

STRATEGY FOR STRENGTHENING CONSUMERISM IN RETAILING PRACTICES: RETAILERS' PERSPECTIVE

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Abstract: In this modern era of societal marketing concept business ethics and social responsibility is becoming one of the central issues of all the marketing practices. Now the business enterprises cannot consider themselves as sovereign in the marketplace. The modern waves of consumerism have made the consumers vocal in expressing their rights and privileges in the marketplace. The growing concern for ethical issues or consumerist issues among consumers has been well documented in marketing literature. In recent years, consumerism has drawn increased interest from business and marketing practitioners as well as from academicians. The present unhealthy situation can be cured only if the lacunas are properly diagnosed and cured in the form of a sound and healthy consumerism. It is in this context the present study was taken up to work out effective strategy for strengthening consumer movement in Indian retail market through a case study of an area representing on an average common type of retail practice.

Research Objective: The main objective of this paper is to study, analyses and asses the efforts being made by retailers for strengthening the consumer movement at retail level on the basis of primary data taken from the retailers (347) of Jammu city.

Design/methodology/approach: The study begins with a discussion of introduction, literature review, research gap, sample design and demographic profile, followed by an Explanatory factor analysis used for purification and reducing the items of research domain into meaningful ones. The ANOVA, t-test and Regression have also been adopted to test the hypotheses. Similarly to check the reliability of the components/factors, the Cronbach's alpha, KMO Bartlet test, and other important tests have also been performed.

Major findings of the study: The role effectiveness of retailers in strengthening consumerism in Jammu city shows overall role effectiveness at 3.69 on 5 point Likert scale, indicating retailers having given due weight-age to all factors viz., 'Consumer help' (MS = 4.47), 'Consumer interaction' (MS = 4.63), 'Consumer services' (MS = 3.52) and 'Consumer awareness' (MS = 3.06). It reveals that retailers are trying their best for strengthening consumer movement. The independent factors are also checked with the help of multiple regression equation, depicting that factor 1 is positively associated while factor 4 is negatively associated in assessing the role effectiveness of retailers. Further, majority of the respondents (49%) have fallen in the 'above average' and the least number of respondents (19%) in the 'below average' for supporting the consumer movement.

Introduction: Consumerism has emerged a phenomenon of relativity high economic development i.e. it is often seen primarily as a concern of industrially advanced countries because economic priorities in less developed countries (LDCs) are eradication of poverty and rapid growth rather than attainment of equity. Consumerism requires sufficient development in terms of economic well-being to ensure its take off. With the passage of time, however many LDCs have also become aware of the need to develop and protect consumer rights.

Consumerism is a social movement designed to augment the rights and the powers of buyers in relation to sellers (Kotler 1972). It is not only a struggle for protecting consumer rights through legal system but a continuous and broad based social (Kotler 2001), environmental (Barksdale and Darden 1972), organised and countervailing defensive (Bhagwati 1976) and protective force being carried on at national and international levels for identifying the areas of injustice and its remedy through various forms of organised (Girimaji 1999), collective and

consistent efforts. Various authors have addressed the issues of consumerism (Greysier and Diamond 1974); West brook, Newman and Taylor, 1978), in the light of consumer satisfaction and expectations. Complaining behaviour with varying degrees of generality and orientation does reflect the necessity of consumerism. The micro level studies have explored consumer dis-satisfaction with specific complaints about products or services. At the macro level, national and cross-national studies have studied consumer attitudes towards retailing practices, consumerism and government regulations (Barks Dale and Darden, 1972; Barker 1987). Various types of consumer organisations actively involved in this consumer movement have taken up several measures for protecting consumer interest and their rights (Bloom and Greysier 1981).

Consumerism is still in its infancy in India. There has been an occasionally mass consumer demonstration against market imperfection, mainly shortages and exorbitant prices. India was among the first countries to enact legislation to protect consumers (Averilt and

Lande 1997). Even statutory measures for consumer protection existed in India for a long time. The most significant change in the history of consumer protection in India was the Consumer Protection Act 1986. It is very important legislation passed by the government of India to ensure a proper system for the protection of consumer rights and the redressal of consumer disputes. This Act applies to the whole of India except the state of Jammu and Kashmir where the state has its own legislation quite similar to the same. It applies to all goods and services. It is in this context the present study was taken up to work out the strategy for strengthening the consumerism in the context of present state of affairs in Indian retail market through a case study of an area representing traditional retail practices.

