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A STUDY ON RETAILERS' SATISFACTION OF SOYA PRODUCTS FOR SAKTHI SUGARS LIMITED, SOYA DIVISION, COIMBATORE

By

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CERTIFICATE

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Certified that this project report titled **"A study on Retailers' Satisfaction of soya products for Sakthi Sugars Limited, Soya Division, Coimbatore"** is the bonafide work of **Mr. Brajagopal Mondal, 10MBA011** who carried out the project under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

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CERTIFICATE

This is to certify that **Mr.Brajagopal Mondal**, First year MBA student of KCT Business School, Coimbatore has done a project on the topic **"A STUDY ON RETAILERS' SATISFACTION OF SOYA PRODUCTS FOR SAKTHI SUGARS LIMITED – SOYA DIVISION, COIMBATORE"** in our organization during the period from 27.06.2011 to 12.08.2011.

During the above period, his performance, conduct and character were found to be **GOOD**.

We wish all success in his career.

FOR SAKTHI SUGARS LIMITED
(SOYA DIVISION)

P.MUTHUVELAPPAN
SR.VICE PRESIDENT-HRD

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SYNOPSIS

SYNOPSIS

Sakthi soya, a Division of Sakthi Sugars Limited is the Pioneer in Soya products in South India having a sophisticated factory. Sakthi is pioneer in introducing soybeans in southern India in 1989.

The study undertaken is to analysis retailers' satisfaction regarding Sakthi Soya products and to understand the purchase pattern of the customers for soya products. To study the level of competition in the soya market and to know the effectiveness of existing promotional activities and to suggest efficient promotional strategies was also aim of this study. This study is conducted in Coimbatore city covering 80 retail shops.

Sakthi Soya enjoys leading position in Coimbatore city. Quality has been found to be the main factor in purchasing Sakthi Soya. Promotional effectiveness is not impressive and the company needs to concentrate on it to increase sales.

INTRODUCTION

CHAPTER 1

INTRODUCTION

1.1 About the Study

The marketing research is conducted to find the retailers satisfaction level for Sakthi Soya at Coimbatore. At present there are few market players among them Sakthi Soya is a strong player. The retailers' satisfaction for the existing services of Sakthi Soya is analyzed and for future suggestion to improve the satisfaction level of retailers is given. Existing promotional activities are analyzed and suggestions for efficient promotional strategies in future are given.

1.2 Industry Analysis

With worldwide demand for soya increasing steadily over recent years, the price of soya has increased steadily with it. Huge demand from China and South East Asia, as well as bio-fuels use, and increasing demand for Soya, have all served to more than double the price of soya beans in the last five years. There is huge market demand in the UK, and with new varieties and extensive knowledge of the crop

Soybeans belong to the legume family and are native to East Asia. They have been an important protein source in the Orient for over five thousand years. Soybeans have only been introduced to the Western world since the 20th century. Soybeans grow on a variety of soils and a wide range of climates, ranging form tropical Brazil to the snowy island Hokkaido in the north of Japan. As soybeans mature in the pod, they ripen into hard, dry beans. Although most soybeans are yellow, there are also rare varieties which are black, brown or green colored. A given area of land planted with soybeans can produce much more protein than land planted with other crops, or if the land were used to raise cattle.

Factors Influencing Soybean Markets

- Weather at all the producing centers, domestic and international. The pod bearing period, being the most crucial.
- The area planted, determined by the price of soybean against that of competitive crops, viz., maize, jowar, bajra.
- International price movement, the futures market at CBOT being the major international reference market.
- Pests and diseases.
- The supply-demand and price scenario of competitive oils, viz., palmoil.
- Demand for soymeal from the feed sector and the entire fundamentals of this sector.
- The crush margin between meal, oil and seed.

Top Soyabean Producers

America led the world in soybean production, with an output of 84 million metric tons. Second-place Brazil produced 57 million tons, followed by Argentina with 41 million tons and China with 18 million tons. India is in fifth place.

America's average annual growth rate of soybean production over the past 4 decades is 5% compared to Brazil's more robust 14% average annual increase. Experts expect Brazil to overtake America as the world's largest soybean producer within a few years

An average annual increase of 27%, Argentinean soybean production has risen even faster than Brazil. Both South American nations have become strong competitors for the U.S. in the world soybean market

Nutritious value of Soyabean (Per 100 gms of Soyabeans)

Calories	432
Complete Protein	43.2 gm
Fat	10.50 gm

Calcium	240 mg
Phosphorus	690 mg
Iron	11.50 mg
Carotene (Vitamin A)	426 mg

Small quantity of Vitamin B

Soya production on India:-

S.no.	State	2009-2010 Season			2008-2009 Season		
		Kharif	Rabi	Total	Kharif	Rabi	Total
1.	Madhya Pradesh	**55.0**	--	**55.0**	55.0	--	55.0
2.	Maharashtra	**20.0**	--	**20.0**	23.0	--	23.0
3.	Andhra Pradesh	**1.5**	--	**1.5**	1.5	--	1.5
4.	Rajasthan	**5.0**	--	**5.0**	6.0	--	6.0
5.	Karnataka	**1.5**	--	**1.5**	1.5	--	1.5
6.	Chhatisgarh	**1.2**	--	**1.2**	1.0	--	1.0
7.	Others	**0.8**	--	**0.8**	1.0	--	1.0
Total		**85.0**	--	**85.0**	89.0	--	89.0
Retained for sowing & direct consumption		**10.0**	--	**10.0**	11.0	--	11.0
Marketable Surplus for crushing		**75.0**	--	**75.0**	78.0	--	78.0

Soya facts

"Soya" (or "Soy" in the United States), is a legume, Glycine max (L.) Merrill. Soy has been grown for three millennia in Asia and, more recently, has been successfully cultivated around the world. Today, the world's top producers of soy are the United States, Brazil, Argentina, China and India. About 85 percent of the world's soybeans are the soybean meal that is crushed is further processed into animal feed with the balance used to make soy flour and proteins. Of the oil fraction, 95 percent is consumed as edible oil; the rest is used for industrial products such as fatty acids, soaps and biodiesel. Soy is one of the few plants that provides a complete protein as it contains all eight amino acids essential for human health.

Soya as a food ingredient

About two-thirds of all manufactured food products contain derivatives or ingredients made from soya. Before they can be used in food products the soya beans have to be cleansed, cracked, dehulled and rolled into flakes, which ruptures the oil cells for easy extraction. The oil is extracted using a food-grade solvent, n-hexane - mostly for production of vegetable oil and margarine. In its pure form as a vegetable oil, it is often used in salad dressings and mayonnaise; as a vegetable fat it is used for baking and frying. Soya lecithin acts as an emulsifier in some chocolate, breakfast cereals, ice cream, sweets and margarine. Soya oil is also used in a wide variety of non-food products eg soap, biological detergents, plastics, and CFC-free cooling agents; the derivative glycerine is used in the manufacture of emulsifiers for skin cream and softeners for gelatin capsules.

Soya flours were developed in the 1940s by grinding and screening defatted flakes; these are used to increase the shelf-life of many products and improve the colour of pastry crusts; the flour is free of gluten, so cannot replace all the wheat or rye flour in bread-making but can be used at about 15% to give a dense bread with a nutty flavour and moist quality. Texturised soy protein (TSP or TVP) is made from soya flour that is compressed until the fibres change in structure. It is available to home cooks as a dried, granular product and in chunk-sized pieces for rehydrating and use as a meat-replacer.

Following the development of methods to produce isolated soya proteins in the 1950s, it is also processed for use as soya protein in biscuits, sweets, diet drinks, pasta and frozen foods; it also improves the consistency of meat products. It is added to many foods including pizzas, noodles, bread, foods for special dietary needs, for instance soya drinks, which serve as a substitute for cows milk. Various cheese and other milk and meat substitute products, such as miso, tofu and tempeh, can be made by fermenting soya protein. In addition, naturally-brewed soya sauce uses a starter culture called koji, a member of the Aspergillus family, with a mixture of soya beans and wheat.

Seed Varieties

Because soybeans are grown around the world under many different climatic conditions and have been grown for many centuries, there is wide range of soybean varieties. Genetically modified (GM) soybeans varieties began to be commercially grown in 1996, and they quickly became predominant in the major soy producing countries. Early GM soybeans were engineered to be herbicide resistant (specifically to the popular RoundUp Ready brand glyphosate) and were thus very popular with farmers. More recent generations of GM soybeans have included traits that have benefits for oilseed processors and the consumer. Seeds containing more that one of the attributes is said to have "stacked traits."

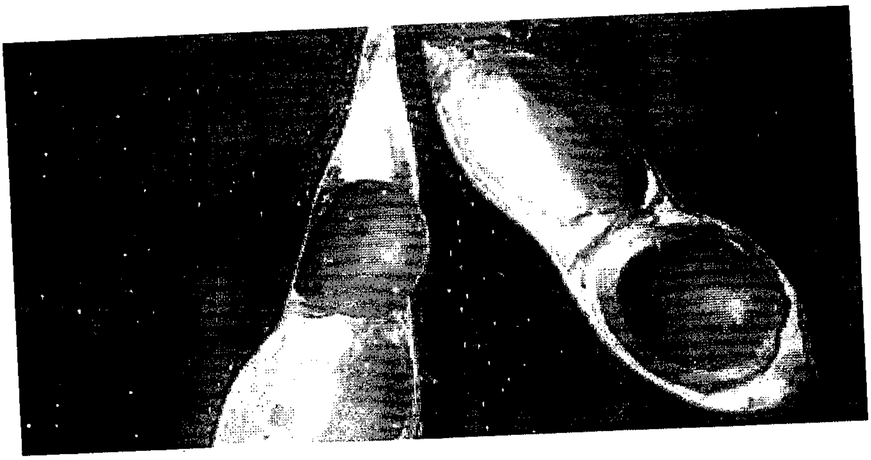
With the dramatic increase in GM crops over the last decade, soybeans that have been bred traditionally have become increasingly valuable for use in the European Union and other areas particularly sensitive to the use of genetic modification. Traditional varieties are also used in organic foods and other products for which the consumer expects a 'natural' product.

Some soybeans are larger in size and higher in protein than others, while some varieties have a brown, buff or clear-colored hilum (the spot on the soybean where it connects to the pod). Soyfoods manufacturers require different types of beans for each product; for example, producers of the traditional Japanese soyfood 'natto' need a small soybean variety.In order to ensure the integrity of the finished product, food makers and others who have specific requirements may purchase Identity Preserved (IP) beans.

Primary Areas of Production

Though still the largest soy exporting country (for now), the United States has lost the dominant position it once had in the global soy trade. Brazil, Argentina, China and India have all become major producers as the world's demand for soy as food, vegetable oil.

Given the amount of available arable land and water resources in Brazil, it is expected to eventually become the number one soybean-producing nation. Already, South America as a continent produces more soybeans than North America (combined U.S. and Canada production). In the past decade, large tracts of fertile land and low labor costs have fueled explosive growth in South America's soy industry. Poor road and rail infrastructure, as well as economic instability and environmental concerns, have been the primary checks to further expansion.



Growth in China, where this story began, has been plagued with inefficiencies and lags behind most major producing countries, though it is still the fourth largest soybean grower. In the U.S., soybeans are grown mostly in the Midwest. The top soy-producing states are Iowa, Illinois, Minnesota, Indiana and Nebraska. Many farmers in this region grow corn and soybeansinrotation. The Brazilian states with the greatest soybean production are Mato Grosso, Paraná and Rio Grande do Sul.

