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Impact of Marketing-Mix for Core-Food Items on Purchase Behavior at Subsistence Marketplace- An Empirical Study of Urban Subsistence Market of Delhi

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Findings: Key finding emerged from the study suggests that marketing-mix influence BOP purchase behavior of core food items. Research question summary.

Contributions: Given the absence of empirical and quantitative studies in BOP segment, this study marks a stepping stone towards obtaining a generalized marketing-mix model for Core - Food item. This research work suggests an integrated model for successful marketing to this market

Practical Implications: For managers, this research indicates a set of guidelines for designing marketing-mix for core food items in a consumer-sensitive manner.

Social Implications: Recommendations will lead to embracing a long forgotten market in mainstream, economy and improving the standard of their living by providing meaningful choices.

Originality Value: This study makes an original contribution towards the revival of existing western marketing-mix based on the subsistence consumer.

Paper type: Empirical Research paper

Scope: Market for Food items in India

Keywords: bottom of the pyramid (BOP), BOP advocates, core food items, non-core food items, marketing- mix, urban bop consumer and exploratory factor analysis(EFA).

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I. Backdrop

In the world history of prolonged development discourse, poverty remained an economic, social, political and moral predicament. However, in 1980's Management experts and academicians entered the arena and provided probable solutions to the obstacles imposed by poverty. In the context, the two prominent management school of thoughts emerged to eradicate or least alleviate poverty was pioneered by M. Yunus (Bangladesh, 1980) and Late CK Prahalad and his co-authors (1999). M. Yunus (1980), suggested the concept of Microfinancing and C. K. Prahalad introduced 'base/bottom of the pyramid' (BOP) strategies, for poverty alleviation (Karnani, 2017). Both these market-oriented approaches promised win-win solutions, i.e., reduce poverty while simultaneously making profits. BOP also known as subsistence markets in the literature (Viswanathan, 2008; Elaydi and Harrison, 2010; Viswanathan et al., 2010; Weidner et al., 2010), refers to a situation when resources are just sufficient to meet the day-to-day living (Mulky, 2011). It represents an integral market as concerned with the living standards of more than 4 billion people living on less than $1,500 Per annum (PPP basis), i.e., world's lowest-income segment (Prahalad, 2002).

The BOP proposition coined by Prahalad (1999), asserted that private companies could earn significant profits by selling to poor, as there exists much-untapped purchasing power at the BOP. This approach had not- so easy acceptance because it questioned earlier traditional and economic tenets based on the western market. Further, BOP approach did not bring desirable results evident by failed first few attempts to enter BOP market segment. The failure was a result of faulty marketing strategy adopted by companies. Hitherto the marketing models application were mainly missing from poverty alleviation derives (Kotler, 2009). The emergence of BOP approach and subsequent failure of efforts made by MNCs entering this market imposed the biggest challenge in the history of marketing era (Kotler, 2009). In

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other words, beliefs of thinking that BOP markets required the same set of methods and approaches as the developed market, proved wrong. Indeed companies raised issues such as, how can "Promotion" be relevant in "media dark" areas and how "Place" concept can be applied to an area with no formal market. Further, what can be the right "Price" to consumers with irregular income; and how can a fragile product work in a hostile environment. Previously, entrant firms started with westernized products and made it less costly to produce to satisfy subsistence consumers. There was a dire need to understand the consumer behavior in this market; thereby design an appropriate consumer-centric marketing-mix. However, the literature on subsistence marketplace is still evolving with research papers on BOP or subsistence market started integrally from 1997. Only few research papers were published until 2000, and maximum research papers were published during 2006-2011. It implied increased attention to the BOP concept by academicians since 2006 (Goyal et al., 2014). The research approaches were predominantly non-empirical, and out of the few empirical research studies, none of the research paper used quantitative model generalization. It indicates the predominance of conceptual studies and lack of focus on empirical studies. Since there is lack of quantitative data-oriented studies, seeking deliberation, current research focuses on quantitative analysis and building an integrated theoretical framework. This study tries to establish a consumer-centric marketing mix for BOP market and investigates the impact of marketing-mix on the subsistence consumer buying decision.

II. Review of Literature and Theoretical Framework

There is a lack of research on understanding consumer behavior in subsistence markets. Few researchers (Purvez, 2003; Banerjee and Duflo, 2006; D'Andrea et al., 2006; Viswanathan et al., 2008; Viswanathan et al., 2010) have begun to extend the discussion on subsistence marketplaces beyond the advocacy for increased engagement with this market. There is a need to expand previous research to understand the livelihoods of subsistence consumers. Earlier studies in BOP literature were confounded to Bangladesh (Purvez, 2003), Zimbabwe (Chikweche, 2008; Chikweche & Fletcher, 2012) and South India (Prahalad & Hammond, 2002; Viswanathan et al., 2010). India has always been a testing ground of BOP proposition. However, most BOP research studies were performed in Rural BOP segment of India. BOP literature provides marketing strategies adopted by firms without understanding the ground realities from the perspective of BOP consumers. Thus, literature is derived from other disciplines to establish a consumer-centric marketing mix.

