CHAPTER VII

FINDINGS, CONCLUSIONS AND SUGGESTIONS

7.1. INTRODUCTION

This chapter presents findings, conclusions and suggestions to policy makers, and directions for further study.

7.2. PURPOSE OF THE STUDY

Retail marketing service has become very important service in India. After 1991, a lot of reforms in different sectors have been introduced. Here there is no exception to Retail Marketing Services too. This has happened because of introduction of market economy and fast growth of population in India. At this stage, the entire nation expects better service from retail outlets to cater to the needs of the people, which is of two types: organized retails and unorganized retails. Because of market economy and privatization, organized retail outlets are deep rooted by establishing outlets across the nation. This offers a lot of services such as product assortment, parking facility, door delivery, after sale services, financial assistance, information about the new products and the like to the society in general and consumer in particular. In this context the present study becomes relevant to meet so many unresolved issues existing in the society with regard to retail marketing services.

7.3. METHODOLOGY

In this study both primary and secondary data were used. Simple random sampling method was adopted to select 65 retail shops in Chennai district. From these 65 retail outlets and 650 consumers were randomly chosen for primary data collection. An interview schedule had been prepared for interviewing the respondent consumer. In order to elicit accurate information proper rapprochement was established with the respondents. The collected data were entered and analysed with the help of SPSS, Version 17. The findings were analysed and inferences were drawn an appropriate places.
7.4. SUMMARY OF FINDINGS

The summaries of findings are presented below.

7.4.1. Services in Retailing

Organized retail outlets have offered a lot of service to the respondents. Most of the respondents got necessities only from the organized retail outlets. Majority of them preferred departmental stores for shopping the necessities. 63.61 percent of the respondents prefer retail outlet for purchasing consumable products. The retail outlet offered services such as product at lowest rate, freshness, right quantity, best quality, hygienic, availability of all products, available at all times, response of the seller, location of the store and credit facility. Whatever the situation it may be, majority of the respondents prefer organized retail outlets only such as emergency situation (59.02 percent), festival time (71.64 percent), special occasions (78.20 percent), purchasing specialized goods (77.21 percent) and normal situation (85.90 percent).

As far as frequency of visit concerned 58.85 percent of the respondents do not visit organized retail outlets in the normal course of life. During the visit of guests or relatives, their frequency of visit is once in a week. During holidays, they visit organized retail outlets once in two weeks. For family outing, a majority of the respondents (35.57 percent) visit organized retail outlets once in a month. During tours and travels, they visit once in three months (21.64 percent) or once in a month (20.82 percent).

49.02 percent of the respondents visit departmental stores once in a week. Specialty stores are visited either once in two weeks (34.26 percent) or once in a month (31.31 percent). The respondents prefer to visit discount stores once in a month (32.46 percent). Majority of the respondents (36.89 percent) like to visit super market once in a month. 34.75 percent of the respondents visit hyper market once in a month. The respondents wish to visit shopping mall once in a month (32.95 percent).

64.26 percent of the respondents prefer departmental stores to get groceries. Departmental stores (30.40 percent), shopping malls (25.57 percent) and Specialty stores (21.48 percent) are considered very suitable for purchasing clothes. Specialty stores (48.52 percent) are the most preferable store for jewellery. Specialty stores (34.92 percent) and departmental stores (23.11 percent) are the most identified shops for the purchase of kitchenware products. 40 percent of the respondents have the idea of specialty stores, the best one for stationary. In case of home appliances, the specialty stores and departmental stores are the most appropriate shop for the respondents. 35.08 percent of the respondents prefer specialty stores for purchase
of games and sports materials. Super market (30.60 percent) and departmental stores (26.72 percent) are preferred for purchase of fruits and vegetables. In case of sweets and snacks, specialty stores (32.62 percent) and departmental stores (27.87 percent) are most preferable stores. Departmental stores (35.41 percent), specialty stores (21.31 percent) and super market (20.16 percent) are experts in fulfilling the general needs of the respondents.

