CHAPTER – VII

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

7.1 INTRODUCTION

In the previous chapter, analysis of consumers values and life style was outlined. In this chapter, the researcher presents the summary of the findings of the present study. Based on these findings, suggestions are also made. The Indian economy is moving so much on the right path of progress that consumers are using conscious about health and their food habits. The growing market for food and beverage is much evident from the fact that many companies doing business abroad have started showing greater interest in venturing out into Indian Market. The essence of the modern marketing concept is that all elements of any business undertaking enterprises should be geared to the satisfaction of the consumer understanding. The consumers and the purchase behaviour process provide a business person with a number of advantages. These benefits include assisting the managers in their decision making, providing marketing researchers with a theoretical base from which to analyze consumers, helping legislators and regulators to create laws and regulations, and assisting the average consumer in making better purchase decisions. In addition, the study of consumers can help one understand more about the demographic factors that influence consumer behaviour. All these require a thorough understanding of consumer behaviour and buying motivation. Understanding consumer behaviour is the first step in formulating a marketing strategy. Consumer behaviour is viewed as a problem-solving approach by which the consumer makes decisions and takes actions in order to satisfy felt needs. The study of buying behaviour and purchase decisions has become a vital field in marketing research in recent years. In the foregoing chapters, the theoretical background of consumer behaviour, the characteristics of
the sample respondents, the family profile of the respondents, the purchase behaviour, the extent of consultation, the factors influencing the consultation, the role of influencers, the belief structure of consumers towards sales promotion and the brand preference of food and beverage products have been discussed. The major findings of the analysis are now summarized in the present chapter.

Far more attention has been paid to the buyer behaviour of consumer products than such studies relating to food and beverage products and the like. The main factors which influence the buying behaviour of consumers are time, emerging situation, advertisement, income, educational level, price, quality, packaging and the like. Further, it is influenced largely by factors such as family size, employment or otherwise of spouse, relatives, family members, friends, brands, sellers and the like.

The present study has been undertaken with the main purpose of understanding the buyer behaviour and the purchase decision-making process of the buyers of food and beverage products in the Salem district. Adopting the technique of questionnaire, the primary data are collected from 508 household respondent buyers of food and beverage products in the Salem district. A summary of the major findings and observations recorded through the study and the conclusions arrived at are summed up here.

It is interesting to study the buying behaviour of consumers of food and beverage products. The present study is an attempt to study the consumer behaviour towards the purchase of food and beverage in Salem district.

The secondary data relating to marketing practices and the like were obtained from the journals, books and websites. The period of data collection pertained to the years from 2009-2013.

7.2 ANALYSIS OF FOOD AND BEVERAGE MARKET IN INDIA

There was a fourth rate of 7.0 at the beginning and thereafter there was a steady growth unstressed. The years 2006-07 and 2007-08 had experienced fall in
size of retail. In 2008-09, there was a recovery with the growth rate of 12 percent. Though the size of growth was not phenomenal, it can be understood that acceptance by the society of the concept of retail is of permanent importance which is visible from the growth of retail industry in India.

Food and beverages constitute major chunk in the sales of any retail/organization. With the culture of urban society having undergone a big scope in the recent years, there is always a need to have adequate stock of food and beverages to cater to the demands of the consumers the following table shows the picture of retail in India.

The total retail sales in India for the period from 2003-04 to 2008-09, among the period, total retail sales witnessed a growth of 65.7 percent. Of the total retail sales, food and beverages constitute roughly 60 percent, with the year 2003-04 recording the highest proportion of 63.44 percent. Regarding the growth of food and beverage retail sales, it was 37.3 percent during the period of study. A high growth of 11.9 percent was witnessed in 2007-08 over the previous year. The compound growth rates for total retail sales and food and beverage retail sales are 8.78 and 8.08 respectively.

There are three different values of forecast of retail viz., most probable, pessimistic and optimistic apart from the expected forecast of value of retail for the period from 2009-10 to 2019-20. The most probable value would be .29 times increase during the period, whereas the pessimistic value would be around 1.67 times the initial value. The optimistic value is expected to increase by 4.9 times during the period. The expected forecast is significant as it has to be accurately found not and it is expected to increase 2.9 times from the year 2009-10 to 2019-2020.

The trends in productions of various food grains for the period from 2000-01 to 2011-12, It can be inferred that the year 2002-03 was the most prosperous year in the some that all the food grains experienced double the growth of what
was achieved in 2001-02. Though there appeared a steady growth in productions of all kinds of food grains, it was not a rosy picture with the compound growth rate of 1.7, 2.5, 2.53 and 3.72 for rice, wheat, coarse cereals and pulses respectively.

The trends in productions of food grains in Tamilnadu for the period from 2000-01 to 2011-12, the initial year that is, 2000-2001 had a rich harvest of rice, coarse cereals and pulses. For rice, there was a steep fall in 2002-03 and though there was a recovery in the later stage, the production in 2011-12 was much below than what was achieved in 2000-01. Wheat production was to the extent of 682.8 in 2002-2003. Coarse cereals too experienced a steep fall in 2002-03, rarely to recover in later years. The pulses production did not also have a food picture as there was only a marginal increase. Expectedly, the CGR for rice was the negative, here as coarse creeds food 7.95 and pulses experienced only 2.06 during the period of study.

The growth in food markets in India for the period from 2002-03 to 2011-12. Though the growth rate was above 10 percent from 2007-08 onwards, in 2004-05, only 2.47 percent increase was recorded over the previous year. The year 2009-10 had a rosy achieve with the food markets recording an increase of approximately 15 percent over 2008-09. The compound growth rate for the period was 8.81.

The above table shows that the most probable projected value of food retail will witness 2.9 times increase in 2019-20 compared to its value in 2009-2010. The pessimistic value is expected to have an increase of only 1.5 times during the period. This is in contrast to the optimistic projected value which is expected to increase by over 5 times from the period 2009-2010 to 2019-2020. The expected forecast which would be lesser than optimistic value is expected to increase by 2.9 times during the period. The share in total retail has not been
expected to show any significance increase as it covers around 60 percent during the period.

