IMPACT OF MODERN TRADE FACTORS AND ITS INFLUENCE ON CONSUMER BUYING BEHAVIOR.

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Abstract: Growing trends in the retail industry have enabled the retail outlets, supermarkets and hypermarkets gain due importance in the sales of products. The formatting of such outlets plays the major role, today termed as *'Modern Trade',* where India is witnessing an organized form of retailing. The study is aimed at understanding the effect of factors such as shelf space display, Shelf merchandising, consumption/sales, pricing/offers and other marketing activities are the key elements of Modern Trade, which influence a consumers buying behavior. A survey of 250 respondents was analyzed using various functions of SPSS. The results show that the above mentioned factors influence the buying behavior of consumers while purchasing beverage products through supermarkets. Parts of the survey have been collected from Reliance Fresh stores as primary data , which has resulted in how these factors impact the sales of a store.

I. INTRODUCTION

Modern Trade - A boon for certain consumer goods

Modern Trade by moderation of merchandise display has prompted offers of certain FMCG classifications. Identifying this opportunity, retailers, for instance, Trent Hypermarket that work the Star Bazaar chain of stores, Reliance Retail stores, and so forth. The developing prevalence of Modern Trade is reflected in the manner in which that this retail channel is the favoured channel for the FMCG products, for instance, packaged rice, floor cleaners, breakfast grains, beverages and deodorizers. Hindustan Unilever (HUL) claims that in, explicit classes, its deal volumes through current trade are ending up faster than through general trade. This faster advancement of certain product classifications in Modern Trade has provoked the ascent of private label brands. These are essentially the in-house "retailer" brands sold at lower costs than higher advancement spending central packaging brands. Modern Trade has opened up an imperative deals channel considering the developing urban customers who have purchasing power and with more choices, a capacity to try various things. The continuous proposition by the lawmaking body to permit Foreign Direct Investment in multi-brand retail is required to give a further scope to Modern Trade in India.

The Indian retail sector merits an estimated USD350 billion and has a made retail penetration out of between five to eight percent. The sector is developing at a rate of between 30 to 40 percent for each annum. The Indian retail region is energizing, dynamic and presents enormous open doors for growth. The two sides of the demand and supply equation are witnessing an extending upward improvement. Clearly Modern Trade is enhancing the advancement of FMCG organizations. Financial experts should look for FMCG organizations that have best utilised Modern Trade further supporting their good fortune.

II. OBJECTIVES OF THIS RESEARCH

- To analyze the modern trade factors like shelf space, shelf display, stock furniture, Shelf merchandising, consumption/sales, pricing /offers and other marketing activities.
- To understand the impact of the above factors of modern trade on consumers buying behavior.
- To evaluate the impact of consumers buying behavior on the sales of the stores.
- To understand the relative importance of shelf space display to consumers.
- To understand the shift of consumer preferences from carbonated drinks to healthy juices.

III. SCOPE OF THE STUDY

The study will help gain perspective on the kind of influence modern trade factors such as shelf space, shelf merchandising, visibility, pricing/offers etc have on the consumer's mind to promote modern trade trends in the retailing industry. Stores simply don't carry enough or the right product categories, and therefore lose a portion of their potential sale to other retailers. Others carry the right merchandise, but don't do an effective job of promoting it. Marketers try to influence this behavior of consumers by using different elements involved. The study will particularly point out the factors individually that affect buying decisions and explain the extent of influence. Modern trade is a growing field today and has a huge potential of overtaking traditional kirana stores completely in the future.

IV. LITERATURE REVIEW

(Hitesh Bhatia, 2010) The starting points of retail in India can be followed in fairs and 'mela's (an Indian word for town occasions to sell and advance merchandise) which were held the nation over for the twin reason for exchange and diversion. The retail story quietly proceeded in a chaotic structure over each road and its corner in India till mid 80's. The procedure of liberalization which began amid 80's brought modern retail into its veracity. Yet, the contemporary retail is just a re- assessment of extremely old action of merchants selling their produce in an aggregate course of action. The paper endeavors in following out the change of traditional configurations of fairs and melas into the contemporary retailing in India. The modern arrangement of retail is just a steady development of exchange from melas to shopping centres negating the general hypothesis of transformation.

