

## **Price hike across supply chain layers of consumer goods: An investigative study on the retailing industry of Bangladesh.**

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**Abstract:** The research is done to investigate the problem and issues in the supply chain of consumer goods in Bangladesh. To get more authentic and feasible data we collected our primary data using a pilot surveyed questionnaire from the consumers, wholesalers, suppliers, and consumer rights commission. The literature review is a descriptive section of the research where all the important theories, definitions, and frameworks were elaborated to understand the research more efficiently. In the literature review, the thoughts about supply chain management, the entities related to the supply chain, lower- and middle-class families, and the demand and supply of product importance and impact were identified. According to the findings of the primary data, in the supply chain of consumer goods, the suppliers are 40%, wholesalers 40%, and the authority is 20% responsible for the price hike of consumer goods. With a hypothesis and a sample test, it is found that the suppliers are responsible for the lack of supply and increase of price in the market and also for creating a monopoly in the market. In a short part, it is mentioned that the GDP of the people of Bangladesh is also affected negatively due to the price hike of consumer goods.

**Keywords:** *Consumer goods, Price hike, Local market, consumer behavior, FMCG products, wholesalers, suppliers*

## Introduction

**1.1 Research background:** There are some parts regarding the supplier, producer or manufacturer, wholesaler, retailer, and consumer. All these parts are related to supply chain management. Our research on them. This paper notices that consumers effect mostly by price hikes which may be created by the remaining part of the supply chain. For example, consumers go to the market for buying some necessary products. But the price of these products is very high which cannot be a possible effort by the consumer. The remaining parts of the supply chain may be related to this price hike. Suppose, a supplier may supply raw materials at a high rate or manufacturer may be supplied a low quantity or a wholesaler may stock willingly to create an artificial price hike and send a low quantity to the retailer. As a result, demand is more than the supply which creates a price hike in the market.

**1.2 Research questions:** Nowadays, consumers are facing one big man-made problem in our country and that is a price hike. This problem is created by some greedy businessmen during the particular season. So, this paper researches this issue to find out the main factors behind the price hike, and who is behind this. After that overcome these factors for maintaining the standard of living of consumers (lower-middle class). This paper researches with the help of a survey, some analytical methods such as SPSS and given a solution either from us or government authority.

**1.3 Research Objectives:** Broadly, the objective of the research is to overview the consumer goods and its market and to analyze the supply chain of consumer goods to find out the entity responsible for creating manmade price hike.

Specifically-

1. To study the supply chain of consumer goods
2. To collect information from the consumers, wholesalers and supplier about price hike.
3. To analyze the reasons behind price hike.
4. To find out entity responsible for creating manmade reasons for price hike of consumer goods.

**1.4 Research overview:** Supply Chain Management (SCM) focuses on the supply chain which means the “network of organizations that are involved, through upstream and downstream linkages, in the different processes and activities that produce value in the form of products and services in the hands of the ultimate consumer” (Christopher, 1998, p. 15). In a broad sense, it means the relationship between two or more separated organizations, connected by material, services, and financial flows. People are facing price hikes frequently. Some of the reasons behind the price hike are the shortage of materials, some are natural, and many the reasons behind the price hike are artificial. The researchers are trying to find out throughout the research the person behind the artificial price hike of consumer goods. This research is conducted in the Rajshahi division, collecting data from the wholesaler, retailer, government authorities, and consumers. To conduct this research, we are using the questionnaire, hypothesis, sample test, and rational analysis.

## Literature Review

**2.1 Introduction:** A price hike in consumer goods is the situation where the price is created suddenly by man-made or natural. The research is working with a man-made price hike. Supply chain management has several parts such as supplier, manufacturer or producer, wholesaler, retailer, and consumer. One of these parts is intimately involved in the man-made price hike and that is the manufacturer in case of rice and oil and case other consumer products wholesalers is involved. Suppose, the manufacturer does not supply an efficient quantity of rice or oil to the wholesaler market. In another example, the wholesaler does not supply efficient onion to the retail market which creates a shortage of supply and made a price hike.

**2.2 Management of Supply chain:** The management of products from the initial stage of producing till the stage of receiving by the customers are known as the supply chain and the process and actions of managing all the works and tasks done by the employees to manage the products and inventory is mentioned as the management of supply chain. It creates net value of the product, aids in building competitive infrastructure, and also helps to fulfill the demand of the people by providing a proper flow of goods in the market. It helps to maintain the flow of products in the market. If something wrong happens in the supply chain, the whole market will be affected (Mishra et al. 2018).

