

AN ANALYTICAL STUDY ON RETAILERS' PREFERENCE TOWARDS MASALA PRODUCTS

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Abstract

Masala Company is the FMCG in the current scenario it is booming and undergoing a rapid growth. They are coming out with the innovative strategies, and they are completely ready to face this competitive market. This leads to know the Retailer preference of the masala products. The present study is undertaken to find out the Retailer Preference towards masala products in Virudhunagar District. The objectives of the study are to know about what the factors are influence the retailers' to prefer the masala products in their retail outlet. Also used to study about preference of the retailers' on purchase of masala products. The survey was collected from 190 Retail shop respondents, using a Structured Questionnaire through Survey. The data collected is analysed using the statistical tools such as Correlation and Chi square test. From the analysis it is found that the Retailers' respondents who are in Sivakasi, Sattur, Satchapuram and Thiruthangal purchase masala products. The factors which influence them to make purchase is quality, customer and the reasonable price of the masala products. Also, they prefer masala products which are fast-moving, consumer preferring masala products and purchase which makes profit for them, they are highly agreed with it. And maximum number of retailers' used to purchase Turmeric powder and Chilli powder in their retail outlet.

Keywords:

Masala Products, Consumer Preference, Profit, Quality, Brand, Retailer Preference

1. INTRODUCTION

Indian Masala items play a very important role in Indian cooking styles. Spices business was a big business activity in the olden days. Indian cooking styles have become completely different from the traditional way of cooking. As well as cooking has become faster and simpler with the introduction of instant food products [1]. Instant food products are nothing but readymade mix/masala which is available in the market. Many of the consumers started using this, because of less consumption of time, energy, and labor, instant food products form an important part of cooking nowadays. Here, the consumers used to get the product through retailers' [3]. Consumers today can purchase any kind of goods and services from any type of retail outlet. As retailers' used to deal with varieties of products and used to store all products under one roof. The purpose of this study was retailers' perception towards masala products & it is analyzed to know about the perception level of retailers' towards different masala items since more than one variety of masala items has been preferred by most of the retailers' in their outlets [4].

2. LITERATURE SURVEY

Though oriental women are traditionally conservative, Aachi Masala faced several difficulties and challenges in selling their masala products. They are not ready to prefer the packed masala

products [5]. They are interested to follow the traditional way of preparing masala products. Even though they fell, selling masala powders to such customers is difficult [6]. Here, in this research, they are highly engaged in promoting an easy way of cooking [9]. The main consumption for the Aachi masala is the taste. Their main ingredients for the preparation for masala products are some of the powders. Like turmeric, chili, coriander powders, matte, chicken, kulambu masalas, etc., This shows that many of the consumers are highly satisfied with Aachi masala as a result, the product is of great quality [8]. Sakthi masala which is used to give high importance on the production of taste. This brand is frequently used by female members of all families [7]. It is used to create the factors which highly influence the buying decisions of the consumers. For buying any domestic materials consumers are influenced by the products and brand for the particular product [2].

2.1 SCOPE OF THE STUDY

Most of the companies want to know about the retailer's preference, because retailers' are the key person one who deals with consumers. Also, they are the only person one who create a effective sales for the brand. So, this study highly focusses on factors which create retailers' to prefer masala products.

3. OBJECTIVES OF THE STUDY

- To identify the retailer's perception on the masala products
- To identify the factors influencing the retailer's preference towards the masala products

4. RESEARCH METHODOLOGY

This research followed Descriptive in nature. This research includes the respondents who are retailers' who purchase masala products. Sample Size is 50. Type of data used is Primary and Secondary data. Through, structured questionnaire we could collect the primary data.

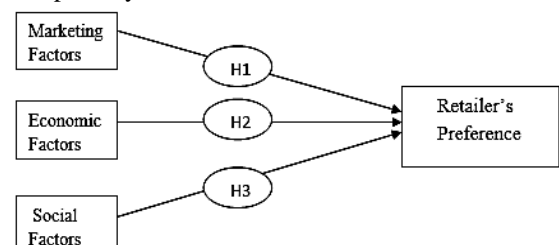


Fig.1. Proposed Framework

Data is collected through survey. Convenient sampling is 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. HYPOTHESIS

- There is a significance relationship between marketing factors and retailer's preference towards purchase of masala products.
- There is a significance relationship between economic factors and retailer's preference towards purchase of masala products.
- There is a significance relationship between social factors and retailer's preference towards purchase of masala products.
- There is a significance relationship between retailers' preference and demographics factors.

5.1 ASPECTS THAT INFLUENCE THE RETAILER TO PURCHASE THE MASALA PRODUCTS

Table.1 Aspects retailers' really look for while buying masala products.

S.No	Aspects	Average	Rank
1	Marketing Factors	4.48	1
2	Social Factors	4.31	2
3	Economic Factors	4.24	3

It is observed that here the quality of the masala of the masala product from the marketing factors and the customer preference of the masala products from the social factors which highly influence the retailers' to make purchase on the masala products in their retail outlet.

