



A STUDY ON DISTRIBUTION CHANNELS OF SELECTED CONSUMER NON-DURABLE PRODUCTS

MALOTH THIRUMALA NAIK

MBA

Email:thirumalanaik.m@gmail.com

Abstract:

Consumer non-durable goods is one of the largest sectors in the economy of Bangladesh. Consumer goods market has experienced dramatic changes; both qualitative and quantitative improvements have occurred in this industry. Meanwhile, determinants of consumer purchase decision enormously depend on the financial performance and marketing strategies adopted by the player of this industry. This research has divided into two parts: first part consists of financial performance analysis of consumer goods market and the second part consists of determinants of Bangladeshi young-adult consumer decision making process in the sector of consumer non-durable goods. A survey has been conducted among 240 young-adult Bangladeshi consumers with an structured questionnaire; extracted from Consumer Style Inventory (CSI) as suggested by Sproles and Kendall (1986) has been tested to validate the basic characteristics of these styles among young-adult Bangladeshi consumers whereas the eight decision making style validated are brand conscious, Perfectionist, Price-Value Conscious Consumer, recreational-shopping conscious consumer, confused by Over-choice Consumer, impulsive consumer, habitual Consumer, novelty-fashion conscious consumer. The findings of this research will provide opportunity to marketers to better understand the need, want and demand of young-adult Bangladeshi consumer in the sector of consumer non-durable goods.

Introduction

The India consumers today are highly aware about the product, price, quality and the options available with them. The purchasing is done by keeping all these factors in mind. Today, price is not the only consideration as it was a few years back when prices played a major role in purchasing. Today, all the firms are engaged in a process of creating a life time value and relationship with their customers. Thus, this study aims at enquiring the behavioral pattern of the rural and urban consumers with special reference to consumer durable goods. Behavior is depending on various social, economic and cultural factors. Hence conceptual developments on the issue have been enquired into and major attributes consulting these concepts have been identified.

Consumer behavior 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 behavior of the consumer, on a continuous basis, to stay ahead and win the race.

Consumer behavior 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 behavior.

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

I. Consumer Non-Durables

1. WASHING POWDER
2. SOFT DRINKS
3. MOSQUITO REPELLANT
4. TALCUM POWDER

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

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 Bazaar. 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
TOTAL		200	(100%)	200	(100%)

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	%
1.	Super Bazar	54	(27%)	52	(26%)
2.	Nearest Kirana Stores	134	(67%)	146	(73%)
3.	Others (Pl. Specify)	12	(06%)	02	(01%)
TOTAL		200	(100%)	200	(100%)

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

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
TOTAL		200	(100%)	200	(100%)

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.

REFERENCES

1. *J. William Stanton, Michael J. etzel, Brue J Walker "Fundamentals of Marketing " MC GrawHill International Edition, Tenth Edition, Page 176-177.*
2. *Evan Berman, "Marketing" Macmillan Publishing Company New York, Fourth Edition, Page No.145.*
3. *Leon G.Schiffman, Lesite Lazar Kanuk "Consumer Behaviour" Prentice Hall of India, New Delhi, Sixth Edition, Page No.18.*
4. *V. Shekhar. "Marketing Information System (A Study of select Public enterprises) Thesis, Department of Business Management, Osmania University.*
5. *Mohammed Amanatallah "Principles of Modern Marketing" First Edition 1998 by Kalyani Publishers, Page No.293.*
6. *Evan Berman, "Marketing" Marlmithan Publishing Company, New York IV Edition, Page No.419.*
7. *Nielson (2011) Nielson Global Online Consumer Confidence and Opinion Survey 4Q-2010, The Nielson & Co, USA.*
8. *NMCC (2009) Assessment of the Comparative Advantage of Various Consumer Goods Produced in India Vis-à-Vis their Chinese Counterparts*
9. *Rama B (2010) Drunken Man's Walk, Business Standard. February 20, New Delhi.*
- 10 *Bettis R A, Hitt MA (1995) The New Competitive Landscape. The Strategic Management Journal 16: 7-19.*