CONSUMER BEHAVIOUR TOWARDS BRANDED RICE AND RICE PRODUCTS IN THRISSUR DISTRICT

By

SANGEETHA, P. R.

THESIS

Submitted in partial fulfilment of the requirement for the degree of

Master of Science in Co-operation & Banking

(RURAL MARKETING MANAGEMENT)

Faculty of Agriculture

DEPARTMENT OF RURAL MARKETING MANAGEMENT

College of Co-operation, Banking & Management

KERALA AGRICULTURAL UNIVERSITY

VELLANIKKARA, THRISSUR - 680 656

KERALA, INDIA

2002

Declaration

DECLARATION

I hereby declare that this thesis entitled "CONSUMER BEHAVIOUR TOWARDS BRANDED RICE AND RICE PRODUCTS IN THRISSUR DISTRICT" is a bonafide record of research work done by me during the course of research and that this thesis has not previously formed the basis for the award to me of any degree, diploma, associateship, fellowship or other similar title of any other University or Society.

Sangeetha

Vellanikkara
23/7/02.

SANGEETHA, P.R.

Certificate

CERTIFICATE

Certified that this thesis, entitled "**CONSUMER BEHAVIOUR TOWARDS BRANDED RICE AND RICE PRODUCTS IN THRISSUR DISTRICT**" is a record of research work done independently by **Miss. Sangeetha, P.R.** under my guidance and supervision and that it has not previously formed the basis for the award of any degree, fellowship or associateship to her.

Shri.Philip Sabu
Assistant Professor (Sl.Gr.)
(Chairman, Advisory Committee)
Department of Rural Marketing Management
College of Co-operation, Banking and Management
Kerala Agricultural University
Vellanikkara

Vellanikkara
23/07/02

CERTIFICATE

We, the undersigned members of the Advisory Committee of **Miss.Sangeetha, P.R.**, a candidate for the degree of **M.Sc. (Co-operation and Banking)** with specialization in **Rural Marketing Management,** agree that the thesis entitled **"CONSUMER BEHAVIOUR TOWARDS BRANDED RICE AND RICE PRODUCTS IN THRISSUR DISTRICT"** may be submitted by Miss.Sangeetha, P.R., in partial fulfilment of the requirement for the degree.

23/07/02

Shri. Philip Sabu
Assistant Professor (Sl. Gr.)
Department of Rural Marketing Management
College of Co-operation, Banking and Management
Vellanikkara
(Chairman)

23/07/02

Dr.A.Sukumaran
Associate Professor and Head
Department of Rural
Marketing Management
College of Co-operation, Banking
and Management, Vellanikkara
(Member)

23/7/02

Shri. M.Mohanan
Assistant Professor (Sl.Gr.)
Department of Rural
Marketing Management
College of Co-operation, Banking
and Management, Vellanikkara
(Member)

23/7/02

Dr. K.M.George
Assistant Professor (Sr.Sc.)
Department of Rural Banking and
Finance Management
College of Co-operation, Banking
and Mangement, Vellanikkara
(Member)

23/07/02

Dr. D.Rajasenan
Professor and Head
Department of Applied Economics
Cochin University
Kochi
(EXTERNAL EXAMINER)

Acknowledgement

ACKNOWLEDGEMENT

First and foremost, I wish to place on record my deep sense of immeasurable gratitude to **Shri.Philip Sabu**, Major Advisor and guide for his invaluable guidance, constructive suggestions and unreserved help which made this thesis a reality. I also thank him for his constant encouragement and infallible support during my academic career.

I take this opportunity to express my sincere gratitude to **Dr.A.Sukumaran**, for his timely help, critical supervision and guidance as a member of the Advisory Committee.

I am also highly indebted to **Shri.M.Mohanan**, member of the Advisory Committee, for his constructive suggestions and creative contributions.

It gives me great pleasure to record my heartfelt thanks to **Dr.K.M.George**, for his timely help, relentless support and valuable advices as a member of the Advisory Committee.

With great respect and devotion, I place on record my deep sense of gratitude to **Dr.N.Rajan Nair** and **Dr.N. Ravindranathan**, former Advisory Committee members, for their immense help and timely advices in the preliminary stage of the study.

I would like to place on record, my sincere gratitude and indebtedness to **Dr.M.Mohandas**, Associate Dean and all other staff of College of Co-operation, Banking and Management for their kind co-operation and help throughout my academic career.

I am highly indebted to all the faculty members of the college and in particular to **Dr.K.P.Mani, Dr.K.A.Suresh, Dr.Molly Joseph, Dr.G.Veerakumaran, Dr.E.Vinai Kumar, Dr.E.V.K.Padmini, Shri. Jacob Thomas,M.** and **Shri.Boniface, P.J.** for their constant support throughout my studies.

A special word of thanks to **Smt.Usha Devi,K.N., Dr.Vanaja Menon, Shri.E.G.Renjit Kumar** and **Shri.Sali,P.S.** for the moral support extended by them throughout my academic career.

I owe special thanks to **Smt.Shylaja,C.K.**, Librarian for providing me all the necessary help in literature collection.

I express my sincere gratitude to the Librarian and other staff of the library of School of Management Studies, Cochin University of Science and Technology, for allowing me to use their facilities.

KAU fellowship is duely acknowledged.

*I thank **Shri.Joy** and family, J.M.J.Computer Centre, Thottappadi for the neat and prompt typing of the manuscript.*

I am thankful to all the respondents of my study for their wholehearted co-operation in the investigation.

Pascal said: "Certain authors, when they speak of their work, say: 'my book, my commentary, my history . . . . . '. They would do better to say 'our book, our commentary, our history', since their writings generally contain more of other people's good things than of their own". In that same spirit, to every one whose books and articles, I have read and quoted, to everyone with whom I have had discussions and to all the respondents of the study, I express my gratitude. This report is our work.

*I may fail in words while thanking my friends, **Shijimol, Praveen, Riaz, Pradeep, Reji** and **Gibi** who consistently encouraged and helped me a lot throughout my studies.*

My sincere thanks are also due to all the juniors of U.G. and P.G. of College of Co-operation, Banking and Management.

*I take this opportunity to express my heartfelt thanks to all the **'Stars of Star Nagar'**, for supporting me in all my activities. Special thanks are also due to **Syama, Rajani** and **Sheethu** for their help and assistance in the preparation of the thesis.*

*Last but not least I reckon with love the virtuous support given by my **parents** and **sister** which encouraged me a lot in successful completion of this work and also acted as a source of inspiration throughout my life.*

*Above all, I thank **Almighty God** whose blessings have been upon me to complete this study successfully.*

Sangeetha, P.R.

