



An Analytical Study With Garrett Ranking On People's Purchase Preference In Sathya Agencies At Vilathikulam Town

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Abstract

The purpose of this study is to value the brand loyalty among the people in Vilathikulam town. Brand loyalty plays a major role in sustaining a customer for business. Today most of the people need more facilities to their day-to-day life. It increases the standard of living among people. It seems to increase the value for household appliances and utility appliances among people. Hence, various retailers are marketing their products, sathya agency creates its own goodwill among people in the society. Sathya Agencies Private Limited is engaged in retail trading of electronic consumer durables of multi brands and is currently operating its retail outlets in Tamil Nadu & Puducherry.

Keywords: Brand loyalty, Customer satisfaction, Consumer behaviour, Service quality, Retailing business.

I INTRODUCTION

Sathya agency is expert in AIDAS and in-store experience enable customers to select products that best suit their specific needs. As a leading retailer, Sathya offers a diverse range of branded electronic products, including mobiles, TVs, refrigerators, air conditioners, microwaves, washing machines, laptops, desktops, cameras, security systems, network accessories, and much more. In addition to traditional home appliances, Sathya ensures that all its products enhance the unique way of life in Indian homes.

Offers the Best International And Exclusive Brands: 'Sathya' stores feature an unparalleled selection of the world's most outstanding home appliances, often with exclusive offerings not found elsewhere

1.1 Sathya Agency Private Limited - An Overview:

The brand "SATHYA" was founded in 1978 by its visionary founder, Mr. A. John Samuel. It originated as a small trading venture near his hometown and underwent significant growth and transformation. The company is a distributor and trader of home appliances, mixers, computer accessories etc. By 1983, Sathya had transitioned into a retailer specializing in consumer electronics and home appliances, marking the beginning of a focused journey. Over the years, the company made consistent progress.

In 1987, Sathya Agency established itself as a prominent name in the town, opening a state-of-the-art showroom that has maintained its reputation for 35 years. Building upon the founder's legacy, the next generation of leaders steered the brand towards expansion. Recognizing the potential for diversification and success, Sathya expanded into the food and hospitality industry in 2003 with the introduction of Sathya park and Resorts. This venture offered guests a unique accommodation experience.

Currently, The Sathya Agencies Pvt. Ltd., has opened its branches in all over south Tamil Nadu with the Electronic products, Household articles, Kitchen wares etc. Day to day the multiple branded products are arriving for sales.

1.2 Consumer behavior – Meaning:

In marketing, Consumer behaviour means the actions and decisions are made by the people at the time of their product purchase.

Consumer behaviour brings the initial decision towards the product purchase, its usage and its purchase retention in future. There are some factors which influence the consumer behaviour are as listed below.

1. Age, gender, and income are classified under personal factors.
2. Family and friends are coming under the social factors.

3. Religion and traditions are cultural factors.
4. Motivation, perception, learning are termed under Psychological factors.

1.3 Customer satisfaction – Definition:

Customer satisfaction means “the measurement it can able to determine the evaluation of happy customers’ with a company’s products, services, and its capabilities.

Customer satisfaction information includes the surveys and ratings that can help a brand towards its best improvement.

1.4 Brand loyalty:

Brand loyalty is when customers continue to purchase from the same brand over and over again, despite competitors offering similar products or services.

1.5 Services are of the Highest Quality:

Sathya's mission is to provide world-class customer service and offer trustworthy recommendations for the best home appliances, supporting customers in their pursuit of enhancing their homes.

- The vision of Sathya Agency is to build the brand name and drive sales through innovative technologies. And the mission is to develop the business growth through its creative solutions for the customers. It provides the qualified services in line with the latest technology.
- In sathya agencies the better services are provided with the basic customer queries, complaints, suggestions and it will be taken as a valued one and analyzed for better service. Prompt measures and quick solutions are our specialties.

Sathya agency is committed to providing exemplary customer service and aims to deliver the best possible experience to its customers. The company guarantees that its essential products will bring happiness, and that its customer service will delight customers with exceptional support.

Sathya agency earned loyalty from customers largely due to the twin core beliefs - offering quality products and at affordable prices. Economic liberalization led to the entry of more multinationals into the country bringing international brands within the reach of the consumer. Sathya has long believed that quality endures and it shows and products are guaranteed to perform. Sathya makes them that way.

