

Original Research Article

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A Study on Buying Behaviour of Consumers towards Packaged Food Products

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ABSTRACT

The study was conducted with 170 women respondents to elicit information on food buying behaviour and the reasons behind the purchase of food items. A higher number of respondents looked for quality followed by taste and availability while purchasing food items. It was seen that the women preferred to purchase from local store and they used to purchase only when there is need. Look for carriable package, buy products with all printed information about the product prefer purchasing refill package are the first, second and third ranked buying behaviour of the respondents.

Introduction

Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology understand the buyer's decision-making process, both individually and in groups.

It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, society in general.

Food accounts for the largest share of consumer spending. Food and food products account for about 53 per cent of the value of final private consumption. It is the most primal of human needs and, especially in the Indian culture, food forms the core of our lifestyles. In India nearly 12 million kirana stores are the backbone of the rural economy. The Indian urban woman is considered as a dynamic partner in her family. She is the deciding factor and a purchasing agent in the family. She has acquired a place in the society by virtue of her education and employment. The need and benefits of women consumers are realized by the Indian manufacturers and hence they try to communicate and convince her through all feasible media. They plan the marketing strategy to attract this segment by satisfying their needs and to retain them. Women consumers are

very much involved in marketing conversation and form an important segment in the Indian market. An attempt was made to study the buying behaviors of the women consumers towards packaged food item.

Materials and Methods

A total of 170 women respondents were selected for the study. They were aged between 30-60 years of age. Multi Stage random sampling method was adopted in order to select representatives' samples for the purpose of the study. All the respondents were personally interviewed by using preplanned structured questionnaire. The analysis of data aimed at summarizing the collected data in such a manner that they would yield answer to research objectives. Different procedures used for the analysis were tabulation and statistical analysis.

Results and Discussion

From the Table 1 it is seen that almost half 45.29 per cent of the respondents are in between the age group of 40- 50 years. Seventy per cent of them are married. Almost equal distribution of the respondents that is 30 per cent of them have govt job and business. Majority (82.3%) of them belonged to nuclear family and had family members between 2to 4 no that is eighty-four per cent respectively

The Table 2 shows most of the respondent that is 70 percent prefer to buy from the local store followed by 22 percent of the respondent preferring departmental store and only 8 percent people buy products from the shopping mall.

It can be supported by study done by Baruah (2002) on Buying habits of Women Consumers in Jorhat were most of the respondents preferred to buy groceries, from the retail shops and about 35.83 per cent preferred to buy from a nearby store. Morthy (2010) stated that most of the consumers prefer nearby marketplaces to meet their food consumption requirements. Grocery food items are generally purchased from nearby grocery shops situated in the

residential localities. With rapid changes in the preferences of the consumer towards convenient purchasing, the supermarket culture is coming up very fast. These supermarkets offer conveniently packaged food items with choose and pick facilities. About 10 per cent of the respondents prefer supermarkets for grocery food purchasing. Food purchasing is distance sensitive and most of the respondents desire for availability of food products within one kilometre radius.

From the fig1 Frequency of purchase it is seen that 37.06 per cent respondents stated that they purchase the food items as per their need and almost equal per cent 24.12 per cent and 23.53 per cent purchase once a week and twice a week. It may be because food consumption is a done in daily basis so even if we plan our purchase but still we purchase as an when the food gets exhausted and there is a need.

Similarly a study by Ali and Kapoor (2021) stated Males generally prefer to purchase grocery once a month; while some of the female respondents prefer a weekly purchase. On the other hand, male respondents may travel more distance for purchasing grocery while females prefer a neighbourhood marketplace.

Thus the table 3 and fig 2 shows that 44.71 women stated that they preferred to buy the required food items because of the availability in particular shop. They are least bothered about the ambience of the preferred shop.

Due to change in the women role that is unlike previously women are employed they are independent and most of the women are working so they prefer to buy food items available in one place instead of going to variety of shops especially to buy food items they mostly prefer one stop centre.

That is a shop were all the things are available due to lack of time. According to a survey by Nielsen, product availability, range and a convenient location were found to be the key influential factors for consumers choosing where to buy their groceries.

