

A Study on Customer Satisfaction towards Big Mart Supermarket, Chitwan

Binita Lamichhane

BBA Scholar, Valley State College, Chitwan

Email: niurepabitra48@gmail.com

ORCID: <https://orcid.org/0009-0003-7872-8667>

ABSTRACT

This study examines customer satisfaction at Big Mart Supermarket in Bharatpur, Chitwan, with the goal of identifying key factors shaping consumer perceptions and experiences. Adopting a descriptive research design and convenience sampling, data were gathered from 123 respondents via a structured online questionnaire, utilizing a five-point Likert scale to measure attitudes. The research is anchored in Customer Satisfaction Theory, drawing on Expectation-Confirmation Theory and the SERVQUAL model to assess service quality and customer expectations.

Findings indicate that while customers are generally satisfied with product quality, variety, and the overall shopping experience, concerns remain regarding pricing, promotional offers, and product freshness. Addressing these areas presents opportunities to enhance customer satisfaction, build loyalty, and expand the customer base. The respondent demographic is predominantly educated young adults aged 18–25, offering Big Mart valuable insights to refine its strategies and strengthen its market presence in Chitwan.

Keywords: *Big Mart Supermarket, customer satisfaction, expectation-confirmation theory, product quality, SERVQUAL model*

Received: March 9, 2025
Revised: March 22, 2025
Accepted: April 23 2025
Published: April 25, 2025



How to cite this paper:

Lamichhane, B. (2025). A Study on Customer Satisfaction towards Big Mart Supermarket, Chitwan. *Valley State Research Review*, 1(1), 120-131.

1. INTRODUCTION

Big Mart is Nepal's largest supermarket chain, with over 100 stores operating in the major cities of Nepal such as Kathmandu, Pokhara, Chitwan, etc. Established on July 10, 2009, in City Centre Mall, Kathmandu, Big Mart introduced an innovative approach to the Nepalese retail industry by integrating a structured and organized supermarket model. The supermarket offers a diverse range of products, including groceries, fresh vegetables, and household essentials, making it a one-stop shopping destination. As the first supermarket in Nepal to introduce the 'Value & Savings' concept, Big Mart has revolutionized the consumer shopping experience, emphasizing affordability and convenience.

In Chitwan, a rapidly growing industrial and commercial hub, Big Mart has established itself as a key player in the local retail market. The store caters to the needs of a diverse customer base, offering not only physical shopping convenience but also digital access through its mobile application. By leveraging technology, Big Mart has expanded its reach, enabling customers to access promotional offers and shop from the comfort of their homes. In an increasingly competitive retail landscape, understanding customer satisfaction is

crucial for maintaining market leadership and fostering customer loyalty.

Customer satisfaction is defined as a consumer's post-purchase evaluation of their overall service experience (Dubé & Menon, 2000). It represents an effective response in which the consumer's needs, desires, and expectations have been either met or exceeded (Lovelock, Patterson, & Walker, 2001). The ability of a retailer to meet or surpass customer expectations plays a crucial role in gaining a competitive advantage. Customer satisfaction has become a strategic focus for customer-oriented firms across various industries (Henard, 2001).

A high level of customer satisfaction fosters positive brand perception and enhances customer retention. Satisfied customers are more likely to return, recommend the supermarket to others, and contribute to favorable word-of-mouth and online reviews. This study aims to evaluate customer satisfaction levels at Big Mart Supermarket in Chitwan by identifying key strengths and areas requiring improvement. The findings will serve as a benchmark for future enhancements in customer service, ensuring that Big Mart remains aligned with evolving consumer expectations.

