

# RETAILERS' PREFERENCE FOR BISCUITS AND THE ROLE OF THE MARKETING MIX - A SURVEY STUDY

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## Abstract

*Among all food sectors, the Indian biscuit industry appears to be the biggest and only makes a profit of about Rs. 3000 crores. In this biscuit industry, the retailer applying the retail marketing strategy that means the process in which retailers promote awareness and interest of their goods and services in an effort to generate sales from their consumers. Retailers use various advertising and communication tools to grow awareness and considerations with future customers. In this research, the researchers try to find the retailer preference towards biscuits industry in Chennai. The major goal is to determine the retailers' satisfaction by assessing the impact of the promotional mix and retailers' perceptions regarding cookies and biscuits. The information was gathered utilising a structured questionnaire from 125 retailers and a convenience sample strategy. This study's research design is primarily descriptive in nature. The SPSS software is applied in this study's analysis of the data. Branding is a critical factor when buying cookies and biscuits. The majority of the retailers have maintained positive relationships with their dealers and are satisfied with the cookies' quality and brand value. Finally the retailers suggest that the company is to increase the samples and the free gifts offered by the festival period of time and at the same time they wish to obtain more discounts and offers expected by them. The cookie industry raises the business's brand recognition among consumers as well as retailers.*

## Keywords:

*Retail Marketing, Retailer Satisfaction, Retailer perception, Promotional Mix, Branding, Cookies Industry*

## 1. INTRODUCTION

Marketing is the process of exploring, creating, and delivering value to meet the needs of a target market in terms of goods and services [2]. Retail marketing is the process by which retailers promote awareness and interest of their goods and services in an effort to generate sales from their consumers [3]. The retailers prefer the retail mix is based on marketing mix, but has been expanded and modified to meet the unique needs of the retail context [4]. The retail mix consists of Product, Price, Presentation, Personnel, Promotion and Place [6]. The retailers are support marketing activities to identify, the target market, acquire and retain consumer beyond the trade channel are marketing segment, loyalty and other beneficial objectives [7].

Biscuits belongs to the unorganized territory of the bakery industry, covering more than 70% of the total production [10]. The two major baked goods, biscuits and bread, account for 82% of all baked goods production. Cookies are freshly baked foods, usually flour-based foods [11].

### 1.1 INDUSTRY PROFILE

The food industry is a complex, global collection of diverse companies that supply most of the food that the world's population consumes [13]. The food marketing industry, which connects farms and consumers including food and textile

processors, wholesalers, retailers, and the food industry [14]. The Indian biscuit industry emerged at the end of the 20th century, when urbanized societies demanded ready-made food at a reasonable cost and gained a solid position in the bakery industry [15]. India's biscuit industry is the largest of the % food industry with sales of Rs.3000. The industry is divided into two sectors, organized and unorganized [16].

## 2. LITERATURE SURVEY

Prita Prasetya et al. [18] improves your knowledge of the determinants based on your competitive advantage in relationships between companies, satisfaction, and merchant loyalty. The composition of relational values is measurable and consists of five aspects: product quality, delivery, performance, customer orientation, service support, and personal contact. Carmen Ng et al. [17], ultimate goal is achieving the customer satisfaction is becoming increasingly important in order to maintain an organization's competitive advantage within the industry. This survey aims to identify the performance of suppliers with a focus on the quality of services to retailers. The independent variables in this study include reliability, responsiveness, safety, empathy, concreteness, and consistency.

In rural markets are difficult to predict and possess special characterized by irregular income, lack of monthly income and flow of income fluctuating with the monsoon winds. In this research, Mohamed Sabura et al. [21] examines the retailer's attitudes towards Britannia products in the rural areas. The aims to improve both the operational and sustainable performance of the sausage sector, one of the most relevant sectors of the fresh food market. As a result of this project, food waste has been halved and the out-of-stock index has been reduced by a third. Krunal K. Punjani et al. [19] FMCG product marketers examined consumer-related data on product attributes, product variants, price, pack size, and more. As the retailer is in direct contact with her consumers, the decision review is based on the retailer's feedback, opinions, observations and suggestions. In these analyses determines the consumer perceptions of a particular biscuit brand, Britannia and how this differs from retailers' perceptions.