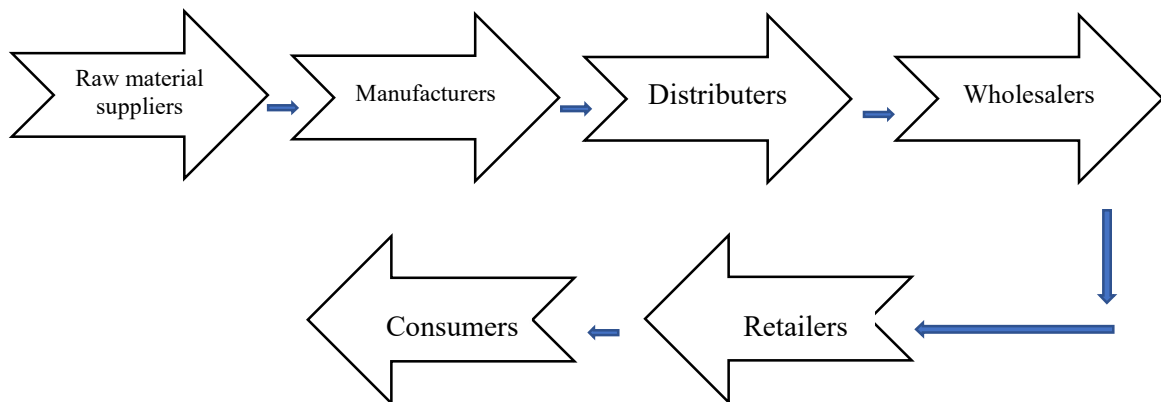


Figure 1: Supply chain of consumer goods (Supply chain, 2022)

The supply chain management process is practiced from the smaller industry to the larger industrial sectors like engineering, textile, production, and even in the manufacturing industry. There are total five most important parts of the supply chain like first making strategy, then sourcing out the materials, and then manufacturing, and delivering the logistics and finally returning to the system (Robert Handfield, 2022).

- **Wholesalers:** A wholesaler is a very vital part of the supply chain of consumer goods. They play a very important role in connecting the products with the customers. They are considered as the middleman of products between the manufacturers and retailers. And the person does not engage with a lot of variety of people but serves a very important role in the supply chain.
- **Retailers:** The retailers deal with the wholesalers directly. And the retailers are the people who buy product from the wholesalers in a wholesale rate and sales to the retailers at a retailing price which is confirmed by the company or supplier. They are the medium to reach consumers they don't manufacture anything (Ecommerce Platforms, 2022).
- **Consumers:** The last stage of the consumer goods supply chain is the consumers. They are one who consumes the products manufactured and supplied by the suppliers and manufacturers. It can be anything like goods, services and even products. The person who buys the products or services is known as the consumer. In this research, the report is about the protection of their rights (Consumer, 2022).

**2.3 Price hike and its impacts:** A short brief about price hike is that the situation of the price which is not natural and increased suddenly. That is called price hike and it is not normal. The price can increase because lack of supply, syndicate of marketers, monopoly market, and also the inventory shortage can be reasons of price hike and the impacts of the price hike is decreasing per capita income, affecting the basic rights of people and also has an impact on the consumers satisfaction as well.

**2.4 Consumer goods and FMCG products:** FMCG (fast-moving consumer goods) are Daily necessary goods. FMCG is also known as consumer-packaged goods, that's means are necessary products that are sold quickly and at a relatively low price. Example: packaged foods, beverages, toiletries, Cosmetics, dry goods, clothes, medicine, etc. In the market, some particular sectorial people are responsible for creating product demand and price hikes in the market such as the suppliers, manufacturers, wholesalers, and retailers. The price fluctuation of different consumer goods is mentioned below-

| Product details | Price (2020) | Price (2021) | Price (2022) |
|-----------------|--------------|--------------|--------------|
| Rice            | 40           | 45           | 55           |
| Atta            | 30           | 37           | 45           |
| Soyabin Oil     | 115          | 135          | 190          |
| Plam Oil        | 100          | 110          | 140          |
| Potato (Alu)    | 16           | 18           | 20           |
| Milk            | 60           | 65           | 70           |
| Sugar           | 72           | 75           | 85           |
| Meat (Chicken)  | 115          | 125          | 150          |

**2.5 Procurement process:** There is a certain demand in the market which is fulfilled by the companies by supplying products and goods. But the company has to follow a certain method to identify the need and the need or demand is identified and implemented using procurement. The process of buying any goods from the third party through purchasing, bargaining, competing,

tendering etc. in a right quality and quantity is known as procurement. There are some certain steps in the procurement process like identifying the requirements of product, determining specific need for the good, sourcing it out, negotiation with the bidder, purchasing the product, delivering the purchase and receiving, inspecting and reviewing the order (Praveen and Khaliq, 2018).

