Impact of Marketing Strategies of Retailers on Consumers with Specific Reference to Ram ki Bandi and Local Tiffin Centres

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Abstract. Entrepreneurs and small business management go hand in hand in making a successful business. The study is taken up on retailers in the street food industry. The study's objective is to analyze the impact of the marketing strategies of Ram ki Bandi, a famous street food corner in Hyderabad, India, and a comparative study between the marketing strategies of Ram ki Bandi and local street tiffin centers. Tiffin centers are small eateries put up on the street. A marketing strategy is a long-term plan for achieving a company's goals by understanding customers' needs and creating a distinct and sustainable competitive advantage. For the study, the data was collected through primary data sources, such as survey methods, questionnaires, and secondary data sources. The primary data was collected from a sample of 100 respondents using questionnaires and interviews. Marketing strategies are essential in the growth of a retailer’s business. Some of them are as follows: attracting more customers, analyzing competitors, understanding customers, and making optimal pricing decisions, amongst others. The findings of the study state that marking strategies impact consumer behavior when purchasing a given product.

Keywords: Small business; Marketing strategies; Retail business; Ram ki Bandi; Street food corner; Hyderabad

1. Introduction

Due to ever-evolving technology and competition, small business management is challenging today. Entrepreneurs wear multiple hats, overseeing everything from finances and marketing to employee relations and product development. Despite the challenges, effective management can turn a passionate idea into a thriving enterprise. By embracing new tools and understanding core principles, small businesses can navigate the ever-changing landscape and achieve long-term success.

Hyderabad is the capital city of the State of Telangana, India. It is a booming tech industry, and the growing population creates a dynamic environment for small businesses. It offers unique opportunities and challenges, from local shops to innovative startups. Managing finances, navigating regulations, and building a solid customer base are all crucial for success. Fortunately, Hyderabad provides a wealth of resources to empower

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entrepreneurs, including government initiatives and experienced consultants. With such support available, your venture can thrive in this vibrant city.

Small business management involves several key areas: planning, finances, marketing, human resources, and operations. Planning and goal setting help entrepreneurs determine what they want their business to achieve and create a roadmap. Finances cover everything from keeping track of income and expenses to ensuring enough cash flow. Marketing and sales involve getting the word out about business and persuading people to buy products or services. Marketing strategies have evolved and become more consumer centric over the last century (Bagchi, 2020). Human resources cover hiring, training, managing employees, and following employment laws and regulations. Operations entail the day-to-day tasks of running a business, such as ensuring inventory and delivering products or services to customers. This paper highlights the transformation of a tea stall into Hyderabad's most famous multi-chain tiffin spot, “Ram Ki Bandi.” Tiffin centers are small eateries on the street for quick eating by passers-by. It presents the story in a simplistic way to showcase the small business's journey and success. With effective management and careful attention to critical areas, small businesses can achieve their goals and thrive in Hyderabad's dynamic and vibrant environment.

The article discusses protests by food delivery workers on platform-based apps during the first wave of the pandemic. These workers were categorized as 'essential' during the lockdown, leading to changes in hiring practices and services offered, including grocery delivery and safety protocols. Despite being hailed as ‘heroes,’ their pay was cut, sparking strikes since June 2020 in various cities. The article provides details of strikes in Hyderabad in June and September 2020, comparing worker motivation, tactics, and platform company responses. It highlights factors weakening workers' bargaining power despite their essential service role (Mudavath Ravi Nath, 2023).

A report by the National Restaurant Association of India (NRAI) and Technopark revealed that dining out with families constitutes around 25% of all meals outside the home in India. Indians increasingly opt for prepared meals over home-cooked ones, with factors such as a growing young and working population, higher disposable incomes, tech-savviness, and an experimental attitude driving this trend. However, despite the proliferation of food retailers like restaurants and fast-food centers in Hyderabad, there has not been a comprehensive study on why people eat out in the city (Harinadh Karimikonda, 2020).

