Study on RETAILERS BRAND PREFERENCE TOWARDS INSTANT FOOD MIXES IN THOOTHUKUDI

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ABSTRACT

This study investigates retailers' brand preference and awareness of Instant Food Products. A sample of 176 retailers was surveyed using a Structured Questionnaire. Data was collected on factors influencing buying decisions, purchasing frequency, preferred brand, and overall satisfaction level. The majority of retailers preferred Aachi as their preferred brand. Statistical tools like Chi Square and Regression Analysis were used for analysis.

Keywords : Brand preference , Instant food, retailers.

CHAPTER I

1.1 INTRODUCTION

Brand preference is a marketing metric that reflects the strength of a brand in themarket. This indicator shows whether retailers prefer a particular brand over other brandsfrom the same category. Brand preference measures the level of consumer dedication to thecompany. Building brand preference is one of the goals each business tries to achievebecause it goes hand in hand with brand marketing concepts. Brand marketing is a holisticapproach that entails reaching several objectives to build long-lasting relationships andemotional connections with clients, resulting in high revenue. This project aims to find out the retailers brand preference towards Instant food mixes.This project is also meant to identify theretailers awareness towards Instant food mixes,factors influencing the retailers buying decision towards Instant food mixes, retailers purchasing frequency, retailers most preferred brand and overall satisfaction level of retailers towards Instant food mixes. A total sample of 176 is taken from retailers. The data have been collected using Structured Questionnaire from the retailers. The retailers have been enquired about the awareness of Instant food mixes, dealing with Instant food mixes, brand comes to their mind when they hear the word Instant food mixes, brand they recommend to their customer, fast moving brand, type of product mostly purchased, kind of occasion have more sales, category of people who purchased more, order frequency, quantum of order per time, cases sold per month, brand stock in the store, factors influencing the retailers buying decision towards Instant food mixes, credit period, expected promotional activity, brand that satisfies their expectations, rank according to their brand preference and finally their overall level of satisfaction towards Instant food mixes. For the analysis purpose, statistical tools and techniques like Chi Square and Regression Analysis are used. Majority of the retailers brand preference is Aachi.

1.2 INDUSTRY PROFILE

'Instant' is the word which is widely spelt by the modern man to indicate the completion of any work quickly and thereby saving time and energy. The ever changing life style of modern man compels him to search for such commodities which can give him better satisfaction in the changing circumstances of his life style. Among the products, the "Instant food mixes"(IFPs) offered by modern business units have revolutionized the day to day life of modern men by eliminating conventional method of preparing food. The emergence of metropolitan cities, reduced domestic servants, women-folk taking to jobs, increase in the nuclear families, heavy laborious work like grinding manually and other drudging works involved in conventional method of cooking etc., are the factors responsible for the popularity of these products. At present the catering industries and the manufacturers of these products are on the increase to cope with the demand of the products which are gaining the acceptance and popularity among the modern consumers of India. The first international conference in India on 'Ready to Eat Food' (2005) reported that, the demand for the ready to eat products was increasing in the global market. The exports as well as the domestic market offer a vast scope for the Indian products to excel in the sector. To-day Instant food mixes occupy a

legitimate shelf space in stores and supermarkets in India. By dominating the domestic market, Indian companies enter the market with varieties of Instant food mixes to suit the traditional dishes and routine foods and with all types of mixes and masalas. Though the kitchen is the forte of womenfolk, is being now ruled by Instant food mixes.

CURRENT INFORMATION ON INSTANT FOOD PRODUCT

Coronavirus Impact: Demand for ready-to-eat foods gathers steam; sale increases by 20-30%

Companies are ramping up distribution through tie-ups with e-commerce firms and food-tech platforms.With restaurants restricting services to takeaways besides the fear of a rising number of Coronavirus cases has led to people cooking at home, thereby leading to an increase in the consumption of ready-to-eat products. In the last two months, several companies in the ready-to-eat category have claimed to see a rise in demand for their products such as curries/ meals, batters, instant mixes, desserts as well as frozen snacks. "Demand for frozen snacks in retail has increased by 25% to 30% when compared to the pre-Covid period. The demand is continuing to grow especially for high quality and trusted Indian brands," SachidMadan, chief executive – frozen snacks, fruits and vegetables, ITC Ltd told BrandWagon Online.

According to a report by market research firm RedSeer Consulting, the ready-to-cook market in India which stood at Rs 2,100 crore in 2019, is expected to grow at a CAGR of 18% to reach Rs 4,800 crore by 2024. As per the report, the ready-to-cook market is segmented into the non-frozen and frozen product with the former taking bulk share of the market at present. However, non-frozen RTC is expected to grow at a faster pace compared to frozen RTC food and the mix of frozen and non-frozen RTC is expected to evolve from 73%:27% in 2019 to 70%:30% by 2024. "As conservatism on stepping out takes centre stage, brands will need to innovate their offerings to drive the category post lockdown. Besides, the need to leverage digital medium and television to advertise is immense with the rise in consumption of content on OTT, social media and television," SaurabhUboweja, managing partner, BOD consulting explained.

COMPANY PROFILE

AACHI

Aachi has become a household name because of its excellent quality products catering to the common people. The product range is so wide that no household can afford to miss Aachi products from its kitchen. The success of Aachi can be attributed to the following: Excellent Quality products, Strong resources & Marketing Network, Continuous market analysis and Survey of customer needs, Standardization & up gradation of products as per international standards and Excellent Brand Recall. Aachi Group's turnover has been increasing at CAGR of 30% over the last three years which is higher than that of the national average of 15% for Food Processing Industries. AACHI's products reach the consumers through 4000 distributors and 12 Lakh Retailers. The product range is classified to be 8 divisions for easy distribution. It is expected

to strive the magical figure of Rs.2000Cr in turnover by March 2022! "Aachi products are now available in 51 + countries with its brand registered across 106 plus nations".

Founder

MR. A. D. Padma Singh Isaac Chairman & Managing Director, Aachi Group Of Companies, Chennai.

A range of blended masalas adding an extraordinary flavour and taste to a million tongues is what the (AACHI) MASALA KING crowns every 'Queen of the Kitchen' with. Aachi has made a revolution in transforming freshly profile ground masalas into tasty food. Mr.Isaac has made the lives of women easy in the kitchen and brought ripples of happiness and satisfaction to all in the family.

Vision

To manufacture and market food products on a sustainable basis catering to all segments of the society at affordable prices and increase the intrinsic value for all stakeholders with the highest Corporate Governance Standards.

Mission

Aachi is dedicated to provide the customers with the finest, high-quality products, hygienically prepared and competitively priced, living up to their expectations and suppliers for achieving symbiotic relationship.

MTR

MTR Foods Ltd. is one of India's leading purveyors of packaged foods. Its products include a variety of vegetarian snack foods and chips, ready-to-eat meals, and partially pre-cooked meals, emphasizing the cuisine of southern India. Other products include pickles, vermicelli, and over 30 varieties of ice cream and ice cream cones. The company is one of only a few that sell packaged food nationwide. MTR Foods also exports canned foods to the United States in an arrangement with the grocery chain Kroger and sells spices in the United Kingdom through the British company Centura Foods. MTR products are also available in Australia, Singapore, Malaysia, and other Asian countries. In 2002, MTR Foods began opening franchised fast-food restaurants across India that served its vegetarian specialties. These are called MTR Super Shops. J.P. Morgan Partners owns a 28-percent share of MTR Foods. Another 14 percent of the company is owned by Magnus Capital Corporation, a venture capital group based in Mauritius. Chairman and company director SadanandaMaiya owns the remainder. MTR operates seven manufacturing facilities. The company is the first Indian processed food company to pass strict global food safety and hygiene standards, preparing the way for MTR's penetration into a broader export market in the 2000s.

