

Retailers' Perception towards Agro Food Products

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Abstract: *This study aims to evaluate the perceptions of retailers regarding the products and services of Agro Foods at Palakkad-based agro-processing company known for its flagship brand. The research was conducted among 60 retailers in Palakkad, Kerala, and explores various dimensions including product quality, pricing competitiveness, promotional support, delivery performance, and overall satisfaction. The findings reveal a generally positive perception, particularly in terms of product quality and availability, with suggestions for improvement in areas such as profit margins and promotional strategies*

Keywords: Retailer Perception, FMCG, Agro Foods, Brand Loyalty, Pricing, Kerala

I. INTRODUCTION

Retailers are critical intermediaries in the FMCG sector, influencing consumer purchase decisions. This study evaluates the perceptions of retailers toward Agro Foods., focusing on factors such as product quality, pricing, availability, and support. The brand plays a significant role in Kerala's food segment, and understanding retailer feedback is essential for strategic improvement.

II. REVIEW OF LITERATURE

Yadav and Singh (2017) identify flexible credit policies, favourable profit margins, and transparent return systems as foundational elements that foster retailer satisfaction. Their study suggests that financial support mechanisms are instrumental in promoting loyalty and long-term engagement, especially in liquidity-sensitive markets.

Mehta and Desai (2018) highlight the impact of supply chain reliability on retailer trust. Timely and consistent deliveries directly affect shelf availability and brand visibility, which in turn strengthen the supplier's market position. Efficient logistics thus emerge as a strategic differentiator in the FMCG domain.

Levy and Weitz (2007), in their work on Retailing Management, focus on the strategic decision-making processes within retail operations. The authors argue that retailers evaluate suppliers based on customer appeal, expected profitability, and alignment with store-level merchandising goals. Brands that understand these dynamics are more likely to secure favourable placement and stronger relationships.

Meenakshi and Sankaran (2019) explore the growing influence of e-commerce and consumer health trends on FMCG retailing. Their work underscores the need for brands to adopt omnichannel strategies and emphasize product innovation to meet shifting retailer and consumer expectations.

Jain and Reddy (2021) address digital transformation within the FMCG sector, noting the increasing reliance on data-driven decision-making, social media marketing, and mobile commerce. Retailers are shown to value suppliers who actively engage in digital ecosystems and offer promotional tools that enhance in-store and online experiences.

Kumar and Gupta (2022) analyse the digital consumer landscape, pointing to the significance of social media influencers, personalized advertising, and real-time customer feedback. Retailers prefer brands that effectively utilize these tools to drive consumer engagement and repeat purchase behaviour.

III. RESEARCH METHODOLOGY

The methodology is structured to ensure the reliability and validity of findings while accommodating the practical constraints of the research environment. A descriptive research design was employed to obtain detailed information on



how retailers perceive various aspects of the company's offerings, including product quality, pricing, packaging, delivery timeliness, and promotional support. The sample size consisted of 60 retailers operating across various locations in Palakkad Town, Kerala. Both primary and secondary data were utilized in this study. Primary data were gathered through structured questionnaires and personal interviews with retailers, while secondary data were sourced from company records, previous studies, journals, and relevant online resources. The collected data were analysed using percentage analysis, mean score analysis, Likert scale interpretation, and graphical.

IV. ANALYSIS AND INTERPRETATION

The data collected from 60 retailers in Palakkad reveals key insights into their perception of Agro Foods. A majority of respondents expressed satisfaction with the company's product quality (83.3% rated it 4 or 5) and delivery timeliness (73.3% reported timely deliveries). Matta Rice emerged as the most sellable product. Retailers highlighted product availability (20%) and sales promotions (18.33%) as primary factors influencing their stocking decisions. While 70% considered the pricing competitive, only 63.34% were satisfied with profit margins, suggesting scope for improvement. Overall, the findings indicate a strong performance in quality and logistics, with a need to enhance promotional support and margin structures.

V. FINDINGS

Most retailers have been associated with Agro Foods. for a few years, indicating a growing presence and developing trust in the market, while a significant portion have maintained long-term relationships, reflecting sustained satisfaction. Brand awareness is mainly driven through company representatives, emphasizing the effectiveness of direct marketing and personal interaction, followed by media exposure and peer recommendations.

Retailers expressed high satisfaction with the quality of the products, particularly appreciating consistency and reliability. Packaging and brand reputation also received positive feedback.

Retailers found the pricing to be generally favourable, supporting profitable sales. However, some retailers expressed concerns about profit margins, suggesting an opportunity for improvement. Deliveries were considered mostly timely and consistent, although occasional delays were noted, pointing to the need for enhanced logistics management

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