

Uncertain Dependence on Modern Tools in Multiplexes for Purchasing Household Commodities

C. Archanapriya, M.M. Shanmugapriya, S. Janifer Vinnarasi

Abstract: *This paper involves the study of the reasons why generally people prefer hyper market stores and know the various medias which influences the customers to hypermarket. Illuminating assessment is used in this examination since it will ensure the minimization of reason and expansion of resolute nature of data accumulated. This choice was invited by financial analysts and the business sectors, however caused fights and a change in India's focal government's political alliance structure...*

Keywords: *hyper market stores , financial analysts*

I. INTRODUCTION

Retailing in India is one of the mainstays of its economy and records for around 10 percent of its GDP. The Indian retail market is evaluated to be US\$ 600 billion and one of the best five retail advertises on the planet by financial worth. India is one of the quickest developing retail advertises on the planet, with 1.2 billion individuals.

Starting at 2003, India's retailing industry was basically proprietor kept an eye on little shops. In 2010, bigger arrangement accommodation stores and grocery stores represented around 4 percent of the business, and these were available just in enormous urban focuses. India's retail and coordinations industry utilizes around 40 million Indians (3.3% of Indian populace).

Until 2011, Indian focal government denied outside direct venture (FDI) in multi-brand retail, denying remote gatherings from any proprietorship in grocery stores, comfort stores or any retail outlets. Indeed, even single-brand retail was constrained to 51% proprietorship and a bureaucratic procedure. [1]-[5]

. An examiner from Fitch Group expressed that the 30 percent prerequisite was probably going to essentially postpone if not avert most single brand majors from Europe, USA and Japan from opening stores and making related occupations in India.

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This choice was invited by financial analysts and the business sectors, however caused fights and a change in India's focal government's political alliance structure. On 20 September 2012, the Government of India officially told the FDI changes for single and multi brand retail, in this manner making it successful under Indian law.

On 7 December 2012, the Federal Government of India permitted 51% FDI in multi-brand retail in India. The administration figured out how to get the endorsement of multi-brand retail in the parliament notwithstanding overwhelming hubbub from the resistance (the NDA and radical gatherings). A few states will permit remote markets like Walmart, Tesco and Carrefour to open while different states won't. [6]-[8]

II. OBJECTIVES OF THE STUDY

1. To find out the Reasons why the customers prefer hyper market
2. To know the various medias which influences the customers to hypermarket

III. METHODOLOGY

The procedure used to gather data and information with the end goal of making business decisions. The philosophy may incorporate publication research, meetings, overviews and other research methods, and could incorporate both present and chronicled data.

A. Wellspring of Data

The information can be gathered from essential and optional sources.

B. Essential Data:

Essential information implies unique information that has been gathered extraordinarily for the reason as a top priority. It implies somebody gathered the information from the first source direct. Information gathered along these lines is called essential information.

C. Sample Size

The sample size of the 100 respondents was considered appropriate keeping in view the objective and limitation Sampling Area Sampling area may be a geographical



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one, such as a state, district, village etc.

The researcher will have to decide one or more of such area that he has to select for his study. The study is conducted among the customers of hyper stores in Chennai. They have been further classified as male and female.

IV. HYPOTHESIS OF THE STUDY

H0: There is no significant relationship between Gender and reason for visiting

H1: There is a significant relationship between Gender and reason for visiting.[13]-[18]

V. RESULTS ANALYSIS AND INTERPRETATION

Customer Retention ways	N	Minimum	Maximum	Mean	Std. Deviation
Attractive advertising	100	1	5	4.12	.902
Meeting customer expectations	100	1	5	3.89	.886
Free offers	100	2	5	3.85	.821
Bundling	100	1	5	3.77	.983
Free door delivery	100	1	5	3.51	1.078
Gift coupons	100	1	5	3.83	.965
Vouchers	100	1	5	3.69	1.089
Accept credit cards	100	1	5	4.18	.869
Games	100	1	5	3.58	.976
Social medias	100	1	5	3.82	.968
Regular reviews	100	1	5	3.66	1.007
Better communication	100	1	5	3.61	1.024
Spending time with customers	100	1	5	3.70	.823
Special day surprises	100	1	5	3.71	.957
Keep up promises	100	1	5	3.60	1.015
Valid N (listwise)	100				

INTERPRETATION

It is clear that the attractive advertising has the highest mean value of 4.18. This says that hyper market stores use the customer retaining strategy through accepting credit cards. The next highest mean value is 4.12 that is attractive advertising, the next highest value is 3.89 that is meeting the customer's requirements was another retention strategy used by Big Bazaar. Free Offers is another strategy used to retain the customers it has the higher mean value of about 3.85. [19]-[25]

HYPOTHESIS – 1

H0: There is no significant relationship between Gender and reason for visiting

H1: There is a significant relationship between Gender and reason for visiting[9]-[12]

VI. FINDINGS

The following are the findings of the study:-

- Majority of the respondents belong to the age category of 18-22 i.e. 50%
- Most of the respondents are Female which is about 67%
- The most of the respondent's annual income is less than 1 Lakh.

- Most of the customer's opinion is that they have a freedom of choice. Therefore they can select whatever the products they want.
- The customers also visit hyper market stores because of its store design and its ambience
- Some of the customers visit hyper market stores because they are easy to access and some visit because of its Brand name.
- The most important ways through which the customers are retained by Big Bazaar are accepting credit cards, attractive Advertising, meeting customers' expectations and Free Offers.
- Most of the respondents are satisfied with the customer service as well as the online services of Big Bazaar.

The following are some of the suggestions given by the respondents:-

- hyper market stores management should concentrate on electronic goods and cloths for improving the sales of those products.
- hyper market stores management has to give more offers to their products for generating sales.
- hyper market stores sales persons should improve their skills to give good service to the customers
- Customer service department should increase their response time to the customer needs.

To maintain a proper relationship with the customers was considered to be the main motive of Big Bazaar. But still the management should focus more of their cons in order to improve customer relationship with the customers. This helps the Big Bazaar management to do all changes within them. There is a lack of advertising media in Big Bazaar with the customers which can also be taken into consideration for their growth and development.

Most of the staff are not aware about the different sections and the products which are available under such sections. Therefore the employees can be well trained so that this can be a factor to develop customer relationship.

A proper customer relationship management can always make the Management to develop themselves in terms of their growth and also their company's exposure.

Gender and Freedom of choice

Particulars	Freedom of choice				Total
	strongly disagree	neutral	agree	strongly agree	
Gender male	2	3	14	14	33
Gender female	0	3	32	32	67
Total	2	6	46	46	100

Particulars	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.119 ^a	3	.163
Likelihood Ratio	5.449	3	.142
Linear-by-Linear Association	2.964	1	.085
N of Valid Cases	100		

hence it can be concluded that there is no significant relationship between Age and reason for visiting with regard to freedom of choice.

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