Review of Literature: Existing literature has been reviewed for understanding different concepts and variables related to consumerism. A lot of discussion has appeared in various researches pertaining to the issues of consumerism. Therefore, in order to bridge the research gap, the related literature has been reviewed as under:

The rise of global retailers has led to a remarkable shift in power from supplier to retailers (Warne 1976) and the growth of global retailing has been relentless over the past few decades. The landscape of Indian organised retailing practices is evolving from the plethora of retailing activities that India has experienced since times immemorial. However, the face of the Indian retail industry is changing and experiencing a retail boom today. India has come a long way from the traditional Kirana stores and is now on its way to becoming a ‘mall country’. In the 21st century, retailers have numerous products/ services which have different features to suit the requirements of different markets (Damant 2002) and also provide goods and various services for the benefit of the customer. However, they are least bothered about educative and informative programmes and thus fail to understand or develop business perspectives focusing consumers with transparent and objective grievance redressal procedure (Chao and Rajendran 1996). Similarly, the responses for the knowledge of consumer rights with the action taken against the infringement of these rights are quite low (Kumar and Batera 1990). People lack confidence over the government machinery to protect these rights (Mayer 1998) and they blame retailers and government machinery for showing cold shoulder to their voice (Averitt and Lande 1997). However, various authors hold a contradictory opinion and they observe that retailers take interest in the problems of the customers, give them advice on buying decision, give personalised service and to overhaul the functioning of retailing activities with a

view to rendering adequate and satisfactory services to the customers at large.

The literature reviewed indicates that the consumerism in retailing, wholesale sector and other areas which are directly or indirectly concerned with the consumerism in retailing practices has not yet been studied extensively and concurrently. To fill the gap, the present research proposal proposes to assess the strategies adopted by retailers to strengthen consumerism in retailing practices and thereafter to work out strategy for strengthening the consumerism further. The research work will prove to be an asset to marketing stakeholder and a useful addition to the existing knowledge on the topic.

Research Hypotheses and Objectives:

H1: There is a significant and positive relationship between product quality and their satisfaction towards consumer movement at retail level.

O1: To measure the relationship between product quality and their satisfaction towards consumer movement at retail level.

H2: Price sensitivity influences customer satisfaction

O2: To find out the impact of price sensitivity on customer satisfaction.

H3: effective communication in retail sector positively affects customer satisfaction.

O3: To measure the impact of effective communication on customer satisfaction.

Research Methodology:

Sample Design: The present research is based on first-hand information gathered from customers whose retail stores situated in three different localities of Jammu city namely, Gandhi Nagar, Bakshi Nagar, MalhotraMohalla and one locality viz. Nagrota just adjoining to Jammu city. Each locality represents an independent stratum as retail stores in each of the four localities were not equal in number and profile. Therefore, a proportionate number of customers were selected from each of the four localities for the study. In order to finalise the schedule and to determine the final sample size of the retailers, a pilot survey was conducted on 40 retailers, 10 from each of the four localities. The mean (3.79) and variance (.48) values arrived from the result of pretesting were used to determine the final sample size of 354 as under:

$$N = \frac{S^2 Z^2}{E^2}$$

$$N = \frac{(0.48)^2 \times (1.96)^2}{(0.05)^2}$$

$$N = 354$$

Where N = sample size

Z = level of confidence = (1.96)

S = estimated standard deviation = (.48)

E = sample error = (.05)

The final sample size came to be 354 from total

population of 895 belonging to four different localities. In order to select number of respondents to each of the localities, proportionate technique was used as shown in the following table:

S. No	Name of the Area	No. of Retail Store	(Proportionately) = Final Sample Size×Target Population in Each Locality Total Target Population	Final Sample Size
1	Gandhi Nagar	281	(354×281/895)	111
2	Bakshi Nagar	267	(354×267/895)	106
3	MalhotraMohalla	294	(354×294/895)	116
4	Nagrota	53	(354×53/895)	21
	Total	895		354

Source: Methodological Considerations in a Quantitative Study Examining the Relationship between Job attitudes and Citizenship Behaviours. (Williams and Robinsons, 2009)

Since, the population was not evenly divisible; each retailer was given the chance to be selected. Finally the respondents from aforesaid localities were selected on the basis of systematic random sampling technique. In order to collect the data for further analysis from retailers, owner was contacted from each retail store.

