

A Study on Merchant Gratification by Comparing Various Copiers

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ABSTRACT

This study deals about the collected data by primary & secondary source, the primary source of data has done by questionnaire. The questionnaire consist 21 types of queries which are used to identify the merchant gratification. After the analysis the researcher found various finding suggestions for the company finally know that the product of Paper Mills quality is good all Merchants are like the product of the company but the Merchant's says that the price is high the management should make note of it. The findings will help the company to know the Merchant's level of gratification. The research has done by using percentage analysis, chi-square analysis, and correlation analysis. The suggestions from the respondents are useful to the organization to know their merits and demerits about the company products.

KEY WORDS: Employee satisfaction, delight, Employee engagement, perceptions, expectations.

1. INTRODUCTION

A retailer is a person who specializes in selling certain types of goods and services to customer for their personal use. Wholesaler and distributors buy products from the manufactures and sell them, in turn to the retailers, who then finally sell these products to the ultimate consumer. Wholesalers therefore satisfy the needs of retailers while the latter direct their efforts towards satisfying the needs of the actual consumers. The retailers thus signifies the last but most important link in the process of sale of any product since out of all the seller, the retailers alone comes into direct contact with the ultimate consumer. From the above statement it is clear that the retailers have the potential to make or break. So it is essential for every organization to satisfy the needs of retailers in terms of providing better margins, delivering better service, selling quality products. Marketing was an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways of benefits to the organization and its stakeholders.

Ali, (2010), surveyed 101 households and analyzed the customer's preferences towards modern food and grocery market items. The nation's overall economy is based on retailing. They also suggested that the major contributors in retail market are sales and employment. They analyzed the retailer performs to influence the customers satisfaction. They also suggested the retailers to consider the customer's satisfaction after the purchase is completed. Hemalatha (2010), found that there different customer-perceived methods to identify the quality service offered by the retailers. Indian Council for Research in International Economic Relations (ICRIER) 2003 created a report on 8.32 million people employed to follow retail trade on manufacturing establishments. Verma and Madan (2011), highlighted that unique and newer shopping technology were created by retailers for customer's satisfaction.

2. PROPOSED SYSTEM-METHODS

The work is carried out by research design, selecting the sample, sample size and population. This is done by collecting the source of data. The data may be primary data or secondary data in which primary forms the source of questions and secondary forms the data collected through internet, books and journals.

In this study total population is 150 and sample data was collected from 100 merchant. The statistical tools used were Simple percentage analysis and Chi-square analysis.

Simple percentage analysis: Formula = (Number of Respondent / Total sample) * 100

Chi-square analysis: Chi-square test is an important non-parametric test. This is mainly for analyzing the dependent and Independent variable.

$$\text{Formula} = \frac{(O_i - E_i)^2}{E_i}$$

Where, O_i - Observed frequency, E_i - Expected frequency.

Primary objectives are to Study about the Merchant Gratification by comparing the various Copiers. Secondary objectives, to know about the price, quality, packing, supply of PAPER MILLS Copier. To evaluate the relationship between whole seller and Retailer. To analyses the moving of the product in the market. To know the gratification level of the Merchants.

3. RESULTS AND DISCUSSION

Table.1. Gender of the Employees

S.NO.	Particular	Employees	Percentage
1	Male	70	70%
2	Female	30	30%
	Total	100	

Table.2. Merchant’s Experience

S.NO	Merchant experience in the year	Number of merchants	Percentage
1	1-5	66	66%
2	5-10	22	22%
3	ABOVE 10	12	12%
4	Above 40 years	16	16
Total		100	100

