CHAPTER-7

CONCLUSION AND SUGGESTION

In order to stay in the market in the present age of competition, it is essential to win the faith of the consumer and his loyalty towards the product. The marketing concept relates to matching capabilities of the company with customer needs. Businesses do not undertake marketing activities alone. They face threats from competitors and changes in the political, economic, social and technological environment.

Since customers are the ‘need of the business,’ companies should lay emphasis on building good customer relationships. Relationships are developed over time and are not built overnight. That is why effective marketing plans include strategic activities that entail building good customer relationship apart from developing the product or adding a new product line to the market. As success and failure of marketing depends on target consumers, one must understand consumer behaviour.

Brand provides physical identification, legal protection and basis for promotion. The physical identification is important in shopping, sorting, grading etc. That’s why, the use of brand for the products and services increasing day by day. Brand gives consumers the reason to buy it and wastes less time for consumer to choose.

Considering the importance of branded food product, the Present study examines the consumer behaviour towards branded food products. Thus, the focus of the study is to examine about all that information that reflect the behaviour of consumers towards branded food products such as consumer brand awareness, brands availability, brand preference and alternative actions taken by consumers. Detailed analysis of the study has been made in the earlier chapters.

This chapter has been divided into three parts:

1. Achieved Results
2. Conclusion of the Study
3. Future Developments and Scope

7.1 Achieved Results
The results of the study are summarized as under:

An analysis of the demographic features exhibits that the respondents under study belonged to the age group ranging between 15-60 years. Further, highly positive correlation ($r = +0.911$) was observed between the rural and urban respondents on distribution of age groups which was found to be statistically significant.

Large number of the respondents (28.67 per cent) was post graduates and 23.33 per cent were graduates. 18 percent of the respondents were belonged to post graduation plus level. Education level of rural and urban area respondents was similar to a large extent as positive correlation ($r = 0.078$) was found, which shows similarity in the educational level of rural and urban respondents. The significant chi-square value (chi-square = 30.411; df =4) rejects the generally adopted null hypothesis so there is no association existed between place of living and educational level and suggests that the two variables are associated.

As regards occupational pattern maximum percentage of respondents belonged to business families (55.33 per cent). Positive correlation ($r = 0.447$) was observed between the occupation of rural and urban respondents and the pattern of relationship shows that there is differences in occupation of both area respondents at some extent. The chi-square value (chi-square = 27.89; df =4) was found to be significant which rejects the generally adopted null hypothesis of no association between two variables and suggests that they are associated with each other.

A good percentage i.e. (25.33 per cent) of respondents is related to income group of (10,000-20,000) and 25.00 per cent of them fall under income group (20,000–30,000). A big gap of the rural and urban population in income pattern was appeared showing that a good number (50 per cent and above) of rural respondents belong to income of less than 20,000 whereas more than 50 per cent respondents in urban areas had income of more than 30,000. It can affect the consumption pattern of branded food products. Similarity positive correlation ($r = +0.0427$) was observed in the different income group of rural and urban respondents which was found to be statistically significant. Place of living is also associated with income level as significant chi-square value (chi-square = 40.908; df =4) was found. It rejects the generally adopted null hypothesis that no association existed between place of living and income level.
Indicating the awareness for particular brand of selected products, it was found that 100% of the respondents in AG1 were aware of ‘Parle G’ brand of biscuits while only 68.57% were aware of the ‘Sun Feast’ brand. Parle G brand (98.33%) had maximum awareness. Most of the respondents (75%) had full awareness of all the brands of biscuits 100 per cent of respondents in AG1 aware for Lays brand of chips and in AG2 for Uncle Chips. Overall, respondents showed (97.67 per cent) maximum awareness for Lays brand. 100 per cent of respondents in AG1 seem to be well aware of Frooty brand of juice. On the whole also Frooty brand (98.67 per cent) had maximum awareness while all brands of juices are generally known to all age groups.

