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Aims and Scope

Journal of Marketing Vistas provides a platform to marketing professionals from academia and industry to exchange information on emerging marketing practices and theory across industry around the globe.

Articles in the Journal furnish information on trends in areas including, but not limited to, Strategic Marketing, Promotion Management, New Product Management, Pricing Decisions, Product-Line Management, Competitive Strategy, Buyer Behaviour, Marketing Research, Market Information System, International Marketing, Services Marketing, Segmentation Targeting and Positioning, Sales Force Management, Retail Management, Customer Relationships Management and e-Marketing.

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Volume 14 No. 2 July-December 2024 **Journal of Marketing Vistas**

Contents

Editorial

In the ever-evolving digital economy, consumer satisfaction and repurchase intentions remain important to the success of e-commerce platforms. A recent bibliometric study offers a timely and in-depth analysis of research trends shaping this domain. Key findings reveal a sharp increase in scholarly interest, with 2024 marking a peak in publications. This bibliometric review not only identifies prolific authors and influential journals but also underscores research gaps and emerging trends. The study sets a solid foundation for future multi-source analyses. It offers valuable insights for academics, practitioners, and platform developers aiming to deepen customer engagement and foster brand loyalty in the competitive e-commerce landscape.

In a marketplace crowded with brands vying for consumer attention, Britannia Biscuits has managed to carve a niche defined by innovation, strategic foresight, and unwavering customer satisfaction. From product innovation to savvy branding and customer-centric campaigns, Britannia exemplifies how traditional companies can stay relevant and thrive in a highly competitive space. By unravelling the strategic layers of the company's approach, the study provides a valuable roadmap for marketers in the food industry looking to replicate similar success.

The rapid expansion of shopping malls across India is a striking reflection of the country's economic evolution and growing consumer culture. From a modest count of 25 malls in 2003 to over 265 by 2012, this retail boom highlights a transformation on how Indians shop, socialize, and engage with brands. This surge is particularly significant in Tamil Nadu, where the emergence of modern shopping spaces has reshaped urban lifestyles. It delves into how mall design, ambiance, and environment influence customer satisfaction, offering fresh insights into the psychological and experiential factors driving footfall and loyalty.

Healthcare infrastructure stands as a pillar of regional development, directly shaping the quality of life and economic resilience of communities. In this context the study offers a timely and insightful analysis of how healthcare accessibility has evolved over the past decade. By leveraging the power of GIS-based mapping alongside statistical analysis, the study presents a comprehensive spatial overview of healthcare growth, disparities, and trends in Belagavi. It assesses critical indicators such as hospitals, PHCs, sub-centres, and private clinics against the backdrop of population dynamics, providing a clear picture of service adequacy and distribution. For policymakers and public health stakeholders, this study serves as a blueprint for targeted interventions and resource optimization.

In today's fast-paced urban lifestyle, snacking has evolved from a mere hunger fix to a cultural and behavioural norm, particularly among young adults. By surveying 237 participants, the research explores the interplay between taste, health consciousness, price sensitivity, and brand loyalty. Notably, while there's a growing awareness around healthy snacking, traditional savoury favourites like namkeen and chips still dominate daily consumption. Brands such as Haldiram's and Britannia continue to hold strong sway over consumer preference, underscoring the deep-rooted cultural connection to familiar flavours and indulgent choices. As India's snack market continues to diversify, the study provides valuable insights for marketers, nutritionists, and policymakers alike.

In an era where sustainability and cultural preservation are gaining global momentum, the artisans of Punjab hold immense potential to bridge tradition and innovation. From limited marketing know-how to low global visibility, artisans often struggle to position their crafts in a competitive marketplace.

Equipping artisans with digital tools, branding knowledge, and environmentally conscious practices can help them unlock new markets while honouring their cultural roots. The study underscores the need for collaborative efforts from policymakers, NGOs, and educational institutions to build training programs that align traditional craftsmanship with modern marketing demands.

We encourage research-based articles related to the various marketing areas in this Journal. However, articles based on descriptive research, expert views and case studies are also finding their place due to their high-quality inferences.

Dr M Meher Karuna
Editor

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A Bibliometric Analysis on Customer Satisfaction and Repurchase Intentions in E-Commerce Platforms

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Aditi Sharma[2]

Abstract

Purpose: Consumer satisfaction and repurchase intentions significantly impact the expansion and prosperity of e-commerce platforms. With an emphasis on significant trends, key authors, and research topics, this study provides a comprehensive overview of the corpus of recent publications.

Methodology: A dataset of 629 articles from the Scopus database between 2010-2025 for bibliometric analysisis used in this study. VOS viewer and the Bibliometrix R software were utilized for scientific mapping and performance analysis. Performance analysis finds top journals, authors, and publishing trends. Using bibliographic linking networks, scientific mapping displays the field's intellectual structure.

Findings: It includes insights from top-producing nations, leading journals, and key authors. Additionally, the three-field plot highlights relationships among authors, authors' countries, and sources. In 2024, the highest number of 88 articles was published. Li J, Li Y, and Zhang Y are the top 3 authors with five articles. China and the USA have strong co-authors collaboration. Journal of Retailing & Consumer Services published the highest number of 39 articles with 2,364 total citations.

Research limitations: Data was taken from a single database (Scopus) to ensure this investigation's results were consistent. Therefore, by combining several databases, future studies might expand the bibliometric review's coverage.

Originality/value: By providing a bibliometric evaluation of the leading authors, subject trends, and research gaps, this work enhances the understanding of how customers feel and their repurchase intentions in e-commerce platforms.

Keywords: Bibliometric Analysis, Customer Satisfaction, E-commerce, Repurchase Intention, R-Studio, VOSviewer

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Introduction

E-commerce has drastically changed the retailing world's landscape globally by changing how consumers engage with businesses. Customer satisfaction and repurchase intentions have become essential for maintaining a competitive advantage in the Digital Economy (Gupta & Kim, 2010; Wen et al., 2024). Therefore, it is necessary to determine customer satisfaction and repurchase intention to create customer loyalty, improve brand value, and sustain revenue (Oliver, 1999). Customer satisfaction factors in e-commerce include website usability, product quality, delivery speed, and after-sales services (Nuralam et al., 2024). According to scholars, the satisfaction model has become more complex in the digital environment, incorporating technological and experiential dimensions (DeLone & McLean, 2003). For example, e-commerce satisfaction strongly depends on trust in online transactions, navigation easiness, and personalized recommendations (Gefen et al., 2003; Pasaribu et al., 2022; Nugroho et al., 2023). It has been studied that satisfied customers tend to give positive word of mouth and less retention, thus supporting strengthening business market position (Anderson & Srinivasan, 2003).

Customer satisfaction is closely related to repurchase intention, which is a customer's chance to buy from the same channel in the future (Chiu et al., 2009). Meng and Lin (2023) determined that perceived value, trust, and emotional connection with the platform strongly influence repurchase intention. In e-commerce, repeat purchases are fundamental since they decrease customer acquisition costs while increasing lifetime value (Artana et al., 2022). Platforms that enhance customer experience by consistently delivering them usually result in higher repurchase rates (Yoo et al., 2023).

Rationale of the Study

There are many publications on customer satisfaction and repurchase intention. However, the number has been increasing significantly over the past decade, as you can see from the increasing number of publications in high-impact journals. However, the field is fragmented, with no agreed-upon most important factors driving these constructs across cultural and technological contexts. Additionally, new technologies making their way into the application are artificial intelligence, augmented reality, and blockchain; those emerging technologies are changing consumer expectations of satisfaction and loyalty (Voicu et al., 2023).

In this study, 629 articles collected from the Scopus database between 2010 and 2025 are bibliometrically analyzed to fill these gaps. Academic research increasingly uses bibliometric methods to provide systematic insights into a field's intellectual structure and evolution (Donthu et al., 2021). Tools such as VOSviewer and the Bibliometrix R package are used in this study to identify publication trends, key contributors, thematic clusters, and future research direction. This paper analyzes scientific work and provides a holistic understanding of the domain and its implications for academics, practitioners, and policymakers.

Research Questions

The following research questions (RQs) guide this bibliometric study:

- What is the publication trend of customer satisfaction and repurchase intentions research in e-commercial platforms from 2010 to 2025?
- Who (countries and authors) has done the most critical work in the field?
- Which journals have the most prominence in this research area?
- Which countries have the most substantial collaborative ties regarding co-authorship networks?
- What keywords are most frequently used in the field?
- What are the gaps in the current literature, and in what direction might the future research go?

The following is the outline for the remaining parts of this paper. The subsequent section summarizes how this bibliometric analysis has been performed. The findings are described in detail, including performance analysis and thematic mapping. The paper concludes with the primary findings, limitations, and future research directions.

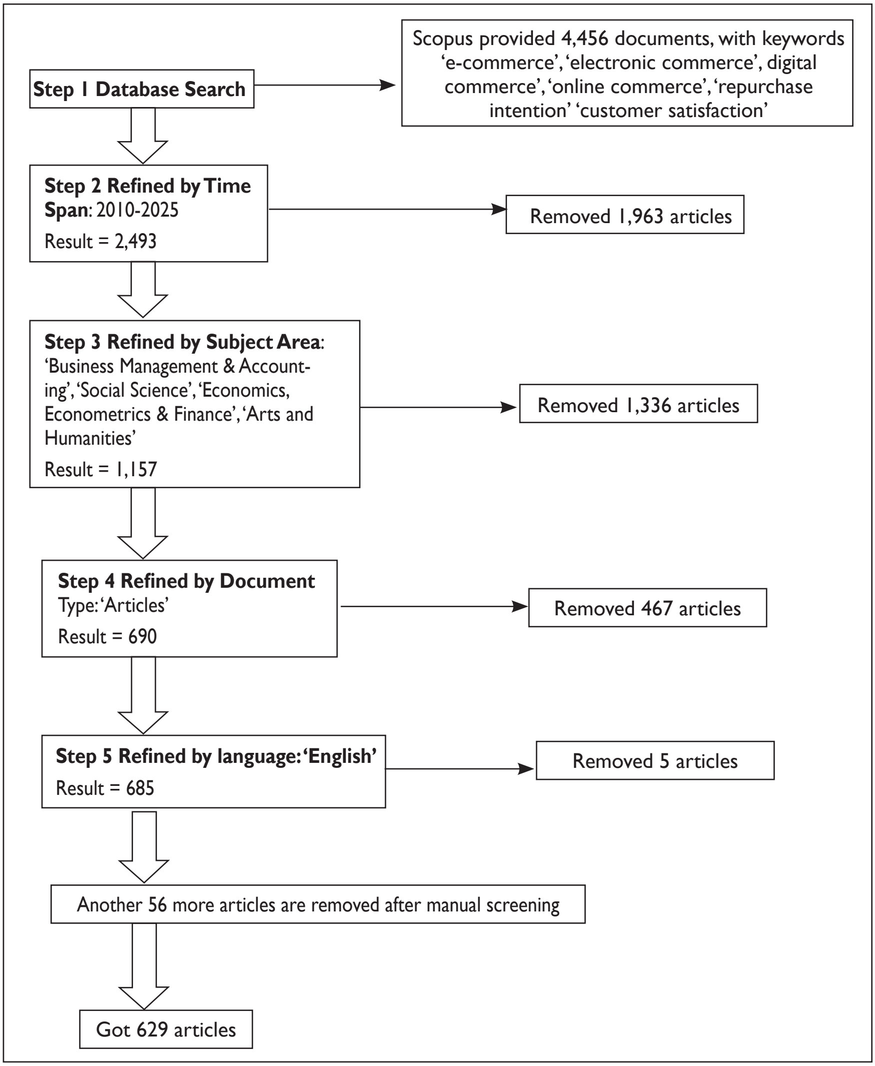
Research Methodology

A systematic approach to the existing literature is outlined in this bibliometric study. A quantitative method for research body evaluation in a given field, bibliometric analysis allows for revealing a particular field's trends, patterns, and knowledge structures (Donthu et al., 2021). All the steps in this study followed a structured process: data collection, data preparation, bibliometric analysis, and visualization processes.

Data Collection

This analysis used the dataset retrieved from the Scopus database, which is considered one of the largest, most comprehensive, and most trustworthy academic research sources (Mongeon & Paul-Hus, 2016). The search query in Boolean operators (AND OR) was used in the search string "title, abstract and keywords" containing keywords like "customer satisfaction," "repurchase intention," "e-commerce," "electronic commerce," "online commerce," and "digital commerce." Data extraction was done in January 2025, and we received 4,456 documents. Filtering this data set by period 2010 to 2025, the subject areas related to "Business Management and Accounting," "Social Science,""Economics, Econometrics, and Finance,"and "Arts and Humanities" only English articles were selected. After the manual screening, we got the final 629 articles for the study.

Figure-1: Filtration Procedure Adopted for Data Gathering



Source: Authors own creation

Bibliometric Analysis Tools

Analysis and visualizations were made using VOSviewer and the Bibliometrix R Package. VOSviewer specializes in creating bibliometric networks such as co-authorship, co-citation, and keyword co-occurrence, enabling the identification of recurring research themes and collaborative relationships between researchers (van Eck & Waltman, 2010). At the same time, the Bibliometrix R Package provides a complete bibliometric analysis with its scope aimed at revealing an author's and journal's productivity and impact, tracing thematic evolution, and visualizing relationships among authors, sources, and countries (Aria & Cuccurullo, 2017)

Bibliometric Analysis and Discussions

Descriptive Indicators

This section summarizes a bibliometric analysis of 629 articles from 2010 to 2025 on customer satisfaction and repurchase intention. The result of the study is summarized in Table-1. The dataset includes 629 papers by 1,712 authors across 276 sources published in Scopus, with 1,813 keywords used. Among the authors, 54 are single authors of 55 articles, while the rest co-authored multi-authored papers. The average number of citations per document is 41.85, while the average number of co-authors per paper is 3, with 24.32% of co-authorships being international. These findings indicate a collaborative spirit in this field, offering opportunities for young researchers to engage with established experts.

Table-1: Descriptive Indicators

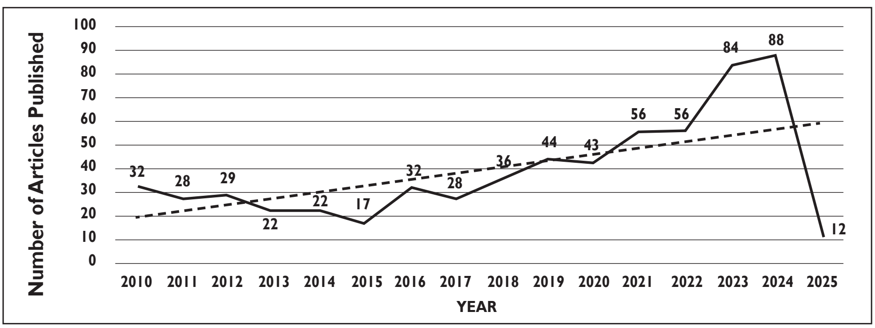
Description	Results
Article	629
Timespan	2010:2025
Sources (Journals, Books, etc.)	276
Authors	1712
Annual Growth Rate %	-6.33
Document Average Age	6.07
Average citations per doc	41.85
References	36458
Authors of single-authored docs	54
Keywords Plus (ID)	1708
Author's Keywords (DE)	1813
Co-Authors per Doc	3
International co-authorships %	24.32
Single-authored docs	55

Source: Authors' creation using biblioshiny

Trend Analysis

Figure-2 illustrates the field's research articles published between 2010 and 2025. There has been progressive growth in this area of research, especially since 2017.

Figure-2: Yearly Publication of Articles



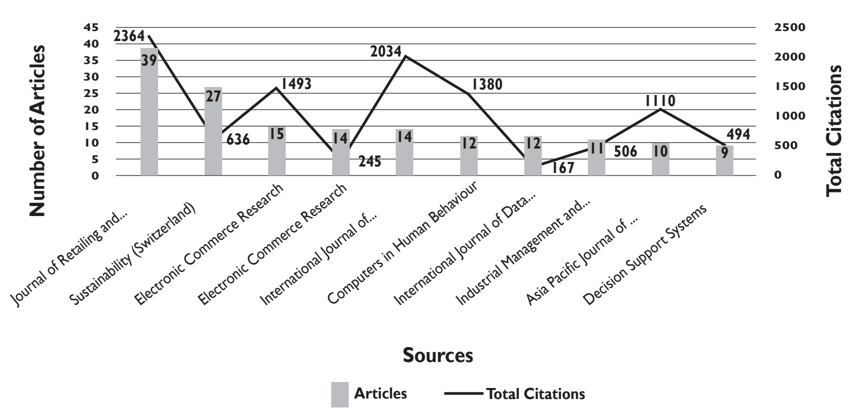
Source: Authors' Creation using biblioshiny

Over the past few years, the increased number of customers and e-platforms can explain this. Moreover, most research articles appeared in 2023 and 2024, but only 17 were published in 2015.

Top Productive Journals

Understanding the present and future breadth of study in the field would be aided by familiarity with the most fruitful and significant journals. 163 out of 629 papers, or one-fourth of the total, have been published in the top 10 journals illustrated in Figure-3. With 39 publications, the Journal of Retailing and Consumer Services is in first place, followed by Sustainability (Switzerland) with 27 articles. With 15 papers, Electronic Commerce Research and Applications is in third place. According to an analysis of the influence of these ten most productive journals, the Journal of Retailing and Consumer Services was cited 2,364 times. With 14 articles and 2,034 citations, the International Publication of Information Management is the second most influential publication.

Figure-3: Most Prominent Journals of the Field



Source: Authors' creation

Top Productive Authors

The top contributing authors in the area are included in Table-2, together with information on their h-index, year of first publication (PY_start), total citations (TC), and citations per article (TC/Articles). Li J, Li Y, and Zhang Y lead with five articles each, while Chen Y, Kim C, Li Q, Rao S, Wang X, and Zhang L follow with four. Kim C, debuting in 2010, is the most influential, with 717 citations, followed by Rao S with 477 and Zhang Y with 310. Notably, Agag G has a higher average citation of 103 than Zhang Y's 62. Despite only publishing four articles each, Cheng Y and Kim C are among the top five significant authors. These top 10 prolific researchers have produced 6.67% (42) of the articles, garnering 2,218 citations.

