Satisfaction Level of Consumers Towards Hyper Marketing In Tiruchirappalli - A Study

S. MARIA ANTONETTE SHARMILA
Holy Cross College

Abstract- *This study aims to investigate the factors influencing customer satisfaction level at hypermarkets in Tiruchirappalli, Tamil Nadu. Hypermarkets, as large-scale retail stores offering a wide range of products and services, play a significant role in shaping consumer experiences and preferences. In the context of Tiruchirappalli 's evolving retail landscape, understanding customer satisfaction becomes crucial for both hypermarket operators and policymakers.The research employs a mixed-methods approach, combining quantitative surveys and qualitative interviews to gather comprehensive insights. Quantitative data is collected through structured questionnaires distributed among hypermarket customers, focusing on factors such as product variety, pricing, service quality, convenience, and ambience. Qualitative data is gathered through in-depth interviews with customers, allowing for a nuanced understanding of underlying preferences and perceptions.This study investigates the interplay between Tangibles, Service Quality, Reliability, Responsiveness, and Problem-Solving Abilities in the context of hypermarketing and its impact on consumer satisfaction in Tiruchirappalli. Hypermarketing, characterized by rapid digitalization and intense competition, necessitates a holistic approach to meet and exceed consumer expectations. Reliability refers to the dependability and consistency of service delivery, while Responsiveness denotes the ability to address consumer inquiries and concerns promptly and empathetically. Problem-Solving Abilities encompass the organization's capacity for innovation and adaptability to dynamic market conditions. Preliminary findings suggest that customer satisfaction at hypermarkets in Tiruchirappalli is influenced by a combination of factors, including product availability, affordability, staff behavior, store layout, and overall shopping experience. The study's implications extend to hypermarket management, highlighting areas for improvement in service delivery and customer engagement strategies. By addressing the identified factors, hypermarkets can enhance customer satisfaction levels, thereby fostering loyalty and sustaining competitive advantage in the dynamic retail market of Tiruchirappalli.*

Keywords- Tangibles, Service quality, Reliability, responsiveness, Problems solving abilities and loyalty

I. INTRODUCTION

In recent years, the retail landscape in Tiruchirappalli has witnessed a remarkable transformation with the emergence of hypermarkets. These sprawling retail spaces offer a wide array of products ranging from groceries to electronics, clothing to household items, all under one roof. This phenomenon has not only revolutionized the shopping experience but has also raised pertinent questions about consumer satisfaction in this evolving retail environment.

Consumer satisfaction, a crucial metric in assessing the effectiveness of any business model, becomes even more pertinent in the context of hypermarkets. These megastores, often characterized by their vast product offerings, competitive pricing, and convenient location, aim to cater to the diverse needs and preferences of consumers.

Understanding the satisfaction level of consumers towards hypermarkets in Tiruchirappalli is essential for both academics and practitioners. Academically, it provides insights into consumer behavior, preferences, and decision-making processes in a rapidly changing retail landscape. Practically, it offers valuable feedback to hypermarket operators, enabling them to refine their strategies, improve service quality, and enhance customer experience.

Hypermarkets, the expansive one-stop shopping destinations, have become a dominant force in the retail landscape of Tiruchirappalli. These mammoth retail establishments offer an extensive range of products, from daily necessities to luxury items, all under a single roof. The rise of hypermarkets in Tiruchirappalli mirrors a global trend towards convenience-driven consumerism, where shoppers seek efficiency, variety, and competitive pricing in their retail experiences.

Understanding consumer behavior within the hypermarket setting is paramount for both academics and practitioners. Consumer behavior encompasses the attitudes, preferences, and decision-making processes that drive individuals to engage in shopping activities. In the context of hypermarkets, factors such as product assortment, pricing

strategies, convenience, and service quality play pivotal roles in shaping consumer satisfaction.

Consumer satisfaction, a cornerstone of business success, hinges on the ability of hypermarkets to meet and exceed customer expectations. Service quality, defined by factors like staff responsiveness, store ambiance, and transactional efficiency, emerges as a critical determinant of consumer satisfaction in hypermarkets. A seamless shopping experience characterized by attentive service and hassle-free transactions can foster positive consumer sentiments and cultivate long-term loyalty.

