

Opinion And Satisfaction of Consumers Towards Branded Food Products in Coimbatore City

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Abstract- Branding is vital for capturing the immediate attention of consumers and making it distinct in their views. It contributes to the firm's goodwill as well as the consumer's goodwill. Brands assist customers in a variety of ways. Branding assists in recognizing a specific product based on a variety of factors, the most important of which is its quality. Branded food products are becoming increasingly important, and consumers are eager to focus on them whenever and wherever it is essential. The purpose of this study is to determine customer attitudes about branded food products in Coimbatore.

Key words: Branding, Goodwill, Branded Food Products.

INTRODUCTION

Branding is the marketing process of developing a name, symbol, or design that identifies and distinguishes one product from another. Branding attempts to build a large and distinct market presence that attracts and retains loyal customers. A brand can create loyalty by tying a customer to a company or product through rational and emotional connections. Brands are a company's most valuable and long-lasting assets. These are the powerful assets that must be developed and managed with care. When a company successfully brands its products or services, its offerings stand out from the competition in ways that matter to purchasers in attempts to build a large and distinct market presence that attracts and retains loyal customers. A brand can create loyalty by tying a customer to a company or product through rational and emotional connections. Brands are a company's most valuable and long-lasting assets. These are the powerful assets that must be developed and managed with care. When a company successfully brands its products or services, its offerings stand out from the competition in ways that matter to purchasers. Marketing has long placed a premium on branding. In today's marketing landscape, the seller's market has

vanished, and the buyer's market has taken its place. It signifies that corporations' and manufacturers' attention has shifted from products to consumers, with a special emphasis on their behaviour. Consumer behaviour influences marketing initiatives and policies. The true issue is determining what factors a customer considers while selecting a particular brand. In today's marketing landscape, brands are the keys to attracting customers. Branding has many different parts, like awareness, preference, loyalty, insistence, switching, and so on.

In each of these areas, extreme caution is required. A great brand can foster an emotional bond between the consumer and the product. Companies should be able to comprehend consumers' attitudes regarding branded products, their degree of awareness, whether they are loyal to specific brands, the extent of brand insistence among consumers, whether they switch brands on a frequent basis, the reasons for switching, and so on. All of these questions are critical for a company's branding. A brand's success requires effective brand management. A successful brand always occupies a distinct place in the minds of consumers. Food is a vital item that everyone consumes. Food is defined as any element that delivers important body nutrients such as carbs, lipids, and vitamins, among other things, to encourage growth and sustain life. It is necessary to human survival and appears to be the primary item of family budget allocation, regardless of class. Every day, people consume food. Food and beverage brands grow as a result of their constant use and consumption. People's eating habits vary depending on where they live. It also varies according to age, gender, religion, culture, education, and income. A complex collection of social, demographic, psychological, physiological, and environmental factors influences food intake patterns in general. The majority of food consumed in India is still consumed at home.

Nonetheless, out-of-home food consumption is increasing as a result of urbanization, the breakdown of the traditional joint family system, a desire for quality, an increase in the number of working women, an increase in per capita income, changing lifestyles, and an increase in the middle income group's affluence. This has resulted in significant changes in eating habits. Food consumes the lion's share of consumer spending. Food is classified into several categories. Branded and non-branded things are two major categories. These two categories contain all of the food products. Some people constantly buy branded food, while others only buy non-branded food. Some of them mix branded and unbranded merchandise. Consumers have varying tastes and preferences when it comes to food. The food market is crowded with international, national, and local brands. Consumers may choose a certain brand for a variety of reasons. In India, a lot of companies are involved in the manufacture of various sorts of food. Some of the major food firms in India that make branded food items are Amul, Britannia Industries, Dabur, Haldiram's, Marico, Heritage Foods, Hindustan Unilever, Mother Dairy, Parle Agro, and ITC Limited.