III. Urban Bottom of Pyramid

There are several views on empirically defining the BOP segment(Sharma and Nasreen, 2017a). In an article by Chikweche & Fletcher (2012), explained that 'there will never be an agreement on actual size and distribution of the market, but it is an important market which requires increased research.' Various scholars have defined and classified the BOP market (Hart, 2002; Prahalad, 2004; Banerjee and Duflo, 2006; Hammond et al., 2007; Viswanathan et al., 2008). The four main classifications which emerged are the World Bank global income classification modified by Rangan, Quelch et al. (2007), Hart (2002) classification, Hammond et al.(2007) classification and Viswanathan et al. classification (2010). A review of all these definitions can be provided in the Annexure 1. The emergence of BOP concept brought various critics into the picture insisting on specific criteria for defining BOP consumers. However, researchers who consider BOP market comprises of the consumer with latent needs (Vishwanathan. et al., 2010; Gupta et al., 2015) stressed on use of socio-economic based definition. Thus, keeping the socio-economic realities in mind subsistence marketplace, for the current research, can be defined as (Sharma and Nasreen, 2017)-

- Marketplace with Household earning less than Rs. 8000 per month (Vishwanathan. et al, 2010; Gupta et al., 2015).
- Live in rural villages or urban slums and shantytowns.
- Lack of water supply, sanitation services, electricity, and basic health care, no access to formal financial services (World Resources Institute, 2007).
- There exists one-to-one interaction between small neighborhood storeowners and local consumers, strong social relationship (Viswanathan, 2007).
- The BOP consumers' mainly satisfy basic needs such as food, water, shelter. According to the WRI's report (2007), out of $5 trillion market potential of the BOP segment, food accounts $2895 billion of purchases.
- Limited or no access to formal educations.
- Difficult to reach via conventional distribution, credit, and communications and offered with low quality and quantity of products and services.

IV. Food Market at World's Bop

According to WRI report (2007), significant categories on which BOP consumers spend their income are- food, energy, housing, transportation, health ICT and water (Annexure 2). Food sector represents the most significant market (about 58% of the BOP market) as the substantial part of their meager income is spend on food consumption. Food market formed an essential market for both rural and urban

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Indian BOP. According to IFMR (2011), rural household earnings are firstly used towards fulfillment of survival needs and secondly, investments required to assure health.

V. Marketing-Mix for Food Retailing

McCarthy (1964) summarised the marketing mix as a combination of all of the four factors, namely product, price, promotion, and place. The marketing mix paradigm has dominated marketing thought, research and practice (Grönroos, 1994), and "as a creator of differentiation" since it was introduced in the 1940s. Marketing scholars identify marketing-mix as a controllable parameter that firms use to influence the consumer-buying process (Brassington & Pettitt, 2005; Kotler, 2010). Since the current study involves food retailing, thus literature relates to marketing-mix in food and retailing. Each element of the marketing- mix is reviewed in the context of food purchase behavior to circumscribe the adequacy of the current state of the marketing-mix framework and the modifications required to accommodate BOP consumer's needs.

a) Product

In the context of current research, product offerings include food items purchased at subsistence marketplace. The BOP segment spends a substantial part of their meager income on food consumption (WRI, 2007). Even though the BOP segment pays more than 60% of the total income on food items, still they end up buying inferior quality goods at higher prices (Weidner et al., 2010; Viswanathan et al., 2010; Chikweche & Fletcher, 2010). There is a necessity to adjust the western model of product offering based on local needs and requirements of this segment (Prahalad and Hart, 2002; Mahajan and Banga, 2005; Vishwanathan et al., 2008; Chickweche et al., 2010). Prahalad & Hammond (2002); Crabtree (2007), found small packages were more affordable and thereby increased consumption and allowed consumers to quickly switch product with negligible switching cost (Jaiswal, 2007). Prahlad (2004) challenged the conventional assumption that BOP segment is not brand conscious and stated poor care about brands as to the brands are proofs of quality. Another study suggested poor are interested in quality, access to credits and lure of brand names (Moore, 2006). In a survey conducted by Viswanathan et al. (2010) in South India, the apparent quality found to be a second important influencer on BOP purchase. Fair measurement found to be the most critical influence on Purchase Decision at BOP (Vishwanathan et al., 2010). Chickweche and Fletcher (2010) suggested that the availability of new or alternative products to meet the needs of a strong influencer. Chikweche & Fletcher (2012) argued that the development of offerings to the BOP segment should consider the degree of essentiality. Since current study relates to food items thus beside the elements above, the review of food retailing literature suggested other essential aspects should be considered. These product factors are- Nutrition and Health Benefit (Nevin and Susan, 2010 (Turkey); Spink and Bose, 2002; Banerjee and Duflo, 2007; Karnani, 2009; Davidson, 2009, Taste (Spinks and Bose, 2002), ease of preparation (Spinks and Bose, 2002), Food label and safety marks (Akbay & Jones, 2005; Andreas et al., 2010; Jean & Louis, 2011; Kempen, 2011).

b) Price

Pricing of food is essential factors that shape individual choices (France, 2003). Price sensitivity is recurring determinant cited in BOP and low-income consumer literature (Chattopadhyay et al., 2005). Given the significance of cost-saving consumers assess and compare while purchasing food items (Nevin & Seren, 2010). According to the BOP literature, BOP consumers may not only consider the lower price while making a purchase. The results of the study carried out in South India by Viswanathan et al. (2010) indicated concerns such as fairness, product quality, and right price equally relevant influencers for these consumers. Chikweche et al. (2010) conducted qualitative research in Zimbabwe for studying the factors influencing purchase by subsistence consumer. They considered 'Value and appeal of the offer' were reflected in the ability of the offer to satisfy physiological needs.

c) Place

Physical accessibility to products is considered as a critical challenge for both consumers and firms in BOP markets (Austin, 1990; Johnson et al., 2007). The access to the product is hindered by weak supporting infrastructure and weak distribution infrastructure which made the traditional distribution channels both longer and more expensive (Nwanko, 2000; Fay and Morrison, 2006). Use of both formal and informal distribution channels was indicated in existing literature to enhance the interaction between consumers and firms. The informal distribution channel was linked to the social network in communities (Mahajan and Banga, 2004; Layton, 2007). Informal distribution channel emerged complemented by, or co-exist with, informal systems to serve a similar set of needs (Nkamnebe, 2006). These informal distribution systems were common in BOP market where there are weak infrastructure and lack of capital limits the development of formal marketing systems (Kaynak and Hudanah, 1987). Although informal distribution systems provide competition to the formal systems, at times the two supplement each other (Layton, 2007).

