

CUSTOMERS' PROFILE ANALYSIS FOR HYPER MARKET LAUNCH IN CHENNAI CITY -AN EMPIRICAL STUDY

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Abstract

The Study on customer profile for hypermarket launches at Chennai. Face to face interviewing was used for intercepting the customers in their home and distributed the questionnaire for their valuable response. Purposive and Non-Probability Sampling techniques were employed with a sample size of 500 respondents. In our materialistic and competitive societies ,the marketer have to analyze the customer profile for design the marketing strategic to attract the customer from this study ,the researcher found positive view attitude among the consumer is having higher percentage which seems to positive sign for hyper market and more number of potential user of hypermarket in Chennai city,its concluded the retailers have greater opportunity to capture the whole market by creating awareness about the hypermarket and promotional offers to their customer .

Keyword: Hypermarket, Customer's Perception, Awareness.

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INTRODUCTION

The India Retail Industry is the largest among all the industries, accounting for over 10 per cent of the country 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. But all of them have not yet tasted success because of the heavy initial investments that are required to break even with other companies and compete with them. The India Retail Industry is gradually inching its way towards becoming the next boom industry. The total concept and idea of shopping has undergone an attention drawing change in terms of format and consumer buying behavior, ushering in a revolution in shopping in India. Modern retailing has entered into the Retail market in India as is observed in the form of bustling shopping centers, multi-storied malls and the huge complexes that offer shopping, entertainment and food all under one roof. A large young working population with median age of 24 years, nuclear families in urban areas, along with increasing working women population and emerging opportunities in the services sector are going to be the key factors in the growth of the organized Retail

sector in India. The growth pattern in organized retailing and in the consumption made by the Indian population will follow a rising graph helping the newer businessmen to enter the India Retail Industry. In India the vast middle class and its almost untapped retail industry are the key attractive forces for global retail giants wanting to enter into newer markets, which in turn will help the India Retail Industry to grow faster. Indian retail is expected to grow 25 per cent annually. Modern retail in India could be worth US\$ 175-200 billion by 2016. The Food Retail Industry in India dominates the shopping basket. The Mobile phone Retail Industry in India is already a US\$ 16.7 billion business, growing at over 20 per cent per year. The future of the India Retail Industry looks promising with the growing of the market, with the government policies becoming more favorable and the emerging technologies facilitating operations.

RESEARCH OBJECTIVE

Primary objective:

Study about a “customer profile for hypermarket launch at Chennai”

Secondary Objective:

- To analyze the Demographic profile of consumers

- To analyze the psychographic profile of consumers
- To analyze the purchase behavioral pattern of consumers

Review of literature

Conceptual Review

Retail comes from the French word *retailer*, which refers to "cutting off, clip and divide" in terms of tailoring (1365). It first was recorded as a noun with the meaning of a "sale in small quantities" in 1433 (French). Its literal meaning for *retail* was to "cut off, shred, paring". Like the French, the word retail in both Dutch and German (*detailhandel* and *Einzelhandel* respectively), also refers to the sale of small quantities of items

Retailing consists of the sale of goods or merchandise from a very fixed location, such as a department store, boutique or kiosk, or by mail, in small or individual lots for direct consumption by the purchaser. Retailing may include subordinated services, such as delivery. Purchasers may be individuals or businesses. In commerce, a "retailer" buys goods or products in large quantities from manufacturers or importers, either directly or through a wholesaler, and then sells smaller quantities to the end-user. Retail establishments are often called shops or stores. Retailers are at the end of the supply chain. Manufacturing marketers see the process of retailing as a necessary part of their overall distribution strategy. The term "retailer" is also applied where a service provider services the needs of a large number of individuals, such as a public utility, like electric power. Shops may be on residential streets, shopping streets with few or no houses or in a shopping mall. Shopping streets may be for pedestrians only. Sometimes a shopping street has a partial or full roof to protect customers from precipitation. Online retailings, a type of electronic commerce used for business-to-consumer (B2C) transactions and mail order, are forms of non-shop retailing. Shopping generally refers to the act of buying products. Sometimes this is done to obtain necessities such as food and clothing; sometimes it is done as a recreational activity. Recreational

shopping often involves window shopping (just looking, not buying) and browsing and does not always result in a purchase.

