

Studies on Rural and Urban Market at Heritage

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Abstract: In the work analysis has been done on Rural and Urban Market of Heritage, Hyderabad. A sample size of 100 is taken for the purpose of analysis made for primary and secondary data. Out of the total sample most of respondents are male and many and between 50 and above. Most of the respondents have 10 to 15 years of long association in organization. The primary objective of this Study the market expansion strategies adapted by Heritage Dairy Products in Greater Hyderabad and study attitudes of the retailers towards the Heritage Dairy Products.

I. INTRODUCTION

A review on the previous studies on heritage among the employees in the areas already covered, this will help to find our new areas uncovered and to study them in depth. The Retail Sector in India witnessing a huge revamping exercise as traditional for new formats such as departmental stores, hyper markets, super markets & specialty stores. Markets make way Western style malls have begun appearing in metros and second rung cities alike introducing the Indian consumer to shopping experience like never before. A structure of retailing is developing rapidly with shopping malls becoming increasingly common in large cities, and development plans are being projected at 200+ new shopping malls by 2018. According to the report, the annual growth of departmental stores has been estimated at 24 per cent, which is a faster than overall retail & supermarkets have taken an increased share of general food & grocery trade over the last two decades.

KEY STRATEGIC FACTORS IN RETAILING:

The key to success is identifying a superior value-promise and who is in a better position to do it than retailers? Retailers are the closest to the point of purchase and have access to a wealth of information on consumer shopping behavior. Retailers have some unique advantages for managing brands such as continuous and actionable dialogue with consumers, control over brand presentation at point-of-sale, control over shopping environment, display location/adjacencies, and signage. And they have used this advantage with tremendous success.

II.OBJECTIVES OF THE STUDY

To Study the market expansion strategies adapted by Heritage Dairy Products in Greater Hyderabad and to study the attitudes of the retailers towards the Heritage Dairy Products.

II. REVIEW OF LITERATURE

Mulky AND Nargundkar (2003) found that stores in modern formats have emerged in the metro cities but the bulk of the retail sales happened through traditional retail formats. The authors' analyzed the developments in retailing in India. They carried out a literature survey of retailing in India and in some newly industrialized countries.

Sinha and Kar (2004) highlighted that the Indian retail sector is going through the transformation and this margin, market is witnessing a significant change in its growth. New players are experimenting with new retail formats. They study revealed that currently two popular formats. Hyper markets and super markets are growing fast. They also discussed their challenges and opportunities' available to the retailers to succeed in the country.

Kpmg (2005) along with FICCI conducted a survey of CEO of twenty leading retail organizations in India to gain a better insight into the retail sector. The study highlighted that in order to tap this growth opportunity, Indian retail organizations need to prefer for a quick scale up across dimensions of people, process, and technology in addition to identify a right format and volume proposition for the Indian consumer.

Carpenter and Moore (2006) in a study conducted in our market place, provided a general understanding of the relationship of grocery consumers in demographics with their retail format choice.

Gaiha and Thapa (2007) in their discussion paper produced by the Asia and Pacific (IFAD) confirmed through an econometric analysis that supermarkets are likely to grow rapidly in several countries in the Asia and the Pacific region. The study found that either the quality or other requirements

III. RESEARCH METHODOLOGY

Using descriptive research design, this research was conducted. Respondents for this study include owners of kirana stores, general stores, super markets, pharmacies, bakery shops etc., in twin cities of Hyderabad and Secundrabad. Using convenient sampling, 200 of them were chosen to whom the questionnaires were administered

Data Collection Method

Primary Data:

The primary data is collected by a questionnaire in Heritage Foods Pvt. Ltd. Circulated among the employees to collect information.

Secondary Data

The secondary data has been collected from reviews of books, digital libraries, journals, online database & other web resources proceeding of seminars conferences reports and standing on conference of public enterprises.

Research tools

A structured questionnaire has been prepared to get the relevant information from the respondents. The questionnaire consists of variety of questions presented to the respondents for their response. The various types of questions used in this survey are closed ended questions, multiple questions and open ended questions.

