International Journal of All Research Education and Scientific Methods (IJARESM), ISSN: 2455-6211
Volume 9, Issue 8, August -2021, Impact Factor: 7.429, Available online at: www.ijaresm.com

A Study on Consumer Attitude towards Food Products –An Analysis with Demographic Factors Reference to Coimbatore City

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ABSTRACT

This particular study focus consumer attitude towards foods products can be rightly claimed that to attract and influence the urban consumers retailers have lined up different categories of food and groceries products and they shelves both branded and private labelled products. Private labelled products are very innovative in characteristics. These private labels possess stiff competition to the reputed national or international brands. Private labelled branded products are always considered as economically priced at the same time high in quality. It has been observed that 10-15per cent of retail food and grocery products sold in modern retail stores are private labelled brands.,this statistical tools used in percentage analysis ,Anova.

Keywords : Food products ,private brand ,national brands, Demographic factors…,

INTRODUCTION OF THE STUDY

Indian retailing has experienced transformation over the last few years. Indian consumers have begun to acknowledge the modern form of retailing as a better option for shopping. As they consider, these organised retail stores are considered as convenient, economic prices and to save time / many large scale manufacturers are line – up their growth in retailing, business and consumers demand for retail products have influenced large scale national and international FMCG (Fast Moving Consumer Goods) brands to shelves their products in retail chain for the conveniences of retail buyer to attract them and influence their buying decision[1]. These days consumers in the cosmopolitan environment are moving to purchase products in hyper market, super markets and departmental stores. It has become important for retailers to understand the consumer choice of different product categories and provide them better value for money to the products they purchase. this empirical study aims to analyse consumers' attitude towards private labels Vs Branded food products with reference to selective products. The study was conducted in Coimbatore city.

Significance Of The Study

Revolution in modern trade is changing the shopping experience for the Indian consumer. Increasing customer patronage to the organised retail has opened up new phase of opportunity to this category of retailers i.e., introduction of competitive private labelled products in a market environment where the national, international brands and local brands have their own presences, consumers loyalty and market share. Introduction of private labelled provided a place for both retailers and consumers to benefits i.e., to retailers can earn extra profit margins and consumers get quality products at lower price compared to the nationalised or international brands.

In recent, times consumers patronage to the private label products are considerably rising and the consumers repeatedly prefer purchasing these private label products as they are found to be highly satisfied . The study draw motivation from the above places discussion and data evidences.This study aims to compare and contrast the consumers preferences for store brands i.e., private labels and national reputed branded food and grocery items.

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[1] Joshua Selvakumar .J and Varadharajan .P (2013),Study on The Growth Prospects of Private Labels to that of National Brands in the FMCG Retail Sector in Coimbatore,International Journal of Economics, Business and Finance, ISSN: 2327-8188 (Online), Volume. No. 1, Issue. No. 2, PP: 26 - 34, March.

Statement Of The Problem:

The success of store brands create direct competitions to other brands sold in the same retail stores i.e., national and international reputed brand manufactured by big corporate and marketers. A clear understanding on the growth and development of retailing business in India, especially in the food and grocery segments and the increasing popularity of private labels among consumers have motivated the researcher to pursue this study.

Scope Of The Study :

Retailers recognised that private labels or store brands are the powerful and unique tool to strive through competition raised by local organised retailers and corporate-owned retail stores. So the focus of this study is to measure their consumers' attitude towards private labels Vs branded food products in Coimbatore city. The study supports the retailers in understanding the primary factors and elements that determines the retail consumers' choice and preference for store branded product or other brands (local/regional/national or international). The study aims to clearly portrait the psychology of consumers i.e., attitude behind selection of a specific brand of product(s).

REVIEW OF LITERATURE

Private label products are those product developed by the retailers as store products. Store retailer develops their own marketing practices and product position strategies to promote the sales of the private label products. In this section of the review the discussion is made on the consumers understanding and attitude towards Private (Store)Labelled Brands and Reputed Brands

Growth of PLBs (Private Label Brands) internationally and among Indian retailer, specifically in food and grocery segment was assessed by Lakshmi (2011)[2]. The study concluded that unique PLB associations create an impression in the minds of consumers and it supports the retailers to gauge the customer loyalty, their preferences and shopping behavior, which in turn enhances the retail store and its brand equity values.

Sharma et al. (2011)[3]research paper aimed to study the customer perception towards Store Brands and. National brands in Maharashtra (Pune City).The study stated that private label products are manufactured and sold by specific retailer, under their own brand name. It is common phenomena that store brands are designed to compete against reputed branded products. The store brand products are offered to the customers at a cheaper cost and as an alternative to nationally reputed and expensive brands. Private label provides an opportunity to price conscious customers to buy the product at reasonable price and satisfy their needs.

