

Consumer's Perception towards Hypercity Store

Shatabdi S Das, Rachana Mane, Saurabh Mukherjee, Arnab Dey Sikdar

Abstract: This paper aims at identifying the profile of this new Indian consumer, how they purchase, what are the factors that influence the consumer behaviour towards Hypercity. This study tries to throw light on customer perception and expectation on different parameters towards Hypercity. Our findings were that Hypercity's biggest client base is youngsters, who visit Hypercity mainly to buy Clothes and Food Items, and prefer Hypercity because of its Low-Price Pricing Strategy.

Keywords: Hypercity, Consumer Behaviour, Consumer Perception, Billing Speed, Staff Service Availability

Introduction

India's retail Sector is the fastest growing sector in the Indian economy. Hypercity is a part of K. Raheja corp. group, a chain of supermarket in India, designed as an agglomeration of bazaars with clusters offering a wide range of merchandise. Now a day's customers play an important role in the field of decision making. Emotions have determined a shopping behaviour more than he or she needs or wants due to greed customer. In this context, the study also try to throw light on customer's perception and expectations in different ways towards Hypercity. The purchase patterns of consumers related to food items has seen a major shift in developing economies like India. This can be specifically attributed to the increase in disposable incomes, access to global information, urbanization, education and health awareness which led to increase in standard of living of people in India.

Literature Review:

Consumers Perception is basically an organism which describes an individual's perceived image which we expect from any product or service. Observation can be changed or influenced by numerous factors.

1. Awareness of Consumers About Product:

Brown et al. (2000) reported that the need for educating young generation specially those who are in their adolescence is noticeably increasing, given their regular food eating habits and behaviour, children who are in their teenage prefer food with respect to food nutritious as well as three factors plays very important role, home environment, school and social gatherings.

Aaker (2000) assess that brand awareness plays a vital role in consumer perception especially when their buying pattern is not defined. Branded items give the feeling of familiarity especially in low involvement products for example soaps and other day to day usage items, media and advertisement are effective tools for awareness.

Nandagopal and Chinnaiyan (2003) conclude that the mode of purchase of product also effecting buying pattern and so perception of consumer.

Vanniarajan and Kubendran (2005) describe that consumer perception and usage of any product can be changed due to change in food eating habits. If income and urbanization increases in among consumers, then the percentage of income spent on consumption Increases. The urban consumer mostly like branded products as compared to rural consumers.

2. Factors Influence the Consumption Pattern:

Kumar et al. (1987) examined those factors which effect buying decisions making of large number of respondents for different food products. Country, origin, and brand of the product impact effectively and largely. Brand of the product is the most important factor since consumers more attracted toward brand. Income, age and awareness are dependant factors.

Rees (1992), study he explains those factors which influence consumer choice of food and flavour includes food texture, appearance, taste and quality whereas use of microwave and reduction in traditional cooking are the factors which effect consumer usage of product. Demographics show that usage of microwave oven has changed eating habits. The most crucial factor is job opportunities of house wives who don't have much time to cook at home. 80 percent of sale of packed food in markets is also taken to be essential. Customers are reacting to message about safety and healthy eating.

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Sinha and Banerjee's (2004) argued that store images and customer services stimulate consumers store choices, at the same time as, parking and location facilities had a negative impact on consumer choice. Consumers were also found to be price conscious and quality conscious (Tuli and Mookerjee, 2004). The purchasing power of consumer have also increased, giving rise to their wants and needs. It is over here that big retail chains such as HyperCity come into picture satisfying various consumer needs under one roof.

Problem Statement:

Teenagers and adolescents hang out a lot these days. They have numerous reasons to celebrate and party. During those times, they forget all their wisdom about the ill effects of oily and spicy foods. They become voracious eaters and consume a variety of items which have low nutritional value. They also like street fried foods a lot. All these harm their health slowly but steadily.

The mode of purchase of different products also affect buying patterns to a great extent. Certain products are more readily available online than in local stores. Consumers who have very limited knowledge about computers and the internet totally miss the online shopping world. Again, there are consumers who have partial knowledge about online shopping but lack confidence to actually shop online. In these ways, online shopping sites miss out a large customer base who would have readily bought those products if they were available at the local stores.

