MEDIA STRATEGIES AND CONSUMER SATISFACTION TOWARDS GROCERY BRANDED PRODUCTS IN TELANAGNA

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ABSTRACT

The aim the present study is to examine the media strategies and consumer satisfaction towards grocery branded products in Telanagna. Data were collected from 500 respondents using convenience sampling with the help of structured questionnaire delivered to them. The data was evaluated using the IBM SPSS software, including ANOVAs test. The results revealed that there is no significant relationship between effectiveness of media on demographic profile of respondents towards purchasing branded grocery products; except gender (H01). There is no association between demographic variables on consumer Satisfaction of brands grocery products (H02). This research study will be beneficial to retailers in the development of novel tactics to retain both new and current consumers, according to the findings.

KEYWORDS: *Brand, Grocery products, consumer, purchasing preference, demographic*

1. INTRODUCTION

Retail is a kind of business operation that includes selling something to a single individual client. The barter system, in which one set of commodities or services was traded for another set of commodities or services, was historically used to conduct commercial transactions. In ancient days, there was no such thing as money to be had. The invention of currency and money, on the other hand, solved all of the problems associated with the bartering system. After the Industrial Revolution, the size of production rose substantially, as did the number of people working in the industry. Small grocery stores were formed to meet the growing demand for items as a result of the increasing number of consumers. There are a variety of product categories available for customers to choose from at these locations.

These small food stores were progressively transformed into department stores, heralding the beginning of the modern era of organised retail distribution. These department shops provide a vast selection of products from which to choose. Customer shopping at many places in order to maximise their savings is common in the retail industry because of the intense competition among retailers. Companies are compelled to come up with more innovative methods to deliver more value to their customers in order to get a competitive edge in the market. Store owners and managers must first cultivate customer loyalty among their present and prospective customers in order to maintain control over client interactions in the supermarket company and other sectors. As a result, the grocery shopping industry has shifted its attention to a greater degree on the behaviour of customers.

It is becoming more difficult to promote grocery products. The marketplace exposes all aspects of a business to razor-sharp comparisons, including pricing, quantity, and the purchase experience. The introduction of own-brand products by shops, as well as the entry of new firms into the grocery industry from both local and worldwide chains, is among the factors contributing to increasing competition. Because of this, everyone from classic concept stores to low-cost businesses will experience increasing competition. In today's market, merchants are attempting to distinguish themselves by emphasising qualities such as high-quality merchandise, exceptional customer service, and a green product range. It is often needed to be able to articulate a distinct point of view if one wishes to compete effectively.

2. REVIEW OF LITERATURE

Various aspects of consumer behaviour, including awareness, buying behaviour, brand choice, and the factors that influence brand preference, have all been studied in the past, and the findings of such studies are discussed in this portion of the paper. Numerous studies have been carried out in the past by a variety of professionals in order to get a better understanding of consumer behaviour. Observing that food safety has become a significant source of public

worry, Yeung and Joe (2001) called on the government of the United Kingdom and the food sector to take action to restore consumer confidence in the food supply. With the help of the research literature, this paper develops a conceptual framework that identifies and investigates the components that influence consumer perceptions of food safety concerns, in addition to the projected impact on purchase behaviour, in this context. As part of their research, Verdurme and Viaene (2003) constructed an information-attitude-buying intention model, which indicated variations in attitudes and purchase intentions between premium-branded genetically modified foods and generic genetically modified foods. According to Ramasamy (2005), product knowledge and attitude toward the product have a significant impact on buying behaviour. Consumers surveyed said that television commercials were their preferred source of information, followed by displays at retail establishments and other sources of information. There are many factors that influence consumers' views of brands, with different product characteristics having an essential part in the decision-making process. A high number of respondents emphasised the importance of quality and cost, while the remaining respondents emphasised the importance of the manufacturer's image. According to Kubendran and Vanniarajan (2005), changes in eating habits were responsible for the shift in consumption patterns seen over the last decade. Consumer income and urbanisation are increasing, as is the proportion of one's income spent on consumption. When compared to shopping in rural areas, urban customers chose more branded goods. The results of the survey revealed that access, quality, constant supply, door delivery and payment method were the most important criteria affecting purchasing choices. Customer loyalty to a single brand is not high among food purchasers, according to a report published by Narang in 2006. When it comes time to make a purchase, they should be able to remember a number of different brand names from memory. Repetitive advertising may aid in the development of brand memory. In order to appeal to young people, the product should be connected with style and trend, and the brand name should be created in order to make a fashion statement, according to the experts. It has been proposed that promotional methods such as discounts and freebies with purchases be used to increase conversion rates in order to increase sales. According to these findings, customers are more engaged in the design of a product than ever before; following the findings of this research, various factors impact customer perception of branded items in Telanagna, with a particular emphasis on supermarket products, according to the findings.