100 per cent of respondents in AG1, AG3 and AG5 groups were well aware of Amul brand of ice cream. 100 per cent of respondents in AG1 were well aware of Taj Mahal brand of tea. But on overall basis, Red label brand of tea had maximum awareness of 96.67 per cent in consumers.

In case of biscuits and chips Television and radio had been quite effective to create brand awareness among the respondents as opined by more than 95.00 per cent of respondents. In case of Juice, Friends and Relatives are considered to spread brand awareness in opinion of 96.67 per cent of the respondents.

Analysis of purchasers and non-purchasers for branded food products shows that ‘Biscuits’ was purchased by 100 per cent of the respondents of each age group. In case of chips respondents of age groups AG1, AG2 and AG4 were found to be 100 per cent purchasers. As far as purchase of juice was concerned, 14.29 per cent in AG1 and 4.94 percent in AG3 appeared to be non-purchaser while all other respondents were purchasers in all the categories. In case of ice cream 4.94 per cent and 7.14 per cent of respondents related to AG3 and AG 5 respectively were found to be non-purchases. 100 per cent purchasers of tea were seen in AG3 and AG 5 while 14.29 per cent, 2.13 per cent and 5.17 per cent respectively were non purchasers was found in AG1, AG2 and AG4 respectively.

As regards reasons for purchasing branded food products, the study shows that convenience to use biscuits as snacks, in the opinion of 90.00 per cent of the respondents, remained the main consideration for buying this product while 87.33 percent viewed easy availability followed by satisfaction (76.67 per cent) and taste (70.67 per cent). In case of chips, easy availability attracted the respondents (94.92 per cent) to purchase these products.
Convenience to use was rated as the last consideration. Taste of juice was the most compelling factor for the respondents (92.78 per cent) to buy it. Ice cream was purchased because of the satisfaction in view of 95.24 per cent of the respondents. Other opined that convenience to use, taste, easy availability in the shops and influence of friends/relatives respectively were the reasons for purchasing ice creams. In case of Tea, easy availability, in view of 98.29 per cent of the respondents, was the main reason to buy it followed by taste, influence of friends and relatives, convenient to use. It appears that most of the respondents are influenced by all considerations i.e. taste, relatives and friends, easy availability, convenience in use and satisfaction in making buying decisions for these products. However, the priority of these considerations keeps on changing from one product to other.

However, there are certain respondents who do not intend to buy branded food product for one reason or the other. Biscuits were purchased by all respondents i.e. there was not a single respondent who did not buy biscuits. In Case of chips 40 per cent respondents did not purchase it because of its high price while non availability (60 per cent) seemed to compel the respondents not to purchase them. Juice was not purchased due to difference in taste, high price and non-availability. The major factor for not purchasing ice cream was non-availability (66.67 per cent) and the other reason was its high price. In case of tea non availability (80 per cent) and back of awareness (20 per cent) forced the respondents not to purchase it.

As regards frequency to purchase, it was ascertained that Biscuits were purchased 30.00 per cent once in a month. A big percentage i.e. 31.86 per cent respondents purchased chips once in a week while 3.72 per cent respondents purchased them occasionally. 33.68 per cent consumption of juice was done fortnightly basis and a small percentage i.e. 7.22 per cent respondents purchased it occasionally. Ice cream was mostly purchased on quarterly basis i.e. 25.17 per cent and 5.17 per cent respondents purchased ice cream once in a week.

Departmental store was the main place from where biscuits, chips, tea and juices were purchased followed by bakeries and retail outlets. Ice parlors (34.59 per cent) were found the main place of purchase of ice cream.

The study shows that in case of biscuits (31.33 per cent), chips (34.92 per cent), juice (30.93 per cent), ice cream (29.25 per cent) and tea (32.41 per cent) were influenced by self-decision. It was found that film stars or famous personality also affects purchase of branded food products except some of the respondents (11 per cent to 32 per cent) who opined that the
buying decisions were not affected by film stars or sports man or any other famous personality.

