

## A STUDY ON CUSTOMERS OPINION ON ORGANISED RETAIL STORE APPEARANCE IN DHARMAPURI

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**Received: 14 Feb 2019**

**Accepted: 19 Feb 2019**

**Published: 22 Feb 2019**

### **ABSTRACT**

*Retail stores in backward areas like Dharmapuri plays an important role in supplying the produces to the customers. Rural retailing is a risky business venture and most of the retail stores located in rural. Dharmapuri is one of the most backward Districts in Tamilnadu State. Retail store appearance attracts the customers to visit the shop and browse the product details then they may try to buy it. In this present study, the researcher made an attempt to identify the opinion on organized retail store appearance among the customers. Pertinent primary data were collected from a structured questionnaire and the samples collected using simple random sampling with the sample size of 100 respondents. Collected data were analyzed using simple percentage analysis and suitable suggestions also were made based on the findings of the study.*

**KEYWORDS:** *Rural, Retailing, Store, Appearance, Products*

### **INTRODUCTION**

The introduction of LPG policy made a sea change in retail marketing. After implementing the Globalization concept, a change took place through the introduction of Supermarkets and Hypermarkets on par with world class standard through organized retail outlets in a hygiene condition with good quality of products. Simultaneously, these organized retailers are facing stiff competition with the unorganized retailers as well as other competitive brands of organized retailers.

### **STATEMENT OF THE PROBLEM**

An opinion of the customers makes sound feedback on the retail practices exist in the study area. The present study concentrates on getting an opinion from the sample respondents about the organized retail stores located in Dharmapuri.

### **OBJECTIVES OF THE STUDY**

The following are the objectives of the present study, are

- To study the opinion on store appearance among the customers in the study area.
- To offer valuable suggestions based on the findings of the study.

## METHODOLOGY

In this present study, the researcher made an attempt to identify the opinion on organized retail store appearance among the customers. Pertinent primary data were collected from a structured questionnaire and the samples collected using simple random sampling with the sample size of 100 respondents. Collected data were analyzed using simple percentage analysis and suitable suggestions also were made based on the findings of the study.

## RESULTS AND DISCUSSIONS

### CUSTOMERS' EXPECTATION IN RETAIL MARKETS

The customers' expectations in the organized retail markets were studied by selecting seven facilities. They are Availability of products with very many brands, Artificial humidification, No overcrowding, Adequate parking facilities, Availability of drinking water, Toilet for privacy, and Lift facility. Respondents were asked to mark a tick in the questionnaire and the results are gathered and analyzed with the help of percentage analysis. The detailed expectations of the customers are shown in the following table.

**Table 1: Customers Expectations in Retail Markets**

Sl. No.	Particulars	No. of Respondents	Percentage
1	Variety of brands available	23	23.0
2	Artificial humidification	7	7.0
3	No overcrowding	34	34.0
4	Adequate parking facilities	11	11.0
5	Availability of drinking water	22	22.0
6	Availability of drinking water -	20	2.0
7	Lift facility	1	1.0
<b>TOTAL</b>		<b>100</b>	<b>100.0</b>

It is evident from the above table that 34.0 percentage of the respondents preferred no overcrowding centers, and it is followed by the availability of a variety of brands which is represented by 23.0 percentage. 22.0 percentage of the respondents preferred pure mineral water facilities. 11.0 percentage of the respondents opined that adequate parking facilities are very much essential. 7.0 percentage of the respondents prefer artificial humidification due to the prevailing hot climate in the study area. 2.0 percentage of the respondents expressed that toilet for privacy is essential. A meager representation reveals the need for a lift facility.

From the analysis, it is identified that the majority of the respondents preferred no overcrowding centers.