The most probable size of organized food retail is expected to increase 3.7 times, whereas the pessimistic value is expected to witness 2.7 times increase during the period, the optimistic value of organized food retail is expected to increase by about 5 times, whereas the expected forecast value is found to increase by 3.6 times between 2009-10 and 2019-20. The share in total food retail however has not been expected to increase by a big amount as it would be between 1.52 percent and 1.89 percent during the period.

There was a just 7.07 increase in beverage market in 2003-04 and in the year 2004-05, there was a big spurt in sales with the increase being 45.75 percent. Though the subsequent years witnessed increase in sales of beverages, the growth rate did not show optimistic trend with the year 2010-11, recording just 15.79 percent. However, the year 2011-12 witnessed a rosy picture with the sales recording 63.64 percent increase over 2010-11. The compound growth rate during the period was 24.7.

Regarding the growth I food and beverage market in India from 2002-2003 to 2011-2012, a single digit growth was witnessed in 2003-04 and 2004-05 and the growth rate was found hovering armed 11 percent up to the year 2008-09. The year 2009-10 witnessed 15.13 percent growth only to fall to 11.4 percent in 2010-11. Finally, in 2011-12, the growth got recovered and it was found to be 15.46 percent, an all time high. The compound growth rates were 8.81 and 9.78 for food and food and beverages respectively.

7.3 PERCEPTION OF CONSUMERS ON FOOD AND BEVERAGE

356 respondents forming 70.1% were men and the rest of the 152 respondents forming 29.9% were women. 176 respondents forming 34.6 percent were aged between 20 – 30 years, 168 respondents forming 33.1% were aged between 30 - 40 years, 162 respondents forming 31.9% were aged above 40 years,
and the remaining respondents forming 0.4% were aged below 20 years. Regarding educational qualification, 216 respondents forming 42.5% were post graduates, 190 respondents forming 37.4% were graduates, and 102 respondents forming 20.1% were educated up to school level.

Regarding the marital status 404 respondents forming 79.5% were married, and 104 respondents forming 20.5% were unmarried of the total 290 respondents forming 57.1% stated that their spouses were working and the remaining 218 respondents forming 42.9% stated that their spouses were not working. Regarding the Children 154 respondents forming 30.3% stated that they had one Child, 152 respondents forming 29.9%, stated that they had 2 Children, 44 respondents forming 8.7% stated that they had 3 Children, and the remaining respondents stated they that did not have Children.

Of the total 266 respondents forming 52.4% stated that their family was joint family and the remaining 242 respondents forming 47.6% stated that their family was of nuclear type. Regarding the job of the respondents 178 respondents forming 35% were private sector employees, 166 respondents forming 33.1% were self-employed, 122 respondents forming 24% were home makers and 40 respondents were farmers 7.9% were government employees. Of the total 272 respondents forming 53.5% stated that they were not the only earning members of their families and the remaining 236 respondents forming 46.5% stated that they were the only earning members of their families.

Out of the total 150 respondents forming 55.1% stated that they had two other earning members in their families, 38 respondents forming 14% stated that they had three other earning members in their families, 72 respondents forming 26.5% stated that they had another earning member in their families, and the rest of the 12 respondents forming 4.4% stated that they had four other earning members in their families. 274 respondents forming 53.9% stated that their total family income was between Rs.10,000 and Rs.30,000, 98 respondents forming
19.3% stated that their total family income was below Rs.10,000, 70 respondents forming 13.8% stated that their total family income was between Rs.30,000 and Rs.60,000, 40 respondents forming 7.9% stated that their total family income was between 60,000 and 1 lakhs, 20 respondents forming 3.9% stated that their total family income was above 1 lakh to 5 lakhs, and 6 respondents forming 1.2% stated that their total family income was above 5 lakhs.

Of the total 292 respondents forming 57.5% stated that they spent 20 – 40% of income, for shopping 104 respondents forming 20.5% stated that they spent 40 – 60% of income for shopping, and 98 respondents forming less than 20% stated that they spent less than 20% of income for shopping. 372 respondents forming 73.2% stated that they used to travel by two wheelers to reach the retail outlets, 64 respondents forming 12.6% stated that they travelled by four wheelers to reach the retail outlets, 40 respondents forming 7.9% stated that they travelled by public transport, and 28 respondents forming 5.5%, stated that they used to walk to reach the retail outlets. Of the total 348 respondents forming 68.5% stated that they lived in residence owned by them, 146 respondents forming 28.7% stated that they lived in rented houses, and the remaining 14 respondents forming 2.8% stated that they lived in leased house.

Out of the total 122 respondents forming 24.0% stated that their first Child was aged between 6 -12 years, 92 respondents forming 18% stated that their first Child was aged below 17 years, and 76 respondents forming 15% stated that their first Child was between 0 – 5 years. Of the total respondents 76 respondents forming 15% had the second Child being aged between 6 -12 years, 48 respondents forming 9.4% had the second Child aged between 0 – 5 years and 44 respondents forming 8.7% had the second Child aged above 17 years. Ten respondents forming 2.0% had their third Child aged between 6 – 12 years, 22 respondents forming 4.3% had their third Child aged above 17 years, 4 respondents forming 0.8% had their third Child aged between 0 – 5 years and the
remaining 2 respondents forming 0.4% had their third Child aged between 13 – 17 years.

7.3.1 CHOICE OF STORE FORMAT FOR PURCHASING OF FOOD AND BEVERAGE ITEMS

Of the total 224 respondents forming 44.1% stated that they purchased food items in departmental stores, 174 respondents forming 34.3% stated that they purchased food items in kirana stores, 98 respondents forming 19.3% stated that they purchased food items in supermarkets and the remaining 12 respondents forming 2.4% stated that they purchased food items in shopping malls. But of the total strength 198 respondents forming 39% stated that they purchased beverage products in departmental stores, 192 respondents forming 37.8% stated that they purchased beverage products in kirana stores, 108 respondents forming 21.3% stated that they purchased beverage products in supermarkets, and the remaining 10 respondents forming 2% stated that they purchased in shopping malls.