MTR Foods is a food products company based in Bengaluru, India. The company manufactures a range of packaged foods including breakfast mixes, ready to eat meals, masalas and spices,

snacks and beverages. MTR Foods Pvt. Ltd. is a subsidiary of Norwegian conglomerate Orkla. MTR acronym of Mavalli Tiffin Rooms.

History

The company began with the establishment of the Mavalli Tiffin Room (commonly known as MTR) restaurant in Bangalore in 1924 by YagnanarayanaMaiya. In 1975 when India was under emergency, a Food Control Act was introduced which mandated that food was to be sold at very low prices. This move made it difficult for MTR to maintain high standards in its restaurant business and forced it to diversify into the instant food business, selling ready-to-eat snacks such as chutneys and rasams. In 1984, MTR expanded out of Karnataka to the southern states of Tamil Nadu and Andhra Pradesh. In 2007, Orkla Group, a Norwegian conglomerate, acquired the packaged foods business of MTR Foods.

Growth and profitability

The company is currently an approximately ₹700Cr company which is growing at a CAGR of 18%. The company has been listed as a Fortune Next 500 (India's Top Midsize) company for 2016.

Business

In 2011, MTR launched a sub-brand called MTR Snack Up with a range of traditional South Indian snacks like KharaBoondi and Benne Murukku. In 2017 MTR launched a new brand called Laban.

- "MTR Foods eyes Rs 1,000-crore revenue in CY17". Business Standard. 13 April 2017.
- "Norway's Orkla acquires MTR Foods in $80-m deal". Business Line.
- "MTR focusses on south with innovative product". The Hindu.
- "MTR moves top stop reveal from snacking on its market share". Business-standard.com.
- "MTR Foods introduces a new brand Laban, a delicious, stretchy, unique human-shaped candy".

KOHINOOR

Established in 1989, Kohinoor has presence in over 60 countries. The company owns one of the finest basmati rice brands, also a wide assortment of food products that include wheat flour, ready-to-eat curries and meals, simmer sauces, cooking pastes to spices, seasonings and frozen food.At present, the company has customers in the USA, Canada, Australia, New Zealand and the UK, as well as the Middle East and Southeast Asian countries. Kohinoor has two 100 per cent fully owned.

History

Kohinoor Foods Ltd. has gone past numerous milestones becoming a global food giant. And it looks forward with hope and glory to scale greater heights and continue touching the world with that special authentic taste of India. In 1976 It all started as a small rice trading business. Three Amritsar based brothers, Mr. Jugal Kishore Arora, Mr. SatnamArora&Mr.GurnamArora joined hands to bring the best variety of rice,

the Basmati Rice, to the people of India. And to differentiate their basmati rice from other variety of rice available in the market, they gave a name to it – Kohinoor, the name that meant the best, which depicted the best variety of rice available to people

During1992-1995, the company took another drastic step. For the first time in the rice industry, a commodity was not just looked at as a 'commodity', but as a 'brand'. This was the time when the company started advertising its product – Kohinoor. For the first time, a commodity product started communicating with its end consumers directly.

In 2003 the company grew, its brand 'Kohinoor' gained a strong position in the minds of its consumers. By around this time the brand had become a big & trusted household name, not only in India, but also in the International markets. This was the time when Kohinoor diversified into branded packaged convenience foods and took authentic Indian flavour abroad with Ready-to–Eat Indian curries and authentic Indian Ready-Meal preparations. To achieve this height, the company also established a very modern and sophisticated food processing plant at Bahalgarh, in the outskirts of Delhi, India.

In 2008 the brand created a Guinness Record by making "World's Largest Biryani" in Delhi. It also launched its range of Spices in the Indian market. Created three new variants of Kohinoor- Platinum, Gold & Silver

Leadership and Management

Kohinoor Foods, today, is a force to be reckoned with not only in India, but also in over 60 countries across the globe. And that's been made possible by the sheer determination and resolve of three brothers Jugal Kishore Arora, SatnamArora and Gurnam Arora. Together, the three of them made the company scale new heights. With their understanding of the market and a deep insight into the consumers' minds, they left no stone unturned to guarantee success for the company. Under their able guidance and motivation, people behind day-to-day activities, both in India and abroad, got encouraged and formed an indomitable team to make Kohinoor a household name. Their common values, professionalism and concerted efforts propelled Kohinoor Foods to become all that it is today – a modern, global food company

Achievements

Kohinoor Foods Ltd. is no stranger to awards and recognition. And with its huge list of accomplishments, it's really no surprise. Incredible as it may sound - 868,500 finest basmati grains flow out every second from Kohinoor factories. If on one hand, Kohinoor Basmati Rice is the first branded food from India to be served on board Malaysian Airlines, than on the other hand, Kohinoor has an elite list of customers that includes the Royal Palaces of Brunei, Emirates and the Sultanate of Oman. That's not all, Kohinoor Foods Ltd. can be credited with a lot of firsts in the category.

- First to introduce one & five kg packs in the rice category – changing the way India buys rice.
- First to start building brand in a traditionally commoditised market.
- First to advertise rice in the Indian market.
- First to bring automated packaging machines and colorZ series Sortex machines to the country.

GITS

Gits Food Products Private Limited is an unlisted private company incorporated on 27 July, 1994. It is classified as a private limited company and is located in Pune, Maharashtra. It's authorized share capital is INR 3.00cr and the total paid-up capital is INR 2.98cr.

Description: The Company produces & sell packaged food products.

Products & Services: GulabJamun, Basundi, Food Mixes, Jilebi Mix, Alu Chana Chat

Category: Manufacturer & Distributer

The current status of Gits Food Products Private Limited is - Active.

Founders

Gits was founded by two friends, HZ Gilani and AK Tejani, with the objective to provide labour-free and time-saving mixes made from natural ingredients. They named the brand 'Gits', derived from 'Gilani' and 'Tejani', the founder's last names.

The second generation helmed by Mr. R.H Gilani and Mr. M.A Tejani, Gits expanded the product range and set up distribution pan-India. They were also able to start exports which eventually spread to reach over 40 countries.

Today, the third-generation of the family, spearheaded by Mr. Sahil Gilani, Ms. SamanaTejani and Ms.AasiyaTejani is building on the success, by entering new categories.

MANNA

Manna Foods Private Limited is an unlisted private company incorporated on 27 May, 1994. It is classified as a private limited company and is located in Karnataka. Its authorized share capital is INR 5.00Cr and the total paid-up capital is INR 4.88Cr.

1.2 REVIEW OF LITERATURE

J. Duraichamy , T.T Karthik done A Study on "Consumer's Opinion towards Packaged Instant Food Products in Madurai City". The purpose of the study was to analyse the consumer opinion regarding packed instant food. In a study, an attempt has been made analyse the customer's level of opinion towards packaged instant food. The sampling size is 45. SPSS software is used to analyse the data statistics.(Duraichamy J, 2021)

TahreenHuq, Imran MahmoodSarker studied "Factors influencing brand preferences for instant foods: A comparative study between Sweden and Bangladesh"researches investigated the factors that influence consumers' brand preferences for instant foods focusing on the graduate-level students of Sweden and Bangladesh. The sampling size is 120. Thematic analysis is used.(Huq T, 2020)

Dr. N. Vijayalakshmistudied "Consumer Behaviour towards Instant Cooking Food Products in Madurai District"research had found the factors influencing the buying decision. A sample of 150 households had been selected for the study from the Madurai district of Tamil Nadu, as the study area. Statistical tools like percentage analysis, Chi-square test, Factor Analysis and Garrets Ranking Techniques are used. (Vijayalakshmi N, 2021)

RupaRathee, PallaviRajain, AnchalKuchhal studied "Ready-to-Eat Products: Perspective of Working Women".The results showed that, majority of the women were aware of ready to eat food products. The factors which influenced the purchase are negative aspects, usefulness, ease of use, sales promotion, familiarity, fondness, price influence and time taken. The sampling size is 205. Non-probability sampling i.e., convenience and judgmental sampling is used.(Rathee R, 2018)