Tiruchirappalli, a burgeoning urban center in Tamil Nadu, serves as an intriguing backdrop for examining consumer satisfaction towards hypermarkets. As the city undergoes rapid urbanization and socio-economic development, the retail preferences and purchasing behaviors of its residents are subject to constant evolution. By probing into the intricacies of consumer satisfaction in hypermarkets, this study aims to shed light on the unique dynamics at play in Tiruchirappalli's retail landscape.

This study endeavors to delve into the factors influencing consumer satisfaction towards hypermarkets in Tiruchirappalli. By examining elements such as product variety, pricing, convenience, staff assistance, and overall shopping experience, this research aims to provide a comprehensive understanding of consumer sentiments in this burgeoning retail sector.

The findings of this study hold significance for hypermarket managers, marketing professionals, policymakers, and researchers alike. They can serve as a roadmap for enhancing consumer satisfaction, fostering customer loyalty, and sustaining competitive advantage in the hypermarket industry in Tiruchirappalli.

As such, this research seeks to contribute to the existing body of knowledge on consumer behavior and retail management while offering practical implications for hypermarket operators striving to meet the evolving needs and expectations of consumers in Tiruchirappalli.

II. REVIEW OF LITERATURE

Narayanan, R. & Sharma, S. (2022),a Review discussion of Cosmetic Product Marketing Technique was examined in this study. Reviews related to the cosmetic product's marketing are presented in this article. Under pertinent headings like "Level of Awareness, Relating to Marketing, Internal and External Factors, Relating to Brand Loyalty, Consumer Behavior, Customer Satisfaction, Cosmetic Products, Environmental Impact, Problems of Cosmetics Products," the reviews are illustrative in a "logical order based on the topics and publication, clustered in the chronological order."

Singh, S., et al, (2020),an Empirical Evidence Study of Consumer Perception and Socioeconomic Profiles for Digital Stores in Vietnam was found by this research. The study's findings are not all that surprising, but they do highlight the trend of new age customer preferences in a developing nation like Vietnam. This information can be highly beneficial in helping businesses develop strategies for new markets.

Hossain, M. S. & Shila, N. S. (2020),the factors influencing consumers' decisions about personal care products were examined in the study. The analysis reveals the mean rank of six factors (from word of mouth, M = 2.200, rank 6 to specialized product, M = 3.953, rank 1), a significant difference between male and female in factor 1-specialized products (tc = 4.702 > tt = 1.65), and different mean ranks among individuals from five different professions (rank 1 - specialized products for students, service holders, and businessmen, and rank 1 - characteristics of product for unemployed and housewives).

Lavuri, R. & Sreeramulu, D. (2019), "Personal Care Products: A Study on Women Consumer Buying Behavior" was the topic of this investigation. The results of the study's investigation indicate that respondents' demographics have a greater mean difference when it comes to purchasing personal care commodities. Commodity aspects like brand name, quality, price, brand loyalty, affordability, sales public suggestion, and last perception have a greater influence on customers' purchasing attitudes, and brand ambassadors and family and friend recommendations have a significant impact on female respondents' purchasing mindsets.

Kumar, V. V. & Gopinath, R. (2019), an Analysis of Amazon Customer Satisfaction The study concentrated on customer purchasing patterns in order to assess the degree of customer satisfaction with Amazon's services. Generally speaking, customer loyalty is seen as the driving force behind the relationship between a person's relative's attitude and repeat business. They discovered that respondents who were self-employed were more likely to shop online than respondents from other professions, and that there was little variation in the purchasing habits of customers based on their gender.