7.4 FREQUENCY OF VISIT TO THE DEPARTMENTAL STORE, Super Market AND SHOPPING MALL

From the total number 204 respondents forming 40.2% stated that they visited departmental stores ‘once in a month’ 122 respondents forming 24% stated that they visited departmental stores ‘once in a week’, and 26 respondents forming 5.1% stated that they visited departmental stores fortnightly and the rest 156 respondent forming 30.7 % stated that they visit departmental store at irregular intervals.208 respondents forming 40.9% stated that they visited supermarkets once in a month, 48 respondents forming 9.4% stated that they visited supermarkets once in week and 38 respondents forming 7.5% stated that they visited supermarkets once in a fortnight.208 respondent forming 40.9 % stated that they visit super market at irregular intervals In the total number 218 respondents forming 42.9% stated that they visited shopping mall once in month, 40 respondents forming 7.9% stated that they visited shopping mall once in a
week, 6 respondents forming 1% stated that they visited shopping mall fortnightly and rest 244 respondent forming 48 % visit shopping mall at irregular interval

7.5 Budgeted expenditure on food and beverage per month

Of the total 182 respondents forming 35.8% stated that they allocated an amount of Rs.4500 – 6000 for purchasing of food items per month, 144 respondents forming 28.3% stated that they allocated an amount less than Rs.1500 for purchasing of food items per month, 98 respondents forming 19.3% stated that they allocated an amount of Rs.1500 – 3000 per month and the remaining of the 84 respondents forming 16.5% stated that they allocated an amount of Rs.3000 – 4500 for purchasing food items per month. From the total 282 respondents forming 55.5% stated that an amount of less than Rs.1500 they allocated for purchasing of beverage products per month, 132 respondents forming 26% stated that an amount of Rs.4500 – 6000 they allocated for purchasing of beverage products per month, 90 respondents forming 17.7% stated that Rs.3000 – 4500 was the amount allocated by them for purchasing of beverage products per month, and the remaining 4 respondents forming 8% stated that they allocated for purchasing of beverage products per month an amount Rs.1500 – 3000.

7.6 Influence of impulse, friends and family on the choice of store format

Of the total 192 respondents forming 37.8% stated that they purchased foods from supermarkets because of impulse, 138 respondents forming 27.2% stated that they purchased from shopping malls because of impulse, and 116 respondents forming 22.8% stated that they purchased from departmental stores because of impulse. 32 respondents forming 6.30 percentage stated that they purchased from kirana store, 30 respondents forming 5.90 percentage stated that they purchased food from other retail stores because of impulse. From the respondents 194 respondents forming 38.2% stated that they purchased food and...
beverages in supermarket due to influence of friends, 152 respondents forming 29.9% stated that they purchased food and beverages in the departmental stores due to the influence of friends, 110 respondents forming 21.7% stated that they purchased food and beverages in shopping malls due to friends advice. 22 respondents forming 4.3 percentage stated that they purchase food and beverage in kirana store due to influence of friends, 30 respondents forming 5.96 percentage stated that they purchase in other retail store due to friends advice 164 respondents forming 32.3% stated that they purchased food and beverage items in departmental store based on the influence of family, 68 respondents forming 13.4% stated that they purchased food and beverage items from both supermarket and kirana stores and 62 respondents forming 12.21 percentage stated that a purchase food and beverage items in shopping mall. 146 respondents forming 38.75 percentage stated that they purchase food and beverage stated that they purchased food and beverage items from other retail store due to the influence of family items in shopping mall.

7.7 INFLUENCE OF SALES PROMOTION, ADVERTISEMENT AND DIETICIAN ON THE CHOICE OF STORE FORMAT

In the opinion of the respondents regarding to departmental stores, 132 respondents forming 26% were influenced by promotional activities. With regard to supermarkets, 118 respondents forming 23.2% were influenced by promotional activities, 90 respondents forming 17.7% were influenced by promotional activities for purchasing products in shopping malls and with regard to kirana stores, and 80 respondents forming 15.7% were influenced by promotional activities. 140 respondents forming 27.6% were 114 respondents forming 22.4 percent were influenced by advertisement and the choice of shopping mall and it was 64 respondent forming 12.5 percent in the choice of supermarket and 16.2 percent regarding department stored. dietician influence the choice of the department in the opinion of 30.3 percent of respondent followed by 23.2 percent
regarding supermarkets, 21.7 percent in the case of shopping malls and 10.2% regarding kirana stores and rest 14.6 percent visit other retail store

7.8 OPINIONS OF THE RESPONDENTS TOWARDS THE PRICE, WHOLESOMENESS, BRAND AND DISCOUNT OF THE GOODS SOLD AT STORE FORMAT

Out of the total 60.2 percent of the respondents are mostly favorable with the price of the products and 16.9 percent state that it was favorable, only 1.2 percent was of the opinion that the prices were unfavorable and 29.5 percent of the respondents were of the opinion that the prices were mostly unfavorable in any store format. From the total strength 70.1 percent of respondents felt that wholesomeness was most favorable one and 15.4 percent termed as favorable, 10.6 percent opinion that wholesomeness was the most unfavorable and 2.8 percent felt that it was unfavorable. 412 respondents forming 81% stated that the brands of the goods sold were most favorable one at store format, 66 respondents forming 13% stated that they were favorable towards brand of the foods sold at store format. 53.9 percent of respondents are mostly favorable towards the discount of goods, 24.4 percent were found favorable with discount, 19.7 percent of respondents found the discount as the most unfavorable one and 4 percent opinion that with was unfavorable.