Better employment opportunities lead to financial security which indeed allows families to expend more on various food items. But that also lead to obesity in many cases and related diseases. Consumers are so attracted to brands that at times that becomes a real problem. Families which have a hard time meeting all the expenses of their homes, still prefer highly-branded products for certain commodities like clothes and cosmetics. Branded products are somewhat related with higher social image and worth, and this trend is showing no signs of stoppage.

Again, people today know the recipes for making a variety of roasted and fried dishes. No doubt, the dishes are mouth-watering, but there are negative sides also. Many such dishes add a lot of calories to one's body. Such dishes lack in essential nutrients but are rich in fats and oil, and also require larger amounts of fuel to cook.

Objectives of the study

Main objective of this study is to derive customer service satisfaction level at Hypercity Store with respect to —

- Billing Speed
- Staff Service Availability

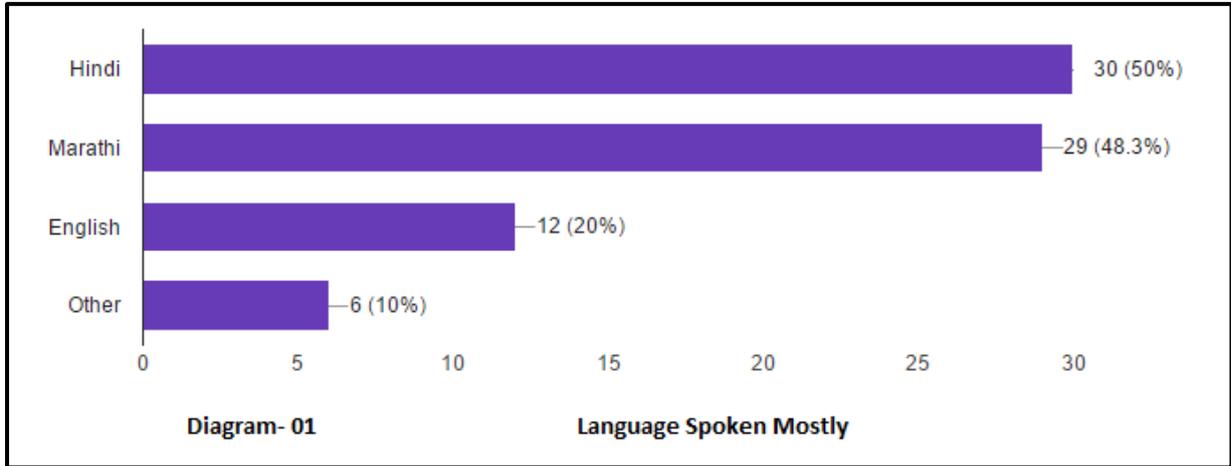
Research Methodology:

Type of Research- Descriptive Research done through surveying in the Navi Mumbai area.

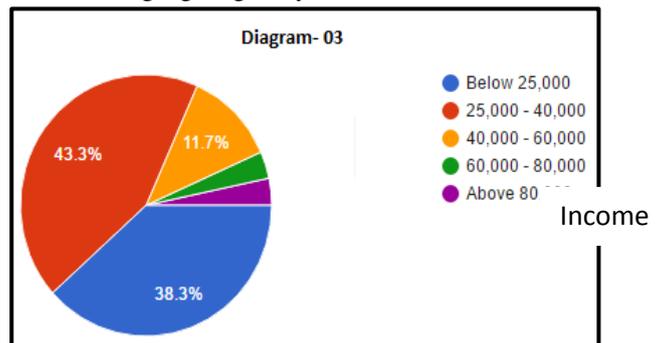
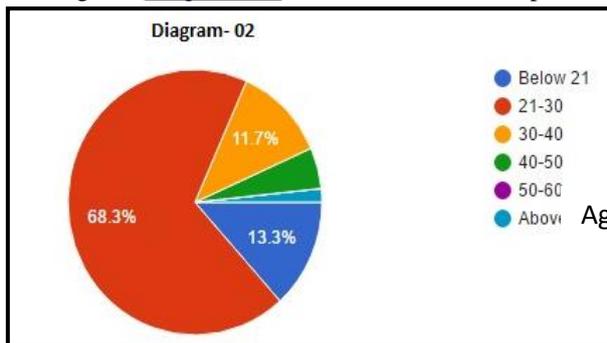
Type of Sampling Method & Sample Size- We have chosen random sampling to complete our survey. We have collected data from 60 respondents.

