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AN EMPIRICAL STUDY ON THE IMPACT OF DOMINANT POSITION ON MARKET COMPETITION AND CONSUMER WELFARE IN CHENNAI

AUTHORED BY - YAZHINI.J¹

ABSTRACT:

The presence of dominant players in a market can significantly influence market competition and consumer welfare. In Chennai, a thriving metropolitan city and a major economic hub in India, various sectors such as telecommunications, retail, and real estate are characterized by the dominance of a few large firms. Understanding the impact of these dominant positions is crucial for policymakers, businesses, and consumers alike. This study explores the impact of dominant market positions on competition and consumer welfare in Chennai, focusing on key industries where market concentration is significant. It begins by defining market dominance and its implications for competitive dynamics, highlighting how dominant firms can influence market conditions and barriers to entry. A significant portion of the analysis is devoted to identifying the major firms in Chennai that exhibit signs of market dominance, such as telecommunications, retail, and transportation. It considers both the positive and negative outcomes, acknowledging scenarios where economies of scale might benefit consumers through lower prices and improved services. The role of regulatory authorities, such as the Competition Commission of India (CCI), is also analyzed to determine their effectiveness in curbing anti-competitive practices. The study evaluates past interventions by the CCI in Chennai's markets and their success in promoting fair competition and protecting consumer interests. A total number of respondents 207 samples in the age group 18-45 years were selected randomly and forward the Analyzed question online randomly through a convenient sampling method The use of SPSS software to analyze and present the data collected from the frequency Graphs,chi-square tests. According to the response, it is clearly stated that compared to other age group respondents 26 to 35 years of age group respondents have strongly agreed that 39.81% the dominant place has a significant impact on consumers welfare in the market.

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KEYWORDS: Market, Competition, Dominant Position, Telecommunications, Consumers.

INTRODUCTION:

The economic landscape of Chennai, one of India's most dynamic and rapidly growing metropolises, provides a rich field for exploring the impact of dominant market positions on competition and consumer welfare. As a major hub for industry, commerce, and technology, Chennai has seen the rise of several large firms that command significant influence in their respective sectors. This market dominance, while often a sign of business success and economic growth, can have complex and multifaceted effects on the overall market environment and consumer experiences. In Chennai, dominant market positions can drive efficiency and innovation. Large firms often have the resources to invest in advanced technologies and processes, leading to the development of superior products and services. This can result in benefits for consumers, who gain access to higher-quality goods and innovative solutions that meet their needs more effectively. Government initiatives are Competition Act, 2002, Formation of the Competition Commission of India (CCI), Consumer Protection Act, 2019, Pradhan Mantri MUDRA Yojana (PMMY). However, the concentration of market power in the hands of a few firms can also have detrimental effects on competition. When a company holds a dominant position, it may engage in practices that deter entry by new competitors, such as predatory pricing, exclusive agreements, or strategic acquisitions. These barriers to entry can limit the diversity of firms in the market, reducing competitive pressures and potentially leading to less innovation and higher prices over time. For consumers in Chennai, the impact of market dominance can be seen in the availability and affordability of goods and services. In markets where competition is stifled, consumers may face higher prices due to the lack of competitive pricing pressures. Additionally, reduced competition can lead to fewer choices, as dominant firms may not have the same incentive to diversify their offerings or improve customer service. This can negatively impact consumer welfare, as individuals have less access to the variety and quality of products they desire. The regulatory environment in Chennai plays a crucial role in shaping the impact of dominant market positions. Effective competition policy and antitrust laws are essential for preventing anti-competitive practices and ensuring that markets remain open and competitive. Regulators must balance the need to encourage business growth and investment with the imperative to maintain a level playing field where new entrants can compete on fair terms. Moreover, the socio-economic context of Chennai adds another layer of complexity to this issue. As a city with diverse income levels and consumer needs, the effects of market dominance can vary across different segments of the population. While

wealthier consumers might benefit from the efficiencies and innovations brought about by large firms, lower-income groups could be more vulnerable to the negative impacts of reduced competition, such as higher prices and limited choices. The impact of dominant market positions in Chennai also extends to the broader economy. Healthy competition is a driving force for economic growth, fostering productivity and encouraging businesses to improve and innovate. Chennai vs. Mumbai (India): Market Competition: Mumbai, being the financial hub of India, has a highly competitive market with diverse industries, including finance, entertainment, and real estate. The intense competition in Mumbai contrasts with Chennai's more consolidated industrial sectors. Consumer Welfare: The competitive environment in Mumbai tends to result in better pricing, quality, and service for consumers. In Chennai, dominant players in sectors like retail and transportation might offer fewer choices and higher prices, impacting consumer welfare negatively. Each sector may experience the effects of dominant market positions differently, depending on factors such as the level of regulation, the nature of the products or services, and the competitive landscape. By analyzing these nuances, stakeholders can gain a more comprehensive understanding of how to foster a competitive market environment that benefits all consumers. This study is to analyze the dominant place that has a significant impact on consumers' welfare in the market.

OBJECTIVES:

- To analyze, the dominant players have a significant impact on market competition.
- To identify the Identify challenges faced by smaller businesses and potential opportunities for innovation and growth within the context of dominant players in Chennai's market.
- To examine the government regulations are effective in addressing the dominance of certain players in Chennai's market.

REVIEW OF LITERATURE:

(Bharadwaj, Devaiah, and Gupta 2018)In order to understand the relationship between these important determinants and those buyers from the Indian cities of Bengaluru and Chennai, the main goal of this research is to identify nine significant determinants influencing the purchasing intentions for foods produced organically from existing research. Data was acquired via 1300 questionnaires (with largely closed questions) being delivered randomly to clients of big

supermarkets in these cities. (**Anderson, de Carvalho, and Taubman 2021**)The backdrop for researching the impact of market orientation on organizational performance was the buyer market circumstances that followed India's 1991 economic liberalization decision. Market orientation has a strong positive correlation with growth in overall revenue, return on capital, success of new products and services, customer retention, and operating expense control, according to data from a sample of 162 manufacturing and service companies. The study discovered that the association between market orientation and performance was not moderated by supplier power, market volatility, or competitive animosity. (**Ramappa 2014**)In recent times, corporate social responsibility, or CSR, has become a major academic concept as well as a top priority for corporations. A rising number of businesses are adopting the idea of corporate social responsibility (CSR) and are finding it necessary to define the term. Corporate Social Responsibility (CSR) is increasingly emerging as a major corporate concern. To better understand CSR, organizations are launching a range of programs. The impact that corporate social responsibility (CSR) has on customer behavior at a time when consumers expect more from businesses than just high-quality products at competitive prices is one of the factors contributing to the increased interest in CSR. (**Kessides 2004**) misuse of authority Globally, studies are frequently form-based and mostly focused on the requirement of dominance. In the complicated and dynamic markets of today, this might limit innovation or result in false positives. Because of this, misuse of dominance enforcement necessitates a move toward an effects-based strategy that takes efficiency reasons into account along with pro- and anticompetitive impacts. This paper's analysis of EU case law demonstrates how the EU is progressively heading in this direction. (**Choe and Roberts 2011**)Before determining whether a price is exorbitant, the Commission carefully considers case-specific considerations so as not to dampen the market's dynamic impact. Even if they are significant, cost, profitability, the industry

average price, prices in comparable markets, etc., have not been shown to be proof positive of exorbitant pricing. The inclusion of intellectual property rights, high-tech sectors, and non-scientific market definitions might make it challenging to identify exorbitant pricing. Despite having the authority to act, the Commission is hesitant to become involved in regulated industries. (**Agrawal et al. 2024**)Indian customers' purchasing habits have changed in the years after the reforms. Numerous international merchants and domestic corporations have made investments in contemporary retail due to the size of the customer base. In the retail sector, the government has partially permitted foreign direct investment (FDI). The effects of permitting FDI in retail are now being discussed. This chapter examines how the retail foreign direct

investment policy affects Indian consumers and makes recommendations for national policy. An initial study of Indian customers was conducted to investigate their purchasing habits for both branded and non-branded goods, familiarity with international brands, and sentiment on the liberalization of foreign direct investment. **(Daniel Sokol, Cheng, and Lianos 2013)**The development and implementation of India's new, contemporary competition legislation provides the background against which this thesis is written. The paper makes the case that the new competition law is arguably stronger and addresses a number of consumer protection issues than the outdated legislation, which was passed back in 1969. This article examines the socioeconomic context surrounding the passage of the previous competition statute and draws comparisons between the two legislative enactments. The article not only outlines the necessity of a new competition legislation but also discusses the necessary adjustments that must be made to competition law and policy in order to maintain rapid economic growth. **(Ehlermann 2008)**This chapter discusses ex-post dominance and how platform markets are replacing traditional product markets as their form. Under the context of the Competition Act of 2002, specific cases involving binary monopolies in conventional product markets, sports, real estate, and emergent platform markets, such the stock exchange and Google, are examined. Examined in relation to the definition of dominance and the exercise of market power in these markets is the long-standing concern of competition authorities over the extent of exercising market power. **(Mehta 2006)**The practice of predatory pricing, which involves setting prices below costs to force away competitors, has a complex and lengthy history in the fields of economic theory and antitrust/competition law. The new business models that fall under the category of "two-sided platforms" and are mostly based on information and communications technology (ICT) have made an already divisive topic even more problematic. The author begins this chapter with a non-technical overview of the economics of predatory pricing, demonstrating why academics and competition authorities in the US and the EU grew more doubtful of the viability of such a commercial tactic. **(Marquis 2008)**One of the numerous issues facing the Indian economy at the moment is the cost of dry ports and associated infrastructure. It results from the necessity to balance the government's investments in dry port infrastructure, which have as their long-term goal the stimulation of the national economy in general and the regional economy in particular, with the dry port operator's pricing strategies. As a result, the significance of government funding for infrastructure initiatives like dry ports is reconsidered. The logistics services business saw the end of the public sector monopoly and the arrival of the private sector. This led to increased competition, which highlighted the importance of providing equal opportunities for all competitors. **(Schrepel and Thibault 2021)**The practice

