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Brand awareness and alternative purchase plans towards ready-to-eat products in Belgaum city of Karnataka state

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Abstract

People bear certain beliefs and attitudes towards certain types of commodities, brands of commodities and retail outlets based on their previous experience. When there is a need, they are able to discover some new commodities capable of satisfying their needs. Before the commodities and brands are selected, these commodities must compete successfully against alternatives in the market. Majority of the respondents were aware of Parle-G, Big bread, Lays, MTR, Frooti, Kissan jam, Amul and Purohith brands in the cases of biscuits, bread, chips, pickles, fruit juice, fruit jam, ice creams and kunda respectively. Television was the major source for getting information about various brands in all the four products. Most of the respondents would go to other shops if preferred brand in all the four products was not available. The study revealed that the younger generation preferred more ready-to-eat food products than the other age groups. The consumer behaviour also varies from product to product.

Keywords: Brand awareness, consumer, alternative purchase plans and ready-to-eat products

1. Introduction

People bear certain beliefs and attitudes towards certain types of commodities, brands of commodities and retail outlets based on their previous experience. When there is a need, they are able to discover some new commodities capable of satisfying their needs. Before the commodities and brands are selected, these commodities must compete successfully against alternatives in the market. The selection of a particular commodity becomes important for consumer since there are wide varieties of consumer goods in the market. Again selection of a particular commodity depends mainly on income of the consumer and necessity of the product to the individual along with the other demand in their factors. Before the selection of the commodity purchased, an individual requires information regarding the various sources of supply of the commodity, its brands, relative merits and demerits, uses and value of their characteristic features and services offered. The common sources through which individual gathers information are from advertising media (television, radio and news papers), friends, retailers in the locality, displays in shops and food labels. Changes in the consumer mindset lead many MNCs to find space to fit their products in the minds of the Indian consumer. People started to prefer packed foods to find the ease in cooking due to the change in the lifestyle and evolution of nuclear family culture. Nearly 70 percent of the families residing in India are of nuclear in nature and women desire to spend less time in cooking. The increase culture of earning dual income is also one of the reasons of consumers to go for purchasing of packed branded food products (Kathuria and Gill, 2013) [3].

Ready-to-eat food is food that is offered or exposed for sale without additional cooking or preparation, which is packaged on the premises where they are being sold and are ready for consumption. Canned foods, convenience foods, fast foods, frozen foods, instant products, dried foods, preserved foods, etc. all come under Ready-to-Eat foods (Selvaraj, 2012) [4]. There have been changes in the food purchase and intake patterns owing to the increase in per capita income, changing lifestyles, women employment and other environmental factors. The per capita intake of processed foods and non-cereal based products is increasing rapidly in developing countries like India (Sharma, 2011) [5].

Consumer behaviour in the marketing world is very necessary to judge for the success of the product. Ready-to-eat food especially market segmentation based on food-related lifestyles can be applied to develop proper marketing strategies. Today's companies work in a war zone of rapidly changing competitors, technological advances, new laws, managed trade policies and diminishing customer loyalty. In today's world of cutthroat fierce competition, customer satisfaction is very essential to not only remain but also to excel in the given market

environment. Today's market is enormously more complex in view of the very market structure. Hence, to survive in the market, the company not only needs to maximize its profit but also needs to satisfy its customers and should try to build upon from there. Consumers' satisfaction is the ultimate aim of any business concern. Merely selling the product should not alone be the objective of the business it is more to do with customer relationship. More than that, they must concentrate on how to satisfy the consumers regarding all aspects of the product such as price, quality, utility derived, package, etc. No sales can be effective without knowing the desires and needs of consumers. Manufacturers must collect as much information as possible from the consumers relating to their tastes and preferences towards different branded products and then only they can design and make products up to the expectation of the consumers.

2. Methodology

This study is undertaken in Belgaum city. Questionnaires were used to collect the primary data from 160 respondents. With respect to brand awareness of different ready-to-eat food

products of different age group respondents in the study area. Convenience sampling method was adopted to collect the data from the selected respondents from study area. The data was collected only from respondents those who are using ready-to-eat food products. Tabular analysis method was used to analyze the data collected.

