

Consumer Preference Towards Amudham Food Products In Erode District

***Dr. S. Muthukumaravel, Dr. N. Purusothaman, Dr. B. Meena**

Assistant Professor, Department of Commerce, Patrician College of Arts and Science College of Arts and Science

ABSTRACT

The mission of designing, encouraging, and distributing products and services to consumers and companies is traditionally seen as the scope of marketing. Marketing professionals work with ten different categories of entities: products, facilities, interactions, activities, individuals, locations, assets, organizations, knowledge, and ideas. Selling is concerned with the needs of the seller, while marketing is concerned with the needs of the consumer. Selling is preoccupied with the seller's desire to turn his goods into cash; marketing is preoccupied with the concept of fulfilling the customer's desires through the product and everything involved with making, distributing, and eventually consuming it. This study discussed the demographic profile of the consumers, problem and prospectus of consumer preference towards Amudham food products in Erode District.

Key words: Consumer, Food Product, Marketing strategies, preference etc.

INTRODUCTION

Consumers are becoming more competitive in today's environment; they expect modern technologies and faster service response times. Consumer loyalty has a measurable effect on customer engagement, purchasing intent, and the company's financial results. Customer loyalty is a new approach to service of businesses and organizations, and it helps to foster a genuinely customer-centric management and community. Customer satisfaction surveys provide instant, meaningful, and objective information on consumers' tastes and aspirations.

It is a critical factor in the organization's long-term growth. Banks must maintain close and secure relationships with their clients by delivering high-quality products and services, keeping the value of customer loyalty in mind. As a result, determining the degree of customer satisfaction is essential. Consumers' happiness cannot be calculated until the variables that influence their degree of satisfaction are identified.

SCOPE OF THE STUDY

- Determine the company's market position.
- This would be beneficial in the future.
- The research aids in determining consumer loyalty levels.

- The research aids in understanding the company's history, current, and future positions. The analyst tries to figure out how far the enterprise has progressed against its goal.

OBJECTIVES OF THE STUDY

- To study the socio economic profile of the consumers of Amudham food products.
- To analyze the level of satisfaction of consumers
- To find out the factors influencing and affecting the preference of the consumers.

LIMITATIONS OF THE STUDY

Since consumers are dispersed, the results cannot be generalised; the sampling size was too small in comparison to the population. The research was hampered by a lack of time. Just the Erode district is being surveyed.

RESEARCH METHODOLOGY

The descriptive analysis design was chosen because the study shows the current state of truth. For this analysis, both primary and secondary data were gathered. The primary data were gathered from consumers through a questionnaire. Primary data were gathered from company documents and websites. The number of units chosen from the population to collect data is referred to as the sample size. In the analysis, a sample of 110 direct consumers from the Erode district is considered. To pick samples, the convenience sampling approach (non-probability sampling) was used. The information gathered was tabulated, evaluated, and interpreted using basic descriptive analysis, Chi-Square analysis, Mean, Standard deviation and simple ranking analysis.

ANALYSIS OF THE DATA

Table No.1: Table showing gender of the respondents

Gender	No. of Respondents	Percentage
Male	22.00	20%
Female	88.00	80%
Total	110.00	100%

Source: Primary Data

Table No.2: Table showing age of the respondent

Age	No. of Respondents	Percentage
Below 15	18.00	16.37%
15-30	35.00	31.81%
30-45	44.00	40%
Above 45	13.00	11.82%
Total	110.00	100%

Source: Primary Data

Table No.3: Table showing educational Qualification details

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Qualification	No. of Respondents	Percentage
Illiterate	01.00	0.91%
School-level	47.00	42.73% 1
Graduate	44.00	40%
Post graduate	18.00	16.36%
Total	110.00	100%

Source: Primary Data

Table No.4: Table showing Occupation of the respondent

Occupation	No. of Respondents	Percentage
Student	24.00	21.82%
Employed	32.00	29.1%
Home maker	19.00	17.27%
Professional	22.00	20%
Others	13.00	11.81%
Total	110.00	100%

Source: Primary Data

Table No.5: Table showing Income of the respondents per annum

Income per annum in (rs.)	No. of Respondents	Percentage
50,0000	20.00	18.19%
50,000-1,00,000	33.00	30%
1,00,000-1,50,000	37.00	33.62%
Above 2,00,000	20.00	18.19%
Total	110.00	100%

Source: Primary Data

Table No.6: Table showing Type of Family of the Respondents

Gender	No. of Respondents	Percentage
Nuclear family	95.00	77.28%
Joint family	25.00	22.72%
Total	110.00	100%

Source: Primary Data

Table No.7: Table showing awareness about the “happy”

Opinion	No. of Respondents	Percentage
Yes	110.00	100%
No	0.0.00	0%
Total	110.00	100%