(Ettouzani. Y, 2012) This article displays a meta- analysis of 1,268 evaluations of shelf space elasticizes, that is, the proportion of extra deals to extra space allotted in retail settings. The examination finds a few new observational speculations about rack space versatility. The normal watched shelf space flexibility is .17, which changes crosswise over item classes, with the most minimal appraisals for wares, trailed by Beverages, and the most noteworthy evaluations for hasty purchases. Concerning impact of the heading of the space variety, the investigation finds that shelf space expands results in more prominent flexibility gauges than shelf space decrease, a finding that accentuates the utilization of rack space variety as a helpful marketing tool.

(Shashikant Rai, 2012) The consistent withdrawal of controls over ventures and regular deluge of outside retailers offers dynamically choices to Indian purchasers. In spite of the fact that there is a limitless measure of writing, is accessible for product decision yet at the same time there is a need of information to choose a store and assorted variety in perceptions within the population. In this paper the examination of the assorted variety and impression of consumer conduct in India with those from Allahabad city , in the city, tendency of close-by store is higher than outside retail store, and customers in comparative from Bangalore city which a moved city favoring remote retail stores more than adjacent stores. Along these lines, unmistakable factors subject to economics, age, compensation, instruction and gender were assessed. After that we found cognitive conduct of customers and ready to offer better product choices to purchasers.

(.S.D, 1990) In their research, the author characterized impulse buying as a purchase decision made in-store with no explicit recognition of a requirement for such a purchase before prior entry into the store. The discoveries demonstrate that unplanned purchasing is higher in the United States than in South Africa, however the significance of in-store stimuli remains constant crosswise over cultures. The analysis of different factors, for example, brand loyalty, specific outlet, and presence of a shopping list is likewise given an account of a cross-culture premise.

(Lazzaoui, 2010) This article intends to look at the impacts of the gigantic touching base of remote dispersion thoughts in rising nations on the movement of the close-by buyers' shopping practices. The substance examination of gathered information demonstrates that the qualifications in social classes offer spot to changed shopping techniques and produce explicit significant delineations of shopping experiences. The investigation uncovers comparatively a hybridization of shopping practices where the buyers transpose two or three qualities and shopping practices acquired from the standard trade into the front line spread stores.

At last, the analysis likewise indicates contrasts among worldwide and neighborhood retail hoardings lying on their evident images, store support and shopping practices which mirror their reflect their separated situating strategies. The disclosures engage the retailers to adjust their area strategy, assortment and arranging methods to improve their store image, appeal and deal with the market. The outcomes have besides suggestions on the open method to manage course of action with the equalization and the predetermination of neighborhood ordinary shops and current retail stores. This paper attracts thoughts in regards to the action of social safe haven in making hybridized shopping practices that enables the nuclear family purchasers to acclimate to the incongruence between their got traditional qualities and those related to the cutting edge retail.

(Ettouzani. Y, 2012) The paper shows a structure intended to give a cow to additionally investigation into limited time on-shelf availability and to help retail experts to organize their activities towards improving special on-shelf availability. . This examination distinguished 32 causes influencing on-shelf availability, gathered into eight topics, six of which are conventional (anticipating, coordinated effort, renewal, IT, appropriation and creation), and two which are explicit to advancements (timescales and special procedure). This arrangement gives professionals a structure to improve special on-shelf availability and scholastics with a progressively far reaching scope of the elements influencing on-shelf availability, including two new subjects not recently recorded.

(Mishra, 2008) This article hopes to grasp whether Indian purchasers are likely going to move from customary kirana stores to immense composed retailers while searching for basic supplies. Two hypotheses were proposed-H1: customer support shifts for different general store qualities and H2: customer perspective on market attributes change for kirana stores and present day retailers. The client backing to grocery stores was seen to be positively related to area, pleasing, reliable sales reps, home shopping, tidiness, offers, quality and conflictingly related to travel convenience. Kiranas do well on area yet deficiently on tidiness, offers, quality, and strong dependable sales reps. The inverse is legitimate for current retailers. Kiranas have huge weights on all customer acumen scores except for area. These scores being less basic determinants of help differentiated and area, in the short run kiranas may not be removed out of shoppers' help. Regardless, as time goes on if they don't manage these distinctive parts, they would defy numbness/oblivion. The paper predicts whether the intrusion of immense sorted out retailing would close down an extensive number of kirana shops and result in loss of occupation, proposing measures to counter the surge.

