

Satisfaction of Retailers Regarding the Convenience and Environment at Yeswanthpur Metro Cash and Carry in Bengaluru

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ABSTRACT

The present study was carried out during 2019-20 at Yeswanthpur Metro Cash and Carry in Bengaluru city, to know the retailers preference to purchase the consumer products and to analyse the satisfaction of retailers regarding the convenience and environment at Yeswanthpur Metro Cash and Carry. Ninety retailers who were available during the research investigation were randomly selected for the study. As many as 16 products were purchased by the sampled retailers at Yeswanthpur Metro Cash and Carry. A larger number of retailers visited Yeswanthpur Metro Cash and Carry on Friday and Monday (25.55% each), during morning hours (51.11%) and once in a month (33.33%). It was also found that a majority of the retailers have spent Rs.10,001/ to Rs.20,000/ during each visit to Yeswanthpur Metro Cash and Carry (82.22%), paid the bill by swiping credit card (53.33%) and have taken less than three hours to purchase the products during each visit to Yeswanthpur Metro Cash and Carry (86.66%). A majority of retailers had preferred to purchase products at Yeswanthpur Metro Cash and Carry due to its quality, competitive price, availability of products through out the year, availability of fresh fruits and vegetables and special discounts offered during festive seasons. Further, as high as 41.12 per cent of the retailers were more satisfied regarding the convenience and environment at Yeswanthpur Metro Cash and Carry, while 40.00 and 18.88 per cent of the retailers belonged to satisfied and less satisfied category regarding the convenience and environment at Yeswanthpur Metro Cash and Carry, respectively.

Keywords: Retailers, Preferences, Satisfaction, Convenience, Environment

THE organized retailing has become very popular because of an increased number of nuclear families, single and working women, higher work pressure and stress, changing values and lifestyle, increased commuting time, influence of western way of life *etc.*, (Pushp Lamba, 2017). The retailing in many super markets tries to fulfil the expectations of the customers through the following merits: (1) it saves time because the customers will get almost all the products at one place with self-service, (2) it provides platform for comparing a same product from different company with a different brand name by providing complete information for comparing other brands and helps the consumer to take a best purchase decision, (3) multi-brand department store offers an intermediate solution with brand-choice to the customer and spacious shops, which allows the producers to present his product appropriately, (4) customers also get discount

in prices, since the wholesale store go for bulk purchase and pass the earning of differences towards the customer and (5) customers get computerized bill, hence there is no possibility of wrong billing *etc.* (Hariharan and Selvakumar, 2014).

The Metro provides a larger percentage of locally available products/goods which suits the specific demands of the region. It has well-tested and sophisticated procedures to ensure that each product meets the highest standard. Products at Metro are available in bulk packs, refill packets, or multiple pack options for convenience to professional customers. With the assurance of stock availability through out the year in the Metro, customers do not have to manage stocks due to the scarcity of delivery. This reduces the storage costs and inventory management for customers. The main concept of Metro Cash and

Carry includes: 1) wholesale exclusively for business customers, 2) customers are made to register at Metro and they are provided with an identification card to enter the premises, 3) the point of sales is a large warehouse, 4) the customer picks merchandise, pays, and transports the goods themselves and 5) a larger percentage of the goods or products are from local suppliers.

Metro Cash and Carry, India offers close to 7,000 world-class products under different categories, such as fruits, vegetables, general grocery, dairy, frozen and bakery products, fish, poultry, pork, meat, confectionery, detergents and cleaning supplies, health and beauty products, media and electronics, apparel and household goods. Metro boasts of the largest network of Cash and Carry wholesale outlets in India and it has 27 outlets in the country. Bengaluru head quartered Metro Cash and Carry reported sales of 778 million euros (Rs.6,884 crore) and 776 million euros (Rs.6208 crore) during 2016-17 and 2017-18, respectively (Anonymous, 2019). There are six Metro wholesale outlets at Yeswanthpur, Kanakapura Road, Hosur Road, Binnypet, Whitefield and Mysuru Road in Bengaluru city to suit the needs of local businesses and professionals. In this backdrop, the present study is carried out with the following specific objectives:

1. To document the products purchased by retailers at Yeswanthpur Metro Cash and Carry
2. To examine the purchasing pattern of retailers at Yeswanthpur Metro Cash and Carry
3. To know the retailers preference to purchase the products at Yeswanthpur Metro Cash and Carry
4. To analyse the satisfaction of retailers regarding the convenience and environment at Yeswanthpur Metro Cash and Carry

METHODOLOGY

The present study was carried out during 2019-20 purposively at Yeswanthpur Metro Cash and Carry, Bengaluru, since it is the oldest Metro store in Bengaluru city and it is located in the Central Business District of the Bengaluru. Ninety retailers were

selected randomly based on their availability during the investigation. Ex post-facto research design was adopted for conducting the present research study.

