

INTERNATIONAL JOURNAL OF INFORMATIVE & FUTURISTIC RESEARCH*An Enlightening Online, Open Access, Refereed & Indexed International Journal of Multidisciplinary Research***Volume -1 Issue -12, August 2014****Marketing mix strategies of Retailing and Buyers Behavior towards FMCG –A Study in Bangalore**

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Abstract

The purpose of the study is to examine the general shopping behavior includes such variables as days of the week, presence of a shopping list, period of shopping and shopping with a credit card. It also included variables like whether people thought themselves to be impulse purchasers and also if they thought themselves to be impulse purchasers. To investigate the relationship between the touching and cognitive processes on impulse buying among consumers. and also to evaluate the effects of various demographic segments of customers. This leads us to conclude that consumers most often have an irresistible urge to buy, suffer from emotional conflict, manage their moods and like to increase their pleasurable moods states while indulging in impulse purchases. It may be concluded that the number of members in the family does not have a significant impact on cognitive deliberation with respect to impulse buying

Keywords: Retailing, Emotional difference, Inclination Buying

1 Introduction

The Indian retail sector has been undergoing a rapid transformation in the past few years. The traditional formats of kirana stores, hawkers, grocers, etc are being gradually taken over by the modern formats of department stores, discount stores, malls, supermarkets, convenience stores, fast food outlets, specialty stores, warehouse retailers, hypermarkets, etc. For example, Pantaloon started the 'Big Bazaar' discount stores in 2002; Reliance opened its first supermarket named 'Reliance Fresh' outlet in Bangalore and has since fanned out to several States; Subhiksha outlets have been fast spreading across the nation; etc. Thus, the current face of Indian retail comprising the unorganized small and medium retailers is slowly changing into a more organized form of retailing.

As of now, there is no policy for foreign direct investment (FDI) in retail. The government allows 100 per cent FDI in cash and carry through the automatic route and 51 per cent in the retail trade of single brand products. Besides, the franchise route is available for the big operators. The government also proposes further liberalization in the retail sector allowing 51 per cent FDI in consumer electronics, sports goods, stationery and building equipment. The current policy regime also bars foreign retailers

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from selling multiple brands directly to consumers. Also, this policy framework involves numerous licensing formalities for the retailers and hence there is a demand for a single window clearance system which makes the whole process hassle-free.

2 Objectives

- I. To investigate the relationship between the affective and cognitive processes on impulse buying among consumers.
- II. To study the effects of various demographic segments of customers.

3 Review of Literature

Nancy M. Puccinelli et al (2009) postulate that greater thoughtful of customers can enhance customer satisfaction and retail routine. They attempt to enrich this understanding by providing an overview of existing consumer behavior literature and suggesting that specific elements of consumer behavior—goals, schema, information processing, memory, involvement, attitudes, affective processing, atmospherics, and consumer attribution and choices—play important roles during various stages of the consumer decision process. Dhruv Grewal et al, (2009) contend that endurance in today's monetary climate and competitive retail environment requires more than just low prices and innovative products. To compete effectively, businesses must focus on the customer's shopping experience. Customer experience includes every point of contact at which the customer interacts with the business, product, or service. Customer experience management represents a business strategy designed to manage the customer experience. It represents a strategy that results in a win-win value exchange between the retailer and its customers. Shankar Gopalakrishnan and Priya Sreenivasa, (2009) cautions that rather than being a panacea for Indian cultivation, commercial food provision will likely accelerate many key elements of India's agricultural crisis. It will produce a decline in land efficiency, diminish food security, harmfully affect price steadiness and will tend to unconstructively impact employ and credit relations. Vijay Kumar et al (2008) focus on serious concerns about the entry of organised trade in the Indian food sector. Based on a study of the Indian food retailing industry, they indicate that while these concerns are valid, there are more winners than rabble in the process. The paper also defines business steps that the affected parties can take as well as policy measures the government can adopt to resolve the issues equitably. E A S Sarma (2005) suggest that though the direction has been considering hole up the put on the market production to foreign direct investment for some time, it must first examine the constraints faced by long-established retailers in the supply chain and institute a package of safety nets as Thailand has done.