Sampling size:

The study was conducted to examine the relationships of independent and dependent variable by applying the survey questionnaire. The Respondents are selected on the random basis 100 employees was taken as a sample from the employees in Heritage

Statistical methods used

Percentage analysis

Bars charts

Statistical tools used

Chi- square

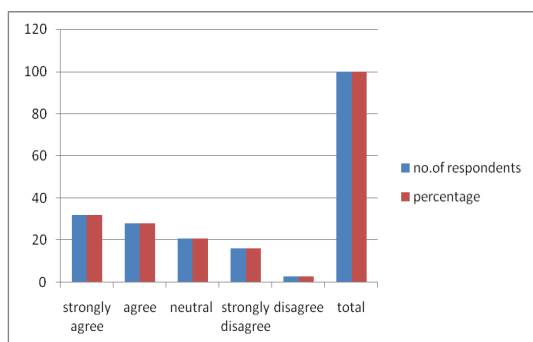
IV. RESULTS AND DISCUSSIONS

The various data that were collected during the survey are tabled below. Table 1 records the data of the age of the employees and their percentage among the respondents or as a footnote.

Table 1: A customized marketing strategy affects the growth of the company in the rural market

Opinion	No of respondents	Percentage
strongly agree	32	32%
Agree	28	28%
Neutral	21	21%
strongly disagree	16	16%
Disagree	3	3%
Total	100	100

Chart 1: A customized marketing strategy affects the growth of the company in the rural market



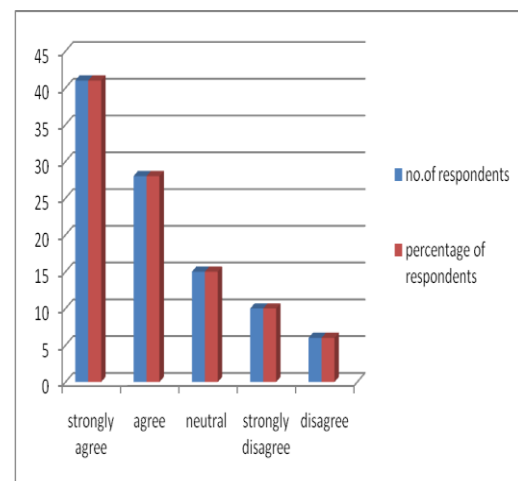
Inference:

It is observed from the survey that 32% of respondents are strongly agree and 28% of respondents are agree and 21% of respondents are neutral and 16% of respondents are strongly disagree and 3% of respondents disagree

Table 2. Advertising affects the sales figures of the company

Opinion	No of respondents	percentage
Strongly agree	41	41%
Agree	28	28%
Neutral	15	15%
Strongly disagree	10	10%
Disagree	6	6%
Total	100	100

Chart 2: Advertising affects the sales figures of the company

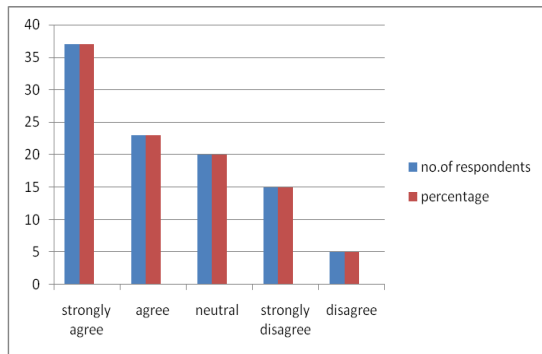


Inference: It is observed from the survey that 41% of respondents are strongly agree and 28% of respondents are agree and 15% of respondents are neutral and 10% of respondents are strongly disagree and 6% of respondents disagree

Table3: Sales promotion activities in rural areas are totally different than urban areas

Opinion	No. of respondents	Percentage
Strongly agree	37	37%
Agree	27	27%
Neutral	20	20%
Strongly disagree	15	15%
Disagree	5	5%
Total	100	100%

Chart3: Sales promotion activities in rural areas are totally different than urban areas

