



## A Study on Impact of Marketing Mix on Retailer Satisfaction with Special Reference to Eid Parry TRICHY

KOWSHIK P, *MBA., Karpagam college of Engineering, Coimbatore – 641 032,*

Mr. JOTHILINGAM D, *MBA, Assistant professor, Karpagam college of Engineering, Coimbatore – 641 032*

Date of Submission: 14-05-2024

Date of Acceptance: 29-05-2024

### ABSTRACT

In this research, the researchers try to find the retailer preference towards sugar industry. The main objective is, to find the retailers satisfaction, measuring the effect of promotional mix and retailers' perception towards sugar industry. Brand is the influence factor to purchase the food products. Retailers are satisfied with the food quality and brand name; majority of the retailers has maintained a smooth relationship with their dealers. The main objective is, to find the retailers satisfaction, measuring the effect of promotional mix and retailers' perception. Retail marketing mix is important contributor to retailer satisfaction and retention based on perception of retailers. The specific objectives of this study are to identify retail marketing mix and to analyses the effects of retail marketing mix on retailer satisfaction and to analyze the relationship between retailer satisfaction and retailer retention.

### Keywords:

Retailer Satisfaction, Retailer perception, Promotional Mix, Relationship, Retailer Preference

### I. Introduction of Marketing

Marketing is the process of exploring, creating, and delivering value to meet the needs of a target market in terms of goods and services. Retail marketing is the process by which retailers promote awareness and interest of their goods and services in an effort to generate sales from their consumers.

The retailers prefer the retail mix is based on marketing mix, but has been expanded and modified to meet the unique needs of the retail context. The retail mix consists of Product, Price, Presentation, Personnel, Promotion and Place. The retailers are support marketing activities to identify, the target market, acquire and retain consumer beyond the trade channel are marketing segment, loyalty and other beneficial objectives.

### Importance of Marketing Mix

There are several benefits of the marketing mix that makes it important to businesses;

- Helps understand what your product or service can offer to your customers
- Helps plan a successful product offering
- Helps with planning, developing and executing effective marketing strategies
- Helps businesses make use of their strengths and avoid unnecessary costs
- Helps be proactive in the face of risks
- Help determine whether your product or service is suitable for your customers
- Helps identify and understand the requirements of customers
- Helps learn when and how to promote your product or service to your customers.

### Elements of Marketing Mix

In terms of the intensity of effect on brand image, the second largest influence is that exerted by two factors together - the physical surroundings in which services are delivered and the service price level. The importance of both elements derives from the intangibility of services. A pleasing appearance of the outlet makes the service more tangible.

Also, the physical surroundings and price are among the rare external indicators that may be assessed by clients when deciding on the purchase of a particular service, and which they can use as the basis for forming the brand image of the respective service. Therefore, a strong intensity of the price effect on brand image is hardly surprising.

### NEED OF THE STUDY

It is based on the significant role of the marketing mix (product, price, place, and promotion) in achieving a competitive advantage



for the Sugar industry firm of which enables this sector to face the threats of competitors. This strategic location creates a dynamic environment featuring a high level of competition. The need for a competitive advantage is the main challenge in this context that faces the Sugar industry firm for them to survive, to attract new customers, and to develop new markets.

### STATEMENT OF THE PROBLEM

In a competitive world, there are many problems in marketing of EID Parry industry. Some problems can be solved, but many problems may not be solved. Marketing mix is important for developing our economy. Manufacturers face many problems in marketing their product in all areas because most of the rural retailers earn low incomes, have low levels of literacy, low levels of brand awareness, communication and transportation facilities especially new product launch in market. Their retailers are finding various problems in selecting their fast moving consumer goods. It is identified that there is a need for research work in the field of new product launch in marketing mix & strategies of EID Parry industry in selective areas.

### SIGNIFICANCE OF THE STUDY

Wholesalers need to generate a pool of information in order to introduce products and services that create value in the mind of retailers. The value of what the customer perceived is a subjective one, the attributes that create value cannot simply be deducted from common knowledge. Rather, data must be collected and analysed. The purpose of this marketing research is to provide the facts and direction that managers need to make their more important marketing decision. The strength of this research lies on its specific focus on the connection between the customers satisfaction with the international marketing mix model, the four Ps

### OBJECTIVES OF THE STUDY

- To measure the effect of marketing mix on retailer satisfaction towards EID Parry industry
- To find out the present status of marketing mix in EID Parry industry
- To study the distribution and marketing mix strategies adopted by EID Parry industry.
- To study the Factors Influencing the Pricing Decisions of the retailer satisfaction in the firm
- To study Features of retailers opinion level in the firm product.

### SCOPE OF THE STUDY

- The scope of the study is that to find out the marketing mix and retailer satisfaction.
- To identify the sources and features, which influence the purchase of sugar mills.
- To identify the retailers views regarding maintenance and Sugar Products availability.
- The study is intended at obtaining suggestions from customers about the product.
- To find out the impact of the people of the product in customer's mind with respect to after sales service.

### LIMITATIONS OF THE STUDY

- Some retailers were not able to understand some of the questions.
- The sample size was not enough and it failed to give the picture or the result of the survey some sales men or dealers did not co-operate well.
- The questionnaire did not cover the whole aspect of the market potential mix of the mill.
- Lack of sales promotion measure is limitation for some times.
- The data collection was restriction one, due to insufficient period of study.

## II. REVIEW OF LITERATURE

**Hashim and Hamzah. (2021)** presented that traditionally, the pillars of marketing have been known as 4P, which stands for product, price, place, and promotion. However, as customers become more sophisticated, three more Ps have been added, mainly to the service industry, namely people, processes and the physical environment. Nowadays, these considerations are known as marketing 7P and are sometimes referred to as marketing combination.