The retailers were asked to indicate which products they have purchased at Yeswanthpur Metro Cash and Carry. The purchasing pattern of retailers was recorded on six aspects *viz.*, frequency of visit, day of visit, time of visit, time taken to purchase the products during one visit to Metro, amount spent (Rs.) per visit at Metro and nature of transaction (mode of payment) at Metro. Information regarding the reasons for purchasing the products by retailers at Yeswanthpur Metro Cash and Carry were also documented. The responses with regard to the products purchased, purchasing pattern and preference for buying the products by retailers at Yeswanthpur Metro Cash and Carry are presented in terms of frequency and percentage.

The satisfaction of retailers regarding the convenience and environment at Yeswanthpur Metro Cash and Carry was measured using the scale developed by Hariharan and Selvakumar (2014). The satisfaction level of the retailers was measured using 21 items classified under location and ambience (five items), quality and merchandise (six items), sales personnel attributes (four items) and other services (six items) on a three response continuum namely, less satisfied, satisfied and more satisfied with score of 1, 2 and 3, respectively. The satisfaction score of this scale ranges from a minimum of 21 to a maximum of 63. The satisfaction score of a retailer was calculated by adding up the scores obtained by him/her on all 21 items/statements. Higher score on this scale indicates that the retailer has higher level of satisfaction regarding the convenience and environment at Yeswanthpur Metro Cash and Carry and lower score indicates that the retailer has lower level of satisfaction. Based on the mean (51.66) and standard deviation (7.98), the retailers were categorized into less satisfied, satisfied and more satisfied regarding the convenience

and environment at Yeswanthpur Metro Cash and Carry as indicated below:

Level of satisfaction	Score
Less satisfied	Less than 43.68
Satisfied	43.68 to 59.64
More satisfied	More than 59.64

RESULTS AND DISCUSSION

Products Purchased by Retailers at Yeswanthpur Metro Cash and Carry

The data in Table 1 presents the data on the products purchased by retailers at Yeswanthpur Metro Cash and Carry. A majority of the retailers had visited Metro to purchase grocery (73.33%) fruits (62.22%),

TABLE 1
Products purchased by retailers at Yeswanthpur Metro Cash and Carry (n=90)

Products *	Retailers			
	Yes		No	
	Number	Per cent	Number	Per cent
Grocery	66	73.33	24	26.67
Fruits	56	62.22	34	37.78
Household goods	56	62.22	34	37.78
Vegetables	50	55.55	40	44.45
Detergent and cleaning products	44	48.88	46	51.12
Confectionery	40	44.44	50	55.56
Dairy products	28	31.11	62	68.89
Footwear	26	28.88	64	71.12
Frozen and bakery products	24	26.66	66	73.34
Apparels	22	24.44	68	75.56
Fish	20	22.22	70	77.78
Health and beauty products	20	22.22	70	77.78
Electronics products	20	22.22	70	77.78
Meat	16	17.77	74	82.23
Poultry	16	17.77	74	82.23
Imported products	16	17.77	74	82.23

Multiple response were obtained

household goods (62.22%) and vegetables (55.55%). While less number of the retailers visited Metro to purchase detergent and cleaning products (48.88%), confectionary (44.44%), dairy products (31.11%), footwear (28.88%), frozen and bakery products (26.66%), apparels (24.44%), fish (22.22%), health and beauty products (22.22%), electronic products (22.22%), meat (17.77%), poultry (17.77%) and imported products (17.77%). It can be concluded from the results in that a total of 16 products were purchased by the sampled retailers at Yeswanthpur Metro Cash and Carry for selling them at their shops and also for their own consumption/use. A majority of the retailers have purchased grocery (73.33%), fruits (62.22%), household goods (62.22%) and vegetables (55.55%) at Yeswanthpur Metro Cash and Carry. It is quite obvious that the above four products have high demand at their shops which are of day to day use, hence the above four products might have been purchased more by the retailers at Yeswanthpur Metro Cash and Carry.