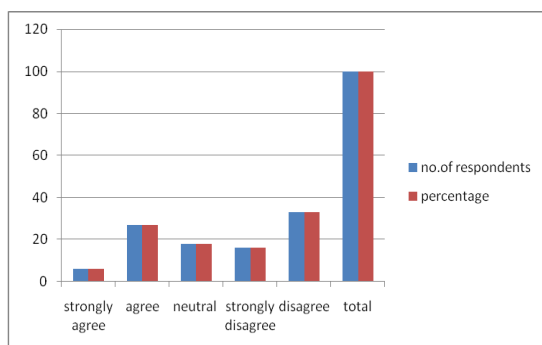


Inference: It is observed from the survey that 37% of respondents are strongly agree and 27% of respondents are agree and 20% of respondents are neutral and 15% of respondents are strongly disagree and 5% of respondents disagree

Table4: Rural marketing is more challenging and needs more customized products to satisfy the needs of the rural customers

Opinion	No of respondents	percentage
Strongly agree	6	6%
Agree	27	27%
Neutral	18	18%
Strongly disagree	16	16%
Disagree	33	33%
total	100	100%

Chart4: Rural marketing is more challenging and needs more customized products to satisfy the needs of the rural customers



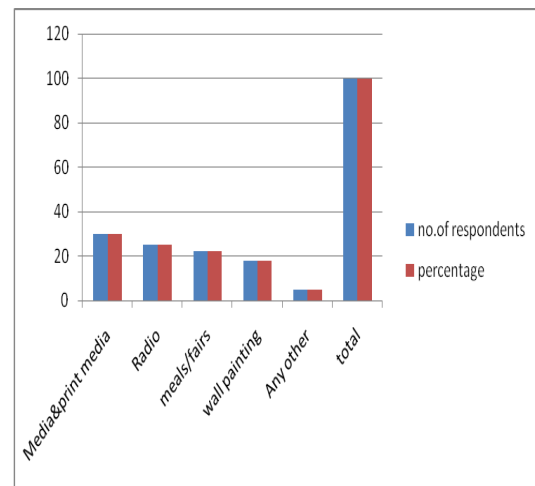
Inference: It is observed from the survey that 6% of respondents are strongly agree and 27% of respondents are agree and 18% of respondents are neutral and 16% of respondents are strongly disagree and 33% of respondents disagree

neutral and 16% of respondents are strongly disagree and 33% of respondents disagree

Table5: Which form of advertising is more suitable for rural areas?

Opinion	No. of respondents	percentage
Media&print media	30	30
Radio	25	25
meals/fairs	22	22
wall painting	18	18
Any other	5	5
total	100	100

Chart5: Which form of advertising is more suitable for rural areas?

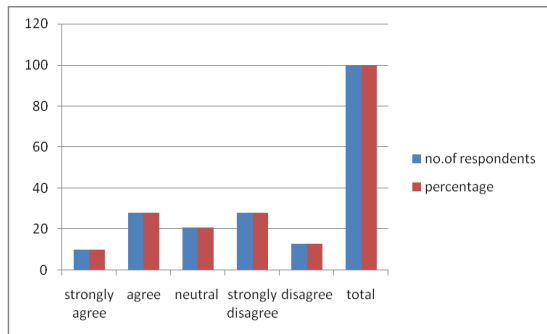


Inference: It is observed from the survey that 30% of respondents are strongly agree and 25% of respondents are agree and 22% of respondents are neutral and 18% of respondents are strongly disagree and 5% of respondents disagree

Table6: Retailers in rural areas affects the purchasing decision of rural consumers

Opinion	No. of respondents	percentage
Strongly agree	10	10%
Agree	28	28%
Neutral	21	21%
Stronglydisagree	28	28%
Disagree	13	13%
Total	100	100

Chart6: Retailers in rural areas affects the purchasing decision of rural consumers

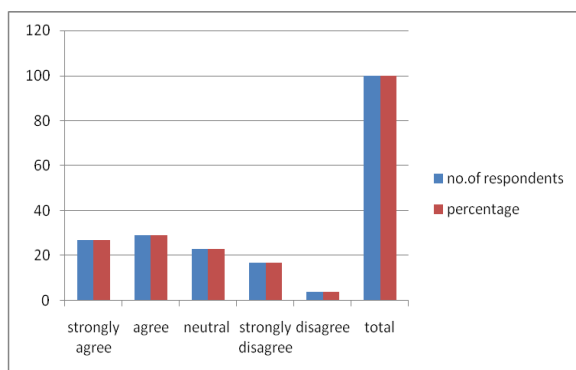


Inference: It is observed from the survey that 10% of respondents are strongly agree and 28% of respondents are agree and 21% of respondents are neutral and 28% of respondents are strongly disagree and 13% of respondents disagree