(Murray.C, 2010) Built up a model that mutually enhances a retailer's choices at producing costs, displays confronting regions, show introductions and shelf space areas in an item classification. Dissimilar to the current rack space assignment models that normally consider just the width of presentation retires, our model considers both the width and stature of every shelf, enabling products to be stacked. Besides, as interest is impacted by every item's two-dimensional confronting region, we consider various item introductions that catch three-dimensional item bundling attributes.

(C, 1973) Curhan proposed to clarify space versatility as an element of a few product explicit factors was tried under genuine working conditions for about 500 Beverages items. Sadly, it was not capable acceptably to clarify watched varieties in space flexibility. In this investigation, space versatility arrived at the midpoint of .212 for all things, appearing positive connection between rack space and unit deals

(Anitha, 2016) A consumer is the principal foundation for every business since today consumers look, think, incline toward and buys the items as shown by their lifestyle and it turns into favorable position to advertisers to change their advancing offers and promoting exercises and achieve high condition of customer affirmation and fulfilment. As shown by the investigation the shoppers of organized retail designs are more style perception, initiative discernment, family awareness, prosperity comprehension, satisfaction cognizance and sustenance insight. The quality, regard for money, variety, deals exercises, administrations and quality administrations individual separate the retail formats. The retail courses of action of Westside, Pantaloon, Lifestyle, Spencers " Daily, Saravana Stores Nilgiris, Food World, Reliance Fresh, Big Bazar and Spencer are exceedingly supported by the clients. The more costly rates, unsuitable administration, poor client care, non-availability of

assortment of items, no deal, low nature of offers rep, nonattendance of definite information about products, location of retail location and complex situating of items are the major issues in existing retail designs. In Earlier days lifestyle factor is considered as one of the factor that impacts the purchasing choice of buyers, yet today's creative interruption drives the purchaser to seek after unmistakable living example, according to the progressions they change their decision on buying Behavior ,So Life style is Considered as the critical part. From the examination it might be inferred that Indian buyers are progressively conscious towards lifestyle style factors.

 (Hariga . M.A, 2007) In this paper, they propose an optimization model to decide the product assortment, stock renewal, display area and shelf space designation choices that mutually amplify the retailer's benefit under shelf space and backroom storage constraints. The assortment of products to be shown in the retail location, their display location inside the store, their ordering amounts, and the dispensed shelf space in each presentation zone are considered as choice factors to be dictated by the proposed integrated model.

 (Nath, 2012) This paper aims to comprehend the role of globalization of Indian retail sector in the financial development of the nation and to ponder the impact of different statistic factors on the frame of mind of customers towards the showcasing of household provisions and readymade clothing by organized retailing and also to discover the frame of mind of buyers towards the modern retailing with exceptional reference to city consumers. The findings state that there is a critical relationship between the age of the consumers and their disposition towards modern retailing. It uncovers that the age group of consumers altogether impact their frame of mind towards organized retailing. It appears to be electronic medium is currently broadly utilized and open to the rural India. It would not require cost on further ads. It will be the new business scope for the retailers. Also mentions how conventional and hybrid customers are more over inclining towards these retail outlets and their contributions. It is because of brand awareness among the youthful age and their effect on family buying behavior and in this manner they might be considered/focused by offering appropriate products and advertisement campaign.

 (T.L, 1998) The author investigates the product assortment and shelf-space allocation problems by extending this model into the multi-item, constrained environment. A greedy heuristic and a genetic algorithm are proposed for the solution to the integrated problem. They first generalize the inventory-level-dependent demand inventory model to explicitly model the demand rate as a function of the displayed inventory level.

 (V, 1998) This paper shows an exact gauge of rack space elasticity from a variety store chain database at product category level with an offer of room versus offer of offers econometric model. It recommends that outer impacts could clarify space elasticity contrasts. Results demonstrate that space elasticity increment with the drive purchasing rate of the product classification and don't rely upon the kind of store.

 (Borin.N, 1994) The author developed a category management model to aid retailers in the space constrained decisions of which products to stock (assortment) and how much shelf space to allocate to those products. The model is formulated as a constrained optimization problem with two basic decision variables: assortment and allocation of space to the items in the assortment. The non-linearities in the objective function and the zero-one decision variables disallow a closed form solution. We develop a heuristic solution procedure based on simulated annealing and test it on a problem with a known optimum. We also apply the technique to a larger problem without a known optimum. Finally, the solution found by simulated annealing is compared against a solution produced using a shelf allocation rule based on share of sales.

