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The Use of Promotional Tools in Enhancing Consumers' Awareness towards the purchase of Agro-based Products

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Abstract

The necessity of modern retailing practices regarding marketing and sales of agro-based products in Bangladesh has resulted in enormous growth over the last few years. Therefore, this study explored the significance of promotional tools and benefits in growing young consumers' awareness of agro-based products marketed by modern retail outlets in Dhaka city. It examined how these outlets have applied various tools of promotions to create awareness and transform consumers' choice into purchase intention. Non-probability sampling especially convenience sampling technique was applied and around 260 responses were utilized to gather and analyze the reliable data. The data was collected using "survey" and secondary information was utilized to support the data. Responses were analyzed statistically with SPSS 20.0 using both descriptive and factor analysis tools. The findings showed that the significance of promotional tools and offers applied by these physical outlets are used to create awareness among the youths in Dhaka city is somewhat satisfactory. Consumers are having their highest priority towards the "Mobile and Telemarketing" tool whereas "Online and Social Media" tool received priority after the mentioned one. Therefore, the researchers opined that information about the effectiveness of these tools could enable modern retail outlets in Dhaka city to foster their competitiveness, ensure their long-term survival and boost their sales.

Keywords: Agro-based Products, Consumers' Awareness, Modern Retail Outlets, Promotional Tools, Promotional Benefits.

1. Introduction

Agriculture including crop cultivation, livestock and poultry rearing and fishery, remains the mainstay of the economy of Bangladesh. Production of vegetables, fruits, and spices has also recorded prominent expansion. The horticulture and nutrition development initiative established horticulture nurseries around the country. The dairy sector is now growing at the initiative of the private sector. Processing fruits, vegetables, and juices have potential. Another significant achievement in the agriculture sector is the improvement in research and development capabilities. Rising income, rapid urbanization, and changing tastes are likely to continue to push up the demand for poultry, dairy, and other livestock products. Bangladesh presents a profitable offering for setting up an agro-based business. (UN, 2012). Research stated that the business has become very competitive and complex. This is mainly due to changing taste and fashion of the consumers on the one hand, and introduction of substitute, cheaper and better competitive goods, on the other (Baruah, 2008). Important changes were occurring in Bangladesh during the 1990s that drove changes in food consumption patterns and the food system. Increasing urbanization and industrialization is leading to various socio-economic changes impacting on the system. The growth of urban middle-income groups due to substantial economic growth has created the demand for higher-value products such as livestock products, fruits, and vegetables. Combined with technological changes this has altered nature of domestic food processing resulting in a shift to the purchase of more pre-processed products. Urban consumers are becoming more concerned about tracing the origin of their food and hence trying to make a connection between safer food and better health (BRAC, 2003). Both urbanization and changing consumption patterns are having impacts on food systems and large-scale agro-industry especially modern retailing system (Super Shops, Chain Stores, Exclusive Brand Outlets, etc.) can keep the foods more safely and efficiently than subsistence farmers or unorganized traditional retailing practices (Kacha Bazar/Mobile Van Sellers/ Nearby Grocery Stores, etc.). The investigation stated that the modern retailing concept is highly appreciable owing to its outstanding performance to attract the educated busy customers to exult the services of the sector. Enormous numbers of customers are involved in the retail sector by value-added services in the context of Bangladesh (Sarker, et al., 2018).

Around 30 companies operate about 200 supermarket-format retail outlets in Bangladesh of which around 40 are located in Dhaka city. These organized chains are gradually gaining popularity over unorganized traditional retailing among the urban population. However, this expansion requires faster proceeding in Bangladesh to meet the requirements of agro-based products of customers. The modern retailing concept has been launched a few years back. Naturally, the introducers of a new type of service might face different hindrances. The customers might not be able to understand the importance of modern retailing services as the outlets of retail shops may not be always available at the nearest and convenient places, and the service charges might be higher and so on. The modern retailing system, moreover, is also contributing to the national economy of Bangladesh and according to the World Bank report, the top 20% of the population of Bangladesh accounts for 41.4% of total consumption. Of the country's estimated total population of 150 million, Dhaka, the capital, is a rapidly growing megacity of well over 15 million [(as stated by the latest 2011 census, (USDA, 2013)], with 34% living below the poverty line. The size of Bangladesh's urban population is about 40 million, of which approximately 10 million people are potential customers of permanent retail outlets, including Supermarkets (USDA, 2013).

To establish a competitive advantage in the marketplace, several retailers have focused on creating favorable images about their brands in the minds of consumers to influence them. Considering the dynamic and competitive marketplace, it has become necessary for the retail managers to clearly understand how different types of promotional tools affect consumers' awareness regarding their buying decisions for agro-based products (Hanaysha, 2018). Promotion (one of the key elements of the Marketing Mix) is a widely used tool applied by the retailers or manufacturers as a part of AIDA Model of Marketing communication (Awareness, Interest, Desire, and Action components) to inform, encourage and remind target markets about a good or service; form positive brand image and attract the attention of consumers to purchase more (Mughal, et al., 2014). To be competitive, retailers use different promotions tools like broadcast advertisements, print media, outdoor advertisements, point-of-sale promotions, social media platforms, mobile, and telemarketing. Retailers arrange various promotional benefits (e.g. price discounts, buy one get one free, price offs, lotteries and coupons, membership cards, reward points, sales contests, samples, cash-back offers, return-back offers, scratch card offers, sponsorship in different events, creating emotional attachments through advertisements, etc.) that

make them completely diverse from their competitors and thus becoming an important practice for the marketers to stimulate consumer's final buying choice. By utilizing and arranging these tools and offers, they can create awareness and identify the consumer's initial choice/s. Moreover, this information could enable them to foster their competitiveness, ensure their long-term survival and boost their sales.