Source: Primary Data

Table No.8: What comes to consumers mind on hearing the name “happy”

Opinion	No. of Respondents	Percentage
Logo	54.00	49.1%
Products	22.00	20%
Celebrities	15.00	13.62%
Event	11.00	10%
Others	08.00	7.28%
Total	110.00	100%

Source: Primary Data

Table No.9: Table showing Sources of awareness

Source	No. of Respondents	Percentage
Advertisement	55.00	50%
Product campaign	24.00	21.8%
Experience	31.00	28.18%
Total	110.00	100%

Source: Primary Data

Table No.10: Table showing probable cause for formation of attitude

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Opinion	No. of Respondents	Percentage
Brand name	21.00	19.09%
Advertisement	25.00	22.72%
Quality	30.00	27.27%
Taste	34.00	40.92%
Total	110.00	100%

Source: Primary Data

Table No.11: Table showing preference of consumers Have you ever used happy product

Opinion	No. of Respondents	Percentage
Yes	110.00	100
No	00.00	0
Total	110.00	100%

Source: Primary Data

Table No.12: Which product of “happy” are mostly using

Opinion	No. of Respondents	Percentage
Jams	55.00	50%
Pickle	22.00	20%
Squashes	14.00	12.72%
Soft drinks concentrate	8.00	7.27%
Sauces	11.00	10.01
Total	110.00	100%

Source: Primary Data

Table No.13: Table showing preference of consumers buying period of product

Period	No. of Respondents	Percentage
Once in a month	18.00	16.37%
Weak	09.00	8.18%
Daily	04.00	3.63%
As and when required	79.00	71.82
Total	110.00	100%

Source: Primary Data

Table No.14: Table showing the preference of consumer's preference to "happy" when compared with other product

Opinion	No. of Respondents	Percentage
Best	58.00	52.73%
Good	27.00	24.54%
Average	12.00	11%
Faire	8.00	7.27%
Poor	05.00	4.46%
Total	110	100%

Source: Primary Data

Table No.15: Table showing preference of consumers most attracted factor of product

Features	No. of Respondents	Percentage
Flavor	18.00	16.36%
Price	26.00	23.63%
Taste	16.00	14.54%
Quality	32.00	29.1%
Color	18.00	16.36%
Total	110.00	100%

Source: Primary Data

Table No.16: Table showing Sources of influence to purchase the product

Source	No. of Respondents	Percentage
Advertisement	50.00	45.45%
Friends	14.00	12.72%
Relatives	11.00	10%
Sales man	25.00	22.72%
Total	110.00	100%

Source: Primary Data

Table No.17: Table showing comparison of price with happy's competitors

Source	No. of Respondents	Percentage
Relatively high	09.00	8.12%
More of less equal	20.00	18.18%
Reasonable	55.00	50%
Comparatively low	26.00	23.63%
Total	110.00	100%

Source: Primary Data

Table No. 18: Table showing the satisfaction towards happy products

Opinion	No. of Respondents	Percentage
Satisfied	89.00	81%
Un satisfied	21.00	19%
Total	110.00	100%

Source: Primary Data

CHI-SQUARE TEST

Table No. 19: Relationship between Source of Awareness and Probable cause for formation of attitude

Probable cause for formation of attitude	Source of awareness			Total
	Advertisement	Product campaign	Experience	
Brand name	10.00	05.00	06.00	21.00
Advertisement	11.00	06.00	08.00	25.00
Quality	19.00	05.00	06.00	30.00
Taste	15.00	08.00	11.00	34.00
Total	55.00	24.00	31.00	110.00

Source: Primary Data

Chi-Square Value : 3.0520

Table Value : 12.8

Degree of Freedom: 6

Significance : Not Significant

H₀: There is no significant relationship between Source of Awareness and Probable cause for formation of attitude

H₁: There is significant relationship between Source of Awareness and Probable cause for formation of attitude

The chi-square test results show that the measured chi-square value (3.0620) is less than the table chi-square value (12.8) at the 5% level of significance, indicating that the relationship between Source of Awareness and Probable Cause of Attitude Formation is not important. As a result, the null hypothesis is accepted.

Table No.20

Relationship between Income per annum and level of satisfaction towards happy products

Income per annum in (Rs.)	Level of Satisfaction towards Happy Products		Total
	Satisfied	Un satisfied	
500,000	15.00	05.00	20.00
50,000-1,00,000	28.00	05.00	33.00
1,00,000-1,50,000	31.00	06.00	37.00
Above 2,00,000	15.00	05.00	20.00
Total	89.00	21.00	110.00

Chi-Square Value : 1.4337

Table Value : 7.816

Degree of Freedom : 3

Significance : Not Significant

H₀: There is no significant relationship between Income per annum and level of satisfaction towards happy products

H₁: There is significant relationship between Income per annum and level of satisfaction towards happy products

The chi-square test results show that the measured chi-square value (1.433) is less than the table chi-square value (7.816) at the 5% level of significance, indicating that the association between annual income and level of satisfaction with happy goods is not important. As a result, the null hypothesis is accepted.

