

Consumer Preferences Toward International Players In The Indian Retail Market (Specialised In Food Products)

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ABSTRACT

The present research is about how the international food company survives in the Indian retail market. Foreign competitors successfully monitor the changing trends of consumer demands from time to time to know the needs of the consumers. After 1990 globalisation in the Food industry, retail marketing in India started blooming. The 1990 policy has opened the doors for FMG to enter India to spread its branches. Analysis lifestyles of the Consumer Behavior make decision about what they buy, want and regards to foreign product. India Domestic company lack of its innovation gap, new trend, cultural change, brand image product compares to other country product. The study focuses on the factors determining the consumer influence on purchasing foreign food products and their impact on their lifestyle. Customer behaviour toward the purchasing of foreign food goods is skewed heavily toward foreign food products, which has ramifications for our Indian culture and people's health. Therefore, research on customer behaviour while purchasing foreign food goods is critical to the expansion of FMCG companies, and this study will assist our Indian firms in increasing their market share. The study is based on primary data. Primary data is used to determine the factors affecting FMCG products and the questionnaire was collected from 100 respondents. Data was collected on consumer opinion on factors affecting to buying foreign food products. It was observed that the consumer's buying behaviour is directly tied to the sales promotional activities on brand (0.573 identification) and the sales promotion element (0.399 environments, 0.256 brand and 0.223 sales promotion factor) have an impact on emotional behaviour when it comes to purchasing. Consumers have a greater impact on the availability of international brand recognition than any other factor...

Keywords FMCG marketing, globalisation, customer behaviour, retail marketing...

1. INTRODUCTION:

International markets from all over the world are offering beyond their capacity to establish their outlets in India (Sinha & Sheth, 2018). Consumers are now more experienced with food quality products, brands and prices than they have ever been in olden times. The progression of communication technologies also has made a foremost involvement towards educating consumers about the products and services they require and the inter explosion is bound to further this trend. Frequent travel to foreign countries has also increased consumers' knowledge. International marketing is frequently seen as a modest postponement of disseminating, modernisation on marketing mix which differentiated the consumer preferences are variance categorise and the segmentation on 4p's (Steenkamp, 2019).

The major market segmentation of the FMCG product is food & beverages, personal care, tobacco and household consumables. Food and beverages occupy 47% of the total market share. The evolving markets in India have been upgrading their products from time to time to compete with the international food brands (Cuervo-Cazurra, et al., 2018). While working with a diverse population country like India, the international brands need to do complete research and do a lot of changes which create varieties, to meet the cultural needs and consumer habits. Consumers intend to buy varieties of products with new innovative flavours and they have a high potential capability to buy the product.

MARKET SIZE BREAK-UP BY SEGMENT

- Food & Beverages
- Personal Care
- Tobacco
- Household Consumables & Others

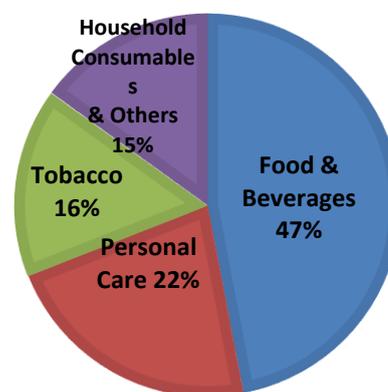


Fig 1. Market segments (Source: Indian brand equity foundation)

International players are able to cope with the needs of the changing customer needs, environment, skilled person etc on FMCG in a short duration for new innovation (Karre, et al., 2017). Hence the FMCG establishments can use this occasion to entice this sector to use branded top appreciated products. Most of the FMCG establishments are complicit in the public accountability actions in quite a lot of divisions like education, environment, public change, rural expansion etc. will generate an encouraging image of the company and will benefit by collective sales. The consequences of this learning specify that consumers are additional conscious of the term consumer social responsibility (CSR) (Lerro, et al., 2018).

In Indian consumer are creating the awareness on Branning product induce behaviour beneficial on Foreign Food product. Business strategy started the count on consumer with strong creation of Brand name. International marketing on Food product is creating one Brand name for whole world. This paper we have to analysis the Brand name impact on the sale of Internation Food product in Indian Market. Thus, the influence of business strategy upon brand strategy is direct and compelling. Brand strategy is shaping their brand on good understanding of consumer choosing the emphasize in the brand manifestation. International product is relevant to brand awareness among consumer and slate different from the competition. The essence of the brand has to permeate every thought, strategy and action concerning its identify and existence.

