

A STUDY ON CONSUMER GRATIFICATION TOWARDS RETAIL TRADER AT KOTTAYAM – KERALA

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ABSTRACT

Retail traders gaining popularity very quickly, people engaged in this sector should pay special attention to the growth of this sector. The retail traders has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. Indian Retail Industry has immense potential as India has the second largest population with affluent middle class, rapid urbanization and solid growth of internet ,20 per cent of the country's Gross Domestic Product and around 12 per cent of the employment. India is the world's fifth-largest global destination in the retail space. Customer gratification of this sector can be a pivotal indicator of how well the retail traders are meeting the expectations of the customers. Customers of three big retail traders have been interviewed for the study. It was determined that the model satisfactorily explains customer gratification and that retail traders, owners and managers should focus on four major elements responsiveness, product quality, physical design and pricing policies if customer gratification is to be treated as a strategic variable. It is found that responsiveness and product quality were most important to customers followed by price and physical design. Location didn't have a significant effect on customer gratification although the exploratory analysis and the secondary research supported for analysis.

INTRODUCTION

Gratification or Satisfaction means the contentment one feels when one has fulfilled a desire, need or expectation. Furthermore, Customer satisfaction can be a measure of how happy customers are with the services and products of a supermarket. Keeping customers happy is of tremendous benefit to companies. Satisfied customers are more likely to stay loyal, consume more and are more likely to recommend their friends to the business

The present study aims at determining the factors constituting customer gratification or satisfaction of retail stores. Customer satisfaction of this sector can be a pivotal indicator of how well the stores are meeting the expectations of the customers. Customers of three big retail stores have been interviewed for the study. From the results, it was determined that the model satisfactorily explains customer satisfaction and that retail chain store owners and managers should focus on four major elements responsiveness, product quality, physical design and pricing policies if customer satisfaction is to be treated as a strategic variable. The present study found that responsiveness and product quality were most important to customers followed by price and physical design. Location didn't have a significant effect on customer satisfaction although the exploratory analysis and the secondary research supported it. In the midst of stiff and fierce competition and increased number of grocery retail outlets providing a variety of products, customers have become accustomed to patronizing multiple outlets. Retailers have recognized this trend and are of the view that customer satisfaction plays a role in the success of business strategies. Therefore it has become important for grocery retail stores to try and manage customer satisfaction.

According to Hansemark & Albinsson (2004) cited in Singh (2006:1), "satisfaction is an overall attitude towards a product provider or an emotional reaction to the difference between what customers expect and what they actually receive

regarding the fulfillment of a need". Kotler (2000) also define satisfaction as a person's feelings of pleasure, excitement, delight or disappointment which results from comparing a products perceived performance to his or her expectations.

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OBJECTIVES

- To know about customer gratification from retail traders.
- To know about price and quality of retail traders.
- To know the payment system of consumers
- To know the consumer preference of the retail traders
- To know the retail environment and current and future
- To know about the national and international retail traders
- To know the customer convenience of the retail traders

IMPORTANCE OF THE STUDY

- Retail traders are important role for intermediate between whole seller and customers in the retail market.
- Customer gratification or satisfaction is import factors influencing for increasing buying behavior.
- Majority of the customer mode of buying by the way of retail traders.
- An e-payment system follows by the customer to the retail traders.
- Sales to Ultimate consumers of the products
- A convenient form of selling quantity-wise
- Convenient Place and Location
- The lifestyle of the people are shaped by retailing
- Retail businesses contribute to the economy
- Retail dominates the supply chain
- Retail is interdisciplinary
- Retailers provide maximum employment
- Retailing offers scope for expansion in other countries

ANALYSIS AND DISCUSSION

Gender	Frequency	Percent
Male	57	57
Female	43	43
Total	100	100

Source: Primary Data

Table 1: Shows the gender of the respondents that male makes 57 and female makes 43 of the survey and the table shows the percentage of the respondent as well, male 57 % while the females are 43 % of the total respondents in the current study.

Marital Status	Frequency	Percent
Single	59	59
Married	41	41
Total	100	100

Source: Primary Data

Table 2: Shows the marital status of the respondents and it shows 59 of the respondents are single while 41 of them married, the table as well as shows the percentage of single and married of the respondents.

Occupation	Frequency	Percent
Employee	12	12
Student	88	88
Total	100	100

Source: Primary Data

Table 3: Shows the combination of respondents according the occupation and here 88 of the respondents are students and 12 of them are employee.

Monthly Expenses	Frequency	Percent
Bellow 25,000 Rs	79	79
Rs. 25,000 to Rs. 50,000	13	13
Above Rs. 50,000	8	8
Total	100	100

Source: Primary Data

Table 4: Shows the monthly expenses of the respondents and here 79 respondents have bellow Rs. 25,000, 13, of them have Rs.25,000 to 50,000 and finally 8 of the respondents have above 50,000 among the total respondents.

Gender	Frequency	Percent
Bellow 25,000 Rs	77	77
Rs.25,000 to Rs.50,000	18	18
Above Rs. 50,000	5	5
Total	100	100

Source: Primary Data

Table 5 shows the monthly income of the respondents and it shows 77 of the respondents have bellow Rs.25,000, 18 of them between 25,000 Rs to 50,000 and finally 5 of them have above 50,000.

Payment System	Frequency	Percent
Cash	36	36
Card	13	13
Cash & Card	51	51
Total	100	100

Source: Primary Data

Table 6: Shows the payment system of the respondents and here 36 of the respondents pay cash, 13 respondents pay card and finally 51 of the respondents pay both cash and card means they use from both option.