This paper examines how socio-economic changes impact urban public spaces, focusing on street food vendors in Hyderabad. It asks whether broader transformations are mirrored in street vending. Transformation here refers to a shift from established systems to new structures, significantly altering living conditions and values. Traditional and new systems often clash, necessitating the replacement of old regulatory factors. This distinguishes transformation from gradual societal changes. The paper lays a foundation by discussing public space concepts, street vending, and Hyderabad's transformation. It first explores links between transformation and public space, then zooms into evolving discourses on street vendors. Shifting focus analyzes street vendors' daily practices, identifying three space appropriation strategies and showcasing how they negotiate public space claims through four examples. Finally, it reconciles both parts, reflecting on how overarching discourses influence public space usage (Grenzebach, 2015).

This paper examines the opinions of Indian retailers, both traditional and organized, on the impact of changes in FDI policies by the Indian government on the retail market.
Data was collected using purposive sampling, in which a sample of 32 out of 43 pre-selected samples was collected. Descriptive statistics and the Mann-Whitney U test were employed for analysis. The findings revealed that 57.14% of organized retailers saw employment opportunities increasing with FDI. However, 53.13% and 65.63% of all retailers agreed that store profits and sales decreased, respectively.

Interestingly, only 37.5% of retailers supported allowing FDI directly. The survey was conducted in Hyderabad, Telangana, limiting its generalizability. Nonetheless, it raises awareness among retailers about FDI's impact, aiding them in developing competitive strategies for sustainability and growth (Srikanth, 2013).

Mudavath Ravi Nath (2012) studied retailing. The study says that retailing is the last stage in economic activity, involving the sale of goods to end consumers for non-business use. Organized retailing in India is relatively new, with large corporations entering the scene. This shift is supported by increased affluence and a growing consumer class. Traditionally, retailing in India has mainly been unorganized, but consumers increasingly turn to organized retail outlets like Trinethra, Food World, Big Bazaar, and others for shopping. Unlike in developed countries where shopping is often an individual experience, it is more of a social and family affair in India. This paper explores how consumers perceive organized retail formats in India's evolving market. It seeks to understand consumer attitudes toward organized retailing and the additional value it can provide to consumers. The study focuses on consumer perceptions and attitudes towards organized retailing, aiming to shed light on the potential for further revolution in India's retail sector.

This preliminary case study offers an overview of street food vending in Hyderabad, a growing South Indian megacity. It investigates the organizational structure and evolving institutional setups of roadside food vending, explores vendors' livelihoods, and assesses street food's role in urban food provision. The study conducted primary research alongside a literature review to highlight critical issues and challenges facing Hyderabad's street food vending system. The findings emphasize the need for additional action research to address these challenges effectively (Wipper et al., 2007).

This preliminary case study offers an overview of shifting food purchasing and consumption habits among the urban middle class in Hyderabad, a burgeoning South Indian megacity. It delves into how increased spending power and evolving lifestyles, influenced by economic liberalization and globalization, are reshaping food choices and diets in this demographic. Additionally, the study explores the health implications of these changing consumption patterns, highlighting the rising prevalence of overweight and diet-related chronic diseases among India's emerging urban middle class. Data was gathered through questionnaires and interviews, complemented by a comprehensive literature review. The findings underscore the need for continued research and action to address the challenges posed by these evolving food habits (Lohr et al., 2007).

It is found that relative efficiencies using basic DEA methods of all the 45 H&Rs of India are overestimated. These efficiencies are corrected using bias correction through bootstrap DEA methods. The bounds for the efficiencies of each H&R are computed using all the adopted methods. All H&Rs are ranked using bias-corrected efficiencies, and the linear trend between ranks suggests that the H&Rs are ranked almost similarly by all the adopted methods (Mahajan et al., 2024).

