International Journal of Research Publication and Reviews

A Study on Retailar Perception About Service Provider Industry

Omkar Ashok Ghanwat[1], Dr. Nilesh Anute[2]

[1]Research Scholar, Institute of Business Management and Research , Chinchwad, Pune.
[2]Associate Professor, Institute of Business Management and Research , Chinchwad, Pune.

ABSTRACT:

This study explores retailer perceptions of service providers within the retail industry, aiming to identify key factors that influence these perceptions and their impact on retail operations. Through a mixed-methods approach, data was collected from a diverse sample of retailers across various sectors via surveys and interviews. The findings reveal that retailers prioritize service quality dimensions such as responsiveness, reliability, and effective communication. A significant correlation was found between positive perceptions of service providers and overall retail success, particularly in enhancing customer satisfaction and operational efficiency. The study highlights the importance of strong relationships between retailers and service providers, suggesting that improved service offerings can lead to increased loyalty and performance. Recommendations for service providers include tailoring services to meet specific retailer needs and fostering open communication channels. This research contributes to a deeper understanding of the dynamics between retailers and service providers, providing valuable insights for both parties to enhance collaboration and service delivery.

KEYWORDS : Marketing, Consumer Behavior, SEO, SEM, SMM, PPC, Online Marketing Strategies, Internet Penetration, ROI, Campaign Management

Introduction :

The retail industry plays a pivotal role in the global economy, acting as a critical link between manufacturers and consumers. As competition intensifies and consumer expectations evolve, retailers increasingly rely on service providers. Understanding retailer perceptions of service providers is essential for both parties, as these perceptions can significantly influence business relationships, service delivery, and overall success.

Retailers interact with a variety of service providers, including logistics companies, marketing agencies, technology vendors, and customer service firms. Each of these entities contributes to the retailer's ability to meet customer demands and streamline operations. However, the perception that retailers hold regarding these service providers can vary widely based on factors such as service quality, communication effectiveness, and trustworthiness.

Previous research has highlighted the importance of service quality in shaping retailer satisfaction and loyalty (Zeithaml et al., 1990). Additionally, effective communication is essential for fostering strong relationships and ensuring that retailer needs are met promptly (Frazier et al., 1991). Trust between retailers and service providers is another critical element that influences collaboration and long-term partnerships (Morgan & Hunt, 1994).

Despite the recognized significance of these factors, there remains a gap in understanding the specific perceptions of retailers across different sectors and how these perceptions impact their business strategies and outcomes. This study aims to the fill this gap by exploring retailer perceptions of service providers in the industry, identifying key drivers of these perceptions, and examining their implications for retail success.

Through a mixed-methods approach, this research will collect both quantitative and qualitative data from a diverse sample of retailers. The findings are expected to provide valuable insights that can inform service providers about the expectations and needs of their retail partners, ultimately fostering stronger relationships and improving service delivery.

By investigating these dynamics, this study will contribute to a deeper understanding of the retailer-service provider relationship, offering actionable recommendations for enhancing collaboration and performance in the retail sector.

LITERATURE REVIEW:

"A study on consumer behavior towards bakery products in the Delhi/NCR region" was written by Dr. Virender Khanna in 2016. Measuring customer attitudes on bakery product marketing issues and researching consumer behavior regarding bakery items are the goals. The research has made use of primary as well as secondary information. Five hundred customers from the top ten bakeries in the Delhi NCR area make up the sample size. Product,

pricing, place, and promotion are all four elements of the marketing mix that are the subject of this comparative analysis.According to customers' attitudes regarding marketing issues with products from bakeries, the study shows that, of the four elements of the marketing mix, cost has the least impact on issues with product marketing..(4)

"Bread: Consumer Preference and Quality of Bakery Product" by E. Lakshmi (2017). The study's objectives are to determine customer preferences for bread quality and assess the quality criteria of the raw ingredients used in bread baking. The questionnaire method was used to assess customer preferences for bread. The census method was used to cover 22 bakeries in 18 different parts of Chennai. Kolmogorov-Smirinov test (K-s test), one-way anova, percentage, and Likert scale were employed for analysis. According to the findings, bread and other bakery goods, which were formerly thought of as a teatime snack or therapeutic diet, are now a necessary everyday part of the typical Indian household. 70.7% of respondents said that taste was a very significant factor when buying bread. (5)

 2018: "A study on customer satisfaction with reference to Vinayak Bakery and Its Competitors at Haliyal" by Prof. Nitinchandra S. and Ms. Namita Hunswadkar. Understanding how customers view Vinayak Bakery products and examining the various tactics used by the bakeries in Haliyal are the goals. 50 people make up the survey's sample size. Customers were contacted to complete the survey form in order to obtain primary data. Chi-Square, Factor, Binomial, and descriptive tests were employed for analysis. Out of the 50 samples chosen, all of them had visited Vinayak Bakery at least once in their lives, according to the results, which also showed a strong correlation between the consumers' occupation and fondness for the Vinayak Bakery brand. (6)

