

RETAILERS ATTITUDE TOWARDS BRITANNIA BISCUITS (A STUDY WITH SPECIAL REFERENCE TO RURAL AREAS OF TIRUNELVELI)

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ABSTRACT

Unlike urban markets, rural markets are difficult to predict and possess special characteristics. The featured population is predominantly illiterate, have low income, characterized by irregular income, lack of monthly income and flow of income fluctuating with the monsoon winds. The rural consumer expects value for money and owing to has unsteady and meager status of weekly income; increasing the household income and improving distribution are the viable strategies that have to be adapted to tap the immense potential of the market. It is uneconomical to access a large number of small villages with a very low population density spread over a large geographic area. Social norms, traditions, castes, and social customs have greater influence on the consumer behavior in rural areas than in urban areas. Factors such as limited physical access, low density of shops, limited storage facilities, need for a large number of intermediaries in the distribution channel to reach the end customers, and low capacity of intermediaries to invest in business make the tasks of reaching rural consumers very complex. The aim of this research is generally to examine retailer's attitudes towards Britannia products in the rural areas of Tirunelveli district. Data was collected through a structured questionnaire. Anova analysis was used to identify the impacts of the variables (Customer relationship management, marketing mix, supply chain) on the retailer's attitude and finally suggestions were given based on the findings to enhance the attitude among the retailers and increase the sales in the rural areas.

KEYWORDS: Customer relationship Management, Marketing Mix, Retail marketing, Rural Consumers, Supply chain.

INTRODUCTION

Unlike urban markets, rural markets are difficult to predict and possess special characteristics. The featured population is predominantly illiterate, have low income,

characterized by irregular income, lack of monthly income and flow of income fluctuating with the monsoon winds.

Rural markets face the critical issues of Distribution, Understanding the rural consumer, Communication and Poor infrastructure. The marketer has to strengthen the distribution and pricing strategies. The rural consumer expects value for money and owing to has unsteady and meager status of weekly income; increasing the household income and improving distribution are the viable strategies that have to be adapted to tap the immense potential of the market. Rural markets face the critical issues of Distribution, Understanding the rural consumer, Communication and Poor infrastructure. The marketer has to strengthen the distribution and pricing strategies. It is uneconomical to access a large number of small villages with a very low population density spread over a large geographic area. Social norms, traditions, castes, and social customs have greater influence on the consumer behavior in rural areas than in urban areas. Factors such as limited physical access, low density of shops, limited storage facilities, need for a large number of intermediaries in the distribution channel to reach the end customers, and low capacity of intermediaries to invest in business make the tasks of reaching rural consumers very complex.

Retailing is the world's largest private sector contributing to 8% of the GDP and it employs one sixth of the labor force. The estimated retail trade is expected to be 7 trillion US \$. Many countries have developed only due to retailing and presently there is a vast change in the retail industry. As far as India is concerned it contributes to 14% of GDP and it is the second largest sector next to agriculture which provides employment to more number of persons. Now according to a survey, India is classified in to the fifth most attractive retail destination and second among the countries in Asia. Worldwide it is ranked as fifth most attractive retail destination. Retailing includes all activities involved in selling the products and services to the ultimate consumers. So this is said to be the last person in the channel of distribution.

FUNCTIONS OF RETAILING

Retailing is supposed to provide:

- Product Utility
- Place utility
- Time Utility
- Ownership Utility

It provides final end products to the consumers, not raw materials, end products in usable form to the consumers. Thereby it creates product utility. Second one, it is given in the place where it is required by the consumer. That is, retailing outlets are open in the places according to the convenience of the customer and also based on the demand of the consumer. Third One, it creates Time Utility that is the shops are open as per the requirement of the consumer, whenever the consumers want to go and shop they can go and shop at a particular period convenient to

them. Next one, when the product is sold finally it creates Ownership Utility. So retailing is a marketing intermediary which creates Product Utility, Place Utility, Time Utility and Ownership Utility in providing goods and services to the consumers.

CLASSIFICATION OF RETAIL INDUSTRY

Retail Sector can basically be classified in to two segments. One is organized segment and another one is unorganized segment. As far as India is concerned this organized segment contributes only to 3% of the retail trade and the unorganized segment contributes to remaining 97% of the retail trade. Because all these days people have been purchasing only from the street vendors and from the local shops and organized retailing was not in vogue in India. Only after 1991, after opening up of economy and due to liberalization, this organized sector has come to light and presently it exists in various formats like

- Super markets
- Hypermarkets
- Departmental stores
- Specialty stores

COMPANY PROFILE

The story of one of India's favorite brands reads almost like a fairy tale. Once upon a time, in 1892 to be precise, a biscuit company was started in a nondescript house in Calcutta (now Kolkata) with an initial investment of Rs. 295. The company as all knows today as Britannia.