For change in brand, 56.00 per cent respondents in case of biscuits stated ‘Yes’ while 44 per cent denied it. In case of chips and juice 42.71 per cent and 37.11 per cent respectively affirmed that they change the brand while for ice cream 40.14 per cent viewed in its favour. Brand of tea is often changed in the opinion of 61.38 per cent of the respondents. Others did not favour this view.

Explaining the reasons as to why the consumers change brand, the respondents in case of biscuits (28.57 per cent), juice (33.33 per cent) and ice cream (31.36 per cent) stated that they change their brand due to not getting proper results while in case of chips (33.33 per cent) and tea (35.39 per cent) consumers change their brand due to entry of competitive brand. Price and non-availability of brand also compel consumers to change their brand. Further, it was observed that 22.67 per cent rural respondents and 18.67 per cent urban respondents were satisfied with branded food products while 19.33 per cent rural respondents and 51.33 per cent urban respondents were neutral with branded food products.

Considering the main factors affecting brand preference of consumers, the results show that in rural area advertisement and in urban area quality were as opined by 30.67 per cent and 27.33 per cent of the respondents respectively. Advertisement was observed to be the second factor in urban areas and quality in rural area which affects purchase decision. Quality, advertisement and packaging are important factors influencing buying decisions of consumer both in rural and urban areas. Highly positive correlation was observed which was found to be statically significant. This shows the similarity in the factors affecting purchase decision of rural and urban respondents to a great extent.

Many of the respondents in case of biscuits, chips, juice, ice cream and tea go to other shop if their preferred brand was not available. The relation between rural respondents and urban respondents regarding place of purchase was observed highly positive (r=+0.902) which was found to be statistically significant which shows the similarity in the action of rural and urban respondents in terms of place of purchase.

Ranking the brands, the study shows that in rural area 29.33 per cent of the respondents ranked 1 to Parle-G while in urban area 27.33 per cent ranked 1 to Britannia 50-50. Highly positive rank correlation (R=0.771) was observed which shows that the ranks given by rural
and urban respondents have similarity to a large extent in preferences of brands of biscuits. Further, Kurkure was ranked as No.1 in rural areas by 26.67 per cent of the respondents while in urban area i.e. 36.00 per cent ranked 1 to Britannia 50-50. No relationship was observed in rural and urban population (R= +0.02). It can be inferred that both types of respondents differ in selection of brand for chips.

In rural area Frooty was given rank 1 while in urban areas. Tropicana was assigned rank 1. Positive rank correlation (R=0.543) was observed which shows that the ranks given by rural and urban respondents have similarity to some extent in preferences of brands of juices. Further, Amul ice cream was the preferred brand in rural and urban areas. Positive rank correlation (R=0.429) was observed which shows that the ranks given by rural and urban respondents have similarity to a large extent in preferences of brands of ice cream. Besides, in rural area 22.67 per cent of the respondents gave rank 1 to Taj Mahal while in urban area tea was ranked at No. 1. Positive rank correlation (R=0.371) was observed which shows that the ranks given by rural and urban respondents have similarity to some extent in preferences of brands of tea.

Relation of rural and urban respondents regarding influencers of purchase decision was positive correlation (r=+0.495) which means influencers of rural and urban respondents are of similar nature to some extent. It means maximum number of respondents in rural area takes self-decision to purchase the branded food product similarly in urban area also maximum respondents purchases these products by their self-decision.

Highly positive high degree of correlation (r= +0.969) was found in case of sources of information and (r= +0.734) was found in case of product purchase frequency which shows that rural and urban respondents are similar in action on both of these aspects to a great extent. Negative low degree of correlation was observed which represents that rural and urban respondents indicating both have different basis to change their particular brand and there exist lot of differences in satisfaction level of rural and urban respondents. In case of brand loyalty low degree of correlation (r=+0.015) was found, which represents that a lot of differences are there in rural and urban respondents.
7.2 Main Conclusion
Marketing is the backbone of the business. It educates people on the latest market trends; helps boost the sale, profit and good reputation. But marketers must be creative and wise enough to promote their products with the proper marketing tactics.