 (Chandra, 2015) The examination reveals that seven variables sway the consumers' tendency to purchase from retail outlets. The accommodation experience of shopping ascended as the most basic factor. Further, the paper reveals that the customers are similarly affected by the factor, costumer services, which the supervisors can improve by overhauling the idea of services. Variables like vibe, brand image, region and esteem included advantages moreover have high impact on the purchaser's decision

to purchase from modern retail outlets. The revelations of the paper give extraordinary bits of information to the dealt with retailers and leaders to plot retail systems recalling the changing needs of the customers.

(Murray, 2010) Unlike the existing shelf-space allocation models that typically consider only the width of display shelves, our model considers both the width and height of each shelf, allowing products to be stacked. Furthermore, as demand is influenced by each product's two-dimensional facing area, we consider multiple product orientations that capture three-dimensional product packaging characteristics. That enables our model to not only treat shelf locations as decision variables, but also retailers' stacking patterns in terms of product display areas and multiple display orientations. Further, unlike the existing studies which consider a retailer's shelf-space allocation decisions independent of its product pricing decisions, our model allows joint decisions on both and captures cross-product interactions in demand through prices. We show how a branch-and-bound based MINLP algorithm can be used to implement our optimization model in a fast and practical way.

(Zufryden.F.S, 1986) A dynamic programming approach is proposed to choose ideally among a given arrangement of products and allocate whole number shelf space units to the chosen products in supermarkets. The methodology is intended to consider general goal work details that represent space elasticity, expenses of sales, and potential demand related marketing factors. The advancement is liable to limitations because of product supply availability, 'block' product allocation and operational necessities. An essential spotlight is on the advancement of a tractable model methodology that can successfully be executed on a microcomputer. A talk of utilization and computational experience on a microcomputer is given to help the down to earth appropriateness of the optimization approach.

(Singh, 2012) The vital analysis of this study for any retail store is at three levels. Initially, physical, social and temporal variables which play an imperative job in the accomplishment of any retail enterprise. The focal components of shopping factors incorporated are (1) Physical Factors (Discounts, quality, localized brands, visual appearance and display) (2) Social Factors incorporate (sales reps conduct and decision of youngsters) (3) Temporal Factors (open space).   So these variables can assume a noteworthy job in planning and conveying an incentive to the consumer. The outcomes underscore the requirement for an altered way to deal with retail promoting.

(Frontoni. E, 2017) A planogram is designed to support an innovative merchandising approach, to build sales and profits, to supply the best area of products for suppliers and to more readily deal with the shelves. Product selection and the shelf space held to every product is a focal movement for retailers and Shelf out of Stock (SOOS) occasions are frequently firmly identified with planogram design. The approach utilizes SOOS information coming progressively from a sensor arranges innovation, named Shelf Detector System, and an Integer Linear Programming model that incorporates a space versatile interest work. Exploratory outcomes, in view of a genuine situation in the diaper category in Belgium, have demonstrated that the framework can proficiently ascertain a legitimate arrangement ready to re-dispense space and lessen OOS events.

(B, 2016) This paper addresses a problem where a retailer seeks to optimize store-wide shelf-space allocation in order to maximize the visibility of products to consumers and consequently stimulate impulse buying. On the basis of its location in the store layout, each shelf is partitioned into contiguous shelf segments having different anticipated customer traffic densities.

(Tsao, 2009) A piecewise linearization strategy is utilized to reformulate the Mixed Integer Nonlinear Programming (MINLP) issue into a direct MIP issue for ideal arrangements. Numerical models show huge preferred standpoint of the proposed system and quantitative analysis prompts a variety of managerial insights. A classification shelf space designation system with exchange remittance is exhibited and a multi-player Retailer Stackelberg amusement is acquainted with model the connection among retailers and manufacturers.

(Sheen, 2000) The author examines a pricing and shelf space decision problem in a solitary retailer-two manufacturer supply chain where products from two distinct producers have non-symmetric market request capacities. The analysis results show that a

firm can embrace a blended procedure of utilizing the impact of the market potential and cross-value affectability at the same time to accomplish a pre-indicated benefit. Also shows that a producer can utilize a product differentiation tactic to counterbalance the effect brought about by an expansion expense of production.