of encouraging staff members to stay with the company for as long as possible or until the project is finished is known as employee retention. Both the company and the employee gain from staff retention. Today's workers are not the same. They are not the ones without fantastic opportunities at their disposal. They move on to the next job as soon as they are unsatisfied with their present company or their position. Employers have an obligation to hold onto their top talent. **(Ghidini 2010)**The population and wealth of the middle class in India have increased significantly since 1991, when the country's economic liberalization strategy was implemented in earnest. Although there is still a dearth of reliable sociological and anthropological data on its social structure and cultural norms, this class is criticized for its self-centered materialism and "retreat from idealism," which was evident in the smaller, "traditional middle class" of the previous post-independence era. **(Viswanathan 2008)**The country's primary grain mainstays, wheat and rice, have seen less of an influence from these changes, with yield growth rates for these crops trending toward stagnation. However, cotton yields and output have been significantly impacted. The architecture of these sectors, their possible impacts on innovation and competition, and the policies that may boost industry performance and bring new productivity-boosting technologies to India's grain production systems are all examined in this paper. **(Vaidyanathan 2017)**Globalization and liberalization are the major factors in catalyzing the dynamics of national policy making of any nation. These two factors are also responsible for creating pressures on enhancing innovations in products and services leading to competitiveness in any sector of economy. **(Chaudhary 2020)**Globalization brings with it a whole set of international and cross-border regulatory issues and a requirement for multilateral regulatory forums. For example, IT-enabled services, international financial services, and e-commerce entail the transfer of data across borders, and these activities raise the issue inter alia of privacy. **(Ikewaki et al. 2023)**Yet, it is rarely considered that these wrongdoings have resulted in growing CSR issues in the twenty-first century along with institutional change. In order to develop a concept of institutional sophistication—which refers to both the top-down maturation of the regulatory system that standardizes firm behavior and the bottom-up diversification and intensification of grassroots initiatives that redefine stakeholder membership—this paper combines studies of institutional voids, institutional entrepreneurship, and stakeholder theory. **(Monisha et al. 2023)**Particularly after demonetisation, the digital payments industry has experienced exponential development. Nonetheless, the digital payments market's mobile wallet category has seen the majority of the expansion. The question is whether these mobile wallet startups can continue to develop at this rate in the face of cutting-edge digital payment options that Indian banks have introduced. This chapter aims to

investigate whether mobile wallet providers can effectively compete with banks in the event that they are refused access to vital interoperability infrastructure that banks now own. **(Preethy et al. 2022)** (Patents are important for development, as evidenced by the discussion around the Trade-Related Aspects of Intellectual Property Rights (TRIPs) Agreement of the World Trade Organization. However, research on the geography of information transmission indicates that knowledge is geographically sticky, indicating that patent impact may be overstated. This research investigates how Indian pharmaceutical companies have reacted to changes in patent legislation, such as the establishment of more extended patent protection in 2005 as a requirement of TRIPs, using information from interviews. Before TRIPs, a system of restricted patent protection that lasted for more than thirty years encouraged the informal transfer of information and the growth of a pharmaceutical sector with considerable indigenous capabilities. **(Seth et al. 2022)** Today, electronic commerce is a crucial component of India's trade facilitation strategy. Since 1991, India's trade and fiscal policies have been based on the explicit implementation of economic reforms in response to the country's opening up and desire to become more integrated with the global economy. This has made it necessary to facilitate international trade through both policy and procedure reforms. As a result, the previous several years have seen a revolution in technology, with the widespread usage of web technologies, the Internet, and their applications. The information technology revolution led to the widespread use of electronic commerce, or e-commerce, in both the Indian economy and international trade. **(Velayudhan et al. 2021)** We investigate the location decisions made by local and international businesses in an emerging country following market liberalization, taking into account the significance of site selection for knowledge access. Co-locating with other businesses has been linked in the literature to knowledge spillovers and agglomerative economies, which reduce the risk of foreignness for international businesses. However, because these places have the ability to spread information, local businesses that are attempting to "catch up" or improve their skills can also favor locations with other enterprises. To investigate the degree to which catch-up motives influence location decisions, we formulate competing hypotheses.

METHODOLOGY:

The research method followed here is Empirical research. A total of 207 samples have been collected out of which all samples have been collected through a convenient sampling method. The sample frame taken here is public areas in and around Chennai. The independent variables are age, gender, educational qualification, marital status, living area. The dependent

variables are: The dominant players have a significant impact on consumers welfare in the market, Measures that are effective way by promoting fair competition in Chennai's market, Dominant players often have a strong influence on pricing in Chennai, Dominant players in Chennai's market have a substantial impact on consumer purchasing behavior, Rate your opinion on the statement: Consumers in Chennai often limited in their choices due to the dominance of certain players and the statistical tool used for analysis is chi square test.

HYPOTHESIS:

NULL HYPOTHESIS:

There is no significant relationship between the age wise distribution of the respondents and their opinion towards, Dominant players often have a strong influence on pricing in Chennai

ALTERNATIVE HYPOTHESIS:

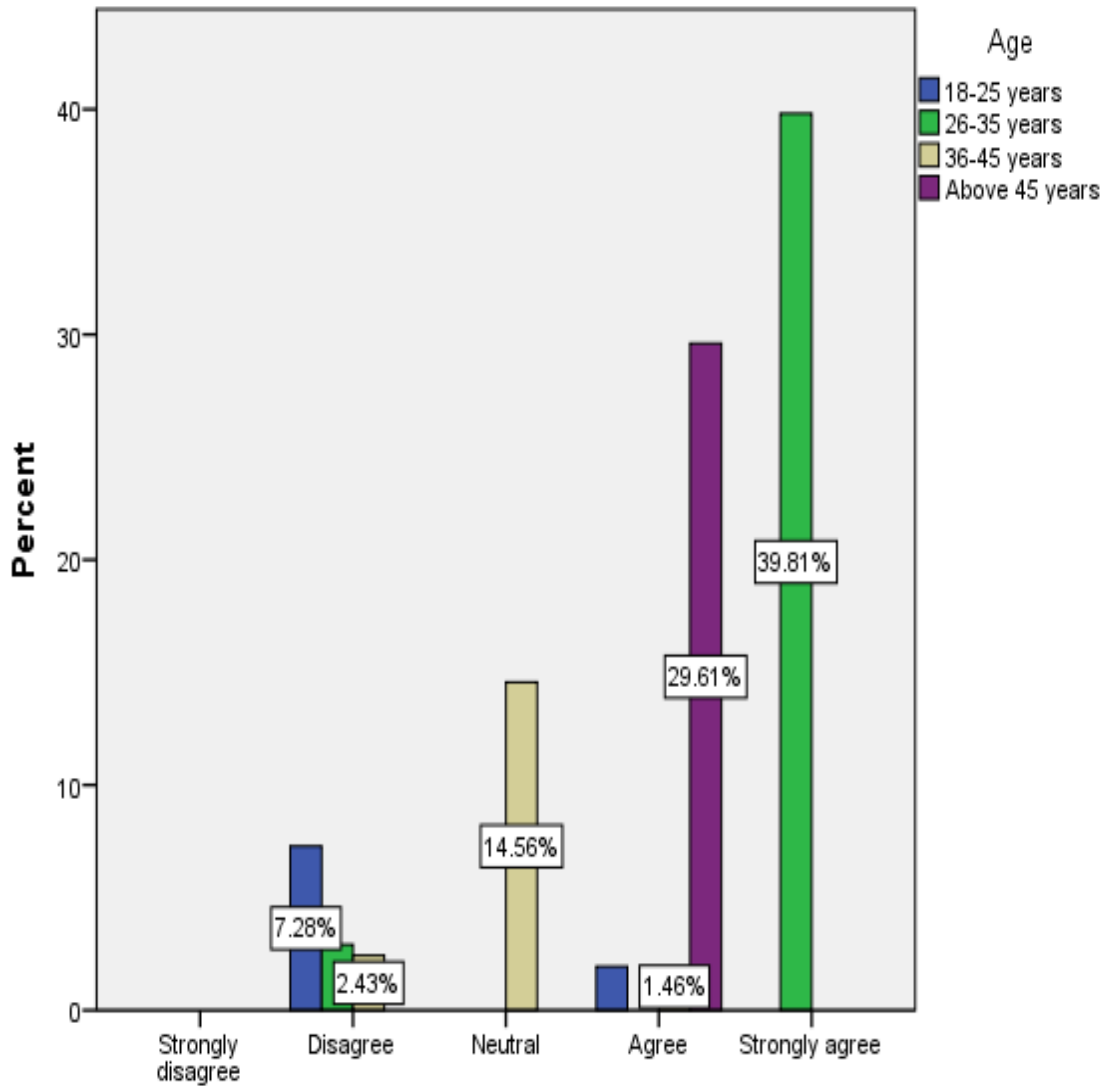
There is a significant relationship between the age wise distribution of the respondents and their opinion towards, Dominant players often have a strong influence on pricing in Chennai.