R. Shopiya conducted A study on "Awareness among the Consumers' about Instant Food Products". The purpose of the study was to identify the awareness of the customers towards instant food products and examine the relationship between the personal profile and their level of awareness. The sampling size is 100. Chi-Square test is used.(Shopiya, 2018)

Dr. S. Shanmugapriya , V. Srivarshini studied "Consumer preference and satisfaction towards Instant Food Products" studyanalysed the consumers level of satisfaction on using instant food products and conclude that the family income, non-earning members in the family and period of using instant food products are associated with consumers level of satisfaction on instant food products. The sampling size is 234. Simple percentage and Chi-Square test is used.(Dr.S.Shanmugapriya, 2018)

Pavithra K.Mconducted "A study on purchasing behaviour towards instant food products with specialized preference to Coimbatore city".From the study it is identified the force that influence on consumer shopping pattern particularly in Coimbatore also on the basic of personal interest shown by the manufactures on them, the techniques used in marketing include choosing target markets through market analysis and market segmentation, as well as understanding methods of influence on the consumer behaviour. The sampling size is 70. Convenience sampling technique is used.(M)

Dr. V. Selvarani , A. Zeenath Amman conducted A Study on "Consumer Behaviour of Instant Food Products with special reference to Tiruchirappalli City". It involves the psychological processes that consumers got through in recognizing needs, finding ways to solve these needs, making purchase decisions, interpret information, make plans and implement those plans by engaging in comparison shopping or actually purchasing a product. The sampling size is 85. Simple random sampling method is used.(Dr.V.Selvarani, 2016)

J Y Liew, N S Mat Zain conducted a study on"An exploration of the key factors affecting consumer buying behaviour of instant food products in Kota Bharu"(2015) explored the key factors affecting

consumer buying behaviour of instant food products in Kota Bharu. The sampling size is 384. Convenience sampling technique is used.(J Y Liew, 2015)

A.Jafersadhiq conducted A Study on "Buying Behaviour on Instant Food Products at Coimbatore" (2014)The study examined the consumers buying behaviour with the help of consumer awareness towards the Instant products, reason for purchasing, factors influencing to purchase. It proves that consumers buying behaviour is influenced by the traditional way of manufacturing process, traditional ingredients and the availability of products next to their shops. The sampling size is 180. Convenience sampling technique is used.(A, 2014)

K.Srinivasan ,R.Nirmala conducted "A Study on Consumer Behaviour towards Instant Food Products (With Special References to Kanchipuram Town" (November 2014)highlights the study of consumer behaviour regarding instant food products.An attempt has been made to analyse the consumer purchasing frequency for the instant food products. Further efforts have also been made to know the consumer awareness towards products and to analyse factors influencing the purchase of instant food products. A questionnaire was prepared to test the attitude of 100 consumers towards instant food products. Sampling method has been used to collect the data on the basis of likert scale. Percentage analysis, Chi-square test also has been applied.(K.Srinivasan, 2014)

J.Lilly studied "Purchase Decision of the consumers towards Instant Food Products"(2012) study revealed that, majority of the respondents have planned decision in purchasing instant food products where self and spouse decision is preferred and they purchase mostly in departmental stores. Television plays a major role in providing information about instant food products. The sampling size is 250. Convenience sampling technique is used.(J.Lily, 2012)

1.3 OBJECTIVES

❖ To study the retailers awareness about Instant food mixes.
❖ To find the factors influencing the retailer buying decision of Instant food mixes.
❖ To identify the most preferred Instant Food Product brands by the retailers.
❖ To analyse the retailer purchasing frequency of Instant food mixes.
❖ To measure the retailer level of satisfaction towards Instant food mixes.

1.4RESEARCH METHODOLOGY

1.4.1 Research Design:

The research design used in this study is Descriptive in nature.

1.4.2Nature of data:

Both primary and secondary data are used for this research.

Primary data:

Primary data is collected through questionnaire and other data received from retailers in research project.

Secondary data:

Secondary data is collected through various articles, websites and also through already existing data in the internet .

1.4.3 Method of Data Collection:

The primary data was collected by direct survey method using Questionnaire from Retailers.

1.4.4 Sampling Design:

Population:

Population size is unknown. Population represents retailers.

Sample Size:

The sample size is 176 and it is collected from the retailers.

Sampling Method:

The sampling method used in this research is convenience sampling method.

Contact Method

Sampling method is done by direct contact with retailers.

1.4.5 Tools used for analysis:

Various tools/methods are used for the purpose of analysing the responses towards various factors. The tools used to analyse the responses are

- Pie Chart
- Bar Chart
- Chi Square
- Regression

CHAPTER II

2.1 Description about the Retailers:

2.1.1 Outlet Type:
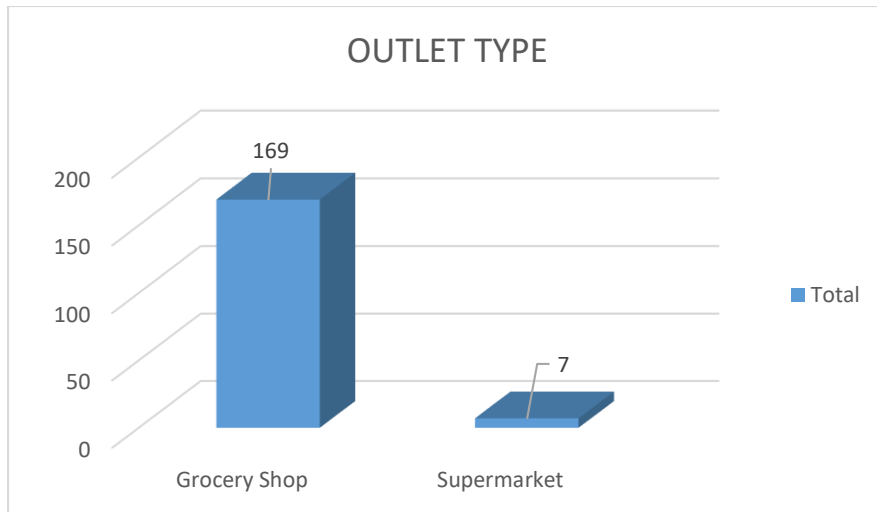
Fig 2.1.1 Outlet Type

Inference

From the above fig 2.1.1, it is inferred that majority of the retail outletare grocery shop (169) and next category of retail outlet are supermarket (7).

2.1.2 Location

Fig 2.1.2 Location

Inference

From the above fig 2.1.1, it is inferred that all the retail outlets surveyed are from urban (176).

2.1.3 Year of Existence
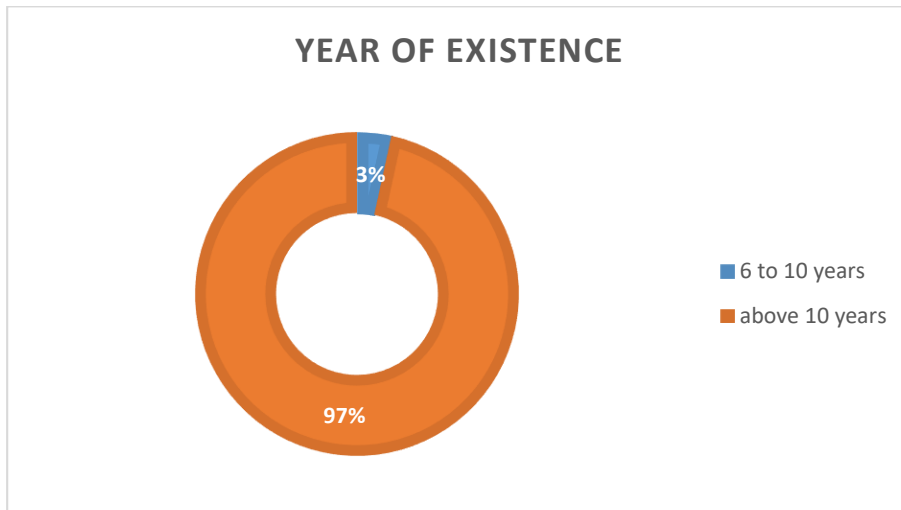
Fig 2.1.3 Year of Existence

Inference

The above figure 2.1.3 shows that among 176 retail outlets 97% are above 10 years of existence and 3% are 6 to 10 years of existence.