d) Promotion

BOP is a dark media area with lack of adequate communication infrastructure (Chickweche et al., 2012). Consumers are faced with the challenge of accessing

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information from firms. Since communication media is beyond the affordability of BOP consumer and there are frequent power electricity cuts in subsistence marketplace (Chickweche et al., 2012). In Research conducted in Zimbabwe BOP, it was found marketer preferred "Below the line media" over "Above the line media" (Chickweche et al., 2012). Given the mass illiteracy of target audience thus, in engaging BOP consumers, marketers relied on below the line media. Above the line media used by marketers included print, Radio, TV, Internet, outdoor and newspapers. However, in implementing the below the line medium, the critical conduit was a social network (Chickweche et al., 2012). Further, it was found aggressive marketing and Advertising via print outdoor, and television of international brands may lead the poor consumers to divert their scarce resources from consumption of Core bundles to non-core bundles (Jaiswal, 2008; Davidson, 2009; Gupta and Jaiswal, 2015; Karnani 2007, 2008, 2009). Another study conducted in South India also fortified this finding and explained the social source of product information is more reliable than non-social sources -marketer related sources (advertising, a label on product packages) as well as media controlled sources (TV, newspaper, radio, and Internet). In the social source of information, groups and family or friends were preferred over neighbors and marketplace interaction. Another source of information included Government and community leaders (authority controlled) which was again less preferred.

VI. Research Context

The current research study defined subsistence marketplace as those households earning less than Rs. 8000 per month, clustered in the area with lack of civic infrastructure (Sharma and Nasreen, 2017). Thus, urban slums and shantytowns with a family earning fewer than Rs. 8000 was considered as the sampling frame. "The Challenge of Slums" (UN-HABITAT, 2003) reported that one billion people — approximately one-third of the world's urban inhabitants and a sixth of all humans live in slums. India alone constitutes about one-third of the global slum population. This research study was conducted in the high-density slums of Delhi (Capital of India). Delhi comprised of 675 identified Slum clusters in ten zones (Delhi Urban Shelter Improvement Board (DUSIB), 2015). There is an absence of sampling frame because the Govt and NGO do not adequately map BOP market or subsistence marketplace or urban slums (Sharma and Nasreen, 2017b). Further, they do not hold legal title or deed to their assets (e.g., dwellings, farms, businesses) making it difficult to formalize these colonies (Hammond et al., 2007). In addition, heavy dependence on informal economy hinders in accurately determining their income.

To understand the food offering made at subsistence marketplace, report by National Sample Survey Office (NSSO) on Household Consumer Expenditure was analyzed. NSSO conducted 68th round survey on more than 250 food items for consumption. The item wise data on household food consumption collected in the NSS survey were grouped into nine broad food categories. Unfortunately, BOP segment thrives under the condition of limited income and restricted market choices. Therefore, for this research, the food items considered can prong into two broad categories-

(a) Core Food Items

(b) Non-core Food Items

a) Core Food Items

It includes food items, which forms a staple diet for bottom fractile classes in India. Core items are imperative and easily accessible to this market or made easily accessible by governmental initiatives as considered being essential for living. In India consumption of rice, wheat and sugar are made available to below poverty line buyers at a subsidized rate through Fair Price Shops, known as Public Distribution System. Further Core items are generic and not much brand choices offered for these to BOP or subsistence market segment (Sharma and Nasreen,2017b). However, perishable food items are not considered as requires a different marketing mix, which cannot be generalized to this segment.

b) Non-core food items

This category includes the components infused by NSSO 68th round under the head of "beverages, refreshment, and packaged processed food."

This research study is limited to defining a marketing mix for "Core" food purchases by BOP segment in urban BOP market. Under Core food items purchase behavior of three items, i.e. 'Cereal' (rice (PDS/other sources), wheat (PDS/other sources), jawar, bajra, and maize.)', 'Sugar' and 'Pulses' are taken into consideration.

VII. Research Objectives

With differences in the circumstances faced by BOP consumers, consumers' decision-making not necessarily follows the process outlined in previously established models. Thus, the purpose of this study is "redefining the marketing mix at the BOP" (Sharma and Nasreen, 2017b). Thereby, this research study determines the nature of the impact of consumer-centric marketing-mix elements on the actual food purchase behavior of BOP consumer. The research objectives of this study can be summarised as follows-

To determine the socio-demographic profile of BOP consumers (gender, age, education, and income) in a slum area of Delhi

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To understand the actual purchase behavior or consumption spending on core food items at BOP in a slum area of Delhi.

To redefine the marketing-mix elements for core food items at the bottom of the pyramid in slum areas of Delhi.

To determine the impact of marketing mix elements for core food item on consumption at the BOP in slum areas of Delhi.

VIII. Development of Hypothesis and Research Framework

a) Purchase Behavior

According to Variawa (2010), "to understand buying behavior of low-income consumers, we should consider factors which influence their buying behavior." Such factors can be Cultural, Social, Personal, Psychological and Marketing. Furaiji et al., (2009) have divided these factors into sub-factors.