Though promotion is an important tool of marketing, research stated insignificant sign of traditional promotional activities either from producers to traders regarding the marketing of horticultural products (one of the components of agro-based products). On the other hand, retail stores display aside the road, bazar, bus-stand, rail-way station can play an important role in the promotion of agro-based products as these attract consumer with appearance (Siddique and Borak, 2012). All the above-said information suggests that, nowadays, it is hard to create awareness, influence young consumer's interest and generate a positive response from these consumers due to widespread utilization and arrangement of similar promotion tools applied by the modern retail outlets in an urban area in purchasing agro-based products. To evade this, modern retail outlets in Dhaka city should emphasize on both POD (Point of Difference) concept regarding the promotion tools and benefits/strategies, which is significant in creating awareness among the urban consumers in Dhaka city. The physical environment allows the service providers to differentiate their brands from those of competitors and in shaping awareness level of consumers' (Shamout, 2016). So, considering this, the researchers hope it will be very much beneficial to determine the significance of promotional tools and offers in growing young consumers' consciousness towards agro-based products marketed by the modern retailers in Dhaka city.

2. Objectives of the Study

The proposed broad objective is to address the application of promotional tools by the modern retail outlets to raise young consumers' awareness in Dhaka City and in evaluating such objective the following specific objectives are addressed below:

- To identify and measure the effectiveness of promotional tools used in enhancing young consumer awareness towards agro-based products marketed by modern retail outlets.
- To evaluate the impact of promotional offers and benefits on consumers' behavior towards their purchase intention.

- To propose some strategic directions to enhance consumers' responsiveness of purchasing such commodities from modern retail outlets. Profile of Mango (Bangladesh) and Value Chain

3. Literature Review

As per the 'Economic Policy Paper' of Dhaka Chamber of Commerce and Industry (DCCI) as of 2000, the growth of agro-based industries has become crucially significant to Bangladesh. Agro-based industries' products have high export potential (DCCI, 2018). About 84 percent of the population live in rural areas and are directly or indirectly engaged in a wide range of agricultural activities which contribute to poverty alleviation. Organized modern retail outlets concept is gradually gaining accepted by customers' in Dhaka city of Bangladesh due to changing consumer preferences. Rather et al. (2016) has mentioned that shopping, eating at food-courts, window shopping, entertainment, etc. are some of the reasons/activities that engage consumers in modern retail outlets. Consumers' also attended events, promotions, competitions, and product launches that are organized in the retail outlets and spent their leisure time with family and friends. Consumers prefer organized retail formats due to their significant product attributes like improved quality, variety of brands, the assortment of merchandise and store attributes like parking facilities, trained sales personnel, and complete security. Besides these, the customers also focus on supplementary services like hassle-free time-saving activities and transparency in the system.

Building awareness and influencing a consumer is not an easy task because several factors occupy their mind before making a final purchase decision. This has advised modern retail outlets and they are opting to implement strategies that both aware and motivate consumers towards their offerings (Nsimbi, et al., 2015). Alimpic (2014) opined that, promoting products and services is one of the key tools in marketing activity of any company and therefore they need to carefully fit the elements of promotional mix (advertising, sales promotion, publicity, sponsorship, direct marketing, internet marketing, and personal sales), in order to announce a clear, consistent and authentic message at a market. Muhanji, et al., (2015) advised that variation of the products and services offered to the customers, increasing the assortments, and understanding the expectations of the target market as it has become one of the most important tactics for the modern retail outlets to create competitive advantage. Communication is the process of conveying thoughts and information, spread ideas, promote the offers and hence create awareness.

Promotion encompasses all the communications activities of marketing namely advertising, public relations, sales promotion, personal selling, direct marketing, etc. Planning and execution of all these tools play an essential role in helping companies' reach their marketing goals. Each tool has its importance which can be assessed from the results and impact of that tool. Kotler et al. (2009) opined that advertising is any form of paid communication or promotion for product, service, or an idea. Customers see many advertisements each day but only remember the brand of a tiny fraction of products. Broadcast Advertisement is crucial to encourage the customer by applying its 'Attractiveness' (visual/verbal) and 'Frequency' (number of times exposed and coverage of large numbers of people) impact criteria whereas Print Advertisement is important for its both 'Message Clarity' and 'Reliability' impact (Clow and Baack, 2014). Sales Promotion offers short-term incentives with the primary objective of creating an immediate sale. Sales promotion tools used strategically not only increase brand awareness but also encourage consumers to buy a new product. Sales promotion offers are not available throughout the year. Different benefits under 'Sales Promotion' tools are having the power to 'Attract' large pool of customers (Mittal and Poojae, 2011).

Companies cannot survive in isolation and hence they need to have constant interaction with customers, employees, and different stakeholders. This servicing of a relation is done by the public relation office. MPR is an efficient tool in building awareness by generating stories in media. Once the story is in circulation MPR can establish 'Credible Relationship' and create a sense of enigma among salespeople as well as dealers to boost enthusiasm. Outdoor advertisements are emphasizing on conveying 'Message Clarity'. (Kotler, et al., 2009). The communication establishes through a direct channel without using any intermediaries is referred to as direct marketing. The internet has played a major part in this growth story. Direct marketing saves time, makes an experience personal and pleasant. Direct marketing reduces the cost for companies. Face to face selling, direct mail, catalog marketing, telemarketing, TV, and kiosks are media for direct marketing. From 'connect ability' perspective, online and social media, mobile and telemarketing, etc. plays a vital role. Last but not least; personal selling is also establishing 'Trustworthy Relationship'. It is one of the important communication tools applied by companies to identify a solution to the customers' problem rather than only persuading them to purchase the products or services (Muhanji, et al., 2015).

Promotional tools/communication tools applied by modern retail outlets can encourage consumers to think and evaluate brand and purchase opportunities. By these tools, marketers can know about consumers' choice and try to implement new techniques/ benefits under these tools to transform consumers' choice into purchase intention and hence boost their sales. Information suggests that promotional tools, materials, and techniques have dramatically increased in recent years by marketers. Researchers opined that by offering the right promotional tools including benefits, modern retail outlets can thrive for achieving two-fold objectives- influence consumer awareness level and purchase intention by introducing new brand which is going to be targeted the customers' who have no previous experience with it and thus increase sales (Shamout, 2016). Research also suggests that measuring the effectiveness of promotional tools has historically proven to be difficult. Even integrated marketing communications still has no standard form for testing its effectiveness. There must be consistency among all promotional messages so that trust can be built and there can be rationality in target audience perceptions (Jerman and Bruno, 2012).