Basically, sathya agency deals with all kinds of Consumer Electronics, Household articles, Kitchen wares etc. Wide product range, best brands, customer satisfaction, competitive pricing are our trademarks. 0% interest installment schemes, exchange offers and attractive seasonal gifts are our sales boosters.

II LITERATURE REVIEW

Abinaya. M (2022) in his project entitled “A Study Of Customer Perception For A Digital Marketing” The studies focus with related to customer perception in digital marketing, now a days consumer satisfaction based on good service and approach related with online marketing, because many more business approaches his/her business launching through online marketing or digital marketing is successfully. “It is a lifelong craze, moment after moment, trying to find the best you want; Fortunately, many of us are looking for it at the right place.

Rekha S , Vijayasankar S, (2021), in their study entitled ‘Effectiveness of Marketing Strategies in Sathya Agencies Pvt, Ltd, Madurai’ reveals the marketing strategy of marketing segmentation, product strategies, distribution, pricing, marketing relationship and promotion. The study also found that a majority of customers accept that television, newspaper, magazine, internet and mobile were all suitable for implementing retail marketing strategies for gaining organization competitiveness. If the organization wants to lead business to a long term they must change their strategies which will help to satisfaction their customer.

Sadrul Huda (2011) in his study, reveals about the marketing strategy and retailer’s behavior at various locations. By this assumption the study was conducted for identifying the differences among shop owners' marketing strategy with their shop locations. The researcher selected various income group people's dwelling area for the study location in Dhaka City. The study express that there is no difference between the location and selling of branded products, credit sales, product sales promotion.

III STATEMENT OF THE PROBLEM

Some of the researchers have done their research in sathya agencies in various topics. Among that some of the problems as effectiveness of marketing strategies, distribution system, pricing methods, customer perception and the service quality have been discussed in the review of literature.

3.1 Research Gap

According to this study in pact on purchasing decision, reference group, offers benefiter by the customers Quality of products, pricing strategy, services afters sales, effective sales talk by sales person all considered as Research Gap.

IV OBJECTIVES OF STUDY

1. To study the awareness about Sathya Agency in vilathikulam town.
2. To know about the importance given by the customer's reference group before made their final purchase in Sathya Agency.
3. To study about the customers buying behavior towards household appliances purchasing in Sathya Agency in Vilathikulam town.
4. To know about the offers and benefits received by the customer in sathya agency
5. To evaluate customers service available in Sathya Agency.
6. To evaluate the features available in the Sathya Agency through Garrett Ranking method.

V NEED OF THE STUDY

There are number of competitors increase in retailing business. Among that Sathya agency is doing its retailing business successful. This study helps to evaluate the selling product quality, product price, Delivery system, service after sales the effective sales talk and benefits perceived by the people. Hence, it seems to be need of the study.

VI SCOPE OF THE STUDY

The researcher conducted his within the vilathikulam town to know the influencing factors among the consumer at the time of purchase in Sathya Agency . This study is mainly focuses on the leading retail shop as for customer's preference towards Sathya Agency for their every purchase. And this study enable us the reason for trusting sathya agency for every purchase.

VII LIMITATIONS OF THE STUDY

The study reveals the following limitations.

- Vilathikulam town is the geographical limit for this study.
- The sample size only 100 is possible due to time constraints.

VIII RESEARCH METHODOLOGY

8.1 Research Design:

The researcher utilize the proper questionnaire for the primary data collection through Convenience sampling method under the non-probability sampling technique with 100 respondents. The study was conducted towards branded Sathya Agency products users in vilathikulam town between December 2023 to March 2024. Both primary and secondary data are used for this study. The second hand information is collected by books, journals, websites etc.

IX ANALYSIS AND INTERPRETATION

9.1 Percentage Analysis:

The percentage analysis is a result of statistical value which represents the respondents opinion share for various factors given by the researcher through questionnaire.

$$\text{Percentage analysis} = \frac{\text{No of respondents}}{\text{Total No of respondents}} \times 100$$

9.2 Henry Garrett Ranking Technique:

This is a ranking technique which is used to find the most preferring component by the respondents. This will bring under the order of merit marked by the respondents which are converted into a rank through the given formula. Such ranks are being converted into score value.

$$\text{Percent position} = \frac{100 (R_{ij} - 0.5)}{N_j}$$

Where,

R_{ij} = Rank given for the i th variable by j th respondents.