Hariprakash (2011)[4]study discusses about the Private Brands sold in Indian retail stores. The study pointed that private labels a possessing tough competition to the reputed brands. The customers clearly differentiate differences between private label and reputed brands and they prefer buying a private label products compared to the nationally reputed brand. The study suggested that retailer to focuses on educating their customers about the benefits of the private labelled product and they should try to attract the consumers towards the private label brand to survive for long run amidst the well-established brands.

Consumer's impulsive buying behaviour towards food and grocery items at Noida region was assessed by Singh and Agrawal (2013)[5]. The study commented that consumers are found to be more price consciousness, especially while buying private label brands food and grocery items. The study also stated that certain factors like: store loyalty extended by the consumers and the value consciousness expressed by them greatly influences the purchase decision of consumers and in selection of private branded food /grocery items.

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2 Lakshmi Nair (2011), Private Labels Brands in Food & Grocery: The Changing Perceptions of Consumers & Retailers in India- a study in the Pune Region, Journal of Arts Science & Commerce, ISSN 2229-4686,Volume. No. 2, Issue. No.1, January.

3 Krishna Mohan Sharma, Dubey .DK and Pandey .BD (2011), Customer Perception of Store Brands Vs. National Brand in Select Area of Maharashtra, Journal of Engineering, Science and Management Education, Volume. No. 4, PP. 59-65.

4 Hariprakash (2011), Private Labels in Indian Retail Industry, International Journal of Multidisciplinary Research, Volume.No.1, Issue.No.8, ISSN 2231 5780, PP: 335-340, December

5 Singh .A. K., and Agarwal, P. K. (2013), Consumer behavior in Organized Retail: A empirical study of Noida. International Journal of Management research and review, PP. 3324-3331.

Objective Of The Study

1. To assess food and grocery products shopping practices among retail consumers' in Coimbatore city.
2. To identify nature of store attributes that influenced retail consumers to shop at specific retail stores.

Hypothesis Of The Study

1. In general, it is believed that demographic and socio-economic status of consumers greatly influences their place of purchase of food and grocery item.
2. There exists association between demographic and socio-economic status of retail consumers and their preferences for various categories of branded products.

RESEARCH METHODOLOGY

The study's methodology has a right combination of both primary and secondary data. To draw the findings from the data analysis and its related interpretation quantitative and qualitative research techniques were applied. The main objective of qualitative research technique was to clearly establish the consumers' perception, attitude, buying behavior and satisfaction towards private and branded (labelled) products and micro level.

Area Of The Study

There are a number of retail outlets, supermarkets and shopping malls like:home grown The Nilgiris, Pazhamudir Nilayam, Ranga's Stores and Kannan Departmental store. Brookefields, Fun Mall and Prozone mall and number of retail chains of both national and international reputed like: Big Bazaar, Reliance Fresh, SPAR etc., based in Coimbatore. Besides, these retailers there are more than one lakh retailers are functioning in the city . The economic prominence of this city and the growing power of the household families living in this city have motivated the researcher to select this region for the study.
Sampling framework
Hence, the use of the formula .

SS = Z2 x (p) x (1-p)
C2

SS = Sample Size
Z = Z - valueA (e.g., 1.96 for a 95 per cent confidence level)
P = Percentage of population picking a choice, expressed as decimalB
C = Confidence interval, expressed as decimal (e.g., .04 = +/-4 percentage points)

The sampling Framework:
Population Size: 1890000
Sample Percentage: 30 per cent
Expected Sample Size: More than 600
Computed Confidence Interval Level = 3.67
Sample Size Needed for the Study: 713. Rounded to 715.

At the end of the Gooden's formula working it was observed that the study needs 713, population as sample. It was rounded to the nearest number 715.

Sources Of Data

First hand data required for the study was collected from the field through distribution of interview schedule to the sample consumers of food & grocery goods. The secondary data needs for the study was collected from published cum unpublished Ph.D thesis, published journals, magazines, text books, reports and retail websites.

the study opens up opportunities for the future researcher to compare the consumers preferences, attitude, perception or satisfaction as individual or combination of factors in other tier II cities or tier III cities across Tamil Nadu i.e., in Madurai, Dingugal, Thirchy, Tirupur, Thriunelveli, Pudukottai,Vellore etc.