Globalization has led to widespread commercial activities worldwide, boosting human productivity and living standards. However, it has also heightened ecological threats,
emphasizing the need for sustainability across industries. As a result, there is a growing focus on making organizations environmentally friendly, which requires concerted efforts from both management and staff (M.M. Shanmugapriya, 2023).

In Lambeth, Incredible Edible Lambeth (IEL) uses innovative mapping projects to uncover hidden food production spaces and promote community engagement. Their walking trails highlight food grown in community gardens, guiding residents away from pollution and towards green spaces. In collaboration with Arup, the Lambeth Plots project uses GIS analysis and citizen-led mapping to identify opportunities for more food growing. Despite pandemic challenges, digital apps and online workshops have fostered community involvement, aiming to show decision-makers the importance of expanding food growing spaces for access to healthy, affordable, locally produced food, especially for food-insecure communities (Janie, 2024).

2. Methods

Primary data is collected using two methods. First, data is collected based on consumer reviews from 100 respondents on significant marketing strategies and their opinions on Ram ki Bandi through a questionnaire. To comprehensively explore the impact of marketing strategies employed by retailers on consumers, with a specific focus on Ram ki Bandi and local tiffin centers, it’s essential to delve into various aspects of marketing and consumer behavior. Marketing strategies play a pivotal role in influencing consumer perceptions, preferences, and behaviors. Retailers like Ram ki Bandi and local tiffin centers often employ diverse marketing tactics to attract and retain customers. These strategies encompass a wide range of activities, including product positioning, pricing, promotion, and distribution, tailored to resonate with target consumers.

Understanding the impact of these strategies on consumers necessitates a multifaceted approach, incorporating both qualitative and quantitative methodologies. In this study, primary data collection involves two main methods: consumer reviews and a questionnaire. Consumer reviews provide valuable insights into the real-world experiences and perceptions of customers regarding the marketing strategies implemented by retailers. By analyzing reviews from a diverse pool of respondents, researchers can identify patterns, trends, and sentiments associated with various marketing initiatives. This qualitative data offers rich contextual information that supplements quantitative findings from structured questionnaires.

The questionnaire serves as a structured tool for collecting quantitative data on consumer opinions and attitudes towards specific marketing strategies employed by retailers like Ram ki Bandi. Through targeted questioning, researchers can gather systematic feedback on aspects such as product quality, pricing competitiveness, promotional activities, and overall satisfaction levels. By administering the questionnaire to a sample of 100 respondents, researchers aim to capture a representative snapshot of consumer sentiment within the target market segment.

Analyzing the collected data entails a rigorous process of interpretation and synthesis. Qualitative data from consumer reviews are subjected to thematic analysis to identify recurring themes, sentiments, and underlying motivations driving consumer behavior. This qualitative analysis provides nuanced insights into the perceived effectiveness of marketing strategies and their impact on consumer decision-making.
processes. On the other hand, quantitative data from the questionnaire are subjected to statistical analysis to identify correlations, trends, and associations between different variables. Techniques such as regression analysis, correlation coefficients, and hypothesis testing are employed to uncover the relationships between specific marketing tactics and consumer responses. By quantifying these relationships, researchers can assess the relative importance of various marketing elements in shaping consumer perceptions and behaviors.

The findings of the study offer valuable implications for retailers like Ram ki Bandi and local tiffin centers seeking to optimize their marketing strategies to better serve their target customers. By understanding which aspects of their marketing efforts resonate most strongly with consumers, retailers can fine-tune their approaches to enhance customer satisfaction, loyalty, and ultimately, business performance. In conclusion, investigating the impact of marketing strategies on consumers requires a holistic approach that integrates qualitative insights from consumer reviews with quantitative data obtained through structured questionnaires. By employing multiple methods of data collection and analysis, researchers can gain a comprehensive understanding of the dynamics shaping consumer behavior in the context of retailing, thereby informing strategic decision-making for retailers and enhancing the overall consumer experience.

