

A Study on Consumer Behavior Towards Food Items of Popular Brands

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Abstract: Consumer behavior reflects the totality of consumer decisions with respect to the acquisition, consumption and disposition of goods, services etc. Buying behavior particularly involves collective responses of buyers for selecting, evaluating deciding and post purchase behavior. Buyers' behavior is the study of the human response to services and marketing of product and services. The study is an attempt to understand different aspects of consumer behavior on buying of packaged food products. This study aims to identify the factors which are important while purchasing packaged food products. The study also examines the relationship between the factors brought out and factors like age, annual income, size of family, profession, education etc. To find out is there any association between factor and buying behavior of branded food items. The Chi square test has been applied. It is concluded that Age and income of the respondent's effect their buying behavior. It is suggested that Branded products must be available at the local retail shop at low price and Campaign to educate consumer regarding consumer right and Consumer forum must be expedited.

Keywords: Consumer behavior, emerging trends, Brands, food items.

I. Introduction

It is very truly said by someone that human needs and wants have no ends. Everyday any new desires come to our minds and to fulfill them, most of the times we indulge ourselves in buying and purchasing process in one or the other way. In this process we exchange our money for goods and services, either for our personal use or for the use of our family or friends. In the same way we as consumers also take decisions about disposing of used-up and worn-out goods and services. For a variety of reasons, the study of consumer behavior has developed as an important and separate branch in marketing discipline. Scholars of marketing had observed that consumers did not always behave as suggested by economic theory. The size of the consumer market in all the developed and rapidly developing economies of the world was extensive. A huge population of consumers was spending large sums of money on goods and services. Besides this, consumer preferences were shifting and becoming highly diversified. Even in case of industrial markets, where the need for goods and services is generally more homogenous, buyers' preferences were becoming diversified and they too were exhibiting less predictable purchase behavior. Other important factors that contributed to the development of consumer behavior as a marketing discipline include shorter product life cycles, increased environmental concerns, interest in consumer protection. Personal factors also influence buyer behavior. The important personal factors, which influence buyer behaviors, are Age, Occupation, Income and Life Style.

Objectives of Research Study:

- To analyze and assess the awareness of consumers towards branded packaged food items.
- To analyze the brand awareness of consumers towards selected food items.
- To analyze the brand preferences of consumers towards selected food items.
- To study the factors influencing brand preference of consumers towards selected food items.
- To find out the reasons for purchasing and not purchasing the selected packaged food items.

II. Review Of Literature

Kotler and Armstrong (1997) concluded the consumer purchasing decisions take place over a period of time. The overall goal during this decision process is to evaluate various alternatives and choose product that satisfies the consumer in an optimal way. Consumers get influenced by several major factors while they make their decisions. These factors can be grouped as social, cultural, psychological and personal factors

Schiffman and Kanuk (2000), defined, following are the main sources of that influence on Attitude formation. The formation of consumer attitudes is strongly influenced by personal experience, the influence of

family members and friends, direct marketing, and mass media. Direct experience refers the attitudes towards the product formed by the directly consuming the product

Blackett and Robbins (2001) consistently said that the key drivers of demand for products are awareness/familiarity, perceived quality, sales quality and price. These tool drivers influence the perception of costumer in term of decision making.

Svederberg, Eva (2001) revealed in their study that consumer's choice of food products is based on environmental issues as well as on issues concerning their health. Their thinking on nutrition and health is based on whether the food product was produced locally or not and on the list of ingredients. The study also found that consumer's understanding of packed food label information is low.

Pinya Silayoi, Mark Speece (2004) conducted an exploratory study on packaging and purchase decisions and found visual package elements play a major role, representing the product for many consumers, especially in low involvement and when they are rushed. Most focus group participants say that they use label information but they would like it if it is simplified.