III. RESEARCH METHODOLOGY

Statement of the problem

The satisfaction level of consumers towards hyper marketing in Tiruchirappalli is a pressing concern that requires attention and strategic intervention. Despite the growing prominence of hyper marketing strategies in the region, there remains a gap in understanding and addressing the specific needs and preferences of consumers, leading to potential dissatisfaction and disengagement. Regarding Lack of Personalization, Hyper marketing efforts may not effectively tailor promotions, recommendations, and experiences to the diverse preferences of consumers in Tiruchirappalli, resulting in a disconnect and diminished satisfaction. Related to Complexity in Checkout Processes, Cumbersome and inefficient checkout processes both online and offline could contribute to consumer frustration and dissatisfaction, impacting overall shopping experiences. "In the realm of hyper marketing, where consumer expectations are heightened by the pervasive influence of digital technologies and instantaneous access to information, businesses encounter significant hurdles in meeting and surpassing customer satisfaction benchmarks. Despite the emphasis on hyper-connectivity and digitalization, there persist challenges in effectively addressing Tangibles, Service Quality, Reliability, Responsiveness, and Problem-Solving Abilities, which collectively influence consumer satisfaction levels. Tangibles encompass both physical and digital elements of the consumer experience, spanning from the design and functionality of online platforms to the aesthetics and accessibility of brick-and-mortar establishments. However, inadequacies in these tangibles, such as clunky interfaces, poor website performance, or uninspiring physical spaces, often detract from the overall consumer experience, leading to diminished satisfaction. Service Quality, a cornerstone of consumer satisfaction, pertains to the consistency, accuracy, and relevance of offerings tailored to individual needs. Despite advancements in personalization and data-driven marketing, many hypermarketing strategies fall short in delivering services that consistently resonate with consumer expectations, resulting in dissatisfaction and erosion of brand loyalty. Reliability, characterized by the dependability and consistency of service delivery, remains a pressing concern as technical glitches, supply chain disruptions, or service outages undermine consumer trust and satisfaction. Responsiveness, the ability to address consumer inquiries, complaints, and feedback in a timely and empathetic manner, plays a pivotal role in shaping consumer perceptions and loyalty. Yet, many hyper marketing setups struggle to provide adequate support channels or fail to prioritize consumer concerns, leading to frustration and disengagement. Additionally, the capacity for Problem-Solving, encompassing the agility, innovation, and resourcefulness to overcome challenges and adapt to evolving consumer needs and market dynamics, is indispensable for sustaining competitive advantage in hyper marketing environments. However, organizations often face bottlenecks in their problem-solving capabilities, impeding their ability to effectively address consumer pain points and seize emerging opportunities, thereby dampening overall satisfaction levels. Addressing these challenges requires a comprehensive strategy that integrates technology, process optimization, employee training, and consumer-centric design principles to enhance Tangibles, Service Quality, Reliability, Responsiveness, and Problem-Solving Abilities, ultimately fostering heightened levels of consumer satisfaction and brand loyalty in the hypermarketing landscape." Thus, this paper.' satisfaction level of consumers towards hyper marketing in Tiruchirappalli', taken to analysis.

Objectives of the study

1. To find-out the level of satisfaction level of consumers towards hyper marketing.
2. To describe socio-demographic profile of the consumers.
3. To examine the level of service quality and Problem solving abilities.
4. To analyze various factors of satisfaction level of consumers towards hyper marketing.
5. To find out suitable suggestions to increase the level of satisfaction of consumers towards hyper marketing.

Research Design

Research design proposed for the study is 'Descriptive' type of research design. This type of research deals with consumers who were purchasing in hyper marketing. Sample size: 106. The sample data was collected from the consumers who were purchasing in hyper marketing in Tiruchirappalli in Tamil Nadu. Convenience sampling technique has been used to select the sample.

Research Hypothesis:

1. There is a significant correlation between age of the respondents and various dimensions of satisfaction level of consumers towards hyper marketing.
2. There is a significant correlation between number of family members of the respondents and various dimensions of satisfaction level of consumers towards hyper marketing.
3. There is a significant correlation between monthly income of the respondents and various dimensions of

satisfaction level of consumers towards hyper marketing.

4. There is a significant inter correlation matrix among various dimensions of satisfaction level of consumers towards hyper marketing.

5. There is a significant difference between gender of the respondents and various dimensions of satisfaction level of consumers towards hyper marketing.

6. There is a significant difference between marital status of the respondents and various dimensions of satisfaction level of consumers towards hyper marketing.

7. There is a significant difference between type of family of the respondents and various dimensions of satisfaction level of consumers towards hyper marketing.

8. There is a significant variance among the respondents' educational qualification with regard to various dimensions of satisfaction level of consumers towards hyper marketing.