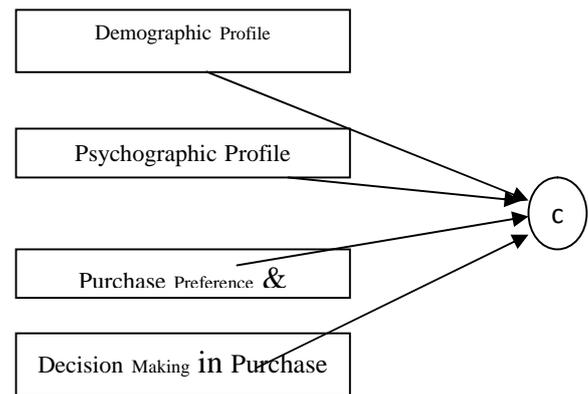
Retailing formats in india

1. Malls
2. Specialty Stores
3. Discount Stores
4. Department Stores
5. Hyper marts/Supermarkets
6. Convenience stores:

MBO:

Multi Brand outlets, also known as Category Killers, offer several brands across a single product category. These usually do well in busy market places and Metros.

Research model:



A customer profile can be based upon many different criteria.

1. Demographically based profiles - age, income, marital status, etc.
2. Psychographic based profiles- Lifestyle, Personality and Values
3. Purchase Preference & Behavior
 - Behavioral profiles – how often they visit Hyper market, user status of Hyper market ,how much was spent, attitude
 - Preferred food – what kind of food preferred by consumers
 - Preferred Dress – what kind of dress preferred by consumers.
 - Preferred Stores for Shopping
4. Decision making in purchase –who makes purchase decision

Research methodology

Descriptive research is used. Face to face interviewing was used for intercepting the customers in their home and distributed the questionnaire for their valuable response. A Purposive and Non-probability Sampling techniques were employed. The sample is typical. The sample size is 500 respondents. Content Validity which refers to the extent to which a measurement reflects the specific intended domain of content. Reliability which refers to the confidence we can place on the measuring instrument to give us the numeric value. If the same set of objects are measured again and again with the same or comparable measuring instrument and the results obtained are the same or similar, then the measuring instrument is said to be reliable.

Sampling is an inescapable part of research; since populations are large and resources are limited sampling is aimed at obtaining representativeness and determining size of the sample.

Sampling is aimed at two major objectives.

- The sample is representative of the population.
- The size of the sample is adequate to get the desired accuracy.

Results and discussions:

Chi-square analysis

Age vs. Attitude

Null Hypothesis (Ho) : There is no significant association between age and Attitude

Alternate Hypothesis (H1): There is a significant association between age and Attitude

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	44.866(a)	12	.000
Likelihood Ratio	41.944	12	.000
Linear-by-Linear Association	22.028	1	.000
Number of Valid Cases	500		

Inference

From the above table, it is inferred that the calculated P value (.000) which is less than .05 (level of significance). Hence Null hypothesis is rejected and the alternate hypothesis is accepted. Hence, the age of the respondents is having significant association with attitude of the respondents

Family income Vs Often visit to hyper market

Data were collected by means of a structured questionnaire, The questionnaire used in this study is comprised of seven parts: **Part A** contains questions about personal profiles of the respondents including gender, educational level, age, and occupation. **Part B** includes psychographic profile of the customers. **Part C** contains the buying behavior of the customers. **Part D** contains the food preference of the customers. **Part E** carries the dress preference of the customers. **Part F** contains the preferred stores for shopping by the customers. **Part G** contains who make the purchase decision by the customers in their home. The population from which our sample was selected is from Velachery, Athambakkam, Tharamani, Palikaranai and Guindy in Chennai, Tamilnadu, India. The customer was selected in and around the area in which the new retail hyper market is going to launch.