3. IMPORTANCE OF THE STUDY

This study's results will help to provide a more full picture of consumer preferences for food purchasing in expanding retail formats such as convenience stores, department stores, hypermarkets, supermarkets, discount stores, and specialty stores. The study's results will assist in customer segmentation based on their preferences for retail formats when purchasing food goods. The study's findings will help grocery businesses better understand their customers' perceptions of cost, quality, and length of products when they shop at the supermarket.

This study looks at various important aspects of food retailing and client purchasing behaviour in supermarkets. According to the idea, it will also aid and advise consumers in boosting their level of awareness about the expiry date and quality of the commodities, and merchants in providing them with a realistic framework on changing retail forms.

4. SCOPE OF THE STUDY

• The study is confined to people's food shopping behaviours in the Hyderabad and Ranga Reddy districts, and it focuses on the most critical factors influencing consumers' intentions to make supermarket purchases.
• The scope of store characteristics includes, among other things, location, product, customer service, pricing, quality, expiry date, promotion, environment, and retail facilities.

5. STATEMENT OF THE PROBLEM

The urban and rural markets have a lot of promise, but they also have a lot of hurdles for marketers that wish to reach out to rural clients. Marketers, with the exception of a few huge businesses, do not have a full grasp of rural regions and people. Rural customers have different buying habits and product preferences than their urban counterparts, as well as different income levels, attitudes, awareness levels, and degrees of knowledge and comprehension.Marketers in today's atmosphere consider rural markets as a venue to sell their extra products and services. There are various misunderstandings regarding rural markets and rural consumer behaviour, including misconceptions about the potential in rural markets as well as assumptions about their taste and preferences. Companies spend money recklessly on many kinds of marketing, such as brand promotion, celebrity endorsements, and rural marketing, without understanding the worth of what they are spending money on. While companies recognise the differences between rural and urban clients, many of them nevertheless apply metropolitan marketing techniques to rural areas. Rural consumers are reluctant to use certain goods because, among other things, they are unfamiliar with

the brands, have no foundation for selecting a brand, and are prone to a range of influencing factors. The great majority of people in India live in rural regions.

6. OBJECTIVES OF THE STUDY
The present study has certain objectives which are as under: -
1. To study the awareness of consumer towards branded grocery products
2. To study the impact of marketing strategies on consumers buying behavior of the branded grocery products
3. To analyze the consumer satisfaction towards the branded grocery products.

7. HYPOTHESIS OF THE STUDY
The following are the hypothesis formulated for this research study.

H01: There is no significant relationship between effectiveness of media on purchasing branded grocery products

H02: There is no association between demographic variables on consumer Satisfaction of brands grocery products.

8. METHODOLOGY
- **Research Design:** Descriptive research
- **Sources of data:** For primary data, Field survey method was employed and data were collected from the customers of Branded grocery products by the researcher with the help of well- structured questionnaire distributed in Hyderabad and Ranga Reddy District. Secondary data is collected from various Journals, Periodicals such as Magazines, Business newspapers, and from subject related books and websites.
- **Data collections methods:** Data has been collected using structure questionnaire through customer survey method and personal interview of consumers
- **Sampling area:** Hyderabad and Ranga Reddy Districts
- **Sampling Method:** Convenience sampling method has been used to collect sample of 500 respondents.
- **Statistical tools used:** ANOVAs and chi-square using SPSS 23.0 v.

Table-1:Reliability Statistics		
Cronbach's Alpha	**Cronbach's Alpha Based on Standardized Items**	**N of Items**
.875	.822	15

According to Table 1, the questionnaire was assessed for reliability and the findings are shown below. The constructed questionnaire has been pretested and validated via face validity by being provided to a carefully chosen group of experts, and it also has a sufficiently high reliability score. The outcome was a value of 0.875 for the. It shows that the data has a high level of dependability and validity.

