

# FACTORS INFLUENCING RETAILERS' TO PREFER AND PURCHASE BIODEGRADABLE HOME CARE PRODUCTS

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## Abstract

*The Home care products are now in different brands having entered into the market which raised the competitiveness in the industry. This leads to change in the retailers' preference towards bio degradable home care products. The present study is undertaken to find out the retailer's opinion on brand preference towards bio degradable home care products. The objectives of this research are to find out the relationship between products and retailers' preference. And also find the relationship between price and retailers' preference. The survey was collected from respondents, using a structured Questionnaire. The data collected is analyzed using the statistical tools such as chi square. It is found the price influence the product purchase among the retailers.*

## Keywords:

*Retailers' Preference, Product, Price, Supplier, Packaging*

## 1. INTRODUCTION

Chemicals can be found in everyday items such as laundry detergent, floor cleaner, and toilet cleaner. The very products designed to clean and disinfect your home pose a health risk to your family. Common commercial cleaners contain toxic and polluting ingredients that are intended to make domestic life easier. The cost of these chemical-based products can be high, and they can cause long-term health issues for the family as well as environmental pollution during their manufacture and disposal. Some cleaning chemicals are allergy and asthma triggers, so reducing synthetic chemicals in the home environment should be part of the treatment for these conditions. Keep all cleaning products clearly labelled and out of the reach of children. Billions of people all over the world want products that are tough on germs and stains while also being gentler on the environment.

## 2. LITERATURE SURVEY

Organic Retailers in Italy: Challenges and growth Trends" this study shows that Organic retailers are retailers specialized in organic products. Many retailers decided to sell organic products or to launch. Organic product lines with their own labels to differentiate themselves and avoid price competition. The organic market has seen a steady influx of competitors, and specialists are now facing increased competition from large retailers [1].

We will investigate the phenomenon of organic retailing in this paper. The increased availability has been facilitated not only by an increase in demand, but also by a shift in the supply structure [2].

To meet new customers, many retailers have decided to invest in diversifying and managing different types of retailing formats. Some retailers have attempted to attract new young consumers by emphasizing the relationship between organic + taste + wellness

and promoting a glamorous image through contemporary design and modern communication [5].

Organic retailers should be aware of communicating properly their mission and their values to consumers [13]. "Environmental improvement of product supply chains: A review of European retailers' performance" According to the findings of this study, retailers are beginning to accept responsibility for the environmental impacts of their product supply chains [14].

To drive environmental improvement in supply chains, retailers use third-party environmental certification (e.g., Forest Stewardship Council), product performance labeling, environmental requirements for suppliers, and supplier improvement programmers. Retailers and large branded product manufacturers are in a unique position to influence the environmental performance of such suppliers. This paper's specific goal is to identify best practices by reviewing initiatives used by European retailers to improve the environmental performance of their supply chains. For dispersed supply chains originating from many small suppliers, proactive retailers specify environmental criteria in contracts and organize the dissemination of better management practices across suppliers [17].

Conducted a study on "Resource consumption assessment of Pegasus fillet products from Vietnamese aquaculture to European retailers" This research looks into resource consumption issues in a cradle-to-factory-gate life cycle analysis of MAP Pegasus, which includes aquaculture, the processing of living fish to frozen fillets in Vietnam, oceanic transport, and the processing of frozen fillets to MAP in Belgium (Europe) [5].

An intricate network of transportation, distribution, and marketing, as well as innovations in processing and packaging, have aided in the transition of fishery production from domestic to international markets. Many LCA studies have focused on fishing and aquaculture, but processing and distribution have received less attention. The key factors determining the resource use efficiency of Pegasus products throughout their life cycle are aquaculture, processing in Vietnam, ocean transport, and further processing in Belgium. Overall, processing and transport account for a small fraction of resources extracted throughout the supply chain [16].