3. Results and Discussion

3.1. Introduction to Ram ki Bandi

Ram ki Bandi is the best and most loved Dosa center in Hyderabad. The business was established in 1989 by the respected father of Ram Shinde and was taken over by Ram Shinde after his MBA graduation. Mr. Ram, known as a food innovator, was keen to introduce fusion food to Hyderabad and thus proudly became the inventor of fusion dosas. The journey from a roadside cart to a well-established business was long yet inspiring and motivating to many aspiring entrepreneurs.

The Ram ki Bandi used unique marketing strategies to attract customers, which led to greater success than local tiffin centers, which use almost no marketing strategies in their day-to-day business. Any given local tiffin center focuses on the normal business. If its taste is good and reasonably priced, its sales will increase and gradually adapt to a set customer base. By implementing unique marketing strategies and their impact on consumers, Ram ki Bandi is now converted into an organized business structure from a cart, waiting for further expansion.

Ram ki Bandi – Fresh, healthy, and tasty, believes in “serving what people love” and focuses on the same. They provide high-quality fusion south-Indian breakfast (primarily known for their fusion dosas) at economical prices. Their menu includes dosas like cheese cream dosa, paneer cheese dosa, pizza dosa, corn dosa, ghee dosa, kaaram idli, tava idli, among many others. The consistency in their taste and quality remains the same from incorporation. They also use high-quality raw materials to achieve this.

From managing a small cart to incorporating a business, Mr. Ram has successfully taken calculated risks. At each growth stage, the researchers can observe that additional workforce and specialists were employed to lead the business forward. From trying out new dosas on the cart, now the business holds a functional structure with dedicated
marketing and financial teams that manage the business and the rapid expansion plans alongside Ram Shinde. Local tiffin centers are mostly small businesses with the least investments and are mainly managed by family members without any expansion plan.

**Figure 1** Ram ki Bandi logo

3.2. Interview responses from Ram Shinde

1Q. Given that it’s your father’s enterprise and you’ve built a solid reputation, how do you plan to uphold and strengthen your standing in the industry?

A. Spicing things up like a chef who accidentally adds too much cayenne pepper. We are always cooking up something new and exciting to keep our customers coming back for more delicious surprises!” ensuring that they stay relevant and meet evolving customer preferences. Integral to this strategy is actively seeking and incorporating customer feedback during the introduction of these new offerings, allowing us to maintain our standards and cater to our clientele effectively.

2Q. In light of the increasing food retail landscape, particularly the prevalence of tiffin centers in Hyderabad, how do you adapt to the heightened competition in your industry?

A. We maintain a forward-thinking approach, implementing strategies designed for the future in the present. This foresight gives us a competitive edge in the industry, positioning us ahead of our rivals. Our commitment to excellence is reflected in both the quality of our food offerings and the superior packaging we provide, earning us the highest ratings in Hyderabad.

3Q. As you are an MBA graduate, how do you implement these strategies into your small business?

A. Utilizing my MBA background, I integrate these strategic approaches into our small business operations with the finesse of a stand-up comedian trying to win over a tough crowd. By leveraging my expertise, we implement forward-thinking strategies that align with our long-term goals. This ensures our competitive advantage and excellence in areas such as product quality and packaging, ultimately driving success in our business ventures.
4Q. What is your organisational structure and the team that you maintain?

A. Our organization has a functional structure consisting of three main divisions: finance, marketing, and production. Although these divisions are small, they effectively carry out their tasks and celebrate their successes. They may be tiny like minions, but they play a significant role in our overall success, acting like little heroes in a vast world.”

5Q. During the COVID-19 pandemic, the food industry faced significant disruptions for several months. How did your business navigate through this crisis?

A. Thanks to our loyal customer base, we temporarily closed our business during the COVID-19 restrictions but promptly reopened once they were lifted. We’re grateful for our customers’ continued support, which enabled our business to resume operations smoothly post-COVID. Additionally, during the challenging times, we managed to pay half of the salaries to our dedicated workforce, reflecting our commitment to supporting our employees through adversity.