Major Products

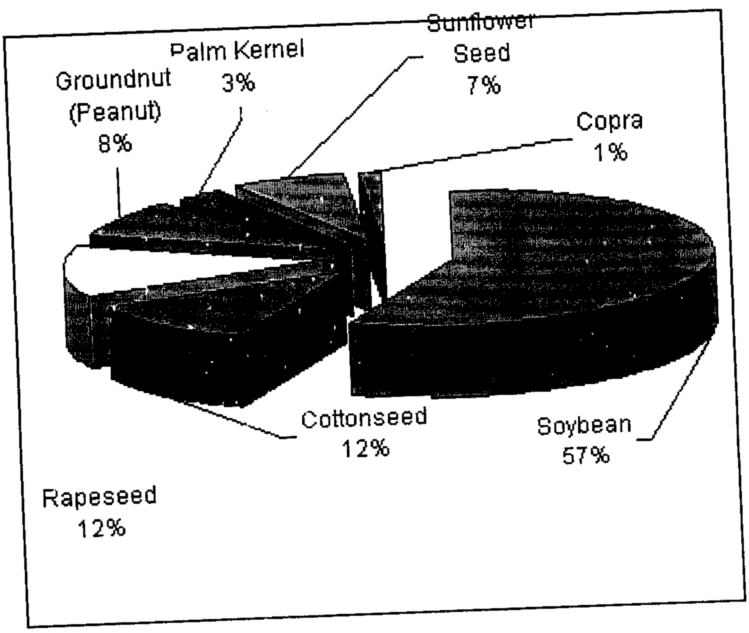
About 85 percent of the world's soybean crop is processed into meal and vegetable oil, and virtually all of that meal is used in animal feed. Some two percent of the soybean meal is further processed into soy flours and proteins for food use.

Approximately six percent of soybeans are used directly as human food, mostly in Asia. The oil component of crushed soybeans is primarily used for human consumption, ... tion used for biodiesel production is growing rapidly, especially in the

Food uses of soybeans include traditional soyfoods such as tofu and soymilk as well as 20th century innovations – meat analogs and soy-based yogurts, for example. For more information about soyfoods, please visit our Soyfoods Facts page.

Soy ingredients have become staples in the food manufacturing industry. Lecithin is widely used as an emulsifier; since the 1970s, partially hydrogenated soybean oil has been a mainstay in the production of snacks, baked goods, salad dressings and other foods (although the trans fatty acids it contains has led to its rapid fall from grace in recent years; see also our Trans Fat Facts page); soy protein ingredients play functional roles in baked foods, processed meats and other products. In addition to being used for their functional characteristics, soy ingredients are used to add nutrition to processed foods; some isolated soy proteins, for instance, are specifically designed to be used in acidic or clear beverages – products that could not, until recently, be protein-fortified. Soybeans are also processed into many industrial products. The primary one at this time is biodiesel, or soy methyl esters, which may be used in any diesel engine.

Chart showing World major Oilseed Production



Common Processing Methods

After being cleaned and dehulled, one of three processes is used to separate the ... meal (this is also called "crushing" or "oil mill" operations).

These processes are:

- Solvent extraction: This process, which is the one used most commonly around the world, uses hexane to leach or wash (extract) the oil from flaked oilseeds. This method reduces the level of oil in the extracted flakes to one percent or less.
- Continuous pressing: This process is performed at elevated temperatures, using a screw press to express the oil from ground and properly conditioned soybeans. The pressed cake is reduced to between 4 percent and 6 percent oil content by this method.
- Hydraulic or batch pressing: This is an intermittent pressing operation carried out at elevated temperatures in a mechanical or hydraulic press after the soybeans have been rolled into flakes and properly conditioned by heat treatment. It is the oldest known method of processing oilseeds.

Leading Companies in the World

There are four multinational corporations who dominate the world trade in soybeans (as well as many other commodities). They are Archer Daniels Midland Company, Bunge Limited, Cargill, Incorporated and Louis Dreyfus Group. All of these firms also have significant soybean processing interests throughout the world. Other commodity trading firms are active in the global soybean trade, including Itochu Corporation, Marubeni Corporation, Mitsui & Co. Ltd., Noble Group and Sumitomo Corporation.

Leading companies in India

Ruchi Soya Industries, Betul Oils & Flours Ltd, Sakthi soya, Mahakali Foods Pvt. Ltd, Gujrat Ambuja Soya,

Market Trends

World soybean production has increased by over 500 percent in the last 40 years, and it will continue to grow on strong demand for animal feed (especially in China, where the rapidly increasing standard of living allows the average consumer to eat more meat than ever before). Significant demand growth for biodiesel feedstock is also occurring; soybeans will continue to be one of the primary such feedstocks in the near term.

Steady demand for soyfoods (and healthful foods that happen to contain soy ingredients as a means of enhancing nutrition) will also ensure continued need for food grade soybeans, including specialty varieties, organic, non-GMO and IP beans.

India's soya industry

India's soya industry is re-discovering the pleasures of leisure. Crushers are idle. On some days it costs more to crush soya and sell the oil and meal than the money one can make on it. There is negative crush margin, to use jargon. Exporters are unable to find buyers for costly Indian meal. Oil traders are outpriced unless they mix cheaper palm oil to make their tankers attractive. Obviously something has to give. The industry is hoping it will be bean prices.

High prices and the negative crush margin indicate just one thing: too many people chasing too few beans. Companies are buying beans simply to keep factories running. Since bean supply is unlikely to get a boost at season's end, the weaker factories competing for expensive beans will be forced out over the next few weeks. Once the scramble abates, bean will start falling in line with meal and oil prices. These smaller factories have any way outlived their sell-by date. Processors went on an expansion spree at the start of the season, confident they could better last year's unbelievable performance. But over capacity slaughtered the golden goose. Now everyone is at the funeral. The crisis created by expensive raw material is not unique to soya. Starch companies that use corn are in the same quandry.

Even technically, the current price ratio between corn and soya shows neither is likely to become substantially cheaper soon. On Chicago Board of Trade, soya-corn price ratio is currently 2.43, which means soya is that much more expensive than corn. It is usually at 2.5. This ratio is important in the US because farmers in the Mid-West tend to take their planting decisions based on how much each will earn them. In India, farmers don't choose between corn and soya using this logic. But the desi soya-corn ratio is at 2.66, which isn't so far off the mark from CBoT.

Soyameal exports are likely to double this month to about 5.5 lakh tonnes on higher overseas demand. Exports during the same month last year stood at 2.74 lakh tonnes. "We [illegible] about 5.5 lakh tonnes in January. There is good demand from

Rajesh Agrawal, has said. He noted that currently the exports are taking place at $410 dollar per tonne. Mr Agrawal said the exports would reach 19-20 lakh tonnes during the first four months of the 2010-11 marketing year which started in October 2010. During the first quarter of the current oil year, exports have increased by 74 per cent to 14.66 lakh tonnes against 8.41 lakh tonnes in the year-ago period. China, Indonesia, Japan and Vietnam are the major importers of Indian soyameal. Overall, Mr Agrawal said the country's soyameal exports are pegged at 35 lakh tonnes in 2010-11 against 23.52 lakh tonnes in the previous oil year. "Exports in the coming months would depend on domestic consumption which have risen by 10 per cent and export parity," he said. Mr Agrawal pointed out that at the current domestic rate of soyabean of Rs 25,000 per tonne, there was no export parity as the processors are currently exporting at about Rs 19,000 per tonne. This is possible as processors had purchased stocks when the soyabean prices were lower.

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1.3 Sakthi Soya – Company Profile

Sakthi soyas, a Division of Sakthi Sugars Limited is the Pioneer in Soya products in South India having a sophisticated factory of 300 TPD at Marchinaickenpalayam, Ambarampalayam p.o, Pollachi Taluk, Tamilnadu.

Established in the year 1989, the Soya Division is having Seed Preparation Technology of Buhler Brothers, Switzerland and Solvent extraction / Deoiled products through an innovative system namely "Flash Desolventising System" and DTDC technologies of Extraction technique, West Germany.

The Oil refinery is of 60 TPD with technology of westfalia Separators, Germany and Micro filtration techniques of Ama Filters, Holland.High grade fine Soya flour is being produced with a milling capacity of 200 TPD equipped with ACM pulverizer, Bubler Mills and Roller mills.

The Texturised products are manufactures with the patented Anderson Extruder of USA.The products manufactured at Sakthi Soyas are – Soya Flakes / Flour – both defatted and full-fat, Refined Soya Oil, Soya Meal, TVP Chunk, TVP Grits, TVP Flakes, Acid Oil, Lecithin and Weaning food.

Defatted High PDI white soya flour have wide applications in confectionery, baking, pharmaceuticals and down stream products like protein isolate, protein concentrates etc. It is being exported widely to other countries. The soya chunks under the brand name "Sakthi Soya Bite" is a widely acclaimed food nourisher among South Indian populace. Besides, the products are also exported to South East Asian countries.

The factory is equipped with Modern Quality control Laboratory with facilities of latest instruments like Dicky John NTR Analyzer, Lovibond tintometer, spectrophotometer etc. It is also attached with microbiological testing equipments.

Sakthi Soyas is also engaged in group R & D like soybean varietal maintenance, varietal multiplication, varietal comparison and need based Agronomy, entomology and plant pathology experiments. The Biometric observations are made with statistical analysis. We have a modern seed processing unit to supply high quality Soya seeds for

Sakthi group in its own interest has been expanded in to various spheres viz..,

- Sugar
- Industrial alcohol
- Textiles
- Automobile parts
- Bus transport
- Parcel service
- Sales & Service of Automobiles
- Soya products
- Fruit Beverages
- Synthetic Gems Manufactures
- Education & IT Training
- Soft drinks
- Finance

Purchase Department in Sakthi Soya

Sakthi Soya's factory purchase its raw materials from the Zonal offices apart from that it purchases the materials from the agent or contractor's and from other third parties.

Soyas are the basic raw materials of this factory, yellow soya's and Col Soya's are two varieties in the factory. The variety is mainly cultivated and is available from North India. It is only available for a period of 6 months (i.e) from the month of October to March.

The purchase of raw material is based on requisition. The raw material costs benefits to the company based on the purchases.

Purchase Requisition

In this company, whenever production departments need, materials, it is officially brought to the notice of purchasing department through a document known as purchase requisition. The purchase department action to purchase materials on the basis of purchase requisition. Printed form is used for purchase requisition. A purchase requisition contains the following information.

- Specifications of materials.
- Quantity and quality of materials.
- Date by which materials requires
- Place at which the materials should be delivered

A purchase requisition is prepared is duplicate and is signed by authorized persons only.

Bill of materials

A bill of materials is a list of all standard items required for a job. It is generally prepared by the product planning department and sends to stores. It is advance intimation to the store keeper about the requirement of materials. The storekeeper work out the total material requirement form bill of materials, find out the existing stock and decides the actual materials to be purchased. Then a purchase requisition is prepared and sent to purchase department.

List of suppliers

Raw materials are purchased from farmers and also from Tanjore and North Side.

Purchase Order

After selecting the supplier, a purchase order is sent to him, it is a letter sent to the supplier, asking to supply materials and bill.

Six copies of purchase order are prepared and signed by the purchase officer. Out of these copies one copy each is sent to

- Supplier
- Storekeeper
- Account Section
- Inspection department
- The department placing purchase requisition
- Retained by the purchase department for record.

Follow up of purchase order

In this company merely placing the purchase order will not guarantee the supply. The purchase department shall maintain contact with the supplies. The supplier is retained of delivery period. It must be ensured that materials will be supplied in time. In case, materials are not received in time, corrective actions shall be taken, such as transferring order to other vendors, change of transport etc.