**2.6 Target Population and Area coverage:** We are collecting the data to research on the reasons of price hike of consumer goods and to find out the best output from this research, here our target population is the consumers who consume daily products, age (16-60) in any profession. Besides this, we also target wholesalers, retailers, suppliers and manufacturers to collect authentic data. In this research, we collect our data from Rajshahi city retailers' shop, wholesalers shop also from university students and Professor's.

**2.7 Lower class and middle-class people:** People earning between 40,000- and 80,000 are considered the middle-class people and earning less than the criteria mentioned are considered the lower-middle-class people according to the Asian Development Bank. And according to the Bangladesh Bureau of Statistics, the price hike has an impact on their income, education, food, and dispersion with their expectation and reality (middle class statistics, 2022). These are the people who are most affected by the sudden price hike of consumer goods. The research is done to know about their behavior and attitude toward the market situation of consumer goods.

**2.8 Consumer behavior:** The reaction of consumer while buying goods, interacting with people and sellers, and experiencing new situation of a consumer, and the study of all the consumers actions are known as the consumer behavior. Shortly the actions done by a consumer while purchasing and taking services from the service provider is known as the consumer behavior. If a company can study the behavior properly then it will become easier for a company to sustain in the market (Lanfranchi et al. 2020).

**2.9 Demand and supply:** Consumer gets daily necessary goods and services with the help of supply chain management. In this chain, the supplier supplies necessary raw materials to the manufacturing organization. Then, the manufacturer analyzes the market and makes demand forecasting about the consumer goods. After analyzing the demand forecasting, they supply consumer goods to the distributor and wholesale. Lastly, the wholesaler supplies consumer products to the retailer according to consumer demand (Song et al. 2021). Here, this paper notices that the demand for consumer goods is very high but other parties of supply chain management do not supply sufficient goods to cope with the consumer demand which creates the market crisis for FMCG products. In this whole supply chain process, all the parties are related to each other to maintain the consumer demand. If suppliers do not supply sufficient raw materials, the manufacturer will not produce sufficient products. Ultimately, the manufacturer will not supply sufficient products to the distributor and wholesaler which make unavailable consumer products in the retailer market. As a result, demand will be higher than supply which will increase the price of consumer goods and decrease the purchasing power of the consumer. According to the journals, the consumer demand for FMCG products is 80% but the supply is 60% and the crisis is 20%. According to the research analysis, the wholesaler is 40%, the manufacturer is 40% and the authority is 20% responsible for this crisis of consumer products.

### **2.10 Long term action**

The long-term action of the research is to mitigate the price fluctuation of consumer goods on special occasions considering, any festival, any special day, or any man-made crisis or political instability. If the research is successful then the people would know who is responsible in the supply chain for the price hike of consumer goods. The GDP and the per capita income of the people will stay stable and normally there won't be any money inflation either. So, to establish all these necessary factors the research is necessary.

So, the null hypothesis for the sample t-test is

H<sub>0</sub>: No one is responsible for the man-made price hike of consumer goods. Where the questionnaire value is 3 = Neutral.

## **Research Methodology and Methods**

**3.1 Introduction:** The research consists of different methods for data collection and data analysis. The main purpose of the research analysis is to highlight the issues in the supply chain of consumer goods responsible for the price hike of the goods. The mission of the research methods is to figure out the rationality of the problem and to bring out the perceptions of various categories people of in the country. The purpose of the research is to overview the supply chain management of consumer goods and identify the possible entity responsible for increasing the price of consumer goods due to manmade actions.

According to the journal of Kumar & Phrommathed, the research methodology is used to analyze the collected trustworthy data to reach a strategic or logical conclusion for the mentioned problem or issue, and the data is also used to recommend or forecast possible solutions regarding the issue which can be used in the future to develop the sector (Kumar & Phrommathed, 2005).