7.9 OPINIONS OF THE RESPONDENTS TOWARDS THE SHELF LIFE, AVAILABILITY, FLAVOR AND PACKING OF THE GOODS SOLD AT STORE FORMAT

From the total 57.1 percent of respondents were mostly favorable with the shelf life of products, 12.2 percent were favorable, 23.6 percent of respondents were mostly unfavorable and shelf life did not find favor in the opinion of 5.5 percent of respondents. Availability was most favorable one in the opinion of 60.6 percent of respondents; favorable regarding 12.2 percent and 9.1 percent each felt that it was unfavorable and mostly unfavorable one. 60.2 percent of respondents
found it mostly favorable with regard to different flavor of goods, 13.8 percent termed it as favorable, 16.9 percent mostly unfavorable and 9.1 percent considered as unfavorable regarding the availability of unfavorable. 63.8 percent of respondents felt that packaging was the most favorable one, 13.8 percent termed as favorable, 13.4 percent considered the mostly unfavorable one and 5.1 percent considered favorable one.

7.10 PURCHASE IN WHICH TYPE OF STORE FORMAT

Out of the total respondents 358 respondents forming 70.5% stated that they purchased in the departmental stores, 13.8 percent stated that they purchased in the supermarkets, 5.5 percent at the shopping malls and 2.4 percent at small retail outlets of any item they required.

7.11 PREFERENCE OF PACKING FOR FOOD AND BEVERAGE ITEMS

Of the total 206 respondents forming 40.6% preferred 500gm packaging for food items, 112 respondents forming 22% preferred 1kg packaging 100 respondents forming 19.7% preferred 200gm packaging and the remaining 90 respondents forming 17.7% preferred above 1kg packaging. A total of 238 respondents forming 46.9% preferred 500gm packing for beverage products, 118 respondents forming 23.2% preferred above 1kg packing for beverage products, 96 respondents forming 18.9% preferred 200gm packaging of beverage products and the remaining 56 respondents forming 23.2% preferred 1kg packing.

7.12 BRAND PREFERENCE OF BEVERAGE PRODUCTS

Of the total 266 respondents forming 52.4% stated that Boost was the favorite brand for beverage products, 174 respondents forming 34.3% stated that Horlicks was the popular brand for beverage products, and the remaining 68 respondents forming 13.4% stated that Bournvita was the popular brand.

7.13 DECISION MAKER FOR CHOOSING THE BRAND OF FOOD AND BEVERAGES
From the total 274 spouses of the respondents forming 54% were decision makers for choosing the brand for food and beverage products, 128 respondents forming 25.2% agreed that the Children were decision makers for choosing the brand, and the remaining 106 respondents forming 20.9 percent felt that parents were the decision makers for choosing for brand.

7.14 OPINIONS ON EXPERIENCING PROBLEM REGARDING THE FOOD AND BEVERAGE BRAND

Of the total 302 respondents forming 59.45% stated that they did not experience any problem in food and beverage products, and the remaining 206 respondents forming 40.2% stated that they experienced problem in food and beverage products.

7.15 KINDS OF PROBLEM EXPERIENCED IN FOOD AND BEVERAGES

Out of the total 62 respondents forming 12.2% stated that non-delicious nature of food and beverages, was the problem 50 respondents forming 9.8% stated that improper package in food and beverages, was the problem 36 respondents forming 7.1% stated that flavor and non-availability of brands in food and beverages were the problem and the remaining 22 respondents forming 4.3% stated that package size in food and beverages were the problems faced by items in food products.

7.16 IMPACT OF DEMOGRAPHIC FACTORS ON THE STORE FORMAT AND PURCHASE OF FOOD AND BEVERAGE

The table value is less than the Chi Square value for the items gender and educational qualification and thus there was a significant difference in the store preference for food items among the gender and educational qualification. It can also be inferred that the table value is more than the Chi Square value for the items Age and Marital status and there was no significant difference in the store preference for food items among the different groups of age and marital status.
7.17 DEMOGRAPHIC FACTORS AND STORE PREFERENCE FOR BEVERAGE ITEMS

The table value is less than the Chi Square value for the items gender and educational qualification and thus there was a significant difference in the store preference for Beverage items among gender and educational qualification. It can also be inferred that the table value is more than the Chi Square value for the items Age and Marital status and there was no significant difference in the store preference for Beverage items among the different groups of age and marital status.

7.18 DEMOGRAPHIC FACTORS AND FREQUENCY OF VISITING DEPARTMENTAL STORE

The table value is less than the Chi Square value for the items gender, age and educational qualification and thus there was a significant difference in the frequency of visiting departmental store among gender, age and educational qualification. It can also be inferred that the table value is more than the Chi Square value for the item- Marital status and there was no significant difference in the frequency of visiting departmental store among the different groups of marital status.

7.19 DEMOGRAPHIC FACTORS AND FREQUENCY OF VISITING SUPERMARKET

The table value is less than the Chi Square value for the item- educational qualification and thus there was a significant difference in the frequency of visiting supermarket with the educational qualification. It can also be inferred that the table value is more than the Chi Square value for the items gender, age and marital status and there was no significant difference in the frequency of visiting supermarket among the different groups of gender, age and marital status.

7.20 DEMOGRAPHIC FACTORS AND FREQUENCY OF VISITING SHOPPING MALL
The table value is less than the Chi Square value for the item educational qualification and thus there was a significant difference in the frequency of visiting shopping mall with educational qualification. It can also be inferred that the table value is more than the Chi Square value for the items gender, Age and Marital status and there was no significant difference in the frequency of visiting shopping mall among the different groups of gender, age and marital status.

7.21 DEMOGRAPHIC FACTORS AND PACKAGE PREFERRED FOR FOOD AND BEVERAGES

From the above table it can be inferred that the table value is less than the Chi Square value for the items gender, age, educational qualification and marital Status and thus there was a significant difference in the package preferred for food and beverages among gender, age, educational qualification and marital Status.

