# Impact of marketing mix on the retailers' preference towards cookies

| Ivan Kenny Raj L. | Ramesh Babu S. | S.M. Atchaya Eswari |
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| *ivankennyraj@mepcoeng.ac.in* | *srbabu@mepcoeng.ac.in* | *ivankennyraj@gmail.com* |
| *Mepco School of Management Studies, Melamattur, Tamil Nadu* | *Mepco School of Management Studies, Melamattur, Tamil Nadu* | *Mepco School of Management Studies, Melamattur, Tamil Nadu* |

## ABSTRACT

*In this research, the researchers try to find the retailer preference towards biscuits industry in Chennai. The main objective is, to find the retailers satisfaction, measuring the effect of promotional mix and retailers' perception towards biscuits and cookies. The data have been collected using structured Questionnaire from the 125 retailers and convenience sampling technique method is being used. The research design used in this study is Descriptive in nature. In this research the SPSS software is used to analyze Data. Brand is the influence factor to purchase the biscuits and cookies. Retailers are satisfied with the cookie's quality and brand name of the biscuits; majority of the retailers has maintained a smooth relationship with their dealers.*

*Keywords: Retailer Satisfaction, Retailer perception, Promotional Mix, Relationship, Retailer Preference*

## 1. INTRODUCTION

Marketing is the process of exploring, creating, and delivering value to meet the needs of a target market in terms of goods and services. Retail marketing is the process by which retailers promote awareness and interest of their goods and services in an effort to generate sales from their consumers. The retailers prefer the retail mix is based on marketing mix, but has been expanded and modified to meet the unique needs of the retail context. The retail mix consists of Product, Price, Presentation, Personnel, Promotion and Place. The retailers are support marketing activities to identity, the target market, acquire and retain consumer beyond the trade channel are marketing segment, loyalty and other beneficial objectives.

## 2. INDUSTRY PROFILE

The food industry is a complex, global collection of diverse companies that supply most of the food that the world's population consumes. The food marketing industry, which connects farms and consumers, including food and textile processors, wholesalers, retailers, and the food industry. The Indian biscuit industry emerged at the end of the 20th century, when urbanized societies demanded ready-made food at a reasonable cost and gained a solid position in the bakery industry. India's biscuit industry is the largest of the % food industry with sales of Rs. 3000. The industry is divided into two sectors, organized and unorganized. India is known to be the second largest producer of biscuits, first the United States. It belongs to the unorganized territory of the bakery industry, covering more than 70% of the total production. The two major baked goods, biscuits and bread, account for 82% of all baked goods production. Cookies are freshly baked foods, usually flour-based foods.

## 3. REVIEW OF LITERATURE

Research on retailers is to identify areas where companies need to improve quality of services and develop the company's performance in the future. India is probably one of the world's largest consumer markets and people's interest in economy, tastes, urbanization and development depends on developed countries. The food industry is one of India's fastest growing industries. The company's products are deployed in the company's distribution system through distributors, retailers, and end customers. Based on your competitive advantage in relationships between companies, satisfaction, and merchant loyalty and maintaining the relationship between business leaders and retailers. The independent variables include reliability, responsiveness, safety, empathy, concreteness, and consistency. The key success of retailers are destined not only to distribute the products offered by the business to their customers, but also to maintain value and customer relationships. Its consumer-related data on product attributes product variants, price, pack size, and more. The retailer is in direct contact with her consumers; the decision review is based on the retailer's feedback, opinions, observations and suggestions and tends to over-order to avoid shortage losses. The ultimate goal was to known the retailers' perception towards food moving consumer goods. A stronger relationship between the distributors and retailers can increase distributor flexibility and retailer satisfaction. The development of these two decision making models for the retailers to sell products in online store and both off online stores. A retailer's preference for the various programs offered by a FMCG company, along with quality, branding, sales effectiveness, etc., play an important role in the success of a product in the market. There are two levels of marketing strategy are identified and tested. Finally company's focus on retailer preference and satisfaction with the sale of products.

