

Measure of Customer Satisfaction in the hyper supermarkets in MALAYSIA

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Abstract- Nowadays some of the popular place for the shopping is supermarkets that are a self-service environment. All the supermarkets want to make a good relationship with their costumers and they want to save their costumers and their looking for the more costumers then they have to satisfy their customer and increase their consumer target market, and they want to track the customer satisfaction in the supermarket surroundings that is very important.

The supermarkets have to appraisal the customer satisfaction after the buying their goods and for this purpose they want to make a feedback from their customers about their satisfaction or dissatisfaction of the buying. The customer buys emotionally when they have a need and have a hope while they are looking for it, and met it. Customer satisfaction in super markets means the supermarkets has to include the costumer hopes and needs, not only it is not everything in for analyze the customer satisfaction but also it is one of the most important part in customer satisfaction and it's the first step for satisfying the customers and attract the consumers, if the super markets cant supply their customer needs they disappoint their customer.

The most important think for companies is the customer satisfaction and most companies are focused on it, it does not matter what kind of business their doing, the strategic of all the companies are concentrated on it as a part of the customer behavior. Customer satisfaction ensures the companies about their successful in their business and their competitor's environment. The companies specially supermarkets can ensure their survival and develop their super markets based on customer satisfaction.

However, these studies focus on the development or the scale to measure customer satisfaction with the retailer or customer satisfaction with the difference of different types of retailer in Malaysia. The concept of customer satisfaction in a given marketing, customer satisfaction has attracted increasing attention from academics and practitioners around the world. Studies of customer satisfaction with the vendors is also a prosperous development models to measure customer satisfaction, customer satisfaction as measured based on the theory of service quality and size measures customer satisfaction of retail firms from macro perspective and it can be enhance day to day.

Index Terms- customer satisfaction, retailers, macro perspective, hyper supermarkets, customer behavior

I. INTRODUCTION

Nowadays some of the popular place for the shopping is supermarkets that are a self-service environment. All the

supermarkets want to make a good relationship with their costumers and they want to save their costumers and their looking for the more costumers then they have to satisfy their customer and increase their consumer target market, and they want to track the customer satisfaction in the surroundings supermarket that is very important. Satisfaction customer is kind of customer service that all of the companies should attend to it. Therefore, potential customers in some of the places are more than other areas. The customer satisfaction has a dynamic forceful relationship with service quality.

For this reason, many competitions between supermarkets to offer better products and services and powered by law to obtain long-term relationship with customers to win their loyalty. Necessary for the key to satisfy consumer wants and needs. To achieve this goal, customer satisfaction and trust must be measured.

Customer Loyalty term physical and emotional commitment by the customer in exchange for their needs have been met. Those supermarkets treat customers the world over and over again related. Is important to keep a customer happy so he / she will be more business with him into supermarkets to buy is made in order to keep the customer for further business customer satisfaction, market needs to be guaranteed. In a competitive market provides everyone a better product and service quality will have an advantage over others. Customer satisfaction can be as a key element in the strategies that supermarkets can earn loyalty thought.

Gomez et al, (2003) analyzed the relationship between harvest storage characteristics and customer satisfaction, customer satisfaction and sales performance in retail food sector. Data collection consisted of six waves of customer satisfaction and sales for information on more than 250 stores period from 1998 to 2001 for publicly held supermarket. According to their results it was possible to identify the important connections between customer satisfaction and performance in retail stores selling food. Thus they include image of how food retailers can use these links to develop appropriate policies lead to increased customer satisfaction store sales use. Simon and Gomez (2005) conducted two studies to test three hypotheses: (1) competition is increasing customer Satisfaction Company, (2) competitors 'customer satisfaction is based on increasing customer satisfaction; (3) competitors' customer satisfaction reduces the sale company. First, they store data at the level of customer satisfaction with supermarket chain used. Next, they consider a wide range of industries, using the brand in customer satisfaction ratings from the American Customer Satisfaction Index. : Results of both studies provide support for both the second hypothesis, while it will only support the first hypothesis in the second study.

Quality and type of services will increase over time. Remember the market-driven, retail stores operate according to consumer preferences. Customer loyalty is a must for long term profits for retailers. Customer satisfaction depends on providing quality and affordable product and service base continues. In order to create an objective assessment of the competitive advantage from the perspective of consumers, we find that customer satisfaction is one of the key criteria for vendor performance.

At first, his problem was identified and defined as the evaluation of customer satisfaction than food and food and retail marketing strategies designed to increase customer happiness in certain situations with the help of the pilot. Researcher conducted this study to consider the need and importance of the study are presented. This has enabled researchers to easily determine the scope and purpose of this study. Descriptive approach ideal for studying it requires ever-changing view of the customers were considered.

