

A Study on Effectiveness of Itinerant Retailers towards Cheap Jacks with Reference to Panruti – Cuddalore District

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Abstract

Marketing starts with the consumers and ends with consumer. Satisfaction of the consumers becomes the most important goal of a business enterprise. Itinerant retailers are traders who do not have a standard place of business from which they can operate. Cheap jacks are petty retailers who own independent temporary shop in a business location. The statement of problem of this study is the Consumer activities become more demand on the buying goods from Cheap Jacks. The consumer assumes risk for purchasing the goods. These exhibit how the cheap jacks can identify their problems and steps needs to improve their services. The objectives of this study is to Study the consumers buying behavior and attitude towards itinerant retailer – cheap jacks, and to analyze the satisfaction level on consumer towards Itinerant Retail-Cheap Jacks, and determine the factors which are influence the cheap jacks.

Introduction:

Marketing starts with the consumers and ends with consumer. Satisfaction of the consumers becomes the most important goal of a business enterprise. The effort to ensure consumer satisfaction lies in understanding the consumer, his likes dislikes, his expectations and motivation.

An analysis of the consumer's behavior in terms of consumer consumption pattern, consumer preferences, consumer motivation, consumer buying process and shopping behavior is very much helpful to formulate a firm's marketing strategy.

So the ultimate objective of a business firm is to create a consumer who is said to pivot around which the entire business of a firm revolves. The essence of modern marketing lies in building of profit along with creating meaningful value satisfaction for the customers, whose needs and desires have to be coordinated with the set of products and production program.

Therefore, marketing success an enterprise depends as its ability to create a community of satisfied consumers. All the business activities should be carried out in ways which are directed towards the satisfaction of the consumer needs. The potential consumer along with other stimuli already exciting receives the marketing stimuli in the environment. The stimuli my social economic, cultural, technological and political in nature.

Itinerant retailers are traders who do not have a standard place of business from which they can operate. They keep moving with their shops from one location to another, in search of consumer.

Cheap jacks are petty retailers who own independent temporary shop in a business location. They keep changing their business from one place to another, depending upon the potential of that place. But still change of location is not so frequent like hawkers or market traders. They also deal in consumer products and provide service to customer product and provide services to customer in terms of marketing available where ever required.

Review of literature:

"Consumer preference" is a marketing term meaning a consumer likes one thing over another. For instance, a trend may indicate consumers prefer using debit cards over credit cards to pay for goods. Companies rely on surveys, information and data in order to customize products and services based upon consumer preferences, according to **Cambridge** Online Dictionaries.

The sweetener blend added to the company's most famous brand is formulated for each country based on customer preference. Our club card used at physical outlets and the order records from our online presence means we can readily establish individual customer preference.

JohnDudovskiy Consumer buyer behavior is considered to be an inseparable part of marketing and **(Kotler and Keller)** state that consumer buying behavior is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants.

Buyer behavior has been defined as "a process, which through inputs and their use though process and actions leads to satisfaction of needs and wants" **(Enis)**. Consumer buying behavior has

numerous factors as a part of it which are believed to have some level of effect on the purchasing decisions of the customers.

Consumer preferences are becoming increasingly known through online sources, according to Maritz. Younger people expect companies to communicate online through forums and social media. Companies also attempt to listen to consumers' needs through online sources as well. Young consumers between 18 and 24 prefer generic online messages rather than private communications through email.

Alternatively, consumer buying behavior “refers to the buying behavior of final consumers, both individuals and households, who buy goods and services for personal consumption” (**Kumar**). From marketers' point of view issues specific aspects of consumer behavior that need to be studied include the reasons behind consumers making purchases, specific factors influencing the patterns of consumer purchases, analysis of changing factors within the society and others.

According to **James C. Cox** in The Economic Journal, consumer economics traditionally operates on the hypothesis that consumers seek the most utility, or satisfaction, that they can buy. Consumer preferences involve the ranking of goods and services according to how much benefit they afford. The study of consumer preferences employs assumptions about consumers' behavior and how they decide preferences.