V. ANALYSIS AND INTERPRETATION

5.1Correlation analysis

5.1.1 Correlation between buying intention and Display

Table 1: Correlation between buying intention and Display

Correlations			Buying intention	Display
Buying intention		Pearson Correlation	1	.349[**]
		Sig. (2-tailed)		.000
		N	217	217
Display		Pearson Correlation	.349[**]	1
		Sig. (2-tailed)	.000	
		N	217	217
**. Correlation is significant at the 0.01 level (2-tailed).				

The Pearson's correlation between Buying intention and display shows the value of 0.349. This shows that there is a positive relation between the two variables. Also, the significance level shows the value of 0.000, which is less than 0.01 and thus this correlation is significant or there is a significant relationship between the two variables. Therefore increase in display will have a proportionate increase in the Buying intention.

5.1.2 Correlation between buying intention and Appearance
Table 2: Correlation between buying intention and Appearance

Correlations			Buying intention	Appearance
Buying intention		Pearson Correlation	1	.821[**]
		Sig. (2-tailed)		.000
		N	217	217
Appearance		Pearson Correlation	.821[**]	1
		Sig. (2-tailed)	.000	
		N	217	217
**. Correlation is significant at the 0.01 level (2-tailed).				

The Pearson's correlation between Buying intention and appearance shows the value of 0.821. This shows that there is a positive relation between the two variables. Also, the significance level shows the value of 0.000, which is less than 0.01 and thus this correlation is significant or there is a significant relationship between the two variables. Therefore increase in appearance will have a proportionate increase in the Buying intention.

5.1.3 Correlation between buying intention and Shelf Merchandising

Table 3: **Correlation between buying intention and Shelf Merchandising**

Correlations		Buying intention	Shelf Merchandising
Buying intention	Pearson Correlation	1	.170*
	Sig. (2-tailed)		.012
	N	217	217
Shelf Merchandising	Pearson Correlation	.170*	1
	Sig. (2-tailed)	.012	
	N	217	217
*. Correlation is significant at the 0.05 level (2-tailed).			

The Pearson's correlation between Buying intention and shelf merchandising shows the value of 0.170. This shows that there is a positive relation between the two variables. Also, the significance level shows the value of 0.012, which is less than 0.05 and thus this correlation is significant or there is a significant relationship between the two variables. Therefore increase in shelf merchandising will have a proportionate increase in the Buying intention.

5.1.4 Correlation between buying intention and Furniture

Table 4: Correlation between buying intention and Furniture

Correlations		Purchase Intention	Furniture
Buying intention	Pearson Correlation	1	-.031
	Sig. (2-tailed)		.648
	N	217	217
Furniture	Pearson Correlation	-.031	1
	Sig. (2-tailed)	.648	
	N	217	217

The Pearson's correlation between Buying intention and furniture level shows the value of -0.031. This shows that there is a weak negative relation between the two variables but the significance level shows the value of 0.648, which is greater than 0.05 and thus this correlation is not significant or there is no significant relationship between the two variables.

Table 5: Combined

		Buying intention	Furniture	Display	Shelf Merchandising	Appearance
Buying intention	Pearson Correlation	1	-.031	.349**	.170*	.821**
	Sig. (2-tailed)		.648	.000	.012	.000
	N	217	217	217	217	217
Furniture	Pearson Correlation	-.031	1	.028	.004	-.004
	Sig. (2-tailed)	.648		.684	.955	.950
	N	217	217	217	217	217
Display	Pearson Correlation	.349**	.028	1	.151*	.214**
	Sig. (2-tailed)	.000	.684		.026	.002
	N	217	217	217	217	217
Shelf Merchandising	Pearson Correlation	.170*	.004	.151*	1	.173*
	Sig. (2-tailed)	.012	.955	.026		.011
	N	217	217	217	217	217
Appearance	Pearson Correlation	.821**	-.004	.214**	.173*	1
	Sig. (2-tailed)	.000	.950	.002	.011	
	N	217	217	217	217	217

Correlations Summary
**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

5.2 Regression analysis:

Examination through regression has been done so as to foresee the estimation of the dependant variable in view of the estimation of the independent variables. The dependant variable is the variable to be anticipated by utilizing the independent variable values to predict it. In this examination, regression is the test used to comprehend whether respondents buying intention can be anticipated in light of product display, furniture, shelf merchandising and product appearance.

