

A STUDY ON RETAILERS PERCEPTION TOWARDS SALE OF SALZERS PRODUCTS IN COIMBATORE CITY

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ABSTRACT

The Electrical equipment industry in India has been generating high revenue over the years. The number of retail outlets which deals with Salzer products in Coimbatore is also increasing. The demand for the consumer electrical products is high and also which can be available through retail shops, only very few products are available through online, so the customers have to depend upon the retail outlets. This article deals with retailer's perception on electrical products which include the factors affecting their buying behavior such as promotions, price, services, profit margin and commission etc. The article also deals with the major distributors in Salzer products which are available in Coimbatore. The article helps us to understand the factors considered by the retailers while selecting an electrical product and the distributor.

Keywords: Retailer's perception, Promotions, Electrical products, Profit margin, Distributors.

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.

2. OBJECTIVES

- To study the retailers' perception and satisfaction level of Salzer electronics limited.
- To study the factors influencing the retailers while purchasing products of Salzer electronics limited.
- To know the retailers satisfaction level in Salzer electronics limited.
- To identify the retailers opinion & expectations from Salzer electronics limited.

3. SCOPE OF THE STUDY

The study about retailer perception towards Salzer electronics limited plays vital role in identifying factors influencing the retail business strategies. To find out the lack of inconvenient of the retailers and how to overcome the problem faced by them throughout the sales pattern. The primary sources of data help the organisation in retailers growth of sales, which increases each and every years.

4. LIMITATIONS

- Sampling size of retailers is confined to 110.
- Only few statistical tools were used for analysis.
- There were chances of biased answers from the respondents.
- The research is limited to retailers of Coimbatore only.

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. Fellingner scientific research is systematic, controlled, empirical and critical investigation of hypothetical propositions about the presumed relations among natural phenomena.

RESEARCH DESIGN

A research design is an arrangement of conditions for collection and analysis of data in a manner that aims to combine with relevance to the research purpose with economy in procedure. The researcher had done a descriptive research for studying the Impact of Retailer satisfaction at Salzer electronics limited.

6. DESCRIPTIVE RESEARCH DESIGN

There are three reasons to conduct a descriptive study.

- To help in planning resource allocations.

- To identify areas for further research.
- To provide informal diagnostic information.

SAMPLING DESIGN

Sample is that by selecting some of the elements in a population we may draw the conclusion about the entire population.

SAMPLING SIZE

A part of the population selected for the study is called sample, here the researcher took 110 as a sample size.

POPULATION

Population size for the study is infinite. It includes the retailers of paper boards of Coimbatore.

DATA COLLECTION

Data is collected from the retailers of Salzers electronics Pvt Ltd. The researcher had prepared a well-structured questionnaire to study the Impact of Retailer satisfaction at Salzers electronics Pvt Ltd at COIMBATORE.

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.

RESEARCH INSTRUMENTS

The research instrument used for the study is interview schedule which contain both closed and open ended questions.

ANALYTICAL TOOLS USED

The data has been mainly analyzed by using the following methods and tests.

- Simple percentage Analysis
- Chi-square analysis

7. FINDINGS AND STUDY

1. Majority 81.8% of the respondents are Male.
2. Minimum 30.0% of the respondents are at the age of 41-50 years old.
3. Most 41.8% of the respondents are PG degree qualification.
4. Most 40.0% of the respondents are earned annually Rs.3, 50,000-Rs.4, 00,000.
5. Maximum 45.5% of the respondents are deals with this industry 5 years to 7 years.
6. Most 45.5% of the respondents are buying 500kVA from the industry.
7. Most 50.9% of the respondents are buying the Fuse.
8. Most 40.0% of the respondents said the product price is Average.
9. Maximum 40.9% of the respondent's opinion is good for packaging of the products.
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11. Minimum 23.6% of the respondent's suitable media is TV for increasing the retail sales.
12. Majority 75.5% of the respondents said faced the problem while buying the goods.
13. Most 39.1% of the respondents are Satisfied with replacement of damages goods.
14. Minimum 32.7% of the respondents are expert Cheque payment from the company.
15. Maximum 43.6% of the respondents are feeling Moderate for credit system.
16. Most 33.6% of the respondents are highly satisfied with delivery of the product.
17. Majority 50.9% of the respondents said they are providing Medium discount.
18. Most 40.9% of the respondent's reason is Margin to prefer the product.
19. Majority 51.8% of the respondents are expecting well packing from the company.

8. SUGGESTIONS

- The distribution channel must be revised and have to take steps to avail the goods at all places
- The packing of the products must be attractive
- The company may give more advertisements in several media to attract customers
- The front office and reception service must ensure the customers satisfaction

- The company may give credit facilities to its customers to retain them based on their ability
- A special care should be taken to replace damaged products to reduce dissatisfaction among the retailers.
- Retailers meeting should be organized on regular basis to have interactions about the policies of the organization and to reflect their suggestions.
- Annual target incentives should be introduced, so that the retailer will be motivated.
- It can introduce new promotional activity to the retailers.
- It may increase the retailer's margin in order to boost sales every year.

9. 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. A special care should be taken to replace damaged products to reduce dissatisfaction among the retailers promptly.

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