Marketing- mix is recognized as an integral factor in determining purchase behavior. For the current research study, the foremost objective is to redefine the marketing-mix, therefore marketing mix is taken as an independent variable, whereby marketing-mix is assigned based on McCarthy (1964)'s Conceptualisation of 4Ps.

b) Product and Purchase Behaviour

Product quality shapes retailers' reputation and influences consumer-buying decision at stores (Pan& Zinkhan, 2006). Chaudhuri and Ligas (2009) suggested that product value is positively associated to purchase behavior and customer loyalty in the retail sector. Consumers assess multiple dimensions of food products to form their purchase decision. Hence the following hypothesis has been developed:

H1: Product factor positively influences consumer-buying behavior of core food products in slum areas of Delhi.

c) Price and Purchase Behavior

Conventionally high retail price is reflected in immediate monetary cost and obstructs the consumer purchase behavior while a low price or competitive price leads to an increase in store traffic and product sales (Barbara et al., 1996; Pan & Zinkhan, 2006). Hence, the following hypothesis has been formulated:

H2: Competitive price positively influences consumer-buying behavior for the essential food items in slum areas of Delhi.

d) Place and Purchase Behavior

Most researchers acknowledge that a convenient location advances store patronage (Jabir et al., 2010). Empirical evidence confirmed that convenience significantly affects consumer purchase of food products (Maruyama & Trung, 2007). Hence, the following has been hypothesized.

H3: Place aspect positively influence consumer buying behaviour for the essential food items in slum areas of Delhi

e) Promotion and Purchase Behavior

Promotion is a marketing activity that brings traffic into stores and generates sales by communicating current offerings to targeted consumers (Dunne et al., 2010, p. 392). Dunne et al. (2010) proposed four basic types of promotion: advertising, sales promotions, publicity and personal selling. A study conducted in China (McNeil, 2006) revealed that consumers pay considerable attention to sales promotion (e.g., gifts, sampling, loyalty programs, discounts, and coupon) when selecting stores. Hansen (2005) demonstrated that promotional tools such as print advertisements, direct mail, customer loyalty and discount attract consumers to retail stores, leading to their purchase. Maruyama and Trung (2007) found that in-store advertising (e.g., panel, billboards, and flyers) had strong potential in affecting Vietnamese consumers' purchasing decision toward food products. Hence the following hypothesis has been developed:

H4: Promotion factor positively influence consumer buying behaviour for the core food items in slum areas of Delhi

f) Theoretical framework

Based on the current research hypothesis following research framework is developed

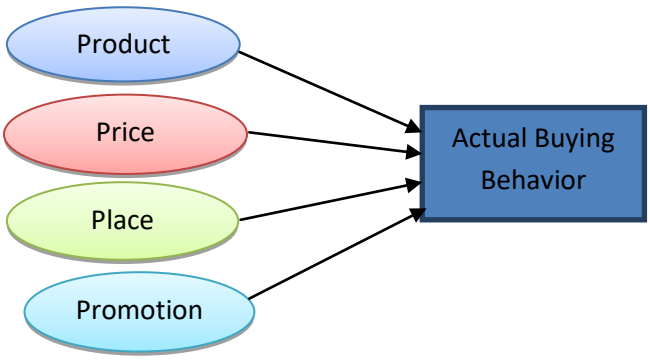

Figure 1: Proposed Research Model

IX. Research Methodology

To redefine the marketing-mix in context of BOP segment for Essential food items a deductive and quantitative approach was employed (Saunders et al., 2012). The survey instrument used for the current research work was developed based on the validated scales on retail marketing-mix and food purchase behavior. The questionnaire comprised of 72 questions with different types of scales: nominal (yes or no answer) and five-point Likert scales, which are described by attitudinal faces. The survey instrument was translated into Hindi (Local language) so that the responses can be analyzed and interpreted. It was

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divided into three sub-heads; Demographic profiling; Consumption spending pattern and Marketing-mix elements. Based on the extensive review of the literature, the operationalization of constructs can be provided in Annexure 3. The buying behavior was measured in terms of Monthly household Consumption spending; Frequency of purchase food items and Quantity purchased every time (Ali et al., 2010; Nguyen et al., 2015). Marketing-mix elements section was further divided into four parts- Product Mix, Price mix, Place Mix and Place- Mix. Each sub-section included items measured on the five-point Likert scale whereby, the five response categories, ranged from 'strongly disagree' to 'strongly agree' (Malhotra and Briks, 2006). Since the respondents were majorly illiterate, a Five-Points Likert scale was employed. Pre-test and pilot study are both essential parts of questionnaire survey design (Sekaran, 2003), to validate instrument and ensure it is free of errors. In this research study, the pre-test was conducted by distributing questionnaires to 10 eminent professors in related fields. The changes recommended were accommodated in the questionnaire. Integral insights provided were regarding definition of BOP consumers, Homogeneity in consumption habits of BOP consumers and fearful behavior of BOP community towards the surveys. In addition, 15 respondents were selected by judgmental sampling from the slum area of Uttam Nagar (Delhi). The respondents were asked to propose possible difficulties with the questionnaire design. It allowed translation of the survey instrument in local Language (Hindi).

A pilot study was administered in slum areas of Mangol Puri and Kathputli colony (Urban slums, Delhi) on the 100 Households with an excellent response rate of (about 83%). The sample composed of 44 females and 56 males with 64 respondents in the income bracket of Rs. 2001-4000. Out of the 100 households, 88 were covered under the Public Distribution Scheme (PDS). In the pilot study, a reliability of the items adopted in the questionnaire was evaluated using the internal consistency test of Cronbach's alpha. Cronbach's alpha estimate value above 0.70 is regarded as acceptable (Nunally, 1978). Each of the measures used in the pilot study displayed adequate reliability with Cronbach's alpha values of Product (0.951), Price (0.931) and Place (0.885) except Promotion (0.659). To ensure Cronbach's alpha for Promotion to be greater than 0.70 PRM5 (Neighbours) was dropped from final survey instrument. After dropping PRM5, the internal consistency increased to 0.729.

X. Data Collection

The six urban slum areas with the highest density of population (per slum area) were selected and from every slum cluster, 100 households were interrogated. These six slum clusters included Mangol Puri, Kathaputali Colony, Zakhira, Nangloi, Peeragahri and Tigri from where a survey of 600 families was conducted. Local leaders informed all the slum dwellers about the study, and people were asked to visit "Aanganwadi," "Ranbasera" and another place of gathering (Self-selection sampling). The researcher then based own judgment to select cases which best meet research objectives. The sample contained 286(47.7%) female and 314 (52.3%) male respondents. In the age group of 25- 44 years about 83 % of the respondents were covered and on extreme ends, i.e., below 24 years, and above 55 years, only 5.2% and 4% respondents were included (Table 1).