Customers are the lifeline of the business. They define the business and the companies highly depend upon their needs for promoting sales and marketing activities. The secret to a solid and successful business is to place your customers in the heart of the business and make them feel that they are the most important ingredient of your business. An effective way to do this is to find out what they want and understand their needs.

Customer predictability is not as conventional as it used to be. So, a company must conduct regular market research to be fully updated with the latest trends. With research, the business will be able to generate new and broader marketing strategies needed in the various marketing programs.

Consumer behaviour includes the "what-where-why-when and how" of the purchase and experience process. The study of consumer behaviour investigates and develops methods to quantify, forecast and influence the behaviour of consumer. A buyer identifies the product with the brand name and seller gets a chance to earn goodwill in the market.

A brand is a name, term, sign, symbol or design used 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 part of the symbol appearing on the product. Branding is essential to bring the immediate attention of the consumers and make it distinctive in the eyes of the consumers. It helps to create goodwill of the firm as well as to gain the goodwill of the consumer. Considering the importance of branded food product, the Present study examines the consumer behaviour towards branded food products.

Before initiating the research work, it is essential to review those studies which specify appropriate concepts as applicable to the present study. It guides the researcher in understanding the methodology for the study, limitations of various researches undertaken in the past and reconciliation of the conflicting results.

As different types of consumers in the market react differently to different products, brands and their prices, the study tried to analyze such differences in behaviour of rural and urban consumers. A survey of literature has highlighted various studies on consumer behaviour. An
effort has been made to corroborate the findings of the past researches with the present study. Research methodology comprises of methods used to analyze quantitative and quantitative aspects. The study entails to understand the demographic features of the consumers including age, education, occupation, income level, family constitution etc, to study the association on demographic features between rural and urban population and the relationship of consumer awareness for their brand preference. The objectives also include the study of relationship between rural and urban population on factors affecting buying decisions and to extract the factors influencing consumer brand preference are also.

The study is designed to reveal us the attributes that consumers value the most and helps to evaluate the consumer behaviour towards branded food products and suggest necessary steps to enhance the consumer satisfaction. To achieve the objectives of the study hypothesis had been formulated.

To understand the consumption pattern of consumers, a meeting was conducted with nearby consumers and the sellers considering the availability and popularity of products and their brands. Based on their information, 5 food items with 5 brands of each of them were selected. The sample consisted of 300 respondents of Ambala district. This total sample was further classified in urban area and rural area taking 150 respondents from each category. All of these respondents were selected randomly. Different statistical tools were applied for the analysis of data including tabular analysis, average method, chi-square test, rank correlation, t-test etc.

The study is of great significance to the academicians and researchers as it not only strengthens the theoretical base of Consumer behaviour and brands but also helped the marketer to make strategy to meet future changes.

The significant research contributions were as under:

- A comprehensive review of literature on consumer behaviour and brand has been made and various research approaches were discussed which provide sound basis for studying consumer behaviour towards brand should be studied.

- The study examines the differences between consumers of rural area as well as urban area with regard to brand awareness, brand preference and other factors affecting consumer behaviour.
• This study was relevant for marketers in assessing the trends of change and to prepare marketing plans suits to future changes.
• The demographic features of the population under study have similarity to a great extent with some variations which are quite understandable in view of awareness, living styles, occupational preferences etc.
• The significant chi-square value rejects the generally adopted null hypothesis that no association existed between place of living and educational level and suggests that the two variables are associated.
• Place of living with occupation of respondents was found to be significant which rejects the generally adopted null hypothesis of no association between two variables and suggests that they are associated with each other.
• Efforts were also made to examine the linkage of place of living of the respondents with their Income level. It appears that place of living is associated with income level as it rejects the generally adopted null hypothesis that no association existed between place of living and income level.
• Analysis of awareness of the brands of the selected food products show that Parle G brand of biscuits, lays brand of chips, Frooty brand of juices, Amul brand of ice-cream and Red label brand of tea had been rated as having maximum awareness.
• Preference for brand awareness for various brands has been tested by applying chi-square test as to whether the respondents are aware of brand preference to a significant extent or not. It was concluded that the respondents were well known or aware of the brands of selected products.
• Positive rank correlation was observed in the ranks assigned by rural and urban respondents showing similarity to a large extent in preferences of brands of biscuits, juices, ice-creams and tea. No relationship was observed in rural and urban population in ranks in selection of brand for chips.
• Most of the respondents are influenced by all considerations i.e. taste, relatives and friends, easy availability, convenience in use and satisfaction in mostly buying decisions for these products.
• Regional variations may be one of the reasons to change buying decision in case of non-availability of branded food products while individual variations like taste, high price or lack of awareness were other reasons for not purchasing the branded food products.

