

## CONSUMER CONVENIENCE STRATEGY WITH SPECIAL REFERENCE TO SHOPPING CENTRES IN CHENNAI CITY – A STUDY



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### **ABSTRACT**

*The India Retail Industry is the largest among all the industries, accounting for over 10 per cent of the country's GDP and around 8 per cent of the employment. The Retail Industry in India has come forth as one of the most dynamic and fast paced industries with several players entering the market. Modern retail has entered India as seen in sprawling shopping centres, multi-storied malls and huge complexes offer shopping, entertainment and food all under one roof. The Indian retailing sector is at an inflexion point where the growth of organized retailing and growth in the consumption by the Indian population is going to take a higher growth trajectory. The sample size of this study is 50. It is due to the large population and keeping in mind the sample size is restricted. To assess the socio-demographic profile of the consumers and to study the consumer convenient towards retail Malls in Chennai city. Therefore there is a significant difference between age, gender and occupational status of the respondents and their overall consumer convenient.*

***Keywords:** Consumer Convenient, Retail mall, Shopping Centre.*

### **INTRODUCTION**

Modern retail sector in the form of sprawling shopping centers, multi-storied malls and huge complexes, offer shopping, entertainment and food all under one roof. The Indian population also witnessing a significant

change and its demographics. The large young working population, nuclear families in urban areas, along with increasing working-women are emerging opportunities in the services sector are going to be the key growth drivers of the organized retail sector in India. The Indian marketing conditions in particular the role of the government and the steadily emerging consumer perception and movement necessitates that markets in India must understand buying behavior of consumers their needs, aspirations, expectations and problems. The importance of studying shopping behavior of consumers is rooted in the modern marketing retail concept it attempts to solve consumption problems of consumers. However no business can possibly help consumer solve their consumption problem unless the marketer understands the buying behavior of the consumers and makes an attempt to comprehend the buying process and the factors influencing it. The study of customers' behavioral aspects is great importance for retail marketers and this knowledge is applied to find out the consumers wants and needs. The consumers' perception and shopping behaviour in Urban cities like wise.

### CONSUMER CONVENIENCE STRATEGY

Customer convenience is any element of customer experience that saves the customer time and effort. It is common for products, services, environments and processes to be designed to offer customer convenience. Customers are often strongly motivated to save time and effort. As such, business models centered around providing convenience are remarkably common. The following are common types of customer convenience.

**Location:** Products and services that is close to the customer when needed.

**Portability:** Items that is easy to carry around such as a mobile phone.

**Time-saving:** Customer experiences that save time as compared to traditional alternatives.

**Usability:** Things that is easy to use such as an ecommerce site with one-click ordering.

**Packaging:** Packaging that is easy to open, reseal and reuse. Things in single portion packages may save the customer effort.

**Delivery:** Delivering items to the customer's location.

**Scheduling:** Doing things at a time that is convenient for the customer. Such as a home repair contractor that schedules precise appointments.

**Automation:** A machine or information technology that does work for the customer.

**Defaults:** Setting reasonable defaults for configuration options.

**Customization:** An easy way to customize things such as an air conditioner with clear and powerful menus that give users control over the unit.

**Services:** Doing work for the customer such as walking their dog.

**Management:** Managing processes for the customer such as a vacation package where everything is orchestrated including transportation, accommodation, meals, activities and entertainment.

**Self-service & Personal Attention:** Some customers will find self-service tools to be convenient and others will find personalized attention from your staff to be more convenient. Generally speaking, asking the customer to jump through technical steps such as installing an app isn't at all convenient.

**Personalization:** Remembering the customer's preferences.

## REVIEWS OF LITERATURE

Retail Service Quality factors like Store Merchandise, Access, Problem solving, and Personal Interaction have a significant impact on customer satisfaction and factors like Problem Solving and Personal Interaction have a significant impact on customer loyalty in retail outlets (S.P.Thenmozhi and D.Dhanapal., 2011) Customers consider fast billing, parking facility and long hours of operations as prime services and key factors in Retail service quality (Dr. Chandan A. Chavadi and Shilpa S. Koktanur , 2010) in ( Shishma Kushwaha and Dr. Mohender Kumar Gupta ,2011).

Turley and Milliman (2000) found five broad categories of atmospheric cues: external cues (e.g. architectural style, surrounding stores); general interior cues (e.g. flooring, lighting, colour schemes, music, aisle width, ceiling composition); layout and design cues (e.g. space design and allocation, grouping, traffic flow, racks and cases); point of purchase and decoration displays (e.g. signs, cards, wall decorations, price displays).

White and Sutton (2001) has described a mall space and its characteristics of social and physical environment of shopping malls includes the provision of sense of order, safety and security that people need. Social environment of the mall spaces includes elements such as the number and friendliness of salespeople, managers, other employees, users of the mall environment.

Oakes (2000), Kwortnik (2008) and Yan, R.N. et al. (2009) and others. These researchers focused on the issue of the physical environment, including the performance of building design, indoor air quality, lighting and the level of noise and congestion in the shopping mall. The physical environment of a shopping mall is one of the factors that influence the customer's perception.

Na Li and Ping Zhang (2002), According to him targeting more appropriate consumer groups, improving product and/or service quality, and improving website quality can positively influence consumer attitudes and

behavior, potentially leading to increased frequency of initial purchase and repeat purchases on the part of consumers.