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Table 1: Demographic profile of the respondents across different slum areas

Demographics	Categories	Frequency	Percentage
Gender	Male	314	52.3
	Female	286	47.7
Slum Area	Mangol Puri	100	16.7
	Kathaputali Colony	100	16.7
	Zakhira	100	16.7
	Nangloi	100	16.7
	Peeragahri	100	16.7
	Tigri	100	16.7
Age (Transformed to Categorical variable)	Below 24	31	5.2
	25-34	255	42.5
	35-44	243	40.5
	45-54	47	7.8
	55 And Above	24	4.0
Year of Schooling	No Schooling	6	1.0
	Below 4 Years	159	26.5
	Below 8 Years	218	36.3
	Below 12 Years	217	36.2
	12 Years And Above	0	0
Household Income	Below Rs. 2000	6	1.0
	Rs. 2001-Rs.4000	156	26.0
	Rs. 4001-Rs6000	208	34.7
	Rs.6001-Rs8000	230	38.3
Marital Status	Married	588	98.0
	Unmarried	12	2.0
Family members	0-2	72	12.0
	3-5	411	68.5
	5 above	117	19.5
Ration card	No Ration Card	221	36.8
	Yellow Ration Card	229	38.2
	Red Ration Card	150	25.0

XI. Analysis and Results

Data collected were analysed through a series of validated tools and procedures. The factor analysis was carried followed by testing the validity (Construct and Discriminant) using SPSS v 21. The results and findings of the study can be represented in the following sub-sections.

a) EFA for Redefined Marketing- Mix of Core Food Items

Before conducting EFA analysis data screening was performed, whereby three main issues- Missing values, Outliers and unengaged responses, were addressed. Since data was administered by personally interviewing the respondents, no missing values were noticed. After that, outliers were determined for the consumption spending. To identify the multivariate outliers, Cook's D method was applied, and top 5 % of the outliers with Cook's distance more than 0.01 were eliminated. The number of multivariate outliers observed was 29(4.83%) out of the total 600 cases. Thus, the number of respondents after the final study was 571.

Thereby, EFA using Principal Component Analysis with Varimax rotation was performed to see if the observed variables loaded together as expected and meet criteria of reliability and validity. The pattern matrix extracted variables grouped into four factors. The items with low communalities, low factor loading, and substantial cross loading, were deleted to retain items divided into four highly correlated constructs. A factor structure depicting convergent and discriminant validity were obtained (Annexure 4).

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Table 2: Rotated component matrix for Core-food items

Variable	No. of items	Cronbach's Alpha
Place Loyal	8	0.970
Core product	5	0.941
Price Sensitive	4	0.917
Social sources	4	0.779

After performing the EFA, the marketing-mix elements were renamed or redefined (Table 2). The first factor consisted of eight variables and named as 'Place Loyalty,' the second factor consists of five variables and is named as 'Reasonably essentials.' The third factor consists of four variables, which are named as 'Price sensitivity.' The fourth factor represents the 'Social sources' to reach BOP consumers.

b) Hypothesis Testing

The correlation coefficients established significant positive associations between the redefined marketing-mix (predictors) and Consumption spending (dependent variable). Then multiple regression was conducted to determine the relative impact of marketing-mix elements on buying behavior. However, before regression, diagnostics were performed to ensure generalizability of the model (Fields, 2013).

c) Assessing the Regression Model: Diagnostics

Firstly, multicollinearity was evaluated implying the absence of a perfect linear relationship between two or more of the predictors. It was performed using variance inflation factor (VIF). The largest VIF was less than 10 thus there was no cause for concern (Myers, 1990). Further, the average VIF was almost equal to 1 hence the regression model was not biased.

To test the normality of residuals, histogram and normal probability plot of ZRESID against Z PRED were analyzed. The histogram depicted the shape of the distribution of monthly consumption spending which is roughly normal (Annexure 5).

d) Regression Model

From Table 3, R has a value of .800, and because there is only one predictor, this value represents the simple correlation between marketing-mix factors and Consumption spending. The value of R square is .640. Thus, marketing-mix factors can account for 64% of the variation in Consumption spending for the core food items. It suggested that 36% of the variation in record consumption spending cannot be explained by marketing-mix. The adjusted R2 is very close to the observed value of R2 (.640) indicating that the cross-validity of this model is good. The model causes R2 to change from 0 to .640, and this change in the amount of variance explained gives rise to an F-ratio of 252.381, which is significant with a probability less than .001.

Table 3: Model summary for the core- food

R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
				R Square Change	F Change	df1	df2	Sig. F Change
.800	.640	.638	468.79882	.640	252.381	4	567	.000

Table 4 provided b-values, which indicate the individual contribution of each predictor to the model. The b value for Place Loyalty (b=483.973), Basic Product (b=336.496), Price Sensitivity (b=194.655), and Social centric Sources (b = 56.621) indicates that as predictor increases by one unit Consumption Spending increases by equivalent b times the increment.

