = Row Total * Column Total / Grand Total
HYPOTHESIS
H0: There is no significant relationship between dependent variable and independent
variable. H1: There is significant relationship between dependent variable and
independent variable
Significance value for chi-square is 0.05. If the calculated value is less than the table value, it is accepted. Else in another situation it is rejected.

T-TEST ANALYSIS

T-test is a statistical test used to compare the means of two groups to determine if they are significantly different from each other. It is commonly used in hypothesis testing when sample sizes are small, and the population standard deviation is unknown.

LIMITATIONS OF THE STUDY

The research is geographically restricted to Coimbatore, and hence the findings may not be generalized to other regions. The study relies heavily on primary data collected through surveys, which may be influenced by respondents' personal biases, limited awareness, or willingness to share honest feedback. The sample size may not fully represent the diverse customer base of the supermarket.

IV.   ANALYSIS AND INTERPRETATION

RESPONDENTS ACCORDING TO THE GENDER AND HOME DELIVERY SERVICES OFFERED BY SUPERMARKET

Table 1

		HOME DELIVERY SERVICES OFFERED BY SUPERMARKET		Total
		NO	YES	
GENDER	Female	7	55	62
	Male	7	51	58
Total		14	106	120

The table shows that 55 female respondents offered home delivery services from supermarket whereas 7 female respondents not offered home delivery service from supermarket and 51 male respondents offered home delivery services from supermarket whereas 7 male respondents not offered home delivery service from supermarket. The table suggests that from the total of 120 respondents, 106 respondents offered home delivery services from supermarket and 14 respondents not offered home delivery service from supermarket.

Table 2

Chi-Square Tests				
Pearson Chi-Square	**Value**	**Df**	**Significance**	**Result**
	0.027	1	.870	Accepted

The Pearson Chi-Square test results show a value of 0.027 with 1 degree of freedom and a p-value of 0.870. Since the p-value is significantly greater than the commonly used significance level of 0.05, we fail to reject the null hypothesis. This suggests that there is no statistically significant relationship between gender and home delivery services offered by super market at the 5% significance level. In other words, the data indicates that age do not significantly impact home delivery service offered by supermarket.

RESPONDENTS ACCORDING TO AREA OF RESIDENCE AND MAXIMUM AMOUNT PAYABLE FOR DELIVERY CHARGES

Table 3

	AREA OF RESIDENCE	N	Mean	Std. Deviation	Std. Error Mean
THE MAXIMUM AMOUNT YOU PAYABLE FOR DELIVERY CHARGES	RURAL	82	2.46	.819	.090
	URBAN	38	2.50	.797	.129

An independent samples t-test was conducted to compare the average maximum amount customers pay for delivery charges based on their area of residence (rural vs. urban). The results show that rural residents (N = 82) had a mean score of 2.46 (SD = 0.819), while urban residents (N = 38) had a slightly higher mean score of 2.50 (SD = 0.797). The difference in mean values is minimal, and the standard error of the mean is also small for both groups (0.090 for rural and 0.129 for urban). Based on this data, there is no substantial difference in the maximum delivery charge payable by rural and urban residents.

Table 4

F	Sig.	t	df	Sig. (2-tailed)	RESULT
.060	.807	-.229	118	.819	Not significant
		-.232	74.021	.817	

A t-test was done to see if there is a difference between rural and urban customers in the maximum amount, they are pay for delivery charges. The results showed no significant difference between the two groups, as the p-value was 0.819, which is much higher than 0.05. This means that both rural and urban customers are willing to pay similar amounts for delivery, and their area of residence does not have a meaningful effect on how much they are ready to spend. The table concludes that there is no significant difference between area of residence and maximum amount payable for delivery charges as the significance value is more than 0.05.

v. FINDINGS

The study explored the relationship between gender and the availability of home delivery services from supermarkets, as well as the association between area of residence and the maximum amount customers are willing to pay for delivery charges. From the total of 120 respondents, 106 respondents utilized home delivery services, with both male and female respondents showing similar levels of engagement 55 females and 51 males. A chi-square test confirmed that there is no statistically significant association between gender and the use of home delivery services, as the p-value was 0.870, which is greater than the 0.05 threshold. The study examined whether respondent's area of residence (rural or urban) influenced the maximum amount they pay for delivery. Both rural and urban residents pay mid-range amounts (Rs.21–Rs.100), and very few opted for the lowest or highest ranges. The independent samples

t-test showed no significant difference in mean payment levels between rural and urban respondents, with a p-value of 0.819. Therefore, the analysis concludes that both gender and area of residence have no significant impact on either the use of delivery services or willingness to pay for them.

VI. SUGGESTIONS

Since gender and area of residence do not significantly influence the use of home delivery services or the maximum amount customers pay for such services, supermarkets should focus more on other customer-centric factors such as service quality, delivery speed, and ease of ordering rather than targeting specific demographic groups. Supermarkets can further expand and promote these services across all customer segments. By considering the above analysis and interpretation, most customers are comfortable with mid-range delivery fees (Rs.21–Rs.100), so supermarkets should standardize their delivery charges within this range to maximize customer satisfaction and affordability.

VII. CONCLUSION

The study on customers' perception towards home delivery services at Devapaul Supermarket with special reference to Coimbatore city reveals that most customers have a positive view of the service and find it convenient, time-saving, and helpful, especially in busy urban life. Both male and female customers, across rural and urban areas, show similar interest in using home delivery services, and most customers pay a moderate amount for delivery charges. The findings also show that customer satisfaction depends on factors like timely delivery, reasonable charges, product quality, and good customer support. While the majority are satisfied, still there is room for improvement, especially in areas like tracking orders, faster delivery, and user-friendly online platforms. Overall, the study highlights that home delivery is becoming an essential part of modern shopping habits, and by understanding customer preferences, Devapaul Supermarket can further improve its service to meet expectations and increase customer loyalty.

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