

A Study on Consumer Buying Behaviour towards processed food in Imphal East District, Manipur

ABSTRACT

The main objective of the study is to find out the sales promotion and consumer buying behaviour of Likla food products. The research mainly focuses on the factors like quality, consumer preference, price, service, attitudes and experience of consumer. In this study, data collected from the consumer through questionnaire (interview schedule). I have purposefully selected 4 blocks of Imphal east. From the 4 blocks I have selected 20 localities. From each block I have collected 50 samples from respondents. 200 samples are selected using convenience sampling. Using the interview schedule prepared, the 200 respondents are interviewed personally and their opinion was collected. Likert's scale technique was used for opinion collection in questionnaire survey. Chi square test was used as a statistical tool. The secondary data was collected from the management. The collected data is analyzed using analytical tool like simple percentage. Finally, the main problem of sales promotion is lack of awareness about the product i.e., advertisement. Consumer from the local areas thinks that the price of products is little higher and availability of service is less. Solution for these problems is, nowadays people are addicted to phones and television. By using local channels, notices, application can improve their advertisement. For local consumers they can make available service stalls nearby areas and Likla can improve their digital platform.

Keywords- Consumer buying behavior, Likla, respondents, food products.

INTRODUCTION

India is the world's second largest producer of food next to China and has the potential of being biggest industry with food and agricultural sector contributing 26 per cent to Indian GDP. It has the capacity of producing over 600 million tons of food products every year; it is likely to be doubled in next ten years. 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.

According to NSSCO (National sample survey organization), the demands of customers are changing gradually from cereals to high nutrients food such as fruits & vegetables. As per the Ministry of Food Processing Industries (MOFPI), nourishment and basic supply market of India is the world's 6th biggest (Shamsi et al., 2018). The Indian nourishment preparing industries one of the biggest ventures in India covers 32 % of the nation's aggregate food sell (Brown et al., 2000). The transformation of the socio-economic conditions of consumers in India is one of the key drivers to bring change in food processing market (Chiru, 2017). The advancement of science and technology offered the people new foods processing vessels, equipment and tools but still people are in search of new techniques to speed up the cooking process in order to cope up with mechanical life. The instant mix market in India was approximately Rs.150 crore during the year 2003 and at the end of 2004, it was around Rs.350 crore. And by March 2007 the size of the Indian Ready to eat market was approximately Rs.600-700million (Indiantelevision.com. March 10, 2007).

Thangjam Agro Industries Pvt. Ltd., a pioneer in the Food and Beverage Manufacturing industry in the state of Manipur, North – East India has been in existence for almost 3 decades since 1991.(David, 2000) The Company now collectively manufactures over 100 varieties of quality food and beverage products. the company also generates opportunities for the Entrepreneurs by venturing into the Franchise business under the Likla Bakery banner. (Alderman, 1987)

Statement of problemThe satisfaction of the consumer is very important for any industry to survive in the market. Food & Beverages products (RTS Flavoured Drink) of Likla are widely distributed and consumed in larger scale in Imphal East District. At certain times, the phenomenon is likely to create a problem relating to the sales promotion and consumer buying behaviour. The study on consumer buying behaviour will reduce the problem. This study is to create awareness about sales promotion and consumer buying behavior. So, by viewing the above problems, this present study has been worked out with the following objectives-

1. To study the socio-economic profile of respondents in the study area.
2. To identify the consumer buying behaviour and product preference of the Company products.
3. To analyse the sales promotion strategies adopted by the company.
4. To find out the major constraints and suggestions for marketing of processed food in the study area.

RESEARCH METHODOLOGY

Heingang CD Block, Imphal east district of Manipur was selected purposively for the study based on the consumption of processed food. All the localities were arranged in ascending order on basis of the area near the company, and then 5% of area was selected randomly. A complete list of all the respondents was obtained from the head of Municipal councils. The detail of the respondents was collected from the regular consumer of Likla products. Out of these 10% of respondents were selected randomly for the study.

The primary data was collected through a well-designed questionnaire and personal discussions with buyers and customers societies, as well as secondary data collected from journals, websites, and newspapers. The analysis tools consisted of chi square, Garrett's Ranking, standard deviation, percentage and Likert scale analyses. The study was conducted in the year 2022-2023.

RESULT AND DISCUSSION

1. Socio-economic profile of the respondents

As table 1 depicts the socio-economic profile of the respondents, in terms of age group 31% of respondents were of age group 20 to 30 followed by 27% of 10 to 20, 25% of above 30 and 18% were of 0 to 10 years.

In terms of the gender of the respondents as shown in table 1, 54% were female and 46% were male. Similarly, literacy of the respondents having 34% of graduation and above followed by 31% of Intermediate, 22% of middle and high school and 13% primary level.

As mentioned in the table 1, the occupation of the employees in which 30% of the respondents were students, 21% were private employees and businessman, 18% government employees and 11% were doing freelancing.

The income of the respondents in which 29% of the respondents were having income of 100001 to 200000 followed by 21% were having income of 200001 to 300000, 20% were having income of 300001 to 400000, 17% were having income above 400000 and 14% were having income below 100000.