Analysis And Interpretation

Indian food and grocery market is experiencing an act of transformations.People have been slowly reducing the buying bulk quantity of foods and grocery items, which were sold unbranded and in jute sacks and brought in large quantity. Rather, modern day consumers have started to buy branded food and grocery products sold in very attractive packages and in small quantity more suitable to nuclear or small families of four to five members. Keeping phase with the changing consumer attitude, the manufacturers, marketers and retailers of food and grocery products have also changed their strategies suitable to the modern day consumers.Modern day retailers started selling food and grocery products packed in their own store name and consumers' patronage to these store brands are indirectly creating a threat for the existing brands i.e., regionally or nationally or internationally reputed. Tug of war fought between retail store brands and reputed regional or national or international brands have motivated the researcher to peruse this study. This study aims to analyse the consumer's attitude towards private labels Vs branded food products with special reference to selective products in Coimbatore City.

Demographic Profile

In a modern retail format goods of private labels are sold along with the national brands to increase store retailers profit margin and to enhance their shopping experience and store loyalty. Consumer buying behavior at retail establishments largely depends on the demographic factors like age, gender, family life cycle, education, occupation etc. These factors help the consumer in deciding their preference towards national brand or private label products. The empirical data analysis and interpretations have been presented in this section of the study.

Table 1: Demographic And Social Economic Status Of Retail Store Consumers

Sl. No	Variables	No. of. Respondents	Percentage
Gender			
1.	Male	306	42.80
2.	Female	409	57.20
	Total	715	100
Age			
1.	20-29 Years	456	63.78
2.	30-39 Years	186	26.01
3.	40-49 Years	64	8.95
4.	50-59 Years	9	1.26
	Total	715	100
Educational Qualification			
1.	School Level	27	3.78
2.	Under-Graduation	169	23.64
3.	Post-Graduation	279	39.02
4.	Professional Degree Holder	165	23.08
5.	Others	75	10.48
	Total	715	100
Occupation			
1.	Employee	296	41.40
2.	Business Entrepreneur	88	12.31
3.	Professional (Self-Employed)	70	9.79
4.	Professional (Employed)	112	15.66
5.	Home Maker	95	13.29
6.	Others	54	7.55
	Total	715	100
Type of Family			
1.	Joint Family	274	38.32
2.	Nuclear Family	441	61.68
	Total	715	100
Family Size			
1.	2 Members	45	6.30
2.	3 Members	133	18.60
3.	4 Members	322	45.03
4.	Above 4 Members	215	30.07
	Total	715	100
Monthly Income			
1.	Less than Rs. 10000	126	17.62
2.	Rs. 10001-20000	280	39.16

Sl. No	Variables	No. of. Respondents	Percentage
3.	Rs. 20001-30000	187	26.15
4.	Rs. 30001-40000	68	9.52
5.	Rs. 50001 and Above	54	7.55
	Total	715	100
Enjoy Dural Income			
1.	Dual Income Family	438	61.26
2.	Single Income Family	277	38.74
	Total	715	100

Source: Primary Data

Seven hundred and fifteen (715) retail store consumers surveyed are distributed as 57.20 per cent females' rests 42.80 per cent are males.Out of 715 retail store consumerssurveyed 63.78 per cent of the consumers are aged between 20-29 years. Followed by, 26.01 per cent of the sample consumers are aged between 30-39 years. Similarly, 8.95 per cent of the sample subjects'fall under the age group of 40-49 years and the remaining 1.26 per cent of the sample populations are aged between 50-59 years of age. As per the educational stratification it has been observed that 39.02 per cent of the sample respondents have completed their post-graduation. Followed by, 23.64 per cent of the retail store consumers are found to be graduates. Similarly, 23.08 per cent of the sample subjects are observed to be professionals 10.48 per cent of the respondents have pursued other degree courses and the rests 3.78 per cent of the respondents have completed their school level education.The study observed that 41.40 per cent of the retail consumers are employed in a public or private organisation.The study observed that retail consumers are employed in a public or private organisation. Subsequently, it has been observed that 15.66 per cent of the consumers are found to be professionals. Followed by, 13.29 per cent of the sample subjects are home makers. Further, 12.31 per cent of the sample consumers are observed to be entrepreneurs, 9.79 per cent of the consumers are self-employed and the rests 7.55 per cent of the consumers are engaged in other type of job such as: marketing, retailing or in other service activities. Majority of the surveyed population i.e. 61.68 per cent live in a nuclear family and the rests 38.32per cent of the consumers live in a joint family. Family size determines the buying quantity of any food products. It is evident from the above table that 45.03 per cent of the consumers' family constitute to four members. Followed by, 30.07 per cent of the consumers' family consist of four members or more members. Further, 18.60 per cent of the respondents have opined that there are three members in their family and the remaining 6.30 per cent of the consumers' family size consist of two members. Data discussion depicts that 39.16 per cent of the sample consumers' monthly earnings range between Rs. 10,001 to Rs. 20,000. Similarly, 26.15 per cent of the consumers earn between Rs.20, 001 to Rs.30, 000 per month. Followed by, 17.62 per cent of the sample populations earn less than Rs. 10,000. On the contrary, just 9.52 per cent of the sample respondent's earnings valued between Rs. 30001-40000 and the remaining 7.55 per cent of the sample subjects earnings valued above Rs. 50,001 per month. The study consists of 61.26per cent of the consumers are from dual income families and 38.74per cent of the consumers family hardly depend on single income.