81.3 percent of the respondents accept that the existence of customer care services in organized retail outlets. 72.1 percent of respondents feel the existing service of parking facility. 41.6 percent of the respondents are in favour of the reason ‘safety of the vehicle’. 25.9 percent of the respondents feel that charging extra amount for parking is the most important mode of discouraging to avail parking facility. 59.5 percent of the respondents have experience in availing parking facilities. 64.74 percent of the respondents view that open area parking is provided in departmental stores. Underground parking facilities is available in shopping mall (34.16 percent), lifted parking exists in shopping malls. The parking within campus is provided in specialty shop (28.10 percent) and super market (27 percent). Road side parking slots do not exist among retail outlets in Chennai. 65.9 percent of the respondents accept the existence of paid service in organized retail outlets. 50 percent of the respondents express their willingness to use valet parking services provided by the organized retail outlets. 55.2 percent of the respondents have experience in adjusting parking fee in bill. 63.3 percent of the respondents accept the existence of value added services in the organized retail outlets. 31.6 percent of the respondents feel that the retailers' store format is different from one another. 67.9 percent of the respondents feel the existence of safety locker facility in organized retail outlets. 68.2 percent of the respondents feel safe in locker services in organized retail outlets. 86.2 percent of the respondents accept the existence of services of guidance and direction in the retail outlets. 76.1 percent of the respondents feel the simple and easy way of guidance and direction to locate the retail outlets. 50.2 percent of the respondents do not feel the existence of display services in retail outlets. 68.9 percent of the respondents accept that the display services is useful. 72.0 percent of the respondents accept the credit and debit card services. 71.6 percent of the respondents feel that the existence of transparency in accepting debit and credit cards is apparent in retail outlets. 66.4 percent of the respondents have gone for shopping at retail outlets not accepting debit and credit cards.

52.6 percent of the respondents accept the existence of exchanging the products after sale. 62.6 percent of the respondents duly agree that the retailers have rules and regulations to exchange the products after sale. 60.5 percent of the respondents have the view of existence
of provisions for modification of product before and after sale in organized retail outlets. 67.7 percent of the respondents have the positive perception that there exists better arrangement for easy location of the products. Window display is ranked first as the most preferable technique for the respondents. 68.4 percent of the respondents acknowledge the existence of feedback system in the organized retail outlets. ‘Feedback desk’ is considered as the most important tool for collecting feedback which is ranked first. 51.8 percent of the respondents feel that there is no action for feedback taken by the retail outlets. Demand fluctuation-information has high mean rank of 6.94. Further, there is significant difference between mean ranks towards value based services of the retail outlets. The value added services, ‘refunds and exchanges’ has high mean rank of 3.87 but there is significant difference between mean ranks towards value added services.

7.4.2. Strategies on Services in Retailing

Each and every retail outlets adopt a new kind of tactics to attract its consumers. This varies from one to another. In order to calculate it, the consumers also adopt certain tactics. These are identified in the point of consumers.

74.9 percent of the respondents feel that the retail outlets provide desired quantity. 66.9 percent of the respondents express that they adopt strategy to check the quality of the product. 46.3 percent of the respondents, who have followed strategy to check quality, adopt the method of checking ‘quality symbols’. 54.1 percent of the respondents have accepted that the retail shops have expired products. 81.8 percent of the respondents usually adopt strategy to check the expiry date of the product. 59.7 percent of the respondents accept that the fresh products are available in all retail outlets. 54.1 percent of the respondents positively view that the retail outlets provide the ‘extended guarantee and warranty’ to those products which are meant for guarantee and warranty. 40.7 percent of the respondents come to know the offer and incentive on sale of products through TV advertisements. 65.7 percent of the respondents accept the existence of rewards point card in retail outlets.

The most important product strategies of the retail outlets are ‘Product is well organized by its packaging’, ‘Product weight is same as mentioned in label’ and ‘Packaging is having long life’. The factors - age, education and number of family members influence the perception of the respondents on ‘strategies on marketing in services’.