Questionnaire Design and Administration: The present study is evaluative in nature. A schedule for the needed primary data from retailers was developed within the frame work of retailers’ effort for strengthening consumer movement. Items covering all the factors influencing consumerism were generated from the literature (Barks Dale and Darden, 1972; Barker 1987; Hui and Bateson 1991) and

through discussion with knowledgeable people which provides inbuilt consistency, stability, reliability and validity of data. The schedule depicting retailers’ contribution in strengthening consumerism comprises of four statements of demographic profile and seventy five Likert scaled statements under five major dimensions to measure the contribution of retailers for supporting the consumer movement (Barker 1987). A total of 354 schedules were distributed to retailers, out of which 297 were responded properly thus with the response rate of 84% shows in the following table. In addition, secondary data has also been used from various sources like journals, books, and internet.

Distributions of Schedule and Responses Received

S.No	Locality	Schedule Distributed to Retailer	Response Received from Retailer	Response Rate (%)
1.	Gandhi Nagar	111	93	83.78
2.	Bakshi Nagar	106	94	88.68
3.	MalhotraMohalla	116	90	77.59
4.	Nagrota	21	20	95.24
	Total	354	297	83.90

Analytical Process: The instrument was tested for validity and reliability. For the validity test, discriminant analysis was used to test the independent variables while convergent validity was performed on the dependent variable using correlation coefficient. The coefficients were 0.526 for the constructs “product quality and satisfaction”; 0.017 for the construct “price sensitivity and satisfaction” and 0.375 for the constructs “effective communication and satisfaction”. These results indicate that the constructs are truly distinct from each other because a low correlation coefficient indicates high validity, as any correlation coefficient

result from 0.00 to 0.5 indicates high validity (Hair et al, 2010). The reliability test used CronbachAlpa test. The overall Cronbach’s Alpha arrived as 0.887, which showed high reliability. The Cronbach’s Alpha value for the respective factorial groups were 0.843 for the factor group “product quality”; 0.779 for the second group “price sensitivity” and 0.638 for the third group “effective communication”. The Alpha (Cronbach’s) value for the dependent variable “Satisfaction” was 0.959. This indicates that all items, factorial groups and variables in this study are sufficient reliable measures.

Presentation and Analysis of Data: Profile of the

Respondents: The demographic profile of the respondents presented in the following table, indicating sample design, shows 88.2% male (262 respondents) & 11.8% female (35 respondents). The respondents falling in four educational groups include 30% respondents in group I (Secondary level), 24.6% respondents in group II (Higher-Secondary level), 20.5% in group III (Graduation level) and 24.9% respondents in group IV (Post-education level). The respondents are also

categorized according to their experiences viz., less than 5 years (11.4%), 5-10 years (31%), 10-15 years (30%), 15-20 years (9.4%) and above 20 years (18.2%). Lastly, 14.1% respondents (42), 26.6% respondents (79), 38% respondents (113), 18.5% respondents (55) and 2.7% respondents (8) are found to be falling under age group I (15-25 years), AG-II (25-35 years), AG-III (35-45 years), AGIV (45-55 years) & AG-V (above 55 years) respectively.

Profile of the Respondents: Explanatory factor Analysis

Variables	Demographic Classification	Frequency	%Age
Gender	Male	262	88.2
	Female	35	11.8
	Total	297	100
Age in Years	15-24	42	14.1
	25-34	79	26.6
	35-44	113	38.0
	45-54	55	18.5
	Above 54	8	2.7
	Total	297	100
	Qualification	Secondary	89
Higher Secondary		73	24.6
Graduation		61	20.5
Post-Graduation		74	24.9
Total		297	100
Length of Experience	Less than 5 Years	64	21.4
	5-10 Years	92	31.0
	10-15 Years	59	20.0
	15-20 Years	28	9.4
	Above 20 Years	54	18.2
	Total	297	100

For determining various dimensions that contribute towards strengthening consumer movement from retailers' perspective in Jammu city, the principal axis procedure of exploratory factor analysis was used along with varimax rotation (Kamakura and Wedel 2000). Principal component analysis (PCA) has been run in order to reduce the whole data into fewer numbers of significant factors shown in the given table 1. The item in each factor that has the highest factor loading indicates that such item is the most important to the consumer or is the principal variable or component. However, any factor loading above the 0.50 benchmark is important and considered significant in interpreting the factors (Table 2).