Despite the rapid expansion and increased visibility of Big Mart in Chitwan, there exists a noticeable scarcity of empirical data elucidating the specific factors that affect customer satisfaction. Various elements such as pricing strategies, product quality, diversity of offerings, customer service, discount frameworks, and employee conduct are known to significantly influence the shopping experience. However, the degree to which these elements contribute to overall customer satisfaction is not well-defined, complicating efforts to pinpoint areas for improvement. This study seeks to fill the gap in the comprehension of the essential determinants of customer satisfaction at Big Mart Supermarket in Chitwan. The absence of thorough insights impairs management's ability to devise effective strategies that enhance service quality and fulfill customer expectations. By identifying the variables that affect satisfaction, the research intends to assist Big Mart in optimizing its services and sustaining a competitive advantage within the retail sector.

The significance of this study lies in its potential to advance the understanding of customer satisfaction at Big Mart Supermarket in Chitwan, which is vital for elevating service quality and improving the overall shopping atmosphere. By <https://www.valleystatecollege.edu.np/research>

evaluating existing satisfaction levels, this research aims to identify both strengths and areas needing enhancement, which in turn can enable management to formulate precise strategies that effectively address customer concerns. Customer satisfaction is critical in cultivating loyalty; content customers are more inclined to return for future purchases and recommend the supermarket to others. Enhancing customer relationships through improved service delivery can lead to higher retention rates and lowered customer attrition, ultimately benefiting the long-term success of Big Mart. Moreover, this study establishes a benchmark for monitoring future improvements. By clearly defining satisfaction levels, Big Mart can assess the effectiveness of service upgrades and adjust to changing consumer preferences. The outcomes of this study will not only serve the interests of the supermarket but also enrich the shopping experience for the local community.

The central inquiries of this study include: What are the primary factors that lead to customer satisfaction or dissatisfaction with Big Mart Supermarket in Chitwan? In what ways can Big Mart Supermarket in Chitwan enhance its services and offerings to address customer concerns and improve overall satisfaction?

The principal objectives of this research are to evaluate the current customer satisfaction levels at Big Mart Supermarket in Chitwan across various dimensions and to analyze customer preferences, expectations, and perceptions regarding the retail experience. Achieving these objectives will yield actionable insights that empower Big Mart to enhance its customer service, fortify customer relationships, and uphold a competitive stance in the retail market.

The research focuses on presenting the study on customer satisfaction towards Big Mart supermarket, with a framework that includes customer satisfaction as the dependent variable, price, product quality, customer service, product diversity as an independent variable.

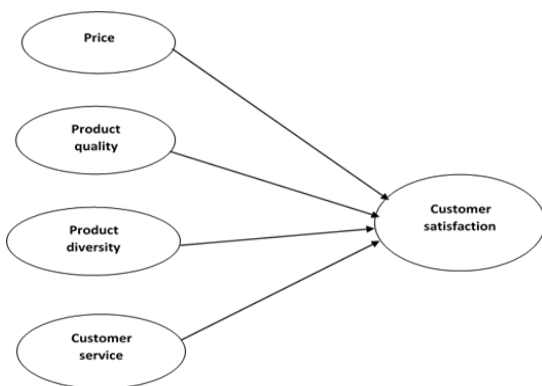


Figure 1: Conceptual framework of the study

2. RELATED WORKS

Several research articles and books have

<https://www.valleystatecollege.edu.np/research>

been reviewed so as to understand the details about this topic.

Devkota et al. (2023) analyzed customer satisfaction at BBSM in Kathmandu, Nepal, using surveys and Structural Equation Modeling. Customers like the variety and helpful staff but suggest improvements in convenience and understanding their needs. Recommendations include prioritizing customer preferences, improving online shopping, and using social media for better communication.

Kafle & Manandhar (2023) examines what drives consumers to choose Bhatbhateni Supermarket in Bharatpur, Nepal. Surveys of 120 respondents reveal that factors like product quality, price, location, store layout, customer service, and promotions play a crucial role. Demographics such as age, caste, residence, education, and income significantly impact shopping choices, while gender and marital status do not. These findings offer practical insights for retailers to improve marketing strategies and customer satisfaction, urging further research in the field.

Gnawali (2018) explores factors impacting consumer choices, emphasizing the relationship between physical environment, temporal perspective, social environment, and purchase decisions. Positive correlations are found

between physical environment, temporal perspective, and purchases, while the social environment shows no significant influence. Quality products drive interest, with conducive surroundings and temporal factors aiding purchase decisions.

