

An Evaluation of Retail Marketing Strategies in Select Supermarkets of Mysore City

B.R. Mahendra Kumar

*Research Scholar, Vidyavardhaka Research foundation
Mysore (Under university of Mysore)*

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Dr. M. Shivalinge Gowda

*Research Guide, Vidyavardhaka Research foundation
Mysore (Under university of Mysore)*

Abstract

Indian retail sector is undergoing a significant transformation, driven by changing consumer preferences, technological advancements, and increasing urbanization. This transformation is not only reshaping the market landscape but also presenting both challenges and opportunities for businesses operating in the sector. Retailers who adapt to these changing dynamics, invest in channel strategies, and cater to the evolving needs of India's growing middle class and young, tech-savvy population are likely to emerge as leaders in this rapidly expanding market. In this connection this study aims to assess the socio-economic background of the employees working in selected super markets and to analyze the retail marketing strategies implemented by the selected supermarkets. In this study the primary data was collected through issuing of questionnaire from 100 employees working in ten branches of super markets. Lastly this was designed to know that the dimensions of retail marketing strategies that have significant effect on customer satisfaction and this study results that majority of the employees opinioned that pricing strategies, product strategies and promotion strategies positively impact towards increasing the sales volume of the super markets at Mysore City.

Keywords: Retail Marketing, Super Market, Offer Prices, Customer Satisfaction etc.

Introduction

The organized apparel retail market in India is expected to continue growing, driven by factors like rising disposable incomes, urbanization, and increased brand awareness. As supermarkets and multi-brand retail stores continue to expand, there is a growing opportunity for retailers to capture market share from both traditional and emerging consumer segments. Ultimately, the customer experience will be what sets successful apparel retailers apart. Retailers who understand and cater to the local tastes and preferences, while maintaining consistent high standards of service and quality, will be the ones who thrive in this burgeoning market. The apparel retail sector in India, especially in emerging cities like Mysore, is at an exciting juncture, driven by the growing demand for branded products and the expansion of organized retail formats. However, as the market becomes more competitive, retailers must prioritize customer satisfaction and service quality as key

differentiators. Retailers that leverage both product excellence and superior customer service are well-positioned to succeed in this rapidly evolving market. The global supermarket industry has indeed undergone significant evolution over the past century. Initially, supermarkets were primarily a feature of developed countries, but since the early 1990s, the concept of supermarkets began to spread to developing countries, marking what's been termed the "supermarket revolution". This transformation, particularly in countries like India, has not just been confined to urban areas, but also increasingly extended to semi-urban and rural regions. The supermarket industry in India, for instance, began gaining momentum in the early 2000s. The supermarket industry in developing countries, including India, is continuing to expand as more regions rural, semi-urban, and urban are introduced to the convenience and variety offered by organized retail. The marketing strategies of supermarkets are evolving based on the location and needs of the consumer. As the supermarket revolution continues, these retail formats will increasingly play a pivotal role in shaping consumer behavior, driving economic growth, and contributing to the development of the modern retail ecosystem.

Review of Literature

Esfahani and Maryam (2015), examined the impact of sales promotions on various psychographic factors, with a particular focus on deal-proneness among buyers. The study sought to understand how psychological traits such as price consciousness, quality consciousness, innovations, and variety seeking affect consumer responses to sales promotions. By exploring these relationships, the researchers aimed to provide insights on how different consumers react to promotional activities and how retailers can use this information to tailor their marketing strategies effectively.

Manohar (2018) was to evaluate the effectiveness of sales promotions employed by Star Oil and understand how these promotions impact consumer behavior. The study sought to explore how the company navigates the challenges of the market by focusing on key factors like product quality, packaging, pricing, and the effectiveness of its sales promotion schemes. Additionally, the study aimed to analyze how behavioral segmentation is applied in the context of grocery shopping, and how these insights can help shape Star Oil's promotional strategies.

Mohan (2020) examines the various factors that influence customer satisfaction in food retail supermarkets. The research highlights that supermarkets, operating in a highly competitive retail market, must consider multiple dimensions to enhance their service offerings and build strong customer relationships. Key aspects like customer service, store environment, brand variety, location, and shopping convenience are identified as crucial elements that directly impact customer satisfaction. The study emphasizes that understanding these factors and responding to customer needs is vital for supermarket success.