Data Analysis & Interpretation:

We have analysed the data through GOOGLE FORMS; —

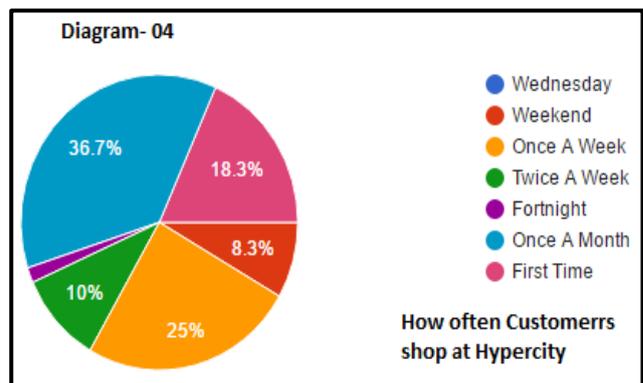


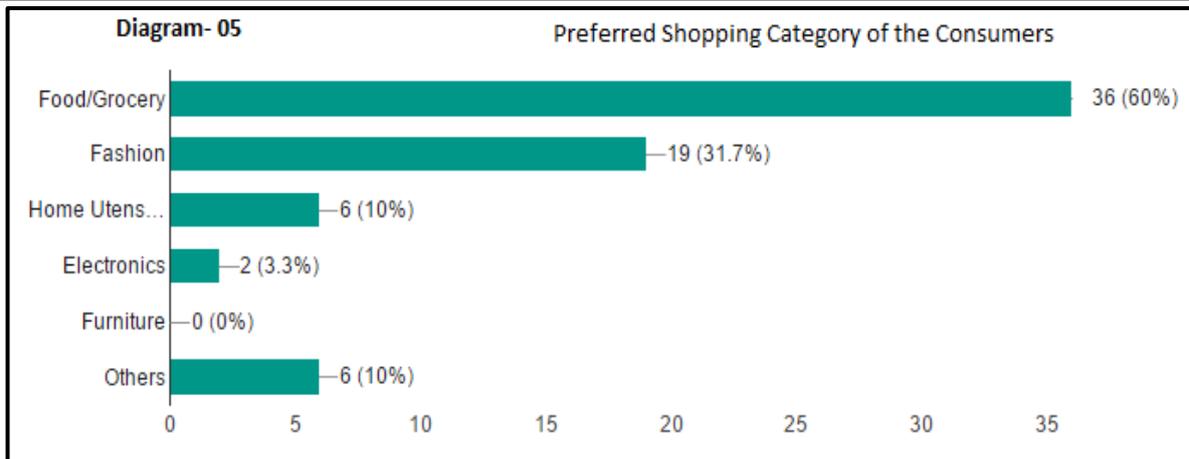
We can see from the above diagram that the most spoken language by the respondents are Hindi, Marathi, and English (Diagram- 01). Also, some of them speak in more than one language regularly.



Out of the 60 respondents 68.3% belong to the age group of “21-30 yrs.” 11.7% belong to the age group of “30-40 yrs.” 13.3% are “Below 21 yrs.” Age (Diagram-02). However, it is clearly seen from the “Diagram-03” that 43.3% having income from “□ 25,000- □ 40,000”, 38.3% are having income “Below □ 25,000” and 11.7% are having income from “□ 40,000-□ 60,000”(Diagram- 03).