## 4. OBJECTIVES

- To find out the retailers satisfaction towards Quality, Availability, Brand name, Price and Packaging.
- To measure the effect of marketing mix on retailer preference towards biscuit industry.
- To analyse the retailers perception towards biscuit industry.

## 5. RESEARCH METHODOLOGY

**5.1 Research Design:**
The descriptive nature research method is used to conduct this study.

**5.2 Sources of Data:**
Primary data are those which information required for this research was collected from the respondents, using a Structured Questionnaire. Secondary data for this research was obtained from the journals, literature and the various website.

**5.3 Sample size:**
The samples taken for the study is 125. All the respondents were retailers of biscuits in Chennai.

**5.4 Data Collection:**
The data will be collected on a structured questionnaire. In this survey will be done at Chennai among the retailers. The questionnaire will be designed in a way to collect information about the retailers satisfaction towards quality, availability, brand name, price and packaging, to measure the effect of marketing mix on retailers preference for biscuits and to analyse the retailers perception towards biscuit. The respondents will be given options from strong disagree to strong agree (Likert Scale) for each question and answer.

**5.5 Sampling Method:**
The Convenience sampling method will be used to conduct the research study.

**5.6 Analysis Plan:**
The Statistical Package for Social Science (SPSS) ool is used to analyze the data collected for this study. The tools used for the analysis is percentage, weighted average, chi square, correlation and regression analysis.

**5.7 Limitation:**
A normal conversation was developed to make the retailers respondents answer freely. Hence the conclusion is based on the situation in Chennai during this research time.
- For this data were collected only from a particular region of Chennai not at all areas.
- Retailer view may be biased in nature due to the differences in individual opinion.
- Time limit was less to conduct and collect the detailed study as the retailer's preference is very high in the Chennai city.

## 6. DATA ANALYSIS AND INTERPRETATION

**6.1 Percentage Analysis:**

| Factors | Particulars | Respondents |
|---|---|---|

| | Below 10 Years | 102 |
|---|---|---|
| Years of retail store | 20 Years | 18 |
| | More than 30 years | 5 |
| | Super Market | 79 |
| Nature of outlet | Wholesale | 41 |
| | Bakery | 3 |
| | Medical | 2 |
| | Quality | 66 |
| Reason for dealing the biscuit | Brand | 41 |
| | Price | 5 |
| | Taste | 13 |
| | Daily | 11 |
| In retailers placing order | Weekly | 89 |
| | 15 days once | 16 |
| | Monthly | 9 |
| | Cash | 57 |
| Mode of payment used retailers | Cheque | 43 |
| | RTGC | 1 |
| | NEFT | 19 |
| | Online | 5 |

**Inference**

The above table shows the retailers preference details of the retail outlet. Here we have totally collected 125 questionnaires from the retailers and asked questions like years of retail store, nature of outlet, reason for dealing the biscuit, retailers placing order and mode of payment used by retailers. The above table shows most of the below 10 years of retail store retailer are prefer to buy a biscuits and cookies.

**6.2 Retailers satisfaction towards quality, availability, brand, price and packaging.**

**Null Hypothesis**: There is no relationship between the Nature of the outlet and Servicefactors of the Retailers.
**Alternate Hypothesis**: There is a relationship between the Nature of the outlet and Servicefactors of the Retailers.

**6.2.1 Association between retailers Understanding on other factors which influenceNature of the outlet and services factors of the Retailers**

| S.NO | Variables | Asymptotic Significance | Null Hypothesis | Interpretation |
|---|---|---|---|---|
| 1 | Nature of the outlet and Quality of the service provide influence to purchase the cookies. | 0.039 | Rejected | There is significantrelationship between Nature of the outlet and Quality of the service provided. |

**Inference**

While observing the results of this test, associate the nature of outlet and quality of service is lesser than 0.05 ($p<0.039$), the null hypothesis is rejected that there is a significance relationship between the two variables.