Majority i.e., 57.20per cent of the retail store consumers surveyed are female.Thus the result of the study concluded that 63.78 per cent of the consumers are aged between 20-29 years and39.02 per cent of the sample respondents have completed their post-graduation.It has been concluded that 41.40 per cent of the consumers have said that they are employed in a public or private organisation.Majority of the surveyed population i.e. 61.68 per cent live in a nuclear family and 45.03 per cent of the consumers' family constitutes to four members. Further,39.16 per cent of the sample consumers' monthly earnings ranged between Rs. 10,001 to Rs. 20,000 and 61.26per cent of the consumers are from dual income families.

H1: In general, it is believed that demographic and socio-economic status of consumers greatly influences their place of purchase of food and grocery item.

Table 2: One-Way Anovaassociation Between Gender Of The Retail Consumers And Their Selection Of Food And Grocery Retail Outlets

Variables	Male		Female		F Value	Sig
	Mean	SD	Mean	SD		
From Wholesale Market	2.523	1.199	**3.061**	1.662	23.092	**.000**
From Near-by Retail Store	1.742	0.693	**2.831**	1.258	187.047	**.000**
Departmental Store	**2.863**	1.234	2.460	1.073	21.715	**.000**

Hyper Market	**3.830**	1.371	3.169	1.379	40.481	**.000**
Super Market	**3.686**	1.352	2.888	1.461	55.731	**.000**
Government Owned Stores (Chinthamani, Ration Shop and Amma Retail Store)	**3.376**	1.543	3.308	1.596	0.325	.569

Level of Significance: 5 per cent

Descriptive data presented above reveals differences in food and grocery products buying places among male and female consumers. Men are found to be sophistication seekers, while women consumers are found to be value seekers.The tested ANOVA values (23.092, 187.047, 21.715, 40.481 and 55.731) were found to be within the significant at five per cent. This variable supports in acceptance of first hypothesis.

Table 3:One-Way Anova Association Between Age And Consumers Purchase Food And Grocery Itemin The Retail Store

Variables	20-29years		30-39years		40-49years		50-59years		F Value	Sig
	Mean	SD	Mean	SD	Mean	SD	Mean	SD		
From Wholesale Market	3.165	1.459	2.102	1.374	2.266	1.172	**5.000**	0.412	35.834	**.000**
From Near-by Retail Store	2.384	1.191	2.296	1.092	2.344	1.428	**3.000**	0.321	1.122	.339
Departmental Store	**2.781**	1.141	2.204	1.030	2.906	1.388	2.000	0.521	13.681	**.000**
Hyper Market	3.634	1.292	3.032	1.535	3.156	1.566	**5.000**	0.412	13.166	**.000**
Super Market	3.222	1.382	3.086	1.571	3.594	1.770	**4.000**	0.523	2.754	**.042**
Government Owned Stores (Chinthamani, Ration Shop and Amma Retail Store)	3.384	1.473	3.473	1.684	2.375	1.618	**5.000**	0.214	12.514	**.000**

Level of Significance: 5 per cent

As per the mean score description youngers mostly prefer buying food and groceries items from modern organised stores, whereas, the grown matured adult (family runners) prefer to balance their purchases in both organised and unorganised stores depending the products. The tested ANOVA values (35.834, 13.681, 13.166, 2.754 and 12.514) were found to be within the significant at five per cent. This variable supports in acceptance of first hypothesis.

H2: There exists association between demographic and socio-economic status of retail consumers and their preferences for various categories of branded products.