ANALYSIS OF DATA

GRAPHS:

FIGURE-1

IJLRA



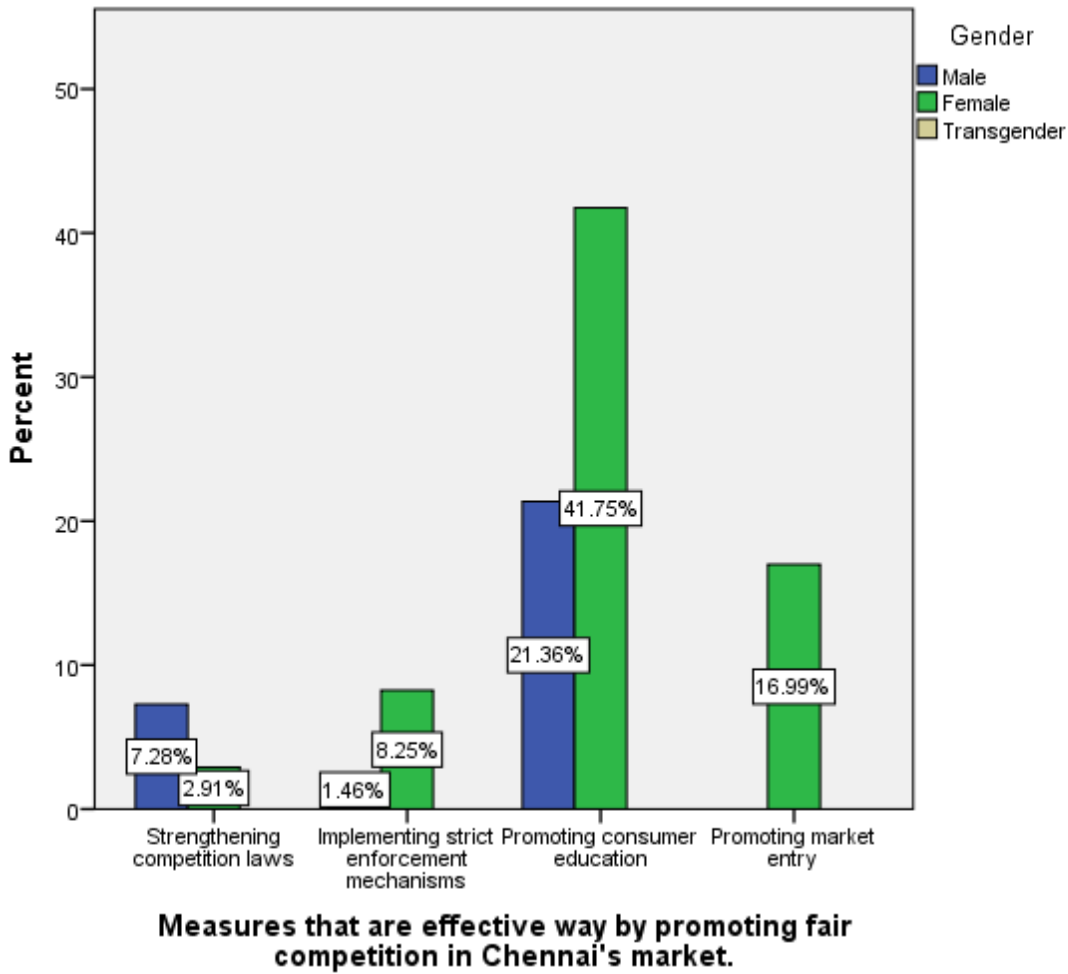
The dominant players have a significant impact on consumers welfare in the market.



Legend:

Fig.1 represents the age wise distribution of the respondent and their opinion towards that The dominant players have a significant impact on consumer welfare in the market

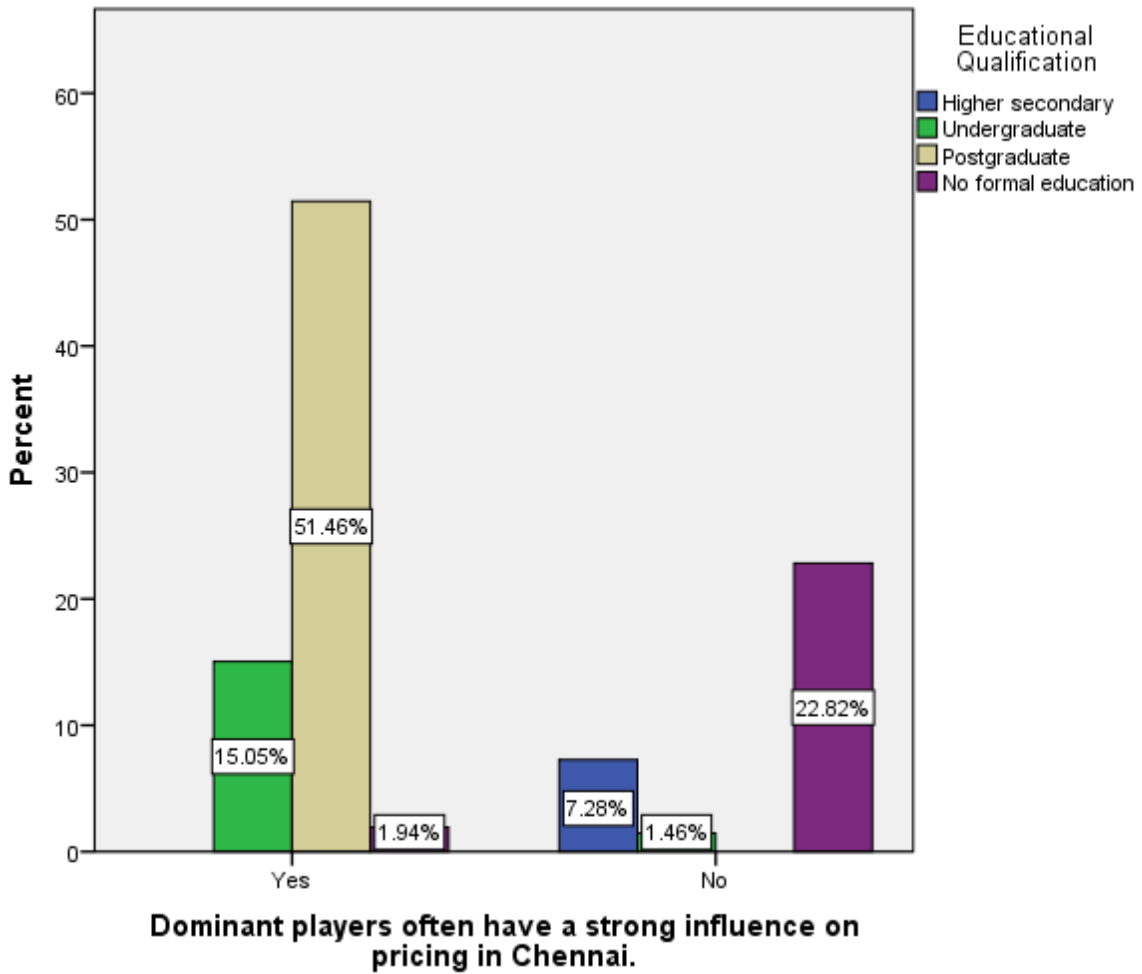
FIGURE-2



Legend:

Fig.2 represents the gender wise distribution of the respondent and their opinion towards that is an effective way in promoting fair competition in Chennai's market.

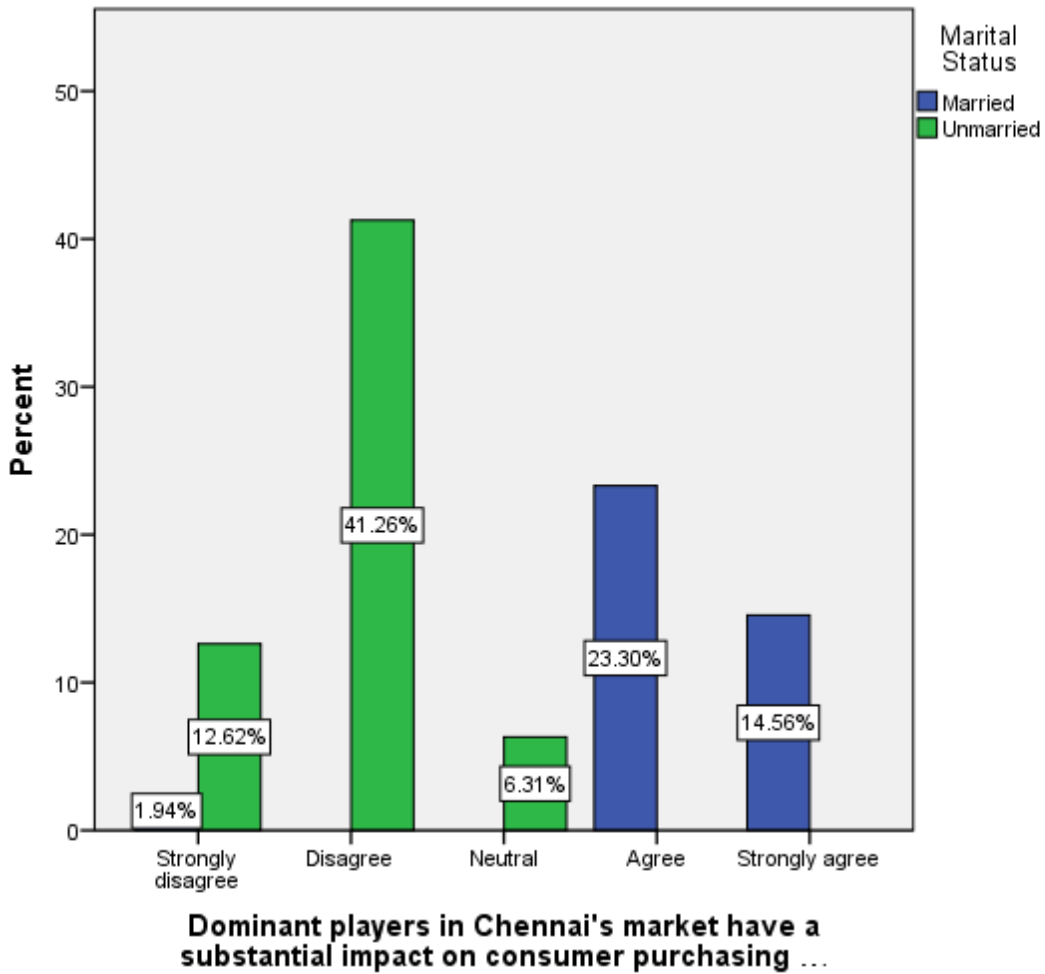
FIGURE-3



Legend:

Fig.3 represents educational qualification of the respondent and their opinion towards the dominant players often have a strong influence on pricing in Chennai.