LITERATURE REVIEW

According to Yeung and Joe (2001), food safety has become a major public concern, prompting the UK government and food industry to take steps to restore consumer trust. In their study, Verdurme and Viaene (2003) developed a model that suggested differences in attitude and purchase intentions between premium branded and generic GM food products. According to Ramasamy (2005), awareness and attitude toward the product and its brand have a large influence on purchasing behaviour. According to Narang (2006), a buyer does not stay to one brand when purchasing food. When it comes to purchasing, kids should be able to recollect several brand names. Repetitive advertising can help to increase brand memory. To appeal to the youth, the product should be identified with style and trend, and the brand name should be developed as a fashion statement. To raise rates, promotional techniques such as discounts and freebies with purchase were proposed.

PROBLEM STATEMENT

Consumers today are increasingly seeking an increasing level of enjoyment and variety. Anything

that surrounds them for an extended period of time jades them. With each new day, these modern-day customers seek quality and wholesome food that is prepared for their convenience and evolving cultural needs. The survival of any food outlet or sector is also heavily reliant on them; their palates may either make or break these businesses. This has posed a significant challenge to food industry marketers who engage in unethical practices on purpose, sparking many lively international debates on ethical and marketing practices in the food industry, as well as regulatory authorities intervening to implement necessary legislation wherever necessary to reduce the ill-effects on society. Individuals and corporations face more and more options in an increasingly complex world, but appear to have less and less time to make those choices. As a result, the capacity of a powerful brand to simplify consumer decision-making, decrease risk, and set expectations is priceless. Management needs to be able to make strong brands that do what they say they will do, as well as keep and improve those brands over time.

It is a core marketing concept that firms live and grow by serving the needs and desires of their customers. This critical viewpoint is frequently referred to as the "marketing notion." Marketing is the process of connecting a company's strengths with customers' desires. This matching takes place in what is known as the marketing environment. Businesses do not engage in marketing operations on their own. They face competition as well as changes in the political, economic, social, and technological environments. All of these elements must be considered when a company attempts to match its capabilities with the demands and desires of its target customers. An organisation that uses the marketing concept bases its activities on the demands of potential customers. Customer satisfaction is critical to a company's success.

The requirements of consumers form the foundation of modern marketing. Consumers will be satisfied only if the product or service meets their requirements and desires. The value of a brand is determined by the consumer's perception of and behaviour toward it. If a consumer has a more positive attitude toward a brand, he will be willing to pay a greater price for it. The ability of a company to discover and meet unmet consumer demands better and faster than competitors in the market is critical to its growth, profitability, survival, and success. There are numerous factors that

influence customer behaviour. Marketers must discover the essential elements influencing consumer behaviour and use proper methods to grab a large percentage of the market by putting their products in the minds of customers. Consumer behaviour evolves throughout time as a result of changes in income, occupation, domicile, education, age, and so on. Their likes and dislikes shift quickly. Furthermore, the modern customer is so resourceful that he can make the critical decision of purchasing a specific brand of goods from among the many options available to him. Consumers' likes and preferences vary greatly, and they purchase several kinds of food for consumption. Marketers have devised novel techniques to cater to the wide range of consumer interests and preferences. Product branding helps make or show a product's image, quality, the company's image, and user loyalty to the brand. Keeping the above background, the present study is made as an attempt to identify the answers for the following research objective;

1. To evaluate the impact of opinion on the satisfaction of consumers towards branded food products.

RESEARCH METHODOLOGY

The study is analytical and is based on both primary and secondary data. The primary data is gathered through questionnaire from the 100 consumers of branded food products using snowball sampling. The secondary data for the study is being gathered from the websites of the organizations of branded food products. The other data for the study as reviews and sundries are being collected and compiled from various websites, magazines, journals and theses.