Table 4: Coefficients of the regression model

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2576.774	19.601		131.458	.000
Place Loyalty	483.973	19.619	.621	24.669	.000
Basic Product	336.496	19.619	.432	17.152	.000
Price Sensitivity	194.655	19.619	.250	9.922	.000
Social Sources	56.621	19.619	.073	2.886	.004

Thus based on the findings, regression equation can be given as follows-

Regression Equation

$$Consumption\ Spending_i = b_0 + b_1 Place\ Loyalty + b_2 Basic\ Product + b_3 Price\ Sensitivity + b_4 Social\ Sources$$

$$Consumption\ Spending_i = 2576.774 + 483.973\ Place\ Loyalty + 336.496\ Basic\ Product + 194.655\ Price\ Sensitivity + 56.621\ Social\ Sources$$

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XII. Key Findings

The sample drawn comprised of 600 respondents, coming from six different regions of Delhi. Responses from 286(47.7%) of female and 314 (52.3%) male respondents were obtained, selected in equal number (100) across different slum areas. Within the age group of 25- 44 years about 83 % of the respondents were covered and on extreme ends, i.e., below 24 years and above 55 years, only 5.2% and 4% respondents are included.

The average consumption spending of the sampled BOP consumers for Core food categories was Rs. 2576.7745. However, the number of times they make purchase varied substantially with six times (Approx.) and 26(approx.) for the core food. The maximum consumers spent Rs 2800 for the core food were observed. The range of consumption spending for core- food category was Rs. 550- Rs 4250 with the standard deviation in consumption spending was Rs 779. However, the maximum number of visits consumers make for purchase varied from nine visits for core food categories.

The redefined marketing- mix for core food items constituted four constructs. The first factor comprised of eight elements and was named as Place Loyalty, the second factor of five variables and described as "Reasonable / essentials." The third factor consisted of four variables, named as "Price sensitivity." The fourth factor represents the "Social sources" to reach BOP consumers. The factors demonstrated sufficient convergent validity, as their loadings recorded to be above the recommended minimum threshold of 0.350 for a samples size of 300 (Hair et al., 2010). The factors also demonstrate sufficient discriminant validity, as the correlation matrix shows no correlations above 0.700, and there are no problematic cross-loadings. The way to test reliability in an EFA is to compute Cronbach's alpha for each factor. Cronbach's alpha for all the factor was reported to be above 0.7 although, ceteris paribus, the value will increase for factors with more variables, and decrease for factors with fewer variables.

The bivariate correlations were computed to analyze the proposed relations between variables. The Pearson's correlation coefficients confirmed significant positive associations between the redefined marketing-mix and Consumption spending (Table 5).

Table 5: Findings from the Hypothesis testing

RH	Hypothesis	Core Food Items	
		Test Statistics (Standardised coefficient)	Results (p=0.05)
1	PLC ⇨ CSPEND	0.621(p=0.00)	Reject
2	PRD ⇨ CSPEND	.432 (p=0.000)	Reject
3	PRC ⇨ CSPEND	0.250(p=0.000)	Reject
4	PRM ⇨ CSPEND	0.073(p=0.004)	Reject

The final model derived from data collection is illustrated in Figure 4.

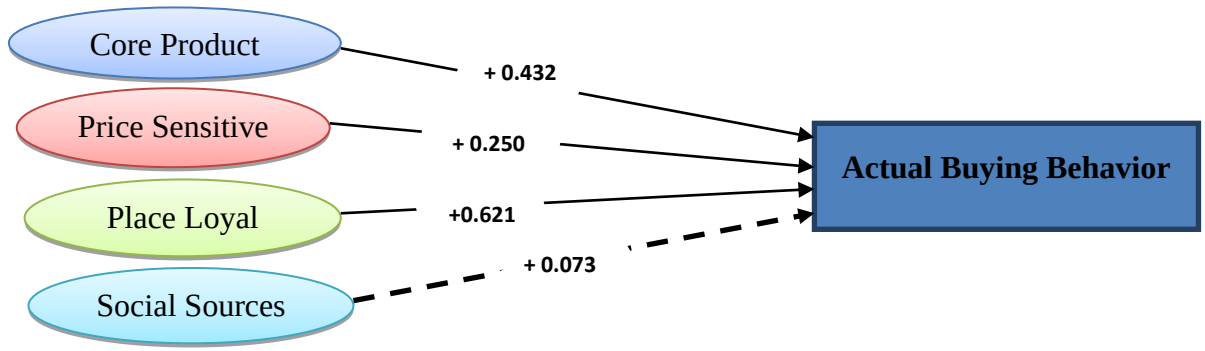

Figure 2: Operating Research Model

XIII. Discussions and Marketing Implications

The current study found that in context of the core food items the product- mix comprised of five elements Freshness of food items, Availability in Small quantity/ Sachets, Accurate measurement of quantity, Packaging and Food label/ Safety Mark. These items suggested that BOP consumers were not much sensitive towards variety and brand; instead, they wanted the basics or core layer of product to reasonably meet their wants. Thus, Product-mix was named as

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reasonable or essentials. The core food items were purchased in small quantity, which corroborated with the findings of Prahalad & Hammond (2002); and Crabtree (2007). The assertion that the BOP consumers are concerned about brands (Prahalad, 2004) was violated in case of the core food items.

Existing studies suggested BOP consumers were price sensitive and their primary concern was to satisfy the physiological need in a best possible way (Chattopadhyay & Laborie, 2005). In case of core-food items BOP consumers exhibited a high level of price sensitivity and price mix comprised of four items, i.e., Price charged less than List price, Price per unit charged when bought product in small quantity, Discount offered and Availability of product on credit. Thus, the price-mix for core food items is named as Price sensitivity index. This finding corroborated with the existing research done in the field of BOP. The low-income consumers considered price as a dominant factor while making a purchase. (Viswanathan et al., 2008)

In the Current study, Place aspect manifested to be the most critical factor leading to the purchase of the core food items. The place- mix for core food be item redefined to include- Nearness of the shop/Less Travelling, Credit Facility, Courteous Treatment, Standard price and quality, Product Knowledge of shopkeeper, Trust/ Familiar local Shopkeeper, Wider Choice and Not much consideration to easy Return Policy of the shopkeeper. However, the significant gap not highlighted in the previous BOP researches was the presence of fair market shops or ration shops for procuring core food items. It resulted in less negotiating power in the hands of BOP consumers. As a result, the redefined place- mix for core food items is named as Place loyalty aspects.

