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An Empirical Study of Retailers Preference Towards Ghee With Special Reference to Kangayam

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ABSTRACT: The goal of the current study is to ascertain retailers' preferences for ghee, particularly with regard to kangayam. The study's goals are to identify Ghee sales patterns and identify the major factors that impact how satisfied retailers are with Ghee. A retailer's level of satisfaction with Ghee is also determined by the project's findings regarding quality, demand, packaging, delivery, credit policies, profit margins, promotions, and brand. The structured questionnaire is used to collect the survey data. The statistical tools Chi-Square, Simple percentage, and Correlation are used to analyse the data.

1. INTRODUCTION

The typical packaging for ghee is an airtight glass jar. Direct sunlight should be avoided because it can lead to moisture buildup inside the jar. The dairy business, which includes the production, purchase, storage, processing, and distribution of dairy products, is crucial to India's agro-based economy. In the Middle East, camel or cow milk are typically used to make ghee rather than buffalo or mixed milk. There are many competitors in the market, and ghee has a flavour that is rich, sweet, and delectably nutty.

2. STATEMENT OF THE PROBLEM

The modern distribution system consists of whole set of people literally handling the goods. At each stage efficiency is not maintained the value of the ultimate product increases the retailers face difficulties when the festive season arrives to handle the customer and their demands maintain goodwill of the product with the competitors in market. The retailers have difficulties in the credit-based sales to the regular customers and daily users. To retain the customers

3. OBJECTIVES

- To find the awareness about RKG ghee among retailers.
- To analyze the efficiency and effectiveness of the distribution system
- To study the retailer's satisfaction on RKG Ghee

4. SCOPE OF THE STUDY

- Studies related to retailers' satisfaction with reference to effective distribution which is covering distribution channel, various promotional like price off, provided by the company to retailers.
- The study also consists of find out how much effective distribution helps to increase retailers' satisfaction
- The variables for measuring effectiveness of distribution are various services provided by the company like transportation, packing etc. the study is conducted to understand whether the employees are satisfied with various distribution services provided by company.



5. LIMITATION OF THE STUDY

- The result depends on the answers received from respondent which may be based.
- The research sample maybe varies depends upon the persons in the retail shop

6. LITERATURE REVIEW

- **Kajal Chatterjee, Krishnendu Adhikary, Srimani Sen, Samarjit Kar**, conducted a study on Identification and Analysis of Factors Affecting Consumer Behaviour in Fast Moving Consumer Goods Sector said that the consumer buying behaviour is influenced to a great extent not only by advertising strategy (AS), brand influence (BI) and celebrity endorsement (CE) but also by virtual merchandising.
- **Sadia Samar Ali, Rameshwar Dubey, 2013** conducted study on Redefining retailer's satisfaction index: A case of FMCG market in India. In this paper researchers propose a model based on American Customer Satisfaction Index, ACSI, to evaluate the satisfaction level of Retailers/Distributors. One of the most important concepts of marketing is satisfaction and for the past few decades has been attracting interests for retailers as well.
- **Dr. Kunal Gaurav, Kommuru Venkatnaga Raju, 2017**. The study conducted on the Factors influencing Highway Retailer Satisfaction in FMCG industry. They concluded that the retailer satisfaction is a key to success for every company as in the current scenario retailers not only meant for distributing the goods provided by the company to customers but also the value and the relationship, they maintain with the customers will reflect on the company's overall market value
- **Guruprasad M.V, 2018**. Study On Dealers Satisfaction Towards Komul Products. The study suggested that to learn the dealer satisfaction levels towards Nandini milk concerning promotional behaviour, Supply, quality and quantity of Nandini milk and to know demand stage of Nandini milk in the marketplace by the dealer.

7. RESEARCH METHODOLOGY

The process used to collect information and data for the purpose of making decisions. The methodology may include Publication research, Surveys and other Research techniques and could include both historical and present information.

7.1 Research Design

Research Design refers to the overall strategy that we choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring that we will effectively address the Research problem. It constitutes the blueprint for the collection, measurement and analysis of data.

7.2 Descriptive Research

Descriptive research refers to research that provides an accurate portrayal of characteristics of a particular individual, situation or group. These studies are a means of discovering new meaning, describing what exists, determining the frequency with which something occurs and categorizing information. In short, descriptive research deals with everything that can be counted and studied, which has an impact of the lives of the people it deals with.

8. DATA COLLECTION METHOD

- Primary Data Source
- Secondary Data Source

8.1 SIZE OF THE SAMPLE

The sample size is 150

8.2 STATISTICAL TOOLS USED

To analyze and interpret collected data the following statistical tools were used.