In Indian consumer behaviour regarding snacks is in its own right. Sambrani et al. [8] observed that consumers are health conscious instead of cookies, not chips, waffles, etc. The biscuit makers to introduce the unconventional biscuits flavours into the country for experiencing a paradigm shift in their consumption habits and are likely to relax in order to purchase the high quality, premium products. The dual-channel merchant profits and prices are negatively correlated with the horizontal fairness factor and positively correlated with the vertical fairness concern factor by Zou, et al. [9]. Through coordination agreements, supply chains can form a win-win with complementary benefits. In the context

of the carbon tax policy, this paper constructs his two-channel supply chain, consisting of the manufacturer and his two retailers, from a game and behavioural perspective.

Distributors are satisfied by providing information that meets retailer requirements to enable rapid movement of supply chain flows; especially product flows from manufacturers ordered by distributors can be improved. The results of the survey by Ardiono Putra [20] show that the quality of information can make a positive contribution to improving supplier relationship management. Sufficient information quality cannot significantly improve supply chain flexibility and retailers satisfaction.

The growth of FMCG products is huge. Retail marketing of FMCG products is becoming a promising and challenging field due to increasing demand and diversifying consumer behavior by D. Ravindran, et al. [1]. A retailer's preference for the various programs offered by a FMCG company, along with quality, branding, sales effectiveness, etc...The results suggest the importance of developing an integrated marketing strategy that not only positions retailers effectively against other store types, but also provides them with a competitive advantage over stores of the same type increase. A supplier of specialty supermarkets in rural Java has demonstrated that small farmers can engage in contract farming as the retail industry becomes more modern by Ikeda et al. [5]. Suppliers can prevent breaches of contract by making contract-specific investments in training producers or making advance payments. This shows the evolution of traditional marketing channels with the supermarket revolution.

Indian retailers are growing and today retailers have great awareness of the products and services offered by each FMCG company in India. The overall market value of the company factors affecting highway dealer satisfaction. The company's focus on retailer loyalty and retailer satisfaction with the sale of products is the basis of the loyalty of each store owner [12].

### 3. OBJECTIVES OF THE STUDY

- To find out the retailer's satisfaction towards Quality, Availability, Brand name, Price and Packaging.
- To measure the effect of marketing mix on retailer preference towards biscuit industry.
- To analyse the retailer's perception towards biscuit industry.

### 4. RESEARCH METHODOLOGY

The descriptive nature research method is used to conduct this study. Primary data are those which information required for this research was collected from the respondents [22]-[24], using a Structured Questionnaire. Secondary data for this research was obtained from the journals, literature and the various website. The samples taken for the study is 125. All the respondents were retailers of biscuits in Chennai. The research model is given in Fig.1.

The data will be collected on a structured questionnaire. In this survey will be done at Chennai among the retailers. The questionnaire will be designed in a way to collect information about the retailer's satisfaction towards quality, availability, brand name, price and packaging, to measure the effect of

marketing mix on retailers preference for biscuits and to analyze the retailers perception towards biscuit.

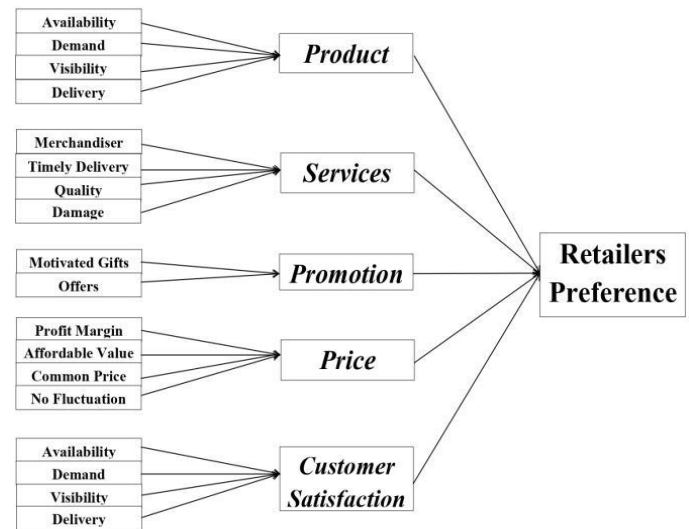


Fig.1. Research Model

### 4.1 LIMITATION

- For this data were collected only from a particular region of Chennai not at all areas.
- Retailer view may be biased in nature due to the differences in individual opinion.
- Time limit was less to conduct and collect the detailed study as the retailers preference is very high in the Chennai city.

### 4.2 ANALYSIS PLAN

The Statistical Package for Social Science (SPSS) tool is used to analyze the data collected for this study. The tools used for the analysis is percentage, weighted average, chi square, correlation and regression analysis.