9. There is a significant association between respondents' occupation and various dimensions of satisfaction level of consumers towards hyper marketing.

Period of study

The study on satisfaction level of consumers towards hyper marketingin Tiruchirappalli in Tamil Naduwas carried out during the period of April 2nd to May3[rd] 2024.

Table 1:**Table showing demographic variable**

S.No	Demographic variable	No of Respondents (n:106)	Percentage
1.	**Age**		
	Below 25 years	11	10.4
	25 to 35 years	28	26.4
	36 to 45 years	43	40.6
	46 to 55 years	16	15.1
	Above 55 years	8	7.5
2.	**Gender**		
	Male	49	46.2
	Female	57	53.8
3.	**Marital status**		
	Married	86	81.1
	Unmarried	20	18.9
4.	**Educational qualification**		
	Under Graduation	21	19.8
	Post graduation	66	62.3
	Professional	19	17.9
5.	**Type of family**		
	Nuclear	80	75.5
	Joint	26	24.5
6.	**Number of family members**		
	Upto 2 members	8	7.5
	3 to 4 members	50	47.2
	5 to 6 members	20	18.9
	7 to 8 members	18	17.0
	More than 8 members	10	9.4
7.	**Occupation**		
	Government employee	54	50.9
	Private employee	37	34.9
	Business	15	14.2
8.	**Monthly income**		
	Less than Rs.25000	6	5.7
	Rs.25000 to Rs.35000	31	29.2
	Rs.35001 to Rs.45000	24	22.6
	Rs.45001 to Rs.55000	26	24.5
	More than Rs.55000	19	17.9
9.	**Duration of being consumer to Hyper market**		
	Upto 2 years	10	9.4
	3 to 4 years	25	23.6
	5 to 6 years	57	53.8
	More than 6 years	14	13.2
10.	**Reason for loyalty**		
	Price	31	29.2
	Quality	65	61.3
	Service	10	9.4

Table1: From the above table, it is inferred that nearly half(i.e.) 40.6 per cent of the respondents were in the age group of 36 to 45 years.More than half (i.e.) 53.8 per cent of the respondents were female. High majority (i.e.) 81.1 per cent of the respondents were married. Majority (i.e.) 62.3 per cent of the respondents were Post Graduates. More than three-fourth (i.e.) 75.5 per cent of the respondents belongs to nuclear family. Nearly half (i.e.) 47.2 per cent of the respondents had 3 to 4 family members. More than half (i.e.) 50.9 per cent of the respondents were Government employees.More than one-fourth (i.e.) 29.2 per cent of the respondentsreceived monthly

income of Rs.25000 to Rs.35000. More than half (i.e.) 53.8 per cent of the respondents had become consumers for 5 to 6 years to hyper market.Majority(i.e.) 61.3 per cent of the respondentswere loyal to hyper market based on the quality.

Table 2:**Karl Pearson's Co-Efficient of correlation between the respondents' Age and various dimensions of Satisfaction level of consumers towards hyper marketing**

S.No	Satisfaction level of consumers towards hyper marketing	Correlation value	Statistical Interface
1.	Age and Tangibles	0.545**	p < 0.01 Significant
2.	Age and Service quality	0.660**	p < 0.01 Significant
3.	Age and Reliability	0.675**	p < 0.01 Significant
4.	Age and Responsiveness	0.586**	p < 0.01 Significant
5.	Age and Problem solving abilities	0.526**	p < 0.01 Significant
6.	Age and Loyalty	0.603**	p < 0.01 Significant
7.	Age and Satisfaction level of consumers towards hyper	0.670**	p < 0.01 Significant

** Correlation is **significant** at the **0.01** level

* Correlation is **significant** at the **0.05** level

Table 2: There is a significant correlation between respondents' age andTangibles, Service quality, Reliability, Responsiveness, Problem solving abilities, Loyalty and Satisfaction level of consumers towards hyper marketing.

