

ISSN 2320 - 9461



Commerce Times

International Research Journal Of Commerce

JULY 2014

COMMERCE TIMES

Contents

A Study On Women Micro Entrepreneurs With Special Reference To Self Help Groups In Tirupattur, Vellore District, Tamilnadu <i>K.Srinivasan, R. Usha & Dr.A.Ashok kumar</i>	1
Evaluation Of Consumer Protection Act - An Overview <i>G. Deepa & Dr.K.Vijayarani</i>	8
A Study On The Pattern Of Income And Expenditure Distribution Among Agricultural And Non-Agricultural Households In Vellore District, Tamil Nadu <i>Dr.V.N.Parthiban</i>	15
Consumer Awareness : Density Determinants And Distribution <i>Dr.M.V.Sathiya Bama & Dr.P.Maruthu Pandian</i>	24
Retail Marketers – Are They Satisfied <i>C.K.Sunitha & Dr.M.Edwin Gnanadhas</i>	29
Man Vs Machine: The Sustaining Factor For Dairy Enterprise <i>Ratan Kumar Khanrah, D.K.Bhattacharyya & Javaid Akhtar</i>	35
Industrialization Of Kerala: The Insiders' Perspective <i>Rakhi.R & Biju.S.K</i>	43
Fish Farming In The Hills Of Manipur <i>Kh.Tomba Singh, A.S. Rapheileng, Namram Minorca Chanu & Kshetrimayum Sharmila Devi</i>	52
An Empirical Study On Motivational Indicators With Special Reference To Health Care Employees In Chennai <i>Ms.B.K.Shrividhya & Dr.P.Uma Rani</i>	60
Perceptions Of Micro Manufacturing Entrepreneurs In Chittoor District <i>Dr. M. Siva Sankar Reddy, Prof.P. Niranjan Reddy, Prof. B.Bhagavan Reddy</i>	65
Customer Satisfaction On Modern Banking <i>Dr.D.P.Gunston, Mrs.Manju.C.R & Miss.Anisha.R</i>	73
A Study On Effectiveness Of Training Practices In State Industries Promotion Corporation Of Tamil Nadu (Sipcot) Limited <i>K.G.Gopi & Dr.K.Rajesh Kumar</i>	78
Performance Analysis Of Bronze Sculptures Manufacturing Units In Thanjavur District <i>R.Vanitha & Dr.S.Mayilvaganan</i>	84

RETAIL MARKETERS – ARE THEY SATISFIED

C.K.Sunitha¹ & Dr.M.Edwin Gnanadhas²

¹Assistant Professor in Commerce (S.F), Holy Cross College (Autonomous) Nagercoil

²Associate Professor in Commerce, Scott Christian College (Autonomous) Nagercoil

Abstract

Retail is the sale of goods and services from individuals or businesses to the end-user. Retailers are part of an integrated system called the supply chain. A retailer purchases goods or products in large quantities from manufacturers directly or through a wholesale, and then sells smaller quantities to the consumer for a profit. Retailing can be done in either fixed locations like stores or markets, door-to-door or by delivery. Retailing includes subordinated services, such as delivery. The term "retailer" is also applied where a service provider service the needs of a large number of individuals, such as public. Retail marketing is the range of activities undertaken by a retailer to promote awareness and sale of the company's products. A study of retail marketing of university level includes effective merchandising strategies, shopping and consumer behavior branding and advertising. Retail marketing is especially important to small retailers trying to compete against large e stores. Sixty respondents are taken for this research work.

Keywords: Retailers, Devasthanam, Satisfaction, Problems

Introduction

The word 'retail' means to sell or to be sold directly to individuals. Retail is India's largest industry and arguably the one with the most impact on the population. It is the country's largest source of employment after agriculture, has the deepest penetration to rural India has so far been mostly in the hand of the small disorganized entrepreneur. The Indian retail industry is only now beginning to evolve in line with the transformation that has swept other large economics. The Indian retailing industry stands poised to take off into the 21st century. It is one of the fastest growing in the nation that caters to the world's second largest consumer market.

It is believed that when a country's per capita income reaches the level of \$1'200 per annum organized retailing begin to takeover. Thus at the beginning of the New Millennium retailer have to deal with a customer who is extremely demanding. To cope with the new customer, manufactures have to focus on product quality and brand building. And retailers in turn have to focus on the quality of the shopping experience. Any business that directs its marketing efforts towards satisfying the final consumer based upon the organization of selling goods and services as a means of distribution. The success of the retail stores deepens the customer's reaction to the retailing mix which influences the profits of the store, its volume of turnover, its share of the market, its image and status and finally its survival. Selling from a regular market, from a permanent shop or peddling goods are collectively known as retailing.

