

# DIMENSIONS OF STORE LOYALTY TOWARDS SUPERMARKETS IN CHENNAI

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## Abstract

Relationship marketing has its footprints in developing store loyalty. In the grocery industry there is a host of complexity which affects the store loyalty. This study examines the influence of the dimensions of store loyalty namely; store equity, price, multi-brand availability, and store hospitality in Chennai's supermarkets. Data from 621 consumers in Chennai is statistically tested for the influence on store loyalty. Results suggest that Chennai consumers give priority to the dimensions, multi brand availability and store equity to show their loyalty towards supermarkets. This research paper explores the factors which are highly rated to the management of store loyalty and could offer insights to the store management to formulate their business strategies.

**Key words:** *Store equity, Store hospitality, Store loyalty, Supermarket*

## 1. INTRODUCTION

Two decades ago consumers had a relatively limited choice of organized stores for their major weekly food-shopping trip. This has recently changed and consumers now have the ability to choose from a large variety of retail formats. This study focuses on the store loyalty aspect and aims to investigate the relationship between store loyalty and its dimensions towards supermarkets in Chennai city. A supermarket normally sells grocery, fresh and cut vegetables, fruits, frozen foods, toiletries, cosmetics, small utensils, cutlery, stationery and gift items with give and take some items. In India, Food World, Food

Bazaar, Nilgiris, Reliance fresh and Spencer's are the leading super market operators. In today scenario, one of the most important concerns of marketing executives is "to provide loyalty". Since customer retention costs significantly lesser than acquiring new customers, the ultimate aim of the marketers has been increasing the repeat purchases of their customers. This aim finds its meaning under the "loyalty" concept. The concept of store loyalty is derived originally from the brand loyalty concept which refers to the tendency to repeat objective that every marketer/retailer aims for with his marketing/retail mix elements. Loyalty assures a retailer of

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