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A Study on Retailer Perception and Satisfaction towards Naga Products

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ABSTRACT: The study is entitled as “A STUDY ON RETAILER SATISFACTION AND THEIR PERCEPTION TOWARDS NAGA LIMITED”. The aim of this study is to measure the Retailer satisfaction because the retailers are the intermediaries between the customers and the company. In this project the survey was conducted in the Dindigul city. But not covering all the retail stores only a sample size of 100 retailers have been analysed and made interpretation. The research methodology has been divided into two categories such as primary data and secondary data. It consists of qualitative and quantitative approaches and a survey questionnaire will be administered to a sample of retailers who have been stocking Naga limited products. In this project the secondary data has been collected through the questionnaire and survey design. The result of this research is represented through percentage analysis, frequency analysis, correlation, regression, anova and independent sample t-test, and reliability analysis.

The main objective of this study is to measure the overall level of satisfaction towards Naga limited as a retail business partner. To identify the product inventory, Sales performance, satisfaction and support and decision making towards Naga limited. By satisfying the retailers by providing good profit margins, product quality and pricing strategies.

I. INTRODUCTION

The food industry constitutes an intricate, worldwide network of varied enterprises that provide the majority of the food consumed by the global population. Today, the food industry exhibits a wide diversity in manufacturing practices, encompassing small, traditional, family-run operations

The Naga Mills division has 5 wheat flour mills with a totally daily milling capacity of 850 tonnes per day. The company's milling activities have been consolidated The food industry is a complex global network that supplies the majority of the world's population with its food needs. strategically located campus in Dindigul, Tamil Nadu, India. Apart from Dindigul, Naga expands its capacity to 200 tonnes per day in Aruppukottai.

When Kollur Sreenivasan started his trading business, wheat flour was either imported or brought a great distance from Mumbai, India. Sreenivasan was the local agent of the “Anchor” brand of wheat flour. Due to some misunderstanding with the promoter, he decided to build a flour mill himself.

1.1 Statement of the Problem

Retailers play an essential role in the distribution and availability of consumer products, significantly influencing market dynamics and consumer behaviour. For Naga products to achieve greater market penetration and consumer acceptance, understanding retailers' perceptions and satisfaction levels is essential. Despite the significance of retailers in the supply chain, the significance of comprehensive studies examining their views and satisfaction regarding Naga products. This study aims to tackle this gap by investigating the perceptions of grocery retailers towards Naga products, identifying the factors influencing these perceptions, assessing levels of satisfaction with sales promotion schemes and determining the factors that motivate retailers to actively promote Naga items available in the market. By identifying and addressing these critical aspects, the study seeks to offer practical insight that can help Naga strengthen its relationship with retailers, optimise its market strategies, and ultimately enhance its market share and consumer reach.

1.2 Objective

- To study the perception of the retailers towards Naga.
- To study the factors those influence the Retailers perception
- To identify the level of satisfaction of retailers towards sales promotion schemes/tools provided by company
- To identify the factors which influence retailers to push company's products in the market

1.3 Scope of the Study

The scope of this study encompasses an in-depth analysis of grocery retailers' perceptions and satisfaction levels towards Naga products. The research focuses on several key objectives: understanding overall retailer perception, identifying factors influencing these perceptions, assessing contentment with sales promotion schemes and tools provided by Naga, and exploring the factors that drive retailers to promote Naga goods available in the market.

To achieve these objectives, the study includes:

- A comprehensive survey targeting grocery retailers from various regions to guarantee a diverse and representative sample.
- Evaluation of different dimensions such as product quality, pricing, brand reputation, variety, packaging, supply reliability, customer demand, profit margins, and marketing support.
- Evaluation of the impact of Naga's promotional campaigns, training initiatives, and sales incentives.
- Identification of areas for improvement and providing practical recommendations for Naga to enhance retailer satisfaction and strengthen market presence.

The results of this study are intended to benefit Naga by providing detailed insights into retailer attitudes and behaviours, which can inform the development of more effective marketing strategies, product development, and retailer support programs. Additionally, the study contributes to the broader academic and business literature on retail management and consumer goods marketing by offering a detailed examination of retailer perceptions within the framework of specific product lines.