"The ecologically sustainable retailer" The purpose of this paper is to investigate the practical implications of an ecologically oriented viewpoint known as the new environmental paradigm (NEP) on the retailing industry [20]. We use these insights to evaluate the organizational structure, management systems, and processes of an ecologically sustainable retailer. The purpose of this paper is to show the connection between ecology and retailing, as well as the implications of that connection for future retail strategies. A stable ecosystem must have decentralization, diversity, and small-scale organization in small enclaves, or bioregions. Retailers who are approaching a NEP form stronger bonds with their stakeholders in order to exchange information

and resources other than money and contractual obligations. It has slowed progress in understanding the business response to the ecological environment and methods to prevent some of the rapid environmental damage that is occurring. This convergence of existing theory development under the DSP and the structures proposed by the NEP suggests that a paradigm shift is already in progress. "Retail Competition in the Fast-Moving Consumer Goods Industry: [19].

The Case of France and the UK" UK retailers in the fast-moving consumer goods industry focus on building loyalty through quality 'own' labels. Their profit margins are higher in foreign markets because they compete with less efficient, smaller competitors. We will argue that location now provides less of an advantage than it once did, and that services are rarely sources of long-term advantage, especially in the face of intense price competition. Price as a competitive strategy is costly, but it is difficult to avoid. Lecher's and Inter March 6's franchising system enabled rapid expansion. This restriction was imposed on retailers as a result of political lobbying by owners of small retail outlets. Retailers in the United Kingdom have pursued a loyalty-building strategy based on high-quality own labels. It is their success in creating their own brands that has led to their better profit Position [6] conducted a study on "Consumer behavior, retailer power and market performance in consumer goods industries" The study calls into question three widely held assumptions about market power: that it is unrelated to inter-product differences in consumer demand characteristics; that it is unconstrained by power in the retailing sector; and that it is an intangible asset shared by firms in an industry in proportion to their sales. That is, consumer goods differ from producer goods by the large number of buyers who purchase the product. In these cases, retailer power is traditionally derived from buyer concentration. The characteristics of a product's retail channels will indicate the essential characteristics of consumer demand for that product. The findings also indicate that the convenience industries are responsible for the negative coefficient for concentration in the sample of all consumer goods. A final hypothesis for the partial negative effect of concentration on profits in the convenience industry. The sample is the result of the interaction of growth and concentration. These findings highlight the significant heterogeneities within the consumer goods industries, with obvious implications for structure-performance testing.

The existence of a retailing sector with monophony power is strongly backed up Conducted a study on [8]"Retail Strategy and the Classification of Consumer Goods" A final hypothesis for the negative partial effect of concentration on profits in the convenience industry The sample is the result of the interaction between growth and concentration. These findings highlight the important heterogeneities within the consumer goods industries, with obvious implications for structure-performance testing. The existence of a retailing sector with monophony power is strongly supported. Shopping goods are those for which the consumer creates a new solution to his need every time it arises. For the time being, there are two basic types of preference maps that can be considered. In terms of desirability, one type ranks all known product alternatives equally. As it stands now, the concept is derived from consumer attitudes or motivations toward a product. It demonstrates how the three-by-three matrix of consumer purchasing habits can help the retailer develop his marketing

strategy. Conducted a study on "Barriers to the safe use of chemical household products: A comparison across European countries" this study shows that Consumer research has identified a number of barriers to the safe use of these products, ranging from unfamiliarity to misconceptions and a lack of risk perception, as well as behavioral or situational barriers. The purpose of this study was to look into these barriers for consumers in eight European countries. Apart from acute toxicity, these products can be corrosive, flammable, or sensitizing, posing a health risk to users and other members of the household. Furthermore, many commonly available products may be harmful to the environment if not used properly [9]According to research, in some cases, consumers use simple heuristics to evaluate the risks of chemical household products rather than relying on objective information. The absence of awareness of the presence of, and unfamiliarity with the meaning of, GHS pictograms is a significant first barrier to the safe use of chemical household products. A significant number of participants in this study were unaware of or unfamiliar with the GHS pictograms. Finally, situational barriers should be addressed through the use of novel approaches such as prodding. Conducted a study on "Corporate sustainability in emerging markets: insights from the Practices reported by the Brazilian retailers" this study shows that Sustainable development is dependent on more sustainable consumption and production patterns that meet basic needs and improve quality of life while minimizing the use of natural resources so that future generations' needs are not jeopardized. Because of their privileged position between supply and demand, retailers play an important role in this change. This set of findings is the first attempt to shed light on how the Brazilian retail industry is dealing with sustainability issues, as well as one of the few in the emerging international literature, so it contributes to both. As a result of their sustainability strategies shaping several decisions and activities, such as the development of new products, human resource strategies, procurement terms, production and distribution aspects, and packaging patterns, retailers can have a significant influence in their global and local supply chains. It is worth noting that external practices related to suppliers and customers are aspects of the social dimension of sustainability. Finally, when applying these findings, some limitations should be considered: the fact that they reflect the data quality self-reported by each organization in 2010 and that they cover a small number of cases.