Table-2: Prominent Authors of the Field

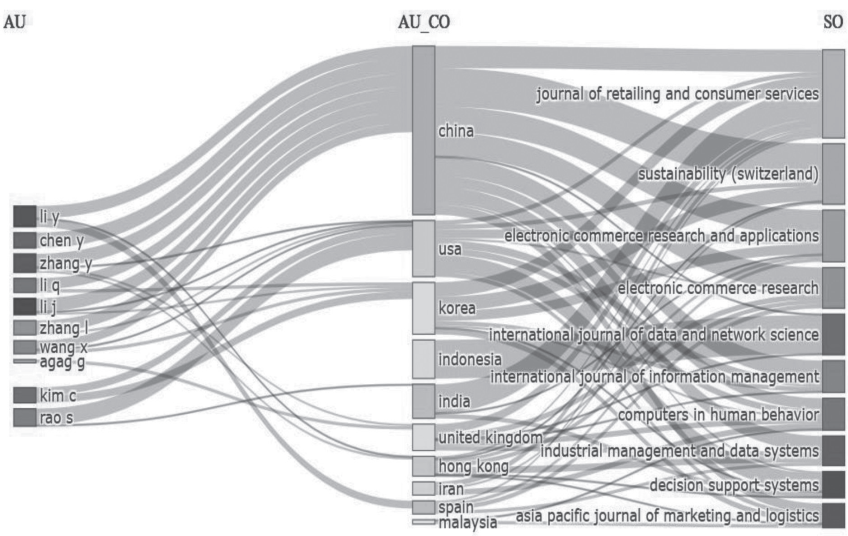
Authors	Articles	TC	Tc/Articles	h index	PY_Start
Li J	5	38	7.6	3	2013
Li Y	5	28	5.6	4	2013
Zhang Y	5	310	62	4	2011
Chen Y	4	160	40	4	2013
Kim C	4	717	179.25	4	2010
Li Q	4	61	15.25	4	2020
Rao S	4	477	119.25	4	2011
Wang X	4	106	26.5	4	2023
Zhang L	4	12	3	3	2013
Agag G	3	309	103	3	2016

Source: Authors' creation using biblioshiny

Three Field Plot

Figure4 represents the three-field analysis with authors on the left, authors' countries in the middle, and sources on the right side. The figure reveals that China is the top country working in the related field, followed by the USA, Korea, Indonesia, and India.

Figure-4: Three Field Plot



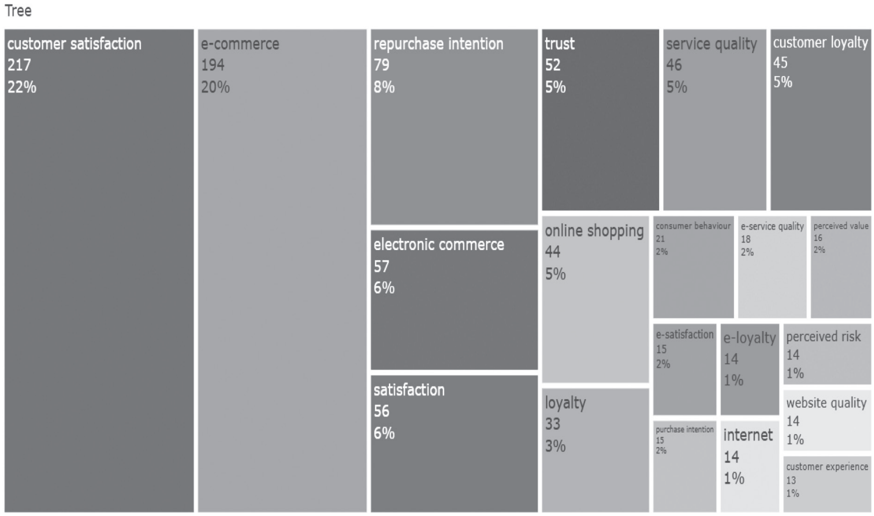
Source: Authors' creation by using biblioshiny

The top five authors are Li Y, Chen Y, Zhang Y, Li Q, and Li J. The top five sources are the Journal of Retailing and Consumer Services, Sustainability (Switzerland), Electronic Commerce Research and Applications, Electronic Commerce Research, and International Journal of Data and Network Science.

Authors Keyword Analysis

In the relevant field of study, keywords aid in identifying the most popular themes and subjects. The top 20 authors' most popular terms are compiled in a word tree map manner in Figure-5. "Customer satisfaction" and "e-commerce" are the most used keywords among these top 20 author keywords. With 79 mentions, "repurchase intention" is the next most popular author keyword.

Figure-5: Treemap of Authors' Keywords



Source: Authors' creation by using biblioshiny

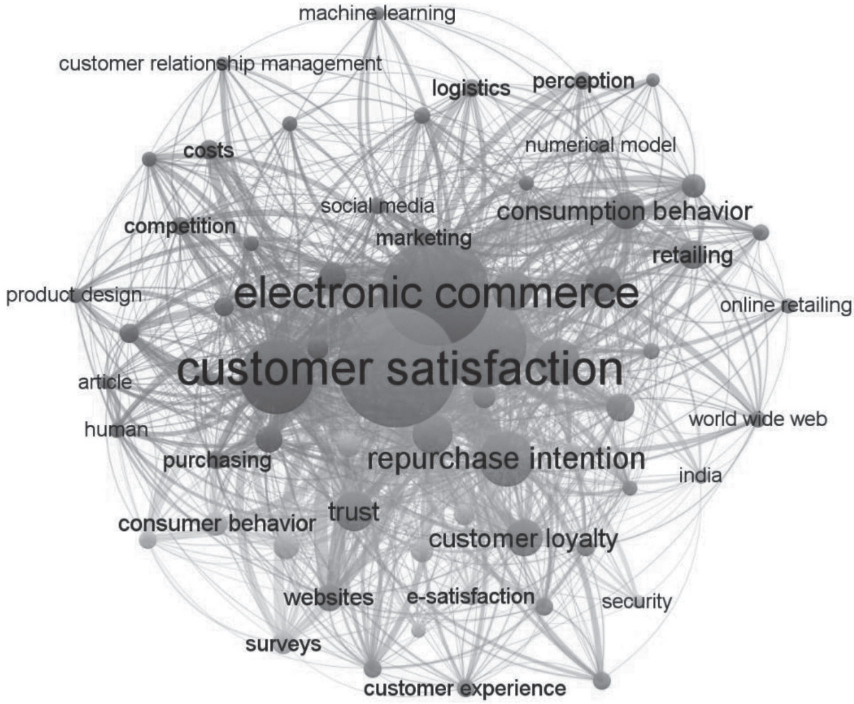
Network Mapping with Keyword Co-occurrence Analysis

Figure-6 provides the keyword co-occurrences map. Only keywords that appeared at least 10 times were considered in this graph. This criterion was satisfied by 64 keywords. The larger boxes indicate that the author's keyword "customer satisfaction" appears most often and has close relationships with the other keywords. Likewise, "electronic commerce," "repurchase intention," and "trust" are a few different keywords that have stronger linkages than the remaining keywords.

Authorship Collaboration between Countries

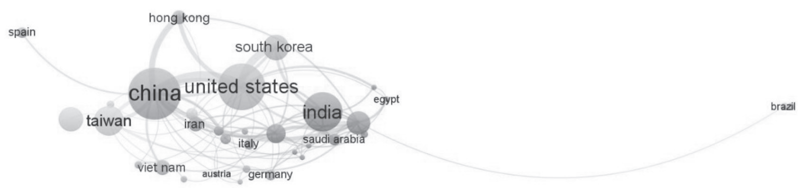
Figure-7 illustrates co-authorship collaborations among countries in the field. The network map was created by filtering the dataset of 629 articles to include a maximum of 25 countries per article, at least five articles, and five citations per country. This revealed distinct clusters, including the USA and China, China and Hong Kong, India and South Korea, and South Korea and the USA. While stronger collaboration was seen within clusters, there were also inter-cluster collaborations.

Figure-6: Keyword Co-Occurrence Map



Source: Authors' creation using VOSviewer

Figure-7: Authorship Collaboration Map Among Countries



Source: Authors' creation using VOSviewer

Future Research Directions

This bibliometric study highlights future research in the area. It suggests investigating how emerging technologies like Artificial Intelligence, Blockchain, and Augmented Reality can enhance customer experiences. Additionally, examining customer satisfaction across different cultural and geographic contexts will deepen our understanding of consumer behavior. As consumers increasingly value sustainability and ethics, exploring their impact on customer loyalty is essential. The influence of social media and influencers on buyer perceptions is also noteworthy. Lastly, further research should focus on the emotional aspects of customer satisfaction, such as trust and perceived value, as they significantly affect repurchase intentions.

Implication of the Study

This study examines the intellectual structure and thematic development of customer satisfaction and repurchase intentions in e-commerce. It expands the theoretical framework for consumer behavior and e-commerce research by identifying research themes, citing key publications, and mapping author collaboration networks. The insights are valuable for e-commerce retailers aiming to enhance customer satisfaction and loyalty. Companies can adapt to evolving customer expectations by integrating new technologies and adopting sustainability practices. Additionally, the study highlights the importance of cooperation and knowledge sharing among researchers, institutions, and industries to address e-commerce challenges.

Conclusion

This bibliometric analysis reviews research on customers' satisfaction and their repurchase intentions in e-commerce from 2010 to 2025. Utilizing tools like VOSviewer and Bibliometrix, the study examines 629 articles from the Scopus database to identify key trends, influential authors, and thematic clusters. It highlights significant attention to customer behavior in the digital marketplace, focusing on service quality, trust, and digital innovation themes. The analysis also recognizes leading countries, journals, and institutions contributing to the field while pointing out gaps like the need for cross-cultural studies and sustainable practices. Future research can address these gaps by exploring customers' satisfaction and loyalty in e-commerce to provide a more comprehensive understanding. This study contributes to academic discourse and offers practical recommendations for businesses to enhance customer experience and build lasting relationships in the digital economy.

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Cracking the Code of Success: A Strategic Exploration of Britannia Biscuits - Marketing Mastery and Unmatched Customer Satisfaction

T. Kalakumari*

Abstract

The abstract of "Cracking the Code of Success: A Strategic Exploration of Britannia Biscuits – Marketing Mastery and Unmatched Customer Satisfaction" provides an overview of the study's focus on Britannia Biscuits' marketing strategies and their impact on customer satisfaction. It explores the innovative approaches employed by Britannia to navigate the competitive market landscape and achieve customer delight. Through a comprehensive analysis, this study aims to uncover the key factors contributing to Britannia's success and provide insights for marketers seeking to enhance their own strategies in the food industry. The abstract delves into Britannia Biscuits' nuanced marketing strategies, dissecting their effectiveness in cultivating customer satisfaction. By scrutinizing Britannia's innovative approaches, this study seeks to unravel the intricacies of their success amidst a competitive market. Through a thorough analysis, it aims to unearth the pivotal elements driving Britannia's triumphs, offering invaluable insights for marketers striving to elevate their strategies within the food industry landscape.

Keywords: Consumer Goods, Customer Loyalty, Durable Goods, Perception, Marketing Strategy

Introduction

Fast-moving consumer goods (FMCG), also known as consumer-packaged goods (CPG), are products that are sold quickly and at a relatively low cost. Examples include non-durable household goods such as packaged foods, beverages, toiletries, candies, cosmetics, over-the-counter drugs, dry goods, and other consumables. Fast moving consumer goods have a

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high inventory turnover and are contrasted with specialty items which have lower sales and higher carrying charges. Many retailers carry only FMCGs; particularly hypermarkets, big box stores and warehouse club stores. Small convenience stores also stock fast moving goods; the limited shelf space is filled with higher turnover items.

Consumer goods are products purchased for consumption by the average consumer. They are divided into three different categories: durable goods, nondurable goods, and services. Durable goods have a shelf life of three years or more while nondurable goods have a shelf life of less than one year. Fast-moving consumer goods are the largest segment of consumer goods. They fall into the nondurable category, as they are consumed immediately and have a short shelf life. Nearly everyone in the world uses fast-moving consumer goods (FMCG) every day. They are the small-scale consumer purchases we make at the produce stand, grocery store, supermarket, and warehouse outlet. Examples include milk, gum, fruit and vegetables, toilet paper, soda, beer, and over-the-counter drugs like aspirin. FMCGs account for more than half of all consumer spending, but they tend to be low- involvement purchases. Consumers are more likely to show off a durable good such as a new car or beautifully designed smartphone than a new energy drink they picked up for $2.50 at the convenience store. Fast-moving consumer goods (FMCG), also known as consumer-packaged goods (CPG), are products that are characterized by rapid turnover and relatively low cost. These items are consumed quickly and include a wide range of non-durable household goods such as packaged foods, beverages, toiletries, candies, cosmetics, over-the-counter drugs, and other consumables.

Marketers of FMCGs operate within a framework of high volumes and low contribution margins, aiming for extensive distribution and high inventory turnover. Retailers that specialize in FMCGs, such as hypermarkets, big box stores, and convenience stores, manage large inventories of these products due to their popularity and fast turnover. FMCGs constitute a significant portion of consumer spending globally, emphasizing their ubiquitous presence in daily life despite being relatively low-involvement purchases for consumers. This segment of goods contrasts with durable goods like cars and electronics, which tend to involve more consideration and higher individual cost.

In summary, FMCGs are essential everyday products that are quickly sold, consumed, and replenished due to their widespread demand and affordable pricing, making them a cornerstone of consumer goods markets worldwide.

Objectives of the Study

- **To Study the Factors Influencing Consumer Behavior in the Choice of Britannia Biscuits:** This objective aims to understand what factors drive consumers in Coimbatore to choose Britannia biscuits over competitors.
- **To study the preference of Britannia products by the respondents:** This objective seeks to assess preference of Britannia biscuits, identifying its various types.
- **To Explore Britannia's Marketing Strategies:** This objective involves studying the current marketing strategies employed by Britannia specifically in Coimbatore, including promotional activities, distribution channels, and brand positioning.
- **To Investigate Factors Affecting Britannia's Marketing Strategies:** This objective aims to understand external and internal factors that impact Britannia's marketing strategies in Coimbatore, such as competition, consumer preferences, economic factors, and regulatory environment.

Statement of the Problem

Britannia products enjoy a strong reputation and significant market share overall. However, in certain areas of Coimbatore, sales volumes of Britannia products have notably declined. This study aims to identify the reasons behind this decline and explore strategies to enhance sales through effective marketing approaches and improved customer satisfaction.

Research Process

The research process includes defining the research problem, conducting primary and secondary research stages, and analyzing data using methods such as simple percentage and Chi-square analysis.

Questionnaire Preparation

A structured questionnaire is essential to collect relevant data regarding consumer attitudes, preferences, and satisfaction levels towards Britannia biscuits in Coimbatore.

Sample Size and Sampling Method

The study involves a sample size of 110 respondents selected through convenient sampling. The research will be conducted specifically in the Coimbatore district to ensure localized insights and relevance.

By addressing these objectives and conducting thorough research, the study aims to provide actionable insights for Britannia to strengthen its market position and increase sales in Coimbatore.

Abbreviations and Acronyms

BMS - Biscuit Manufacturing System
BCS - Biscuit Cooling System
BPS - Biscuit Packaging Solution
BSS - Biscuit Storage System
BQA - Biscuit Quality Analysis
BRF - Biscuit Research Facility
BPD - Biscuit Product Development
BPI - Biscuit Processing Innovation
BPC - Biscuit Packaging Control
BTA - Biscuit Technology Advancement

Literature Review

Fishbein (1980) suggests that market researchers commonly believe that a favorable attitude towards a product or brand increases the likelihood of purchase or usage.

Peter & Olson (1987) emphasize the consistency between attitudes, intentions, and actual behaviors. They explore how attitudes towards an object are typically aligned with behaviors directed towards that object.

Kortzinger et al. (1994) investigated the consumption patterns of primary school children in Germany and England regarding chocolate consumption. They found significant variations in chocolate consumption across different social groups in both countries.

Bloemer and Kasper (1995) discuss the relationship between customer satisfaction and loyalty, indicating that satisfaction levels influence brand choice among consumers.

Dunner and Narasimhan (1999) examine the strategic implications of private labels for retailers, noting their role in projecting lower prices and enhancing retailer control over shelf space and consumer loyalty.

Mittal and Kamakura (2001) explore the link between satisfaction and repurchase behavior, highlighting that demographic factors can significantly influence repurchase decisions, even when satisfaction ratings are identical.

Brown and Ogden (2004) study parental influence on children's snack intake attitudes and behaviors, underscoring the role of modeling and parental control in shaping children's dietary choices.

Stobbelaar et al. (2007) survey adolescents' attitudes towards organic food and their purchasing behaviors. They find positive attitudes towards organic food but limited knowledge and purchasing intentions among adolescents.

Sekar and Thangavel (2016) focus on consumer attitudes towards health drinks, analyzing changing preferences and marketing strategies aimed at enhancing customer satisfaction in a competitive market.

Mukherjee (2018) conducts a comparative study between Parle and Britannia biscuits, examining consumer preferences, satisfaction levels, and retailer perceptions in Kolkata. The study highlights Britannia's strong market presence in certain biscuit categories and customer satisfaction levels compared to Parle.

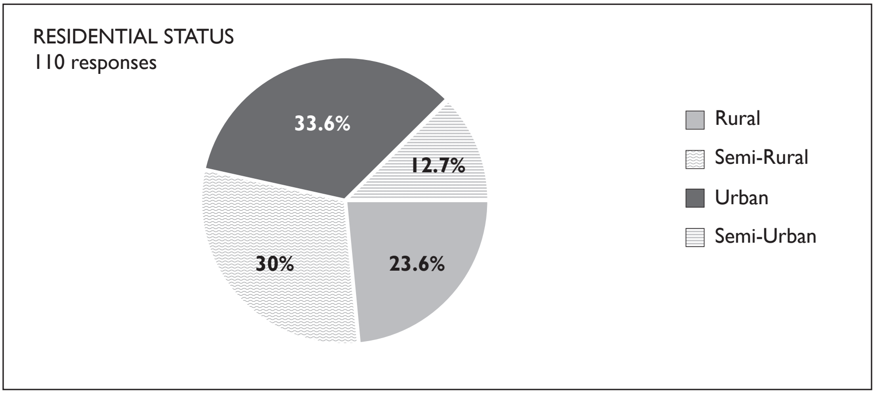
These studies collectively contribute insights into consumer behavior, satisfaction, brand loyalty, and marketing strategies across various product categories and demographic segments.

Results

Table-1: Residential Status of the Respondents

ResidentialStatus	No. of Respondents	Percentage(%)
Rural	26	23.6
Semi-rural	33	30
Urban	37	33.6
Semi-urban	14	12.7
TOTAL	110	100

(Source: Primary data)

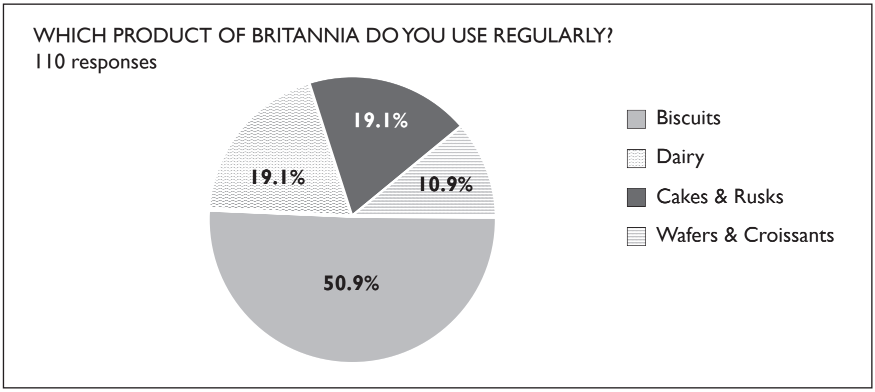


The survey conducted with 110 respondents reveals a varied distribution across different geographic areas. The findings show that 23.6% of participants reside in rural areas, while 30% are from semi-rural areas. Urban residents represent the largest group, comprising 33.6% of the respondents. Additionally, 12.7% of the respondents come from semi-urban areas. This distribution underscores the predominance of urban respondents in the survey sample. Such insights into geographic diversity are crucial for understanding consumer behaviors and preferences across different localities, providing valuable context for interpreting the study's findings and informing targeted marketing strategies or policy decisions tailored to specific urban and rural dynamics.

