

A STUDY ON CONSUMER BEHAVIOR TOWARDS SHOPPING EXPERIENCE AT HYPERMARKET IN CHENNAI

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ABSTRACT

This paper is suggesting that innovation should be implemented in the Chennai hypermarket by adopting consumer behavior and shopping experience at the hypermarket in Chennai. The findings from the general literature reviews are also gathered to strengthen the existing idea. Objective of the study is to study the opinion and behavior of the consumers to hypermarkets and to indentify the shopping experience pattern of the consumer. The researcher has adopted, a convent sampling technique to collect the required data. The survey was conducted in Chennai. The study is based on the primary data that have been collected from consumer of the hypermarket in Chennai with the help of interview schedule. Reliability analysis is used in the study.

KEYWORDS: Retail Service; Hypermarket; Consumer Opinion; Shopping Experience