2.1.4 Aware of Instant food mixes
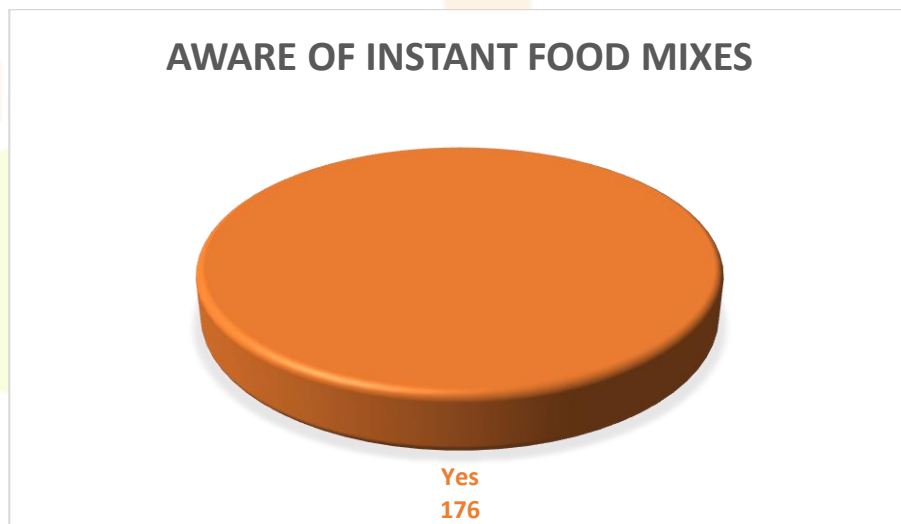
Fig 2.1.4 Aware of Instant food mixes

Inference

The above figure 2.1.4 shows that all the 176 retailers are aware of Instant food mixes.

2.1.5 Brand comes to retailers mind

BRAND COMES TO RETAILERS MIND
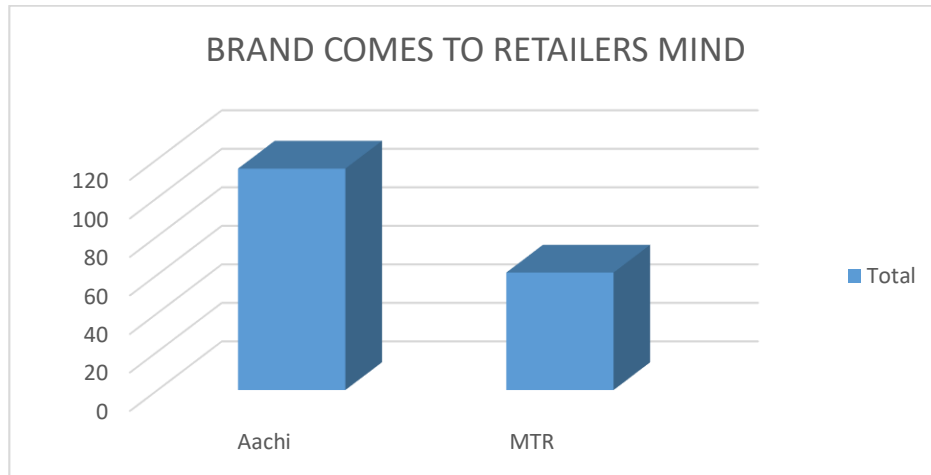
Fig 2.1.5 Brand comes to retailers mind

Inference

From the above fig 2.1.5, it is inferred that Aachi brand comes to the mind of the majority of the retailers(115) and MTR brand comes to the mind of very few retailers(61) , when they hear the word Instant Food Product.

2.1.6 Retailers dealing with Instant food mixes

RETAILERS DEALING WITH INSTANT FOOD PRODUCTS
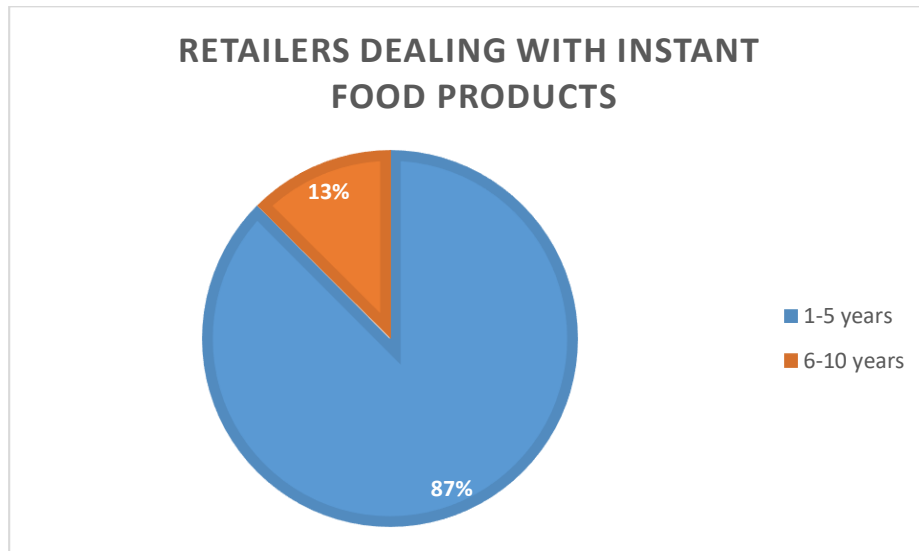
Fig 2.1.6 Retailers dealing with Instant food mixes

Inference

From the fig 2.1.6, its inferred that 87% of the retailers are dealing the Instant food mixes for 6-10 years(154), followed by 13% of the retailers dealing the Instant food mixes for 1-5 years(22).

2.1.7 Brand recommend to their customer

BRAND RECOMMEND TO THEIR CUSTOMER
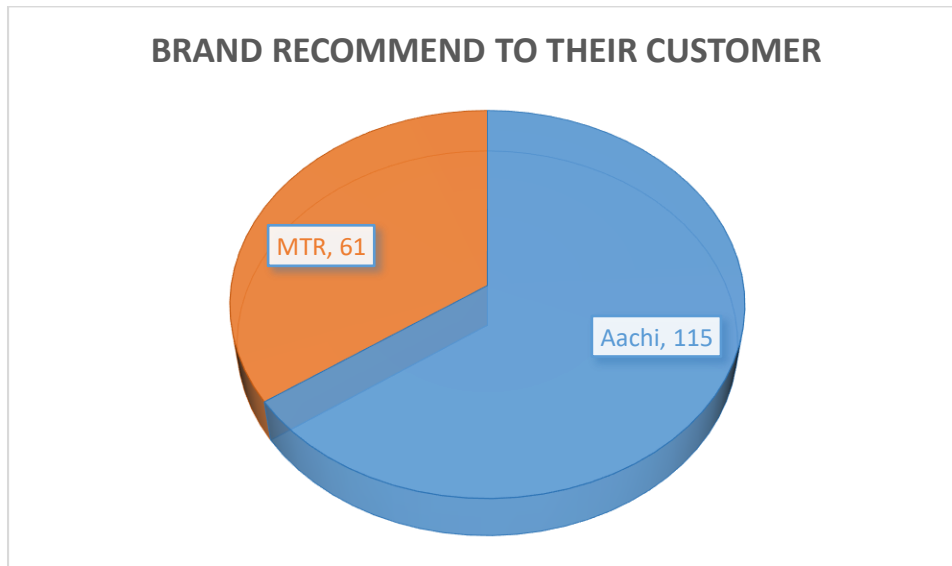
MTR, 61

Aachi, 115

Fig 2.1.7 Brand recommend to their customer

Inference

From the above fig 2.1.7, it is inferred that majority of the retailers recommend Aachi(115) to their customers followed by MTR(61).

