

# Consumers Shopping Pattern for Packed Food Products

<sup>1</sup>D. Sindhuja & <sup>2</sup>Dr. S. Kavitha

<sup>1</sup>Research Scholar, PG & Research Department of Commerce, JJ College of Arts and Science (Autonomous), Pudukkottai, TamilNadu (India)

<sup>2</sup>Professor and Head, PG & Research Department of Commerce, JJ College of Arts and Science (Autonomous), Pudukkottai TamilNadu (India)

---

## ARTICLE DETAILS

---

### Article History

Published Online: 10 October 2018

### Keywords

Information, products, packed food, shopping

### Corresponding Author

Email: franklincomjij[at]gmail.com

---

## ABSTRACT

An organization with an excellent track record suddenly finds its products obsolete, its unparalleled consumer base eroded and its financial resources depleted. The consumers try to collect more information about the product, its key attributes, and qualities of various brands and about the outlets where they are available. Technological changes are taking place at the flash of an eye and standards are undergoing changes in time. The marketing of products is becoming a more and more complex process in the context of globalization, liberalization, and privatization and modernization policy of the Government. To identify the factors motivating the consumers to buy a packed food products.

## 1. Introduction

The marketing scenario in the world today is changing very rapidly. The boundaries of nations are disappearing for exploiting the opportunities of business. Buying habits of the consumers are fast varying and so are the fortunes of various organizations. An organization with an excellent track record suddenly finds its products obsolete, its unparalleled consumer base eroded and its financial resources depleted. In order to sustain in such an environment, an organization needs to anticipate the changes in the behaviour of consumers. In today's business environment time is not only a scarce resource, but also a competitive weapon. The marketer must move faster, quicker and swifter to thrive in these turbulent times. Companies have to react with speed to competitive moves of the rivals.

## 2. Shopping pattern of consumers

The present world is changing fast. India is no exception. Especially after the opening up of the economy, the pace of change that India and its people are experiencing in their socio-cultural milieu is mind boggling. India, with its wide diversity, offers a fascinating scope to study the host of changes which developmental activities have brought about in its social and economic framework.

### Product Awareness and Information Search

In this stage, the consumer enters a stage of active information search to get product awareness. He/she tries to collect more information about the product, its key attributes, and qualities of various brands and about the outlets where they are available.

The sources of consumer information are:

- Personal sources (family, friends, neighbors etc.)
- Commercial sources (advertisements, salesmen, dealers)
- Public sources ( mass media, consumer rating organizations), and

- Experimental sources (handling, examining, using the products).

## 3. Review Of Literature

- **Judith Waidrap (1990)** found that marketers are interested in understanding what product will sell well in the youth market. Moreover, it is important to appreciate the influence that may be more significant to most marketers because of the youth's role as the primary purchaser of certain items.
- **Zirger and Mardique (1990)** concluded that new products must provide significant value to the customer. Value can be superior to technical performance and product characteristic. All these, either singly or in combination get translated into a product that assures a greater value for the consumer.
- **Doddaet al., (1991)** explained that consumer enters a stage active information search to get product awareness. They try to collect more information about the product, its key attributes, and qualities of various brands and about the outlets where they are available.

## 4. Need of the study

The need and importance of studying the perception of consumers is rooted in the modern marketing concept. In order to operationalize this concept, management attempts to solve consumption problems of consumers. However no business can possibly help consumer solve their consumption problems unless, the marketer understands the buying behaviour of the consumers and makes an attempt to comprehend the buying process and the factors influencing it.

## 5. Statement of the problem

The perception of consumers is of great importance for marketers and this knowledge is applied to find out the consumers wants and needs. In India, consumer legislations

since 1960 have created special interest in this subject. The main point for developing successful marketing strategy is a clear understanding of the consumers mind before, during and after a purchase. As all consumers are not alike and their shopping patterns and preferences are constantly changing, they prefer varieties of products which reflect their own needs, personalities and life styles. After globalization, a wide range of Consumer Household Electronic Products started flooding the market. The products, which were the presence of upper class during the eighties, have suddenly started thronging the middle-income group households. The focus of everyone's attention is shifted towards owning these gadgets and the very social status of the family has come to be assessed by the possession of these assets. A noteworthy development of the nineties is that even the low income groups have started acquiring a wide range of Consumer Packed food Products.

