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Consumer Behaviour towards Branded and Unbranded Value Added Agricultural Products in Navsari City

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Abstract — The study is an attempt to understand different aspects of consumer preference and behaviour on buying branded and unbranded value added agricultural food products. This study aims to identify the buying preference and behaviour of consumer purchase of branded and unbranded food products. For this study information was collected by semi-structured questionnaire method for selected value added agricultural products from 120 respondents of Navsari city. The result of the study revealed that some of the respondents were give more preference toward branded split pigeon pea & basmati rice and some of the respondents were give more preference toward unbranded food products like turmeric powder and sugar. In all the categories of products, higher income group (n_3) respondents tend to purchase branded products as compared to other income groups. It is concluded that education of the respondent’s effect their buying behaviour. This study was found that Rantio, Dawat, Ramdev and Madhur are most popular brands of different selected products in Navsari city. Most common source of information for brands is TV/Radio ads followed by friends and relatives and retail shop display respectively. Quality, taste and perceived nutritive value are the top three reasons found for purchase of branded products. Lower income group (n_1) found to prefer unbranded products as compared to other income groups. Easy availability, lower price and habit found to be most important reasons for purchasing unbranded products. The study will help the manufacturers to make meaningful conclusions on the basis of observations made in the study.

Keywords — Consumer Preference; Consumer Behaviour; Branded and Unbranded Value Added Agricultural Products

1. Introduction

Consumer behaviour includes the “what-where-why-when and how” of the acquisition and knowledge process. As success and failure of selling depends on track consumers, individuals and group reactions expressed within the sort of buying patterns one must understand consumer behaviour. Understanding consumer behaviour and “knowing consumer” isn't simple. Consumers may say something else but do something other. They’ll not be in-tuned with their inner motivations. They may answer influences that change their minds at the eleventh hour. The fashionable marketing concept spells out the important significance of consumer behaviour.

An enormous population of consumers was spending large sums of cash on goods and services. Besides this, consumer preferences were shifting and becoming highly diversified. Even just in case of commercial markets, where the necessity for goods and services is usually more homogenous, buyers‟ preferences were becoming diversified and that they too were exhibiting less predictable purchase behaviour.

Personal factors also influence buyer behaviour. The important personal factors, which influence buyer behaviours, are Age, Occupation, Income and Life Style. Value addition to agricultural products is that the process of accelerating the value and consumer appeal of an agricultural commodity. We generally consider adding value by appropriate grading and processing of the food products. Value addition can go even beyond this level by packaging or appropriate branding of food products. Building a robust brand is important for simplifying consumer deciding and for reducing risk. A brand may be a name, term, sign, symbol or design wont to identify the products of one firm and to differentiate them from the products of the competitors. A brand or a trade mark is an integral a part of the symbol appearing on the merchandise. A buyer identifies the merchandise with the name and seller gets an opportunity to earn goodwill within the market.

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2. Objective of the study

- To study consumer preference towards branded v/s unbranded value added agricultural products.
- To study consumer behaviour towards branded v/s unbranded value added agricultural products.

3. Materials and Methods

The methodology adopted to conduct the investigation is detailed under following to explain the plan of work and sequential procedure. For the present study selected category of Split pigeon pea, Basmati Rice, Turmeric Powder and Sugar have been studied for this purpose.

- *Location of survey:* Navsari city
- *Population/Source of Data:* Households of Navsari city
- *Sample size:* Total 120 samples have been collected from three groups of consumers on the basis of income as follows
  - Higher income group: 40
  - Middle income group: 40
  - Lower income group: 40
- *Sampling method:* Convenience sampling.
- *Data collection:* Primary data have been collected from consumers of Navsari city.
- *Research Instrument:* A semi-Structured Questionnaire.

4. Results and Discussion

The result of the present study entitled "Consumer behaviour towards branded and unbranded value added agricultural products in Navsari city" derived through the use of prescribed methodology are presented here.

4.1 General Information of Selected Respondents

In the present investigation the general profile studied included gender, age, occupation, family type, education, family income and monthly expenditure on value added agricultural products.

Table 1. Profile of respondents

Gender of the respondents		
	Frequency	Percentage
Male	82	68.33
Female	38	31.67
Age of the respondents		
Below 18 Yrs	0	0.00
19-30 Yrs	68	56.67
31-50 Yrs	42	35.00
51 & above Yrs	10	8.33
Education level of respondents		
Less than Primary	0	0.00
Primary	2	1.67
Secondary	11	9.17
Higher secondary	23	19.17
UG	29	24.17
PG & More	55	45.83
Occupation of respondents		
Housewife	7	5.83
Service	83	69.17
Business	22	18.33
Farmer	3	2.50
Retired	5	4.17
Marital status		
Married	77	64.16
Divorce	0	0
Unmarried	43	35.84
Type of the family		
Nuclear	73	60.83
Joint	47	39.17
Annual Gross Income of the family		
Below 2.5 lakhs **(n_1)**	40	33.33
Above 2.5-7.5 lakhs **(n_2)**	40	33.33
Above 7.5 lakhs **(n_3)**	40	33.33
Monthly Expenditure		
500-999	34	28.33
1000-1499	25	20.83
1500-2000	33	27.50
> 2000	28	23.33

The table 1 showed that the different category wise number of respondents (Frequency) and percentage for the respective categories. It revealed that majority of the respondents 68.33 percent were male and rest 31.67 percent of them were female. According to the study 56.67 percent belonged to 19 to 30 years followed by 35.00 percent belonged to 31 to 50 years and remaining 8.33 percent were in the age group of above 50 years.