**6.2.2 Association between retailers Understanding on other factors which influence Nature of the outlet and product factors of the Retailers.**

| S.NO | Variables | Asymptotic Significance | Null Hypothesis | Interpretation |
|---|---|---|---|---|

| | | | | |
|---|---|---|---|---|
| 1 | Nature of the outlet and the demand of the biscuit is higher. | 0.007 | Rejected | There is significant relationship between Nature of the outlet and the higher demand. |

**Inference:**

While observing the results of the test, associate the nature of outlet and demand of the biscuit is lesser than 0.05 (p<0.007), the null hypothesis is rejected that there is a significance relationship between the two variables.

**6.3 Correlation Analysis**

In this section, we are going to find the relationship between the Customer Satisfaction with factors influencefactor of the product.

**6.3.1 Relation between Quality of the cookies with factors influence with the factor of the cookies is delivered without any damages.**

| Correlations | | | |
|---|---|---|---|
| | | Quality of the cookies | Delivered Without any damages |
| Quality of the cookies | Pearson Correlation | 1 | -0.185* |
| | Sig. (2-tailed) | | .039 |
| | N | 125 | 125 |
| Delivered Without any damages | Pearson Correlation | -0.185* | 1 |
| | Sig. (2-tailed) | .039 | |
| | N | 125 | 125 |

**Inference:**

In this analysis the Correlation result are:
It is inferred that there is a 2x2 matrix.Pearson's $r$
Pearson's $r$ value is -0.185* indicates a very negative correlation. The products are delivered without any damages and negatively correlated with the quality of the cookies.
Significance:
The 2-tailed significance value <0.039. The standard alpha value is 0.05. The is an significance relationship between the 2-tailed test.

**6.3.2 Relation between Brand of the cookies with factors influence with the factor of the cookies are attractive offers will make me purchase more cookies.**

| Correlations | | | |
|---|---|---|---|
| | | Brand of the Unibic cookies | Purchase more cookies |
| Brand of the Unibic cookies | Pearson Correlation | 1 | 0.044 |
| | Sig. (2-tailed) | | 0.629 |
| | N | 125 | 125 |
| Purchase more cookies | Pearson Correlation | 0.044 | 1 |
| | Sig. (2-tailed) | 0.629 | |
| | N | 125 | 125 |

**Inference:**

In this analysis the Correlation result are:
It is inferred that there is a 2x2 matrix.Pearson's $r$
Pearson's $r$ value is 0.044 indicates a very weak positive correlation. The products are purchased more influencing the factor of brand and positively correlated with the brand of the cookies.
Significance:

The 2-tailed significance value <0.629. The standard alpha value is 0.05. There is no significance in the 2-tailed.

## 6.4 Regression Analysis

Multiple regressions are a statistical technique that can be used to analyze the relationship between a single dependent variable and several independent variables.

Multiple Regression test is used to show the association of Overall satisfaction in cookies and other related factors of the retailers.

### 6.4.1 Relationship between the biscuits influence the product and Overall opinion of retailers preference towards biscuits.

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|---|---|---|---|---|---|---|
| | | **B** | **Std. Error** | **Beta** | | |
| 1 | (Constant) | 2.931 | .668 | | 4.391 | .000 |
| | Availability | .076 | .109 | .062 | .693 | .490 |
| | Demand | .071 | .065 | .102 | 1.103 | .272 |
| | Visibility | .056 | .091 | .060 | .619 | .537 |
| | Delivery without damage | .109 | .085 | .123 | 1.281 | .203 |

**Inference:**

From the above table it is inferred that the significant relationship between overall satisfaction and availability of the biscuit has the significant value of (p=0.490), which is > 0.05, so the null hypothesis is accepted. Therefore; it is not having a relationship with overall satisfaction.

From the above table it is inferred that the significant relationship between overall satisfaction and demand for the biscuit has the significant value of (p=0.272), which is > 0.05, so the null hypothesis is accepted. Therefore; it is not having a relationship with overall satisfaction.

From the above table it is inferred that the significant relationship between overall satisfaction and visibility of biscuit in the outlet has the significant value of (p=0. 537), which is > 0.05, so the null hypothesis is accepted .Therefore; it is not having a relationship with overall satisfaction.

