

A Study On Customer Satisfaction Of Weekly Market In Cuddalore District With Special Reference To Virudhachalam Town

K. KUMARESAN¹ Dr .B. MANIVANNAN M.Com., M.Phil., M.B.A., Ph.D.²

¹PhD, Research scholar, Department of Commerce, Annamalai University, Tamil Nadu
²Research Supervisor, Assistant professor in commerce, Annamalai University, Tamil Nadu

Abstract

This marketing channel is also very important to the poor and middle class people to consume the quality product with lessor prices. Among the these markets, village weekly markets are located at least one in every taluk of district and it is highest number compare with the other periodical markets. Customers are other important participants of the weekly markets and minimum 2500 to maximum 10000 customers are visited in every week during the market day. The weekly market is normally held in public places of road sides, religious places, or centre place of the village but there is no proper structure and organization. During the market hours many issues are happened between vendors and customers and also with contractors of the market. The village weekly market is called in different names in different regions like Haats, Shandy, Santhai, Bazaar and Rural markets. However, it is estimated 21000 to 47000 markets in the country. In TamilNadu village weekly markets is very familiar from emperor periods. For example Pallavaramsanthai in Chennai, Pochampallisanthai in Dharmapuri, Anthiyursanthai in Erode and Ponmalaisanthai in Trichy are very famous till date. The weekly market of TamailNadu has a long history. It is important role to development of farmers, coolie and poor people because it provides employment, income and status of their participants. So, the researcher wanted to study the customer satisfaction regarding village weekly markets. But, the customers are not satisfied about the infrastructure facilities of the market. Therefore, the researcher concludes that the government and particular authority take the necessary steps to fulfil the customer needs of the weekly market.

Key words – Satisfaction, traditional market, distribution of channel, weekly market.

Introduction

The different types of channel are used during marketing of goods but presently direct marketing is the familiar channel and it is encouraged by government of India because it is increasing the profit of producers. However, the farmers of India is distribute of the goods through the various channels of UzhavarSanthai, Tribal Santhai, ApniMandi, Rythu Bazars and village Weekly markets. This marketing channels adopted by farmers to sale of

vegetable, fruits, flowers, frost product, folk article, etc. it is most helpful to the farmers for quick movement of perishable goods to consumers because absence of middle man. This marketing channel is also very important to the poor and middle class people to consume the quality product with lesser prices. Among these markets, village weekly markets are located at least one in every taluk of district and it is highest number compared with the other periodical markets. There are large numbers of small and medium farmers to participate in the village weekly market for sell their product because it is located nearby village or town. Other participants of weekly markets are small retail vendors, potters, brokers and commission agent. Customers are other important participants of the weekly markets and minimum 2500 to maximum 10000 customers are visited in every week during the market day. The weekly market is normally held in public places of road sides, religious places, or centre place of the village but there is no proper structure and organization. During the market hours many issues are happened between vendors and customers and also with contractors of the market. So, the researcher wanted to study the customer satisfaction regarding village weekly markets. The customer of the products are the most important person of every market. So, the customer's satisfaction is an important factor to measure the performance of the product and to determine the relationship of producers and customers. According to Philip Kotler customer satisfaction is a feeling of inner value of the customers, it may be feeling of pleasure or disappointment feeling from a product. Regarding this some selected review is shown below.

Review of literature

Review of literature is an important element which helps the article to get more advantages with the subject matter and support the designing towards the purpose of the objectives. The review of studies is presented below.