**Kusumawati and Oswari (2022)** mentioned that partial test results showed that the single price variable influences consumers' intentions to purchase a digital music product online, but the results of concurrent testing results where all variables in the marketing mix, consisting of product, price, promotion, place, people, evidence of the object.

**Abril and Cínov (2022)** considered that the concept of Marketing Mix helps marketers to review and define key issues such as Product, Price, Place, Promotion, People, Process & Physical evidence that affect the marketing of their tangible offering (Products) and intangible performances (Service). As a tool of marketing



strategy to review competition in the market, the service marketing mix which also known as extended marketing mix is an significant part of a service plan which essential for optimum service delivery.

(Alom and Haque, (2023) This includes the fact that there should not be any harmful ingredients in the product which can affect the consumers and the society negatively. This, in effect, means that the production of the product must be guided by the Islamic code of conduct, which is driven by the laws. According to the Islamic shariah laws, the exchange of products or services, such as alcohol, gambling, prostitution, magic, etc. are not allowed to be sold, even if they reap high profits

Armstrong (2023), price is one important element of marketing mix. In determining price, firms should consider other marketing mix elements, due to any decision made pertaining to those elements would affect the price too. Thus, firms have to think comprehensively with regards to the marketing mix strategy, especially when considering the price. In the product development stage, instead of analysing the product features first, firms can set the ideal selling price first for particular customers, and then develop the product to suit that price.

### III. RESEARCH METHODOLOGY RESEARCH DESIGN

A research design is an arrangement of conditions for collection and analysis of data in a manner that aims to combine with relevance to the research purpose with economy in procedure. The researcher had done a descriptive research for studying the Impact of Market Mix and Retailer satisfaction at EID Parry Ltd

### Sample Technique

Sampling is a process used in statistical analysis in which a predetermined number of observations are taken from a larger population. The methodology used to sample from a larger population depends on the type of analysis being performed, but may include simple random sampling or systematic sampling.

### METHOD OF DATA COLLECTION

Data is collected from the employees of EID Parry Ltd. The researcher had prepared a well-structured questionnaire to study the Impact of Market Mix and Retailer satisfaction at EID Parry Ltd

### Primary Data

The primary data is collected directly from the retailers i.e. data collected with the help of questionnaire.

### Secondary Data

The secondary data means already available data. Here, the data were collected from company records, website, annual reports and Journals etc. The researcher also collected information through primary data as well as secondary data.

### TOOLS AND TECHNIQUES

The data has been mainly analysed by using the following methods and tests.

- ✓ Simple percentage Analysis
- ✓ Chi-square Analysis
- ✓ Correlation Analysis
- ✓ Anova Analysis

### CHI-SQUARE ANALYSIS

**Null Hypothesis:  $H_0$ :** There is no significance relationship between the Factors that affect pricing decisions and Level of preference new products

**Alternative Hypothesis:  $H_1$ :** There is significance relationship between the Factors that affect pricing decisions and Level of preference new products

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.349E2 <sup>a</sup>	16	.000
Likelihood Ratio	279.824	16	.000
Linear-by-Linear Association	126.372	1	.000
N of Valid Cases	150		

a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .68.

**RESULT:** The value of  $P$  is  $0.00 \leq 0.05$  hence alternative hypothesis  $H_1$  is accepted so there is significance relationship between Factors that affect pricing decisions and Level of preference new products.



#### IV. SUGGESTIONS

According to the results obtained from respondents, it can be concluded that from among components of marketing mix, place element has the most effect and the product element has the least effect on the retailer's satisfaction. So it is proposed that the company to - fulfil its obligations in the best way in the fields of sales and after sale services to the retailers - distribute the products without any damage - be completely accountable and act rapidly to solve the failures and faults - have acceptable control and management on the place channels - provide conditions, through which the products to reach customers with the least cost through the retailers - deliver the products timely and without any delay - reach its products inventory to a level, to meet the retailers' needs easily According to the results of respondents, from among components of place element, spatial place of the company's representatives plays the most influential role in the advantage of retailer satisfaction.

#### V. CONCLUSION

The results of the study provided the retail industry to focus more on retail marketing mix to receive retailer satisfaction. The review of retail marketing mix theory and the results of empirical study can help the managers, owners of supermarkets and other service organization to understand the importance of retail marketing mix. The study provides managers with guidance on how to generate rough outline of potential marketing activities that can be used to take advantage of capabilities and convert weaknesses and threats. Additionally, the exploration of retail marketing mix, retailer satisfaction and retailer retention of present study can be applied in other supermarket and service industries to contribute the success of organization. Eventually, the conclusions of the study specified that the proper application of right retail marketing mix elements may be supportive for retail industry to appeal new retailers and retain old retailers which results in higher sales, market share, and profits.

#### REFERENCES

- [1]. Erysulistyorini" et.al. (2021) Co-ordination of international channel relationships: four case studies in the food industry in China. *Journal of Business & Industrial Marketing* , 14 (2), pp. 130-151.
- [2]. Jae-Eun Chung, (2021) uanxi practice and Chinese buyer-supplier relationships: The buyer's perspective. *Industrial Marketing Management*, 40 (4), pp. 569-580.
- [3]. Zhengyi Chen" et.al – (2022) The performance implications of power-trust relationship: The moderating role of commitment in the supplier-retailer relationship. *Industrial Marketing Management* , 43 (2), pp. 312-321.
- [4]. Gómez, McLaughlin and Wittink (2022) Retailer-supplier relationships in the sugar company channel: a supplier perspective. *International Journal of Retail & Distribution Management*, 21 (8).
- [5]. Haiyan Hu (2022) *Journal of Retailing*," A Model of Consumer retailers of sugar for a Supermarket Retailer" 74(2):223-245