A STUDY ON RETAILER BUYING BEHAVIOUR TOWARDS VINU COIRS WITH REFERENCE TO ERODE

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ABSTRACT

The study of retailer buying behavior is very important field of study. The paper deals with the results of the primary research which purpose was to examine the impact of brand on influencing retailer to purchase a product. The objective of the paper is to stress the fact that the brand has an impact on customer decision- making process. Original primary data within the primary research were collected by using a quantitative method of questionnaire. Into the quantitative research was involved selected group of 110 respondents. An established questionnaire was pilot tested and revised before it was used. As the statistical method was used chi-square test. Based on above stated subject area of research have been formulated two hypotheses focused on relationship between the age of respondents and purchasing branded products and between the annual income and media for increasing the retail sales.

Keywords : Catalogue, Company, Manufacturer and Purchase Goods.

1.INTRODUCTION

A retailer is a person or business that you purchase goods from. Retailers typically don't manufacture their own items. They purchase goods from a manufacturer or a wholesaler and sell these goods to consumers in small quantities. Retailers buy from the wholesalers and sell goods to the consumers

Retailing is a distribution process, in which all the activities involved in selling the merchandise directly to the final consumer (i.e. the one who intends to use the product) are included. It encompasses sale of goods and services from a point of purchase to the end user, who is going to use that product.

Retailer implies any organization, whose maximum part of revenue comes from retailing. In the supply chain, retailers are the final link between the manufacturers and ultimate consumer.

1.1 Types of Retailing

Store Retailing:

Department store is the best form of store retailing, to attract a number of customers. The other types of store retailing includes, speciality store, supermarket, convenience store, catalogue showroom, drug store, super store, discount store, extreme value store. Different competitive and pricing strategy is adopted by different store retailers.

Non-store Retailing:

It is evident from the name itself, that when the selling of merchandise takes place outside the conventional shops or stores, it is termed as non-store retailing. It is classfied as under:

2.STATEMENT OF THE PROBLEM

For a retailer, it is very difficult to retain the potential buyer. Because the buyers are scattered according to their convenience of purchasing. In order to keep possession of their sales volume, the retailer has to face a stiff competition in the retail business. Majority of functions have to be performed by owners themselves due to limitation of resources. So the researcher made sincere attempt to analyse the Problems and Prospects faced by retailer in the study area, during the course of starting and managing their enterprise.

3.OBJECTIVE

To study the retailers' satisfaction and satisfaction level of the company.
To study the factors influencing the retailers while purchasing products of the company.
To know the retailers satisfaction level in the company.
To identify the retailers opinion & expectations from the company.

4.LITERATURE REVIEW

Renato E. de Matta ed al (2023) We consider two independently managed parties, a retailer and a supplier, that are considering either a wholesale or a consignment contract to produce and market a single good. Both parties have an interest in reaching an agreement, but their first choice of contract type are generally not the same. We define the strength of retailer and supplier preferences for their respective choices of contract type as the ratio of their expected profits for their first choice of contract type over that for the alternative contract type. We study how uncontrollable factors as well as controllable factors affect the strength of retailer and supplier contract preferences.

Yugowati Praharsi ed al (2023) This paper explores the influence of strategic planning and functional-business strategy in helping small-independent retailers/traditional retailers to survive amidst the competition with organized retailers. Based on cross-sectional survey research, this study illustrates the influence of strategic planning and functional-business strategy to retailer–supplier relationship, consumer loyalty program, and retailer performance. In order to clarify the relationships among these constructs, a structural equation model (SEM) is employed to examine the model fit and the five hypotheses.

5.RESEARCH METHODOLOGY

Research methodology is the way of systematically solving the research problem. It may be understood as a science of studying how research is done scientifically and systematically.

DEFINITION

According to Fred N.Felinger scientific research is systematic, controlled, empirical and critical investigation of hypothetical propositions about the presumed relations among natural phenomena.

6. DATA COLLECTION

Data is collected from the employees of Vinu Coirs. The researcher had prepared a well-structured questionnaire to study the Impact of Retailer satisfaction at the company

PRIMARY DATA

The primary data is collected directly from the retailers i.e. data collected with the help of questionnaire.