One of the key issues facing the management of brands today is how to deal with a brand as it stretches across multiple societies and geographies. As the hole Internation market growth are dependent on the product quality and creating the strong market base in India. The globalisation market is widening their geographical area implementing the hue product production reduced the cost price. The task of brand management to translate the business strategy into a brand experience. Branding creation strong related through partnership, endorsement, co-branding or as a branded element. These forms of brand recognition are also considered by consumers through particular lenses that need careful consideration.

The marketing implementation may make or break a brand at the moment that is of most importance the brand through advertising, promotions, purchase, usage, and after-sales service. The marketing mix in its turn aims to translate the brand expression into actual products or services, with a specific price, to be sold at specific outlets, to be promoted through specific communications activities and channels, and to be supported by a specific communications activities and channels, and to be supported by specific service. The influence of the marketing policy is indirect, in that the correct translation of the brand into the marketing mix determines whether consumers are provided with the correct experience of the brand. The marketing implementation consists of the actual production and delivery of the products and services, their accompanying messages to consumers, and the actual product or service experience. The implementation eventually determines whether consumer experience what the brand strategy sets out to provide. The marketing implementation may make or break a

Advances in Consumer Research

brand at the moment that is of most importance to consumers: for instance when they actually experience the brand through advertising, promotions, purchase, usage, and after-sales service.

Review of Literature:

Subhajit Bhattacharya & Arunava Dalal. (May 2024) consumer behaviour towards the bottom of the Pyramid (BOP) sector proposals a money-spinning business intention for organizations, but this territory is stimulating on their needs and what's. The learning purposes to examine the singularity of brand appreciation midst BOP customers in evolving markets development in India. By using consumer embeddedness and market separation theory, this study regulates the dissimilar influences that can prime existence market buyers the identification of Brand trustworthiness towards the product.

Tana Cristina Licsandru & Charles Chi Cui (2023) Current years consume perceived marketers attractive more aware of Miscellany and Insertion in their preparation and dissertation, predominantly in in cultural terms miscellaneous marketplaces. The recent study recommends the hypothesis of brand generated insertion and considers just how it narrates to some of the most seminal hypotheses in the branding literature. The organizational relationships in the hypothetical framework confirmed the expected directions: BTI positively predicts brand love, pride in owning the brand and self-brand connection.

Simeng Hana, Werner Reinartz & Bernd Skieraa (2021) this paper analysis on the Retail market positioning for the consumer preferences. The surveys on the sale of Fast-Moving consumer goods in Indian market positioning. The comarket analysis closely watching the behaviour of consumer towards the marketing changes on new trends. The additional type of marketing strategy interpretations the customer as the overriding pivotal unit – regardless of the brand. Finally, it is problematic to comprehend the synergistic possessions of these two methods. Really, revisions demonstration some original indication that exploiting brand equity and customer equity at the sametime can be interesting.

Prasad et al. (2022) gathered data and compiled it in one location to show the brilliance of Indian shopping. Their research entails the history of retailing in India and the most recent formats. This industry, like any other, has experienced numerous problems and has studied the transition from an unorganised to an organised retail sector. Margin plays a crucial part, and it is a high-volume game that requires the government's full attention in order to reap the rewards in terms of revenue and jobs. It has been determined that online selling will continue to grow and be the next big thing in the market in terms of supply chain cost optimization and improving the quality of life for Indian society's customers.

Hussain et al. (2022) investigated the impact of merchants' buy intentions for FMCG from B2B E-commerce on reputation, product delivery, information quality, and transaction safety. The validity of the construct and the items in the set questions is tested using convergent and discriminant validity. The model fit indices show that the reputation, product delivery, information quality, and

transaction safety structural models fit the data well. The structural model's path analysis reveals that merchants' purchase intentions for FMCG from B2B E-commerce were significantly influenced by reputation, product delivery, information quality, and transaction safety. According to the model's route analysis, transaction safety was the most important factor influencing merchants' purchase intent, followed by product delivery, reputation, and information quality.