• Results show that biscuits were purchased once in a month, chips and ice-cream once in a week, juice was purchased on fortnightly basis, Ice cream was mostly purchased on quarterly basis.

• Departmental store was the main place from where biscuits, chips, juice and tea were purchased while an Ice parlor was found the main place of purchase of ice cream.

• In each of the cases i.e. biscuits, chips, juice, ice cream and tea respondents were influenced by ‘self-decision’. In addition, buying decisions were also affected by brand ambassadors like film stars, sports man etc.

• Some of the respondents are stick to use single brand for these products while others are attracted to use different types of brands of the products.

7.3 Future Development and Scope

The present study ‘Consumer Behaviour towards Branded Food Products’ has undertaken to study mainly the brand awareness, brand preference and factors affecting consumer behavior.

Considering the dimensions covered in the study and its scope, scope for future development has been analyzed.

• The study should undertake more dimensions and the area of the study should also be wider to provide more reliable and consistent results. The phenomena consumer behaviour is very vast so enough time and efforts must be made to cover all other aspects of consumer behaviour.

• Sample size should be representative enough to represent the universe. A large sample size is therefore, recommended.

• Respondents should be familiar with the topic or they must be aware so that researcher could elicit the actual information.

• Respondents’ biasness was a bigger factor; they did not want to fill data related to their families. Moreover, they restrict themselves to fill their true data. Most of respondents among
them did not show much interest and gave the response in haste. They should show much interest and gave the response. So that data become reliable.

- Majority of the respondents were based in Ambala district only and they purchased of the branded food products like biscuits, chips, juice, tea and ice creams. This indicates that there is a wide scope for all the intermediaries who are involved in this business.
- Branded food products are impulse purchase products and generally fun eats foods. Consumer buys such products only if it catches his eye at the outlet. So players/manufacturers need to stress on eye-catching packaging and sales promotion. Further, study also indicated that those firms which resorted to advertisements through mass media, particularly television and newspapers could get better share in the market. This calls for the attention of other competing firms in the business to improve their sales promotion activities by making use of such mass media to improve their business.
- In today’s era, people were found to be more health conscious. They gave less importance to cost of the product in comparison to quality. So this gives the manufactures an opportunity to add more quality to the branded product at same price. So that they could increase their market share.
- As branded food products were more consumed by children and teenagers so manufactures should add nutritive value to these products so that it becomes more nutritive for children and teenagers.
- Branded food products have the quality of brand loyalty i.e. the consumers of these products avoid brand switching. Thus a new firm who want to enter in the market should keep all these points in the mind while entering in the market.
- Most of the consumers were loyal to their particular brand. In case of alternative purchase plans study revealed that either consumers go to other shops or they postpone their purchase decision; so these branded food products should be easily available in the market.

Despite the limited scope of the study, the study is of great importance in finding the factors affecting buyer behavior. Review of literature has affirmed that these factors affect the buyer behavior. Further, various aspects brand awareness and brand preference has been studied in detail and their statistical significance has been ascertained. It will help the food product industry in general and the consumer goods industry in particular to make their future policies. It will help the researchers to undertake further research in this field.