2.1.8 Fast moving brand

FAST MOVING BRAND
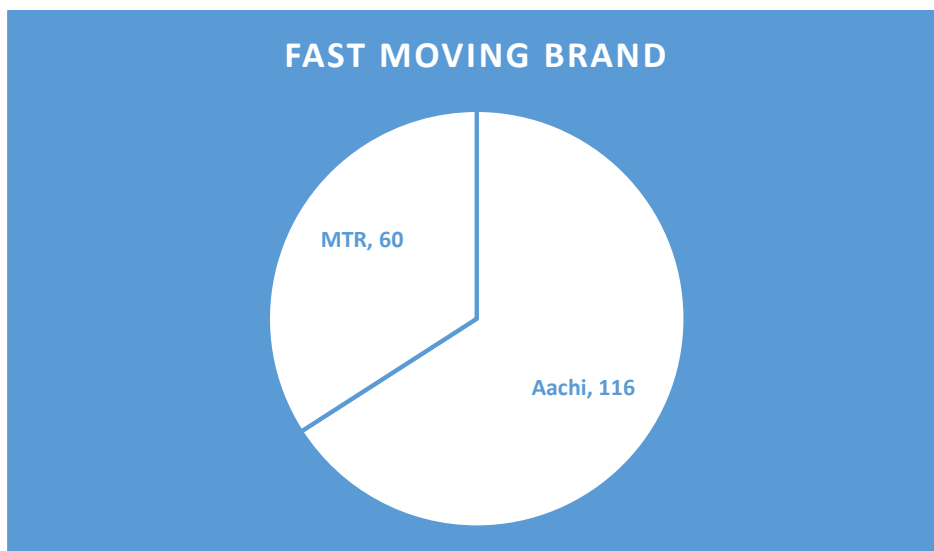
MTR, 60

Aachi, 116

Fig 2.1.8 Fast moving brand

Inference

From the Fig 2.1.8 it is inferred that retailers considered that Aachi(116) as the fast moving brand followed by MTR(60).

**2.1.9 Type of IFP mostly purchased by the Retailers'consumers**
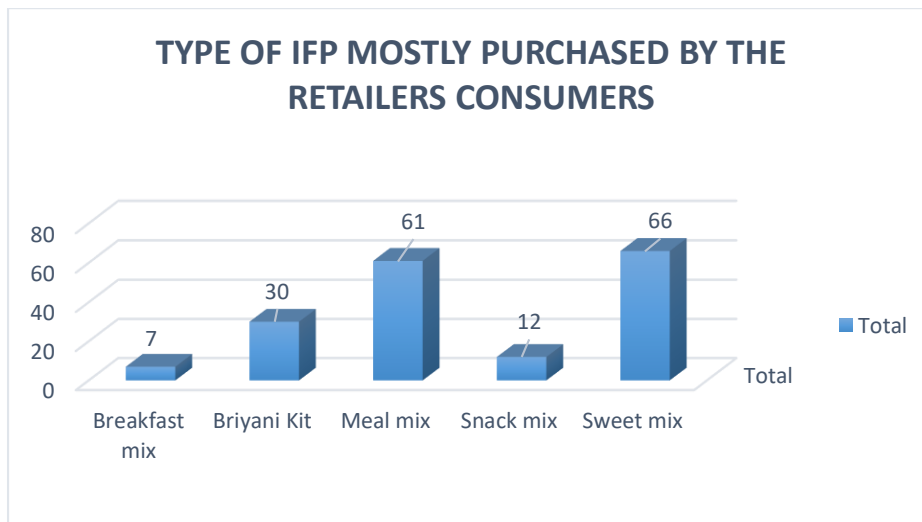
Fig 2.1.9 Type of IFP mostly purchased by the Retailers'consumers

Inference

From the above fig 2.1.9 its inferred that the type of Instant Food Product mostly purchased by the consumers is Sweet mix(66) followed by Meal mix(61), Biryani kit(30), Snack mix(12) and Breakfast mix(7).

2.1.10 Category of people who purchase the most
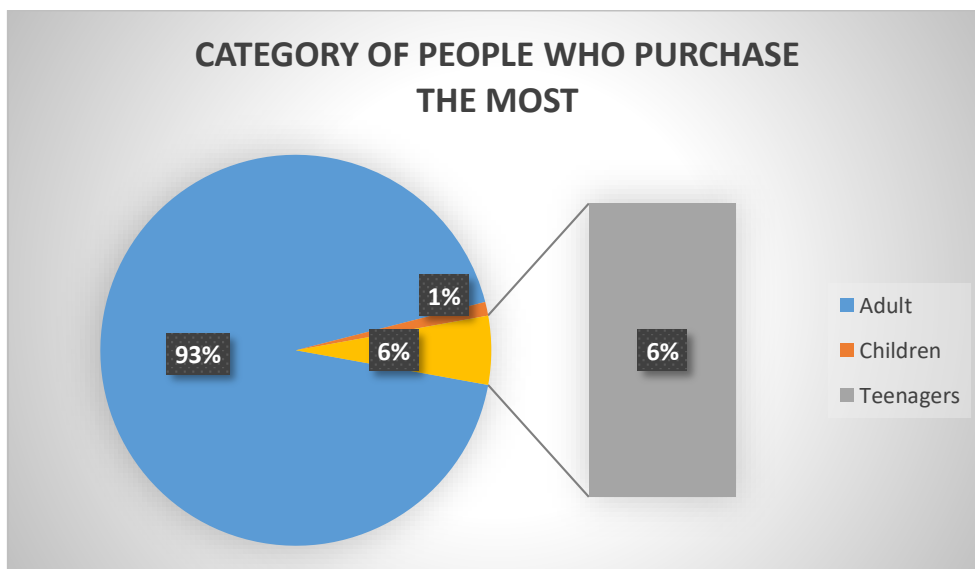
Fig 2.1.10 Category of people who purchase the most

Inference

From the fig 2.1.10 it is inferred that Instant food mixes is mostly purchased by the adults(164) followed by teenagers(10) and children(2).

2.1.11 Kind of SKU have more sales
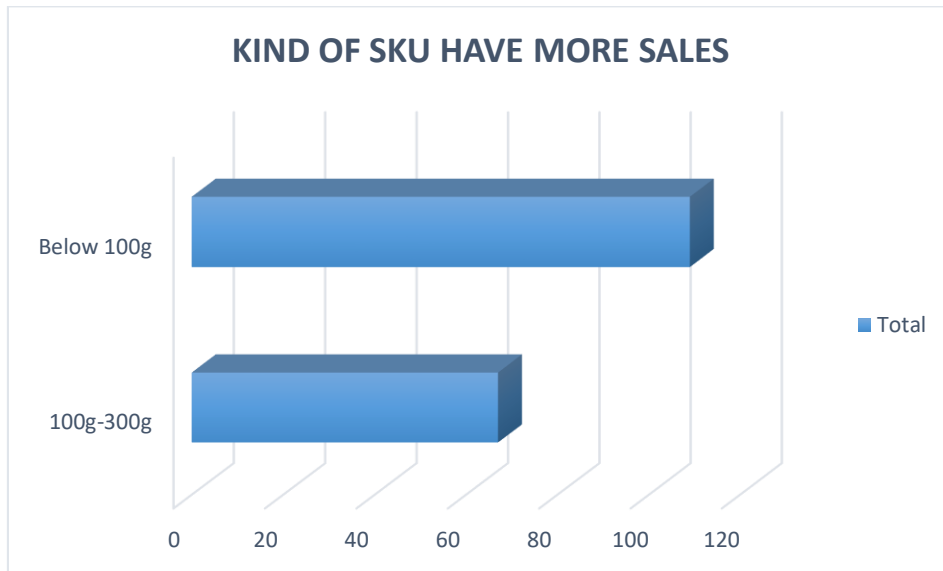
Fig 2.1.11 Kind of SKU have more sales

Inference

From the above fig 2.1.11 it is inferred that below 100g(109) SKU have more sales than 100g-300g(67).

