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Retailer's preferences towards buying FMCG goods from Distributors in Kadegaon city

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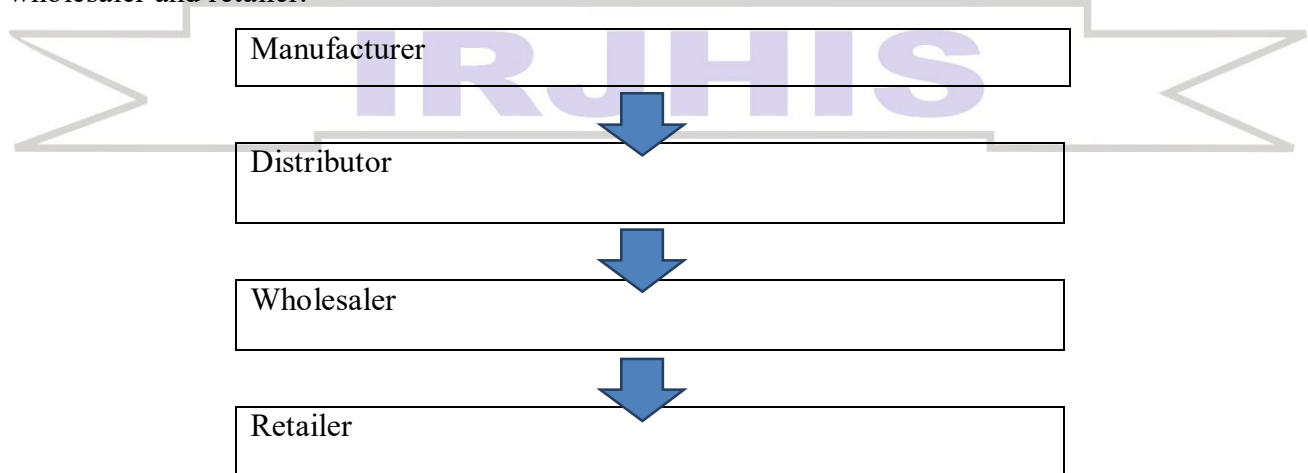
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I) Introduction to the study:

In the supply chain the product transform from manufacture to consumer or customer there is chain can be form. In between there are two or more persons to transform product up to the consumer. There are one distributor, one or many wholesaler and retailer are there. It can transform manufacturer to distributor, then wholesaler, then retailer and then consumer. It can also directly transform from distributor to retailer. Distributor can play role to supply to all the products to wholesaler and retailer.





Consumer

The supply chain is the network of organizations and processes involved in the production, distribution, and delivery of a product or service from the manufacturer to the final consumer or customer. In this chain, there are usually multiple intermediaries that are involved in the transportation, storage, and distribution of the product. These intermediaries include distributors, wholesalers, and retailers. The product can flow from the manufacturer to the distributor, then to the wholesaler, then to the retailer, and finally to the consumer. However, the flow can also be different, for example, the product can go directly from the distributor to the retailer. The distributor plays a significant role in supplying products to wholesalers and retailers, and also can be the main point of contact for manufacturers to reach out to retailers and wholesalers.

As per this the supply chain can be work.

II) Objectives of the Study:

1. To understand retailers preferences towards buying FMCG goods from distributors in kadegaon city.
2. To identify factors affecting on retailers preferences while buying FMCG goods.
3. To understand satisfaction level of retailers preferences while buying FMCG goods.
4. To analyse preference of retailer regarding different brands and their products.

III) Importance of the Study:

1. It helps distributor what can be needed to the retailer.
2. It can help distributor which product can be prefer by retailer to keep in the shop.
3. It helps to understand satisfying level of retailer.
4. It helps any services they can needed.
5. It helps who choose from wholesaler or distributor while purchasing product.

IV) Type of Research: -

Applied research

Data required:

Various types of data are required from respondents for this study, including retailer preference information such as retailer can keep product in shop quantity product, quality product, customer preference product, marginable product etc. Which type of distributor can prefer all products or selective product.

Data sources: -

Primary Data:

It is the first-hand experience data is collected by researcher through individual Observation, Personal interview, Schedule, Questionnaire is sources of primary data sources.

Secondary Data:

These are collected from direct interview of retailer.