Table 4: One-Way Anova Association Between Gender Ofretail Consumers And Their Preferences For Branded Products

Variables	Male		Female		F Value	Sig
	Mean	SD	Mean	SD		
Store Brand (Private Label)	**0.719**	0.450	0.499	0.501	36.874	**.000**
Reputed Regional Brands	0.494	0.501	**0.500**	0.501	0.022	.881
Reputed Brands in South India	0.343	0.476	**0.388**	0.488	1.059	.304
Reputed National Brands	0.609	0.489	**0.657**	0.476	0.967	.326
Reputed International Brands	0.368	0.486	**0.543**	0.500	5.386	**.021**
Any Brand Available in the Store	0.141	0.349	**0.152**	0.360	16.305	.070

Level of Significance: 5 per cent

Comparison of mean score between the variables tested revealed that thefemale consumers have expressed high degree of prefer buying various categories of branded products than the male consumers surveyed.The male consumers primarily prefer buying store brand products. The tested ANOVA values (36.874 and 5.386) were not found to be within the significant level of five per cent. It did not support in the declaration of the hypothesis statement as false. **TABLE 5**

One-Way Anovaassociation Between Age Retail Consumers And Their Preferences For Various Categories Of Branded Products

Variables	20-29years		30-39years		40-49years		50-59years		F Value	Sig
	Mean	SD	Mean	SD	Mean	SD	Mean	SD		
Store Brand (Private Label)	**0.634**	0.482	0.484	0.501	0.563	0.500	0.145	0.352	6.380	**.000**
Reputed Regional Brands	**0.528**	0.500	0.423	0.496	0.391	0.493	0.249	0.433	5.412	**.001**
Reputed Brands in South India	0.393	0.489	0.328	0.471	0.196	0.401	**0.410**	0.493	7.988	**.000**
Reputed National Brands	0.592	0.492	**0.670**	0.473	0.757	0.435	0.233	0.424	3.428	**.017**
Reputed International Brands	0.353	0.480	**0.614**	0.493	0.281	0.450	0.289	0.454	11.971	**.000**
Any Brand Available in the Store	0.174	0.379	0.092	0.290	**0.214**	0.365	0.148	0.355	18.022	**.000**

Level of Significance: 5 per cent

It has been understood that young consumers always aspire to try new products and try to switch their brands for new and alternative brands, whereas the matured adults are very spectativeand compute price of the products they buy. In the process of continuous data analysis, it has been observed that the tested ANOVA values (6.380, 5.412, 7.988, 3.428, 11.971and 18.022) were found to be within the significant level of five per cent.It supports in the declaration of the hypothesis statement as true.

FINDINGS OF THE STUDY

Demographic and Socio-Economic Segmentation of Retail Consumers

1. The study found that 57.20 per cent of the consumers are female as surveyed and 63.78 per cent of the consumers are aged between 20-29 years.
2. The study observed that 39.02 per cent of the sample consumers found to be post-graduation and 41.40 per cent of the consumers have said that they are employed in a public or private organisation.
3. The study indicated that 61.68 per cent of the sample respondents live in nuclear family and 45.03 per cent of the consumers' family constitutes to four members.
4. The study identified that 39.16 per cent of the sample consumers' monthly earnings ranges between Rs. 10,001 to Rs. 20,000 and 61.26 per cent of the consumers' family enjoyed the dual income.

Suggestion of the study

1. Numbers of consumers buying products provide a clear idea on how many people support a brand or oppose it, the suggestions proposed by the study are framed based on the consumers' patronage to store brands and reputed brands.

The study observed that out of 715 food and grocery retail consumers surveyed only 65.88per cent of the consumers at present regular buy Private Label Branded products (PLPs). In order to attract and retain their existing consumers the following suggestions are proposed to

2. Introduce wide variety of products under store name
   i.e., Private label (like: rice, wheat flour (atta), all-purpose flowers, sugar, cooking oils, cereals, pluses, nuts, fruits, vegetables etc.,)
3. Focus more of Brand Building
   i.e., promotion of store brands and (iii) Offering more value for the money (every penny spend repays its value).

CONCLUSION

In India store 'brand' (private label) plays an important role than national brand in retail sector. More number of store brands is available at retail store, which influence the consumers in selection of these products in comparison to the reputed brands. At the end of the data analysis and interpretation it has been inferred that this study was conducted for 715 respondents / which among 57.20 per cent of the respondents are female and rest of the male consumers. The study found that 30.78 per cent of the consumers spend Rs.2001- Rs.3000 for purchasing of food and grocery items. On average 3.63 of mean score i.e. 72.60 per cent of the consumers have said that they usually purchase food and grocery items from their near -by retail store.

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