With an in-depth fundamental examination of the main companies in the Indian retail business, Kolte et al. (2021) analysed the Indian retail sector towards the future of the industry. The companies chosen are listed in India and have operations all around the country. Avenue Supermart, Aditya Birla Fashion and Retail, Future Retail, Trent Retail, and VMart Retail are among the Indian retailers analysed for this study. This article uses data from the last five years as well as financial analysis tools such as the value and growth selection model, Piotroski F-score, and Altman z-score, as well as discounted cash flow valuation to forecast the future of the companies in question. This paper's conclusion depicts future elements of the Indian retail sector, which can be useful to investors and stakeholders. The comparison of various competitors may be seen in the document, which can assist investors in making more informed selections in the long term.

Ali Zareei and Peyman Ghafari Ashtian, (2018) Described the consumer perceptions on buying the local and global brands and identified the factor that influenced consumers to buy the foreign product. The analysis is based on the brand perception of foreign products gender-wise. The study concluded that the younger generation is the one who supported the foreign brands to the maximum level. Krishna MB, (2018) The study found the choice of the consumer goods and the reason behind it. Buying activities or the preferences of the consumer determine the choice of the product. The choice preferred by the consumer should satisfy his needs and reactions. The brand play's major role in increasing identity amongst the similar. Grayson Greer (2018), studies the strategies followed by foreign players like Nestle, Coca-Cola, Pepsi Co, and Pizza Hut to enter India's, Food Market. The strategies followed by the players differ from company to company. The competition will be followed by the players in adopting the strategy and a lot of the case studies are there depicts the truth. Sugandha (2017) identified the change in consumer's behaviours influenced by major factors like changes in technology, research and development. The desire and wants of the consumers change according to the change in the social and business environment. The study also found that the youngsters are the most important target in the FMCG sector. Sunil Kanoria (2016) Analysed that the FMCG sector plays a major contributor to India's GDP growth. It is the fourth largest sector in India and provides employment to around 3 million people. India has become an attractive destination for the FMCG players because of the availability of raw materials and cheap labour.

Most of the studies were concentrated on the whole FMCG industry or the specific brand of a food product. Some of the studies were focused on foreign food products in India, but the research mostly concentrated on

the reason for the consumer behaviour towards purchasing foreign food products. Not too much of the research-based strategies adopted by the foreign players in the food industries, growth of the foreign food product companies in India, current trends, lifestyle and culture of the consumer to buy foreign food products. The collection of Literature, journal articles and case studies are limited in this study. The current study focussed on the growth of foreign food products companies for the past 30 years after globalization, strategies adopted by the foreign players and consumer preferences for foreign food products.

Statement of the problem:

Consumer awareness creates brand value for foreign food products through the sale's promotional activity over advertising their product. Foreign food company occupies 57 % of the food markets in India. In the mind of consumers without foreign food products choices will be reduced. Food products have commonly identical short profit margins. Food products are sold in a massive quantity of the food product to attain their expected profit. Foreign food companies occupied market share worldwide, so food product production costs are minimal and sell the products at an attractive price. Foreign products are intense on the pull market strategic are adopt uniqueness on their product brand.

In India economic growth is dependent on the GDP, most of them contributed by the foreign investment in the food industry. India's food markets after foreign investors are entering a lot of changes are to be impacted consumer behaviour, lifestyle, new trends are too unpredictable. Foreign food companies are concentrating on producing food products for all categories of consumers. Among the customer behaviour change in demand for foreign food products are increases, its created an impact on the tremendous growth of foreign food products in India in recent years.

India has a huge population of more than 138 crores. and India's economy is a developing economy giving more purchasing power to its people. Food products are a very essential product which attracts 56% of the average income of the people.

Foreign food products in the FMCG sector occupied a vast market share due to change in the buying behaviour of Indians who is ready to accept different culture and lifestyle. Hence in India, the growth of foreign FMCG food companies over the past 30 years is very tremendous. From the point of view of Indian food products companies, complete research is necessary to identify the market gap, create customers and retain the customers.

In recent days, most foreign FMCG food products become a basic essential need of Indian consumers, also foreign food products are creating brand awareness among the consumers. International food companies are generally focusing on changing lifestyles and consumer perceptions.