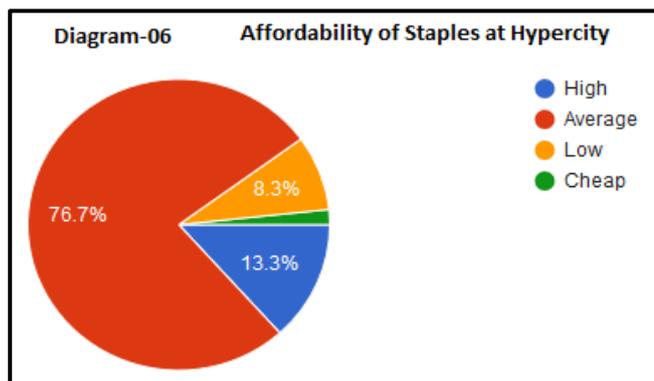
From “Diagram- 04” we can see that most of the people (i.e. 36.7%) often shop at Hypercity on Wednesday. After that 25% of them had come there for first time. 10% of the people shop twice a week at Hypercity and 25% people shop once a week at Hypercity. Only 8.3% people shop from Hypercity in the weekend.



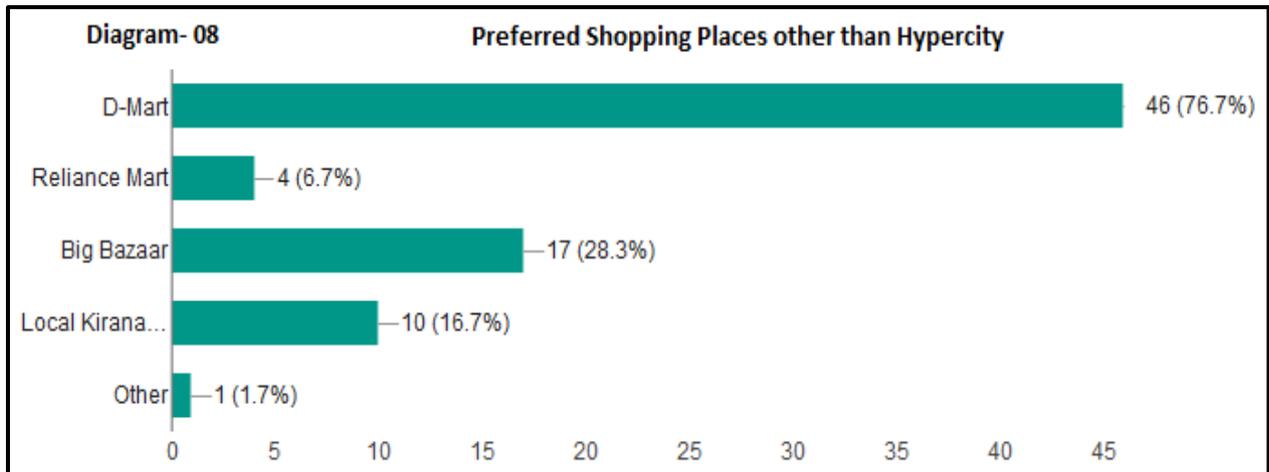


“Food/Grocery” is the most shopped category in the Hypercity Panel, after that “Fashion Products”, “Home Utensils” & “Others” category products are most shopped respectively (Diagram-05).

76.7% of the people we surveyed said that the price of the Staples at Hypercity are average. Only 8.3% of them has said that the price is low. 13.3% of them also said that the price is high comparatively (Diagram-06).

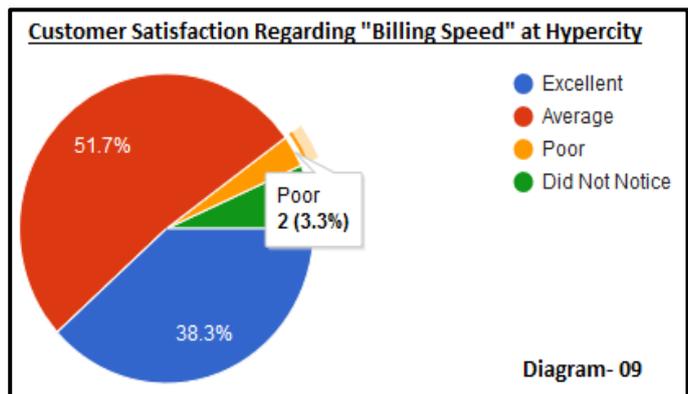


In “Diagram-07” we can see that — quality (40%), value for money (33.3%), convenience (21.7%) and near to home (15%) are the top 4 reasons for shopping at Hypercity. Also some of the respondents have multiple reasons for choosing Hypercity as their shopping partner.