Dedicated to

my dear Achan, Amma and Sheethu

who are always with me to make our home

a sweet happy home

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INTRODUCTION

Marketing is basically a behavioural science which deals with the needs and wants of target consumers. Modern marketing concept lies in the fact that the business should be directed towards the satisfaction of consumers. The adoption of consumer focus is the real difference between the traditional concept of selling and the modern concept of marketing. Now the consumer has become the key factor that determines the success or failure of any organisation. In the present competitive business environment, only through consumer satisfaction a marketer can expect a steady growth in sales and profitability of the organisation. A satisfied consumer is the biggest asset of an organisation. A firm has to device plans and implement them so as to achieve consumer satisfaction. A proper understanding of the buying process of the consumer and the factors influencing the buying decision are the essential prerequisites for achieving maximum consumer satisfaction. Marketers who are ignorant of consumer preferences cannot possibly fulfill their obligations in a meaningful and responsive manner. The success or failure of a product in the market often depends on the ability of the marketer to correctly perceive and predict the dynamic nature of the consumers. So modern marketing requires a thorough understanding of consumer behaviour and buying motivations. Thus consumer behavioural studies have become the focus of attention by the managers and experts in marketing.

Consumer behaviour concept

The field of consumer behaviour is rooted in the marketing concept, a marketing strategy that evolved in the late 1950's. The development of consumer behaviour studies was an out growth of the evolution of marketing philosophy from a production and product orientation to a selling orientation to a marketing orientation (the marketing concept).

Consumer behaviour is the decision process and physical activity engaged in when evaluating, acquiring, using or disposing of goods and services. It is an integral factor in the ebb and flow of all business in a consumer-oriented society, such as our own. It is an inter-disciplinary science which explores the consumption related behaviours of individuals.

In another sense, consumer behaviour refers to the acts of consumers in obtaining and using goods and services and the decision making process that determines these acts (Engel *et al.*, 1968).

Again, consumer behaviour is a sub-division of human behaviour. Every thought, feeling or action experienced by individuals is a part of human behaviour. Consumer behaviour, however, includes specific types of human behaviour that are market related. It is used to mean those decisions and related activities of persons involved specifically in buying and using economic goods and services (Walters and Bergiel, 1989).

Kotler (1999) defined consumer buying behaviour as the buying behaviour of final consumers - individuals and households - who buy goods and services for personal consumption.

Consumer behaviour can also be defined as the behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of products, services and ideas that they expect will satisfy their needs. The study of consumer behaviour is the study of how individuals make decisions to spend their available resources (money, time and effort) on consumption related items. The basic questions which are answered in a study of consumer behaviour are - what consumers buy, why they buy it, how they buy it, when they buy it, from where they buy it and how often they buy it (Schiffman and Kanuk, 1983).

The behaviour of each individual, as a unique person, differs in some ways from others, but normally tends to have certain consistency which stems from the realm that the factors that influence his/her behaviour, both internal and external, tend to be persistent or relatively fixed. The factors which directly affect purchase decision of an individual are of two types. They are:

a) Basic determinants i.e., variables that are internal to the individual such as needs, motives, personality, learning, attitude and perception.
b) Environmental determinants i.e., variables that are external to the individual such as family influence, social influence, business influence, cultural influence and economic influence (Walters and Bergiel, 1989).

Marketers are very much interested in understanding how these factors influence consumer behaviour, because such knowledge helps them to understand the consumers better and more appropriately, to segment and target those consumers who are likely to respond positively to their marketing communications.

The study of consumer behaviour helps the marketers to predict how consumers are likely to react to various informational and environmental cues and are able to shape their marketing strategies accordingly. Marketers who understand the consumer preferences, their motivation, buying process, shopping behaviour and consumption pattern have a great competitive advantage in the market place.

Any organisation aiming at perpetual existence and profitable future cannot ignore consumer behaviour and attitudes in the market place. So the marketers would like to understand how consumers will respond to a marketing mix and will take buying decisions.

Consumer behaviour towards branded items

American Marketing Association defined brand as "any name, term, sign, symbol or design or a combination of them which is intended to identify the goods or services of one seller or a group of sellers and to differentiate them from those of competitors" (Nair and Nair, 1987). Branding serves the industry and the consumer, performing many useful functions, and serves as an information source. Brand name of a product identifies the firm and assures the buyer of uniform quality, allowing repeated sales with confidence. The branding of a product is like the christening of a new born child.

Though the idea of branding has been around for almost as long as organised economic activity itself, the modern concept of branding has it's origin in the industrial revolution. As a result of industrial revolution, production as well as productivity increased considerably. A number of new entrepreneurs entered into the field to capture the market. More generalised demand for goods by growing population and intense competition in the field led to the creation and promotion of brands. When a number of brands of the same product are available in the market, the consumer has to make a choice among them. Normally consumers evaluate a brand on the basis of product attributes and the brand which provides maximum satisfaction succeeds in the market.

Earlier, brands were promoted and popularised mainly in industrial products. But recently branding is getting popular in agricultural products too. Consumers have started showing strong preference towards branded agricultural products. In the case of agricultural products like food grains, milk, meat, fruits, vegetables, etc., branding is getting popular now-a-days. A number of brands have been promoted in agricultural products, especially in rice and rice based products.

Rice is the staple food of the people of Kerala. Rice cultivation occupies an important position in the state's agriculture. Yet the state is not self-sufficient in rice production. Consequently it's dependence on the rest of the country for rice has been increasing mainly due to the decline in the area cropped under rice and the rising population. The decline in area is mainly due to the relatively lower profitability of rice cultivation, resulting in rice lands being converted into garden lands.