Jifeng Luo (2012), This study makes several important contributions to the research literature on online customer satisfaction. This study empirically investigates the impact of product uncertainty and retailer visibility on a consumer's evaluation of online purchase experience using real-world observations. The data comes from real consumers based on their real transaction experiences. This gives the results of our study more generalizability than studies using subjects who are not asked to engage in real transactions.

## **OBJECTIVES OF THE STUDY**

- To assess the socio-demographic profile of the consumers of Chennai city
- To study the consumers perceptions towards retail Malls in Chennai city

## **SCOPE OF THE STUDY**

The present study mainly focuses on experiential shopping motivations which consist of comfort, convenience, idea shopping, diversion, enjoyment, ambience, and attractiveness. However, to construct a more meaningful study and build upon previous research, experiential benefits, product oriented benefits and situational benefits have been taken into consideration.

## **METHODOLOGY**

The sample size of this study is 50. It is due to the large population and keeping in mind the sample size is restricted. While developing the sample design for this research study the following points have been considered. In this research study the universe is of infinite size which includes the respondents of Chennai. For conducting this research study, the sample has been Simple random sampling method used for this study. Simple random sampling is a basic type of sampling, since it can be a component of other more complex sampling methods. The principle of simple random sampling is that every object has the same probability of being chosen. The study has used primary data, which was collected using structured questionnaire. The Secondary data was collected from various magazines, Journals, Websites, research articles in various national, international journals, reports from daily papers. Primary data collected through a well framed questionnaire is the research tool for the present study. The tools used for analysis are demographic factors, shopping motivation, mall atmosphere and value evaluation.

**LIMITATIONS OF THE STUDY**

The study takes into account certain factors influencing the consumer perception and behavior towards mall. The study assumes information given by the consumers as valid and reliable.

**DATA ANALYSIS AND INTERPRETATION**

**Table-1: Percentage analysis of consumer personal profile**

Particulars	No.of respondents (n=50)	Percentage (100%)
<b>Age</b>		
Below 30yrs	23	46
31 to 40yrs	12	24
41 to 50yrs	11	22
51yrs & above	04	08
<b>Gender</b>		
Male	34	68
Female	16	32
<b>Occupation</b>		
Studying	32	64
Working	11	22
Others	07	14

The above table indicates that nearly half (46 per cent) of the respondents were below 30yrs of age group, 24 per cent were 31 to 40yrs, 22 per cent were 41 to 50yrs and remaining 08 per cent were above 51yrs. Majority (68 per cent) of the respondents were male and remaining 32 per cent were female. Majority (64 per cent) was studied group, 22 per cent were working and remaining 14 per cent were housewives.

**Table-2: Difference between personal profile and their overall consumer convenient**

Overall consumer convenient	n	Mean	S.D	Statistical inference
<b>Age</b>				
Below 30yrs	23	19.03	0.912	$f=17.978$ 0.030<0.05 Significant
31 to 40yrs	12	19.01	0.879	
41 to 50yrs	11	17.27	1.923	
51yrs & above	04	17.03	1.892	
<b>Gender</b>				
Male	34	17.06	1.883	$t=9.107$

Female	16	19.89	0.926	0.022<0.05 Significant
<b>Occupation</b>				
Studying	32	19.11	0.893	$f=21.648$ 0.018<0.05 Significant
Working	11	17.79	1.921	
Others	07	19.07	0.889	

*Statistical test: Oneway ANOVA 'f' test and 't' test was used the above table*

The above table inferred that below 30yrs of age group is higher when compare to 51yrs and above age group of consumer convenient. Female consumer perception is higher when compare to male. Studied group is higher when compared to working group of consumer convenient. Therefore there is a significant difference between age, gender and occupational status of the respondents and their overall consumer convenient. Hence, the calculated value is less than table value ( $p<0.05$ ).

### SUGGESTIONS AND CONCLUSION

Consumer satisfaction is a marketing term that measures how products or services supplied by a company meet or surpass a consumer’s expectation. It is so important because without a high degree of it, profits can be lower and harder to generate. Most of the shoppers are student’s spicily teen age people, so they should give importance to all age group people by using some attraction methods, so they can improve the sales. Retailing mall shoppers want to shop convenient place, but the mall peoples only concentrate branded products they can also give equal priority to get all local food and grocery products. Hence, malls are advised to have more number of local formats. Today the mall shoppers are waiting in long queue in the counters. Hence, it is suggested can built more number of counters especially in holidays. This is perceived that Shoppers need more number of entertainment games for all time with different age groups people. The findings and suggestions have been written after analyzing the customer’s perception and behaviour of mall shoppers. Most of the middleclass peoples are economically growing the next level this is the base for increasing the shopper’s behaviour. Based on the expectations of the mall shoppers the mall managers can offer various entertainment aspects to their consumer. The concept of mall shopping emerged from western countries and it is well established in developing countries. It is the one of the fastest growing sector also helps it boost the economic growth of our country India. In such a situation the retail industry is the next booming industry of the Indian economy. Therefore to achieve more success the retiling companies need to invest more money, they improve infrastructural facilities it should be vigilant of the fluctuations market operations.

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