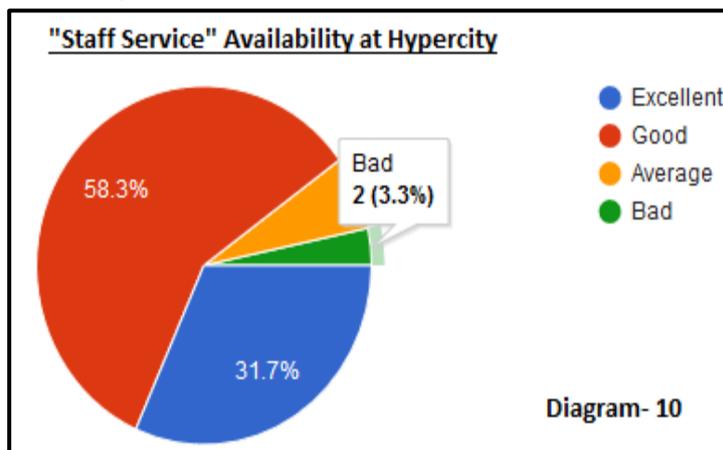


From the above “Diagram- 08” we can see that other than Hypercity, people often shop at D-Mart (76.7%) followed by Big Bazaar (28.3%) Local Kirana Stores (16.7%). Some of the people preferred more than one shop as a preferred shopping destination after Hypercity.

Most of the people (i.e. 51.7%) said that “Billing Speed” at Hypercity is average; 38.3% people has said it is excellent. Only 3.3% are not satisfied with the billing speed at Hypercity and rated the same as “poor”. Also, some of them did not noticed “Billing Speed” while shopping (Diagram- 09).



We found through our survey that 58.3% people are satisfied with the “Staff Service” availability at Hypercity and rated the same as ‘good’. 31.7% has rated this as ‘excellent’. Only 3.3% people are saying that the “Staff Service” availability is bad (Diagram- 10).



Recommendation:

- The long queues at the billing counters are one of the most common problems faced by majority of the customers. So, queue management, introducing swipe cards, wallet payment along with more counters during peak periods and offer period is recommended.
- The infrastructure is needed to be changed a bit during Wednesdays and weekends as heavy crowd comes in to Hypercity during those days.
- There should be periodical evaluation of all the staffs and training should be given well so that they became more competent to handle all queries and doubts of the customers in a proper manner.
- Finally, we would recommend Hypercity to maintain their quality of products and low price strategy to attract more and more customers.

Conclusion:

Through our research, we conclude that Hypercity is preferred by its patrons for its pricing strategies followed by variety. One of the major reasons for this is the high proportion of students and youngsters who are dependent on their parents for their incomes. Hypercity has positioned itself in the market as a VALUE FOR MONEY STORES. Volume sales always take place in Hypercity. Hypercity has been successful in establishing emotional bonding with its customers.

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Annexure:

QUESTIONNAIRE

1. Name: _____
2. (a) Locality: _____ (b) Language Spoken Mostly: _____
3. (a) Gender: i) Male ii) Female (b) Age: _____
4. How much is your monthly Income?
a) Rs.25000-Rs.40000 b) 40000-60000 c) 60000-80000 d) 80000-100000
5. How often do you shop at Hypercity?
a) Wednesday b) Weekend c) Once a Week d) Twice a Week e) Fortnight f) Once a month
h) First time
6. What do you usually shop at Hypercity?
a) Food/ Grocery b) Fashion c) Home Utensils/ Plastics d) Electronics e) Furniture f) Others
7. How would you rate the affordability of Staples?
a) High b) Average c) Low d) Cheap
8. What type of Staple products do you buy?
9. Which brands of staples do you always buy?
10. Why do you shop at Hypercity?
a) Quality b) Low Price c) Value for money d) Convenience e) Near to Home f) Home
Delivery g) Others _____
11. Where else do you shop apart from Hypercity?
a) D-mart b) Reliance Mart c) Big Bazaar d) Local Kirana Stores e) Others _____
12. Indicate your satisfaction level regarding Billing Speed at Hypercity?
a) Excellent b) Average c) Poor d) Did not Notice
13. How is Staff Service availability at Hypercity?
a) Excellent b) Good c) Bad d) Average