Staff Behavior	Frequency	Percent
Very satisfied	9	9
Satisfied	70	70
Neither	14	14
Dissatisfied	7	7
Total	100	100

Source: Primary Data

Table 7: Shows the gratification level of the respondents from retail stores staff behavior and here 9 respondents are very satisfied, 70 of them are satisfied, 14 of them are neither and 7 of the respondents are dissatisfied from staff behavior of the retail stores

Products price	Frequency	Percent
Very satisfied	17	17
Satisfied	65	65
Neither	12	12
Dissatisfied	3	3
Very dissatisfied	3	3
Total	100	100

Source: Primary Data

Table 8: Shows the price of products and how consumers satisfy from it. Here in this study 17 respondents are very satisfied, 65 of them are satisfied, 12 of them are neither, 3 of them is dissatisfied and 3 of them is very dissatisfied from price of the retail stores.

Products quality	Frequency	Percent
Very satisfied	13	13
Satisfied	71	71
Neither	16	16
Total	100	100

Source: Primary Data

Table 9: Shows the satisfaction of the respondents from products qualities and here 13 of the respondents are very satisfied, 71 of them are satisfied, 16 of them are neither satisfied.

Environment of retail traders	Frequency	Percent
Very satisfied	16	16
Satisfied	68	68
Neither	9	9
Dissatisfied	7	7
Total	100	100

Source: Primary Data

Table 10. Shows the satisfaction of respondents from retail stores environment. Here there are 16 respondents are very satisfied, 68 of them are satisfied, 9 of them are neither and in the finally 7 is dissatisfied

FINDINGS

- According to the gender, percentage of the respondent, male 57 % while the females are 43 % of the total respondents in the current study.
- The marital status of the respondents and it shows 59 of the respondents are single while 41 of them are married.
- The occupation and here 88 of the respondents are students and just 12 of them are employee.
- The monthly expenses of the respondents and here 79 respondents have bellow Rs. 25,000, 13, of them have Rs.25,000 to 50,000 and finally 8 of the respondents have above 50,000 among the total respondents.
- The monthly income of the respondents and it shows 77 of the respondents have bellow Rs.25,000, 18 of them between 25,000 Rs to 50,000 and finally 5 of them have above 50,000
- The payment system of the respondents and here 36 of the respondents pay cash, 13 respondents pay card and finally 51 of the respondents pay both cash and card means they use from both option.
- The gratification level of the respondents from retail stores staff behavior and here 9 respondents are very satisfied, 70 of them are satisfied, 14 of them are neither and 7 of the respondents are dissatisfied from staff behavior of the retail stores
- The price of products and how consumers satisfy from it. Here in this study 17 respondents are very satisfied, 65 of them are satisfied, 12 of them are neither, 3 of them is dissatisfied and 3 of them is very dissatisfied from price of the retail stores.
- The satisfaction of respondents from retail stores environment. Here there are 16 respondents are very satisfied, 68 of them are satisfied, 9 of them are neither and in the finally 7 is dissatisfied.

SUGGESTION

- They should provide proper parking facilities to the consumers to satisfy them in this part.
- Customer waits most of the time for counter to bill their purchased goods and here they should care to solve the problem.
- Customer complains the more in retail stores they are asking the phone number always and it's boring. So if the consumers are not satisfied it's better to ask once or never asked the phone number.
- Some times in billing consumers wait because the system does not work properly and it's a serious problem of consumers so it's better to solve it.
- In some branches of the retail traders there is no house hold things like dishes, so if they added these items then there will be more consumer gratification from the retail stores from consumer's side.
- For the fruits and vegetable there are two billing process and customers wants to remove the one process and directly go to the counter for billing.
- One counter should be always there on counter because most of the time customers wait for the counter and its takes time.

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IS POLITICAL CANDIDATE/LEADER PLAYS AS A BRAND MARKETING TOOL TO BUILD AN IMAGE AMONG THE VOTERS WHICH IN TURN ACHIEVE THE SIMPLE MAJORITY?

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Abstract

Political marketing has a wide scope in the coming era. It is a blend of marketing with political science. This paper aims to examine which political behaviour creates brand image among voters and to measure how political behavior related with political marketing for winning the election by the political leaders. This study is conducted in Kottayam District. Cluster sampling method was adopted to collect the samples from the voters. 208 number of samples were collected through questionnaire. Data analysis is done through SPSS in which correlation technique is used for testing the hypothesis to measure the relationship between political marketing and behaviour variables of the political candidate. Mean ranking method also used for ascertaining the most influential behaviour variables of the candidate leads to build the image among the voters. The study concluded that there is a positive moderate relation between behaviour variables of the candidate and the political marketing as a brand to achieve the simple majority. It also found that the social behaviour variables of the candidate is more influences the voters to vote for a particular candidate in the election.

Key words: *political marketing, political behaviour, economic behaviour, Personality behaviour, cultural behaviour, social behaviour*

Introduction

In the current political scenario, it is evident that candidates are competing each other to achieve important positions, directly or indirectly, gained by People's votes. Thus, the process of building desirable images among the minds of the voters will be the challenging task for candidates. To attain the maximum vote shares the candidates have to implement various strategies. Various management and psychological policies are involved that lead and manage this process to achieve this goal and to win the popular vote. Political marketing is the application of marketing principles and procedures in political campaigns by various individuals and organizations. Similar to marketing the product by business, the politicians have to market themselves to win. The procedure of political marketing involves the analysis, development, execution, and management of strategic marketing campaigns by candidates, political parties, government and interest groups that seek to ascertain public opinion, advance their own ideologies, win elections, and pass legislation in response to the needs and wants of selected people and groups in society. Many inferences can be drawn between commercial and political marketing. In political marketing, two parties are forming a provider (politician) and the voter (customer).

