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## SALES FORCE AND THE ROLE IN BRANDING A REVIEW



Abhaysinh Desai

### ABSTRACT

The retail trade is the combination of products and services. It has four elements. They are wholesalers, small grocery shop keepers, hypermarkets and lastly customers. The research paper identifies and analyses the role of brand and its relevance in grocery retailing and its impact on customer's buying decision. The article tries to assess various issues related with the brand of grocery for selected products and its significance for the customers. Retail trade in Kolhapur is going through sea change in last decade or so. Many hypermarkets are showing their presence in the city of Kolhapur. Even there is steady rise in small grocery shops. The marketing is going through paradigm shift. The marketing practices product, prices promotion, people, physical evidence, process, place are present conventional marketing. The 7 p's in conventional marketing have different perceptions and implications in modern marketing.

**KEYWORDS :** retail trade , grocery retailing , marketing practices product.



### INTRODUCTION :

In early 1970 and 80's the emphasis was provided on cost and flexibility while in late 90's and it was replaced by customer focus, speed and quality in the delivery and service respectively. Most of the retailing players in India are following the same pattern. Many researches conducted on changing shopping behaviors. Indian customers are studied and these researches suggest that the Indian customers are changing. Retailing practices in metropolitan cities have changed and in

two tier cities also these changes are slowly imbibed in customers.

Customers also are slowly changing their behavior patterns related to shopping. Retailing slowly are started to lead on the minds of the Indian customers. Since 2000 the Indian consumers are confronted with new marketing practice called "Digital Marketing" where internet related technology started to appear on the management arena. The next shift is going in form of retailing to E-retailing.

E-Retailing is defined as the retailing function through internet. E-retailing has only one form of E-business in form of business to customers (B-C)

### **RESEARCH METHODOLOGY –**

The research paper uses both primary as well as secondary research methods for data gathering. The purposive random sampling is used in case of the customers who are shopping from organized and unorganized retailers. The research instrument is in form of personally administered questionnaire.

The measurement is in form of 5 point Likert scale. Based on this the opinion of the customers is tested and their buying behavior is analyzed and judged.

### **MANAGERIAL IMPLICATIONS –**

In grocery retailing, price and taste are more important than the brand. So, consumer buying behavior will be assessed by testing the relation between price, taste and brand.

### **OBJECTIVES OF THE RESEARCH –**

- 1) To study the sales personnel's perception and attitude towards the brands in the FMCG.
- 2) To assess the impact of brand of FMCG products on customers buying decision.
- 3) To study and identify the role of private brands in the FMCG.

### **HYPOTHESIS –**

- 1) Performance of sales personnel is affected by the brand of FMCG.
- 2) Consumers buying behavior is more influenced by the price and taste of the FMCG than its brands.

### **1.6) Keywords of the study –**

The keywords used in the present study are defined as follows –

- ✦ Unorganized Retail Trades (SGS) – The Shopkeeper having the space less than 500 Sq. Feet's of the shop and has the shop act license are the unorganized retailers.
- ✦ Organized Retail Trades – The trades providing the space more than 20000 Sq. Feet's for the customers and for merchandizing and having the manpower more than 75 are defined as organized retail trade for the present study.
- ✦ Retail Formats – Retail formats are nothing but the place where buyer and shoppers meets together for satisfying the needs.
- ✦ Customer's views – Customer's views are taken in forms of the attitude, perception and preference generated towards organized and unorganized grocery retail trades.
- ✦ Brands – Brand is nothing but the perception and imagination about the product.
- ✦ Services – Services are nothing but the additional value which product carries for feeling the customer's need and satisfy them.
- ✦ Sales promotion – It is the tool used especially by the organized retailers to make the customers aware about the hypermarkets and to attract them.
- ✦ Shopping – for the present study, the word 'shopping' is termed as a sort of need in case of the customers purchasing only from small grocery shop keepers and a sort of activity of enjoyment and time pass for the customers purchasing from organized retail trade i.e. hypermarkets.
- ✦ Shopping frequency – for the present study, the word 'shopping frequency' of the customers is nothing but visiting the same place to purchase same grocery product of same brand.
- ✦ Spending pattern – the term 'spending pattern' for the present study is defined as the amount in Rs. spends to purchase the grocery.