2.1 Classification of the respondents

Respondents were classified into different categories on the basis of age factor.

2.2 Age factor

The respondents were post classified into different groups based on age as given below.

- Age Group 1 (AG1) – Below 20 years
- Age Group 2 (AG2) – Between 20 – 40 years
- Age Group 3 (AG3) – Above 40 years

3. Results and Discussion

Table 1: Brand awareness of consumers of cereal based products among different age groups in Belgaum city

Sl. No.	Particulars	Age Group-1 (n=36)	Age Group-2 (n=97)	Age Group-3 (n=27)	Overall (n=160)
Biscuits					
1	Parle-G	36 (100.00)	97 (100.00)	27 (100.00)	160 (100.00)
2	Hide & Seek	35 (97.22)	96 (98.97)	19 (70.37)	150 (93.75)
3	Good Day	36 (100.00)	97 (100.00)	16 (59.26)	149 (93.12)
4	Krack Jack	33 (91.67)	93 (95.88)	20 (74.07)	146 (91.25)
5	Glucose	33 (91.67)	92 (94.85)	20 (74.07)	145 (90.62)
6	Parle Monaco	33 (91.67)	94 (96.91)	17 (62.96)	144 (90.00)
7	Britania 50-50	31 (86.11)	92 (94.85)	18 (66.67)	141 (88.12)
8	Marie Gold	33 (91.67)	94 (96.91)	13 (48.15)	140 (87.50)
9	Sunfeast Snacky	30 (83.33)	91 (93.81)	17 (62.96)	138 (86.25)
10	Sunfeast Glucose	32 (88.89)	91 (93.81)	14 (51.85)	137 (85.62)
11	Britania Time Pass	25 (69.44)	94 (96.91)	18 (66.67)	137 (85.62)
12	Tiger Biscuit	28 (77.78)	91 (93.81)	17 (62.96)	136 (85.00)
13	Britania Little Hearts	24 (66.67)	95 (97.94)	16 (59.26)	135 (84.37)
14	Chocolate chips	21 (58.33)	89 (91.75)	19 (70.37)	129 (80.62)
Bread					
1	Big Bread	34 (94.44)	96 (98.97)	15 (55.56)	145 (90.62)
2	Ayangan	27 (75.00)	95 (97.94)	17 (62.96)	139 (86.87)
3	Vishal Bakers	23 (63.89)	93 (95.88)	15 (55.56)	131 (81.87)
4	Tastey Bread	23 (63.89)	92 (94.85)	14 (51.85)	129 (80.62)
5	Hot Bread	22 (61.11)	92 (94.85)	12 (44.44)	126 (78.75)
6	Richi	20 (55.56)	90 (92.78)	10 (37.04)	120 (75.00)

Note: Figures in parentheses indicate the percentages to the total number of respondents in the category.

The brand awareness of consumers about cereal based products are revealed from table. 1. Biscuits among different age groups revealed that, the AG2 respondents maximum of that more than 90 percent of were aware of all the brands. Cent percent of the respondents were aware of Parle-g and Good day brands. Hide and Seek, Britania little Hearts brands were known to 98.97 percent and 97.94 percent of the respondents respectively. Marie Gold, Britania Time Pass and Parle Monaco brand were familiar with the 96.91 percent each of the respondents. Krack Jack brand is known to 95.88 percent of the respondents. Britania 50-50 and Glucose were aware by 94.88 percent of each of the respondents. Tiger Biscuits, Sunfeast Snacky, Sunfeast Glucose brands were familiar to 93.81 percent of each of the respondents. Chocolate Chip Cookies were known to 91.75 percent of the respondents. Because this AG2 is well exposed to past and present brand which were there in the market. In case of AG3 Parle-G brand is known to cent percent of the respondents.