Inspection of materials received

In Sakthi Soyas after the receipt of materials, the same is inspected and compared with the purchase order. The discrepancies found are promptly informed to the supplies. The rejected materials are returned to supplier for replacement.

Verifying Suppliers Bill or Invoice

In Sakthi Soyas the bills are verified for the correctness of the materials received and the prices. It must be ensured that the discount if any has been allowed in the bill. The bill must also be verified for taxes and other terms and condition. After confirming.

Closing the Completed Order

The file copy of purchase order is removed and entries such as "materials received in good condition", "bill passed for payment" etc are made. Then it is stored in the file of closed order.

Marketing Department in Sakthi Soyas

The Sakhi Soya factory does not sell the finished product. Every sales of finished product is made through the company head office, otherwise registered office situated at Coimbatore.

The Procedure for Marketing the Goods

The customer of Soyas products may be a whole seller / retailer must first approach the head office.

- In the head office the customer must state about the product he wants to purchase and quantity he needs.
- On knowing the requirements of the customer the head office will study the current

- The order contain Name and Address of the customer quantity required price per tone. Based on this order only the customer can purchase the needed goods from this division.
- After his / her arrival he should approach the weigh bridge operator to weigh container.
- Here the weight bridge operator prepares a document named dispatch weighment ticket.
- The customer should take it to the office and handover to marketing incharge to prepare a delivery challen-cum invoice / cash bill.
- It contain the amount to be paid by him to this division. The customer may make the payment by cash payment or by demand draft or by cheque.
- Another document called 'Loading Advice Memo' (The goods required by the customer to be dispatched from the godowns.
- Based on the loading advice memo. The godown in charge loads the needed products of the customer. Finally, the driver of the vehicle / customer should sign the memo on departure.

1.4 Objective of the Study

Primary Objective:

To study the retailers' satisfaction of Sakthi Soya products.

Secondary Objectives:

1. To study from the retailers about the purchase pattern of the customers for soya products.
2. To study the supply gap between retailers expectations and service delivered by Sakthi soya.
3. To study the existing level of competition in the soya Market.
4. To study the existing promotional activities and to suggest efficient promotional strategies.

1.5 Scope of the Study

The scope of the study is confined to retailers of Coimbatore. The research is primarily emphasized to analyze the satisfaction level of retailers. Sample size of 80 were taken into account for this purpose.

REVIEW OF LITERATURE

CHAPTER 2

REVIEW OF LITERATURE

Ian Clarke, Peter Jackson and Alan Hallsworth[1] (2010) project addressed the implications of the growth in concentration in food retailing in the UK through a 'lens' of consumer choice. The UK Competition Commission (2000) concluded that the degree to which consumers have adequate choice will depend on local circumstances. Our ESRC-funded research addressed this issue by exploring changing retail provision between 1980 and 2002 in an 'average' situation (Portsmouth). We combined extensive large-scale surveys of shopping behaviour with qualitative studies to provide a picture of the choice implications for different households' based on their uses and experiences of local retail provision.

Darshan Parikh[2] (2010) Retailing in India is growing at the rate of about 18-20 per cent per annum. As part of its strategy to gradually open it up to foreign competition, the government is also in the process of increasing foreign direct investment in the retail sector. At the same time, the urban consumer is becoming more discerning and demanding as far as the lifestyle is concerned. Urban Indian household income and purchasing power are also on the rise. Under such circumstances, the success of organized retailing in India mainly depends on delivery of services through quality improvements. In service organizations, customer-perceived service quality is considered as one of the key determinants of business performance. So far, in the Indian context, there is a dearth of tested instruments which can measure customer-perceived service quality of a retail store. Statistical analyses were performed to test the dimensionality of service quality and to examine the reliability of the scale. Finally, the analysis of the gap scores was used to suggest relevant improvements in the retail store service quality.

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[1]Ian Clarke, Peter Jackson and Alan Hallsworth, Retail Competition and Consumer Choice: Long-term Change and Household Dynamics.
[2]Darshan Parikh, Measuring Retail Service Quality: An Empirical Assessment of the Instrument.

Velitchka D. Kaltcheva & Barton A.Weitz[3] (2009) The level of excitement retailers should create in their stores depends on the shopping motivation of their customers. Retailers can infer the motivational orientation of their current and prospective customers from the retail offering the day of the week and the time of day the time of the and the retailer's location. After a retailer determines the dominant motivational orientation of its customers, our framework suggests that the retailer should create a high-arousal environment for recreational consumers and a low-arousal environment for task-oriented consumers. Retailers can use different elements of the store environment to influence customer arousal levels. For example, if a grocery store chain finds out that its customers are predominantly task oriented, it should use store designs with less-saturated cooler colors and even associate such colors with its brand name. It should not use intense orange or red colors. The stores should have a simple layout and merchandise presentation. In contrast, the customers of a sporting-goods retailer may be predominantly recreationally oriented. This retailer should design its stores with a more complex layout and merchandise presentation and regularly reorganize the store and the merchandize.

Magnus Söderlund[4] (2008) Focus on one particular factor in the retail environment: human beings. This factor is well-researched with respect to the impact of the employee – the sales person or the service worker – on the customer's evaluation of the retailer (e.g., Bitner et al 1990; Hartline and Jones 1996; Smith et al 1999; Winsted 2000). The employee, however, is not the only type of human being which the customer encounters in a retail environment. Other customers, who are strangers from the individual customer's point of view, and who happen to be in the same retail environment, represent another type. In many cases, such other customers outnumber the employees – but these customers' influence in the retail environment is significantly less well-researched. We

[3] Velitchka D. Kaltcheva & Barton A.Weitz, When Should a Retailer Create an Exciting Store Environment.

[4] Magnus Söderlund, Why retailing should not be a stranger to the stranger: Other customers in the retail environment have an impact on the customer's evaluations of the retailer.

that people are almost programmed to be influenced by others, even when those others are peripheral strangers. Indeed, it seems as if this source of impact is so strong that even an invisible stranger can have an impact – such as when an anonymous customer, who is already gone, has left traces in terms of rendering a stack of merchandise incomplete (Razzouk et al 2002). We assume that the impact of strangers is predicated on a fundamental "need to belong" (Raghunathan and Corfman 2006) and that this need is fuelled in a retail environment in which social motives, such as people watching, often contribute to people's patronage decisions (cf. Tauber 1972). Given these assumptions, it is unclear why the impact of the "other-customer-who-is-a-stranger" has been neglected in existing research. Presumably, one reason is that much retail research ultimately aims for offering managerial implications in terms of controllable retailer attributes – and customers may be less easily controlled than employees (and the physical environment). Be that as it may, several characteristics of "other-customers-who-are-strangers" can have an impact on the customer's overall evaluation of the retailer. Yet to date no attempt has beenmade to integrate them into the frame of the same study. In the present study, we examine 3 three such characteristics. First, because *the number of other customers* who are present in the same retail environment has been shown to affect the customer's emotions (Argo et al 2005), we explore if the mere number of others can influence also the overall evaluation of the retailer. Second, we explore if *the visible consumption/purchases of other customers* (what they have already purchased and what they are about the purchase) may offer clues when the customer forms an overall evaluation. This assumption is derived from research on perceptions of others' consumption constellations (cf. Englis and Solomon 1995; Lowrey et al 2001). The third characteristic is perhaps the most well-researched to date (yet the number of studies is still surprisingly low): we expect that the nature of the interaction between the individual customer and other customers who are in close proximity, in the same commercial environment, may have an impact on the customer's overall evaluation (Grove and Fisk 1997; Martin and Pranter 1989, Martin 1996). This study, then, is an attempt to examine three aspects of the impact of other customers which (a) have received limited attention per se and (b) have not yet been examined within the frame of the same study. And for each such aspect, the purpose is thus to assess the potential for impact on the customer's overall evaluation of the retailer. In addition, most studies of customers in a retail context examine the visit to the retailer as a separated

Phylis M. Mansfield, University of Memphis[5] **(2004)** Retailers, defined here as stores that offer a mix of tangible goods and services, are also experiencing a philosophical shift from a profit-centered objective to a customer-centered, relationship-oriented, objective. One strategic alternative to differentiate themselves from other retailers of similar product lines, is a focus on high levels of customer service and customer satisfaction. One specific facet of this strategy is for retailers to offer customers an opportunity to return any product that is not satisfactory – in some retailing establishments it is virtually a "satisfaction guaranteed" policy. The purpose of this paper is to address some of the abuses of this type of policy by customers, and the potentially negative impact it could have on the retailer. Retail establishments must contend both with quality and satisfaction of the service process, as well as quality and satisfaction with the tangible product. In effect, the retailer is the agent of the manufacturer, and the primary point of contact the customer has with the producer of the product. Studies have found that when dissatisfied with a product, customers often transfer a portion of the dissatisfaction onto the retailer who sold them the item (Miller 1976). A recent

The service process itself takes on a ration of tangibility, capable of being perceived as an entity. Oliver (1981) investigated the relationship between retail store satisfaction and repatronage,and found that satisfaction with a retailer is actually of greater importance than satisfaction with a manufacturer, due to the retailer's proximity to the customer in the distribution channel. "The retailer is seller, renderer, and servicer, and therefore becomes the first scapegoat of the consumer's wrath" Retailers must establish a multiphase program of satisfaction that not only ensures positive evaluation of a product, but of the service/sales process as well.

Karen Brunsø and Klaus G. Grunert[6] **(2004)** During the last decades the fight between manufacturer brands and retailer brands has intensified. While there seems to be several immediate benefits for a retailer to increase the number of own private labels, the impact

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[5] Phylis M. Mansfield, University of Memphis, Retail Satisfaction And Service: The Role of Returns Policies.

[6] Karen Brunsø and Klaus G. Grunert, Retail brand architecture and consumer store loyalty.

future store image and loyalty should also be considered. Our aim is to investigate the relationship between consumers perceived retail brand architecture, their store satisfaction and loyalty. Furthermore we use perceived store image as a mediating factor in our framework. In total 772 Danish households participated in a telephone interview and returned questionnaires by mail. The major contribution of this research is to conceptualise and empirically investigate the role of brand architecture for perceived store image, store satisfaction and loyalty.

Andrew Fearne, Rachel Duffy & Susan Hornibrook[7] (2003) A wide level of support for the items being measured (all the statements achieved mean importance ratings in excess of 2 = "medium significance for the business" on a scale from 1 to 3) and the proposed scoring system generates adequate variation to capture the relative performance of each supermarket. There were noproblems associated with the completion of the questionnaire and the level of response from suppliers, given the sensitivity of the data collected, is encouraging and indicates that the questionnaire was not deemed too daunting or time consuming to complete. The results provide some evidence to support the hypothesis that not all supermarkets are 'bad' (good practice is clearly being adopted by some) but practices and perceptions vary significantly between and within retailers and, on average, there is considerable room for improvement. However, contrary to popular belief, these results suggest that a retail strategy based on everyday low prices (such as that adopted by retailer C) does not necessarily mean that suppliers must suffer, relative to the value-added strategies adopted by niche retailers like retailer D). Turning to the future and the further development of the conceptual framework and survey instrument, there are several aspects that warrant further attention. The single biggest problem is the sampling method – ideally all suppliers (account managers) should be asked by their respective buyers to complete the questionnaire, anonymously and return it to an independent organisation for analysis, in order to ensure complete coverage of the respective supermarket's supply base. Finally, the conceptual framework, the survey method and the justification for the study as a whole are all based on the premise that supermarkets exploit their position of market dominance and treat their suppliers unfairly.

