

Satisfaction on Consumer Convenience Strategy: A Case of Shopping Centers in Chennai City

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Consumer convenience strategy refers to various facilities provided by business firms to all the customers at free of cost and it includes a lot of modern means of communication, information feeding, provision of easy accessibility, car parking and such other relate facilities. The researcher aims to analyse most attractive consumer convenience facility among the consumers of large shopping maals. The car / two wheeler parking, Clock Room Facility, Provision of Air Coolers, Air conditioning, Easy Accessibility and Provisions for Relaxation are the major variables of the study. This study takes the consumers of large shopping maals in Chennai city as the population of the research and 200 objects were selected as per the judgment sampling technique from the selected shopping centers. It was found that the car / two wheeler parking is the attractive factor that has majority of the customers. In addition, it concludes that the customer convenience should not be offered at the cost of consumers.

Keywords: attractive factor; consumer convenience strategy; satisfaction; shopping maal