As revealed from the table 1 maximum number of respondents (45.83 percent) were post-graduate & more followed by 24.17 percent were under graduate education, 19.17 percent were higher secondary and 9.17 percent were secondary. Very less i.e. 1.67 percent of the respondents were completed primary school education.

The family type constitutes both nuclear and joint family. The table showed that majority of the respondents (60.83 percent) belonged to joint family and remaining 39.17 percent belonged to nuclear family, which showed that nuclear family system is gradually disintegrating from the society. Out of total sample with majority 69.17 percent were service holders followed by 18.33 percent were business, 5.83 percent housewives, 4.17 percent retired and only 2.50 percent were farmers by their occupation. Most of the respondents were educated which may be due to the presence of college and school in the nearby area as well as

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good transportation facility in that area. The table showed that three groups of respondents according to their annual income. The sample size of all three groups was same (33.33 %).

From the table we can also found out that monthly expenditure of consumers on the value added agricultural products were 28.33 percent belonged to the range of 500-999 Rs followed by 27.53 percent belonged to the range of 1500-2000 Rs, 23.33 percent belonged to the range of more than 2000 Rs and 20.83 percent belonged to the range of 1000-1499 Rs.

Table 2: Buying preference of consumers towards the branded and unbranded value added agricultural products

No	Products	No. of respondent using Branded products		No. of respondent using unbranded products	
		Frequency	Percentage	Frequency	Percentage
1	Split Pigeon Pea (Toor dal)	63	52.5	57	47.5
2	Basmati Rice	84	70.0	36	30.0
3	Turmeric powder	45	37.5	75	62.5
4	Sugar	58	48.33	62	51.67

Table 2 showed that buying preference of consumers towards branded and unbranded value added agricultural product. From the table 2 observed that the number of respondents for using branded product was higher in split pigeon pea(52.5 %) and basmati rice (70 %) where lesser in turmeric powder(37.5 %) and sugar(48.33 %) as compare to the number of respondents for using unbranded products.

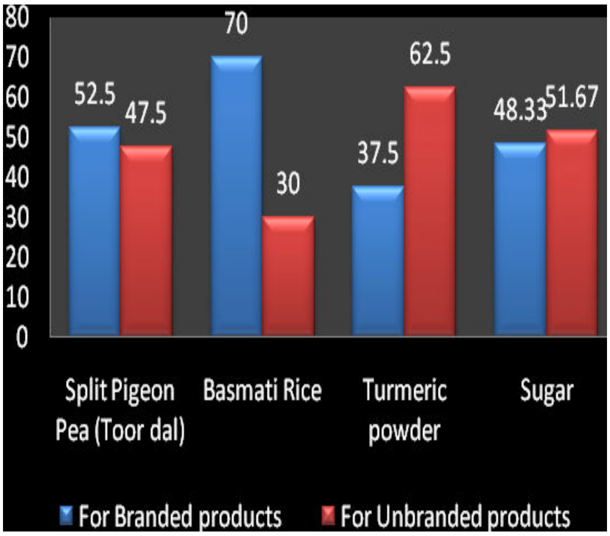

Fig. 1: showed that the percentage of respondents for using branded and unbranded value added agricultural products

Table 3: Income group wise classification of branded users

No	Products	No. of respondent for Branded products			
		n_1	n_2	n_3	Total
1	Split Pigeon Pea (Toor dal)	13(20.63)	20(31.75)	30(47.62)	63
2	Basmati Rice	26(30.95)	28(33.33)	30(35.71)	84
3	Turmeric powder	07(15.55)	12(26.67)	26(57.78)	45
4	Sugar	12(20.69)	21(36.21)	25(43.10)	58

Note: n_1 – Lower income group, n_2 – Middle income group, n_3 – Higher income group

Table 3 indicates that the group wise no. of respondents for using branded product for the different value added agricultural products. Higher no. of respondents was observed n_3 group for all four selected products which indicate the higher income group.

Table 4: Brand preference for value added agricultural products

Sr No	Products	Top Three Preferred Brand with no. of respondents			No. of respondents preferring other brands	Total
		1	2	3		
1	Split Pigeon Pea (Toor dal)	Rantio (21)	Angoor (12)	Laxmi (10)	20	63
2	Basmati Rice	Dawat (29)	Fortune (18)	India gate (16)	21	84
3	Turmeric powder	Ramdev (09)	Everest (06)	Tata sampan (04)	26	45
4	Sugar	Madhur (12)	Reliance Good life (09)	24 mantra organic (04)	33	58

Table 4 showed that the consumers were given preference towards the different brands for the different products. This shows that Rantio, Dawat, Ramdev and Madhur are most popular brands of different selected products in Navsari city.

