CHAPTER VII

SUMMARY OF FINDINGS, CONCLUSION AND SUGGESTIONS

7.1 INTRODUCTION

Wheat is a major food item in India and it plays a crucial role in the consumption pattern of majority of Indians. Wheat is consumed in different forms and varieties. In India’s economy, wheat enjoys the second largest place in the world. There are number of minor and major flour manufacturing mills, they adopt the traditional and the most modern techniques of production and marketing. Production of wheat is highly influenced by natural conditions. The manufacturing of flour and other products and proper marketing of such products are mostly labour intensive in character and they have a positive trend of expansion. As far as the wheat marketing system is concerned, the government and private agencies are the two significant players. There are wholesale markets, primary assembly markets and export markets. All types of wholesale and retail marketing traders and agencies are found. There are fair price type shops also in the market network. The market morphology for wheat products has been developing systematically and they are mostly profitable also. This study proposes to analyze the characteristic features and functional efficiency of the wheat product marketing. Special emphasis has been laid on the marketing products in south Tamilnadu.

Hence, the specific objectives of this study are

1. To study the marketing strategies of wheat flour in general.
2. To study the existing brand profile of wheat brand in select districts.
3. To analyse the factors influencing, buying decisions and the brand preference of wheat flour in the study area.

4. To discuss the problems faced by the marketer.

5. To offer suitable suggestions based upon the findings of the study.

**Hypotheses**

1. The extent of consideration of influencer’s suggestion is independent of the demographic variables.

2. The brand of wheat flour is independent of the demographic variables.

3. There exists no relationship between brands and types of sales promotion scheme.

The study was based on primary data collected from 600 randomly selected consumers, 45 wholesalers and 75 retailers by personal interview method. For this, a well designed pre-tested schedule was prepared separately for consumers, wholesalers and retailers. The secondary data relating to rural marketing practices and other datas were obtained from the journals, books and websites. The period of data collection pertained to the year 2012-13.

In the foregoing chapters, characteristics of the sample respondents, family profile of the respondents, general shopping pattern, extent of consultation, degree and determinants of consultation, brand loyalty, factors influencing the purchase of a particular brand, brand preference of the consumer, role of influencer, promotion schemes, incentives, incentive outlays and belief structure of consumers towards sales promotion identification of brand loyalty, factor influencing purchase of particular brand and brand preference of the
consumer also have been discussed. The major findings of the analysis are now summarized in the present chapter.

7.2 SUMMARY OF FINDINGS

Chapter IV deals on the different types of promotions for wheat flour goods during the study period. As well as analysis for various marketing strategies followed by select wheat flour companies.

In chapter V, an attempt has been made to analyse the characteristics of the sample respondents, their family profile, shopping pattern of the respondents, extent of consultation, degree of consultation and its determinants.

It is revealed from the analysis that majority of the consumers (30.33 per cent) were in the age group of 20 to 30 years. Among the sample respondents, 56.17 per cent were female and remaining 43.83 per cent were male. It is inferred that only 13.67 per cent of the total respondents were completed only secondary education.

Among the respondents Hindus numerically outnumbered other religious groups, followed by Christians and Muslims. About 56.67 per cent of them were BCs and MBCs followed by Scheduled Caste (21 per cent).

Occupation-wise classification revealed that nearly 25.50 per cent were housewives followed by self-employed professionals (24.33 per cent) and those working in private concerns (15.67 per cent). In family circles, mothers constituted 31.83 per cent, fathers 21.83 per cent and grandparents 15.50 per cent.
It is inferred from the analysis that nearly 54 per cent of the sample respondents have their monthly income below Rs.5000 followed by Rs.5000 – 10000 (31.50 per cent). Regarding the family size of the sample respondents, majority of them belongs to the family (32.17 per cent) with 4 to 6 members followed by members 6 and above (31.67 per cent). Nearly, 69 per cent of the sample respondents were in nuclear family. Majority of the respondents (44.50 per cent) family income was below Rs.10000 per month followed by Rs.10000-15000 (31.50 per cent).

It is revealed from the analysis that among the male and female respondents, 46.90 per cent of male respondents and 53.10 per cent of female respondents respectively were earning members.