Vasant P Gandhi and Abraham Koshy (2006) conducted a study to examine the marketing of wheat in India, focusing on the private marketing system, the marketing efficiency and quality. The study finds that the farmers now almost invariably sell in the nearby primary market rather than to village traders, indicating increasing awareness and mobility. The study finds that typically, the market intermediaries provide hardly any special or value adding services or development, in return for the commissions and margins, other than conducting the transactions and making the payment. The farmers see considerable scope for improvement in the marketing system. However, the commission agent and traders seem relatively satisfied.

Pinya silayoi and Mark Speece (2007) conducted a study on the importance of packaging design and the role of packaging as a vehicle for consumer communication and branding. The study investigated the knowledge about consumer psychology which was important for the manufacturers to understand consumer response to their packages. The results of the study gave some insights of consumer preferences for food packages in Bangkok and Thailand, which are fair representatives of many markets in Asia, Where the modern urban middle class is rapidly expanding.

Jabir Ali, Sanjeev Kapoor, Jana Kiraman Moorthy (2010) conducted a study to assess the consumer's preferences for food and grocery products. A total of 101 households having sufficient purchasing power were surveyed. The preferences of the consumers clearly indicated their priority for cleanliness/freshness of food products followed by price, quality, variety, packaging and non-seasonal availability. It was also found that most of the food and grocery items were purchased in loose from the nearby outlets. Fruits and vegetables are mostly purchased daily or twice a week due to their perishable nature, whereas grocery items were less frequently purchased.

Sushil Kumar and Jabir Ali (2011) conducted a study for assessing consumer awareness and usage of food labels and influences on food buying behaviour. The results indicated that particular category of information was used more by the consumers while purchasing packaged food products. Differences across various socio-economic groups were also significant in many cases. The results had very strong implications for regulatory authorities as well as food companies.

Hypotheses:

Ho: There is no association between Income of respondent and buying behavior of branded food

Ho: There is no association between factors and buying behavior of branded food.

Scope of the research study:

The study of is branded food item and data collected from Jodhpur district. Jodhpur is second largest city of Rajasthan. In this study only the packaged food category of the food industry has been considered and only four food items have been taken for the study out of the long list of the packaged food items available in the market.

III. Research Methodology

This research is based on primary data. For collection of primary data a well-structured questionnaire was prepared, a pilot survey was conducted to know the feasibility of the questionnaire, suggestions from this pilot survey were included in the questionnaire and final draft of questionnaire was prepared. All the data collected from the survey was tabulated in well-structured statistical tables, and results have been derived from these tables.

Data Analysis:

The respondents are studied which impact their buying behaviour. The questionnaires were distributed in Jodhpur city, approximately 500 consumers and out of them 470 filled questionnaires were received. The

independent variables undertaken for this study are age, income, occupation, education qualification and family size of the respondents. For finding out the relation between dependent and independent variables and testing the hypotheses, Correlation and Chi square test was applied

1. Age wise Respondents

Age of Respondents	Per cent of Respondents
Less than 20 Years	2.13%
20 to 30 years	19.79%
30 to 40 years	46.17%
40 to 50 years	21.91%
50 years and above	10.00%

Table 1

In This survey, responses of 470 respondents were collected out of them approximate 2% (10) of the respondents are of the age less than 20 years, 20% (93) of respondent having the age between 20 years to 30 years. 46% (217) of respondents are having the age between 30 years to 40 years. Approximate 22% (103) of respondents are between the age of 40 years to 50 years. And 10% (47) of respondents are having age more than 50 years.

2. Annual Income wise respondents

Income wise Respondents	Per cent of Respondents
Up to 120000	2.12%
120000 to 240000	12.13%
240000 to 600000	34.05%
More than 600000	51.70%

Table 2

In this survey of 470 respondents we tried to cover almost all income group respondents, for this four class intervals were made, 2% (10) of respondents having the annual income less than 1.2 lakhs. 12% (57) of respondents are having the annual income between 1.2 lakhs to 2.4 lakhs. 34% (160) of respondents are having annual income between 2.4 lakhs to 6.0 lakhs. 52% (243) of respondents are having annual income more than 6.0 lakhs.

