



Value Added Services Of Supermarkets

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INTRODUCTION

After the crisis of 2007-2008, business have depended more and more on discounts to boost sales and entice budget-conscious customers to browse and make purchase both in-person and online. This is especially true right now, when consumers are wary and inflation is out of control.

While discounting maybe a very efficient method for selling stock, it can risk, influencing how a store is regarded by customers if it is excessively utilized or deployed without careful deliberation, thereby harming the business's reputation and hitting the bottom line.

Retailers should consider more ways to provide value to their consumers in order to increase sales without reducing profits and stay out of this race to the bottom. Offering approach that customers can't obtain elsewhere and prepared to pay more for is a certain approach for shops to achieve this. These are 5 ways that supermarkets may provide their consumers more value.

GOODS AND SERVICES

The supermarkets create value in a variety of ways through their products and services. Initially, they break open huge cases of merchandise and sell each item to you individually. Consider having to visit the provider, perhaps a wholesaler that only offers case lots for sale. How long would it take you to finish the 48 cans of Campbell's tomato soup that in a case? The majority of items come in case of at least 12 or even 24. They also provide a variety of brand names, brands and their own private label. They sell the same product in size. In addition, I may get green beans in cans that are 8, 15, 29 or 108 ounces in size and come in chopped, French style, wax or other kinds. The layout of the store is intended to make shopping less difficult.

Canned fruits are together, as are canned vegetables, liquids in cans, bottles cartons are on the same aisle. Products related to dairy are sold together. Items are sorted by product kind; prices are clearly indicated so you can make sensible purchase judgments.

You may purchase fresh food that is in season or even out of season in tiny amounts. Imagine having to pay by the bushel for everything. Before you consumed a bushel russet potatoes, it would go rotten. Meat is divided into portions and sold in this manner. Consider purchasing a side of meat or a whole hog. Processing has been done to the hens. You won't have to cope with the pleasant smell of boiling feathers or slaughter and prepare your own. You may get bread, milk, butter, meat, canned foods, prescription and over-the counter pharmaceuticals, as well as health and cosmetic items all at one location.

The fact is that if you provide a better experience than your competition clients are far more likely to return to you and become devoted supporters. That may seem straightforward, but it's actually quite important.

By offering new hires and existing personnel with training in the delivery of customers service as well as routine refresher training retailers can make sure that they meeting and surpassing the expectations of their consumers.

Retailers may successfully reward the loyalty of regular customers and promote repeat purchases by allowing them to join a loyalty programme in addition to providing exceptional customers service. The difference between a customer choosing to buy with you versus a rival can frequently be determined by benefits like money off future purchases or access to special events. When things don't go as planned, retailers should think about the service they provide. For instance, one may offer to notify customers when out-of- stock items become available, allow them opportunity to return anything they are not totally satisfied or spend an apology in writing

SAVVY

Customers particularly respect it when business provide them professional advise since they want to buy from individuals rather impersonal corporations. This may change the relationship between the customer and the shopkeeper from being just transactional to something far deeper, which can be a wonderful method for business to gain customers preference over a rival. For instance, a fashion company may provide free personal styling visits to consumers so they can choose clothes that fit their budgets and compliment their figures.

By interactive customer assistance on social media platforms, where many customers may actively look for ad find valuable, such how-to guides and in depth videos lessons. Shops

might also ask customers to provide their own tips, such as a family recipe for lasagna or the best way to remove grass stains from white clothing.

UNIQUENESS

It might be tough to justify a higher price when you are offering the same product as your rival, especially in extremely competitive marketplaces where price adjustments are actively observed and examined. But, astute retailers have recognized that many customers are ready to pay a premium for things that are not available elsewhere. This allows retailers to attract customers by selling limited edition items, such as a pair of shoes produced by a local designer or a signed copy of a book.

Retailers can use uniqueness to reward loyal shoppers by organizing special in-store shopping events or offering exclusive access to special products or deals online, giving them first refusal on new products before the general public buys them.

ACCESSIBILITY AFFORDABILITY

We are all aware that convenience stores have a little higher price than other stores, but frequently we are prepared to spend the extra money it means that we will save a trip or will be able to obtain the item we want more quickly. On Main Street, it may be successful for a business to move their store convenient location or increase their store hours, but it is obvious that they cannot provide similar advantages online. Internet businesses need to think about how to make shopping as simple as possible.

Customer may choose how when they would like their items to be delivered, for example, by selecting free, next- day, or in- store pickup choices. Likewise, providing a variety of payment options available may provide customers more freedom when making purchases and allay any worries that customers may have about submitting their bank information online.

Although worldwide research shows that proximity to supermarkets remains extremely varied, enhancing geographic access to them may be a useful supply - side approach to addressing unhealthy diets and health. Yet, as demonstrated in several natural studies , increasing geographic availability to supermarkets may not be enough to encourage behavior change. With neighborhood- level initiatives centered on healthy and inexpensive food retail availability, which is expected to be crucial for low-income customers who are price sensitive, public health advantages might be maximized.

CUSTOMER EXPERIENCE

Customer experience is recognized as a differentiator by academics and practitioners in marketing. Retailers have difficulties since both factors can control and those outside of their

control have an impact on the consumer experience. Consumer should enjoy shopping, whether they have to do. This isn't always the case, though.

Consumers are all too frequently dissatisfied with the service they receive from shops. The consumer experience can be diminished by anything as simple as a product being out of stock, mobile websites not functioning, or a store that is in poor condition.

Retailers must pay close attention to the experience they provide across all channels and strive to surpass expectations to avoid upsetting customers and may be losing a sale or worse a customer. Employing a mystery is a tried and true method that has been proven to be a very successful way for shops to evaluate the experience they provide from the perspective of a customer and obtain candid input about how this may be improved.

Retailers may use this strategy to benchmark the customer service they provide by acting as their own secret shoppers to evaluate the quality of the services provided by their rivals and pinpoint areas for improvement.

CONCLUSION

More knowledgeable than ever, consumers are willing to spend time evaluating different companies, reading customer reviews, and asking for recommendations from friends and family. When asking companies about their operational procedures, they frequently look for value added services and even use the proper language. Hence, it makes sense that hearing a consumer say, "I'm so glad I found your company," Plays like music to many small-business owners" Many thanks. In addition to loving what we did, we also provided us with a service that was of great value.

We will not be doing ourselves or our customers any favours by merely stuffing them with freebies and corporate swag if we are trying to hear these beautiful, melodic words for ourselves. Instead, take the time to learn what value-added service is. Making a short time commitment now should ultimately assist us in selecting the ideal services to provide in order to gain the loyalty of our clients and increase our revenue at the same time.

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