Regarding the shopping pattern, out of 600 respondents, 129 (21.50 per cent) of them have used Aashirvaad, 96 (16 per cent) of them have purchased Annapurna, 92 (15.33 per cent of them have used Pillsbury and 80 (13.33 per cent) of them have used Lion.

It is inferred from the analysis that out of 600 respondents, majority of them (42 per cent) have purchased from local petty shop followed by town retail shop (25.67 per cent). Majority of them (74.17 per cent) have purchased goods whenever need arises and 76 per cent of them have purchased goods with ready cash. Among the credit holders maximum number of respondents (89.83 per cent) have repayed their credit at random. Regarding consultation preceding purchase, out of 600 sample respondents, nearly 30.83 per cent consulted extensively with their family members.
In order to examine the relationship between the degree of consultation and profile variables, Chi-square test was used.

The Chi-square result revealed that the degree of consultation depended on monthly income, age, education, occupation and family size of the respondents. The computed results of multiple log linear regression model showed that the age and family size were positively related to the degree of consultation while the variable education had negatively related to the degree of consultation with other family members.

The chapter also deals with the role of influencer, the extent of consideration of influencer on suggestions, different types of promotion schemes and incentives, incentive outlay ratios and belief structure of the consumers towards sales promotion.

It is observed that there are about 2736 members in 600 respondent families who have acted as influencers.

Among the influencers, 53.07 per cent and 46.93 per cent are male and female respectively.

Majority of them (32.24 per cent) are under the age group of 25 – 35 years. It is followed by 15-25 years (26.75 per cent). All of them are educated. Among them 32.46 per cent are graduates and 9.54 per cent are professionals / technically qualified.
Out of 2736 influencers, 23.79 per cent of them are having their own business followed by the working in Private concern (19.52 per cent) and housewives (17.21 per cent).

It is observed that out of 2736 influencers, majority of them (35.42 per cent) are husbands to the respondents followed by wives (31.25 per cent), children (12.72 per cent) and grand fathers (7.68 per cent).

Out of 2736 respondents, the maximum numbers of influencers are husbands, and wives for Annapurna brand of wheat flour.

Chi-square test was carried out to examine whether there is any relationship between influencers, members and product purchased. The results revealed that a relationship was found between influencer numbers and product purchased.

Regarding the extent of consideration of influencer’s suggestions, majority of the respondents (52.67 per cent) have completely considered the product purchased.

In order to examine the association between the characteristic variables such as monthly household income of the respondents, age, education sex, occupation and family size, chi-square test was applied.

The chi-squares test revealed that income and sex influence the choice of the product purchased.

In order to promote sales, companies have followed on price promotions namely price offs and coupon offers. The analysis of incentive outlay ratios revealed that the
Annapurna had the lowest mean value whereas the highest was observed in Aashirvaad. The highest and the lowest range values were observed for Aashirvaad (0.436) and health drinks (0.237).

The analysis of the nature of schemes inferred that bonus pack, price off and special offer were given maximum to Aashirvaad. In the case of Aashirvaad free gift and bonus pack was found to be the most influential sales promotion.

Chi-square test was used to find the relation between the scheme and product category. The test revealed that there is an association between incentive scheme and product category. Analysis of variance was carried out to test the significant difference in incentive-outlay ratio. The result revealed that mean I.O. ratios are significantly different nine brands of wheat flour under study.

Factor analytical method has been used to extract the important factors of belief for the structure of consumer towards sales promotion. The results revealed that ‘materialism’, ‘cheating’, product incredibility, ‘worthless premium’, ‘Quality Deficiency’, and ‘price manipulation’ are the important dimensions of belief structure towards sales promotion.

Chi-square test has been carried out to examine the relationship between brand preference and characteristic of the sample respondents. The results revealed that the monthly income, age, sex, education, occupation and monthly income of the respondents have influenced the brand choice of wheat flour.
Garrett’s Ranking Technique was used to identify the factors which influence the purchase of wheat flour. It is inferred from the results that price and discount at price have been given top priority by the respondents for the purchase of wheat flour.