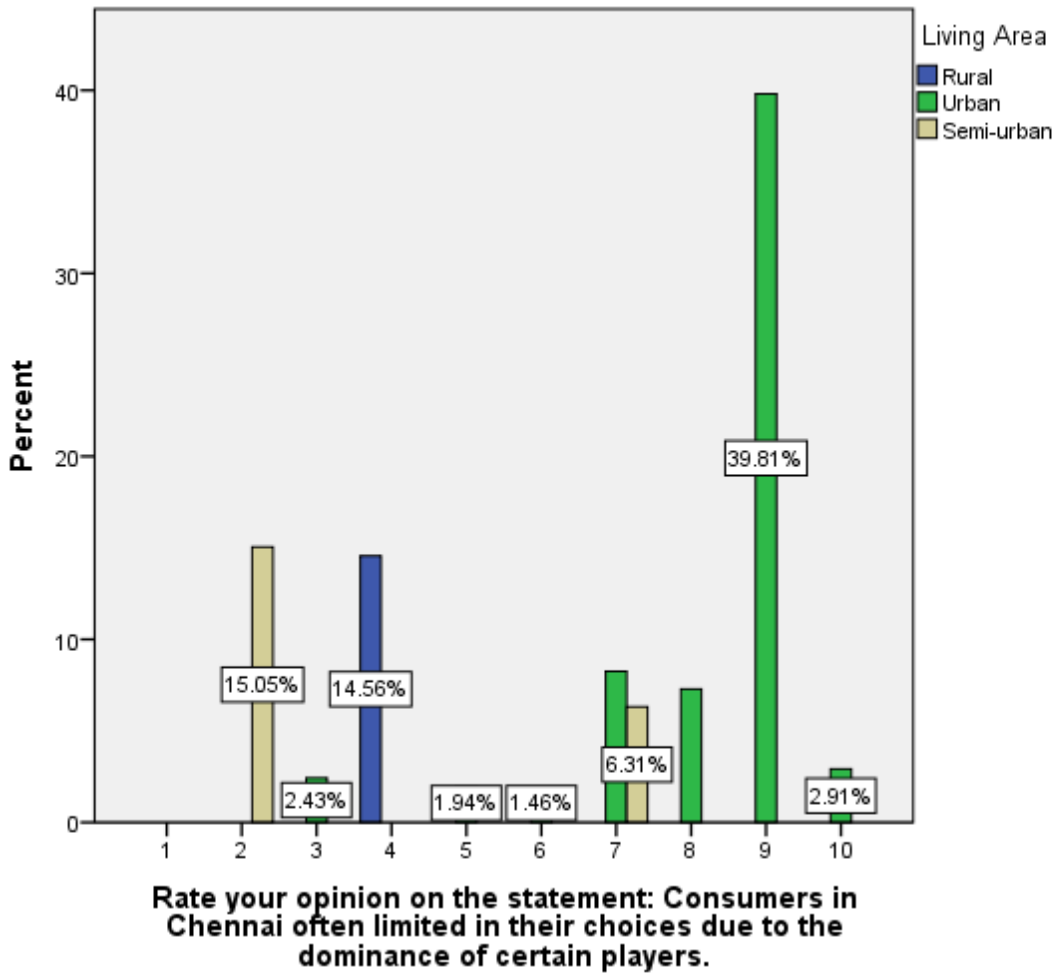
FIGURE-4



Legend:

Fig.4 represent the marital status of the respondent and their opinion towards that dominant place in Chennai's market have a substantial impact on consumer purchasing behavior.

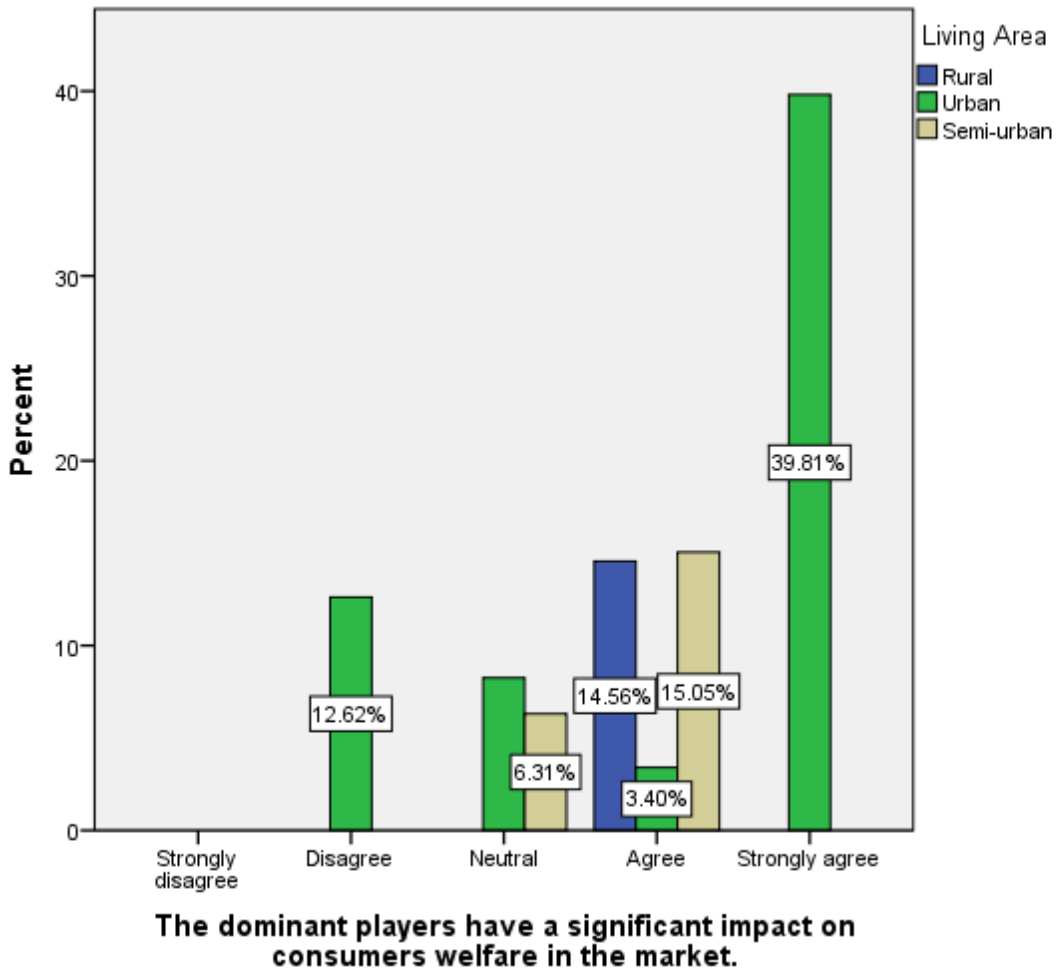
FIGURE-5



Legend:

Fig.5 represents the living area of the response and their opinion towards that consumers in Chennai often limited in their choices due to the dominance of certain players.