Demographic Variables: The frequency distribution of demographic variables is presented in the following table.

Table-2: Demographic Analysis

Particulars	Classification	No of Responses	Percentage
Age	18 - 25 years	69	13.8
	25 - 35 years	114	22.8
	35 - 45years	192	38.4
	45 - 55 years	125	25
Gender	male	362	72.4
	female	138	27.6
Education	SSC	48	9.6
	Intermediate	48	9.6
	Graduate	216	43.2
	Post Graduate	184	36.8
	Others	4	0.8

Occupation	govt employee	113	22.6
	Pvt. Employee	111	22.2
	Business man	264	52.8
	Housewife	12	2.4
Monthly income (in rupees)	Rs.5000-10000	23	4.6
	Rs.10001-20000	91	18.2
	Rs.20001-30000	138	27.6
	Above Rs.30000	248	49.6
Family Type	Nuclear	427	85.4
	Joint	73	14.6
Marital Status	Married	474	94.8
	Unmarried	26	5.2
Family Size	2 members	43	8.6
	3-4 members	252	50.4
	4-5 members	139	27.8
	Above 5 members	66	13.2
Place	Urban	317	63.4
	Semi-urban	158	31.6
	Rural	25	5
Total		*n = 500*	*100%*

ANOVA: The analysis of variance (ANOVA) is used to determine any statistically significant differences between the means of two or more independent (unrelated) groups. So ANOVA is conducted to understand whether there is any significant difference in the Consumers' demographic variables on consumer preference of brands grocery products. It has been considered for the study as explained in the table.

H01: There is no significant relationship between effectiveness of media on purchasing branded grocery products

Table-3: Results of ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Gender	Between Groups	2.897	3	.966	4.937	.002
	Within Groups	97.015	496	.196		
	Total	99.912	499			
Age	Between Groups	1.370	3	.457	.471	.703
	Within Groups	481.372	496	.971		
	Total	482.742	499			
Occupation	Between Groups	.434	3	.145	.197	.898
	Within Groups	363.316	496	.732		
	Total	363.750	499			
Education Qualification	Between Groups	1.709	3	.570	.651	.582
	Within Groups	433.683	496	.874		
	Total	435.392	499			

Family Type	Between Groups	.519	3	.173	1.388	.246
	Within Groups	61.823	496	.125		
	Total	62.342	499			
Place	Between Groups	1.986	3	.662	1.937	.123
	Within Groups	169.486	496	.342		
	Total	171.472	499			
Marital Status	Between Groups	.248	3	.083	1.680	.170
	Within Groups	24.400	496	.049		
	Total	24.648	499			
Family Size	Between Groups	3.238	3	1.079	1.580	.193
	Within Groups	338.794	496	.683		
	Total	342.032	499			
Income Level	Between Groups	.259	3	.086	.105	.957
	Within Groups	406.099	496	.819		
	Total	406.358	499			

The ANOVA analysis in table shows that the result of Gender and Effect of the media on branded grocery Products purchase F value is 4.937, significance value is 0.002. age and Effect of the media on branded grocery Products purchase F value is 0.471, significance value is 0.703. Occupation and Effect of the media on branded grocery Products purchase F value is 0.197, significance value is 0.898. Education qualification and Effect of the media on branded grocery Products purchase F value is 0.651, significance value is 0.582. Family Type and Effect of the media on branded grocery Products purchase F value is 1.388, significance value is 0.246. place and Effect of the media on branded grocery Products purchase F value is 1.937, significance value is 0. 123. Marital status and Effect of the media on branded grocery Products purchase F value is 1.680, significance value is 0.170. Family size and Effect of the media on branded grocery Products purchase F value is 1.580, significance value is 0.193. Income level and Effect of the media on branded grocery Products purchase F value is 0.105, significance value is 0.957.

Gender and Effect of the media on branded grocery Products purchase the F value is 4.937, p-value 0.002 is less than the 0.05. Hence it concludes that there is significance Gender and Effect of the media on branded grocery Products purchase

Ho: There is no significant difference between Demographic and Scale the attributes while making purchase decision of grocery products.

Ha: There is significant difference between Demographic and Scale the attributes while making purchase decision of grocery products.