Brand preference of the consumer has been studied by adopting ‘multi dimensional scaling technique’. The results revealed that the brand Annapurna, Lion and Ramalinga are in the top list in ‘quality’ perception for wheat flour. In the case of Kuthuvilakku, Aashirvaad and Naga are the brands leading to ‘price’ perception. Brands like Pillsbury, Narasus and others are leading to ‘company image’ perception.

In chapter VI, problems faced by the sellers for the marketing of wheat flour were discussed.

Problems of wholesalers and retailers are also analysed by using mean score and friedman test. Problems are analysed in two ways. One is the problem faced at the time of purchase and the other is the problem faced at the time of sales. To analyse the difference in mean ranks obtained towards problems in purchase wheat flour, Friedman Test is used. Non availability of stock, Delay in delivery and Lack of credit facility are very serious problems faced by the outlets, since the mean scores were 2.71, 2.70 and 2.78. The least important problems were, low scheme and Package defect since their scores were 6.78 and 5.68 respectively.

To examine the difference in mean ranks obtained towards problems in marketing of wheat flour by using Friedman Test is used. The highest problem is non availability of stock in time with mean score of 2.69 was ranked first, followed by delay in delivery with mean
score of 2.70 and lack of credit facility with mean score of 2.78 is ranked second and third respectively.

Regarding the problems faced by the wholesalers and retailers at the time of marketing, non-availability of stock in time was ranked first followed by credit sales. Friedman test revealed that a significant difference in mean ranks towards problems in marketing of wheat flour was found. The result of ANOVA showed that the personal factors such as education factors, family size, experience in business and age of organization except age have not influenced as wheat flour marketing.

7.3 SUGGESTIONS

It may be concluded that non-usage of branded wheat flour is not because of lack of awareness hence, efforts need to be made by the manufactures of branded wheat flour convert the awareness of brands in actual consumption through marketing strategies such as pricing.

In the view of the positive relationship between the level of education and the level of brand awareness, it is important that the manufacturers of branded wheat flour need to devise strategies to capture the attention of less educated groups to further promote the consumption of branded wheat flour.

Thus, there is a significant difference in the levels of brand awareness among various age groups. The lower of age group, the higher of brand awareness pertaining to wheat flour and vice-versa. The focus of the manufactures of branded wheat flour hence, shall be more on the women belonging to the higher age groups.
Thus, for manufacturers of branded wheat flour as their marketing strategies need to be reoriented the largest those who spend more on food than those who spend less. This conclusion has significance for manufacturers of branded wheat flour as their marketing strategies need to be reoriented the target those who spend more on food than who spend less.

One of the important observations of the above analysis is that the brand name awareness of respondents in the category of users of non branded wheat flour is not getting converted to in buying the branded wheat flour. The manufacturers need to consider this to evolving their marketing strategies.

Brand awareness levels play a major significance for the consumers decision making process. It is observed that, the brand awareness levels are high among the majority of the urban women. Several factors such as age, education, working status, food habits, number of children, quality, food expenditure and the source of information of the respondents are responsible for this.

7.4 FURTHER SCOPE FOR RESEARCH

The geographic segmentation variables may be explored for further research in the area of gender difference to understand the role of adolescents in family purchase.

Indian families have different social modes which require a detailed exploration in family research and in particular family purchase decision. The diversity on the basis of caste-based society and religious bondage may give a direction for future research.
The effect of technological development (e.g. internet) as an information source may be investigated to study its impact in developing awareness and knowledge for male and female adolescents.

There is a wider scope for studying the marketing strategies of wheat flour and hence intensive studies can be made in these areas. An analytical study could be made on “Marketing strategies of wheat flour and attitude of wholesalers and retailers”. A comparative study on rural and urban marketing of wheat flour could be conducted. An empirical study could be made on sales promotion tool of marketing for different brands of wheat flour.

7.5 CONCLUSION

The study undertaken by the researcher enlightened the crucial role played by wholesalers and retailers in the marketing of wheat flour. The purchase behaviour and brand preference of the consumers are also highlighted. If the suggestions are taken into consideration by the appropriate authorities, the wholesalers and retailers will render their services in a very efficient manner and the consumer will be ultimately benefited and motivated that would lead to increase the sales. Global market is not an end in itself, but a means to economic growth and market development. Wheat flour also makes a very direct contribution in poverty alleviation, employment generation and the economic growth of developing countries.