

**Title:** Customers' Satisfaction Towards Beijing Wumart Supermarket;  
The Case of Jingliang Plaza Store Branch in Yongda Community  
China

**By:** FENG HEHUA                      **Identification** 64BB987004

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## ABSTRACT

This paper investigated customers' satisfaction towards Beijing Wumart supermarket (Jingliang Plaza store) in terms of commodity price, variety of products, good attitude of service personnel, comfortable environment, convenience of self-service checkout equipments, frequent promotional activities, popularity, reputation, freshness of fruits, vegetables and meat, and pleasant shopping mood. This paper also offers suggestions to improve the satisfaction of customers who are not very satisfied in the later part. It is of great significance to Beijing Wumart supermarket (Jingliang Plaza store) to have good customer satisfaction management strategy, understanding customer needs, improving the scientific management level of the supermarket and integrating competitiveness.

According to the survey, through the combination of theoretical research and practice of ideas and methods, the customers in Yongda community are relatively satisfied with Beijing Wumart (Jingliang Plaza store). Customers in Yongda community are quite satisfied with the high popularity and good reputation of Beijing

Wumart (Jingliang Plaza store), the commodity prices of Beijing Wumart (Jingliang Plaza store), and the checkout equipments of Beijing Wumart (Jingliang Plaza store). Although these items are quite satisfactory, there are still some aspects in which the customers are not very satisfied, including the variety of goods is not complete, the quality of the goods is not very good, the fruits, vegetables, meat and so on are not fresh enough, the shopping guides in the supermarket are not professional enough to understand the performance of the goods, the after-sales service is not very satisfied, and the checkout speed is not very satisfied. According to the research results, the researcher can understand the real needs of customers, and put forward reasonable suggestions to overcome customers' dissatisfaction.

**Keywords:** Beijing Wumart supermarket, Customer satisfaction, Service Quality