N_j = Number of variable ranked by j th respondents .

Table:1 This table shows About Ranking level about Sathya Agency

Features	1 st Rank	2 nd Rank	3 rd Rank	4 th Rank	5 th Rank	Total
Quality	18	14	10	16	42	100
Reasonable Price	4	20	32	36	8	100
Prompt Delivery	20	24	34	18	4	100
Service after sales	34	28	8	10	20	100
Effective sales talk	24	14	16	20	26	100

Source: Primary data

Henry Garrett Ranking Table :

$$\text{Percent Position} = \frac{100 (R_{ij} - 0.5)}{N_j}$$

Where

R_{ij} = Rank given for i th Variable by j th respondents.

N_j = Number of variable Ranked by j th respondents.

Table : 2

Rank	Henry Garrett Table		
	Percent Position	Percentage	Score
1	$100 (1-0.5) / 5$	10%	76
2	$100 (2-0.5) / 5$	30%	61
3	$100 (3-0.5) / 5$	50%	50
4	$100 (4-0.5) / 5$	70%	40
5	$100 (5-0.5) / 5$	90%	25

Source: Primary data

Table : 3

Products S.No	Products Features	Given Rank by the pondents					Total	Rank
		1 st Rank	2 nd Rank	3 rd Rank	4 th Rank	5 th Rank		
1	Product Quality	1368	1064	760	1216	3192	7600	1 st
2	Reasonable price	244	1220	1952	2196	488	6100	2 nd
3	Prompt Delivery	1000	1200	1700	900	200	5000	3 rd
4	Service after Sales	1360	1120	320	400	800	4000	4 th
5	Effective sales talk	600	350	400	500	650	2500	5 th

Source: Primary data

It is resulted as from above table, it shows that product Quality is placed as 1st Rank , Reasonable price is placed as 2nd Rank, Prompt delivery is placed as 3rd Rank Service after sales is placed as 4th Rank Effective sales talk is placed as 5th Rank.

Thus, It shows that the selling products in the sathya agency is believed as best Quality products by the respondents.

X RESULTS AND DISCUSSION

10.1 Percentage Analysis

- 67 % of the majority respondent's age is between 16 to 30 years.
- More than half of the 53 % of respondents are Female.
- Majority 60 % of respondents are Married
- 34 % of the respondents were qualified in school level education
- 31 % of the respondents belongs to Others such as penisoners, Students, Job seekers.
- 43 % of the respondent' monthly Income Up to Rs. 5000/-
- Equal half 50% of them are having 2 to 4 family members.
- Majority 98 % of the respondents are aware about Sathya Agency.
- 44 % of the respondents are purchasing in Mobile phones and 34 % of them are purchasing in Washing Machine.
- Majority 93 % of the respondents are trusting respondents and remaining
- 47 % of them are asking product refernces by their Friends group.
- Majority 63 % of the respondents are choosing sathya agency for its Reasonable Price.
- More than half of the 51 % respondents have visited sathya agency at only one time.
- More than half of the 51 % of them respondents believe sathya agency is for best price.
- Majority 80 % of the respondent's prefer Cash Payment.
- 38 % of the respondents benefited with Big Discounts.
- Majority of the respondents 59 % of them feels Good about the brand Sathya Agency products.
- Majority 98 % of the respondents says that the sathya agency advertisement is effective.

10.2 Garrett Ranking Analysis

Product Quality is placed as 1st Rank , Reasonable price is placed as 2nd Rank, Prompt delivery is placed as 3rd Rank Service after sales is placed as 4th Rank Effective sales talk is placed as 5th Rank.

XI SUGGESTIONS

- The sales person shall convey the most product features and benefits to the visitors. Hence it may succeed the sales talk successfully.
- To give awareness about the services available after sales period which raise the confident level of buyers towards sathya agency.
- By sending product and service offers through the continuous short message services via phones which may help them to get a re-entry of old customers.

XII CONCLUSION

Sathya agency is a retailer who act as a middlemen in marketing It has the buying and selling of branded products only. So, sathya agency is upgraded as a brand power among the society. Today, Sathya agency took to new look towards the digital transformation and has generated high sales. Sathya is the perfect place to shop for a smart washing machine with durability, great

features and warranty. With a wide selection of top-branded models at discounted prices, advanced features and the convenience of online shopping, customers are sure to find the perfect washing machine to suit their needs and budget.

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