Over the past 6 years, Retail World Asia has firmly established itself as Asia's dedicated industry event for retailers and merchants. Indian market has high complexities in terms of a wide geographic spread and distinct consumer preference. Small Indian farmers realize only 1/3rd of the total price paid by the final Indian consumer, as against 2/3rd by farmers in nations with a higher share of organized retail. Retailing today is at an interesting crossroads. The retail sales are at the highest point in history

and new technologies are improving retail productivity. Though there are many opportunities to start a new retail business, retailers are facing numerous challenges.

Service of a Retailer

A retailer provides a number of services to the customer as well as to the wholesaler.

To Customers:

- Provides ready stock of goods and as such he sells a quantity of goods desired by the customers.
- Keeps a large variety of goods produced by different producers and thereby ensures a wide variety of choice to the customers.
- Relieves the consumers by maintaining large quantity of goods for future period because he himself holds large stock of goods.
- Develops personal relationship with the customers by giving them credit.
- Provides free-home delivery service to the customers.
- Informs the new product to the customers.
- Makes arrangement for replacement of goods when he receives any complaint.

To the Wholesalers

- Gives valuable market information with regard to taste, fashion and demand for the goods to the wholesaler.
- The retailer maintains direct contact with the customers and so he relieves the wholesaler with regard to maintenance of direct contact.
- Helps the wholesaler in getting their goods distributed to the consumer.
- He is regarded as an important link between the wholesaler and the consumer.
- He creates demand for the products by displaying the goods to the consumers.

Review Of Literature

- The Indian consumers are known to be price- sensitive and retailers have to manage with razor thin margins in order to compete for the share of wallet of the grocery consumer. consumer spends on food constitute just around and under 50 percent and margins on food retail is around 12-15 percent with a post –tax margin of 2 percent Vijayraghavan (2007)
- Understanding consumer insight is crucial to get to the shelf right and Wal-Mart went wrong in Germany as they did not even understand that the pillow size of Germans is bigger than that of American (Karwal as quoted by tarun and chopra, 2007).
- Indian retailers understand the culture, taste and preferences of Indian consumers better (Biyani of pantaloons as quoted by Tarun and chopra, 2007).
- Some experts also feel that the Kirana stores do not have any overhead and are extremely presentable, if Indian big retailers compete with them. They may compete with anybody and should not be worried about competition from international players (sanjivGeenka of RPG Enterprises as quoted by Tarun and chopra, 2007).
- The Indian consumer is also know to be extremely value- conscious with 80 percent of his wallet consisting of essential and need based purchase, which he can get from the store next to the door, the big question is the big store (Karwal as quoted by Tarun and chopra, 2007).

Statement of the Problem

Retail is India's largest industry and arguably the one with the most impact on the population. It is the country's largest source of employment after agriculture. India has some 12 million retail outlets. With regard to the retail business, their economic status, investment status, saving pattern, types of retailers, satisfaction towards retail business, present market situation and problems faced by retailers for smooth running of their business.

The researcher feels that studying thoroughly about the retail marketers is a significant one, so research is undertaken.

Objectives Of The Study

The following are the objectives

- To find out the level of satisfaction in their job.
- To study the problems faced by the retail marketers.

Scope Of The Study

The present study is confined to retailers in kanyakumari. This study examines and analyzes the status of retailers in kanyakumari. This study approach is based on the view point of the retailers to identify their income and expenditure, services provided by the boards, level of satisfaction, problems etc.

Limitations Of The Study

- The duration of the period is very limited.
- Some of the respondents are not responding and non co-operative in supplying accurate data.
- Most of the respondents hesitate to give details regarding their income.

Methodology Of The Study

This study is carried out on the basis of both primary data and secondary data.

Primary data

Primary data were collected from 60 sample respondents of the retailer in kanyakumari. In order to carry out statistical tools a questionnaire was prepared.

Secondary data

Secondary data were collected from books, journals, magazines, statistical reports; thesis and websites.

Sampling Design

The research study is descriptive and analytical. It is descriptive in the sense it exists at present and includes facts and findings. It is analytical in the sense it involves analysis of collected data and interpretation.

Sample Size

The data has been collected from 60 sample respondents in the study area of kanyakumari.

Statistical Analysis

To make the present research study highly effective and fruitful the following statistical techniques were used for the analysis and interpretation of data. For selecting the respondents, simple random sampling technique was used.

Likert’s 5 point scale:

Likert’s five point scaling technique had been used to analyse the level of satisfaction and the score were allotted as follows,

- Highly satisfied-5points
- Satisfied-4 points
- Netural-3points
- Dissatisfied-2points
- Highly Dissatisfied -1point.

Garret’s Ranking Method

Garret’s ranking is used to analyze the favorable factors that affect the retailer. The percentile position for the ranks is obtained using the following formula.

$$\text{Percent Position} = \frac{100 (R_{ij} - 0.5)}{N_j}$$

R_{ij}- Rank gives for the factors by the individual
N_j -Individual ranked.