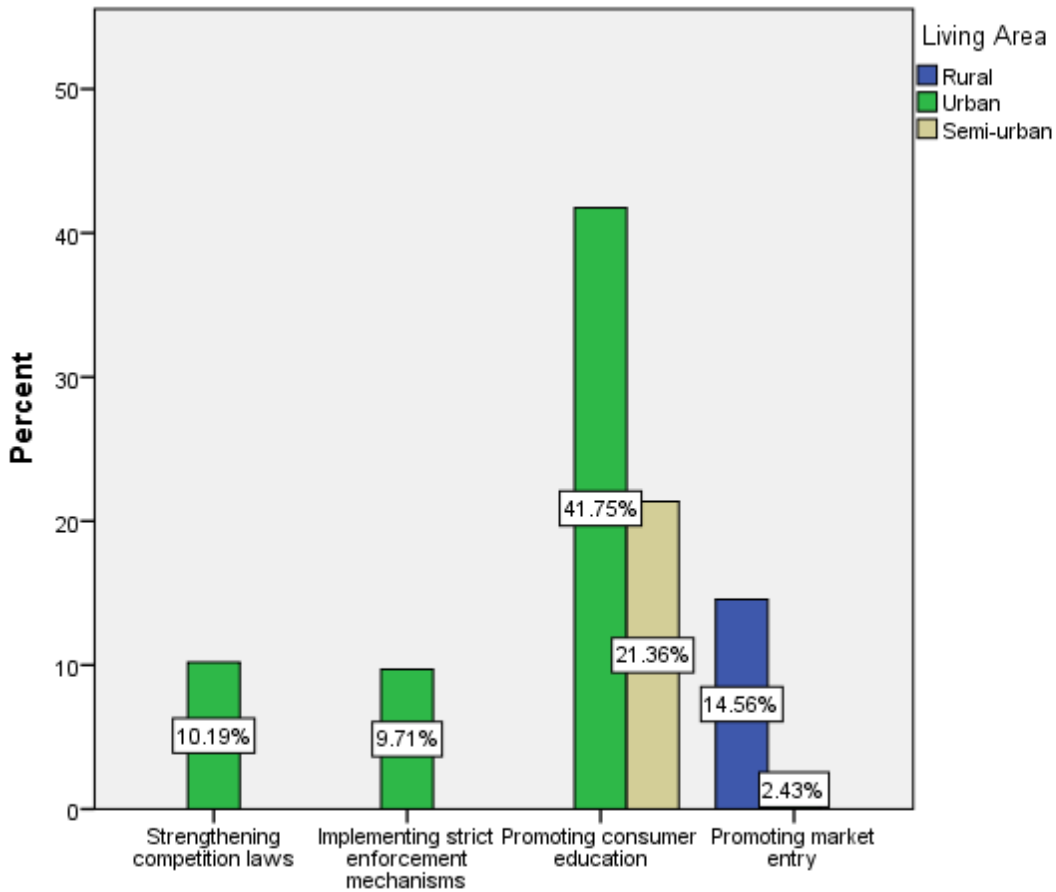
FIGURE-6



Legend:

Fig.6 represents the living area of the respondent and their opinion towards that the dominant place have a significant impact on consumers welfare in the market.

FIGURE-7

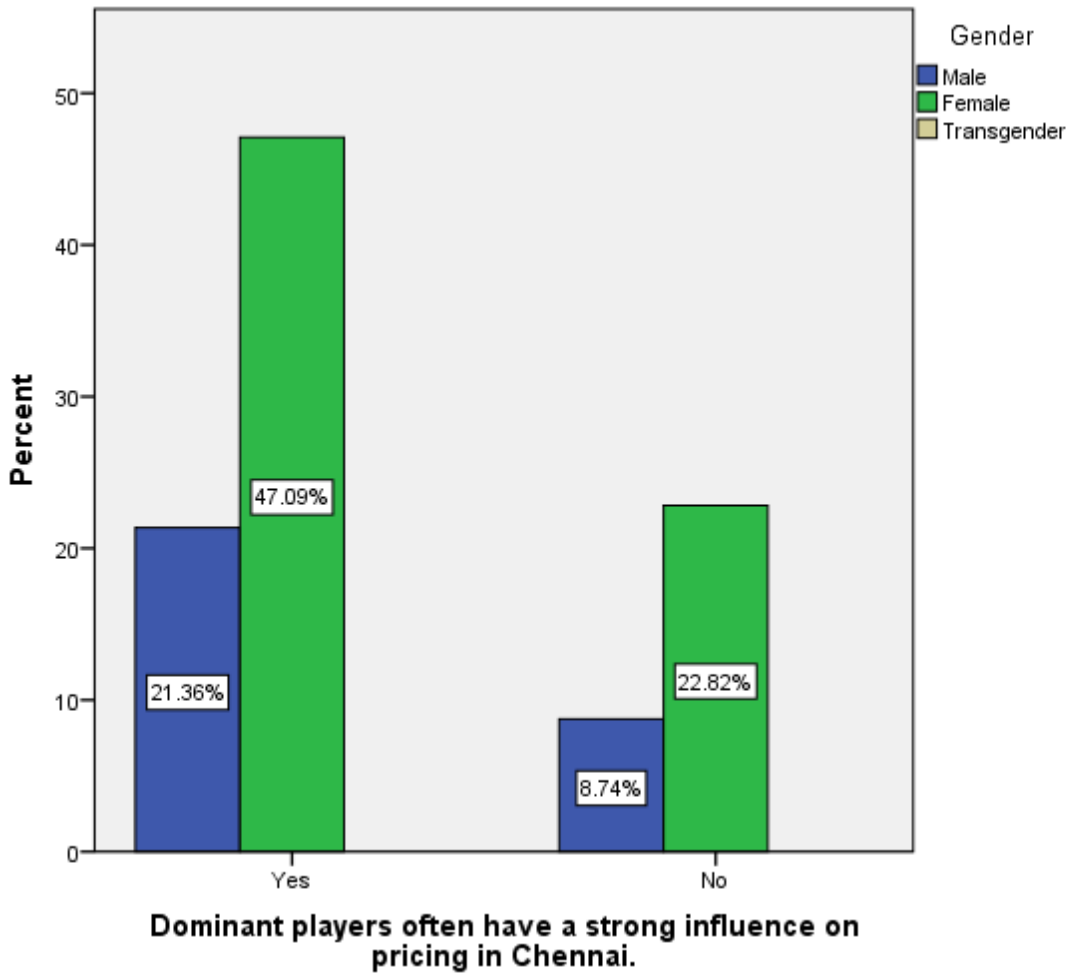


Measures that are effective way by promoting fair competition in Chennai's market.

Legend:

Fig.7 The present the living area of the respondent and their opinion towards that effective way by promoting fair competition in Chennai's market.

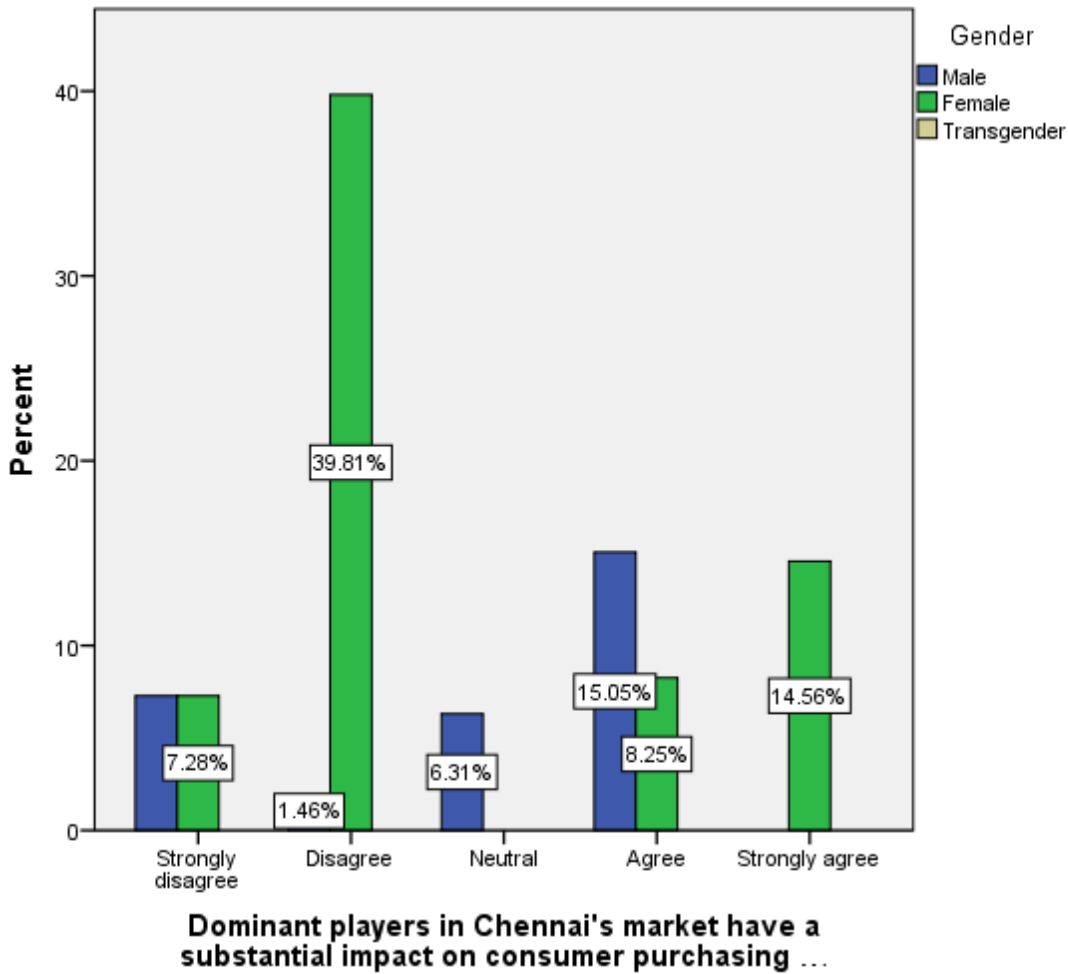
FIGURE-8



Legend:

Fig.8 represents the gender wise distribution of the respondents and their opinion towards that dominant players Often have a strong influence on pricing in Chennai.