41 percent of the respondents feel that before going for high priced products, they go for price enquiry for various products. Majority of the respondents strongly believe that the
discount sale discloses the low quality and damaged products. 81.6 percent of the respondents accept that the price is mentioned clearly in the bill. 64.4 percent of the respondents accept that they compare the prices. 50.8 percent of the respondents accept the existence of price difference. On identification of price difference, 49.4 percent of them prefer to change the retail shop which charges low. 59 percent of the respondents accept that the description of the bill is disclosed clearly.

Majority of the respondents perceive that ‘non-moving goods’ and ‘slow moving goods’ are the main causes for fixing low price. 63 percent of the respondents accept that the retailers provide discounts on bulk purchase. Majority of the respondents perceive on price strategy adopted by the retail outlets that ‘price is reasonable’, ‘price is suitable with its quality’ and ‘price is stable’. The factors ‘age’ and ‘education’ influence on the perception of the respondents on ‘price strategies on services in retailing’.

Majority of the respondents perceive that the ‘TV advertisements’ (29.5 percent) and ‘Sales person’ (22.6 percent) are the main sources of communication for sales promotion. 50.7 percent of the respondents accept that the retailers are in contact with them after purchase. Majority of the respondents point out that the reason for contacting them is ‘to know the satisfaction level of them’ (61.5 percent).

As a part of promotional activity 58.2 percent have the perception that the retailers rearrange their products frequently from one shelf to another. 43.8 percent of the respondents have noticed the frequency of change in product location done on a weekly basis. Majority of the respondents have perceived that the most important promotion strategies are ‘willingness and readiness to help customers’, ‘quickly identifying and responding to customers who require help’ and ‘provide prompt service’. Education, monthly family income and number of family members are the factors influencing on promotional strategies. As for as overall retail marketing strategies are concerned, education, monthly family income and number of family members are the key factors influencing retail marketing strategies.

There is a positive inter correlation among marketing strategies on product, marketing strategies on price and marketing strategies on promotion.

7.4.3. Quality of Services in Retailing

80.30 percent of the respondents feel that the appearance of the physical facilities is neat and clean. 62.62 percent of the respondents prefer salesmen wearing uniforms. 68.52 percent of the respondents feel that the appearance of the salesmen is smart. 55.41 percent of
the respondents accept that it is difficult to identify the salesmen in normal or informal dress. 68.03 percent of the respondents say that the trial rooms are safe and secure. 61.64 percent of the respondents do not prefer the retail outlets having unsafe and unsecure trial rooms. 67.87 percent of the respondents prefer the seasonally decorated retail outlets.

Appearance of physical facility, appearance of sales personnel and useful signboards are very important tangibles in quality of services in retailing. Education, monthly family income, type of family and number of family members are the important factors influencing on ‘tangibility in quality of services in retailing’.

63.77 percent of the respondents have experienced with ‘commitment of mistakes in bill preparation by the retail outlets’. 59.34 percent of the respondents prefer the offer given under the condition of ‘subject to availability’ products. 64.92 percent of the respondents accept any offer under ‘discount on sale’. 52.1 percent of the respondents react positively as to their satisfaction on the reliability on discount sales.

68.85 percent of the respondents prefer to accept the special offer given by the retailer on special occasions. ‘Consistency and dependability of stores and personal performance’, ‘performing services right from the first time itself’ and ‘performing services to the designated time’ are very important reliability in quality of services in retailing. Education and marital status are the important factors influencing the reliability in quality of services in retailing.

71.31 percent of the respondents positively view the responsive behavior of salesmen. 57.75 percent of the respondents feel the responsive care on them personally. 62.13 percent of the respondents accept that the retailers upkeep their promises in a responsive manner. 53.61 percent of the respondents reject that the retailers behave unresponsively or unethically.