The beginnings might have been humble-the dreams were anything but. By 1910, with the advent of electricity, Britannia mechanized its operations, and in 1921, it became the first company east of the Suez Canal to use imported gas ovens. Britannia's business was flourishing. But, more importantly, Britannia was acquiring a reputation for quality and value. As a result, during the tragic World War II, the Government reposed its trust in Britannia by contracting it to supply large quantities of "service biscuits" to the armed forces.

As time moved on, the biscuit market continued to grow... and Britannia grew along with it. In 1975, the Britannia Biscuit Company took over the distribution of biscuits from Parry's who till now distributed Britannia biscuits in India. In the subsequent public issue of 1978, Indian shareholding crossed 60%, firmly establishing the Indian of the firm. The following year, Britannia Biscuit Company was re-christened Britannia Industries Limited (BIL). Four years later in 1983, it crossed the Rs.100 crores revenue mark.

On the operations front, the company was making equally dynamic strides. In 1992, it celebrated its Platinum Jubilee. In 1997, the company unveiled its new corporate identity - "Eat Healthy, Think Better" - and made its first foray into the dairy products market. In 1999, the

"Britannia Khao, World Cup Jao" promotion further fortified the affinity consumers had with 'Brand Britannia'.

Britannia strode into the 21st Century as one of India's biggest brands and the pre-eminent food brand of the country. It was equally recognized for its innovative approach to products and marketing: the Lagaan Match was voted India's most successful promotional activity of the year 2001 while the delicious Britannia 50-50 Maska-Chaska became India's most successful product launch. In 2002, Britannia's New Business Division formed a joint venture with Fonterra, the world's second largest Dairy Company, and Britannia New Zealand Foods Pvt. Ltd. was born. In recognition of its vision and accelerating graph, Forbes Global rated Britannia 'One amongst the Top 200 Small Companies of the World', and The Economic Times pegged Britannia India's 2nd Most Trusted Brand.

Today, more than a century after those tentative first steps, Britannia's fairy tale is not only going strong but blazing new standards, and that miniscule initial investment has grown by leaps and bounds to crores of rupees in wealth for Britannia's shareholders. The company's offerings are spread across the spectrum with products ranging from the healthy and economical Tiger biscuits to the more lifestyle-oriented Milkman Cheese. Having succeeded in garnering the trust of almost one-third of India's one billion populations and a strong management at the helm means Britannia will continue to dream big on its path of innovation and quality and millions of consumers will savor the results, happily ever after.

OBJECTIVES OF THE STUDY

- To find the retailer's satisfaction about marketing mix of Britannia biscuits
- To understand and analyze the factors influencing the retailer's to deal with the Britannia brand.
- To identify the impacts of the variables (Customer relationship management, marketing mix, supply chain) on the retailer's attitude
- To suggest suitability based on the findings to enhance the attitude among the retailers and increase the sales in the rural areas.

STATEMENT OF THE PROBLEM

In order to survive the present market, to increase sales and to build and retain customer satisfaction, companies need information about its overall performance when compared with the activities of the competitors. For this, a shed was needed to analyze the company's position and market trend.

1. To find out the company's strength and weakness in comparison with the competitors.
2. Widening gaps in sales of Britannia biscuits in selected areas.

STUDY AREA

The research is conducted amongst respondent from various geographical area of Tirunelveli district, to collect the primary data from the retailers. The researcher has selected and segmented the respondents geographically.

LIMITATIONS OF THE STUDY

- The study relates only to the retailers of selected areas of Tirunelveli therefore, the findings cannot be true representation of all retailers (total population).
- The personal bias of respondent has also been a limitation.
- Respondent's ignorance to certain questions also posed as barrier towards certain responses.
- Since the researcher has used interview schedule, the respondent's responses were immediate and the time taken for deciding was less which led to responses with not much thought. Therefore time constraint has also been a limitation in this study.
- Illiteracy of the respondent posed a barrier for making them understand the question. Therefore, the responses cannot be taken factual.

REVIEW OF LITERATURE

According to Bloemer and Kasper (1995) the relationship between customer satisfaction and loyalty was moderated by respondents on the evaluation of the brand choice.

According to Mittal and Kamakura (2001) also address the link between satisfactions and repurchase behavior. Their major findings indicate that despite identical rating on satisfaction, due to respondent characteristics such as age, education, marital status, sex and area of residence, significant difference was observed in repurchase behavior.

Over the past decade, retailers use manufacturer brands to generate consumer interest, patronage and loyalty in a store. With the growth of competition, retailers compete with manufacturers for consumer pull to increase their relative market power and their share of the total channel profit pie (Steiner, 1993). Private label strategy can help retailers attract customer traffic and create loyalty to the store by offering exclusive product lines and premium products (Corstjens and Lal, 2000).

According to Dunner and Narasimhan (1999), Private label strategy can help project a lower-price image for retailers, increase their bargaining power over manufacturers and producers of major national brands, and lead to increased control over shelf space.