From the above table it is inferred that the significant relationship between overall satisfaction and delivered without any damage has the significant value of (p=0.203), which is > 0.05, so the null hypothesis is accepted. Therefore; it is not having a relationship with overall satisfaction.

### 6.4.2 Relationship between the biscuit influence the service and Overall opinion of retailer's preference.

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|---|---|---|---|---|---|---|
| | | **B** | **Std. Error** | **Beta** | | |
| 1 | (Constant) | 2.007 | .526 | | 3.817 | .000 |
| | Merchandiser Visit | .061 | .050 | .105 | 1.227 | .222 |
| | Quality of services | .138 | .088 | .137 | 1.566 | .120 |
| | Timely Delivery | .144 | .081 | .166 | 1.780 | .078 |
| | Damage is replaced | .191 | .074 | .235 | 2.590 | .011 |

**Inference:**

In this analysis the regression results are

$Y = 2.007 + 0.191X_4$

Where, $X_4$ = Damage is replaced

$Y$= Overall opinion of retailers preference

From the above table it is inferred that the significant relationship between overall satisfaction and merchandiser visit of retail outlet has the significant value of (p=0.222), which is > 0.05, so the null hypothesis is accepted .Therefore; it is not having a relationship with overall satisfaction.

From the above table it is inferred that the significant relationship between overall satisfaction and quality of services has the significant value of (p=0.120), which is > 0.05, so the null hypothesis is accepted. There is no relationship between the overall satisfaction.

From the above table it is inferred that the significant relationship between overall satisfaction and timely delivery has the significant value of (p=0.078), which is > 0.05, so the null hypothesis is accepted. Therefore; it is not having a relationship with overall satisfaction.

From the above table it is inferred that the significant relationship between overall satisfaction and damage is replaced has the significant value of (p=0.011), which is < 0.05, so the null hypothesis is rejected. It is positively having a relationship with overall satisfaction.

**6.4.3 Relationship between the biscuit influence the price and Overall opinion of retailers preference.**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.058 | .578 | | 1.832 | .069 |
| | High Profit Margin | .176 | .103 | .141 | 1.713 | .089 |
| | Affordable & Good value | .240 | .085 | .232 | 2.831 | .005 |
| | Common Price | .148 | .068 | .190 | 2.185 | .031 |
| | No price fluctuation | .181 | .063 | .242 | 2.856 | .005 |

**Inference:**

In this analysis the regression results are

Y= 0.240X2+0.148X3+0.181X4

Where, X2 = Affordable & Good value

X3 = Common Price

X4 = No price fluctuation

Y= Overall opinion of retailers preference

From the above table it is inferred that the significant relationship between overall satisfaction and high profit margin has the significant value of (p=0.089), which is > 0.05, so the null hypothesis is accepted. Therefore; it is not having a relationship with overall satisfaction.

From the above table it is inferred that the significant relationship between overall satisfaction and affordable and good value has the significant value of (p=0.005), which is    < 0.05, so the null hypothesis is rejected. Therefore; it is having a relationship with overall satisfaction.

From the above table it is inferred that the significant relationship between overall satisfaction and common price of cookies has the significant value of (p=0.031), which is      < 0.05, so the null hypothesis is rejected. Therefore; it is having a relationship with overall satisfaction.

From the above table it is inferred that the significant relationship between overall satisfaction and there is no price fluctuation has the significant value of (p=0.005), which is < 0.05, so the null hypothesis is rejected. Therefore; it is not having a relationship with overall satisfaction. It is positively having a relationship with overall satisfaction.

**6.4.4 Relationship between the biscuit influence the promotion and Overall opinion of retailers preference.**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.780 | .438 | | 6.344 | .000 |
| | More Purchase | .162 | .074 | .185 | 2.192 | .030 |
| | Motivated gifts | -.094 | .044 | -.180 | - 2.131 | .035 |
| | Packaging Quality | .243 | .070 | .294 | 3.468 | .001 |

