

A STUDY ON CONSUMER GRATIFICATION TOWARDS RETAIL TRADER AT KOTTAYAM – KERALA

Seethu John

*Assistant Professor of Commerce, Saintgits College of Applied Sciences, Kottayam-686532 &
Research Scholar, Department of Commerce,
Vels Institute of Science Technology and Advanced Studies, Pallavaram, Chennai.
(Affiliated to University of Madras, Chennai, Tamilnadu, India.)
so2278@gmail.com*

Dr. K. Manikandan

*Professor, Department of Commerce,
Vels Institute of Science Technology and Advanced Studies, Pallavaram, Chennai.
(Affiliated to University of Madras, Chennai, Tamilnadu, India.)
Manikandank.sms@velsuniv.ac.in*

ABSTRACT

Retail traders gaining popularity very quickly, people engaged in this sector should pay special attention to the growth of this sector. The retail traders has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. Indian Retail Industry has immense potential as India has the second largest population with affluent middle class, rapid urbanization and solid growth of internet ,20 per cent of the country's Gross Domestic Product and around 12 per cent of the employment. India is the world's fifth-largest global destination in the retail space. Customer gratification of this sector can be a pivotal indicator of how well the retail traders are meeting the expectations of the customers. Customers of three big retail traders have been interviewed for the study. It was determined that the model satisfactorily explains customer gratification and that retail traders, owners and managers should focus on four major elements responsiveness, product quality, physical design and pricing policies if customer gratification is to be treated as a strategic variable. It is found that responsiveness and product quality were most important to customers followed by price and physical design. Location didn't have a significant effect on customer gratification although the exploratory analysis and the secondary research supported for analysis.

INTRODUCTION

Gratification or Satisfaction means the contentment one feels when one has fulfilled a desire, need or expectation. Furthermore, Customer satisfaction can be a measure of how happy customers are with the services and products of a supermarket. Keeping customers happy is of tremendous benefit to companies. Satisfied customers are more likely to stay loyal, consume more and are more likely to recommend their friends to the business

The present study aims at determining the factors constituting customer gratification or satisfaction of retail stores. Customer satisfaction of this sector can be a pivotal indicator of how well the stores are meeting the expectations of the customers. Customers of three big retail stores have been interviewed for the study. From the results, it was determined that the model satisfactorily explains customer satisfaction and that retail chain store owners and managers should focus on four major elements responsiveness, product quality, physical design and pricing policies if customer satisfaction is to be treated as a strategic variable. The present study found that responsiveness and product quality were most important to customers followed by price and physical design. Location didn't have a significant effect on customer satisfaction although the exploratory analysis and the secondary research supported it. In the midst of stiff and fierce competition and increased number of grocery retail outlets providing a variety of products, customers have become accustomed to patronizing multiple outlets. Retailers have recognized this trend and are of the view that customer satisfaction plays a role in the success of business strategies. Therefore it has become important for grocery retail stores to try and manage customer satisfaction.

According to Hansemark & Albinsson (2004) cited in Singh (2006:1), "satisfaction is an overall attitude towards a product provider or an emotional reaction to the difference between what customers expect and what they actually receive

regarding the fulfillment of a need". Kotler (2000) also define satisfaction as a person's feelings of pleasure, excitement, delight or disappointment which results from comparing a products perceived performance to his or her expectations.

According to Hasemark and Albinsson (2004) cited in Singh (2006:1) "satisfaction is an overall attitude towards a product provider or an emotional reaction to the difference between what customers expect and what they actually receive regarding the fulfillment of a need".

Kotler (2000); Hoyer & MacInnis (2001) also define satisfaction as a person's feelings of pleasure, excitement, delight or disappointment which results from comparing a products perceived performance to his or her expectations.

OBJECTIVES

- To know about customer gratification from retail traders.
- To know about price and quality of retail traders.
- To know the payment system of consumers
- To know the consumer preference of the retail traders
- To know the retail environment and current and future
- To know about the national and international retail traders
- To know the customer convenience of the retail traders

IMPORTANCE OF THE STUDY

- Retail traders are important role for intermediate between whole seller and customers in the retail market.
- Customer gratification or satisfaction is import factors influencing for increasing buying behavior.
- Majority of the customer mode of buying by the way of retail traders.
- An e-payment system follows by the customer to the retail traders.
- Sales to Ultimate consumers of the products
- A convenient form of selling quantity-wise
- Convenient Place and Location
- The lifestyle of the people are shaped by retailing
- Retail businesses contribute to the economy
- Retail dominates the supply chain
- Retail is interdisciplinary
- Retailers provide maximum employment
- Retailing offers scope for expansion in other countries

ANALYSIS AND DISCUSSION

| Gender | Frequency | Percent |
|--------|-----------|---------|
| Male | 57 | 57 |
| Female | 43 | 43 |
| Total | 100 | 100 |

Source: Primary Data

Table 1: Shows the gender of the respondents that male makes 57 and female makes 43 of the survey and the table shows the percentage of the respondent as well, male 57 % while the females are 43 % of the total respondents in the current study.