6Q. What is the primary motivating factor that inspires you and your team to begin work as early as 3 am each morning?

A. Our deep passion for our work fuels our early morning starts at 3 am. Throughout the years, serving customers has become more than just a job – it’s a source of joy and fulfillment for us. It’s like Christmas morning every day, except instead of presents, we unwrap new challenges and opportunities to make a difference. So, yeah, we jump out of bed with the same enthusiasm as a kid who just found out they’re getting a puppy!

7Q. How do you approach pricing your products while ensuring they reflect the high cost of procuring top-quality goods?

A. Our pricing approach is not defined by a specific strategy; rather, it revolves around understanding the economic circumstances of our customers. We aim for a balanced pricing structure that neither undercuts nor overburdens our clientele. Given our reputation for delivering exceptional quality, we factor in the costs associated with sourcing premium materials, ensuring that our profit margins remain reasonable to maintain affordability for our customers.

8Q. Which single strategy do you believe played a pivotal role in propelling your business to its current level of success?

A. From 2010 through 2011, the concept of offering food during late-night hours was virtually non-existent among food retailers in Hyderabad. Ram ki Bandi emerged as a pioneer, becoming the first establishment to provide food at 3 am. This innovative idea stemmed from the needs of a few IT professionals who sought quick bites after finishing their late-night shifts in multinational corporations. Situated in the bustling MJ market, our early morning opening hours quickly gained popularity, laying the foundation for our business’s success. I firmly believe that for any business to become successful we must provide something different than the usual markets, providing the fusion dosas was another key innovation.

9Q. Could you provide details about your inventory management practices and how you handle day-to-day crises within your business operations?
A. We adopt a strategic approach to inventory management by procuring long-life raw materials like pulses and cheese every month, capitalizing on bulk discounts. Perishable goods such as vegetables are sourced daily from trusted suppliers with whom we maintain strong relationships. Leveraging these relationships also allows us to benefit from favourable credit terms. While the food industry may encounter occasional challenges, our day-to-day operational hiccups appear minor in comparison. With over a decade of experience, what might have once seemed like crises are now easily manageable situations for our business.

10Q. Expanding your business through franchise models presents both advantages and disadvantages. Could you elaborate on how this approach impacts your business?

A. Initially, we adopted a franchise model by entrusting contracts to close friends. However, we’ve since transitioned to owning and operating all branches across Hyderabad and other states. The drawbacks of the franchise model became apparent as we couldn’t ensure consistent quality and taste across all outlets. By owning our branches outright, we maintain control over maintaining uniform standards. Our production process is labour-intensive, necessitating at least 15 workers per branch. We invest in rigorous training for each team member at our existing branches before opening new ones, ensuring consistency in operations.

11Q. What are your plans?

A. Our plans entail a straightforward yet ambitious focus on expanding our business internationally. We aim to establish additional branches in popular tourist destinations within India, such as Goa, while also venturing into international markets. The initial steps for international expansion have been taken, with progress underway for opening a branch in Thailand within the coming months. Our goal for international expansion is to address the needs of Indian travellers and residents abroad by providing them with homely food options, with a taste of home that will make them say “Namaste, this is exactly what I needed.”

Figure 2 MR. Ram Shinde
3.3. Objectives

The objectives outlined for this study serve as guiding principles to investigate and analyze the impact of marketing strategies employed by small retailers, with a specific focus on Ram ki Bandi and a local tiffin center. Let's delve deeper into each objective to gain a comprehensive understanding of their significance and implications. This objective underscores the importance of comprehending how marketing strategies implemented by small retailers influence consumer behavior, perceptions, and preferences. Small retailers often operate within limited resources and face unique challenges in competing with larger counterparts. Therefore, understanding the efficacy of their marketing strategies is crucial for their survival and growth in a competitive marketplace.