Garrett’s ranking technique is applied for analyzing the problems faced by the retailer.

Results And Discussion

The Collected data was analysed with a help of Likert’s five point scaling technique and Garret’s Ranking Technique.

Level Of Satisfaction

Satisfaction varies towards the functioning of the retailers from person to person according to their mental make- up. By using the Likert’s 5 point scaling technique the level of satisfaction is analysed and presented in the following table.

Table 1 Level Of Satisfaction

Services	HS	S	N	D	HD	Total	Mean	Rank
Performance Of salesman	12 (60)	38 (152)	7 (18)	1 (2)	3 (3)	60 (203)	3.88	V
Income	12 (60)	30 (120)	4 (12)	6 (12)	8 (8)	60 (212)	3.53	VII
Saving	5 (25)	37 (148)	6 (18)	8 (16)	4 (4)	60 (211)	3.51	IX
Introducing innovative product	15 (75)	25 (100)	6 (21)	8 (16)	5 (5)	60 (217)	3.61	VII
Job satisfaction	32 (160)	24 (96)	2 (4)	- (-)	2 (2)	60 (264)	4.4	II
Transport facilities	17 (85)	35 (140)	3 (9)	2 (4)	3 (3)	60 (241)	4.01	III
Market activities	15 (75)	33 (132)	8 (24)	2 (4)	2 (2)	60 (237)	3.95	IV
supplier	13 (65)	38 (152)	7 (21)	2 (4)	1 (1)	60 (243)	4.05	I
Safety	11 (55)	27 (108)	3 (9)	12 (24)	7 (7)	60 (203)	3.38	X

Source : Primary data

Figures in the parenthesis indicate the number of sample respondents.

Problems Faced By The Retailers

Retailer faced many difficulties and problems due to the inability of forecasting the future. Following Table explains the problems faced by the respondents. This is analysed with the help of Garret’s ranking technique.

Problems Faced By The Retailers

Problem's	Garret's mean score	Rank
Insufficient trained laborers	45.7	VI
Health Problems	42	IX
Theft	51.7	III
Conflict among retailer	40.55	X
Conflict among laborers	44.47	VIII
Lack of services provided by Government / Devasthanam	64.17	II
Frequent change of laborers	46.98	V
High amount of lease/rent	49.3	IV
Change in the rules of government/ Devasthanam	65.5	I
High amount of tax	46.31	VII

Source : Primary data

Figures in the parenthesis indicate the number of sample respondents.

With regard to the level of satisfaction, the table indicates that out of 10 statements with regard to level of satisfaction of retailers, the first rank is given to 'suppliers', second rank is given to 'job satisfaction' and third rank is given to 'transport facilities' with its mean score of 4.05, 4.04 and 4.01 respectively. It is observed that the respondents are highly satisfied with the suppliers due to reasonable price at an appropriate time, and they do expect safety from the government as their shops are situated near the seashore.

Out of the 10 statements with regard to the problems faced by the retailers, the first rank is given to 'Changes in the rules of government/devasthanam', second rank is given to the 'Lack of services' and third rank is given to 'Theft'. With its mean score of 65.5, 64.17 and 51.07 respectively. It is observed that the respondents faced problems now and then due to the interferences and the poor services offered by both the municipalities and devasthanam people as they keep on changing the rules or norms of the place which troubles the sample respondents.

Policy Implications

- It is found that often changes in the rules and regulations regarding the retail shops is considered as one of the important problems. Hence it is suggested that the government should implement permanent rules for the retail business.
- In order to attract more customers the government should take steps to create facilities such as toilet facility, water facility, parking facilities and so on. If the government provide such facilities, definitely it will improve the retailing business.
- It is found that the retail marketers are not having any idea about insurance. Hence the government should create awareness camps to retailers regarding the benefits of the insurance policies.
- The government should take proper steps to provide loans and advances to retail marketers through banks at low rate of interest.
- During the off-season, their income is very low (or) they are not able to earn even a single rupee. In such situation the government must provide some subsidies to the retailers to carryout business successfully.

Conclusion

The researcher made a thorough analysis regarding the level of satisfaction and the problems faced by the retailers. From this, it was observed that most of the respondents are very much satisfied with the price charged by the suppliers and the main problem faced by them are the frequent changes in the rules and regulations by the government and the devasthanam board.

Reference

- Tarun K.S., chopra S.L. (2007), 'Beyond the Retails Hype', Indian management, pp 12-27.
- Vijayraghavan K. Ramsurya M.V. (2007), 'Mom and pop happy letting a rich tenant take over, The Economics Times, February 5, pp : 4.
- Vijayraghavan. K (2007), ' Future group to lifestyle and non- grocery biz for higher marging, 'The Economic Times, February 9, pp :4.
- http://en.wikipedia.org/wiki/Retailing_in_India.
- www.thefreedictionary.com/marketer.