Table 1. Brief Profile of Data Purification							
Variables	No. of Rounds	% age of Variance Explained	Items of Emerged	No. of Factors Extracted	Iterations	No. of Items Deleted	KMO
Product Quality	1	9.051	15	6	27	2	0.653,
	2	11.328	13	5	9	3	0.674
	3	13.951	10	4	6	-	0.627
Price sensitivity	1	14.675	11	4	6	-	0.659
Effective Communication	1	7.572	16	6	16	3	0.620,
	2	8.839	13	5	7	2	0.692
	3	9.725	11	3	8	-	0.658
Satisfaction	1	6.647	21	6	9	5	0.660
	2	7.620	16	5	10	3	0.613
	3	12.774	13	4	8	3	0.604
	4	15.803	10	3	6	3	0.630
	5	17.039	7	2	5	-	0.648

Table 2. Factor Wise Analysis

Factors		Mean	S.D	F.L	Com	V.E	Cronbach's Alpha		
Product Quality	F1 Legal Provisions	4.21				76.99	0.92		
	Transactions are properly documented	4.12	0.76	0.79	0.82				
	Authentic printed quantity and quality	4.21	0.57	0.80	0.77				
	Explain positive and negative aspects of products	4.30	0.59	0.77	0.86				
	F2 Quality	4.26			3			72.44	0.87
	Wholesalers planned and organized	4.39	0.62	0.78	0.73				
	Genuine quality products	4.34	0.54	0.81	0.81				
	Adequate products and services	4.05	0.52	0.64	0.72				
	F3 Interaction	4.30						66.11	0.84
	Regular interaction improved the product quality	4.26	0.62	0.72	0.73				
	Furnish accurate product information	4.33	0.62	0.85	0.79				
	F4 Consumer oriented	4.50						68.23	0.89
	Feel happy to look after the needs of the customers	4.54	0.56	0.84	0.88				
	Sell adulterated products	4.46	0.65	0.73	0.79				
Pricing Issues	F1 Rules & Regulations	4.29				68.64	0.82		
	Give proper discount rate	4.11	0.58	0.76	0.83				
	Maintain proper record for credit sale	4.23	0.52	0.71	0.79				
	Receive bills on purchases	4.21	0.59	0.85	0.93				
	Issue bills on sales	4.60	0.49	0.68	0.71				
	F2 Fairness	4.23				72.23	0.79		
	Charge fair and printed price	4.34	0.48	0.65	0.77				
	Charge actual rate of VAT	3.69	1.10	0.84	0.88				
	Retailers pass on free samples and gifts	4.67	0.47	0.85	0.83				
	F3 comfort	4.32						75.65	0.83
	Price taker	4.31	0.71	0.67	0.72				
	Display the rate list	4.33	0.63	0.73	0.79				
	F4 Equality & committed	4.23						78.89	0.79
	Serving customers	4.54	0.55	0.73	0.82				
Price discrimination	3.92	0.75	0.77	0.89					
F1 Loyalty	3.99						73.76	0.78	
Complaints are handled properly	4.18	0.56	0.82	0.92					
Information through pamphlets	3.65	1.02	0.83	0.84					
Comply with customer suggestions	4.15	0.62	0.63	0.76					
F2 Trust Worthy	4.09						71.12	0.86	
Valuable and material information	4.43	0.58	0.66						
Customer meets are regularly held	3.06	1.21	0.81						
Communicate openly and honestly	4.46	0.55	0.67						
Claims and complaints are welcomed	4.39	0.65	0.94						
F3 Effective communication	4.29				74.36	0.79			
Price and durability of the products	4.34	0.57	0.87	0.97					
Always welcome queries happily	4.21	0.63	0.78	0.78					
Offer all the relevant information about the latest schemes	4.21	0.63	0.70	0.75					
Suggestions are valued and implemented	4.39	0.55	0.65	0.67					
F1 Better facilities	4.55				78.57	0.92			
Render services at customers' door steps	4.56	0.50	0.82	0.98					
Maintain good customer relations	4.55	0.50	0.80	0.87					
Help in buying decision process	4.55	0.50	0.89	0.88					
F2 Effectiveness	4.00						71.87	0.82	
Aggrieved customers are redressed properly	4.20	0.73	0.93	0.93					