Table 1.1: Sample Products for the study

S. No.	Category	Items
1	Essentials	Rice, Grams, Tea/Coffee and Oil
2	Packaged products	Curry Powder, Rice Powder, Noodles

Table 2: Opinion towards Branded Food Products

S. No	Statements	SA	A	N	DS	SDA
1.	I recall the promotional offers for these brands	65	28	5	2	0
2.	I've heard a lot about these brands	52	18	11	11	8
3.	I am acquainted with these brands	60	29	9	2	0
4.	These brands are available at nearly every store	55	18	18	7	2
5.	I can remember these brands' signs or logos	47	30	19	3	1
6.	I am familiar with the origin of these products/brands	47	22	13	12	6
7.	I remember seeing ads for those brands	77	15	6	2	0
8.	I can quickly find the brands apart from other brands	65	18	12	4	1

3	Ready to eat items	Biscuits, Chocolates, Ice Cream
4	Drinks and milk products	Cool Drinks, Milk, Milk Products

ANALYSIS

Table 1: Demographic Profile of the Respondents

Classification	No of Respondents	Percentage
Age (Years)		
Less than 30	21	21
31 – 45	57	57
More than 45	22	22
Marital status		
Married	89	89
Unmarried	11	11
Educational qualification		
Under graduation	48	48
Post Graduation	34	34
Diploma and others	18	18
Residence		
Rural	27	27
Urban	73	73
Family's Monthly income		
Less than Rs.30000	24	24
Rs. 30000 to Rs.50000	53	53
More than Rs.50000	23	23
Total	100	100

Source: Primary data

The above table represents the demographic profile of the respondents who are the consumers of branded foods in erode district. Out of 100 samples selected

- 57 respondents are at the age category of 31 years to 45 years.
- 89 respondents are married
- 48 respondents have doing their under graduation
- 73 respondents are from urban residence.
- 53 respondents have their family's monthly income between Rs. 30000 and Rs.50000.

Source: Primary data

The table 2 presents the attitude of respondents towards the junk food consumption. From the table it can be conferred that 65 respondents strongly agreed the construct I recall the promotional offers for these brands, 52 respondents strongly agreed the construct I've heard a lot about these brands, 60 respondents strongly agreed the construct I am acquainted with these brands, 55 respondents strongly agreed the construct These brands are available at nearly every store, 47 respondents strongly agreed the construct I can remember these brands' signs or logos, 47 respondents strongly agreed the construct I am

familiar with the origin of these products/brands, 77 respondents strongly agreed the construct I remember seeing ads for those brands and 65 respondents strongly agreed the construct I can quickly find the brands apart from other brands.

Analysis of difference between the of respondents opinion towards branded food products and their demographic profile

H₀: The difference between the opinion of respondents towards branded food products and their demographic profile is not significant

Table 3: Analysis of Variance

Variables	<i>f</i>	P-value	S/ NS
Age	11.35	.042	S*
Marital status	.36	.098	NS
Education	9.54	.001	S**
Residence	2.70	.024	S*
Family's Monthly income	6.09	.002	S**

*Significant at 5 per cent level**Significant at 1 per cent level

Source: Primary data

The table above represents the analysis of association using ANOVA between the opinion of respondents towards branded food products and their demographic profile. It is clear from the table that the all the personal profiles except marital status is found significant at 1 per cent and 5 per cent levels respectively. Hence the null hypothesis is rejected and concluded that the difference between opinion of respondents towards branded food products and their demographic profile is significant via, age, education, residence and family's monthly income.

purchase branded food products at any cost as long as the products were of high quality.

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CONCLUSION

A brand is a name, term, sign, symbol, or design that is used to distinguish and differentiate one company's products from those of competitors. A brand or a trade mark is an essential component of the product's emblem. Branding is vital for capturing the immediate attention of consumers and making it distinct in their views. It contributes to the firm's goodwill as well as the consumer's goodwill. Given the importance of branded food goods, the current study investigates consumer attitudes about branded food products. It has been discovered that customers' attitudes about branded food goods are positive, demonstrating how they respect the brand in such a way that they would

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