Background of Supermarkets in Malaysia:

Supermarkets are one of the major parts in retailing process which supply usually various kinds of foods with different brands to answer extensive range of demands. The main operation in supermarkets is based on self-serving system. Mini-markets and groceries also work in this way but in smaller measures specifically in presenting the goods. Basically supermarkets provide daily needs consist of foods, and other necessities such as household cleaning products and personal care products.

Overall supermarkets in Malaysia divide into three main parts:

1) Private Stores

Actually they are mini-stores which manage privately by their owners and with limited services. These stores usually don't have any branches and during recent years the statistics have shown impressive decrease in number of them.

2) Express Stores

Express stores are launched in recent years. They are basically mini-supermarkets but with 24 hours opening property. These stores usually manage by a big company. For instance Seven Eleven is one of the most famous express shops in Malaysia.

3) Superstores

Superstores that we are going to discuss about them in this article are composed of several stores with huge range of goods and products.

These types of stores generally provide all of the daily needs for their customers and clients have this chance to purchase all of their stuffs in one place. Accordingly and as I mentioned in the past customers tendency for shopping, is turning from ordinary stores and mini-supermarkets to superstores.

In continue we will discuss further about causes of this phenomenon. Here there are histories and backgrounds of some major superstores and hypermarkets in Malaysia:

1) TESCO

Tesco is a global grocery and general merchandise retailer headquartered in CHESHUNT, United Kingdom. It is the third-largest retailer in the world measured by revenues (after Wal-Mart and Carrefour) and the second-largest measured by profits (after Wal-Mart). It has stores in 14 countries across Asia, Europe and North America and is the grocery market leader in the UK. The company was founded by Jack Cohen in 1919 and opened its first store in 1929 in Burnt Oak, Edgware, and Middlesex.

Each Tesco stores contain different areas such as the retailing of books, clothing, electronics, furniture, software, financial services, telecoms and internet services, DVD rental, and music store. Tesco has opened its first store in Malaysia in May 2002 with the opening of its first hypermarket in Puchong, Selangor.

Tesco currently operates 39 Tesco and Tesco Extra stores in Malaysia. Tesco stores by state in Malaysia are as following: Selangor with 11 stores, Perak 6 stores, Johor 5 stores, Kuala Lumpur, Kedah and Penang 4 stores, Melaka and Negeri Sembilan 2 stores and Kelantan 1 store.

Tesco has partnership with Sime Darby Berhad, which has 30% of the shares in Malaysia. Also Tesco acquired the Malaysian operation of the wholesaler Makro, which was rebranded Tesco Extra and provides products for local retailers.

Tesco Malaysia supplies a value range, individual branded range, electronic goods, the loyalty club-card and clothing.

In 2007 Tesco Malaysia's introduced Green Club-Card Points that made Tesco Malaysia the first Tesco international business to introduce the scheme (Green Club-Card Points).

2) CARREFOUR

Carrefour S.A. is a French international hypermarket chain Headquartered in Levallois-Perret, France. Carrefour is one of the largest hypermarket chains in the world with more than 1395 hypermarkets at the end of 2010 and also the second largest retail group in the world in terms of revenue and third largest in profit after Wal-Mart and Tesco.

Carrefour operates mainly in Europe, Argentina, Brazil, China, Colombia and in the Dominican Republic, but also has shops in North Africa and other parts of Asia.

Carrefour established its first store in Malaysia in 1994 and continued its career in Malaysia up to now. Currently Carrefour has 22 hypermarkets and 5 supermarkets in Malaysia.

In 2010, Carrefour announced to leave Malaysia, Singapore, and Thailand. However, in November 2010, Carrefour sold its Thailand operations, but the Malaysian and Singaporean operations, will retain.

3) JUSCO

JUSCO is the acronym for Japan United Stores Company, a chain of hypermarkets which is the largest of its type in Japan. The JUSCO companies are subsidiaries of A&EON Co. Ltd.

In 1984, in response to the Malaysian Prime Minister Dato' Seri Dr. Mahathir's request to help modernize retail industry in Malaysia by using the world's most advanced management expertise, Jaya Jusco Stores have been established in Malaysia. Dr. Mahathir believed that the modernization of the retail industry was crucial for the country's economic growth.

Following this, in 1985 the first JUSCO overseas store was opened, in Plaza Dayabumi, Kuala Lumpur, Malaysia, as a jointly-owned company with Cold Storage (Malaysia) and three local companies. Currently JUSCO has 21 stores and supermarkets in operation in Malaysia with another 3 confirmed openings and 2 planned stores by 2012.

The JUSCO store in Bukit Tinggi Shopping Centre in Bandar Bukit Tinggi, Klang in Malaysia is the largest JUSCO in Malaysia and Southeast Asia with over 2,100,000 square feet (195,000 m²) of built-up area and 5,000 car park bays.

II. LITERATURE REVIEW

Nowadays, the markets in the world are changing and its going to be supermarkets or chain supermarkets, currently people prefers to buy their goods from the supermarkets instead buying from a grocer on the street because of offers, the prices and the variety of goods in the supermarkets.

