

# A Study on Customer Buying Behaviour Towards Sri Jayashree Food Products at Salem

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## ABSTRACT

The study was conducted with 200 respondents to elicit information on food buying practices and how far the information written on food label is used in selecting different food products by the respondents. A higher number of respondents looked to taste followed by safety and health hazards, brand images, discount/free on food products.

## INTRODUCTION

Consumer Buying Behaviour refers to the actions taken (both online and offline) by consumers before buying a product or service. This process may include consulting search engines, engaging with social media posts, or a variety of other actions. It is valuable for consumer businesses to understand this process because it helps businesses better tailor their marketing initiatives to the marketing efforts that have successfully influenced consumers to buy in the past.

### Mean

Consumer behavior is the study of consumers and the processes they use to choose,

use (consume), and dispose of products and services, including consumers' emotional, mental, and behavior responses. Major factors that influence consumer buying behaviour

A variety of factors go into the consumer buying behaviours process, but here we offer just a few. separately, they may not result in a purchase. When put together in any number of combinations, the likelihood increases that someone will connect with a brand make a purchase. Four factors influencing consumer buying Behaviours are:

**Cultural Factors** - Culture is not always defined by a person's nationality. It can also be defined by their associations, their religious beliefs or even their location.

**Social Factors** - Elements in a person's environment that impact the way they see products.

**Personal Factors** - These may include someone's age, marital status, budget, personal beliefs, values, and morals.

**Psychological Factors** - A person's state of mind when they are approached with a product will often determine how they feel not only about the item itself but the brand as a whole.

### Types of consumer Behaviours

There are four main types of consumer Behaviours:

#### Complex buying Behaviours

This type of Behaviours is encountered when consumers are buying an expensive, infrequently bought product. They are highly involved in the purchase process and consumers' research before committing to a high-value investment. Imagine buying a house or a car; these are an example of a complex buying Behaviours.

#### Dissonance-reducing buying Behaviours

The consumer is highly involved in the purchase process but has difficulties determining the differences between brands. „Dissonance“ can occur when the consumer worries that they will regret their choice.

## Habitual buying Behaviour

Habitual purchases are characterized by the fact that the consumer has very little involvement in the product or brand category. Imagine grocery shopping: you go to the store and buy your preferred type of bread. You are exhibiting a habitual pattern, not strong brand loyalty.

## Customer behaviours segmentation

Customer segmentation and identifying types of buyers have always been important. Now that personalization and customer experience are factors that determine a business's success, effective segmentation is even more important.

Recurring-personal occasions are purchasing patterns for an individual customer that consistently repeats over a while. For example birthdays, anniversaries or vacations, monthly purchases, or even daily rituals such as stopping for a cup of coffee on the way to work every morning

Consumer awareness, which refers to a buyer's knowledge of a particular product or company, allows the buyer to get the most from what he buys. Consumers know more about their choices when they have product information and benefit from knowing their rights, hearing about alerts and warnings and finding out about safety issues.

## OBJECTIVES OF THE STUDY

- To study on Consumer Buying Behaviour on food product with special reference to Sri Jayashree food corn at Salem
- To identify the factor influencing the Consumer while purchasing paper product in food industry.
- To know the Buying Behaviour the recent level to buy the product.
- To know the expectation of Retailer to improve the food product & purchasing power in the organization.

## RESEARCH METHODOLOGY

### RESEARCH METHODOLOGY MEANING OF RESEARCH

Research methodology is the way of systematically solving the research problem. It may be understood as a science of studying how research is done scientifically and systematically.

### DEFINITION

According to the scientific research is systematic, controlled, empirical and critical investigation of hypothetical propositions about the presumed relations among natural phenomena.

### RESEARCH DESIGN

A research design is an arrangement of conditions for collection and analysis of data in a manner that aims to combine with relevance to the research purpose with economy in procedure. The researcher had done a descriptive research for studying the Impact of work environment and work culture on Employee Performance at Sri Jayashree food corn products, Salem.

### POPULATION

It is the aggregate of all units processing certain specific characterizes from which the sample will be drawn. It can be finite or infinite. In finite universe the number of items is certain but in case of an infinite universe the number of items is infinite.

### SAMPLING METHOD

- ✓ Here the researcher used the simple random sampling method.

### SAMPLING SIZE

- ✓ A part of the population selected for the study is called sample, here the researcher took 60 as a sample size.

## DATA COLLECTION PRIMARY DATA

The primary data is collected directly from the Consumer i.e. data collected with the help of questionnaire.

## SECONDARY DATA

The secondary data means already available data. Here, the data were collected from company records, website, annual reports and Journals etc... The researcher also collected information through primary data as well as secondary data.