Sarwade and Sarwade Chetan (2017) The review focus on History, distribution of weekly markets, structure of weekly market and marketing process of weekly market. The review explains the periodic market is public gathering of buyers and sellers of commodities, meeting at an appointed or customary location at regular intervals. Although, the review stated that length or market meeting time varies, by different cultural areas of the world from one to fourteen days. But, in most cases markets meet once in a week, thus known as weekly market. It reveals that weekly markets are locally known as Attawadibazaar and are the nerve centres of the economic, social and cultural activities of the rural life of the people. The common feature of the periodic markets held once, twice, thrice, once in ten day, etc. The author stated that the periodic weekly markets because periodicity location, space, time arrangement and nearness to the rural population have made periodic markets a unique distribution and services system in many parts of the country. The article concludes that marketing process in weekly market is common. Basically the marketing system of weekly market is simple and direct. The profit is the motive of both vendors and consumer, therefore prices too much variation of the whole marketing system still traditional and absence of government supervision the weight and measures used are not standard is the limitation of the

market. Even it is happens that periodic markets play an important role in rural life of the region. The researcher understood that the existing review shown overall importance and turnover of the weekly market.

PrashanthSagi(2015) Indian markets are stretching beyond urban areas. It is rightly said that India resides in villages and rural markets have succeeded in getting the attention of Indian companies to MNC's. This Paper will look at the potential of the Rural Market, differences between Urban and Rural Markets and also look at some of the myths associated with the Indian Rural Markets and try to present the reality. conclude that Rural markets are a tough nut to crack owing to their geographic spread coupled with linguistic and other physical barriers Rural markets are the way to go as urban markets are getting saturated. Service to Revenue ratio is high, so targeting of market segments is required. Better segmentation of rural markets needed according to the brand that is sought to be marketed. As the size of market is huge, marketers can consider to target one segment. Unique marketing strategies required for each heterogeneous segment of the market

Chandru, Jayasubramanian (2015) Direct marketing by farmers is being encouraged as an innovative channel. Farmers' Markets are under the administrative control of the State's sixteen Agricultural Marketing Committees, which, in turn, are part of the Department of Agricultural Marketing. The main objective of the study is to analyze the customer opinion on the working of the farmer market (uzhavarsandhai). The statistical tools like percentage, weighted average and ranking analysis. The result divulges majority of the respondents are satisfied with the farmers behaviour while buying at uzhavarsandi, first rank is given to factors required for the purchasing vegetables in uzhavarsandhai To conclude uzhavarsandhai as an innovative market system plays a strategic role in making the agricultural marketing system highly effective. The government machinery take all precautionary measures in ensuring efficient functioning of the uzhavarsandhai. The farmer market must always be kept for away from the private traders and other middlemen. The government action alone would not sufficient and the consumers and farmers must go hand in hand to get the complete elimination of middleman to preserve the existing mutual benefits.

Importance of Study

The weekly market is the real rural marketing channel and encouraging economic development. The weekly market has a long history in India because it is from barter system of marketing. The contribution of village weekly market is very significant of rural, regional or state, particularly informal sectors. The informal groups are getting employment, income and social status from weekly market activities. The weekly market has a role to fulfil the needs of day to day requirements of village people through supplying of perishable and non-perishable goods. The village weekly market is called in different names in different regions like Haats, Shandy, Santhai, Bazaar and Rural markets. However, it is estimated 21000 to 47000 markets in the country. In TamilNadu village weekly markets is very familiar from

emperor periods. For example Pallavamsanthai in Chennai, Pochampallisanthai in Dharmapuri, Anthiyursanthai in Erode and Ponmalaisanthai in Trichy are very famous till date. The weekly market has a more advantages to the customers of the markets but, the customers facing the problems during the purchasing of the goods in the market. Such as inadequate water, lack of lighting, no parking, uncleanliness of the market, sub standard goods, low weight measurements and open places. Therefore the researcher is frame the following objectives of the study to understand the customers satisfaction of the weekly markets.

Objectives of the study

The following are the objectives of the study.

1. To analyze the customers satisfaction of the weekly markets in Virudhachalam.
2. To identify the factors affecting the customers during the visiting in the weekly market.

Methodology

In Cuddalore District 31 weekly markets are held in different days in different taluks. Among the 31 weekly markets Virudhachalam weekly market alone is functioning national highways of Virudhachalam town and there is no separate place for this market. So, the researcher has chosen Virudhachalam weekly market for the present study.