2.1.12 Retailer opinion on the occasion when the IFP have more sales
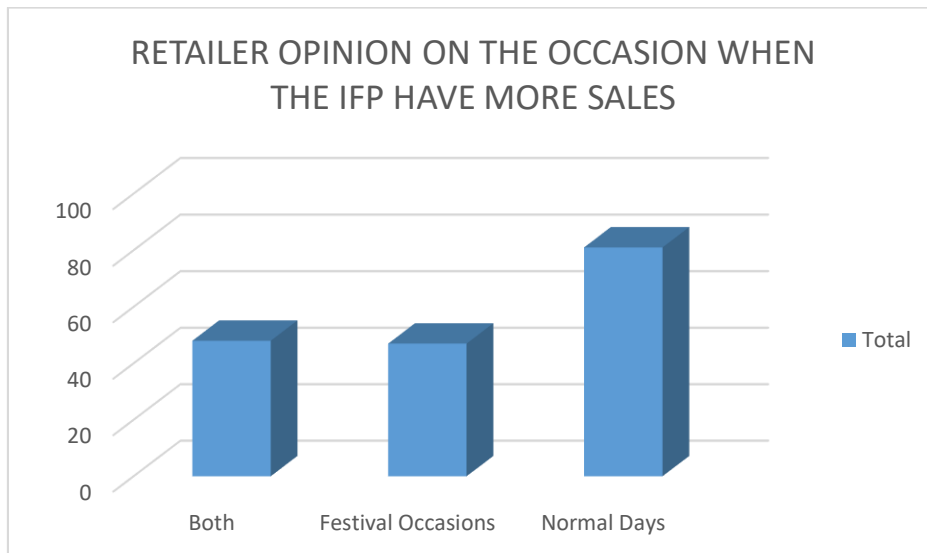
Fig 2.1.12 Retailer opinion on the occasion when the IFP have more sales

Inference

From the fig 2.1.12 it is inferred that majority of the retailers opinions that the Instant food mixes sold more during normal days(81).

2.1.13 Retailers order frequency
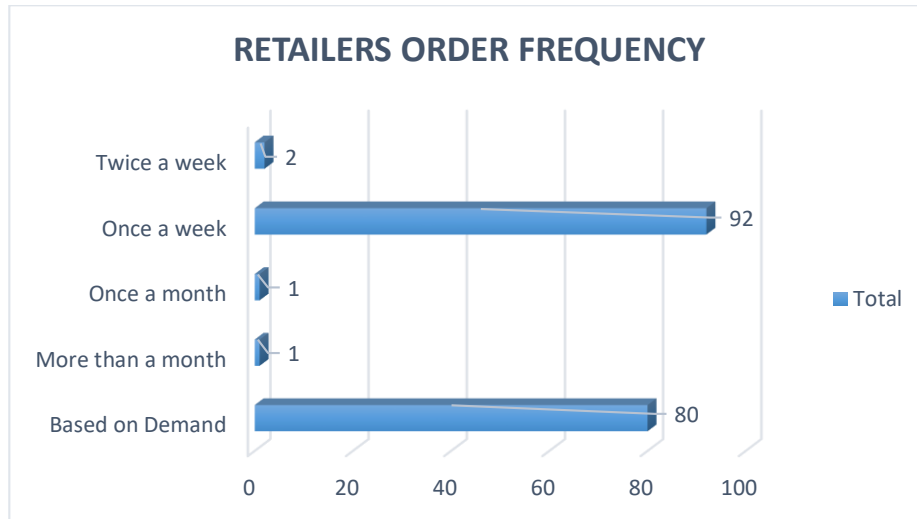
Fig 2.1.13 Retailers order frequency

Inference

From the above fig 2.1.13 it is inferred that majority of the retailers order frequency is once a week(92) followed by based on demand(80), twice a week(2), monthly once(1) and more than a month(1).

2.1.14 Retailers quantum of order per time
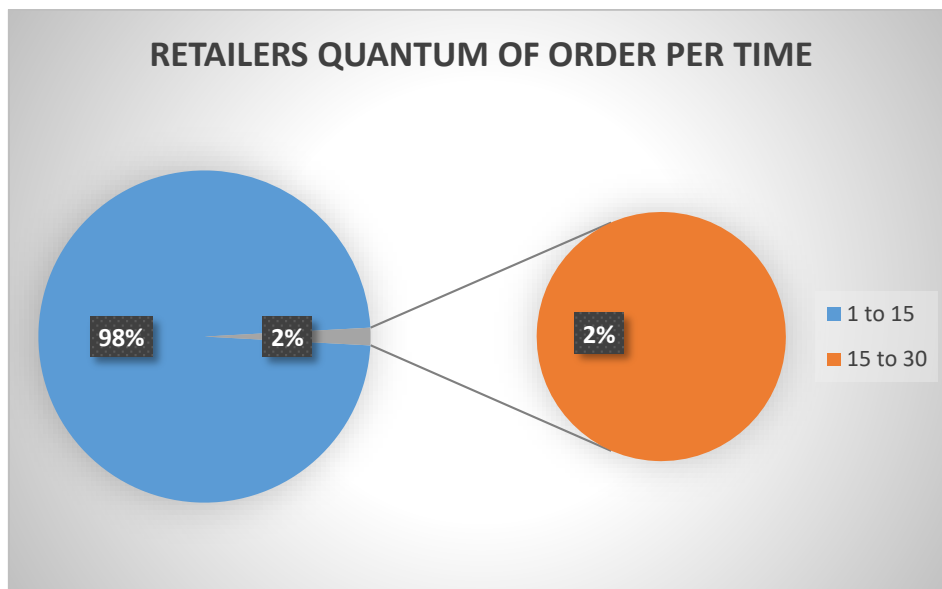
2.1.14 Retailers quantum of order per time

Inference

From the fig 2.1.14 it is inferred that 98% of the retailers(173) order 1-15 cases per time and 2% of the retailers(3) order 15-30 cases per time.

2.1.15 Cases sold per month
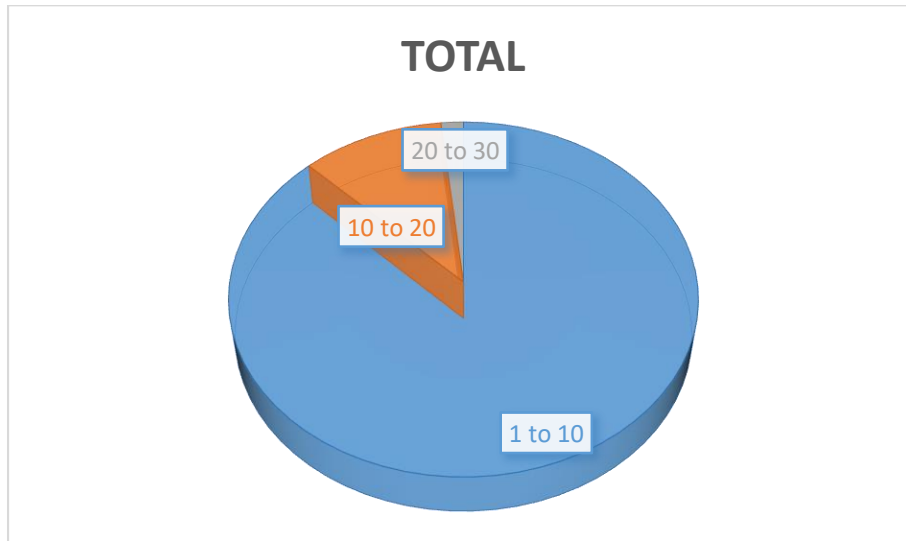
Fig 2.1.15 Cases sold per month

Inference

From the fig 2.1.15 it is inferred that 1-10 cases(154) sold more per month followed by 10-30(9) and 20-30 cases(3).

