



A STUDY ON BUYING BEHAVIOUR OF FOOD PRODUCTS AMONG YOUTH, WITH SPECIAL REFERENCE TO THRISSUR DISTRICT IN KERALA

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Abstract

Consumers purchasing decision are influenced by various factors. Consumer behaviour is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions. The study of consumer behaviour assumes that the consumers are actors in the marketplace. The perspective of role theory assumes that consumers play various roles in the marketplace. Starting from the information provider, from the user to the payer and to the disposer, consumers play these roles in the decision process. This study aimed at analyzing the various factors that are affecting the purchasing decision of the consumer while they purchase the food products. The study found out the cleanliness, freshness and quality are the major factors that affect the purchasing decision.

Key Words: Food Products, Consumer, Buying Behavior, Frequency of Purchase.

Introduction

India's food processing industry 'one of the largest industries in the country', ranked fifth in terms of production, consumption, export and expected growth. The Indian food industry is estimated to be worth over Rs.8000 billion and is expected to grow to Rs. 12000 billion by 2015. India accounts for only 1.7% of world trade in this sector – which is slated to increase to 3% by 2015. Fruits and vegetables, fisheries, milk and milk products, meat and poultry, packaged/convenience foods, alcoholic beverages and soft drinks and grains are important sub-sectors of the food processing industry. Health food and health food supplements are other rapidly rising segments of this industry.

The consumer is the king of marketing. The marketers, processors and procedures in the food processing sector must fully orient their strategies and goals towards understanding aspects leading to consumer satisfaction in an attempt to fulfill their needs and demands in a continuously changing world. Changing lifestyles, increased spending powers, disposable incomes and changing consumer tastes are expected to change the face of the food retail market in India.

To maintain or to increase market share, the processors goal should be meet or create consumers quality expectations (Boor, 2001). Advertisement is the major factor that affects the purchase decision (K Maruthamuthu, K Krishnakumar, M.Vasan 2006). The change in purchase decision was due to marketing – related factors such as availability, advertisement, product quality and variety, and price of the product (Deepa Ingavale and H.M Thakar , 2012). The demographic factors such as education, marital status, occupation, income and age have a significant relationship with the customers' brand preference and frequency of consumption (Manish Gupta 2013). Location of the retail outlet is the prime consideration of the customers for purchasing food products (Ayan Chattopadhyay, 2013). Donal Rogan (2007) explains the relationship between consumer behavior and marketing strategy. He states that strategy is about increasing the profitability and frequency of succeeding in doing this are to know the customer and understand the consumer's needs and wants.

Objectives of the Study

1. To analyze the factors affecting the buying behavior of consumers with respect to food products.
2. To know the customers frequency of purchasing of the different food products.
3. To analyse the effect of family size in quantity of food products purchased.

Hypotheses of the Study

H01: The family size is not affect the required quantity of the product purchased.

H02: The income of the family is not affect the frequency of purchase of food products.

Methodology

Both primary and secondary data has been collected for the study. The secondary data were collected from various books, journals, and website of Ministry of Food Processing Industries (MOFPI). The primary data has been collected by using a structured questionnaire. The samples are selected on the basis of convenience. Thirty peoples who are belonging in the age group 20 to 30 were selected for the study. Percentage analysis and paired sample test are used to analyze the collected data.



Limitation of the Study

There are a number of factors influencing the consumer buying behaviour. However, this study tries to identify few factors influencing consumer buying behavior and the study conducted in a limited area.

Data Analysis & Interpretation

1. Demographic Characteristics

Table1: Demographic Characteristics of the Respondent

Demographic Characteristics	Frequency	Percent
1. Age		
20 – 24	13	43.3
25 – 30	17	56.7
Total	30	100
2. Educational Level		
SSLC	1	3.3
Plus Two	8	26.7
Degree	12	40.0
Post Graduates	9	30.0
Total	30	100
3. Monthly Income		
Below 5000	--	--
5000 – 10000	6	20
10000 – 20000	15	50
20000 – 30000	5	16.7
Above 30000	4	13.3
Total	30	100
4. Gender		
Male	12	40
Female	18	60
Total	30	100

Source: Primary Data

It is clear from the table 1, analysis of the distribution of the respondents according to age shows that majority (56.70 percent) of them belongs to the age group 25 – 30. 60 percent of the respondents are female. Majority (40 percent) of the respondents has degree qualification and followed by post graduates (30 percent). The analysis of monthly income revealed that 50 percent of the respondents have the income range between 10000 and 20000.

