

## **ROLE OF LOGISTICS MANAGEMENT ON SALES OF SELECTED CONSUMER PRODUCTS**

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### **Abstract**

*Customers are the buyers of products and services. They also might be the final consumers of the products and services. Marketers need to identify these end users and frame marketing plans rather than considering the wholesalers and retailers who actually are the intermediaries in the process of purchasing. Although these channel members are important for a marketer; yet it is wise on their part not to dissipate their energies toward these as the ultimate users decide the fate of the firm's products and services. Marketers, therefore, should consider the consumers and then develop their plans of action. Here lies the essence of marketing – the consumer is the king and all actions should start with this notion in mind.*

### **Introduction**

Consumer behaviour is the buzzword now. Firms who underestimate their consumers will have no chance to serve them. Competition is intensifying day-by-day and the firms have to evolve their strategies based on the behaviour of the consumer, on a continuous basis, to stay ahead and win the race.

Consumer behaviour as a discipline is quickly gaining new ground over the years. This has become even more relevant in the present day world, marked up by rapid changes and explosion of information technology. It holds great interest for marketers, consumers and students of human behaviour.

Consumer behaviour is influenced by a variety of variables and it is important to understand the nature of these variables, and draw inferences out of these. Marketers use this knowledge to come out with new products and services that satisfy their consumer's needs and wants. So researching on consumer behaviour is a very vital exercise and the results got, could be used by people for a variety of purposes.

The rationale behind the study was to highlight the findings of consumer behaviour towards place of purchase on selected consumer products carried out in urban places of Hyderabad city and in rural areas of Telangana state. It is expected that this study will help the researchers to contribute and throw more light on this topic.

**SCOPE OF THE STUDY:** The scope of the study was restricted to selected consumer products. The study covered four consumer durable products and four consumer non-durable products as shown below:

#### **I. Consumer Non-durables**

1. Washing powder
2. Soft drink
3. Mosquito repellents

#### **II. Consumer Durables**

1. Foot wear
2. Fans
3. Watches

4. Talcum powder

4. Refrigerators

The study has been carried out in rural areas of Telangana region and urban areas of the capital city of Telangana i.e., Hyderabad.

**SAMPLE SIZE:** A simple non-probabilistic convenience sampling method was used to understand the behaviour of consumers. The overall sample size for the study included 400 respondents (200 urban consumers from Hyderabad and 200 rural consumers from Telangana state). An attempt was made to make the sample representative to the target market for products under study. In spite of the above limitations, the study throws some light on the understanding of consumer behaviour. Since the study was exploratory in nature, it is expected that this will pave the way for further research in the area.

**PLACE OF PURCHASE (WASHING POWDER):** A query was posed to the consumers regarding their place of purchase of washing powder and their responses are recorded in the table 01. From the table 01 a majority of urban consumers and a minority of rural consumers (82% urban and 23% rural) prefer to make the purchase of washing powder at super aazaar. The nearest kirana shops are preferred by only 17% in urban, while in rural it is a whopping 77%. From the above table, it can be concluded that there is a difference of opinion of consumers regarding their place of purchase of washing powder.

**Table 01**

Sl.No.	Place of purchase of washing powder	Urban Consumers	%	Rural Consumers	%
1.	Super Bazar	164	(82%)	46	(23%)
2.	Nearest Kirana Stores	34	(17%)	154	(77%)
3.	Others (Pl. Specify)	02	(01%)	00	00
<b>TOTAL</b>		<b>200</b>	<b>(100%)</b>	<b>200</b>	<b>(100%)</b>

**PLACE OF PURCHASE (SOFT DRINKS):** Consumer were asked to reveal the place of purchase of soft drink in both urban and rural areas and the findings are placed in table 02. Table 02 reflects that 27% of urban and 26% of rural consumers buy soft drink at super bazar and 67% of urban and 73% of rural consumers make their purchases at the nearest kirana shop. The remaining purchase from other places. Overall, it can be concluded that kirana shops are the most favoured spots for buying soft drinks both in urban and rural areas.

**Table 02**

Sl.No.	Place of purchase of Soft drink	Urban Consumers	%	Rural Consumers	%
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1.	Super Bazar	54	(27%)	52	(26%)
2.	Nearest Kirana Stores	134	(67%)	146	(73%)
3.	Others (Pl. Specify)	12	(06%)	02	(01%)
<b>TOTAL</b>		<b>200</b>	<b>(100%)</b>	<b>200</b>	<b>(100%)</b>

**PLACE OF PURCHASE (MOSQUITO REPELLANT):** The consumers were asked to part with information concerning the place of purchase of mosquito repellent and the particulars are noted down in table 03. Table 03 throws light on the purchase of mosquito repellent by urban and rural consumers. Super bazars are preferred by 79% of urban consumers while in rural it is only 24%, 21% urban consumers prefer nearest kirana stores and in the case of rural, it is 73% of the consumers.

A view at the above table leads us to believe that super bazars are mostly preferred by urban consumers and nearest kirana shops are preferred by the rural consumers in making their purchase of mosquito repellent.

**Table 03**

Sl.No.	Place of purchase of Mosquito Repellent	Urban Consumers	%	Rural Consumers	%
1.	Super Bazar	158	(79%)	48	(24%)
2.	Nearest Kirana Stores	42	(21%)	146	(73%)
3.	Others (Pl. Specify)	00	00	06	(03%)
<b>TOTAL</b>		<b>200</b>	<b>(100%)</b>	<b>200</b>	<b>(100%)</b>

**PLACE OF PURCHASE (TALCUM POWDER):** A query to know the place of purchase of talcum powder was put to consumers and their answers have been placed in table 04. From the table 04 shows 78.5% of urban consumers and 29% of rural consumers visit super bazars to make purchase of talcum powder while the nearest kirana stores are preferred by 21.5% of urban consumers and 71% of rural consumers.