However, for companies to stay alive and to have a competitive advantage in the marketplace, effective and efficient means of promotion need to be utilized. Considering this, researchers hypothesize that a company's marketing communications effectiveness will generate favorable consumer response and they engaged in exploring how this effectiveness will enhance young consumers awareness towards agro-based products marketed by the modern retailers in Dhaka city.

4. Methodology

Mixed methods of research have been utilized in this study. Mixed methods research involves collecting and analyzing both quantitative and qualitative data as the combination of qualitative and quantitative data can improve evaluation by ensuring that the limitations of one type of data are balanced by the strengths of another. The sources of secondary data are limited in this study. The reasons being that although literature is available regarding “Importance of Sales Promotional Tools on Consumer Buying Decisions” but empirical research on ‘the use of promotional tools in enhancing young consumers’ awareness towards Agro-based products’ is scanty. However, some secondary data were gathered mainly through review of related journal articles and books to develop the conceptual framework of this study.

The main source of the primary data is generated from the survey conducted by the researchers. Non-probability sampling especially convenience sampling technique was used for the survey on a population of prospective respondents between the ages 20 to 49 years. Convenience sampling technique has been applied in this study because it allows researchers to obtain basic data and trends regarding the proposed study without the complications of using a randomized sample. The research mainly employed both face-to-face and online survey methods to gather primary data necessary to meet the research objectives. The responses allowed respondents sensitivities about the subject matter that eventually assisted in developing a qualitative analysis of the study. The questionnaire developed had 12 questions, including fifty 'five-point Likert scale' statements (out of which 35 statements were utilized for factor analysis). These questions were prepared based on the proposed research objectives. More than 300 responses were received and around 260 responses were utilized to gather more reliable and accurate data.

Moreover, the study is to measure not only the contribution of promotional tools by modern retail outlets but also to determine how these are transforming awareness level culminating in the final purchase choice of young customers especially in Dhaka City. They have opined whatever they had been thinking regarding the modern retail services for agro-based products. Economic tools and relevant management techniques are extensively utilized for analytical purpose. To determine the minimum number of factors that will account for a maximum variance under Factor analysis, methods like "Principal Component" is utilized. The number of factors was determined based on the eigenvalue (Only factors with a variance > 1 are included) using the table named "total variance explained, and the graph named "scree plot". In this study method varimax procedure (orthogonal method of rotation) is used for rotation to represent the correlation between the factors and the variables.

5. Analysis and Discussion

The analysis based upon the information gathered are presented in the respective tables, which are subsequently analyzed in this section.

5.1. Target Market for Agro-based Products

Table 1: Demographic Profile of Respondents (in Percentage)

Variables	Category	Percentage
Gender	Male	55.40
	Female	44.60
Age	20 – 34	78.10
	35 – 49	21.90
Profession	Student	15.80
	Business/Self Employed	8.80
	Govt. Service Holder	2.70
	Private Service Holder	69.20
	Housewife	0.40
	Others	3.10

5.2. Awareness Level of Consumers’ and Promotional Tools Applied by the Modern Retailers

Table 2: Awareness Level and Possible Information Sources about Modern Retailing (in Percentage)

Variable	Category	Percentage
Awareness about “Modern Retailing” (Super Shops, Chain Stores, Exclusive Brand Outlets, etc.)	Poor	2.70
	Moderate	19.20
	Aware	50.00
	Highly Aware	28.10
Sources of Information for Modern retailing	Advertisements in Broadcast Media (TV Commercials, Radio, Cinema, etc.)	13.60
	Advertisements in Print and Outdoor Media (Newspaper/ Magazines/ Billboards, Banners, Company vehicles, etc.)	21.60
	Reference Groups (Friends, Family, Peer Groups, etc.)	21.80
	Point of Sales Promotions (In-store banners, Hanging Dangles, Festoons, TV Screen, Seller’s Advice, etc.)	12.40
	Online and Social Media Platforms (Company Website Facebook page, YouTube Channels, etc.)	19.30
		11.30

The knowledge of the modern retailing concept among the young respondents is high and they are highly aware regarding the operational practices. The investigation suggests that around 78% are aware of the services offered by modern retailers. The level of interest of this respective aware group is a lucrative market to venture for the modern retailing concept in Bangladesh. On the other hand, based on multiple responses given by the respondents the researchers witnessed that “Point of Sales Promotions” and “Mobile and Telemarketing” awareness tools which have been taken by the retailers to make aware the mass people regarding the modern retailing service is not that much noteworthy in comparison to the

advertising campaigns conducted through the print media. Overall, the Print Media plays a vital role (around 22%) (Table 2) in creating the required awareness among the target groups. Along with these, respondents are also influenced by their reference group members (around 22%). Online and social media plays another significant role in creating awareness (around 19%). So, campaigns in print media; online and social media platforms and WOM (word of mouth) impacts on the modern retailing.

5.3. Preference for Modern Retailers to Purchase Agro-based Products

A significant percentage of the respondents have the habit of visiting the modern retail platforms such as retail chain outlets, brand stores, etc. to purchase agro-based products' either "Once in 3 days" or on "Weekly basis". About 75% of respondents of age group 20-34 have shown their interest in modern retailing.

Hygiene environment, free from the hassle of wet market, available assortments under one roof—these special benefits have eased the way of acceptance of the modern retailing service. As a result, young consumers are interested to visit and purchase from these retail outlets. (Table 3).