Purchasing pattern of retailers at Yeswanthpur Metro Cash and Carry

The results in Table 2 reveals that one-third of the retailers (33.33%) visited Metro once in a month, while 26.66, 24.44 and 15.57 per cent of the retailers visited Metro fortnightly, weekly once and once in two months, respectively. A little over one-fourth of the retailers (25.55% each) had visited the Metro on Monday and Friday whereas, 17.80, 11.11, 8.88, 6.66 and 4.45 per cent of the retailers visited Metro on Sunday, Wednesday, Tuesday, Thursday and Saturday, respectively. A simple majority of the retailers (51.11%) visited Metro during morning, while one-third (33.32%) and 15.57 per cent of the retailers visited Metro during evening and afternoon, respectively. A vast majority of the retailers (86.66%) had taken less than 3 hours to purchase the products at Metro during each visit and the remaining 13.34 per cent of the retailers had taken more than three hours to purchase the products at Metro during each visit.

It is also observed that a greater majority of the retailers (82.22%) had spent Rs.10,000 to Rs.20,000

TABLE 2
Purchasing pattern of retailers at Yeswanthpur Metro Cash and Carry (n=90)

Particulars	Retailers	
	Number	Per cent
<i>Frequency of visit to Metro</i>		
Weekly once	22	24.44
Fortnightly	24	26.66
Once in a month	30	33.33
Once in 2 months	14	15.57
<i>Day of visit to Metro</i>		
Monday	23	25.55
Tuesday	8	8.88
Wednesday	10	11.11
Thursday	6	6.66
Friday	23	25.55
Saturday	4	4.45
Sunday	16	17.80
<i>Time of visit to Metro</i>		
Morning	46	51.11
Afternoon	14	15.57
Evening	30	33.32
<i>Time taken to purchase products at Metro during each visit</i>		
<3 hours	78	86.66
>3 hours	12	13.34
<i>Amount spent (Rs.) per visit at Metro</i>		
<10,000	10	11.11
10,001 to 20,000	74	82.22
>20,000	6	6.67
<i>Nature of transaction (Mode of payment) at Metro</i>		
Cash	28	31.11
Debit card	14	15.56
Credit card	48	53.33

per visit to Metro, while 11.11 and 6.67 per cent of the retailers had spent less than Rs.10,000 and more than Rs.20,000 per visit to Metro, respectively. A majority of the retailers had swiped credit cards (53.33%) for

purchasing products at Metro, while 31.11 and 15.56 per cent of the retailers had given cash and swiped debit cards for purchasing products at Metro, respectively.

It could be inferred from the results that more number of retailers were visiting Yeswanthpur Metro Cash and Carry on Fridays and Mondays (25.55% each), during morning hours (51.11%) and once in a month (33.33%). A majority of the retailers had spent Rs.10,001 to Rs.20,000/ during each visit to Metro Cash and Carry (82.22%), paid the bill by swiping credit card (53.33%) and have taken less than 3 hours to purchase the products during each visit to Yeswanthpur Metro Cash and Carry (86.66%).

Retailers preference to purchase the products at Yeswanthpur Metro Cash and Carry

A perusal of Table 3 reveals that a majority of the retailers preferred to purchase products at Metro due to adequate parking area (97.78%), availability of good quality of products (92.22%), reasonable / competitive

TABLE 3
Retailers preference to purchase products at Yeswanthpur Metro Cash and Carry (n=90)

Particulars	Retailers				
	Yes		No		
	Number	Per cent	Number	Per cent	
	1	2	3	4	5
Adequate parking area	88	97.78	2	2.22	
Availability of good quality of products	83	92.22	7	7.78	
Reasonable / Competitive price	81	90.00	9	10.00	
Convenient/less distance from their shop	81	90.00	9	10.00	
Good ambience	80	88.88	10	11.12	
Availability of specific branded products	65	72.22	25	27.78	
Courteous behaviour of Metro staff	63	70.00	27	30.00	

1	2	3	4	5
Availability of products throughout the year	57	63.33	33	36.67
Availability of fresh fruits and vegetables	56	62.22	34	37.78
Availability of organically grown fruits and vegetables	56	62.22	34	37.78
Special discounts offered during festive seasons	46	51.11	44	48.89
Discount on bulk purchase	27	30.00	63	70.00

price (90.00%), convenient/less distance from their shops (90.00%), good ambience (88.88%), availability of specific branded products (72.22%), courteous behavior of sellers/staff (70.00%), availability of products through out the year (63.33%), availability of fresh fruits and vegetables (62.22%), availability of organically grown fruits and vegetables (62.22%) and special discounts offered during festive seasons (51.11%). Whereas, less than one-third of the retailers preferred to purchase the products at Metro due to discount on bulk purchase (30.00%). It is quite evident from the findings of the research study that majority of the retailers had preferred to purchase products at Yeswanthpur Metro Cash and Carry due to its quality, competitive price, availability of products throughout the year, availability of fresh fruits and vegetables, availability of organically grown fruits and vegetables and special discounts during festive seasons. More or less similar findings were reported by Ajeet and Sendhil (2018) and Vishnupriya *et al.*, (2019).

