



CUSTOMERS OPINION TOWARDS THE PRODUCT PREFERENCE IN RETAIL INDUSTRY IN TUTICORIN DISTRICT – GARRET RANKING ANALYSIS

Dr. K. Navaneethakrishnan

Article History: Received: 12.12.2022

Revised: 29.01.2023

Accepted: 15.03.2023

Abstract

Today's retail industry recognizes that in the competitive world customers have varied format shops to choose from. So, it is very significant for the supermarkets to have a good relationship and to provide superior shopping experience to the customers. Satisfying a consumer is the first step for the success of a retail industry. Satisfied consumer will consider the retail store for the next shopping and this may lead to retention of the consumer. Consumer retention is the vital factor for the success of any retail industry. Through retention activity enterprises are trying their level best to retain their existing consumers. The retail industry should bring together different retention activities to keep on doing business with the customer. In the present business environment, customer satisfaction and retention are the key concepts of success. Organizations can increase their customer base by delivering greater satisfaction to their customers. Further, customer base can also be expanded by increasing the use of more varied customer mix and by enhancing the reputation of the company. Hence, this paper explains the customer's opinion towards the product preference in retail industry in Tuticorin District.

Keywords: Retail Industry, Relationship, Customer Satisfaction, Consumer Retention, Success, Enterprise.

Assistant Professor PG and Research Department of Commerce Sri S.Ramasamy Naidu Memorial College, Sattur – 626203 (Affiliated to Madurai Kamaraj University, Madurai), Tamilnadu, India.

Email: navaneethakrishnan@srmcollege.ac.in

DOI: 10.31838/ecb/2023.12.s2.107

1. Introduction

Retailing has taken a long time to come to the present shape of diversity and development. Customer retention is the focus area of modern marketing which leads to value addition in growth and profitability of the Retail industry. In the competitive retail landscape, the success of the retail industry relies on customer retention as it is the major link to accomplish profitability. Retaining a customer is less expensive than bringing a new customer to the supermarket. And this virtue of customer retention is mostly a result of customer satisfaction and loyalty.

In the present business environment, customer satisfaction and retention are the key concepts of success. Organizations can increase their customer base by delivering greater satisfaction to their customers. Further, customer base can also be expanded by increasing the use of more varied customer mix and by enhancing the reputation of the company. Thus, it can be said that players who are involved in the retail sector can increase their customer base by earning the loyalty of the customers. Hence, this paper elucidates the customer's opinion towards the product preference in retail industry in Tuticorin District.

Statement of the Problem

The ever-increasing competition within the supermarkets has eventually made the achievement of consumer loyalty and customer retention very tedious. The rationale behind the proposed study may provide evidence regarding the variables accountable for making a supermarket customer loyal which in the process retains the consumer. The satisfaction, loyalty and ultimately retention are important for the success and profitability of any industry. Every retail industry is exploring methods to attract consumers to their industry. To understand the determinants of consumer loyalty and retention is a complex exercise involving the psychology of the consumer. The retail industries have to consider the constructs responsible for customer satisfaction ranging from merchandise to promotion which develops customer loyalty and conclude customer retention. There is also the intervention of trust and commitment which transforms consumer satisfaction to loyalty and the loyal consumers are retained by the retail industries. All the constructs finally conclude and clarify about the problem to be addressed which is to create consumer retention and indicate the growth and profitability of the retail industry. With the background of the study, the customers opinion towards product preference have been undertaken.

Literature Review

Abdul Haris, Abdul Rahman, Yusriadi and Umi Farida (2021) in their article entitled "Analysis of

determinant factors affecting retail business customer loyalty" have concluded that service quality has a significant influence on customer satisfaction in modern stores.

P.S.Venkateswaran and Suja sundram (2021) in their article entitled, "Impact of Retail Service Quality and Store Service Quality on Patronage Intention towards Organized Retail Industry" have described the factors such as physical aspect, reliability, policy, personal interaction are significant predictors to evaluate retail service quality (RSQ).

A.M.Ahmad (2012) in his article entitled, "attractiveness Factors Influencing Shopper's satisfaction, Loyalty, and Word of Mouth: An Empirical Investigation of Saudi Arabia Shopping Malls, say that aesthetic, convenience and accessibility, product variety, entertainment, and service quality have an influence on shopper satisfaction.

Megawati Simanjuntak, Nadia E.Putri, Lilik N.Yuliati, Mohamad Fazli Sabri, Len Tiu Wright (2020) in their article entitled, "Enhancing Customer Retention Using Customer Relationship Management Approach in Car Loan Business" have analysed the effects of customer-perceived value, corporate image, service quality on customer satisfaction and so on.

ASAGBA Samuel, COKER Preye Robert and OKWUDU A.Andrew (2019) in their article entitled, "Customer Retention Strategies and Business Performance: A Survey of Selected Retail Chain Stores in South, Nigeria" have discussed that the relationship between customer retention strategies and business performance in retail chain stores in Nigeria.

