



## RETAILING STRATEGIES FOR CUSTOMER SATISFACTION AT MORE AND PLANET MAX AT TUMAKURU DIST. KARNATAKA STATE- A COMPARATIVE STUDY

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### **Abstract**

Often people think of retailing only as the sale of products in stores. But retailing also involves the sale of services. Retailing is the set of business activities that adds value to the products and services sold to consumers for their personal or family use. Retailers attempt to satisfy consumer needs by having the right merchandise, at the right price, at the right place, when the customer wants it. Retailers are the final business in a distribution channel that links manufacturers to consumers. A distribution channel is a set of firms that facilitate the movement of products from the point of production to the point of sale to the ultimate consumer. Wholesalers buy products from manufacturers and resell these products to retailers, and retailers resell products to consumers. Samples of respondents are interviewed with the help of structured questionnaire and data is presented in the form of tabulations with statistical tools. Thus the objective of this research paper is to identify customer satisfaction with using retailing strategies with reference to **More Super market** and **Planet Max** at Tumkur Dist. Karnataka state.

**Keywords: Retailer's Strategies, Customer Satisfaction, Products and Services.**

### **INTRODUCTION**

The distribution of consumer products begins with the producer and ends at the ultimate consumer. Between the producer and the consumer there is a middleman- the retailer, “who links the producers and the ultimate consumers”. It is responsible for matching individual demands of the consumer with supplies of all the manufacturers.

A Retailer is a person who specializes in selling certain types of goods and/or services to consumers for their personal use. There are many kinds of retail stores including grocery stores, department stores, specialty stores, convenience stores, chemist stores and fast food outlets, among others. Retailing is the business of buying goods in large quantities from a manufacturer or a wholesaler and then selling these products and services for fulfilling their personal or family needs. A retailer is, in fact, the final link in the distribution channel connecting the manufacturer with the consumer. A retailer or retail store is any business enterprise whose sales volume comes primarily from retailing.

Thus, retailing includes all the activities involved in selling goods or services directly to consumers for personal, non business use. Any organization selling to final consumers- whether a manufacturer, wholesaler, or retailer- is doing retailing. It does not matter how the goods or services sold or where they are sold. Wholesalers buy products from manufacturers and resell these products to retailers, and retailers resell products to consumers. In some distribution channels, the manufacturing, wholesaling, and retailing activities are performed by independent firms. But most distribution channels have some vertical integration. Vertical integration means that a firm performs more than one set of activities in the channel, such as investments by retailers in wholesaling or manufacturing.

### **SCOPE OF THE STUDY**

Since the whole world is revolving around retailing and the scope is very wide, my study is Tumakuru region only.

### **NEED FOR THE STUDY**

Since there is a tough competition among retailers, my study would help to know the level of customer satisfaction and help the retailers to improve their services to gain the competitive advantage.

### **OBJECTIVES OF THE STUDY**

- To study the present Retail strategies of store services and store choice at **MORE** and **PLANET MAX**.
- To study the effect of store services and store choice on Customer satisfaction.

### **HYPOTHESIS**

The following hypotheses have been chosen to achieve the stated objectives of the research.

Null Hypothesis (H<sub>0</sub>): There is positive effect on store services and store choice on Customer satisfaction at More and food world in Hyderabad.



Alternative Hypothesis (H<sub>1</sub>): There is negative effect on store services and store choice on Customer satisfaction

## METHODOLOGY

**Data source:** The present research being descriptive in nature mainly depends upon primary and secondary sources of data. The secondary information is collected from Journals, News Papers, reports and websites. Primary data was collected using the structured questionnaire.

**Research Instrument:** The questionnaire is fully structured. The field work was carried for a period of 2 months. To study the opinion of the respondents towards engagement in organizational policies, a five-point scale (Strongly agree, Agree, Neither agree or nor disagree, Disagree, Strongly disagree) is adopted to study the relationship and variation of respondents.