Note: - S.D→ Standard deviation, F.L→ Factor Loading, V.E→ Variances Explained, Com→Commulatives

Analysis and Findings of the study:

Relationship between product quality and satisfaction: To test the hypotheses multiple regressions were used. The multiple regression coefficients (R) is the linear correlation between the observed and model-predicted values of the dependent variable. A benchmark of 0.5 indicates a positive/strong relationship (Hair et al, 2010). On the other hand, R square (the coefficient of determination) is the squared value of the multiple regression coefficients and shows the variation in the independent variable that can predict the dependent variable if other factors are kept constant. Table 3 show reports the R and R square values of the first hypothesis tested via multiple regression analysis. The first proposed hypothesis shown in Table below is hereby confirmed. This is as a result of the fact that the decision rule is to accept each of the hypotheses if

the R value (multiple regression coefficient) is positive. With respect to the level of influence, the independent variable (product quality) has strong influence on satisfaction considering the 0.5 benchmark as outlined by Hair et al (2010). Also, drawing from Table below, the 0.629 (about 63%) of the variation in product quality is explained by consumer satisfaction through the efforts being made by retailers. One-way ANOVA was used to confirm the result. ANOVA Decision Rule is to accept hypothesis if the calculated F- distribution value is greater than the F-distribution table value. The result of the calculated F-distribution on Table 4 shows that F is 16.588. On the other hand, the table value of F-distribution at 0.05 significant level is 3.79. As a result, we accept the hypothesis of H₁ that product quality influences consumer satisfaction through the efforts being made by retailers.

Hypothesis	R	R Square	Adjusted R Square	Std. Error of the Estimate
H ₁ (Product Quality leads to Customer Satisfaction)	0.693	0.629	0.574	0.918

Model	Sum of Squares	Df	Mean Square	F	Sig.
1	2.387	1	2.387	16.588	.000
Regression	42.452	296	0.144		
Residual	44.840	297			
Total					

Depend Variable: Customer Satisfaction
 Independent Variable: Product Quality

Relationship between price sensitivity and Satisfaction: Table 5 reports the R and R square values of the second hypothesis using multiple regression analysis. The second proposed hypothesis is accepted. This is because the R value is positive. Price sensitivity has strong influence on satisfaction considering the 0.5 benchmark. Similarly, the 0.725 (73%) of the variation

Additionally, a confirmatory test using ANOVA shows that the result of the calculated F distribution on Table 6 is 22.058. However, the table value of F-distribution at 0.05 significant level is 3.79. In consequence, we accept the hypothesis of H₂ that price sensitivity influences consumer satisfaction with the efforts being made by retailers for strengthening consumer movement at retail level.

Hypothesis	R	R Square	Adjusted R Square	Std. Error of the Estimate
H ₁ (Product Quality leads to Customer Satisfaction)	0.825	0.725	0.791	0.543

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	0.761	1	.761	22.058	.000
Residual	44.078	296	.149		
Total	44.840	297			

Depend Variable: Customer Satisfaction Independent Variable: Price Sensitivity

Relationship between effective communication and satisfaction: Table 7 shows the R and R square values of the third hypothesis tested via multiple regression analysis. The third proposed hypothesis shown in below Table is hereby accepted. This is as a result of the fact that the R value is positive. Similarly, considering the 0.5 benchmark, the level of influence effective communication has satisfaction is strong. In the same way, the 0.416 (about 42%) of the variation in effective communication as shown in

Table 7 is explained by consumer satisfaction with the efforts being made by retailers for strengthening consumer movement at retail level. Moreover, a confirmatory test for H₃ using ANOVA was performed as per Table 8 below. The calculated F-distribution result is 6.258, while the F-distribution table value at 5% level of significance is 4.28. Owing to this, we again accept the hypothesis of H₃ since the calculated value is greater than the table value.

Hypothesis	R	R Square	Adjusted R Square	Std. Error of the Estimate
H ₁ (Product Quality leads to Customer Satisfaction)	0.633	0.416	0.415	1.012

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	0.786	1	.486	6.258	.000
Residual	44.354	296	.150		
Total	44.840	297			

Depend Variable: Customer Satisfaction **Independent Variable:** Effective Communication

Variable that has the most Influence on Consumer Satisfaction with the efforts being made by retailers for strengthening consumer movement at retail level. Interestingly, the independent variable that has the most influence on consumer satisfaction is the variable with the highest R values. To be more

precise, “price sensitivity” has the highest influence on consumer satisfaction followed by “product quality”. These are followed by the factor “effective communication” in that order. Table 9 below shows the three variables in descending order of importance.