Frequency of Purchases

Table2: Frequency of Purchases (in Percent)

Frequency of Purchases	Dairy Products	Meat Products	Processed Vegetables & Fruits	Marine Products
Never	13.3	10	3.3	6.7
Once in a week	13.3	76.7	46.7	43.3
2 – 4 Per week	16.7	10	36.7	20
5 – 6 per week	10	--	10	6.7
Daily	46.7	3.3	3.3	23.3
Total	100	100	100	100

Source: Primary Data

It is clear from the table2, 46.7 percent of the respondents purchase the dairy products daily. 76.7 percent of the respondents purchase meat products once in a week. 46.7 and 43.3 percent of the respondents purchase the processed vegetables and fruits and marine products once in a week respectively.



Factors Affecting the Purchase Decision of the Food Products

Table3: The Factors Affecting the Purchase Decision of the Food Products

S. No	Factors	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
		F	P	F	P	F	P	F	P	F	P
1.	Cleanliness	15	50	13	43.3	2	6.7	-	-	-	-
2.	Freshness	12	40	12	40	6	20	-	-	-	-
3.	Quality	9	30	15	50	6	20	-	-	-	-
4.	Taste	7	23.3	13	43.3	7	23.3	2	6.7	1	3.3
5.	Price	5	16.7	9	30	13	43.3	3	10	-	-
6.	Nearby Availability	3	10	5	16.7	2	6.7	12	40	8	26.7
7.	Color	2	6.7	4	13.3	4	13.3	12	40	8	26.7
8.	Good for health	10	33.3	17	56.7	2	6.7	-	-	1	3.3
9.	Good ambiance	4	13.3	8	26.7	14	46.7	3	10	1	3.3
10.	Free from pesticides	10	33.3	15	50	5	16.7	-	-	-	-

Source: Primary Data

From the observation of the table3,

- Cleanliness: 93.3% consider cleanliness of the product most important when it comes to factors to consider when purchasing a food product.
- Freshness: 80% of the respondents strongly agreed freshness is an important factor.
- Quality: near 80% of the respondents give importance to the quality of product.
- Taste: 66.6% of the respondents consider taste as an important factor while they make purchase of food products. Only 3.3% viewed is not an important factor.
- Price: This factor was considered most important by 46.7% of the respondents. 43.3% neutrally agreed with this factor and 10% give least importance to this factor.
- Nearby availability: Near 66.7% of the respondents are not agreed with this factor. Only 10% consider this factor is important.
- Color of the product: Near 66.7% of the respondents are not agreed with this factor. Only 6.7% consider this is an important factor.
- Good for health: This aspect was considered to be an important factor by 90% of the respondents; whereas, 3.3% of the respondents did not consider it important.
- Good Ambiance: 40% considered this is an important factor while they make purchases, 46.7% neutrally agreed with this factor and only 3.3% gives least importance to this factor.
- Free from pesticides: Near 83.3% consider this is an important factor.

Hypothesis Test

H01: The family size is not effect the required quantity of the product purchased.

Table 4: Paired Sample t test

	t value	Sig. (2 tailed)
Family size and the required quantity of the product	9.364	.000*

*significant at 5%

When the paired sample test is administered, it shows statistically significant difference between the family size and the required quantity of the product. That means the family size effect the purchase of the product.ie, the small family required less quantity than the joint family.



H02: The income of the family is not affect the frequency of purchase of dairy products, meat products, processed fruits and vegetables and marine products.

Table 5: Paired Sample Test

	t value	sig. (2 tailed)
frequency of purchase of dairy products	-1.309	.201*
frequency of purchase of meat products	-5.959	.000*
frequency of purchase of processed fruits and vegetable products	-2.576	.015*
frequency of purchase of marine/ fisheries products	-.880	.386*

*significant at 5%

Family income with the frequency of purchase of dairy products, the p value is .201 which is not significant (greater than 0.05), so the null hypothesis is accepted. That means the family income is not affect the purchase of dairy product.

Family income with the frequency of purchase of meat products, the p value is .000 which is significant, so the null hypothesis is rejected. The family income makes an influence in the purchase of meat products.

Family income with the frequency of purchase of processed fruits and vegetable products, the p value is .015 (less than 0.05), so the null hypothesis is rejected. The income of the family affects the purchasing of processed fruits and vegetable products.

Family income with reference to the frequency of purchase of marine / fish products, the p value is .386, which is not significant, so the null hypothesis is accepted. That means the family income is not affect the purchase of marine/fish products.

Conclusion

The present study explored the consumer behavior for food products in among youth. Cleanliness of the product, free from pesticides, freshness, quality of the product, good for health are some of the most important attributes, which are rated very highly by people while buying food products. Price of the product, ambience are some other important parameters. Color of the product and nearby availability does not have much impact on the sale of food products.

Accordingly, with the changes in consumer preferences comes the big challenge for food processing industries which is to attract customers, persuade them to make purchase and satisfy them to earn loyalty. They need to create innovative strategies to increase their sales. By understanding people’s psychology behind their preferences, industry can make profitable marketing.

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