Data collection

This study empirical nature and both primary and secondary data were used by the researcher. The primary data were collected from 50 respondents customer weekly market from Virudhachalam in Cuddalore district through convenience sampling method. A structured question was prepared and administered among the customers to collect the primary data. The researcher is personally contacted the customers and interviewed for collecting the primary data. Secondary data is collected from the national and international articles, research report and newspapers. The period of study is related to 2018-19.

Tools used for the study

The study used five point liker's scale technique for data collection for the purpose analyzing satisfaction of respondents. The study applied simple percentage analyses as its statistical tool.

Limitation of the study

The study is restricting to only 50 customers of the weekly market, from Virudhachalam. It is assumed that the respondents are honest in expressing their opinions. The sample size taken is small hence, the result of the study may not represent those of the whole universe. The study is applicable to only Virudhachalam.

Analysis of data and results

This study is an empirical analysis of customer satisfaction of the weekly market. The Gender and age group is vital role to know about the relationship of customer. The below table shows that the Gender classification of respondents.

Table 1
Gender and Age

Gender and Age group	Male	Female	No.of respondents	Percentage
Below 35 years	4	3	7	14
36 to 40 years	3	5	8	16
41 to 45 years	9	6	15	30
46 to 50 years	8	4	12	24
Above 50 years	5	3	8	16
Total	29	21	50	100

Sources: Primary Data

The table reveals that 29 respondents of the sample weekly market are male customer. Among the male customers 4 respondents below 35 years, 3 respondents 36 to 40 years, 9 respondents mentioned that 41 to 45 years, 8 respondents told that 41 to 46 years and 5 respondents above 50 years the purchasing the male customer in the weekly market. The female customers of the weekly market are 21 respondents from the sample market. It should be clearly explains male customer is a majority and dominating the purchase of the goods in the weekly market. The above interpretation reveals that 41 to 45 years male and female, 30 per cent of the respondents of customer purchasing the goods in the weekly market.

Occupation of customers

The occupation of the customers is another important further to determine the customer relationship. Occupation is reason for increasing or decreasing paying capacity of customer. So, the researcher were collected the customer occupation and presented is table 2.

Table 2

Occupation and purchasing time of the customers

occupation and time of purchase	Morning	Afternoon	Evening	No.of respondents	Percentage
Homemaker	7	3	10	20	40
Self employed	3	2	3	8	16
Employed	4	-	18	22	44
Total	14	5	31	50	100

Sources: Primary Data

The table 2 shows that profession and purchasing time of the weekly market. According to the table 40 per cent, 16 per cent and 44 per cent of the sample respondents are Homemaker, Self employee and Employee respectively their occupation of the customers of the weekly market. From above interpretation majority of 62 per cent of the customer informed that evening time they come are purchasing the goods in the weekly market. Due to lessor price at evening time.

Table 3

Quality Level of Satisfaction in weekly markets

Occupation	Highly satisfied		Satisfied		Neither satisfied nor dissatisfied		Dissatisfied		Highly dissatisfied		Total
	N	%	N	%	N	%	N	%	N	%	
Homemaker	14	28	6	12	-	-	-	-	-	-	20
Self employed	-	-	8	16	-	-	-	-	-	-	8
Employee	6	12	6	12	10	20	-	-	-	-	22
Total	20	40	20	40	10	20	-	-	-	-	50

According to the table 40 per cent of respondents are highly satisfied and satisfied is also mentioned by 40 per cent. But, the remaining 20 per cent are stated that neither satisfied nor dissatisfied. However, no respondent is mentioned that dissatisfied and highly dissatisfied relates to quality of goods in the weekly market. It is understood that majority of 80 per cent customers of the market is satisfied the quality of goods available in the market.

