



RETAILERS' SATISFACTION FOR BANANA MARKETING IN THIRUVAIYARU TOWN

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ABSTRACT

The agriculture marketing is growing good in India. The agriculture marketing varies with vegetable, fruits, grains, pulses, etc., This research work has done in Thiruvaiyaru town. This study has identified quality, price, transport, storage and marketing as independent variables and retailer satisfaction as a dependent variable. There are 405 samples selected for this study. This study used primary and secondary data collection methods. The variables quality, price, transport, storage and marketing positively correlates with each other. Except quality other variables like price, transport, storage and marketing influence on retailer satisfaction.

Key words: quality, price, retailer satisfaction, marketing.

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1. INTRODUCTION

The agriculture marketing helps many retailers. There is a good scope for agriculture marketing in India. The perishable market sellers are providing good for the customers (Gopinath, 2011). This study aims to find the factors affecting retailer sales in the study area. There are various factors influencing the retailers' satisfaction in Thiruvaiyaru town.

2. STATEMENT OF THE PROBLEM

The researcher has found the need for this research topic. The review of literature found various factors are affecting perishable marketing. This study tries to investigate the variables and their impact on retailer satisfaction. This study has selected quality, price, transport, storage and marketing variables for this research work.

3. OBJECTIVES OF THE STUDY

- To find the factors affecting banana marketing in Thiruvaiyaru town
- To study the relationship among the variables
- To measure the impact of these variables on retailer satisfaction

4. REVIEW OF LITERATURE

Kader *et al.*, (2002) and Gopinath (2019a) found quality is a degree of fulfilment. Product quality starts from selection till other decisions.

Diane M. Barrett (2010) and Karthick *et al.* (2020a) have analyzed the quality of vegetables and fruits. Colour, appearance, flavour, texture, nutritional value are the determinants for perishable goods quality.

Chung and Li (2013) studied the pricing strategy for perishable goods. Price varies due to expiry date. Retailers reduce the price for perishable products.

Jones and Reynolds (2006); Gopinath & Kalpana (2019 a) were investigated retailers' interest about shopping behaviour. Prices are based on the product freshness.

Stokey (1979) observed dynamic pricing is based on the consumer demand for perishable goods.

Sommar and Woxenius (2007) studied effective transport system will save perishable good for a long time.

Koome Dennis Karani (2017); Gopinath & Kalpana, (2019b) have found transport is an important factor for fruits and vegetables marketing.

Farooq Khan *et al.*, (2017) and Karthick *et al.* (2020b) have analyzed the storage methods for fruits and vegetables. Proper storage maintains quality, colour and flavour for fruits and vegetables. Proper temperature will keep the goods fresh for few more days.

Tara Shankar and K.M. Singh (2016) studied low water level, lack of irrigation, credit, less price and other factors affects perishable goods marketing.

Jaekwon Chung (2019) studied retailers and consumers can reduce the cost. Effective strategies will helps both to yield good results.

Carpenter and Moore (2006) studied retail format for product selection to delivery. There are many factors satisfy the retailers.

5. RESEARCH METHODOLOGY

The researcher has used descriptive research method for this research work. There are 405 sample respondents selected for this study in Thiruvaiyaru town and surrounding areas. The convenient sampling method is used for this research work. The questionnaire was prepared to collect primary data from the sample respondents. Books, journal articles and internet sources are used to refer secondary data. The five point Likert scales are used to collect data from the respondents.

6. RESULTS AND DISCUSSION

The results and discussion section have three divisions. They are demographic profile, correlation analysis and regression analysis.

Table 1 Demographic Profile

S. No.	Demographic Profile	Options	Frequency	Percentage
1.	Gender	Male	267	65.92
		Female	138	34.07
2.	Age	Less than 25 years	24	5.92
		26 to 45 years	289	71.35
		46 to 55 years	74	18.27
		Above 55 years	18	4.44
3.	Monthly Income	Rs.5,000 to Rs.10,000	147	36.29
		Rs.10,001 to Rs.20,000	243	60.0
		Above Rs. 20,000	15	3.70
4.	Education Qualification	Grade X	187	46.17
		Grade XII	85	20.98
		College Degree	9	2.22
		Others	124	30.61
5.	Marital Status	Single	85	20.98
		Married	294	72.59
		Others	26	6.41

The above table describes the demographic profile of the sample respondents. The research instrument has five questions. They are gender, age, monthly income, Education qualification and marital status (Gopinath & Irismargaret, 2019)

The gender has two options. 35.92 percent of the respondents are male and 34.07 percent of the respondents are female. The age has four classifications. 5.92 percent of the respondents are less than 25 years, 71.35 percent of the respondents are between 26 to 45 years, 18.27 percent of the respondents are between 46 to 55 years and 4.44 percent of the respondents are above 55 years.