Gnawali (2016) investigates customer satisfaction at Bhat-Bhateni, Nepal's oldest supermarket, emphasizing its impact on loyalty and profit. Using a literature-based framework, it examines variables like location, facilities, and product quality. Findings reveal moderate satisfaction, with payment method and location as significant factors, while personnel service is less influential.

Pradhan (2016) investigates impulsive buying behavior in Kathmandu Valley supermarkets, surveying 200 respondents. Most shoppers buy impulsively, especially for personal care items, groceries, and accessories. Factors triggering impulsive buying include cash availability, consumer mood, store facilities, price, layout, promotions, and reference groups. Demographic variables may influence the impact of these triggers.

These review show that there have been a lot researches about supermarkets and superstores in Nepal and abroad. However, no significant studies have been found about the customer satisfaction with Big

Mart in Nepal. This clearly shows the gap and attracts attention for further research.

3. METHODS

3.1 Study design and population

This study employs a descriptive research design to systematically analyse customer satisfaction at Bigmart Supermarket in Bharatpur, Chitwan. A convenience sampling technique, which is a non-probability approach, was used to select 123 respondents from the target population—customers who have purchased goods from Bigmart Chitwan. This method ensures efficient data collection from readily accessible participants. The selected respondents serve as a representative subset, providing valuable insights into customer satisfaction and allowing for informed inferences about the broader consumer experience.

3.2 Method of data collection and analysis

This study employs a quantitative research approach to assess customer satisfaction at Bigmart, Chitwan. The analysis is founded on primary data, which was collected through an online questionnaire-based survey. The questionnaire was distributed via social media and email, ensuring a cost-effective and efficient data collection process. To measure respondents' attitudes

and perceptions, the study utilizes a structured, closed-ended questionnaire. A five-point Likert scale was used to capture the degree of agreement or disagreement with each statement, where ‘1’ represents ‘Strongly Disagree’, ‘2’ signifies ‘Disagree’, ‘3’ indicates ‘Neutral’, ‘4’ corresponds to ‘Agree’, and ‘5’ denotes ‘Strongly Agree’. This structured approach facilitates a comprehensive assessment of customer satisfaction levels, enabling the researcher to derive meaningful insights through statistical analysis.

3.3 Theoretical background

This study is grounded in Customer Satisfaction Theory, which emphasizes the relationship between customer expectations, perceived service quality, and overall satisfaction. The theory suggests that customer satisfaction arises when perceived service performance meets or exceeds expectations, whereas dissatisfaction occurs when performance falls short. Prominent models, such as the Expectation-Confirmation Theory (ECT) and the SERVQUAL model, provide a framework for evaluating satisfaction levels. Expectation-Confirmation Theory posits that customers form initial expectations before purchasing a product or service, and their post-consumption evaluation is based on the confirmation

or disconfirmation of these expectations. Similarly, the SERVQUAL model identifies key service quality dimensions—tangibles, reliability, responsiveness, assurance, and empathy—that significantly influence customer perceptions and satisfaction. The framework is structured based on Customer satisfaction as an independent variable and price, product quality, product diversity, and customer service as dependent variables. By applying these theoretical perspectives, this research seeks to analyze customer satisfaction at Bigmart, Chitwan, offering insights into factors that shape consumer experiences and drive business success.