The customer behaviour towards the purchase of foreign food products is tilting towards foreign food products tremendously which has effects on our Indian culture and health of people. Hence the research on customer's

behaviour on purchase of foreign food products is very essential and the growth of FMCG Companies, this study will help our Indian Companies to improve their market share

3.1 Reason for choosing this topic:

India has a huge population of more than 141.72 crores (2022) and also, India's Economy is a developing economy giving more purchasing power to its people. Food products are very essential product which attracts 56% of the average income of the people. Moreover, India is under foreign rule for more than 200 yrs and also involve in foreign trade for more than 1000 yrs. Also, now many Indians are travelled to foreign countries frequently for employment. Hence Indian peoples are interested in purchasing foreign products, especially for foreign food products. Due to this the customer behaviour towards purchase of foreign food products is tilting towards foreign food products tremendously which has effects on our Indian culture and health of people. Hence Research on Customers Behaviour on purchase of foreign food products is very essential and also this study will help our Indian Companies to improve their market share.

Due to acute India's foreign exchange reserves at \$1.2 billion in January 1991 and depleted by half by June, barely enough to last for roughly 3 weeks of essential imports, India was only weeks away from defaulting on its external balance of payment obligations, Indian Government introduced Globalisation. Using this opportunity many foreign companies are giving more importance and concentration on Indian market which has huge population and GDP growth.

In FMCG food industry, foreign food products occupied a vast market share due to change in buying behaviour of Indians which is ready to accept different culture and lifestyle. Hence, in India the growth of foreign FMCG food companies for the past 30 years is tremendous. In the point of view of Indian food products companies, complete research is necessary to identify the market gap, create customers and retain the customers.

In recent days, most of the foreign FMCG food products become a basic essential need of Indian consumers, also foreign food products are creating brand awareness among the consumers. International food companies are generally focus on changing the lifestyle and consumer perceptions. Hence a research study is essential to know the consumers perceptions to buy foreign FMCG food products, strategies adopted by the foreign players and the tremendous growth of foreign food product Companies.

3.2 Scope of the study:

This study focused on metro cities and the consumer influence on purchasing foreign food products impact on their lifestyle. Identified the consumer preference and factor indorsed them to buy the foreign food. In the Indian food Industry increasing demand for foreign food products and the influences of the media touched sales promotional activities on a foreign food product. Measurement of the growth of the foreign food product in India and sales promotional activity of the foreign food company. Every customer has knowledge about the foreign product and it is easily available in the

Indian markets. The changes in lifestyle, trends, a culture of the foreign food product must occur and the level of identification on consumer satisfaction on the branding of a foreign food product.

3.3 Research Gap:

Most of the studies were concentrated on the whole FMCG industry or the specific brand of food product. Some of the studies are focused on foreign food products in India, but the research mostly concentrated on the reason of the consumer behaviour towards purchasing foreign food products. Not much of research on strategies adopted by the foreign players in the food industries, growth of the foreign food product companies in India, current trends, lifestyle and culture of the consumer to buy foreign food products. From the collection of Literature, journal articles, case studies are limited on this foreign food products impact in India. The current study is intense on the growth of foreign food products companies for the past 30 years after globalization, strategies adopted by the foreign player and consumer preferences on a foreign food product.

3.4 Objectives:

To study the growth of foreign food companies in the Indian market.

To find the factors determining the demand for foreign food products.

was collected from 100 samples and the result was compiled using the structural equation model.

Methodology

The study is based on primary data. Primary data is used to determine the factors affecting FMCG products. The Questionnaire is collected from 100 respondents. Data was collected on consumer opinion on facture affecting to buying foreign food products. Data about the reason for purchasing the foreign product. The data includes reviews from the public opinion also.

For primary data, results were obtained using the questionnaire model whereas for the secondary data, a perusal of previous literature was conducted with the help of online libraries like Cochrane, OVID, etc

Information connecting to advancement methods is needed to interconnect to all customers to intensify more consciousness concerning the sales promotional procedures. The consequences found could be useful to investigators and the dairy market sector in emerging and encouraging a group of non-alcoholic beverages based on innovations and health. Variance analysis of data was carried out using SPSS (Statistical Package for Social Sciences, SPSS Inc., Chicago, IL, USA) program for statistical analysis. For analysis of primary data, Fornell-Larcker Criterion was employed.

Results and Discussion:

The factor affecting the consumer behaviour on the Quality of the food product on T-Test 0.988 on related to consumer attituded to purchase foreign food products.