The data collected will be analyzed and interpreted using statistical package for social sciences (SPSS). Statistical tools used namely, Simple percentage analysis, Chi-square test, Bivariate correlations, one-way ANOVA, and Post hoc test.

Null Hypothesis (H0) : There is no significant association between family Income & often visit to hyper market

Alternate Hypothesis (H1): There is a significant association between family income & often visit to hypermarket

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	66.350(a)	16	.000
Likelihood Ratio	72.472	16	.000
Linear-by-Linear Association	4.893	1	.027
N of Valid Cases	500		

Inference:

From the above table, it is inferred that the calculated P value (.000) which is less than .05 (level of significance). Hence Null hypothesis is rejected and the alternate hypothesis is accepted. Hence, Family income having significant association with Often visit

Family income Vs Disposable income

Null Hypothesis (Ho) : There is no significant association between family Income and Disposable income

Alternate Hypothesis(H1): There is a significant association between family income and Disposable income.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	320.176(a)	16	.000
Likelihood Ratio	231.359	16	.000
Linear-by-Linear Association	125.088	1	.000
N of Valid Cases	500		

Inference

From the above table, it is inferred that the calculated P value (.000) which is less than .05 (level of significance). Hence Null hypothesis is rejected and the alternate hypothesis is accepted. Hence, Family income having significant association with Disposable income

Occupation Vs Life style

Null Hypothesis (Ho) : There is no significant association between Occupation and Life Style.

Alternate Hypothesis (H1): There is a significant association between Occupation and Life Style

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	38.034(a)	8	.000
Likelihood Ratio	36.873	8	.000
Linear-by-Linear Association	13.032	1	.000
N of Valid Cases	500		

Inference:

From the above table, it is inferred that the calculated P value (.000) which is less than .05 (level of significance). Hence Null hypothesis is rejected and the alternate hypothesis is accepted. Hence, Occupation having significant association with Life Style.

Family size Vs Disposable income

Null Hypothesis (Ho) There is no significant association between family size and Disposable income.

Alternate Hypothesis (H1): There is a significant association between family size and Disposable income

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.153(a)	12	.004
Likelihood Ratio	29.785	12	.003
Linear-by-Linear Association	9.360	1	.002
N of Valid Cases	500		

Inference:

From the above table, it is inferred that the calculated P value (.000) which is less than .05 (level of significance). Hence Null hypothesis is rejected and the alternate hypothesis is accepted. Hence, Family size having significant association with Disposable Income

Bivariate Correlation

The correlations table displays Pearson correlation coefficients, significance values, and the number of cases with non-missing values. Pearson correlation coefficients assume the data are normally distributed. The Pearson correlation coefficient is a measure of linear association between two variables. The values of the correlation coefficient range from -1 to 1. The sign of the correlation coefficient indicates the direction of the relationship, The absolute value of the correlation coefficient indicates the strength, with larger absolute values indicating stronger relationships. The correlation coefficients on the main diagonal are always 1.0.

Correlations between Family income and Disposable income

		Family income	Disposable income
Family income	Pearson Correlation	1	.501(**)
	Sig. (2-tailed)		.000
	N	500	500
Disposable income	Pearson Correlation	.501(**)	1
	Sig. (2-tailed)	.000	
	N	500	500

** Correlation is significant at the 0.01 level (2-tailed).

Inference:

Here we have **positive relation** between **Disposable income** and **Family income** . because disposable income and family income has a perfect positive linear relationship with itself. Correlations above the main diagonal are a mirror image of those below.

Correlations between Age and Value

		Age	Values
Age	Pearson Correlation	1	.212(**)
	Sig. (2-tailed)		.000
	N	500	500
Values	Pearson Correlation	.212(**)	1
	Sig. (2-tailed)	.000	
	N	500	500

Inference:

Here we have **positive relation** between Age and values. Because Age and values has a perfect positive linear relationship with itself. Correlations above the main diagonal are a mirror image of those below.