5.2 ANALYSIS OF VARIABLES USING CORRELATION

Table.2 Correlation between Retailer's preference and Marketing factors

Marketing Factors	P Value	Correlation value	Correlation Level
Quality and Retailer's preference	0.000	0.805	Very Strongly correlated
Quantity and Retailer's preference	0.007	0.650	Strong correlated

Among the marketing factors, the above factors are having high correlation among them. The calculated P value which is less than 0.05. Hence null hypothesis is rejected and there is significant relationship between above variables. Here, quality and quantity of the masala products highly influence the retailers' to purchase the masala products. Because here the quality refers to the taste of the masala products, where it is highly influence the retailer to prefer where the consumer expects only good quality of the masala products

Table.3 Correlation between Retailer's preference and Economic factors

Economic Factors	P Value	Correlation value	Correlation Level
Reasonable price and Retailer's preference	0.027	0.712	Strongly correlated
Offers & Discounts and Retailer's preference	0.049	0.296	Weak/ Low correlated

Among the economic factors, the above factors are having high correlation among them. The calculated P value which is less than 0.05. Hence null hypothesis is rejected and there is significant relationship between above variables. Here, reasonable price of the masala product influence the retailer's to prefer the masala products. Even though if it is a new masala product to the market the retailer used to except the price of the masala products. Though the price of the masala product is in reasonable price so, it influences the retailers' to prefer the masala products inn their outlet.

Table.4 Correlation between Retailer's preference and Social Factors

Social Factors	P Value	Correlation Value	Correlation Level
Customers and Retailer's preference	0.005	0.754	Strongly correlated
Company Representatives and Retailer's preference	0.011	0.289	Weak/ Low correlated

Among the social factors, the above factors are having high correlation among them. The calculated P value which is less than 0.05. Hence null hypothesis is rejected and there is significant relationship between above variables. Here, due to customers it influences the retailers' to prefer the masala products. Because according to the taste and preference of the consumers retailers' used to place the masala products in his retail outlet. Only through understanding of their taste and preference they can be able to earn profit and the products also used to move in their retail outlet. Customer preference of the masala products highly influence the retailer to purchase the masala product in their retail outlet.

Quality of the masala products highly influence the retailers' to purchase the masala products in their retail outlet where nearly it influence maximum of 80%. Here the quality refers to the taste, smell and colour. This factor influences the retailer to prefer the masala product. It is followed with customers preference of the masala products which influence 75% to retailers' preference, consumers are highly interested in purchasing the masala products, so due to the consumer preference the retailer thought to purchase the masala product. The reasonable price of the masala products which influence 71% to make the retailers' to purchase the masala products. Even it is new brand of masala product, the price of the masala products is reasonable which make the retailers' to prefer.

Also followed with quantity of the masala products which influence the retailers' to make purchase for 65%. Variety of the masala products 41%, Offers & discounts 39%, and through company representatives 28% which has the relationship with retailers' preference but it does not have much influence on the retailers' purchase of the masala product. It has only low level of influence. This are the various factors which influence the retailers' to purchase the masala product in their retail outlet.

6. ANALYSIS OF VARIABLES USING CHI-SQUARE

- Chi square test is used to show the association between factors and demographic factors of the respondents.
- Chi square test is used to show the relationship between retailer's preference and demographics.
- **Null Hypothesis:** There is no relationship between retailer's preference and demographics.
- **Alternate Hypothesis:** There is a relationship between retailer's preference and demographics.

Table.5. Relationship between Retailer's preference and Demographics

Factors	SIG	Null Hypothesis
Location and Fastmoving	0.000	Rejected
Location and delivery on time	0.027	Rejected
Location and consumer preference	0.007	Rejected
Location and Credit policy	0.032	Rejected
Location and Profitability	0.022	Rejected
Type of retail outlet and taste and aroma	0.002	Rejected
Type of retail outlet and consumer preference	0.020	Rejected
Type of retail outlet and profitability	0.049	Rejected

While observing the results of the chi square test shown in the table, the Asymptotic Significance is lesser than 0.05 ($p < 0.05$), the null hypothesis is rejected then there is a significant relationship between the two variables. Hence this factor has a relationship between retailer's preference and demographics.

Retailers' who are in Sattur are highly agreed that they used to prefer fast-moving masala products only in their retail outlet. Retailers' who are in Satchapuram are highly agreed that they used to prefer the masala products on the basis of delivery of products in time. Retailers' who are in Thiruthangal highly agree that they used to prefer masala products on their retail outlet on the basis of preference of the consumers. Retailers' who are in Satchapuram highly agreed that they used to prefer the masala products on the basis of the credit policy of the company. Retailers' who are in Thiruthangal highly agreed that they used to prefer masala products based on profits. It states that consumers in Thiruthangal used to consume more masala products, so that retailers' in thiruthangal used to earn huge profit. Retailers' who has grocery store highly agree that they used to prefer only taste & aroma of masala products in their retail outlet. Retailers' who has departmental store highly agree that they used to prefer only

masala products, which highly preferred by consumers. Retailers' who has grocery shop highly agree with that they used to prefer only the masala products, which creates huge profit for them. On selling out the many masala products to consumers, the retailers' used to get huge profit.