[7]Andrew Fearne, Rachel Duffy & Susan Hornibrook, Measuring Distributive And Procedural Justice In Buyer/Supplier Relationships: An Empirical Study Of UK

D. Muthamizh Vendan Murugavel[8] (2000) Retail is clearly the sector that is poised to show the highest growth in the next five years. The sector is set for a revolution, as both the present players and new entrants are gearing up to explore the market. This sector contributes 10% of India's GDP and the current growth rate is 8.5%. The present size of the organized retailing sector is approximately 3% and is expected to grow to 25-30% by the year 2010. There are about 300 new malls, 1500 supermarkets and 325 departmental stores currently under construction. Based on the findings of the study, various suggestions were made. If those will be properly considered by the retailers, preferred result could be accomplished.

Kisang Ryu and Heesup Han[9] (1999) Services deliver benefits that are often intangible and difficult to evaluate prior to purchase and consumption. A restaurant"s service and the quality of its food cannot be judged until those elements have been experienced. Thus, consumers seek tangible cues (e.g., lighting, table cloths) to predict what the restaurant will provide. Determinants of quality in the previous hospitality literature mainly focus on intangible attributes. However, Clark and Wood (1999) argued that tangible rather than intangible elements are of greater importance in gaining customer loyalty and continued restaurant patronage. Consumers" favorite sandwiches/bakery is "Panera Bread", which is one of the leading brands in the quick-casual sector. The best attribute of the brand is atmosphere, followed by food quality, menu variety, service, and cleanliness. Consumers increasingly value atmosphere in the entire dining experience, which is consistent with the feature of physical environment in the present study. More restaurateurs are making efforts to meet that desire with innovative and exciting designs. According to the National Restaurant Association"s (2001) restaurant industry forecast, restaurant operators are investing more than ever before in restaurant design and décor as they strive to create a setting that will set them apart from the competition (Hamaker, 2000). This study revealed that perceived quality of physical environment was an important factor affecting customer satisfaction.

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[8] D. Muthamizh Vendan Murugavel, Problems Faced by The Retailers And Customers – An Empirical Study.

[9] Kisang Ryu and Heesup Han, Influence of the Quality of Food, Service, and Physical Environment on Customer Satisfaction and Behavioral Intention in Quick-Casual

Purushothaman K[10] (1998) Indian retail industry has seen phenomenal growth in the last five years (2001-2006) and organized retailing has finally emerged from the shadows of unorganized retailing and is contributing significantly to the growth of the overall retail sector The percentage of the respondents who go to shop in malls usually comprises of youth. The respondents who regularly indulge in shopping are male and majority of the respondents are married, this indicates that most of the buying decision is made by man of a family. The mindings from the survey indicate that over half of the respondents prefer to shop in the malls along with their family. The respondents who go to shop in the malls for kitchen and house hold products do so because they feel almost all of the goods and brands are available under one platform. On the other hand the respondents who do not go to shop in the malls do so because they feel that most of the malls do not keep all the brands and they try to promote only their brand, they also fell that most of the shopping malls are situated far away from residential areas. When the respondents do go to shop they spent on an average of around 500-1000 rs per visit.

Dr. Bernadette D'silva, Dr. Stephen D'silva and Roshni Subodhkumar Bhuptani[11] (1999) The consumer who looks for choices should be satisfied with the shopping experience and so should the proprietors of the supermarkets be, by making the consumer buy the products that they choose to sell. The first hypothesis of the research was "The rate of exposure is directly related to the rate of sale of merchandise", which has been proven true in the course of the research and therefore we can state that with higher visibility of a product, the sales for the product increases. The positioning of any and every item should be done religiously in a supermarket, as it is one of the most important factors that maximize sales. P-O-Ps, in-store promotional schemes, announcements etc. facilitate the consumers to recall products that they otherwise would have missed. There are a high proportion of people who buy products on impulse. Stores should devise strategies to effectively cater to such consumers. They should formulate attractive entrance and check out advertising displays and in-house promotional plans. They should control the traffic flow in supermarkets in such a manner that people move slowly and through as many numbers of aisles as possible.

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[10] Purushothaman K, Customer Satisfaction Survey on Food Retailing Experencies.

[11] Dr. Bernadette D'silva, Dr. Stephen D'silva and Roshni Subodhkumar Bhuptani

RESEARCH METHODOLOGY

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Type of Research

The research type for this project is descriptive research study. The descriptive study is designed to find the retailers satisfaction level.

3.2 Data and sources of data

- Data used for this study is Primary Data.

3.3 Instrument used for Data Collection

- Structured Questionnaire had been used to collect data from the respondents.

3.4 Population & Sample Size

- The number of population is around 250 and sample size is 80.

3.5 Sampling Technique

- Simple Random sampling had been adopted to choose the sample.

3.6 Statistical Tools Used

- Percentage Analysis
- Weighted Average
- Cross Tabulation

3.7 Limitation of the study

- The study is conducted among the retailers of Coimbatore only.
- Constraints of time and resources limited the scope of the study.
- The reliability of the study depends upon the accuracy of respondent's response.
- Since the study is conducted in Coimbatore, the views of retailers may or may not reflect in other places.

ANALYSIS & INTERPRETATION

CHAPTER 4

ANALYSIS & INTERPRETATION

4.1 Percentage Analysis

Table No. 4.1.1

Table showing Annual Sales Turnover of the retailers in the particular shop from Soya Products

S.No.	Annual sales Turnover	No. Of Retailers	Percentage (%)
1	Below 1 Lakh	58	72
2	1 to 5 Lakhs	20	25
3	More than 10 Lakhs	2	3
	Total	**80**	**100**

Source: Primary data

Interpretation:

It is observed that more than 72% of the retailers annual sales turnover from soya products is below 1 lakh. 25% of the retailers said that their annual sales turnover from soya products is 1 to 5 lakhs. Only 3% of the retailers said that their annual sales turnover from soya products is more than 10 lakhs.

Inference:

It is found that majority of the retailers annual sales turnover from soya products is below 1 lakh and a small no. of retailers annual sales turnover from soya products is more than 10 lakhs.

Chart No. 4.1

Chart Showing Annual Sales Turnover of Retailers From Soya Products

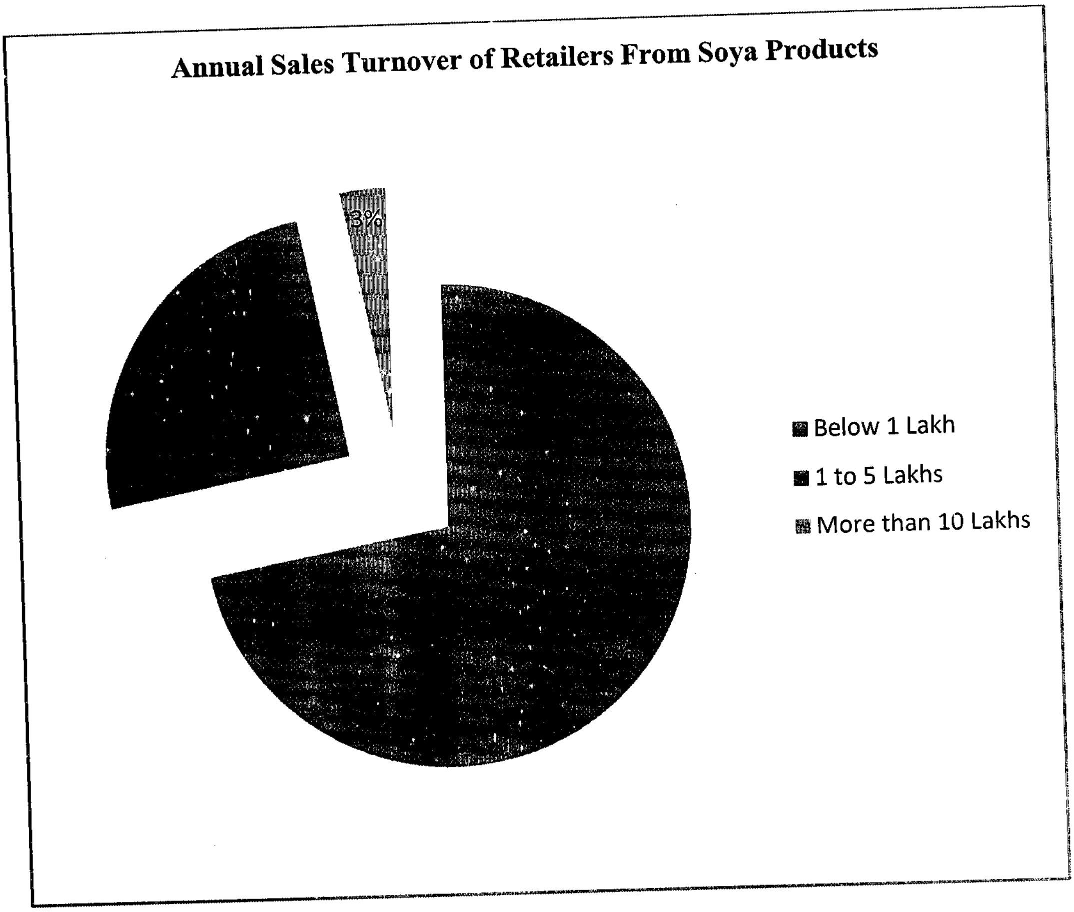

Table No. 4.1.2

Table showing Age of the Retail Shop

S.No.	Age of Retail Shop	No. of Retail Shop	Percentage (%)
1	<5 years	6	8
2	5 to 10 years	41	51
3	>10 years	33	41
	Total	**80**	**100**

Source: Primary Data

Interpretation:

8% of the retail shop is of less than 5 years of age where as 51% of the retail shops are in the age of 5 to 10 years. 41% of the retail shop is more than 10 years old.

Inference:

It is found that maximum retail shops (51%) are 5 to 10 years old. More than 10 years old shops are also a big part of 41% of the total respondents and very less new shops are less than 5 years old.

Chart No. 4.2

Chart showing Age of Retail Shops

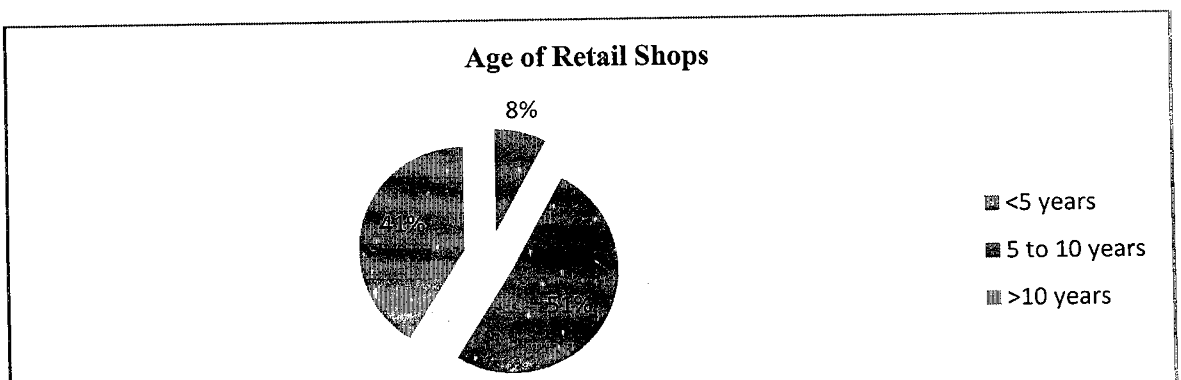

Table No. 4.1.3

Table showing market demand for soya

S.No.	Market demand	No. of Retailers	Percentage (%)
1	Very Low	2	3
2	Low	2	3
3	Average	48	60
4	High	28	34
5	Excellent	-	-
	Total	**80**	**100**

Source: Primary Data

Interpretation:

3% of the retailers said that the demand of soya is very low and another 3% of the retailers said that it is low. 60 % of the said that the demand of soya is average and rest 34% retailers said it is high. No retailers said that the demand of soya is excellent.