The research instrument has three options for monthly income. 36.29 percent of the respondents are earning between Rs.5000 to Rs.10000, 60.0 percent of the respondents are earning between Rs.10001 to Rs.20000 and 3.70 percent of the respondents are earning above Rs.20000. The education qualification has four options. 46.17 percent of the sample respondents have completed Grade X, 20.98 percent of the respondents have completed Grade XII, 2.22 percent of the respondents have completed college degree and 30.61 percent of the respondents are in others category.

There are three options for marital status (Gopinath, 2019b). 20.98 percent of the respondents are single, 72.59 percent of the respondents are married and 6.41 percent of the respondents are in others category.

Table 2 Correlation Analysis

		QUALITY	PRICE	TRANSPORT	STORAGE	MARKETING
QUALITY	Pearson Correlation	1	.801**	.915**	.842**	.752**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	405	405	405	405	405
PRICE	Pearson Correlation	.801**	1	.728**	.749**	.648**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	405	405	405	405	405
TRANSPORT	Pearson Correlation	.915**	.728**	1	.862**	.794**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	405	405	405	405	405
STORAGE	Pearson Correlation	.842**	.749**	.862**	1	.840**
	Sig. (2-tailed)	.000	.000	.000		.000

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	N	405	405	405	405	405
MARKETING	Pearson Correlation	.752**	.648**	.794**	.840**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	405	405	405	405	405

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

There are five variables used for correlation analysis. They are quality, price, transport, storage and marketing (Gopinath, 2019c). The quality variable positively correlates with price (0.801), transport (0.915), storage (0.842) and marketing (0.752). The price variable positively correlates with quality (0.801), transport (0.728), storage (0.749) and marketing (0.648). The transport variable positively correlates with quality (0.915), price (0.728), storage (0.862) and marketing (0.794). The storage variable positively correlates with quality (0.842), price (0.749), transport (0.862) and marketing (0.840). The marketing variable positively correlates with quality (0.752), price (0.648), transport (0.794) and storage (0.840).

Table 3 Regression Analysis Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.849 ^a	.722	.718	.31346

a. Predictors: (Constant), MARKETING, PRICE, TRANSPORT, STORAGE, QUALITY

Table 4 Regression Analysis ANOVA^a

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	101.632	5	20.326	206.874	.000 ^b
	Residual	39.204	399	.098		
	Total	140.835	404			

a. Dependent Variable: RETAILER SATISFACTION

b. Predictors: (Constant), MARKETING, PRICE, TRANSPORT, STORAGE, QUALITY

Table 5 Regression Analysis Coefficients^a

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.866	.117		7.426	.000
	QUALITY	-.277	.069	-.305	-4.043	.000
	PRICE	.120	.043	.128	2.800	.005
	TRANSPORT	.201	.061	.243	3.272	.001
	STORAGE	.381	.048	.506	7.912	.000
	MARKETING	.301	.048	.318	6.310	.000

a. Dependent Variable: RETAILER SATISFACTION

There are five independent variables identified for this study. They are quality, price, transport, storage and marketing. The above *bêta* values show the influence of these variables on retailer satisfaction. The table values for price (0.120), transport (0.201), storage (0.381) and marketing (0.301) shows their impact on the dependent variable.

7. CONCLUSION

This study shows majority are male. There are between 26 to 45 age category. They are earning Rs.10001 to Rs.20000. The respondents have completed Grade X or XII and most of them are married. The correlation analysis shows quality, price, transport, storage and marketing positively correlates with each other (Kavitha & Gopinath, 2020). The regression analysis

shows except quality other variables like price, transport, storage and marketing influence on retailer satisfaction in Thiruvaryaru town (Usharani & Gopinath, 2020 a & b). The retailer should concentrate on these variables and improve their business based on the impact of the variables.

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