One of the features in customer satisfaction can imply to buy with MasterCard that help to their consumers in customer satisfaction scale, so most of the markets attract the customers with installation ATM device in their stores. it is comfortable for them because no need in per purchase the customer bring them cash. (Srinivasan et al., 2002, Semeijn et al., 2005)

The part of the customer Satisfaction consists of explanation and perception that the clients ensure of their purchases, because they like to return their costs after buying. moreover In each supermarket exist a important indicator as customer satisfaction that direct relation ship with selling success, so retailers should improve part customer satisfaction in their super market (Jacka & Keller 2009).

The market place that supermarkets trade in has competitive marketplace that competitors are increase day to day and the competitors are near each other and the people can go to other supermarkets by walking, the supermarkets know that the customer will go to other supermarkets if they don't provide that thing the customers want because they find the supermarket that has the goods that they want easily (Codrington 2002).

Despite the grater important efforts to effect strongly on the consumers through wary research of the product, price, place and promotion in marketing mix, the supermarkets are under a keen research in this decade. The main point that has stress on the supermarkets and marketing issues (killbourne 2002) and the disregard of the well being consumers, and suggest the practices of marketing have to visit again (Weis 2002). Customer satisfaction is an important point in recent year and it gotten a huge attention in famous journals. Unfortunately, some companies are focused on the individual part of customer satisfaction more than the service or the relationship between loyalty of the stores, consumer satisfaction and service quality (Nennett and rundle-Theile 2004)

The customer like to go in Supermarkets where observe satisfaction customer and behavioral response, so it caused to increase the customers in a supermarket. (Bennett and Rundle-Thiele 2004),

In recent years many of the studies done concerning customer satisfaction but, unfortunately, not only it don't have improved but also in some of the place, customer satisfaction reduced. Actually it might be show off in part of the super markets and it

can be dangerous because the consumers will be unreliable in loyalty supermarket, so it is important if supermarket managers concern to satisfaction customer (Wilson, 2002)

In last decade many countries around the world have, look on the supermarket's structure that is dominating in the retail segment. For example five huge supermarkets in the South Africa and these big supermarkets are gathered in one place without any distance near together and their offering same product and goods in their shelves. This is suggesting some different in their customer satisfaction and the result of service quality that increase the store loyalty (bell 2003).

The affects of the high customer satisfaction in survival's rules in the market place that is completely competitive is discussing frequently in this years (Du Vázquez et al. 2003; Malan 2003; Nielsen 2002; Saxby 2003) gtbased on service quality, so the costumers earn more satisfy discriminating consumers (Ackermann 2002; Howardell 2003; Raijas 2003; Schwerdtfeger 2003). One of the features in customer satisfaction can imply to buy with mastercard that help to their consumers in customer satisfaction scale, so most of the markets attract the customers with installation ATM device in their stores, and customers can pay their bills by their master or visa card. it is comfortable for them because no need in per purchase the customer bring them cash. (Srinivasan et al., 2002, Semeijn et al., 2005)

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Generally customer satisfaction is depend to service quality based on the premise that customer earn value from buying the goods in the supermarkets and it is increasing the satisfaction in this experience to make higher the feel of service quality with a prospect of customer loyalty.

It is need for the customer to conceptualize and measures customer satisfaction The in terms of service quality and Consumer satisfactions have been much discussed in the past (Bendall-Lyon and Powers 2004).

Store loyalty is therefore defined as a non-random behavioral response, expressed over time, which implies that one store is patronized rather than several others as a function of Complex psychological (decision-making and evaluative) processes. No wonder then that retailers purposely invest in their customer satisfaction through well-managed customer-retention programs (Malan 2003).

Emphasis that any evaluation of customer satisfaction that considers only individual variables is likely to be incomplete. A systems perspective thus provides a useful vehicle for interpreting the interrelated elements of customer satisfaction in a supermarket in terms of a total (whole) experience of service quality (Heylingen and Joslyn 2002). The systems perspective acknowledges the sequence, relationship, and interdependency of the fundamental elements of customer satisfaction as determinants of service quality. Elements of customer satisfaction are considered the inputs that are transformed into outputs, which are interpreted in terms of service quality.

The Elements of customer satisfaction within a Systems Perspective In this study, the elements of customer satisfaction are defined as all of the operational, physical or human resources/elements that may affect customers' perception of the service quality of supermarkets (Spears and Gregoire 2003) Place/Physical Surroundings. The store itself in terms of design, appearance, and image provides a fertile opportunity for market differentiation (Levy and Weitz 2002). Criteria for success may, for example, be aesthetic in nature and involve attention to detail such as store safety or parking facilities (Bloemer 2002; Malan 2003): customers apparently also desire hedonic experiences to satisfy multisensory, fantasy, and emotive aspects of consumption that extend beyond the purpose of acquiring merchandise (Arnold 2003; Thang and Tan, 2003). Price, Pricing strategies are implemented to attract consumers and to sway buyer decisions (Levy et al. 2004; Zikmund and D'Admico 2001). Four of the prominent six supermarkets in South Africa are, for example, listed under the top 10 advertisers in 2004–2005 (Rapport 2005). Sales personnel actually represent their employers, the retailers (Saxby 2003). A customer-oriented approach that signifies empathy, expertise, and competence enhances customer satisfaction and store loyalty (Clopton et al. 2002) Processes and Policies.