Table-2: Preference of Britannia Products by the Respondents

Product of Britannia	No of Respondents	Percentage(%)
Biscuits	56	58.9
Dairy	21	19.1
Cakes & Rucks	21	19.1
Wafers & Croissants	12	0.9
Total	110	100

(Source: Primary data)

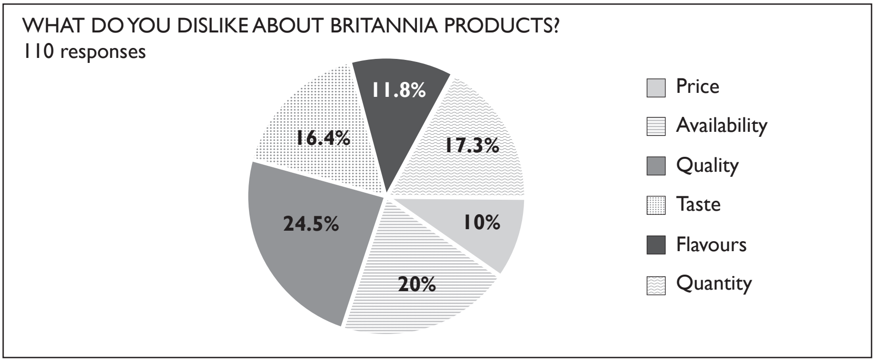


Based on the survey data collected from 110 respondents, the distribution of consumer preferences across various food categories reveals that biscuits are the most commonly used product among the surveyed population, with 50.9% of respondents indicating their consumption. Dairy products follow with 19.1% of respondents using them, while cakes & rusks are used by 9% of the respondents. Wafers & croissants make up the remaining 10.9% of reported preferences. The majority preference for biscuits, as indicated by over half of the respondents, highlights their widespread popularity in the surveyed group. Such insights are valuable for understanding consumer habits and can inform marketing strategies and product offerings in the food industry, ensuring alignment with consumer preferences and enhancing market competitiveness.

Table-3: Factors of Dissatisfaction of Britannia Products

Factors	No. of Respondents	Percentage(%)
Price	11	10
Availability	22	20
Quality	27	27
Taste	18	16.4
Flovours	11.8	11.8
Quantity	19	17.3
Total	110	100

(Source: Primary data)



Interpretation

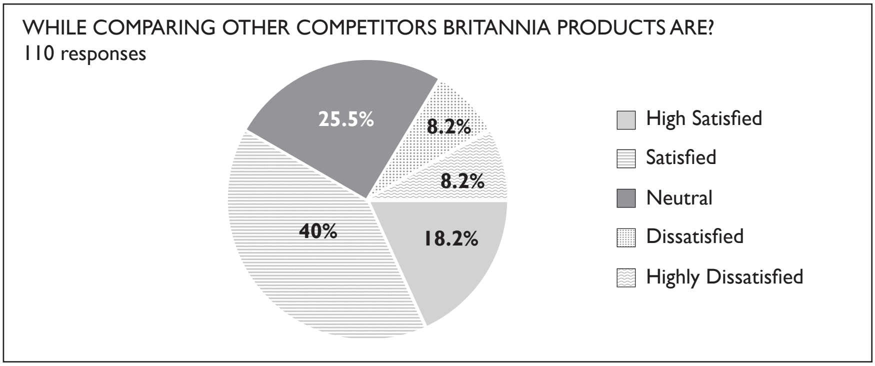
According to the survey results from 110 respondents, several factors influence dissatisfaction with Britannia products. Among the respondents, 17.3% expressed dislike for the price of Britannia products, while 20% cited issues with availability. A significant portion, accounting for 24.5% of respondents, indicated dissatisfaction with product quality, and 16.4% disliked the taste. Furthermore, 11.8% of respondents were dissatisfied with the flavors offered by Britannia, and another 17.3% expressed concerns regarding product quantity. Interestingly, the largest proportion of dissatisfaction was observed towards product quantity, highlighting a perceived discrepancy between consumer expectations and what Britannia products offer in terms of volume. These findings underscore critical areas where Britannia may need to focus improvement efforts to address consumer concerns effectively and enhance overall customer satisfaction levels. Understanding these specific grievances is pivotal for refining product strategies and maintaining competitiveness in the market.

Table-4: Satisfaction of Britannia Products

Level of Satisfaction	No. of Respondents	Percentage(%)
High Satisfied	20	18.2
Satisfied	44	40
Neutral	28	25.5
Dissatisfied	9	8.2
Highly Dissatisfied	9	8.2
Total	110	100

(Source: Primary data)

Based on the survey data gathered from 110 respondents, the satisfaction levels with Britannia products vary significantly. The majority of respondents, comprising 40%, expressed satisfaction with Britannia products.



Additionally, 18.2% of respondents reported being highly satisfied with the products, indicating a substantial portion of contented customers. Conversely, 8.2% of respondents expressed dissatisfaction, while another 8.2% reported being highly dissatisfied with Britannia products. Furthermore, 25.5% of respondents remained neutral in their assessment of Britannia products, neither particularly satisfied nor dissatisfied. These findings highlight a generally positive sentiment towards Britannia products, with a notable segment of highly satisfied consumers. However, the presence of dissatisfied and neutral respondents underscores areas where Britannia could potentially improve to enhance overall customer satisfaction and loyalty. Understanding these sentiments is crucial for refining product offerings, addressing specific concerns, and maintaining or expanding market share in the competitive consumer goods industry.

Table-5: Factors Affecting Marketing Strategies of Britannia Biscuits

Factors Affecting	No. of Respondents	Percentage(%)
Market Trend	28	25.5
Economic Condition	43	39.1
Technology Advancement	20	18.2
Consumer Behaviour	19	17.3
Total	110	100

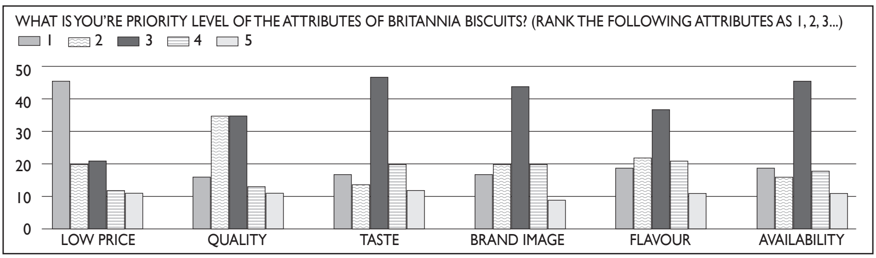
(Source: Primary data)

From the survey results involving 110 respondents, insights into factors influencing Britannia biscuits' market perception were gathered. A significant 39.1% of respondents attributed their opinions on the factors affecting Britannia biscuits to economic conditions. This indicates a prevailing sentiment that economic factors, such as purchasing power and financial stability, strongly impact how consumers perceive and interact with Britannia products. Additionally, 25.5% of respondents pointed to market trends as influential in shaping perceptions, reflecting the importance of staying attuned to shifts and preferences within the market. Technology advancements were highlighted by 18.2% of respondents as a factor affecting Britannia biscuits, underscoring the role of innovation in product development and consumer engagement. Lastly, 17.3% of respondents cited consumer behavior as a key factor, emphasizing the significance of understanding and responding to consumer preferences and behaviors in marketing strategies. These findings provide Britannia valuable insights into the multifaceted dynamics influencing their market strategy, guiding them in adapting to economic conditions, leveraging market trends, embracing technological advancements, and effectively engaging with consumer behaviors to maintain competitive advantage and enhance customer satisfaction.

Table-6: Priority level of attributes of Britannia biscuits

Attributes	Rating				
	1	2	3	4	5
Low Price	46	20	21	12	11
Quality	16	35	35	13	1
Taste	17	14	47	20	12
Brand Image	17	20	44	20	9
Flavour	19	22	37	21	11
Availability	19	16	46	18	11

(Source: Primary data)



The table presents a detailed breakdown of customer ratings across several attributes – low price, quality, taste, brand image, flavour, and availability – on a scale from 1 to 5. It offers valuable insights into consumer preferences and perceptions. Low price is viewed with varied importance, with a significant 46% rating it as least important (rating 1) and 11% rating it highly (rating 5). Quality received mixed ratings, with a substantial proportion valuing it (ratings 2 and 3), but also a small minority rating it poorly (rating 5). Taste and flavour exhibit polarization among respondents, with notable percentages rating them both highly and poorly, indicating diverse opinions. Brand image emerges as generally positive, with a majority viewing it favorably (ratings 3 and 4). Availability also garners positive feedback overall, suggesting it's an important factor for many respondents. This data underscores the complexity of consumer preferences, highlighting the need for businesses to balance various attributes to meet diverse customer expectations effectively.

Table-7: Chi-Square Analysis

Age of the respondents and the specific tasks performed by the chatbot in customer perception

Observed Table

Options	Age	Britannia	Total
A	28	56	84
B	57	21	78
C	13	21	34
D	11	12	23
E	1	0	1
TOTAL	110	110	220

(Source: Primary data)

Expectation Table

Options	Age	Britannia
A	42	42
B	39	39
C	17	17
D	11.5	11.5
E	0.5	0.5

(Source: Primary data)

Formulized with (O-E)^2/E

Options	Age	Britannia
A	4.66667	4.66667
B	8.307692	8.307692
C	0.941176	0.941176
D	0.021739	0.021739
E	0.5	0.5

(Source: Primary data)

Null Hypothesis (H0): There is no significant association between age of the respondents and the specific tasks performed by the chatbot in customer perception towards the Britannia product.

Alternative Hypothesis (H1): There is a significant association between age of the respondents and the specific tasks performed by the chatbot in customer perception towards the Britannia product.

Chi-Square Value: The calculated chi-square value is $\chi 2=28.87455$

Interpretation

The chi-square statistic (X2) is 28.87455 with 4 degrees of freedom (df), and the p-value is verysmall (8.29E-06), indicating strong evidence against the null hypothesis. This suggests that there is a significant association or difference between the observed and expected frequencies of some variable related to Britannia's biscuits. The exact interpretation would depend on the specifics of the study orexperiment conducted.

With a chi-square statistic of 28.87455 and 4 degrees of freedom, there is a significant association or difference between the observed and expected frequencies related to Britannia's biscuits. The extremelysmall p-value (8.29E-06) suggests strong evidence against the null hypothesis. Therefore, it can be concluded that there is a statistically significant relationship or difference in some aspect of Britannia's biscuits being studied.

Findings

- Approximately 33.6% of the respondents reside in urban areas.
- 17.3% of the respondents express dissatisfaction with the quantity of Britannia products.
- 39.1% of respondents believe that economic conditions are the primary factor influencing Britannia biscuits' marketing strategy.
- The data table indicates that 46 respondents prioritize low price as the most important attribute of Britannia biscuits.
- According to the chart, a majority of respondents agree that Britannia is perceived as a reputable biscuit company in the market.

Suggestions

- **Improvement in Taste**: The company should prioritize enhancing the taste of Britannia biscuits from the initial stages to ensure higher customer satisfaction. While many customers appreciate the price, packaging, and quantity of Britannia biscuits, taste improvement can further elevate consumer satisfaction.
- **Introduction of Combo Packs**: Respondents have expressed interest in combo packs of Britannia biscuits as gift options. Introducing new sub-brands under the Britannia banner, possibly accompanied by sampling or promotional freebies, could attract new customers and stimulate sales.
- **Focus on Ingredient Hygiene**: Customers are keen that Britannia biscuits should use ingredients that prioritize hygiene, especially concerning children's health. Ensuring high standards of ingredient hygiene can enhance brand trust and appeal among health-conscious consumers.

- **Enhanced Advertising Presence**: There is a perceived need for increased frequency of advertising in mass media channels such as radio and newspapers. Many rural consumers remain unaware of the full range of Britannia biscuit offerings. Introducing new brands and ramping up advertising efforts can expand market reach effectively.
- **Increase in Product Quantity and Quality**: Given the high usage margin among customers, Britannia should consider increasing both the quantity and quality of its biscuits to meet growing consumer demand and expectations.
- **Improvement in Supply Frequency**: To better serve consumer needs, Britannia should ensure more frequent and reliable supply of its biscuits. Consistent availability can enhance customer satisfaction and loyalty.

These suggestions are aimed at addressing various aspects of product quality, marketing strategy, and customer satisfaction to strengthen Britannia's position in the competitive biscuit market.

Conclusion

Marketing plays a pivotal role in the growth and development of a country, evolving in tandem with economic progress. In the current era, businesses face intense competition, making competition ubiquitous. Recognizing this, businessmen now prioritize consumer satisfaction as the pathway to profitability. Understanding consumer needs is paramount, necessitating comprehensive consumer information gathering. Modern marketing strategies thus centre around consumer orientation, starting from understanding consumer preferences and culminating in customer satisfaction. This study aims to gather insights into Britannia biscuits users across various demographic groups in Coimbatore city, focusing on factors such as quality, taste, and brand preference, crucial for enhancing customer satisfaction and thereby fostering company growth.

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Exploration on Impact of Mall Atmospherics on User Satisfaction at Shopping Malls of Tamilnadu

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Abstract

There has been remarkable growth in the number of shopping malls in India in recent times. The growth of shopping malls in India is a positive sign of development. Shopping malls in India are spread and increased from 25 malls in 2003; the number has gone up to 220 malls in 2006 and 265 by 2012. A mall format which leases out space and managed by professional management. Shopping malls have contributed to the growth of retailing in India. Due to dramatic improvements of consumerism and shopping, the mall syndrome has hit India. With this insight exclusive research is performed Impact of Mall atmospherics on user satisfaction at Shopping malls of Tamilnadu.

Keywords: Consumers, Mall Atmospherics, Retail, Satisfaction, Shopping Malls

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Introduction

Malls provide a single roof for various shops. The mall performs the establishment of a set of different shops, such as a bookstore, a shoe store, etc. Mall presents the customer with different stores available and allows the customer to shop at the stores in the mall.

Shopping malls embodies a set of heterogeneous and homogenous shops with adjacent pedestrian, or else an exclusive pedestrian path, that make it comfortable for customer to walk through the stores with no intrusion of vehicular traffic. Malls are integrated with lifts and escalators for smooth passage of shoppers. The prospect of organized retail generally lies in

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the hands of the mall where the shoppers get quantity, quality, appeal, ambience, recreation facilities and all under one roof.

The flashy malls promise almost full of national and international brands. Malls offer a glut of enticements for high profile shopping, eating establishments and a stylish environment to insightful shoppers with more refined tastes, who are more anxious about fashion and quality moreover less anxious with budgets. Mall discloses six factors such as diversity, comfort, luxury, entertainment, mall essence and convenience.

The malls have converted the need driven shopping activity into leisure hour entertainment. The quality of mall space in India was just one million sq. ft. in 2002 has attained new milestones of 40 million sq. ft. and 60 million sq. ft. in 2007 and 2008 respectively. The shift pattern in the mall scenario occurred commencing with merely 3 malls in the year 2000, the country observed 220 malls in the year 2006. Traditional malls in India allocated around 30 percent of space to apparel retailers whereas 12-20 percent space is devoted to Food & Beverages. Size of Indian malls range from 35,000 sq. ft. to 10, 00,000 sq. ft. The leading malls in Indian metropolitan cities relish 25,000 footfalls per day which rise to an average of 40,000 on weekends

Review of Literature

Gholami et al. (2016) in their study entitled "The Impact of store atmosphere on hedonic and utilitarian shopping values, customer satisfaction and customer purchase intention" have reported that in order to generate the best shopping experience, each center should offer unique things to the customer. In today's competitive market, good location of shopping center alone doesn't guarantee success. Some shopping centers try to attract customers by using different strategies. The results of the study revealed that store atmosphere has significant influence on hedonic and utilitarian shopping values, customer satisfaction and purchase intention.

Dorah and Dubihlela (2014), in their study entitled "Attributes of shopping mall image, customer satisfaction and mall patronage for selected shopping malls in Southern Gauteng, South Africa" have revealed remarkable findings regarding the concepts of mall image attributes and the interrelationship between its various extents. Five major features were underlined for the South African market viz., accessibility, merchandising, atmosphere, entertainment, and in-mall convenience. Additionally, results confirmed that shopping mall customer satisfaction relationships and image attributes are healthy in a South African township perspective, influencing patronage. The findings in the study convey some differences with the Western economies who consider anchor tenant image, physical facilities and location as the most significant determinants of a shopping mall's success.

Ozsoy (2010), in his study entitled "User preferences on transformations of shopping centers into private urban public spaces: The case of Izmir, Turkey" has provided an encouraging inception in understanding public space characteristics at the mall. Future research can be conducted at multiple shopping centers even in different cultures. The role of attractiveness in the model recommends that future research on user response to shopping centers should include (atmosphere, architecture, cleanliness, visual appeal, interior design, comfort) with causal research.

Richard et al. (2008), in their study entitled "The influence of mall environment on female fashion shoppers value and behaviour" have explored exactly how the shopping mall atmosphere influences the shopping experience and behaviour of female fashion shoppers. Participants were surveyed on shopping mall perception, product perception, shopping activities, shopping value and behavioral approach towards the mall. The results show that the mall atmospherics constructively influences the approach behaviour and hedonic shopping value among the female fashion shoppers. The mall atmosphere encourages the shopping goals of the fashion shoppers.

Hart et al. (2007), in their study entitled "Enjoyment of the Shopping Experience: Impact on Customers' Repatronage Intentions and Gender Influence" have pinpointed four dimensions viz. atmosphere, environment, accessibility and service personnel which are essential for an enjoyable shopping experience. The analysis disclosed that men's enjoyment and shopping experience are motivated by desires for efficiency and feelings of accomplishment when they can accomplish certain shopping experience expectancies. In case of women, enjoyment is associated to shopping as a leisure activity and women observe pleasure in browsing and spending time in comparison of existing alternatives before attaining purchase decisions.

Suki (2004), in her study entitled *"*Female fashion shoppers' responses towards the Mall atmosphere" has reported that satisfaction with mall attributes also amplified hedonic and utilitarian shopping value resulting from visiting the mall. The study created evidence proposing that store environment triggers emotional reactions among female customers.