With the overwhelming success of some private labels in European retail (e.g. Marks and Spencer, Asda, Tesco, Carrefour) and the popularity of President's Choice private label in Canada, strong retail brands have become the source of intense interest (Wileman and Jary,

1997). Some analysts expect that close to 50% of all EU grocery sales will be represented by the top ten retailers by 2005. Therefore, the cumulative power carried by these retailers and their store brands is significant (Lepir, 2001).

According to Moye & Kincade Consumers express preference or lack of preference for stores, brands, advertisements and other marketing stimuli by reflecting a favorable or unfavorable attitude. In this sense, consumers with a favorable attitude toward a store will most likely select the store and buy its products, but consumers with unfavorable attitudes will not select the store and not purchase the products there.

Peter & Olson, (1987) says that one of the main focuses of the researchers is to figure out the relation between attitude, intention and a person's actual behavior. Based on the idea of consistency, attitudes toward an object are generally anticipated to be related to behaviors toward the object.

Fishbein (1980, 152) states that "most market researchers believe, and operate under the assumption, that the more favorable a person's attitude toward a given product (or brand), the more likely the person is to buy or use that product (or brand)."

According to George Bobinskri Jr.,Bringhamton, retailers often advertise products at "reduced" prices. Past research has suggested this is an effective way to appeal to consumers; but recent evidence indicates growing consumer mistrust of this type of advertising claim. This paper presents an experiment that suggests consumer perceptions of retail price reductions may depend on the rationale the retailer provides for the reductions.

According to Dena Cox and Anthony Cox, Marking up to mark down and referring to a fictitious "regular" price in retail advertising can deceive consumers and cause consumer injury. The practice, known as high-low pricing, has become widespread in the intensively competitive retail environment. Consumers respond to this practice by drawing one of the several inferences about the value of the product and the prevailing competitive price. Whether the consumer is deceived depends on the inference drawn. This paper integrates legal, public policy, consumer behavior, and retailing perspectives to examine the issue and the purpose retailer and regulatory solutions.

METHODOLOGY

This study is based on data from primary and secondary sources. Primary data is collected through a structured questionnaire. Secondary data were collected from the earlier research studies on retailing from different authors, books, journals and internet. The sampling unit which was used in this study was retail outlets of Britannia India Ltd of Tirunelveli district. The total sample respondent was fixed at judgment random basis. The number of sample was 250. For analysis a Master chart was prepared to cater the responses of each respondent and small cross tables were made from the master chart to obtain the total score of the sample respondents. Different statistical tools are used by the researcher for analysis of the collected data, such as tabulation, percentage analysis, bar diagram, ANOVA and Karl Pearson's co-efficient of correlation.

DATA ANALYSIS AND INTERPRETATION

CLASSIFICATION OF RESPONDENTS ACCORDING TO FACTOR INFLUENCING TO BUY BRITANNIA PRODUCTS

TABLE-1.1

PARTICULAR	NO OF RESPONDENT	PERCENTAGE OF RESPONDENT
Quality	53	21.2
Price	42	16.8
Brand	96	38.4
Image	43	17.2
Profit	16	6.4
TOTAL	250	100

Source: primary data

INFERENCE

From the above table 4.2 Out of the 250 respondents 53(21.2%) of the respondents are influenced by the quality, 42,(16.8%)of respondents are influenced by the price .96(38.4%) of respondents are influenced by the brand image of the Britannia biscuits..