8.3 Simple Percentage Analysis

Simple Percentage Analysis is the method to represent raw streams of data as a percentage (a part in 100-percent) for better understanding of collected data.

$$\text{Percentage analysis} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

8.4 Chi-Square Test

The chi-squared test is used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories. As depicted in the formula, the Chi-Square statistic is based on the difference between what is actually observed in the data and what would be expected if there was truly no relationship between the variables.

$$\chi^2 = \sum_i \frac{(O_i - E_i)^2}{E_i}$$

Where, χ^2 = Chi-Square value, O_i = Observed frequency and E_i = Expected frequency

8.5 Correlation Analysis

Correlation analysis is a statistical method used to evaluate the strength of relationship between two quantitative variables. A high *correlation* means that two or more variables have a strong relationship with each other, while a weak *correlation* means that the variables are hardly related. The correlation values can range from -1.0 to 1.0, where -1.0 represents negative correlation and +1.0 represents positive relationship. It considers the relative movements in the variables and then defines if there is any relationship between them.

$$r = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{[n \sum x^2 - (\sum x)^2][n \sum y^2 - (\sum y)^2]}}$$

Where, r = correlation coefficient, n = number of observations, $x = 1^{\text{st}}$ variable in the context and $y = 2^{\text{nd}}$ variable in the context.



9. ANALYSIS AND INTERPRETATION OF THE STUDY

TABLE NO 1: TABLE SHOWING AWARE OF RKG GHEE

Awareness Of RKG Ghee		Frequency	Percent
Valid	No	2	1.3
	Yes	148	98.7
	Total	150	100.0

INTERPRETATION

98.7% of the respondents reported being aware of RKG Ghee, while only 1.3% reported not being aware of it.

10. CHI SQUARE TEST

The relationship between the GHEE SUPPLIED and the DAMAGES.

NULL HYPOTHESIS:

H₀: There is no significant relationship between the **GHEE SUPPLIED** and the **DAMAGES**.

ALTERNATIVE HYPOTHESIS:

H₁: There is no significant relationship between the **GHEE SUPPLIED** and the **DAMAGES**.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.441 ^a	4	.014
Likelihood Ratio	12.585	4	.013
N of Valid Cases	150		

INTERPRETATION:

The chi-square test yields a Pearson chi-square value of 12.441, with 4 degrees of freedom, and an asymptotic significance value of .014. The likelihood ratio also yields a chi-square value of 12.585, with 4 degrees of freedom, and an asymptotic significance value of .013.

The null hypothesis is rejected as the p-values are less than the significance level of .05. Therefore, we can conclude that there is a significant relationship between the GHEE SUPPLIED and the DAMAGES

11. CORREALATION

The Correlation between RETAILERS and the PAYMENT BASIS

NULL HYPOTHESIS:

H0: There is no significant Correlation between RETAILERS and the PAYMENT BASIS

ALTERNATIVE HYPOTHESIS:

H1: There is no significant Correlation between RETAILERS and the PAYMENT BASIS

Symmetric Measures

		Value	Asymptotic Standardized T ^a	Approximate T ^b	Approximate Significance
Interval by Interval	Pearson's R	.096	.082	1.171	.243 ^c
Ordinal by Ordinal	Spearman Correlation	.097	.082	1.188	.237 ^c
N of Valid Cases		150			

INTERPRETATION:

The correlation analysis between RETAILERS and PAYMENT BASIS resulted in a Pearson's R correlation coefficient of 0.096 with an asymptotic standardized error of 0.082. The p-value for this correlation was 0.243, which is greater than the standard alpha level of 0.05. Therefore, we fail to reject the null hypothesis that there is no significant correlation between RETAILERS and PAYMENT BASIS. In other words, there is no evidence of a strong linear relationship between the two variables.

12.FINDINGS

- 98.7% of the respondents reported being aware of RKG Ghee, while only 1.3% reported not being aware of it.
- 13.3% of respondents rated delivery as average, 72.0% rated it as good, and 14.7% rated it as very good.
- 50.7% of respondents reported high damages, 27.3% reported neutral damages, and 22.0% reported very high damages.
- 60.7% of the customers paid in cash, while 39.3% paid through credit.

12. SUGGESTION

- The retailers suggested that the discount scheme can be slightly modified. Because other brands are giving more schemes.
- The retailers and consumers are low level aware about buffalo ghee. So, the awareness of buffalo ghee is created by advertisement.

13. CONCLUSION

From the survey we understood that RKG Ghee retailers are highly satisfied. retailers as customers, they buy a lot of things every day. From the survey conducted among retailers it can be concluded that effective distribution plays an important role in functioning of company. Most of retailers are aware of effectiveness of distribution. RKG Ghee is one of the finest retailers of ghee products in India. They have a good scale of sales every year and they provide a good piece of services to them. This study has impartial results on its findings so that it can be concluded that effective distribution has a significant role in retailers' satisfaction.



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