Leo and Philippe (2003), in their study entitled "Retail centers: Location and consumer's satisfaction" have listed the various behavioral manners which comprises of outlook of shopping potential, projected outlay practices and common global atmosphere of shopping mall which can stimulate the customer satisfaction or disappointment.

Turley and Milliman (2000), in their article entitled "Atmospheric effects on shopping behavior: A review of the experimental evidence" have observed certain statistically significant association between shopping behavior and atmospherics. Focused on this review it is concluded that the impact of the retail environment on consumer behavior is both strong and robust. It can be molded to expand the probability of stimulating behaviors from shoppers. Investigation in this area comprises a diversity and variety in both dependent and independent variables.

Rajagopal (1999), in his article entitled "Empowering Rural Women Groups for Strengthening Economic Linkages" has stated that motives of shopping in the street markets comprises of interior and exterior ambience, layout and degree of involvement of retailers in the selling process. Assortment of vending booths, atmosphere of marketplace and excitement stimulate the consumers to stay for extended period in the street markets.

Objectives of the Study

- To examine the impact of mall atmospherics on user satisfaction at shopping malls.
- To identify the key factors contributing to consumer delight at shopping malls in Tamilnadu.
- To offer recommendations for enhancing the satisfaction level of the customers.

Research Methodology

Research Design

The foremost objective of this study is to study the impact of mall atmospherics on user satisfaction at shopping malls in Tamilnadu. Descriptive research was employed to study the impact of atmospherics in improving customer satisfaction.

Area of the Study

The study was conducted among customers who visit shopping malls in Tamilnadu

Research Approach

A structured questionnaire was utilized for collecting data from the respondents.

Sample Size

The sample size taken in this study is 1000.

Period of Study

The study was carried out for four months during June 2024 to December 2024.

Sampling Technique

Convenience sampling was employed for the study.

Data Analysis and Interpretation

The Indian organized retail sector is growing at a very fast pace due to the boom in global retail philosophy and changing population dynamics. The change in consumer behaviour paves a way for growth of Indian retail market. The consumer wants to purchase everything under one roof due to the changing life-style and increased income and also to save time. Exclusive research is conducted to investigate the impact of mall atmospherics on customer satisfaction.

Table-1: Demographic Representation

S. No.	Demographic Variable	Categories	Frequency	Percentage
1	Gender	Male	608	60.8%
		Female	392	39.2%
2	Age	Below 25	403	40.3%
		26-35	387	38.7%
		36-45	136	13.6%
		46-55	49	4.9%
		56 and above	25	2.5%
3	Occupation	Student	194	19.4%
		Employed	616	61.6%
		Entrepreneur	116	11.6%
		Retired	44	4.4%
		Others	30	3.0%
4	Family Type	Nuclear	590	59.0%
		Joint	410	41.0%
5	Income	10000 & Below	246	24.6%
		10001-20000	314	31.4%
		20001-30000	105	10.5%
		30001-40000	214	21.4%
		40001& above	121	12.1%

It is observed from Table-1 that majority 60.8% are male respondents and 39.2% are female respondents, 40.3% respondents belonging to the age group of below 25 years. While reviewing the age group, 38.7% respondents fall under of 26-35 years, 61.6% respondents belong to Employed category, 4.4% respondents belong to Retired category. The analysis revealed that 59.0% respondents belonging to the nuclear family and 41.0% respondents belonging to the joint family. The analysis showed that 24.6% respondents belonging to the income category of 10000 & below, 31.4% respondents fall under the income category of 10001-20000.

Table-2: Reasons for Shopping In Malls

S. No.	Reasons for Shopping	Total Score	Mean Score	Rank
1	Variety of products / brand	55342	55.342	3
2	All under one roof	50165	50.165	4
3	Entertainment	49416	49.416	5
4	Quality	46308	46.308	7
5	Value for money	59973	59.973	2
6	Discounts and offers	48501	48.501	6
7	Customer service	61170	61.170	1
8	Store Ambience	45185	45.185	8
9	Parking facility	39902	39.902	10
10	Proximity to residence (Time & Convenience)	44038	44.038	9

It is witnessed from Table-2 that among the ten common reasons for shopping in the malls by the respondents, the reason of "Customer service" was placed in the first position with the Garrett score of 61170 points. It is followed by the reason "Value for money" which was ranked second position with the Garrett score of 59973 points. The reason of "Variety of products / brand" was placed in the third rank by sample respondents with the Garrett score of 55342 points. The reasons like "All under one roof" and "Entertainment" were placed in the fourth and fifth positions with the Garrett scores of 50165 and 49416 points respectively. Simultaneously, the reason "Discounts and offers" was ranked in sixth position with the Garrett scores of 48501. The reason "Quality" was placed in the seventh rank by sample respondents with the Garrett score of 46308 points. The reasons like "Store Ambience" and "Proximity to residence (Time & Convenience)" were placed in the eighth and ninth positions with the Garrett scores of 45185 and 44038 points respectively. Lastly, the reason "Parking facility" was ranked in the tenth position with the Garrett score of 39902 points. From the analysis, it is identified that the "Customer Service" was the major reason for shopping in malls highlighted by sample respondents.

Table-3: Type of Products Purchased in the Mall

S. No.	Type of Products	Total Score	Mean Score	Rank
1	Apparels/clothing	46400	46.400	3
2	Grooming	45860	45.860	4
3	Electronics & Gift items	60440	60.440	1
4	Grocery	52670	52.670	2
5	Others	44630	44.630	5

It is divulged from above table that among the five common type of products purchased in shopping malls by the respondents, the product “Electronics & Gift items” was placed in the first position with the Garrett score of 60440 points. It is followed by the product “Grocery” which was ranked second with the Garrett score of 52670 points.

The products like “Apparels/clothing” and “Grooming” were placed in the third and fourth positions with the Garrett scores of 46400 and 45860 points respectively. Lastly, the product “Other category” was ranked in the fifth position with the Garrett score of 44630 points. From the analysis, it is identified that the “Electronics & Gift items” was the major product preferred at the shopping malls highlighted by the sample respondents.

Table-4: Centre of Appeal in Mall

S. No.	Centre of Appeal in Mall	No. of Respondents	Percentage
1	Entertainment	292	29.2
2	Food & beverages	217	21.7
3	Variety of shops	268	26.8
4	Others	9	0.9
5	All the above	214	21.4
	Total	1000	100.0

It is evinced from the above table that 4 percent of respondents opined that entertainment is the centre of appeal in shopping malls, 21.7 percent of respondents opined that food & beverages is the centre of appeal in shopping malls, 26.8 percent of respondents stated that variety of shops is the centre of appeal in shopping malls, 0.9 percent of respondents stated that other factors are the centre of appeal in shopping malls and 21.4 percent of respondents stated that all the above factors are the centre of appeal in shopping malls. It is found from the analysis that majority (27.2%) of respondents stated that entertainment is the centre of appeal in shopping malls.

Measuring the Level of Satisfaction and Interior Mall Atmospherics Using Multiple Regression Analysis

The analysis shows the relationship between the dependent variable “level of satisfaction on interior mall atmosphere” and fourteen independent variables that were studied. It was found that among these fourteen variables, three variables were closely associated with the level of satisfaction of consumers in selected shopping malls. To measure the interdependence of independent factors and their total contribution to the level of satisfaction of consumers in selected shopping malls, the results of the analysis were put into multiple regression analysis, and detailed results are shown in the following table.

Table-5: Level of Satisfaction on the Interior Atmosphere of the Mall (Multiple Regression Analysis)

S. No.	Variables	B	Std. Error	T	Sig
	(Constant)	126.644	8.255	15.342	.000
1	The shopping centre plays a pleasant music	-.044	1.367	-.032	.974
2	Centre music is played at an appropriate volume	-1.633	1.535	-1.064	.288
3	The centre lighting is appropriate	-.625	1.329	-.470	.638
4	The centre temperature is comfortable	1.514	1.099	1.379	.168
5	This centre is decorated in an attractive fashion	-3.239	1.280	-2.531	.012
6	Interior wall and floor colour schemes are attractive	1.622	1.134	1.430	.153
7	The layout makes it easy to get to the stores	.962	1.241	.775	.438
8	Layout makes it easy to get to the food areas and restrooms	1.094	1.224	.894	.372
9	The centre makes to stay as long as possible	.665	1.214	.548	.584
10	Spending time at this centre gives enjoyment	1.054	1.052	1.002	.316
11	The mall has a good appeal	3.619	1.164	3.109	.002
12	Pleasing fragrance	-2.038	1.246	-1.635	.102
13	Signage and prices are visible	-2.568	1.144	-2.245	.025
14	Safe environment	-.427	1.186	-.360	.719

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.177	.031	.018	35.344

The multiple linear regression component (Dependent Variable) is found statistically a good fit as R^2 is 0.031 which shows that the three independent variables contribute about 31% on the variations in level of satisfaction of consumers in selected shopping malls and this is statistically significant at 1% level.

The table indicates that the co-efficient of respondents' opinion on the variables viz., centre temperature is comfortable, interior wall and floor colour schemes are attractive, the layout makes it easy to get to the stores, layout makes it easy to get to the food areas and restrooms, the centre makes to stay as long as possible, spending time at this centre gives enjoyment and the mall has a good appeal are positively associated with level of satisfaction of consumers in selected shopping malls. Further, it indicates that these variables that contribute to the satisfaction of consumers in selected shopping malls are proved statistically a good fit. The variable such as the centre is decorated in an attractive fashion, the mall has a good appeal, signage and prices are visible were significant at 1% which implies that their influence is stronger than the other variables.

The rate of increasing the level of satisfaction of consumers in selected shopping malls shows their contribution with the results of the independent variables such as centre temperature is comfortable with 1.379 unit change, with 1.430 unit change in interior wall and floor colour schemes are attractive, with 0.775 unit change in the layout makes it easy to get to the stores, with 0.894 unit change in layout makes it easy to get to the food areas and restrooms, with 0.548 unit change in the centre makes to stay as long as possible, with 1.002 unit change in spending time at this centre gives enjoyment and with 3.109 unit change in the mall has a good appeal. Thus, from the analysis, the following observations could be made. The level of satisfaction of consumers in selected shopping malls showed a positive association with the variables namely, centre temperature is comfortable, interior wall and floor colour schemes are attractive, the layout makes it easy to get to the stores, layout makes it easy to get to the food areas and restrooms, the centre makes to stay as long as possible, spending time at this centre gives enjoyment and the mall has a good appeal. On the other hand, the variables viz., the shopping centre plays a pleasant music, centre music is played at an appropriate volume, the centre lighting is appropriate, this centre is decorated in an attractive fashion, pleasing fragrance, signage and prices are visible and safe environment were showed negative association with the level of satisfaction of consumers in selected shopping malls.

Environment and Service in Food Court, Entertainment Area, Children Play Area – Factor Analysis

The opinion of the respondents on environment and service in food court, entertainment area and children's play area was studied by selecting 9 statements of cognitive components, affective component and conative components. These 9 statements were chosen and classified in an orderly form and factor analysis was employed and the detailed analysis and discussions are done at various stages.

Table-6.1: Total Variance Explained

Component	Initial Eigen Values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.327	36.962	36.962	3.327	36.962	36.962	2.986	33.174	33.174
2	1.131	12.572	49.534	1.131	12.572	49.534	1.472	16.359	49.534
3	.986	10.952	60.486						
4	.880	9.777	70.263						

Component	Initial Eigen Values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
5	.735	8.167	78.430						
6	.637	7.077	85.507						
7	.508	5.641	91.148						
8	.453	5.038	96.186						
9	.343	3.814	100.000						

From Table-6.1 it was observed that the labeled "Initial Eigen Values" gives the Eigen values. The Eigen value for a factor indicates the "Total Variance" attributed to the factor. From the extraction sum of squared loadings, it was learnt that the first factor accounted for a variance of 3.327 which was 36.962% and the second factor accounted for the variance of 1.131 which was 12.572%. Both these two factors put together showed the total percentage of the variance with 49.534.

Determination of Factors Based on Eigen Values

In this approach, only factors with Eigen values greater than 1.00 are retained and the other factors are not included. The four components possessing the Eigen values greater than 1.00 were considered as the components extracted.

Table-6.2: Component Matrix (A)

S. No.	Variables	1	2
1	Baby areas are well maintained	.767	
2	Children play area is good	.744	
3	Baby station available for kids	.735	
4	The food court is very clean and hygienic	.682	
5	Cinema and Multiplex theatre are good	.603	
6	Fun and Entertainment sections are good	.542	
7	Variety of food is offered	.532	
8	Mall has good eating place		.680
9	The staff are well-presented		.546

Extraction Method: Principal Component Analysis. a. 2 components extracted

The above component matrix table indicates the relationship between the different factors and their individual value. Factors have high correlation with same component. For a better interpretation, it is taken further to the next step.

Table-6.3: Rotated Component Matrix (A)

S. No.	Variables	1	2
1	Children play area is good	.760	
2	Cinema and Multiplex theatre are good	.718	
3	Baby station available for kids	.702	
4	Baby areas are well maintained	.699	
5	Fun and Entertainment sections are good	.587	
6	The food court is very clean and hygienic	.569	
7	The staff are well-presented		.693
8	Mall has good eating place		.645
9	Variety of food is offered		.542

The rotated component matrix shown in the above table is a result of VARIMAX procedure of factor rotation. Interpretation is facilitated by identifying the variables that have large loadings on the same factor. Hence, those factors with high factor loadings in each component i.e., values greater than 0.4 were selected.

Key Findings and Concluding Remarks

Indian retail sector witnesses a flourishing expansion as an effect of many factors. The emergence of nuclear families, flourishing middle class society, varying consumption patterns and upsurge in number of dual incomes are the predominant factors. The transformation in consumer spending pattern brought by advent of organized retailing has effected optimistic transformations in the quality of life among people in metros and non-metro cities of India. It is inferred that young category of respondents have perceived maximum level of satisfaction than the other age groups. Investment in land, interior decoration and creating pleasant ambience is essential for enticing the consumers. Wide range of products, ample features, safe environment, and improved facilities must be established to enhance comfort for the consumers while shopping.

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Decadal Marketing Strategies Variation in Healthcare Facilities in Belagavi District: A Spatial and Statistical Analysis

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Abstract

Healthcare infrastructure is a critical component of regional development, influencing the well-being and economic productivity of a population. This study examines the decadal variation in healthcare facilities across Belagavi District using spatial and statistical analysis. By integrating GIS-based mapping with statistical methods, the research identifies trends, disparities, and growth patterns in healthcare accessibility from the past decade. Key indicators such as the number of hospitals, primary health centers (PHCs), sub-centers, and private clinics are analyzed to assess their spatial distribution and adequacy in relation to population growth. The study highlights areas with significant improvements and persistent gaps in healthcare services, offering insights for policymakers to enhance healthcare planning and equitable resource allocation. The findings emphasize the role of geospatial techniques in understanding healthcare dynamics and suggest strategies for optimizing healthcare accessibility in Belagavi District.

Keywords: Accessibility, Health Care

Introduction

Healthcare infrastructure plays a crucial role in ensuring the well-being of a population by providing essential medical services and promoting public health. The distribution and accessibility of healthcare facilities are key

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indicators of regional development, influencing socio-economic progress and quality of life. Over the years, the availability and spatial distribution of healthcare services in India have undergone significant changes due to population growth, urbanization, policy interventions, and advancements in medical technology.

Belagavi District, located in Karnataka, is one of the largest districts in the state, characterized by a mix of urban and rural settlements. The region has witnessed considerable demographic and infrastructural changes over the past decades, influencing the demand for healthcare services. Understanding the spatial and statistical variations in healthcare facilities over time is essential for assessing regional disparities, identifying gaps, and formulating effective healthcare policies.

This study aims to analyze the decadal variation in healthcare facilities in Belagavi District using spatial and statistical techniques. By examining the growth, distribution, and accessibility of healthcare institutions such as hospitals, primary health centers (PHCs), and sub-centers, the research seeks to identify trends and disparities in healthcare infrastructure. Geospatial analysis, combined with statistical methods, will provide insights into the factors influencing healthcare accessibility and highlight areas requiring policy attention. The findings of this study will contribute to improving healthcare planning and ensuring equitable distribution of medical resources across the district.

Objectives

- To analyze the spatial distribution and growth of healthcare facilities in Belagavi District from 1981 to 2021.
- To examine the relationship between population growth and the expansion of healthcare infrastructure across different talukas.
- To identify disparities in healthcare accessibility between urbanized and rural talukas.
- To assess the correlation between healthcare facility distribution and population dynamics using Spearman's rank-order correlation coefficient.
- To provide insights for policymakers on improving the equitable distribution of healthcare services.

Methodology

This research adopts a mixed-method approach that includes both quantitative and spatial analysis techniques. The following methodological steps were undertaken:

Data Collection

- Secondary data were sourced from government health reports, census data, and district statistical handbooks for the years 1981, 2001, and 2021.

Data Analysis

- A comparative analysis was performed to assess the changes in healthcare facility distribution over the study period.
- Population growth trends were compared with healthcare infrastructure expansion using statistical methods.
- Spearman's rank-order correlation coefficient was employed to determine the relationship between population growth and the availability of healthcare facilities.

Geospatial Analysis

- GIS techniques were used to map the spatial distribution of healthcare facilities across talukas.
- Temporal mapping of healthcare growth was conducted to visualize disparities in different regions.

Categorization of Healthcare Facilities

- Healthcare centers were classified into categories such as Primary Health Centers (PHCs), Government Hospitals (GHs), Sub-Centers (SCs), Community Health Centers (CHCs), Family Welfare Centers (FWCs), Dispensaries (Ds), Medical Shops (MSs), and the number of hospital beds (NBs).

Statistical Validation

- The correlation between population growth and healthcare facility distribution was validated through statistical analysis.
- Trends were analyzed across the three decades to identify patterns of healthcare accessibility and growth.

By employing this methodology, the study provides an in-depth understanding of the healthcare scenario in Belagavi District over the past four decades. The findings are expected to aid policymakers in planning a more balanced healthcare infrastructure to cater to the growing population needs efficiently.

Locational Setting of Study area

Belagavi District, located in the northern part of Karnataka, India, lies between 15°23' to 16°58' N latitude and 74°5' to 75°28' E longitude (Shows Figure-1). It shares its borders with Maharashtra to the north, Bagalkot and Vijayapura to the east, Dharwad and Uttara Kannada to the south, and Goa to the west. The district's terrain is diverse, with the Western Ghats (Sahyadri Hills) in the west and the Deccan Plateau in the east, giving rise to varied landscapes of hills, plateaus, and plains. With an average elevation of 750 meters, Belagavi experiences a tropical monsoon climate, characterized by hot summers, moderate winters, and an annual rainfall ranging from 700 mm to 2500 mm, predominantly from the southwest monsoon. The Krishna River and its tributaries, including the Ghataprabha, Malaprabha, and Markandeya rivers, provide water resources, supporting irrigation and drinking water needs. The district has a mix of red lateritic soils in the west and black cotton soils in the east, making it agriculturally significant. The vegetation varies from moist deciduous and evergreen forests in the Western Ghats to dry deciduous forests in the plains. Belagavi is a major transport hub, situated along the Mumbai-Bengaluru National Highway (NH-48) and connected by the Belagavi Railway Station and Sambre Airport. Its strategic location near Maharashtra and Goa enhances its role as a center for trade, education, and military establishments, making it one of Karnataka's most important districts.