Satisfaction of Retailers Regarding the Convenience and Environment at Yeswanthpur Metro Cash and Carry

The results presented in Table 4 reveals the satisfaction level of retailers with regard to the location and ambience, quality and merchandise, sales personnel attributes and other services available at Yeswanthpur Metro Cash and Carry.

Location and Ambience

It is observed from Table 4 that a majority of the retailers were more satisfied with regard to the store timings (93.33%), ambience (68.88%), store location (62.22%) and maintenance of cleanliness and hygiene at Yeswanthpur Metro Cash and Carry (53.33%), while 47.77 per cent of the retailers were more satisfied in respect of the store looking modern and well equipped. A simple majority of the retailers (51.11%) were satisfied with respect to the store looking modern and well equipped, whereas 42.22, 37.78, 31.12 and 6.67 per cent of the retailers were satisfied with regard to the cleanliness and maintenance of hygiene, store location, ambience and store timings of Yeswanthpur Metro Cash and Carry, respectively. A lesser number of retailers were less satisfied in respect of maintenance of cleanliness and hygiene (4.45%) and store looking modern and well equipped (1.12%).

Quality and Merchandise

The results indicated in Table 4 reveals that majority of the retailers were more satisfied with regard to availability of fresh fruits and vegetables (88.89%), presence of large varieties of products (64.44%) and prices of the products being reasonable/ competitive (55.55%), while half of the retailers (50.00%) were more satisfied with the presence of well known brands of products at Yeswanthpur Metro Cash and Carry. Less than half of the retailers were more satisfied with the proper shelf display of products (44.44%) and availability of discounts on bulk purchase (7.79%) at Yeswanthpur Metro Cash and Carry.

Nearly half of the retailers (47.77%) were satisfied in respect of proper shelf display of products at Yeswanthpur Metro Cash and Carry, while an equal number of retailers (41.11% each) were satisfied with regard to the presence of well known brands of products and prices for the products being reasonable/ competitive at Yeswanthpur Metro Cash and Carry. One-third (33.33%), 30.00 and 11.11 per cent of the retailers were satisfied with respect to the presence of large varieties of products, discounts on bulk purchase and availability of fresh fruits and vegetables at Yeswanthpur Metro Cash and Carry, respectively.

TABLE 4
Satisfaction of retailers regarding the convenience and environment at
Yeswanthpur Metro Cash and Carry

Particulars	Retailers					
	More satisfied		Satisfied		Less satisfied	
	No.	%	No.	%	No.	%
A. Location and ambience						
1. Store timings	84	93.33	6	6.67	0	0.00
2. Ambience	62	68.88	28	31.12	0	0.00
3. Store location	56	62.22	34	37.78	0	0.00
4. Cleanliness and hygiene	27	53.33	61	42.22	2	4.45
5. Modern and well equipped store	43	47.77	46	51.11	1	1.12
B. Quality and merchandise						
1. Availability of fresh fruits and vegetables	80	88.89	10	11.11	0	0.00
2. Large varieties of products	58	64.44	30	33.33	2	2.23
3. Prices are reasonable/competitive	50	55.55	37	41.11	3	3.34
4. Well known brand names of products	45	50.00	37	41.11	8	8.89
5. Proper shelf display of the products	40	44.44	43	47.77	7	7.79
6. Discount on bulk purchase	7	7.79	27	30.00	56	62.21
C. Sales personnel attributes						
1. Clean and presentable	60	66.67	20	22.22	10	11.11
2. Helpful	46	51.12	36	40.00	8	8.88
3. Prompt services	45	50.00	44	48.89	1	1.11
4. Knowledgeable and friendly	40	44.44	42	46.68	8	8.88
D. Other services						
1. Parking is spacious	74	82.22	14	15.56	2	2.22
2. Post sales problems solved amicably	50	55.55	32	35.57	8	8.88
3. Store loyalty programmes	50	55.55	36	40.01	4	4.44
4. Facility to return /exchange products	40	44.46	44	48.88	6	6.66
5. Billing services are fast and accurate	35	38.88	52	57.78	3	3.34
6. Response by the staff to queries through phone and mails	4	4.44	56	62.22	30	33.34

As high as 62.21 per cent of the retailers were less satisfied with respect to the availability of discounts on bulk purchase, while less number of retailers were less satisfied with regard to the presence of well known brands of products (8.89%), proper shelf display of products (7.79%), prices for the products being reasonable/competitive (3.34%) and presence of large

varieties of products (2.23%) at Yeswanthpur Metro Cash and Carry.