| Marital Status | Frequency | Percent |
|----------------|-----------|---------|
| Single | 59 | 59 |
| Married | 41 | 41 |
| Total | 100 | 100 |

Source: Primary Data

Table 2: Shows the marital status of the respondents and it shows 59 of the respondents are single while 41 of them married, the table as well as shows the percentage of single and married of the respondents.

| Occupation | Frequency | Percent |
|------------|-----------|---------|
| Employee | 12 | 12 |
| Student | 88 | 88 |
| Total | 100 | 100 |

Source: Primary Data

Table 3: Shows the combination of respondents according the occupation and here 88 of the respondents are students and 12 of them are employee.

| Monthly Expenses | Frequency | Percent |
|--------------------------|-----------|---------|
| Bellow 25,000 Rs | 79 | 79 |
| Rs. 25,000 to Rs. 50,000 | 13 | 13 |
| Above Rs. 50,000 | 8 | 8 |
| Total | 100 | 100 |

Source: Primary Data

Table 4: Shows the monthly expenses of the respondents and here 79 respondents have bellow Rs. 25,000, 13, of them have Rs.25,000 to 50,000 and finally 8 of the respondents have above 50,000 among the total respondents.

| Gender | Frequency | Percent |
|------------------------|-----------|---------|
| Bellow 25,000 Rs | 77 | 77 |
| Rs.25,000 to Rs.50,000 | 18 | 18 |
| Above Rs. 50,000 | 5 | 5 |
| Total | 100 | 100 |

Source: Primary Data

Table 5 shows the monthly income of the respondents and it shows 77 of the respondents have bellow Rs.25,000, 18 of them between 25,000 Rs to 50,000 and finally 5 of them have above 50,000.

| Payment System | Frequency | Percent |
|----------------|-----------|---------|
| Cash | 36 | 36 |
| Card | 13 | 13 |
| Cash & Card | 51 | 51 |
| Total | 100 | 100 |

Source: Primary Data

Table 6: Shows the payment system of the respondents and here 36 of the respondents pay cash, 13 respondents pay card and finally 51 of the respondents pay both cash and card means they use from both option.

| Table 7. Staff Behavior of the Respondents | | |
|--|-----------|---------|
| Staff Behavior | Frequency | Percent |
| Very satisfied | 9 | 9 |
| Satisfied | 70 | 70 |
| Neither | 14 | 14 |
| Dissatisfied | 7 | 7 |
| Total | 100 | 100 |

Source: Primary Data

Table 7: Shows the gratification level of the respondents from retail stores staff behavior and here 9 respondents are very satisfied, 70 of them are satisfied, 14 of them are neither and 7 of the respondents are dissatisfied from staff behavior of the retail stores

| Table 8. Products price of the Respondents. | | |
|---|-----------|---------|
| Products price | Frequency | Percent |
| Very satisfied | 17 | 17 |
| Satisfied | 65 | 65 |
| Neither | 12 | 12 |
| Dissatisfied | 3 | 3 |
| Very dissatisfied | 3 | 3 |
| Total | 100 | 100 |

Source: Primary Data

Table 8: Shows the price of products and how consumers satisfy from it. Here in this study 17 respondents are very satisfied, 65 of them are satisfied, 12 of them are neither, 3 of them is dissatisfied and 3 of them is very dissatisfied from price of the retail stores.

| Table 9. Products quality of the Respondents: | | |
|---|-----------|---------|
| Products quality | Frequency | Percent |
| Very satisfied | 13 | 13 |
| Satisfied | 71 | 71 |
| Neither | 16 | 16 |
| Total | 100 | 100 |

Source: Primary Data

Table 9: Shows the satisfaction of the respondents from products qualities and here 13 of the respondents are very satisfied, 71 of them are satisfied, 16 of them are neither satisfied.

| Table 10. On Environment of Retail stores | | |
|---|-----------|---------|
| Environment of retail traders | Frequency | Percent |
| Very satisfied | 16 | 16 |
| Satisfied | 68 | 68 |
| Neither | 9 | 9 |
| Dissatisfied | 7 | 7 |
| Total | 100 | 100 |

Source: Primary Data

Table 10. Shows the satisfaction of respondents from retail stores environment. Here there are 16 respondents are very satisfied, 68 of them are satisfied, 9 of them are neither and in the finally 7 is dissatisfied