Table.1. Data Analysis and Interpretation for Percentage Analysis

Factors	Particulars	Response
Years of retail store	<10 Yrs	102
	20 Yrs	13
	>30 Yrs	5
Nature of outlet	Super Market	79
	Wholesale	41
	Bakery	3
	Medical	2
Reason for dealing the biscuit	Quality	66
	Brand	41
	Price	5
	Taste	13
In retailers placing order	Daily	11
	Weekly	89
	15 days once	16

	Monthly	9
Mode of payment used retailers	Cash	57
	cilecat	43
	RTGC	1
	EFT	19
	Online	5

It is inferred from Table.1, shows the retailers preference details of the retail outlet. Here we have totally collected 125 questionnaires from the retailers and asked questions like years of retail store, nature of outlet, reason for dealing the biscuit, retailers placing order and mode of payment used by retailers. The above table shows most of the below 10 years of retail store retailer are prefer to buy a biscuits and cookies.

**4.2.1 Retailers Satisfaction Towards Quality, Availability, Brand, Price and Packaging:**

- **Null Hypothesis:** There is no relationship between the Nature of the outlet and Service factors of the Retailers.
- **Alternate Hypothesis:** There is a relationship between the Nature of the outlet and services factors of the retailers.

Table.2. Association between retailers understanding on other factors which influence nature of the outlet and services factors of the retailers

Sl. No	Variables	Asymptotic Significance	Null Hypothesis	Interpretation
1	Nature of the outlet and Quality of the service provider influence to purchase the cookies	0.039	Rejected	There is significant relationship between nature of the outlet and quality of the service provided

While observing the results of this test, associate the nature of outlet and quality of service is lesser than 0.05 ( $p < 0.039$ ), the null hypothesis is rejected that there is a significance relationship between the two variables.

Table.3. Association between Retailers Understanding on Other Factors Which Influence Nature of Outlet and Product Factors of Retailers

Sl. No	Variables	Asymptotic Significance	Null Hypothesis	Interpretation
1	Nature of the outlet and demand of the biscuit is higher	0.007	Rejected	There is significant relationship between nature of the outlet and the higher demand

While observing the results of the test, associate the nature of outlet and demand of the biscuit is lesser than 0.05 ( $p < 0.007$ ), the null hypothesis is rejected that there is a significance relationship between the two variables.

Table.4. Correlation between quality of the cookies with factors influence with the factor of the cookies is delivered without any damages

Correlations			
		Quality of cookies	Delivered without any damages
Quality of the cookies	Person correlation	1	-0.1858
	Sig. (2-tailed)		0.039
	N	125	125
Delivered without any damages	Person correlation	-0.185*	1
	Sig. (2-tailed)	0.039	
	N	125	125

In this analysis the Correlation result are: It is inferred that there is a 2x2 matrix. Pearson’s  $r$  value is -0.185\* indicates a very negative correlation. The products are delivered without any damages and negatively correlated with the quality of the cookies.

Significance: The 2-tailed significance value  $< 0.039$ . The standard alpha value is 0.05. The is an significance relationship between the 2-tailed test.

Table.5. Correlation between brand of the coolies with factors influence with the factor of the cookies are attractive offers will make me purchase more cookies

Correlations			
		Brand of the Unibic Cookies	Purchase more Cookies
Brand of the Unibic Cookies	Person correlation	1	0.044
	Sig. (2-tailed)		0.629
	N	125	125
Purchase more Cookies	Person correlation	0.044	1
	Sig. (2-tailed)	0.629	
	N	125	125

In this analysis the Correlation result are: It is inferred that there is a 2x2 matrix. Pearson’s  $r$  value is 0.044 indicates a very weak positive correlation. The products are purchased more influencing the factor of brand and positively correlated with the brand of the cookies.

Significance: The 2-tailed significance value  $< 0.629$ . The standard alpha value is 0.05. There is no significance in the 2-tailed.

**5. REGRESSION ANALYSIS**

Multiple regressions are a statistical technique that can be used to analyze the relationship between a single dependent variable

and several independent variables. Multiple Regression test is used to show the association of Overall satisfaction in cookies and other related factors of the retailers.