**BUYERS' PREFERENCE**

**Table 2: Buyers' Preference**

Sl. No.	Particulars No. of Respondents	No. of Respondents	Percentage
1	Super markets	18	18.0
2	Specialty stores	4	4.0
3	Department Store	51	51.0
4	Emporium	8	8.0
5	Bazaar	6	6.0
6	Kiosk	13	13.0
<b>TOTAL</b>		<b>100</b>	<b>100.0</b>

It is divulged from the above table that 51.0 percentage of the respondent preferred department stores in the study area. 18.0 percentage of the respondents like to buy in supermarkets. 13.0 percentage of the respondents prefer kiosk. 8.0 percentage of the respondents opted for Emporium. Bazaars and specialty stores were preferred by 6.0 percentage and 4.0 percentage of the respondents respectively.

From the analysis, it is identified that the majority of the respondents preferred department stores

**REASONS FOR PREFERRING A PARTICULAR OUTLET**

The department stores of organized retail markets are preferred by most of the middle income and high-income group respondents. The reasons for preferring a particular retail market was studied through this analysis. For this purpose, seven major reasons were selected. They are Standard brands are available, Neat and Tidy, No Bargaining, Proper display, Correct weighing, Good packaging, and Common roof for all products. The detailed analysis is shown in the following table.

**Table 3: Reasons For Preferring Particular Outlet**

Sl. No.	Particulars	No. of Respondents	Percentage
1	Standard brands are available	22	22.0
2	Neat and Tidy	11	11.0
3	No Bargaining	12	12.0
	Proper display	6	6.0
5	Correct weighing	9	9.0
6	Good packaging	13	13.0
7	Common roof for all products	27	27.0
<b>TOTAL</b>		<b>100</b>	<b>100.0</b>

It is pinpointed from the above table that 27.0 percentage of the respondents preferred a particular outlet because all the products are available under one roof. 22.0 percentage of the respondents revealed that standard brands are available in the retail outlet. 13.0 percentage of the respondents selected a particular retail market due to its style of packaging. percentage of the respondents like to buy in a retail market because of no bargaining practise. 11.0 percentage of the respondents prefer keeping neat and tidy. 9.0 percentage of the respondents preferred maintaining the correct weighing system for all goods. On the other hand, 6.0 percentage of the respondents opined that the proper display of products attracted them to select a particular retail market.

From the analysis, it is concluded that the respondents prefer the retail market when all products are available with standard brands under one roof.

### RESPONDENTS' OPINION ON EXISTING ORGANISED RETAIL MARKETS

In the study area, a few organized retail markets are available for the customers. Though the customers expect more from the retail markets in various aspects, the existing retail markets cannot fulfill all their expectations. In order to identify the opinion of the respondents on existing organized retail markets services five major items were selected viz., Maintaining high standard, Affordable price, Posh location, High-class infrastructure facilities, and Maintaining good Customer Relationship Management. The opinions of the respondents are gathered, analyzed, and furnished in the following table.

**Table 4: Opinion on Existing Organised Retail Markets**

Sl. No.	Particulars	No. of Respondents	Percentage
1	Maintaining high standard	26	26.0
2	Affordable price	7	7.0
3	Posh location	32	32.0
	High class infrastructure facilities	16	16.0
5	Maintaining good CRM	19	19.0
	<b>TOTAL</b>	<b>100</b>	<b>100.0</b>

It is witnessed from the above table that 32.0 percentage of the respondents opined that the organized retail markets are located in the posh location, especially in the heart of the city. 26.0 percentage of the respondents expressed that the existing retail markets maintained a high standard on par with A-class cities. 19.0 percentage of the respondents complemented the relationship management practised in the organized retail markets. On the other hand, 7.0 percentage of the respondents appreciated the pricing policy practised in the retail markets which is very much affordable by the customers.

From the analysis, it is identified that the majority of the respondents opined that the existing location and maintaining the high standard of retail markets are very much appreciated by the respondents.

## **SUGGESTIONS**

Based on the above analysis it is suggested that the organized retail stores may provide more space to keep the floors with less crowd. Customers of the organized retail stores appreciated the location and the quality standard. Hence it is advised to keep department store type of retail since the majority of the respondents preferring the same pattern in the study area.

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