FMCG in India is the fourth largest sector around the globe with profits of around US \$ 672 bn (IBEF, 2018). ~~FMCG contributes a significant part to India's~~

GDP. The share of the FMCG sector would double by us 1.1 \$ tn during 2020. (IBEF, 2018). The FMCG sector is predicted to grow around 60% in both rural and semi-urban areas by 2020. Products like hair care, household items, male grooming, female hygiene, chocolates and confectionary items are likely to grow significantly. Today, rural India is consuming 34% of FMCG goods and 66% of the consumption is from urban areas (Dahiya & Gayatri. 2018). It is likely predicted that rural India would increase its FMCG consumption to 40% in key FMCG categories in the upcoming future (IBEF, 20018). The urban people are fond of using items like personal care, skin care, household care and female hygienic products. The demand for these products is increasing day by day at an attractive price. Processed food, bakery, and daily products attain stable growth in urban and rural areas. The increasing consumption of FMCG products is due to the growth of the population (Stanciu, et al., 2019).

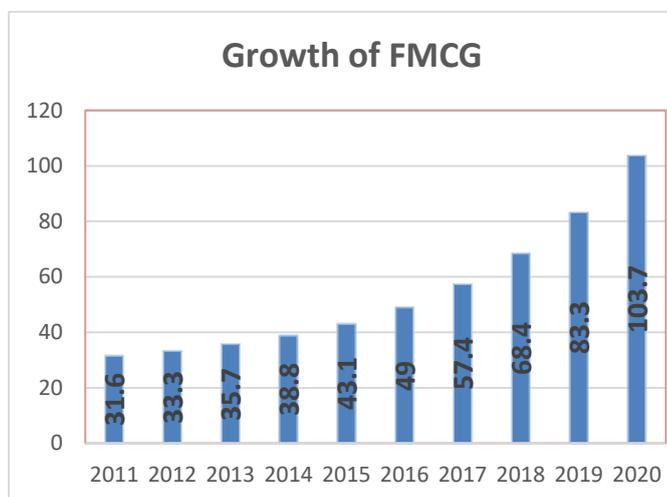


Fig 2. Growth in the FMCG Industry of India (US\$)(Source: IBEF, 2018)

The major players in the FMCG sectors are Hindustan Unilever Ltd, Nestle India, Amul, Dabur India, Asian Paints, Cadbury India, Procter & Gamble, hygiene and health care, Britannia, Pepsi, Coca-Cola and other companies (Maity & Chateerjee. 2017). Based on the ASSOCHAM study, the players like Hindustan Unilever and Dabur India are at the top in rural India. Half of the sales of the ese products are from rural areas (Sauer, 2001). 37% of rural India consumption is derived from Colgate Palmolive India and Marico and 25% of sales from Nestle India Ltd and GSK consumer drive.

Westernisation and the growth of the population provide ample opportunities for the FMCG sector to grow in India to reap maximum profits (vibuti, 2014). Implementation of GST relaxed the tax regulations of FMCG companies which makes them to increase production, consumption and employment opportunities. The growth of the FMCG sector clearly predicts the development of the Indian market and its business opportunities.

Categories of foreign FMCG companies in India:

FMCG plays important role in our day to day lives to satisfy our basic necessities. FMCG goods have a short *Advances in Consumer Research*

life but are produced in maximum volume for massive consumption. The FMCG sectors have been divided into the following categories:

- Beverages (like Horlicks, Boost, etc)
- Packed foods (like Biscuits, chips, canned food, etc)
- Instant food (Noodles, Soup mixture, etc.)
- Franchise food (KFC, Domino’s pizza, Mcdonald’s, Coffee Day, etc.)

Beverages:

Most of the health drinks have been occupied by the foreign players dominating the market for the past 15 years (Zagatto, et al 2018). They used a wide variety of products to attract most of the customers through advertising and sales promotional activities and by the media personalities. Now the product itself created its own brand name.

Beverage drinks in India were formerly profitable and concluded an enquiring phase of modification in market changing aspects. The Indian market in 2017 was dominated by a 60% market share with the key brand Horlicks and Boost. Supplementary 40% in India are also occupied by international market comparable significant companies like Bournvita, Complian and Milo (Zaware & Jerry Louis. 2017). Major success for Horlicks is to break over the age barrier and also produce different varieties for different age groups. They are concentrating on strengthening their product line and attracting customers by selling Rs 5 and Rs 10 packets to reach all levels of customers.

