

Retailers' Perception towards Agro Food Products

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Abstract: *This study aims to evaluate the perceptions of retailers regarding the products and services of Agro Foods at Palakkad-based agro-processing company known for its flagship brand. The research was conducted among 60 retailers in Palakkad, Kerala, and explores various dimensions including product quality, pricing competitiveness, promotional support, delivery performance, and overall satisfaction. The findings reveal a generally positive perception, particularly in terms of product quality and availability, with suggestions for improvement in areas such as profit margins and promotional strategies*

Keywords: Retailer Perception, FMCG, Agro Foods, Brand Loyalty, Pricing, Kerala