Fatima Jacob (2022) explores the current state of the vegetable retailing sector in India, emphasizing the transformation taking place within the retail landscape. The study notes that India's retail sector is at a significant crossroads, where a shift is occurring between the organized and unorganized retail sectors. This transformation is particularly pronounced in vegetable retailing, where traditional, unorganized retail (such as local vendors, street markets, and small kirana stores) is facing increasing competition from organized retail formats like supermarkets, hypermarkets, and online grocery platforms.

Anuradha Arthanari (2024) investigates the factors that influence consumer behavior when purchasing vegetables from organized (supermarkets, hypermarkets) and unorganized (local vegetable vendors, street markets) retail outlets. The study aims to uncover the underlying behavioral patterns that drive shoppers' decisions to buy from one type of outlet over the other.

This research is particularly relevant in the context of India's rapidly evolving retail sector, where organized retail is growing in popularity, but unorganized retail still holds a strong presence in the vegetable market, especially in rural and semi-urban areas.

Objectives of the Study

1. To assess the socio-economic background of the employees working in selected super markets in Mysore City.
2. To analyzes the retail marketing strategies implemented by the selected supermarkets in Mysore City.

Research Methodology

The study uses a combination of primary data collected through a structured questionnaire and primary data was collected from 100 employees working across 10 supermarket branches in Mysore city. The branches were located in the following areas: Vijayanagar: 4 supermarket branches, Kuvempunagara: 4 supermarket branches and V.V. Mohalla: 2 supermarket branches. The secondary data gathered from research papers, journals, and reports to understand consumer behavior in supermarket environments. The analysis involves the use of SPSS to apply statistical tests like Chi-square and ANOVA to derive meaningful insights. The results of these analyses will help to draw conclusions about factors influencing consumer behavior in the supermarket industry in Mysore, particularly from the perspectives of employees.

Analysis and Interpretation

H0: There is no significant differences between socio-economic background of the employees working in selected super markets in Mysore City.

H1: There is a significant differences between socio-economic background of the employees working in selected super markets in Mysore City.

The demographic profile of employees working in selected supermarkets in Mysore City is summarized below based on the data from 100 respondents. This provides insights into the gender, age, marital status, educational background, and monthly income of employees working in supermarkets. This shows a dominance of male employees in supermarkets in Mysore, which could reflect the broader workforce patterns in the retail sector in the region. These findings indicate that the majority of employees working in supermarkets are in the middle-aged category (30-50 years). This suggests that supermarkets may rely on employees with more experience and stability in their workforce. The focus on this middle age group could reflect their preference for stable employment opportunities. The majority of supermarket employees are married, which could indicate that supermarkets are appealing to individuals looking for long-term, stable employment, possibly to support their families. It could also reflect a certain degree of maturity and responsibility in the workforce. This shows a relatively high level of education among supermarket employees, with 50% holding a postgraduate degree. This suggests that supermarkets may be attracting well-educated individuals, potentially for roles that require specialized knowledge or management skills. The presence of graduates further supports this trend, indicating a skilled workforce. A significant proportion of employees, 48%, earn between Rs. 30,000 to Rs. 40,000, which could indicate that supermarket jobs in Mysore offer a moderate income. 32% of employees earn less than Rs. 30,000, which suggests that some roles may be entry-level or lower-paying. These insights can help supermarket management in Mysore optimize employee retention strategies, tailor their training programs, and possibly align their compensation packages with market standards to attract and retain the right talent. Let me know if you need further details or insights from this demographic profile

Table 1 Demographic Profile of Respondents

Particulars	Frequency	Chi-square
1. Age Pattern:		
Less than 30 years	20%	2.387 P=0.000 Ho=Rejected
30-40 years	40%	
40-50 years	25%	
Above 50 years	15%	
2. Gender:		
Male	78%	4.123 P=0.001 Ho=Rejected
Female	22%	
3. Marital Status:		
Married	70%	3.240 P=0.055 Ho=Accepted
unmarried	30%	
4. Educational Background:		
Post Graduate	30%	4.123 P=0.004 Ho=Rejected
HR professionals	20%	
Graduate	50%	
5. Monthly Income:		
Less than 30000Rs	32%	6.012 P=0.000 Ho=Rejected
30000-40000 Rs	48%	
Above 40000 Rs	20%	

Source: Field Survey

The significant relationships found for age, gender, marital status, and income suggest that these demographic factors may play a key role in influencing consumer behavior or other aspects of supermarket operations. Retailers could consider these factors when developing marketing strategies, promotions, or customer service models. The insignificance of educational background means that the level of education does not seem to significantly affect the variable under investigation (for example, consumers’ choice of supermarket or customer satisfaction).