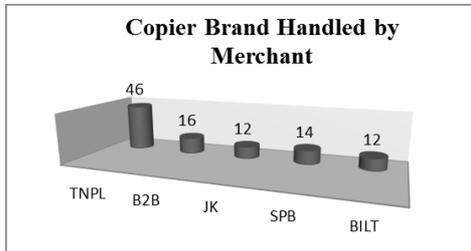


Figure.1. Copier Brand Handled by Merchant

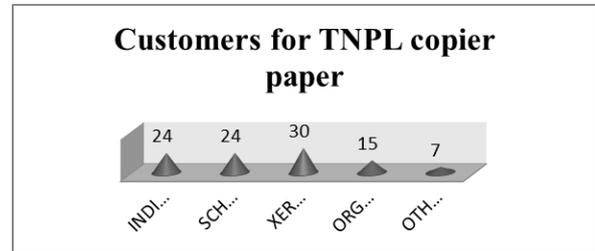


Figure.2. Customers for Paper Mills copier paper

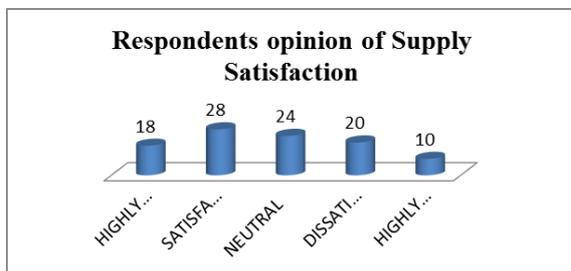


Figure.3. Respondents opinion of Supply Satisfaction

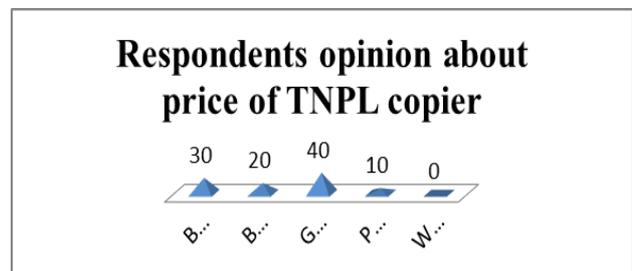


Figure.4. Respondents opinion about price of Paper Mills copier

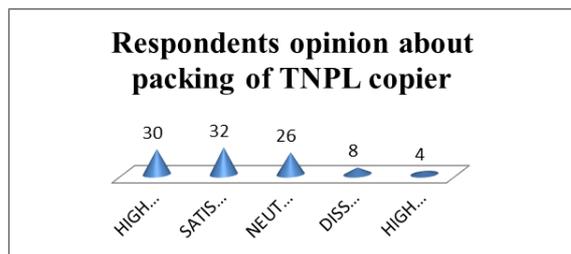


Figure.5. Respondents opinion about packing of Paper Mills copier

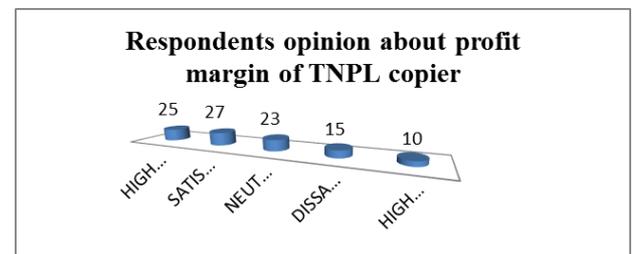


Figure.6. Respondents opinion about profit margin of Paper Mills copier

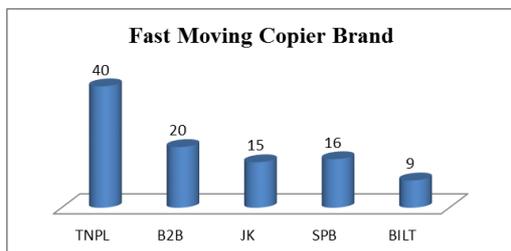


Figure.7. Fast Moving Copier Brand



Figure.8. Merchant Gratifications over Different Aspect of Paper Mills Copier

Chi-Square Tests:

Ho: No significant relationship between fast moving brand and supply.

H1: Significant relationship between fast moving brand and supply.

Table.3. Chi Square Table

Fast Moving Brand	Supply					Total
	Highly Satisfaction	Satisfaction	Neutral	Dis-Satisfaction	Highly Dis-Satisfaction	
Paper mills	27	34	15	0	0	76
B2B	1	1	1	11	0	14
JK	0	1	0	3	1	5
SPB	1	0	0	1	0	2
BILT	0	1	0	2	0	3
Total	29	37	16	17	1	100

Chi Square Calculation:

Calculate value = 190.675

Degree of freedom = 16

Table value = 26.296

Significant level = significant level of 0.05

Inference: It is inferred from the above table that the calculated value of chi square is greater than the table value. Hence, the null hypothesis is rejected so there is a significant relationship between fast moving brand and supply.

Correlations Test:

Ho: No relationship between price and satisfaction of the customer.

H1: Relationship between price and satisfaction of the customer.

Table.4. Correlations Table

		Price	Overall
Price	Pearson Correlation	1	0.666(**)
	Sig. (2-tailed)		0.000
	N	100	100
Overall	Pearson Correlation	0.666(**)	1
	Sig. (2-tailed)	0.000	
	N	100	100

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

Inference: The correlation coefficient gives a mathematical value for measuring the strength of linear relationship between two variables. It can have values from -1 to 1 with:

- +1 representing absolute positive linear relationship (as x increase, y increase)
- 0 representing no linear relationship (as x and y have no pattern)
- -1 representing absolute inverse linear relationship (as x increase, y decrease)

In the study, to test the correlation between overall satisfaction and overall support from others bivariate correlation between these two constructs, since $r = +0.666$ and +1 denotes, the variables namely overall satisfaction and overall support from others are positive correlated. Hence, it is concluded that respondents who give positive opinion about overall support from others will increase overall satisfaction level among merchants. It's reported that the correlation is significant at the 0.01 level.

Suggestions: Few merchants sacrifice their profit margin to increase turnover and to meet the competition. So the merchants who do not want to sacrifice their profit also pushed to sell the copier at a thin merchant and want to improve the delivery system. Paper Mills should take necessary steps, to check the disparity in selling price among the merchant and also delivery system.

4. CONCLUSION

Today's merchant environment is more complex than ever before. If the merchant does can get the right merchandise at the right location and at right time, he wins half the battle for supremacy over its competitors. Paper Mills would give importance to timely supplies to their merchant's most of the merchant's says that supply is good but some of them not get adequate supply to the merchant's. If they do not have a stock of Paper Mills the merchant's will pushed to sell other brands. Paying way for competitors to encroach the copier market of Paper Mills other than supply the merchant's were satisfied with other accepts of Paper Mills copier viz. quality, packing and sales. However it is advised that Paper Mills should modernize and updates quality, packing, and services, not only to retain its market share and dominance but also to progress further

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