Elements of customer satisfaction within the system landscape in this study are the elements of customer satisfaction, while all sources of operational, physical and human elements that may be perceived from the field of customer supermarkets (Spears and Gregoire 2003) and influenced has been defined may stimulate consumers consciously or unconsciously, a particular store to patronize (Asseal and Tan March 2003).

Consumers generally for evidence (text signs) that are visible from the approach to service is given, the intangible (Bitner) look at the experience. These tangible signs include: Products. Range, quality and availability of the product offerings in the supermarket as a core attraction to the store as a collection of utilities needed, satisfying (and Zikmund D 'Admico) are known. Package to assist decision-making process of a consumer because it determines the product image, product information exchange, product protection, shelf life determination, shows affordability, etc. (Van der Walt et al).

III. RESEARCH AND METHODODOLOGY

A. Research Design and describe the data collection method

In present study, we collected data from three famous supermarket in Malaysia means, Jusco, Carrefour and Tesco in three time in day (morning, afternoon, night) and also Saturday night because most of the people go to buy in because this night is holyday night, moreover, in this super markets the plastic bag sold in Saturday 20 cent and it might be kind of dissatisfaction customer and effect in their responses.

We choose Tesco, Jusco and Carrefour because in Midvally they are near together and they are to competitor who approximately sell same goods and the prices are near together and we wanted to analyze the customer satisfaction in this supermarket and why people choose one of this to competitor, it means that why they are going to Jusco or Carrefour because of price? Promotions? Service quality? Shelves design?

In fact, we contact by customer as face to face, first we divided questionnaires between some of the consumer as random, in variety ages, variety nations and different classes of society, because Kuala Lumpur is a city that include different cultures and different bloods who all of this people are coming to supermarket for buying their goods and then we collected the information from this good source and analyze it and get good result.

B. Instrument and Analyzing procedure

Regarding to this research we used of questionnaire as one of the Research Instruments, it has many profit in collected data. We chose several well-known hypermarkets from different companies and asked our questions from random clients (different age, gender).

The key of success for drawing people collaboration is to be polite as could as possible. Then this will give a good impression and is likely to make people more generous with their time.

At the beginning of the questionnaire we asked the consumers politely if they will answer a few questions. And told them maybe it would help the store to present better service quality and bring for them better shopping experience in the future. We asked something like:

“Good Morning/Afternoon Sir/Madam, Shall we take a few minutes of your time to answer some questions for our proposal research about customer satisfaction?”

We collected some information in our data with different questions about gender, age, education level and occupation, and six questions. Firstly we collected information from the customer in the supermarket about the supermarket that they were shopping and our last question was about all the supermarkets.

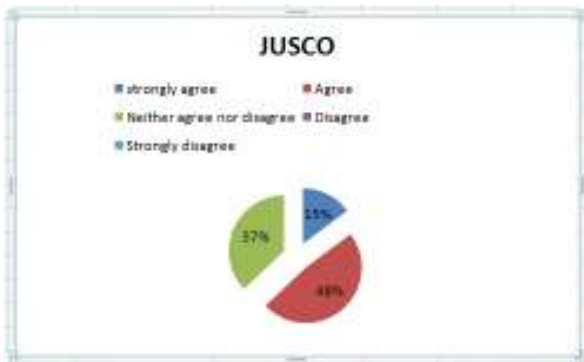
B. Sample determination

We assigned fifteen questionnaire forms for each supermarket and we collected our data of 450 people in three big supermarkets in Kuala Lumpur. We chose 450 customer satisfaction questionnaire form because we did not need to a big number of Interviewees because the answers of interviewees was approximately same, and the people who fill our survey form was not so much and we got perfect result from questionnaire forms.

