

A Study on Customer Misdeed in Organized Retail Sector –Literature Review

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Abstract- *The study is initiated to determine the customer exploitation in the organized retail sector it is still a common practice that businessmen exploit the consumer with regard to product, place, price, promotion, physical distribution and the related factor involved in the daily business transaction. Customer prefer to buy a different product both organized and unorganized retailer which can provide the better quality of good. Ignorance is one of the prominent factors contributing in the exploitation of organized retail sector. Mostly customer was exploited in terms of under measurement of product. The trader/producer induce the customer to buy the product through deceptive advertisement, selling inferior quality product, adulterated food product, these are very serious problem, because it affects the health of human resource. Profit traders are selling the banned and expired product and denying the warranty and guarantee, variants in contents of packs, inadequate labeling, creating artificial scarcity etc, are the different forms of exploitation prevailing in the Indian retail market.*

Keywords- Organized retail sector, consumer awareness, exploitation, ignorance, customers.

I. INTRODUCTION

India is becoming most favored retail destination in the world. Today retail sector contributing 10% to country's GDP. Indian retail industry is ranked among the ten largest retail markets in the world. Organized retailing comprises mainly of modern retailing with busy shopping malls, multi stored malls and huge complexes that offer a large variety of products in terms of money and make shopping a memorable experience. Retailing can be categorized as of different sectors like food and grocery, clothing and textiles, consumer durables, footwear, furniture, and furnishing, catering services, jewellery and watches, books, music and gifts, mobile handsets and others.

CONSUMER: A consumer is a person who is the end uses of the product. The person who purchase a product or service for his own use or consumption.

CUSTOMER: They means the individual or entity who purchase product or services from a seller at regular intervals.

CONSUMERISM: A social movement designed to augment the rights and powers of buyers in relation to sellers, movement aimed at making consumers of their problems so that they may seek remedies for their losses and sufferings.

RETAILING: Retailing involves all activities that contribute to selling goods and services to the ultimate consumers for their personal consumption.

ORGANIZED RETAILING: Organized retailing refers to trading activities undertaken by licensed retailers, those who are registered for sales tax, income tax, etc. These include the corporate-backed hypermarkets and retail chains, and also the privately owned large retail businesses.

CONSUMER EXPLOITATION: Consumer exploitation is widespread in many rural areas in India, This occurs mainly because of lack of consumers among people and because of the manipulative mentality of certain sellers. Consumer exploitation in India can take the shape of many forms like adulteration , under measurement, improper package, selling of banned product or expired product, false advertisement, false warranty and guarantee.

CONSUMER PROTECTION: Consumer protection refers to the steps necessary to be taken or measures required to be accepted to protect consumers from business malpractices. It may be regarded as a movement like consumerism. This is necessary primarily because business person aim at maximizing profits and this is often done at the expense of consumers. Promotion of consumer welfare is the common goal of consumer protection.

CONSUMER AWARENESS: Consumer awareness is making the consumer aware of His/her rights. Consumer awareness is a marketing term. It means that consumers note or are aware of products or services, its characteristics and the other marketing P's (place to buy, price, and promotion, product, people, physical evidence and process)

CONSUMER RIGHTS: The consumer Bill of Rights was proclaimed by the President of The United States in a message to the congress. The message proclaimed,(i) the right to choice,(ii) the right to information,(iii) the right to safety, and (iv) the right to be heard. Subsequently , the right to consumer education, the right to a healthy environment and the right to basic needs (food, clothing, and shelter) were added by Consumer International.

CONSUMER RESPONSIBILITIES: Consumer responsibilities include consumer awareness and vigilance, involvement and being alert and active, to practice sustainable consumption, social concern, concern for the environment to be responsible to the environment and working together to be organized and fight for justice.

UNFAIR TRADE PRACTICES: An unfair trade practice means a trade practice means a trade practice, which for the purpose of promoting sale, use or supply of any goods or services, adopts unfair method, or deceptive practice.

II. CONSUMER EXPLOITATION THROUGH PROMOTION AND SALESFORCE

Promotion of the product has four basic components such as: sales promotion, advertisement, publicity and personal selling. In the race for promotion the dealer sometimes involves in compulsive buying it is believed that offer/discount is given for the product to hide the fact and ultimate consumer are unable to get the value for the money.

It is the sales force that makes the product reach the hands of consumer by providing customer care. It is impossible to measure the minimum level of customer service. In organized retailing customer care can be done by sales force. An untrained sales force will lose the customers and trained sales force will gain the customers.

III. EXPLOITATION THROUGH PROMOTION

Damaged product: The product which have some sort of breakage or spoilage or missing of some parts are taken as damaged products. This damage might have occurred during transportation handling or during package. On opening the product the buyer comes to know of the damaged product.