Table7 : Rural Consumer still prefers to buy products from HAATS and Meal's, due to their price sensitive nature

Opinion	No. of respondents	Percentage
Strongly agree	27	27%
Agree	29	29%
Neutral	23	23%
Strongly disagree	17	17%
Disagree	4	4%
total	100	100

Chart 7: Rural Consumer still prefers to buy products from HAATS and Meal's, due to their price sensitive nature



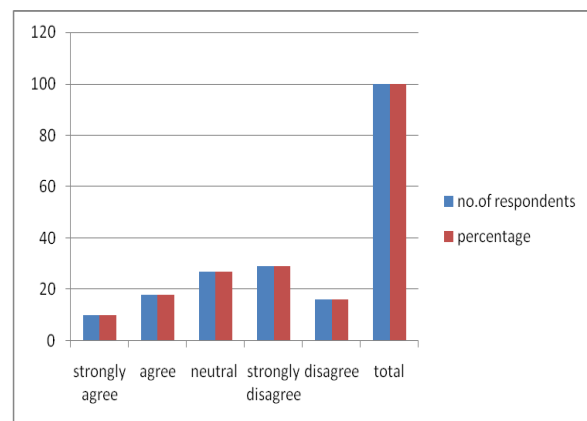
Inference: It is observed from the survey that 27% of respondents are strongly agree and 29 of respondents are agree and 23% of respondents are neutral and 17% of respondents are strongly disagree and 4% of

respondents disagree

Table 8: Small Packs of FMCG products are more in demand in comparison to bigger packs in rural areas

opinion	No. Of respondents	percentage
strongly agree	10	10
agree	18	18
neutral	27	27
strongly disagree	29	29
disagree	16	16
total	100	100

Chart 8: Small Packs of FMCG products are more in demand in comparison to bigger packs in rural areas

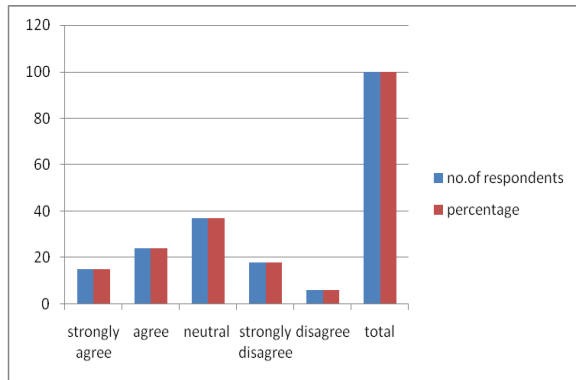


Inference: It is observed from the survey that 10% of respondents are strongly agree and 18% of respondents are agree and 27% of respondents are neutral and 29% of respondents are strongly disagree and 16% of respondents disagree

Table 9: Similar discount policy as urban counterparts affects the sale of FMCG products in rural areas.

Opinion	No. Of respondents	percentage
strongly agree	15	15
Agree	24	24
neutral	37	37
strongly disagree	18	18
Disagree	6	6
Total	100	100

Chart 9: Similar discount policy as urban counterparts affects the sale of FMCG products in rural areas

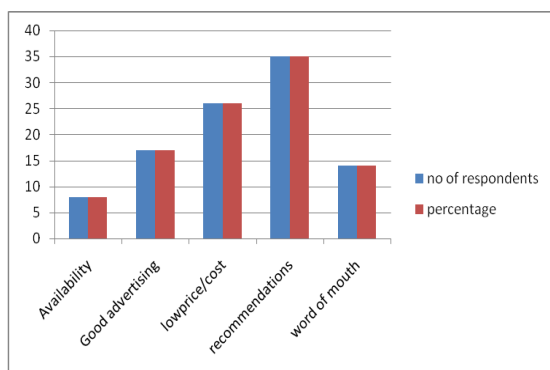


Inference: It is observed from the survey that 15 % of respondents are strongly agree and 24% of respondents are agree and 37% of respondents are neutral and 18% of respondents are strongly disagree and 6% of respondents disagree