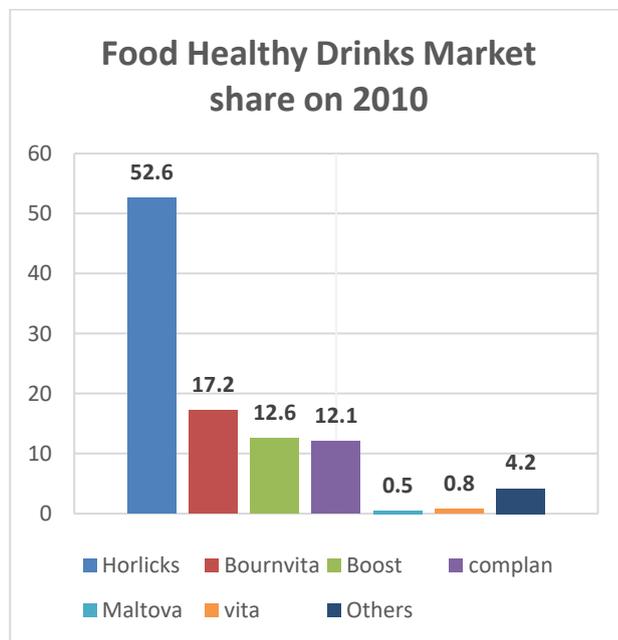


Fig 3. Healthy Drinks market share (Source: Nielson 2013)

Packed food (like Biscuits, chips, canned food, etc)

Our task is to discover across the globe its preference for snacks, candy, chips, cookies, and junk food. In 2014, MNCs opened the International Snack Store and started to propose a different variety of snack products for individual purchase and across-the-board shipping effectively in the Indian market. The package design of the

products are more concentrated. The can also created the color identification for their product.

Packaged foods are frequently made to eat without any preparation or necessitate a little bit of preparation, also comprising frozen foods, immediate cup noodles, dry fruits, mixture and snacks (Monteiro, et al., 2019). Here is the furthermost popular brand of packaged food products offered in India and commercially most selling in the country mass-produced by known FMCG companies in India.

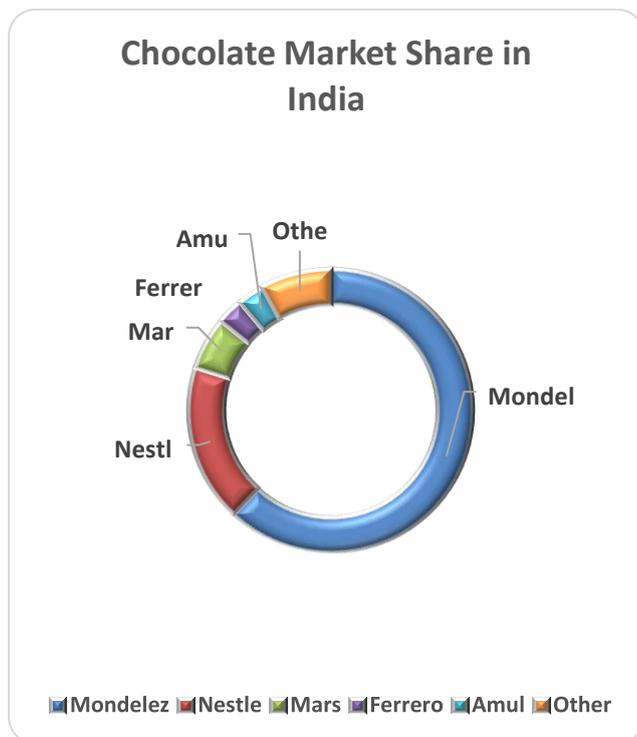


Fig 4. Chocolate Market share (Sources: Indian chocolate market share in 2015)

Instant food (Noodles, Soup mixture, etc.)

The perception of packaged food came into reality owing to factors such as convenient cooking, consumption, supervision, and safety from outside tampering. Fluctuating lifestyle, suitability of consumption and increased health consciousness are the main factors in the growth of the packaged food market (Singhal. 2017). Packaging materials used for food should be suitable for resounding, exhibiting, opening, closing and storing. Some of the major interferences to the market growth are due to food adulteration, government protocols and the emergence of local brands. The foremost players in the packaged food market have concentrated on mergers and partnerships as their key approaches to expanding their market presence (Bonny. 2017).