**SAMPLING METHOD:** Simple random sampling, Parametric test is adopted

**SAMPLE SIZE:** Sample size is restricted to 50 customers from More Stores and Planet Max.

**DATA COLLECTION:** Primary data is collected through a structured Questionnaire, which contains open and closed questions. Secondary sources are collected from Internet, Websites, Journals, and Articles and Store Records.

## STATISTICAL TECHNIQUES USED FOR ANALYSIS

The data is analyzed by using Mean, Standard Deviation, Coefficient of Variation and Coefficient of correlation. The methodology adopted for collecting the primary data is through questionnaire method. Questionnaire is designed using objective type questions mostly of multiple choices, keeping in view the time availability at the disposal. Questions designed are simple and specific, to generate response according to the objectives.

## ANALYSIS AND INTERPRETATIONS

### Monthly budget/purchase value for food and grocery merchandise

Options	No.of Respondents(More)	No.of Respondents(Planet Max)
Less than 1,000pm	2	1
1,001-2,000	8	9
2,001-3,000	11	11
3,001-4,000	9	2
4,001-5,000	15	21
5,000 and above	5	6

From the above analysis it is interpreted that 30% of the customers spend between 4,001-5,000 and 22% of the More customers said that they spend between 2,001-3000 and the remaining split into different range as the income levels are different to one another. 42% of the customers spend between 4,001-5,000 and 22% of the Food World customers said that they spend between 2,001-3000 and the remaining split into different range.

### Store Services (More& Planet Max)

	GOOD		AVERAGE		BELOW AVERAGE	
Ease of entering	41	45	06	05	03	00
Ease of picking up products from the shelf	36	29	12	20	02	01
Ease of product traceability	32	31	15	18	03	01
Ease of billing	30	37	18	13	02	00
Ease of navigation	27	31	21	15	02	04
Ease of exit	35	40	10	10	05	00
Availability of shopping baskets/trolleys	32	38	18	12	00	00
Standardized service offerings	22	30	23	11	05	09
In house brands	27	23	15	21	08	06
Is the timings of the store convenient	32	36	11	10	07	04
Ease of contacting customer service representative.	28	25	18	18	04	07



Ease of exchange of products or refund of your money.	23	27	19	18	08	05
Effectiveness of communication by the store employees.	25	31	23	16	02	03

### MORE SUPER MARKET

core services are divided into 13 sub questions and responses for all the questions from the questions are collected. First among the core services is the ease of entering wherein, 82% of the customers marked good and remaining rated average. 72% of the customers marked good when asked about the ease of picking up products from the shelf and the remaining rated average. 64% of the customers marked good when asked about the ease of product traceability. 60% marked good and 36% rated average when asked about the ease of billing. 54% marked good and 42% rated average when asked about the ease of navigation. When asked about availability of shopping baskets/trolleys, 64% of the customers marked good and the remaining 36% rated average. When asked about the in-house brands, 36% marked average, 64% rated good. When asked about ease of contacting customer service representative, 56% marked good, and 36% rated average and 8% rated below average. Effectiveness of communication by the store employees had been marked good by 50%, average by 46% and below average by 4% of the customers.

### PLANET MAX

Core services are divided into 13 sub questions and responses for all the questions from the questions are collected. First among the core services is the ease of entering wherein, 90% of the customers marked good and remaining rated average. 58% of the customers marked good when asked about the ease of picking up products from the shelf and the remaining 40% rated average. 62% of the customers marked good, 36% rated average and the remaining rated below average when asked about the ease of product traceability. 74% marked good and 26% rated average when asked about the ease of billing. 62% marked good and 30% rated average when asked about the ease of navigation. When asked about availability of shopping baskets/trolleys, 76% of the customers marked good and the remaining 24% rated average. When asked about the in-house brands, 42% marked average, 46% rated good and the remaining 12% rated below average. When asked about ease of contacting customer service representative, 50% marked good, and 36% rated average and 14% rated below average. Effectiveness of communication by the store employees had been marked good by 62%, average by 32% and below average by 6% of the customers.