Perception, broadly speaking, is a biological and cognitive function (**Esperanza**). However, this definition is vague. A clearer definition could be that perception is concerned with the process by which our five senses are organized and interpreted (**Solomon & Rabolt**). This definition is supported by other authors. Perception can be defined as the process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world (**Schiffman and Kanuk**).

Consumer preference is a general term applied to all facets of marketing products and services. This is not to be confused with the more-specific term brand preference, which relates to consumers preferring one brand over competing brands. If one brand is unavailable, consumers will likely choose another brand to fill the gap. Customer preference is what type of product an individual customer likes and dislikes.

Spokesperson, Consumer's level of uncertainty regarding the outcome of a purchase decision, especially in case of high priced item such as a car, or a complex item like a computer. Consumers attempt to reduce their anxiety by collecting more information and by seeking the recommendations of a peer group or an entity (person or consumer advocacy group) considered an expert on the subject matter.

Statement of problem:

Cheap Jacks provides different types of product with different quantities. There is heavy competition among the cheap jacks. The Consumer activities become more demand on the buying goods from Cheap Jacks. The consumer assume risk for purchasing the goods. These exhibit how the cheap jacks can identified their problems and steps needs to improve their services. The retention of consumer are the focus in buying from cheap jacks with intension and adopt various promotion measures to satisfy level of the consumer knowing buying behavior and satisfactory level of consumer purchasing towards Itinerant Retailer.

Objectives:

- To Study the effectiveness of itinerant retailer towards cheap jacks.
- To analyze the satisfaction level on consumer towards Itinerant Retail-Cheap Jacks.
- To determine the factors which are influencing cheap jacks.
- To offer the suggestion to Cheap Jacks in Panruti on this study.

Hypothesis:

Ho: There is no significant difference among the satisfaction of respondent on the basis of their age of respondents.

Methodology:

Sources of data: The primary data collected through questionnaires administered to a sample of 100 consumers selected from Panruti-Cuddalore district, the questionnaire was pre- designs and pre- tested before it was administered. The Secondary Data from different journals, newspapers and relevant websites have been consulted in order to make a study on buying behavior towards itinerant retailers – cheap jacks with reference to Panruti – Cuddalore district

Sample design:

A survey was conducted in Panruti-Cuddalore district, in order to measure the consumer buying behavior towards itinerant retailer-Cheap Jacks. The researcher personally circulated the standardized questionnaires among the consumers of Panruti-Cuddalore district. Using **random sampling** the samples were selected for the study.

Sample size:

Sample size of the study that is selected from sampling unit. Total estimated sample size is 25 consumer from Panruti-Cuddalore District.

Statistical tools: Percentage Analysis and Correlation test.

Area of the study:

The study has covered the area in Panruti village – Thiruvathigai.

Limitation of the study:

The study was confined only in Panruti Cuddalore District, so the respondents are limited for this study and the time period for this study is limited.

Data Analysis and Interpretation:

Ho: There is no significant difference among the satisfaction of respondent on the basis of their age of respondents.

Table 1

The Correlation Between Age of the Respondent and their Opinion on the Satisfaction level of Consumer

Age/Satisfaction Level	Highly Satisfied	Satisfied	Neutral	Dis-Satisfied	Highly Dis-Satisfied	Total
BELOW 20	12	12	11	0	0	35
20 – 30	12	14	4	0	0	30
ABOVE 30	15	11	9	0	0	35
TOTAL	39	37	24	0	0	100
CORRELATION	0.87	0.76	0.5	0	0	

Inference:

In Correlation Test the Age of Respondents and their opinion towards the satisfaction level has positive correlation with their opinion. The Correlation of highly satisfied (0.87), satisfied (0.76), and neutral (0.5) is the positive opinion of respondents.