56.07 percent of the respondents feel that the retailers react responsively to the complaints of the consumers immediately. 64.10 percent of the respondents accept the irresponsive behavior of the salesmen in identifying their needs and wants. 57.87 percent of the respondents say that there is no reaction irrespective of the representation to the salesmen about their irresponsive behavior in identifying needs and wants. ‘Willingness and readiness to help customers and provide prompt service’, ‘quickly identifying and responding to customer requiring any help’ and ‘calling the customer back quickly after a query’ are very important responsiveness in quality of services in retailing. Gender and education are the important factors influencing on responsiveness in quality of services in retailing.
51.80 percent of the respondents have accepted that the fact that the retailers do not correct the discrepancy in the bill. 65.57 percent of the respondents confirm that the retailers had exchanged the products. 57.87 percent of the respondents accept that the retailers follow rules and regulations with regard to the exchange of product. 52.95 percent of the respondents feel that the retailers do not exchange the products immediately. 66.56 percent of the respondents feel that the retailers have taken unusually more time for alterations. ‘Well trained sales staff with relevant knowledge and skill to perform their task’, ‘sales staff are customer concerned’, ‘interested in helping customers, friendly and respectfully’ and ‘sales staff make a customer to feel safe in their transactions’ are very important assurance in quality of services in retailing. Gender, age and monthly family income are the important factors influencing on assurance in quality of services in retailing.

62.46 percent of the respondents feel that the operating timings of the retail stores are convenient for them. 55.57 percent of the respondents do not prefer to go for shopping in a crowded retail shop. 51.48 percent of the respondents feel that the sales personnel of the retail outlets do not have empathetic approach. ‘Waiting time to provide service or merchandise’, ‘provision of information about products and offers,’ and ‘explanation of payment methods’ are very important empathy in quality of services in retailing. No factor has influenced on empathy in quality of services in retailing.

Further, gender, age, education and monthly family income are the important factors influencing the overall quality of services in retailing.

### 7.4.4. Factors Influencing Services in Retailing

The factors such as gender, marital status, type of family, education, occupation, monthly family income and size of the family influence comfort provided through services in retailing. In a rotated factor matrix for the attributes of influencing factors on services in retailing,

Factor 1 - Variable in Comfort, Factor 2 - Variable in Convenience, Factor 3 – Variable in Enjoyment are grouped and identified.

Gender, age, occupation, marital status, monthly family income, type of family and number of family members are the vital factors influencing the usefulness of the services in retailing.

Friends’ role is more in choosing discount stores, super market, hyper market, and chain stores. Spouse guides visit departmental stores and shopping malls. The parents
dominate much in choosing unorganized retail shops. Children compel to go shopping at specialty stores.

Majority of the respondents prefer departmental stores because of quality, credit facility, location, door delivery, convenient timings, and customer care. Desired quantity and after sales service are the main influencing factors in choosing specialty stores by the majority of the respondents. Parking facility is the only reason for identifying super market and shopping mall. ‘Discount’ is the main factor for most of the respondents to choose discount store.

Majority of the respondents are influenced by parents in choosing retail outlets in order to avail services such as ‘Quality of goods’, ‘Lift facility’, and ‘After sales service’. The services such as ‘Number of different products available’, ‘Demonstration of products are durables’, ‘Ease in product selection’, ‘Trial rooms’, ‘Children play or rest area’, ‘Store cleanliness’ and ‘Satisfaction with return and adjustment’ are considered by the spouse who influences the respondents much at the time of choosing organized retail outlets. The children influence the respondents to select those organized retail outlets in which the services of ‘Cafeteria’ is available. ‘Number of brands stocked’, ‘Availability of preferred brand’, ‘Availability of other related brand’, ‘Signage or Direction board’ and ‘Payment counter or Delivery area’ are the factors suggested by friends of the respondents to be considered at the time of choosing retail outlets. The relatives of majority of the respondents propose the factors such as ‘parking facility’, ‘availability of trolleys or pick up baskets’, and ‘building appearance’ as key services to be considered at the time of choosing organized retail outlets. Colleagues and neighbours never interfere with respondents in choosing organized retail outlets at any point of time. As far as motivational factor are concerned, 61 percent of the respondents prefer both branded and unbranded products. But 31 percent of them prefer branded products alone. More discount is the most important reason for choosing the branded products. 41.8 percent of the respondents have the experience of getting wishes form retailers on birthdays and anniversaries.