II. RESEARCH METHODOLOGY

Research methodology refers to a systematic and scientific approach employed to gather, analyse, and interpret either quantitative or qualitative data, aimed at addressing research questions or testing hypotheses. It serves as a structured blueprint for conducting research, ensuring researchers adhere to defined parameters and objectives. Prior to selecting a suitable research methodology, careful consideration of factors such as research constraints and ethical considerations is crucial, as these elements can significantly influence the research process.

2.1 Research Design

This study utilises questionnaire design and survey methodology to gather feedback from retailers regarding their perception of Naga products, including aspects such as services, product quality, pricing, etc. The aim is to understand their satisfaction levels with Naga product sales and profit margins and related factors.

2.2 Source of Data

Primary data predominantly formed the basis of the data collection process, supplemented by references to company and product profiles. A structured, non-disguised interview schedule was meticulously crafted to gather data from various sources. This method was chosen for its ability to efficiently condense information into a cohesive format.

2.3 Data collection Method

The two types of data collection techniques that can be commonly used for research and surveys. They are;

- i. Primary data
- ii. Secondary data

Primary data:

Primary goal is original and collected by the researcher freshly. In this study, primary data was gathered via questionnaires. A questionnaire is a popular means of collecting primary data. A questionnaire is a list of questions of their own.

Secondary data:

Secondary data refers to pre-existing information that can be sourced from company records, the internet, and observations made by the researcher.

Regarding the interview schedule design, the researcher took meticulous care to ensure its effectiveness. The design was crafted with full consideration of all study objectives. The questionnaire predominantly included closed-ended questions to facilitate the survey process.

2.4 Questionnaire and Survey Design

A questionnaire consists of written inquiries, while a survey involves not only formulating questions but also the collection, compilation, and analysis of responses. Employing both approaches, we gather and analyse data from retailers. This input is subsequently used to assess retailer satisfaction and perceptions. We created a Google Form questionnaire to gather feedback from retailers.

2.5 Sampling techniques

Sampling method: Convenient sampling method

Sampling units: Retailers

Sample size: Number of respondents is 100

Limitation of study

- The number of retailers included in the study might be too small to generalise the findings across all retailers associated with Naga Limited. If the sample is not randomly selected, it may not be representative of the entire population of retailers, leading to biased results.
- Retailers may tend to provide responses that are socially desirable rather than honest feedback, particularly if they fear repercussions or wish to maintain a favourable relationship with Naga Limited.
- A study is conducted over a short period, it might not capture long-term trends and developments in retailer satisfaction and performance.

III. REVIEW OF LITERATURE

According to Adhirai and Surulivel (2017), marketing revolves around recognizing and fulfilling customer requirements. To meet these needs, businesses engage in various activities such as promotion, distribution, and advertising. Additionally, they prioritise retailer satisfaction, a significant consideration for FMCG companies in India. Sramek, Droge, Mentzer, and Myers (2009) aim to bridge the gap in supplier-retailer loyalty by examining order fulfilment service quality through two distinct dimensions: technical and relational. The Technical Dimensions encompass operational aspects such as timely and accurate delivery of products, while the Relational Dimensions focus on interpersonal interactions and the responsiveness of contact personnel during critical moments.

The satisfaction of retailers is a crucial factor in determining success, yet there often remains ambiguity surrounding the specific dimensions that contribute to retailer satisfaction-Schellhase, Hardock, & Ohlwein, (2000).

Somashekhar and Patil (2014) emphasise the importance of companies understanding retailer satisfaction. They argue that in today's market, retailers can distinguish themselves primarily through the quality of service they offer. Retailers now play a dual role: not only supplying goods to customers but also serving as a crucial link between the organisation and the customer.

By 2020, it is anticipated that the Fast-Moving Consumer Goods (FMCG) sector in India will experience a Compound Annual Growth Rate (CAGR) of 27.9%. Ensuring retailer satisfaction has emerged as the foremost priority for all FMCG companies in the country. A retailer serves as a crucial intermediary, procuring a significant volume of goods directly from manufacturers or wholesalers/distributors - Adhirai & Surulivel, (2017).