Table 10: which marketing strategy or scheme dramatically affects the sale of products?

opinion	No. of respondents	percentage
Availability	8	8
Good advertising	17	17
low price/cost	26	26
recommendations	35	35
word of mouth	14	14
total	100	100

Chart 10: which marketing strategy or scheme dramatically affects the sale of products

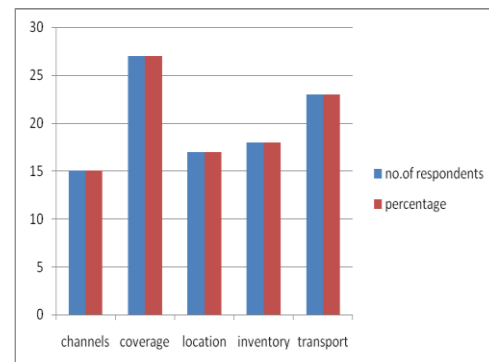


Inference: It is observed from the survey that 8% of respondents say that due to availability and 17% of respondents say due to good advertising and 26% of respondents say due to low price and 35% of respondents say due to recommendations and 14% of respondents say due to word of mouth.

Table 11: place mix in rural and urban market

Opinion	No. Of respondents	percentage
channels	15	15
coverage	27	27
location	17	17
inventory	18	18
transport	23	23
total	100	100

Chart 11: place mix in rural and urban market



Inference: It is observed from the survey that 15% of respondents say due to channels and 27% of respondents say due to coverage and 17% of respondents say due to inventory and 18% of respondents say due to transport strongly and 23% of respondents disagree.

Chi square test Rural Vs Urban place mix of essential commodities.

Opinion	Channels	coverage	Location	Inventory	Transport	Total
Channels	15	0	0	0	0	15
Coverage	0	27	0	0	0	27
Location	0	0	17	0	0	17
Inventory	0	0	0	18	0	18
Transport	0	0	0	0	23	23
Total	15	27	17	18	23	100

Null hypothesis H0: There is no significant difference between rural and urban place mix of essential commodities. Alternate hypothesis H1: There is significant relationship between rural and urban place mix of essential commodities.

		Value	Df	Asymp sig(2 sided)
Rural vs urban	Chi square	0.308441	4	9.488

Calculation based on theory

Degree of freedom=4

For 4 degrees of freedom at 5% level of significance,

the chi square table value is 0.308441

Calculated value < Tabulated value

0.308441 < 9.488

Hence H₀ is accepted and H₁ is rejected

V FINDINGS

- Out of 100 samples from Heritage most of the employees are satisfied with their work.
- Almost all the employees agree with customized market strategies that effects growth of the company. Only fewer respondents say are not agree with customized strategies that effects growth of the company.
- Most of the respondents agree that advertising affects sales figures.
- Almost all respondents agree that sales promotion activities in rural areas are totally different than urban areas.
- Most of the respondents are not agree that rural marketing is more challenging and needs more customized products to satisfy the needs of the rural customers.
- Most of the respondents say that advertising is more suitable for rural areas.
- Most of the respondents say that rural consumer still prefer to buy products from HAATS and meal due to their price sensitive nature.
- Almost of all the respondents are not agree with the small packs of FMCG products are more in demands in comparison to bigger packs in rural areas.
- Among all the factors like availability, good advertising, low price cost, recommendations, word mouth affects the sales of products.
- Among all the factors like channels, coverage, location, inventory, transport are based upon place mix in rural and urban market.

VI SUGGESTIONS

Schemes and offers are very much important to boost up the sales. In order to gain the competitive edge over the competitors, it has to make efforts to improve the product features. Brand name plays vital role to improve the sales. For that HERITAGE has to endorse a brand ambassador who is known to all.

VII CONCLUSION

A Company with good brand image also needs to check its other front line operations like distribution, advertisements and promotions in order to maintain the market share. HERITAGE is in the same situation where there is a need to make some corrections in such operations. It needs to look at distribution network, advertisements and benefits to those concerned with sales.

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