The cultivation of rice in the state is seriously constrained as evidenced by the trends in area, production and productivity. The area was on an increasing trend up to 1974-75 reaching a peak level of 8.81 lakh hectares during that year which declined to 3.5 lakh hectares during 1999-2000. The peak production so far recorded in an year was 13.76 lakh tonnes during 1972-73. Even at that time we were unable to meet even half of the total requirement and self sufficiency was a mere dream. From mid-seventies both area and production were on the decline and the negative growth is still continuing unaltered. However, productivity of rice was steadily on the increase reaching it's peak level of 2203 kg per hectare by 1999-2000, higher than the national average of 1930 kg per hectare. The decline in the area was so large that productivity gains could not counter the decline in production. On the basis of the State Nutrition Bureau's recommendation, a minimum of 400 gm rice per day, per person, is needed, making the total annual requirement of the state more than 46 lakh tonnes. As against this, the current level of production within the state is 7.71 lakh tonnes (1999-2000) only (GOK, 2000). So we are forced to import rice from other states like Punjab, Karnataka, Tamil Nadu, etc. Sensing the business opportunity in the rice market, a number of entrepreneurs began to import paddy from these states, process and sell in the domestic market.

Realising the wide market for machine-processed rice in the state, a number of rice mills have been set up. The mill owners marketed rice under different brand names, which would distinguish their product from that of competitors. In Kerala branded rice became popular with the introduction of modern rice mills. The indigenous variety of rice called 'palakkadan matta' is marketed now under different brand names. These brands produced in most-modern rice mills are of high quality and free from foreign materials. Naturally the price of branded rice is also very high. However, consumers are ready to pay a higher price for good quality rice. Mill owners are always trying to satisfy the needs of the consumers by providing them quality products. When the demand for other varieties of rice increased, they introduced 'ponni' and 'cherumony' in brands in the market. They also diversified into the production of a number of rice based products such as 'idli powder', 'puttu powder', 'appam powder', 'dosa powder', etc., which are convenient and time saving.

The socio-economic and cultural changes that took place in the society also paved the way for the high acceptance of branded rice and rice based products. The family structure in urban areas changed from joint to nuclear. The education and employment level of women increased considerably. The general awareness level of consumers, particularly women, was also very high due to high media exposure. As she is well-educated and well-informed, she is not ready to make any compromise with regard to the health of her family members and insisted on the quality of products of consumption. Adulteration and inferior and inconsistent quality were the major problems associated with non-branded rice. Introduction of branded rice was an effective solution to this problem. As brand assures uniform quality, provides a frame of reference for repurchase and for exercising rights of the consumers, consumer preference towards branded rice increased considerably.

The demand for rice based products is also on the increase. Convenience and quality are regarded as the key words in the urban kitchen today. Women, both employed and unemployed, are looking at ways to cut down cooking time. So for marketers of branded rice and rice products, the changing preference in the society is a sign of good times to come.

The consumers prefer branded rice eventhough non-branded rice is available at a low price in desired quantities in the market. Now we have more than 200 modern rice mills in the private sector. Co-operatives have also entered into paddy processing and marketing. As a result, competition in the field increased considerably. Rice being an essential commodity in our consumption basket, is purchased by the individuals frequently. So for succeeding in the market the producers should ensure repeated sales to an ever expanding group of consumers.

Marketers should focus on the major attributes of the brand in marketing communication to attract the consumers. They should try to carve a niche in the minds of the consumers for their brand, by developing a favourable brand image. They should also understand the factors that influence the buying behaviour of the consumers, and the attitude of the consumers towards the brand.

In this context a study of consumer behaviour towards branded rice and rice products becomes inevitable because it would provide a general behavioural pattern of the consumers, in order to develop appropriate marketing strategies. Keeping this in view, the present study was taken up with the following objectives:

1. to find out the share of branded rice and rice products in total rice and rice product consumption;
2. to examine the consumer behaviour towards branded varieties of rice and rice products; and
3. to identify the factors influencing consumer choice.

Scope/practical utility

The study, analysing the consumer behaviour towards branded rice and rice products, includes an exploratory search into the behavioural patterns of consumers, both brand and non-brand. It helps to understand the preferences and perceptions of consumers regarding these items. The study makes an analysis of their attitude and identifies the major parameters influencing the purchase decision of rice, rice products and basmati rice. It shows the level of satisfaction of consumers towards currently used rice and rice products. The study also reveals the extent of brand awareness, brand loyalty and store loyalty of the respondents.

Thus the marketers in the field can utilise the results of the study for improving brand image by positioning the attributes according to consumer preference. The findings will also guide them to develop appropriate marketing strategies and programmes to attract the consumers.

Limitations

1. The study was restricted to 200 households of Thrissur Municipal Corporation area and brand users were very few among the respondents. Evenif the sample size was increased, the percentage of brand users was not going to increase significantly because this group constituted only a small fraction of the customer population.
2. The association between the brand preference and the socio-economic variables could not explored statistically.
3. Although adequate precautions had been taken to minimise reporting bias on the part of the respondents, a certain degree of error or bias is likely to prevail.
4. The lesser number of brand users in the sample had rendered generalisation of the findings difficult.

5. As majority of the non-branded basmati rice users were unaware about brands, they were excluded from attitudinal analysis.

Structure of the study

The report is divided into six chapters including the introductory chapter. The second chapter gives a comprehensive review of the available literature. The third chapter deals with materials and methods employed in the study which includes study area, study period, sample size, data base and statistical tools employed. The results of the study are presented in the fourth chapter. The fifth chapter is devoted to discussion. The last chapter presents the summary of findings and conclusion.

Review of Literature

CHAPTER-II

REVIEW OF LITERATURE

In this chapter an attempt has been made to cover the literature relating to the area of consumer behaviour so as to develop and establish the theoretical framework for the study based on ideas and concepts expressed in various studies. It includes the literature relating to consumer behaviour, consumer decision making in general, and consumer behaviour towards branded agricultural products and instant food products in particular. The available literature are categorised under the following major heads:

2.1. Internal factors influencing consumer behaviour

2.2. External factors influencing consumer behaviour

2.3. Consumer decision making

2.4. Studies with special reference to branded agricultural products and instant food products

2.1 Internal factors influencing consumer behaviour

Park *et al.* (1986) who made a study on strategic brand concept found out that brands can appeal to a consumer's sense of individuality or make consumers feel as if they belong to a particular social group.

Gupta and Singh (1989) in their study on consumer's brand choice behaviour for televisions opined that consumer's brand choice depended on a number of factors which included brand perception and image, the product attributes of the brand, media influence, price, etc.

Singh and Prabhakar (1989) who studied the consumer's perception of certain product features of steel almirah stated that on the basis of this perception a consumer would take the purchase decision and a particular brand was getting priority over other brands. They also observed that the marketers realised the importance of consumer perception and attempted to create a unique image for their products, which enables to achieve an advantage over their competitor's products.