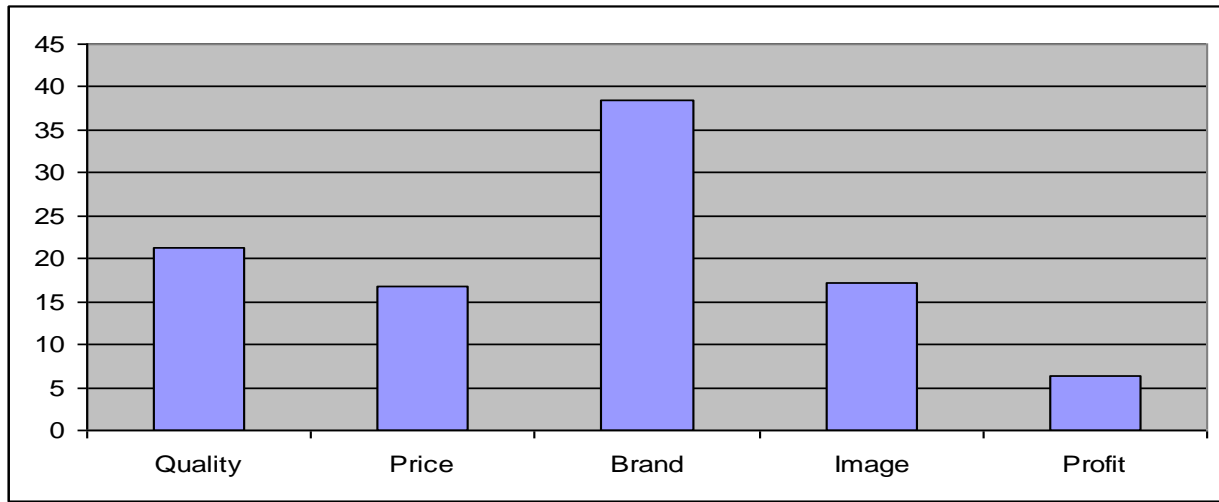


FIGURE-1.1

CLASSIFICATION OF RESPONDENTS ACCORDING TO REASON FOR SELLING BRITANNIA PRODUCTS

TABLE-1.2

PARTICULAR	NO OF RESPONDENT	PERCENTAGE OF RESPONDENT
Customer acceptance	101	40.4
Demand by customers	59	23.6
Increased profitability	29	11.6
Availability of product	61	24.4
TOTAL	250	100

Source: primary data

INFERENCE

From the above table 4.2 Out of the 250 respondents, 101(40.4%) of the respondents sell Britannia because of customer acceptance, 59,(23.6%)of respondents sell Britannia because of the demand by the customer.29(11.6%) of the respondents sell Britannia because of the increased profitability.

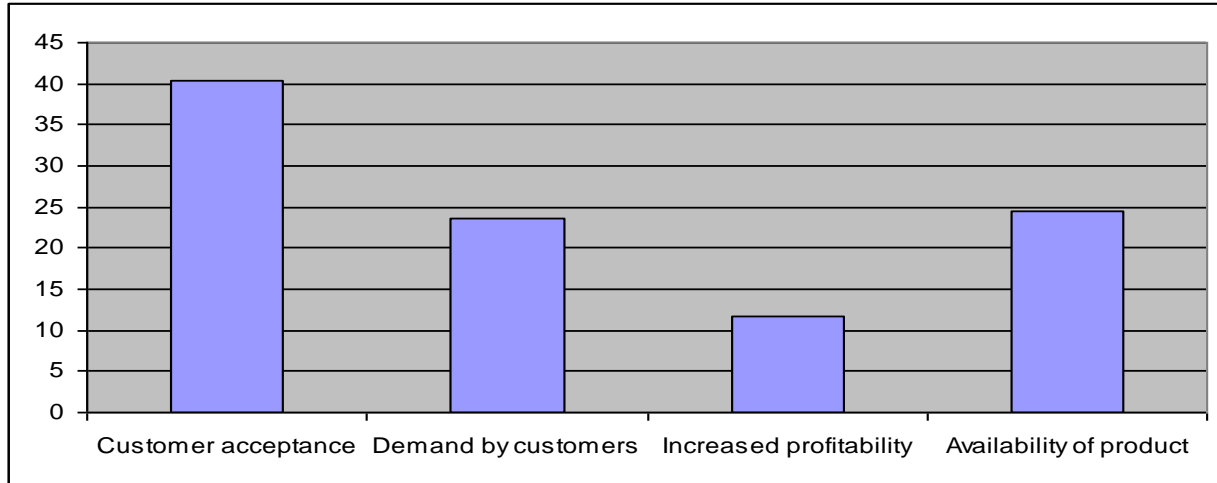


FIGURE-1.2

ANALYSIS OF VARIANCE

ANALYSIS OF VARIANCE AMONG VARIABLES IN GENERAL

TABLE-1.3

Sl. No	X(Customer relationship)	Y(Marketing mix)	Z(Supply Chain)
1	3.8	4.456	4.424
2	3.892	4.176	4.24
3	4.18	4.896	4.132
4	4.72	4.364	4.576
5	3.96	4.232	4.304

Source: primary data

HYPOTHESIS

Ho: There is an equal effect among the variables in determining retailer's attitude towards Britannia biscuits.

H1: There is a significant difference between the variables in determining retailer's attitude towards Britannia biscuits.

TABLE-1.4

S. No.	X(Customer relationship)	X ²	Y(Marketing mix)	Y ²	Z(Supply Chain)	Z ²
1	3.8	10.24	4.456	19.855936	4.424	19.571776
2	3.892	15.14767	4.176	17.438976	4.24	17.9776
3	4.18	17.4724	4.896	23.970816	4.132	17.073424
4	4.72	22.2784	4.364	19.04496	4.576	20.939776
5	3.96	15.6816	4.232	17.909824	4.304	18.524416
Σ	20.552	80.82007	22.124	98.220048	21.676	94.086932

$$1. \text{ Correction factor (CF)} = G^2 / N$$

$$= (20.552+22.124+21.676)^2 / 15$$

$$CF = 276.0786603$$

$$2. \text{ Total sum of square (TSS)} = \sum y_{ij}^2 - C.F$$

$$= (80.82007+98.220048+94.086932)$$

$$= 273.12705-276.0786603$$

$$TSS = -2.9516103$$

$$\begin{aligned}
 3. \text{ Treatment Sum of Square (TrSS)} &= \sum T_i^2 / t - C.F \\
 &= (20.552^2 + 22.124^2 + 21.676^2) / 3 - 276.0786 \\
 \text{TrSS} &= 184.48969
 \end{aligned}$$

$$\begin{aligned}
 4. \text{ Error Sum of Square (ErSS)} &= \text{Total Sum of Square} - \text{Treatment Sum of square} \\
 &= -2.9516103 - 184.48969 \\
 \text{ErSS} &= -187.44130
 \end{aligned}$$