This indicates that the choices of consumers at urban and rural are different. When it comes to making purchase of talcum powder, urban consumers prefer super bazars and rural consumer prefer nearest kirana stores for purchase of talcum powder.

**Table 04**

Sl.No.	Place of purchase of Talcum Powder	Urban Consumers	%	Rural Consumers	%
1.	Super Bazar	157	(78.5%)	58	(29%)
2.	Nearest Kirana Stores	43	(21.5%)	142	(71%)
3.	Others (Pl. Specify)	00	00	00	00
<b>TOTAL</b>		<b>200</b>	<b>(100%)</b>	<b>200</b>	<b>(100%)</b>

**PLACE OF PURCHASE (FOOT WEAR):** The questionnaire given to the consumers requested them to answer the place of purchase of their foot wear and the recorded observation are indicated in table 05. Table 05 shows that 76% of urban consumers and only 3% of rural consumers prefer going to company's show room 10% of urban consumers and 11% of rural consumers go for exclusive dealers for purchasing foot wear.

However a majority of the rural consumers i.e., 86% of them make a visit to the retailer stocking more than one brand and buy from him. In context, it's only 14 % with the urban consumers.

Two things are very clear here. A majority of urban consumers shop at company's show room for foot wear, while in rural the majority goes to the retailer stocking more than one brand.

**Table 05**

Sl.No.	Place of purchase of Foot Wear	Urban Consumers	%	Rural Consumers	%
1.	Company's Show room	152	(76%)	06	(03%)
2.	Exclusive dealer	20	(10%)	22	(11%)
3.	Retailer stocking more than one brand	28	(14%)	172	(86%)
<b>TOTAL</b>		<b>200</b>	<b>(100%)</b>	<b>200</b>	<b>(100%)</b>

**PLACE OF PURCHASE (FANS):** A question was thrown to the consumers about their place of purchase of fans and the answers are placed in table 06. Table 06 indicates that 74% of urban and 14% of rural consumers prefer buying from a company's show room. From the exclusive dealer it is 19% in urban and 29% in rural, preference for the retailer stocking

more than one brand is very much seen among the rural consumers (67% of them), while in urban it’s only 7%.

Show rooms are preferred by consumers in urban and retailers stocking more than one brand are favoured by rural consumers and this is the main point one can note from this table

**Table 06**

Sl.No.	Place of purchase of Fans	Urban Consumers	%	Rural Consumers	%
1.	Company's show room	148	(74%)	8	(4%)
2.	Exclusive dealer	38	(19%)	58	(29%)
3.	Retailer stocking more than one brand	14	(07%)	134	(67%)
<b>TOTAL</b>		<b>200</b>	<b>(100%)</b>	<b>200</b>	<b>(100%)</b>

**PLACE OF PURCHASE (WATCHES) :** The consumers were requested to reveal the source of place of purchase of watches and the disclosed information is highlighted in table 07. Table 07 throws light on the place of purchase of watches by urban and rural consumers. A majority of urban consumers (87% of them) prefer to shop at the company’s show room for making the purchase and in case of rural it’s only 11%. Regarding the purchase at the exclusive dealer only 12% in urban and 8 % in rural are inclined to do so. However, a great majority of them in rural (81%) go for the retailer stocking more than one brand in making watch purchases.

A look at the below table given an idea of the preferences of urban and rural consumers in making watch purchases. A great majority in urban go for company show room while in rural it’s the retailer stocking more than one brand, so places of purchase are different.

**Table 07**

Sl.No.	Place of purchase of Watches	Urban Consumers	%	Rural Consumers	%
1.	Company's show room	174	(87%)	22	(11%)
2.	Exclusive dealer	24	(12%)	16	(08%)
3.	Retailer stocking				

more than one brand                      02                      (01%)                      162                      (81%)

**TOTAL    200                      (100%)                      200                      (100%)**

**PLACE OF PURCHASE (REFRIGERATOR):** A query on the place of purchase of refrigerator was posed to the consumers in both urban and rural and the findings are listed in table 08. Table 08 reveals that 84 % of urban consumers and only 7% rural consumers prefer going to a company’s showroom. Incase of an exclusive dealer, it is 15% of urban and 79% of rural. The retailers stocking more than one brand are preferred by only 1% in urban and 14% in rural.

From the above, it can be concluded that company’s show room are the preferred places of purchase in urban and exclusive dealer in case of rural consumers.

**Table 08**

Sl.No.	Place of purchase of Refrigerator	Urban Consumers	%	Rural Consumers	%
1.	Company's show room	168	(84%)	14	(07%)
2.	Exclusive dealer	30	(15%)	158	(79%)
3.	Retailer stocking more than one brand	02	(01%)	28	(14%)
<b>TOTAL</b>		<b>200</b>	<b>(100%)</b>	<b>200</b>	<b>(100%)</b>

This study reveals that majority of consumers are now-a-days a highly enlightened lot. The products should be made available at various outlets for the consumers to purchase or procure. Hence, the marketing distribution systems or marketing channels should be well-established. This helps the consumers to purchase items with minimum of efforts. Retailers, on their part should try to help the consumers in picking up quality products. i.e., they should recommend quality items for their consumers, at a price they can afford.

As the consumer behaviour involves understanding the acquisition, consumption, and disposition of the products and services those involved in analysing it - be it the consumers, marketers, middlemen, or regulatory agencies should continuously make sincere and necessary efforts and take periodic measures to strengthen the body of knowledge that is already existing.

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