Table 3:**Karl Pearson's Co-Efficient of correlation between the respondents' Number of family members and various dimensions of Satisfaction level of consumers towards hyper marketing**

S.No	Satisfaction level of consumers towards	Correlation value	Statistical Interface
	hyper marketing		
1.	Number of family members and Tangibles	0.811**	p < 0.01 Significant
2.	Number of family members and Service quality	0.863**	p < 0.01 Significant
3.	Number of family members and Reliability	0.896**	p < 0.01 Significant
4.	Number of family members and Responsiveness	0.830**	p < 0.01 Significant
5.	Number of family members and Problem solving abilities	0.808**	p < 0.01 Significant
6.	Age and Loyalty	0.864**	p < 0.01 Significant
7.	Number of family members and Satisfaction level of	0.884**	p < 0.01 Significant

** Correlation is **significant** at the **0.01** level

* Correlation is **significant** at the **0.05** level

Table 3: There is a significant correlation between respondents' Number of family membersand Tangibles, Service quality, Reliability, Responsiveness, Problem solving abilities, Loyalty and Satisfaction level of consumers towards hyper marketing.

Table 4:**Karl Pearson's Co-Efficient of correlation between the respondents' Monthly incomeand various dimensions of Satisfaction level of consumers towards hyper marketing**

S.No	Satisfaction level of consumers towards hyper marketing	Correlation value	Statistical Interface
1.	Monthly income and Tangibles	0.787**	p < 0.01 Significant
2.	Monthly income and Service quality	0.897**	p < 0.01 Significant
3.	Monthly income and Reliability	0.919**	p < 0.01 Significant

4.	Monthly income and Responsiveness	0.824**	p < 0.01 Significant
5.	Monthly income and Problem solving abilities	0.799**	p < 0.01 Significant
6.	Monthly income and Loyalty	0.883**	p < 0.01 Significant
7.	Monthly income and Satisfaction level of consumers towards	0.884**	p < 0.01 Significant

** Correlation is **significant** at the **0.01** level

* Correlation is **significant** at the **0.05** level

Table 4: There is a significant correlation between respondents' Monthly income andTangibles, Service quality, Reliability, Responsiveness, Problem solving abilities, Loyalty and Satisfaction level of consumers towards hyper marketing.

Table 5:**'t' test between the respondents' Gender and Satisfaction level of consumers towards hyper marketingin various dimensions**

Table 5: There is a significant difference between respondents' GenderandTangibles, Service quality, Reliability, Responsiveness, Problem solving abilities, Loyalty and Satisfaction level of consumers towards hyper marketing.

S.No	Satisfaction level of consumers towards hyper marketing	$\bar{x}$	S.D	Statistical Inference
1.	**Tangibles**			
	Male(N:49)	24.6735	1.81874	t =10.717
	Female(N:57)	28.8070	2.10814	p < 0.001 Significant
2.	**Service quality**			
	Male(N:49)	24.1020	3.14407	t =10.661
	Female(N:57)	29.7895	2.33557	p < 0.001 Significant
3.	**Reliability**			
	Male(N:49)	13.2245	2.37404	t =10.998
	Female(N:57)	17.6491	1.75755	p < 0.001 Significant
4.	**Responsiveness**			
	Male(N:49)	24.6327	3.16026	t =9.609
	Female(N:57)	29.5088	2.01000	p < 0.001 Significant
5.	**Problem solving abilities**			
	Male(N:49)	5.0000	1.02062	t =11.448
	Female(N:57)	7.4561	1.16604	p < 0.001 Significant

S.No	Satisfaction level of consumers towards hyper marketing	$\bar{x}$	S.D	Statistical Inference
6.	**Loyalty**			
	Male(N:49)	11.4898	1.65985	t =13.893
	Female(N:57)	17.5439	2.63269	p < 0.001 Significant
7.	**Satisfaction level of consumers towards hyper marketing**			
	Male(N:49)	108.9184	6.84908	t =12.782
	Female(N:57)	125.8246	6.73775	p < 0.001 Significant

Table 6:**'t' test between the respondents' Marital statusand Satisfaction level of consumers towards hyper marketingin various dimensions**

