

A Study on Retailer satisfaction with special reference at Pepsi Co, Madurai

Dr. G. Kalaiamuthan

*Officer-in-Charge, Asst. Prof in Commerce, Sri Jayendra Saraswathi Centre,
SCSVMV University, Ramanathapuram*

Introduction

The Retailer is a person or firm engaged in commercial purchase and sale. Retailer may signify firms that buy or resell products at retail or whole sale basis. A Producer cannot sell all his products directly to consumer, he has to depend upon intermediaries to push, off his products. A dealer is an intermediary who helps to market a product.. A retailer may be a wholesaler or a retailer or a distributor or any agents.

The volume of sales depends on the efficiency of a retailer who assesses the psychology of consumers and takes appropriate steps to sell a product. It is the dealers who suggest to the manufacturers the suitable media of advertisement and other promotional tools. Retailers are searching for new marketing strategies to attract and hold customers. Retailer includes all activities involved in selling goods and services to those buying for resale or business use. Retailer buys mostly producers and sells mostly to retailers or industrial consumers.

Retailer Satisfaction

Retailer wants high marginal gain from manufactures. The main objective of dealership is earning profits. Retailer business is different from other business. The peculiar feature of a dealer is dealing with one or more similar products. Retailers earn commission for goods sold from the manufactures. The commission depends upon the value of sales both cash and credit. Now a days the demand for cement increases every year.

The manufactures are notable to cover all the consumers directly. With the help of dealers only they can reach the consumers. Dealer accepts income from business because there is some guarantee of getting more commission from his business. Dealers demand more commission from the manufactures; they cover the entire market within their locality. They also sell cement in credit to regular customer.

Born in the Carolinas in 1898, Pepsi -Cola has a long and rich history. The drink is the invention of Caleb Bradham (left), a pharmacist and drugstore owner in New Bern, North Carilina.

The summer of 1898, as usual, was hot and humid in New Bern, North Carolina, So a young pharmacist named Caleb Bradham began experimenting with combinations of spices, juices and syrups trying too create a refreshing new drink to serve his customers. He

succeeded beyond all expectations because he invented the beverage known around the world as Pepsi -Cola.

The 1960s marked the beginning of the Pepsi -Cola Company's commitment to health and wellness when it became one of the first corporate organizations to house a fitness centre in its headquarters. That commitment to healthy living is still alive and kicking today. Now, Pepsi Co employees can enjoy exercising in state of the art facilities and walking long the path around the perimeter of headquarters.

In 192, the Pepsi -Cola Company established a corporate foundation. Three years later in 1965, the Pepsi -Cola Company merged with Frito - Lay and officially changed the name of its corporate foundation to Pepsi Co Foundation.

As early as the mid 1970's Pepsi Co Foundation began funding Dr. Kenneth Cooper's aerobics research.

In the 1980's Pepsi Co Foundation expanded its funding to support fitness education for youth, and in 1998, Pepsi Co became the first corporation to become a Mission Sponsor of the YMCA of the USA.

Since then, Pepsi Co and Pepsi Co Foundation have funded numerous initiatives promoting more active lifestyles as well as educating consumers about making smarter dietary choices. The key principle behind all of these efforts has been, and still it, balancing both the nutritional side of the energy balance equation with the physical side.

In recent years, the Foundation has expanded its grant making to the global community and evolved its goal to best reflect the needs of underserved populations.

Products of Pepsi

- Pepsi
- Miranda
- 7^{UP}
- Mouton Dew
- Slice
- Tropicana

Statement of the problem

- The Organization where the study of the **Retailer satisfaction in Pepsico Holding Company.**
- The retailer satisfaction is a major cause of sale in marketing and improves the sales towards the retailer.
- However the present study deal with the analysis in Retailer satisfaction in the organization mainly with an interaction identifying the factor causing satisfaction level in retailer of Pepsi Co.

Objectives

- To find out the socio economic back ground of Retailers of Madurai.
- To find out the fast moving brands of Pepsi Co., Products in Madurai
- To find out the satisfaction level of retailers with reference to financial and non financial sales promotion incentives of Pepsi Co., Madurai .
- To provide suggestions to Pepsi Co., on enhancing the efficiency of distribution of Pepsi Co., offerings in Madurai Region.

Scope of the Study

- To improve the sales in the competitive market.
- To study the purchasing behavior of the retailer
- To study market potential of Pepsi Products.
- To improve the retailers satisfaction level.

Limitations of the Study

- The results of this study should be viewed with a small number of sample
- The method used by us in order to collect the data is very common as we have used the Questionnaire method for this research study. Other methods could have been used for this research study like group discussions/ discussion forum etc.
- Time limit.

Data Analysis and Interpretation

Percentage Analysis

Percentage refers to a special kind of ratio. Percentage is used in making comparison about two or more series of data. Percentage is also used to describe relationship. It is also used to compare the relative terms of two or more series of data.

Formula

$$\text{Percentage analysis} = (\text{Number of customers} / \text{total customers}) * 100$$

Chi square test

It can be used to determine if categorical data shows dependency or the classification are independent. It can also be used to make comparisons between theoretical population and actual data when categories are used computing chi-square test the following formula has been used.

$$\text{Chi square } (\chi^2) = \sum (O_{ij} - E_{ij})^2 / E_{ij}$$

Where O - observed frequency

E - Expected frequency

C - Number of columns in a contingency table

R - Number of rows in a contingency table

The calculated value of chi square is measured with the table value of chi-square for given level of significance usually at 5 percent level. If the calculated value (C, V) is

less than the table value (T,V) then the null hypothesis is accepted and otherwise it is rejected.