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Table 5: Sources of information about branded value added agricultural products

No	Particulars	Frequency	Percentage	Rank
1	Retail shop display	42	35	3
2	Friends & Relatives	61	50.83	2
3	Newspaper & Magazine	39	32.5	4
4	Internet	32	26.66	5
5	TV/Radio Ads	68	56.66	1
6	Others	14	11.66	6

Note: Multiple responses

An information source may be a person, thing, or place from which information comes, arises, or is obtained. That source might then inform an individual about something or provide knowledge about it. Advertising is an audio or visual sort of marketing communication that employs an openly sponsored, non-personal message to market or sell a product, service or idea.It is communicated through various mass media including traditional media such as retail shop display, friends & relatives, news papers& magazines, internet, television& radio and other advertising.

Table 5 showed that majority respondents were got the information through the TV & Radio ads (56.66 %) followed by friends & relatives (50.83 %), retail shop display (35 %) and so on. The rank was given by decreasing order. The consumers purchasing decision is influenced by cultural, social, personal and psychological factors. Table 6 showed that consumers' perception on brand choice based on some factors or reasons. Few of them are taken for analysis and those are readily availability, quality, perceived nutritive value, taste, value for money, discount, scheme & offers, attractive packaging and recommendation of retailers for branded value added products.

Table 6: Reasons for purchase of branded value added agricultural products

No	Reasons	Frequency	Percentage	Rank
1	Readily available	19	15.83	6
2	Quality	88	73.33	1
3	Perceived nutritive value	69	57.5	3
4	Taste	72	60	2
5	Value for money	26	21.66	5
6	Discount, scheme & offers	33	27.5	4
7	Attractive packaging	10	8.33	8
8	Recommendation of retailers	14	11.66	7

Note: Multiple responses

It was inferred from table 6 that 73.33 % respondents considered the quality of food items was very important and ranked one. Test was also seen as a very important factor and ranked two 60 % respondents agreed on this. Similarly to perceived nutritive value, 57.5 % respondents were an influencing factor while purchase of branded products which was ranked as three. Discount, scheme & offers, value for money, ready availability, recommendation of retailers and attractive packaging were also the influencing factors while purchasing the branded product as perceived by the respondents.

Table 7: Behaviour of consumers when particular brand is not available

No	Particulars	No of respondents	Percentage	Rank
1	Drop the idea of buying products	9	7.5	5
2	Go to another retail outlet	70	58.33	1
3	Try another brand	63	52.5	2
4	Ask the retailer to make the brand available in few days	30	25	3
5	Switch to Unbranded Products	25	20.83	4

Note: Multiple responses

The table 7 shows that behaviour of consumers when particular brand is not available then 58.33 percent respondents were go to another retail outlet, 52.50 percent were try another brand, 25 percent were wait for few days, 20.83 percent were switch to unbranded products and very few percent(7.50) were drop the idea of buying the products. Rank was given by decreasing order.

Table 8: Income group wise classification of unbranded product users

No	Products	No. of respondent for Unbranded products			
		n1	n2	n3	Total
1	Split Pigeon Pea (Toor dal)	27 (47.37)	20(35.09)	10(17.54)	57
2	Basmati Rice	14(38.39)	12(33.33)	10(27.28)	36
3	Turmeric powder	33(44.00)	28(37.33)	14(18.67)	75
4	Sugar	26(41.95)	19(30.64)	17(27.41)	62

Note: n_1 – Lower income group, n_2 – Middle income group, n_3 – Higher income group

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Table 8 indicates that the group wise no. of respondents for using unbranded product for the different value added agricultural products. Higher no. of respondents was observed n_1 group for all four selected products which indicate the lower income group.

Table 9: Reasons for purchase of unbranded value added agricultural products

No	Reasons	Frequency	Percentage	Rank
1	Easily available	50	41.67	1
2	Taste	14	11.67	5
3	Price is comparatively low than Branded	43	35.83	2
4	Habit as using since long	20	16.67	3
5	Quality	06	5.00	6
6	Local Product meet their needs	17	14.67	4

Note: Multiple responses

From the table 9, it can be observed that the some reasons for consumers were purchase of unbranded value added agricultural products. Out of the total sample 41.67 percent respondents were believed in products are easily available, 35.83 percent respondents were believed in low price than branded, 16.67 percent respondents were believed in habit, 14.67 percent respondents were believed in local product meet their needs, 11.67 percent respondents were believed in taste and very few 5 percent respondents were believed in quality.

5. Conclusion

It is found that more number of respondents are using branded *toor dal* and *Basmati* Rice, while in usage of turmeric powder and sugar, tendency to buy unbranded or commodity products is dominating. In all the categories of products, higher income group (n_3) respondents tend to purchase branded products as compared to other income groups. Most common source of information for brands is TV/Radio ads followed by friends and relatives and retail shop display respectively. Quality, taste and perceived nutritive value are the top three reasons found for purchase of branded products. Lower income group (n_1) found to prefer unbranded products as compared to other income groups. Easy availability, lower price and habit found to be most important reasons for purchasing unbranded products.

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