Statement of the Problem

During the last decade a number of scholars have argued that political campaigning has become professionalized, and that political marketing has become the new dominant campaign paradigm. There is no much evidence to prove that political marketing plays the crucial role in political campaigning and winning the same. It is difficult to distinguish the political strategy and the political marketing for the electoral candidates. But today Politics all over the world is heavily influenced by the marketing and same sophisticated marketing tools applied by companies to market their offerings is being used by political organizations to market their ideologies and policies. Hence this study is stated as "Is political candidate/ leader plays as a brand marketing tool to build an image among the voters which in turn achieve the simple majority?"

Scope and Significance of the study

Political marketing has emerged as the key factor for the professionalism in the political scenario. Political consulting plays an integral part of politics and campaigning. Seeing that political activity is now mostly about managing the information flow, the foremost purpose of political consulting is to ensure, at the very least, the politician's presence in it, and at best, to present him in the most favorable light possible. Political marketing adopted many of the techniques of commercial marketing such as market intelligence which includes surveys, focus groups, polls, citizen consultations, receiving informal feedback etc and marketing communications such as target marketing, direct mail, direct dialogue. The employment of

these tools helps parties to define voters' preferences, make more informed and responsive political decisions, position themselves and shape their image accordingly. The political marketing will have more scope in the future as it follows the marketing principles such as provider and the customer. A product as political ideology and goals. Buying as voting and vote is consideration. Political system will act as a market place and the political activity is called business.

Objectives

1. To examine which political variable creates brand image among voters
2. To know the relationship between political variables and the Political marketing as a brand marketing.

Hypothesis

HO: There is no significant relationship between Political behavior variables of the politician and the political marketing

Methodology

The present study is conducted in Kottayam district. There are seven legislative Assembly in Kottayam District such as Ettumanoor, Kottayam. Pala, Kaduthuruthy, Vaikom, Puthuppalli and Piravam. Each legislative Assembly is treated as cluster. To adopt cluster sampling method Kottayam legislative Assembly was chosen as cluster unit. Primary data collection method was followed to collect 208 samples. A structured questionnaire is given to each respondent to collect their views regarding political marketing in Kerala perspective.

Tools for analysis

The data were analysed using SPS Statistical program. Correlation technique used to measure the relationship between political behavior and political marketing. Mean ranking was used to identify the most influential political behavior leads to vote.

Theoretical framework

Political marketing:

Political marketing is the process by which political candidates promote themselves and their platforms to voters through masterly-crafted communications aimed at gaining public support. As a business marketer, you may think that political marketing techniques and strategies don't apply to you, but while the entity being marketed is different, there are many parallels between political marketing and the marketing of goods and services.

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Both business marketers and political marketers use media outlets to inform, remind, and alter the attitudes and behaviours of potential candidates and voters. The primary and most important difference between business marketing and political marketing is that the latter is used to raise awareness and inform members of the public about critical issues and leadership choices within their community, state, and country.

The present study focuses on the following political behavior of the candidates.

Economic behaviour: It is directly involved with financial condition and people's economic power.

Political behaviour: A political party can only gain and maintain public support when the time of scheduling and decision on the nomination, it maintains its relationship with the public. Therefore, this indirect political effect of opinions and beliefs of people with direct result of the political situation, which arose from political slogans and titles based on the relationship and policy of reform and restructuring will directly affect public opinion

Cultural behaviour: Cultural conditions include common principles and foundations of any society and traditional belief so fancy society. In other words, people from different nationalities have definite basic cultural principles they adhere to and value their traditions and values greatly.

Personality behaviour: Personality includes identifiable patterns of thinking, emotion, and behaviour that make up the style of the person's personal interaction with social and material environment. Character and personality factors are very important for people.

Social behaviour: Social status and conditions associated with it, such as the form of education, percapitastudies, social organization, and soon are of the factors influencing public opinion and their support of the ruling party and the people under their rule or against it. In other words, this component compasses partisan issue more rather than the person himself and people. Therefore, this component is very effective in the attitude of people

Analysis and Interpretation

Table No: I-Showing descriptive Statistics of demographic factors

		Frequency	Percent
Gender	Male	100	48.1
	Female	108	51.9
	Total	208	100

Age	18-30	87	41.8
	31-42	64	30.8
	43-54	25	12
	Above 54	32	15.4
	Total	208	100
Educational Qualification	School level	16	7.7
	Diploma	17	8.2
	Graduates	50	24
	Post Graduate	125	60.1
	Total	208	100
Occupational Status	Govt employee	28	13.5
	Private Sector employee	81	38.9
	Public Sector employee	19	9.1
	Business	27	13
	Others	53	25.5
	Total	208	100
Influence by others in voting	Yes	9	4.3
	No	173	83.2
	Sometimes	26	12.5
	Total	208	100

(Source: Primary data)

Interpretation

- Majority belongs to Female (51.9%)
- Age between 18 to 30 shows 41.8 %
- Majority belongs to Post Graduate (60.1%)
- 38.9% belongs to Private sector employees
- 83.2 % are not influenced by others in voting

Table No: II- Showing Descriptive statistics of Behaviour variables taken for study

Descriptive Statistics			
	N	Mean	Std. Deviation
Economic Behaviour variables (3.5260)			
Advertising of the candidate regarding the aims of increasing the domestic production	208	3.7740	.78752
Economic slogans and financial welfare affect my vote a lot.	208	3.5529	1.02486

