

EXPLORING VARIABLES THAT INFLUENCE RETAILER OPINION ON COOKWARE PRODUCTS

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Abstract

The cookware products are now in different brands having entered into the market which raised the competitiveness in the industry. It studies individual merchant characteristics such as demographics and behavioral variables in order to better understand customers' requirements. It also tries to assess influences on the retailers from consumer groups such as family, friends, reference groups, and society in general. The objectives of this study are to find out the relationship between product, price, promotion and retailers' opinion. The survey was collected from 130 retailers', using a structured Questionnaire. The data collected is analyzed using the statistical tools such as Average and Regression.

Keywords:

Retailers' Opinion, Product, Price, Promotion

1. INTRODUCTION

Retailing means to break the bulk selling. Retail is a process in which a retailer sells goods and services to their customers. The demand for these retail goods or services is created through various target markets and promotional strategies, in turn nourishing consumers' wants and needs through a narrowed supply chain. Retailer opinion is a marketing concept that involves a retailer's impression and awareness about a company and its services. Retailer opinion is what retailers' think of an organization. Opinion helps to attract the new retailers' and also helps in maintaining good relationships with current retailer. It decides how much a product company sells and how much a company is perceived. As retailer perceptions affect the consumption behavior, products and all marketing activities should be designed in a way that secures consumers' positive perception [1]-[3].

2. REVIEW OF LITERATURE

The customer satisfaction is an important aspect of marketing, and it may be defined as the number of consumers, or the total number of customers, whose detailed participation with a company, its products, or its services exceeds predetermined fulfilment goals. The purpose of this investigation is to learn more about the many aspects that influence customer happiness. The questionnaire approach is used to collect data for the aforementioned goal. To collect scientific proof, appropriate instruments were applied [4].

It is examining the main influencing factors of Consumer buying behavior for mixed / polished products. For this study a systematic examination of two cities Barasole and Badrak, in Orissa Managed to get information about selected key variables that affect purchases Consumer behavior towards blenders. Information on 300 consumers representing a cross section of the population was collected. Data collected in this way were

analyzed using appropriate statistical tools. The results show that from the perspective of brand preference for blender/grinder products, demographic variables do not significantly affect consumer purchasing behavior [5].

According to the research, social and physical aspects, as well as marketing mix elements, are strongly linked to customer purchasing behaviour. These investigations allow for the finding of consumer decision-making rules. The findings will aid producers and dealers of electronic home appliances in better understanding consumer behaviour and increasing customer satisfaction [6].

3. OBJECTIVES OF THE STUDY

- To identify the factors influencing the retailers' preference to deal with cookware products.
- To find the retailers' opinion towards product, price and promotional attributes of cookware products.

4. RESEARCH DESIGN AND FINDINGS

Descriptive research is used in the study to analyze the retailers' opinion towards cookware products. The data collected for this research is purely based on primary and secondary sources. The sample size of the study is 130.

4.1 RETAILERS DESCRIPTION

For this study the data were collected from the location of Chennai, Madurai, Virudhunagar and Sivakasi. Majority of the respondents are having vessel store type of the retail outlet and they were running their store for more than 15 years. Majority of the respondents said that per day on an average 16 to 25 customers are visited their store for the purchase.

Table.1. Description of Retailers

Retailers Description	Particulars	Respondents
Location	Chennai	57
	Madurai	54
	Virudhunagar	11
	Sivakasi	8
Type of Retail Outlet	Supermarket	3
	Vessel Store	111
	Retail chain store	16
Existence of store	Less than 5 years	18
	5 to 10 years	40
	10 to 15 years	25

	More than 15 years	47
Size of the store	Small	7
	Medium	75
	Large	48
Average customer visit per day	Upto 5	6
	6 to 15	35
	16 to 25	55
	More than 25	34

4.2 RETAILERS OPINION TOWARDS COOKWARE PRODUCTS

- The dependent variable is the retailers' opinion.
- Product, Price, and Promotion are the independent variables.
- **Tool Used:** Regression

4.2.1 Product Attributes and Retailers Opinion:

Hypothesis:

H₀: There is no significant relationship between attributes of product and retailers' opinion