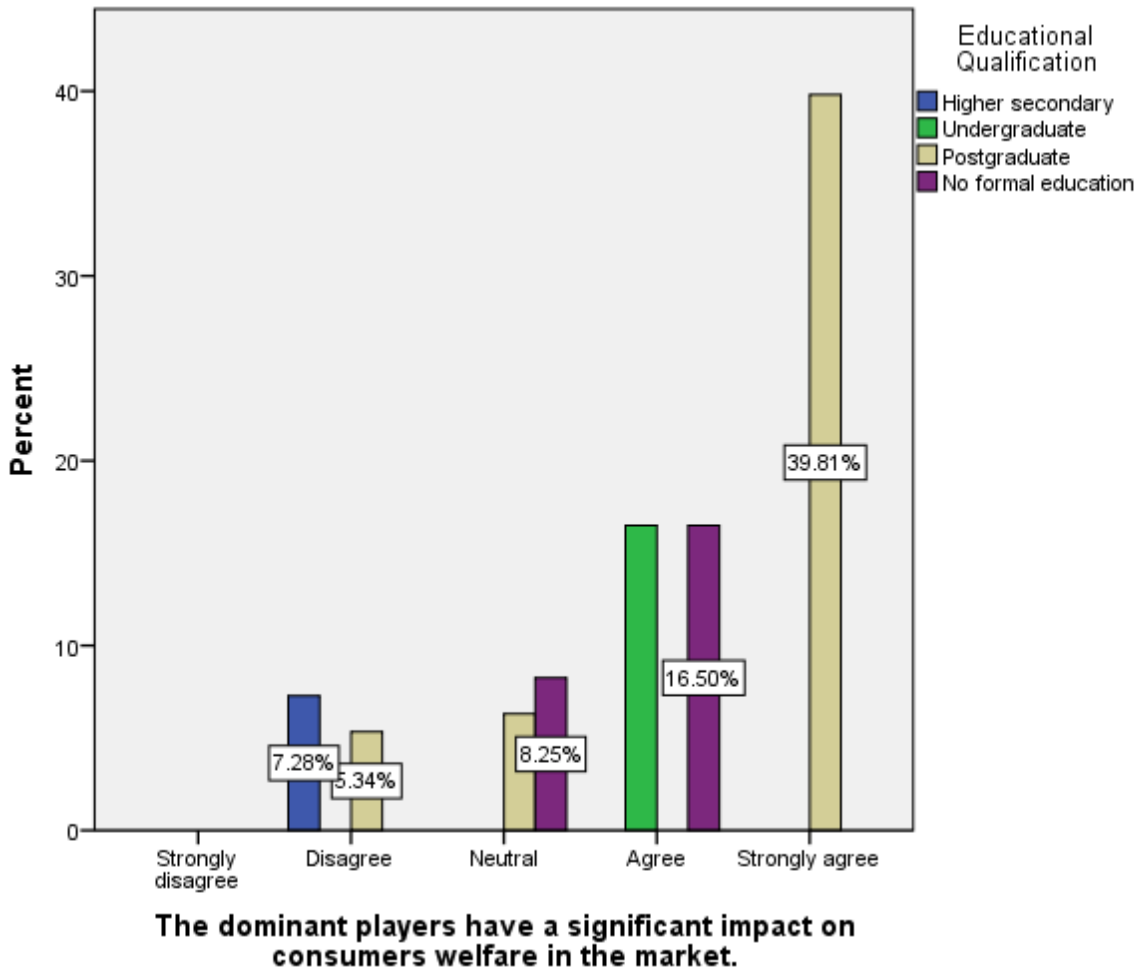
FIGURE-9



Legend:

Fig.9 represents the generalised distribution of the respondent and their opinion towards the dominant players in Chennai's market. Have a substantial impact on consumer purchasing Behaviour.

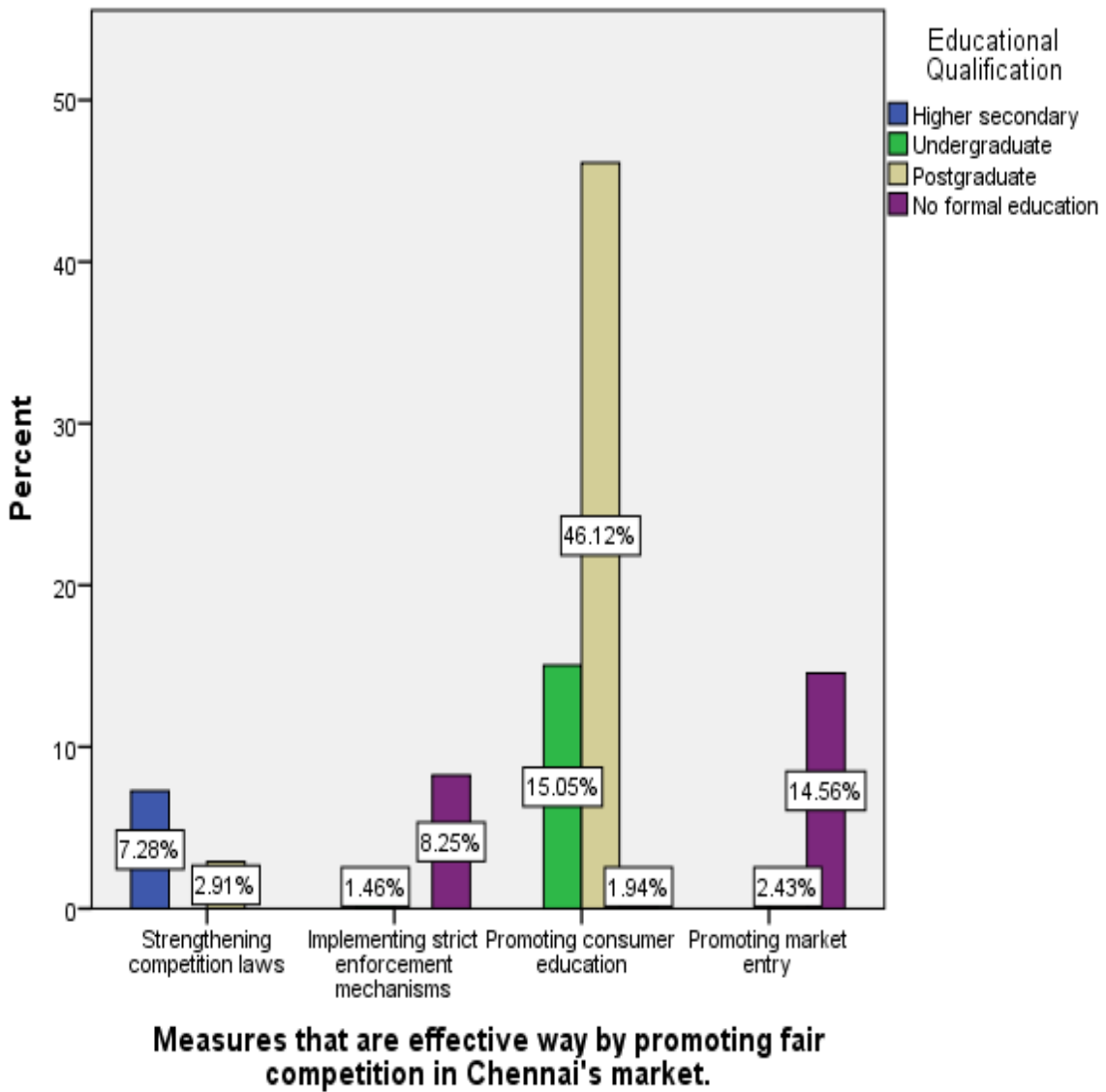
FIGURE-10



Legend:

Fig.10 represents the educational qualification of the respondent and their opinion towards that the dominant place have a significant impact on consumer welfare in the market.

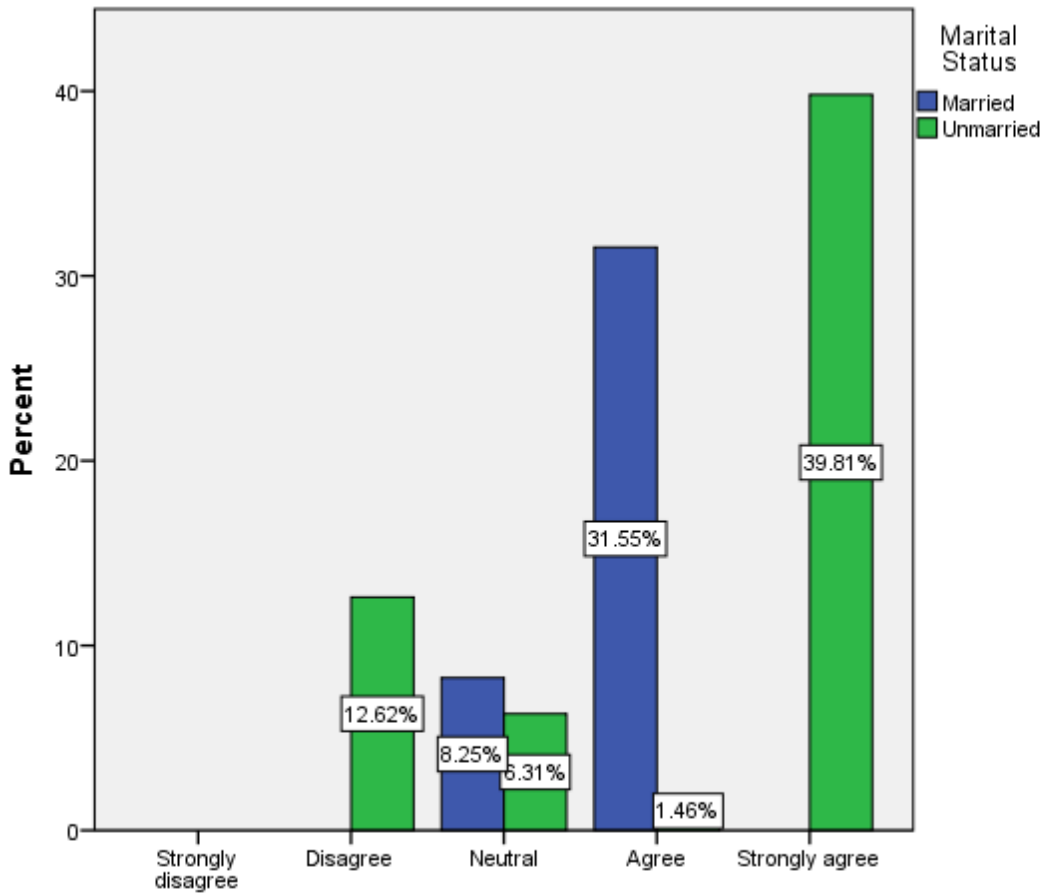
FIGURE-11



Legend:

Fig.11 represents the educational qualification of the respondents and their opinion towards that the measures that are effective way by promoting fair competition in Chennai.