S.No	Satisfaction level of consumers towards hyper marketing	$\bar{x}$	S.D	Statistical Inference
1.	**Tangibles**			
	Married(N:86)	27.8488	2.22561	t =9.840
	Unmarried(N:20)	22.8000	1.10501	p < 0.001 Significant
2.	**Service quality**			
	Married(N:86)	28.4884	2.69092	t =10.045
	Unmarried(N:20)	21.4500	3.34782	p < 0.001 Significant
3.	**Reliability**			
	Married(N:86)	16.6860	2.07654	t =11.424
	Unmarried(N:20)	10.9500	1.76143	p < 0.001 Significant
4.	**Responsiveness**			
	Married(N:86)	28.5698	2.13949	t =12.277
	Unmarried(N:20)	21.6000	2.85436	p < 0.001 Significant
5.	**Problem solving abilities**			
	Married(N:86)	6.8372	1.31829	t =8.793
	Unmarried(N:20)	4.1000	.91191	p < 0.001 Significant
6.	**Loyalty**			
	Married(N:86)	15.8256	3.27627	t =7.614
	Unmarried(N:20)	10.1000	1.48324	p < 0.001 Significant
7.	**Satisfaction level of consumers towards hyper marketing**			
	Married(N:86)	121.6395	8.18595	t =9.943
	Unmarried(N:20)	102.4000	5.72529	p < 0.001 Significant

Table 6: There is a significant difference between respondents' marital statusandTangibles, Service quality, Reliability, Responsiveness, Problem solving abilities, Loyalty and Satisfaction level of consumers towards hyper marketing.

Table 7:**'t' test between the respondents' Type of family and Satisfaction level of consumers towards hyper marketingin various dimensions**

S.No.	Satisfaction level of consumers towards hyper marketing	$\bar{X}$	S.D	Statistical Inference
1.	**Tangibles**			
	Nuclear(N:80)	28.0625	2.16031	t =10.554
	Joint(N:26)	23.3077	1.34964	p < 0.001 Significant
2.	**Service quality**			
	Nuclear(N:80)	28.7875	2.54426	t =10.808
	Joint(N:26)	22.1538	3.20864	p < 0.001 Significant
3.	**Reliability**			
	Nuclear(N:80)	16.9375	1.92481	t =12.614
	Joint(N:26)	11.5000	1.86011	p < 0.001 Significant
4.	**Responsiveness**			
	Nuclear(N:80)	28.7875	2.05429	t =11.867
	Joint(N:26)	22.5385	3.04934	p < 0.001 Significant
5.	**Problem solving abilities**			
	Nuclear(N:80)	6.9750	1.26266	t =9.990
	Joint(N:26)	4.3077	.88405	p < 0.001 Significant
6.	**Loyalty**			
	Nuclear(N:80)	16.1500	3.16268	t =8.913
	Joint(N:26)	10.4231	1.44701	p < 0.001 Significant
7.	**Satisfaction level of consumers towards hyper marketing**			
	Nuclear(N:80)	122.4875	7.85146	t =10.844
	Joint(N:26)	104.2308	6.04852	p < 0.001 Significant

Table 7: There is a significant difference between respondents' type of family andTangibles, Service quality, Reliability, Responsiveness, Problem solving abilities, Loyalty and Satisfaction level of consumers towards hyper marketing.

IV. FINDINGS AND SUGGESTIONS

Findings based on socio-demographic profile

1. Nearly half (i.e.) 40.6 per cent of the respondents were in the age group of 36 to 45 years.
2. More than half (i.e.) 53.8 per cent of the respondents were female.
3. High majority (i.e.) 81.1 per cent of the respondents were married.
4. Majority (i.e.) 62.3 per cent of the respondents were Post Graduates.
5. More than three-fourth (i.e.) 75.5 per cent of the respondents belongs to nuclear family.
6. Nearly half (i.e.) 47.2 per cent of the respondents had 3 to 4 family members.
7. More than half (i.e.) 50.9 per cent of the respondents were Government employees.

8. More than one-fourth (i.e.) 29.2 per cent of the respondents received monthly income of Rs.25000 to Rs.35000.
9. More than half (i.e.) 53.8 per cent of the respondents had become consumers for 5 to 6 years to hyper market.
10. Majority (i.e.) 61.3 per cent of the respondents were loyal to hyper market based on the quality.