SECONDARY DATA

The secondary data means already available data. Here, the data were collected from company records, website, annual reports and Journals etc. The researcher also collected information through primary data as well as secondary data.

6.1 POPULATION

Population size for the study is infinite. It includes the retailers of Vinu Coirs at Erode.

6.2 TOOLS USED FOR RESEARCH

CHI-SQUARE TEST

NULL HYPOTHESIS

Ho – There in no significant relationship between years of deal with the industry and company provide discount and offers to the retailer.

ALTERNATIVE HYPOTHESIS

H₁ –There in a significant relationship between years of deal with the industry and company provide discount and offers to the retailer

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
YEARS OF DEAL WITH THE INDUSTRY * COMPANY PROVIDE DISCOUNT AND OFFERS TO THE RETAILER	110	100.0%	0	.0%	110	100.0%

YEARS OF DEAL WITH THE INDUSTRY * COMPANY PROVIDE DISCOUNT AND OFFERS TO THE RETAILER Crosstabulation

Count		COMPANY PROVIDE DISCOUNT AND OFFERS TO THE RETAILER				Total
		Strongly agree	Agree	Disagree	Strongly disagree	
YEARS OF DEAL WITH THE INDUSTRY	below 3 years	8	4	2	1	15
	3 years to 5 years	16	13	5	1	35
	5 years to 7 years	10	27	6	7	50
	above 7 years	5	4	0	1	10
Total		39	48	13	10	110

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.266[a]	9	.151
Likelihood Ratio	15.198	9	.086
Linear-by-Linear Association	1.856	1	.173
N of Valid Cases	110		

a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is .91.

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Ordinal by Ordinal	Gamma	.200	.128	1.565	.117
Measure of Agreement	Kappa	.007	.051	.145	.885
N of Valid Cases		110			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

RESULT

The significant value (0.49) is> greater than the P value (0.000). Hence, null hypothesis in accepted so there in no significant relationship between years of deal with the industry and company provide discount and offers to the retailer.

CORRELATION

The table shows that the relationship between quantity of purchase the product and opinion about the discount and offer schemes.

Correlations

		QUANTITY OF PURCHASE THE PRODUCT	OPINION ABOUT THE DISCOUNT AND OFFER SCHEMES
QUANTITY OF PURCHASE THE PRODUCT	Pearson Correlation	1	.061
	Sig. (2-tailed)		.524
	N	110	110
OPINION ABOUT THE DISCOUNT AND OFFER SCHEMES	Pearson Correlation	.061	1
	Sig. (2-tailed)	.524	
	N	110	110

NONPARAMETRIC CORRELATIONS

Correlations

			Quantity Of Purchase The Product	Opinion About The Discount And Offer Schemes
Kendall's tau_b	Quantity of purchase the product	Correlation Coefficient	1.000	.041
		Sig. (2-tailed)	.	.635
		N	110	110
	Opinion about the discount and offer schemes	Correlation Coefficient	.041	1.000
		Sig. (2-tailed)	.635	.
		N	110	110
Spearman's rho	Quantity of purchase the product	Correlation Coefficient	1.000	.040
		Sig. (2-tailed)	.	.679
		N	110	110
	Opinion about the discount and offer schemes	Correlation Coefficient	.040	1.000
		Sig. (2-tailed)	.679	.
		N	110	110

RESULT

This is a positive correlation. There are calculated relationship between quantity of purchase the product and opinion about the discount and offer schemes.

7.CONCLUSION

Retailers are in very prominent role in distribution channel. They reach the products to the ultimate consumers. So the company must satisfy the retailers. It must provide good margin to its retailers and it wants to retain the retailers. The company must ensure the products avail at all the places. It must give mass advertisement to create company's image among retailers and retailer's image among consumers. The retail industry in India is in booming stage. There is a lot of untapped potential in this sector, due to the fact that, the needs and wants of retailers are increasing manifold day by-day. But, in order to tap the retail market to their full potential, the retailers must understand and recognize retailer's behaviour.

In this direction, a holistic effort has been made in this study to analyse and interpret the retail behavioural pattern. As observed in this study, the shopping preferences of the retailer were largely influenced by reasonable price, quality of the product, good service and easy accessibility to the stores.

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