2.1.16 Brand stock in the store
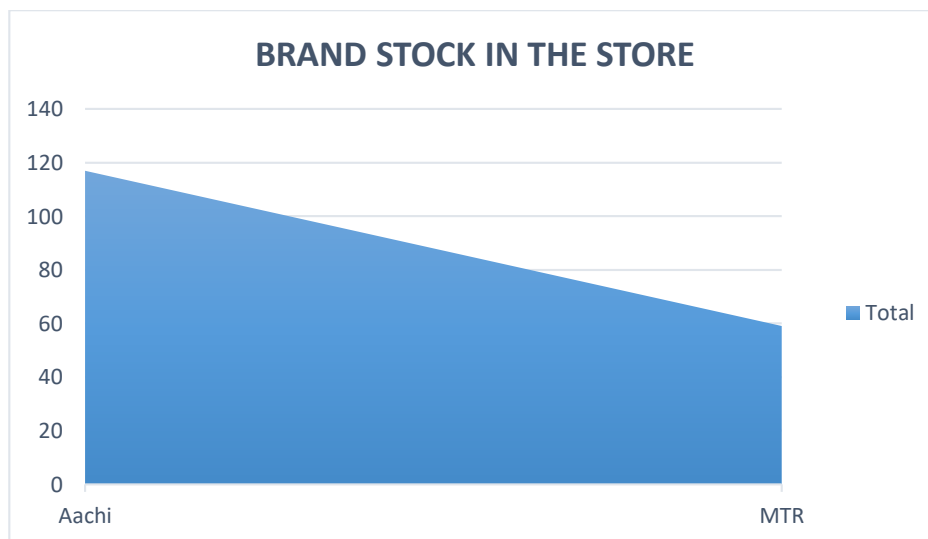

Fig 2.1.16 Brand stock in the store

Inference

From the fig 2.1.16 it is inferred that majority of the retailers prefer to stock the brand Aachi(117) and MTR(57) brand stock than the other brands.

2.1.17 Credit availed by the Retailers
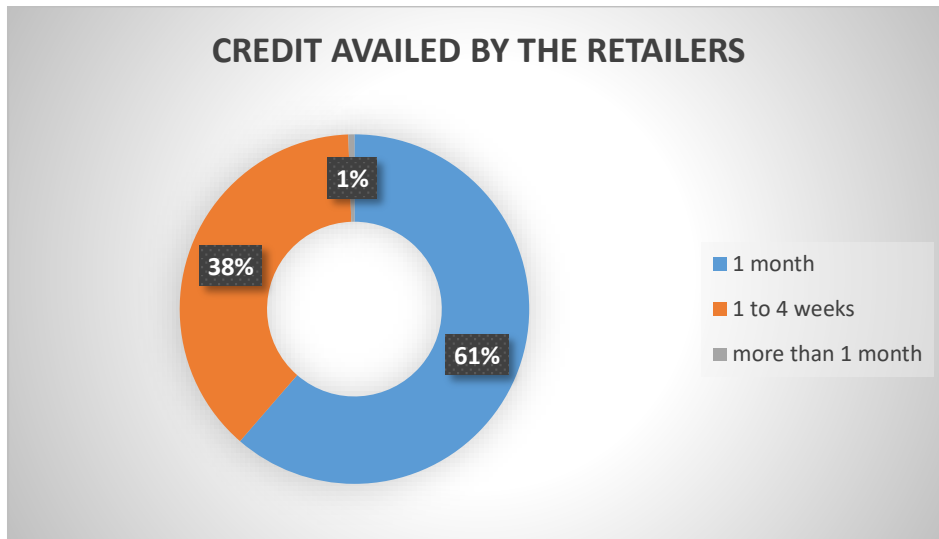
2.1.17 Credit availed by the retailers

Inference

From the fig 2.1.17 it is inferred that 61% of the retailers avail duration of 1-4 weeks(108), 38% of the retailers avail 1 month(67) as the credit period and 1% is more than 1 month(1).

2.1.18 Expected promotional activity by the Retailer

2.1.18 Expected promotional activity by the Retailer

Inference

From fig 2.1.18 it is inferred that free delivery(94) is the most expected promotional activity by the retailer followed by the discount(82).

2.1.19 Retailer overall level of satisfaction towards Instant food mixes
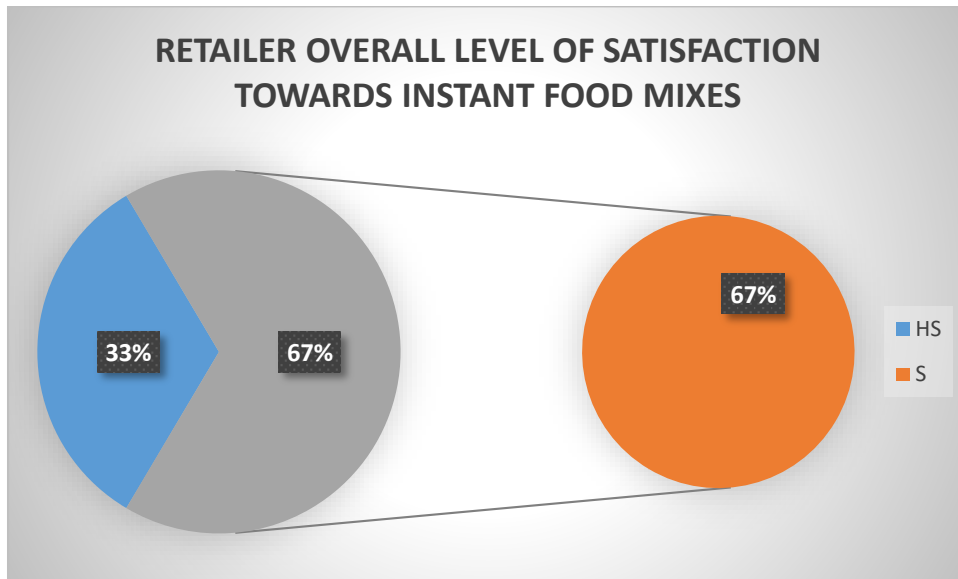
Fig 2.1.19 Retailer overall satisfaction towards Instant food mixes

Inference

From the fig 2.1.19 it is inferred that 67% retailers(118) are satisfied and 33% retailers(58) are highly satisfied towards Instant food mixes.

2.2 RANK ANALYSIS

2.2.1 Brand Name

	Average	Rank
Aachi	4.80	1
MTR	4.14	2
Kohinoor	3.79	3
Manna	3.24	4
Gits	1.04	5

Inference

From the above table it is inferred that based on the brand name the retailers ranked Aachi as 1, MTR as 2, Kohinoor as 3, Manna as 4 and Gits as 5.

2.2.2 Profit Margin

	Average	Rank
Aachi	4.64	1
MTR	4.27	2

Manna	2.91	3
Kohinoor	2.15	4
Gits	1.01	5

Inference

From the above table it is inferred that based on the profit margin the retailers ranked Aachi as 1, MTR as 2, Manna as 3, Kohinoor as 4 and Gits as 5.

2.2.3 Discount & Offers

	Average	Rank
Aachi	4.65	1
MTR	4.27	2
Manna	2.89	3
Kohinoor	2.17	4
Gits	1.01	5

Inference

From the above table it is inferred that based on the discount and offers the retailers ranked Aachi as 1, MTR as 2, Manna as 3, Kohinoor as 4 and Gits as 5.

2.2.4 Demand

	Average	Rank
Aachi	4.65	1
MTR	4.27	2
Manna	2.91	3
Kohinoor	2.13	4
Gits	1.01	5

Inference

From the above table it is inferred that based on the demand the retailers ranked Aachi as 1, MTR as 2, Manna as 3, Kohinoor as 4 and Gits as 5.