Findings based on Low and high level of various dimensions of Satisfaction level of consumers towards hyper marketing

1. More than half (i.e.) 57.5 per cent of the respondents got high level with respect to tangibles.
2. Majority (i.e.) 60.4 per cent of the respondents had high level with respect to service quality.
3. Majority (i.e.) 64.2 per cent of the respondents obtained high level with regard to reliability.
4. More than half (i.e.) 50.9 per cent of the respondents acquired high level with regard to responsiveness.
5. Majority (i.e.) 67.9 per cent of the respondents got high level with regard to problem solving abilities.
6. More than half (i.e.) 58.5 per cent of the respondents had high level with respect to loyalty.
7. More than half (i.e.) 53.8 per cent of the respondents had high level with respect to satisfaction level of consumers towards hyper marketing.

Findings based hypotheses

1. There is a significant correlation between age of the respondents and various dimensions of satisfaction level of consumers towards hyper marketing.
2. There is a significant correlation between number of family members of the respondents and various dimensions of satisfaction level of consumers towards hyper marketing.
3. There is a significant correlation between monthly income of the respondents and various dimensions of satisfaction level of consumers towards hyper marketing.
4. There is a significant inter correlation matrix among various dimensions of satisfaction level of consumers towards hyper marketing.
5. There is a significant difference between gender of the respondents and various dimensions of satisfaction level of consumers towards hyper marketing.
6. There is a significant difference between marital status of the respondents and various dimensions of satisfaction level of consumers towards hyper marketing.

7. There is a significant difference between type of family of the respondents and various dimensions of satisfaction level of consumers towards hyper marketing.
8. There is a significant variance among the respondents' educational qualification with regard to various dimensions of satisfaction level of consumers towards hyper marketing.
9. There is a significant association between respondents' occupation and various dimensions of satisfaction level of consumers towards hyper marketing.

Suggestions

To enhance consumer satisfaction in hyper marketing, consider these suggestions:

1. **Tangibles:**
   - Invest in user experience (UX) design to ensure intuitive navigation and visually appealing interfaces across all digital platforms.
   - Regularly update and optimize website and app features based on user feedback and emerging trends.
   - Enhance physical touch points such as retail stores or product packaging to create memorable brand experiences.
2. **Service Quality:**
   - Implement robust data analytics to personalize marketing efforts and tailor product/service recommendations to individual preferences.
   - Provide comprehensive training to customer service representatives to ensure consistent and empathetic interactions with consumers.
   - Conduct regular audits and assessments of service delivery processes to identify areas for improvement and implement corrective actions swiftly.
3. **Reliability:**
   - Strengthen supply chain management processes to minimize disruptions and ensure timely delivery of products/services.
   - Proactively communicate with customers regarding any potential issues or delays, offering transparency and reassurance.
   - Invest in reliable technology infrastructure and cybersecurity measures to prevent downtime and safeguard consumer data.

4. **Responsiveness:**
   - Offer multiple channels for customer support, including live chat, email, social media, and phone, and ensure prompt responses across all platforms.
   - Implement automated tools such as chatbots to handle basic inquiries and escalate complex issues to human agents efficiently.
   - Empower frontline staff with the authority and resources to resolve consumer concerns on the spot, fostering a culture of responsiveness.
5. **Problem-Solving Abilities:**
   - Foster a culture of innovation and continuous improvement within the organization, encouraging employees to proactively identify and solve consumer pain points.
   - Establish cross-functional teams dedicated to addressing specific challenges or opportunities, leveraging diverse perspectives and expertise.
   - Solicit feedback from consumers through surveys, reviews, and focus groups, using insights to drive strategic decision-making and innovation initiatives.

6. **Personalized Experiences**: Tailor marketing efforts to individual preferences using data analytics. Personalized recommendations and targeted promotions can make consumers feel understood and valued.
7. **Streamlined Checkout Process**: Simplify the purchasing journey by optimizing the checkout process both online and offline. Quick and hassle-free transactions contribute to overall satisfaction.
8. **Responsive Customer Service**: Offer prompt and helpful customer support through various channels, including chatbots, social media, and traditional methods. Resolving issues swiftly can turn unhappy customers into loyal advocates.
9. **Transparent Communication**: Maintain transparency in marketing practices, including pricing, product information, and policies. Honest communication builds trust and credibility.
10. **Engaging Content**: Create compelling content across different platforms to educate, entertain, and engage consumers. Interactive experiences such as quizzes, polls, and contests can foster a sense of community and increase satisfaction.
11. **Convenient Accessibility**: Ensure easy access to products and services through multiple channels,

including online platforms, mobile apps, and physical stores. Offering click-and-collect options and fast delivery services can further enhance convenience.