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Advertising declining commodity prices and reduction of inflation and improving economic distribution	208	3.4856	.97791
Financial pledges and increased pay or benefits by the candidate attract my attention and affect my vote	208	3.3462	1.12734
Campaign promises to reduce the pressure affect my voting for	208	3.4712	.72174
Political Behaviour Variables (3.6356)			
Advertising for changes in discriminatory rules make me sure to vote for the candidate	208	3.7885	.83606
Activities of political and social groups and public and private institutions supporting the candida	208	3.6923	.86897
Slogan of political relations with other countries has an effect on my vote.	208	3.4808	.93747
Advertising slogans of political and expression freedom influence my vote to the candidates	208	3.5529	.94132
Advertising political justice and getting public positions by capable people influence my vote.	208	3.6635	1.14723
Cultural Behaviour Variables (3.6707)			
The use of cultural and advertising groups aimed at acculturation affects my vote to a particular candidate	208	3.8365	.86934
Advertising, cultural history and intended policies formulated by the candidate has affects my vote	208	3.6442	.97721
Cultural activities of the groups supporting the candidate affect my vote	208	3.4952	.72896
Advertising and cultural-based events for suitable use of resources affect my vote.	208	3.7067	.68493
Personality Behaviour variables (3. 7356)			
Advertising in responsibility and doing previous duties of the candidate affects my vote	208	3.8990	.77047
Advertising and expressing the agility and activity (dynamic, innovative, active and willing to serve.	208	3.6538	.91966
Power of speech, and performing duties with seriousness and perseverance and advertising on it	208	3.6202	.97553
Programs and advertisement in the field simplicity and quiet life of candidate affect my vote	208	3.7692	.94517
Social Behaviour variable (3.8065)			
Advertisement in the field of social and people-oriented programs affect my vote to a candidate.	208	3.9567	.80641
Social attitudes and social foundations of the candidate affect my vote.	208	3.8317	.70578

Advertisement about social relations and social customs and propaganda used by the candidates affect my vote
 Social status (education and employment) of candidate affects my vote
 Valid N (listwise)
 (Source: Primary data)

208	3.7404	.89545
208	3.6971	.99738
208		

Table No:III- Shows the descriptive statistics of Political Behaviour Variables

Descriptive Statistics				
	N	Mean	Std. Deviation	Mean Rank
Economic Behaviour	208	3.5260	.58094	5
Political Behaviour	208	3.6356	.70941	4
Cultural Behaviour	208	3.6707	.60069	3
Personality Behaviour	208	3.7356	.69620	2
Social Behaviour	208	3.8065	.65164	1
Valid N (listwise)	208			

(Source: Primary data)

Interpretation:

From the above table, it is clear that the most political behavior variable of a political leader or candidate is his social behavior (3.8065) and followed by Personality behavior (3.7356), Cultural behavior (3.6707), Political behavior (3.6356) and economic behavior (3.5260)

Based on the mean ranking Social behavior variable of the candidate is influencing more among the voters to give his response to a particular candidate and economic behavior variable is given as last rank.

Table No: IV - showing the correlation between political marketing and the behaviour variables

		Correlations					
		Political Marketing	Social Behaviour	Personality Behaviour	Cultural Behaviour	Political Behaviour	Economic Behaviour
Political Marketing	Pearson Correlation	1	.701**	.809**	.781**	.761**	.594**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	208	208	208	208	208	208

** Correlation is significant at the 0.01 level (2-tailed).

(Source: Primary data)

Interpretation

HO: There is no significant relationship between Political behavior variables of the politician and the political marketing

As the significant value is less than 0.01 the null hypothesis is rejected. Hence there is a positive moderate level of correlation between political behavior variables of the politician and the political marketing as a brand for building an image among the voters to attain simple majority.

Conclusion

The study is conducted to draw a conclusion about how the marketing concept is blended with political strategies of a politician to win the majority in Kerala Perspective. In the current scenario, the political marketing is one of the emerging concepts in the field of politics. The modern marketing tools are also used by the candidates to reach the voters to influence and thereby getting the votes. The study concluded that the social behaviour of the candidate influences more among the voters in giving their votes. It is also measured that there is a positive moderate correlation between political marketing and the behaviour variables of the candidate to build an image among the voters. The study also suggests to have an opportunity to explore more on the field of political marketing concept and to develop a structural model for the concept.

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“ARE ECONOMIC KNOWINGNESS, ATTITUDE AND BEHAVIOR OF THE INDIVIDUAL LEADS THE ECONOMIC SUSTAINABILITY”?- THE ECONOMIC SUSTAINABILITY MODEL

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ABSTRACT

Sustainable development as the process of development that met the needs of the present generations without compromising the ability of future generations. The study aims to measure the relationship between economic variables such as economic knowingness, economic attitude and economic behavior towards economic sustainability. The study was carried on among the respondents of Changanacherry taluk. 100 samples were taken by adopting simple random sampling method and data collected through a questionnaire. The regression analysis was done to measure the relationship between variables and building the economic sustainability model. The study contributes that there is high degree of relationship between economic knowingness, economic attitude and economic behavior towards economic development which helps to build the economic sustainability model.

Keywords: economic knowingness, economic attitude, economic behavior and economic sustainability

INTRODUCTION

The idea of sustainable development has its root in the oriental tradition, which teaches the values of conservation of nature and preaches harmonious co-existence of all living elements of the earth. Great ideas are usually simple ideas. The clear goal of economic development policy was to raise living standards throughout the world, providing steadily more goods and services to an expanding population.