ANOVA TABLE

Source of variance	Degrees of freedom	Sum square of	Mean sum of square	Calculated value	Table value
Treatment	3 - 1 = 2	184.48969	92.24	-5.9052	3.89
Error	15 - 3 = 12	-187.44130	15.62		

INFERENCE

The above ANOVA table shows that the calculated value is -5.9052 and the table value is 3.89. As the calculated value is lesser than the table value, thus the null hypothesis is accepted. It is concluded that the three variables that is Customer Relationship Management, Marketing Mix, and Supply Chain have an equal effect in determining the retailer’s attitude towards Britannia biscuits.

ANALYSIS OF VARIANCE AMONG THE RESPONDENTS IN BAKERY

TABLE-1.5

S.NO.	X(Customer relationship)	X ²	Y(Marketing mix)	Y ²	Z(Supply Chain)	Z ²	XY	YZ	XZ
1	4.62	21.3444	4.5	20.25	4.18	17.4724	20.79	18.81	19.3116
2	4.65	21.6225	4.29	18.4041	4.38	19.1844	19.9485	18.7902	20.367
3	4.41	19.4481	4.82	23.2324	4.24	17.9776	21.2562	20.4368	18.6984
4	4.15	17.2225	4.15	17.2225	4.35	18.9225	17.2225	18.0525	18.0525
5	4.09	16.7281	4.06	16.4836	4.35	18.9225	16.6054	17.661	17.7915
Σ	36.92	118.2856	21.82	117.4126	21.5	113.9794	95.8226	93.7505	94.221

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Correlation between the Customer Relationship Management(X) and Marketing mix(Y) of respondents in the bakery

$$r_{xy} = -0.981$$

INFERENCE

The above calculation is to find the correlation between the variables X, Y. As -0.981 is the correlation value between the customer Relationship Management and Marketing Mix , it is inferred that there is high degree of negative correlation between them.

Correlation between the Marketing mix(Y) and Supply Chain (Z) of respondents in the bakery

$$r_{yz} = 0.0003$$

INFERENCE

The above calculation is to find the correlation between the variables Y, Z. As 0.0003 is the correlation value between the Marketing Mix and the Supply chain, it is inferred that there is very low degree of positive correlation between them.

Correlation between the Customer Relationship Management(X) and Supply Chain (Z) of respondents in the bakery

$$r_{xy} = -0.972$$

INFERENCE

The above calculation is to find the correlation between the variables X,Z. As -0.972 is the correlation value between the customer Relationship Management and Supply Chain , it is inferred that there is high degree of negative correlation between them.

ANOVA

$$\begin{aligned} 1. \text{ Correction factor (CF)} &= G^2 / N \\ &= (36.92+21.82+21.5)^2 / 15 \end{aligned}$$

$$\text{CF} = 283.75$$

$$\begin{aligned} 2. \text{ Total sum of square (TSS)} &= \sum y_{ij}^2 - C.F \\ &= (118.29+117.41+113.98) \end{aligned}$$

$$\text{TSS} = 65.93$$

$$3. \text{ Treatment Sum of Square (TrSS)} = \sum T_i^2 / t - C.F$$

$$\text{TrSS} = 189.2$$

$$4. \text{ Error Sum of Square (ESS)} = \text{Total Sum of Square} - \text{Treatment Sum of square}$$

$$= 65.93 - 189.2$$

$$\text{ESS} = -123.27$$

ANOVA TABLE

Source of variance	Degrees of freedom	Sum square of	Mean sum of square	Calculated value	Table value
Treatment	3 - 1 = 2	189.2	94.6	-9.177	3.89
Error	15 - 3 = 12	-123.27	-10.30		

INFERENCE

The above ANOVA table shows that the calculated value is -9.177 and the table value is 3.89. As the calculated value is lesser than the table value, thus the null hypothesis is accepted. It is concluded that the three variables that is Customer Relationship Management, Marketing Mix, and Supply Chain have equal effect in determining the retailer’s attitude towards Britannia biscuits among the respondents in the bakery. From the correlation of the three variables it is clear that marketing mix and supply chain is more important among the respondent in the bakery.