12. **Continuous Improvement**: Regularly solicit feedback from consumers through surveys, reviews, and social media interactions. Use this input to identify areas for improvement and adapt marketing strategies accordingly.

13. **Value-added Services**: Provide additional services or benefits that go beyond the core product offerings. This could include loyalty programs, extended warranties, or exclusive access to events or content.

14. **Sustainability Initiatives**: Incorporate sustainable practices into marketing strategies, such as eco-friendly packaging, responsible sourcing, and carbon offset programs. Many consumers prioritize sustainability and appreciate brands that share their values.

15. **Community Engagement**: Foster a sense of community among consumers by organizing events, supporting local initiatives, and encouraging user-generated content. Building connections beyond transactions can lead to stronger brand loyalty and satisfaction.

V. CONCLUSION

Enhancing consumer satisfaction towards hyper marketing in Tiruchirappalli requires a multifaceted approach that addresses the unique needs and preferences of the local population. By implementing personalized experiences, streamlined checkout processes, responsive customer service, transparent communication, engaging content, convenient accessibility, continuous improvement, value-added services, sustainability initiatives, and community engagement, marketers can cultivate a positive relationship with consumers in Tiruchirappalli. Through these efforts, brands can not only meet but exceed consumer expectations, fostering long-term loyalty and driving business success in the dynamic landscape of hyper marketing.

The satisfaction level of consumers in hyper marketing is deeply intertwined with the quality of Tangibles, Service, Reliability, Responsiveness, and Problem-Solving Abilities offered by businesses.

Ensuring seamless and intuitive digital and physical experiences (Tangibles) enhances consumer engagement and satisfaction. Meanwhile, maintaining high standards of Service Quality, tailored to individual preferences through data-driven insights, fosters a sense of personalization and value.

Reliability is paramount in hyper marketing, as consumers expect consistent and dependable service delivery. Proactive communication and robust supply chain management mitigate disruptions, fostering trust and satisfaction.

Responsiveness plays a crucial role in addressing consumer inquiries and concerns promptly and empathetically. Offering multiple support channels and empowering frontline staff to resolve issues effectively demonstrate a commitment to consumer satisfaction.

Furthermore, Problem-Solving Abilities are essential for adapting to dynamic market conditions and innovating to meet evolving consumer needs. Cultivating a culture of innovation and leveraging consumer feedback drive continuous improvement and foster long-term consumer loyalty. In essence, by prioritizing Tangibles, Service Quality, Reliability, Responsiveness, and Problem-Solving Abilities, businesses can elevate the satisfaction level of consumers in hypermarketing, cultivating enduring relationships and sustainable success in the competitive marketplace.

REFERENCES

[1] Narayanan R, Sharma S (2022) A review discussion of marketing technique in cosmetic product. J Crit Rev 7(7):1030.

[2] Singh, S., et al, (2020). This study discovered An Empirical Evidence Study of Consumer Perception and Socioeconomic Profiles for Digital Stores in Vietnamhttps://www.mdpi.com/2071-1050/12/5/1716/pdf

[3] Hossain, M. S. & Shila, N. S. January 2020. Dhaka University Journal of Biological Sciences 29(1):53-59DOI:10.3329/dujbs.v29i1.46532

[4] Lavuri, R. & Sreeramulu, D. (2019).investigated "Personal Care Products: A Study on Women Consumer Buying Behaviour", E-ISSN: 2349-9788; P-ISSN: 2454-22. www.ijrrjournal.com.

[5] Kumar, V. V. & Gopinath, R. (2019). A Study on the Customer Satisfaction towards Amazon (with special reference to South Chennai). Journal of Emerging Technologies and Innovative Research, 6(2), 608-614.