"A global agenda for change" - this was what the World Commission on Environment and Development was asked to formulate. It was an urgent call by the General Assembly of the United Nations:

- to propose long-term environmental strategies for achieving sustainable development by the year 2000 and beyond;
- to recommend ways concern for the environment may be translated into greater co-operation among developing countries and between countries at different stages of economic and social development and lead to the achievement of common and mutually supportive objectives that take account of the interrelationships between people, resources, environment, and development;
- to consider ways and means by which the international community can deal more effectively with environment concerns; and
- to help define shared perceptions of long-term environmental issues and the appropriate efforts needed to deal successfully with the problems of protecting and enhancing the environment, a long term agenda for action during the coming decades, and aspirational goals for the world community.

The United Nations report linked environmental sustainability and economic development. The Brundtland Commission stated sustainability as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs". This is a widely recognized definition of sustainable development. Recently, sustainability has become a popular concept in environmental, health, policy, and research domains. There is an increased knowledge and awareness regarding issues surrounding sustainability. The current prevailing definition refers to sustainability as a "dynamic equilibrium in the process of interaction between a population and the carrying capacity of its environment such that the population develops to express its full potential without producing irreversible, adverse effects on the carrying capacity of the environment upon which it depends". Sustainability has been extensively discussed as involving all aspects of economic, environmental, and social domains.

STATEMENT OF THE PROBLEM

A formal economic analysis arises the question of whether sustainability has any validity as an economic concept. The efficient resource allocation should have the effect of maximizing utility from consumption. This study aims to develop a model to economic sustainability based on economic knowingness(ek), economic attitude(ea) and economic behavior(eb) of individuals in Changanacherry Taluk. Hence, the problem is stated as "Are Economic knowingness, attitude and behavior of the individual leads the economic sustainability"?

SCOPE AND SIGNIFICANCE OF THE STUDY

The motivations behind sustainability are often complex, personal and diverse. It is unrealistic to create a list of reasons why so many individuals, groups and communities are working towards this goal. Sustainability comes down to the kind of future we are leaving for the next generation. Sustainability as a value is shared by many individuals and organizations who demonstrate this value in their policies, everyday activities and behaviors. Individuals have played a major role in developing our current environmental and social circumstances. The people of today along with future generations must create solutions and adapt. Today, it is essential that communities and governments place more emphasis on ensuring that economic development is achieved in a sustainable way.

OBJECTIVES

1. To examine the relationship between economic knowingness, economic attitude and economic behavior of individuals towards economic sustainability.
2. To develop an economic sustainability model.

HYPOTHESIS

HO: There is no significant relationship between economic knowingness, economic attitude and economic behavior of individual towards economic sustainability.

METHODOLOGY

For the purpose of the study, sample unit is selected as Changanacherry Taluk and adopted a simple random sampling method to collect the data. The samples received was 113 and for analysis purpose only 100 samples were considered. A structured questionnaire was sent through the google form to ensure the data collection within the time limit.

Tools for analysis

The data were analysed using SPSS statistical program. Responses Correlation technique used to measure the relationship between economic knowingness, attitude and behavior of individual towards economic sustainability Multiple regression analysis were used to build the economic sustainability model.

Theoretical framework

"A business model for sustainability helps describing, analysing, managing, and communicating (i) a company's sustainable value proposition to its customers, and all other stakeholders, (ii) how it creates and delivers this value, (iii) and how it captures economic value while maintaining or regenerating natural, social, and economic capital beyond its organizational boundaries."

Economic Sustainability (es)

Human communities across the globe are able to maintain their independence and have access to the resources that they require, financial and other, to meet their needs. Economic systems are intact and activities are available to everyone, such as secure sources of livelihood. Economic sustainability is measured through three important factors such as; economic knowingness (ek), economic attitude(ea) and economic behavior (eb).

$$es = (ek+ea+eb)$$

ANALYSIS AND INTERPRETATION

Table I showing Descriptive statistics

	Mean	Std. Deviation	N
Economic Sustainability	4.0840	.48715	100

Economic Knowingness	4.2960	.53521	100
Economic Attitude	4.2560	.57706	100
Economic Behaviour	3.7360	.65928	100

Table II showing the model summary of economic sustainability

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.999 ^a	.997	.997	.02503	.997	12472.076	3	96	.000

a. Predictors: (Constant), Economic Behavior, Economic Knowingness, Economic Attitude

Interpretation

The above table shows that, R value is .999 which reveals that there is a close perfect relationship between independent variables such as Economic Behavior, Economic Knowingness, Economic Attitude towards the dependent variable economic sustainability. R² shows the .997 degree of variation in the dependent variables.

Table III showing the ANOVA of economic sustainability

ANOVA ^a						
Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	23.434	3	7.811	12472.076	.000 ^b	
	.060	96	.001			
	23.494	99				

a. Dependent Variable: Economic Sustainability

b. Predictors: (Constant), Economic Behavior, Economic Knowingness, Economic Attitude

Interpretation

This table indicates that the regression model predicts the dependent variable significantly well. The regression model statistically significantly predicts the outcome variable. That is, it is a good fit for the data.