In the research conducted in Zimbabwe BOP, it was found marketer preferred "Below the line media" over "above the line media." Above the line media used by marketers included print, Radio, TV Internet, outdoor and newspapers. For the core food item, significant sources of information included Family/friends, Groups, the absence of Internet usage and No Government sources. It indicated reliance on social sources of information, so this media-mix was named as social media- mix.

XIV. Conclusion and Future Gaps

The current study offered several research insights, which had implications for the academicians, policymakers, and practitioners working at BOP market. The current research work filled various gaps found in the existing literature. This study focused on modifying and determining marketing mix elements for core and non-core food items at the BOP in slum areas of Delhi. This study was propelled by the research questions of inculcating the BOP or subsistence marketplace into the mainstream market and thereby efficiently serving it. The challenge was how to help the poor who does not have much consumption power and money. Thus, the current research made an effort to fill previous research gaps and employed empirical research to develop an inclusive marketing-mix for core food items (Goyal et al., 2014).

Due to, cost and geographical constraints, the researcher used a non-probability sampling. This technique calls into question the representativeness of the sample. The researcher recommends for the future studies to rely on a probability sampling to get more representative results. A probability sampling method means that every person has equal chances of selection in the sample. The results obtained with this method can be generalized to the whole target population within a specified margin of error.

Sample size would lead to broaden the findings to the targeted population and increase the reliability of the whole study.

The questionnaire framework was challenging to create it is suggested that the questions asked to BOP segment should not be too long and time-consuming. The BOP consumers are an unknown target for marketers this is why more questions (both complex and personal) might have conducted to more precise results and emphasize some trends. Further, it is recommended to use 3 to 5 point Likert scale, thereby, translated in the local language to enhance understandability. Although the research study is not- contrived results were observed to get improved when discussion on the other related aspects was encouraged

The researcher was aware that when it comes to studying BOP markets, prejudices and biases can arise in researchers understanding because they are not familiar with BOP way of life. To make sure such mistakes do not happen, the researcher relied on knowledgeable intermediaries to pretest the questionnaire and asked their help to understand elusive answers from respondents. In spite of these precautions, the researcher experienced some problems such as the religion of some respondents that deter them from answering all the questions. Future researches should forecast such constraints and adopt its questionnaire.

The macro-environmental constraints such as inflation, the role of Govt., other environmental factors, are prevalent in India. These constraints could potentially influence purchase decision by BOP consumers. Future studies are expected to be on the path of macroeconomic factors.

Another investigation opportunity lies in advancing the research on the peculiarities of the impact of below and above the line direct marketing activities on consumer purchase.

Culture is an integral aspect of buying-decision in India, where there are varied religions and culture. Thus, it

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becomes imperative to integrate its influence on the application of consumer behavior theory across the various market. It forms a gap for future research studies.

Annexures

Annexure 1: Summary of different measurement metrics of BOP

Year	Author	Definition of BOP	Market size and Potential	Author adapted
2001	The World Bank (World Development Report (WDR,1990) WDR (2005)	Consumption less than $1 per day per person (PPP 1990)	Four billion of which 1.1 billion people were living on less than $1 a day considered as extreme poverty	Banerjee and Duflo (2006) Rangan, Quelch et al (2007) expanded to $2 per person per day Karnani, 2007; Karnani, 2007(1) used 1.25$ per person per day(2005 WDR)
2002	Prahalad & Hart, 2002	BOP segment as consumers earning less than $1500 per annual per capita income (i.e. almost $2 per day PPP, 1990). Other characters of BOP-	4 billion people at BOP with a market potential lies in the vast size of this market and represent multitrillion-dollar market.	Prahalad & Hammond, 2002)
2004	Prahalad & Ramaswamy, 2004)	People earning on less than $2000 or $2 per day, PPP rates	Market potential of $13 trillion.	Explained poverty penalty at BOP market India(Dharavi slum)
2007	Hammond, Kramer, Katz, Tran, and Walker's Classification	People are whose annual incomes are between $0-3 000 per capita per year (2002 PPP). Other Characters- Dependence on informal economy Lives in rural villages, or urban slums and shantytowns, Usually do not hold legal title or deed to their assets (e.g., dwellings, farms, businesses). Little or no formal education Hard to reach via conventional distribution, credit, and communications.	BOP makes up 72% of the 5,575 million people recorded by available national household surveys and total purchasing power estimated to $5 trillion. (Subramanian & Gomez-Arias, 2008)	
2010	Viswanathan et al.	Household in south India earning less than Rs 8000 per month. Other Characters are- Limited or no access to sanitation, potable water, and health care Lack of control over many aspects life (Viswanathan et al., 2007) one- to-one interaction marketplace strong social relationships interdependency among members majority of their income on daily necessities such as food Live in substandard housing (Prahalad, 2005) Have limited or no education		Gupta & Jaiswal 2015(Gujrat)

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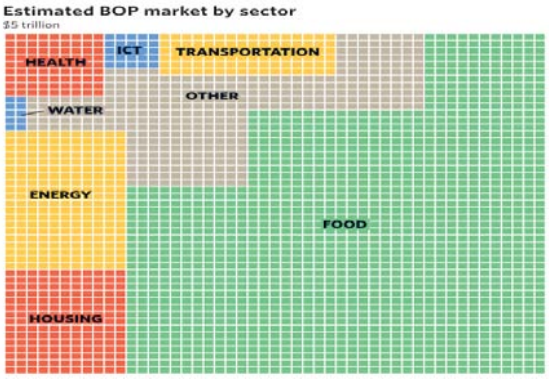
Annexure 2: Major categories of income allocation at BOP (Source: WRI 2007)