FIGURE-12

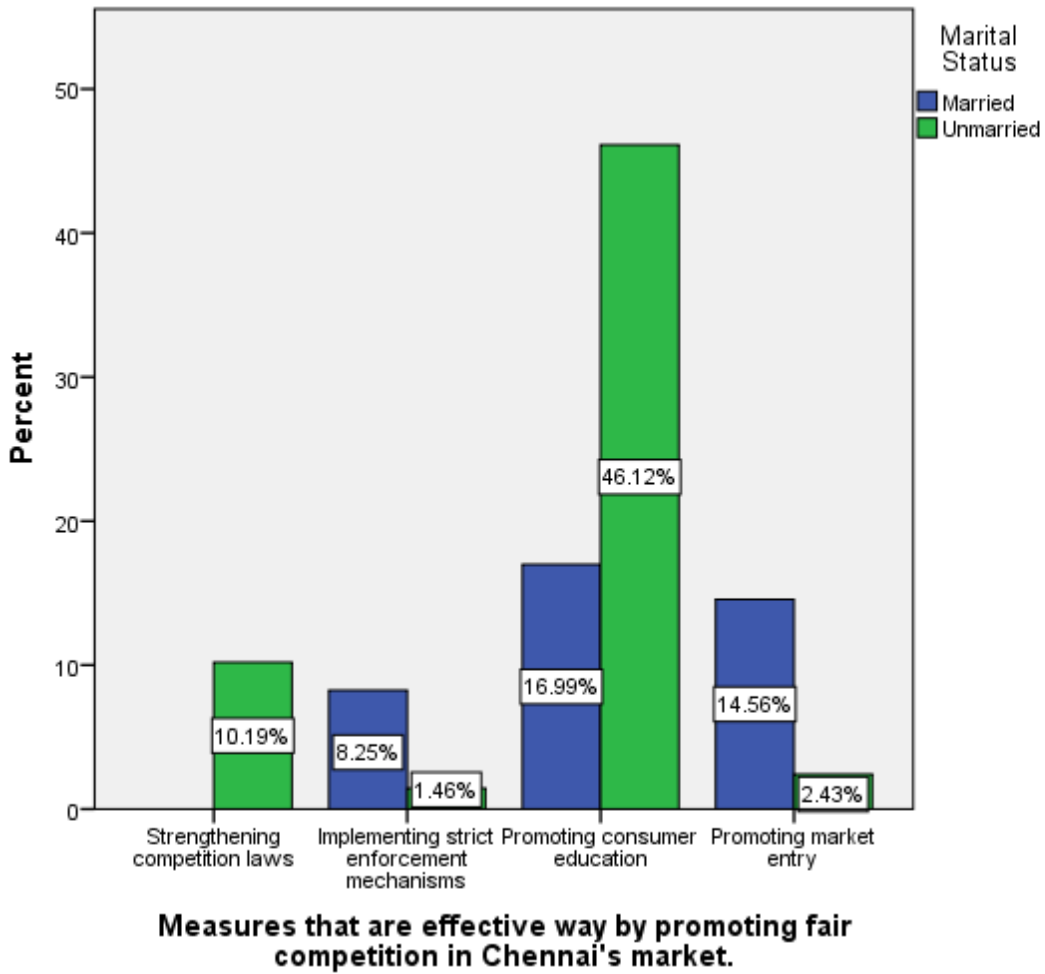


The dominant players have a significant impact on consumers welfare in the market.

Legend:

Fig.12 represents the marital status of the respondent and their opinion towards that the dominant place has a significant impact on consumer welfare and the market.

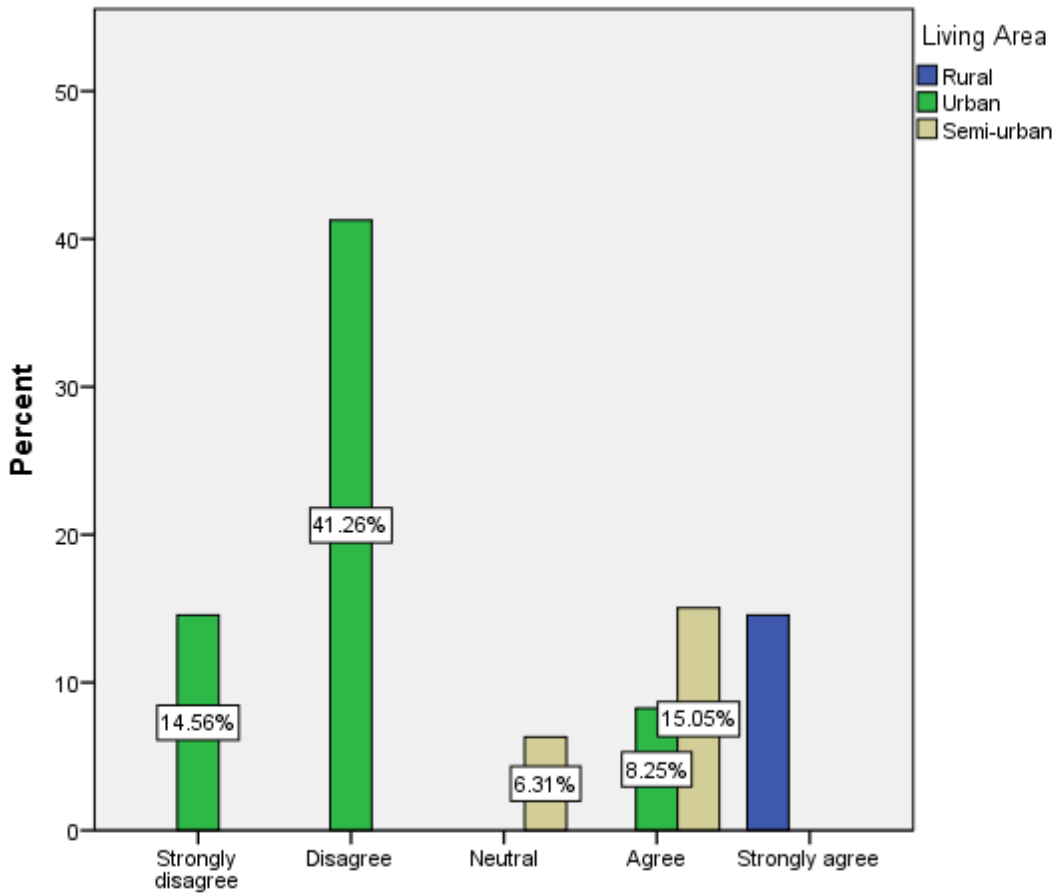
FIGURE-13



Legend:

Fig.13 The marital status of the respondent and their opinion towards the measures that are effective by promoting fair competition in the Chennai market.

FIGURE-14

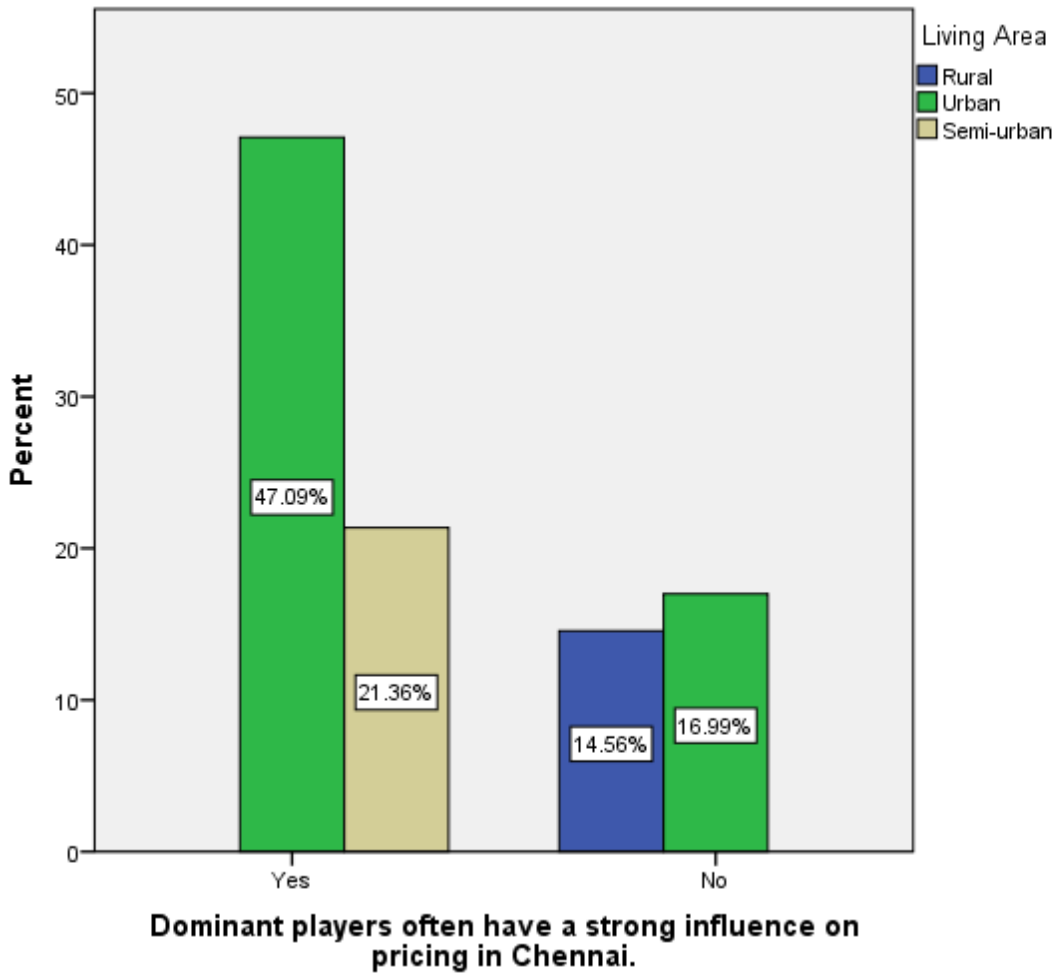


Dominant players in Chennai's market have a substantial impact on consumer purchasing ...