### STORE CHOICE (MORE & PLANET MAX)

	Disagree		Neutral		Agree	
This store is conveniently located	02	00	08	10	40	40
This store has a good selection of products of your choice	03	02	08	06	39	42
This store has the lowest prices in the area	05	01	13	13	32	36
The customer service representative is knowledgeable Very	06	04	14	13	30	33
The sales personnel in this store were helpful in the process of purchase	08	05	10	17	32	28
This store is fair in making adjustments when you have a Problem the purchase	06	09	20	11	24	30
I got the value for my money spent in this store	04	03	15	09	31	38

### MORE SUPER MARKET

80% agreed, 16% were neutral and 4% disagreed when asked about the convenience of the location of the store. 78% agreed, 16% were neutral and 6% disagreed when asked about the store has good selection of products of their choice. 64% agreed, 26% were neutral and 10% disagreed when asked about whether the store has lowest prices in the area. 60% agreed, 28% were neutral and 12% disagreed when asked whether the customer service representative is knowledgeable. 64% agreed, 20% were neutral and 16% disagreed when asked about whether the sales personnel in the store were helpful in the process of purchase. 48% agreed, 40% were neutral and 12% disagreed when asked about whether the store is fair in making adjustments when they have a problem with the purchase. 62% agreed and 30% were neutral when asked about whether they got the value for the money they spent in the store.

80% agreed, 20% were neutral when asked about the convenience of the location of the store. 84% agreed, 12% were neutral when asked about the store has good selection of products of their choice. 72% agreed, 26% were neutral when asked about whether the store has lowest prices in the area. 66% agreed, 26% were neutral and 8% disagreed when asked whether the



customer service representative is knowledgeable. 56% agreed, 34% were neutral and 10% disagreed when asked about whether the sales personnel in the store were helpful in the process of purchase. 60% agreed, 22% were neutral and 18% disagreed when asked about whether the store is fair in making adjustments when they have a problem with the purchase. 76% agreed and 18% were neutral when asked about whether they got the value for the money they spent in the store.

## FINDINGS

- In case of Ease of navigation only 54% said GOOD for MORE and 62% for PLANET MAX.
- In case of ease of billing, only 60% rated GOOD at MORE.
- For In house brands only 54% rated GOOD at MORE and 46% at FOODWORLD
- For Ease of contacting customer service representative only 56% rated GOOD at MORE and 50% at FOODWORLD
- In case of Ease of exchange of products or refund of your money only 46% rated GOOD at MORE and 54% at FOODWORLD.
- For effectiveness of communication of by the store employees, 50% rated GOOD at MORE.
- For The knowledgeable customer service representative only 60% agreed at MORE and 66% at FOODWORLD.
- In case of helpful sales personnel in the process of purchase only 56% agreed at FOODWORLD.
- In case of making fair adjustments when customers have a Problem with the purchase only 48% agreed at MORE.

### About the store services

1. MORE: 60% marked good (390), 32.15% rated average (209) and the remaining 7.85% marked below average (51)
2. FOOD WORLD: 65.07% marked good (423), 28.76% rated average (187) and the remaining 6.15% rated below average (40)
2. **FOODWORLD**: 70.57% marked agree (247), 22.5% rated neutral (79) and the remaining 6.85% rated disagree (24).

Overall customer satisfaction in MORE is 60% for store services and 65.14% for store choice. 65.07% of the FOOD WORLD customers are satisfied with store services and 70.57% of the customers are satisfied with the store choice.

- **Food world** customers are not satisfied with the in-house brand offerings as only 46% of their customers marked good

## CONCLUSION

From the study MORE retail store should concentrate more on improving the store services and store choice Retail strategies for better customer Satisfaction and PLANET MAX should concentrate on some more retail strategies on store choice in order to attract the customers and improve customer satisfaction.