**3.2 Research approach:** The research was started after studying the previous results and findings stated in different journals, articles, and books written by internationally recognized writers and authors like Impact of Price Hike over Lower Middle Class: A Case Study on Dhaka Metropolitan Area and Sylhet Division of Bangladesh by Shakib 2012. In this research, this paper used secondary and primary data for the analysis of supply chain management. Then the collected data will be analyzed using SPSS to do the regression analysis and the rationality will also be shown at the end of the research.

**3.3 Data collection:** Firstly, the data about various topics and vital reasoning about consumer goods and price hikes were collected from 15 different journals and their findings were used to collect knowledge about the questionnaire. In the case of collecting primary data, the questionnaire method was used. This paper has developed a questionnaire model consisting of 14 questions regarding price hikes, consumer goods, supply and demand, supply chain, provisions about the consumer goods price control, and also the solutions regarding the problem was mentioned (Loomis et al. 2018). The questionnaire data were collected from 3 different categories of people like the consumers, wholesalers/ Retailers, and authorities to find out more about the topic. This paper also talked with the people who are directly involved with the process such as the Director-General of Jatiya Bhokta Adhikar Sanrakhan Adhidaptar (Dncrp, 2022) who helped us with his valuable opinion, suggestions, and information about the topic. This paper also collected the data

through physical interaction with the wholesalers, retailers, and consumers asking them questions about the price hike.

**3.4 Research Strategy:** To find a logical and feasible result the researcher has to ensure a proper research strategy to do that. So, the research strategy of this research is to first collect the data and then the collected data will be analyzed using SPSS and find the descriptive values of the concerned variable like the mean, median, mode, standard deviation, and also the regression analysis between the price and responsible people will be mentioned as well (Denis, 2018). After the SPSS analysis, a summary will be added including all the primary and secondary data in a table. Lastly, the rationality of the concerned variable will be added to conclude.

**3.5 Research Methods:** The methods which are used throughout the research are Questionnaire to collect primary data, SPSS descriptive, frequency, and regression analysis to find out the statistical value and to measure the probability.

**3.6 Analyzing Data:** The method or process which is used to collect and reach a result by evaluating all the optional solutions is known as the process of analyzing data. The researchers have collected data about the bargaining decision, supply intensity, responsible for price hikes in consumer goods, the responsible authority or issues for price hike from the consumer, manufacturer and form the authority related to the supply chain like the officer protecting the consumer rights (HAFIZ et al. 2020). The perceptions of different categorized people are mentioned below-

|                  | Problem            |              |                |                         |              |                                                    |                                      | Solution                        |                             |                                          |
|------------------|--------------------|--------------|----------------|-------------------------|--------------|----------------------------------------------------|--------------------------------------|---------------------------------|-----------------------------|------------------------------------------|
|                  | Man - made reasons | Bargaining   | Lack of supply | Supply chain management | Basic rights | Responsible for price hike (wholesalers/retailers) | Responsible for price hikes (others) | Thoughts on existing provisions | Effectiveness of provisions | Suggestions to solve the issues.         |
| <b>Consumers</b> | 80% agrees         | 93.3% agrees | 100% positive  | 92% agrees              | 80% agree    | 40% wholesalers, 40% manufacturer                  | 40%                                  | 80% positive                    | 80% positive                | 80% only aid in identifying the problem. |

|  | Problem  |            |         |              |       |                 |                       | Solution    |                  |                |
|--|----------|------------|---------|--------------|-------|-----------------|-----------------------|-------------|------------------|----------------|
|  | Man-made | Bargaining | Lack of | Supply chain | Basic | Responsible for | Responsible for price | Thoughts on | Effectiveness of | Suggestions to |

|                                   | e reasons   |              | supply         | management | rights     | price hike (whole salers/retailers) | hikes (manufacturers/suppliers) | existing provisions | provisions   | solve the issues.     |
|-----------------------------------|-------------|--------------|----------------|------------|------------|-------------------------------------|---------------------------------|---------------------|--------------|-----------------------|
| <b>Whole salers and Retailers</b> | 80 % agrees | 93.3% agrees | 100 % positive | 92% agrees | 80 % agree | 40% manufacturer 20% authority      | 40%                             | 80% positive        | 80% positive | Solving supply issue. |