Legend:

Fig.14 The living area of the respondent and their opinion towards the dominant players in the Chennai market have a substantial impact on consumer purchasing behaviour.

FIGURE-15



Legend:

Fig.15

Represents the living area of the respondent and their opinion towards that dominant place often have a strong influence on pricing in Chennai.

CHI-SQUARE TEST:

Case Processing Summary

Cases					
Valid		Missing		Total	
N	Percent	N	Percent	N	Percent

Age * Dominant players often have a strong influence on pricing in Chennai.	206	99.5%	1	0.5%	207	100.0%
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Age * Dominant players often have a strong influence on pricing in Chennai.

Crosstabulation

Count

		Dominant players often have a strong influence on pricing in Chennai.		Total
		Yes	No	
Age	18-25 years	4	15	19
	26-35 years	88	0	88
	36-45 years	18	20	38
	Above 45 years	31	30	61
Total		141	65	206

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	76.921 ^a	3	.000
Likelihood Ratio	100.186	3	.000
Linear-by-Linear Association	9.478	1	.002
N of Valid Cases	206		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.00.

Legend:

From the above table, The chi square test represents the analysis of age wise distribution of the respondents to the questionnaire, dominant place often have a strong influence on pricing in Chennai? P value is lesser than 0.05, if the alternate hypothesis is accepted.

RESULTS:

Figure-1 According to the response, it is clearly stated that compared to other age group

respondents 26 to 35 years of age group respondents have strongly agreed that 39.81% the dominant place has a significant impact on consumers welfare in the market. **Figure-2** According to the response, it is clearly stated that compared to male respondents, female respondents agreed that 41.75% promoting consumer education is the most effective way by promoting fair competition in the Chennai market. **Figure- 3** According to the responses, it is clearly stated that compared to other education qualifications respondents postgraduate respondents have agreed on 51.46% That dominant players often have a strong influence on pricing in Chennai. **Figure-4** According to the responses, it is clearly stated that compared to married respondents, unmarried respondents have disagreed on 41.26% that dominant players in Chennai's market have substantial impact on consumer purchasing behavior. **Figure-5** According to the response, it is clearly stated that urban area respondents have strongly agreed on 39.81% That consumers in Chennai are often Limited in their choice due to the dominance of certain players. **Figure-6** According to the response, it is clearly stated that urban area respondents have strongly agreed on 39.81% that dominant players have a significant impact on consumer welfare in the market. **Figure-7** According to the response, it is clearly stated that urban area respondents have agreed on 41.75% That promoting consumer education is the effective way by promoting fair competition in Chennai's market. **Figure-8** According to the responses, it is clearly stated that compared to male respondents female respondents have agreed on 47.09% that dominant place or fun. Have a strong influence on pricing in Chennai. **Figure-9** According to the response, it is clearly stated that compared to male respondents, female respondents have disagreed on 39.81% that dominant players in Chennai's market have a substantial impact on consumer purchasing behavior. **Figure-10** According to the response, it is clearly stated that compared to other educational qualification respondents postgraduate respondents have strongly agreed on 39.81% that the dominant players have a significant impact on consumers welfare in the market. **Figure-11** According to the responses, it is clearly stated that post graduate respondents have agreed that promoting consumer education on 46.12% that these are the effective ways by promoting fair competition in Chennai market. **Figure-12** According to the response. It is clearly stated that compared to married respondents, unmarried respondents have agreed on 39.80% that dominant players have a significant impact on consumers' welfare in the market. **Figure-13** according to the responses, it is clearly stated that unmarried respondents have agreed on 46.12% that promoting consumer education is the effective way by promoting Fair competition in Chennai's market. **Figure-14** According to the responses, it is clearly stated that urban area respondents have disagreed on 41.26% that dominant players in Chennai's market have a substantial impact on consumer purchase

purchasing behavior. **Figure-15** according to the responses, it is clearly stated that compared to semi urban and rural areas. Respondent urban area respondents have agreed on 47.09% The dominant players often have a strong influence on pricing in Chennai.

DISCUSSION:

From **(figure-1)** It observes that Individuals in the 26 to 35 age group may have more firsthand experience and awareness of market dynamics compared to other age groups. They are likely to be actively engaged in consumer activities such as purchasing goods and services, which can make them more attuned to the influence of dominant players on consumer welfare. From **(figure-2)** It observes that Female respondents may perceive consumer education as a means to empower individuals to make informed choices. They may view education as a tool for increasing consumer awareness, enabling them to better navigate complex markets and counteract unfair practices. From **(figure-3)** It observes, The strong agreement among postgraduate respondents suggests that policymakers and regulators should take into account the perspectives of individuals with higher levels of education when designing and implementing policies related to market competition and consumer protection. From **(figure-4)** It observes that The disparity in perceptions between married and unmarried respondents highlights the importance of considering different consumer segments in market analysis. Married and unmarried individuals may have distinct consumption patterns, preferences, and sensitivities to market dynamics, which could impact their perceptions of the influence of dominant players. From **(figure-5)** It observes, The strong agreement among urban area respondents underscores the need for policy interventions to promote competition and protect consumer interests in urban markets. Policymakers may need to implement regulations to prevent anti-competitive practices and foster a more level playing field for businesses of all sizes. From **(figure-6)** It observes, The dominance of certain players in urban markets may result in limited consumer choice, as smaller businesses struggle to compete against larger, more established firms. This can restrict consumer options and diversity of offerings, potentially impacting consumer welfare by limiting access to a variety of goods and services. From **(figure-7)** It observes, that Promoting consumer education can empower individuals to make informed choices and advocate for their rights in the marketplace. By providing consumers with knowledge about their rights, responsibilities, and available resources, they can better navigate complex markets and counteract unfair practices. From **(figure-8)** It observes, The higher agreement among female respondents suggests that they may perceive the influence of dominant players on pricing more acutely than male respondents. This could

be due to various factors such as greater sensitivity to price changes, more cautious spending habits, or a higher level of awareness of market dynamics. From **(figure-9)** It Observes Female respondents may feel more confident in their ability to make independent purchasing decisions and resist the influence of dominant players. They may prioritize factors such as product quality, value for money, and personal preferences over brand loyalty or marketing messages promoted by dominant players. From **(figure-10)** It observes that Postgraduate education often involves honing critical thinking and analytical skills, which may enable individuals to assess market conditions and the impact of dominant players more critically. From **(figure-11)** Postgraduate education often involves in-depth study and specialization in a particular field, which may lead individuals to have a deeper understanding of market dynamics and competition. From **(figure-12)** It observes that, Postgraduate-educated individuals may be more inclined to advocate for consumer rights and promote initiatives that enhance market transparency and competition. From **(figure-13)** It observes that Unmarried respondents may recognize the importance of consumer education in increasing awareness of market dynamics, including the strategies employed by businesses to gain a competitive advantage. From **(figure-14)** It observes that Urban consumers may exhibit varied preferences and behaviors when it comes to making purchasing decisions. They may prioritize factors such as convenience, product variety, and customer service over brand loyalty or market dominance, leading them to resist the influence of dominant players. From **(figure-15)** Urban areas often offer consumers a wider variety of shopping options and retail outlets, contributing to greater competition among businesses.

LIMITATION:

One of the major limitations of the study is the sample frame. There is a major constraint in the sample frame as it is limited to a small area. Thus, it proves to be difficult to extrapolate it to a larger population. Another limitation is the sample size of 207 which cannot be used to assume the thinking of the entire population in a particular country, state, or city. The physical factors have a larger impact, thus, limiting the study.

SUGGESTION:

By Small Business Perspectives: Investigate the challenges faced by small and medium-sized enterprises (SMEs) in competing with dominant firms in Chennai. Assess the impact of market dominance on entrepreneurship, innovation, and economic diversity. Innovation and Technology: Explore the role of innovation and technology in shaping market competition and

consumer welfare in Chennai and analyse how technological advancements influence the dominance of firms and consumer choices.

CONCLUSION:

In conclusion, the impact of dominant market positions on competition and consumer welfare in Chennai is a complex and multifaceted issue. Dominant firms, through their significant market power, can drive innovation, efficiency, and economic growth, offering consumers better products and services at potentially lower prices. However, this dominance also carries the risk of stifling competition, leading to higher prices, reduced choices, and diminished market dynamism over time. The regulatory environment in Chennai plays a critical role in balancing these outcomes, ensuring that markets remain open and competitive while fostering business growth and investment. By implementing effective competition policies and antitrust laws, regulators can mitigate the negative impacts of market dominance and promote a healthy, competitive market environment. According to the response, it is clearly stated that compared to other age group respondents 26 to 35 years of age group respondents have strongly agreed that 39.81% the dominant place has a significant impact on consumers welfare in the market.

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