4. RESULTS

The demographic analysis of the respondents provides crucial insights into the customer base of Bigmart, Chitwan. The majority of respondents (77.2%) fall within the 18–25 age group, highlighting the dominance of young adult customers, followed by those aged 26–35 years (9.8%), 36–45 years (8.1%), 46–55 years (2.4%), and above 55 years (0.8%). A minimal proportion (1.6%) of respondents are under 18, indicating limited engagement from younger consumers. In terms of educational background, a significant 80.5% of respondents hold a

Bachelor’s degree or higher, reflecting a well-educated customer base, while 17.1% have completed secondary education, and only a small percentage possess primary education (1.6%) or no formal education (0.8%). This suggests that Bigmart primarily serves an educated clientele with potentially higher expectations regarding product quality and service standards. The gender distribution reveals that 65.9% of respondents are female, while 34.1% are male, indicating a higher representation of women in the customer base. These demographic characteristics provide a foundational understanding of the consumer profile, which is essential for assessing satisfaction levels and tailoring

service strategies to meet customer expectations effectively (see Table 1).

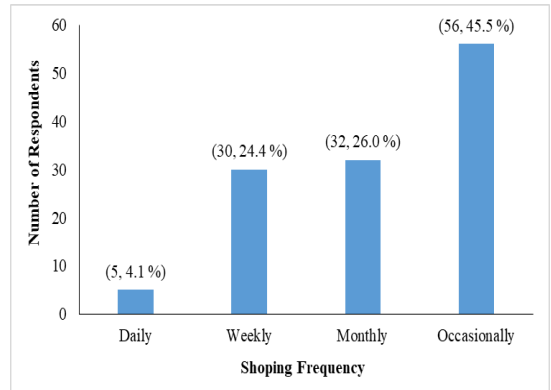


Figure 2: Shopping frequency of respondents

Findings demonstrates a substantial 45.5% shop sporadically, 26.0% once a month, 24.4% once a week, and a meager 4.1% once a day. This demonstrates different

Table 1: Demographics of respondents

Demographics	Number of respondents	Percentage
Age		
Under 18	2	1.6%
18-25	95	77.2%
26-35	12	9.80%
36-45	10	8.10%
46-55	3	2.40%
Above 55	1	0.80%
Education Level		
No formal education	1	0.8%
Primary school	2	1.6%
Secondary school	21	17.10%
Bachelor’s degree or higher	99	80.5%
Gender		
Female	81	65.9%
Male	42	34.1%

levels of participation, with the most prevalent trend being sporadic shopping (see Figure 2).

The data shows a majority, 74.8% find its prices reasonable, while 21.1% consider it expensive. Few respondents find it cheap (0.8%) or very expensive (3.3%). These findings show that most of the customers of Big mart favour it in terms of affordability, with a minority finding it pricey (see Figure 3).

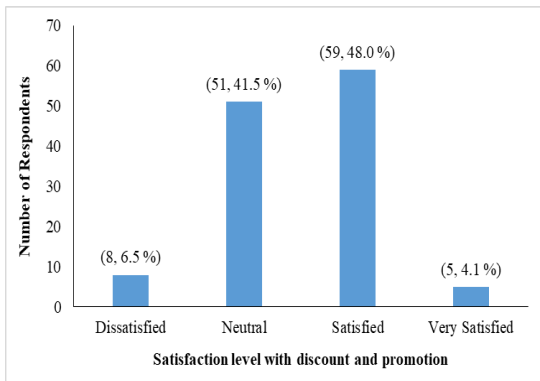


Figure 3: Satisfaction of respondents towards the discount and promotion of products at Big Mart

discount and promotion of products at Big Mart

The findings reveal 4.1% very satisfied, 6.5% dissatisfied, 41.5% neutral, and 48.0% satisfied. This suggests that the majority of responses were either favorable or neutral, with only a small percentage expressing discontent or extreme satisfaction (see Figure 3).

Findings show that customers favorably by most respondents, who rank it as good (72.4%), average (19.5%), excellent (7.3%), and terrible (0.8%). Overall, this shows high satisfaction, with most people having positive opinions on the overall quality of products.