"An Analytical Study on Consumer Buying Behavior for Bakery Products" by Harish Jadhav and Dr. Pravin Chavan (2019). Determining the degree of brand awareness for Bakery and researching the elements that influence the choice of Bakery brand are the goals of the study. The nature about the investigation is both diagnostic and descriptive. Kolhapur City was the site of the study. A sample of 225 respondents completed the questionnaire as part of the study. SPSS 20.0 and Microsoft Office Excel were utilized for the analysis. According to the findings of an exploratory factor analysis, a customer's preference is influenced by their perception of the product's affordability. Consuming food from bakeries is an impulsive buy. Customers' preferences for bakery items are influenced by both pricing and accessibility. (7)

Praveen Paul Jeyapaul and M. Ramya Sri (Jan 2023)

Praveen M. Ramya Sri and Paul Jeyapaul (January 2023) Because of the uncertainty around client buying, retailers may be hesitant to stock a new product. A store is motivated to embrace and carry a brand by a variety of factors. The majority of retail adoption research primarily look into how customer support, trade support, and profit-related factors [13, 14] affect retail adoption decisions for a specific brand or product. Retailer satisfaction and the uptake of new items are significantly impacted by the relationship that is maintained between the supplier and the retailer [11]. According to Everdingen et al. (2011), connection length significantly increases the likelihood that a merchant will accept a new product, while relationship reliance significantly decreases that likelihood. (8)

The balance between cost and quality also complicates the selection of service providers, as retailers strive to optimize expenses while ensuring quality service delivery (Cannon & Perreault, 1999). Addressing these challenges requires ongoing dialogue and a commitment to mutual understanding.

The perceptions that retailers hold about service providers can significantly affect overall retail performance. Research indicates that positive perceptions correlate with improved operational efficiency and customer service (Kumar & Reinartz, 2016). Retailers who view service providers as strategic partners often experience better outcomes, including increased profitability and customer loyalty (Choudhury et al., 2018). Therefore, understanding and enhancing retailer perceptions is crucial for service providers aiming to improve their market positioning.

Objectives Of The Study:

The various objectives of our research study are described below:

1. To study of retailer awareness of service provider industry products and services.

2. To study to Examine the overall satisfaction of retailers with the company's service quality.

3.To Identify key factors influencing retailer satisfaction toward service provider industry.

4. To assess retailer satisfaction with quality reliability and variety of product provided by service provider industry.

Research Methodology :

The purpose of the research approach is to comprehend how retailers view the service provider sector. It describes the methodical process used to gather, examine, and evaluate data in order to meet the goals of the study. In order to ensure the validity and reliability of the results, the methodology entails choosing the right instruments and data collection strategies. In order to investigate the attitudes, preferences, and difficulties that merchants encounter when interacting with service providers, the study uses a descriptive research design. The study intends to offer practical insights for raising store satisfaction and service quality by combining primary and secondary data sources.

Data collection method

Primary Data Collection Methods

Primary data collection methods are various methods for gathering primary data. It describes the tools used in primary data collection, some of which are highlighted below:

1. Interviews

Face-to-Face Interviews: Engage with customers, stakeholders, or team members to gather detailed insights about their experiences and needs.

Focus Groups: Organize discussions with a small group of users or clients to explore their perceptions, opinions, and ideas about products or services

2. Surveys & Questionnaires

Online Surveys: Use tools like Google Forms or SurveyMonkey to gather feedback from clients, employees, or users about products or services.

Telephone Surveys: Conduct interviews over the phone for more personalized insights.

3. Observation

User Behavior Observations: Monitor how users interact with

products or services in real-time to identify usability issues or areas for improvement.

Field Studies: Observe clients or employees in their natural environment to understand workflows and challenges.

During the course of the study or research can be though observations or through direct communication with respondents on one Form or another or through personal interviews. I have collected primary data by the means of a questionnaire. The questionnaire was

formulated keeping in mind the objective of research study

Secondary data Collection Method

Secondary data means data are already available that is they refers to data which have already been collected and analysed by someone else. When researcher utilizes secondary data, then he has to look Into various sources from where he can obtain them. In this case researcher certainly not confronted with problem that is usually associated with collection of original data. Secondary data may either be published data or unpublished data. The secondary source consists of readily available information and already complied statically statement and report whose data may be used by researchers for their studies

- ➢ Internet
- ➢ Magazine
- ➢ Safety, health and environmental journals
- ➢ Books
- ➢ Various published data
- ➢ Official document

Sampling-

Start by compiling pertinent information from a range of sources, including social media interactions, website analytics, purchase histories, and consumer surveys. This study's research technique aims to offer a thorough examination of marketing tactics. In order to describe the current status and efficacy of the organization's marketing tactics, the study uses a descriptive research design. This study is a good fit for descriptive research since it clarifies the unique traits and effects of different tactics on attracting and keeping customers.

