

A Study on Consumer Innovative towards Retail Marketing in Tirunelveli City

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ABSTRACT

Retail Marketing or retailing involves those companies engaged primarily in buying goods from other companies in order to resell these products to the consumer. Retail establishments are often called shops or stores. The retailing process is the last step in the distribution chain of merchandise. Retailing is the sale of goods and services to ultimate consumers for personal, non-business use. Retailers sell small or even single quantities to the general public. Retail concepts are often replicated and transferred from one country to another. Replicating basic retail Marketing features and adopting new retail marketing practices to local markets are commonplace activities in retail expansion and internationalization. Retail marketing is defined by the following factors in the present context: communications and sales support, staff training and development, merchandising, pricing, reward and recognition structures and location and store environment.

So the researcher made the study in consumer innovative about the level of retail marketing. The study was made with 71 respondents are in the use of retail marketing.

1. Introduction

Retailer is the person or institution who delivers goods to final consumer in the channel of distribution. Goods and services are created for consumption and use by people, it is retailer who assumes the role of taking the goods to its final destiny of consumption. Organized retail is not just selling of goods, it embraces activities of marketing like grading packing, promotion and advertisements and show casing variety of goods, at reasonable price with offers like discount, credit. Retail Marketing provides convenience, comfort in shopping in place or medium that is convenient to the consumer. Retail and marketing are two different concepts, whereas retail is selling in small desired quantity to the people, marketing includes set of functions like transportation banking, insurance, warehousing and promotion. The presentation of product, the environment and decoration inside the shop, display of price, facilities inside are an indicator as to how goods are marketed in organized retail.

Meaning of retail marketing

Retail is the sale of goods and services from businesses to an end user (called a customer). Retail marketing is the process by which retailers promote awareness and interest of their goods and services in an effort to generate sales from their consumers. There are many different approaches and strategies retailers can use to market their goods and services.

2. Objectives

1. To study the consumers innovative target a specific retail market.
2. To analysis consumer buying motive.
3. To know Consumer innovative satisfaction level of retail marketing.

3. Scope of the study

The growth of scope in the Indian retail market is mainly due to the change in the consumer's behavior. For the new generation have preference towards luxury commodities which have been due to the strong increase in income, changing lifestyle, and demographic patterns which are favorable.

4. Methodology

The data, which collected for the purpose of study, is divided into two bases

Primary source:

The data has been collected directly from respondents with the help of structured questionnaires.

Secondary sources:

The secondary data is used for other details needed for the study was collected from internet reference the books from library.

5. Analysis

TABLE 1 Demographic profile of the respondents

VARIABLE	CATEGORY	NUMBERS	PERCENTAGE
AGE (years)	21-30	17	24
	31-40	39	55
	Above 41	15	21
	Total	71	100
GENDER	Male	25	35
	Female	46	65
	Total	71	100
Experience (years)	1-10 years	15	21
	11-20 years	39	55
	Above 20 years	17	24

	Total	71	100
Marital status	Married	56	79
	Unmarried	15	21
	Total	71	100
INCOME	Below 10000	17	24
	10001-20000	25	35
	20001-30000	23	32
	Above 30001	6	9
	Total	71	100

Source: Primary Data

The above table explains that, 24% of the respondents are in the age group of 21-30 years. 55% of the respondents are in the age group of 31-40 years. 21% of the respondents are in the age group of above 41 years. 35% of the respondents are male and 65% of the respondents are female. 21% of the respondents are 1-10 years' experience. 55% of the respondents are 11-20 years' experience. 24% of the respondents are above 20 years. 79% of the respondents are married and 21% of the respondents are unmarried. 24% of the respondents have the income below 10000. 35% of the respondents have the income 10001-20000. 32% of the respondents have the income 20001-30000. 9% of the respondents have the income above 30001.

TABLE 2
Types of retailers

S.NO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	Super market	24	33
2	Hyper market	11	16
3	Convenience stores	20	28
4	Departmental stores	16	23
	TOTAL	71	100

Source: Primary Data

The above table explains that, 33% of the respondents are super market, 16% of the respondents are hyper market, 28% of the respondents are convenience stores and 23% of the respondents are departmental stores.

TABLE 3
Various purchase of product in retail marketing

S.NO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	Vegetables and fruits	15	21
2	groceries	22	31
3	Household items	12	17
4	Daily products	14	20
5	Food and beverages	8	11
	TOTAL	71	100

Source: Primary Data

The above table explains that, 21% of the respondents are vegetables and fruits, 31% of the respondents are groceries, 17% of the respondents are household items, 20% of the respondents are daily products and 11% of the respondents are food and beverages.

TABLE 4
Consumers like for prices

S.NO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	Less expensive	39	55
2	More expensive	15	21
3	Price about the same	17	24
	TOTAL	71	100

Source: Primary Data

The above table explains that, 55% of the respondents are less expensive, 21% of the respondents are more expensive and 24% of the respondents are price about the same.

TABLE 5
Consumer innovative satisfaction level of retail marketing

S.NO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	Highly satisfied	20	28
2	Satisfied	9	13
3	Neutral	28	39
4	Dissatisfied	6	9
5	Highly dissatisfied	8	11
	TOTAL	71	100

Source: Primary Data

The above table explains that, 28% of the respondents are highly satisfied, 13% of the respondents are satisfied, 39% of the respondents are neutral, 9% of the respondents are dissatisfied and 11% of the respondents are highly dissatisfied.

6. Findings

- 55% of the respondents are in the age group of 31-40 years.
- 65% of the respondents are female.
- 55% of the respondents are 11-20 years experience.
- 79% of the respondents are married.
- 35% of the respondents have the income 10001-20000.
- 33% of the respondents are super market.
- 31% of the respondents are groceries.
- 55% of the respondents are less expensive.
- 39% of the respondents are neutral.

7. Suggestion

Based on the research findings the researcher gives proper and feasible remedial measures to be taken by the retailers with reference to the challenges faced by them. Organized food and grocery retailers must give more importance to supply chain up gradation since it is back bone of their operation. Centralized purchasing and supply chain up gradation of food and grocery retailers would enhance bargaining power of retailers, so that it results in cost advantages for the retailers. Once supermarket chains have more outlets in a particular geographic area, they tend to take more control over procurement and distribution functions by investing in centralized warehousing and distribution centers. Purchasing of fruits and vegetables could be managed by retailers who work with farmers to develop expertise in the farming and harvesting of produce to build volume and scale

advantages. Contract farming models, which bring together farmers and retailers, also improve food safety and results in best practices and knowledge transfer.

8. Conclusion

The study depicts that consumers buy essentially convenience goods with low level of risk from organized outlets and essential products of more involvement from traditional retailers. The hypermarkets, malls and supermarkets are the preferred kind of stores by consumers of organized retailing and these are preferred due to convenience and variety. A significant trend in the market is the development of a combination of retail and entertainment center. Malls with multiplexes such as cinema theaters, food courts and play

places for children are becoming the key attractions for family outings. Household groceries; food and apparel are the key drivers in Indian retail industry. The study on consumer preferences and choice of store highlight that organized retail is preferred due to convenience and variety. The hypermarket, mall, supermarkets with entertainment facilities are emerging as the preferred stores. There is a difference in the choice of store as well as product choice on the basis of age, income, residential area of the consumer. Where income is low the small saving schemes like coupons or loyalty discounts matter a lot, while for the rich, the store ambiance, the entertainment facilities, the food joints are the dominating attractions and they are ready to pay more for these facilities.

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