Figure-1: Location Map and Study Area of Belgavi District

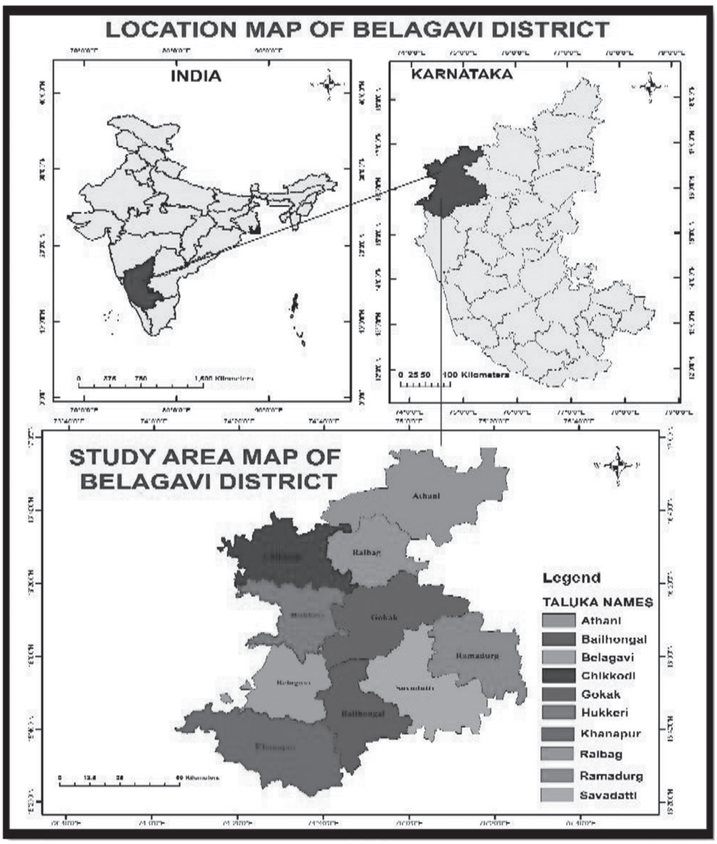
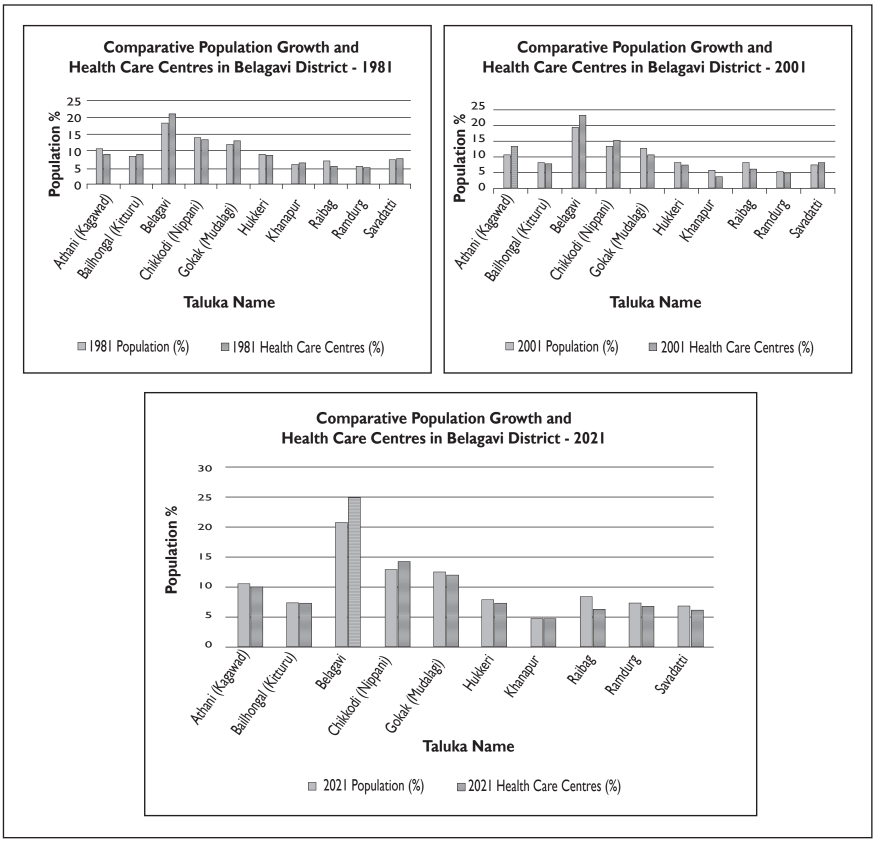


Table-1: Comparative population growth trends and health care centres in Belagavi District 1981-2021

Sl. No.	Taluka names	1981		2001		2021	
		Population in %	Health-care Centres (%)	Population in %	Health-care Centres (%)	Population in %	Health care Centres (%)
1	**Athani (Kagawad)**	10.99	9.18	10.95	13.11	10.86	10.34
2	**Bailhongal (Kitturu)**	8.66	9.18	8.45	7.68	7.9	7.8
3	**Belagavi**	18.51	21.26	19.35	23.15	20.69	24.9
4	**Chikkodi (Nippani)**	14.16	13.53	13.46	15.27	13.1	14.58
5	**Gokak (Mudalagi)**	12.06	13.04	12.48	10.24	12.78	12.39
6	**Hukkeri**	9.12	8.94	8.47	7.24	8.28	7.78
7	**Khanapur**	6.22	6.52	5.77	3.96	5.35	4.93
8	**Raibag**	7.14	5.31	8.24	6.28	8.38	6.65
9	**Ramdurg**	5.62	5.07	5.39	4.76	5.36	4.18
10	**Savadatti**	7.47	7.97	7.39	8.32	7.3	6.4

Figure-2: Comparative Population Growth and Health Care Centres



The Table-1 presents a comparative analysis of population growth and healthcare facility distribution across different talukas in Belagavi District over four decades (1981-2021). The data highlights spatial disparities in healthcare infrastructure and its alignment with population changes, shedding light on urban-rural inequalities in healthcare access.

Urban Dominance in Healthcare Infrastructure

The urbanized talukas of Belagavi, Chikkodi, and Gokak have consistently maintained a higher proportion of healthcare centres relative to their population share. Belagavi taluka, which had 18.51% of the district's population in 1981, saw its share increase to 20.69% by 2021. Correspondingly, its share of healthcare facilities rose from 21.26% in 1981 to 24.9% in 2021, indicating a continuous expansion of medical infrastructure. Similarly, Chikkodi, with a stable population percentage of around 13-14%, experienced an increase in healthcare centres from 13.53% in 1981 to 14.58% in 2021, reflecting investment in medical services. Gokak, another urbanized taluka, maintained a relatively steady population percentage (12.06% in 1981 to 12.78% in 2021), but its healthcare facility percentage fluctuated, showing a slight decline from 13.04% in 1981 to 12.39% in 2021.

Rural-Urban Disparities in Healthcare Growth

Rural talukas such as Khanapur, Ramdurg, and Raibag have consistently lower healthcare facility shares compared to their population. Khanapur, for instance, saw its population decline from 6.22% in 1981 to 5.35% in 2021, but its healthcare infrastructure share dropped more significantly, from 6.52% to 4.93% over the same period. This decline suggests that even as the population slightly decreased, the rate of healthcare infrastructure reduction was disproportionate, leading to worsened access to medical services.

Similarly, Ramdurg, which had a population percentage of 5.62% in 1981, saw only a minor decline to 5.36% in 2021, but its healthcare facility share fell from 5.07% to 4.18%. This indicates that healthcare expansion in this taluka has not kept pace with even the marginal population decline, resulting in reduced healthcare accessibility. Raibag, on the other hand, witnessed a population increase from 7.14% in 1981 to 8.38% in 2021, yet its healthcare share only marginally increased from 5.31% to 6.65%, showing that despite growing population pressure, healthcare expansion has been slow.

Healthcare Infrastructure Development

Some talukas exhibited fluctuating healthcare facility growth patterns despite relatively stable population percentages. Athani (Kagawad), for instance, had a population percentage of 10.99% in 1981, 10.95% in 2001, and 10.86% in 2021, showing very minimal change. However, its healthcare facility shares initially increased from 9.18% in 1981 to 13.11% in 2001, before dropping to 10.34% in 2021. This suggests that while healthcare infrastructure improved at one-point, later adjustments or reallocation of resources led to a decline.

Similarly, Bailhongal (Kitturu) saw a slight population decline from 8.66% in 1981 to 7.9% in 2021, and its healthcare share followed a similar pattern, decreasing from 9.18% in 1981 to 7.8% in 2021. This reflects a possible lack of prioritization in healthcare investment in this region.

Urban Areas Benefiting More from Healthcare Expansion

A clear trend observed in the data is that urban and semi-urban talukas have benefited more from healthcare expansion than rural ones. Belagavi, Chikkodi, and Gokak, which already had significant healthcare infrastructure, continued to see improvements, while rural talukas, particularly Khanapur, Ramdurg, and Raibag, have lagged behind. The share of healthcare centres in urban talukas has grown at a rate higher than or equal to their population growth, whereas in rural areas, the increase in healthcare infrastructure has been insufficient to meet population demands.

Policy Implications

The analysis indicates that healthcare development in Belagavi District has been uneven, favouring urbanized areas while rural regions remain underserved. Despite the overall expansion of healthcare infrastructure, the rate of increase has not always matched population growth, particularly in rural talukas. This highlights the need for targeted healthcare policies and resource allocation strategies to address regional disparities. Future planning should focus on enhancing healthcare accessibility in rural and semi-urban talukas, ensuring equitable healthcare distribution across the district.

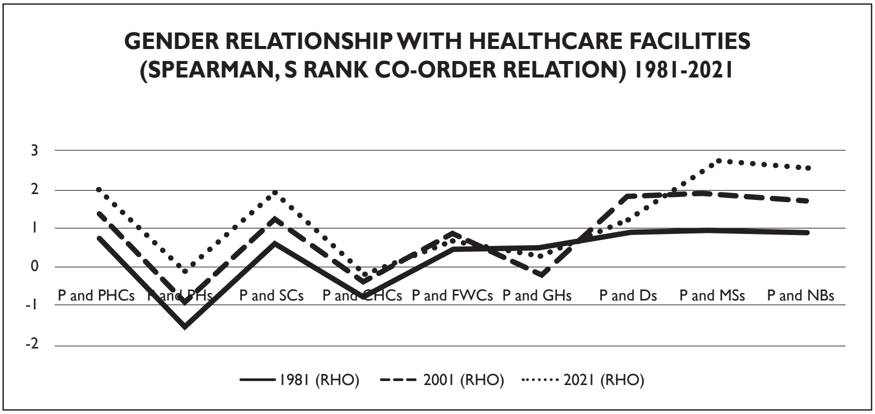
Over the last four decades, Belagavi District has witnessed notable improvements in healthcare infrastructure, particularly in urban talukas. However, rural areas continue to experience inadequate healthcare access, with infrastructure growth lagging behind demographic changes. Addressing this imbalance requires policy interventions aimed at strengthening rural healthcare facilities, improving medical accessibility, and ensuring equitable healthcare distribution to meet the needs of all residents in the district.

Table-2: Gender Relationship With Healthcare Facilities (Spearman, S Rank Co-Order Relation) 1981-2021

Sl. No.	Facts	1981(RHO)	2001(RHO)	2021(RHO)
1	P and PHCs	0.79	0.65	0.55
2	P and PHs	-1.54	0.64	0.83
3	P and SCs	0.61	0.68	0.67
4	P and CHCs	-0.73	0.35	0.27
5	P and FWCs	0.44	0.42	-0.16
6	P and GHs	0.50	-0.73	0.55
7	P and Ds	0.90	0.95	-0.6
8	P and MSs	0.92	0.98	0.84
9	P and NBs	0.90	0.81	0.89

Source: Field Survey

Where as, P = Total Population, **PHCs** = Primary Health Centres, PHs = Private Hospitals, **SCs** = Sub-Centres**, CHCs** = Community Health Centres, **FWCs** = Family Welfare Centres, **GHs=**Govt. Hospitals, **Ds**=Dispensaries, **MSs**=Medical Shops, **NBs**= No. of Beds



The given data presents the correlation between total population (P) and various healthcare facilities from 1981 to 2021 using Spearman's Rank Correlation (Rho). The trends observed over the four decades reveal significant shifts in healthcare accessibility, privatization, and public health infrastructure.

Primary Health Centres (PHCs)

The correlation between population and Primary Health Centres (PHCs) has steadily declined over the years from 0.79 in 1981 to 0.65 in 2001 and further to 0.55 in 2021. This indicates that while PHCs have expanded with population growth, their rate of increase has slowed. A declining correlation suggests that the demand for PHCs is rising faster than their availability, potentially due to government policies favoring other healthcare models or an increased preference for private facilities.

Private Hospitals (PHs)

A dramatic shift is observed in the correlation between population and Private Hospitals (PHs). In 1981, the correlation was negative (-1.54), indicating a very weak presence of private healthcare facilities. However, by 2001, this correlation had become significantly positive (0.64), and by 2021, it further increased to 0.83. This clearly suggests that private hospitals have grown substantially, meeting the increasing demand for healthcare services. The trend highlights the growing role of privatization in the healthcare sector, where private entities have filled the gaps left by public healthcare facilities.

Sub-Centres (SCs)

The correlation between population and Sub-Centres (SCs) has remained relatively stable over the years: 0.61 in 1981, 0.68 in 2001, and 0.67 in 2021. This stability suggests that sub-centres have been consistently established in response to population growth. Unlike other healthcare facilities showing fluctuations, SCs have maintained their importance in providing basic healthcare services, particularly in rural areas.

Community Health Centres (CHCs)

The relationship between population and Community Health Centres (CHCs) has fluctuated. In 1981, it was negative (-0.73), indicating a weak association between population growth and CHC availability. However, by 2001, this improved to 0.35, showing some development. In 2021, the correlation slightly declined to 0.27, suggesting that CHCs have not expanded significantly in proportion to population growth. This could indicate challenges such as inadequate funding, staffing shortages, or policy neglect in the expansion of CHCs.

Family Welfare Centres (FWCs)

Family Welfare Centres (FWCs) have shown a declining correlation with population. In 1981, the correlation was 0.44, which slightly decreased to 0.42 in 2001. By 2021, it turned negative (-0.16), indicating a reversal in the trend. This suggests that FWCs have not expanded proportionally with the increasing population, possibly due to shifting priorities in government healthcare programs. The negative correlation in 2021 could mean that either FWCs are closing down or their establishment is not keeping pace with population growth.

Government Hospitals (GHs)

The correlation between population and Government Hospitals (GHs) has been inconsistent over the years. In 1981, it was 0.50, indicating a moderate relationship. However, in 2001, it turned negative (-0.73), suggesting a decline in government hospital expansion relative to population growth. By 2021, the correlation improved to 0.55, showing a partial recovery. These fluctuations suggest that government hospitals have not been consistently developed, potentially due to financial constraints, shifts in healthcare policies, or increasing reliance on private hospitals.

Dispensaries (Ds)

Dispensaries initially had a strong positive correlation with population, with 0.90 in 1981 and 0.95 in 2001. However, in 2021, the correlation dropped significantly to -0.6, indicating a sharp decline in the establishment or usage of dispensaries. This suggests that dispensaries have become less relevant over time, possibly replaced by private clinics, pharmacies, or hospitals. The decline may also indicate reduced government investment in small-scale health units.

Medical Shops (MSs)

Medical Shops (MSs) have shown a consistently strong correlation with population growth: 0.92 in 1981, 0.98 in 2001, and 0.84 in 2021. This indicates that medical shops have expanded steadily with population increase. The high correlation highlights the growing importance of pharmacies and over-the-counter medication as a primary means of healthcare access. The slight decline in 2021 (0.84) suggests that while medical shops continue to be widely available, other healthcare options may also be playing a role.

Number of Beds (NBs)

The correlation between population and the number of hospital beds has remained consistently high: 0.90 in 1981, 0.81 in 2001, and 0.89 in 2021. This suggests that the availability of hospital beds has generally kept pace with population growth, although the slight dip in 2001 (0.81) indicates a temporary shortfall. The strong correlation in 2021 (0.89) reflects efforts to improve hospital infrastructure and meet growing healthcare demands.

Trends and Observations

Privatization of Healthcare

The sharp increase in the correlation between population and Private Hospitals (from -1.54 in 1981 to 0.83 in 2021) shows a shift towards privatized healthcare. Medical shops have also expanded significantly, indicating a rise in self-medication and accessibility to pharmaceutical products.

Decline of Dispensaries and Family Welfare Centres

The strong negative correlation for Dispensaries (-0.6 in 2021) and Family Welfare Centres (-0.16 in 2021) suggests that these facilities are either declining or becoming less relevant in the healthcare system.

Fluctuating Trends in Government Healthcare Facilities

Community Health Centres (CHCs), Government Hospitals (GHs), and Family Welfare Centres (FWCs) show inconsistent growth patterns, suggesting inefficiencies in planning and implementation.

Consistent Trends in Sub-Centres and Hospital Beds

The stable correlation for Sub-Centres (around 0.67) and Number of Beds (0.89 in 2021) indicates that these essential healthcare services have been steadily maintained.