**Inference:**

In this analysis the regression result are

Y= 2.780+0.162X1-0.094X2+0.243X3

      Where, X1= More purchase

          X2 = Motivated Gifts

          X3 = Packaging quality

        Y= Overall opinion of retailers preference

From the above table it is inferred that the significant relationship between overall satisfaction and more purchase has the significant value of (p=0.030), which is < 0.05, so the null hypothesis is rejected. It is positively having a relationship with overall satisfaction. From the above table it is inferred that the significant relationship between overall satisfaction and motivated gifts has the significant value of (p=0.035), which is < 0.05, so the null hypothesis is rejected. It is positively having a relationship with overall satisfaction. From the above table it is inferred that the significant relationship between overall satisfaction and there is no price fluctuation has the significant value of (p=0.001), which is   < 0.05, so the null hypothesis is rejected. Therefore; it is having a relationship with overall satisfaction.

**6.4.5 Relationship between the biscuit influence the customer satisfaction and Overall opinion of retailers preference.**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.701 | .478 | | 3.557 | .001 |
| | Different flavor | -.113 | .034 | -.250 | -3.348 | .001 |
| | Taste | .175 | .077 | .170 | 2.266 | .025 |
| | Packaging | .126 | .073 | .133 | 1.726 | .087 |
| | Price is worth | .344 | .066 | .402 | 5.243 | .000 |

**Inference:**

In this analysis the regression results are

Y= 1.701+ (-0.113X1)+0.175X2+0.175X3+0.344X5

      Where, X1= Different Flavour

          X2 = Taste

          X4 = Price is worth

        Y= Overall opinion of retailers preference

From the above table it is inferred that the significant relationship between overall satisfaction and different flavors has the significant value of (p=0.001), which is < 0.05, so the null hypothesis is rejected. It is positively having a relationship with overall satisfaction.

From the above table it is inferred that the significant relationship between overall satisfaction and taste of the biscuit has the significant value of (p=0.025), which is < 0.05, so the null hypothesis is rejected. Therefore; it is having a relationship with overall satisfaction.

From the above table it is inferred that the significant relationship between overall satisfaction and packaging of cookies has the significant value of (p=0.087), which is > 0.05, so the null hypothesis is accepted. Therefore; it is not having a relationship with overall satisfaction.

From the above table it is inferred that the significant relationship between overall satisfaction and price is worth for the cookies has the significant value of (p=0.000), which is < 0.05, so the null hypothesis is rejected. It is positively having a relationship with overall satisfaction.

## 7. FINDING OF THE STUDY

> **To find out the retailers satisfaction towards Quality, Availability, Brand name, Price and Packaging.**
> The respondents were retailers to find the level of satisfaction towards biscuit quality, at all points of sale and it is a very unique taste. Most of the time all retail outlets having biscuits or cookies for the particular preference of the customers. The majority of retailers are especially satisfied with the packaging quality of the biscuit because it is more attractive. Retailers' satisfy with the price is reasonable for the quality and taste of cookies.

> **To measure the effect of marketing mix on retailer preference for cookies.**
> The retailers prefer to view biscuit at the top level of their point of sale. It should increase the awareness among the customer and also the offer biscuits are shown at the front of the outlet. Most of the retailers believe that to promote advertising would also have to increase their sales from each point of sale.

> **To analyses the retailers' perception towards biscuits.**
> The majority of retailers prefer to place an order once a week on a regular basis. It is found that the brand name and the quality of the biscuit have influence on buying behavior of the consumers. Finally, retailers are happy with their profit margin given by the companies.

## 8. SUGGESTION

The company should focus on give more samples and free gifts to the retailers for enrich their sales activity. Retailers wish to obtain more discounts and offers by the company. The company enhance more advertisement it influence the consumer to buy a cookies. The suppliers may grant a credit facility to their retailers during a specific period of time. It also increases the brand awareness to the retailers as well as the consumers.

## 9. CONCLUSION

From this study, it can find that retailers are willing to buy the products if they get more offers and discounts from the company. The quality and brand image plays a significant role in preferring the products by the consumers. The retailers who are dealing with the product will have more aware about cookies as well as biscuits. If there demand in market of the products and customer inquiry is more increase sales, quality and time delivery of product are also good. The advertisement encouraged the purchase of the biscuits.

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