### 3. SCOPE OF THE STUDY

The widespread use of traditional household cleaning chemicals, such as floor, fabric, and glass cleaners, has led in an increase in the frequency of different chronic illnesses in recent years. To look at the relationship between the product and shop preferences. Also, look at the relationship between pricing and retailer choice. In addition, consider the supplier's approach toward store preferences. Also, look at the relationship between packaging and shop preference.

### 4. OBJECTIVES OF THE STUDY

- To study the relationship between factor of product and retailers' preference towards bio degradable products.

## 5. RESEARCH METHODOLOGY

This research followed Descriptive in nature. This research includes the respondents who are retailers who purchase bio degradable home care products. Sample Size is 96. Type of data used is Primary and Secondary data. Through, structured questionnaire we could collect the primary data. Data is collected through survey. Convenient sampling was chosen. Statistical Tools Used for this research are Crosstab, Chi-Square Test, Regression is used for analysis of data. The result of the research is presented through tables.

### 5.1 HYPOTHESIS

1. There is a significance relationship between product and retailer's preference towards purchase of products
2. There is a significance relationship between price and retailer's preference towards purchase of products
3. There is a significance relationship between supplier and retailer's preference towards purchase of products.
4. There is a significance relationship between packaging and retailer's preference towards purchase of products.

### 5.2 DEMOGRAPHIC FACTOR

Table.1. Demographic Factor

Factors	Particulars	Respondents
Types of store	Super market	42
	Departmental store	21
	Grocery shop	15
	Medical shop	10
	Furniture shop	4
	Mechanical shop	4
Types of packaging	Bottle	80
	Sprayer	16
Customer get in a week	10-20	8
	21-40	29
	41-50	36
	More than 50	23
Duration of store	Up to 5 years	16
	5-10 years	43
	10-20 years	31
	More than 20 years	6
Salesmen visiting the shop	Once in a day	0
	Once in a week	55
	Once in a month	41
Retailers' often purchase a product	Weekly	51
	Monthly	45

Data collected from the retailers of bio degradable product in the districts mentioned above and their demographics are presented in Table.1. The information collected narrates the

factors such as the types of store, types of packaging, customer get in a week, duration of store, salesmen visiting the shop, frequency of purchasing the product, retailers reason for buying the product and the places where the research study was carried out. It can be seen from Table.1.

### 5.3 SERVICES THAT INFLUENCE THE RETAILER TO PURCHASE THE PRODUCTS

Table.2. Services retailer really look for while buying products

Sl No.	Aspects	Average	Rank
1	Responsiveness	4	1
2	Reliability	3.38	2
3	Assurance	2.79	3
4	Tangibles	2.61	4
5	Empathy	2.21	5

From Table.2, it is inferred that majority of the respondent prefer to responsiveness (4) and next category of respondent prefer to reliability (3.38) and next category of respondent prefer to assurance (2.79) and next category of respondent prefer to tangibles (2.61) and next category of respondent prefer to empathy (2.21). The company has responsive to the quality of reacting quickly and positively. The degree to which a measurement is error free and provides consistent results over the time.

### 5.4 WEIGHTED AVERAGE FOR PRODUCT

Table.3. Weighted average for product

Relationships between the product and retailer	Average
Product is attractive to the consumer.	4.22
I feel product easily available in the store.	4.03
Accessibility of products to the customer.	3.89
Varieties of products are available.	3.85
Brand value of the product.	3.65

From Table.3, it is inferred that the highest mean value is 4.22 for product is attractive to the consumer, so the retailers have to always maintaining the good quality in the store, similarly the lowest mean value is 3.65 indicates the customer prefer the brand which has high demand so that customer would not purchase based on brand.