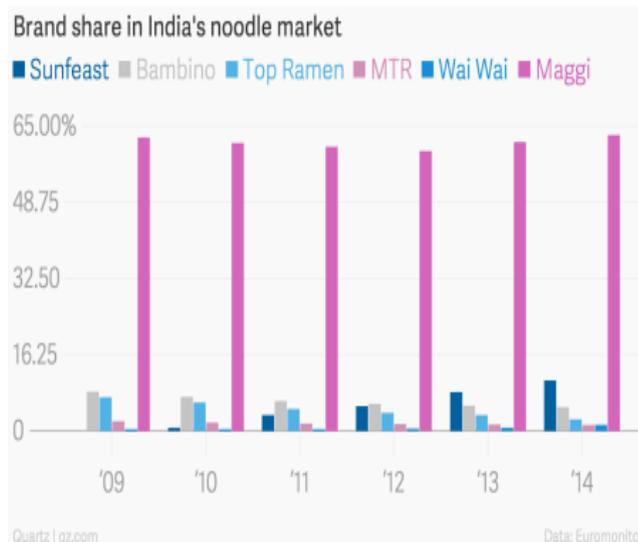


Fig 5. Indian market share on Noodle (Sources: Quartz/qz.com)

Franchise food (KFC, Domino's pizza, Mcdonald's, Coffee Day, etc.)

Mcdonald's, KFC, Dominos, Pizza Hut, Taco Bell, Burger King, Starbucks etc work on a Unit Franchise Model. They work through their master franchises in India. However, this fast food is favoured by many travellers and a choice of sophisticated food options for party menus(Edwards. 2020).

Foreign food categories of processed foods, Instance food, healthy drinks, franchises foods available of the product distribution and adopted cultural changes in the globalisation of the market related to 0.993 on T statistics variables. Other factors affecting towards are Income level 0.706, sales promotional activity on Branning 0.813, Advertisement 0.786, innovation on the product 1.012 the foreign food product.

In the analysis the sales promotional activity related to the brand identity of the product is mostly affected, the consumer behaviour is positively correlated with the P-value of 0.429. The analysis of the personalisation of the product is the difference in the characterisation of the individual are the independent factor are to affect the other dependent variable like the sales promotion 0.364, Branding 0.379 and the environmental 0.208 factor in our country.

In the following are to be calculated the factor of satisfaction levels of the consumer are to be measured in the reason of purchasing the product are to be calculated the original sample, the sample mean, standard deviation, T Statistics and P Values are to be calculated as follows:

Fornell-Larcker Criterion

	FB	FE	FP	Fs
FB	0.0450			
FE	0.666	.0419		
FP	0.828	0.684	0.400	

FS	1.077	0.865	0.677	0.458	
FS	Original Sample	Sample Mean	Standard Deviation (STDEV)	T Statistic (IO/STDEV)	P Values
7:FS1,FS2,FS3,FS6	0.008	0.009	0.008	0.988	0.163
6:FS1,FS3,FS5,FS2	-0.002	-0.001	0.012	0.178	0.429
4:FS1,FS2,FS3,FS5	0.012	0.014	0.012	1.012	0.157
2:FS1,FS2,FS4,FS3	0.008	0.010	0.012	0.706	0.241
26:FS1,FS3,FS6,FS5	-0.005	-0.003	0.014	0.348	0.364
22:FS1,FS3,FS4,FS6	-0.004	-0.002	0.013	0.308	0.379
1:FS1,FS2,FS3,FS4	0.008	0.009	0.010	0.786	0.217
16:FS1,FS2,FS5,FS6	0.011	0.013	0.014	0.813	0.209
10:FS1,FS2,FS4,FS5,FS6	0.017	0.019	0.017	0.993	0.162

The relationship on each factor is to be interdependent on the new modernisation of the measurable the consumer needs are to change automatically, or even adopted the change are to happen in the modern world.

Differentiating the sales promotional activity is to internally be related to the development on the sales on

food production are to be increased the demand leaves gets changed to Branded food. Development activity in the food industry on the modernisation of the technology of the producing the product in cost efficiency of predicting the demand of the consumer.

The consumer of the factory is to be affected to purchasing the foreign product on their differentiating the marketing the concentrating on the changing preference of the consumer are too dependent on the personal behaviour changes are to be affected the other factor are to be influenced the product on the FMCG foreign food product in India are to developed acceptance.

