

A STUDY ON CUSTOMER SATISFACTION TOWARDS VEGETABLES MARKET IN KANYAKUMARI DISTRICT

By

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Abstract

The vegetable marketing in Kanyakumari District is normally same as that of the other districts of Tamil Nadu and other states of the country. The nature of the market participants and market operation is heterogeneous. The vegetable markets of Kanyakumari District are largely unorganized and are dominated by the illiterate and small farmers. The vegetable marketing in Kanyakumari District has historical importance but the regulations of these markets were of recent practice. The youngest vegetable wholesale markets of Kanyakumari District aged 20 years and the oldest regulated vegetable wholesale markets aged 45 years. The vegetable marketing system is in dire need of attention for development of infrastructure, expansion of market network and channels to help in delivering the benefits of marketing opportunities. The primary (Rural) vegetable markets of Kanyakumari District are dominated by the unauthorized commission agents and only unauthorized middlemen or agents of outside districts operate as the buyers. The important objective of this paper is to analyze the customer satisfaction towards vegetables market in Kanyakumari District. The study is confined with both primary and secondary data. In order to study the to analyze the customer satisfaction towards vegetable markets in Kanyakumari District 300 vegetable market customers are selected as samples using convenient sampling method. The collected data were analyzed with the help of essential statistical measures such as Percentage, Garrett ranking technique, Regression analysis and ANOVA test.

Keywords: *vegetables, market, customers and customer satisfaction*

Introduction

The vegetable marketing in Kanyakumari District is normally same as that of the other districts of Tamil Nadu and other states of the country.

The nature of the market participants and market operation is heterogeneous. The vegetable markets of Kanyakumari District are largely unorganized and are dominated by the illiterate and small farmers. The

vegetable marketing in Kanyakumari District has historical importance but the regulations of these markets were of recent practice. The youngest vegetable wholesale markets of Kanyakumari District aged 20 years and the oldest regulated vegetable wholesale markets aged 45 years. The vegetable marketing system is in dire need of attention for development of infrastructure, expansion of market network and channels to help in delivering the benefits of marketing opportunities. The primary (Rural) vegetable markets of Kanyakumari District are dominated by the unauthorized commission agents and only unauthorized middlemen or agents of outside districts operate as the buyers. The middlemen neither maintain any documents nor issue any receipts. In several larger vegetable wholesale markets, brokers operate and charge commission on “per pack basis” which is also a kind of practice where no transactions are documented and record maintained to show the transparency of the marketing system. The accessibility of the vegetable wholesale markets in Kanyakumari District varies from 0 to 30 kms from the main markets.

The nature of the vegetable markets in Kanyakumari District are highly unorganized and large proportion of marketable surplus is traded at village level markets giving rise to the problem of price access as these transactions take place in a non-competitive setting with farmers having unequal access to price information. Price access is the discoveries of the information regarding the price received for the vegetables under competitive setting in large markets. In unorganized markets farmers are compelled with low trading volumes and a market setting represented by a large number of sellers and a relatively small number of buyers. Although the Board clearly spelt out the rules of price discovery these markets show collusive tendencies, which adversely affect the fair price discovery and benefits received by the farmers from such markets. Vegetables arrive in the markets at different seasons and arrivals are mainly from nearby villages which are in the periphery of 5-10 kms. Arrivals of vegetables are highest during the months of October to May and amongst all the districts that receive maximum arrivals at the

same time, Myladi regulated market is the major market for arrivals of vegetables followed by Vadaseri regulated market.

Objectives of the Study

The important objective of this paper is to analyze the customer satisfaction towards vegetables market in Kanyakumari District.

Methodology

Area of study

The area of the study refers to Kanyakumari district.

Sources of data

The study is confined with both primary and secondary data. The primary data is collected through a well-structured interview schedule. Direct interview was also conducted among 300 customers in Kanyakumari district and the secondary data have been mainly collected from the books, journals, magazines, and also from the internet.

Sampling Design

In order to study the to analyze the customer satisfaction towards vegetable markets in Kanyakumari District 300 vegetable market

customers are selected as samples using convenient sampling method.

Statistical Tools Used

The collected data were analyzed with the help of essential statistical measures such as *Percentage, Garrett ranking technique, Regression analysis and ANOVA test.*

Analysis and Interpretation

Reason for purchasing from particular vegetable market

There are many reasons to purchase vegetables from particular vegetable market by the sample customers. The scores assigned by the respondents for the reason are converted into scores values using Garrett Ranking technique and presented in the below table.

Table 1. Reason for purchasing from particular vegetable market

Sl. No.	Reasons	Garrett Mean Score	Ranks
1	Freshness of vegetables	58.36	III
2	Reasonable price	58.78	II

3	Recommended by others	55.94	VI
4	Nearness	59.21	I
5	Wide range of products	57.88	IV
6	Quality	56.79	V
7	Others	55.62	VII

Source: Computed data

It is inferred from the above table that the reason nearness scores high (59.21) and holds the rank first, the reason reasonable price scores (58.78) and the reason freshness of vegetables

scores (58.36) holds second and third rank respectively in the reason for purchasing from particular vegetable market.

Customer satisfaction towards vegetable markets and hypothesis testing

An analysis was made to find out the customer satisfaction towards vegetable market by adopting suitable statistical tools and presented in the following tables.