Table.6. Relationship between the biscuits influences the product and overall opinion of retailers' preference towards biscuits

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.931	0.668		4.391	.000
Availability	.076	.109	.062	.693	.490
Demand	.071	.065	.102	1.103	.272
Visibility	.056	.091	.060	.619	.537
Delivery without damage	.109	.085	.123	1.281	.203

From the Table.6 it is inferred that the significant relationship between overall satisfaction and availability of the biscuit has the significant value of (p=0.490), which is > 0.05, so the null hypothesis is accepted. Therefore, it is not having a relationship with overall satisfaction.

From the Table.6 it is inferred that the significant relationship between overall satisfaction and demand for the biscuit has the significant value of (p=0.272), which is > 0.05, so the null hypothesis is accepted. Therefore, it is not having a relationship with overall satisfaction.

From the Table.6 it is inferred that the significant relationship between overall satisfaction and visibility of biscuit in the outlet has the significant value of (p=0.537), which is > 0.05, so the null hypothesis is accepted. Therefore, it is not having a relationship with overall satisfaction.

From the Table.6 it is inferred that the significant relationship between overall satisfaction and delivered without any damage has the significant value of (p=0.203), which is > 0.05, so the null hypothesis is accepted. Therefore, it is not having a relationship with overall satisfaction.

Table.7. Relationship between the biscuits influences the services and overall opinion of retailer's preference

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.007	.526		3.817	.000
Merchandiser Visit	.061	.050	.105	1.227	.222
Quality of Services	.138	.088	.137	1.566	.120
Timely Delivery	.144	.081	.166	1.780	0.78
Damage is Replaced	.191	.074	.235	2.590	.011

In this analysis the regression results are  $Y = 2.007 + 0.191X_4$  (1)

where,  $X_4$  = Damage is replaced;  $Y$  = Overall opinion of retailers preference

From the Table.7 it is inferred that the significant relationship between overall satisfaction and merchandiser visit of retail outlet has the significant value of (p=0.222), which is > 0.05, so the null hypothesis is accepted. Therefore, it is not having a relationship with overall satisfaction.

From the Table.7 it is inferred that the significant relationship between overall satisfaction and quality of services has the significant value of (p=0.120), which is > 0.05, so the null hypothesis is accepted. There is no relationship between the overall satisfactions.

From the Table.7 it is inferred that the significant relationship between overall satisfaction and timely delivery has the significant value of (p=0.078), which is > 0.05, so the null hypothesis is accepted. Therefore, it is not having a relationship with overall satisfaction.

From the Table.7 it is inferred that the significant relationship between overall satisfaction and damage is replaced has the significant value of (p=0.011), which is < 0.05, so the null hypothesis is rejected. It is positively having a relationship with overall satisfaction.

Table.7. Relationship between the biscuits influences the price and overall opinion of the retailer's preference

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.058	.578		1.832	0.69
High Profit Margin	.176	.103	.141	1.713	.089
Affordable and Good Value	.240	.085	.232	2.831	.005
Common Price	.148	.068	.190	2.185	.031
No Price Fluctuation	.181	.063	.242	2.856	.005

In this analysis the regression results are  $Y = 0.240X_2 + 0.148X_3 + 0.181X_4$

where,  $X_2$  = Affordable & Good value;  $X_3$  = Common Price;  $X_4$  = No price fluctuation;  $Y$  = Overall opinion of retailer's preference

From the Table.7 it is inferred that the significant relationship between overall satisfaction and high profit margin has the significant value of (p=0.089), which is > 0.05, so the null hypothesis is accepted. Therefore, it is not having a relationship with overall satisfaction.

From the Table.7 it is inferred that the significant relationship between overall satisfaction and affordable and good value has the significant value of (p=0.005), which is < 0.05, so the null hypothesis is rejected. Therefore, it is having a relationship with overall satisfaction.

From the Table.7 it is inferred that the significant relationship between overall satisfaction and common price of cookies has the significant value of (p=0.031), which is < 0.05, so the null hypothesis is rejected. Therefore, it is having a relationship with overall satisfaction.

From the Table.7 it is inferred that the significant relationship between overall satisfaction and there is no price fluctuation has the significant value of ( $p=0.005$ ), which is  $< 0.05$ , so the null hypothesis is rejected. Therefore, it is not having a relationship with overall satisfaction. It is positively having a relationship with overall satisfaction.