H0: There is no significant differences between retail marketing strategies implemented by the selected supermarkets in Mysore City.

H2: There is a significant differences between retail marketing strategies implemented by the selected supermarkets in Mysore City.

The below table shows that employees perspective towards retail marketing strategies implemented by the selected supermarkets in selected study area. The retail marketing strategies are broadly classified into four parameters has follows, strategy used to attracts the customers, pricing strategies, product strategies and promotion strategies respectively. In the context of strategy used to attract the customers. The data reveals that Point of Purchase displays are highly valued, with a mean score of 4.825, indicating strong positive perceptions among consumers. In contrast, the Quality of Product received a moderate mean score of 3.100, suggesting that there may be room for improvement in this area. Additionally, Reasonable Price scored low at 2.150, indicating that consumers do not perceive prices as favorable. Conversely, Goods Return Policies were rated quite positively, with a mean score of 4.450, highlighting their importance in consumer decision-making. Attractive Offers/Schemes and the Retail Store Image and Ambience received moderate scores of 3.214 and 3.771, respectively, suggesting a fair level of satisfaction but also potential for enhancement. This was followed by promotion marketing strategies, Advertising stands out

with a mean score of 4.550, demonstrating a high perceived effectiveness. Sales Promotion and Publicity received moderate scores of 3.400 and 3.600, respectively, indicating that while they are appreciated, there may be opportunities for improvement in these areas. Personal Selling scored slightly lower at 3.524, suggesting that this approach is less impactful than others respectively.

In the context of pricing and product strategies, among sales promotion strategies, Discount Offers and Price Off mean score was recorded 4.200, reflecting their positive influence on consumer behavior. The effectiveness of Free Trials and Contests was rated lower score at 3.400, while the Buy one Get one Free/Coupons strategy received a high mean score of 4.755, showcasing its strong appeal to consumers. Other strategies, such as Market Intelligence and Weekend and Festival Offers, received moderate scores, indicating that these tactics are valued but not as strongly as direct discounts or BOGO offers. The perception of Pricing as a Profit Driver is also significant, with a mean score of 4.200 respectively. In terms of product development, consumers place a high value on Products Delivered with Hygiene and Safety, which scored 4.125. Similarly, Product Package Design and Color was rated positively at 4.250, indicating that attractive packaging is important to consumers. The focus on Brand Building and Brand Equity received a moderate score of 3.700, suggesting that while important, it may not be the top priority for consumers. Notably, the use of Less Preservatives for Customer Loyalty was moderately acknowledged, scoring 3.530. Strategies related to the Product Life Cycle and the importance of Business Analysis and Market Testing both received high scores of 4.375 and 4.470, respectively, emphasizing the need for careful planning before market entry. Lastly, the necessity for Proper Evaluation and Screening before launching products was acknowledged, albeit at a moderate level with a mean of 3.520., these are major strategies used by the retail marketing strategies implemented by the selected supermarkets at Mysore City.

Table 2 Indicates that Retail Marketing Strategies Implemented by the Selected Supermarkets

Independent Variables	Dependent Variables	Average Mean	Standard Deviation
(X1) Strategy used to Attracts the Customers	a) Point of Purchase display	4.825	1.562
	b) Quality of Product	3.100	1.503
	c) Reasonable Price	2.150	1.549
	d) Goods return policies	4.450	1.377
	e) Attractive offers/schemes	3.214	1.241
	f) Retail store image andAmbience	3.771	1.422
(X2) Promotion Strategy	a) Advertising	4.550	1.4935
	b) Sales Promotion	3.400	1.4793
	c) Publicity	3.600	1.2231
	d) Personal selling	3.524	1.2234