Inference:

It is found that the demand of soya is average as per the maximum respondents and large no. of retailers (34%) said that the demand of soya is high but no retailers said the demand of soya is excellent.

Table No. 4.1.4

Table showing quality of Sakthi Soya from retailer's point of view

S.No	Quality	No. of Retailers	Percentage
1	Poor	-	-
2	Fair	-	-
3	Good	28	35
4	Very Good	44	55
5	Excellent	8	10
	Total	**80**	**100**

Source: Primary Data

Interpretation:

35% of the retailers said that the quality of Sakthi soya IS good and 55% of the retailers said that the quality of Sakthi Soya is very good. The rest of the retailers (10%) said that is is excellent.

Inference:

It is found that the quality of Sakthi Soya is very good according most of the retailers and a large no. of retailers (35%) told that quality is good. Least no. of retailers told it is excellent but not a single retailer told the quality is poor or fair.

Table 4.1.5

Table Showing Factor Influences Buying Behavior of Customer

S.No.	Factors	No. of Retailers	Percentage (%)
1	Offers	2	3
2	Price	52	65
3	Brand Name	14	17
4	Availability	12	15
	Total	**80**	**100**

Source: Primary Data

Interpretation:

3% of the retailers said that offers influences the buying behavior of the customers, 65% of the customers decide their purchase of soya based on price and 17% checks the brand name where as 15% customers goes with availability of soya.

Inference:

It is found that 65% of the customers have price in their minds while purchasing soya while offers are given least priority to purchase soya.

Chart 4.3

Chart Showing Factors Influence Buying Behavior of Customer according retailers

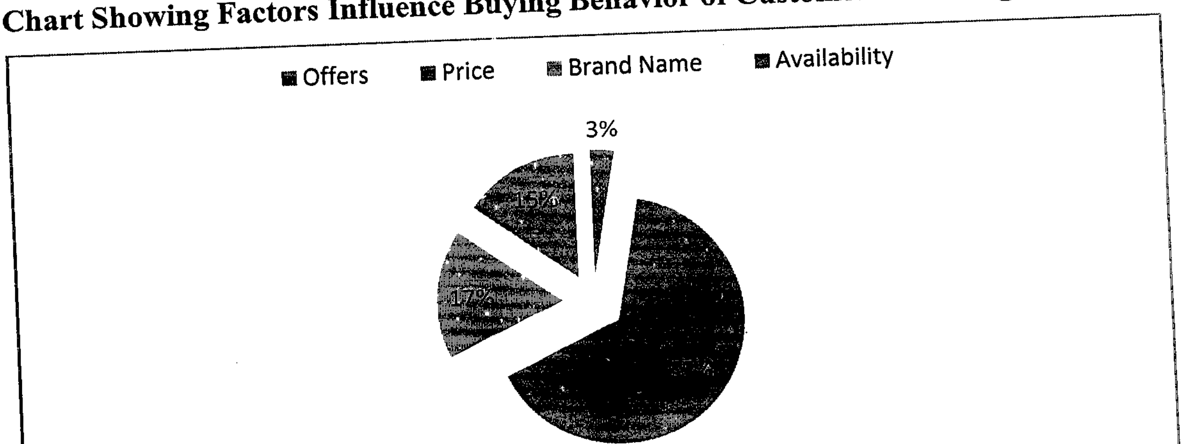

Table 4.1.6

Table showing Customers' Attitude towards Sakthi Soya Product

S.No.	Attitude	No. of Retailers	Percentage
1	Hostile	-	-
2	Negative	-	-
3	Indifferent	30	38
4	Positive	46	57
5	Enthusiastic	4	5
	Total	**80**	**100**

Source: Primary Data

Interpretation:

38% of the retailers said that the attitude of customers is indifferent towards Sakthi Soya, 57% said that the attitude of customers is positive towards Sakthi soya. Only 5% of the retailers said that it is enthusiastic. No retailers said that the attitude of customers towards Sakthi Soya is hostile or negative.

Inference:

It is found that majority of the customers' (57%) attitude is positive towards Sakthi Soya and not a single customer's attitude is hostile or negative towards Sakthi Soya.

Table No. 4.1.7

Table showing that Satisfaction of Retailers on Sakthi Soya's Price

S.No.	Level of Pricing	No. of Retailers	Percentage (%)
1	Very Low	-	-
2	Low	-	-
3	Fair	44	55
4	High	36	45
5	Very High	-	-
	Total	**80**	**100**

Source: Primary Data

Interpretation:

55% of the retailers said that the pricing of Sakthi Soya is fair where as rest of the retailers said that it is high. Not a single retailer said that the pricing of Sakthi Soya is very low, low or very high.

Inference:

It is found that maximum of the retailers thinks that the pricing of Sakthi Soya is fair and 45% of the retailers think that it is high but none of the retailers said that pricing of Sakthi soya is very high.

Table No. 4.1.8

Table showing Satisfaction of Retailers on Sakthi Soya's Packaging

S.No.	Level of satisfaction	No. of Retailers	Percentage (%)
1	Very Low	-	-
2	Low	-	-
3	Fair	8	10
4	High	62	77
5	Very High	10	13
	Total	**80**	**100**

Source: Primary Data

Interpretation:

10% of the retailers said that their satisfaction level on packaging of Sakthi Soya is fair, 77% of the retailers said that their satisfaction on packaging of Sakthi Soya is high rest 13% retailers said that their satisfaction is very high. Not a single retailer said that their satisfaction on packaging of Sakthi Soya is very low or low.

Inference:

It is found that majority of the retailers (77%) are highly satisfied with the packaging of Sakthi Soya.

Table No. 4.1.9

Table showing Satisfaction of Retailers on Sakthi Soya's Uniform Size

S.No.	Level of Satisfaction	No. of Retailers	Percentage (%)
1	Very Low	-	-
2	Low	-	-
3	Fair	4	5
4	High	64	80
5	Very High	12	15
	Total	**80**	**100**

Source: Primary Data

Interpretation:

5% of the retailers said that their satisfaction level on Sakthi Soya's uniform size is fair, 80% of the retailers said that their satisfaction level on Sakthi Soya's uniform size is high and the rest 15% of the retailers said it is very high.

Inference:

It is found that the majority (80%) of the retailers are highly satisfied with the uniform size of Sakthi Soya and least no. of the retailers is fairly satisfied.

Table No. 4.1.10

Table Showing Satisfaction of Retailers on Sakthi Soya's Quality

S.No.	Level of Satisfaction	No. of Retailers	Percentage (%)
1	Very Low	-	-
2	Low	-	-
3	Fair	-	-
4	High	46	57
5	Very High	34	43
	Total	**80**	**100**

Source: Primary Data

Interpretation:

57% of the retailers are highly satisfied with the quality of Sakthi Soya, where as rest (43%) are very highly satisfied. No retailers said that their satisfaction is below high level.

Inference:

It is found that the maximum of the retailers (57%) are highly satisfied on the quality and rest are very highly satisfied.

Table No. 4.1.11

Table showing Satisfaction of Retailers on Sakthi Soya's Availability

S.No.	Level of satisfaction	No. of Retailers	Percentage (%)
1	Very Low	-	-
2	Low	-	-
3	Fair	-	-
4	High	42	52
5	Very High	38	47
	Total	**80**	**100**

Source: Primary Data

Interpretation:

52% of the retailers said that they are highly satisfied with the availability of Sakthi Soya and rest 47% of the retailers said that they are very highly satisfied on the availability of Sakthi Soya.

Inference:

It is found that majority of the retailers (52%) are highly satisfied and rest are very highly satisfied. Not a single retailer is below the level of high satisfaction on availability of Sakthi Soya.

Table No. 4.1.12

Table Showing Retailers Satisfaction level on Credit Policy of Sakthi Soya

S.No.	Level of Satisfaction	No. of Retailers	Percentage (%)
1	Very Low	-	-
2	Low	6	7
3	Fair	42	53
4	High	28	35
5	Very High	4	5
	Total	**80**	**100**

Source: Primary Data

Interpretation:

7% of the retailers said that their satisfaction level is low on credit policy of Sakthi Soya, 53% of the retailers said that their satisfaction level is fair, 35% said it is high and rest 5% of the retailers said that their satisfaction level is very high on the credit policy of Sakthi Soya.

Inference:

It is found that majority of the retailers (53%) are fairly satisfied on the credit policy of the Sakthi Soya. Very few of the retailers' satisfaction is very low or very high on the credit policy of the Sakthi Soya.

Table No. 4.1.13

Table Showing Retailers Satisfaction level on Payment Period of Sakthi Soya

S.No	Level of Satisfaction	No. Of Retailers	Percentage (%)
1	Very Low	-	-
2	Low	12	15
3	Fair	32	40
4	High	34	43
5	Very High	2	2
	Total	**80**	**100**

Source: Primary Data

Interpretation:

15% of the retailers said that their satisfaction level is low on payment period of Sakthi Soya, 40% of the retailers said it is fair and 43% said that their satisfaction level is high on payment period. 2% retailers said that their satisfaction is very high. But not a single retailer said that their satisfaction level is very low.

Inference:

It is found that majority of the retailers (43%) are highly satisfied on payment period of Sakthi Soya. Another 40% is fairly satisfied.

Table No. 4.1.14

Table showing Retailers Satisfaction level on Timeliness Delivery of Sakthi Soya

S.No.	Level of Satisfaction	No. of Retailers	Percentage (%)
1	Very Low	-	-
2	Low	-	-
3	Fair	-	-
4	High	54	67
5	Very High	26	33
	Total	**80**	**100**

Source: Primary Data

Interpretation:

67% of the retailers are highly satisfied and rest 33% are very highly satisfied on timeliness delivery of Sakthi Soya.

Inference:

It is found that majority of the retailers (67%) are highly satisfied on timeliness delivery of Sakthi Soya. Not a single retailer's satisfaction on timeliness delivery of Sakthi Soya is below high level.

Table No. 4.1.15

Table showing Retailers Satisfaction level on Delivery day Schedule of Sakthi Soya

S.No.	Level of Satisfaction	No. of Retailers	Percentage (%)
1	Very Low	-	-
2	Low	-	-
3	Fair	-	-
4	High	56	70
5	Very High	24	30
	Total	**80**	**100**

Source: Primary Data

Interpretation:

70% of the retailers said that their satisfaction level on delivery day schedule of Sakthi Soya is high and rest 30% said it is very high.

Inference:

It is found that majority of the retailers (70%) are highly satisfied on delivery day schedule of Sakthi Soya. Not a single retailers found below high satisfaction level on delivery day schedule of Sakthi Soya.

Table No. 4.1.16

Table showing Retailers Satisfaction level on Condition of Delivered Product of Sakthi Soya

S.No.	Level of Satisfaction	No. of Retailers	Percentage (%)
1	Very Low	2	3
2	Low	4	5
3	Fair	16	20
4	High	40	50
5	Very High	18	22
	Total	**80**	**100**

Source: Primary Data

Interpretation:

3 % of the retailers said that their satisfaction level on condition of delivered product is very low, 5% said low where as 20% of the retailers said it is fair. 50% of the retailer said that their satisfaction level on condition of delivered product is high and rest 22 % said it is very high.