Table.1 Personal and Background Information

Sr. No	Background Information	Frequency	Percentage
1.	Age		
	20-30	13	7.65
	30-40	36	21.18
	40-50	77	45.29
	50-60	34	20.00
	Above 60	10	5.88
2.	Marital Status		
	Unmarried	7	4.12
	Married	119	70.00
	Widow	44	25.88
3.	Occupation		
	Govt. Job	52	30.59
	Business	51	30.00
	Agents or freelance	29	17.05
	Private Job	38	22.36
4.	Monthly Income		
	Less than Rs 30,000	81	47.65
	Rs 30,000 to Rs 50,000	76	44.71
	Rs 50,000 to Rs 70,000	4	2.35
	Rs 70,000 to Rs 90,000	9	5.29
5.	Size of the Family		
	2 to 4 no	143	84.12
	5 to 7 no	27	15.88
6.	Type of Family		
	Nuclear Family	140	82.3
	Joint Family	30	17.7
7.	Educational Qualification		
	Upto Bachelor Degree	110	64.71
	Master Degree	59	34.71
	Master Degree and above	1	.58

Table.2 Place of buying

Place of Buying	Frequency	Percent
Departmental store	38	22.35
Shopping mall	14	8.23
Local store	118	69.41

Table.3

Reason	Frequency	Percentage
Discount	15	8.82
Variety	33	19.41
Service	28	16.47
Proximity	18	10.59
Ambience	0	0.00
Availability	76	44.71

Table.4 Factors considered while purchasing food items

Sr. No	Reasons	Frequency	Percent
1.	Brand	22	12.94
2.	Quality	40	23.52
3.	Habits	10	5.88
4.	Price	31	18.23
5.	Dietary Information	11	6.5
6.	Availability	13	7.64
7.	Economical	15	8.82
8.	Design of Packaging.	7	4.11

Fig.1 Frequency of Purchase

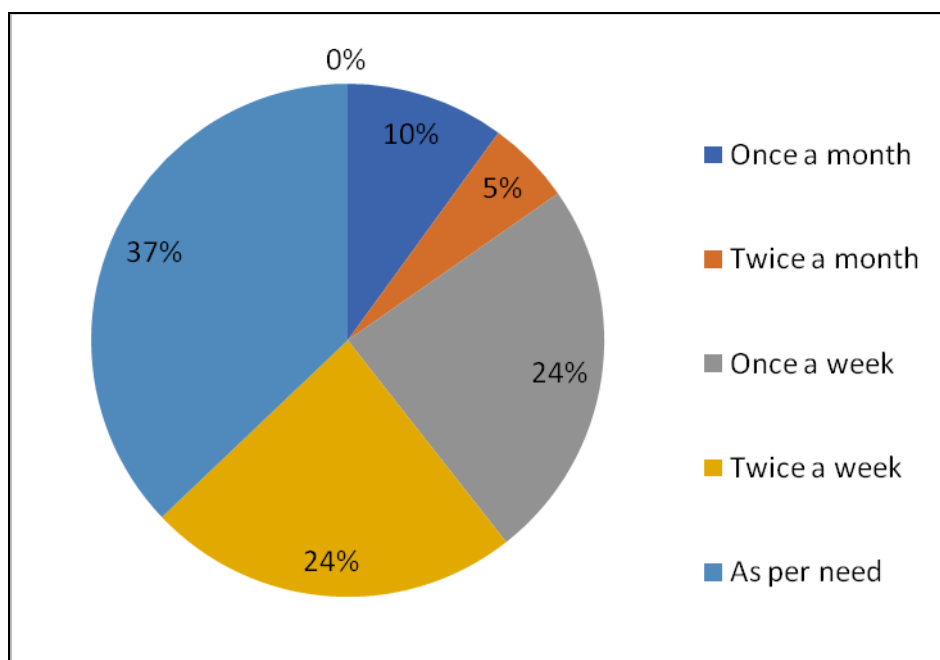
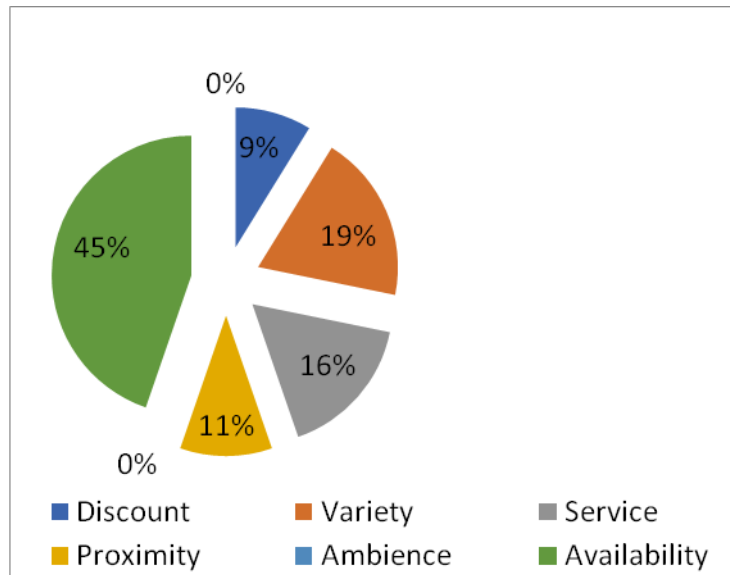