Objectives of the Study

1. To find out the problems faced by the consumers in retail industries in Tuticorin District.
2. To offer suitable suggestions on the basis of the findings.

Scope of the Study

An attempt has been made in this research focusing on consumer retention in retail industry in Tuticorin District. This research work carried out the problems faced by the consumers while buying from retail industry in the study area.

Area of the Study

Tuticorin 'the pearl city of India' is the newly formed district fanned by bifurcating the first Tirunelveli District in Tirunelveli District (western portion) and Tuticorin District (eastern portion). The District covers an extent of 4,621 sq. km in the South-Eastern portion of Tamilnadu, and it is rectangular. It bounded by Virudhunagar and Ramanathapuram District in the North of Kanyakumari District in the South and Gulf of

Mannar in the east and Tirunelveli District in the west. The district lies between 8°-05' and 9° - 80° of the northern latitude and 77°-05' and 78°-25' of eastern longitude. There are no tall mountains in the district: red Mounds or small hills found in Tiruchendhur, Srivaikundam, Sattankulam and Vijayaramapuram. The elasticity of land that slopes to the east in Srivaikundam is made lush by the Thamiraparani River. This river movements through Pumlaiakayal and joins the Bay of Bengal, Malattar, Mambiaru, Vaippar and Manimuthaar. The economy of Tuticorin rotates around shipping, fishing, salt pan and agricultural industries. Tuticorin has a multitude of other industries including power, chemicals and IT. The district is industrially advanced with the majority of the industries located in and around Tuticorin.

2. Methodology

This study is based on both primary and secondary data. The primary data is collected through structured questionnaire. The secondary data have been collected from the websites, reports, journals and thesis.

Sampling Design

The sampling design of the study consists of the determination of sample size and the sampling procedure followed in the present study. The

researcher has adopted convenient sampling method to collect the primary data from respondents.

Tools used for Analysis

In this method, the Garrett rank is calculated by using the suitable Garrett Ranking formula. First, the Percent position and Garrett value are calculated based on Garrett ranks. The following formula is used to calculate the Percent position.

$$100 (R_{ij} - 0.5)$$

$$\text{Per cent Position} = \frac{\quad}{N_j}$$

Rank has been given for i^{th} variable by the j^{th} respondent = R_{ij}

Number of variables ranked by the j^{th} respondents = N_j

Then, it is based on the Garrett ranks, to ascertain the Garrett table value.

3. Results and Discussion - Order Of Preference By Customer In Retail Industry

This section deals with the opinion of customers towards the preference to buy the type of products in retail industry in Tuticorin District. An attempt has been made to analyze the opinion of the customers towards the preference to buy the type of products in the retail industry in Tuticorin District.

4. Results and Discussion

TABLE – 1 Preferred type of the Products

Order of Preference	Rank										Total
	1	2	3	4	5	6	7	8	9	10	
Groceries	167	51	20	52	41	7	13	15	13	6	385
Vegetables and Fruits	21	100	32	42	39	47	26	12	38	28	385
Dairy Products	27	57	55	16	49	52	28	22	50	29	385
Stationery/Plastic Items	25	19	57	55	45	24	58	27	27	48	385
Electrical and Electronics Appliances	19	25	32	56	28	32	27	81	17	68	385
Furniture	11	6	29	8	43	17	43	78	73	77	385
Home/Kitchen Appliances	18	20	9	39	24	14	42	74	94	51	385
Foot Wear	36	58	47	32	27	81	29	19	36	20	385
Gift Items and Glassware	6	28	22	37	52	38	102	41	21	38	385
Backed Snacks	55	21	82	48	37	73	17	16	16	20	385
Total	385	385	385	385	385	385	385	385	385	385	
Garret Value	82	71	64	58	53	48	43	37	30	19	

Source: Computed Primary Data.

TABLE – 2 Percent Position and Garret Value

Sl.No.	$100 \frac{(R_{ij} - 0.5)}{N_j}$	Calculated Value	Garret Value
1.	$100 \frac{(1 - 0.5)}{10}$	5	82

2.	$100 \frac{(2-0.5)}{10}$	15	71
3.	$100 \frac{(3-0.5)}{10}$	25	64
4.	$100 \frac{(4-0.5)}{10}$	35	58
5.	$100 \frac{(5-0.5)}{10}$	45	53
6.	$100 \frac{(6-0.5)}{10}$	55	48
7.	$100 \frac{(7-0.5)}{10}$	65	43
8.	$100 \frac{(8-0.5)}{10}$	75	37
9.	$100 \frac{(9-0.5)}{10}$	85	30
10.	$100 \frac{(10-0.5)}{10}$	95	19