Sundaram and James (1990) while examining the demographic and psychological factors that influence the pattern and selection in soft drinks and tetra pack drinks opined that soft drinks are subjected mostly to impulsive purchase and the impulse is to quench the thirst. Their brand preference is mostly subjective and not based on any knowledge of the content, quality, etc. of the drinks unless the consumers are habitual in consuming a particular brand. They also added that 'taste' followed by 'advertisements' is considered as the major factor for preferring a particular soft drink.

Jayashankar (1994) while evaluating the performance of Britannia Industries Limited noticed that the brand's image in the average consumer's mind is of a parental nurturing and caring kind of brand, not too young at heart. He also noted that 75 per cent of the biscuit purchase decisions in India are taken at the retail outlet, the consumer buying the brand she sees most prominently displayed on shop shelves.

Pande (1994) studied the performance of Benetton, an Italian company in India and reported that the major problem of the brand was the total dissonance between consumer expectations and the image being projected by Benetton. He opined that Indian consumers perceived it as a casual wear brand for college students and kids which would hurt sales in the long run. He also added that as the prices were high, consumers perceived it as a brand targeted only at high end consumers.

Jayashankar (1995) while examining the performance of BPL found out that despite the minor role played by impulse in the purchase decision of consumer durables, emotional involvement had been found important in recent years. Involvement refers to the personal relevance or importance of a product or service that a consumer perceives in a given situation.

Rangeenathan and Shanthi (1995) in their study on brand image among refrigerators opined that consumers had a set of beliefs about brands, called brand image which was mainly based on the product attributes. They also recommended that the marketers should continuously go for research and should add new features in their brand.

Broniarczyk *et al.* (1998) while studying the consumer's perceptions of the assortment offered in a grocery category found out that most choices made in grocery stores are very low in involvement. Consumers do not actively process available information about choice alternatives. They also added that consumers are unlikely to make active assortment perceptions each time they are at a store, and will do so only if there is a drastic change.

Grewal *et al.* (1998) who examined the buyer's perception of acquisition value, transaction value and behavioural intentions identified that product quality perception enhances acquisition value and willingness to buy. According to them, price. comparison advertising had an effect on buyers perceptions and purchase decisions.

Kempt and Smith (1998) observed that consumer's first usage experience with a brand, is a critical factor in determining brand beliefs, attitudes and purchase intentions.

Aaker (1999) examined the self expressive role of brands and their influence on consumer preference and indicated that brand personality influences consumer preferences i.e., personality traits associated with a brand can influence consumer attitudes, through their relationship to the malleable self-concept. He also added that the influence of the malleable self-concept in consumer attitudes towards a brand is based on its personality associations. Traits that are made accessible by salient situational cues and those that are cronically accessible (Schematic traits) positively influence consumer attitudes towards a brand based on it's personality associations.

Bagozzi and Dholakia (1999) found that goals played an essential role in the purchase behaviour of consumers, and can be traced in the marketing of durables, non-durables, services and even ideas or persons. They also pointed out that goals provide us a conceptual framework for thinking, influence decision making and guide consumer choice and action.

Day and Montgomery (1999) while studying the changing trends in consumer choice behaviour opined that for most consumers, time is increasingly scarce and they are willing to pay more to save time and effort. They also opined that the producers are also ready to deliver quality goods and services when and where the consumer wants them.

Venkateswaralu and Rao (2000) examined the price perceptions among the working class and middle income group people and identified that working class housewives have a greater reliance on the general belief that there is price-quality association i.e., higher the price, higher the quality.

2.2 External factors influencing consumer bahaviour

Bhawaniprasad and Sitakumari (1987) while evaluating the impact of advertising on consumer durables market observed that 'friends' are the main influencers followed by 'relatives' and hence this should be given more emphasis while planning promotion strategy. Advertisement is the next major influencing factor for the consumer durables.

Hundal and Sandhu (1987) who made a study on buying behaviour of television buyers in Punjab identified reasonable price as the major factor which influences the brand preference among the consumers. They also added that friends and relatives are the major influencers in selecting a brand.

Kunte and Kalkundrikar (1987) while evaluating the effectiveness of promotion strategies in instant coffee market found that, regular coffee drinkers preferred ordinary coffee mainly due to cost considerations and instant coffee was preferred mainly by younger generation, particularly student consumers. They also opined that level of education and employment had a positive correlation with instant coffee preferences i.e., highly educated and employed class preferred instant coffee than ordinary coffee. The consumers who preferred and demanded instant coffee are mainly professionals, businessmen, top and middle level executives and students.

Raut (1987) in his study on consumer's attitude towards advertising pointed out that around 89 per cent of the respondents believed that advertising is useful to the consumers, by giving convenient information about the products and increases consumer awareness. It also provides an opportunity to the consumers to make comparison and make shopping easier to the consumers.

Nabi and Raut (1990) who made a study to examine the influence of various media in the consumer decision making process, particularly of TV buyers opined that TV and newspaper are the two effective media used for advertising television. Income-wise analysis also showed that TV is considered as the most effective media by all the respondents irrespective of income differences.

Sundaram and James (1990) studied the factors influencing the pattern and selection in soft drinks and opined that television is the most important media which influenced the consumer to go for a particular brand of soft drink.

Raviprakash *et al.* (1991) while conducting a consumer and retailer survey of fluorescent tube lights, located that the important reasons for buying fluorescent tubes by the consumers are mainly brightness, economical price and durability of the tubes, besides the company's image.

Jayashankar (1994) while examining the performance of Britannia Industries Ltd. observed that demand for packaged branded biscuits has been increasing even in rural markets. Research revealed that the market is highly fragmented in terms of price, product type and occasion and frequency of use, and the consumer taste also varied across the regions. The major factors which influenced the performance were a strong brand name, a wide range of products, a sound distribution network and a good understanding of consumer needs.

Shukla and Bang (1994) who studied the buying behaviour for two wheelers observed that 'age' is an important factor influencing the two wheeler preference and people below 21 years preferred scooters and in particular vehicles with automatic transmission. People between the age group of 21 to 30 preferred motor cycles and people above 30 preferred scooters. They also pointed out certain factors which influence the purchase behaviour such as safety, mileage, maintenance requirement, acceleration and maker's reputation.

Richard *et al.* (1996) examined the intensity of brand level cigarette advertising and its effect on brand choices and found out that brand choices among teenagers are significantly related to cigarette advertising. The relationship between brand choices and brand advertising is significantly stronger among teenagers than among adults.

