

**A Study On Customer Preferences And Customer
Satisfaction Of Retail Marketing**

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Retailers promote awareness among the customers to promote their goods and services and increase the sales is called Retail Marketing. In the retail marketing marketers sell their directly to their customers. It provides the customers to access broad variety of products. It enhances produce Image.

In India the retail industry is one of the most sunrise sectors in the economy. At Kearney, the well - known international management consultancy, recently identified India as the ‘Second most attractive retail destination’ (Marketing master mind, 2008) globally from among thirty emergent markets.

MARKETING STRATEGY

A marketing strategy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage'. A marketing strategy should be centred on the key concept that customer satisfaction is the main goal. Retail marketing is one of the strategy which is adopted by the retailers to achieve their goals efficiently and effectively.

FUNCTIONS OF RETAIL MARKETING

- Retailers using warehousing and store keeping to ensuring uninterrupted availability of the goods to the consumers.
- They provide sufficient quantity of goods to their customers even in risky situation.
- Retail marketing provide different variety of products at different prices to their customers
- Variety of brands are available in the retail marketing.
- Retail Marketing satisfied their customers with personalized services and good satisfaction.

A retailer choose any methods of pricing and format strategies, and most large retailers use a variety of combinations to occupy several niches and serve different segments in the marketplace. For example, Supervalu, which became the third-largest U.S. food retailer after it acquired Albertson's, operates in diverse markets under fifteen different brand names and follows different format/pricing strategy combinations, including an EDLP strategy in both its limited assortment Save-A-lot stores and its Shop 'n Save and Cub Foods supermarkets.

Retailing is the interface between the producer and the individual consumer buying for personal consumption. A retailer is one who stocks the producer's goods and is involved in the act of selling is to the individual consumer, at a margin of profit. A retailing is the last link that connects the individual consumer with the manufacturing and distribution chain.

In this research analysed the retail marketing, Customer preferences on retail marketing and the factors determining customer satisfaction.

OBJECTIVES OF THE STUDY

1. To find the factors determining customer preferences on retail marketing
2. To study the customer satisfaction on retail marketing

HYPOTHESES OF THE STUDY

1. There is no significant relationship between factors determining customer preferences on retail marketing
2. There is no association between customer preferences and customer satisfaction on retail marketing

REVIEW OF LITERATURE

B.V.Sangvikar, Hemant J. Katole(2012) A study of consumer purchase behavior in organized retail outlets. In this research paper researchers basically focused on behaviour of consumer mainly on purchasing pattern in various store formats and store preference on the basis of product availability, spending pattern, consumers preferred store, sales man services, and store layout. Researchers observed that the customers prefer retail outlets because of price discount, followed by variety of products in the store and convenience to the customer.. Researchers have also observed that departmental stores are most popular amongst consumers. Customers purchase behavior varies with price and availability of products and customers spending pattern shrinks due to poor quality of products.

Isaack MayiendaObaga(2013) Analysis of retail marketing strategies on Organizational competitiveness. The purpose of this study was to analyze retail marketing strategies on organizational competitiveness. The study attempted to examine the strategies that have been applied and adopted by the retail companies elsewhere in attempt to understand how retailing functions. A descriptive research design was employed in this study. The population was marketing executives in the selected bottling companies in Kenya. Primary data was collected using closed questionnaire. The data collected was organized and presented using descriptive statistics. Correlation analysis was also utilized for data analysis. Findings indicate that the most pursued retail marketing strategies were; marketing segmentation, product strategies, distribution, pricing, marketing relationship and promotions. The findings also suggest that

bottling companies rely on combination of strategies as different market segments respond differently hence need for product-specific marketing strategy.

SabaAzeem and RRK Sharma(2015) Elements of the retail marketing mix: a study of different retail formats in India. The purpose of this research is to compare the different retail formats and study them in the light of the various elements of the Retail Marketing-Mix. Specialty Stores, Hypermarkets, Convenience Stores and Department Stores are examined on the attributes of Quality, Length of Assortment, In-store services, Price, Location, Floor Space, Promotion, Loyalty Programs, Personnel Management, Ambiance and Operational Excellence to determine the importance of different elements of Retail Marketing-Mix for different formats. All the strategy dimensions are of High Importance for Department stores. Whereas, for Hypermarkets and Specialty Stores, they are either Highly or Moderately.

VidyaChellam(2016) Green Retailing- An Emerging Trends In Retail Marketing. Shanlax The essence of retail marketing is developing merchandise and services that satisfy specific needs of customers, and supplying them at prices that will yield profits. Thereby the concept is a philosophy, not a system of retailing or retail structure. In today's CRM landscape the old analogy comparing the rifle and shotgun approaches to message and / or offer delivery is perhaps more appropriate than ever, as more retail organizations struggle to achieve one-to-one marketing communications with customers and prospects. Targeting allows a retail enterprise to channel its marketing budget4ere there is the greatest (and fastest) possibility of Return on Investment (ROI).