The freshness of groceries and vegetables is perceived differently by respondents: 48.8% find it fresh, 35.8% are neutral, 5.7% believe it is not fresh, 3.3% believe it is not fresh at all, and 6.5% believe

Table 2: Perceptions of respondents for product quality at Big Mart

Product Quality	Ratings	Number of Respondents	Percentage
Overall quality of products	Average	24	19.5%
	Excellent	9	7.3%
	Good	89	72.4%
	Poor	1	0.8%
Freshness of groceries and vegetables	Fresh	60	48.8%
	Neutral	44	35.8%
	Not Fresh	7	5.7%
	Not Fresh at All	4	3.3%
	Very Fresh	8	6.5%

it to be extremely fresh. This suggests that opinions of customers for freshness are usually favorable, albeit they vary somewhat.

The majority of respondents (68.3%) think that highly availability of the variety of products, 14.6% think highly of it, 16.3% think it's average, and only 0.8% think poorly of it. Overall, this shows high satisfaction, with most respondents having a positive opinion on the variety of products. Again, the findings reveal that the availability of items occurs at different frequencies: 69.9% most of the time, 14.6% constantly, 14.6% occasionally, and 0.8% infrequently. This shows a variety of situations, with the majority of responders reporting frequent or regular encounters with the availability of items (see Table 4).

Findings shows varied perceptions of customer service at helpfulness and

courtesy of the staff: 66.7% find it helpful and courteous, 17.1% are neutral, 15.4% rate it very helpful and courteous, and 0.8% consider it unhelpful and discourteous. This indicates a predominantly positive view of service quality, with a range of opinions among Furthermore the findings shows that 67.5% satisfied, 24.4% neutral, and 8.1% very satisfied. This indicates overall positive satisfaction levels among respondents regarding customer service quality (see Table 5).

Overall shopping experience is rated well by respondents on the whole: 70.7% consider it good, 13.8% excellent, 14.6% acceptable, and 0.8% poor. This suggests that overall satisfaction is good and that most people have positive opinions on overall shopping. Findings further show that 50.4% are probably, 37.4% certain, 10.6% unsure, and 1.6% probably not. This demonstrates respondents' varying

Table 5: Response of customers for product variety available at Big Mart

Product Diversity	Ratings	Number of respondents	Percentage
Variety of products available	Average	20	16.3 %
	Excellent	18	14.6 %
	Good	84	68.3 %
	Poor	1	0.8 %
Availability of Items	Always	18	14.6 %
	Most of the Time	86	69.9 %
	Rarely	1	0.8 %
	Sometimes	18	14.6 %

Table 6: Perception of respondents for customer services

Customer service	Ratings	Number of Respondents	Percentage
Helpfulness and courtesy of the staff	Helpful and Courteous	82	66.7 %
	Neutral	21	17.1 %
	Unhelpful and Discourteous	1	0.8 %
	Very Helpful and Courteous	19	15.4 %
Customer service Quality	Satisfied	83	67.5 %
	Very Satisfied	10	8.1 %

degrees of assurance and some degree of ambiguity regarding recommendations for shopping in Big Mart to others. Again, the findings show that wide product selection is valued by 77.2%, helpful personnel is valued by 51.2%, convenient location is valued by 32.5%, competitive pricing is valued by 17.9%, and a clean and organized store is preferred by 13.8%. Perceptions are also influenced by different combinations of these factors, which reflect respondents' varied concerns. Concerning to the improvement of Bigmart, customers replied that: 33.3% want more variety in

products; 11.4% want improved customer service and staff training; 10.6% want a quicker checkout procedure; and 13.8% recommend other changes (see Table 6).

Table 8: Importance given to service quality while choosing a supermarket

Importancance	Count	%
Extremely	56	45.5%
Important	60	48.8%
Neutral	6	4.9%
Not Important	1	0.8%

Findings show that 48.8% think it is significant, and 45.5% think it is vitally

Table 7: Overall satisfaction of respondents

Overall satisfaction	Ratings	Number of Respondents	Percentage
Overall shopping experience	Average	18	14.6 %
	Excellent	17	13.8 %
	Good	87	70.7 %
	Poor	1	0.8 %
Recommendation for shopping in Big Mart to others	Definitely	46	37.4 %
	Not Sure	13	10.6 %
	Probably	62	50.4 %
	Probably not	2	1.6 %

important. Merely 4.9% of respondents are indifferent, and 0.8% believe that overall shopping experience is unimportant (see Table 7).