Sampling: **Sampling size- 91.**

No.	Area	Samples
1.	Market	30
2.	Tadsar road	30
3.	Vita road	10
4.	Karad road	10
5.	Near Bus Stand	11
	Total	91

$$SS = Z^2 * p * (1-p) / e^2$$

Here,

Z = Z Score / Confidence Level 95%

P = Population Proportion (Assumed to be 50%)

e = Margin of Error. (5%)

$$SS = (1.96)^2 * (0.50) * (1-0.5) / (0.05)^2$$

$$SS = 3.8416 * 0.25 / 0.0025$$

$$SS = 0.9604 / 0.0025$$

$$SS = 384.16$$

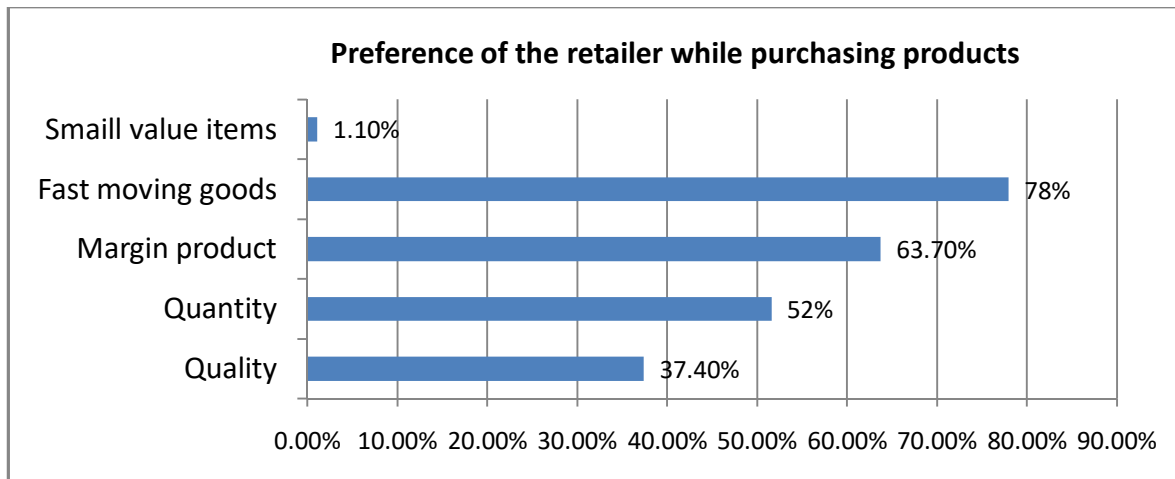
For this study, select the 384 Sample Size.

Universe/Population- Infinite

V) Data Analysis & Interpretation

1. Preference of the retailer while purchasing products:

Required in Products	Quality	Quantity	Margin Product	Fast Moving Goods	Small value items
No. of Respondents	34	47	58	71	1
Percentage	37.4	51.6	63.7	78	1.1

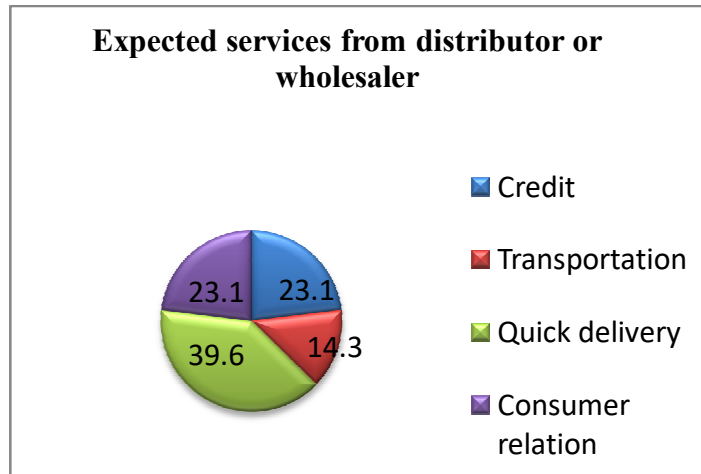


Interpretation:

As per data 78% people want to keep fast moving goods items, 63.7% margin product, 51.6% quantity products, 37.4% quality products & 1.1% people want to keep small low value products" suggests that there are different preferences when it comes to the type of products that people want to stock. 78% of people prioritize fast-moving goods items, 63.7% prioritize margin products, 51.6% prioritize quantity products, 37.4% prioritize quality products and only 1.1% of people prioritize small low value products. This information could indicate that people have different priorities when it comes to the type of products they want to stock, and that they might consider different factors when choosing products to stock, such as popularity, profitability, quantity, quality and value. This information could be useful for manufacturers and suppliers to understand the preferences of customers and make adjustments to their products and marketing strategies to attract more customers.