Figure-3: Taluka-wise Distribution of Health Care Facilities in Belgavi District (1981)

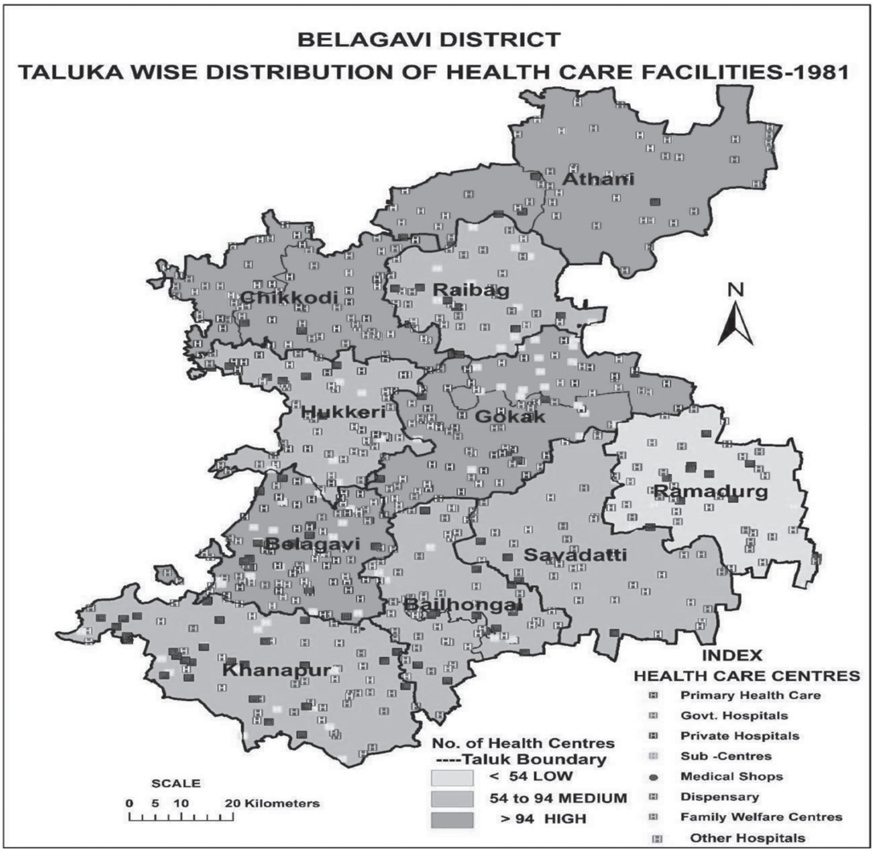


Figure-4: Taluka-wise Distribution of Health Care Facilities in Belgavi District (2001)

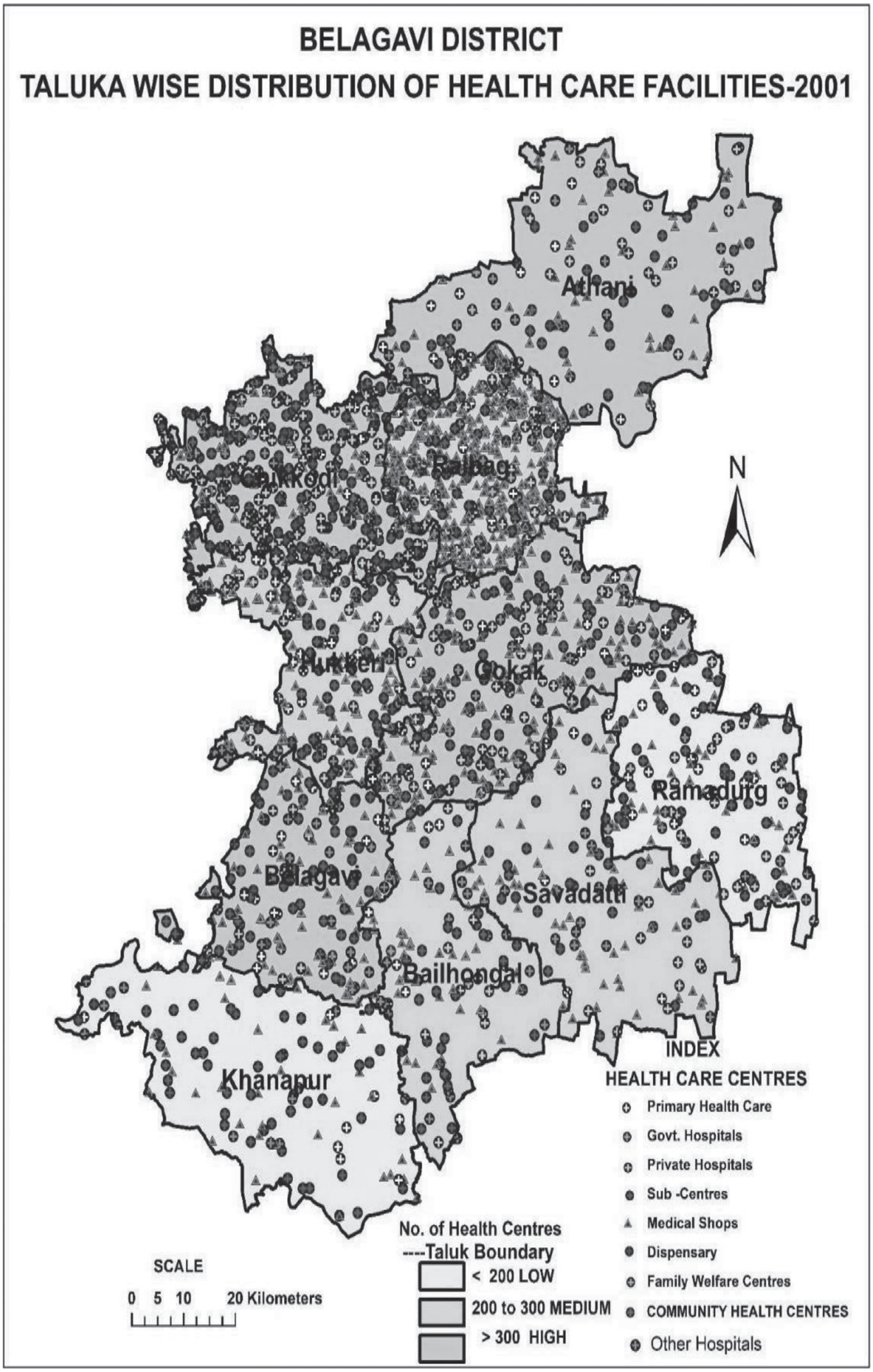
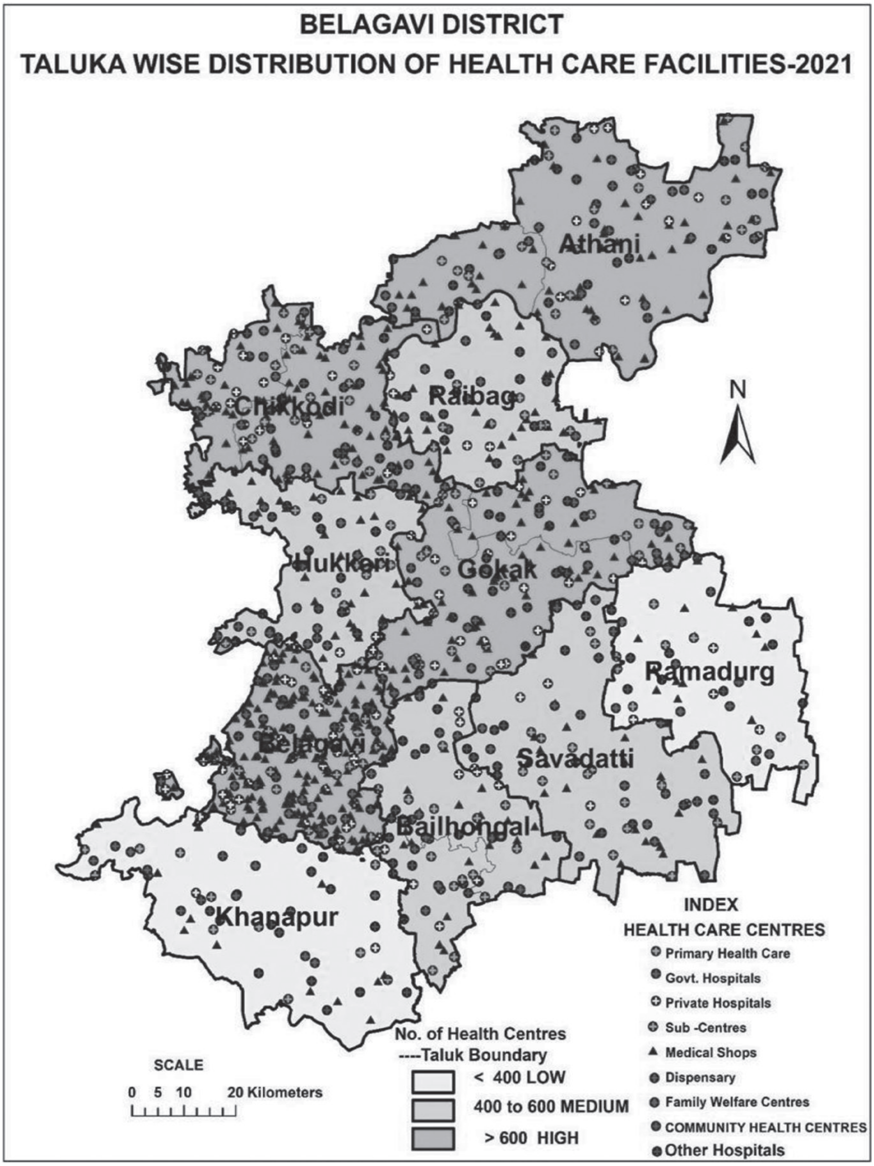


Figure-5: Taluka-wise Distribution of Health Care Facilities in Belgavi District (2021)



Conclusion

Over the last four decades, Belagavi District has witnessed notable improvements in healthcare infrastructure, particularly in urban talukas. However, rural areas continue to experience inadequate healthcare access, with infrastructure growth lagging behind demographic changes. Addressing this imbalance requires policy interventions aimed at strengthening rural healthcare facilities, improving medical accessibility, and ensuring equitable healthcare distribution to meet the needs of all residents in the district. The analysis reveals a clear trend toward privatization in healthcare, with private hospitals and medical shops expanding significantly. Meanwhile, government healthcare facilities, especially dispensaries and family welfare centres, have seen a decline or inconsistent growth. Although hospital beds and sub-centres have remained stable, the fluctuating availability of CHCs and GHs indicates a need for better healthcare planning. The overall trend suggests that while healthcare facilities have grown, they have not always expanded equitably or at a pace that matches population growth, leading to gaps in accessibility.

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Spatial Distributional Patterns of Public Healthcare Centers in Bidar District: Using Nearest Neighbour Analysis" by V. Minutha and P. Jayashree

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Consumer Behaviour and Ethical Choices: Correlating Adult Snacking Preferences in Delhi

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Abstract

Snacking has become an essential component of adult dietary behaviour, influenced by factors such as fast-paced lifestyles, rising disposable income, and the increasing availability of diverse snack options. In urban environments, consumer choices are shaped by variables including taste, convenience, affordability, and perceived health benefits. This study, titled *"Consumer Behaviour and Ethical Choices: Correlating Adult Snacking Preferences in Delhi,"* examines the snacking habits of young adults aged 20 to 25, based on a survey conducted in the Lajpat Nagar market, Delhi.

The research focuses on key aspects of consumer behavior, including snacking frequency, preferred snack types and brands, factors influencing snack selection, monthly expenditure, willingness to pay for healthier options, and openness to trying new healthy snacks. Data was collected from 237 participants, revealing critical insights into how ethical choices, such as health consciousness and environmental considerations, interact with traditional consumer behaviors.

The findings indicate that 97 participants reported consuming snacks daily, with a clear preference for Savory options such as namkeen, mathri, chips, and crackers. Popular brands, including Haldiram's and Britannia, were commonly favoured. Although there was an expressed desire for health-conscious snacking, traditional indulgent snacks remained the predominant choice. Key decision-making factors included taste, health perceptions, and price. The average monthly expenditure on snacks ranged between Rs. 200 and 500 per day. Despite a willingness to explore healthier alternatives, participants' actual consumption behaviours reflected entrenched preferences for traditional snack options.

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This study underscores the complex relationship between consumer behavior, snacking preferences, and ethical considerations. It provides actionable insights for public health initiatives and food industry stakeholders, emphasizing the need to promote healthier, ethically conscious dietary choices without compromising taste and affordability in Delhi's young adult population.

Keywords: Consumer Behavior, Dietary Habits, Health-Conscious Snacking, Ethical Choices, Public Health Initiatives, Snack Brands, Snacking Preferences, Urban Food Trends, Young Adults

Aim

The study aimed at understanding the snacking preferences of adults.

Objectives

- To explore the frequency of snacking among adult individuals.
- To analyze the variety of snacks consumed.
- To provide insights for snack manufacturers and marketers on how to align their products with evolving ethical consumer preferences.
- To determine the average monthly expenditure on snacks.
- To investigate the factors that influence snack preferences among adults.

This study contributes to the achievement of several Sustainable Development Goals(SDGs). Specifically:

- SDG 2 (Zero Hunger): By exploring adult snacking preferences, this study informs strategies to promote healthy and sustainable food choices, reducing hunger and malnutrition.
- SDG 3 (Good Health and Well-being): The research highlights the importance of ethical food choices in maintaining good health and well-being, particularly in urban contexts like Delhi.
- SDG 4 (Quality Education): This study's focus on consumer behavior and ethical choices implies the need for education and awareness-raising initiatives that promote informed decision-making among consumers, ultimately contributing to quality education and lifelong learning."

Introduction

The term "snack food" is commonly used to describe energy-dense, nutrient-poor foods that are high in sugars, sodium, and saturated fats, including items such as cakes, cookies, chips, and sugary beverages.

Research indicates that the frequent association of snacking with these types of foods has contributed to the widespread perception that snacks are inherently unhealthy. However, studies define "snacking" as any eating occasion occurring outside of regular meals – such as breakfast, lunch, or dinner – encompassing a wide range of food choices that vary in nutritional quality.

Snacking has become an essential part of modern dietary behavior, influenced by the fast-paced lifestyles, evolving food markets, and diverse culinary preferences of today's consumers. In urban centers like Delhi, India, snack consumption is driven not only by convenience and taste but also by factors such as affordability, brand loyalty, and increasing awareness of health and environmental sustainability. This shift in dietary habits underscores the importance of understanding the consumer behavior behind snack choices and the ethical considerations shaping them.

Consumer behaviour in the food sector is multifaceted and continuously evolving, influenced by a range of factors including taste preferences, cultural influences, marketing strategies, and socio-economic conditions. Recent studies highlight a growing global awareness surrounding health and environmental concerns, with an increasing emphasis on sustainability and ethical consumption. Despite this, a notable discrepancy persists between consumers' expressed intentions toward healthier and more sustainable food choices and their actual purchasing behaviour. This gap is particularly evident in the context of indulgent, traditional snack consumption, where the appeal of convenience and taste often outweighs ethical considerations.

Snack preferences demonstrate notable similarities across various regions worldwide. In the United States, the popularity of salty snacks, such as chips and nuts, has significantly increased since 1977. By 2006, salty snacks - including crackers, popcorn, and pretzels – accounted for 14.3% of total snack consumption. Additionally, desserts, candy, and sweetened beverages have remained staple snack choices, with desserts comprising 19.6% of total snack consumption in the same year. However, there has been a noticeable decline in the preference for sweet snacks between 1977 and 2006. Similarly, Canadian youth exhibit a high consumption of salty and grain-based snacks, aligning with trends observed in the United States. Furthermore, the consumption of milk, dairy products, fruit, and juice as snack options has declined in the U.S., indicating a shift in dietary habits over time. This analysis underscores evolving snack preferences, with an increasing inclination toward salty snacks and a gradual reduction in the consumption of traditionally healthier snack options.

Review of Literature

Across the globe, adults frequently consume food between traditional meals such as breakfast, lunch, and dinner. However, the definition of a "snack" is inconsistent, leading to ambiguity about whether these additional eating occasions should be classified as snacks or meals. The way an eating occasion is labeled can influence subsequent food choices throughout the day and impact satiety levels. Therefore, it is essential to distinguish clearly between "meals" and "snacks" to better understand their role in dietary habits.

In other parts of the world, snack preferences vary. Fruit and sweets remain popular in Mexico, Brazil, China, Oman, and France. In Brazil, fruit is among the top snack choices, accompanied by pastries and "salgados" – savory, stuffed flatbreads with fillings like meat, cheese, or vegetables. Fruit is also the most commonly consumed snack in Mexico. In Greece, desserts such as chocolates, cakes, and ice cream are prevalent, along with savory pies. In China, fruit and grain-based snacks are favored, while sugary grain-based items such as candies, cereal bars, and biscuits dominate French snacking habits. Canadian children also show a preference for sweet, grain-based products. Interestingly, in Finland, the same types of foods are consumed for both snacks and meals.

Many of these popular snacks, apart from fruit, tend to be high in energy and low in essential nutrients, thus falling under the category of "snack foods." Of particular concern is the rising consumption of caloric beverages as snacks, especially sweetened beverages that provide energy but few nutrients. In the U.S., the calorie density of liquid snacks has increased since 1977. Between 1977 and 2006, the percentage of snack occasions consisting solely of beverages rose by 4%, with beverages now contributing over 100 kilocalories per day to the diets of American adults.

Each snacking definition has its limitations; for example, if participants are left to self-define there is likely to be variation across and between different population groups. Although researchers may have predefined 'snack foods' in any study, these may also be eaten as part of a meal. Defining snacks by nutrient content, as foods high in fat, high in sugar or high-energy finger foods is likely to impact on associations with health outcomes. (Johnson, 2010)

According to St-Onge et al. (2017), the American Heart Association differentiates snacks from main meals based on consumer perception, timing, and energy intake. Main meals are typically breakfast, lunch, and dinner, while other eating occasions are considered snacks. Breakfast, lunch, and dinner occur at specific times, and snacks have lower energy content than meals.

Kirk and Whybrow (1997) conclude that the increase in snacking occasions rather than meal occasions is linked to a higher eating frequency. They highlight two contrasting eating patterns: "gorging," where an individual consumes their daily energy requirements in one large meal, and "nibbling," which involves multiple smaller meals throughout the day. The health effects of frequent food intake and snacking are complex to interpret due to the varying definitions and evaluation methods used in different studies, which significantly influence the conclusions drawn.

Methodology

Research Design

This study employs a descriptive cross-sectional research design to examine adult snacking preferences in Delhi and correlate them with consumer behavior and ethical choices. The design allows for the collection and analysis of data to understand factors influencing snack selection, consumption frequency, and health-conscious decision-making.

Sample Population and Sampling Method

Target Population: Adults aged 20 to 25 years in Delhi, India.

Sample Size: 237 participants were surveyed to gather data on snacking preferences.

Sampling Method: Convenience sampling was used, with participants recruited from Lajpat Nagar, a busy market area in Delhi, to capture diverse demographic and behavioral characteristics.

Data Collection

Conduct a market survey in Lajpat Nagar, Delhi, a bustling area known for its diverse snacking outlets and vibrant market scene. Approach individuals who might be interested in participating, clearly explain the survey's purpose, and seek their consent before administering the questionnaire. Ensure that all responses are kept anonymous and confidential.

Survey Instrument: A structured questionnaire was developed and administered to participants. The questionnaire was designed to capture both quantitative and qualitative information related to snacking behavior and ethical choices.

Ethical Considerations

Informed consent was obtained from all participants before conducting the survey. Participation was voluntary, and anonymity and confidentiality were maintained to ensure ethical research practices.

Limitations

The study was limited to a specific demographic (adults aged 20-25) and geographic region (Lajpat Nagar, Delhi), which may affect the generalizability of the findings. Future research may expand to include a broader population and other areas of Delhi to capture more diverse snacking behaviors.

Result Analysis

Snacking patterns vary across regions globally, influenced by rapid development and changing adolescent lifestyles. The current study reflects these evolving eating habits. While prior research from developed nations has explored adolescent snacking behaviors, the current trends may be attributed to the easy and cost-effective availability of snacks compared to regular food items. This accessibility can particularly stimulate snacking habits.