Inference:

Majority of the retailers (50%) are highly satisfied on condition of delivered product. Least of 3% retailer's satisfaction is very low. 28% retailer's satisfaction level is below high level of satisfaction on condition of delivered product.

Table No. 4.1.17

Table showing Retailers Satisfaction level on Invoice Accuracy of Sakthi Soya

S.No.	Level of Satisfaction	No. of Retailers	Percentage (%)
1	Very Low	-	-
2	Low	-	-
3	Fair	-	-
4	High	46	57
5	Very High	34	43
	Total	**80**	**100**

Source: Primary Data

Interpretation:

57% of the retailer's level of satisfaction on invoice accuracy is high and rest 43% of the retailers said their satisfaction level is very high on invoice accuracy of Sakthi Soya.

Inference:

It is found that majority of the retailers (57%) are highly satisfied on invoice accuracy of Sakthi Soya.

Table No. 4.1.18

Table Showing Retailers Satisfaction level on Ability to Fill the Order Completely of Sakthi Soya

S.No.	Level of Satisfaction	No. of Retailers	Percentage (%)
1	Very Low	-	-
2	Low	-	-
3	Fair	-	-
4	High	24	30
5	Very High	56	70
	Total	**80**	**100**

Source: Primary Data

Interpretation:

30% of the retailers said their satisfaction level is high on Ability to Fill the Order Completely and rest 70% of the retailers said their satisfaction level is very high.

Inference:

It is found that majority of the retailers (70%) are very highly satisfied on Ability to Fill the Order Completely of Sakthi Soya.

Table No. 4.1.19

Table Showing Retailers Satisfaction level on Ease of Product Ordering in Sakthi Soya

S.No.	Level of Satisfaction	No. of Retailers	Percentage (%)
1	Very Low	-	-
2	Low	-	-
3	Fair	4	5
4	High	52	65
5	Very High	24	30
	Total	**80**	**100**

Source: Primary Data

Interpretation:

5% of the retailers said that their satisfaction level on Ease of Product Ordering is fair, 65% of the retailers said that their satisfaction level is high and rest 30% of the retailers said that their satisfaction level is very high.

Inference:

It is found that majority of the retailers (65%) are highly satisfied with the ease of product ordering in Sakthi Soya and least no. of retailers are fairly satisfied. Not a single retailer's satisfaction level is below fair level of satisfaction.

Table No. 4.1.20

Table Showing Retailers Satisfaction level on Discounting Policies of Sakthi Soya

S.No.	Level of Satisfaction	No. of Retailers	Percentage (%)
1	Very Low	6	7
2	Low	60	75
3	Fair	14	18
4	High	-	-
5	Very High	-	-
	Total	**80**	**100**

Source: Primary Data

Interpretation:

7% of the retailers said that their satisfaction level is very low on Discounting Policies of Sakthi Soya. 75% of the retailers said that their satisfaction level is low on the discounting policies of Sakthi Soya and rest 18% of the retailers said that their satisfaction level is fair.

Inference:

It is found that majority of the retailers' (75%) satisfaction level is low on Discounting Policies of Sakthi Soya. Not a single retailer's satisfaction level is above fair level of satisfaction.

Table No. 4.1.21

Table showing Retailers Satisfaction level on Promotional Effectiveness of Sakthi Soya

S.No.	Level of Satisfaction	No. of Retailers	Percentage (%)
1	Very Low	10	12
2	Low	60	76
3	Fair	10	12
4	High	-	-
5	Very High	-	-
	Total	**80**	**100**

Source: Primary Data

Interpretation:

12% of the retailers said that their level of satisfaction is very low on Promotional Effectiveness, 76% said it is low and rest 12% of the retailers said their satisfaction level is fair.

Inference:

It is found that majority of the retailers (76%) satisfaction level is low on Promotional Effectiveness.

Table No. 4.1.22

Table showing Retailers Satisfaction level on Appearance of Company Personnel and Vehicles

S.No.	Level of Satisfaction	No. of Retailers	Percentage (%)
1	Very Low	-	-
2	Low	8	10
3	Fair	40	50
4	High	32	40
5	Very High	-	-
	Total	**80**	**100**

Source: Primary Data

Interpretation:

10% of the retailers said that their satisfaction level on Appearance of Company Personnel and Vehicles is low, where as 50% of the retailers said that their level of satisfaction is fair. Rest 40% of the retailers' level of satisfaction is high.

Inference:

It is found that majority of the retailers' (50%) satisfaction level is and least no of retailers' satisfaction is low fair on Appearance of Company Personnel and Vehicles.

Table No. 4.1.23

Table showing Retailers Satisfaction level on Sales Representative's Understanding of Retailers Need

S.No.	Level of Satisfaction	No. of Retailers	Percentage (%)
1	Very Low	-	-
2	Low	2	3
3	Fair	16	20
4	High	56	70
5	Very High	6	7
	Total	**80**	**100**

Source: Primary Data

Interpretation:

3% of the retailers said their level of satisfaction is low on Sales Representative's Understanding of Retailers Need, 20% said it is fair and 70% said their satisfaction level is high. Rest 7% said their satisfaction level is very high.

Inference:

It is found that majority of the retailers (70%) are highly satisfied on Sales Representative's Understanding of Retailers Need and a least no of retailers are low satisfied with it.

Table No. 4.1.24

Table showing Retailers Satisfaction level on Sales Representative's Ability to Solve Problem

S.No.	Level of Satisfaction	No. of Retailers	Percentage (%)
1	Very Low	-	-
2	Low	2	3
3	Fair	20	25
4	High	52	65
5	Very High	6	7
	Total	**80**	**100**

Source: Primary Data

Interpretation:

3% of the retailers said that their satisfaction level on Sales Representative's Ability to Solve Problem is low, 25% of the retailers said it is fair. 65% of the retailers said their satisfaction level is high and rest 7% told their satisfaction level is very high.

Inference:

It is found that majority of the retailers (65%) are highly satisfied on Sales Representative's Ability to Solve Problem only 3% of retailers satisfaction level is low.

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Table No. 4.1.25

Table showing Retailers Satisfaction level on Sales Representative's Responsiveness

S.No.	**Level of Satisfaction**	**No. of Retailers**	**Percentage (%)**
1	Very Low	-	-
2	Low	2	3
3	Fair	8	10
4	High	56	70
5	Very High	14	17
	Total	**80**	**100**

Source: Primary Data

Interpretation:

3% of the retailers said that their level of satisfaction is low. 10% of the retailers said that their satisfaction level is fair where as 70% of the retailers said it is high and rest said their satisfaction level is very high.

Inference:

It is found that majority of the retailers (70%) are highly satisfied on Sales Representative's Responsiveness.

Table No. 4.1.26

Table Showing Retailers Satisfaction level on Sales Representative's Professionalism

S.No.	**Level of Satisfaction**	**No. of Retailers**	**Percentage (%)**
1	Very Low	-	-
2	Low	2	3
3	Fair	14	17
4	High	56	70
5	Very High	8	10
	Total	**80**	**100**

Source: Primary Data

Interpretation:

70 % of the retailers said that their satisfaction level is high where as 10% told it is very high on Sales Representative's Professionalism. 17% of the retailers said that their satisfaction level is fair and rest 3% said it is low. No one said their satisfaction level is very low on Sales Representative's Professionalism.

Inference:

It is found that majority of the retailers (70%) are highly satisfied on Sales Representative's Professionalism.

Table No. 4.1.27

Table Showing Retailers Satisfaction level on Sales Representative's Presentation of New Products and Packages

S.No.	Level of Satisfaction	No. of Retailers	Percentage (%)
1	Very Low	-	-
2	Low	4	5
3	Fair	36	45
4	High	40	50
5	Very High	-	-
	Total	**80**	**100**

Source: Primary Strategy

Interpretation:

50% of the retailers said that their satisfaction level is high on Sales Representative's Presentation of New Products and Packages. 45% retailers said that their satisfaction level is fair on Sales Representative's Presentation of New Products and Packages. Rest 5% retailers said their satisfaction level is low.

Inference:

Majority of the retailers' (50%) satisfaction level is high on Sales Representative's Presentation of New Products and Packages.

Table No. 4.1.28

Table showing Overall Service Today Compared with Last Year

S.No.	Overall Service	No. of Retailers	Percentage (%)
1	Greatly Declined	-	-
2	Declined	-	-
3	Same as Last Year	76	95
4	Improved	4	5
5	Greatly Improved	-	-
	Total	**80**	**100**

Source: Primary Data

Interpretation:

95% of the retailers said that overall service of Sakthi Soya is same as last year and rest 5% said it is improved comparing with last year. No retailers said overall service is greatly declined, declined or greatly improved.

Inference:

It is found that the overall service of Sakthi Soya is same as last year.

Chart No. 4.4

Chart showing Overall Service of Sakthi Soya Comparing with Last Year

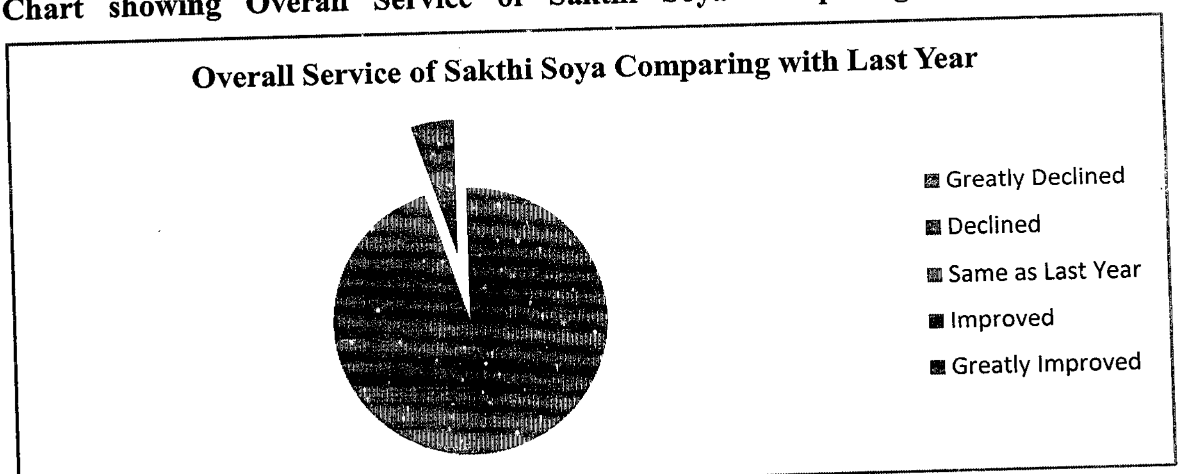

Table No. 4.1.29

Table Showing Discounting Effectiveness

S.No.	**Discounting Effectiveness**	**No. of Retailers**	**Percentage (%)**
1	Very Less Effective	32	40
2	Less Effective	40	50
3	Fairly Effective	8	10
4	Highly Effective	-	-
5	Very Highly Effective	-	-
	Total	**80**	**100**

Source: Primary Data

Interpretation:

50% of the retailers said that discounting effect is less effective and 40% of the retailers said that discount effect is very less effective. Rest 10% or the retailers said that it is Fairly Effective.

Inference:

It is found that, as per majority of the retailers, discounting effectiveness is less effective.

Table No. 4.1.30

Table Showing Promotional Scheme Preferred by Retailers

S.No.	Promotional Scheme	No. of Retailers	Percentage (%)
1	Price off	54	68
2	Free Gifts	18	22
3	Coupons	8	10
	Total	**80**	**100**

Source: Primary Data

Interpretation:

68% of the retailers preferred price off scheme, 22% preferred free gifts scheme and rest 10% of the retailers preferred coupons as their preferred scheme.