Table 3: Behavioral and Psychographic Statistics of Respondents (in Percentage)

Variables	Category	Percentage
Purchase Frequency of Agro-based products for personal/family use	Daily	11.50
	Once in 3 Days	25.80
	Weekly	36.50
	Fortnightly (Once in 15 days)	16.20
	Monthly	10.00
Preference for Modern Retailing for buying Agro-based products	Least Interested	1.50
	Less Interested	4.20
	Moderate	19.20
	Interested	54.20
	Highly Interested	20.80

Table 4: Measures to Evaluate Preferred category of Agro-based products purchased from Modern Retailers (in percentage)

Age of the Young Consumers		Measures	
		Preference in purchasing Daily Foods (Rice, Pulses, Flours, Juices, Jam, Jelly, Pickles, Noodles, etc.)	
Age	Category	Preferred	Highly Preferred
(20-34)	% within the youths' preference in purchasing daily foods	(68) ^a 73.90%	(78) 84.80%
	% within Age of the young consumers	33.50%	38.40%

	% of Total	26.20%	30.00%
(35-49)	% within the youths' preference in purchasing daily foods	(24) 26.10%	(14) 15.20%
	% within Age of the young consumers	42.10%	24.60%
	% of Total	9.20%	5.40%
Total	% within the youths' preference in purchasing daily foods	(92) 100.0%	(92) 100.0%
	% within Age of the young consumers	35.40%	35.40%
	% of Total	35.40%	35.40%
Age of the Young Consumers		Measures	
		Preference in purchasing Spices and Cooking Items (Cooking Oil, Salt, Sugar, etc.)	
Age	Category	Preferred	Highly Preferred
(20-34)	% within the youths' preference in purchasing spices and cooking items	70 (73.70 %)	74 (88.10 %)
	% within Age of the young consumers	34.50%	36.50%
	% of Total	26.90%	28.50%
(35-49)	% within the youths' preference in purchasing spices and cooking items	25 (26.30 %)	10 (11.90 %)
	% within Age of the young consumers	43.90%	17.50%
	% of Total	9.60%	3.80%
Total	% within the youths' preference in purchasing spices and cooking items	95 (100.00 %)	84 (100.00 %)
	% within Age of the young consumers	36.50%	32.30%
	% of Total	36.50%	32.30%
Age of the Young Consumers		Measures	
		Preference in purchasing Fruits and Vegetables	
Age	Category	Preferred	Highly Preferred
(20-34)	% within the youths' preference in purchasing fruits and vegetables	53 (79.10%)	43 (86.00%)
	% within Age of the young consumers	26.10%	21.20%
	% of Total	20.40%	16.50%
(35-49)	% within the youths' preference in purchasing fruits and vegetables	14 (20.90%)	7 (14.00%)
	% within Age of the young consumers	24.60%	12.30%
	% of Total	5.40%	2.70%
Total	% within the youths' preference in purchasing fruits and vegetables	67 (100.00%)	50 (100.00%)
	% within Age of the young consumers	25.80%	19.20%
	% of Total	25.80%	19.20%
Age of the Young Consumers		Measures	
		Preference in purchasing Fishes, Meat and Eggs	
Age	Category	Preferred	Highly Preferred
(20-34)	% within the youths' preference in purchasing Fishes, Meat and Eggs	58 (82.90%)	35 (83.30%)
	% within Age of the young consumers	28.60%	17.20%
	% of Total	22.30%	13.50%
(35-49)	% within the youths' preference in purchasing Fishes, Meat and Eggs	12 (17.10%)	7 (16.70%)
	% within Age of the young consumers	21.10%	12.30%
	% of Total	4.60%	2.70%
Total	% within the youths' preference in purchasing Fishes, Meat and Eggs	70 (100.00%)	42 (100.00%)
	% within Age of the young consumers	26.90%	16.20%
	% of Total	26.90%	16.20%
Age of the Young Consumers		Measures	
		Preference in purchasing Frozen Items and Ready-to-Cook Foods	
Age	Category	Preferred	Highly Preferred
(20-34)	% within the youths' preference in	71 (75.50%)	101 (82.80%)

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	purchasing Frozen Items and Ready-to-Cook Foods		
	% within Age of the young consumers	35.00%	49.80%
	% of Total	27.30%	38.80%
(35-49)	% within the youths' preference in purchasing Frozen Items and Ready-to-Cook Foods	23 (24.50%)	21 (17.20%)
	% within Age of the young consumers	40.40%	36.80%
	% of Total	8.80%	8.10%
Total	% within the youths' preference in purchasing Frozen Items and Ready-to-Cook Foods	94 (100.00%)	122 (100.00%)
	% within Age of the young consumers	36.20%	46.90%
	% of Total	36.20%	46.90%
Age of the Young Consumers		Measures	
		Preference in purchasing Milk and Dairy Products	
Age	Category	Preferred	Highly Preferred
(20-34)	% within the youths' preference in purchasing Milk and Dairy Products	77 (81.10%)	71 (87.70%)
	% within Age of the young consumers	37.90%	35.00%
	% of Total	29.60%	27.30%
(35-49)	% within the youths' preference in purchasing Milk and Dairy Products	18 (18.90%)	10 (12.30%)
	% within Age of the young consumers	31.60%	17.50%
	% of Total	6.90%	3.80%
Total	% within the youths' preference in purchasing Milk and Dairy Products	95 (100.00%)	81 (100.00%)
	% within Age of the young consumers	36.50%	31.20%
	% of Total	36.50%	31.20%
Age of the Young Consumers		Measures	
		Preference in purchasing Bakery and Snacks Items	
Age	Category	Preferred	Highly Preferred
(20-34)	% within the youths' preference in purchasing Bakery and Snacks Items	71 (67.00%)	56 (84.80%)
	% within Age of the young consumers	35.00%	27.60%
	% of Total	27.30%	21.50%
(35-49)	% within the youths' preference in purchasing Bakery and Snacks Items	35 (33.00%)	10 (15.20%)
	% within Age of the young consumers	61.40%	17.50%
	% of Total	13.50%	3.80%
Total	% within the youths' preference in purchasing Bakery and Snacks Items	106 (100.00%)	66 (100.00%)
	% within Age of the young consumers	40.80%	25.40%
	% of Total	40.80%	25.40%
Age of the Young Consumers		Measures	
		Preference in purchasing Organic Foods and Drinks	
Age	Category	Preferred	Highly Preferred
(20-34)	% within the youths' preference in purchasing Organic Foods and Drinks	78 (70.90%)	75 (87.20%)
	% within Age of the young consumers	38.40%	36.90%
	% of Total	30.00%	28.80%
(35-49)	% within the youths' preference in purchasing Organic Foods and Drinks	32 (29.10%)	11 (12.80%)
	% within Age of the young consumers	56.10%	19.30%
	% of Total	12.30%	4.20%
Total	% within the youths' preference in purchasing Organic Foods and Drinks	110 (100.00%)	86 (100.00%)
	% within Age of the young consumers	42.30%	33.10%