4 Limitations

- I. The study is limited only to the location of Bangalore city; the results may or may not be applicable elsewhere across political boundary of India. Hence, the simplification must be made with observation.
- II. The questionnaires used for the survey was prepared in English. The Language did pose a problem towards the consumer survey as some of kannadigas were not so fluent in the language.

5 Research Type

Analytical and Empirical one.

6 Methodology

The data required for the study have been collected from fifteen sample respondents and also from various secondary sources such as research articles from journals, working papers, and websites.

7 Hypothesis

H0: There is no significant disparity across different demographic segments and the proportions of the affective module with respect to desire buying among consumers.

H1: There is significant distinction across different demographic segments and the scope of the affective element with respect to desire buying among consumers.

8 Result and Discussion

Table 1: Buyers Perception vs. Different Demographic Segments

Categories	N	Mean	Std. Deviation	
Gender	Male	352	2.90	0.999
	Female	325	2.99	0.781
Age	21-30	403	3.37	0.947
	31-55	334	2.73	0.988
Education	No Education	7	2.57	0.969
	Upto Higher School	71	2.88	0.810
	Graduate	354	3.14	0.987
	Post Graduate	259	3.00	1.066
	Others	46	3.39	1.142
Occupation	Service	504	3.16	0.974
	Self Employed	35	2.97	1.083
	Professional	85	3.31	1.028
	Housewives	98	2.57	1.006
	Students	13	2.63	1.092
	Others	2	2.60	2.263
Income	Upto 2,0000	153	3.22	0.899
	2,00,001 to 5,00,000	148	3.37	0.917
	5,00,001 to10,00,000	170	3.18	1.091
	Above 10,00,000	134	2.73	0.993
Marital Status	Married	520	2.98	1.039
	Unmarried	217	3.31	0.919
Size of the Household	Up to 3	100	3.04	1.014
	4-5	549	3.07	1.013
	6-8	63	3.13	1.042
	More than 8	10	3.42	1.085

Table2: Emotional difference vs. Gender through T- Test

		Levene's Test for Equality of Variances	t-test for Equality of Means			
		F	Sig.	t	df	Sig(2tailed)
EC	Equal variances assumed	0.366	0.545	2.156	735	0.031
	Equal variances not assumed			2.151	720.338	0.032

Table 3: Emotional difference vs. Gender through ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.120	1	.120	.186	.667
Within Groups	475.792	735	.647		
Total	475.912	736			

Table 1: Indicates the number of respondents at various levels of their education. The lowest mean of 2.57 was for respondents who had not completed their schooling. The highest mean of 3.14 was obtained for those respondents who had 195 not completed their graduation. A lower mean indicates that a higher number of individuals deliberate to a greater degree with respect to impulse buying. Table 59 indicates the ANOVA values with the p value being 0.019 at 736 df. As indicated in the results education has a significant bearing on cognitive deliberation with respect to impulse buying, $t(736) = 0.019, p < 0.05$. We therefore reject H_0 . It may be concluded that there does exist a significant association between education and cognitive deliberation with respect to impulse buying among consumers. The lower mean of 3.02 was for respondents who had 2 members in their household. The higher mean of 3.42 was obtained for those who had more than 8 members in their household. A lower mean indicates that a higher number of respondents have a greater degree of cognitive deliberation with respect to impulse buying while the lower mean suggests on the contrary. Table 63 indicates the ANOVA values with the p value being 0.680 at 736 df. As indicated in the results $t(736) = 0.680, p > 0.05$. We therefore retain H_0 . It may be concluded that the number of members in the family does not have a significant impact on cognitive deliberation with respect to impulse buying,

9 Conclusion

To conclude, the study examined the various factors affecting purchase decisions and some universal purchase behavior. An attempt was also made to find the occurrence of purchase for different products by consumers. The affective and the cognitive extent are envisaged to be strong predictors of urge buying among consumers. Consumers have been set up to think before going in to make any purchases and also tend to make momentous purchases without accepted wisdom about their future. The study suggests a inclusive lack of arrangement by consumers. However, the dimension of



disregard for the future has the supreme impact than the other two dimensions of cognitive deliberation and unplanned buying. The affective element contributes to a much superior degree than the cognitive constituent in whim export among patrons.

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