2.2.5 Brand that satisfies retailer expectation

	Availability	Credit Policy	Delivery time	Return policy	Ease of ordering	Frequent visit of distributor	Payment mode flexible
Aachi	157	121	107	108	99	132	85
MTR	13	55	68	68	76	44	89
Kohinoor	0	0	0	0	0	0	0
Manna	6	0	1	0	1	0	2
Gits	0	0	0	0	0	0	0
Total	176	176	176	176	176	176	176

	Average	Rank
Aachi	4.59	1
MTR	2.34	2
Manna	0.05	3
Kohinoor	0	4
Gits	0	4

Inference

From the above tables the retailers felt that the brand Aachi that satisfies their expectation followed by MTR and Manna

2.2.5 Retailers Brand Preference

	Average	Rank
Aachi	4.67	1
MTR	4.27	2
Manna	2.93	3
Kohinoor	2.12	4
Gits	1.01	5

Inference

From the above table it is inferred that the retailers ranked Aachi as 1, MTR as 2, Manna as 3, Kohinoor as 4 and Gits as 5 of their brand preferences.

2.3 CHI SQUARE ANALYSIS

2.3.1 Association between the outlet type and retailer buying decision

Null Hypothesis: There is no significant relationship between the outlet type and retailer buying decision.

Alternate Hypothesis: There is a significant relationship between the outlet type and retailer buying decision.

S.NO	Factors	Asymptotic Significance	Null Hypothesis	Interpretation
1	Brand moving fast	0.447	Accepted	There is no significant relationship between the outlet type and brand moving fast.
2	Cases sold per month	0.000	Rejected	There is significant relationship between the outlet type and the cases sold per month.
3	Credit availed by the retailers	0.401	Accepted	There is no a significant relationship between the outlet type and credit availed by the retailers.
4	Promotional activity	0.424	Accepted	There is no significant relationship between the outlet type and promotional activity expected by the retailer.

Inference

While observing the results of the chi square test shown in the above table, the asymptotic significance is lesser than 0.05 ($p < 0.05$), the null hypothesis is rejected that there is a significant relationship between the two variables. Hence it is inferred that the cases sold per month has significant association with the outlet type. The remaining factors like Fast moving brand, Credit availed by the retailers and promotional activity has no impact.

2.3.2 Association between the outlet type and the retailer purchasing frequency

S.NO	Factors	Asymptotic Significance	Null Hypothesis	Interpretation
1	Order frequency	0.973	Accepted	There is no significant relationship between the outlet type and retailer order frequency.
2	Quantum of order per time	0.115	Accepted	There is no significant relationship between the outlet type and retailer order of quantum per time.

Null Hypothesis: There is no significant relationshipbetween the outlet type and the retailer purchasing frequency.

Alternate Hypothesis: There is a significant relationshipbetween the outlet type and the retailer purchasing frequency.

Inference

While observing the results of the chi square test shown in the above table, the asymptoticsignificance is greater than 0.05 (p>0.05), the null hypothesis is accepted that there isnosignificant relationship between the two variables. Hence it is inferred that the outlet type has no impact on the retailer order frequency and quantum of order per time.

2.4 REGRESSION ANALYSIS

2.4.1 Relationship between brand moving fast and brand retailers recommend to their customers

Null Hypothesis: There is no significant relationship between the independent variable (Brand moving fast) and the dependent variable (Brand retailers recommend to theircustomers).

Alternate Hypothesis: There is a significant relationship between the independent variable (Brandmoving fast) and the dependent variable (Brand retailers recommend to theircustomers)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.051	.029		1.737	.084
	@12movingfast	.966	.021	.962	46.668	.000

Inference

In this analysis the regression result are

Y=0.966x+0.51

Where, X= Brand moving fast

Y= Brand retailers recommend to their customers

Observing the above table, it is evident that the significant value is 0.00 which is lesser than 0.05. So the null hypothesis is rejected and the alternate hypothesis is accepted. It is found that there is a significant relationship between the independent variable (Brand moving fast) and the dependent variable (Brand retailers recommend to their customers). Therefore the brand moving fast influencesthe retailers recommendation.

2.4.2 Relationship between cases sold per month and cases ordered per time

Null Hypothesis: There is no significant relationship between the independent variable (Cases sold per time) and the dependent variable (Cases ordered per time).

Alternate Hypothesis : There is a significant relationship between the independent variable (Cases sold per time) and the dependent variable (Cases ordered per time).

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.827	.026		31.974	.000
	@19Soldpermonth	.167	.021	.508	7.788	.000

Inference

In this analysis the regression result are

Y=0.167x+0.827

Where, X= Cases sold per month

Y= Cases ordered per time

Observing the above table, it is evident that the significant value is 0.00 which is lesser than 0.05. So the null hypothesis is rejected and the alternate hypothesis is accepted. It is found that there is a significant relationship between the independent variable (Cases sold per month) and the dependent variable (Cases ordered per time). Therefore the Cases sold per month influences Cases ordered per time.

2.4.3 Association between the brand comes to retailer mind and brand retailer recommend to their customer

Null Hypothesis: There is no significant relationship between the independent variable (Brand comes to retailer mind) and the dependent variable (Brand retailers recommend to their customers)

Alternate Hypothesis: There is a significant relationship between the independent variable(Brand comes to retailers mind) and the dependent variable (Brand retailers recommend to their customers).

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.034	.024		1.402	.163
	@9Brandcomestoyour Mind	.975	.017	.975	57.773	.000

Inference

In this analysis the regression

result areY=0.975X0.34

Where, X= Brand comes to retailers mind

Y= Brand retailers recommend to their customer

Observing the above table, it is evident that the significant value is 0.00 which is lesser than

0.05. So the null hypothesis is rejected and the alternate hypothesis is accepted. It is found that thereis a significant relationship between the independent variable (Brand comes to retailers mind) and the dependent variable (Brand retailers recommend to their customers). Therefore the brand comes to retailers mind influences the retailers recommendation.

<center>CHAPTER III</center>

3.1 Findings

RETAILERS AWARENESS TOWARDS INSTANT FOOD PRODUCTS

➢ All the 176 retailers are aware of Instant Food Products.

➢ 87% retailers are dealing Instant Food Products for 6-10 years.

FACTORS INFLUENCING RETAILERS BUYING DECISION OF INSTANT FOOD PRODUCTS

➢ Aachi is the brand fast moving, brand stock in the store.

➢ There is a significant relationship between brand comes to retailers mind and brand retailersrecommend to their customers.

➢ There is a significant relationship between brand moving fast and brand retailers recommendto their customers.

➢ Sweet mix is the type mostly purchased by the consumers followed by meal mix and biryanikit

➢ Instant Food Products are purchased more during the normal days by adults the most.

➢ 100g-300g SKU have more sales than the other SKUs in Instant Food Products.

➢ There is significant relationship between the outlet type and the cases sold per month.

➢ 1-10 cases were sold per month in grocery shop and 10-20,20-30 cases were sold per monthin the supermarket.

➢ There is a significant relationship between cases sold per month and cases ordered per time.

➢ Retailers assigned rank 1 to the Aachi for the reason of brand name, profit margin, discounts& offers and demand then MTR as 2 in most cases.

➢ 61% retailers availed credit for the period of 1 month.

➢ Majority of the retailers expect free delivery discount kind of promotional activity.

Retailers most preferred brand

➢ Aachi brand comes to the retailers mind when they hear the word Instant Food Products.

➢ 115 retailers recommend Aachi brand to their customers followed by MTR.

Most preferred brand by the retailers is Aachi followed by MTR, Manna, Kohinoor and Gits.

Conclusion

A research study is done on "Retailers brand preference towards Instant Food Products". The survey is conducted among 176 retailers. In overall, most of the retailers are satisfied with Instant Food Products sales. Retailers ranked Aachi as their preferred brand and that satisfies their expectation(brand name, profit margin, discount & offers and demand) too. Since the response of the retailers are good and the data are collected through the questionnaire, analysis was done and the results are found out.

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