	% of Total	42.30%	33.10%
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Modern retailing is playing an important role regarding young consumers choice for ‘Frozen and Ready-to cook Foods’; ‘Organic Foods and Drinks’; ‘Daily Foods (Rice, Pulses, Flours, Juices, Jam, Jelly, Pickles, Noodles, etc.)’ and ‘Milk and Dairy’ products. However, regarding ‘Fruits and Vegetables’ and ‘Fish, Meat and Eggs’ the performance of modern retailers is not satisfactory. The possible reasons could be lack of consumer’s trust about freshness and quality of these products (Table 4).

5.4. Factor Analysis

Factor analysis is a data reduction method. Using many methods of this analysis principal component analysis has been used for analysis in this paper. To check whether Factor analysis is applicable, Bartlett's test has been done. To explain the factors and correlated variables within them rotated component matrix (by varimax) has been used after the initial extraction of factors. The sample size of 260 is considered to be fair for factor analysis.

Table 5: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.878
	Approx. Chi-Square	5423.123
Bartlett's Test of Sphericity	Df	595
	Sig.	.000

The Bartlett's Test of Sphericity tested the adequacy of the correlation matrix and yielded a value of 5423.123. The Bartlett’s Test of Sphericity is significant at 0.000 (P<0.01). It proves that the dataset is suitable for conducting factor analysis (Table 5).

Table 6: Communalities

Variables	Initial	Extraction
Tool 1: Broadcast Media Advertisements [Accessibility (Ability to reach the target customers)]	1.000	.630
Tool 1: Broadcast Media Advertisements [Message Clarity (Ability to provide detail description about the products)]	1.000	.654
Tool 1: Broadcast Media Advertisements [Frequency of Advertisements (Number of times exposed to customers)]	1.000	.614

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Tool 1: Broadcast Media Advertisements [Attractiveness (Convincing power by visual-verbal impacts and advertisement appeals)]	1.000	.657
Tool 1: Broadcast Media Advertisements [Credibility and Reliability (Trustworthiness of the Medium)]	1.000	.612
Tool 2: Print Media & Outdoor Advertisements [Accessibility (Ability to reach the target customers)]	1.000	.641
Tool 2: Print Media & Outdoor Advertisements [Message Clarity (Ability to provide detail description about the products)]	1.000	.703
Tool 2: Print Media & Outdoor Advertisements [Frequency of Advertisements (Number of times exposed to customers)]	1.000	.668
Tool 2: Print Media & Outdoor Advertisements [Attractiveness (Convincing power by visual-verbal impacts and advertisement appeals)]	1.000	.671
Tool 2: Print Media & Outdoor Advertisements [Credibility and Reliability (Trustworthiness of the Medium)]	1.000	.647
Tool 3: Reference Groups [Accessibility (Ability to reach the target customers)]	1.000	.610
Tool 3: Reference Groups [Message Clarity (Ability to provide detail description about the products)]	1.000	.627
Tool 3: Reference Groups [Frequency of Advertisements (Number of times exposed to customers)]	1.000	.681
Tool 3: Reference Groups [Attractiveness (Convincing power by visual-verbal impacts and advertisement appeals)]	1.000	.689
Tool 3: Reference Groups [Credibility and Reliability (Trustworthiness of the Medium)]	1.000	.608
Tool 4: Point of Sales Promotions [Accessibility (Ability to reach the target customers)]	1.000	.727
Tool 4: Point of Sales Promotions [Message Clarity (Ability to provide detail description about the products)]	1.000	.721
Tool 4: Point of Sales Promotions [Frequency of Advertisements (Number of times exposed to customers)]	1.000	.679
Tool 4: Point of Sales Promotions [Attractiveness (Convincing power by visual-verbal impacts and advertisement appeals)]	1.000	.758
Tool 4: Point of Sales Promotions [Credibility and Reliability (Trustworthiness of the Medium)]	1.000	.791
Tool 5: Online and Social Media Platforms [Accessibility (Ability to reach the target customers)]	1.000	.754
Tool 5: Online and Social Media Platforms [Message Clarity (Ability to provide detail description about the products)]	1.000	.837
Tool 5: Online and Social Media Platforms [Frequency of Advertisements (Number of times exposed to customers)]	1.000	.738
Tool 5: Online and Social Media Platforms [Attractiveness (Convincing power by visual-verbal impacts and advertisement appeals)]	1.000	.717
Tool 5: Online and Social Media Platforms [Credibility and Reliability (Trustworthiness of the Medium)]	1.000	.764
Tool 6: Mobile and Telemarketing [Accessibility (Ability to reach the target customers)]	1.000	.833
Tool 6: Mobile and Telemarketing [Message Clarity (Ability to provide detail description about the products)]	1.000	.833

Tool 6: Mobile and Telemarketing [Frequency of Advertisements (Number of times exposed to customers)]	1.000	.682
Tool 6: Mobile and Telemarketing [Attractiveness (Convincing power by visual-verbal impacts and advertisement appeals)]	1.000	.812
Tool 6: Mobile and Telemarketing [Credibility and Reliability (Trustworthiness of the Medium)]	1.000	.776
Advertisements and Promotional Benefits [Cash Incentives: (Instant Cash Discounts, Bundle Offers, Reward Points encashment, etc.)]	1.000	.628
Advertisements and Promotional Benefits [Free Products/Free Gifts: (Free Samples, buy 1 get 1 free, 10% extra, Complimentary Gifts, etc.)]	1.000	.592
Advertisements and Promotional Benefits [Lotteries and Coupons: (Raffle Draws, and Scratch Card Gifts - TV, Refrigerator, Car, Free Trips, etc.)]	1.000	.672
Advertisements and Promotional Benefits [Card Discounts and Mobile Payments: (Membership Cards and Reward Points, Debit/Credit Cards Incentives, Mobile Wallet Payments, etc.)]	1.000	.598
Advertisements and Promotional Benefits [Consumer Engagement Programs ie. Games and Events, Road Shows, Campaigns, etc.]	1.000	.622