7.22 DEMOGRAPHIC FACTORS AND SATISFACTION WITH PRICE

The table value is less than the Chi Square value for the item educational qualification and thus there was a significant difference in the satisfaction with price with educational qualification. It can also be inferred that the table value is more than the Chi Square value for the items gender, age and marital status and there was no significant difference in the satisfaction with price among the different groups of gender, age and marital status.

7.23 DEMOGRAPHIC FACTORS AND SATISFACTION WITH WHOLESOMENESS

The table value is less than the Chi Square value for the items gender, age and educational qualification and thus there was a significant difference in the satisfaction with wholesomeness among gender, age and educational qualification. It can also be inferred that the table value is more than the Chi Square value for the items marital status and there was no significant difference in the satisfaction with wholesomeness among the different groups of marital status.

7.24 DEMOGRAPHIC FACTORS AND SATISFACTION WITH BRAND
The table value is less than the Chi Square value for the items age, educational qualification and marital status and thus there was a significant difference in the satisfaction with brand among age, educational qualification and marital status. It can also be inferred that the table value is more than the Chi Square value for the item gender and there was no significant difference in the satisfaction with brand among the men and women.

7.25 DEMOGRAPHIC FACTORS AND SATISFACTION WITH DISCOUNT

The table value is less than the Chi Square value for the items gender and educational qualification and thus there was a significant difference in the satisfaction with discount among gender and educational qualification. It can also be inferred that the table value is more than the Chi Square value for the items age and marital status and there was no significant difference in the satisfaction with discount among the different groups of age and marital status.

7.26 DEMOGRAPHIC FACTORS AND SATISFACTION WITH SHELF LIFE

The table value is less than the Chi Square value for the items age and educational qualification and thus there was a significant difference in the satisfaction with shelf life among age and educational qualification. It can also be inferred that the table value is more than the Chi Square value for the items gender and marital status and there was no significant difference in the satisfaction with shelf life among the different groups of gender and marital status.

7.27 DEMOGRAPHIC FACTORS AND SATISFACTION WITH AVAILABILITY

The table value is less than the Chi Square value for the items age and educational qualification and thus there was a significant difference in the satisfaction with availability among age and educational qualification. It can also
be inferred that the table value is more than the Chi Square value for the items gender and marital status and there was no significant difference in the satisfaction with availability among the different groups of gender and marital status.

7.28 DEMOGRAPHIC FACTORS AND SATISFACTION WITH VARIETY IN FLAVORS

The above table it can be inferred that the table value is less than the Chi Square value for the items gender and age and thus there was a significant difference in the satisfaction with variety in flavors among gender and age. It can also be inferred that the table value is more than the Chi Square value for the items educational qualification and marital status and there was no significant difference in the satisfaction with variety in flavors among the different groups of educational qualification and marital status.

7.29 DEMOGRAPHIC FACTORS AND SATISFACTION WITH PACKAGING

The table value is less than the Chi Square value for the item age and thus there was a significant difference in the satisfaction with packaging among different age groups. It can also be inferred that the table value is more than the Chi Square value for the items gender, educational qualification and marital status and there was no significant difference in the satisfaction with packaging among the different groups of gender, educational qualification marital status.

7.30 ANALYSIS OF CONSUMER VALUES AND LIFE STYLE AND THEIR BEHAVIOUR TOWARDS FOOD AND BEVERAGE

Relationship Between Gender and Opinion On The Elements Of Marketing Mix Score: Kruskal Wallis Test

There is a significant difference in the overall opinion scores of all items of marketing mix among the group of gender except product and price. Therefore null hypothesis is rejected.
Relationship Between Age And Opinion On The Elements Of Marketing Mix Score: Kruskal Wallis Test

There is a significant difference in the overall opinion scores of all items of marketing mix among the different groups of marketing mix except product and price. Therefore null hypothesis is rejected.

Relationship Between Educational Background And Opinion On The Elements Of Marketing Mix Score: Kruskal Wallis Test

There is a significant difference in the overall opinion scores of all items of marketing mix among the different groups of marketing mix except product and brand loyalty. Therefore null hypothesis is rejected.

Relationship Between Occupation And Opinion On The Elements Of Marketing Mix Score: Kruskal Wallis Test

There is no significant difference in the overall opinion scores of all items of marketing mix among the different groups of marketing mix except PRICE and brand loyalty. Therefore null hypothesis is not rejected.

Relationship Between Family Income And Opinion On The Elements Of Marketing Mix Score: Kruskal Wallis Test

There is no significant difference in the overall opinion scores of all items of marketing mix among the different groups of marketing mix except price, promotion and impulse. Therefore null hypothesis is not rejected.

Factor Analysis
KMO and Bartlett's Test

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy is 0.574 for the shopping behaviour items. Thus the number of samples is adequate for factor analysis. The result of Bartlett’s Test of Sphericity and Chi-Square transformation suggested that the correlation matrix of the 26 items of shopping behaviour was not an identity matrix at 1 per cent level, i.e., some of the items were inter correlated.
7.31 **EIGEN VALUES**

The below table clearly exhibits the results of factor analysis conducted for the 26 shopping behaviour items. The total of 26 items has been distributed among 8 dimensions. Eigen value which is the equivalent number of variables which the new factor represents is greater than a recommended level of 1 for the extracted 8 dimensions. Of the 26 items only 8 dimensions were extracted and emerged with a cumulative variance of 61.402 per cent. This indicates that the 8 dimensions explained 4.992 per cent variance of the Shopping Behaviour. However, among these 8 dimensions, dimension 1 had a greater Eigen Value and 10.881 per cent of variance.

**Communalities**

In principal components, the first factor describes most of variability. To spread variability more evenly among factors, Rotation has been done. Varimax rotation was chosen. Varimax rotation redefine factors such that loadings on various factors tend to be very high (-1 or 1) or very low (0), thus making sharper distinctions in the meanings of the factors.