H₁: There is a significant relationship between attributes of product and retailers' opinion

Table.2. Product Attributes and Retailers opinion

Model	Un-standard coefficients		Standard coefficient	T	Sig
	B	Std. Error	Beta		
Constant	2.847	0.364		7.812	0.00
1 Quality of the product match with the consumer requirement	0.313	0.088	0.298	3.547	0.001
2 Demand for the product increased significant in a current scenario	0.168	0.061	0.237	2.771	0.006
3 Consumer purchase decision depends upon the brand name	0.087	0.055	0.139	1.599	0.112
4 Consumer is more attracted towards its product specification	0.057	0.063	0.079	0.904	0.368

It is identified from the Table.2 that the product quality, demand factor has impact on retailers' opinion and reason to deal with the particular brand. Because the significant value for the above-mentioned factor is less than 0.05. So, null hypothesis is rejected. So, there is a significant relationship between two variables.

4.2.2 Price Attributes and Retailers Opinion:

Hypothesis:

H₀: There is no significant relationship between attributes of price and retailers' opinion

H₁: There is a significant relationship between attributes of price and retailers' opinion

Table.3. Price Attributes and Retailers opinion

Model	Un-standard coefficients		Standard coefficient	T	Sig
	B	Std. Error	Beta		
Constant	3.4	0.27		12.60	0.00
1 Profit margin is high to deal with the brand	0.18	0.069	0.234	2.731	0.007
2 The product price is affordable for the consumer to buy	0.245	0.070	0.296	3.518	0.001
3 Product available at high quality with reasonable price	0.163	0.064	0.219	2.547	0.012
4 Financial schemes offered by the stores will help consumer	0.060	0.045	0.117	1.341	0.182

It is identified from the above table that the profit margin, affordable price to the customer and high quality with reasonable price factors have impact on retailers' opinion and reason to deal with the particular brand. Because the significant value for the above-mentioned factors is less than 0.05. So, null hypothesis is rejected. There is a significant relationship between two variables.

4.2.3 Promotion Attributes and Retailers Opinion:

Hypothesis:

H₀: There is no significant relationship between attributes of promotion and retailers' opinion

H₁: There is a significant relationship between attributes of promotion and retailers' opinion

Table.4. Promotion Attributes and Retailers opinion

Model	Un-standard coefficients		Standard coefficient	T	Sig
	B	Std. Error	Beta		
Constant	3.958	0.234		16.923	0.000
1 Retailer are motivated by the gift provide by the company	0.104	0.063	0.143	1.638	0.104
2 Packaging of the products are more attractive and ensure the product safety	0.082	0.064	0.112	1.285	0.201
3 Promotion through television, radio is adequate to create awareness	0.175	0.058	0.256	3.007	0.003

4	Advertisement of product has more reach among consumer	0.94	0.057	0.144	1.654	0.100
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It is identified from the above table that the promotion through television, radio is influencing the consumer purchase of cookware products and this factor have impact on retailers' opinion and reason to deal with the particular brand. Because the significant value for the above-mentioned factor is less than 0.05. So, null hypothesis is rejected. So, there is a significant relationship between two variables.

5. CONCLUSION

The study was conducted on the topic “Exploring Variables that Influence Retailers Opinion on Cookware Products”. The sample size for the study was 130 retailers. It is concluded that, all the retailers’ have dealing with cookware products and also, they were satisfied with dealing because of the attributes of product, price and promotion. The Company's long-term relationship with retailers’ makes more brand awareness and satisfying the consumer needs will create brand loyalty. Non-stick cookware is considered a stronger product for company having a good brand name in the market. According to the study the price consideration and package of cookware, Non-stick cookware, induction cook tops, cookers/steamers, pressure cookers, Kadai, Tawa, Pans, Puttu maker, Idly-Rice cooker, Mixer, Grinder-hand and wet tabletop, Milk boiler/pan, Toaster, and other common home cookware has a substantial favourable influence on the purchase of cookware items at retail stores. This is due to the fact that many customers are motivated to purchase things at offered pricing. Low-cost shoppers are always looking for items that provide good value for money.

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