Rao (1997) who studied the purchase timings of consumer durables observed that influence of advertisements, lack of servant maid help, life style changes, etc., are the factors that are mostly agreed by the consumers as the factors that influenced their purchase of durables. He also identified income as an important factor influencing the purchase, and consumers in all income groups felt that company reputation and product or brand image played an important role in their purchase decision. Higher income group is influenced more by word of mouth while lower and middle income groups are influenced by dealer recommendations.

Money *et al.* (1998) while investigating how national culture affects referral behaviour for industrial services such as advertising, banking and accounting indicated that national culture has a strong effect on the number of referral sources consulted. They also made a comparison between Japanese and American companies and observed that Japanese companies use more referral sources than American companies.

Krishnakumar (1999) studied the factors influencing purchase decision of consumers of a department store and found out that more than half of the total respondents got information about the store from word of mouth. He also identified certain attributes which influence the purchase decision such as quality, price, product features, performance and after sale services.

Sundar (1999) pointed out that retail store image is an important factor influencing customer patronage. He also identified certain factors influencing the store preference of the consumers such as quality of the product, location of the store, physical comforts in the store, price, personal attributes of the employees and other service attributes.

Budhiraja (2000) in an attempt to understand the reason for rejecting the repacked malted food drink brand observed that malted food drinks stood for health and nutrition that helped child's growth and the bright coloured package created a dissonance in the minds of mothers. He also pointed out that the power of culture is a great influence in all decisions and worked the ultimate magic with consumers.

Gupta and Verma (2000) examined the influence of the husband, wife and children and the interaction between them in the purchase decision process. The study also focused on the influence of socio-economic variables like age, education, income and employment in the decision dimensions and found out that income of the family and women employment are the major factors influencing family decision making. In the purchase decisions, husbands tend to concern themselves with relatively important and functional product attributes, like price while wives concentrate on relatively minor aesthetic product attributes like colour. He also pointed out that financial resources that husband or wife brings to the household also influence household decisions.

Singh (2000) pointed out that creativity in advertising has a tremendous impact on the brand perception.

Singh (2000) who evaluated the performance of K.R.B.L, India's largest exporter of basmati rice identified packaging and advertisement as the key factors behind their success. He also added that the company wanted it's distribution network to be fully in place before advertising, as generating awareness without availability would be a waste of money.

Verma and Israney (2000) conducted a survey to find out the consumer's attitude towards the advertisement messages, revealed that the general attitude of the majority of consumers is favourable towards advertisement messages. They also pointed out that it is not easy for advertisers to persuade adult consumers to shift their brand preferences based on product advertisements.

2.3 Consumer decision making

In his study entitled "Observation of parent-child interaction in supermarket decision making", Atkin (1978), opined that children played a significant role in family cereal selection in super market. Children appeared to rely on pre-established preferences based more often in premium incentives than nutritional features of the product.

Singh and Singh (1981) while studying brand loyalty in India observed that single brand loyalty is very less in India, and dual or multi-brand loyalty is existing now. He also ranked the reasons for loyalty based on importance such as quality, previous usage, availability and company/brand reputation.

Venketeshwaralu *et al.* (1987) examined examining the factors influencing consumer decision making process in respect of biscuits and found out that in more than 50 per cent of the cases, children influenced the decisions of the parents and marketers liked to position their brand carefully so as to attract the attention of the children apart from the parents. He also observed that perceived quality and taste are the major factors influencing consumer choice.

Jagdish *et al.* (1991) who studied "Customer satisfaction on Allwyn trendy watches" identified certain unique features which influence the consumers especially the youngsters such as light weight, water proof, wide choice of designs and colours, accurate indication of time and flexibility to change cases and straps.

In an attempt to determine the chief influencer in the family decision process, Xavier (1991) found out that in more than half of the households, husband is the major influencer. In households, with college going children, they influenced the decision process highly. He also determined the major factors which have had a bearing on the television purchase decision process such as picture sharpness, sound quality, appearance and brand reputation.

Sathyaraju (1992) who made a study on the refrigerator market in Kerala observed that around 44 per cent of the decisions regarding refrigerator purchase are taken by a decision making unit consisting of husband and wife. Brand choice was influenced mainly by factors like good compressor, price, durability, word of mouth, etc. He also pointed out that capacity was an important factor in refrigerator purchase and 88 per cent of the buyers preferred 165 litre capacity.

Nair (1998) in his study on the buyer behaviour and attitude to ball pen purchases identified that more than 75 per cent of the pen purchases were often predisposed about the brand. He also ranked certain attributes such as writability, durability and price which influenced purchase decision. Other influencing factors were advertisement, word of mouth, style or good look and previous usage.

Deepali *et al.* (1999) while studying the performance of Indian woman in buying roles, examined the type of roles she plays in the family purchase and how she affects the purchase behaviour of her family members. The study highlighted how women provide the opportunity for product exposure, trial and imparts consumption values to their family members. They also examined the behavioural patterns of working and non-working women in purchase decision making. The major factors influencing decision making are utility, cost, brand preference, life-span, maintenance, discounts and promotional schemes.

Venkateshwaralu and Rao (2000) examined the factors influencing the decision making of women consumers and found that women as consumers are as hard nosed and practical as men in different situations. They also added that the role of women in decision making for consumer non-durables is high and in case of durables, both husband and wife decide together.

2.4 Studies with special reference to branded agricultural products and instant food products

Evans and Bermen (1987) who conducted a market survey for collecting the opinion of the consumers about branding of fruits and vegetables showed that consumers were dissatisfied with the unbranded products. Though there was a price increase to the branded variety, they were ready to pay more mainly because of quality difference. They also opined that branding was expected to be most effective if it was linked to additional conveniences and for high product quality.

Mani and Srinivasan (1990) in their analysis of consumer behaviour with respect to processed fruits and vegetables have found that majority of consumers purchased jams in large quantities followed by squash and sauce. Consumers who were loyal to a particular brand were conscious of quality rather than price or shelf life.

Murali and Kulkarni (1990) while examining the awareness of housewives regarding food adulteration found out that in case of masala powders and flours people preferred home made products to branded products. Home made products were preferred mainly because of freshness, texture, colour and flavour. They also pointed out that selection of poor quality ingredients and adulteration were the two major reasons identified by the respondents for the inferior quality of commercially prepared food items.