Sales Personnel Attributes

The data elaborated in Table 4 reveals that about two-third of the retailers (66.67%) were more satisfied about the sales personnel being clean and presentable,

while more number of retailers were more satisfied about the helping nature of sales personnel (51.12%), prompt services provided by sales personnel (50.00%) and sales personnel being knowledgeable and friendly (44.44%) at Yeswanthpur Metro Cash and Carry. Less than half of the retailers were satisfied in respect of prompt services provided by sales personnel (48.89%), sales personnel being knowledgeable and friendly (46.68%), helping nature of sales personnel (40.00%) and sales personnel being clean and presentable (22.22%) at Yeswanthpur Metro Cash and Carry.

A little more than one-tenth of the retailers (11.11%) were less satisfied with regard to sales personnel being clean and presentable, whereas an equal percentage of the retailers (8.88% each) were less satisfied in respect of the sales personnel being knowledgeable and friendly and helping nature of sales personnel and prompt services provided by sales personnel. A meagre percentage of the retailers (1.11%) felt less satisfied with the prompt services provided by sale personnel at Yeswanthpur Metro Cash and Carry.

Other Services

It is also observed from Table 4 that a majority of the retailers were more satisfied with the spacious parking area (82.22%) and an equal percentage of retailers (55.55% each) were more satisfied about the post sales problems solved amicably and loyalty programmes of Metro Cash and Carry. Lesser number of retailers were also more satisfied with the facility to return/exchange products (44.46%), billing service being fast and accurate (38.88%) and response by the staff to queries through phone and mails (4.44%) at Yeswanthpur Metro Cash and Carry.

A great majority of the retailers were satisfied about the response by the staff to queries through phone and mails (62.22%) and billing services being fast and accurate (57.78%) at Yeswanthpur Metro Cash and Carry. Less than half of the retailers were satisfied about the services like facility to return/exchange products (48.88%), store loyalty programmes (40.01%), post sales problems being solved amicably (35.57%) and spacious parking area (15.56%) at Yeswanthpur Metro Cash and Carry.

About one-third of the retailers (33.34%) were less satisfied about the response of service staff to queries through phone or mails, while less than one-tenth of the retailers were less satisfied about the post sales problems solved amicably (8.88%), facility to return/exchange products (6.66%), store loyalty programmes (4.44%), billing services are fast and accurate (3.34%) and spacious parking area (2.22%) at Yeswanthpur Metro Cash and Carry.

It could be observed from the results that a vast majority of retailers have mentioned satisfied to more satisfied response in respect of location and ambience, quality and merchandise, attributes of sales personnel and other services provided at Yeswanthpur Metro Cash and Carry. Hence it can be concluded that the retailers are happy with the convenience and environment at Yeswanthpur Metro Cash and Carry.

Overall satisfaction of retailers regarding the convenience and environment at Yeswanthpur Metro Cash and Carry

The data presented in Table 5 reveals that as high as 41.12 per cent of the retailers were more satisfied regarding the convenience and environment at Yeswanthpur Metro Cash and Carry, while 40.00 and 18.88 per cent of the retailers were satisfied and less satisfied regarding the convenience and environment at Yeswanthpur Metro Cash and Carry, respectively. The retailers have expressed satisfaction about the location and ambience, quality and merchandise, attributes of sales personnel and other services

TABLE 5
Overall satisfaction of retailers regarding the convenience and environment at Yeswanthpur Metro Cash and Carry (n=90)

Satisfaction category	Retailers	
	Number	Per cent
Less satisfied (< 43.68 score)	17	18.88
Satisfied (43.68 to 59.64 score)	36	40.00
More satisfied (> 59.64 score)	37	41.12
Total	90	100.00

Mean =51.66 ; Standard deviation =7.98

provided at Yeswanthpur Metro Cash and Carry, hence a vast majority of the retailers (81.12%) belonged to satisfied to more satisfied category regarding the convenience and environment at Yeswanthpur Metro Cash and Carry. Similar findings were reported by Lakshminarayanan *et.al.*(2013) and Roopa *et al.* (2019).

The results of the study results revealed that a majority of the retailers had preferred to purchase products at Yeswanthpur Metro Cash and Carry due to its quality, competitive price, availability of products throughout the year, availability of fresh fruits and vegetables, availability of organically grown fruits and vegetables and special discounts during festive seasons. Further, it was found that a vast majority of the retailers (81.12%) have expressed satisfaction regarding the location and ambience, quality and merchandise, attributes of sales personnel and other services provided at Yeswanthpur Metro Cash and Carry.

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