ANALYSIS OF VARIANCE AMONG THE RESPONDENTS IN GROCERY

TABLE-1.6

S.NO.	X(Customer relationship)	X ²	Y(Marketing mix)	Y ²	Z(Supply Chain)	Z ²	XY	YZ	XZ
1	4.26	18.1476	4.7	22.09	4.58	20.9764	20.022	21.526	19.5108
2	4.2	17.64	4.29	18.4041	4.42	19.5364	18.018	18.9618	18.564
3	4.11	16.8921	4.88	23.8144	4.42	19.5364	20.0568	21.5696	18.1662
4	4.2	17.64	4.26	18.1476	4.7	22.09	17.892	20.022	19.74
5	3.94	15.5236	4.51	20.3401	4.58	20.9764	17.7694	20.6558	18.0452
Σ	20.71	85.8433	22.64	102.7962	22.7	103.1156	93.7582	102.7352	94.0262

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Correlation between the Customer Relationship Management(X) and Marketing mix(Y) of respondents in the Grocery

$$r_{xy} = -0.112$$

INFERENCE

The above calculation is to find the correlation between the variables X,Y. As -0.112 is the correlation value between the customer Relationship Management and Marketing Mix, it is inferred that there is high degree of negative correlation between them.

Correlation between the Marketing mix(Y) and Supply Chain (Z) of respondents in the Grocery

$$r_{yz} = -0.341$$

INFERENCE

The above calculation is to find the correlation between the variables Y, Z. As -0.341 is the correlation value between the Marketing Mix and the Supply chain, it is inferred that there is low degree of negative correlation between them.

Correlation between the Customer Relationship Management(X) and Supply Chain(Z) of respondents in the Grocery

$$r_{xy} = 0.114$$

INFERENCE

The above calculation is to find the correlation between the variables X, Z. As 0.114 is the correlation value between the customer Relationship Management and Supply Chain, it is inferred that there is low degree of positive correlation between them.

ANOVA

$$1. \text{ Correction factor (CF)} = G^2 / N$$

$$\text{CF} = 290.84$$

$$2. \text{ Total sum of square (TSS)} = \sum y_{ij}^2 - C.F$$

$$\text{TSS} = .92$$

$$3. \text{ Treatment Sum of Square (TrSS)} = \sum T_i^2 / t - C.F$$

$$\text{TrSS} = 194.75$$

$$4. \text{ Error Sum of Square (ESS)} = \text{Total Sum of Square} - \text{Treatment Sum of square}$$

$$\text{ESS} = -193.83$$

ANOVA TABLE

Source of variance	Degrees of freedom	Sum square of	Mean sum of square	Calculated value	Table value
Treatment	3 - 1 = 2	194.75	97.37	-6.045	3.89
Error	15 - 3 = 12	-193.27	-16.11		

INFERENCE

The above ANOVA table shows that the calculated value is -6.045 and the table value is 3.89. As the calculated value is lesser than the table value, thus the null hypothesis is accepted. It is concluded that the three variables that is Customer Relationship Management, Marketing Mix, Supply Chain have equal effect in determining the retailers attitude towards Britannia biscuits among the respondents in the grocery. From the correlation of the three variables it is clear that customer relationship and supply chain is more important among the respondent in the grocery.

ANALYSIS OF VARIANCE AMONG THE RESPONDENTS IN PAN SHOP

S.NO.	X(Customer relationship)	X ²	Y(Marketing mix)	Y ²	Z(Supply Chain)	Z ²	XY
1	3.06	9.3636	4.25	18.0625	4.38	19.1844	13.005
2	3.35	11.2225	4.06	16.4836	4.07	16.5649	13.601
3	4.19	17.5561	4.96	24.6016	3.85	14.8225	20.7824
4	3.96	15.6816	4.59	21.0681	4.57	20.8849	18.1764
5	3.88	15.0544	4.03	16.2409	4.07	16.5649	15.6364
∑	18.44	68.8782	21.89	96.4567	20.94	88.0216	81.2012

TABLE-1.7

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Correlation between the Customer Relationship Management(X) and Marketing mix(Y) of respondents in the Pan shop

$$r_{xy} = 0.641$$

INFERENCE

The above calculation is to find the correlation between the variables X, Y. As 0.641 is the correlation value between the customer Relationship Management and Marketing Mix, it is inferred that there is high degree of positive correlation between them.

Correlation between the Marketing mix(Y) and Supply Chain (Z) of respondents in the Pan shop

$$r_{yz} = -0.152$$

INFERENCE

The above calculation is to find the correlation between the variables Y,Z. As -0.152 is the correlation value between the Marketing Mix and the Supply chain, it is inferred that there is low degree of negative correlation between them.

Correlation between the Customer Relationship Management(X) and Supply Chain (Z) of respondents in the Pan shop

$$r_{xy} = -0.313$$

INFERENCE

The above calculation is to find the correlation between the variables X, Z. As -0.313 is the correlation value between the customer Relationship Management and Supply Chain, it is inferred that there is low degree of negative correlation between them.