Annexure 3: Operationalization of Variables

Marketing Mix	Construct Operationalization	Authors
Independent Variables (IV)		
I. Product		
PRD1	i).Varieties/ Brands offered	Nevin & Suzan Seren, 2010; Spinks & Bose, 2002,Nguyen et al. 2015
PRD2	ii).Degree of essentiality	
PRD3	iii).Reasonable quality offered	
PRD4	iv). Freshness of food items	
PRD5	v).Availability in Small quantity/ Sachets	
PRD6	vi). Nutritional and health content provided	
PRD7	vii).Accurate measurement of quantity	
PRD8	viii). Packaging of product	
PRD9	ix). Food label/ Safety Mark	
PRD10	x). Availability of product	
II. Price		
PRC1	i). List Price (MRP)	Viswanathan et al. 2010, Chikweche & Fletcher 2010
PRC2	ii).Price charged less than List price	
PRC3	iii).Price per unit charged when bought product in small quantity	
PRC4	iv). Discount offered	
PRC5	v). Availability of product on credit	
III. Place		
PLC1	i). Nearness of the shop/Less Travelling	Viswanathan et al. 2010, Chikweche & Fletcher 2010
PLC2	ii). Credit Facility	
PLC3	iii).Courteous Treatment	
PLC4	iv).Standard price and quality	
PLC5	v) Product Knowledge of shopkeeper	
PLC6	vi). Trust/ Familiar local Shopkeeper	
PLC7	vii). Wider Choice	
PLC8	viii). Easy Return Policy of the shopkeeper	
PLC9	ix).Bargaining opportunities	
IV. Promotion		
PRM1	i). Packaging	Viswanathan et al. 2010, Chikweche & Fletcher 2010
PRM2	ii). Shopkeeper	
PRM3	iii). Family/friends	
PRM4	iv). Groups	
PRM5	v). Neighbours	
PRM6	vi). Market interaction	
PRM7	vii). Bulletin boards	
PRM8	viii). Newspaper	
PRM9	ix). TV	
PRM10	x). Radio	
PRM11	xi). Internet	
PRM12	xii). Community Leaders	
PRM13	xiii). NGOs	
PRM14	xiv). Government	
Dependent Variables (DV)		
Buying behaviour		
CONS1	Monthly household Consumption spending	Ali et al. 2010, Ajzen, 2002; Chan, 2001, ,Nguyen et al. 2015
CONS2	Frequency of purchase food items	
CONS3	Quantity purchased every time	

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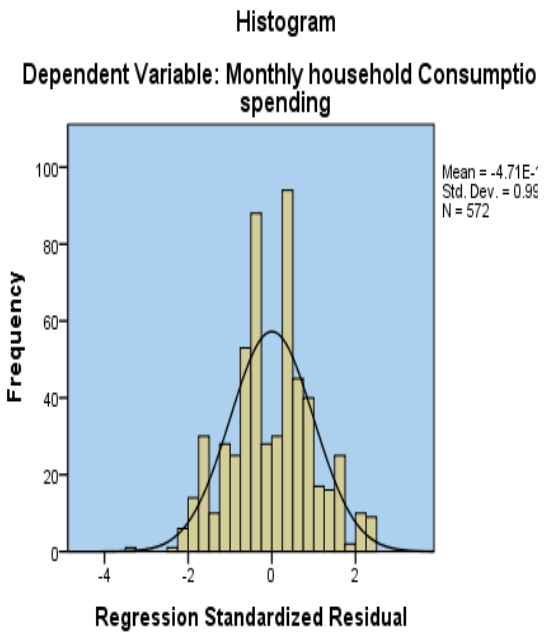
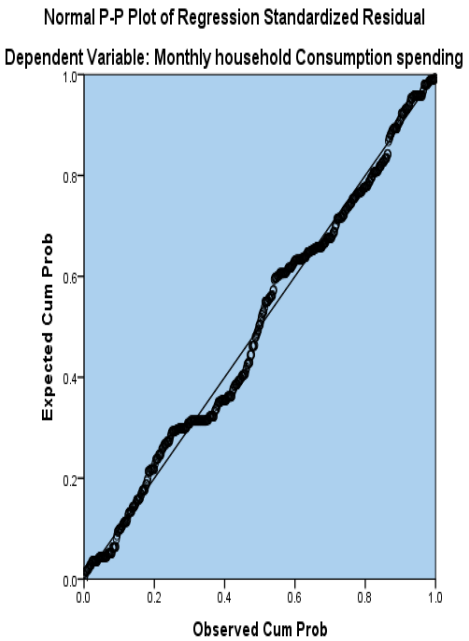
Annexure 4: Rotated component matrixfor core food items

Codes	Place Loyal	Core product	Price Sensitive	Social sources	Items
PLC1	.862				Nearness of the shop/Less Travelling
PLC2	.932				Credit Facility
PLC3	.935				Courteous Treatment
PLC4	.749				Standard price and quality
PLC5	.930				Product Knowledge of shopkeeper
PLC6	.810				Trust/ Familiar local Shopkeeper
PLC7	.858				Wider Choice
PLC8N	.914				No Easy Return Policy of the shopkeeper
PRD4		.704			Freshness of food items
PRD5		.733			Availability in Small quantity/ Sachets
PRD7		.892			Accurate measurement of quantity
PRD8		.929			Packaging
PRD9		.919			Food label/ Safety Mark
PRC2			.860		Price charged less than List price
PRC3			.934		Price per unit charged when bought product in small quantity
PRC4			.909		Discount offered
PRC5			.817		Availability of product on credit
PRM3				.766	Family/friends
PRM4				.858	Groups
PRM11N				.763	No Internet
PRM14N				.704	No Government

Annexure 5 (a) and (b): Histograms and normal P–P plots of normally distributed residuals of *ZRESID against Z PRED





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