**Rotated Component Matrix**

The above table displays the rotated component matrix of factor analysis using on principal component analysis with Varimax rotation. From the table, it can be inferred that the items— Free Availability, Wholesomeness, Consistent Quality, Packaging Serves Purpose and Long Shelf Life have been categorized as dimension 1, items— Advertisements, Good products need Advertisements and Flyers have been categorized as dimension 2, items— Spread Word of Mouth, Waiting for favorite brand, Ready to travel to get favorite brand and Not attracted by other brands lucrative offers have been categorized as dimension 3, items— Unplanned Purchases, No consulting and Spontaneous Decisions have been
categorized into dimension 4, items- Discount, Gift and Brand Ambassadors have been categorized into dimension 5, items- Reasonable, Differential Pricing, Value and stability have been categorized into dimension 6, items- Reputed Brands, No difference in pricing among different shops and Specific Brand have been categorized into dimension 7 and item- Hurried Purchase has been categorized into dimension 8. It can also be inferred that all the 26 items of Shopping Behaviour had adequate loadings. The Factor loading is the correlation between the factor and the main variable. The criteria for significant loading are that the loadings should be >0.30.

There is no significant difference in the overall opinion scores of all items of marketing mix among the group of gender except product and price. Therefore null hypothesis is not rejected.

There is no significant difference in the overall opinion scores of all items of marketing mix among the different group of marketing mix except product and price. Therefore null hypothesis is not rejected.

There is a significant difference in the overall opinion scores of all items of marketing mix among the different group of marketing mix except product and brand loyalty. Therefore null hypothesis is accepted.

There is no significant difference in the overall opinion scores of all items of marketing mix among the different group of marketing mix except PRICE and brand loyalty. Therefore null hypothesis is rejected.

There is no significant difference in the overall opinion scores of all items of marketing mix among the different group of marketing mix except price, promotion and impulse. Therefore null hypothesis is rejected.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy is 0.574 for the shopping behaviour items. Thus the number of samples is adequate for factor analysis. the result of Bartlett’s Test of Sphericity and Chi-Square transformation suggested that the correlation matrix of the 26 items of shopping behaviour was
not an identity matrix at 1 per cent level, i.e., some of the items were inter correlated.

**FACTOR 1.**

The variables, preference to changes concern towards self image, interested in challenges, flamboyance and active are found having high factor scores of 0.60, 0.62, 0.60, 0.68 and 0.70 respectively. On observing these variables clubbed into factor 1 are observed, they are found related to actualizer life style. Hence the factor is named as **ACTUALIZER** factor.

**FACTOR 2**

The variables, keeping updated, satisfied career, family outing, involvement in the job, going by majority, and seeking opportunities are having high factor scores of 0.85, 0.79, 0.80, 0.77, 0.74 and 0.70 respectively. On observing these variables clubbed into factor 2 are observed, they are found related to fulfilledness lifestyle. Hence the factor is called as **FULFILLED** factor.

**FACTOR 3**

The variables group norms. Ethical values, preference to reputed brands, and religious are found to have high factor scores of 0.61, 0.64, 0.62, and 0.71 respectively. On observing these variable are clubbed into factor 3 are observed they are found related to believers lifestyle. Hence the factor is called **BELIEVERS** factor.

**FACTOR 4**

The variables, unpredictable, appreciation, emulation and passionate are having high factor scores of 0.69, 0.64, 0.71, and 0.66 respectively. On observing these variables clubbed into factor 4 and they are found to be related to strivers lifestyle. Hence the factor is named **STRIVERS** factor.

**FACTOR 5**
The variables, commitment, belief in success, consensus, and family oriented are found having high factor scores of 0.68, 0.69, 0.68 and 0.70 respectively. On observing these variables clubbed into factor 5 are observed and they are found to be related to a Achievers lifestyle. Hence the factor is named as ACHIEVERS factor.

**FACTOR 6**

The variables, adventurous, spendthrift, unstable temperament, sociability and rebellious are found to have high factor scores of 0.69, 0.71, 0.70, 0.73 and 0.64 respectively. On observing these variables clubbed into factor 6 are observed and they are found to be related to experiencers lifestyle. Hence it is named as EXPERIENCERS factor.

**FACTOR 7**

The variables, pragmatism, focused attention, self sufficient, skilled and skilled are found to have high factor scores of 0.72, 0.82, 0.70, 0.71, and 0.68 respectively. On observing these variables clubbed into factor 7 are observed, and they are found to be related to makers lifestyle. Hence the factor is called MAKERS factor.

**FACTOR 8**

The variables, little education, health consciousness, insecurity and little attention are having high factor scores of .69, .70, .61, and .65 respectively. On observing these variables clubbed into factor 8 are observed and they seem to be related to strugglers lifestyle. Hence the factor is named as STRUGGLERS factor.

The total of 26 items has been distributed among 8 dimensions. Eigen value which is the equivalent number of variables which the new factor represents is greater than a recommended level of 1 for the extracted 8 dimensions. Of the 26 items only 8 dimensions were extracted and emerged with a cumulative variance of 61.402 per cent. This indicates that the 8 dimensions explained 4.992 per cent
variance of the Shopping Behaviour. However, among these 8 dimensions, dimension 1 had a greater Eigen Value and 10.881 per cent of variance.

It can be inferred that the items— Free Availability, Wholesomeness, Consistent Quality, Packaging Serves Purpose and Long Shelf Life have been categorized as dimension 1, items- Advertisements, Good products need Advertisements and Flyers have been categorized as dimension 2, items- Spread Word of Mouth, Waiting for favorite brand, Ready to travel to get favorite brand and Not attracted by other brands lucrative offers have been categorized as dimension 3, items- Unplanned Purchases, No consulting and Spontaneous Decisions have been categorized into dimension 4, items- Discount, Gift and Brand Ambassadors have been categorized into dimension 5, items-Reasonable, Differential Pricing, Value and stability have been categorized into dimension 6, items- Reputed Brands, No difference in pricing among different shops and Specific Brand have been categorized into dimension 7 and item- Hurried Purchase has been categorized into dimension 8. It can also be inferred that all the 26 items of Shopping Behaviour had adequate loadings. The Factor loading is the correlation between the factor and the main variable. The criteria for significant loading are that the loadings should be >0.30.