**6. Objectives of the study**

1. To identify the factors motivating the consumers to buy packed food products.
2. To study the factors influencing the purchase decision process of consumers for packed food products.
3. To analyze the level of satisfaction and factors contributed in the purchase and utilization of packed food products.
4. To find out the problem faced by the consumers in the purchase and utilization of the packed food products.

**7. Hypotheses of the study**

For the purpose of studying the level of satisfaction in utilizing the Packed food products, the following null hypothesis has been framed:

**Null Hypothesis (H<sub>0</sub>) :**

There is no significant relationship between most influences of market related variable and gender of the respondent.

**Alternative Hypothesis (H<sub>1</sub>) :**

There is significant relationship between most influences of market related variable and gender of the respondent.

**8. Research methodology**

The validity of any research depends on the systematic method of collecting the data and analyzing the same in a logical and sequential order. The study is descriptive and analytical in nature.

**Sampling Design**

Pudukkottai town has been purposively selected for the study since it is the culture- developed area and perk-up in electronic technological place of all types of small, medium and large size industries. Also for collecting primary data, field survey method and personal interview were employed in the study area. First-hand information related to perception of household electronic products and the level of satisfaction in utilizing them were collected from 150 sample respondents.

**Collection of Data**

**(i) Primary Data**

In order to fulfill the objectives set, a sample study was undertaken by using a well framed questionnaire that was duly filled in by the respondents. The respondents with varying backgrounds were selected based on the important aspects of their living area, age, gender, educational status, marital status, present status, income of the family, family size, type of family and so on. A significant feature was that all the 150 respondents filled the questionnaire with much zeal. This was due to the significant level of literacy among the respondents and the researcher's rapport established with them.

**(ii) Secondary Data**

The primary data were supplemented by a spate of secondary sources of data. The secondary data pertaining to the study was gathered from the records published by National Council for Applied Economic Research (NCAER). Latest information was gathered from well-equipped libraries in Bangalore, Chennai and Coimbatore and from Internet web resources. Further, the secondary data were also collected from various leading journals inclusive and exclusive of packed food products. A number of standard text books were studied to obtain pertinent literature on packed food products industry.

**Chi-Square Test**

The chi-square test is one of the simplest and a widely used non-parametric test in statistical work. It is used to make comparison between theoretical population and actual data when categories are used.

**Table - 1**  
**Association of gender and market related variable**

Gender / Variables	Male	Female	Total
Availability	4	2	6
Brand image	5	4	9
Advertisement	68	61	129
Sales persons	2	1	3
Special offers	2	1	3
<b>Total</b>	<b>81</b>	<b>69</b>	<b>150</b>

Source: Primary data

**Inference:**

From the above table shows that no significant association between gender of the respondents and market related variable of the respondents. Among the 150 respondents, 81 respondents are male. Out of this 4 respondent availability, 5 respondents brand image, 68 respondents advertisements, 2 respondents are sales personals and 2 respondents are special offers.

Among the 150 respondents, 69 respondents are female. Out of this 2 respondent availability, 4 respondents brand image, 61 respondents advertisements, 1 respondent are sales personals and 1 respondent are special offers.

**Table - 2**  
**Expected Frequency**

O <sub>i</sub>	E <sub>i</sub>	O <sub>i</sub> - E <sub>i</sub>	(O <sub>i</sub> - E <sub>i</sub> ) <sup>2</sup>	(O <sub>i</sub> - E <sub>i</sub> ) <sup>2</sup>
4	3.24	0.76	0.5776	0.18
5	4.86	0.14	0.0196	0.01
68	69.66	-1.66	2.7556	0.04
2	1.62	0.38	0.1444	0.09

2	1.62	0.38	0.1444	0.09
2	2.76	-0.76	0.5776	0.21
4	4.14	-0.14	0.0196	0.01
61	59.34	1.66	2.7556	0.05
1	1.38	-0.38	0.1444	0.10
1	1.38	-0.38	0.1444	0.10
Total				0.88

Number of rows = 5  
 Number of columns = 2  
 $V = (r-1)(c-1) = (5-1)(2-1) = 4$   
 Table value of  $X^2_{0.05} = 9.49$   
 Calculated value  $X^2 = 0.88$

Calculated value < Table value, hence the Null Hypothesis is accepted. There is no significant association between gender of the respondents and market influenced variable of the respondents.