H02: There is no association between demographic variables on consumer Satisfaction of brands grocery products

Table-3: Results of ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Gender	Between Groups	.246	3	.082	.407	.748
	Within Groups	99.666	496	.201		
	Total	99.912	499			
Age	Between Groups	.779	3	.260	.267	.849
	Within Groups	481.963	496	.972		
	Total	482.742	499			
Occupation	Between Groups	.138	3	.046	.063	.980
	Within Groups	363.612	496	.733		
	Total	363.750	499			
Education Qualification	Between Groups	1.677	3	.559	.639	.590
	Within Groups	433.715	496	.874		
	Total	435.392	499			

Family Type	Between Groups	.757	3	.252	2.032	.108
	Within Groups	61.585	496	.124		
	Total	62.342	499			
Place	Between Groups	2.259	3	.753	2.207	.086
	Within Groups	169.213	496	.341		
	Total	171.472	499			
Marital Status	Between Groups	.068	3	.023	.460	.710
	Within Groups	24.580	496	.050		
	Total	24.648	499			
Family Size	Between Groups	3.708	3	1.236	1.812	.144
	Within Groups	338.324	496	.682		
	Total	342.032	499			
Income Level	Between Groups	1.214	3	.405	.496	.686
	Within Groups	405.144	496	.817		
	Total	406.358	499			

The ANOVA analysis in table shows that the result of Gender and Satisfaction towards various factors provided by the branded grocery Products F value is 407, significance value is 0.748. Age and Satisfaction towards various factors provided by the branded grocery Products F value is 0.267, significance value is 0.849; Occupation and Satisfaction towards various factors provided by the branded grocery Products. F value is 0.063, significance value is 0.980. Education qualification and Satisfaction towards various factors provided by the branded grocery Products F value is 0.639, significance value is 0.590. Family Type and Satisfaction towards various factors provided by the branded grocery Products F value is 0.2.032, significance value is 0.108. place and Satisfaction towards various factors provided by the branded grocery Products F value is 2.207, significance value is 0.086. Marital status and Satisfaction towards various factors provided by the branded grocery Products F value is 0.460, significance value is 0.710. Family size and Satisfaction towards various factors provided by the branded grocery Products F value is 1.812, significance value is 0.144. Income level and Satisfaction towards various factors provided by the branded grocery Products F value is 0.496 significance value is 0.686. Gender, age, occupation, education qualification, family type, place, marital status, family size and income level and Satisfaction towards various factors provided by the branded grocery Products the F value is 6.623, p-value 0.000 is less than the 0.05. Hence it concludes that there is significance Gender and Satisfaction towards various factors provided by the branded grocery Products

9. CONCLUSION

Grocery goods are items that are required for daily life, such as rice, pulses, oil, soaps, brushes, toothpaste, and breads. A grocery product is any nonperishable food that is packed in cans, bottles, or cartons. It serves as both a meal and a housekeeping item. The present research focuses on customer brand preferences as well as the factors that influence consumer purchases of branded supermarket products. The researcher utilised the convenience sampling strategy, which is a non-probability sampling approach. Data was acquired from 500 respondents in India's consumer marketplaces, both rural and urban. The researcher used a structured questionnaire to collect primary data for this study, which was conducted in the form of a survey. The researcher used the SPSS 23.0 version and the ANOVA test to analyse the final data. As a result of the study, it was observed that demographic parameters such as there is no significant association between the efficacy of media on the demographic profile of respondents towards buying branded grocery items; except for gender (H01). There is no relationship between demographic characteristics and customer satisfaction with brand food goods (H02).

10. LIMITATIONS OF THE STUDY
The following are the study's limitations in terms of scope.
1. The scope of the research is restricted to Hyderabad and the surrounding area of Ranga Reddy District. A limitation imposed by time and budget necessitated the study's confinement to two districts, which still included all of the districts in Hyderabad and Ranga Reddy.
2. On the basis of the replies of the chosen respondents from Hyderabad and the Ranga Reddy District, the research was carried out. As a result, the conclusions and results of the study may not necessarily apply to the full rural and urban regions of other districts or the entire nation.
3. The survey is restricted to 500 replies from customers in the districts of Hyderabad and Ranga

Reddy, respectively. A greater number of replies would have shed sufficient light on the whole research. A significant restriction is the dynamic nature of the market, which changes with regard to time and media impact.

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