From the above table, the researchers have witnessed all calculated values are above 0.50 which is the standard cut point. The values in the extraction column of commonalities indicate the proportion of each variable's that can be explained by the retained eight factors. Variables with high values in the extraction column are well represented in the common factor space. For example, 83.7% (or 0.837 out of 1) variance of the variable "Preferences towards 'Online and Social Media Platforms (Company Website, Facebook Page, YouTube Channel, etc.)' for the message clarity (Ability to provide detail description about the products)" and 83.3% variance of the variable "Preferences towards 'Mobile and Telemarketing (SMS Notifications, Cold Calling - Telephone Calls, E-mail Notifications, etc.)' for the accessibility (Ability to be reach the target customers)" can be explained by the 8 factors that have been retained here. Variables with low values are not well represented by the factors. It can be noted that, in this data, no variables have any particularly low values (Table 6).

Table 7: Total variance explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.353	29.581	29.581	10.353	29.581	29.581	3.853	11.009	11.009

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2	3.118	8.907	38.488	3.118	8.907	38.488	3.819	10.912	21.922
3	2.530	7.227	45.715	2.530	7.227	45.715	3.590	10.258	32.179
4	1.965	5.614	51.329	1.965	5.614	51.329	3.379	9.654	41.833
5	1.805	5.158	56.487	1.805	5.158	56.487	2.840	8.116	49.949
6	1.651	4.717	61.204	1.651	4.717	61.204	2.693	7.695	57.644
7	1.522	4.350	65.553	1.522	4.350	65.553	2.136	6.102	63.746
8	1.302	3.719	69.272	1.302	3.719	69.272	1.934	5.527	69.272
9	.925	2.644	71.917						
10	.849	2.425	74.342						
11	.777	2.220	76.561						
12	.680	1.944	78.505						
13	.639	1.825	80.330						
14	.571	1.630	81.960						
15	.521	1.489	83.449						
16	.495	1.413	84.862						
17	.458	1.307	86.169						
18	.447	1.278	87.447						
19	.409	1.170	88.617						
20	.381	1.087	89.705						
21	.357	1.021	90.725						
22	.345	.984	91.710						
23	.330	.942	92.652						
24	.311	.890	93.542						
25	.286	.818	94.359						
26	.277	.791	95.150						
27	.260	.742	95.893						
28	.247	.707	96.600						
29	.214	.611	97.210						
30	.204	.584	97.794						
31	.183	.523	98.316						
32	.172	.491	98.807						
33	.150	.427	99.235						

34	.139	.397	99.632					
35	.129	.368	100.000					

The ‘Total Variance Explained’ table presents the number of common factors extracted, the eigenvalues associated with these factors, the percentage of total variance accounted for by each factor, and the cumulative percentage of total variance accounted for by the factors. Using the criterion of retaining only factors with eigenvalues of 1 or greater, eight factors were retained for rotation. These eight factors accounted for 29.58%; 8.91%; 7.23%; 5.61%; 5.16%; 4.72%; 4.35 and 3.72% of the total variance, respectively for a total of 69.27%.

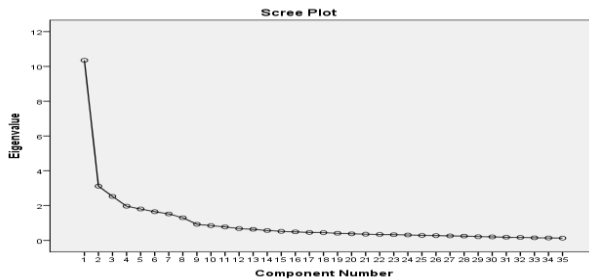


Figure 1: Scree plot

The above figure shows a graphical representation of all calculated eigenvalue against the factors. The researchers have observed after the eighth factor the eigenvalues of the factors are less than 1. It is also clear that the scree plot has a downward trend meaning each successive factor is accounting for smaller and smaller amounts of the total variance.

Table 8: Rotated component matrix an (extraction method: principal component analysis. rotation method: Varimax with Kaiser normalization)

Variables	Components							
	1	2	3	4	5	6	7	8
Tool 6: Mobile and Telemarketing (Message Clarity)	.839							
Tool 6: Mobile and Telemarketing (Accessibility)	.816							
Tool 6: Mobile and Telemarketing (Attractiveness)	.797							
Tool 6: Mobile and Telemarketing (Frequency of Advertisements)	.750							

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Tool 6: Mobile and Telemarketing (Credibility and Reliability)	.723					
Tool 5: Online and Social Media Platforms (Message Clarity)		.829				
Tool 5: Online and Social Media Platforms (Frequency of Advertisements)		.767				
Tool 5: Online and Social Media Platforms (Attractiveness)		.750				
Tool 5: Online and Social Media Platforms (Credibility and Reliability)		.737				
Tool 5: Online and Social Media Platforms (Accessibility)		.699				
Tool 4: Point of Sales Promotions (Accessibility)			.805			
Tool 4: Point of Sales Promotions (Message Clarity)			.795			
Tool 4: Point of Sales Promotions (Credibility and Reliability)			.777			
Tool 4: Point of Sales Promotions (Attractiveness)			.770			
Tool 4: Point of Sales Promotions (Frequency of Advertisements)			.718			
Tool 2: Print Media & Outdoor Advertisements (Message Clarity)				.789		
Tool 2: Print Media & Outdoor Advertisements (Frequency of Advertisements)				.775		
Tool 2: Print Media & Outdoor Advertisements (Accessibility)				.750		
Tool 2: Print Media & Outdoor Advertisements (Attractiveness)				.747		
Tool 2: Print Media & Outdoor Advertisements (Credibility and Reliability)				.743		
Tool 3: Reference Groups (Message Clarity)					.751	
Tool 3: Reference Groups (Credibility and Reliability)					.745	
Tool 3: Reference Groups (Accessibility)					.706	
Tool 3: Reference Groups (Attractiveness)					.679	
Tool 3: Reference Groups (Frequency of Advertisements)					.672	
Tool 1: Broadcast Media Advertisements (Accessibility)						.751
Tool 1: Broadcast Media Advertisements (Attractiveness)						.746
Tool 1: Broadcast Media Advertisements (Frequency of Advertisements)						.693
Tool 1: Broadcast Media Advertisements (Message Clarity)						.669