TABLE - 3 Calculation of Garrett Score

Order of Preference	Rank										Total
	1	2	3	4	5	6	7	8	9	10	
Groceries	13527	3570	1260	2964	2132	329	546	540	377	108	25353
Vegetables and Fruits	1701	7000	2016	2394	2028	2209	1092	432	1102	504	20478
Dairy Products	2187	3990	3465	912	2548	2444	1176	792	1450	522	19486
Stationery/Plastic Items	2025	1330	3591	3135	2340	1128	2436	972	783	864	18604
Electrical and Electronics Appliances	1539	1750	2016	3192	1456	1504	1134	2916	493	1224	17224
Furniture	891	420	1827	456	2236	799	1806	2808	2117	1386	14746
Home/Kitchen Appliances	1458	1400	567	2223	1248	658	1764	2664	2726	918	15626
Foot Wear	2916	4060	2961	1824	1404	3807	1218	684	1044	360	20278
Gift Items and Glassware	486	1960	1386	2109	2704	1786	4284	1476	609	684	17484
Backed Snacks	4455	1470	5166	2736	1924	3431	714	576	464	360	21296
Garret Value	82	71	64	58	53	48	43	37	30	19	

Source: Computed Primary Data.

TABLE – 4 Ranking in Order of Preference to Buy the Type of Products-Garrett Ranking Technique

Sl.No	Order Preference of Type of Products	Total Score	Average Score	Garrett Ranks
1.	Groceries	25353	65.85	I
2.	Vegetables and Fruits	20478	53.19	III
3.	Dairy Products	19486	50.61	V
4.	Stationery/Plastic Items	18604	48.32	VI
5.	Electrical and Electronics Appliances	17224	44.74	VIII
6	Furniture	14746	38.30	X
7	Home/Kitchen Appliances	15626	40.59	IX
8	Foot Wear	20278	52.67	IV

9	Gift Items and Glassware	17484	45.41	VII
10	Backed Snacks	21296	55.31	II

Source: Computed Primary Data.

Findings of the Study

It is shown from the Table 4.22 that ‘Groceries’ has been ranked as the first factor of preference in the retail shop, ‘Backed Snacks’ has been ranked second, ‘Vegetables and Fruits’ has acquired third position, followed by ‘Foot Wear’ in the fourth rank, ‘Dairy Products’ has been ranked as the fifth rank, ‘Stationery/Plastic Items’ has been given sixth rank, ‘Gift Items and Glassware’ in ranked as seven, ‘Electrical and Electronics Appliances’ has been ranked eight and ‘Home/Kitchen Appliances’ has been allotted the ninth position and ‘Furniture’ has been ranked the tenth factor regarding the preference of the consumers to purchase the retail shop in Tuticorin District.

Suggestions of the Study

- Retailer should come forward to improve their service quality.
- It will reduce the check out time and improve service quality.
- Cloud based consumer retention techniques are the best solutions for the companies to retain their consumers and also to attract potential consumers.
- The retailer should concentrate on the availability of goods at all time.
- Retailers should give top priority to the satisfaction of consumers through better services.

5. Conclusion

The retail industry in India mainly deals with good, grocery and durable goods merchandise. The evolution of retail industry has brought lots of modernized methods in different sectors which the traditional retailers considered unimportant. Even though the retail industries have growth prospects, they still have lot of hurdles to find considerable progress. Very planned and systematic retail industries only will have success stories. The retail industries should follow suitable consumer retention practices in their business and the result should be in such a way that it should create satisfied consumer base. There should be better understanding of the consumers’ need and wants and act accordingly. The retailers should understand the reality in the retail market and improve their service qualities as per the requirement of the consumers. Then only the retailer can generate consumer loyalty and can retain the consumers who are indeed the assets of the retail industry.

6. References

- Abdul Haris, Abdul Rahman, Yusriadi and Umi Farida (2021) in their article entitled “Analysis of determinant factors affecting retail business customer loyalty” *Linguistics and Culture Review*, 5(S3), 2021, pp.310-318. <https://doi.org/10.37028/lingcure.v5nS3.1529>.
- P.S.Venkateswaran and Suja sundram (2021) in their article entitled, “Impact of Retail Service Quality and Store Service Quality on Patronage Intention towards Organized Retail Industry” *Turkish Journal of Computer and Mathematics Education*, Vol.12, No.3, 2021, pp.1462-1471.
- A.M.Ahmad (2012) in his article entitled, “Attractiveness Factors Influencing Shopper’s satisfaction, Loyalty, and Word of Mouth: An Empirical Investigation of Saudi Arabia Shopping Malls”, *International Journal of Business Administration*, Vol.3, No.6, 2012, pp.101-112.
- Megawati Simanjuntak, Nadia E.Putri, Lilik N.Yulianti, Mohamad Fazli Sabri, Len Tiu Wright (2020) in their article entitled, “Enhancing Customer Retention Using Customer Relationship Management Approach in Car Loan Business” *Cogent Business and Management*, Vol.7, Issue.1, 2020.
- ASAGBA Samuel, COKER Preye Robert and OKWUDU A.Andrew (2019) in their article entitled, “Customer Retention Strategies and Business Performance: A Survey of Selected Retail Chain Stores in South, Nigeria” *International Academy Journal of Business Administration Annals*, Vol.7, Issue 1, pp.78-92., ISSN: 2382-9175, 2019.