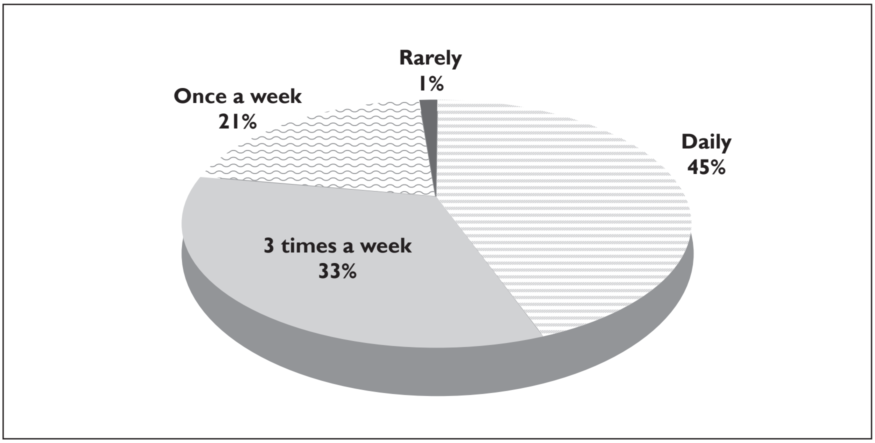
Frequency of Snacking

Understanding and addressing the frequency of snacking behaviors is crucial for health interventions and disease prevention. Our findings consistently link frequent snacking habit. More frequent fast-food consumption can lead to unhealthy lifestyle. In our study, results shows that 45% of respondents reported snacking daily, while 1% said they rarely snack.

Table-1: Frequency of Snacking

Frequency of Snacking	Percentage (%)
Daily	45
3 times a week	33
Once a week	21
Rarely	1

Figure-1: Frequency of Snacks



(Graph shows the percentage of frequency of snacks consumption)

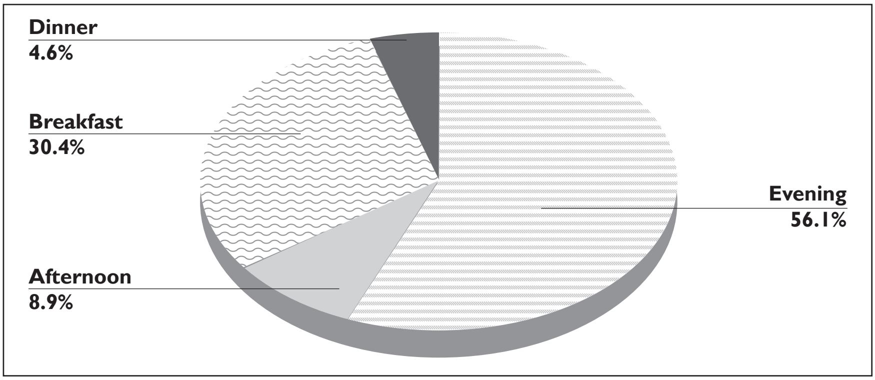
Snacking Timings

Approximately 40.9% of the surveyed individuals reported consuming snacks on a daily basis and with the majority of snacks being consumed in the evening. The timing of snacks, particularly in the evening, seems to be a popular choice among the surveyed individuals. 56.1% of respondents enjoy their snacks during evening time of day. This trend suggests that snacks are not only seen as a source of sustenance but also as a way to unwind and relax after a busy day. The evening snack ritual may serve as a moment of indulgence or a social activity, allowing individuals to take a break and enjoy a treat before winding down for the day.

Table-2: Snacking Timings

Snacking Timing	Percentage (%)
Morning	30.4
Afternoon	8.9
Evening	56.1
Dinner	4.6

Figure-2: Time of Snacks



(Graph shows the percentage of time of snacks consumed)

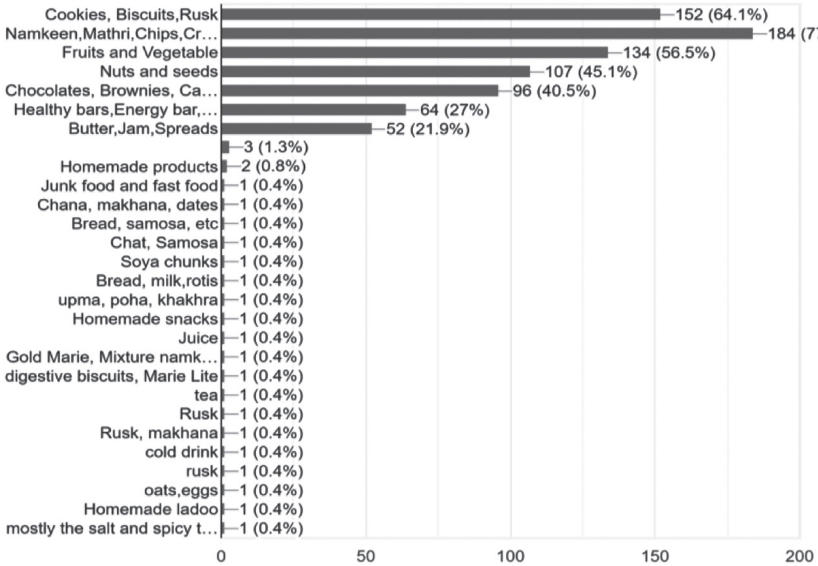
Types of Snacks

Our study revealed that a significant majority of participants, 77.6%, favored savory snacks such as namkeen, chips, mathri, and crackers. In contrast, 64.1% showed a preference for baked goods like biscuits, cookies, and rusks, while 56.6% leaned towards fruits and vegetables. These findings underscore a clear inclination towards savory snacks, followed by baked goods, with fruits and vegetables being a slightly less favored option.

Table-3: Types of Snacks

Types of Snacks	Percentage (%)
Cookies, Biscuits, Rusk	64.1
Namkeen, Mathri, Chips, Crackers	77.6
Fruits and Vegetable	56.5
Nuts and seeds	45.1
Chocolates, Brownies, Candies	40.5
Butter, Jam, Spreads	21.9
Healthy bars, Energy bar, Makhanas	27
Homemade products	1.3

Figure-3: Preferred Snacks by Adults



(Graph shows the percentage of adults liked variety of snacks)

Brands of Snacks

The selection of a brand can significantly impact consumer preferences, influenced by factors such as brand reputation, product quality, taste, packaging, and brand image. Some brands are recognized for offering healthier options, while others focus on indulgent or innovative flavors. Regarding the respondents' brand preferences:

Haldiram brand was favored by 70% of respondents, making it the most popular choice among the three mentioned. Britannia approximately 51.9% of respondents favored this brand, indicating a moderate level of popularity. Lays about 48.5% of respondents expressed a liking for this brand, showing a similar level of popularity to Britannia.

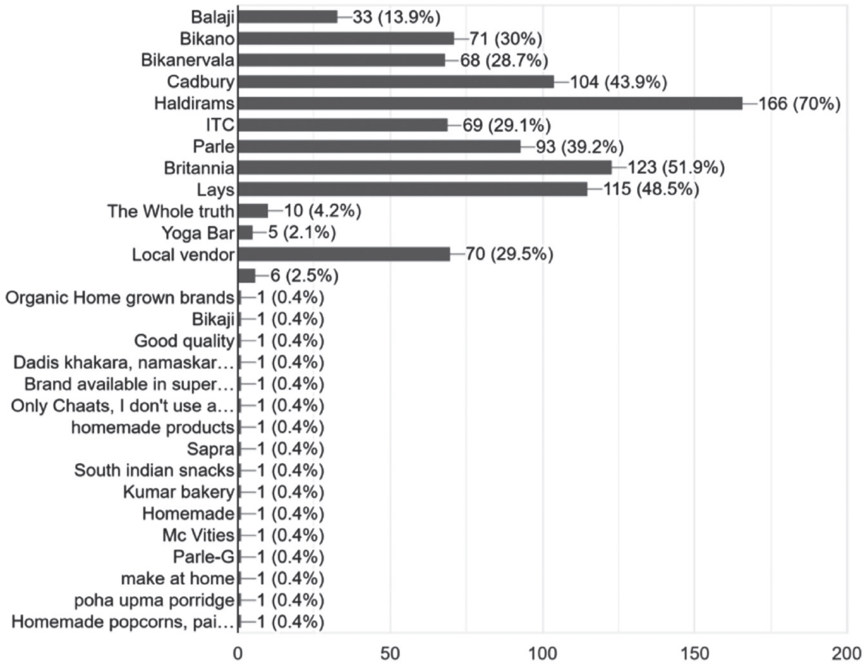
Overall, Haldirams emerges as the most preferred brand followed by Britannia and Lays.

Table-4: Brands of Snacks

Brands Name	Percentage (%)
Balaji	13.9
Bikano	30
Britannia	51.9
Lays	48.5
The whole truth	4.2
Yoga bar	2.1
Bikanerwala	28.7
Cadbury	43.9

Brands Name	Percentage (%)
Haldirams	70
ITC	29.1
Parle	39.2
Local vendor	29.5

Figure-4: Preferred Brands of Snacks



(Graph shows the percentage of adults liked the different brands of snacks)

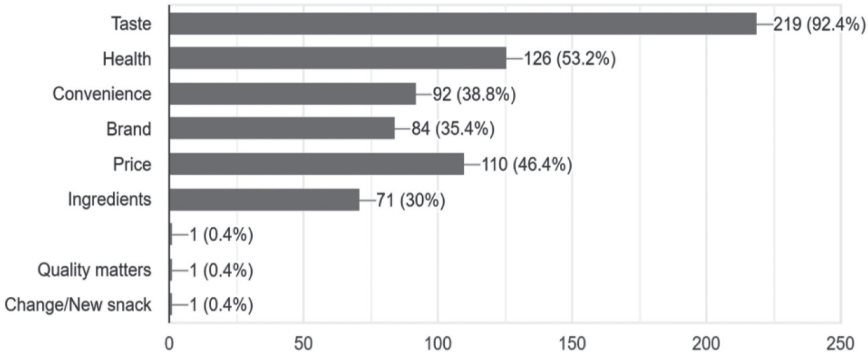
Factors Affect Snacking

Certainly! Snacking choices are influenced by a variety of factors, which can differ from person to person. These factors include taste preferences, convenience, health considerations, mood, social influences, cultural background, and advertising. Taste is typically the most influential factor, as people tend to select snacks that they find delicious. Convenience is also important, with many individuals opting for snacks that are easy to grab and eat on the go. Health considerations are increasingly significant, with a growing number of people looking for healthier snack options. Mood can also play a role, as individuals may choose snacks to improve their mood or provide comfort. Social factors, such as peer pressure or family habits, can also impact snack choices. Additionally, cultural background can influence snacking habits and preferences. Advertising is another significant factor, as marketing can shape perceptions of different snacks and brands. In a survey, taste was found to be the most influential factor, affecting 92.4% of respondents' snack choices, followed by health considerations at 53.2%, and price at 46.4%.

Table-5: Factors Affect Snacking

Factors	Percentage (%)
Taste	92.4
Health	53.2
Convenience	38.8
Brand	35.4
Price	46.4
Ingredients	30
Other	0.4

Figure-5: Factors Influencing Snack Choices



(Graph shows the percentage of factors that influences the adults choice of snack)

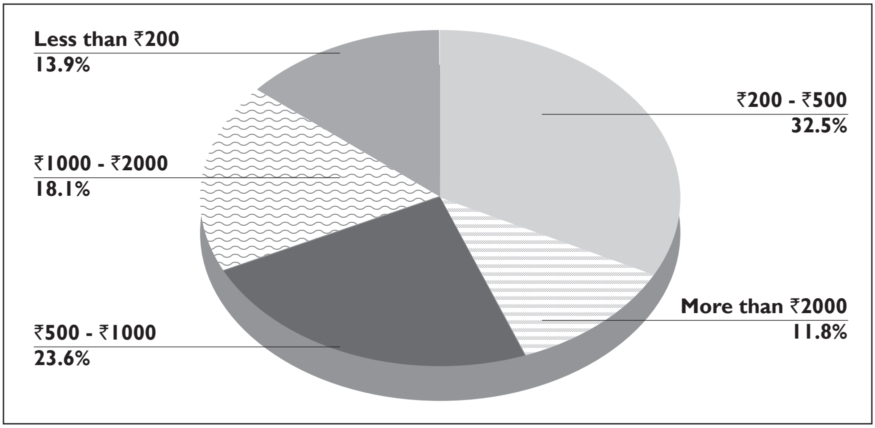
Expenditure Spends on Snacks

Total expenditure adults are spending per month on their snacks - 32.5% are spending 200 to 500 rupees and 11.8 % of adults are spending more than 2000 on their snacks.

Table-6: Expenditure Spend on Snack

Amount Spend (Rupees)	Percentage (%)
Less than 200	13.9
200-500	32.5
500- 1000	23.6
1000-2000	18.1
More than 2000	11.8

Figure-6: Expenditure Spending on Per Month on Snacks



(Graph shows the percentage of adults spending on snacks per month)

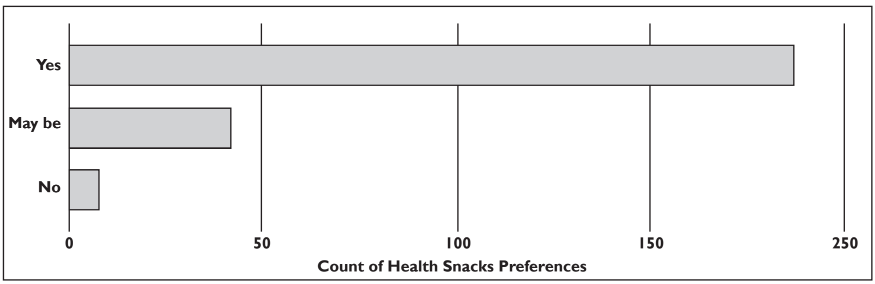
Healthy Snacks Preference

In our study, we found that taste is the most significant factor influencing preferences for healthy snacks, with a large majority of respondents prioritizing it. This indicates that for healthy snacks to be popular, they need to be appealing and flavorful. Health considerations also play a significant role, showing that there is a demand for snacks that are not only tasty but also nutritious. Price is also a factor, although less important than taste and health. This suggests that while people are willing to pay for healthier options, they still consider affordability when making snack choices. 78.9 % individuals are readily available to buy healthy snacks and 3.4% individuals are not ready to buy healthy snacks.

Table-7: Healthy Snacks Preference

Healthy Snacks Preference	Percentage (%)
Yes	78.9
No	3.4
Maybe	17.7

Figure-7: Healthy Snacks Preference



(Graph shows the percentage of adults that are ready to pay for healthy snacks)

Conclusion

The study's findings provide valuable insights into the snacking preferences and habits of adults in Delhi, highlighting a strong inclination towards traditional and savory snacks. It also acknowledges that snacks often contribute to diets high in fat and simple carbohydrates.

The research indicates a high prevalence of poor snacking behavior, suggesting the need for measures to establish regular eating patterns and discourage skipping meals. Understanding how dietary patterns, such as snacking frequency, relate to food and nutrient intake can inform the design of effective nutrition education strategies for improving adolescent and adult diets. Key findings include that 45% of participants snack daily, while 1% rarely snack.

Consumer behavior emerged as a critical factor in shaping snacking preferences, with taste, convenience, and affordability driving decisions. Among the 237 participants, 219 prioritized taste over health when selecting snacks, indicating the need for awareness campaigns to promote a balance between taste and nutrition. The study also reveals high snacking rates among the region's youth, with variations based on gender, field of study, and socioeconomic status.

Participants expressed a desire for a variety of snack foods, including namkeen, chips, and crackers that are readily available in the market. If consumed in addition to regular meals without adjusting for their energy content, snacks could contribute to a positive energy balance over time, potentially leading to obesity.

Ethical consumer choices also play a significant role. The research revealed participants' increasing awareness of the health implications of snack choices and their willingness to explore healthier options. Monthly expenditure data showed that 32% of participants spend between 200 to 500 rupees per month on snacks, while 11.8% spend over 2000 rupees.

Encouragingly, 56.1% of participants are willing to invest in healthier snacks, signaling an opportunity for manufacturers to introduce innovative, health-focused products. This willingness reflects a growing shift toward ethical decision-making, where consumers are more mindful of health and wellness factors when purchasing snacks.

To promote healthier snacking behaviors in the region, it is essential to leverage these insights into consumer behavior and ethical preferences. Educational campaigns and industry initiatives can focus on making healthier snacks more accessible, affordable, and appealing, ultimately supporting long-term improvements in dietary habits and public health.

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Skill Development in Sustainable Marketing Practices for Punjabi Handicrafts: Bridging Local Heritage and Global Markets

Dimple Khokhar*

Abstract

This research examines the role of skill development in sustainable marketing practices for Punjabi handicrafts, focusing on artisans from Patiala and Hoshiarpur districts. A sample of 50 artisans was surveyed to explore their existing marketing practices, awareness of sustainability, and challenges in reaching global markets. Through a mixed-methods approach combining surveys, interviews and case studies, the study highlights the gaps in artisans marketing skills and identifies strategies to promote local crafts while preserving cultural heritage. The findings suggest that targeted skill development programs can empower artisans to adopt sustainable marketing practices, enabling them to compete in global markets effectively.

Keywords: Hoshiarpur, Patiala, Punjabi Handicrafts, Skill Development, Sustainable Marketing

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Introduction

Punjabi handicrafts represent a rich tapestry of cultural heritage, artistry, and traditional skills passed down through generations. From intricate Phulkari embroidery to finely crafted wooden artifacts, these crafts not only embody the essence of Punjab's identity but also provide a vital source of livelihood for artisans. Despite their cultural and artistic significance, these crafts face growing challenges in an era dominated by globalized markets and rapidly changing consumer demands.

One of the key issues lies in the limited marketing skills and resources available to artisans, which restricts their ability to compete on a global scale. Additionally, the concept of sustainability has emerged as a pivotal factor in modern marketing, as consumers increasingly value products that align with eco-friendly practices and ethical standards. However, most

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Punjabi artisans lack the necessary awareness, training and access to adopt sustainable marketing approaches effectively.

This research explores the potential of skill development in sustainable marketing practices as a means to empower artisans and bridge the gap between local heritage and global markets. By focusing on artisans from Patiala and Hoshiarpur, the study seeks to identify the challenges they face, analyze their current marketing practice and propose strategies for integrating sustainability into their craft promotion efforts. In doing so, the research aims to contribute to preserving Punjab's rich handicraft traditions while enabling artisans to thrive in a competitive and environmentally conscious marketplace.

Objectives

- To analyze the current marketing practices of artisans in Patiala and Hoshiarpur, focusing on their challenges and limitations in global markets.
- To identify the gaps in artisans knowledge and implementation of sustainable marketing practices in promoting Punjabi handicrafts.
- To propose skill development strategies aimed at empowering artisans to adopt sustainable and effective marketing practices that align with global consumer trends.