Inference:

It is found that majority of the retailers (68%) prefer price off scheme.

Table No. 4.1.31

Table Showing Advertisement Media Preferred by Retailers

S.No.	Advertisement Media	No. of Retailers	Percentage (%)
1	Paper Media	3	4
2	Television	53	66
3	Bill Boards	4	5
4	FM	18	22
5	Point of Purchase display	2	3
	Total	**80**	**100**

Source: Primary Data

Interpretation:

70% of the retailers preferred television as advertisement media. 22% preferred FM, 5% preferred Bill Board, 3% of the retailers preferred point of purchase display and rest 4% of the retailers preferred Paper media for advertisement.

Inference:

It is found that majority of the retailers prefer television as advertisement media and least no of retailers preferred point of purchase display.

Chart No. 4.5

Chart showing Advertisement Media Preferred by Retailers

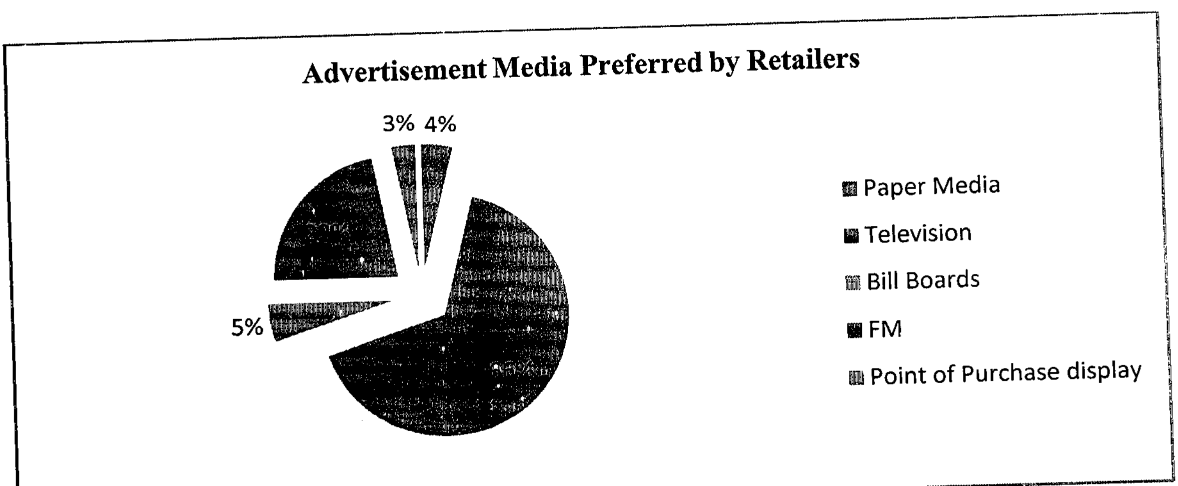

Table No. 4.1.32

Table showing Overall Performance of Sakthi Soya Compared with all Other Brands retailer deal

S.No.	Performance	No. of Retailers	Percentage (%)
1	Very Low	-	-
2	Low	-	-
3	Fair	32	40
4	High	48	60
5	Very High	-	-
	Total	**80**	**100**

Source: Primary Data

Interpretation:

60% of the retailers said that **Overall Performance of Sakthi Soya Compared with all Other Brands retailer deal** is high and rest 40% said that it is fair comparing with other brands.

Inference:

It is found that Overall Performance of Sakthi Soya Compared with all Other Brands retailer deal.

Table No. 4.1.33

Table showing brands of soya that a retailer sells

S.No.	Soya Brands	Responses	Percentage (%)
1	Sakthi Soya	80	71
2	Nutrela	12	11
3	Manna	5	4
4	Meal Maker	8	8
5	Vigor Soy	7	6
	Total	112	100

Source: Primary Data

Interpretation:

Maximum of the retailers sell Sakthi Soya so it takes the first place with 71%, second is Nutrela with 11%, third is Meal Maker 8%, fourth is Vigor Soy with 6%, fifth is Manna with 4%.

Inference:

It is found that Sakthi Soya is sold by maximum (71%) of the retailers.

Table No. 4.1.34

Table showing varieties of Sakthi Soya those retailers stock for selling

S.No.	Soya Variety	Responses	Percentage (%)
1	Soya Chunks	80	44
2	Soya Flakes	13	7
3	Soya Granules	70	39
4	Soya Flour	17	10
	Total	180	100

Source: Primary Data

Interpretation:

Maximum of the retailers stock soya chunks for selling so it takes the first place with 44% of the responses, second is soya granules with 39%, third is soya flour with 10% and fourth is soya flakes with 7% of the responses.

Inference:

It is found that soya chunks is the variety of soya which retailers stocks most for selling.

4.2 Weighted Average Analysis

Table No. 4.2.1

Table showing weighted average for satisfaction level of services of Sakthi Soya

Weightage assigned for: Very Low =1, Low =2, Fair =3, High =4, Very High =5

S.No.	Services	Frequency of Responses					Total Weightage	Weighted Average	Rank
		1	2	3	4	5			
1	Credit Policies	0	6	42	28	4	270	3.38	7
2	Payment Period	0	12	32	34	2	266	3.33	8
3	Timeliness of Delivery	0	0	0	54	26	346	4.33	3
4	Delivery Day Schedule	0	0	0	56	24	344	4.30	4
5	Condition of Delivered Product	2	4	16	40	18	308	3.85	6
6	Accuracy of Invoices	0	0	0	46	34	354	4.43	2
7	Ability to fill the Order Completely	0	0	0	24	56	376	4.70	1
8	Ease of Product Ordering	0	0	4	52	24	340	4.25	5
9	Discounting Policies	6	60	14	0	0	168	2.10	9
10	Promotional Effectiveness	10	60	10	0	0	160	2.00	10

Source: Primary Data

Interpretation:

The satisfaction level is highest with the ability to fill the order completely so it takes first position, second is accuracy of invoices, third is timeliness of delivery, fourth is delivery day schedule, fifth is ease of product ordering, sixth is condition of delivered product, seventh is credit policies, eighth is payment period, ninth is discounting policies and tenth is promotional effectiveness.

Table No. 4.2.2

Table showing weighted average for satisfaction level of services of sales representatives

Weightage assigned for: Very Low =1, Low =2, Fair =3, High =4, Very High =5

S.No.	Services	Frequency of Responses					Total Weightage	Weighted Average	Rank
		1	2	3	4	5			
1	Understanding of Retailers Needs	0	2	16	56	6	306	3.83	3
2	Ability to solve Problems	0	2	20	52	6	302	3.78	4
3	Responsiveness	6	2	8	56	14	322	4.03	1
4	Professionalism	0	2	14	56	8	310	3.88	2
5	Presentation of New products and Packages	0	4	36	40	0	276	3.45	5

Source: Primary Data

Interpretation:

The satisfaction level of retailers are more in responsiveness of the sales representatives so it takes the first position, second is professionalism, third is understanding of retailers needs, fourth is ability to solve problems and fifth is presentation of new products and packages.

Table No. 4.2.3

Table showing weighted average of the factors that influences retailers to select a soya brand

Weightage assigned for Ranks: 1 = 5, 2=4, 3=3, 4 =2, 5= 1

S.No.	Factors	Frequency of Responses					Total Weightage	Weighted Average	Rank
		1	2	3	4	5			
1	Trade Discounts	0	7	56	17	0	230	2.88	3
2	Cash Discounts	65	12	3	0	0	382	4.78	1
3	Quantity Discounts	12	51	12	5	0	310	3.88	2
4	Ad. Support	0	7	12	45	16	170	2.12	4
5	Sales Promotion	0	6	13	15	46	139	1.77	5

Source: Primary Data

Interpretation:

Cash discounts is the factor which comes first as the factor that influences the retailers to select a brand of soya, second is quantity discounts, third is trade discounts, fourth is Ad support and fifth is sales promotion.

Table No. 4.2.4

Table showing weighted average for overall satisfaction level of various factors of Sakthi Soya

Weightage assigned for: Very Low =1, Low =2, Fair =3, High =4, Very High =5

S.No.	Factors	Frequency of Responses					Total Weightage	Weighted Average	Rank
		1	2	3	4	5			
1	Product Quality	0	0	0	44	36	356	4.45	1
2	Service Quality Effectiveness	0	0	18	50	12	314	3.93	2
3	Pricing Effectiveness	0	0	36	44	0	284	3.55	5
4	Promotion Effectiveness	2	52	22	4	0	188	2.35	7
5	Sales force Effectiveness	0	6	16	56	2	294	3.68	4
6	Distribution Effectiveness	0	2	20	58	0	296	3.70	3
7	Innovation	0	10	55	13	2	247	3.09	6

Source: Primary Data

Interpretation:

The overall satisfaction level is highest in product quality so it takes the first place, second is service quality, third is distribution effectiveness, fourth is promotion effectiveness, fifth is pricing effectiveness, sixth is innovation and seventh is promotion effectiveness.

Table No. 4.2.5

Table Showing movement of varieties of Sakthi Soya

Weightage assigned for Ranks: 1 = 4, 2=3, 3=2, 4 =1

S.No.	Soya Variety	Frequency of Responses				Total Weightage	Weighted Average	Rank
		1	2	3	4			
1	Soya Chunks	63	17	0	0	303	3.79	1
2	Soya Flakes	0	0	10	3	23	1.76	3
3	Soya Granules	19	61	0	0	259	3.24	2
4	Soya flour	0	0	15	10	40	1.6	4

Source: Primary Data

Interpretation:

Movement of soya chunks is highest so it takes the first rank, second is soya granules, third is soya flakes and fourth is soya flour.

4.3 Cross Tabulation

Table No. 4.3.1

Table showing Cross tabulation of Age of the Retail Shop and Annual Sales Turnover of Retailer from Soya Products

			Annual Sales Turnover of Retailer from Soya Products			Total
S.No.	**Age of the Retail Shop**	**Respondants**	**Below 1 Lakh Rupees**	**1 to 5 Lakhs Rupees**	**More than 10 Lakhs Rupees**	
1	<5 years	Frequency	5	1	0	6
		Percentage (%)	6.25	1.25	0	7.50
2	5 to 10 years	Frequency	28	13	0	41
		Percentage (%)	35	16.25	0	51.25
3	>10 years	Frequency	25	6	2	33
		Percentage (%)	31.25	7.50	2.50	42.25
	Total	**Frequency**	**58**	**20**	**2**	**80**
		Percentage (%)	**72.5**	**25**	**2.5**	**100**

Source: Primary Data

Interpretation:

72.5% of the retailers' annual sales from soya products are below 1 lakh rupees in this 6.25% retail shop is below 5 years old, 35% is 5 to 10 years old and 31.25% is more than 10 years old. 25% of the retailers' annual sales is 1 to 5 lakhs rupees in this 1.25% retail shop is below 5 years old, 16.25% is 5 to 10 years old and 7.50% is more than 10 years old. 2.5% of the retailers' annual sales from soya products are more than 10 lakhs rupees and those retail shops are more than 10 years old.

Inference:

No shop below 10 years of age showed annual sales from soya products more than 10 lakhs and most of the retail shops' (72.5%) annual sales from soya products are below 1 lakh rupees.