## RESEARCH INSTRUMENTS

The research instrument used for the study is interview schedule which contain both closed and open ended questions.

## TOOLS FOR ANALYSIS:

The following statistical tools have been used to analyse the data.

The collect data have been analysis with the help of statistical tools like

- ✓ Simple percentage method

## SIMPLE PERCENTAGE ANALYSIS

A percentage analysis is used to interpret data by the researcher for the analysis and interpretation through the use of percentage. The data are reduced in the standard from which base equal to 100 which fact facility relative comparison.

$$\text{Simple percentage} = \frac{\text{No. of respondents}}{\text{Total No. of respondents}} \times 100$$

TABLE– 4.15

## CONSUMERS PREFER THAT FOOD PRODUCT

Reason for like	No. of Respondents	Percentage (%)
Recycling	18	30
Without pollution	23	39
Low price	10	16
Attract printing	9	15
<b>Total</b>	<b>60</b>	<b>100</b>

Source: Primary Data

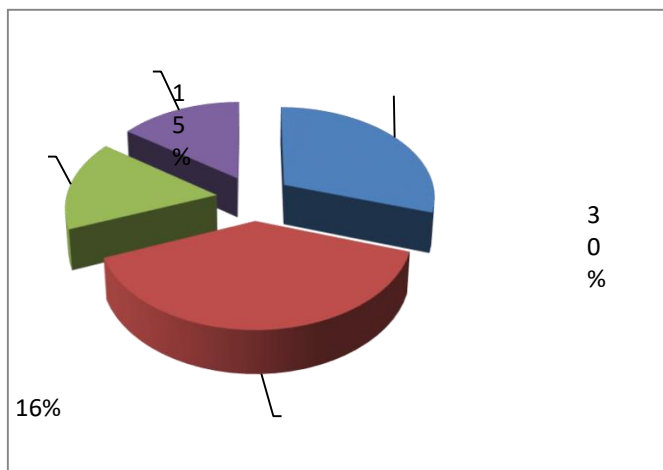
## Inference:

The above table indicates that, 30% of the respondents are liking reason for recycling, 39% of the respondents are like for without pollution, 16% of the respondents are liking reason for low price and remaining 15% of the respondents are reason for like the packing is attractprinting.

Majority 39% of the respondents are like for without pollution.

CHART– 4.15

## CONSUMERS PREFER THAT FOOD PRODUCT



## FINDINGS

- Majority 76% of the respondents are said male gender wise.
  - Majority 41% of the respondents are age group of 31-45 year age..
  - Majority 33% of the respondents are in under graduate in educational qualification.
  - Majority 36% of the respondents are earning below Rs.5, 00,000 in annual income.
  - Majority 35% of the respondents are in the 6-10 years
  - Majority 50% of the respondents purchase below 100 kg
  - Majority 39% of the respondent's usage in this kernels Corn
  - Majority 35% of the respondents are in the Quality in our firm.
  - Majority 38% of the respondents are in the neutral the price of product.
  - Majority 45% of the respondents are in the Satisfied in regarding food industries.
  - Majority 37% of the respondents are in the Agree in good packaging.
  - Majority 35% of the respondents are in the Monthly in buying the goods
  - Majority 50% of the respondents are benefit is pollution free in advantages of products.
  - Majority 52% of the respondents are Kilogram wise basis of packing.
  - Majority 39% of the respondents are like for without pollution.
- Discount availability can be improved based on frequency of purchase and life time of the Consumer with the company. This will generate loyalty. Also loyalty programs may be started.
  - Since a large portion of the Consumer s came to know about the company through internet, the company should being to put more advertisements.
  - Total quality management principles should be accurately followed so as to continuously improve the yarns and they have superiority advantage.

## CONCLUSION

Buying Behaviour is a function of the products perceived performance and Consumer expectations. Recognizing that high Awareness leads to high loyalty, many companies today are aiming at total Consumer satisfaction. For each company, Consumer satisfaction is both a goal and marketing tool.

Quality the totality of features and characteristics of a product or service that bear the ability to satisfy stated or implied need of the Consumer is a vital factor. Hence total quality; is the key to value creation and Consumer satisfaction.

Marketing Managers too have the responsibilities in a quality centered company. First, they must participate in formulating strategies and policies designed to help the company wins through total quality excellence. Second, they must deliver marketing quality along production quality. Each marketing activity-sales training, market research, advertising and Consumer service must be performed to high standards.

## SUGGESTIONS

- The company should try to improve its packing method as per the taste of each Consumer or majority of the Consumer so as to generate convenience and better satisfaction.
- The company should improve its way of dealing with Consumer enquiries by specially assigned persona and show the clients the sample products as well as catalogues in person; this will develop a better Consumer relationship.

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