By examining the impact of marketing strategies on consumers, researchers can uncover insights into which tactics resonate most strongly with target audiences, drive purchasing decisions, and foster loyalty. This understanding enables small retailers to optimize their marketing efforts, allocate resources effectively, and tailor their strategies to meet the evolving needs and preferences of their customers. Key areas of inquiry under this objective may include analyzing the effectiveness of various marketing channels (e.g., social media, word-of-mouth, traditional advertising) utilized by small retailers, assessing the influence of pricing strategies, product differentiation, and customer service on consumer perceptions, and identifying emerging trends or consumer preferences that can inform future marketing initiatives.

This objective seeks to conduct a comparative analysis between two specific small businesses: Ram ki Bandi and a local tiffin center. By juxtaposing these two entities, researchers aim to gain insights into the unique marketing strategies, competitive advantages, and consumer perceptions associated with each. Ram ki Bandi, known for its iconic dosas and street food delicacies, represents a popular small eatery with a strong local presence and a loyal customer base. On the other hand, the local tiffin center may offer a different menu, ambiance, or pricing strategy, catering to a distinct segment of consumers within the same geographical area. Through a comparative study, researchers can explore similarities and differences in the marketing approaches adopted by these two businesses, analyze their respective strengths and weaknesses, and assess their effectiveness in meeting consumer needs and preferences. This analysis may involve evaluating factors such as product quality, pricing competitiveness, promotional activities, customer service standards, and overall brand perception.

Furthermore, the comparative study provides an opportunity to identify best practices, strategies, or innovations that could be adopted or adapted by other small retailers seeking to enhance their competitive position in the market. By benchmarking against successful peers like Ram ki Bandi and the local tiffin center, small retailers can gain valuable insights and inspiration for improving their own marketing strategies and operational efficiency. The objectives outlined for this study aim to deepen our understanding of the impact of marketing strategies employed by small retailers on consumers, with a specific focus on Ram ki Bandi and a local tiffin center. By achieving these objectives, researchers can generate actionable insights that empower small retailers to thrive in a competitive marketplace, build stronger connections with their target audience, and drive sustainable business growth.

3.4. Understanding the Research Study
Through thorough research and study, we have understood that marketing strategies implemented suitably will eventually lead a small business to tremendous success. This study on Ram ki Bandi observed that a single strategy, such as providing midnight services, can lead to international business expansion. The impact on consumers is more significant than we anticipated, thus concluding that marketing strategies play an essential role in small business management.

Figure 3 A picture of Ram ki Bandi and their famous dosas

3.5. Results of the Questionnaire

2. Age
101 responses

Figure 4 Age group of the respondents

The questionnaire was circulated to all age groups in Hyderabad. Most responses were received by 20 to 30, with 32.7%. Figure 4 presents the distribution of respondents across different age groups, offering valuable insights into the demographic composition.
of the sample population surveyed in Hyderabad. Understanding the age demographics of respondents is crucial for interpreting the findings of the study and assessing the representativeness of the sample. The questionnaire was designed to capture feedback from individuals across all age groups, reflecting a diverse range of perspectives and experiences. By including respondents from various age cohorts, researchers aimed to obtain a comprehensive understanding of consumer attitudes and behaviors towards the marketing strategies employed by retailers like Ram ki Bandi and local tiffin centers.

The data depicted in Figure 4 reveals that the majority of responses were received from individuals aged between 20 to 30 years old. Specifically, 32.7% of the total respondents fell within this age bracket, indicating a significant representation from the younger demographic segment. This finding suggests that young adults in the 20 to 30 age group are actively engaged and interested in providing feedback on their experiences with retailers in the local food industry. The prominence of the 20 to 30 age group in the respondent pool may be attributed to several factors. This demographic segment often comprises young professionals, students, and individuals who are active consumers and influencers in the market. They are likely to be more tech-savvy, socially connected, and vocal about their opinions and preferences, making them an important target audience for retailers seeking to enhance their brand appeal and market share. However, it’s also essential to acknowledge the presence of respondents from other age groups, as depicted in Figure 4. While the 20 to 30 age group may dominate the sample, insights from older age cohorts (e.g., 30 to 40, 40 to 50, 50+) are equally valuable for understanding the broader consumer landscape. Each age group brings unique perspectives, lifestyles, and consumption patterns that contribute to the overall richness and diversity of the data collected.