3. Education wise Respondents

Education wise Respondents	Per cent of Respondents
Below Higher Secondary	8.09%
Higher secondary	15.96%
Graduate	31.91%
Post Graduate	44.04%

Table 3

Education of respondent is a very important factor that effects on buying behaviour of respondents. To find out the educational qualification 4 classes are formed. 8% (38) of respondents are having the qualification less than higher secondary. 16% (75) of respondents are having the qualification of higher secondary. 32% (150) of respondents are graduate and 44% (207) of respondents having the qualification of post graduate.

4. Occupation wise Respondents

Occupation wise Respondents	Per cent of Respondents
Student	1.91%
House Wife	31.91%
Service/ Retired	28.09%
Business or Professional	38.09%

Table 4

Occupation of respondents is another factor that effect on consumer buying behaviour. In our survey occupation of the respondents was divided into four classes. 2% of the respondents are students. 32% of respondents are house wife. 28% of respondents are either in government or private service or retired. 38% of respondents are having their own business or are professionals.

5. Family size wise respondents

Family size wise Respondents	Per cent of Respondents
Less than 5 members	53.83%
5 members to 10 Members	38.08%
More than 10 members	8.09%

Table 5

Purchasing Pattern of nuclear family is different from the purchasing pattern of joint family, that’s why number of family members (family size) play important role in purchasing decision. Approximate 54% (253) of respondents having less than 5 members in their family. 38% (179) of respondents are having 5 to 10 members in their family. 8% (38) of respondents are having more than 10 members in the family.

IV. Result And Discussion:

Awareness of brand is very important for buying the branded products. Despite of many different brands being available in the market, consumers are aware of only few of them. This affects the buying behavior of the consumers.

1. Awareness of consumer towards packaged food items

Response	Per cent of Respondents
Yes	95.11%
No	4.89%

Table 6

For checking the awareness for branded and packaged food this survey was conducted and it was found that 447 out of 470 approximately 95% respondents are aware about the branded and packaged food. Only 5% (23) respondents don’t have any awareness about the branded and packaged food.

2. Awareness of consumers towards the selected packaged food items

Four packaged food items wheat flour, rice, edible oil and sugar are taken for this study.

	Packaged Wheat flour		Packaged Rice		Packaged Edible oil		Packaged Sugar	
	Nos	%	Nos	%	Nos	%	Nos	%
Yes	466	99.15%	451	95.96%	447	95.11%	244	51.91%
No	4	0.85%	19	4.04%	23	4.89%	226	48.09%
Total	470	100%	470	100%	470	100.00%	470	100.00%

Table 7

Four type of branded and packaged food item were taken for survey wheat flour, Rice, Edible oil and Sugar. 99.15% (466) of respondents are aware of branded wheat flour, 95.96% (451) respondents are aware about Branded Rice. 95.11% (447) respondents are having awareness about branded edible oil. Only 51.91% (244) respondents are having the awareness about the branded sugar. This shows that awareness of branded wheat flour is highest where as awareness about branded sugar is least.

3. Brand awareness for packaged wheat flour (Atta)

For finding out the popular wheat flour brands five brands were selected from pilot survey those are Aashirvaad, Annapurna, Shakti Bhog, Pillusburry and Nature fresh.