Low quality product: The product that does not fulfill the quality standard is taken as low quality product. In case of food items low quality product can be identified on its consumptions and for durables goods its life span will be short.

Demand less product: The demand less product are those which are less demanded by the consumers in the market because of change of taste, preference, fashion, technology and attitude of the people. The retailer uses the sales promotion tactics to sell this demand less product which is kept as stock for a long period.

Unbranded product: Branded products are those which have their own image and reputation among the general public, but unbranded product does not possess this reputation. The unbranded product is produced by the manufacturer who does not have brand name and normally these products' standard is questionable.

IV. EXPLOTATION THROUGH SALESFORCE

Sales force behavior with the consumer: Sales person must know that each person is unique and has his/her own way of thinking, because consumers are coming from different background and their behavior and attitude differ from person to person. Consumer usually raises objection about the price, quality etc. Here the sales person should handle the consumer in the very patient manner and satisfy his/her need and wants to create a good atmosphere of shopping. Sales force must understand and care for the consumers.

Sales force should listen to the customers' queries: Always consumer prefer value for their money. Whenever they buy the product objection comes in their mind. The problem if any occurs in pre and post purchase and the sales person must take immediate action to settle the issue. If not should report at the higher level to win the confidence level of consumers. An argument is the negative exercise that turns back the customer from the shop.

Sales person understands the specific needs of consumers: The first and foremost work of sales person is to understand the specific needs of consumer. Sometimes consumer decision are spontaneous and they will be influenced by the sales force to directly interact with the consumers and direct them to purchase the good quality of product. This type of attitude helps the sales person know the preference and upcoming needs of the consumer. Offering quality product assortments, accepting the payment in whatever ways identifying the needs and wants are the success key of any businessman.

Sales person helps to select the product: When the consumer goes alone to the shop, he finds it difficult in selecting the product among the large varieties of products the sales person extends his hand to assist the consumer in the

selection of product, the selection process will be easy and the consumer can enjoy happy shopping experience.

V. REVIEW OF LITERATURE

Nidhi Gupta and Priti Panchal (2009) have pointed out that three types of alterations are practiced in India (i.e.) Intentional adulteration, Metallic contaminations and adulterants. The result of the study shows that about 50% of the respondents faced the problems of food adulteration. It is suggested that the low income group people need more training on the issues of food adulterations and the ways to raise their voice when they felt cheated.³

Shuchi Rai Bhatt et al., (2010) have pointed out that age has no impact on buying practices of homemakers in food practices at Varanasi. The study also revealed that educated people of both sexes follow straightly good buying practices while homemakers are not following them. It is concluded that age and awareness are not inter linked while education is inter linked with good buying practices.⁴

Satendra Bharadwaj et al., (2011) have focused on the consumers' Perception of towards Shopping mall. Most of the respondents are satisfied with the price fixed by the shopping malls. Quality of products is below good and above average respectively. It is found out in the study that when the consumers think about Shopping Mall, they think about price.⁵

Rishikant Agnihotri (2011) The study has given the importance on influence of media in promotion of consumer awareness on Non-government Organization. The survey made by the researcher as to whether readers refer to articles of consumer interest. Majority of the consumers are reading the consumer articles regularly, but the frequency of reading article is not very high among the readers. The readers are not interested to read about issues related with consumer movement and activities of the local consumer associations.⁹

Jayasubramanian and Vaideke (2012) The study revealed that consumers are not ready to use their rights wherever necessary despite the government measure to protect them, The study recommended co-operative efforts on the part of consumers, business and the government as necessary for protecting consumers. The study suggested that for the success of the Indian consumer movement to succeed government actions and consumer activation through consumer education are necessary.¹⁰

Shamsher Singh and Preeti Taak (2013) had examined the demographic and Psychological factors and the influence the compulsive buying behaviors of consumers in

Delhi. 200 samples were taken from Delhi for the study. Results of this research reveal that consumers are strongly influenced by their role models and indulged in computers behaviors. Indulging in compulsive buying behavior acted as a stress buster for young consumers.¹¹

Ishwini and saroj kumar data (2014) The survey focused on consumer rights awareness among the household consumers. Most of the consumers were aware of basic consumer rights than complex rights. It is found out that respondents have not utilized the consumer protection echanism; there is a positive but weak correlation between consumer rights awareness and consumerism.¹³

VI. CONCLUSION

It can be concludes that, the products are essential commodities while purchase in the organized retail sector, because there is huge quantity of duplicate commodity. The present concept of marketing is not product oriented but it is consumer oriented. The seller must satisfy the consumer's need and requirement. Therefore the organized retail sectors need to take the outmost care in relation price, quantity, quality, manufacturing date, expiry date etc.

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