...S, SUGGESTIONS AND CONCLUSIONS

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSIONS

5.1 Findings

1. It is found that majority of the retailers (72%) annual sales turnover from soya products is below 1 lakh and a small no. of retailers (3%) annual sales turnover from soya products is more than 10 lakhs.
2. It is found that maximum retail shops are 5 to 10 years old. More than 10 years old shops are also a big part of 41% of the total respondents and very less new shops are less than 5 years old.
3. It is found that the demand of soya is average as per the maximum respondents and large no. of retailers (34%) said that the demand of soya is high but no retailers said the demand of soya is excellent.
4. It is found that the quality of Sakthi Soya is very good according most of the retailers and a large no. of retailers (35%) told that quality is good. Least no. of retailers told it is excellent but not a single retailer told the quality is poor or fair.
5. It is found that 65% of the customers have price in their minds while purchasing soya while offers are given least priority to purchase soya.
6. It is found that majority of the customers' (57%) attitude is positive towards Sakthi Soya and not a single customer's attitude is hostile or negative towards Sakthi Soya.
7. It is found that maximum of the retailers thinks that the pricing of Sakthi Soya is fair and 45% of the retailers think that it is high but none of the retailers said that pricing of Sakthi soya is very high.
8. It is found that majority of the retailers (77%) are highly satisfied with the packaging of Sakthi Soya.
9. It is found that the majority (80%) of the retailers are highly satisfied with the uniform size of Sakthi Soya and least no. of the retailers is fairly satisfied.
10. It is found that the maximum of the retailers (57%) are highly satisfied on

11. It is found that majority of the retailers (52%) are highly satisfied and rest are very highly satisfied. Not a single retailer is below the level of high satisfaction on availability of Sakthi Soya.
12. It is found that majority of the retailers (53%) are fairly satisfied on the credit policy of the Sakthi Soya. Very few of the retailers' satisfaction is very low or very high on the credit policy of the Sakthi Soya.
13. It is found that majority of the retailers (43%) are highly satisfied on payment period of Sakthi Soya. Another 40% is fairly satisfied.
14. It is found that majority of the retailers (67%) are highly satisfied on timeliness delivery of Sakthi Soya. Not a single retailer's satisfaction on timeliness delivery of Sakthi Soya is below high level.
15. It is found that majority of the retailers (70%) are highly satisfied on delivery day schedule of Sakthi Soya. Not a single retailers found below high satisfaction level on delivery day schedule of Sakthi Soya.
16. Majority of the retailers (50%) are highly satisfied on condition of delivered product. Least of 3% retailer's satisfaction is very low. 28% retailer's satisfaction level is below high level of satisfaction on condition of delivered product.
17. It is found that majority of the retailers (57%) are highly satisfied on invoice accuracy of Sakthi Soya.
18. It is found that majority of the retailers (70%) are very highly satisfied on Ability to Fill the Order Completely of Sakthi Soya.
19. It is found that majority of the retailers (65%) are highly satisfied with the ease of product ordering in Sakthi Soya and least no. of retailers are fairly satisfied. Not a single retailer's satisfaction level is below fair level of satisfaction.
20. It is found that majority of the retailers' (75%) satisfaction level is low on Discounting Policies of Sakthi Soya. Not a single retailer's satisfaction level is above fair level of satisfaction.
21. It is found that majority of the retailers (76%) satisfaction level is low on Promotional Effectiveness.

22. It is found that majority of the retailers' (50%) satisfaction level is fair and least no of retailers' satisfaction is low on Appearance of Company Personnel and Vehicles.
23. It is found that majority of the retailers (70%) are highly satisfied on Sales Representative's Understanding of Retailers Need and a least no of retailers are low satisfied with it.
24. It is found that majority of the retailers (65%) are highly satisfied on Sales Representative's Ability to Solve Problem only 3% of retailers satisfaction level is low.
25. It is found that majority of the retailers (70%) are highly satisfied on Sales Representative's Responsiveness.
26. It is found that majority of the retailers (70%) are highly satisfied on Sales Representative's Professionalism.
27. Majority of the retailers' (50%) satisfaction level is high on Sales Representative's Presentation of New Products and Packages.
28. It is found that the overall service of Sakthi Soya is same as last year.
29. It is found that, as per majority of the retailers (50%), discounting effectiveness is less effective.
30. It is found that majority of the retailers (68%) prefer price off scheme.
31. It is found that majority of the retailers (66%) prefer television as advertisement media and least no of retailers preferred point of purchase display.
32. It is found that Overall Performance of Sakthi Soya Compared with all Other Brands retailer deal.
33. The satisfaction level is highest with the ability to fill the order completely so it takes first position, second is accuracy of invoices, third is timeliness of delivery, fourth is delivery day schedule, fifth is ease of product ordering, sixth is condition of delivered product, seventh is credit policies, eighth is payment period, ninth is discounting policies and tenth is promotional effectiveness.

34. The satisfaction level of retailers are more in responsiveness of the sales representatives so it takes the first position, second is professionalism, third is understanding of retailers needs, fourth is ability to solve problems and fifth is presentation of new products and packages.
35. Cash discounts is the factor which comes first as the factor that influences the retailers to select a brand of soya, second is quantity discounts, third is trade discounts, fourth is Ad support and fifth is sales promotion.
36. The overall satisfaction level is highest in product quality so it takes the first place, second is service quality, third is distribution effectiveness, fourth is promotion effectiveness, fifth is pricing effectiveness, sixth is innovation and seventh is promotion effectiveness.
37. Movement of soya chunks is highest so it takes the first rank, second is soya granules, third is soya flakes and fourth is soya flour.
38. Maximum of the retailers sell Sakthi Soya so it takes the first rank, second is Nutrela, third is Meal Maker, fourth is Manna, fifth is Vigor Soy.
39. Maximum of the retailers deal with soya chunks so it takes the first place, second is soya granules, third is soya flour and fourth is soya flakes.
40. No shop below 10 years of age showed annual sales from soya products more than 10 lakhs and most of the retail shops' (72.5%) annual sales from soya products are below 1 lakh rupees.

5.2 Suggestions

1. It is suggested that promotional measures are to be taken care for increasing sales of soya.
2. Advertisement of products will be better in television and customer education program to be taken care of.
3. Promotional offers are needed to attract more retailers to sell Sakthi Soya.
4. Different flavours and shapes of soya can be brought into market to attract new customers.
5. Promotions for soya flour and soya oil are to be given more importance.
6. CSR programs like encouraging unemployed people to open retail store can help in other way to increase sales of soya.
7. PR department can take active role in spreading the usefulness and importance of soya in local populace.
8. Cookery shows and cooking competition will help to attract many customers.

5.3 Conclusion

As per understanding the satisfaction level of the channel members regarding Sakthi Soya products, soya flake and soya flour promotions to be promoted. This study brought out the relative position of Sakthi Soya brand comparing with its competitors. Because of the randomness involved in the selection of respondents, it is to be noted that the outcome of this research may not always be exactly same. The difference arising thus can be attributed to the locational variations in the selection of respondent retail shops.

It is concluded that promotion activities of products helps in increasing the market share with the addition of new shape, new flavours and new tastes thus new segment will pave way for increased sales of Sakthi Soya and retailers will also be mutually benefitted.

It is concluded that Sakthi Soya stands market leader in Coimbatore because of the quality, good relationship with the retailers. Significant improvement in quality consistent soya products will ensure its continuous growth in coming days.

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APPENDIX

APPENDIX

QUESTIONNAIRE

Name of the Retailer:..

Location:...

Age of the organization

<5 Years ☐ 5-10 years ☐ >10 years ☐

1. Which brands of soya do you stock?

1. Sakthi Soya ☐ 2. Nutrela ☐ 3.Manna ☐

4. Meal Maker ☐ 5. Vigor Soy ☐

2. Please rank the brands of soya in the order of sales

1. Sakthi Soya ☐ 2. Nutrela ☐ 3.Manna ☐

4. Meal Maker ☐ 5. Vigor Soy ☐

3. Which varieties of Sakthi's Soya product you deal with? (Choose all that applicable)

1. Soya chunks ☐ 2. Soya flakes ☐

3. Soya granules ☐ 4. Soya flour ☐

4. Please indicate the order of movement for the varieties of Sakthi Soya.

1. Sakthi Soya TVP Flakes ☐ 2. Sakthi Soya TVP Granules ☐

3. Sakthi Soya TVP Chunks ☐ 4. Sakthi Soya Flour ☐

5. Please rate the market demand for soya.

Very low	Low	Fair	High	Very High
1	2	3	4	5

6. How is the quality of Sakthi Soya Product?

1. Excellent ☐ 2. Very good ☐ 3. Good ☐
4. Fair ☐ 5. Poor ☐

Please specify the reason if fair or poor……………………………………………………………

7. What are the factors that influences you the most to select a soya brand? Please rank

1. Trade discounts ☐ 2. Cash Discounts ☐ 3. Quantity discounts ☐
4. Ad. Support ☐ 5. Sales promotion ☐

8. **In your opinion, what influences buying behaviour of customers?**

1. Offers ☐ 2. Design ☐ 3. Price ☐
4. Brand Name ☐ 5. Availability ☐

9. **What is customers' attitude towards Sakthi Soya products?**

1. Enthusiastic ☐ 2. Positive ☐ 3. Indifferent ☐
4. Negative ☐ 5. Hostile ☐

10. **How much are you satisfied with the following of Sakthi Soya? Please rate**

Very low	Low	Fair	High	Very High
1	2	3	4	5

1. Price ☐ 2.Packaging ☐ 3.Uniform Size ☐
4. Quality ☐ 5.Availability ☐

11. Please rate the following as

Very low	Low	Fair	High	Very High
1	2	3	4	5

	Sakthi Soya	Nearest competitor
Credit policies		
Payment period		
Timeliness of delivery		
Delivery day schedule		
Condition of delivered product		
Accuracy of invoices		
Ability to fill the order completely		
Ease of product ordering		
Discounting policies		
Promotional effectiveness		
Appearance of company personnel and vehicles		

12. Please provide your opinion on the service of sales representative.

Very low	Low	Fair	High	Very High
1	2	3	4	5

	Sakthi Soya	Nearest competitor
Understanding of your needs		

Responsiveness		
Professionalism		
Presentation of new products and packages		

13. How do you rate Sakthi Soya's overall service today compared to with last year at this time?

Greatly improved ☐

Improved ☐

Same as last year ☐

Declined ☐

Greatly declined ☐

14. Please rate the following promotional effectiveness of Sakthi Soya

Very low	Low	Fair	High	Very High
1	2	3	4	5

1. Discounts ☐ 2. Coupons ☐ 3. Gifts ☐

4. Contests ☐ 5. Bonus points ☐

15. What is the nature of scheme you prefer?

1. Price off ☐ 2. Free gifts ☐ 3. Bonus Pack ☐

4. Contests ☐ 5. Coupons ☐

16. Where do you prefer to see our Advertisement?

1. Paper Media ☐ 2. Television ☐ 3. Bill Boards ☐

4. FM ☐ 5. Point of Purchase display ☐

17. How satisfied are you with Sakthi Soya brand in totality? Please rate.

Very low	Low	Fair	High	Very High
1	2	3	4	5

Product quality	
Service quality	
Pricing effectiveness	
Promotion effectiveness	
Sales force effectiveness	
Distribution effectiveness	
Innovation effectiveness	

18. How do you rate the overall performance level of Sakthi Soya compared with other brands that you deal?

Very low	Low	Fair	High	Very High
1	2	3	4	5

19. What is the sales turnover you get out of soya products alone in INR per year?

1. Below 1 Lakh ☐ 2. 1 to 5 Lakhs ☐ 3. 5 to 10 Lakhs ☐

4. More than 10 Lakhs ☐

20. Suggestions for improvement:

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