

A Study on Retailer's Perception on Soya Products with Special Reference to Thiruvallur District

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Abstract: *The distribution sector bridges the gap between the producer and consumer, and thus forms a crucial link. The social changes with the rapid economic growth due to availability of trained personnel, fast modernization, and enhanced availability of retail space are the positive effects of liberalization. Nowadays Indian consumers are well versed with the concept of quality, healthy and safety products and services. These demands are visible impacts on the retail sector. This study is based on retailer's perception regarding the consumer buying behavior, consumer preference and purchase decision regarding soya products like soya chunks, soya nuts, soya granules, soya flakes, and soya flour.*

Keywords: *Consumer Preference, Purchase Decision, Customer Attitude, Retailer's Perception, Suppliers and Vendors.*

I. Introduction

Soya bean is one of the very few plants that endowed with high quality protein. Soya products contain essential nutrition, as well as vitamins, fibers, minerals. And is excellent resource for B complex vitamins and vitamins E. soya is a tremendous source of dietary fiber with soluble and insoluble fiber. Soluble fiber helps lesser serum cholesterol and control blood sugar. Insoluble fiber increases stool bulk & it prevent colon cancer, also assist digestive disorders.

Indian consumer psyche is changed, people aware of the value of money, also they expects and demands quality products. The recent trends in retail sector would help the economic growth in India. In management distribution system is covered by channel of distribution and physical distribution. The American marketing association defines a shopping centre "a geographical cluster of retail stores, collectively handling an assortment of goods varied enough to satisfy most of the merchandise wants of consumers within convenient travelling time, and thereby, attracting a general shopping trades".

II. Review Of Literature

Ghorbani m, mahmoudi h, (2007)¹ the study focus on consumer demands and preferences of soya products. It provides valuable insights to the marketers about the need of soya products and will help the producers in formulating their promotional strategies.

Coughlan et al., (2006)² the marketing channel mix used by a manufacturer should be changed accordingly to fit the requirements of the market. Manufacturers should determine for each of their offerings whether exclusive, selective or wide distribution is most suitable for their products.

Hartman survey group (2002)² reported that soya is the most important organic product and they are top selling organic food in USA. So the investigation on soya production and their market is very important.

III. Objectives

1. To identify the consumer buying behavior towards soya products in retail outlets.
2. To study the retailers perception regarding soya product sales.
3. To study the retail service quality.
4. To inquire the problems and difficulties experienced by the retailers with vendors.

IV. Limitations

1. The study is done on limited time.
2. Sample size chosen was not sufficient to conclude.
3. Few of the people approached were not aware of the concept.
4. Lack of interest was shown by the respondents.
5. Area constraint was there.
6. Few of respondents were not able to answer the questions properly.

V. Scope Of The Study

This study helps to identify Retailer's perception on awareness and sales volume of soya products. Also determines its demand, pre-post purchase experience of consumers. It focused on consumer's attitude towards soya products. In future it helps to find how to make aware of soya products among retailers and consumers, increase sales volume of soya products, better promotional techniques, handling smooth SCM techniques, built the gaps between vendors and retailers.

VI. Research Methodology

The present study was based on rural retailer's perception towards soya products. A descriptive research was carried out. A field survey was conducted for a period of 30 days in minjur village of thiruvallur district, convenient sampling method was used. Selected sample size is 30. Through structured questionnaire retailers were questioned to gain new insights on rural buying behavior, product awareness, consumer preference and physical distribution. The data collected was analyzed mainly on descriptive statistics, using percentage analysis and correlation. The SPSS (Version 20.0) software was used to execute the analysis process. Methods such as bar charts and tabular formats were used to derive and summarize the data.

VII. Data Analysis

1. Most Preferred Brands Of Soya:

BRANDS	FREQUENCY	PERCENT
Sakthi Soya	5	16.7
Neuterlla	12	40.0
Meal Maker	4	13.3
Anil Soya	9	30.0
Total	30	100.0

Interpretation:

The table shows, the brands available in retail stores. Also it is clear that the preference percent of each brands by consumers.