### 5.5 WEIGHTED AVERAGE FOR PRICE

Table.4. Weighted average for price

Relationships between the price and retailer	Average
The product price is reasonable than others.	4.21
The price is suitable with the quality.	4.08
Price of the product is stable.	3.83
It is convenient to sell product above company margin.	3.22
Price discount are useful.	2.90

From the Table.4, it shows that highest mean value is 4.21 which indicates the price of product is reasonable than other so that price would be suitable for the product. The lowest mean value is 2.90 indicates the price discount are useful so that discount would not satisfy with the retailers.

## 5.6 WEIGHTED AVERAGE FOR SUPPLIER

Table.5. Weighted average for supplier

Relationships between the supplier and retailer	Average
The supplier delivers the product on time.	4.28
I prefer the product providing replacement policy.	4.17
The relationship between retailer and supplier is good	4.08
The supplier helps to resolve any issue face during delivery.	3.92
The supplier provides credit facility for payment.	3.39

From the Table.5, it shows that highest mean value is 4.28 which indicates the supplier delivers the product on time so that the retailers and suppliers have good relationship between them. The lowest mean value is 3.39 indicates the supplier provides credit facility for payment so the product has some damages then the supplier has to resolve damage product.

## 5.7 WEIGHTED AVERAGE FOR PACKAGING

Table.6. Weighted average for packaging

Relationships between the promotion and retailer	Average
The packaging is not easily damaged.	4.30
Security for the production of product is assured.	4.25
Packaging is having a long life.	4.19
Product is well recognized by its packaging.	4.18
The packaging is transparent and easy to see the content.	3.67

From the Table.6, it shows that highest mean value is 4.30 which indicates the product is not easily damaged so that product has good standard for packaging. The lowest mean value is 3.67 indicates packaging is transparent and easy to see the content so the customer has difficult to see the details of the product.

## 5.8 CHI-SQUARE FOR SUPPLIER

**Null Hypothesis:** There is no relationship between factor influencing on the supplier and often purchase a product.

**Alternate Hypothesis:** There is a relationship between Understanding on the supplier and often purchase a product.

Table.7. Hypothesis testing

Factors	Asymptotic Significance	Null Hypothesis
The supplier deliver the product on time	0.024	Rejected
I prefer the product providing replacement policy	0.003	Rejected

While observing the results of the chi square test shown in the Table.7, the asymptotic significance is lesser than 0.05( $p < 0.005$ ) and thus the null hypothesis is rejected that there is significant relationship between the variables. It is inferred that there is a relationship between purchase of product with respect to prefer the product providing replacement policy. The retailers have purchase the product on weekly basis because company has good replacement policy. The supplier is responsible for good product to deliver.

## 5.9 CHI-SQUARE FOR PRODUCT

**Null Hypothesis:** There is no relationship between factor influencing on the product and duration of stores.

**Alternate Hypothesis:** There is a relationship between Understanding on the product and duration of stores.

Table.8. Chi-square for product

Factors Influencing the product	Asymptotic Significance	Null Hypothesis
Brand value of product.	0.042	Rejected
I feel product easily available in the store.	0.007	Rejected

While observing the results of the chi square test shown in the table, the asymptotic significance is lesser than 0.05( $p < 0.005$ ) and thus the null hypothesis is rejected that there is significant relationship between the variables. It is inferred that there is a relationship between duration of stores with respect to product easily available in the store and brand value of product. The retailer has experience with the retail outlet then they have to focus the value of the product (Table.8).

## 5.10 CHI-SQUARE FOR PRICE

**Null Hypothesis:** There is no relationship between factor influencing on the price and duration of stores.

**Alternate Hypothesis:** There is a relationship between Understanding on the price and duration of stores.

Table.9. Chi-square for price

Factors	Asymptotic Significance	Null Hypothesis
The price is suitable with the quality.	0.047	Rejected
Price of the product is stable.	0.024	Rejected

While observing the results of the chi square test shown in the Table.9, the asymptotic significance is lesser than 0.05( $p < 0.005$ ) and thus the null hypothesis is rejected that there is significant relationship between the variables. It is inferred that there is a relationship between duration of stores with respect to price of the product is suitable with the quality and price of the product is stable. The retailer has experience with the retail outlet then they have to focus the price of the product.