Variables	R	R Square	Adjusted R Square	Std. Error of the Estimate
Product Quality	0.693	0.629	0.574	0.918
Price Sensitivity	0.825	0.725	0.791	0.543
Effective Communication	0.633	0.416	0.415	1.012

Major findings of the study:

1. Majority of retailers provide printed quantity and quality, as predicted through its mean value (4.21).
2. The present study finds 86% respondents adopting higher ethical values in retailing practices when the retailers provide authentic description of the products.
3. Retailers are also found to be highly satisfied with the product quality provided by their wholesalers (4.34). These quality products help the retailers to retain their customer for long time and also to promote strong consumerism in retailing practices.
4. Most of retailers provide genuine information and regular interaction about the products they deal to their regular customers so that they leave retail shop with the intention to come again and recommend to other people.
5. Retailers are more conscious about the needs of the customers and also majority of the retailers (89%) not sell adulterated products (4.54 and 4.46 respectively).
6. Majority of retailers reported to have been getting and issuing the receipts whenever purchases and sales made (4.21 and 4.60 respectively).
7. About two-third of retailers applying actual rate of VAT (3.69) and very few respondents hoard gifts and samples given to them for the consumers (4.67).
8. About 86% respondents feel that various associations which govern the retailing activities play a very important role for promoting consumerism at retail level.
9. The study results reveal that about 73% retailers are trying to develop open relations with the customers by providing information through pamphlets (3.65)
10. About 88% respondents implemented customer suggestions in their store for the sake of customer convenience and satisfaction (4.39).

Conclusion: This paper has confirms the research hypotheses. Product Quality, Price Sensitivity and Effective Communication have direct and positive effects on consumer satisfaction with the efforts being made by retailers for promoting strong consumer movement at retail level. It is recommended in the study that the changing nature of marketing and consumerism encourage concerned agencies to apply the consumer oriented principles that are used to safeguard their interests. It is hoped that something fruitful shall emerge out of these suggested strategies and that it shall culminate into practical action on our part in the field of consumerism. In nut shell, legislations and laws alone cannot curb the growing number of malpractices in retailing practices till there is an effective

enforcement of laws. However, the responsibility doesn't lie upon the state and administrative agencies only, but it is the people, who have to step forward to strengthen the consumerism and maintain it in right spirit. It's time to do something more, it's time to act! There are several strategy action plans for strengthening consumer movement at retail level.

Awareness of Retailing Practices: The above findings suggest that the retailers need to create more awareness regarding their different services amongst the customers because without their needed knowledge, its full utilisation by the customers is not possible.

Awareness of Consumer Rights: Quite a few retailers (38%) were aware of consumer rights. This low level of awareness in case of retailers can be attributed to little exposure to consumer issues. They are least bothered about educative and informative programmes.

Business self-regulation: The Business community itself can help in achieving consumer protection and satisfaction through self-discipline. Business people can regulate their own behaviour and actions by adopting higher ethical standards. Trade associations and chambers of commerce can also check unfair trade practices used by some businessmen.

Installation of customer complaint box: The majority of the retailers (98%) have not installed customer complaint box in their stores. Hence there is an urgent need to install customer complaint box for making retailers aware about their shortcomings.

Government regulations: The state can ensure consumer protection through legislative, executive and judicial actions. The laws enacted by the government must be strictly enforced by the concerned agencies. Government of India has enacted several laws to protect the interest and rights of consumers. Government needs to review consumer awareness programmes and force the redressal agencies to work effectively. Participation of government as well as redressal agencies in strengthening consumerism needs to be geared up, re-engineered, monitored and maintained.

Limitations And Direction For Future Research:

This study does not pretend to realize that a number of other factors can also influence consumer satisfaction with the efforts being made by retailers, consumer itself, wholesalers', manufacturers and regulatory bodies for strengthening consumer movement at retail level. Further research is needed to identify the additional factors apart from the current three that influence the level of consumer satisfaction in the context of the present study. On the other hand, similar studies should be done in other states, geopolitical regions or even countries to confirm our results or possibly identify notable

differences. Finally, further studies should strive to improve on the sample size in a bid not to yield to such limitation.

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