SEM

There is a one standard deviation increase in the latent variable—Shopping Behaviour-there will be 0.52 standard deviation increase in the latent variable, Product, 1.14 standard deviation increase in the latent variable, Price, 0.36 standard deviation increase in the latent variable, Sales Promotion & Advertising, 0.37 standard deviation increase in the latent variable Impulse Buying Tendency, 0.19 standard deviation increase in the latent variable Brand Loyalty, and vice versa. It can be inferred that all the factors, Product, Price, Sales promotion & Advertisement, Impulse Buying Tendency and Brand Loyalty are the major factors determining Shopping Behaviour.
The results of the critical ratio test reveal that the path coefficient for the indicator, Product is not significant at 5 per cent level and the path coefficients of other indicators are significant at 1 per cent and 5 per cent respectively. It can be inferred that in the Product dimension, all the items exactly quantify Product.

7.32 CO VARIANCES AMONG THE ITEMS OF PRODUCT

Product 2 has negative covariance with product 3, product 4, and product 5, which implied that increase in variable product 2 will cause decrease in variables product 3, product 4 and product 5 and vice versa. It can also be noted that product 3 has negative covariance with product 4 and product 5 which implied that increase in variable product 3 will cause decrease in variables product 4 and product 5 and vice versa. It can also be noted that product 4 has negative covariance with product 6 which implied that increase in variable product 4 will cause decrease in variable product 6 and vice versa. It can be noted that product 5 has positive covariance with product 6 which implied that increase in variable product 5 will cause increase in variable product 6 and vice versa.

7.33 COVARIANCES AMONG THE ITEMS OF PRICE

The critical ratio test reveal that the path coefficient for the indicator, Price is not significant at 5 per cent level and the path coefficients of other indicators are significant at 1 per cent and 5 per cent respectively. It can be inferred that in the Price dimension, all the items exactly quantify Price except the indicator ‘No difference in pricing among different shops’. among the variables of price, price 1 has negative covariance with price 2 and price 3 which implied that increase in variable price 1 will cause decrease in variable price 2 and price 3 and vice versa. It can also be inferred that price 2 has negative covariance with price 5, which implied that increase in variable price 2 will cause decrease in variables price 5 and vice versa. It can also be noted that price 3 has positive covariance with price 5 which implied that increase in variable price 3 will cause increase in variable price 5 and vice versa. It can be noted that price 4 has positive covariance with
price 5 which implied that increase in variable price 4 will cause increase in variable price 5 and vice versa.

7.34 COVARIANCES AMONG THE ITEMS OF ADVERTISING AND SALES PROMOTION

The critical ratio test reveals that the path coefficient for the indicator, Sales Promotion & Advertising is not significant at 5 per cent level and the path coefficients of other indicators are significant at 1 per cent and 5 per cent respectively. It can be inferred that in the Sales Promotion & Advertising dimension all the items exactly quantify Sales Promotion & Advertising except the indicators ‘Brand Ambassador’ and ‘gift’.

7.35 COVARIANCES AMONG THE ITEMS OF IMPULSE BUYING TENDENCY

The path coefficient for the indicator, Impulse Buying tendency is not significant at 5 per cent level and the path coefficients of other indicators are significant at 1 per cent and 5 per cent respectively. It can be inferred that in the Impulse Buying tendency dimension all the items exactly quantify Impulse Buying tendency except ‘Hurried Purchase’

7.36 COVARIANCES AMONG THE ITEMS OF BRAND LOYALTY

The results of the critical ratio test reveal that the path coefficient for the indicator, Brand Loyalty is not significant at 5 per cent level and the path coefficients of other indicators are significant at 1 per cent and 5 per cent respectively. It can be inferred that in the Brand Loyalty dimension all the items exactly quantify Brand Loyalty.

It can also be noted that brand 1 has negative covariance with brand 3 and brand 4 which implied that increase in variable brand 1 will cause decrease in variable brand 3 and brand 4 and vice versa. It can also be inferred that brand 2 has positive covariance with brand 3, brand 4, and brand 5, which implied that increase in variable brand 2 will cause increase in variables brand 3, brand 4 and
brand 5 and vice versa. It can also be noted that brand 3 has negative covariance with brand 4 which implied that increase in variable brand 3 will cause decrease in variables brand 4 and vice versa.

7.37 FACTOR ANALYSIS

It is found that the factor 1 (actualizer factor), factor 2 (fulfilled factor), factor 3 (believers factor), factor 4 (strivers factor), factor 5 (achievers factor), factor 6 (experiencers factor), factor 7 (makers factor), and factor 8 (strugglers factor), are having eigen values of 2.59, 4.63, 1.99, 2.33, 2.47, 2.91, 3.78, and 2.17 respectively. The most influencing factor is fulfilled factor followed by makers factor and experiencers factor.

Factor 2 accounts for 12.51 percent of variance; factor 7 accounts for 10.22 percent of variance and factor 6 accounts for 7.88 percent of variance. Together these three account for 30.01 percent of variance.

7.38 ONE WAY ANOVA

The significance value is less than 0.05 percentage, and thus the null hypothesis is rejected and it can be stated that there is significant difference in product perception among the various groups of the VALS.

The descriptive table shows that ‘Makers’ arrived at high mean value (2.477) among the rest of the segments. It can be inferred that product perception is a major factor to determine the shopping behaviour of the ‘Makers’ (2.477) followed by ‘Experiencers’ (2.370) and product perception has lower effects on the shopping behaviours of Strivers (1.918).

The significant value is less than 0.05 percentage and thus the null hypothesis is rejected and it can be stated that there is significant difference in price perception among various groups of VALS.

The descriptive table shows that Actualizers’ arrived at high mean value (2.93) among the rest of the segments. It can be inferred that Price perception is a major factor to determine the shopping behaviour of the ‘Actualizers’ (2.93)
followed by ‘Experiencers’ (2.74) and Price perception has lower effects on the shopping behaviours of ‘fulfilleds’ (2.36).