Literature Review

Sustainable Marketing Practices

- **Kotler et al. (2010)** defined sustainable marketing as the promotion of goods and services that balance environmental, social and economic considerations. Their work emphasizes the importance of eco-friendly practices in increasing consumer trust and long-term brand equity. This perspective highlights the relevance of sustainability for artisans who wish to gain a competitive edge in global markets.
- **Peattie and Crane (2005)** discussed the barriers to adopting sustainable marketing practices, including high costs, lack of awareness and resistance to change. These challenges are especially relevant for Punjabi artisans who often operate with limited resources.

Handicrafts and Artisanal Marketing

- **Chadha and Jain (2021)** explored how traditional Indian handicrafts contribute to cultural preservation and rural livelihoods. They highlight that limited digital marketing skills and inadequate exposure to global markets restrict the growth of the sector.

- **Singh et al. (2018)** examined the impact of online platforms on Indian handicrafts, finding that digital tools significantly enhance market reach but require artisans to be trained in e-commerce, branding and customer engagement.

Skill Development and Artisanal Empowerment

- **UNESCO (2013)** emphasized that skill development programs tailored to artisans can help preserve cultural heritage while enhancing their market competitiveness. This aligns with the need for training programs in marketing and sustainability for Punjabi artisans.
- **Roy and Tiwari (2020)** argued that targeted interventions in skill development for rural artisans, such as workshops and government initiatives, can increase income generation and foster innovation in traditional crafts.

Consumer Demand for Sustainable Products

- **Nielsen (2018)** reports that 73% of global consumers prefer products from sustainable sources, demonstrating the increasing relevance of sustainability in influencing purchasing decisions. Punjabi artisans can capitalize on this trend by incorporating eco-friendly practices into their marketing strategies.
- **Agarwal and Gupta (2019)** highlight the role of storytelling in promoting sustainable products, emphasizing that artisans can attract consumers by linking their crafts to cultural narratives and environmental responsibility.

Challenges in Sustainable Marketing

- **Sarkar and Mishra (2020)** identified key obstacles for artisans, such as lack of access to resources, limited training and high production costs associated with sustainable practices. These factors are particularly significant in regions like Punjab, where artisans rely on traditional methods.
- **Bhattacharya and Sen (2021)** discussed the need for government and private sector collaboration to support artisans through funding, training and market linkages, providing valuable insights into policy-level interventions for Punjabi handicrafts.

Punjabi Handicrafts and Cultural Heritage

- **Gill (2017)** explored the historical and cultural significance of Punjabi handicrafts, noting that they serve as both economic drivers and cultural ambassadors. The study suggests that preserving these crafts requires a dual approach of market modernization and heritage conservation.

- **Kaur and Sharma (2019)** examined the role of local artisans in maintaining traditional crafts, highlighting the importance of integrating modern marketing tools to make these crafts more globally appealing.

Digital Platforms and Artisanal Growth

- **Mehta et al. (2020)** revealed that digital platforms like Instagram and Etsy provide artisans with opportunities to reach international consumers. However, the study also emphasizes the need for training in digital literacy and content creation to maximize these platforms potential.
- **Sharma and Arora (2021)** focused on the adoption of digital marketing tools in Punjab's handicrafts industry, concluding that artisans who utilize these tools experience greater market access and customer engagement.

Methodology

This study employed a mixed-methods approach to analyze the role of skill development in sustainable marketing practices for Punjabi artisans. The methodology was designed to gather both qualitative and quantitative data, ensuring a comprehensive understanding of the research problem.

Research Design

A mixed-methods exploratory design was adopted. The qualitative component provided in-depth insights into artisans practices and challenges, while the quantitative component quantified key trends and patterns.

Sample Size and Sampling Method

A sample size of 50 artisans was selected using purposive sampling. These artisans, specializing in Phulkari, woodcraft and jewelry, were chosen from **Patiala** and **Hoshiarpur**, ensuring a focus on regions with rich handicraft traditions.

Geographical Area

The research focused exclusively on **Patiala and Hoshiarpur** districts, known for their skilled artisan communities and traditional crafts.

Data Collection Methods

Qualitative Data

- **Semi-structured interviews** were conducted with all 50 artisans to understand their marketing practices, awareness of sustainability and skill development requirements.
- **Open-ended questions** allowed artisans to express their challenges and insights freely.

- **Field observations** were used to examine the production processes, use of materials and artisans working conditions.

Quantitative Data

- A **structured questionnaire** was distributed to gather data on specific variables, such as the percentage of artisans practicing sustainable marketing, types of skills acquired and sales trends.
- Likert-scale questions were included to assess artisans satisfaction with their current marketing practices and openness to skill development initiatives.

Data Analysis

Qualitative Data

- Thematic analysis was applied to interview transcripts and field notes to identify recurring patterns and themes, such as marketing challenges, sustainability awareness and skill gaps.
- Data was coded into categories for a structured analysis.

Quantitative Data

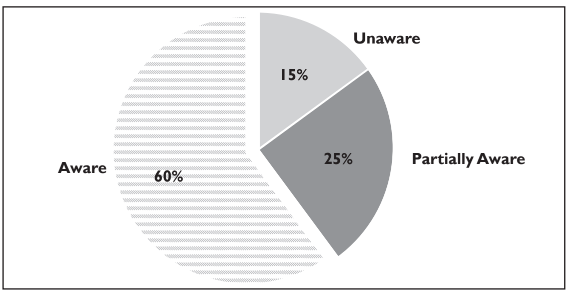
- Descriptive statistics, such as percentages, frequencies and means, were calculated to analyze artisan responses from the questionnaire.
- Results were presented in **tables and charts** to highlight key trends and comparisons between artisans in Patiala and Hoshiarpur.

Ethical Considerations

- Participants were informed about the purpose of the study, and informed consent was obtained before data collection.
- Confidentiality and anonymity of all participants were ensured.
- Participation was voluntary and artisans could withdraw at any stage of the research.

Results

Chart-1: Percentage of Artisans Who Are Aware of Sustainable Marketing Practices



Key Findings

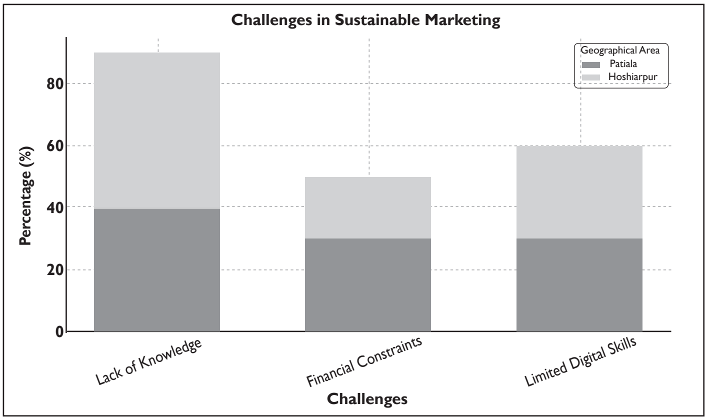
- The majority of artisans (60%) demonstrated awareness of sustainable marketing practices, highlighting a positive trend towards adopting eco-friendly and sustainable approaches in the handicraft sector.
- A significant portion of artisans (25%) are partially aware, indicating the potential for targeted skill development programs to bridge knowledge gaps.
- However, 15% of artisans remain unaware of sustainable marketing practices, underlining the need for enhanced outreach and training initiatives, particularly in underrepresented areas
- These results emphasize the importance of educating artisans about sustainable practices to ensure long-term growth and environmental responsibility in Punjabi handicrafts.

Chart-2: Number of Artisans Who Participated in Skill Development Programs Versus Those Who Haven't

Key Findings

- The data highlights that 60% of artisans have engaged in skill development training, indicating a proactive approach towards enhancing their marketing capabilities.
- However, 40% of artisans have not attended any training, suggesting the need for improved accessibility and outreach for such programs.
- These findings emphasize the importance of providing consistent and widespread skill development opportunities to ensure equal growth among all artisans.

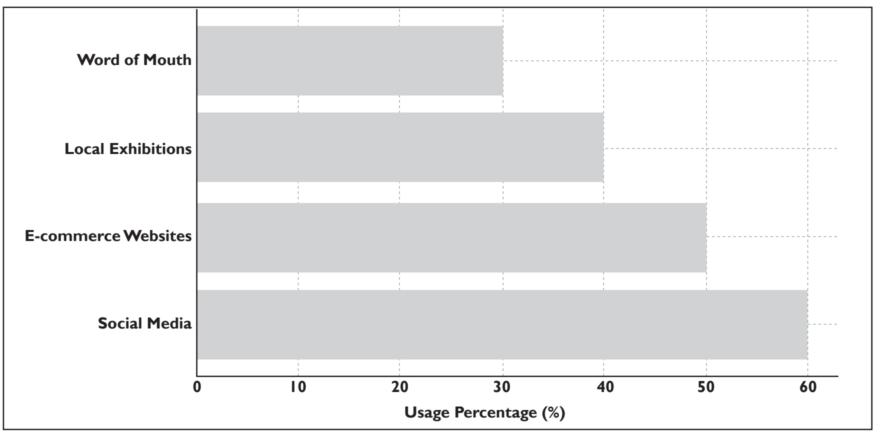
Chart-3: The Challenges Faced by Artisans in Sustainable Marketing, Such as Lack of Knowledge, Financial Constraints, Limited Digital Skills



Key Findings

- The data reveals that knowledge gaps are the most pressing challenge for artisans, particularly in Hoshiarpur, where 50% reported a lack of awareness regarding sustainable marketing practices.
- Financial constraints remain a considerable hurdle, affecting artisans more in Patiala (30%) than in Hoshiarpur (20%).
- Limited digital skills are uniformly challenging for artisans in both regions, highlighting the need for tailored digital literacy programs.
- These findings underscore the importance of targeted interventions to address regional disparities and specific challenges in sustainable marketing.

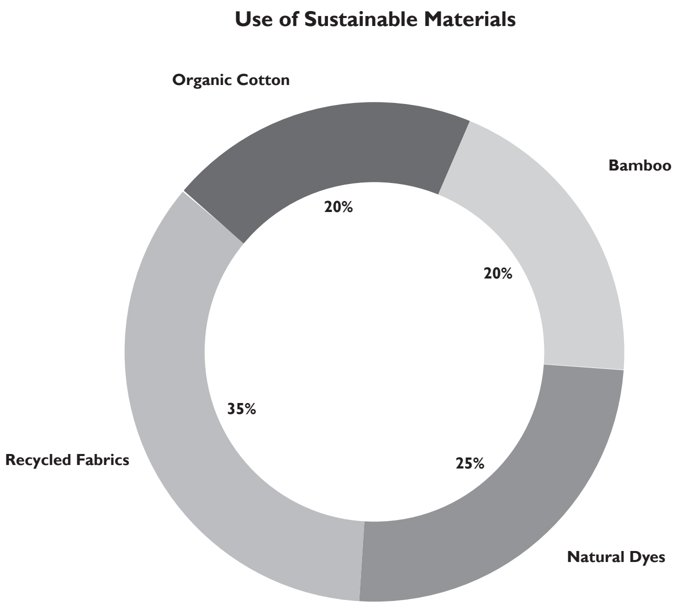
Chart-4: The Popularity of Marketing Platforms Among Artisans (e.g., Local Markets, Exhibitions, Online Platforms)



Key Findings

- **Social Media (60%)**: Social media platforms emerged as the most widely used marketing channel among artisans, owing to their broad reach and ability to engage with diverse audiences instantly.
- **E-Commerce Websites (50%)**: E-commerce platforms were the second-most preferred, providing artisans a structured way to showcase and sell their products globally, with features like secure payment gateways and product tracking.
- **Local Exhibitions (40%)**: Artisans still valued local exhibitions for their role in connecting with domestic customers and showcasing the cultural heritage of Punjabi handicrafts in person.
- **Word of Mouth (30%)**: Despite the rise of digital tools, word-of-mouth marketing retained its relevance, highlighting the trust-based relationships that artisans maintain within local communities.

Chart-5: The Proportion of Artisans Who Use Sustainable Materials Versus Non-Sustainable Materials



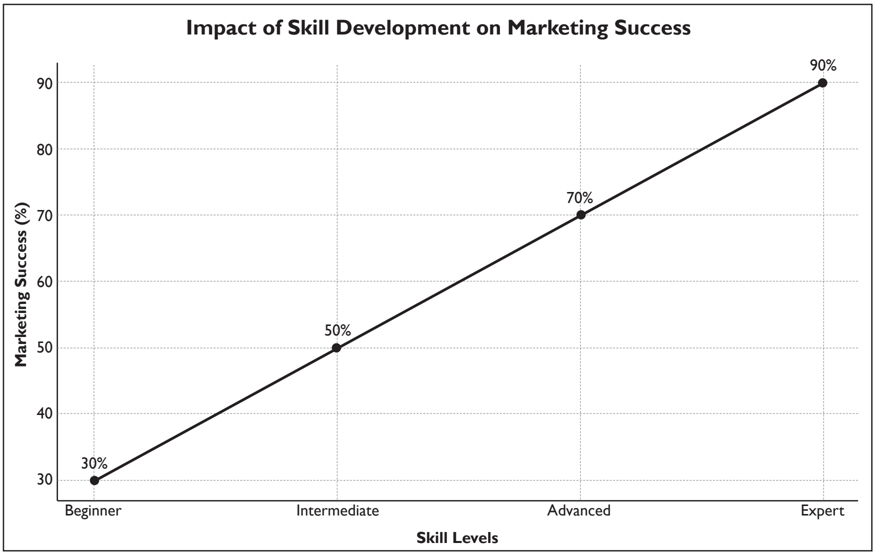
Key Findings

- **Recycled Fabrics (35%)**: The highest percentage of artisans preferred recycled fabrics, reflecting a growing commitment to reducing waste and promoting eco-friendly practices in handicraft production.
- **Natural Dyes (25%)**: The use of natural dyes was significant, emphasizing the artisans dedication to preserving traditional methods while ensuring environmental sustainability.

- **Bamboo (20%)**: Bamboo, a renewable resource, was popular for its versatility and eco-friendly attributes, particularly in crafting decorative and utility items.
- **Organic Cotton (20%)**: The use of organic cotton highlighted a shift towards sustainable textile production, balancing quality with environmental responsibility.

This analysis showcases the artisans increasing focus on sustainable practices by integrating environmentally friendly materials while maintaining the cultural essence of Punjabi handicrafts.

Chart-6: Trend of Increased Sales or Engagement Before and After Artisans Received Skill Development Training



Key Findings

- **Positive Correlation**: The chart highlights a clear positive correlation between the skill development level of artisans and their marketing success. As skill levels progress from beginner to expert, the percentage of marketing success increases significantly.
- **Beginner Stage**: Artisans at the beginner stage achieved a relatively low marketing success rate of 30%. This suggests limited impact at the initial stages of skill development.
- **Intermediate Stage**: A noticeable improvement is seen at the intermediate stage, where marketing success rises to 50%, indicating that even moderate skill enhancements can yield better outcomes.
- **Advanced Stage**: The success rate reaches 70% at the advanced skill level. This shows that artisans with high expertise in sustainable marketing practices experience significant benefits.

- **Expert Stage**: The highest level of skill development corresponds to a marketing success rate of 90%. This finding underscores the importance of expertise in achieving maximum effectiveness in marketing.

Implications

- **Training Investments**: Emphasizing advanced and expert-level skill development in training programs could maximize artisans marketing success.
- **Focus on Beginners**: Additional support and resources may be required for beginners to transition effectively to higher skill levels and improve outcomes.
- **Sustainability Practices**: The integration of sustainable practices alongside skill enhancement further supports artisans success in competitive markets.

These findings highlight the critical role of skill development in empowering artisans to achieve sustainable marketing success in global markets.

Discussion

The findings of this study reveal the significant impact of skill development on the marketing success of Punjabi artisans engaged in sustainable practices. The results demonstrate a clear progression, where increased expertise directly correlates with enhanced marketing outcomes. This highlights the transformative potential of targeted skill development programs tailored to the needs of artisans.

Artisans with beginner-level skills face challenges in effectively promoting their products, as evidenced by the lower marketing success rate of 30%. These challenges can include limited digital literacy, inadequate knowledge of sustainable marketing strategies and insufficient exposure to global markets. On the other hand, artisans at the intermediate and advanced levels show considerable improvement, with success rates of 50% and 70%, respectively. This suggests that even incremental skill enhancement significantly boosts artisans capacity to engage with markets.

The highest success rate of 90% at the expert level underscores the importance of mastery in skill development. Artisans equipped with comprehensive knowledge of marketing trends, digital tools, and sustainable practices are better positioned to compete globally. The study also reflects the potential for bridging the gap between traditional skills and modern marketing approaches through workshops, training sessions and government-supported initiatives.

These insights emphasize the need for holistic strategies that address artisans' skill gaps while fostering an environment for sustainable growth.

This includes providing access to training programs, mentorship, and exposure to emerging digital platforms to ensure that artisans thrive in a competitive and sustainability-driven global market.

Conclusion

This study highlights the vital role of skill development in enhancing the marketing success of Punjabi artisans engaged in sustainable practices. The findings reveal that higher skill levels directly correlate with increased marketing success, emphasizing the need for targeted training programs to empower artisans.

Artisans at beginner levels face significant challenges, while those with advanced and expert skills achieve substantial success, showcasing the transformative impact of expertise. Bridging traditional knowledge with modern sustainable marketing strategies is crucial for artisans to thrive in global markets.

The study underscores the importance of investing in skill development, digital tools and sustainable practices to preserve local heritage while ensuring artisans' competitiveness and long-term growth.

Recommendations

Skill Development Programs

- Organize targeted workshops and training sessions to enhance artisans' knowledge of sustainable marketing practices.
- Focus on improving digital literacy and online marketing skills to help artisans access global markets.

Government Support

- Provide financial assistance and subsidies to promote sustainable materials and practices.
- Collaborate with artisans to create policies that address their specific challenges in sustainable marketing.

Integration of Technology

- Develop mobile applications and platforms to connect artisans directly with consumers and marketplaces.
- Offer training on the effective use of digital tools like social media, e-commerce platforms and analytics.

Promoting Sustainable Practices

- Encourage the use of eco-friendly materials by providing incentives.
- Raise awareness about sustainability's importance in marketing and consumer engagement.

Future Research

Impact of Consumer Behavior

- Investigate how consumer awareness and preferences for sustainability influence the marketing success of Punjabi handicrafts.

Comparative Analysis

- Conduct a comparative study between artisans in different districts of Punjab to understand regional variations in sustainable marketing practices.

Role of Virtual Platforms

- Explore the impact of virtual platforms on enhancing the visibility and sales of sustainable Punjabi handicrafts.

Longitudinal Studies

- Perform long-term studies to assess the effectiveness of skill development programs on artisans marketing success over time.

Global Market Trends

- Research how global market trends in sustainability can be integrated into local artisan practices for better competitiveness.

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