

CONSUMER PERCEPTION AND BARRIERS TOWARDS RETAIL MARKETING IN HYPERMARKETS

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Abstract

The present study aims to know the consumer perception and barriers towards retail marketing in hypermarkets. However it is reported the hypermarket average share of the overall food retail sales in the consumer perception. Therefore it has become important for barriers retail marketing to try and manage the consumer perception. Questionnaire and interview method was used to collect the necessary data. For this study, qualitative method was used data was collected from 100 samples are collected by using simple random sampling method. The statistical test used for F-test and t-test. The study result shows that. Based on the findings of this study, the that respondents differ in their level of consumer perception and barriers towards retail marketing in hypermarkets based on gender. Also the majority of them below 35 years of age group have high level of consumer perception in the hypermarket.

Keyword: consumer, perception, barriers, towards, retail, marketing, hypermarket.

I. INTRODUCTION

The study research the terms of “perception” is derived from the word “perceive” it means the ability of individual to give meaning to whether he sensed by sensory organs. It was the method of individual understands one’s sensory impression. The consumer perception is founded one knowledge and belief the world. The study preparation refers to the way in individual experiences the surrounding world. Whereas all hypermarkets offer soft lines and hard lines of groceries and fresh food in the last should be one of the majority income contributors for the hypermarket.

Hence it is bigger size was more extensive determination from customary supermarket, likewise selling things ordinarily found that comfort store, Further is littler and more restricted in the scope of product than hypermarket. Meaning of hypermarket

As indicated by the Webster word reference (1993) a hyper market is a superstore is consolidates a grocery store and a retail establishment being the outcome is huge of retail showcasing with office boundaries a colossal scope of item under the one rooftop, including the full line of staple goods and general product of purchaser discernment in the hypermarket.

II. REVIEW OF LITERATURE

Azhar and MohdSalehuddin (2016) conducted a study on customer satisfaction with hypermarket fresh food's characteristics. The researcher evolving pattern is influenced by the changing behaviour and lifestyle of local consumers, thus impacting on the way consumers purchase their food. Utilizing a quantitative examination approach, this paper analyzed clients' fulfillment with new food credits in hypermarkets. Through a self detailed poll, 387 respondents

were moved toward utilizing an accommodation inspecting technique. It was found that most of them are happy with the general nature of new food items. Then again, they are marginally happy with the cost and accessibility of new nourishments in the hypermarket. Generally speaking, a comprehension of the significance of new food credits is vital as it impacts colossally on the consumer loyalties.

Minoofarhangmehr (2017) depicted an examination on Customer and retailer view of hypermarkets and conventional retail locations in Portugal. It is engaged the hypermarket is an image of the development of Portugal. It has drastically changed the retailing structure in this nation as well as Portuguese purchasing conduct overview was regulate in similar market to 204 conventional retailers. The outcomes show that, for customers, the hypermarket is the supported sort of retail location for oftentimes bought bundled products, because of its low costs and advantageous one-quit shopping. The view of conventional retailers is that the hypermarkets influenced them adversely. The relative investigation proposes that, despite the fact that shoppers don't have a negative supposition about conventional retail, they don't have a similar great feeling that customary retailers have about themselves.

III. METHODOLOGY

Objectives

1. To access the consumer perception and barriers towards retail marketing in hypermarkets based on demographic variables.
2. To identify the level of respondents problems of consumer perception in hypermarket.

Hypothesis

1. There is no significant difference between consumer perception and barriers towards retail marketing in hypermarkets based on demographic variables.
2. There is no significant difference between problems of consumer perception in hypermarket.

Method of Data collection

To collect the primary data standard questionnaires were used. The tool were circulated among the selected respondents and interview method also adopted.

Sample size

100 samples are selected based on stratified random sampling method.

Statistical tool used

The following statistical tools were used to analyze the data. They were

- Descriptive analysis (Mean and Standard Deviation),

The means, standard deviations of the entire sample are computed, In order to test the significance 't' test is used.

IV. RESULT AND DISCUSSION

Table:1 Respondents level of consumer perception and barriers towards retail marketing in hypermarkets based on gender

Gender	Mean	S.D	t-value	p-value
Male	10.8	2.36	8.17	0.001 Significant
Female	25.6	3.84		

Result shows that the table 1 reveals the details of Mean, S.D. and t-value for respondents level of consumer perception and barriers towards retail marketing in hypermarkets based on gender. It is inferred from the obtained t-value there is a significant difference in respondent's level of consumer perception and barriers towards retail marketing in hypermarkets based on gender. Since the calculated t-value (8.17) which is significant at 0.001 level. Therefore the stated null hypothesis is rejected and alternate hypothesis is accepted. Therefore it is concluded that respondents differ in their level of consumer perception and barriers towards retail marketing in hypermarkets based on gender.