Tool 1: Broadcast Media Advertisements (Credibility and Reliability)						.551	
Advertisements and Promotional Benefits (Cash Incentives)							.718
Advertisements and Promotional Benefits (Free Products/Free Gifts)							.683
Advertisements and Promotional Benefits (Card Discounts and Mobile Payments)							.666
Advertisements and Promotional Benefits (Lotteries and Coupons)							.649
Advertisements and Promotional Benefits (Consumer Engagement Programs)							.621

The Rotated Component Matrix table characterizes the eight factors after rotation. To identify what these factors represent, it would be necessary to consider what variables loaded on each of the eight factors indicated. Five variables are loaded on Factor 1. A review of these shows that most of these items reflect the preference level of respondents regarding the effectiveness of ‘Mobile and Telemarketing (SMS Notifications, Cold Calling - Telephone Calls, E-mail Notifications, etc.)’ promotional tool utilized by the modern retailer for purchasing agro-based products. Out of five criteria (message clarity; accessibility; attractiveness; credibility and reliability; frequency of advertisement) regarding the said promotion tool – ‘accessibility (ability to reach the target customers)’ and ‘message clarity (ability to provide detail description about the products)’ received young consumers attention most. Factor 2 incorporates five observed variables that reflect ‘perception’ towards ‘Online and social media platforms (Company Website, Facebook Page, YouTube Channel, etc.)’ tool. ‘Message clarity’ and ‘frequency of advertisements (number of times exposed to customers)’ criteria of ‘online and social media’ tool got a positive response from young consumers. Similarly, ten variables are loaded on Factor 3 and 4 respectively. Factor 3 (with 5 variables) represents maximum preference of young consumers related with ‘accessibility’ and ‘message clarity’ features of ‘Point of Sales Promotions (In-store Banners, Hanging Dangles, Festoons, TV Screens, and Seller’s Advice)’ whereas factor 4 (with 5 variables) reflects young consumers preference related mostly with ‘message clarity’ and ‘frequency of advertisements’ criteria of ‘Print media and outdoor advertisements (Newspaper, Magazines, Posters, Banners, Leaflets, Road Shows, etc.)’. Factor 5 encompasses five variables that reproduce effectiveness of ‘WOM (by reference group)’ promotional tool and ‘message clarity’ and ‘credibility and reliability (trustworthiness of the

medium)' criteria of this tool got a positive response from young consumers. Factor 6 incorporates five variables that reproduce effectiveness of 'Broadcast Media Advertisements' tool and 'accessibility' and 'attractiveness (Convincing power by visual-verbal impacts and advertisement appeals)' criteria of this tool received young consumers attention most. Finally, Factor 7 (with three variables) reflects 'significant promotional benefits' of modern retailing whereas factor 8 contains two variables that appear to reflect – 'negligible promotional benefits' by modern retailing. (Table 8 and 9 respectively).

Table 9: Overview of the factor labelling

Effectiveness of the Promotional Tools						Promotion
Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7
Mobile and Telemarketing	Online and Social Media Platforms'	Point of Sales promotions	Print Media and Outdoor advertainments	WOM by the reference group	Broadcast Media Advertisements	Significant Promotional Benefits
Message Clarity	Message Clarity	Accessibility	Message Clarity	Message Clarity	Accessibility	Cash Incentives
Accessibility	Frequency of Advertisements	Message Clarity	Frequency of Advertisements	Credibility and Reliability	Attractiveness	Free Products/ Free Gifts
Attractiveness	Attractiveness	Credibility and Reliability	Accessibility	Accessibility	Frequency of Advertisements	Card Discounts and Mobile Payments
Frequency of Advertisements	Credibility and Reliability	Attractiveness	Attractiveness	Attractiveness	Message Clarity	
Credibility and Reliability	Accessibility	Frequency of Advertisements	Credibility and Reliability	Frequency of Advertisements	Credibility and Reliability	

6. Significance and recommendations

The study explored the use of promotional tools and offers in increasing the awareness level of the young consumers' regarding their purchase of different agro-based products from the modern retail outlets in the context of Dhaka, Bangladesh. It examined how the retailers manage their regular operations in specific geographic areas and how they absorb the cultural variances in context to changing consumers' pattern. It is evident from the analysis that the significance of promotional tools and offers utilized by modern retailers to create awareness among the young in Dhaka city is satisfactory. Respondents provided the highest priority towards the "Mobile and Telemarketing" tool offered by modern retailers. "Online and Social

Media" tool received the second most priority. As the researchers expected, the effectiveness of the "Broadcast Media Advertisements" as a promotion tool seems to be insignificant in comparison to other tools. In addition to, promotional benefits and offers such as "cash incentives, free gifts, card discounts, and mobile payments" received substantial priority.

Based on the above mentioned analysis and findings, the researchers have identified some possible suggestions which are discussed below:

In today's digital era, with the support of contemporary telecommunication services, marketers of the modern retail outlets are sending a huge amount of SMS, e-mails, and making calls to the dispersed customers, expecting purchase from them. And they are doing these either on a random or trial and error basis. In most of the cases, these are not connecting the ultimate potential customers and bringing both financial and image losses for the senders. So, to make sure better feedback from the customers' side, marketers of modern retail outlets should fix their target groups properly and then communicate with them specifically. These may reduce the cost of marketing communication and bring more sales revenue to them.