2. Media Initiates Consumer's To Buy Soya Products:

MEDIA	FREQUENCY	PERCENT
Television	10	33.3
Newspaper	4	13.3
Banner	8	26.7
Radio	8	26.7
Total	30	100.0

Interpretation:

The table shows, the media which initiates the consumer to buy soya brands. Also it is clear that that television and radio induce the people to buy.

3. Promotional Aids & Techniques Reflection:

PROMOTIONAL AIDS AND TECHNIQUES	FREQUENCY	PERCENT
Sales Volume	8	26.7
New Consumers	14	46.7
Demand & Supply Increased	8	26.7
Total	30	100.0

Interpretation:

The above table shows, the promotional aids & techniques of soya product reflects on the demand & supply, increase of sales volume and addition of new consumers.

4. Correlation Between Mutual Benefits Of Retailers, Vendors And Satisfaction Based On Potential Vendor Selection:

Partial correlation shows that dependent variable is correlated with control variable as the level of 0.286. So the selection of potential vendor is the base to attain mutual benefits with vendor and satisfaction with their supply.

CONTROL VARIABLES			MUTUAL BENEFITS	SATISFACTION
Potential vendors	Mutual Benefits	Correlation	1.000	.286
		Significance (2-Tailed)	.	.133
		Degree of freedom	0	27
	Satisfaction	Correlation	.286	1.000
		Significance (2-Tailed)	.133	.
		Degree of freedom	27	0

VIII. Findings

- In Retailers view, most of consumers consume Neuterlla and Sakthi soya.
- 13% of the consumers select soya products for nutritional value and 9% would concern about controlled fertilizer.
- 13% of them uses Family packs and Re-use packs of soya.
- Consumer's attitude towards soya is positive.
- Customers felt the pricing is moderate and they demand for 500gm & 1kg.
- 10% consumers are intended to buy because of television.
- Vendor selection is based on good communication and perfect service.
- 13% of retailers felt that working with potential vendors provides better service, support and higher financial returns.
- Promotional aids and techniques of soya products help to increase sales volume and new consumers.

IX. Recommendations

From the study,

- a. The manufacturer should be transparent enough to provide details about soya products nutritional value and special campaigns should be launch to make consumers aware about features of soya products.
- b. The manufacturer and distributors should make an attempt to measure the advertisement effectiveness in rural areas about soya products. There is no doubt that, advertisement is meant for creating awareness but subsequently it should also be ensured that AIDA model is adopted effectively by the rural consumers.
- c. One of the barriers observed from the study is that, lack of knowledge and necessary information regarding the soya products. Advertisements, processing, awareness of certifications and food labels, all play a pivotal role in knowledge enrichment. Thus, knowledge and awareness are critical in the consumers' behavior. Also price, regarding soya products should be minimized to capture the market share.
- d. Distribution channel system should be analyzed periodically to ensure the availability of soya products on retail shops and to identify the demand for supply.
- e. As per the retailers perception, the distributors provides discounts, offers, price off etc. they should enhance more productive methods to motivate retailers.
- f. There is no complaints regarding the soya products from consumers, it is a positive result, also they helps to smoothen relationship between vendors and retailers.

X. Conclusion

Nowadays people are highly conscious about what they are buying and consuming. Retail sector is the only channel which has good communication and direct link with consumers. So the retail sector has known about consumers pulses towards products. This study reveals that consumers are aware of soya products and they consume it. They want quality and availability. So the manufacturers should maintain their quality and presence of products. The company may give more offer and discount to improve the sales. As, 200 grams pack moves slowly the manufacturer has to give some discounts or free gift with that pack to increase the movement of 200gms pack. The company has to give effective and attractive advertisements on newspaper because only

4% are influenced by newspaper advertisements. Also there is no complaint from consumer's side about quality, price, & packing. Finally consumer's attitude towards soya products is positive.

Retailers are very curious while selecting potential vendors, they concentrate on good communication, perfect service, and flexibility of supplier. Because potential vendors only can maintain good rapport of supply chain, service and support. They also felt promotional techniques help to increase demand, sales, addition of new consumers. Finally retailers quoted that soya products market has the bright future than in present.

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