	Aashirvaad		Annapurna		Shakti Bhog		Pillusburry		Nature fresh	
	Nos	%	Nos	%	Nos	%	Nos	%	Nos	%
Yes	438	93.19%	254	54.04%	291	61.91%	169	35.96%	127	27.02%
No	32	6.81%	216	45.96%	179	38.09%	301	64.04%	343	72.98%
Total	470	100.00%	470	100.00%	470	100.00%	470	100.00%	470	100.00%

Table 8

The table indicates that 93.19% (438) respondents are aware of Aashirvaad wheat flour brand. 54.04% (254) respondents having the awareness about Annapurna brand. 61.91% (291) respondents are aware about Shakti bhog Atta. 35.96% (169) respondents having awareness about Pillusburry Brand and only 27.02% (127)

respondents are aware about Nature fresh brand. This shows that Aashirvaad is a most popular brand of wheat flour followed by Shakti bhog atta and Nature fresh brand is the least popular among all brands of wheat flour.

4. Brand awareness for packaged rice

For finding out the awareness of branded rice eight brands of rice were selected from pilot survey those are Kohinoor, Charminar, Shakti Bhog, Shri lal mahal, Surya ,Daawat, Tilda and India gate.

Brand	Yes		No		Total	
	Nos	%	Nos	%	Nos	%
Kohinoor	395	84.04	75	15.96	470	100.00
Charminar	169	35.96	301	64.04	470	100.00
Shakti Bhog	19	4.04	451	95.96	470	100.00
Shri lal Mahal	150	31.91	320	68.09	470	100.00
Surya	94	20.00	376	80.00	470	100.00
Daawat	456	97.02	14	2.98	470	100.00
Tilda	24	5.11	446	94.89	470	100.00
India Gate	451	95.96	19	4.04	470	100.00

Table 9

Tabel 9 shows that 84.04% (395) respondents are aware of Kohinoor Rice. 35.96% (169) respondents having the awareness about Charminar brand. Only 4.04% (19) respondents are aware about Shakti bhog Rice brand. 31.91% (150) respondents having awareness about Srilal mahal Brand , 20% (94) respondents are aware about Surya brand, 97.02% (456) respondents aware about Dawaat brand. 5.11% (24) respondents are aware about Tilda brand and 95.96% (451) respondents are aware about India gate brand. This shows that Daawat brand is a most popular brand of rice followed by India gate and Shakti bhog brand is the least popular among all brands of Rice.

5. Brand awareness for packaged edible oil

Awareness of brand for edible oil is appreciable ,for finding out the awareness of branded edible oil eight brands of edible oil were selected from pilot survey those are Dhara, Sundrop, saffola, Fortune, Nutrela ,Gemini, Nature fresh and Sweekar.

Brand	Yes		No		Total	
	Nos	%	Nos	%	Nos	%
Dhara	348	74.04	122	25.96	470	100.00
Sundrop	395	84.04	75	15.96	470	100.00
Saffola	404	85.96	66	14.04	470	100.00
Fortune	385	81.91	85	18.09	470	100.00
Nutrela	160	34.04	310	65.96	470	100.00
Gemini	132	28.09	338	71.91	470	100.00
Nature Fresh	75	15.96	395	84.04	470	100.00
Sweekar	188	40.00	282	60.00	470	100.00

Table 10

Awareness of brand for edible oil is appreciable ,for finding out the awareness of branded edible oil eight brands of edible oil were selected from pilot survey those are Dhara, Sundrop, saffola, Fortune, Nutrela,Gemini, Nature fresh and Sweekar. 74.04% (348) respondents are aware of Dhara brand. 84.04% (395) respondents having the awareness about Sundrop brand. 85.96 % (404) respondents are aware about Saffola brand. 81.91% (385) respondents having awareness about Fortune Brand, 34.04% (160) respondents are aware about Nutrela brand, 28.09% (132).