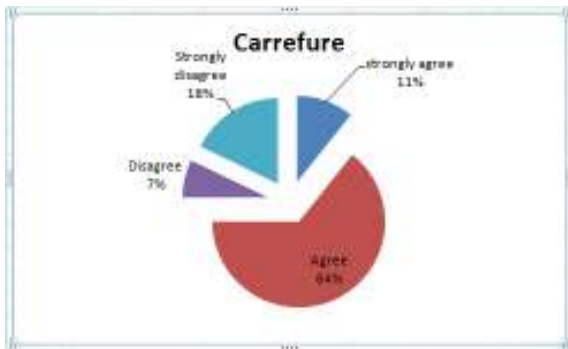
IV. ANALYZING RESULTS AND DISCUSSION

Firstly the results of the female participants are as following:

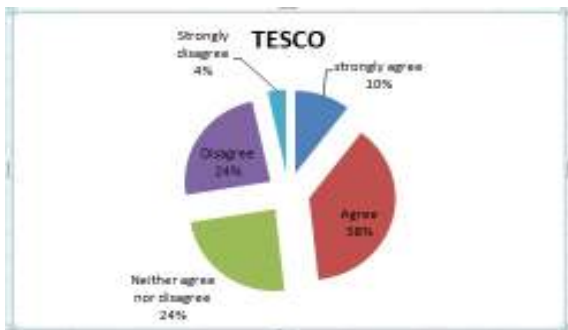
Customer satisfaction in JUSCO super market as following: 15% of women in the JUSCO are completely satisfy their strongly agree, 48% are agree and they are satisfied too, 37% of women do not have any idea, and 15% are strongly disagree, after adding the percents the results as following: 63% are satisfied of supermarket and the like buy their need in the supermarkets, but 37% are not satisfied and they don't like buy their need in the JUSCO.



About Carrefour supermarket the result that came are a little different, 11% are completely satisfy and strongly agree, 64% are agree, it means that they are satisfied too, but with lower level. 7% of the women that we met were disagree and 18% were completely disagree. That means 75% are satisfied and 25% are no satisfied in the Carrefour and they don't buy their product from Carrefour.

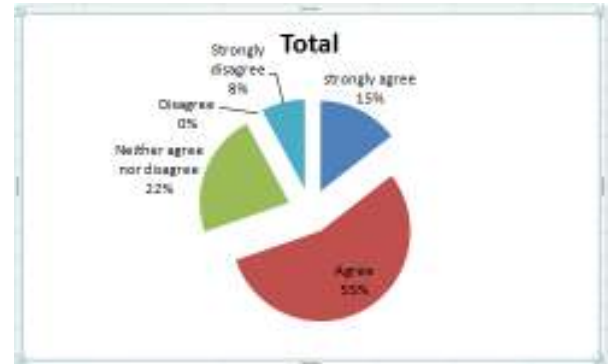


TESCO result are a little different with JUSCO and Carrefour, 10% of women were strongly agree and satisfied in Tesco, 38% were agree and they like buy their need in the TESCO, 24% did not have any idea about TESCO, 4% were dislike TESCO and they were disagree and 4% were disagree, it means that 48% of the women that buy from supermarkets are satisfied of buying their need in TESCO and 52% don't like buy their need in the TESCO it shows customer satisfaction in TESCO is lower of two other supermarkets.



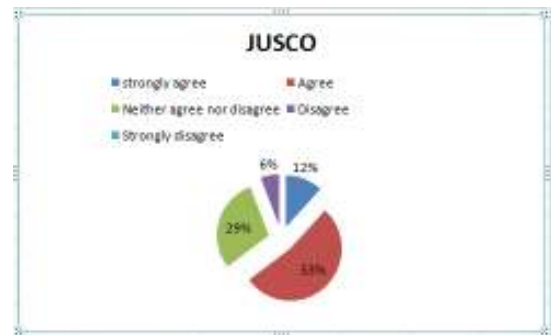
We visited forty five people include seventeen men and twenty eight women, that 13% of woman are strongly satisfied in

supermarkets, 49% agree, 20% don't have any idea about supermarkets, 11% were disagree and no satisfied in the supermarkets and 7% are strongly disagree. When we add all the numbers the result shows 70% of women that buy their needs in the supermarkets are satisfied, and their customer satisfaction is in good level but 30% are not satisfied and they don't like buy their need from the supermarkets but some of them buy their need because of promotion and another group are coming to supermarkets because they don't have another choice.



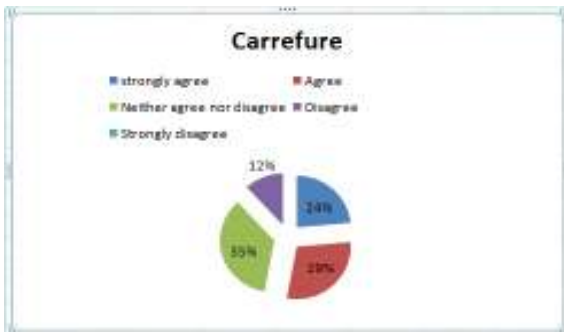
For the male gender the result are as following:

The result in jusc: 12% of men are strongly agree and 53% agree that are satisfied, 29% do not have any idea about the JUSCO, 6% are disagree and 12% strongly disagree that means 65% men are satisfied and 35% are not satisfied, in compare with women, they approximately are in same level of satisfaction in JUSCO.