|                                   | Problem          |              |                |                         |              |                                                     |                                         | Solution                        |                             |                                  |
|-----------------------------------|------------------|--------------|----------------|-------------------------|--------------|-----------------------------------------------------|-----------------------------------------|---------------------------------|-----------------------------|----------------------------------|
|                                   | Man-made reasons | Bargaining   | Lack of supply | Supply chain management | Basic rights | Responsible for price hike (whole salers/retailers) | Responsible for price hikes (Authority) | Thoughts on existing provisions | Effectiveness of provisions | Suggestions to solve the issues. |
| <b>Manufacturers and supplier</b> | 80 % agrees      | 93.3% agrees | 100 % positive | 92% agrees              | 80 % agree   | 40% manufacturer                                    | 20% authority                           | 80% positive                    | 80% positive                | none                             |

|                  | Problem          |              |                |                         |              |                                                    |                                                       | Solution                        |                             |                                  |
|------------------|------------------|--------------|----------------|-------------------------|--------------|----------------------------------------------------|-------------------------------------------------------|---------------------------------|-----------------------------|----------------------------------|
|                  | Man-made reasons | Bargaining   | Lack of supply | Supply chain management | Basic rights | Responsible for price hike (wholesalers/retailers) | Responsible for price hikes (manufacturers/suppliers) | Thoughts on existing provisions | Effectiveness of provisions | Suggestions to solve the issues. |
| <b>Authority</b> | 80 % agrees      | 93.3% agrees | 100 % positive | 92% agrees              | 100% agree   | 60% manufacturer and                               | 40% consumer awareness                                | 100% positive                   | 80% positive                | none                             |

## Supply Chain Insider

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|--|--|--|--|--|--|-----------|--|--|--|--|

So, these are some of the frequencies that are collected from the questionnaire. And the people from different ground proves that right by answering the questions most predictably. The frequencies will be further described in the findings part of the research analysis.

**3.7 Ethical Issue:** In this research, the privacy of the related stakeholder was maintained. The research consists of the categorized data based on their position and consuming position in society. No personal data were collected even the data collection process was not forced by anyone (Stahl and Wright, 2018). The people who were willing to give their data were only those who were collected. To maintain the ethical point of view no data was collected based on the personal profession or environment. Lastly, every collected data was anonymously presented and analyzed. Only the ones who were interested gave their information, which was included in the research finding. Shortly the research was done by fully maintaining all the ethical issues and perspectives and considering the position of the opposite side.

**3.8 limitations:** This paper was just able to identify that there is a valid problematical issue in the consumer supply chain but the research couldn't state precisely who is responsible for the price hike in the consumer goods supply chain. The research only identifies some entities who are partially or who can be responsible for the price hike of the consumer goods. The research cannot reach the final and precise result. So, these are some of the noticeable problems of the research.

### Data Analysis and Findings

In this section, the collected data will be analyzed and the findings will be outlined, and then the impact of the findings will be mentioned along with the changes that occurred by the impact and findings. Lastly, a hypothesis will be selected to find out the reason behind or the entity responsible for increasing the price.

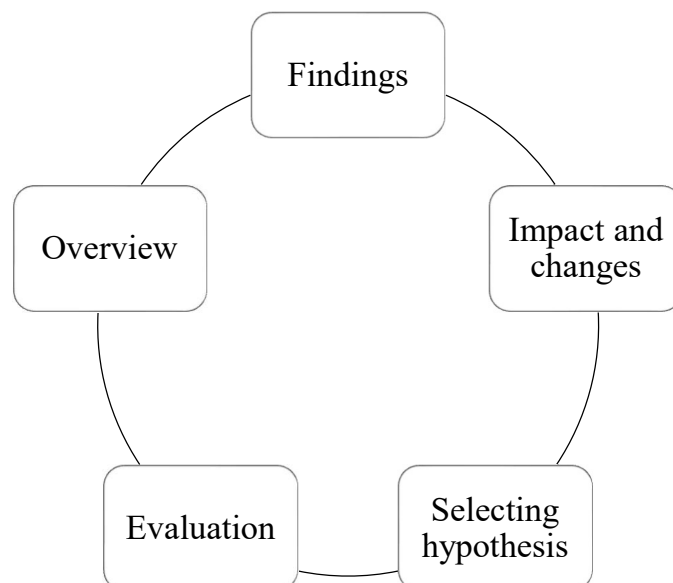


Figure 2: Analyzing format

**4.1 Findings:** According to the **secondary data collection** from different journals consisting on consumer buying behavior, a price increase of consumer goods, the impact of consumer goods price increase in their daily life, and so on, some vital information was found. Like-