Correlations between Family Income and User Status of Hyper Market

		Family income	User status
Family income	Pearson Correlation	1	.492(**)
	Sig. (2-tailed)		.000
	N	500	500
User status	Pearson Correlation	.492(**)	1
	Sig. (2-tailed)	.000	
	N	500	500

Inference:

Here we have **positive relation** between Family income and User Status. Because Family income and User Status has a perfect positive linear relationship with itself. Correlations above the main diagonal are a mirror image of those below.

ANOVA & POST-HOC

In one-way ANOVA, the total variation is partitioned into two components. Between Groups represents variation of the group means around the overall mean. Within Groups represents variation of the individual scores around their respective group means.

Family Income and Disposable Income

Null Hypothesis: There is no significant difference between Family income and Disposable income

Alternate Hypothesis: There is significant difference between Family income and Disposable income.

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	61.206	4	15.302	42.798	.000
Within Groups	176.976	495	.358		
Total	238.182	499			

Inference

From the above table the significance level is less than 0.05. Therefore we reject null hypothesis and accept alternate hypothesis. Hence there is a significance difference between the family income with that of Disposable income and further planned contrasts or post hoc comparisons or methods used to determine which groups differ.

Dependent Variable: Disposable income

(I) family income	(J) family income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
below 10000	10001 - 15000	-.537	.214	.124	-1.14	.07
	15001 - 25000	-1.077(*)	.203	.000	-1.65	-.51
	25001- 35000	-1.407(*)	.205	.000	-1.99	-.83
	above 35000	-1.905(*)	.229	.000	-2.55	-1.26
10001 - 15000	below 10000	.537	.214	.124	-.07	1.14
	15001 - 25000	-.541(*)	.086	.000	-.78	-.30
	25001- 35000	-.870(*)	.092	.000	-1.13	-.61
	above 35000	-1.368(*)	.137	.000	-1.75	-.98
15001 - 25000	below 10000	1.077(*)	.203	.000	.51	1.65
	10001 - 15000	.541(*)	.086	.000	.30	.78
	25001- 35000	-.329(*)	.062	.000	-.50	-.16
	above 35000	-.827(*)	.119	.000	-1.16	-.49
25001- 35000	below 10000	1.407(*)	.205	.000	.83	1.99
	10001 - 15000	.870(*)	.092	.000	.61	1.13

	15001 - 25000	.329(*)	.062	.000	.16	.50
	above 35000	-.498(*)	.123	.001	-.85	-.15
above 35000	below 10000	1.905(*)	.229	.000	1.26	2.55
	10001 - 15000	1.368(*)	.137	.000	.98	1.75
	15001 - 25000	.827(*)	.119	.000	.49	1.16
	25001 - 35000	.498(*)	.123	.001	.15	.85

Inference

From the post hoc test by inferring the significance value, if the significance value is less than 0.05 which will be denoted in the mean difference column with the * mark. Hence there is a significant difference between Disposable income and Family income

Values and educational qualification

Null Hypothesis: There is no significant difference between Values and Educational Qualification

Alternate Hypothesis: There is significant difference between Values and Educational Qualification

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	26.476	5	5.295	5.110	.000
Within Groups	511.946	494	1.036		
Total	538.422	499			

Inference

From the above table the significance level is less than 0.05. Therefore we reject null hypothesis and accept alternate hypothesis. Hence there is a significance difference between the Educational Qualification with that of Values and further planned contrasts or post hoc comparisons or methods used to determine which groups differ.