Table 4
Price Level of Satisfaction in weekly markets

Occupation	Highly satisfied		Satisfied		Neither satisfied nor dissatisfied		Dissatisfied		Highly dissatisfied		Total
	N	%	N	%	N	%	N	%	N	%	
Homemaker	12	24	8	16	-	-	-	-	-	-	20
Self employed	6	12	2	4	-	-	-	-	-	-	8
Employee	4	8	18	36	-	-	-	-	-	-	22
Total	22	44	28	56	-	-	-	-	-	-	50

The above table reveals that 44 per cent and 56 per cent of respondents are highly satisfied and satisfied about the price level of weekly market. However, no respondents of the weekly market is stated that dissatisfied and highly dissatisfied. So, the researcher found that all the sample respondents are came to the market and purchasing the goods from the weekly market due to lessor prices of goods compare with the other markets.

Table 5
Weight Measurement Level of Satisfaction of weekly markets

Occupation	Highly satisfied		Satisfied		Neither satisfied nor dissatisfied		Dissatisfied		Highly dissatisfied		Total
	N	%	N	%	N	%	N	%	N	%	
Homemaker	-	-	12	24	8	16	-	-	-	-	20
Self employed	-	-	-	-	8	16	-	-	-	-	8
Employee	-	-	-	-	22	44	-	-	-	-	22
Total	-	-	12	24	38	76	-	-	-	-	50

The table explains that 12 respondents of homemaker are mentioned by satisfied relates to weight measurement. But, employed and self employed people are not satisfied.

That is 76 per cent of respondents are neither satisfied nor dissatisfied regarding the weight measurement system of the weekly market.

Table 6
Available of goods Level of Satisfaction of weekly markets

Occupation	Highly satisfied		Satisfied		Neither satisfied nor dissatisfied		Dissatisfied		Highly dissatisfied		Total
	N	%	N	%	N	%	N	%	N	%	
Homemaker	8	16	12	24	-	-	-	-	-	-	20
Self employed	5	10	3	6	-	-	-	-	-	-	8
Employee	2	4	5	10	15	30	-	-	-	-	22
Total	15	30	20	40	15	30	-	-	-	-	50

The explains that table homemaker and self employed people are highly satisfied and satisfied about the availability of goods in the market. But, 2 and 5 respondents of employed people alone stated that highly satisfied and satisfied. 15 employed quoted that the level of satisfaction is neither satisfied nor dissatisfied. It reveals that the majority of employed respondents are neither satisfied nor dissatisfied about the availability of goods in the weekly market but homemaker are satisfied.

Table 7
Parking Level of Satisfaction of weekly markets

Occupation	Highly satisfied		Satisfied		Neither satisfied nor dissatisfied		Dissatisfied		Highly dissatisfied		Total
	N	%	N	%	N	%	N	%	N	%	
Homemaker	-	-	-	-	-	-	14	28	6	12	20
Self employed	-	-	-	-	-	-	8	16	-	-	8
Employee	-	-	-	-	-	-	6	12	16	32	22
Total	-	-	-	-	-	-	28	56	22	44	50

The modern world parking facilities is essential one for all types of business places. But the table reveals that no customer are satisfied about the parking places of the market. That is all the respondents are said that dissatisfied and highly dissatisfied. It understood that the weekly market are not arranging the parking facility to park the vehicle of the customers during the market days.

Table 8
Pathway Level of Satisfaction of weekly markets

Occupation	Highly satisfied		Satisfied		Neither satisfied nor dissatisfied		Dissatisfied		Highly dissatisfied		Total
	N	%	N	%	N	%	N	%	N	%	
Homemaker	-	-	-	-	16	32	4	8	-	-	20
Self	-	-	-	-	-	-	8	16	-	-	8

employed											
Employee	-	-	-	-	-	-	5	10	17	34	22
Total	-	-	-	-	16	32	17	34	17	34	50

Normally, the pathway of the market is narrow and congested therefore no respondents are satisfied. However, 32 per cent of customer is stated that neither satisfied nor dissatisfied regarding the pathway of the market. It is found that all the sample respondents are not satisfied about the pathway of the market due to narrow and dusty one.