**9. Findings, Suggestion And Conclusion**

- 54% of the majority respondents are male category.
- 88% of the majority respondents are below 25 years.
- Majority of the 86% respondents are graduation level.
- 24% of the majority respondents are earn Rs.10,001 to Rs.15,000.
- 86% of the respondents are accepting the market-related purchase variable is advertisement.

**10. Suggestions**

The consumers must be novelty and fashion conscious. They should be willing to accept the new and improved technologies. It will induce and encourage the manufacturers to manufacture new improvised goods of international standards,

enhancing the quality of living. Consumers should consider shopping as a pleasant activity. The head of the family may take the family members for shopping. This will enable the family in exchanging knowledge and opinion and help to take a joint decision on selective products and range besides, spending valuable family time together.

**11. Conclusion**

Increase in shopping outlets, various sources of information, multifarious aspects of article evaluation process and consistent promotional offers made by the marketers, there is a remarkable change in the buying behaviour of the consumers towards electronic products. Further it is concluded that the changing concept of retail business into retail in detail, establishment of giant sized retail shops in the name of malls and the influx of foreign direct investment in retail business also influence the buying habits of the consumers.

Change in life style, sociological factors like nuclear family system, possessiveness, brand loyalty, store loyalty, pleasure oriented approach and purpose oriented approach also influence the buying behaviour of the consumers.

Previously the consumers chose small retail outlets for their purchases. They were money conscious and not quality conscious. Presently the consumers have an opportunity to purchase all their electronic products under one roof.

Foreign direct investment in retail business attracts aids in providing quality goods in fascinating display with attractive in store ambience. Consumers have become quality conscious and life style has changed for the better. They consider shopping as a recreation and enjoy shopping with their family members.

**References**

1. Aaker. D. A. (1991), "Managing Brand Equity", New York: The Free Press.
2. Blackwell, RD, Miniard, PW and Engel, (2006), "Consumer behaviour", 10th Ed, Thomson South-Western, Boston.
3. David.L.Kurtz,(2007),"Principles of Marketing", Thompson Akash Press, New Delhi.
4. DhruGrewal and Michael Levy,(2012) "Marketing" McGraw Hill Publishers Company Ltd, New Delhi.
5. Elizabeth Mott, (2013), "Psychological Factors That Influence Consumer Buying Behaviour" Demand Media.
6. LokeshKoul, "Methodology of Educational Research",Vikas Publishing House, 2006.
7. Philip Kotler, (2001),"Marketing Management", 45thEd.Prentice Hall of India, New Delhi.
8. Philip Kotler, (2001),"Marketing Management", Prentice Hall of India, New Delhi. PranK.Choudary, (2009)," Successful Branding",
9. McMillan Publishers. Rakesh Mohan Joshi, (2010), "International Marketing", 14th Ed, Oxford University Press, New Delhi.
10. Abdul Brosekhan, (2008), "Consumer Buying Behaviour: A Literature Review", IOSR Journal of Business and Management, e- ISSN: 2278-487X, p-ISSN: 2319-7668.
11. Abdul Brosekhan, (2014), "An Empirical Study on Consumers Buying Behaviour towards Selected Home Appliance Products in Ramanathapuram", Journal of Business and Management, e-ISSN : 2278-487X, p-ISSN : 2319-7668.
12. Aravinth, (2012), "A Study on Customer Preference towards Electronic Goods" Bonfring International Journal of Industrial Engineering and Management Science, Vol. 2, No.1, March.
13. [http://www.rasci.in/downloads/2011/Indian\\_Retail\\_Sector\\_2011.pdf](http://www.rasci.in/downloads/2011/Indian_Retail_Sector_2011.pdf).
14. [www.widipedia.com](http://www.widipedia.com)
15. [www.prequest.com](http://www.prequest.com)