

Consumer Perception on 4ps Of Marketing In Malls With Special Reference To Chennai

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Abstract— The paper discusses about the customer perception on 4Ps of marketing in shopping malls. 4Ps are the elements of marketing mix which are product ,price,place,promotions.The main objective of the study is to understand the customer perception about 4Ps of marketing in malls with special reference to Chennai , to identify the relationship between affordability and income of respondent. Descriptive research is used and convenience sampling method is used to collect the samples.The statistical tools used here is ANOVA,correlation,independent t test,chi-square. The study found that consumer perception towards 4Ps of marketing is having a great impact in malls.This study concludes that various strategies should be taken to give an idea about 4Ps of marketing.

Keywords: marketing,consumer perception,4Ps ,statistical tools,income,affordability

I.INTRODUCTION

Consumer perception defines the way by which a customer adopts, arrange and elucidate information to create a meaningful and understanding picture of the brand or the product. This is a three stage process that translates raw incentive into meaningful and understandable information. Marketing in simple terms refer to as ‘putting the right product in the right place, at the right price, at the right time.The marketing mix concept gained popularity by an article titled “The Concept of the Marketing Mix” written by Neil Borden published in 1964.The marketing mix is most commonly executed through the 4 P’s of marketing: Price, Product, Promotion, and Place.The is product a tangible or intangible goods or service that is seem to satisfy the customer needs or demand. Price means the actual payment given for the goods or services he wanted to satisfy his needs. Promotion means the marketing communication methods and techniques all fall under the promotion heading.These may include advertising, sales promotions, special offers and public relations.Place has to do with how the product will be provided to the customer. Distribution is a key element of placement. The aim of the study is to find

the study is to analyse the customer perception about 4Ps of marketing in malls

II. OBJECTIVES OF THE STUDY

- To understand the customer perception about 4Ps of marketing in malls with special reference to Chennai
- To identify the relationship between price affordability and income of respondent
- To know the rank preference of 4Ps
- To identify the association between promotion creation in malls and educational qualification
- To know the difference between one stop purchase and gender

III. LITERATURE REVIEW

Mosad Zineldin and Sarah Philipson(2007), The researcher has concentrated on literature work and has found out the topic deals about relationship marketing. The motivation behind this paper is to confirm whether relationship marketing is another worldview that has supplanted value-based marketing. The paper finds that no organisation only utilised the relationship marketing approach. **CHANCHAI SUPAARTAGORN (2017)**, The researchers revealed about how marketing mix factors toward decision making in purchasing goods and services via Facebook. A quantitative survey was significantly conducted among 431 respondents in Muang District. It also revealed about 4Ps significantly influenced consumers’ decisions when purchasing goods and services via Facebook. **Anusha KS (2016)**, The author founded out the significance of branding and marketing mix in the article.The article has evaluated the approaches to advance the product and how the item picks up the brand name in view of the composed focuses by the writers it has been assessed that the marketing technique have straightforwardly or in a different way helped in picking up brand picture with the couple of perspectives which emphasis on the promotion and marketing mix to pick up the brand name. **Bui Trung Thieu (2016)**, The researcher founded out that by utilising quantitative research strategies and deductive thinking, helps to understand the importance four marketing mix segments (4Ps), by propelling an overview in Hanoi, Vietnam, to create essential information. The picked testing procedure is share inspecting and a few "portions" were manufactured. Different ramifications of the exploration and confinements were additionally talked about beneath.

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¹Nashwan Mohammed Abdullah Saif , ²Wang Aimin (2016), The authors revealed that Marketing strategy represents a key element of success for organizations. Through this strategy implementation it helps the firms to achieve its goals. A total of studies on the topic of marketing strategy have been examined. The author has also revealed that marketing strategy has been analyzed both in terms of its outcomes and as a process that does not yield satisfactory results without effective implementation.

IV.METHODOLOGY

For the purpose the purpose of the study, descriptive research is used. Convenience sampling method is used in the study to collect the samples. The sample size is 1450. Independent variables are age, monthly income, gender, educational qualification. Dependent variables are opinions of 4Ps of marketing, variety of product, affordable price, one stop purchase, create promotion about product and brand. The statistics used here is ANOVA, correlation, independent t test, chi square.