Factors Influencing the Preference of Consumer of Amudham Food Products

The researcher has addressed the factors influencing consumer preference in the sample area in this section. For this reason, eight statements with a 5-point Likert scale have been framed to examine consumer preference. The following table shows the mean and standard deviation of the statements.

Table 21 Factors Influencing Preference of Consumer of Amudham Food Products

No.	Factors	Mean	SD
1.	Location of the shop	3.61	1.17
2.	Product variety	3.90	1.22
3.	Sales representative hospitality	3.68	1.24

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No.	Factors	Mean	SD
4.	Rewards benefits	3.85	1.29
5.	Price factors	3.33	1.37
6.	Quality of the food products	3.61	1.06
7.	Family friends influence	3.25	1.42
8.	Others	3.72	1.30

Source: Primary Data

A study shows that delivering a variety of product has a mean score of 3.90, followed by giving incentives with a mean score of 3.85, among the eight types of consumer preference.

Factors Affecting the Consumer Preference towards Amudham Food Products

Selected respondents were asked to rate the problems in order of importance. The scale value for such ranks was determined using the Simple Ranking method. Table 22 shows the observations in greater detail.

Table 22 Factors Affecting the Consumer Preference towards Amudham Food Products: Simple Ranking Method

Problems	Mean Score	Rank
Delivery delay	6.60	1
Perishability	5.95	3
Poor packing	5.90	4
Price issues	6.0	2
Lack of consumer support	5.05	6
Festival discounts	5.10	5

Others	5.0	7
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Source: Primary Data

Delivery has been ranked as the most serious problem among the numerous problems associated with the preference of consumer, according to Table 22. Price issues, Perishability, Poor packing, Festival Discounts, and Lack of consumer support are the next considerations to consider.

FINDINGS

- The majority of respondents (80%) are female.
- Less than half (40%) was between the ages of 30 and 45.
- Less than half (42.73 percent) of those polled are in school.
- Just 29.1 percent of those polled are working.
- The majority of respondents (33.64 percent) earn between \$100,000 and \$150,000 a year.
- The majority (77.28) of respondents' families are nuclear families.
- The satisfied product is known to all of the respondents.
- When a majority of 49.1 percent of respondents hears the word happy, the “happy's” logo is the first thing that comes to mind.
- Half (50%) of consumers become conscious of the product as a result of advertising.
- Consumers' attitudes are shaped by the taste of the commodity in less than half of the cases (40.92 percent).
- The “happy” product was used by all (100%) of the respondents.
- Half of the respondents (50%) mostly use Happy's Jam.
- The majority of consumers (71.81 percent) purchase the commodity on an as-needed basis. It aids in identifying the commodity, which is often used as per necessity because it is not a necessary item to have on hand on a monthly basis.
- The majority of consumers (52.73 percent) believe that the happier product is the best.
- The majority (45.45 percent) of respondents were motivated to purchase the product by advertisements.
- Half of the consumers (50%) said the price is fair.
- It was discovered that there is no substantial relationship between the Source of Knowledge and the Probable Cause of Attitude Formation.
- It was discovered that there is no important association between annual income and degree of satisfaction with happy goods.
- The paper shows that delivering a variety of product has a mean score of 3.90.
- Delivery has been ranked as the most serious problem among the numerous problems associated with the preference of consumer

SUGGESTIONS

Based on the results, the following recommendations were made:

Only if the consumers are happy and fulfilled will the company achieve competency. As the number of competitors grows, the business requires aggressive marketing tactics. "Happy" as to establish new promotional measures to generate interest in its new and existing goods. For existing products, an effective advertisement strategy is needed. Concentrate on the promotion of all products. Increased frequency of advertising, product quality demonstration, conferences, and newspaper distribution would result in increased sales. If the company is able to provide adequate supply of products in rural areas, it will be able to prevent consumers moving from "happy product." food products companies should delivered their produces to the consumers on time due to it perishability condition.

CONCLUSION

Amudham Foods (India) Pvt. Ltd. has a leading role in the food manufacturing industry, with a large and diverse consumer base, thanks to the production of high-quality products. They have a strong reputation in the industry. Amudham food faces some competition because it needs new and innovative ideas to help them conquer a competitive climate. Consumers are pleased with Amudham Foods' whole line of products. This research also greatly aided in understanding the company's products and consumer perception of happy brand products.

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