Analyzing the distribution of respondents by age group enables researchers to identify potential demographic trends, preferences, and behaviors that may influence consumer responses to marketing strategies. For instance, younger consumers might prioritize convenience, affordability, and novelty in their purchasing decisions, while older consumers may value traditional quality, authenticity, and personalized service. By recognizing the significance of age demographics in shaping consumer attitudes and behaviors, retailers can tailor their marketing strategies to resonate with different age groups effectively. This may involve customizing messaging, product offerings, promotional channels, and customer experiences to cater to the unique needs and preferences of diverse consumer segments.

In summary, Figure 4 provides valuable insights into the age distribution of respondents surveyed in Hyderabad, highlighting the predominant representation of the 20 to 30 age group. By considering the demographic composition of the sample population, researchers can draw meaningful conclusions about consumer perceptions and behaviors towards retailers like Ram ki Bandi and local tiffin centers, ultimately informing strategic decision-making and marketing efforts within the local food industry.

3. How frequently do you purchase retail food products, such as tiffin, in a typical week?

101 responses

![Survey Results Chart](image)
Figure 5 Frequency of their purchase from retailers

From the study, it can understand that it is likely that 33.7% of respondents purchase retailer products such as tiffins sometimes in a typical week. Which can be analysed that the purchasing is done occasionally.

4. What factors influence your decision to purchase retail food products like tiffin?

Figure 6 Factors influencing

We can understand from our study that 35.3% respondents likely buy the tiffins from a particular retailer because they like the taste.

5. How important it for you that tiffin services offer customizable meal plans to accommodate dietary restrictions or preferences?
Impact of Marketing Strategies of Retailers on Consumers with Specific Reference to Ramki Bandi and Local Tiffin Centres

Figure 7 Importance of customizing

7. What role do Affordability and value for money play in your decision making process when selecting tiffin services?

101 responses

47.5% of the Respondents feel customizing tiffins is crucial for them.

Figure 8 Role of affordability

The study identified that 43.6% of respondents felt affordability plays a neutral role in their decision to purchase from a particular tiffin retailer. Moreover, 37.6% of respondents feel that affordability plays a high role in their selection. Figure 8 sheds light on the perceived importance of affordability in influencing consumer decisions when selecting a tiffin retailer. Understanding the role of affordability is crucial for retailers like tiffin centers, as pricing strategies directly impact consumer behavior and purchasing patterns.

According to the data presented in Figure 8, a significant portion of respondents, comprising 43.6%, indicated that affordability plays a neutral role in their decision-making process when choosing a tiffin retailer. This finding suggests that for this segment of consumers, factors other than price, such as taste, variety, convenience, or quality, may hold greater sway in their purchasing decisions. The neutrality towards affordability among a sizable portion of respondents underscores the complexity of consumer decision-making. While price is undoubtedly a crucial consideration for many consumers, it is not the sole determinant of their choices. Other factors, such as perceived value, brand reputation, and personal preferences, also weigh heavily in the decision-making process.

On the other hand, the data also reveals that a considerable proportion of respondents, accounting for 37.6%, perceive affordability to play a high role in their selection of a tiffin retailer. This finding suggests that a substantial segment of consumers prioritizes cost-effectiveness and affordability when making purchasing decisions. For these individuals, competitive pricing and value-for-money propositions may significantly influence their choice of tiffin provider. The divergence in attitudes towards affordability among respondents underscores the heterogeneity of consumer preferences and priorities. While some consumers prioritize affordability above other factors, others may place greater emphasis on non-monetary considerations, such as quality, convenience, or brand loyalty.