1. The most percentage of consumers about 70% plus will buy the product whether the price is high or not, because they mentioned that, they are buying the product because it is necessary for their life, such as oil, vegetables, rice and so on.
2. Then the consumers do not like to question the authority but they are likely to blame the authority for the problems and issues of the price hike. And the percentage is again comparatively larger on this side about 90%.
3. The most basic crisis that a person faces because of the price hike in consumer goods is that they cannot buy other necessary products or utilities because they lose their buying capability, and this data was collected from an interview data in the journal of consumer buying behavior towards selected FMCG products written by Dr. Vibhuti and Dr. Ajay Kumar Tyagi in 2014.

So, these were some of the data and issues about consumer goods price hikes collected from the secondary data source. Now the issues that were found from the **primary data collection process** through the questionnaire, are mentioned below-

1. People about 93.3% agree the fact that they would bargain with the retailers, wholesalers, and other parties about the price with a motive to decrease the price to fill up their utility is a lower price.
2. The next fact that was uncovered is that people agreed that the most price hike or crises related to the price of consumer goods are created by Man-made reasons. About 80% are on the same side in this case.
3. When This paper is asking if the lack of supply can be a reason for the price hike, all the people like the consumers, wholesalers, and even manufacturers have claimed that it is responsible for the price hike, and the stat is 100% on this fact.
4. 80% of people agree that the price hike of consumer goods has an impact on the basic rights of people, but to be more specific most of the people answered that they are negatively impacted on their basic right of food, they are not properly able to buy food for their family, and that number increases when an occasion or crisis occurs in the market like the running Ramzan, the people are not able to buy even after for their family.
5. When the questions were raised about the responsible parties to increase the price of consumer goods, the people claimed different entities as the reason in the supply chain. Like the consumers, about 40% stated that the wholesalers and retailers are responsible in the supply chain for the price hike and on the other hand the wholesalers and retailers said about 40% that the suppliers are responsible for the issue, and 20% people mentioned that the authority's irresponsibility is responsible in a broader sense. So, the people are claiming different parties as to the problem maker they are not clear about the fact.
6. People mentioned in the questionnaire that they are satisfied with the laws like the consumer rights law act 2009, created by the government to protect consumer rights but

the problem is with the implication of the acts properly. And 80% of people according to the questionnaire agrees with this fact.

7. And when solutions for the supply chain were asked people answered different things like, the consumers suggested that the syndicate, monopoly market system should be stopped, the wholesalers and retailers mentioned that the flow of supply should be properly maintained. And the General director of the consumer rights office mentioned that the consumers should be aware of their rights and laws.

The findings confirm that there are problems in the price hike of consumer goods created by the manmade reasons, and the lack of supply, wholesalers syndicate, flaws in the implication of the law is also responsible for the price hike, and the people are mostly affected in their food sector because of the increasing price. And for the solution, people are looking up the proper implication of laws and proper monitoring of the government regarding the issue.

**4.2 Impact and changes:** Some vital changes can be noticed due to the impacts of price hikes in the consumer goods, they are-

1. people from the lower middle class do not get enough food for their families, because they are not able to buy it.
2. The lower-middle-class people generally bargain to decrease the price but ultimately, they buy the product within their buying range.
3. Decreasing rate of per capita income can be noticed which has a huge impact on the country's GDP.
4. People from the Lower middle class and middle class stays frustrated during the whole day which has a side impact on the people around them.
5. When people stop protesting for their rights, that means that the people are losing hope in the law enforcement of the country and that is a very alarming issue for a country in the future.

So, these are some of the issues and changes regarding the impacts of price hikes in consumer goods which are vital things to look at for the government to stably control the country's resources. The changes that are seen are collected from direct observation of the consumer's attitude and thoughts while communicating with them in the market regarding the price hike.

**4.3 Hypothesis and analysis:** The analysis is based on the supply chain of the consumer goods to find out who are the entities responsible for the man-made price hike in the consumer goods. So, in the bargaining part of the analysis, the research results are Neutral. So, the null hypothesis for the sample t-test is

$H_0$ : No one is responsible for the man-made price hike of consumer goods. Where the questionnaire value is 3 = Neutral.