Table 2. Descriptive statistics on customer satisfaction

	Mean	Std. Deviation	N
Customer Satisfaction	4.55	.859	300
Product Quality	4.76	.519	
Price Fairness	4.16	1.085	
Relationship Quality Transactional Aspect	3.96	.850	
Relationship Quality Softer Aspect	4.30	.939	
OMC	4.41	.983	

Source: Primary Data

The above table shows the central tendency, mean and the corresponding standard deviation of all variables under study. The mean of all variables are between 3.96 and 4.76 in five point Likert scale. Hence we can conclude that the respondents are favorable to

the questions. The standard deviation shows that the dispersion is very low, except price fairness which is somewhat higher, stating the high degree of homogeneity or the coherence between the replies of the respondents.

Relationship between product quality and customer satisfaction

To find out the relationship between the product quality and customer satisfaction towards vegetable markets

in the study area the following hypothesis was adopted.

H₀₁: There is no relationship between 'product quality' and 'customer satisfaction'.

Table 3. Regression model summary analysis of PQ and CS

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.374(a)	.140	.138	.798

a) Predictors: (Constant), Product Quality

Table 4. ANOVA for PQ and CS

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	42.193	1	42.193	66.270	.000(a)
	Residual	259.128	298	.637		
	Total	301.320	299			

a) Predictors: (Constant), Product Quality, b) Dependent Variable: Customer Satisfaction

Source: Calculated Data

From the above table we came to know that the correlation of PQ and CS is 0.374. F-calculated (66.270) is greater than F-listed (6.63) at 1% level of significance using two tailed test.

These results confirm that the H₀₁ is rejected indicating there is a positive relationship of low degree between 'product quality' and 'customer satisfaction'.

Relationship between price fairness and customer satisfaction

H₀₂: There is no relationship between 'price fairness' and 'customer satisfaction'.

The relationship between the price fairness and customer satisfaction are also analyzed and presented in the following tables.

Table 5. Regression model summary on the analysis of PF and CS

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.026(a)	.001	-.002	.860

a) Predictors: (Constant), Price Fairness

Source: Calculated Data

Table 6. ANOVA for analysis of PF and CS

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.206	1	.206	.279	.598(a)
	Residual	301.114	298	.740		
	Total	301.320	299			

a) Predictors: (Constant), Price Fairness, b) Dependent Variable: Customer Satisfaction

Source: Calculated

The above table depicts that the mean square of PF and CS as 0.026. F-calculated (0.279) at 59.8% level of significance using two tailed test, cannot be inferred against F-listed. These results confirm that the H₀₂

cannot be rejected, indicating that the results cannot confirm that there is a significant positive relationship between 'price fairness' and 'customer satisfaction'; however there is positive relationship of very low degree.

Relationship between relationship quality and customer satisfaction

was framed and the results are shown in the below tables.

To analyze the relationship between relationship quality and customer satisfaction the following hypothesis

H₀₄: There is no relationship between 'relationship quality' and 'customer satisfaction'.

Table 7. Regression model summary analysis of rq and cs

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.851(a)	.724	.722	.453

a) Predictors: (Constant), Relationship Quality Softer Aspect, Relationship Quality Transactional Aspect

Source: Calculated Data

Table 8. ANOVA for the analysis of RQ and CS

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	218.101	2	109.050	532.020	.000(a)
	Residual	83.220	296	.205		
	Total	301.320	298			

a) Predictors: (Constant), Relationship Quality Softer Aspect, Relationship Quality Transactional Aspect, b) Dependent Variable: Customer Satisfaction

Source: Calculated Data

The above table depicts the correlation of RQ and CS as 0.851. F-calculated (532.020) is greater than F-listed (4.61) at 1% level of significance using two tailed test. These results confirm that H₀₄ is rejected indicating there is a significant positive relationship of high

degree between 'relationship quality' and 'customer satisfaction'.

Order management cycle and customer satisfaction

To analyze the relationship between order management cycle and customer

satisfaction ANOVA test was applied and the following hypothesis was framed.

H₀₅: There is no relationship between ‘order management cycle’ and ‘customer satisfaction’.

Table 9. Regression Model Summary Analysis of CS and OMC

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.905(a)	.819	.819	.366

a) Predictors: (Constant), OMC

Source: Calculated Data

Table 10. ANOVA for the Analysis of CS and OMC

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	246.809	1	246.809	1842.779	.000(a)
	Residual	54.511	297	.134		
	Total	301.320	298			

a) Predictors: (Constant), OMC, b) Dependent Variable: Customer Satisfaction

Source: Calculated Data

The above table illustrates that the correlation of CS and OMC is 0.905. F-calculated (1842.779) is greater than F-listed (6.63) at 1% level of significance using two tailed test. These results confirm that H₀₅ is rejected indicating there is a significant positive relationship of high degree between ‘order management cycle’ and ‘customer satisfaction’.

Conclusion

It has been found that the customers prefer the selected vegetables market for the reason nearness t, the reason reasonable price and the reason freshness of vegetables. It is also found that there is a low degree of relationship between Product quality and Customer satisfaction. The

researcher also revealed that there is a significant positive relationship of high degree between 'relationship quality' and 'customer satisfaction'. The relationship between Relationship quality and Customer satisfaction also has a positive high degree. The

relationship between order management cycle and Customer satisfaction is of positive high degree. The combined effect Relationship quality and order management cycle is greater than individual effect of each one on Customer Satisfaction.

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