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Saranya.G

Scholar, Department of
Management, Dr.NGP Arts
and Science College,
Coimbatore, Tamil
Nadu, India

Dr.V.Abirami

Associate Professor,
Department of Management,
Dr.NGP Arts and Science
College, Coimbatore Tamil
Nadu, India

Correspondence:

Saranya.G

Scholar, Department of
Management, Dr.NGP Arts
and Science College,
Coimbatore, Tamil Nadu,
India

A Study on Customer Satisfaction about Weekly Market (Sandhai) In Kovilpalayam, Coimbatore

Saranya.G, Dr.V.Abirami

Abstract

Weekly Market (Sandhai) is common word often used by the rural people for the purchase and selling of their goods. Sandhai is held in the places such as Pollachi, Thudiyalur, Puliampattia and Kovilpalayam well known among the rural people. The main reason for the attraction towards the Sandhai is that the common people can buy anything needed for their life starting from grains to cattle, bulls etc. The sandhai plays a prominent role in the life style of the rural people. The satisfaction of the customer's is important. So an attempt is made by the researcher among the people of kovilpalayam.

Keywords: Customer Satisfaction, Weekly Market, Sandhai, Rural Customers Introduction

Introduction

In villages, the word Sandhai stands for a local market which opens probably once a week and the entire near village gathers. The local fares have all sold here, from cattle to vegetables, fruits and all the local produce. They mostly are like cobblers, or they sharpen knives, repair household items, cattle ropes, farmer tools, equipments and even polish your old vessels.

Kovilpalayam weekly sandhai operating in the district of Coimbatore in the state of Tamil Nadu. It's a small sandhai meets on every Wednesday. To find people who are participating in the weekly Sandhai for more than 55years and who are doing business in the market for the second or even third generation in succession – as a seller or buyer. It is cover nearby 10 small villages in and around 15 km. It is starts on Wednesday early morning 5am to 6.30am wholesaler and famer sale the vegetable to retail shop holder in first section and next section starts on afternoon more than 250 small retail shop in sandhai. Tomato is major role in early morning section (5:00am to 7: 30 am). Nearby village famer are sale Tomato and all other vegetable for wholesale rate in this section. Tomato is sale based on basket. Each basket weighted as 8kg to 10kg. Bottle Gourd, Snake Gourd also sale in basket. After 5:30 am decide the price of the product based on product demand and supply. Most of them are buy morning section retail the product in after noon section. Ridge Gourd, Ribbed gourd, Saber-bean, Bitter gourd, Pumpkin other vegetables sale at 7kg to 10kg bags. Most of the farmers are coming from Annur and karamadai (selvapuram). Tomato, banana, betel leaves, spinach, onion, fruits, groceries item, read to eatable items, snacks and vegetables are the key products transacted in the sandhai

Review of literature

Parmer et al (2007) in their study tried to identify urban and rural consumer buying behavior in terms of their preference for technology, price and after sales service and found that the rural consumers profile is different from that of their counterparts in terms of education income, reference group and media habits

Objectives

1. To study the customer satisfaction about weekly sandhai in Coimbatore rural area.
2. To study the price level change and purchasing power of the buyer

3. To analysis the factor influencing customer buying decision.

Research Methodology

Type of research: Descriptive research design was adopted for this study

Sample size: The sample size is 93.

Primary data: The primary data was in the first hand information's collected through structured questionnaire and interview schedules.

Secondary data: The secondary data was collected from the past records, book, magazines and websites.

Findings

Although common variables were available for analysis, for this study; Reported results are confined to the findings that were most relevant to answering the research questions.

Customers for the Kovilpalayam sandhai comes within 15km radius, aged 36years to 50 years old people, uneducated or below 8th standard and weekly once visit the sandhai. Most of the customers are worked in daily wage in small companies, Building construction, agriculture and other daily wage workers and use the Bus, two wheelers for transport.

1. 35 of the respondents are told seller affect the purchase decision of buyers are strongly agree, and 34 of the respondents are agree.
2. Most of the respondents are strongly agree, as the price level changes affect the quantity level of buy. The price level changes affect major role in purchase decision the price of the vegetables increased the seller are not enter the market or go for another vegetable in few weeks. Some of the seller are buying a small quantity and sell the product in minimum profit for the purpose of customer satisfaction and maintained customer loyalty.
3. Most of the respondents are strongly agree, as word of mouth considers being the most trusted source of communication in rural area.
4. 47 of the respondents are strongly agree, 32 of the respondents are agree with convenient time of open in weekly sandhai.

Chi-square

H1: Price level changes are not influences family income of the customer. (The price level changes in vegetables like Tomato, Onion, and Potato etc., these particular week customer buy minimum or not buy the particular product

H2: Discount policy not influences family income.

H3: Small packs are not influences family income (customers are buying small packing items regularly but this is not affects the family income)

Anova

H1: Word of mouth communication is not influences education qualification (word of mouth communication affect buyer buying decision but education qualification not affect word of mouth communication.)

H2: Overall satisfaction are influences education qualification.

Discussion

In a Kovilpalayam sandhai seller most of the vegetables sale in small unit (koru) priced as Rs.10 toRs.20. It is helpful for a buyer to buy in a budget and most of consumer are comes under daily wage. The quality of the vegetable is high direct sales in spinach, some other local produce product, and bakery item also major things in Kovilpalayam sandhai.

Buyer is aware of measurement like basket size, bag size, and product quality in middle and inner side of basket in morning section. At the same time for the quality of the vegetables is very low after 6.30 pm in evening section and 160 grams difference for per kg weight.

Suggestion

The infrastructure facility is inadequate, (building, electricity, space in every shop) outmoded and totally unhygienic in environment. Basic amenities like clean water, toilet, urinal etc are poor. Some people are using abuse words in sandhai. Over all infrastructure facility is inadequate.

Govt encourage the youth farmer enter the market it helps the employment. Most of the sellers are low and middle class people and women in all age level, so the government provides loan facility to the famer seller. Most of the time people receive best product in sandhai and cheapest price. Youth people are enter the business at the time to give an awareness of the market.

Conclusion

This research set out to find out the customer satisfaction about weekly sandhai in Kovialpalayam (Coimbatore). Small packs of product are more demand in sandhai. Bargaining power of the customer is high and large scope in marketer. Local produce food and other item are sold in sandhai. What emerges from this study is that sandhai does play a very important role in the lives of these people in rural area.

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