P.Suguna, V.B.Mathipoorani (2016)Strategies for Retail Marketing. The Indian retail market is one of the top five retail market in the world and it is estimated to be US\$ 500 billion by economic value. Retail marketing also involves the management of sales personnel, selection and ordering of merchandise and promotion of selected merchandise as well as inventory control, store security and product accounting. To be successful, every retail business needs to add value to its products by adopting basic strategies related to pricing, promotion, distribution, penetration, retention, customer relationship and corporate social responsibility.

A.Shanthi(2016) Retail Marketing – A Study of Customers Preference Towards Retail Stores In Coimbatore City. Today, with the emergence of large supermarket, hypermarket and various other formats like the departmental stores, the retailer is closer to the customer. Most

stores have their own policies and decide how to influence shoppers. The reasons for the shift in power can be attributed to the fact that retail organizations are growing at a fast pace. The retailer today faces a knowledgeable and demanding consumer. Since this business exists to satisfy the needs of the consumers have often forced retail organizations to change formats and product offering. The study was carried out to measure the extent of customer's satisfaction level towards retail store and to study customer's opinion regarding the services rendered by the retail stores. The outcome of the study based on 150 consumers selected from Coimbatore City of Tamilnadu. The study pointed out that the Variable Gender, Marital Status and Occupation of the customers is the key factor that determines the satisfaction level towards retail store.

Dubey Et. Al., (2016) Study and Analysis of Consumer Buying Behavior in Retail Market. The aim of this study are determining the impact of the most used tools of sales promotion in retail sector such as coupons, sample, price discount and buy one get one free on consumer buying behavior from two aspects are brand switching and customer loyalty. Consumer promotions should stimulate purchases, sustain brand-name recognition, and gain audience participation. In this way include direct mail, newspapers, magazines, television, the personal sales force, and group meetings. The duration of a sales promotion is set. The feasibility of shared sales promotions is weighed.

INFLUENCE OF CUSTOMER PREFERENCES FACTORSON CUSTOMER SATISFACTION

The Customer Preferences factor consist of eight variables and it subsequent influence over customer satisfaction is measured through linear multiple regression analysis. The results are shown below

Table – 1 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.975 ^a	.951	.950	.274

a. Predictors: (Constant), F8, F1, F6, F2, F3, F7, F5, F4

Source –Computed data

It gives in the above table $R=.975$ $R^2 = .951$ and adjusted $R^2 .950$. It has given that the Customer Preferences variable creates 95% variance over the customer satisfaction. The cumulative influence of eight variables of Customer Preferences over customer satisfaction is ascertained through the following one way analysis of variance.

Table – 2 ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	706.610	8	88.326	1179.377	.000 ^b
	Residual	36.772	491	.075		
	Total	743.382	499			

a. Dependent Variable: CS

b. Predictors: (Constant), F8, F1, F6, F2, F3, F7, F5, F4

Source –Computed data

From the above table illustrates that $F = 1179.377$ $p=.000$ are statistically significant at 5% level. This leads to all the eight variables cumulatively responsible for customer satisfaction. The individual influence of all this eight variables is clearly presented in the following coefficient table.

Table – 3 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.057	.048		-1.179	.239
Display of goods	-.173	.024	-.220	-7.330	.000
Price Offers	.535	.039	.553	13.748	.000
Prompt delivery	-.013	.040	-.013	-.322	.748
Services of employees	.074	.045	.079	1.664	.097
Quality	.257	.038	.292	6.758	.000
Responsiveness	-.067	.043	-.064	-1.546	.123
Information of new arrival	.264	.044	.244	6.048	.000
Proper storage	.104	.045	.110	2.303	.022

a. Dependent Variable: CS

Source –Computed data

It was explained in the above table Price offers (Beta=.557, t=13.748, p=.000), Services of employees (Beta=.079, t=1.664, p=.097), Quality (Beta=.292, t=6.758, p=.000) Information of new arrival (Beta=.244, t=6.048, p=.000), Proper storage (Beta=.110, t=2.303, p=.022) are statistically significant at 5% level. Display of goods (Beta=-.220, t=-7.330, p=.000), Prompt delivery (Beta=-.013, t=-.332, p=.748) and Responsiveness (Beta=-.064, t=-1.546, p=.123) are not statistically significant at 5% level. This shows that the price offers, quality and information of new arrival influence many customers in retail marketing and it makes satisfaction among the customers.

FINDINGS AND CONCLUSIONS

Retail Marketing is one of the technique used by the marketer to attract many customers. There are many factors determining customer preferences on retail marketing. There are Price offers, Information of new arrival, Quality, Proper storage, Display of foods, Prompt delivery, and responsiveness.

Among the all factors customers are preferring Price offers, Information of new arrival and Quality compared with other factors. These factors provides satisfaction to their customers and it enhances high sales and good profit to the retailers. Finally it concludes that Retailers are using recent technology such as digital marketing and online marketing to get high sales and attract many customers.

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