Table 6: Regression analysis Variables Entered/Removed

Variables Entered/Removed			
Model	Variables Entered	Variables Removed	Method
1	Furniture, Shelf Merchandising, Display, Appearance	.	Enter
a. Dependent Variable: buying Intention			
b. All requested variables entered.			

Table 7: Regression analysis Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.840ᵃ	.706	.701	.51001
a. Predictors: (Constant), Furniture, Shelf Merchandising, Display, Appearance				

The above table shows an analysis, showing a regression coefficient R Square at .706, which means 70.6% prediction is observed between dependant variable (Buying intention) and the four independent variables (Furniture, Shelf Merchandising, Display and Appearance). The coefficient of determination (R^2) of 0.701 signifies that 70.1% of the total variances for the valuation of Consumer Buying intention of beverage products are explained.

Table 8: Regression analysis ANOVA

ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	132.645	4	33.161	127.487	.000[b]
	Residual	55.144	212	.260		
	Total	187.789	216			
a. Dependent Variable: Buying Intention						
b. Predictors: (Constant), Furniture, Shelf Merchandising, Display, Appearance						

From the above ANOVA table we can observe that the F value is 127.487 and the $p < 0.05$, therefore, it can be concluded that the regression is statistically significant. The independent variables amount to a significant variance in the dependent variable.

5.3 Reliability test:

Table 9: Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.453	3

5.4 Correlation analysis part 2:

Table 10: Correlation analysis part 2

Correlations		Purchase Influence	Reason Considered
Purchase Influence	Pearson Correlation	1	.296[**]
	Sig. (2-tailed)		.000
	N	250	250
Reason Considered	Pearson Correlation	.296[**]	1
	Sig. (2-tailed)	.000	
	N	250	250
**. Correlation is significant at the 0.01 level (2-tailed).			

The Pearson's correlation between purchase influence and reason considered shows the value of 0.296. This shows that there is a positive relation between the two variables. Also, the significance level shows the value of 0.000, which is less than 0.01 and thus this correlation is significant or there is a significant relationship between the two variables. Therefore increase in reason considered will have a proportionate increase in the purchase influence.

5.5 Regression analysis part 2:

In this examination, regression is the test used to comprehend whether respondents Shift Occurrence can be anticipated in light of reasons considered and purchase influence.

Table 11: Regression analysis Variables Entered/Removed[a] part 2

Variables Entered/Removed[a]			
Model	Variables Entered	Variables Removed	Method
1	Reason Considered, PurchaseInfluence[b]	.	Enter
a. Dependent Variable: Shift Occurrence			
b. All requested variables entered.			

Table 12: Regression analysis Model Summary part 2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.440[a]	.194	.187	.421
a. Predictors: (Constant), Reason Considered, Purchase Influence				

The above table shows an analysis, showing a regression coefficient R Square at .194, which means 70.6% prediction is observed between dependant variable (shift occurrence) and the two independent variables (Reason considered and purchase influence). The coefficient of determination (R2) of 0.187 signifies that 70.1% of the total variances for the valuation of Consumer Buying intention of beverage products are explained.

Table 13: Regression analysis ANOVA part 2

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.542	2	5.271	29.684	.000[b]
	Residual	43.858	247	.178		
	Total	54.400	249			
a. Dependent Variable: ShiftOccurance						
b. Predictors: (Constant), Reason Considered, Purchase Influence						

From the above ANOVA table we can observe that the F value is 29.684 and the $p < 0.05$, therefore, it can be concluded that the regression is statistically significant. The independent variables amount to a significant variance in the dependent variable.

Table 14: Regression analysis Coefficients part 2

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.035	.046		22.418	.000
	Purchase Influence	.049	.012	.239	3.993	.000
	Reason Considered	.062	.012	.306	5.111	.000
a. Dependent Variable: ShiftOccurance						

IV. FINDINGS AND SUGGESTIONS

From the analysis and interpretation of the data through questionnaires and analytical SPSS Tool, the obtained results of the study lead to reaching the following findings and suggestions:

- The appearance of beverage products has been proven to have a positive impact on the consumer buying intention. The results of the analysis carried out show that appearance has the strongest positive relationship with consumer buying intention of beverage products. The varied appearance of beverage products available have an impact on the consumer buying intention and there evaluation of various products thus playing a strong and positive role in driving the consumers to make a purchase of the product. Therefore, beverage manufacturing companies must pay attention to their product appearance and placement in terms of the store positioning used to attract more consumers and induce them to make purchases.