Krack Jack and Glucose were known to 74.07 percent of each of the respondents. Hide and Seek and Chocolate Chip Cookies were familiar to 70.37 percent of each of the respondents. Britania 50-50 and Britania Time Pass brands were aware to 66.67 percent of each of the respondents. Tiger Biscuits, Sunfeast Snacky and Parle Monaco brands were known to 62.96 percent of each of the respondents. Good day and Britania Little Herats brands were familiar to 59.26 percent of each of the respondents. Only 51.85 percent and 48.15 percent of the respondents aware Sunfeast Glucose and Marie Gold respectively, because this age group is not much aware about present brands in the market. The results of the study on brand awareness of consumers about biscuits among various age groups by Hirekenchanagoudar (2008) [1] revealed that the majority of the respondents were aware of Parle-G brand (99.00%) followed by Marie gold (97.00%) and Tiger biscuits, Good day and Krack jack brands (96.00% each).

The brand awareness of consumers about bread among different age groups revealed that In case of AG2, Big Bread, Iyengar, Vishal Bakers and Richi Bread brands were familiar to 98.97, 97.94, 95.88 and 92.78 percent of each of the respondents respectively and about 94.85 percent of respondents were aware to Hot Bread and Tasty Bread brands, this age group is well known of all the brand and also well educated, and also they much concentrate about the brand image in the market.

The results of the research conducted by Karuppusamy and Arjunan (2012) revealed that in the awareness of consumers about Instant food products across different income groups in different areas of the Coimbatore city was small proportion of the respondents in IG3 (22.78 percent) were aware of Dosa/Idli mix product in the market followed by 17.22 percent in IG2, 8.89 percent in IG1 and 7.78 percent in IG4. In case of pickles and Sambar Masala, cent percent of the respondents in all the areas were aware of these two instant food products.

Table 2: Brand awareness of consumers of vegetable based products among different age groups in Belgaum city

Sl. No.	Particulars	Age Group-1 (n=36)	Age Group-2 (n=97)	Age Group-3 (n=27)	Overall (n=160)
Chips					
1	Lays	36 (100.00)	97 (100.00)	14 (51.85)	147 (91.87)
2	Bingo	36 (100.00)	97 (100.00)	5 (18.52)	138 (86.25)
3	Haldiram	27 (75.00)	93 (95.88)	6 (22.22)	126 (78.75)
4	Diamond Chips	14 (38.89)	53 (54.64)	0 (0.00)	67 (41.87)
5	Lip Chips	8 (22.22)	50 (51.55)	0 (0.00)	58 (36.25)
6	Uncle Chips	9 (25.00)	43 (44.33)	0 (0.00)	52 (32.50)
Pickles					
1	MTR	36 (100.00)	97 (100.00)	12 (44.44)	145 (90.62)
2	Mother Choice	34 (94.44)	97 (100.00)	3 (11.11)	134 (83.75)
3	Kitchen Promise	27 (75.00)	90 (92.78)	0 (0.00)	117 (73.12)
4	Priya Pickles	26 (72.22)	82 (84.54)	11 (40.74)	119 (80.62)
5	Mother Recipies	28 (77.78)	78 (80.41)	3 (11.11)	109 (68.12)
6	M N Pickles	9 (25.00)	79 (81.44)	17 (62.96)	105 (65.62)

Note: Figures in parentheses indicate the percentages to the total number of respondents in the category.

The brand awareness of consumers about vegetable based products are presented in table. 2 and among these products chips in different age groups revealed that, Lays brand was familiar cent percent of the consumers of AG1, AG2. In case of AG1 Bingo, Haldiram, Diamond Chips, Uncle Chips and Lip Chips were well known to 100.00, 75.00, 38.89, 25.00 and 22.22 percent of the respondents. More than half of the respondents of AG2 were conscious of lip chips and diamond chips brand. Bingo brand chips and lays were familiar among different products in AG2 respondents. In addition to these brands, uncle chips were known to 44.33 percent of AG2 respondents. In case of AG3 51.85 percent of the respondents aware about lays brand. It could also be seen from the table that, none of the respondents of this age group were familiar with Lip chips, Diamond chips and Uncle chips brands.

The brand awareness of consumers about pickles among different age groups revealed that, all the respondents of AG1 and AG2 were conscious of MTR brand. Among first age group Mother Choice, Mother Recipies, Kitchen Promise and Priya pickles brands were well known to more than 70.00 percent of the respondents. Among AG2, cent percent of the respondents were familiar with MTR and Mother Choice brand. Kitchen Promise, Priya Pickle, MN pickles and Mother Recipies brands were familiar among 92.78, 84.54, 81.44 and 80.41 percent of the respondents. In case of AG3 majority of the respondents were familiar with M N pickle (62.96%), this was followed by MTR (44.44%), Priya pickles (40.74%) and mother recipies, mother choice(11.11%).