Sharma (1991) opined that branding was quite absent in agricultural products especially in horticultural crops in India. Formal brand names are very rare and the only distinguishing factor is the natural distinction, between the various varieties, which was based on product attributes such as taste, size, shape, colour, etc. He also recommended the branding of agricultural products which helps to identify the product of a particular producer or marketer and gives the product a special entity.

Mitali (1994) conducted a study among urban housewives and found out that the urban housewife is still traditional at heart, though she accepted a number of western concepts. She felt that packaged food is not as good as home made. Only one-third of the consumers indicated their willingness to experiment new packaged products. She also added that compared to two years ago, a small portion of the households claimed to be buying more packaged food products.

Sanjay and Rathna (1994) after conducting a study on how branded milk attempted to establish itself in a commodity market category opined that distinctiveness can be created even in a commodity market. They also added that accessibility is the key factor in the branded milk market because milk being a primary need, the housewife could settle for another brand or type, if her preferred brand is unavailable when she needed it. The consumers easily shift among different types of milk for reasons of price and also because they are unaware of the ingredients that make up milk.

Bakul (1995) who examined the performance of Lijjat papad, a popular brand in papad, revealed that quality, as an attribute was given considerable importance by the brand users. He also added that the brand loyalty was very high among the consumers, because even if the prices increased several times, the market accepted it.

Pande (1995) studied the problems of branded potato chips market and found out that the share of branded market was very less. This was mainly because of high price charged for branded chips. Because of high packaging, distribution, and marketing costs the manufacturer had to increase the price. As the consumers cared more for low price, they were not ready to pay a higher price just for good package and hygiene.

Singh (1995) while studying the consumer behaviour of urban people in Punjab towards walnut observed certain factors which influence the behaviour of consumers such as nutritive value, medical value, taste, relative cheapness, keeping quality and easy digestibility. He also indicated that the factors influencing consumption marginally differed among the various income groups.

Bhushan (1997) while studying the performance of Uncle Chips, a well-known brand in potato chips, observed that the middle class consumption attitudes were changing rapidly, the demand for instant food products was increasing and there was a general euphoria sweeping the market for all kinds of packaged foods. In case of potato chips, there was competition from the unorganised sector, which did not incur the costs of packaging and distribution, since they sold locally.

Jayashankar and Seth (1997) reported that Tata Tea Limited which was a late entrant in the branded tea market played a significant role in converting tea from a commodity to a brand. It performed well by pricing it's brands penetratively, and moving people up from loose to the packaged stuff. The major factors which influenced the consumer preference were freshness, packaging, penetration pricing and advertisement. They also added that the brand promoters were able to exploit the fears of the consumers about loose tea.

A survey conducted by Kohli and Singh (1997) in the branded edible oil market observed that after years of advertising almost none of the major brands offered a differentiation, stronger than the name and main ingredient. As a result brand loyalty was less in edible oil market. The study also revealed that the consumer was totally confused and just asked for refined oil and the retailer pushed the brand which gave him highest margin.

Pritika (1997) while studying the various aspects of marketing of branded basmati rice found that packaging played an important role in promoting a particular brand. She suggested that the packs must be attractive, user friendly and of small quantity. Advertisement also played an important role in brand promotion.

Raka and Arora (1997) who examined the buying behaviour towards processed fruit and vegetable products, identified taste as the most important factor which influences the purchase decision followed by price and quality.

Singh (1997) examined the performance of branded atta (Captain Cook) and identified three major factors such as quality, hygiene and convenience which were projected by the brand, that made it India's largest selling packaged flour brand with over half the branded market share. He also observed that the brand succeeded in creating dissonance on the prevalent usage pattern of neighbourhood chakkis (flour mills) by comparing unhygienic conditions of neighbourhood chakkis with their factory where flour flowed untouched by hand.

Praveen (1998) conducted a study on the consumption pattern of coconut oil in Kerala and reported that even though the consumption as well as brand awareness of coconut oil were fairly high, consumption in it's branded form still remained to be meagre.

Subhalekshmi (1999) in her study on "Consumer behaviour towards selected agro-processed products" opined that increased popularity of branded products in urban areas was mainly due to higher income, awareness levels, employment, etc. She also added that better quality perception was the main reason that induced majority to purchase their brands.

The study made by Sreenivasan *et al.* (2000) on "consumer's perception towards processed fruit and vegetable products" revealed that the consumers with higher level of education consumed more of processed products. Consumers preferred processed products because of convenience of 'ready-to-eat' form. Functional analysis disclosed that the total household expenditure and total income of the household significantly influenced the expenditure incurred on the processed fruit and vegetable products. He also pointed out that people preferred unbranded products mainly because of cheaper price and price was the most important factor which influenced consumption followed by quality, taste, nutritive value, packing and availability.

According to Sen (2000) the Indian Palate is definitely evolving to the concept of frozen/pre-cooked/ready to cook meat as it offers the consumer not only assured quality, but also flexibility, hygiene, time saving and convenience.

Materials and Methods

CHAPTER-III

MATERIALS AND METHODS

The present study analyses consumer behaviour towards branded rice and rice products in Thrissur district. The parameters influencing buying behaviour, factors influencing satisfaction levels, attitude towards branded rice, rice products and basmati rice, brand awareness and brand loyalty, store loyalty, etc., were examined by using various analytical tools. The methodology of the study is outlined in this chapter.

3.1 Conceptual framework

The various concepts and terms used in the study to analyse the objectives are given below:

Consumer - Individuals and households who buy goods and services for personal consumption.

Consumer behaviour - Encompasses all the behaviours that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs.

Variety - The same basic product available in different size, shape, colour, taste, etc.

Attitude - A person's consistently favourable or unfavourable evaluations, feelings and tendencies towards an object or idea.

Brand - A name, term, sign, symbol or design or a combination of these intended to identify the goods or services of one

		seller or a group of sellers and to differentiate them from those of competitors.
Brand image	-	The set of beliefs consumers hold about a particular brand.
Brand loyalty	-	Last stage in the branding process when consumers make repeat purchases of the same brand.
Store loyalty	-	A stage in the buying process when consumers make repeat purchases from a single store.

3.2 Sampling procedure

3.2.1 Study area

As branded products are more popular in urban areas, Thrissur municipal town was selected as the study area. Out of the 32 wards in the municipality, a sample of three wards viz., Mission Quarters, West Fort and Wadakkechira Bus Stand Area, was randomly selected for the study.

3.2.2 Study period

The field level investigation was conducted during the months of January and February, 2001.