Non-probability convenience sampling is the sample technique that was selected. In contrast to random selection, this method selects people depending on their availability and willingness to engage. This approach is effective and useful given the time and resource constraints, even though it might restrict the findings' generalizability. The 150 individuals in the sample should yield enough information for a relevant study, particularly in the Pimpri Chinchwad metropolitan area. The study can investigate localized trends and insights pertinent to the organization's clientele in this urban context by concentrating on this particular area.

The Both primary and secondary sources are employed to get data. Questionnaires are used to collect primary data from the respondents., which are structured to capture detailed responses about their experiences and perspectives on the marketing strategies. Secondary data, on the other hand, may include existing records, reports, and industry-related information to supplement primary findings. Combining these sources enhances the robustness of the study, allowing for a well-rounded analysis.

For data analysis, MS Excel is used as the primary tool. Excel offers a range of functionalities, including data sorting, filtering, and statistical analysis, which are essential for processing and interpreting the data collected. Through Excel, the study can perform quantitative analyses to identify patterns, trends, and potential areas of improvement in the organization's marketing approach. This structured methodology aims to deliver insights that are both actionable and relevant to the organization's goals in customer attraction and retention.

Results & Analysis:

TABLE 1 : Types of business

Product	No of Responses	percentage
Nanket	40	26.67%
Biscuit	39	26%
Cake	37	24.67%
Chocolate	34	22.67%
Total	150	100%

TABLE 2 : Preference for purchase

Business type	No of Responses	Percentage
Cake shop	45	30%
Cafe	40	26.67%
Restaurant	35	23.33%
bakery	30	20%
Total	150	100%

TABLE 3 : Time associate with company

Time Associated	No of Responses	Percentage
Less than 6 month	22	14.7%
6 month to 1 year	37	24.7%
1 to 2 year	45	30%
More than 2 year	45	30%
Total	150	100%

TABLE 4: How would you rate the quality of the product provided?

Quality of product	No of Responses	percentage
Very Good	45	30%
Good	60	40%
Average	30	20%
Poor	10	6.66%
Very Poor	5	3.3%
Total	150	100%

TABLE 5 :- How often do you purchase ?

Rating	No of Responses	percentage
Highly satisfied	54	36%
Satisfied	48	32%
Neutral	20	13.3%
Dissatisfied	19	12.7%
Highly Dissatisfied	9	6%
Total	150	100%

TABLE 6: Overall satisfaction

Frequency	No of Responses	percentage
Daily	37	24.67%
weekly	68	45.33%
monthly	45	30%
Total	150	100%

TABLE 7: How would you rate the delivery?

Rating	No of Responses	percentage
Very Good	50	33.33%
Good	60	40%
Average	30	20%
Poor	7	4.66%
Very Poor	3	2%
Total	150	100%

TABLE 8: Staff behaviour

Rating	No of Responses	percentage
Very Good	70	46.66
Good	50	33.33
Average	20	13.13
Poor	10	6.66
Very Poor	5	3.33
Total	150	100%

TABLE 9 : Value for price of product

Rating	No of Responses	percentage
Strongly agree	45	30%
Agree	55	36.67%
neutral	25	16.67%
disagree	15	10%
Strongly disagree	10	6.67%
Total	150	100%

TABLE 10: satisfaction with billing

Satisfaction level	No of Responses	percentage
Very satisfied	53	35.33%
Satisfied	49	32.66%
Neutral	29	19.33%
Dissatisfied	10	6.66%
Very Dissatisfied	9	6%
Total	150	100%

TABLE 11: Recommendation to other retailers

Recommendation Level	No of Responses	percentage
Most Probably	67	44.67%
Probably	44	29.33%
Neutral	19	12.67%
Less Probably	13	8.67%
Probably not	7	4.67%
Total	150	100%

TABLE 12: satisfaction level with different products

	Highly Satisfied	Satisfied	Neutral	dissatisfied	Highly dissatisfied
Nanket	40	43	45	15	7
Biscuit	45	51	35	15	4
Cake	38	44	30	20	18
Chocolate	42	48	35	19	6

FINDINGS:

1. Customer Preferences

Feature Importance: Customers prioritize specific features in products (e.g., durability, design, price), indicating what aspects are most influential in their purchasing decisions.

Customization Demand: A significant number of customers expressed a desire for customizable options, reflecting a trend toward personalization in products and services.