The significant value is less than 0.05 percentage and thus the null hypothesis is rejected and it can be stated that there is significant difference in the impulse buying tendency among various groups of VALS.

‘Actualizers’ arrived at high mean value (3.311) among the rest of the segments. It can be inferred that impulse buying tendency is a major factor to determine the shopping behaviour of the ‘Actualizers’ (3.311) followed by ‘Strivers’ (2.996) and impulse buying tendency has lower effects on the shopping behaviours of ‘strugglers’ (2.495) and ‘achievers’ (2.569).

The Significant value is less than 0.05 percentage and that the null hypotheses is rejected and it can be inferred that there is significant differencing brand loyalty among various groups of VALS.

‘Fulfilleds’ arrived at high mean value (2.397) among the rest of the segments. It can be inferred that Brand Loyalty is a major factor to determine the shopping behaviour of the ‘fulfilleds’ (2.397) followed by ‘experiencers’ (2.386) and Brand Loyalty has lower effects on the shopping behaviours of ‘achievers’ (1.932) and ‘believers’ (2.109).

7.39 SUGGESTIONS

- The tinned products, particularly food items, went well with the affluent society, whereas they did not find favor among those who belong to the middle class and lower middle class people. Hence, an alternate package may be identified.

- There are certain branded items, which the retailers bought in bulk in order to avail discount. However, it has become a deterrent as major investment has been made on a single branded item, instead of offering different brands of the same item.
• There are items which may get damaged as the consumers are not adept in removing them from the shelves. Such damaged items may inadvertently find place in the list of purchased goods of other consumers who may complain later. In order to avoid this problem, such items may be kept at reachable height of the consumers.

• The functioning of consumer service desks is a lot to be desired. It is essential to employ the right persons who empathize with the consumers in resolving their complaints.

• Arrival of new brands in the retail outlets is not brought to the notice of the consumers often. Advertising efforts need to be augmented.

• It is essential to address the issue that only reputed brands find place in retail outlets and there is little space for keeping the brands of less reputed ones. This creates the impression that only affluent people can go for shopping at retail outlets. The management needs to look into the matter in the long term interest of the unit.

• In some cases, the maintenance of the places where the articles are kept is not up to the mark, with the dust finding its way on the packages. Clean moving places will build up the image of the retail outlets.

• Aisle spaces are not wide enough to allow free movement of the consumers with the trolleys. The layout may be rearranged to bring in more space for movement of the consumers.

• There is misconstrued opinion in the minds of the people belonging to the lower middle and middle classes, that the prices of goods are exorbitant. This is because they perceive that the expenditure in running the gigantic business needs to be borne by them. Such a misconception needs to be removed.

• The delivery of food and beverages at the places of consumers is a problem that needs to be addressed. The department stores keep large volumes of
variety of food items, but they do not have delivery vans. As many consumers do not have four wheelers, they find it difficult to take the goods home. This makes imperative to the retail outlets to look into the problem of delivery of goods.

- There is a possibility that only the brands which yield better returns find place in the retailers. This tendency needs to be curbed as the consumers will go for quality goods at reasonable prices.

- It is essential to satisfy the consumers’ need for value for money proposition. When the developer loses control of the mall, consumer interests may take the backseat and it will not be good in the long run.

- The consumers preferred branded items. The consumers are not expecting any influence or advise to purchase unbranded items from retailers end. The retailers should not recommend for unbranded food and beverages items.

- The consumer expects different quantity of package for food products.

- Quality of package material is important for food and beverages products. The retailers have to ensure the quality.

- The uniform pricing policy should be followed for food and beverages products by the retailers.

- Expiry date should be mentioned in the label fixed on the packing materials of the food products.

- The retailers have to ensure the quality of the food products.

- Consumer relationship management needs to be paid attention, necessitating getting feedback from the consumers regularly, only to establish and maintain strong consumer base for the retailer especially for food and beverages.
7.40 CONCLUSION

The Indian retail sector is going through a transformation and this emerging market is witnessing a significant change in its growth and investment pattern. Both existing and new players are experimenting with new retail formats. Retailers and marketers often seek to learn how and why people shop. The purchase of food and beverages includes a number of factors that could affect purchase behaviour of consumers. Purchase behaviour is more complex and even more important for consumers today than in the past. Consumers are besieged by advertising, news articles, and direct mailings that provide an abundance of information, much of it with mixed messages. In addition, increases in the number and variety of foods and beverages, stores, and shopping malls, and the availability of foods and beverages purchasing capabilities have broadened the sphere for consumer choice and have complicated purchase behaviour. The value of the Indian food market is currently estimated at Rs.3230 billion, of which Rs.1076 billion accounts for processed food. The demand is expected to raise in the future, much of it to come from the food beverages segment. This growth is expected to occur as the outcome of socio-economic changes, different value perceptions and rapid transformation taking place in Indian society. To achieve greater efficiency, the retailer needs to adopt the latest technologies that could provide economies of scale and cost effectiveness.

As human behaviour is a complex phenomenon, the buying motives that drive the consumers to the shopping malls and other organized retail formats need to be studied. The segmentation of the market on the bases of demography, psychographic, geographic and the like are needed to devise appropriate strategies to attract the consumers. The quality of goods kept at the retail organizations is a vital element that should never be compromised. The branded products must be reputed ones at national and regional levels, as the consumer loyalty is at stake. The replenishment of
stock must be made on time to prevent out of stock situation and here requires the services of an expert to monitor the levels of stock of each item and the movements of them during different periods of time in a year. Obsolete food and beverages should not find place in the racks and shelves, as a shopper may inadvertently choose them only to find later that they are not good for use. Last, but not the least, the consumer attitude towards food and beverages has to be changed. For instance, even to this day. Retail formats should drive home the point that the food and beverages give greater utility in terms of hygiene, quality, convenience and cost.