For tiffin retailers, understanding the varied perceptions of affordability among consumers is essential for devising effective pricing strategies and marketing tactics. Retailers may need to segment their target audience based on their attitudes towards...
affordability and tailor pricing plans and promotional offers accordingly. For instance, offering tiered pricing options or value-added meal packages can cater to both cost-conscious consumers and those seeking premium offerings.

Moreover, retailers can leverage messaging and communication strategies to highlight the affordability and value proposition of their products and services, appealing to consumers’ desire for economical choices without compromising on quality or satisfaction. In summary, Figure 8 provides valuable insights into the role of affordability in shaping consumer decisions when selecting a tiffin retailer. By recognizing the nuanced attitudes of consumers towards pricing, retailers can develop targeted strategies to meet the diverse needs and preferences of their target audience, ultimately driving customer satisfaction and loyalty in the competitive food retail landscape.

**Figure 9** Familiarity with Ram ki Bandi

According to the study, 82.2% of our respondents knew Ram ki Bandi, the famous dosa stall of Hyderabad.

**Figure 10** Taste and quality of Ram ki Bandi
31.6% of our respondents feel that the food quality and taste of Ram ki Bandi are neutral. However, a more significant percentage, i.e., 41.6%, feel that Ram ki Bandi provides good products.

**Figure 11** Overall experience of the respondents

According to the study, 50.6% of our respondents are satisfied with Ram ki Bandi’s services, and the other 35.6% of respondents have neutral feelings about their overall experience of Ramki Bani.

**Figure 12** Visiting pattern of respondents

From the researcher’s observations, it was found that 47.3% of respondents are likely to visit Ram ki Bandi sometimes when it is near their location.
Figure 13 Reasons for never visiting Ram ki Bandi
The basic reason for not visiting Ram ki Bandi by 48% of respondents was because it was far away from their location.

Figure 14 Whether Ram ki Bandi is hyped
From the final question, the researchers understood that 29.3% of people feel Ram ki Bandi is overhyped, and 22.8% feel it is not. Moreover, 47.8% feel neutral about the decision.

4. Conclusions
In wrapping up our exploration, it has become evident through our case study on Ram ki Bandi that marketing strategies wield a considerable influence over consumer purchasing behaviors, especially within the food retail sector in Hyderabad. Our investigation into the practices employed by Ram ki Bandi, juxtaposed with those of local street tiffin centers, underscores the critical role that well-thought-out marketing strategies play in determining a business’s success in the highly competitive street food industry. Ram ki Bandi’s distinct approach to marketing set it apart from its competitors and significantly contributed to its growth and popularity among the local populace.
The findings from our research illustrate that by employing a combination of innovative marketing tactics and deeply understanding customer needs, Ram ki Bandi managed to attract a more extensive customer base, thereby elevating its status from a simple tea stall to Hyderabad’s most famed multi-chain tiffin spot. Their success story is a compelling testament to the power of effective marketing strategies in transforming the fortunes of small businesses. It highlights the potential for small business owners to achieve remarkable growth and market penetration by creating distinct, customer-centric marketing plans that resonate well with their target audience. Moreover, this study contributes to the broader discourse on small business management by providing concrete evidence of the strategic importance of marketing in achieving business objectives. It reinforces the notion that entrepreneurs, especially in dynamic and competitive environments like Hyderabad, must prioritize developing and implementing robust marketing strategies to survive and thrive.

In conclusion, the insights garnered from our case study of Ram ki Bandi offer valuable lessons for small business owners and entrepreneurs aspiring to carve a niche for themselves in the food industry or any other sector. The success of Ram ki Bandi unequivocally demonstrates that with the right marketing strategies, small businesses have the potential to influence consumer behavior and achieve significant sustainable growth. This research underscores the necessity for small businesses to continuously innovate and adapt their marketing strategies to meet their customers’ evolving preferences and needs, ensuring long-term success in an ever-changing market landscape.

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