ANOVA

- | | | |
|-----------------------------------|---|------------------------|
| 1. Correction factor (CF) | = | G^2 / N |
| CF | = | 250.27 |
| 2. Total sum of square (TSS) | = | $\sum y_{ij}^2 - C.F$ |
| TSS | = | 3.09 |
| 3. Treatment Sum of Square (TrSS) | = | $\sum T_i^2 / t - C.F$ |
| TrSS | = | 168.96 |

4. Error Sum of Square (ESS) = Total Sum of Square - Treatment Sum of square

$$ESS = - 165.87$$

ANOVA TABLE

Source of variance	Degrees of freedom	Sum of square	Mean sum of square	Calculated value	Table value
Treatment	3 - 1 = 2	168.96	84.48	-6.11	3.89
Error	15 - 3 = 12	-165.87	-13.82		

INFERENCE

The above ANOVA table shows that the calculated value is -6.11 and the table value is 3.89. As the calculated value is lesser than the table value, thus the null hypothesis is accepted. It is concluded that the three variables that is Customer Relationship Management, Marketing Mix, and Supply Chain have equal effect in determining the retailer's attitude towards Britannia biscuits among the respondents in the pan shop. From the correlation of the three variables it is clear that customer relationship and marketing mix is more important among the respondent in the pan shop.

ANALYSIS OF VARIANCE AMONG THE RESPONDENTS IN MEDICAL SHOP

TABLE-1.8

S.NO.	X(Customer relationship)	X ²	Y(Marketin g mix)	Y ²	Z(Supply Chain)	Z ²	XY	YZ
1	4.17	17.3889	4.39	19.2721	4.35	18.9225	18.3063	19.0965
2	4.04	16.3216	4.09	16.7281	4.13	17.0569	16.5236	16.8917
3	4.04	16.3216	4.78	22.8484	4.17	17.3889	19.3112	19.9326
4	3.96	15.6816	4.09	16.7281	4.48	20.0704	16.1964	18.3232
5	4.3	18.49	4.35	18.9225	4.22	17.8084	18.705	18.357
Σ	20.51	84.2037	21.7	94.4992	21.35	91.2471	89.0425	92.601

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Correlation between the Customer Relationship Management(X) and Marketing mix(Y) of respondents in the Medical Shop

$$r_{xy} = 0.182$$

INFERENCE

The above calculation is to find the correlation between the variables X, Y. As 0.182 is the correlation value between the customer Relationship Management and Marketing Mix, it is inferred that there is positive correlation between them.

Correlation between the Marketing mix(Y) and Supply Chain (Z) of respondents in the medical shop

$$r_{yz} = -0.361$$

INFERENCE

The above calculation is to find the correlation between the variables Y,Z. As -0.361 is the correlation value between the Marketing Mix and the Supply chain, it is inferred that there is low degree of negative correlation between them.

Correlation between the Customer Relationship Management(X) and Supply Chain (Z) of respondents in the medical shop

$$r_{xy} = -0.233$$

INFERENCE

The above calculation is to find the correlation between the variables X, Z. As -0.233 is the correlation value between the customer Relationship Management and Supply Chain, it is inferred that there is low degree of negative correlation between them.

ANOVA

$$1. \text{ Correction factor (CF)} = G^2 / N$$

$$\text{CF} = 269.32$$

$$2. \text{ Total sum of square (TSS)} = \sum y_{ij}^2 - \text{C.F}$$

$$\text{TSS} = 0.63$$

$$3. \text{ Treatment Sum of Square (TrSS)} = \sum T_i^2 / t - C.F$$

$$\text{TrSS} = 179.17$$

$$4. \text{ Error Sum of Square (ESS)} = \text{Total Sum of Square} - \text{Treatment Sum of square}$$

$$\text{ESS} = -179.17$$

ANOVA TABLE

Source of variance	Degrees of freedom	Sum square of	Mean sum of square	Calculated value	Table value
Treatment	3 - 1 = 2	179.8	89.9	-6.02	3.89
Error	15 - 3 = 12	-179.17	-14.930		

INFERENCE

The above ANOVA table shows that the calculated value is -6.02 and the table value is 3.89. As the calculated value is lesser than the table value, thus the null hypothesis is accepted. It is concluded that the three variables that is Customer Relationship Management, Marketing Mix, and Supply Chain have equal effect in determining the retailer's attitude towards Britannia biscuits among the respondents in the medical shop. From the correlation of the three variables it is clear that customer relationship and marketing mix is more important among the respondent in the in the medical shop.