To cope up with the online shopping customs of the young consumers, marketers of modern retail outlets should introduce a comprehensive shopping app both for the Android and IOS users. This app may provide outlets' location wise stock updates, notification of promotional offers, online order placement facilities, and electronic payment options such as payment through banking cards (debit, credit, and co-branded payment cards such as visa or master cards), prepaid shopping cards, mobile banking, digital wallets, etc. Moreover, marketers may regularly convey different promotional updates to the consumers and offer varieties of loyalty benefits for frequent and bulk buyers. These initiatives may attract the ultimate buyers and benefit the modern retail outlets both from the branding and business sides.

In the case of online shopping of agro-based products from the modern retail outlets, it has been observed that customers are having some discrepancy among the online product displays and the actual deliveries. This is been considered as one of the major problems for customers' dissatisfaction nowadays. So, to overcome this problem, marketers of modern retail outlets may offer an instant product return facility and money back offer at the customers' delivery point for their purchases. This will bring transparency in

transactions and build win-win deals for both the parties which will advance their mutual relationships for the long run.

To increase the stores' brand loyalty and bringing purchase intention into consumers' minds, marketers of modern retail outlets may undertake different consumer engagement programs through social media such as sharing consumers shopping experiences with store's photos, videos, and their expressions on the marketer's social pages and channels. Best uploads or shared contents may be offered some attractive incentives or gift vouchers. Furthermore, to make the ultimate buyers more attracted towards them, the marketers of modern retail outlets may go for some social media live programs directly from the fields of their contract farmers especially for the agro-based products such as the collection of vegetables, fruits, and livestock, etc. at the farm premises. These can be done regularly before the weekends and circulate a clear message to the ultimate customers that the products shown in life will be merchandised in the stores during the weekend holidays. These may create excitement among the customers for buying all those farm-fresh products on a first-come-first-served basis.

As a part of Point of Sales (POS) promotion, and to enhance the public relation activities, marketers of modern retail outlets may display some recorded videos inside the store premises in different product corners', showcasing different steps of the backward and forward linkages (product procurement, transportation, central storage and warehousing, incremental value addition, and merchandising) of agro-based products. These will help the marketers to pursuit their customers highlighting the products' source transparency, quality control mechanism, freshness levels, and inner nutrition factors, etc.

In-store salespeople are considered as one of the important promotional tools to convince the customers and motivate them to buy. So, the in-store sales forces or the product's brand promoters should be more cordial, knowledgeable, well trained, and smart enough to demonstrate the products efficiently to the potential buyers in different purchase situations. The professional approaches and expert opinions of the in-store salespeople may lead the interest of the customers towards a final purchase, especially for the agro-based product items.

Nowadays, print and outdoor media are being used as the prime options for mass communication and promotion of consumer products. So, to create

effective mass awareness and sales lead generation for modern retail outlets, marketers should advertise in the national daily newspapers and popular magazines regularly. Clarifications about product's origin with certification from the proper authority and production methods- like carbide free, formalin-free, organic fertilizers, preservatives free, etc. can also be highlighted in the news articles. And at the same time to inform the outlet based promotional offers to the local customers, marketers may use the local newspaper distribution agents to insert extra promotional pages or leaflets inside the dailies especially during the weekend and holiday time.

For outdoor communications, apart from the use of banners, festoons, and billboards; marketers of modern retail outlets may go for using lucrative transit medias such as company-sponsored vehicles which will carry some attractive stickers and moving slides. A moving vehicle may visit several areas in a day and can become a mobile advertisement for a large number of customers every day. This will not only draw the attention of the potential customers but also share a compact message to them about the distribution channel efficiency of the marketers.

There is a common perception in the consumers' mindset that prices of modern retail outlets are comparatively higher than the prices of the regular grocery shops/ wet markets for the same products. But the fact is, due to the bulk storage facilities and big sales volume, modern retail outlets can afford less/ competitive prices for most of the products especially for the agro-based items. So, the marketers should disseminate this message through a mass platform of communication so that the potential customers may have confidence and interest to buy products from the modern retail outlets. Besides this, marketers may assure the availability of organic and fresh products with a more logical presentation in the mass media especially through the print and outdoor communication media.

To present a holistic view of agro-based products' quality to the customers, modern retail outlets may maintain a proper date of manufacture/packaging, display, and expire, etc. for the perishable and semi-perishable products. Routine inspection should be undertaken jointly by the company representatives, and government/non-government agencies personnel to ensure the quality, food nutrition and health benefits for the customers. Communicating these practices to the ultimate customers through the mass media (Television, Newspaper, Outdoor, and Social Media, etc.) regularly

may build strong confidence in the customers' mind and enhance their satisfaction and brand retention.

7. Conclusion

Survey findings suggested that the use of promotional tools and benefits is somewhat significant. However, as one of the prime concerns of the 'modern retailers' is to create awareness among consumers' towards agro-based product, they should keep in mind that the contents of marketing of agro-based products are based on criteria such as 'Message Clarity', 'Credibility', 'Availability' and 'Attractiveness' at the time of developing the promotion campaigns. Also, to stay competitive in the marketplace and to have a substantial advantage in the market, modern retailers have to offer lucrative promotional benefits as per the findings which suggested that 'Lotteries and Coupons' are not as much of significant medium. Modern retailers will have to make efforts to ensure that meaningful tools of promotion and attractive promotional offers are effectively available to enhance operational efficiency and that could enable the modern retail outlets in Dhaka city to foster their competitiveness and leverage their sales in the long-run.

The study reflected the prevailing use of promotional tools and offers by the modern retail outlets in the context of Bangladesh. Due to some unavoidable circumstances, this investigation covers only young consumers in the Dhaka, the capital city of Bangladesh. Hence, investigators are expecting that future researchers will emphasis on this area [i.e. cover consumers' (all age groups) outside the Dhaka city] and explore new arena which could contribute in the development of a planned policy of systematic interventions in addressing the needs of such group in the country with regards to the agro-based products available. Though the findings and analysis have met the objective of the study, the survey would need to be exposed to a larger number of samples to pose any relevant value to the targeted audience. It is, therefore, recommended that further study needs to be conducted using a wider pool of respondents which will allow further room for utilization of more significant data. For this purpose, the on-field random sampling method may be utilized by future researchers.

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