(X3) Pricing Strategy	a) Discount offer and Price off	4.200	1.1121
	b) Free Trials and Contest & Lucky Draw to improve the sales promotion	3.400	1.2413
	c) Buy 1 and Get 1 free and coupons, gifts provide to the customers to improve sales.	4.755	1.2222
	d) Market intelligence is needed to enter new business areas	3.600	1.2211
	e) Weekend and festival offer	3.800	1.5631
	f) Pricing is the major drive for earning a profit	4.200	1.0111
(X4) Product Strategy	a) Products delivered with hygiene and safety	4.125	1.0221
	b) Product package design and colour should be attractive	4.250	1.0241
	c) Concentrate on brand building and brand equity	3.700	1.2634
	d) Less preservatives used for the products for customer loyalty	3.530	1.8111
	e) Adoption on product life cycle strategies	4.375	1.7821
	f) Follow the procedure of business analysis and market testing	4.470	1.8837
	g) Proper evaluation and screening of the product before entering to the market	3.520	1.0822

Sources: Primary Data

Table No 2 (a) shows that of one way ANOVA F-Test, we test for the significant difference between retail marketing strategies implemented by the selected supermarkets in selected study area. All the independent variables (Strategy used to Attracts the Customers, Promotion Strategy, Pricing Strategy, Product Strategy) results that, P value (Sig 2-tailed) which is less than the Alpha value of 0.05, it was found to be significant or positively accepted. Therefore the results indicate that stated null hypothesis is rejected and alternative hypothesis is accepted. Lastly majority of the employee's opio0ned that all the retail marketing strategies positively impact on increasing the sales volume in selected super markets at Mysore City.

Table 2 (a) Results of One Way ANOVA F-Test

Independent Variables		Sum of Squares	Mean Square	F	Sig.
Strategy used to Attracts the Customers	Between Groups	.172	.086	.174	0.000 Ho = Rejected
	Within Groups	236.494	.496		
	Total	236.667			

Promotion Strategy	Between Groups	2.958	1.479	2.054	0.000 Ho = Rejected
	Within Groups	343.440	.720		
	Total	346.398			
Pricing Strategy	Between Groups	.321	.160	.328	0.000 Ho = Rejected
	Within Groups	233.146	.489		
	Total	233.467			
Product Strategy	Between Groups	.214	.107	.145	0.000 Ho = Rejected
	Within Groups	352.578	.739		
	Total	352.792			

Note: * Significant Level at 5%.

Suggestions for the Study

- The key to drawing customers effectively lies in understanding and addressing their needs, buying patterns, and preferences. Here are the key steps that customers typically follow, and how supermarkets can align their strategies to meet these expectations.
- The employee in super market lack in communication so training should be given in terms of communication.
- Indian consumer is a victim of many types of unfair and unethical practices adopted in the retail market so there is an option of Big Bazar which gives quality goods at reasonable price etc.
- Loyalty programs are one of the most powerful tools supermarket managers can use to build long-term relationships with customers, improve customer satisfaction, and boost revenue. Below, we explore the components of an effective loyalty program and how it can contribute to the supermarket's success.
- This transition involves restructuring business operations around understanding and meeting customer needs more effectively. To achieve this, organizations must develop the capabilities to acquire the necessary resources, knowledge, and tools to deliver products and services that truly resonate with customers.

Conclusion

The summary highlights the proactive approach taken by in conducting market before entering the retail market. Despite the initial analysis, the document suggests that implementing the previously mentioned recommendations could further improve results for the employee's perspective towards super market. Over the course of a year, super market has undergone significant diversification efforts and introduced various loyalty programs to retain customers. The overall, the analysis indicates that point of purchase displays, Goods return policies, and effective advertising are crucial for consumer satisfaction. There is a notable gap in perceptions of product quality and pricing, which presents opportunities for improvement. Strong promotional strategies, particularly Buy one and get one offers, significantly enhance consumer engagement, while a focus on hygiene, safety, and attractive packaging remains paramount in product development, these are major retail marketing strategies implemented to increasing the sales volume and profit in selected super markets at Mysore City.

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