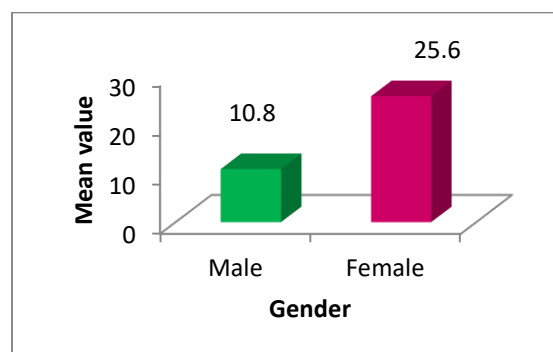


Table: 2 Respondents level of consumer perception and barriers towards retail marketing in hypermarkets based on age

Age	Mean	S.D	F-value	p-value
Below 25	4.18	1.06	5.28	0.01 Significant
26 to 35	7.23	1.63		
Above 35	11.2	2.71		

It is inferred from the table 2 reveals the details of Mean, S.D. and F-value for respondents level consumer perception and barriers towards retail marketing in hypermarkets based on age. It is observed from the obtained F-value there is a significant difference in respondent's level of consumer perception and barriers towards retail marketing in hypermarkets based on age. Since the calculated F-value (5.28) which is significant at 0.01 level. Therefore the stated null hypothesis is rejected and alternate hypothesis is accepted. Therefore it is concluded that respondents differ in their level of consumer perception and barriers towards retail marketing in hypermarkets based on age. Also the majority of them below 35 years of age group have high level of consumer perception in the hypermarket.

Table:3 Showing Mean, S.D. and F-value for problems of consumer perception in hypermarket.

Problems	Mean	S.D	F-value	p-value
Satisfied	24.6	4.52	13.7	0.001 S
Dissatisfied	13.9	2.01		
Neutral	5.12	0.83		

The above table exhibits the details of Mean, S.D. and F-value for problems of consumer perception in hypermarket. It is observed from the obtained F-value there is a significant difference in problems of consumer perception in hypermarket. Since the calculated F-value (13.7) which is significant at 0.001 level. Therefore the stated null hypothesis is rejected and alternate hypothesis is accepted. Therefore it is concluded that respondents differ in their problems of consumer perception in hypermarket.

Table: 4 Showing Mean, S.D. And F-value for respondents level of consumer perception in hypermarket predictor.

Predictor	Mean	S.D	F-value	p-value
Past experience	16.2	4.01	8.45	0.001 S
Atmosphere	3.64	1.23		
Price	4.57	1.80		
Service interface	3.98	0.89		
Retail brand	2.71	0.73		
Social environment	13.9	3.61		

The above table exhibits the details of Mean, S.D. and F-value for consumer perception in hypermarket predictor. It is observed from the obtained F-value there is a significant difference in consumer perception in hypermarket predictor. Since the calculated F-value (8.45) which is significant at 0.001 level. Therefore the stated null hypothesis is rejected and alternate hypothesis is accepted. Therefore it is concluded that respondents differ in their consumer perception in hypermarket predictor.

V. FINDINGS

- ✓ Result shows that respondents differ in their level of consumer perception and barriers towards retail marketing in hypermarkets based on gender
- ✓ Analysis proved that respondents differ in their level of consumer perception and barriers towards retail marketing in hypermarkets based on age. Also the majority of them below 35 years of age group have high level of consumer perception in the hypermarket
- ✓ The statistical result proved that respondents differ in their problems of consumer perception in hypermarket.
- ✓ Survey exhibits that respondents differ in their consumer perception in hypermarket predictor.

VI. CONCLUSION

The present study aims to know the consumer perception and barriers towards retail marketing in hypermarkets. However it is reported the hypermarket average share of the overall food retail sales in the consumer perception. Therefore it has become important for barriers retail marketing to try and manage the consumer perception. Questionnaire and interview method was used to collect the necessary data. For this study, qualitative method was used data was collected from 100 samples are collected by using simple random sampling method. The statistical test used for F-test and t-test. The study result shows that. Based on the findings of this study, the that respondents differ in their level of consumer perception and barriers towards retail marketing in hypermarkets based on gender. Also the majority of them below 35 years of age group have high level of consumer perception in the hypermarket.

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