Table 2

Expected Promotional Factors on Buying from Cheap Jacks

Option/Promotional Factors	Highly Satisfied	Satisfied	Neutral	Dis-Satisfied	Highly Dis-Satisfied
PRICE	26	46	28	0	0
QUALITY	43	39	18	0	0
CONVENIENT	48	51	1	0	0
TIME CONSUMING	56	43	1	0	0
TOTAL	173	179	48	0	0
PERCENTAGE	43%	45%	12%	0	0

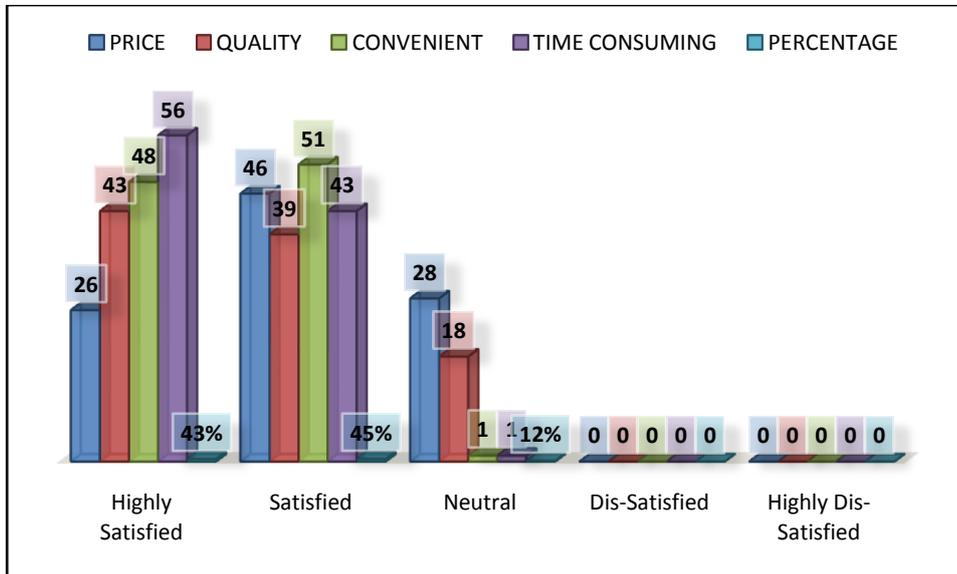
Source: Primary Data

Inference:

Majority of respondents (45%) are Satisfied with the promotional factors, 43% of respondents are highly satisfied with promotional factors, 12% of respondents are neutral with the promotional factors of itinerant retailers.

Chart 2

Expected Promotional Factors on Buying from Cheap Jacks



Findings:

- Majority of respondents (45%) are Satisfied with the promotional factors, 43% of respondents are highly satisfied with promotional factors, 12% of respondents are neutral with the promotional factors of itinerant retailers.
- Among the respondents, 36% of respondents are highly satisfied, 36% of respondents are satisfied, and 28% of respondents are neutral with opinion on purchasing goods from itinerant retailer from cheap jacks.
- 92% of respondents are feel easy and satisfied with purchasing with itinerant retailer, and 8% of respondents are feel unsatisfied with purchasing goods with itinerant retailer.
- Majority of respondents (98%) are have awareness about purchasing goods from cheap jacks, and 2% of respondents are have no awareness about purchasing goods from cheap jacks with their knowledge.
- The respondents are satisfied (99%) are with the service provided by the cheap jacks, and 1% of respondents are not satisfy with purchasing from cheap jack.
- 83% of respondents are not assume risk while purchasing from cheap jacks, 27% of respondents are assume risk to purchasing goods from cheap jacks.

Suggestion:

The Cheap Jacks should provide product to customer in less price to reduce their competition. The consumer should satisfied the customer and reduce their risk. The Cheap Jacks should improve their services by providing quality of product with low price. The main advantage of this form of retailing is the provision of convenient service to the consumers. However, one should be careful in dealing with them, as the products they deal in are not always reliable in terms of quality and price.

Conclusion:

This study was concluded based on the review of the Cheap Jacks and customers. The Cheap Jacks may be small traders running with limited sources. They typically deal in client products of everyday use which include toiletry products, end result and greens, and so on. They typically deal in non-standardized and low-fee merchandise including toys, vegetables and fruits, fabric, carpets, snacks and ice creams. They're also discovered in streets of residential areas, locations of exhibitions or meals, and out of doors colleges, during a lunch wreck. The emphasis of such buyers is on offering greater customer service via making the products to be had at the very doorstep of the customers. As they do

not have any fixed business establishment to operate from, those outlets must maintain their constrained inventory of products both at domestic and at some other location.

Reference:

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