### 5.11 REGRESSION FOR PRICE

Table.10. Regression for price

Model	Std. Error of the Estimate	Change Statistics	
		F Change	Sig. F Change
1	.6244	8.394	.005

Model		Un standardized Coefficients	T	Sig.
		B		
1	(Constant)	1.248	6.23	.000
	F1- 5	.240	2.89	.005

In this analysis the regression result is

$$Y = 0.240x + 1.248$$

where,  $X$ = Price of the product is stable while purchasing product (F1- 5).  $Y$ = Overall satisfaction on the product.

Observing the Table.10, it is evident that the value of the hypothesis is 0.001 which is lesser than 0.05. So the null hypothesis is rejected and the alternate hypothesis is accepted. ( $F = 8.394$ ). It is found that there is significant relationship between the independent variable (Price of the product is stable for payment while purchasing a product) and the dependent variable (Overall satisfaction on the product). Therefore, source of information provided by price influences the overall understanding on the purchase of product.

### 5.12 REGRESSION FOR SUPPLIER

Table.11. Regression for supplier

Model	Std. Error of the Estimate	Change Statistics	
		F Change	Sig. F Change
1	.6104	11.945	.001

Model		Un standardized Coefficients	T	Sig.
		B		
1	(Constant)	1.143	5.72	.000
	F1- 5	.247	3.45	.001

In this analysis the regression result is

$$Y = 0.247x + 1.143$$

where,  $X$  = Supplier provided credit facility for payment while purchasing product (F1- 5) and  $Y$  = Overall satisfaction on the product.

Observing the Table.11, it is evident that the value of the hypothesis is 0.001 which is lesser than 0.05. So the null hypothesis is rejected and the alternate hypothesis is accepted. ( $F = 11.945$ ). It is found that there is significant relationship between the independent variable (Supplier provided credit facility for payment while purchasing a product) and the dependent variable (Overall satisfaction on the product). Therefore, source of

information provided by supplier influences the overall understanding on the purchase of product.

### 5.13 REGRESSION FOR PACKAGING

Table.12. Regression for packaging

Model	Std. Error of the Estimate	Change Statistics	
		F Change	Sig. F Change
1	.6321	6.539	.013

Model		Un standardized Coefficients	T	Sig.
		B		
1	(Constant)	1.337	6.99	.000
	F1- 5	.258	2.55	.013

**Inference:** In this analysis the regression result is

$$Y = 0.258x + 1.337$$

where,  $x$ = Packaging is having a long life while purchasing a product (F1- 5) and  $Y$ = Overall satisfaction on the product.

Observing the Table.12, it is evident that the value of the hypothesis is 0.013 which is lesser than 0.05. So, the null hypothesis is rejected.

## 6. SUMMARY OF FINDING

To study the relationship between factor of product and retailers' preference.

- Most of the retailers has awareness about product such as liquid detergent (29) and hand wash (26).
- Among the 6 attributes popular responsiveness, reliability and assurance are most important reason that consumer prefer product.
- Majority of the retailers prefer that the product is very attractive than brand value.
- Majority of the retailers prefer that the price of product is reasonable one so that price would be suitable for the product.
- The retailer has experience with the retail outlet then they have to focus the price of the product. They mainly concern about profit margin.
- In order to achieve the target salesmen are visiting the shop in a week. And retailers purchase the product on weekly basis.
- They have to maintain good relationship with the retailers so the supplier has deliver the product on time without any delay.
- In order to maintain the value of the product they have to follow standard for packaging. So that product is not easily damaged.
- Majority of the retailers prefer bottle than sprayer while purchasing products in retails outlets.

## 7. CONCLUSION

Green cleaning products should not contain hazardous chemicals, and so they are likely to pose fewer health risks. They are also, typically, much safer and more suitable for use around people with weakened immune systems or health conditions. When retailers prefer the product responsiveness is given highest importance than the other aspects and reliability is the next important aspect. The ingredients are natural and do not causing indoor air pollution.

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