- The furniture used for placement of products does not portray a positive relationship with the buying intention of consumers. The two variables do not show a correlation, leading to the finding that the type of furniture placement in stores does not induce the consumers to make a purchase of the beverage products as compared to other variables, and does not directly impact the consumer buying intention of beverage products.

- In store display of the beverage products has a positive impact on the buying intention of the consumers. A highly creative display is quicker in catching the eye and attention of consumers and leads to a purchase of the products on this basis. Creativity in display has a greater hold on the minds of the consumers and creates a positive impression, encouraging its purchase. Companies should thus place weight age on bringing about innovation in the in store display of the beverages which will result in greater purchases by the consumers since it has proven to be a driving factor.

- Shelf merchandising resulted in having a positive impact on the consumer buying intention of beverage products. Consumers tend to relate sturdiness of the material to quality, which induces them to make purchases along with impacting their willingness to pay. Consumers intend to purchase the beverage products with a proper presentation and freshness since they wish to get the most out of their purchase, and hence becoming willing to pay more if they feel they are getting more. Therefore, there is a need for throwing light and attention on keeping the quality levels up in terms of the materials used on the shelves. In order to produce increased intentions of consumers to make purchases of beverage products organized placement and freshness should be kept in mind. Feasibly also plays a major role as the products should be easily available and in reach of the customers.

- The shift of carbonated drinks to healthy juices has been witnessed in the present era, where individuals have seen a change in perspective of a healthy way of living. There have been many reasons such as being diet conscious, a gym freak, for better health, results of peer influence, freshness or attractive store merchandising, which have influenced a person to consider the reasons for shifting from carbonated drinks to healthier juices. Thus marketers today need to retarget their potential audiences and seek ways by which the soft drink brands survive through the competition.

VI. CONCLUSION

The purpose of this study is to determine the influence that various factors/variables have on the consumer buying intention towards beverage products. This topic was chosen since shelf display is an element that consumers consider in some manner or the other in the process of making their decision to make a purchase. Understanding the consumers' perspective in terms of shelf space display came to interest me, which is an element that is gaining traction among the consumers today.

To conduct this study, primary data was collected with the use of a questionnaire. Consumers across Bangalore and Delhi were considered. 250 responses were collected, making the response rate 100% with a sample size of 250. The data collected was analyzed in SPSS to test the hypotheses and interpret the results thereof. Correlation, and regression were used as the tools to study the relationship between the independent variables (shelf merchandising, display, furniture and appearance) and the dependent variable (consumer Buying intention), along with descriptive statistics such as Charts and Graphs is also be used for the data analysis. Through the analysis carried out, the results so obtained led to the finding that there is a positive relationship between the dependent variable i.e. consumer buying intention and three of the independent variables, while no direct relationship

was seen between furniture with consumer Buying intention towards beverage products. Analysis showed that appearance, display and shelf merchandising of material have a positive relationship with consumer buying intention of s beverage products with appearance having highest level of impact. Results achieved through the analysis study indicate towards the idea that marketers should place importance and invest more time and efforts on developing and innovating in the areas of the three variables having positive impact on the buying intention of consumers. Such directed efforts will help in giving a push in the right direction in terms of the intention to purchase soft drinks.

VII. RECOMMENDATIONS

Individuals today are changing and growing in their ways of living; they have become more organized and seek convenience in every event. The growth of E-Commerce has made it simpler for consumers to purchase through online portals, nevertheless individuals still prefer purchasing from the traditional means such as kirana stores, hypermarkets or through supermarkets. The retail sector has also witnessed new trends, where the organizing of such retail outlets has become the key factor which influences a consumers buying decision of any product. This format where there is lot more importance given to shelf space and shelf merchandising has gained rise and has become a lead opportunity where the leading brands and companies pay premium amount of money to gain more space at the retail outlets. Hence, it is an opportunity to the retailers to structure them in a competitive manner, enabling to achieve targets of both companies and consumers.

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