A retail establishment could encompass various types as a dhaba/tiffin centre, stationery store, bakery, grocery outlet, as well as smaller setups like a pan shop or juice centre. Maintaining a strong connection with customers is pivotal for retailers, ensuring effective interactions and ultimately prolonging their presence in the market. Manufacturers firmly assert that without retailer support, brand establishment is improbable, emphasising the significance of relationship satisfaction - Poddar, Donthu, & Parvatiyar, (2013).

According to Ali and Dubey's (2013) research, retailers serve as intermediaries connecting manufacturers and customers. Consequently, numerous companies strive to uphold retailer satisfaction, ensuring both the retailer's contentment and customer satisfaction. As a token of appreciation, these companies often honour retailers with various recognitions and esteemed industry awards.

Retailers are integral to the distribution system, and their satisfaction is pivotal for customer contentment and fostering robust company-retailer bonds. Therefore, satisfaction forms a crucial aspect of the supplier-retailer relationship. Numerous factors contribute to retailer satisfaction, with consistent interaction with sales personnel being paramount. This aspect is identified as a primary driver of retailer satisfaction - Schellhase, Hardock, & Ohlwein, (2000). The factors influencing retailer satisfaction in the Indian context, emphasising the significance of supplier relationships, product quality, and service delivery. He highlights the role of trust and communication in fostering retailer satisfaction, stressing the need for mutual understanding between retailers and suppliers for sustainable business relationships - Singh. A (2011).

IV. ANALYSIS & FINDINGS OF THE STUDY

- Majority of 30.2% respondents are type of store in Grocery Store
- Majority of 35.7 % respondents are years in business.
- Majority of 30.4% respondents are Overall Perception of Naga Products in good
- Majority of 26% respondents are Quality of Naga Products Slightly better.
- Majority of 31.19% respondents are price of the product in Competitive
- Majority of 30.19% respondents are Reputation of Naga Brand in Positive.
- Majority of 39.11% respondents are Packaging and Branding of Naga Products in good
- Majority of 29.17% respondents are Variety of Naga Products is good
- Majority of 26.14 % respondents are satisfied with Variety.
- Majority of 24.12% respondents are Reliable of Supply.
- Majority of 25% respondents are Customer Response to Naga Products is highly demanded.
- Majority of 21.35% respondents are Profit Margins is about the same.
- Majority of 24.33% respondents are Effectiveness of Marketing is Effective.
- Majority of 37.12% respondents are satisfied with Promotions.
- Majority of 39.22% respondents are Importance of Training.
- Majority of 26.18 % respondents are Satisfaction with Sales Representatives
- Majority of 38.15 % respondents are Importance of Sales Incentives.
- Majority of 33.16 % respondents are Consistent Availability Influence
- Majority of 32.18 % respondents are Return and Exchange Policy Influence.

V. SUGGESTION

- 1. Clarify the Scope-** Specify Kind of products or industry if applicable. For example:
 - "A Study on Retailer Perception and Satisfaction towards Naga Agricultural Products"
 - "A Study on Retailer Perception and Satisfaction towards Naga Fashion Products"
- 2. Define the Geographic Focus-** If The study is constrained to a particular region or market, it might be useful to include that in the title:
 - "A Study on Retailer Perception and Satisfaction towards Naga Products in the Southeast Asian Market"
 - "A Study on Retailer Perception and Satisfaction towards Naga Products in Urban India"
- 3. Specify the Methodology** -Mentioning the methodology could provide clarity on the research approach:

- "A Qualitative Study on Retailer Perception and Satisfaction towards Naga Products"
- "A Quantitative Analysis of Retailer Perception and Satisfaction towards Naga Products"

4. **Focus on Comparative Analysis-** If comparing Naga products with competitors, the title could reflect that:

- "A Comparative Study of Retailer Perception and Satisfaction: Naga Products vs. Competitors"
- "Evaluating Retailer Perception and Satisfaction: A Case Study of Naga Products and Market Alternatives"

5. **Address Specific Aspects of Satisfaction-** Highlight particular aspects of satisfaction you intend to explore:

- "A Study on Retailer Perception and Satisfaction towards Naga Products: Quality, Pricing, and Customer Support"
- "Examining Retailer Satisfaction with Naga Products: Distribution Efficiency and Product Variety"

VI. CONCLUSION

From the above analysis the findings indicate that there is positive perception on Naga and there is growing market for Naga in Dindigul district

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