Table 3: Brand awareness of consumers of fruit based products among different age groups in Belgaum city

Sl. No.	Particulars	Age Group-1 (n=36)	Age Group-2 (n=97)	Age Group-3 (n=27)	Overall (n=160)
Fruit juice					
1	Frooti	36 (100.00)	97 (100.00)	5 (18.52)	138 (86.25)
2	Maaza	36 (100.00)	97 (100.00)	5 (18.52)	138 (86.25)
3	Appy	36 (100.00)	97 (100.00)	4 (14.81)	137 (85.62)
4	Slice	34 (94.44)	97 (100.00)	5 (18.52)	136 (85.00)
5	Tropicana twister	30 (83.33)	93 (95.88)	4 (14.81)	127 (79.37)
6	Pulpy Orange	29 (80.56)	86 (88.66)	1 (3.70)	116 (72.50)
7	Real Fresh	9 (25.00)	65 (67.01)	0 (0.00)	74 (46.25)
Fruit jam					
1	Kissan	36 (100.00)	97 (100.00)	13 (48.15)	146 (91.25)
2	Feasters	28 (77.78)	83 (85.57)	0 (0.00)	111 (69.37)
3	Sil	30 (83.33)	69 (71.13)	0 (0.00)	99 (61.87)
4	Reliance select	23 (63.89)	58 (59.79)	0 (0.00)	81 (50.62)

Note: Figures in parentheses indicate the percentages to the total number of respondents in the category.

Table. 3 revealed that Brand awareness of consumers about fruit based products. Fruit juice among different age groups showed that, all the respondents of AG1 and AG2 were conscious of Frooti, Appy and Maaza brands. Among first age

group slice, Tropicana Twister, Pulpy Orange brands were familiar with more than 80.00 percent of the respondents. In case of AG2 Slice brand is well known by cent percent of the respondents. This was followed by more than 85.00 percent of

the respondents were aware of Tropicana Twister and Pulpy Orange. Only 67.01 percent of the respondents were aware of real fresh. In case of AG3 Frooti, Maaza and Slice brands were known to 18.52 percent of the respondents. This was followed by Tropicana Twister and Apply (14.81%), and Pulpy Orange (3.70%). None of the respondents were aware of real fresh brand.

Brand awareness of consumers about fruit jam among different age groups showed that, Kissan jam brand is more aware by 91.25 percent of the respondents. This was followed by Feasters (69.37%), sil mixed fruit jam (61.87%) and Reliance

mixed fruit jam (50.62%). In AG1 and AG2 Kissan brand is well known to 100.00 percent of the respondents. In age group one more than 75.00 percent of the respondents aware of Feasters and Sill mixed fruit jam. 63.89 percent of the respondents were aware of Reliance mixed fruit jam. In case of age group two more than 70.00 percent of the respondents were Feasters and Sill mixed fruit jam. About 59.79 percent of the respondents were aware of reliance mixed fruit jam. In case of age group three 48.15 percent of the respondents were aware of kissan jam. None of the respondents were aware of Feasters, Sil mixed fruit jam and Reliance mixed fruit jam.

Table 4: Brand awareness of consumers of milk based products among different age groups in Belgaum city

Sl. No.	Particulars	Age Group-1 (n=36)	Age Group-2 (n=97)	Age Group-3 (n=27)	Overall (n=160)
Ice creams					
1	Amul	34 (94.44)	95 (97.94)	12 (44.44)	141 (88.12)
2	Arun	29 (80.56)	73 (75.26)	0 (0.00)	102 (63.75)
3	MTR	18 (50.00)	91 (93.81)	8 (29.63)	117 (73.12)
4	Nandini	29 (80.56)	90 (92.78)	0 (0.00)	119 (74.37)
5	Kwality Walls	12 (33.33)	86 (88.66)	0 (0.00)	98 (61.25)
6	Hangya	6 (16.67)	36 (37.11)	0 (0.00)	42 (26.25)
7	Vadilal	2 (5.56)	44 (45.36)	0 (0.00)	46 (28.75)
8	Dairy Day	21 (58.33)	88 (90.72)	3 (11.11)	112 (70.00)
9	Dinshaws	0 (0.00)	47 (48.45)	0 (0.00)	47 (29.37)
Kunda					
1	Purohith	36 (100.00)	97 (100.00)	27 (100.00)	160 (100.00)
2	Nandini	28 (77.77)	97 (100.00)	25 (92.59)	150 (93.75)
3	Upadyaya	30 (83.33)	95 (97.93)	24 (88.88)	149 (93.12)
4	A-1	32 (88.88)	92 (94.84)	22 (81.48)	146 (91.25)