Table 9
Electricity / Lighting Level of Satisfaction of weekly markets

Occupation	Highly satisfied		Satisfied		Neither satisfied nor dissatisfied		Dissatisfied		Highly dissatisfied		Total
	N	%	N	%	N	%	N	%	N	%	
Homemaker	-	-	-	-	-	-	12	24	8	16	20
Self employed	-	-	-	-	-	-	3	6	5	10	8
Employee	-	-	-	-	-	-	7	14	15	30	22
Total	-	-	-	-	-	-	22	44	28	56	50

From the pilot study the researcher is observed that no lighting and electricity facility in the weekly market. The customer is also not satisfied about the electricity and lighting of the weekly market. That is all the sample respondents of the market is quoted that dissatisfied and highly dissatisfied because of no street light in the market and also in the vendors shops. So, difficult to purchase goods in the market during evening time.

Table 10
Basic facilities Level of Satisfaction of weekly markets

Occupation	Highly satisfied		Satisfied		Neither satisfied nor dissatisfied		Dissatisfied		Highly dissatisfied		Total
	N	%	N	%	N	%	N	%	N	%	
Homemaker	-	-	-	-	-	-	-	-	20	40	20
Self employed	-	-	-	-	-	-	-	-	8	16	8
Employee	-	-	-	-	-	-	-	-	-	-	22
Total	-	-	-	-	-	-	-	-	-	-	50

The table reveals that the 20 homemaker respondents are highly dissatisfied and 8 self employed are dissatisfied about the basic facilities of the market. Among the employed respondents 7 respondents is mentioned that dissatisfied and remaining 15 respondents quoted that highly dissatisfied. However, the researcher found that all the 50 respondents are not highly satisfied or satisfied about the basic facilities of water, toilet and drainage in the weekly market.

Findings

The following are the findings, which have emerged the present study.

1. The majority of 80 per cent customers of the market is satisfied the quality of goods available in the market.

2. The all the sample respondents are came to the market and purchasing the goods from the weekly market due to lessor prices of goods compare with the other markets.
3. The majority 76 per cent of respondents are neither satisfied nor dissatisfied regarding the weight measurement system of the weekly market.
4. Themajority of employed respondents are neither satisfied nor dissatisfied about the availability of goods in the weekly market but homemakers are satisfied.
5. Theweeklymarket is not arranging the parking facility to park the vehicle of the customers during the market days.
6. The all the sample respondents are not satisfied about the pathway of the market due to narrow and dusty one.
7. The all the sample respondents of the market are quoted that dissatisfied and highly dissatisfied because of no street light in the market and also in the vendors shops. So, difficult to purchase goods in the market during evening time.
8. The all the 50 respondents are not highly satisfied or satisfied about the basic facilities of water, toilet and drainage in the weekly market.

Suggestions

Based on the findings of the study, the following suggestions are made by the researcher for improvement of customer satisfaction.

1. The vendors of the market should be grade the goods and provide different variety in the weekly market. It is attract the all the types of customer and also fulfil the needs.
2. The weekly market vendors should adopt the uniform and standard weight measurement for measuring the goods in the weekly market. Also the regulated market authorities should supervise periodically in the weekly market.
3. Generally, the weekly market vendors were selling the local or country vegetables. So, the vendors should bring the all the vegetable to fulfil the requirements of the customers.
4. The unorganized parking of vehicles creating the traffic jam during the peak hours and it create the accident. So, the market authorities arranging better parking facilities to park the customer vehicle.
5. The weekly market authority should create adequate infrastructure of foot path, lighting and electricity in the weekly market. It is creating good environment and also impress the customers of the market.
6. Water, toilet and drainage are essential needs of the weekly market because it is more populated places. So, the government authorities should be arranged the mobile or permanent basic facilities in the market. It is helpful to clean market environment.

Conclusion

The weekly market of TamailNadu has a long history. It is important role to development of farmers, coolie and poor people because it provides employment, income and status of their participants. But, the customers are not satisfied about the infrastructure facilities of the market. The global world customers satisfaction is important one for further development and sustainable growth. Therefore, the researcher concludes that the government and particular authority take the necessary steps to fulfil the customer needs of the weekly market.

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