Age Wise Classification of the Respondents

Table 1 Age Wise Classification of the Respondents

S. No	Age	No. of Respondents	Percentage
1.	Below 25	6	12.76
2.	25 to 35	14	29.78
3.	35 to 45	18	38.39
4.	Above 45	9	19.14
	Total	47	100

Source: Primary data

We can infer from the above table that 12.76 Percentage of the respondent belong to the age group of below 25 and 29.78 Percentage of respondent belong to the age group of 25.35 years, 38.29 Percentage of the respondents belong to the age group of 35-45 & the remaining 19.14 Percentage belong to above 45 years of age.

Educational Qualification

Table 2 Educational Qualification

S. No	Qualification	No. of Respondents	Percentage
1.	Below 12th	36	76.59
2.	Dip /IT	7	14.89
3.	U.G	4	8.51
4.	P.G	0	0
	Total	47	100

Source: Primary Data

From the above table that 76.59 Percentage of the respondents have below 12th qualification & 8.51 Percentage of the respondents have U.G qualification.

Years of Dealing with Pepsi Products

Table 3 Years of Dealing with Pepsi Products

S. No	Years of dealing	No. of Respondents	Percentage
1.	Below 5 yrs	5	10.3
2.	5-10 yrs	6	12.76
3.	11-15 yrs	19	40.92
4.	Above 15yrs	17	36.17
	Total	47	100

Source: Primary Data

From the above table that 40.92 Percentage of the of the respondents are 11-15 yrs dealing with Pepsi Products and 10.63 Percentage of the respondents are below 5 yrs dealing with Pepsi Products.

Motivating Factor to Buying Pepsi Products**Table 4 Motivating Factor to Buying Pepsi Products**

S. No	Factor	No. of Respondents	Percentage
1.	Fast Moving Brands	19	40.42
2.	Better Profit Margin	9	19.14
3.	Non financial Incentives	2	4.25
4.	Discount in Price	17	36.17
	Total	47	100

Source: Primary Data

From the above table that 40.42 Percentage of the respondents says that fast moving brands motivating factor to buying the Pepsi products and 4.25 Percentage of the respondents says that non financial is the motivating factor.

Fast Moving Brand among Pepsi Products**Table 5 Fast Moving Brand among Pepsi Products**

S. No	Satisfied level	No. of Respondents	Percentage
1	7 UP	10	21.28
2	Miranda	12	25.53
3	Slice	15	31.91
4	Pepsi	06	12.77
5	Mountan Dew	01	2.13
6	Nimbooz	03	6.38
	Total	47	100

Source: Primary Data

From the table that 31.91% of the respondents are agree slice is fast moving brand among the Pepsi products and 25.53% of the respondents are agree Miranda is fast moving brand among the Pepsi products.

Hypothesis

The alternative hypothesis (H1) - The retailer satisfaction level depends upon the daily sales and distribution of the Pepsi Products.

The null hypothesis (H0) - the retailer satisfaction level independent upo the daily sales and distribution of the Pepsi Products.

Observed Frequency

Daily sales / Distribution of the products	Very Good	Good	Average	Bad	Very Bad	Total
High- Satisfied	2	2	15	6	1	26
Satisfied	1	3	3	5	0	12
Neutral	1	2	0	0	0	3
Dissatisfied	0	0	1	2	0	3
High-Dissatisfied	0	1	1	0	1	3
Total	4	8	20	13	2	47

Source: Primary Data

Chi Square Test

O	E	O-E	(O-E) ²	(O - E) ² /E
2	2.2127	-0.2127	0.0452	3,4300
2	4.4255	-2.455	6.027	1.5720
15	11.0638	4.0638	16.5144	0.0047
6	7.1914	1.1914	1.4194	0.1285
1	1.1063	-0.1063	0.0112	0.9562
1	1.0212	0.0212	0.0004	1.9125
3	2.0425	1.0425	1.0868	0.1484
3	5.1063	-2.1063	4.4364	0.0090
5	3.3191	2.3191	5.3782	0.0105
1	0.2553	0.7443	0.5539	4.0337
2	0.5106	1.4894	2.2183	0.1255
1	1.2765	-0.2765	0.0764	0.1142
2	0.8297	1.1703	1.3696	3.2
1	0.5106	0.4894	0.2395	0.0238
1	1.2765	0.2765	0.0764	0.0476
1	0.1276	0.8724	0.7610	1.3336
		Total		Σ =27.551

Particular	Values
Table Value	26.296
Calculated Value	27.8308
Degrees of freedom	16
Inference	Accepted H1

Source: Primary Data

As the calculated value (27.8308) is lower than the table value (26.296) at 5% level of significant it is referred that the null hypothesis is rejected and the alternative hypothesis is accepted that is the retailer satisfaction level depends upon the daily sales and distribution of the Pepsi products.

Discussion

- Most of the retailers are dissatisfied with the credit facility so the company considers that problem and give the credit facility to the retailer for increase the satisfaction level.
- Most of the retailers are dissatisfied with profit level of Pepsi Products so the company bring new offer to increase the profit level.
- Maximum number of retailer is discount is the best tool to differ with competitor. So the company can utilize this tool and meet the competitor.
- Most of the retailers are accept slice only fast moving brand among the Pepsi products so the company concentrate other Pepsi products and increase that product quality to maximum consume that product.

- Most of the retailers are accept the product techniques used by the organization improve the sales.

Conclusion

From the study it can be concluded that the over all satisfaction for Pepsi product in good Pepsi Product stands best a quality also. Retailers are satisfied about the price, quality, channel of distribution, dealer sales support etc.

But focus needs to the placed on credit period, advertising and promotional activities and to some extent o brand availability. This is sure to improve the success of Pepsi Product in the global level.

References

1. www.google.com
2. www.msn.com