The study has led to the following conclusions:

1. In all the situations, organized retail outlets are the most preferable shopping centers for all consumers. Among different types, departmental stores are the chosen shop for purchasing consumable products. Fresh and hygienic product of the best quality
provided at cheap rate is the mantra of organized retail outlets for marketing their service to the society.

2. In normal course of time, organized retail shop is not used for day to day purchase on daily basis. But in different occasions like visit of guests, family outing, going for tours, and visits on holidays, the organized retail outlets are considered as shopping spot at different frequency of visits ranging from once in a week to once in two months. Each type of organized retail outlets is preferred for purchase of one nature of product alone. For example for purchase of groceries, departmental store is identified. No single organized outlet is considered for one stop purchase for all products.

3. The organized retail outlets provide services like, customer care, vehicles parking slot, adjusting parking fee with dues in purchase, safety locker, guidance and direction for easy purchase, accepting debit and credit cards, accepting exchange of products, providing alterations, modifications and feedback.

4. The organized retail outlets provide guaranteed product to the consumers at the desired quantity. The strategy of allowing consumers to check the quantity, expiry date, quality and freshness of the product. TV advertisement is used as a tactics to disclose offers and incentives for sale of product. The well organized packaged product of long shelf life without any discrepancy in all aspects is the foremost priority under product strategy of organized retail outlets.

5. The strategy of allowing consumers to go for price enquiry, comparing price, getting satisfaction on low priced products, mentioning all details in bills, and allowing discounts on bulk purchases is the high priority for the organized retail outlets. Reasonable and stable price of equitable product is top priority for stable market of any organized retail outlets.

6. TV advertisements, Sales personnel, Contact with consumers after purchase and display after rearrangement of location are main promotional strategies of organized retail outlets. The prompt service of the organized retail outlets is to identify and help the consumers in an appropriate time.

7. Physical appearance and guidance of stores, personnel and sign boards are the best tangible quality.

8. Performance of stores and personnel by disclosing offer and discount is the reliable quality of the organized retail outlets.

9. The organized retail outlet takes at most care on consumer in a responsive manner.
10. Sales staff of the organized retail outlets assures consumers to feel safe by their talent gained through knowledge.

11. Organized retail outlets adopt empathetic approach to disclose waiting time, product and payment mode.

12. Comfort, convenient, relief, relaxation and enjoyment are routed in depth in providing services to the consumers of organized retail outlets.

13. Choosing different types of retail outlets depends upon the factors of products, and humans accessing them.

14. Consumers are motivated by providing discount for branded products and getting in touch with them on their special occasions and celebrations.

7.5. SUGGESTIONS

1. The organized retail outlets should be started at door step of the consumers instead of locating at heart of the city or town.

2. The organized retail outlets should make it sure that their shops are the multi service providers for all occasions.

3. Each retail outlets should form a ‘Customer Study Circle’ consisting of members from management, sales personnel, and customers to educate them on different issues cropping up in marketing the services in retailing.

4. The competency of the sales personnel should be assessed digitally based on self-appraisal and feedback of the consumers.

5. Each organized retail outlets should provide all infrastructural facilities to attract all customers of different ages.

7.6. SUGGESTIONS FOR FURTHER STUDY

1. There is great scope for studying the marketing strategies of organized retail outlets.

2. An intensive study can be attempted on quality in marketing of services in retailing.

3. A comparative study on similar nature of organized and unorganized retail outlets.

4. A study on window display in organized retail outlets can be studied in a greater depth.

5. There is a wide scope for studying the organizational skill of sales personnel in the organized retail outlets.

6. Consumers’ preference towards organized retail outlets can be studied in depth.
7.7. CONCLUSION

This modest piece of research is an effort, on the part of the researcher, to explore as many aspects of the subject as possible, allowed within the scope and limits of a doctoral thesis. All findings and suggestions made in the course of the study are supported by statistics gathered by the researcher during the period of her research. It is earnestly hoped that at least a few of the suggestions made would be implemented by the administrators, in the years to come.