Table IV showing the Coefficients of the economic sustainability

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.021	.022		-.980	.329
	Economic Knowingness	.328	.007	.360	44.006	.000
	Economic Attitude	.337	.007	.399	47.449	.000
	Economic Behavior	.338	.004	.457	79.930	.000

a. Dependent Variable: Economic Sustainability

Interpretation

Economic sustainability(es) constant (-.021)= Economic Knowingness(ek) (.328), Economic Attitude(ea) (.337) and Economic Behaviour(eb) (.338) .

$$es = (ek+ea+eb)$$

$$es = -.021 + .328(ek)+.337(ea)+.338(eb)$$

CONCLUSION

The study was conducted in changanacherry Taluk. The knowingness, attitude and behavior of the individuals this taluk was considered. The study exhibits that there is a high degree of significant relationship between the economic variables and the economic sustainability and thereby it is fit for building the economic sustainability model.

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A STUDY ON CONSUMER BEHAVIOUR AND SATISFACTION TOWARDS RETAIL STORES WITH REFERENCE TO KOTTAYAM DISTRICT KERALA

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ABSTRACT

The objective of purchasing behaviour facilities to raise the degree of consumer pleasure, [1]. If the level of customer satisfaction with purchasing behaviour is high, then the level of productivity is also high, which improves the percentage of profit as well. Thus, purchasing behaviour facilities serve as the foundation for profit [2]. When a company organisation sets itself the purpose of satisfying its numerous clients, the vast majority of the equipment in the business organisation will be effective in achieving that goal. Furthermore, they will be significant due to the fact that the primary goal for their presence has been achieved, and their long-term survival will not be endangered [3]. The primary goal of the study is to get an understanding of consumers' preferences for retail shops in the Kottayam Area/Region in general, as well as their attitude toward specific retail businesses in the Kottayam Area/Region. Increasing customer loyalty is a key component of every promotional campaign. When a sample of 250 people was collected, statistical tools including percentage analysis, factor analysis, ANOVA (Anova on the mean), mean ranking, and descriptive statistics were used to analyse the data. The results of this analysis revealed that the customers were happy with the service they received but the stores have to look after further development to improve the variety of products with the store which leads to a positive buying behaviour with them.

Keywords: Buying behavior, Customer loyalty and Customer satisfaction.

INTRODUCTION TO CUSTOMER SATISFACTION

Customer satisfaction is a measure of how well a company's products and services meet or exceed the expectations of its customers [4]. Customer satisfaction is a significant predictor of customer purchase intentions and

loyalty, according to a recent study. Among the most regularly gathered measures of market perceptions [5], client satisfaction metrics are among the most often used.

Customer satisfaction is a concept that is regularly heard in the marketing industry. Customer satisfaction is a measure of how well a company's products and services meet or exceed the expectations of its customers [6]. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals [7]."

The brand, which is offered by the firm at any level of brand, does not just satisfy customers; the consumer expectation exceeds the grade of other facilities such as giveaways provided by the company [8].

Retail store

A retail shop may be defined as a major retail organisation with a number of departments all located in the same building and controlled from a central location. Each department specialises in a specific form of commerce and functions as a full entity within it [9].

This type of retail institution is also defined as one that meets a broad range of a consumer's personal and domestic durables product demands while also providing the consumer with a choice of several goods lines, at varying price points, over a variety of product categories [10]. Departmental shops often offer a wide selection of merchandise, including garments as well as furniture, household appliances, and gadgets, as well as a few more lines of merchandise such as paint, plumbing supplies, toiletries, cosmetics, photographic equipment, jewellery, and sports goods [11].

Retail stores in Kottayam

According to industry associations, there is a rising need in the state for the formulation of a retail policy in order to establish Kottayam as the country's retail center [12]. "Kerala has the potential to be the next Dubai or Singapore, the global leaders in facilitating retail tourism," said Kumar Rajagopalan, CEO, and Retail Association of India (RAI)[13]. Indian retailers have emerged as one of the most dynamic and fast-paced areas of the economy, with sales increasing by an average of 20% annually. The whole retail market in India is predicted to increase at a rate of 12 % per year over the next five years. The efforts of governments like as Maharashtra, Andhra Pradesh, Kerala, and Karnataka to promote growth in this segment have led in the formulation of retail laws that are special to the industry [14].

Owing to Kottayam's strong tourist potential, growing per capita income, high literacy rate, and high technological usage, the state has an inherent competitive edge in terms of leading a retail revolution provided the appropriate laws are implemented. It was also discovered that, in areas such as Kottayam, a retail establishment must get around 30 permits in order to be operational, which is a highly unattractive situation for the expansion of the industry [15]. In the opinion of industry experts, the involvement of retail establishments catering to grocery and food products under the Essential Services Act, the establishment of 24x7 working hours, the availability of overtime pay, and the capacity of female employees to work around the clock will go a huge way toward creating a friendly environment for the retail sector in Kottayam [16]. According to business organisations, the introduction of the Goods and Services Tax (GST) has facilitated the flow of goods across states. RAI has voiced its dissatisfaction with the failure of significant e-commerce businesses in India to disclose their financial results [17]. The retail industry contributes more than 11 percent of the country's gross domestic product (GDP) and employs around 9 percent of the total workforce. As a result, the purpose of this study is to examine customer behaviour and satisfaction with regard to retail outlets in Kottayam [18].

STATEMENT OF PROBLEM

Segmentation is defined as the practice of dividing markets into groups of potential consumers who share common attributes or who are expected to demonstrate comparable purchasing behaviour [19]. The study area taken for the study is Kottayam and the stores taken for the study has four stores. The stores are those who are having only one store with Kottayam town. The study has not included with chain Retail stores who have their own brand name and that is also taken as a problem for the study to find out the brand reputation of small stores with the study area.

OBJECTIVES OF THE STUDY

1. To define the demographic profile of the respondents.
2. To find out their degree of satisfaction in select retail stores in Kottayam.
3. To evaluate the reasons for purchasing in retail store.