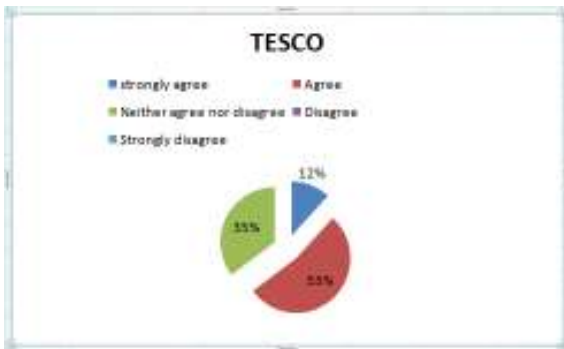
In care Carrefour the satisfaction is a little lower than the JUSCO, 24% of men are in good level of satisfaction and their strongly agree and 29% are agree, 35% did not have any idea and Carrefour had 12% are disagree, it means 53% of men that buy in Carrefour are satisfied and they are strongly agree and agree, 47% are not satisfied and its not a good level of satisfaction for the Carrefour in male gender.

In compare with women, the male gender are not satisfied as like as women in the Carrefour.



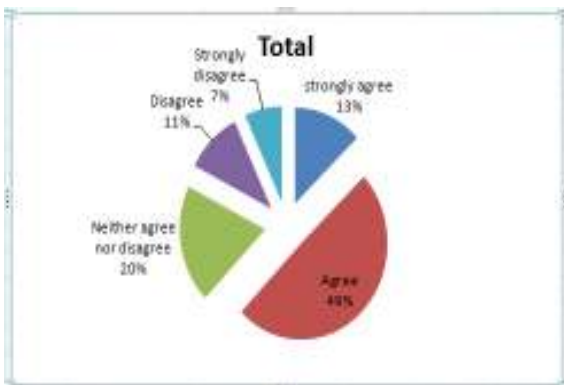
The results of male ganders in TESCO are following:

12% were strongly satisfied and 53% are agree this two grope are satisfied and 35% did not have any idea, that means they don't care about TESCO, 65% satisfaction percentage in men is more than women in the TESCO, and dissatisfaction percentage is lower than women in compare with them.

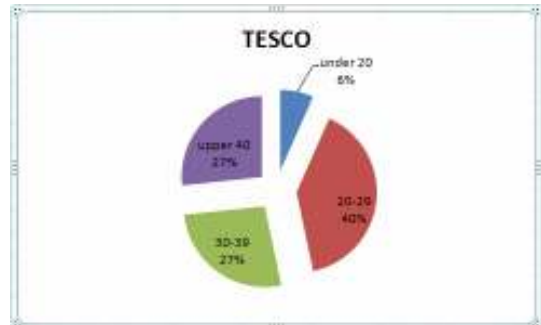


The collected result about JUSCO, Carrefour and TESCO are as below.

13% of all the people that buy their need from three supermarket that we collected our data in them are completely satisfied and they are strongly agree with buying from supermarkets and 49% are agree and they are satisfied too, 20% don't have any idea, 11% disagree and their and 7%are strongly disagree, it means they are not satisfied, 62% are satisfied and 38% are not satisfied and in compare with women the satisfaction percentage in men is lower than women.



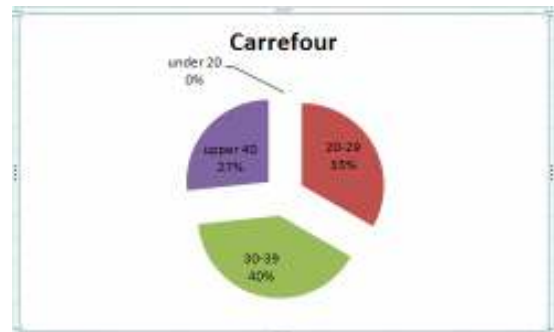
The below diagram shows biggest part of JUSCO customers are between 20 to 29 years old and minimum part of customers belongs to under 20 years old ages category.



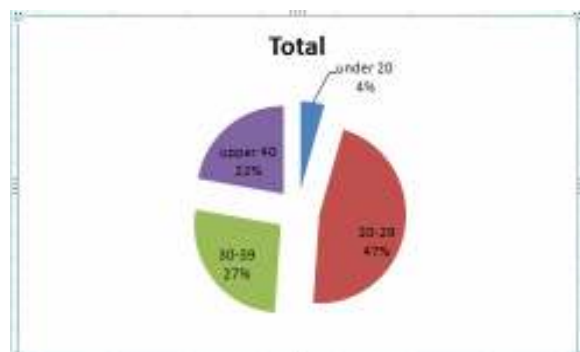
In TESCO percentage of customers in order are as below:

- 6% under 20 years old
- 40% between 20 to 29 years old
- 27% between 30 to 39 years old
- 27% more than 40 years old

Also maximum part of customers in Carrefour is belongs to 30-39 age category but the percentage is close in other age categories.