6. Brand awareness for packaged sugar

Sugar is one of the commodity of which brand awareness among the respondents is very low for finding out the awareness of branded Sugar Six brands of sugar were selected from pilot survey those are Parry, Dharpur, Madhur,Uttam, Trust and Mawana

Brand	Yes		No		Total	
	Nos	%	Nos	%	Nos	%
Parry	85	18.09	385	81.91	470	100.00
Dhampur	122	25.96	348	74.04	470	100.00
Madhur	244	51.91	226	48.09	470	100.00
Uttam	263	55.96	207	44.04	470	100.00
Trust	85	18.09	385	81.91	470	100.00
Mawana	141	30.00	329	70.00	470	100.00

Table 11

Table 11 indicate that 18.09% (85) respondents are aware of Parry brand. 25.96% (122) respondents having the awareness about Dhampur brand. 51.91% (244) respondents are aware about Madhur brand. 55.96% (263) respondents having awareness about Uttam Brand, 18.09% (85) respondents are aware about Trust brand and 30% (141) respondents are aware about Mawana brand.

7. Buying preference of consumer for selected food items

Buying preference of different respondents is different and this remains not same for all the time, this preference changes according to time and market conditions

Commodities	Branded and Packaged		Non branded and Unpackaged		Both/ Mixed	
	Nos	%	Nos	%	Nos	%
Wheat	207	44.04	132	28.09	131	27.87
Rice	207	44.04	132	28.09	131	27.87
Edible Oil	376	80.00	43	9.15	51	10.85
Sugar	150	31.91	207	44.04	113	24.04

Table 12

Despite of having good brand awareness of Atta 99.16% (466), Rice95.96% (451) and Edible oil 95.11% (447) respondents are not showing interest in buyingthese branded Atta and rice , only 44.04% (207) respondents are buying branded Atta and Rice. But interest in buying of branded and packaged edible oil is more than ATTA and Rice 80% (376) respondents are buying branded edible oil. Like the awareness of Branded sugar interest in buying branded sugar is also low, only 31.91% (150) of respondents prefer buying branded sugar.

8. Factors influencing brand preferences of consumer for packaged food items

There are many factors which influence brand preference, few of them are taken for analysis, and those are Quality, Taste, Price, Nutrition value, availability, brand image, packaging design, Influence by advertisement, influence by friends and relatives.

Factors	Wheat flour		Rice		Edible Oil		Sugar	
	Nos	%	Nos	%	Nos	%	Nos	%
Quality	144	50.00	81	28.13	115	39.93	127	44.10
Taste	81	28.13	178	61.81	34	11.81	23	7.99
Price	40	13.89	52	18.06	66	22.92	12	4.17
Nutritive Value	17	5.90	23	7.99	127	44.10	23	7.99
Availability	86	29.86	46	15.97	17	5.90	17	5.90
Brand Image	63	21.88	58	20.14	29	10.07	12	4.17
Packaging design	6	2.08	0	0.00	46	15.97	0	0.00
Influence of Friends and relatives	12	4.17	12	4.17	23	7.99	12	4.17
Influence of advertisement	40	13.89	34	11.81	52	18.06	0	0.00

Table 13

For finding out the influence of various factors on brand preference those respondents who buy the branded foods are taken in consideration 50% of product and 50% of respondents are included in not preferred branded product. So total 288 out 470 respondents preferred to buy branded product and 182 not preferred to buy branded product.

Quality is the factor that influences 50% (144) most on the branded wheat flour, followed by availability 29.86% (86), taste 28.13% (81) and brand image 21.88% (63). Price and influence of advertisement have equal influence on brand 13.89% (40), brand Package design having the least influence 2.08% (6) factor.

Taste is the factor that influences most 61.81% (178) on the buying branded rice, followed by quality 28.13% (81), brand image 20.14% (58) and price 18.06% (52). Package design is not at all effect on buying brand. After package design, influence of friends and relatives 4.17% (12) is the other factor that affects least on buying behaviour.

Nutritive value is the factor that influences most 44.10% (127) of the respondents on the buying branded edible oil; followed by quality 39.93% (115), price 22.92% (66) and influence of advertisement 18.06% (52). Availability 5.90% (17) is the factor that affects least on buying behaviour. In case of Sugar quality is the factor that influences most 44.10% (127) on the buying branded sugar, followed by taste and nutritive value 7.99% (23),availability 5.90% (17).Package designand Influence of advertisement not at all affect on buying behavior. After these two brand image and influence of friends and relatives 4.17 % (12) are the factors that affect least on buying behavior of the consumers.