3.2.3 Selection of respondents

The sample size of the consumers was fixed at 200 due to limitations of time and other resources. The respondents were housewives of the study area selected on a random basis. The households were drawn proportionate to the total number of households in the selected wards. The samples thus selected were post-stratified on the basis of age, religion, education, occupation and monthly income. The number of households selected from each selected ward is presented in Table 3.1.

Table 3.1. Number of households selected for the study

Sl. No.	Name of ward	No. of households
1	Mission Quarters	60 (30.0)
2	West Fort	64 (32.0)
3	Wadakkechira Bus Stand Area	76 (38.0)
	Total	200 (100.0)

Note: Figures in bracket indicate percentage to total

3.3 Methodology

3.3.1 Data base

The study was mainly based on primary data collected by field level investigation. The data needed for the study were collected from the respondents through personal interview method by administering a pre-tested structured schedule.

3.3.2 Statistical tools used for the study

Bivariate tables and simple percentages formed the basis of analysis. The other tools and techniques used for the analysis are described below:

1. Preferential Ranking Method

To rank the media influencing purchase behaviour, ranking method used by Venketeswarlu *et al.* (1987) in their study on "Factors influencing consumer decision making process towards biscuits – A behavioural analysis" was employed. In this method consumers were asked to rank the different media such as Television, Radio, Newspaper, Magazines, etc. in the order of importance, they attached to each media. Subsequently the percentage of the consumers who have ranked the media was multiplied with the prefixed weights. The figures so obtained were summed up to come out with the final aggregate rank to judge the relative importance of different media.

2. Kendall's Coefficient of Concordance

Kendall's Coefficient of Concordance was used to rank the parameters that influenced the purchase decision of the respondents. The procedure for finding out the Kendall's Coefficient of Concordance has been given below:

a). Let 'N' be the number of objects to be ranked and let 'K' be the number of judges assigning ranks

b) Cast the observed ranks in K x N tables

For each object,

c) Determine the sum of ranks (Rj) assigned to the character by all the 'K' judges

d) Determine the mean of ranks ($\bar{R}j$), square the deviations and sum the square to obtain 'D'

e) Compute the value of 'W'. If N > 7, the sample is treated as large sample. In that case

$$W = \frac{\Sigma D}{\frac{1}{12} K^2 (N^3 - N)}$$

f) Compute χ^2 in the case of large sample; χ^2 is defined as $\chi^2 = k\,(N-1)W$

g) Test the significance of χ^2

The sum of ranks assigned to each character is found out by implementing the first three steps. The parameters are then ranked on the basis of the sum of ranks obtained by each parameter. The parameter for which the sum of ranks is minimum is identified as the most influencing factor and ranked first. The parameter that obtained maximum sum of ranks is ranked last among the various parameters.

Kendall's Coefficient of Concordance is calculated to find out whether there is perfect agreement among the judges.

If the calculated χ^2 value is greater than the table value it shows perfect agreement among K judgments.

3. Satisfaction Index

To examine the level of satisfaction of respondents towards currently used brand or variety of rice, rice products and basmati rice, a satisfaction index was constructed.

Satisfaction index was constructed by selecting the major characteristics related to the products. Opinion of both brand and non-brand users was collected on a five-point scale for each factor and scores were allotted. The 'total score' and 'average score' obtained by each factor were also calculated.

The total score of a factor was obtained by multiplying the number of respondents with respective scores and it's subsequent summing. Average score of a factor was calculated by dividing the total score obtained with the total number of respondents.

Satisfaction Index is obtained by dividing the sum of scores obtained by 'i' respondents for a factor 'j' with the maximum possible score for factor j.

$$SI = \frac{\Sigma \, Sij}{\Sigma \, Max \, Sj} \times 100$$

SI - Satisfaction Index

i - Respondent

j - Factor

Sj - Score

On the basis of the Satisfaction Index, the factors influencing the satisfaction levels of the respondents were grouped into three zones viz., highly favourable (SI above 66), moderately favourable (SI between 33-66) and least favourable (SI below 33).

4. Likert's Scale of Summated Ratings

To examine the attitude of the sample respondents, both brand and non-brand users, towards branded rice, rice products and basmati rice, Likert's scale of summated ratings was adopted. The statements selected to measure the attitude of consumers were given in the interview schedule and the respondents were asked to express their attitude on a five-point scale. The five categories of responses were 'strongly agree', 'agree', 'no opinion', 'disagree' and 'strongly disagree' and the respective scores were 5, 4, 3, 2, 1 in the case of positive worded statements and 1, 2, 3, 4, 5 in the case of negative worded statements. The sum of scores from all the statements made the total score of the respondent, which indicated the respondent's attitude towards the branded items.

If the instrument consisted of, say 10 statements, the following scores would reveal:

10 x 5 = 50 - Most favourable attitude

10 x 3 = 30 - Neutral attitude

10 x 1 = 10 - Most unfavourable attitude

The scores for any individual would fall between 10 and 50. A score 'above 30' shows a favourable attitude; a score 'below 30' indicates an unfavourable opinion and a score of 'exactly 30' indicates a neutral attitude towards the brands.

The attitude analysis was carried out in two stages. The attitude of the respondents towards selected branded items was analysed in general in the first stage. In the second stage, a detailed analysis of the attitude of the respondents towards each statement in respect of the selected items was carried out.

Results

CHAPTER-IV

RESULTS

Keeping the objectives of the study in view, the results are presented under the following major headings:

4.1 Socio-economic profile of the respondents

4.2 Expenditure pattern of the respondents

4.3 Consumer behaviour

4.4 Parameters influencing purchase behaviour

4.5 Satisfaction level of the respondents towards currently used brand or variety

4.6 Attitudinal analysis

4.1 Socio-economic profile of the respondents

The socio-economic profile of the selected respondents is given in this part. An attempt was also made to find out the share of brand and non-brand users of rice and rice products in each socio-economic group. As basmati rice users were comparatively low among the respondents, it was excluded from this part of analysis.

4.1.1 Age of the respondents

The age-wise classification of the respondents is given in Table 4.1. The table suggests that majority of the respondents belonged to the age group of '40-55' years (43.5 per cent) closely followed by the age group of '25-40' years (33.5 per cent). Around 18 per cent of the respondents represented the age group 'above 55' years and six per cent belonged to the age group 'below 25' years.