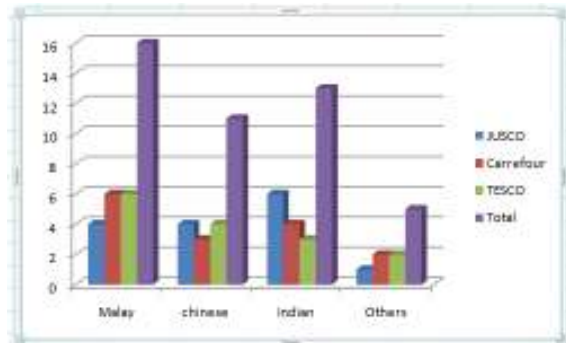
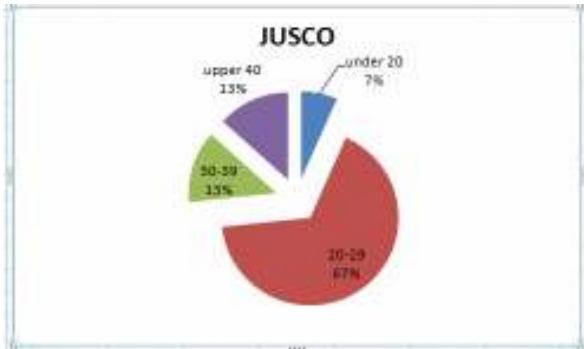


Overall and with considering the total statistic, maximum part of customers were belonged to 20-29 age category and the minimum part of them is related to under 20 years old group. Hence with considering the statistics and discovering maximum visitors from age category sight, companies can schedule to present best possible service.

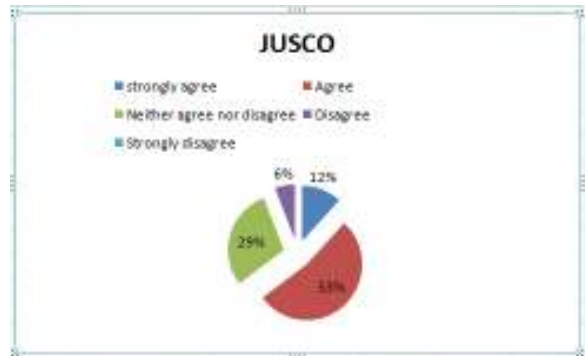
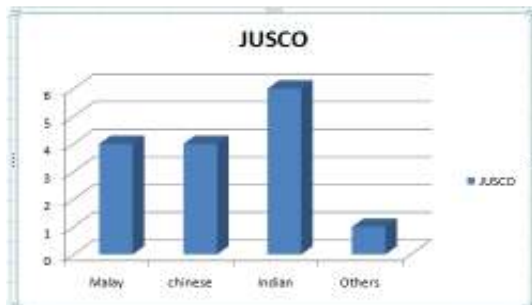


The statistics of nations on the table, The most people who come to JUSCO are Indian and others are the lowest part in the JUSCO supermarkets. JUSCO supermarket can increase its customer satisfaction can prefer the goods that Indian buy, or use the color that Indian like in its shelves to earn more customer satisfaction.

In this table we can see the entire supermarkets customer next to the total customers of the three supermarkets. The most customer are Malaysian, next are Indian, next Chinese and the others are the lowest group in the supermarkets.

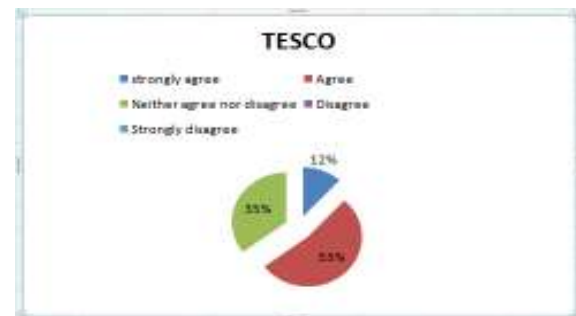
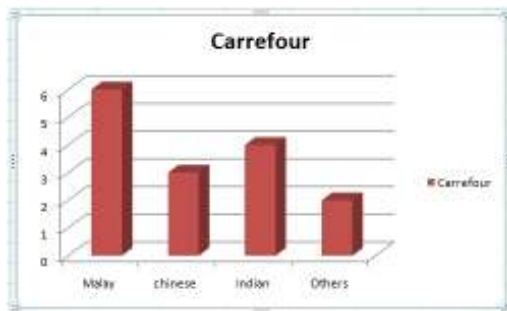


Next step is analyzing the customer satisfaction of supermarket in all data that we collected, 65% of JUSCO's customer are satisfied and their agree and happy from shopping in JUSCO, 35% were not satisfied in JUSCO



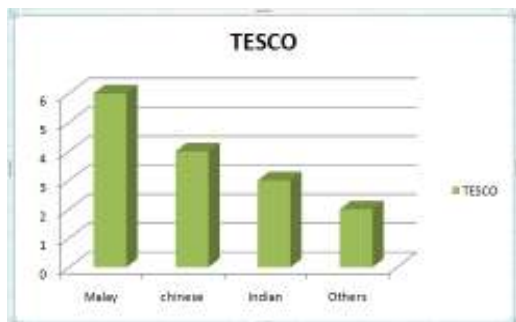
The biggest nations of customers in Carrefour are Malaysian people and the lowest group is other notions.