Testing of Hypothesis:

H₀₁: There is no association between Income of respondent and buying behavior of branded food

Income Preference	Below 1.2 lakhs	1.2 Lakhs to 2.4 lakhs	1.2 Lakhs to 2.4 lakhs	More than 6 Lakhs	Total
Branded	7	20	82	179	288
Not Branded	9	36	72	65	182
Total	16	56	154	244	470

Table 14

χ^2 at 3 df =7.81

The calculated value of χ^2 is more than the table value, therefore it is concluded that the difference between observed frequency and expected frequency is significant. Since the difference is considered significant, the Null Hypothesis H₀ (There is no association between Income of respondent and buying behavior of branded food) is rejected at 95% level of confidence. Since the null hypothesis is rejected, it is concluded that the buying behavior of branded food is not independent it is influenced by the Income of respondent.

H₀₂: There is no association between factors and buying behavior of branded food

Factors	Effect on Preference	ot effect on preference
Quality	117	171
Taste	79	209
Price	43	245
Nutritive Value	48	240
Availability	42	246
Brand Image	41	247
Packaging design	13	275
Influence of Friends and relatives	15	273
Influence of advertisement	32	256

To find out is there any association between factor (A) and buying behavior of branded food (B). The Chi square test was applied. The calculated value of χ^2 is more than the table value, therefore it is concluded that the difference between observed frequency and expected frequency is significant. Since the difference is considered significant, the Null Hypothesis H₀ (There is no significant difference between factors and buying behavior of branded food) is rejected at 95% level of confidence. Since the null hypothesis is rejected, it concluded that the buying behavior of branded food is influenced by the factors.

V. Findings

As Jodhpur is not a big city, concept of joint family prevails hear. In Jodhpur income level of average respondents is also average, because of all these reasons most of the respondents purchase non branded product. Buying pattern of joint families is different from the buying pattern of nuclear families. In joint families people go for yearly storage of the food items taken up in the study and go for bulk purchasing whereas in nuclear families they prefer buying in small quantities as and when required.

Most of respondents are aware about the branded packaged food items; this awareness is highest in the case of branded packaged wheat flour, followed by the packed rice, packed edible oil and least awareness in the case of branded sugar. Quality is the factor that influences most on the branded wheat flour, Taste is the factor that influences most on the buying branded rice, Nutritive value is the factor that influences most on the buying branded edible oil, Quality is the factor that influences most on the buying branded sugar. Most of the respondents prefer to purchase these packaged food items from near grocery store or retail shop. Most of the respondents check the MRP mentioned on the pack before purchase and least of them check nutritional value mentioned on pack. Most of the respondents are aware about consumer right but they are not as much aware about consumer forum. Most of the respondents never filed any case in consumer court. Respondents who filed the case in consumer court, most of them didn't get any positive response.

Correlation between Income of consumer and all branded and packaged food products are almost perfectly positively correlated. In case of wheat flour it is highest and for sugar it is lowest. Correlation between Education Qualification of consumer and all branded and packaged food products are almost perfectly positively correlated. In case of wheat flour it is highest and for sugar it is lowest. Correlation between Occupation of consumer and all branded and packaged food products are almost perfectly positively correlated. In case of wheat flour it is highest and for sugar it is lowest.

The buying behaviour of branded food is influenced by the Income of respondent. The buying behaviour of branded food is influenced by various factors.

Suggestions

Branded products must be available at the local retail shop at low price. Consumers must get more knowledge and information about the FSSAI (food safety and standards authority of India) and Food Safety and Standards (packaging and labelling) Regulations, 2011. Campaign to educate consumer regarding consumer right and consumer forum must be expedite.

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