**Question:** Who is responsible in the existing supply chain for increasing the prices of consumer goods?

1. Wholesalers
2. Retailers
3. Neutral

4. Suppliers
5. Manufacturer

Here the test results will be compared with the value  $\mu = 3$  (Neutral) and  $\alpha = 0.05$ . if the t-test value is  $p < .05$  then the test is significant (the sample is significantly different than  $\mu = 3$ ) and if  $p > .05$ , then the test is insignificant, the test is not significant (the sample is not significantly different than  $\mu = 3$ ), so in a broader sense if the value is less than 3 then people significant differences in case of choosing the responsible party for the price hike in consumer goods. According to the SPSS calculation, the values related to the sample t-test are mentioned below-

| Question | Mean | Std. deviation | df | Sig. (2-tailed) | t-value |
|----------|------|----------------|----|-----------------|---------|
| RFSCM    | 2.07 | 1.033          | 14 | .004            | 3.5     |

Firstly, the value of  $p = .004 < 0.05$  which means the test is significantly different than the mean value  $\mu = 3$ , where the t-test value is 3.5 and that means the ratio of people's perceptions indicates the options above 3 and those are supplier = 4 and manufacturer = 5, and the value 3.5 is closer to the value 4, so in the end, the hypothesis is rejected because there is a significant difference among the decisions of people. And the values show that suppliers are mostly responsible for the manmade price hike in the consumer goods supply chain.

**4.4 Overview:** The primary and secondary data confirm that the lower middle class and middle-class people are mostly affected by the price hike which makes the wholesalers and suppliers responsible for the price hike of consumer goods. And the officer from the consumer rights bureau confirms that there is no law created to monitor the prices of consumer goods, laws are created to protect consumer rights. So, from that sense, the researchers have developed a hypothesis that  $H_0$ : No one is responsible for the man-made price hike of consumer goods. Where the questionnaire value is (3 = Neutral) but after the sample t-test using SPSS, it is found that most people are agreeing to the thought that the suppliers are responsible for creating manmade price hikes of consumer goods in the market.

## Results and recommendation

**5.1 POV- Consumers:** According to the questionnaire findings the consumers are very much affected by the price hike in their daily lives. The people's capability of buying is decreasing and they are mostly affected by their basic right to food. The data shows that they are eager to buy their necessary products whether the price is high or not, and they are also suggesting the authority to implement the laws properly. Some other suggestions from the consumers collected from interviews and question-answer sessions with them are mentioned below-

1. The wholesaler's syndicate can be identified to mitigate the price hike of consumer goods
2. A proper flow of inventory should be ensured by the wholesalers to the retailers
3. The laws regarding human rights and consumer rights should be properly implemented.

**5.2 POV- Wholesalers/ Suppliers:** The people are divided into two categories but mentioned as one because most of their thoughts are quite similar. They both think that the lack of supply is

responsible for the price hike of consumer goods. And they are satisfied with the laws but not satisfied with the supply of consumer goods. Recommendations:

1. The proper supply from the manufacturer should be ensured
2. The authority must monitor the inventory ratios of the suppliers and manufacturers for proper supply of consumer goods in the market.

**5.3 POV-Authority:** The data was collected from the consumer rights bureau, general director. He agrees with the fact that manmade crises and other actions are responsible for the price hike of consumer goods. And also said that the price hike is related to the proper supply and demand in the market. As the demand varies from product to product, the value-added goods are not that much demanded by the people compared to the FMCG and the demand still doesn't decrease whether the price is high or not. In this statement, he also mentioned that there is no mechanism or law to prevent the price hike in consumer goods and the vital reason for the price hike is the lack of ethical and responsible practice by the consumers. And the recommendation to solve the issue is-

1. Ethical and responsible practices regarding the price hike of consumer goods should be done by the consumers.
2. The authority can establish new provisions to control the prices of consumer goods to an extent by giving limits to the selling and pricing of the goods.
3. The wholesalers, suppliers, and retailers must do their business following the business ethics and responsibility toward the society.