NEED OF THE STUDY

Assessing buying behaviour is not sufficient without also understanding the composition and origin of the consumers. Customers are drawn to imported items because of the excellent quality of the goods [20]. The country of India is

home to a diverse range of national and international products. As a result, a lot of worldwide and national product companies have concentrated their efforts on identifying their customers and their purchasing habits. The findings of these researches have been beneficial in providing solutions to a variety of marketing problems that have arisen in retail outlets throughout Kottayam.

SCOPE OF THE STUDY

In marketing efforts, the perspective of the customer is a crucial factor to consider. The fate of the product and the organisations is determined by the perception of the customers [21]. There are a variety of things that influence the perspective of customers. These considerations include post-purchase behaviour, reputation, product availability, branding, and convenience, among others. "The scope of the study is restricted to Kottayam".

RESEARCH METHODOLOGY

Research Design: The study proposes to cover the customer behaviour towards retail stores. As the study is based on customer behaviour towards various Retail stores Cluster sampling is been used in the research.

Area of the study: The survey was done in selected retail stores in Kottayam

Sample size

The sample is been collected from four Retail stores and the respondents are divided equally with all the four Retail stores selected for the study. The total sample size taken for the study is 250.

Data Sources

The study used both primary data and secondary data.

Primary data: The primary data was acquired by a field survey with Questionnaire as survey method in the study area.

Secondary data: The secondary data was gathered from journals, websites and articles.

Tools used for Collection of Data: Frequency analysis, Chi square, Factor analysis and ANOVA.

LIMITATIONS OF THE STUDY

- 1) The study has been limited to the state of Kottayam.
- 2) The Response of the Migrant can be Skewed and Subjective.
- 3) Many Respondents were not vocal in stating their genuine opinions.
- 4) Due to time restrictions, the sample size was kept limited, and the viewpoint of the majority was not taken into consideration.
- 5) The sample survey was collected from the respondents using convenient sampling method.
- 6) There may be a bias in collection of data from the respondents.

ANALYSIS AND INTERPRETATION

Demographic variables of the respondents

Demographic variables	Particulars	Frequency	Percent
Gender	Male	103	41.2
	Female	147	58.8
	Total	250	100
Marital status	Married	156	62.4
	Unmarried	94	37.6
	Total	250	100
Age	Below 20 years	7	2.8
	20 years-40 years	89	35.6
	40 years-50 years	76	30.4
	Above 50 years	78	31.2
	Total	250	100
Educational qualification	Schooling	19	7.6
	Diploma	81	32.4
	Undergraduate	123	49.2
	Postgraduate	21	8.4
	Professional degree	6	2.4
	Total	250	100
Occupation	Student	10	4
	Private Job	36	14.4
	Government job	34	13.6
	Home maker	119	47.6
	Business	51	20.4
	Total	250	100

70.4% are male and 29.6% are female. 2.8% are married and 97.2% are unmarried. 2.8% are from the age group of below 20 years, 2.8% are from the age group of 20-40 years, 56.4% are from the age group of 40-50 years and 38% are from the age group of above 50 years, 6% have completed their schoolings, 32.4% have finished their diploma, 49.2% have completed their under graduation, 8.4% have completed their post graduation and 2.4% have completed their professional degree. 24% are in to private job, 30.8% are in to government job, 37.2% are home makers and 4% are doing business.

Frequency of visiting the store

	Frequency	Percent
Once in a week	40	16.0
Fortnight	30	12.0
Monthly	50	20.0
Occasionally	130	52.0

	Frequency	Percent
Once in a week	40	16.0
Fortnight	30	12.0
Monthly	50	20.0
Occasionally	130	52.0
Total	250	100.0

The above table depicts about frequency of visiting the store by the respondents. Out of 250 respondents, 16% said they visit the store once in a week, 12% said they purchase fortnight, 20% said they purchase monthly, 52% said that they purchase occasionally. It shows that most of the respondents visit the store occasionally.

Average amount spent for purchasing per month in Retail stores

	Frequency	Percent
Up to Rs.3,000	42	16.8
Rs.3,000 to Rs.5,000	107	42.8
Rs.5000 to 7,000	62	24.8
Above Rs.7000	39	15.6
Total	250	100.0

The above table shows about average amount spent for purchasing per month in Retail stores were out of 250 respondents 16.8% are spending up to Rs.3,000, 42.8% are spending from Rs.3,000 to Rs.5,000, 24.8% of the respondents are spending from Rs.5000 to 7,000, 15.6% are spending above Rs.7000. It shows that most of the respondents spending from Rs.3, 000 to Rs.5, 000 per month in Retail stores.

FACTOR ANALYSIS FOR LEVEL OF SATISFACTION OF CUSTOMERS

A total of 26 variables were identified for the purpose of collecting satisfaction from the customers. In order to reduce the number of variables and to identify the key factors contributing towards the expectations of customers, factor analysis is performed. KMO and Bartlett's test is conducted to identify the sampling adequacy.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.603
Bartlett's Test of Sphericity	Approx. Chi-Square	1.705E3
	DF	66
	Sig.	.000

KMO of sampling adequacy value for the service quality measures is 0.603 and it indicates that the sample is adequate to consider the data as normally distributed.