Note: Figures in parentheses indicate the percentages to the total number of respondents in the category.

Table. 4 revealed that Brand awareness of consumers about milk based products. Brand awareness of consumers about ice creams among different age groups showed that, Amul brand is one of the popular brands for milk products in our country. Because of its quality products this brand is very well known to almost all the people in our country. Similarly, it was observed in the study that the respondents of AG1, AG2 and AG3 were aware of this Amul brand. More than 50.00 percent of the respondents in AG1 were aware of Arun, Nandini,

Dairy day, and MTR brands. Kawlity wall, Hangya and Vadilal were known by 33.33, 16.67 and 5.56 percent of the respondents respectively. In case of AG2 More than 75.00 percent of the respondents were aware of MTR, Nandini, Dairy Day, Kwality Walls, Arun and Amul. Brand awareness of consumers about kunda among different age groups showed that, it was noticed that the awareness about the kunda brand was Purohith was the most familiar brand, aware by 100.00 percent of the respondents in all age groups.

Table 5: Alternative purchase plans of ready-to-eat food products by the respondents in Belgaum city

Sl. No.	Particulars	Alternative purchase plans				
		Go to other shop	Postpone	Will buy other brand	Place the order	Any other
1	Biscuits (n=160)	110 (68.75)	35 (21.87)	10 (6.25)	5 (3.12)	0 (0.00)
2	Bread (n=160)	126 (78.75)	10 (6.25)	20 (12.50)	4 (2.50)	0 (0.00)
3	Chips (n=151)	109 (72.18)	8 (5.29)	33 (21.85)	1 (0.66)	0 (0.00)
4	Pickles (n=148)	98 (66.21)	35 (23.65)	10 (6.75)	3 (2.02)	2 (1.35)
5	Fruit juice (n=150)	116 (77.33)	14 (9.33)	20 (13.33)	0 (0.00)	0 (0.00)
6	Fruit Jam (n=146)	118 (80.82)	20 (13.69)	8 (5.47)	0 (0.00)	0 (0.00)
7	Ice cream (n=151)	131 (86.75)	4 (2.64)	16 (10.59)	0 (0.00)	0 (0.00)
8	Kunda (n=152)	99 (65.13)	33 (21.71)	20 (13.15)	0 (0.00)	0 (0.00)

Note: Figures in the parentheses indicate percentages to the total number of users of the respective products.

The alternative purchase plans of ready-to-eat food products by the respondents in Belgaum city is shown in table 5. Maximum number of respondents in case of all the eight products viz, biscuits (68.75), bread (78.75), chips (72.18), pickles (66.21), fruit juice (77.33), fruit jam (80.82), ice cream (86.75) and kunda (65.13) would go to other shops if preferred brand was not available. This shows the brand loyalty about the particular branded products among the consumers. The results of the study conducted by Hirekenchanagoudar (2008) [1] revealed that the alternative purchase plans of ready-to-eat food products depicted that majority of the respondents in case of biscuits (80.00%), chips

(60.86%), fruit juice (58.06%) and ice creams (56.38%) would go to other shops if preferred brand was not available.

4. Conclusion

Majority of the residents of Belgaum city purchased these ready-to-eat products viz., biscuits, bread, chips, pickles, fruit juice, fruit jam, ice creams and kunda. This indicates that there is a wide scope for all the intermediaries who are involved in this business. Since, Belgaum is a fast growing city, there is ample scope for this type of business. Hence there is financial support and constant encouragement from government.

The 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.

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