5.1. Structural equational modelling (SEM):

The SEM model will explain the relationship of the variable in the excremental and observational models to be independent and dependent variables. The huge marketing sales of the FMCG food foreign food product, want are the factor affecting the behaviour of the consumer to buy the foreign food product. The following SEM models are to explain the relationship among the factor is to be affected consumer behaviour.

The factor is to be interrelated the acceptance of the concept is to be validated in the preferential need the data are to be validated the co-ordination of the relativeness of the variable change is to be motivative their purchasing of the foreign product.

	Saturated Model	Estimated Model
Chi-Square	424.251	424.251
d-ULS	3.220	3.220
d_G	0.919	0.919
NFI	0.393	0.393
SRMR	0.104	0.104

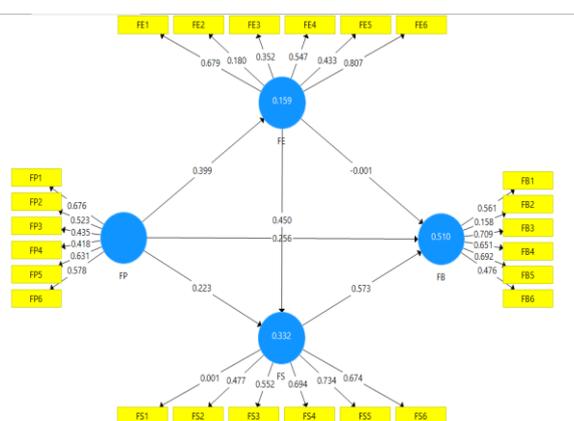
In the SME model factors affecting the buying behaviour of foreign food products are:

FP=Factor of Psychological

FB=Factor of Branding

FS=Factor of Sales promotion

FE=Factor of Environment



The diagrammatical representation of the independent variable on a physiological factor or the personal factory of the consumer to the dependent variable on sales promotional, Branding, and environmental factors.

The sales promotional activity on brand 0.573 identification is directly related to the buying behaviour of consumers. The emotional behaviour factor on buying factor related to 0.399 environments, 0.256 brand and 0.223 sales promotion factor. Consumer influencing the availability of the foreign brand identification is highly effective than any other factor.

The foreign brand factory is to be affected more on the personal factory of the consumer in strongly the sales promotional factor and environmental factor. The impact of the studies towards the consumer preferences on buying foreign branded food products in India. The Analysis the consumer Behaviours the branding factor, Salse promotional activity is affected the consumer buying foreign barned food product. In the all types of the analsation the brand identification factor plays the major role and increasing the sales promotional activity. The consumers are identified the need and wants with the brand goodwill. The preference of the implementation to buying foreign branded food products.

2. CONCLUSION:

In India majority of the population is youngest generation, they are currently earning population. That is the reason for attracting the foreign company towards India. If the foreign company occupied the 5% of market in India they can attended the sales target as globe. Indian domestic market is created Brand identification of the product to get strong competitor against the foreign branded food product.

The consumer's buying behaviour is directly tied to the sale's promotional activities on brand (0.573 identification) and the sales promotion element (0.399 environments, 0.256 brand and 0.223 sales promotion

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factor) have an impact on emotional behaviour when it comes to purchasing. Consumers have a greater impact on the availability of international brand recognition than any other factor. Consumer needs and wants are Brand identities to receive emotional benefits like display of status, wealth, and prestige value. The FMCG sector is an extremely dynamic segment in India. The most important goal is to fulfil the needs and wants of consumers. This learning is ongoing with the purposes of the investigative socio-economic circumstance of defendants, analysing the factors influencing consumer behaviour towards nominated FMCG products, and examining the level of fulfilment of consumers and perceptive anticipation of the consumers.

In the survey analysis the sending of Income 60% on the food products only so we want to made lager scales markets. The preferences on the implementation on the factor identifications of the customers to buying the foreign branded food products. The marketing part of a company's business plan is one of the most important parts of the overall business strategy. Satisfied customers usually return and buy more, they tell other people about their experiences. The modern trending analyzation updating the technology towards the current trends in the competitive worlds. Domestic products consumption increases country's GDP growth and make our country unaffected by global trade crisis. At Present India's population is increasing sharply and this gives a positive push to domestic manufacturing, consumption and job creations. Also, when domestic consumption increases, people are less affected by global price rise and falls.

Limitation of the study:

The research concentrated only on foreign FMCG food products.

The study does not compare the growth of a domestic Indian company and a foreign company.

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