Rotated Component Matrix				
	Component			
	1	2	3	4
V1	.277	-.065	.863	-.095
V2	.013	.461	.785	.044
V3	.869	.226	.104	.152
V4	.731	-.004	.149	.113
V5	.350	.747	.092	.005
V6	.366	.026	.421	-.497
V7	.460	.258	.405	.051
V8	.301	-.168	.092	.877
V9	.116	.290	-.036	.821
V10	-.289	.683	.497	.191
V11	.795	.256	.053	.034
V12	.441	.797	.048	.014

From the above table the common factors above 0.5 are taken for decision making process of the study and the factors are level of satisfaction towards quality of the product, Level of satisfaction towards reasonable price, level of satisfaction towards accurate weight/adequate quantity, level of satisfaction towards exchange of defective/damaged goods, level of satisfaction towards door delivery.

Descriptive statistics for level of satisfaction of customers towards departmental stores

Particulars	N	Mean	SD
Level of satisfaction towards range of products	250	3.00	1.206
Level of satisfaction towards quality of the product	250	2.89	1.110
Level of satisfaction towards availability of fresh items	250	2.66	.915
Level of satisfaction towards reasonable price	250	2.66	1.030
Level of satisfaction towards accurate weight/adequate quantity	250	2.92	1.175
Level of satisfaction towards offers and discounts	250	2.92	1.085
Level of satisfaction towards customer services	250	2.61	.815
Level of satisfaction towards parking facilities	250	2.98	1.064

Level of satisfaction towards billing facilities	250	2.91	.986
Level of satisfaction towards availability of trolleys/shopping bags	250	2.67	1.147
Level of satisfaction towards exchange of defective/damaged goods	250	3.01	.967
Level of satisfaction towards door delivery	250	2.70	.929
Valid N (listwise)	250		

The above table shows about the descriptive statistics for factor related to level of satisfaction of customers with Retail stores. Based on the result the factors above the average mean (2.82) are taken for decision making process of the study. The factors are level of satisfaction towards range of products, quality of the product, towards accurate weight/adequate quantity, offers and discounts, customer services, parking facilities, billing facilities and exchange of defective/damaged goods.

RANKING ON REASON FOR PURCHASING IN RETAIL STORE

S.NO	Ranking on reason for purchasing in Retail store	Average mean	Mean rank
1	One roof shopping/convenient shopping	4.40	1
2	Saves time and efforts	5.76	6
3	Variety of products	6.56	8
4	Quality of products	4.42	2
5	Reasonable price	5.58	4
6	Offers and discounts	5.82	7
7	Brand image	5.62	5
8	Reputation of the Retail store	4.84	3
9	Door delivery	5.94	9
10	Nearby residence	6.06	10

The above table shows about the mean rank of the factors related to reason for purchasing in Retail store were the priority was given to One roof shopping/convenient shopping and these factor is taken for decision making process of the study.

Comparison between age and factors related to level of satisfaction

H₀: There is no relationship between age and factors related to level of satisfaction

		Sum of Squares	df	Mean Square	F	Sig.
Level of satisfaction	Between Groups	26.773	3	8.924	7.838	.000

towards quality of the product	Within Groups	280.091	246	1.139		
	Total	306.864	249			
Level of satisfaction towards reasonable price	Between Groups	58.606	3	19.535	23.386	.000
	Within Groups	205.494	246	.835		
	Total	264.100	249			
Level of satisfaction towards accurate weight/adequate quantity	Between Groups	19.014	3	6.338	4.804	.003
	Within Groups	324.542	246	1.319		
	Total	343.556	249			
Level of satisfaction towards exchange of defective/damaged goods	Between Groups	15.771	3	5.257	5.954	.001
	Within Groups	217.193	246	.883		
	Total	232.964	249			
Level of satisfaction towards door delivery	Between Groups	47.334	3	15.778	23.164	.000
	Within Groups	167.562	246	.681		
	Total	214.896	249			

The above table shows about the relationship between age and level of satisfaction of various factors filtered from factor analysis. It shows that there is a significant relationship between age and Level of satisfaction towards quality of the product (0.000), Level of satisfaction towards reasonable price (0.000), Level of satisfaction towards accurate weight/adequate quantity (0.003), Level of satisfaction towards exchange of defective/damaged goods (0.001), and Level of satisfaction towards door delivery (0.000).

FINDINGS

- Most of the respondents are married.
- Maximum of the respondents are from the age group of 20-40 years.
- Most of the respondents have completed their under graduation.
- Maximum of the respondents are home maker in our survey.
- Most of the respondents are having 4-5 members in their family.
- Maximum of the families are earning from Rs.30, 000 - Rs.40, 000 as their family income.
- Most of the families have 3-4 earning members in their family.
- Maximum of the respondents visit the store occasionally.
- Most of the respondents spending from Rs.3, 000 to Rs.5, 000 per month in Retail stores.

- Maximum of the respondents said they purchase grocery items from Retail stores.
- Based on descriptive statistics the factors level of satisfaction towards range of products, quality of the product, towards accurate weight/adequate quantity, offers and discounts, customer services, parking facilities, billing facilities and exchange of defective/damaged goods can be taken for decision making process of the study.

SUGGESTIONS

- The Retail stores can act as a one stop shop like Walmart to the core as the respondents prioritize the same based on the survey conducted. If it so then it leads to increase in sales and brand image of the store.
- The Retail stores can give the products to a reasonable prize when compared to their competitors so that it will create a goodwill for the store and there will be a positive buying behaviour towards the store.
- Based on the service quality satisfaction the stores have to be keen on quality of the product, reasonable price, weight/adequate quantity, exchange of defective/damaged goods and door delivery.

CONCLUSION

The customers are satisfied with the service provided but the stores have to look after further development to improve the variety of products with the store which leads to a positive buying behaviour with them.

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