Expected services from distributor or wholesaler

Type Of Services	Credit	Transportation	Quick Delivery	Customer relation	Total
No. of Respondents	21	13	36	21	91
Percentage	23.1%	14.3%	39.5%	23.1%	100%

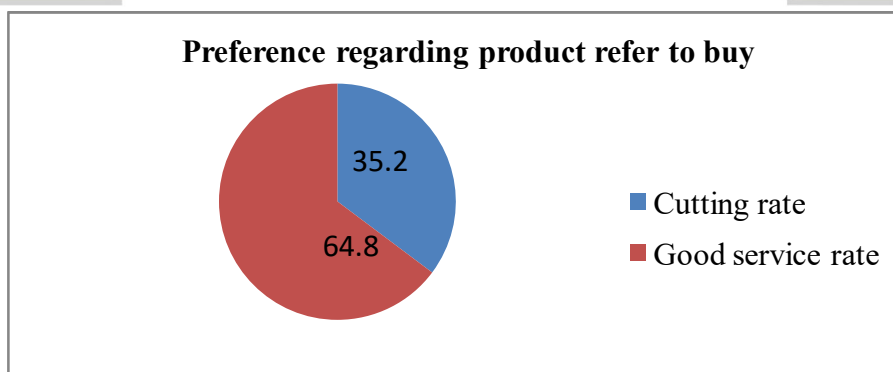


Interpretation:

From distributor or wholesaler the retailer out of 23.1% credit service, 14.3% transportation service, 39.6% quick delivery service & 23.1% retailer shop required customer relation" suggests that retailers have different priorities when it comes to the services they expect from distributors or wholesalers. 23.1% of retailers prioritize credit service, 14.3% prioritize transportation service, 39.6% prioritize quick delivery service and 23.1% prioritize customer relation service. This information could indicate that retailers are looking for different things from their distributors or wholesalers. Retailers who prioritize credit service may be more interested in distributors or wholesalers who offer credit services, while retailers who prioritize transportation service may be more interested in distributors or wholesalers who offer reliable and efficient transportation services. This information could be useful for distributors and wholesalers to understand the preferences of retailers and make adjustments to their services accordingly to attract more customers.

2. Preference regarding product refer to buy:

Product	Cutting Rate	Good Service Rate	Total
No. of Respondents	32	59	91
Percentage	35.20%	64.80%	100.00%

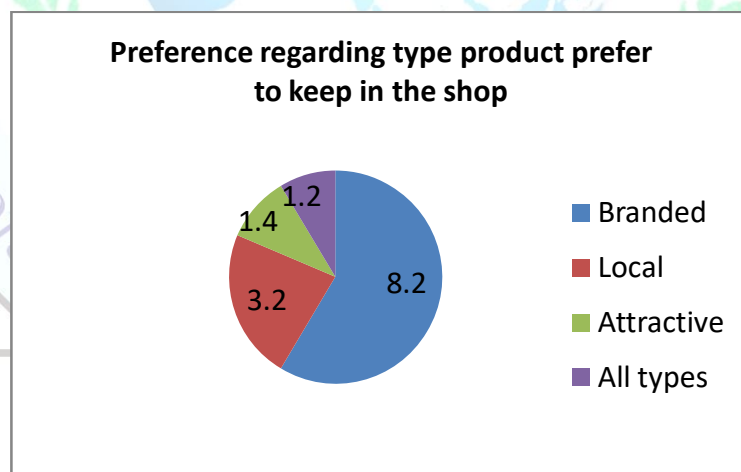


Interpretation:

Out of retailer 64.8% retailer require good service product & 35.2% require cutting rate product" suggests that retailers have different priorities when it comes to the type of products they want to stock, 64.8% of retailers prioritize good service product and 35.2% prioritize products with cutting rate. This information could indicate that retailers are looking for different things when choosing products to stock. Retailers who prioritize good service product may be more interested in products that are of high quality and come with good customer service, while retailers who prioritize cutting rate may be more interested in products that are less expensive. This information could be useful for manufacturers and suppliers to understand the preferences of retailers and make adjustments to their products, pricing and customer service accordingly to attract more customers.

3. Preference regarding type product prefer to keep in the shop:

Type of product	Branded	Local	Attractive	All types	Total
No. of Respondents	7	13	18	53	91
Percentage	7.70%	14.30%	19.80%	58.20%	100.00%



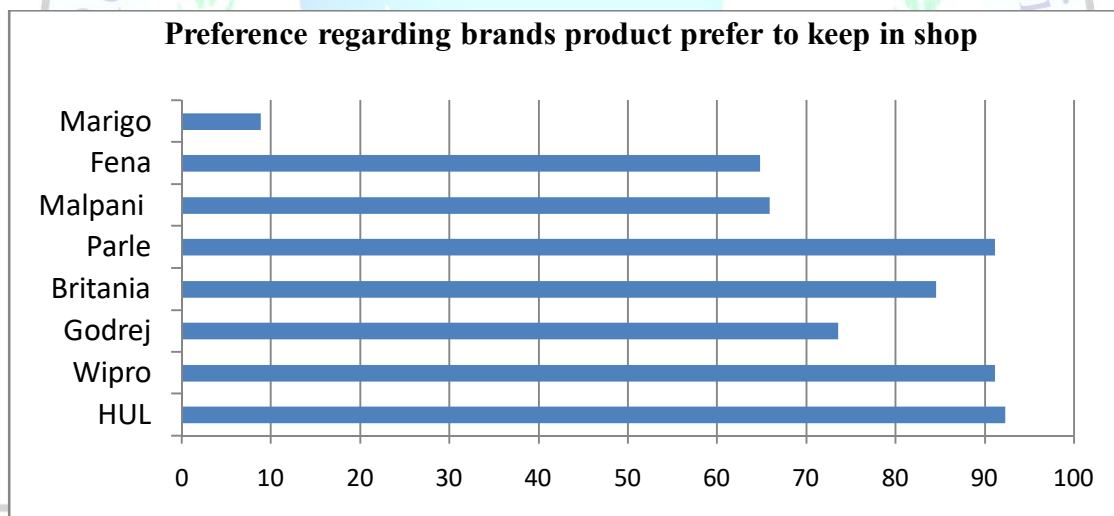
Interpretation:

Out of product 7.7% retailer want to keep branded products, 14.3% local products, 19.8% attractive products & 58.2% all types of products to keep in the retail shop" suggests that retailers have different preferences when it comes to the products they choose to stock. 7.7% of retailers prefer to keep branded products, 14.3% prefer to keep local products, 19.8% prefer to keep attractive products, and 58.2% of retailers prefer to keep all types of products in the retail shop. This information could indicate that retailers have different priorities when it comes to the type of

products they want to stock, and that they might consider different factors when choosing products to stock, such as brand, origin, and appearance. This information could be useful for manufacturers and suppliers to understand the preferences of retailers and make adjustments to their products and marketing strategies to attract more customers.

4. Preference regarding brands product prefer to keep in shop

Products	No. of Respondents	Percentage
HUL	84	92.30%
Wipro	83	91.20%
Godrej	67	73.60%
Britania	77	84.60%
Parle	83	91.20%
Malpani	60	65.90%
Fena	59	64.80%
Marigo	8	8.80%



Interpretation:

Out of products 92.3% retailer can keep Hindustan unilever limited company products, 91.2% Wipro products, 73.6% Godrej products, 84.6% Britannia, 91.2% Parle company products, 65.9% Fena company private limited company products & 8.8% retailer to keep Marico company products" suggests that retailers have different preferences when it comes to the products they choose to stock. A large percentage of retailers (92.3%) choose to keep products from Hindustan Unilever Limited, while a smaller percentage choose to keep products from other companies such as Wipro (91.2%), Godrej (73.6%), Britannia (84.6%), Parle (91.2%), Fena (65.9%), and Marico (8.8%). This

information could indicate that these companies have a higher brand recognition, have better reputation or have more effective marketing strategies. This information could also be useful for manufacturers and suppliers to understand the preferences of retailers and make adjustments to their products and marketing strategies to attract more customers.

VI) Findings:

1. As per data 78% people want to keep fast moving goods items, 63.7% margin product, 51.6% quantity products, 37.4% quality products & 1.1% people want to keep small low value products.
2. From distributor or wholesaler the retailer out of 23.1% credit service, 14.3% transportation service 39.6% quick delivery service & 23.1% retailer shop required customer relation service.
3. Out of retailer 64.8% retailer require good service product & 35.2% require cutting rate product.
4. Out of product 7.7% retailer want to keep branded products, 14.3% local products, 19.8% attractive products & 58.2% all types of products to keep in the retail shop.
5. Out of products 92.3% retailer can keep Hindustan uniliver limited company products, 91.2% wipro products, 73.6% Godrej products, 84.6% Britannia, 91.2% Parle company products, 65.9% Fena company private limited company products & 8.8% retailer to keep Marigo company products.
6. Out of distributor and wholesaler 40.7% retailer choose wholesaler, 19.8% distributor and 39.6% retailer can choose both wholesaler and distributor.
7. Out of distributor and wholesaler 35.2% retailer can choose for good rate, 29.7% relation, 22% service & 13.2% for credit system of wholesaler or distributor.
8. Out of retailer 83.5% retailer want to try new product in the market and remaining not try.

VII) Suggestions:

1. To start online booking app to reduce to time to bill.
2. To adopt new technology to perform transaction.
3. To increase to maintain good relation with customer.
4. To analyse market demand of product.
5. To increase variety of products in expand the product category.

VIII) Conclusion:

As per the study consumer preference is very important at any level. Supply chain do not work if there is no consumer to consume the goods. As per retailer can prefer goods which can consumer prefer. As per consumer demand the most of retailer can prefer fast moving goods. Most of the

people in this area prefer branded product. Most retailer can choose wholesaler because it can purchase at bulk quantity and it can sell into small quantity. One retailer not depend on one wholesaler, it can depend on various wholesaler because all products are not available at one wholesaler/distributor. This study can help all the distributor/wholesaler to attract retailer towards wholesaler/distributor.

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