Table.5 Buying Behavior of the Respondents

Sl. No.	Statements	Always (3)		Sometimes (2)		Never (1)		Wt. scr	Mean score	Rank
		(f)	(%)	(f)	(%)	(f)	(%)			
1.	Purchase those products whose packaging are more attractive than others	111	65.29	38	22.35	21	12.36	430	2.52	IV
2.	Purchase the sustainable/biodegradable packaging	85	50.0	61	35.88	24	14.12	401	2.35	VI
3.	Look for the convenient/carriable packaging while purchasing food items	143	84.12	27	15.88	0	0.00	483	2.841	I
4.	Prefer purchasing refill packages	89	52.35	76	44.71	5	2.94	433	2.54	III
5.	Safety of food product packaging influences my purchase decision	68	40	57	33.52	45	26.48	363	2.13	XIII
6.	Buy products with all printed information about the product	118	69.41	43	25.29	9	5.3	449	2.641	II
7.	Look for the size and shape of the packaged products	66	38.82	83	48.82	21	12.36	385	2.264	VIII
8.	Language used in packaging which is easily interpreted is more preferred	70	41.18	49	28.82	51	30	359	2.11	XIV
9	Food packaging that shows that the products are enriched with quality influences my purchase decision	78	45.88	48	28.23	44	25.89	374	2.2	IX
10.	Packaging sometimes misleads buyer	41	24.17	94	55.29	35	20.54	346	2.035	XVI
11.	Type of opening of food packaging influences my purchase decision	88	51.76	56	32.94	26	15.3	402	2.364	V
12.	Prefer those packaging with good and clear quality marks	85	50	55	32.35	30	17.65	395	2.323	VII
13.	Buying small sample packets before buying the	15	8.82	76	44.70	79	46.48	276	1.623	XVII

	products									
14.	Checking all the information of the packaged products	85	50	37	21.76	48	28.24	377	2.21	X
15.	Attractive packaging influences the purchase decision.	72	42.35	53	31.18	45	26.47	367	2.15	XII
16.	Trying out food products with newer packing technology	63	37.05	58	34.11	49	28.84	354	2.082	XV
17.	Buying a particular brand of product because of package satisfaction	77	45.29	52	30.58	41	24.13	376	2.21	XI

Fig.2 Reasons considered while purchasing food items from a particular store



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 behavior by Shama (2016).

Similar findings came to foreface in the present study also that Quality is the most important factors considered while purchasing food items which was stated by 23.52 per cent and the least is the design of the package that is 4.11 %. Price was considered as an important factor by 18.23 per cent of the respondents whereas 12.94 per cent considered

brand as an important factor. Look for carriable package, Buy products with all printed information about the product prefer purchasing refill package are the first, second and third ranked buying behaviour of the respondents as depicted from the Table No.5

Based on the above-mentioned studies it can be concluded that the most important factors determining the behaviour of buyers in the food market are the price. How the consumers will carry the purchase to the home or convenient packaging are the most important chrematistics while purchasing food items, which they used to buy from a particular shop or nearby shop.

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