FINDINGS AND SUGGESTIONS

- It was found that 36% of respondents are highly satisfied, 27.2% of respondents are satisfied and 16% of respondents are neutral towards the dealers visit to the outlet.
- About 33.2% of the respondents are highly satisfied, 32.4% of respondents are satisfied with the audit visit to check the quality and expiry of the Britannia biscuits.
- 37.6% of the respondents are highly satisfied and 43.2% of the respondents are satisfied and none of the respondents are highly dissatisfied with the fulfillment of consumer's requirements.
- 35.6% of the respondents are highly satisfied and 38.8% are satisfied with the target assigned by the company.
- 29.2% of the respondents are highly satisfied and 41.6% are satisfied with the facilities provided to promote the sales.

- Majority of the respondents (51.6%) are highly satisfied, 42.8% of respondents are satisfied and none of the respondents are highly dissatisfied about the price of the Britannia biscuits.
- 37.2% of the respondents are highly satisfied and 48.8% of the respondents are satisfied and none of the respondents are highly dissatisfied towards the offers and schemes provided by the company.
- Majority of the respondents (89.6%) are highly satisfied, 26.4% of respondents are satisfied and none of the respondents are dissatisfied or highly dissatisfied about the advertisement and popularity of Britannia.
- Majority of the respondents (50.8%) are highly satisfied, 35.6% of respondents are satisfied and none of the respondents are highly dissatisfied about the product condition of the Britannia biscuits.
- Majority of the respondents (55.2%) are highly satisfied, 14.4 % of respondents are satisfied and none of the respondents are highly dissatisfied towards the replacement of the damages.
- Majority of the respondents (53.6%) are highly satisfied, 35.2% of respondents are satisfied and none of the respondents are dissatisfied or highly dissatisfied about the availability of the Britannia products.
- 38% of the respondents are highly satisfied and 48.4% of the respondents are satisfied and none of the respondents are highly dissatisfied towards the commission paid by the company.
- 35.2% of the respondents are highly satisfied and 43.6% of the respondents are satisfied and none of the respondents are highly dissatisfied with the credit period allocated by the company.
- Majority of the respondents (59.2%) are highly satisfied, 39.2% of respondents are satisfied and none of the respondents are dissatisfied or highly dissatisfied towards the service quality of the company.
- Majority of the respondents (54.2%) are highly satisfied, 21.6 % of respondents are satisfied and none of the respondents are highly dissatisfied with the timely supply of the products.
- From the analysis of variance it is inferred that the three variables, customer relationship management, marketing mix and supply chain have an equal effect in determining the retailer's attitude towards Britannia biscuits.

SUGGESTIONS

1. Unlike urban markets, rural markets are difficult to predict and possess special characteristics. The featured population is predominantly illiterate, have low income, characterized by irregular income, lack of monthly income and flow of income fluctuating with the monsoon winds. Hence proper study should be made about the market.
2. Rural markets face the critical issues of Distribution, Understanding the rural consumer, Communication and Poor infrastructure. The marketer has to strengthen the distribution and pricing strategies. The rural consumer expects value for money and owing to has unsteady and meager status of weekly income; increasing the household income and improving distribution are the viable strategies that have to be adapted to tap the immense potential of the market.
3. The company to retain its market leadership must concentrate in sales promotion activities, which would enhance the sales of Britannia products. The promotion should be cyclic.
4. Compared to Sun Feast, the advertisement effectiveness of Britannia are found at par. Therefore, more creative advertisement copy must be concentrated.
5. Media reach is a strong reason for the penetration of goods like cosmetics, FMCG, etc., which are only used by the urban people. Increasing awareness and knowledge on different products and brands accelerate the demand. The rural audience are however critical of glamorous ads on TV, and depend on the opinion leaders who introduce the product by using it and recommending it.
6. In order to get good will from low level retailers, the dealer should allow credit facilities to some extent.
7. A Grievance handling center may be instituted for handling customer's grievances related to Britannia products if any.
8. Special programs can be organized to motivate the dealers and retailer to get awareness about the various schemes and also to push the sales.
9. Point of purchases display for Britannia should be increased. Britannia is found to be preferred by majority of the customers.
10. Prompt delivery on specified date should be done by dealers when order is placed.

CONCLUSION

After a careful investigation, using appropriate methodology with regard to Britannia, the following conclusions are drawn from the study. The conclusion drawn from the retailer's point of view is that, the distribution system of Britannia is not effective in Soundara pandiyapuram & Solaseri. They get the product from wholesale agencies. Britannia can do their best to the retailers, if they adopt direct distributions. Thus Britannia can increase their market share through

sales promotion activities, intensive distribution and attractive schemes to retailers. More concentration should be given to the supply chain of the bakery, pan shop and medical shop and marketing mix of the grocery shops, as the retailers felt less satisfied with the above area. It is evident that most of the retailer's attitude is committed toward Britannia than Sun Feast in the study area. In order to increase the market share, company should put forward certain measures in the initial stage to retain and develop the market share. As per Indian researchers view, the attitude of consumers is "ready to bare high speed capital and never have the attitude of spending high working capital".

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