**5.4 POV- Researchers:** The researchers have found some interesting facts about consumer behavior while collecting primary information from the consumers, wholesalers, and retailers. Like the people like to bargain to decrease the price at the shops, they will still buy their necessary product whether the price is high or not, consumers are not responsible or disturbed in case of price hike but not satisfied with the issue either. Their main problem is that they (consumers) don't want to do anything right but expect to receive everything polished and furnished. Some recommendations from the researchers regarding the supply chain of consumer goods are mentioned below-

1. A developing country like Bangladesh imports the consumer goods at the same price as the developed countries but still because of showing extra tax, transportation costs, and infrastructural costs the people associated with the cycle (Supplier) are increasing the price of consumer goods. Where the tax, transportation costs, and other associated costs are lower in developing countries compared with the developed ones.
2. The consumer should be responsible for their rights, they are the most basic reason why the marketers are creating a monopoly market and increasing the price of consumer goods. **For example:** if a person doesn't complain or if a person buys the whole month's ration together and with a high price and the demand doesn't decrease are the reasons how the marketers are creating a monopoly in the market.
3. The laws and provisions which are already there to maintain the supply stability of the consumer goods should be maintained properly by the law enforcement people. **For**

**example,** The officers must monitor the inventory of wholesalers and suppliers and ensure a proper supply of the products in the market.

4. And the rationale analysis of the collected data also shows that the wholesalers are 40% and suppliers 40% and the authority is 20% responsible for the price hike of consumer goods in the supply chain.

### **Research Limitation**

The research was made to find out the problem in the supply chain of consumer goods which is responsible for creating price hikes. The research couldn't reach a final and precise result but all the primary data and a pilot questionnaire survey report which was provided to the consumers and related authorities found that the suppliers are 40%, wholesalers are 40% and the authority is 20% responsible for the price hike of the consumer goods. And after the hypothesis and sample t-test, it is found that the suppliers are responsible for the price hike in the supply chain of consumer goods. The limitation of the research is that the research couldn't find out the reason why they are responsible for increasing the price and the result is still an assumption of the people and collected data, another research is needed to prove the fact that the suppliers are truly responsible for the price hike of consumer goods.

### **Conclusion**

The conclusion of the research is that the suppliers are responsible for creating manmade lack of supply of consumer goods and increasing the price of the products. The result was founded by collecting the data from the questionnaire which was made by collecting assumptions from the previous related journals and articles and news. And also, a hypothesis test was used to verify whether the researcher's assumption is right or wrong. The results also accused suppliers for creating price hike of consumer goods in the market. A literature review of the related theories and frameworks and entities were also provided consisting, price hike, consumer behavior, supply chain management, lower- and middle-class family and also about the consumer goods and FMCG products were mentioned. And a clear methodology about the research where are the descriptive ways of collecting information and making the questionnaire and also the research methods were highlighted in order for the viewer to understand more easily. So, lastly it can be said that the research paper is an overview of the consumer goods and its market and an analysis of the supply chain of consumer goods to find out the entity responsible for creating manmade price hike.

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## Appendix

### Questionnaire Questions:

1. Who are you?

- Consumer
- Wholesalers
- Suppliers

2. Your Gender?

- Male
- Female

3. Your position in the society

- Student
- Businessman
- Other profession

4. Do you agree that the price hike of consumer goods are created because of man-made events or reasons?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly Disagree

5. Will you buy your necessary product if the price is high?

- Yes
- No

6. Do you prefer Bargaining for your necessary goods?

- Yes
- No

7. Is lack of supply is responsible for price hike?

- Yes
- No

8. Is consumer goods supply chain management is responsible for Price hike?

- Agree
- Disagree

9. Does increase of price has any impact on the demand of consumer goods?

- Agree
- Strongly agree
- Neutral
- Disagree
- Strongly disagree

10. Does price hike of consumer goods have any impact on your fundamental rights?

- Yes
- No

11. Do you think the governmental actions and authority approaches are enough to solve the price hike problem?

- Yes
- No

12. Do you think that the authority isn't following the laws properly to mitigate price hike?

- Agree
- Strongly agree
- Neutral
- Disagree

- Strongly disagree

13. Who are responsible in the existing supply chain in increasing the prices of consumer goods?

- Wholesalers
- Retailers
- Neutral
- Suppliers
- Manufacturers

14. What do you think which reason is responsible for the price hike in consumer goods?

- Corruptions
- Administrative Loopholes
- Political Instability
- Monopoly Market of Wholesalers and Suppliers

15. Do you agree to the thought that, the increase of price hike has impact on the per capita income of the people of Bangladesh?

- Agree
- Strongly agree
- Neutral
- Disagree
- Strongly disagree