FINDINGS

- According to the gender, percentage of the respondent, male 57 % while the females are 43 % of the total respondents in the current study.
- The marital status of the respondents and it shows 59 of the respondents are single while 41 of them are married.
- The occupation and here 88 of the respondents are students and just 12 of them are employee.
- The monthly expenses of the respondents and here 79 respondents have bellow Rs. 25,000, 13, of them have Rs.25,000 to 50,000 and finally 8 of the respondents have above 50,000 among the total respondents.
- The monthly income of the respondents and it shows 77 of the respondents have bellow Rs.25,000, 18 of them between 25,000 Rs to 50,000 and finally 5 of them have above 50,000
- The payment system of the respondents and here 36 of the respondents pay cash, 13 respondents pay card and finally 51 of the respondents pay both cash and card means they use from both option.
- The gratification level of the respondents from retail stores staff behavior and here 9 respondents are very satisfied, 70 of them are satisfied, 14 of them are neither and 7 of the respondents are dissatisfied from staff behavior of the retail stores
- The price of products and how consumers satisfy from it. Here in this study 17 respondents are very satisfied, 65 of them are satisfied, 12 of them are neither, 3 of them is dissatisfied and 3 of them is very dissatisfied from price of the retail stores.
- The satisfaction of respondents from retail stores environment. Here there are 16 respondents are very satisfied, 68 of them are satisfied, 9 of them are neither and in the finally 7 is dissatisfied.

SUGGESTION

- They should provide proper parking facilities to the consumers to satisfy them in this part.
- Customer waits most of the time for counter to bill their purchased goods and here they should care to solve the problem.
- Customer complains the more in retail stores they are asking the phone number always and it's boring. So if the consumers are not satisfied it's better to ask once or never asked the phone number.
- Some times in billing consumers wait because the system does not work properly and it's a serious problem of consumers so it's better to solve it.
- In some branches of the retail traders there is no house hold things like dishes, so if they added these items then there will be more consumer gratification from the retail stores from consumer's side.
- For the fruits and vegetable there are two billing process and customers wants to remove the one process and directly go to the counter for billing.
- One counter should be always there on counter because most of the time customers wait for the counter and its takes time.

REFERENCES

- [1] Z. M. Alam and S. S. M. Rana, "Customers' attitudes towards retail chain store services in Bangladesh-A comparative study between retail chain stores and small retail stores," Journal of Social Science and Business Studies. Rajshahi University, Bangladesh, 2013.
- [2] Mohammad Abul Kashem, "The Bangladeshi consumer behavior and attitude towards superstores,"
- [3] European Journal of Business and Management, vol. 4, pp. 85 – 96, 2012.
- [4] T. Reardon, C. B. Barrett, J. A. Berdegue, and J. F. M. Swinnen, "Agri food industry transformation and farmers in developing countries," World Development Summit, vol. 37, November 2009.

- [5] Assage Gol, "Issues and challenges of retail business," *Journal of Retail Management*, vol. 6, p. 23, 2008.
- [6] B. Dieter, "Supermarkets on the rise," *The Daily Star*, December 26, 2008,2010.
- [7] Seiranevoda, "The factors that Influence the consumer in choosing departmental store in Bangladesh." Available <http://www.oppapers.com/essays/The-Factors-That-Influence- Theconsumer/581444>,2011.
- [8] D. R. Palto, "An examination into customer relationship marketing and customerretention in grocery food retailing in Bangladesh: Proposed research agenda," presented at the International Trade & Academic Research Conference (ITARC) - London 2010, 2010.
- [9] D. S. Jeevananda, "A study on customer satisfaction level at hypermarkets in Indian retailindustry," *Research Journal of Social Science & Management*, vol. 1, 2011.
- [10] B. Rajul, "A critical review of the factors affecting purchase intention of consumers," *Journal of Business and Information System*, vol. 2, pp. 46-48,2011.
- [11] M. Ram, "To identify the factors impacting customer satisfaction in food retail supermarkets," *International Journal of Research and Development - A Management Review (IJRDMR)*, ISSN (Print), vol. 2, pp. 2319-5479,2013.
- [12] P. H. L. Ian. and L. B. Grace, "Customer satisfaction towards retailers," *ICA, ICA NARA and Coop Forum*,2011.
- [13] M. Manish and K. Sima, "Determinants of retail customer satisfaction: A study of organised retail outlets in Delhi," *Delhi Business Review X*, vol. 13, January - June 20122012.
- [14] H. S. Sarwer and A. Ferdousi, "Bangladesh retail food sector Report 2004, USDA foreign agricultural service," US Embassy Dhaka, Bangladesh2004.
- [15] R. L. Oliver, An investigation of the interrelationship between consumer (dis) satisfaction and complaining reports vol. 14. *Advances in Consumer Research*, Association of Consumer Research, Provo, UT,1987.
- [16] P. Kotler and G. Armstrong, *Marketing: An introduction*, 8th ed. New Jersey: Prentice Hill,2006.
- [17] R. L. Oliver, "Measurement and evaluation of satisfaction process in retail settings," *Journal of Retailing*, vol. 57, pp. 25-48,1981.
- [18] C. Carolyn and A. Syed Saad, "Customer satisfaction in the restaurant industry: An examination of the transaction-specific model," *Journal of Services Marketing*, vol. 20, pp. 3-11,2006.
- [19] H. L. Gilmore, "Product conformance, cost and quality progress," *International Journal of Operations Management*, vol. 1, p. 16,1974.