Table 1- Showing the socio-economic profile of the respondents

	Parameters	Frequency	Percentage
Gender	Male	92	46%
	Female	108	54%
Age	0 to 10	35	18%
	10 to 20	54	27%
	20 to 30	62	31%
	Above 30	49	25%
Literacy level	Primary	32	13%
	Middle & high school	42	22%
	Intermediate	68	31%
	Graduation and above	58	34%
Occupation	Student	60	30%
	Private employee	42	21%
	Government employee	36	18%
	Business	41	21%
	Freelancer	21	11%
Income	Below 100000	27	14%
	100001 to 200000	58	29%
	200001 to 300000	42	21%
	300001 to 400000	39	20%
	Above 400000	34	17%

2. Consumer buying behavior and product preferences by the respondents

TABLE 2 -Factors influencing Consumer preference

Factors	Grand total of preferences	Average	Rank
Flavour/taste	440	4.63	I
Price	300	3.1	VIII
Quality	396	4.17	II
Packaging	349	3.67	IV
Form	306	3.22	VI
Brand	359	3.78	III
Quantity of packaging	273	2.87	IX
Colour	302	3.18	VII
Quantity	347	3.69	V

The factors influencing consumer preferences shown in Table 2 reveals the Flavour/taste ranks I followed by Quality ranks II, Brand ranks III, Packaging ranks IV, Quantity ranks V, Form ranks VI, Colour ranks VII, Price ranks VIII and Quantity of packaging ranks IX.

Table 3 Product preferences by the respondents

S. No.	Product	Frequency	Percentage
1	Meira	32	16%
2	Leima	47	24%
3	Leishna	36	18%
4	Mema	34	17%
5	Likla (Thangjam Agro)	51	26%
	Total	200	100%
	Mean	40	
	Standard Deviation	8.455767263	

The table 3 conclude that the product preferences by the respondents in which 26% of the respondents were preferring Likla followed by 24% were preferring Leima drinks, 18% were preferring Leishna drinks, 17% were preferring Mema and 16% were preferring Meira drinks.

Table 4 Factors affecting purchase of Flavoured Drinks

S. No.	Factors	Number of respondents	Percentage
1	Advertisements	68	34%
2	Brand ambassadors	45	23%
3	Attractive display	28	14%
4	Suggestion from friends	24	12%
5	Doctors' advice	11	6%
6	Ingredients	24	12%
	Total	200	100%
	Mean	33.33333333	
	Standard Deviation	20.19570912	

The factors that affect purchase of flavoured drinks among respondents as depicted in table 4 that about 34% respondents responded from advertisements followed by 23% by brand ambassadors of the product, 14% are from display of product, 12% from suggestion from friends, 12% from ingredients and 6% are from doctors' advice.

3. Major constraints in marketing of the flavoured drinks

Competition is the conflict between companies selling similar products and services with the goal of achieving revenue, profit, and market share growth. Likla being one of the most consumed foods, the other food processing competitors which has good market value, gives tough by providing good service to consumers and also attracts the consumers by their constant new attractive advertisements.

The constraints in the marketing of flavoured drinks for Likla company as the evaluation shown in table 4, in which Competition from new soft drinks ranks I followed by Limited audience ranks II, High transportation cost ranks III, Price range ranks IV, Poor storage facilities ranks V, Consumer conscious about health ranks VI and Less margin to retailers ranks VII.

Table 5-Constraints in marketing of flavoured drinks

S. No.	Constraints	Frequency	Average	Rank
1	Competition from new soft drinks	430	4.53	I
2	Consumer conscious about health	29	2.97	VI
3	Limited audience	386	4.14	II
4	Price range	339	3.56	IV
5	Poor storage facilities	296	3.12	V
6	High transportation cost	349	3.66	III
7	Less margin to retailers	263	2.76	VII

SUGGESTIONS

Likla company should focus on indoor and outdoor advertisement. It should give immediate respond for consumer service through digital platform. Seasonal campaign in metropolitan cities will increase the sales. The average cost of certain Likla products is not affordable, so they can reduce the quantity of the product or pricing those products in affordable cost. The most consuming product of likla is Flavored drinks but it's not available in all sort of markets.

CONCLUSION

From the further analysis of respondents, it can be concluded that most of the respondents were female (54%) at the age group of 20 to 30 years, were students and education level graduation and above and having income of 100001 to 200000 per annum. About the product preferences by the respondents in which 26% of the respondents were preferring Likla. From the data it was resulted that consumer preferred Flavour/taste of the product, then quality and packaging of product ranks last. 34% respondents were encouraged to purchase the product by the advertisements. The constraints in the marketing of flavoured drinks in which Competition from new soft drinks ranks I followed by Limited audience ranks II, High transportation cost ranks III, Price range ranks IV, Poor storage facilities ranks V, Consumer conscious about health ranks VI and Less margin to retailers ranks VII. Inclusively, this present study recommends that company should regularly study consumers' buying behavior to maintain the long-term demand of processed food.

COMPETING INTERESTS DISCLAIMER:

Authors have declared that they have no known competing financial interests OR non-financial interests OR personal relationships that could have appeared to influence the work reported in this paper.

UNDER PEER REVIEW

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