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✦ **Tabulation of opinions of business managers**

- ✦ 1. Table showing opinion of managers about the knowledge of internet –

Particular	Sample	%
Known	33	94.28
Unknown	2	5.72
Total	35	100

- ✦ 2. Table showing opinion of managers about the surfing on internet –

Particular	Sample	%
Surf on internet	27	77.14
Not Surfing	8	22.86
Total	35	100

- ✦ 3. Table Showing opinion of managers about time for which they surf on internet –

Particular	%
Half hour.	14.29
1-2 hrs.	11.43
Above 2 hrs.	54.29
No	19.99
Total	100

- ✦ 4. Table showing opinion of managers about the knowledge of retailing –

Particular	Sample	%
Yes	30	85.71
No	5	14.29
Total	35	100

- ✦ 5. Table showing opinion of managers about the business done on internet –

Particular	Sample	%
Known / Aware	25	71.43
Unknown / unaware	10	28.57
Total	35	100

- 6. Table showing interest of managers in doing business on internet –

Particular	Sample	%
Interested	15	42.88
Not interested	20	57.12
Total	35	100

- 7. Table showing reasons behind not carrying out the business through internet –

Particular	%
Infrastructure	22.88
Availability of internet	14.29
Technology	14.29
Lack of customer awareness	45.71
Trust	37.14

- 8. Table showing opinion of managers about target group of customers –

Particular	%
Student	48.57
Professional	80
Businessman	80
Other	34.29

- 9. Table showing opinion of managers about threats in e-retailing –

Particular	Sample	%
Yes	17	48.57
No	18	51.43
Total	35	100

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 + 10. Tables showing opinion of managers about level of customer satisfaction –

Particular	Sample	%
Highly satisfied	17	48.87
Satisfied	5	14.29
Neutral	13	38.14
Dissatisfied	0	0
Highly dissatisfied	0	0
Total	35	100

- + Analysis of Manager's opinion about E-retailing –
- + 95 % of shop managers (owners) know that managers in Kolhapur are aware about internet.
- + 77 % of shop managers / owners use to surf on internet. i.e. many managers access the computer daily.
- + 55 % of shop managers/owners spend their more than 2 hrs. daily on internet.
- + 20 % of shop managers spend less than half an hour to surf on internet.
- + 14 % of shop managers spend half an hour daily.
- + 11 % of shop managers spend 1 to 2 hours to surf on internet.
- + 86 % of shop managers/ owners know about retailing. Thus large no. of managers aware about retailing.
- + 72 % of shop managers know the business done on the internet. Thus almost 2/3rd of managers know that the business done on internet.
- + 58 % of managers are not interested in doing business on internet.
- + 42 % of managers are ready to do business online.
  
- + Impact of different factors on the non popularity of online business
- + Lacks of customer awareness - 46 % of managers have opined that the biggest hurdle for online business.
- + Trust – After customer awareness, trust is the bigger hurdle for online business (38 %)
- + Infrastructure – (22 %)
- + Availability of internet (15 %)
- + Technology (15 %)
- + Also play the vital role for not carrying out online business.
- + 80 % of shop managers are targeting professionals & businessman for their business.
- + 48 % of shop managers are targeting students for their business.
- + Half of the shop managers are unaware about the threats which occur in E-Retailing. Thus we can say that managers don't have deep knowledge of E-retailing.
- + Almost 49 % of shop managers say that E-Retailing will reach to the level of high satisfaction for the customers. 39 % of shop managers are neutral on the satisfaction issue.
- + According to many managers trust and lack of awareness in the customers are the main reasons due to which people are not ready to buy online. Sometimes people want to get the feel of shopping (cloths). Internet awareness & its faithfulness has not percolated to the society. That's

why shop managers are not ready to start business on internet.

- ✦ Education, availability of technology also plays important role as a hurdle in the e-retailing. Some businesses are depends on the location of firm and the local people so there is need of e-retailing.
- ✦ Tabulation of customer's opinion of e-retailing –

1. Table showing the knowledge of customers about existence of internet

Particular	Sample	%
Yes	51	93
No	04	07
Total	55	100

2. Table showing the no. of customers surfing on the internet.

Particular	Sample	%
Yes	48	87
No	07	13
Total	55	100

**Analysis of Sales manager's opinion about e-retailing**

- ✦ 93 % customers know what is internet,
- ✦ 87 % customers use to surf on internet.
- ✦ 5 % customers spend 1-2 hours daily on internet.
- ✦ 75 % customers know what is retailing.
- ✦ 73 % customers know about the business done on internet.
- ✦ Only 22 % customers shop online.
- ✦ 53 % customers are interested to do the business through internet; remaining (47 %) are not interested in such practice.
- ✦ Customers are mostly prefer the products to buy through internet are electronic goods, musical instruments, bio-medical compounds, apparels (few of the customers). No customer is ready to purchase the grocery through internet/online.
- ✦ The major factor/reason that the customers are not ready to shop online is lack of awareness and trust on such type of practices.
- ✦ Half of the customers are of opinion that there is threat in e-retailing.
- ✦ 65 % of customers are having knowledge about their field websites.
- ✦ Half of the customers are of opinion that the changing trading practices are good or feasible.
- ✦ Only 10 % of the customers frequently shop online.
- ✦ And 16 % customers out of those who are engaged in online shopping purchase the same product frequently.
- ✦ Most of the customers are hesitating to give the answers of those questions based on internet. Customers have a threat in their mind about internet. So, they are not ready to trust on the internet. Inability to access and threat in mind are the biggest hurdles for customers to do e-retailing.



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