Table.8. Relationship between the biscuits influences the promotion and overall opinion of the retailers preference

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.780	.438		6.344	.000
More Purchase	.162	.074	.185	2.192	.030
Motivated gifts	-.074	.044	-.180	-2.131	.035
Packaging Quality	.243	.070	.294	3.468	.001

In this analysis the regression result are

$$Y = 2.780 + 0.162X_1 - 0.094X_2 + 0.243X_3 \quad (3)$$

where,  $X_1$  = More purchase;  $X_2$  = Motivated Gifts;  $X_3$  = Packaging quality;  $Y$  = Overall opinion of retailers preference

From the Table.8 it is inferred that the significant relationship between overall satisfaction and more purchase has the significant value of ( $p=0.030$ ), which is  $< 0.05$ , so the null hypothesis is rejected. It is positively having a relationship with overall satisfaction.

From the Table.8, it is inferred that the significant relationship between overall satisfaction and motivated gifts has the significant value of ( $p=0.035$ ), which is  $< 0.05$ , so the null hypothesis is rejected. It is positively having a relationship with overall satisfaction.

From the Table.8 it is inferred that the significant relationship between overall satisfaction and there is no price fluctuation has the significant value of ( $p=0.001$ ), which is  $< 0.05$ , so the null hypothesis is rejected. Therefore, it is having a relationship with overall satisfaction.

Table.9. Relationship between the biscuits influences the customer satisfaction and overall opinion of the retailers preference

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.701	.478		3.557	.001
Different Flavor	-.113	.034	-.250	-3.348	.001
Taste	.175	0.77	.170	2.266	.025
Packaging	.126	.073	.133	1.726	.087
Price is worth	.344	.066	.402	5.243	.000

In this analysis the regression results are

$$Y = 1.701 + (0.113X_1) + 0.175X_2 + 0.175X_3 + 0.344X_5 \quad (4)$$

where,  $X_1$  = Different Flavour;  $X_2$  = Taste;  $X_4$  = Price is worth and  $Y$  = Overall opinion of retailer's preference.

From the Table.9, it is inferred that the significant relationship between overall satisfaction and different flavors has the significant value of ( $p=0.001$ ), which is  $< 0.05$ , so the null hypothesis is rejected. It is positively having a relationship with overall satisfaction.

From the Table.9 it is inferred that the significant relationship between overall satisfaction and taste of the biscuit has the significant value of ( $p=0.025$ ), which is  $< 0.05$ , so the null hypothesis is rejected. Therefore, it is having a relationship with overall satisfaction.

From the Table.9 it is inferred that the significant relationship between overall satisfaction and packaging of cookies has the significant value of ( $p=0.087$ ), which is  $> 0.05$ , so the null hypothesis is accepted. Therefore, it is not having a relationship with overall satisfaction.

From the Table.9 it is inferred that the significant relationship between overall satisfaction and price is worth for the cookies has the significant value of ( $p=0.000$ ), which is  $< 0.05$ , so the null hypothesis is rejected. It is positively having a relationship with overall satisfaction.

## 6. FINDING OF THE STUDY

- *To find out the retailers' satisfaction towards Quality, Availability, Brand name, Price and Packaging:* The respondents were retailers to find the level of satisfaction towards biscuit quality, at all points of sale and it is a very unique taste. Most of the time all retail outlets having biscuits or cookies for the preference of the customers. Many retailers are especially satisfied with the packaging quality of the biscuit because it is more attractive. Retailers satisfy with the price is reasonable for the quality and taste of cookies.
- *To measure the effect of marketing mix on retailer preference for cookies:* The retailers prefer to view biscuit at the top level of their point of sale. It should increase the awareness among the customer and also the offer biscuits are shown at the front of the outlet. Most of the retailers believe that to promote advertising would also have to increase their sales from each point of sale.
- *To analyses the retailers' perception towards biscuits:* Most retailers prefer to place an order once a week on a regular basis. It is found that the brand name and the quality of the biscuit have influence on buying behavior of the consumers. Finally, retailers are happy with their profit margin given by the companies.

### 6.1 SUGGESTION

The company should focus on give more samples and free gifts to the retailers for enrich their sales activity. Retailers wish to obtain more discounts and offers by the company. The company enhance more advertisement it influences the consumer to buy a cookie. The suppliers may grant a credit facility to their retailers during a specific period. It also increases the brand awareness to the retailers as well as the consumers.

## 7. CONCLUSION

From this study, it can find that retailers are willing to buy the products if they get more offers and discounts from the company. The quality and brand image plays a significant role in preferring the products by the consumers. The retailers who are dealing with the product will have more aware about cookies as well as biscuits. If there demand in market of the products and customer inquiry is more increase sales, quality and time delivery of product are also good. The advertisement encouraged the purchase of the biscuits.

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