V. RESULTS AND DISCUSSION

Null Hypothesis (H0)

There is no significant difference between the mean scores of varieties of product among the age groups

Alternative hypothesis(H1)

There is significant relationship between the mean scores affordability and income of respondent

Table 1: ANOVA for Variety of Products and Ag

	sum of squares	df	mean square	f	sig. value
between groups	4.256	3	1.419	1.419	.353
within groups	1885.623	1446	1.304	1.304	
total	1889.879	1449			

Source: Primary data

Interpretation

ANOVA was done to study whether there exists the significant difference in the mean scores of products variety in malls among the age groups. Significant value (0.353) is greater than 0.05, which shows that there is no significant difference in the mean scores of products variety in malls among the age groups.

Null hypothesis :

There is no significant relationship between the affordability and income of respondent

Alternative hypothesis :

There is significant relationship between the affordability and income of respondent

Table 2: Correlation – Income and Affordability of Price in Malls

Variable 1	variable 2	p-value	correlation coefficient
income	affordability of price in malls	0.010	0.068

Correlation is significant at the 0.01 level
Source: Primary data

Interpretation

Correlation analysis is used to test the relationship between price affordability in malls and income of the respondent. Since $p < 0.01$, null hypothesis is rejected at 1% level of significance. There is significant relationship between the price affordability in malls and income of the respondent. But there is a low correlation between price affordability in malls and income of the respondents. It infers that based on income, affordability perception varies. ($r=0.068, p=0.010$)

Null hypothesis:

There is no significant difference between one stop purchase and the gender.

Alternative hypothesis:

There is significant difference between one stop purchase and the gender.

Table 3: One Stop Purchase and Gender

	gender	N	mean	standard deviation	standard error mean
one stop purchase	male	721	3.69	1.056	.039
	female	729.2	3.69	0.969	.036

Source: Primary data

Table 4: Independent Sample t test: One Stop Purchase and Gender

	value	df	p-value
Independent sample t test	4.622	1448	0.032

Source: Primary data

Interpretation

Independent sample t test was used to find whether there is significant difference between one stop purchase and gender, it was found that p value is less than 0.05, which shows that null hypothesis is rejected. Therefore, there is significant difference between one stop purchase and gender. Perception of one stop purchase differs between male and female.

Null hypothesis:

There is no significant association between promotional creation in mall and educational qualification.

Alternative hypothesis:

There is significant association between promotional creation in mall and educational qualification.

Table 5: Cross tabulation Promotion in Malls and Educational Qualification

		Mall creates promotion about products and brands					total
		Highly dissatisfied	dissatisfied	neutral	satisfied	Highly satisfied	
Educational qualification	primary	1	3	12	9	15	40
		2.5%	7.5%	30.0%	22.5%	37.5%	100.0%
High school		5	19	30	47	29	130
		3.8%	14.6%	23.1%	36.2%	22.3%	100.0%
Higher secondary		9	46	117	151	110	433
		2.1%	10.6%	27.0%	34.9%	25.4%	100.0%
Degree and above		30	82	210	254	221	797
		3.8%	10.3%	26.3%	31.9%	27.7%	100.0%
illiterate		1	10	10	16	13	50
		2.0%	20.0%	20.0%	32.0%	26.0%	100.0%
total		46	160	379	477	388	1450
		3.2%	11.0%	26.1%	32.9%	26.8%	100.0%

Source: Primary data

Table 6: Chi Square test: Promotion in Malls and Educational Qualification

	value	df	p-value
Pearson chi-square	16.395	16	0.426

Source: Primary data

Interpretation

Using Chi square test, it was found that p value is greater than 0.05, which shows that null hypothesis is accepted. Therefore, there is no significant association between product and brand promotion created in malls and educational qualification.

Table 7 – Weighted Average for ranking of 4 P’s

	Rank 1	Rank 2	Rank 3	Rank 4	Weighted Average	Rank
Weightage	4	3	2	1		
Product	769	95	145	441	2.82	I
Price	189	702	329	230	2.59	II
One stop purchase	202	410	543	295	2.36	III
Promotion	290	243	433	484	2.23	IV

Interpretation:

Weighted Average results shows that among the preference of 4 P’s in malls, respondents have given first preference to variety of products, second preference to

comparison of price, third preference to one stop purchase and last preference to promotion.

V.CONCLUSION

The marketing mix is a foundation model in marketing. The marketing mix is most commonly executed through the 4Ps of marketing ie, price,product,promotion,and place. From the study the researcher concludes that, as most of the people don’t know the concept of marketing and 4Ps , more awareness and strategies should be taken to get the idea of marketing and 4Ps. The research can be carried out further in malls regarding other marketing strategies that will be useful for betterment of business

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