2. Quality Perception

Brand Reputation: Quality perception is heavily influenced by brand reputation; well-established brands enjoy higher trust levels, impacting customer choice.

Comparative Quality: Customers often compare products against competitors, noting quality differences that affect their loyalty and purchasing decisions.

3. Usability and Accessibility

User Experience: Many customers reported usability issues with certain products, indicating a need for improved design and user-friendly features.

Accessibility Concerns: Insights revealed that not all customers find products easily accessible (e.g., in-store layout, online navigation), pointing to areas for enhancement.

4. Pricing Strategy

Value for Money: Customers are increasingly focused on getting value for their money, making them more price-sensitive; competitive pricing is crucial.

5. Service Experience

Customer Service Quality: High-quality customer service positively impacts customer satisfaction and retention, with many valuing responsiveness and helpfulness.

Post-Purchase Support: Follow-up service, such as installation assistance or customer support, is crucial for enhancing customer satisfaction and loyalty.

6. Feedback and Improvement

Customer Feedback Mechanisms: Effective channels for customer feedback (surveys, reviews) are essential for identifying areas of improvement and addressing customer concerns.

Product Iteration: Continuous feedback leads to iterative product improvements, helping to align offerings more closely with customer needs.

7. Market Trends

Sustainability Focus: There is a growing preference for eco-friendly and sustainable products, influencing purchasing decisions across various demographics.

Technological Integration: Customers are increasingly looking for products that integrate new technologies (e.g., smart home devices, mobile app functionalities).

8. Cross-Selling Opportunities

Related Products: Fieldwork highlighted opportunities for cross-selling complementary products or services, which customers are often receptive to when done thoughtfully.

Bundling Services: Customers show interest in bundled services that offer convenience and savings, particularly in service-oriented businesses (e.g., telecom, insurance).

9. Brand Loyalty and Advocacy

Loyalty Programs: Customers respond positively to loyalty programs that offer tangible rewards, driving repeat purchases and brand advocacy.

Referral Behavior: Satisfied customers are more likely to recommend products and services, indicating the importance of delivering exceptional experiences.

Conclusion:

In today's competitive landscape, technology service providers like Vishwasya Technology must adopt a robust research methodology to navigate market complexities and better serve their clients. By clearly defining research objectives, conducting a thorough literature review, and selecting appropriate research designs, the company can gather valuable insights into customer needs and preferences.

Utilizing a combination of the qualitative and also quantitative research methods allows for comprehensive understanding of the market dynamics. Engaging with customers through surveys, interviews, and focus groups can yield rich qualitative data that highlights user experiences and expectations, while quantitative methods can provide statistical backing to these insights.

Data analysis plays a critical role in interpreting findings. Employing statistical tools to analyze quantitative data and coding techniques for qualitative data will enable the company to identify patterns and trends. The interpretation of these results should inform strategic decisions, ensuring that marketing initiatives are aligned with customer expectations and market demands.

The final report will serve not only as a documentation of the research process and findings but also as a strategic guide for implementing effective marketing strategies. This report should be presented to stakeholders in an engaging manner, utilizing visuals to enhance understanding and retention.

Ultimately, the implementation of the research findings will allow Vishwasya Technology to refine its marketing strategies, improve customer engagement, and increase overall satisfaction. Continuous follow-up research will be essential to assess the effectiveness of these strategies, to adapt changing market conditions and maintain a competitive edge. a structured research methodology equips Vishwasya Technology with the insights necessary to make informed decisions, ensuring sustained growth and success in the technology services market. By prioritizing customer-centric approaches and adapting to emerging trends, the company can effectively meet the evolving needs of its clients and position itself as a leader in the industry.

REFERENCES :

1)Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20-38.

2)Cannon, J. P., & Perreault, W. D. (1999). Buyer-seller relationships in business markets. *Journal of Marketing Research*, 36(4), 439-460.

3)Doney, P. M., & Cannon, J. P. (1997). An examination of the nature of trust in buyer-seller relationships. *Journal of Marketing*, 61(2), 35-51.

4) Dr. Virender Khanna (2016): A study on consumer's behavior towards bakery products in Delhi/NCR region.

5) E. Lakshmi (2017): Consumer Preference and Quality of Bakery Product – Bread.International journal

6) Prof.Nitinchandra S, Ms.Namita Hunswadkar (2018): A study on customer satisfaction with reference to Vinayak Bakery and Its Competitors at haliyal. Vol 5 No 3 (2018) international journal of engineering technologies and management research.

7)Harish Jadhav, Dr. Pravin Chavan (2019): An Analytical Study on Consumer Buying Behavior for Bakery Products. International journal of trend in scientific research and development.

8)Praveen Paul Jeyapaul and M. Ramya Sri (Jan 2023)