7. FINDINGS

7.1 FACTORS INFLUENCING THE RETAILERS' TO PURCHASE THE MASALA PRODUCTS

Marketing factors has the highest influence towards the purchase of masala products.

Quality of the masala products has the highest influence for retailers' to make purchase on the masala products, it is has the strongest relationship with retailer's preference. It nearly contributes maximum level of 80% for the retailers' preference towards the purchase of masala products.

It is followed with customers and the reasonable price of the masala product. Where through the influence of the social factor of customers the retailers' used to prefer masala products in his retail outlet. The retailers' who are in and around Sivakasi used to prefer masala products in the retail outlet which are highly preferred by customers. So, this influence the retailers' to prefer masala products in their retail outlet. The customer influence has strong relationship with retailers' preference. Where it is used to contribute at the 75%.

Reasonable price of the masala products which influence the retailers' to prefer masala products in their retail outlet. In economic factor, price of the masala products has the highest influence to prefer the masala products. It also, has the strong relationship with retailers' preference. Nearly, it has 71% which influence the retailers' preference.

There are some factors which has relationship with retailers' preference. It also creates influence for purchasing the masala products. Variety and Quantity of the masala products is moderately correlated with it. Quantity influence 65% and Wide variety of the masala products influence 41% for the retailers' preference towards masala products.

The last factor which influences the retailers' preference is social factor. Through the influence of company representatives, he is used to prefer masala products in his retail outlet. It also has the relationship with retailers' preference. But it has low or weak correlation where it is used to influence only for 28%.

These are the factors which influence the retailer to prefer the masala products in their retail outlet.

7.2 RETAILERS' PREFERENCE TOWARDS THE MASALA PRODUCTS

In Thiruthangal, masala products are maximum available in all retail outlets. They used to purchase the masala products for weekly twice. The varieties of the masala they used to purchase is Turmeric powder, Chilli powder, Chicken masala and Muton masala. The fast-moving masala in Thiruthangal is Chicken masala. Here, the retailers' in thiruthangal are highly agree, that used to prefer masala products on the basis of profit they get from the company and also, they used to prefer the masala products which is highly preferred by consumers.

In Sivakasi, masala products are maximum available in all retail outlets. They used to purchase the masala products for weekly once. The varieties of the masala they used to purchase is Turmeric powder, Chilli powder, Chicken masala, Mutton masala and Egg masala. The fast-moving masala in Sivakasi is Turmeric powder.

In Sattur, they used to purchase the masala products for weekly twice. The varieties of the masala they used to purchase is Turmeric powder, Chilli powder, Chicken masala. The fast-moving masala in Sattur is Chicken masala. Here, the retailers' in Sattur are highly agree, that used to prefer only fast-moving masala products in their retail outlet.

In Satchapuram, they used to purchase the masala products for weekly twice. The varieties of the masala they used to purchase is Turmeric powder, Chilli powder. The fast-moving masala in Satchapuram is Turmeric powder. Here, the retailers' in Sattur are highly agree, that used to prefer masala products which is delivery on time and the credit policy given by the company.

Only in Convenience store, masala products are maximum available. They used to purchase the masala products for weekly once. The varieties of the masala they used to purchase is Turmeric powder, Chilli powder. The fast-moving masala in convenience store is Turmeric powder.

In grocery shop, they used to purchase the masala products for weekly twice. The varieties of the masala they used to purchase is Turmeric powder, Chilli powder, Chicken masala. The fast-moving masala in grocery shop is Turmeric powder. Here, the retailers' are highly agreed, that used to prefer masala products which in good taste and aroma. Also, they used to prefer the masala products based on the profit.

In departmental store, they used to purchase the masala products for weekly twice. The varieties of the masala they used to purchase is Turmeric powder, Chilli powder, Chicken masala. The fast-moving masala in departmental store is Chicken masala. Here, the retailers' are highly agreed, that used to prefer masala products based on consumer preference.

In Supermarket, they used to purchase the masala products for weekly once. The varieties of the masala they used to purchase is Turmeric powder, Chilli powder, Chicken masala, mutton masala and egg masala. The fast-moving masala in departmental store is Chilli Powder.

8. SUGGESTIONS

This study suggests that still more they can take effort to create awareness for their masala products to the consumers and retailers'. For consumers they can come over with many advertisements and the promotions.

9. CONCLUSION

The results of the study revealed that the quality, customer, reasonable price highly influence the retailer to prefer the masala products in their retail outlet. Also, retailers' used to prefer masala products based on taste and aroma, delivery on time, credit policy, profits and consumer preference. This study also highlights that the retailer used to prefer maximum Turmeric powder and Chilli powder.

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