5. DISCUSSION

This study aimed to determine customer satisfaction towards Big Mart, and the findings reveal an overall positive sentiment among shoppers. A majority of respondents expressed satisfaction with key aspects such as product quality, freshness, pricing, variety, and customer service. Notably, 48.0% of respondents reported being satisfied and 41.5% remained neutral, indicating that while most customers have favorable experiences, there is still potential to convert neutral experiences into more positive ones. Furthermore, the perception of reasonable pricing by 74.8% of customers, the helpfulness of staff (rated positively by over 80%), and the wide selection of products (valued by 77.2%) highlight Big Mart's strengths.

However, suggestions for improvement—including better product variety, enhanced customer service, and faster checkout—point to specific areas that could further boost satisfaction. Overall, Big Mart appears to meet customer expectations effectively, though targeted improvements could elevate satisfaction levels even

further.

5.1 Limitation

While this study provides valuable insights into customer satisfaction at Bigmart, Chitwan, certain limitations must be acknowledged. First, the findings are specific to customers in Chitwan and may not be generalizable to other regions with different consumer behaviors and market dynamics. Second, the reliance on online surveys excludes individuals without internet access, potentially leading to a sampling bias and missing perspectives from certain customer groups. Additionally, although a random selection approach was employed, it may not fully capture the diverse demographics and shopping behaviors of all customers in Chitwan. Lastly, strict adherence to privacy and ethical considerations may have limited the depth of information collected, as respondents might have been cautious in sharing personal opinions. Despite these limitations, the study offers meaningful insights that contribute to understanding customer satisfaction in a retail setting.

6. CONCLUSION

The primary objective of this research was to know “Satisfaction” of the customer in

Bigmart Supermarkets. Big Mart's current performance demonstrates high consumer satisfaction with product quality, variety, and overall shopping experience. However, there are definite areas for improvement. Addressing issues about pricing, promotions, and product freshness can boost consumer satisfaction and loyalty. Big Mart can strengthen its market position and better meet the demands of its customers by improving these areas and attracting a larger audience.

7. REFERENCES

- Devkota, D., Dhakal, K., Mahato, U., & Lawaju, P. (2023). Customers' satisfaction on buying goods at Bhatbhateni Supermarket in Nepal: Evidence from structural equation modelling. *International Socioeconomic Review*, 1(1), 1-14.
- Dubé, L., & Menon, K. (2000). Ensuring greater satisfaction by engineering salesperson response to customer emotions. *Journal of Retailing*, 76(3), 285-307. [https://doi.org/10.1016/S0022-4359\(00\)00034-8](https://doi.org/10.1016/S0022-4359(00)00034-8)
- Gnawali, D. (2018). Consumer purchase decision towards supermarket in Kathmandu Valley. *International Journal of Research in Business Studies and Management*, 5(2), 24-28.
- Gnawali, Y. (2016). Customer satisfaction on supermarket (Evidence from Bhat-Bhateni Supermarket and Departmental Store). 24(1-2), 1-16.
- Henard, D. M. (2001). Customer satisfaction: A meta-analysis of the empirical evidence. 29(1). <https://doi.org/10.1177/009207030102900>
- Kafle, S., & Manandhar, J. (2023, March 14). Evaluating the factors influencing consumers' choice of shopping destination: A study of Bhatbhateni Supermarket, Bharatpur, Nepal. *Nepal Journal of Multidisciplinary Research (NJMR)*, 6, 77-87. <https://doi.org/10.3126/njmr.v6i1.54354>
- Lovelock, C. H., Patterson, P., & Walker, R. (2001). *Services marketing: An Asia-Pacific and Australian perspective*.
- Pradhan, V. (2016). Study on impulsive buying behavior among consumers in supermarket in Kathmandu Valley. *Journal of Business and Social Sciences Research (JBSSR)*, 1(2), 215-233.