Dependent Variable: values

(I) education qualification	(J) education qualification	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
illiterate	Primary	.500	.778	1.000	-1.79	2.79
	SSLC	1.262	.601	.545	-.51	3.03
	HSC	1.389	.595	.301	-.37	3.15
	Graduate	1.700	.591	.063	-.04	3.44
	Post Gradute	1.447	.611	.272	-.35	3.25
primary	Illiterate	-.500	.778	1.000	-2.79	1.79
	SSLC	.762	.524	1.000	-.79	2.31
	HSC	.889	.518	1.000	-.64	2.42
	Graduate	1.200	.513	.294	-.31	2.71
	Post Gradute	.947	.535	1.000	-.63	2.53
SSLC	Illiterate	-1.262	.601	.545	-3.03	.51
	Primary	-.762	.524	1.000	-2.31	.79
	HSC	.128	.158	1.000	-.34	.60
	Graduate	.439(*)	.140	.028	.02	.85
	Post Gradute	.186	.208	1.000	-.43	.80
HSC	Illiterate	-1.389	.595	.301	-3.15	.37
	Primary	-.889	.518	1.000	-2.42	.64

	SSLC	-.128	.158	1.000	-.60	.34
	Graduate	.311	.114	.096	-.02	.65
	Post Graduate	.058	.191	1.000	-.51	.62
Graduate	Illiterate	-1.700	.591	.063	-3.44	.04
	Primary	-1.200	.513	.294	-2.71	.31
	SSLC	-.439(*)	.140	.028	-.85	-.02
	HSC	-.311	.114	.096	-.65	.02
	Post Graduate	-.253	.176	1.000	-.77	.27
Post Graduate	Illiterate	-1.447	.611	.272	-3.25	.35
	Primary	-.947	.535	1.000	-2.53	.63
	SSLC	-.186	.208	1.000	-.80	.43
	HSC	-.058	.191	1.000	-.62	.51
	Graduate	.253	.176	1.000	-.27	.77

Inference

From the post hoc test by inferring the significance value, if the significance value is less than 0.05 which will be denoted in the mean difference column with the * mark. Hence there is a significant difference between Values and Educational Qualification

Conclusion

1. From the chi-square analysis, Age Vs Attitude of the consumer having significant relationship and consumer show the positive view type of attitude, which is welcome attitude for being a hyper market consumer.
2. From the chi-square analysis, family income Vs often visit to hyper market having significant Relationship in which 50 % of the respondents visit the hyper market monthly followed by 29% of respondents visit the hyper market monthly twice
3. From the chi-square analysis, family income Vs Disposable income having significant Relationship in which 55% of the respondents disposable income is 2501-5000.
4. From the chi-square analysis, occupation Vs life style of consumer having significant Relationship in which 61% of the respondents are culture-oriented lifestyle. It shows consumer in that area giving more priority for culture oriented life style.
5. From the Bivariate correlation, family income and disposable income has a perfect positive linear relationship, it shows, if family income of respondents increases, disposable income will also increase.
6. From the Bivariate correlation, age and values has a perfect positive linear

relationship, in which 39% of the respondents are devouts.

7. From the Bivariate correlation, family income and user status of hyper market has a perfect positive linear relationship. Adequately, from the frequency analysis, the frequency of user status of hypermarket observed to have 30% respondents are potential user of hypermarket
8. From the anova analysis, its observed family income has significant difference with that of user status of hyper market.
9. From the anova analysis, its observed family income has significant difference with that of disposable income
10. From the anova analysis, its observed Values has significant difference with that of Educational Qualification of consumer

Managerial implications

The age & attitude having a significant relationship and from the frequency analysis, positive view attitude among the consumer is having higher percentage which seems to positive sign for retailers.

1. The family income & often visit to hyper market having a significant relationship. From this critical relationship, the conservative monthly visit consumers can be converted into weekly visit consumers by having consistent promotional offers like discounts, every day pricing strategy.

2. It is inferred from the conclusion, that the family income & user status of hyper market having a significant relationship. From the critical relationship, retailers have to create awareness among the consumer regarding the hyper market, by this retailers can convert non-user into potential user of hyper market.
3. It is concluded that the age and values having a perfect positive relationship, from the critical observation, the more number of consumer giving value to devouts, it shows traditional religious impact in the Indian consumer. Retailers have to create traditional impact in the hypermarket like placing the pooja things and built the temple inside the Hyper market premises.

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