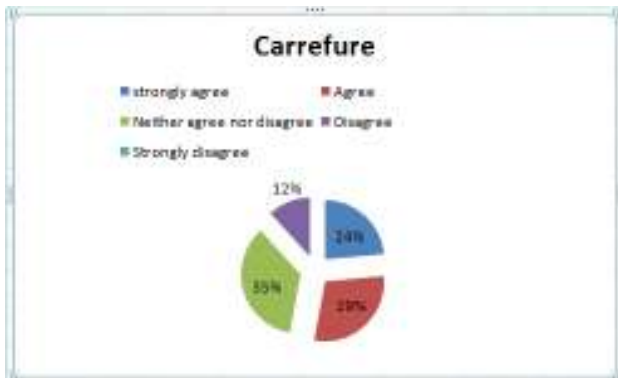
In the TESCO 65% of customer are satisfied and 35% are dissatisfied exactly as like as JUSCO The detail of the percentage is in the table of customer satisfaction of TESCO.



The most group of TESCO customer are Malaysian people and the lowest is others.

The customer satisfaction in Carrefour is as following: 53% are satisfied in Carrefour and 47% are not satisfied.



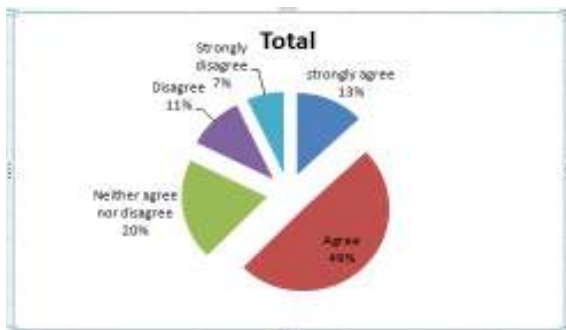


Totally the customer satisfaction in the three supermarkets that we collected our information in them is as follow:

13% are strongly agree and 49% are agree that are satisfied group it is 62% from 100% costumers that comes to supermarkets in Kuala Lumpur. It is not a high percentage for the big supermarkets that include all the goods and product that customers need.

The supermarkets have to focus more in customer satisfaction and they have to increase it with the recommends that we put in our recommendations.

20% do not have any idea, 11% disagree and 7% strongly disagree are including dissatisfaction part in customer of the under research supermarkets. It shows that 38% are dissatisfied from shopping in the supermarkets; it is a big percentage for the dissatisfied customer in supermarkets.



V. CONCLUSION AND RECOMMENDATION

The last but not least, regarding to the our research, the most of supermarket's customer are agree from their loyal supermarket and they are satisfaction when they are buying their needs in their loyal supermarket, but the results show that the satisfaction percentage of the other supermarkets is not good, for example if a person buy from JUSCO his/her satisfaction is agree or strange agree, but currently his/her satisfaction about other supermarkets is lower than the JUSCO that the customer is go for shopping. Fortunately the supermarket's customers like to buy from the she super markets and the supermarkets could increase the customer satisfaction easily. The results show the customer satisfaction in Kuala Lumpur has good rate but it can has better percentage. Increasing the operation hours of markets could be attracts more benefits and customer satisfaction but situations should be concern because in some cases it could be harmful.

online-shopping and telephone-shopping are two new methods of shopping in recent years which currently are not common in Malaysian markets, hence establishing these systems could draw more customer and subsequently increasing customer satisfaction.

APPENDIX

Customer Satisfaction Survey In Malaysian Supermarkets

Sex: Male Female Degree: Occupation: Age:

Nationality: Malaysian Chinese Indian Other:

supermarket: Jusco Carrefour Tesco

1-Do you find all your needs in this supermarket? Yes No

2-Why do you shop at your supermarket of choice? (Please tick all the answers that apply):
 Competitive prices I have no other option Location / convenience
 Quality of products Favorite brands Choice of products Promotions
 Other:

3-Do average how often do you shop?
 I shop more than once a week I shop once a week
 I shop once every 2 weeks I shop once a month or less

4-Do you satisfy of your purchase in loyal supermarket?
 Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

5-How were the supermarket's staff behavior?
 Polite Helpful Professional Efficient Disappointed Unprofessional

6-Do you agree or disagree with the statement:
 The following supermarket offers quality products? (Please answer for each supermarket!)

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Jusco					
Carrefour					
Tesco					

*** THANK YOU ***

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