Table 4.1. Age-wise classification of the respondents

Sl. No.	Age (years)	Number of respondents
1	Below 25	11 (5.5)
2	25-40	67 (33.5)
3	40-55	87 (43.5)
4	Above 55	35 (17.5)
	Total	200 (100.0)

Note: Figures in bracket indicate percentage to total

The classification of the respondents again into brand and non-brand users of rice and rice products is presented in Table 4.2. It is evident from the table that almost half (51 per cent) of the branded rice users belonged to the '40-55' age group and 34 per cent to the '25-40' age group. In the case of non-branded rice, 40 per cent of the users belonged to the '40-55' age group and 33 per cent to the '25-40' age group. When 36 per cent each of the branded rice product users belonged to '25-40' and '40-55' age group, 46 per cent of home-made rice product users belonged to '40-55' age group and 33 per cent to the '25-40' age group.

An attempt was also made to find out the share of brand and non-brand users in each age group. The share of branded rice users was maximum in the age groups of 'below 25' and '40-55' (36 per cent each) and minimum in the age group of 'above 55'. Majority of the respondents (55 per cent) in the age group of 'below 25' were branded rice product users. Similarly 79 per cent of the respondents in the age group of '40-55' were using home-made rice products.

Table 4.2. Age-wise classification of brand and non-brand users

Sl. No.	Item / Age (years)	Rice			Rice based products		
		Brand	Non-brand	Total	Brand	Non-brand	Total
1	Below 25	4 (36.0) [7.0]	7 (64.0) [5.0]	11 (100.0) [5.5]	6 (55.0) [12.0]	5 (45.0) [3.0]	11 (100.0) [5.5]
2	25 – 40	21 (31.0) [34.0]	46 (69.0) [33.0]	67 (100.0) [33.5]	18 (27.0) [36.0]	49 (73.0) [33.0]	67 (100.0) [33.5]
3	40 – 55	31 (36.0) [51.0]	56 (64.0) [40.0]	87 (100.0) [43.5]	18 (21.0) [36.0]	69 (79.0) [46.0]	87 (100.0) [43.5]
4	Above 55	5 (14.0) [8.0]	30 (86.0) [22.0]	35 (100.0) [17.5]	8 (23.0) [16.0]	27 (77.0) [18.0]	35 (100.0) [17.5]
	Total	61 (30.5) [100.0]	139 (69.5) [100.0]	200 (100.0) [100.0]	50 (25.0) [100.0]	150 (75.0) [100.0]	200 (100.0) [100.0]

Note: Figures in bracket indicate percentage to row total
Figures in parenthesis indicate percentage to column total

4.1.2 Religion of the respondents

The respondents were classified on the basis of their religion and the results are presented in Table 4.3. From the table it is clear that 'Hindus' were the major group (55 per cent) of the respondents followed by 'Christians' (37 per cent) and 'Muslims' (8 per cent).

Table 4.3. Religion-wise classification of the respondents

Sl. No.	Religion	Number of respondents
1	Hindu	110 (55.0)
2	Christian	74 (37.0)
3	Muslim	16 (8.0)
	Total	200 (100.0)

Note: Figures in bracket indicate percentage to total

Religion-wise classification of the brand and non-brand users is presented in Table 4.4. It is obvious from the table that more than 50 per cent of the brand and non-brand users in rice and rice products were 'Hindus'. 'Christians' constituted the second major group in the case of branded (33 per cent) and non-branded (39 per cent) rice. Likewise 42 per cent of the branded rice product users were 'Christians'. 'Muslims', on the other hand, stood last in all the items. It is also clear from the table that 10 per cent of the branded rice users and two per cent of the branded rice product users were 'Muslims'.

It is also evident from the table that the share of branded rice users was maximum among 'Muslims' (38 per cent). In the case of 'Christians' and 'Hindus', it was 37 per cent and 32 per cent respectively. On the other hand, in the case of rice products, only six per cent of the 'Muslims' were using branded rice products. The share of brand users was maximum (29 per cent) among the 'Christians' in the case of rice products. Similarly the share of non-brand users was maximum among the 'Hindus' (68 per cent) in the case of rice and among the 'Muslims' (94 per cent) in the case of rice products.

Table 4.4. Religion-wise classification of brand and non-brand users

Sl. No.	Item / Religion	Rice			Rice based products		
		Brand	Non-brand	Total	Brand	Non-brand	Total
1	Hindu	35 (32.0) [57.0]	75 (68.0) [54.0]	110 (100.0) [55.0]	28 (25.0) [56.0]	82 (75.0) [55.0]	110 (100.0) [55.0]
2	Christian	20 (37.0) [33.0]	54 (63.0) [39.0]	74 (100.0) [37.0]	21 (29.0) [42.0]	53 (71.0) [35.0]	74 (100.0) [37.0]
3	Muslim	6 (38.0) [10.0]	10 (62.0) [7.0]	16 (100.0) [8.0]	1 (6.0) [2.0]	15 (94.0) [10.0]	16 (100.0) [8.0]
	Total	61 (30.5) [100.0]	139 (69.5) [100.0]	200 (100.0) [100.0]	50 (25.0) [100.0]	150 (75.0) [100.0]	200 (100.0) [100.0]

Note: Figures in bracket indicate percentage to row total
Figures in parenthesis indicate percentage to column total

4.1.3 Educational status of the respondents

The classification of the respondents on the basis of their educational qualifications is shown in Table 4.5. It can be observed that around 55 per cent of the respondents were 'graduates'. 'Professionals' accounted for 13 per cent of the respondents. The respondents who had only 'primary' education were only 3.5 per cent of the respondents. The respondents who had 'secondary' and 'higher secondary' education were 26 per cent and 15 per cent respectively.

Table 4.5. Educational level of the respondents

Sl. No.	Educational qualification	Number of respondents
1	Primary	7 (3.5)
2	Secondary	52 (26.0)
3	Higher Secondary	30 (15.0)
4	Graduation	67 (33.5)
5	Post-graduation	18 (9.0)
6	Professionals	26 (13.0)
	Total	200 (100.0)

Note: Figures in bracket indicate percentage to total

Table 4.6 gives an overview of the educational status of the brand and non-brand users. It is obvious from the table that among the branded rice users, 'graduates' (39 per cent) constituted the major group followed by 'professionals' (18 per cent). In the case of branded rice products also, 'graduates' (34 per cent) and 'professionals' (20 per cent) were the two major groups. 'Graduates' constituted the major group among the non-branded rice and rice product users also. The respondents with primary education was only two per cent among the branded rice users and none among the branded rice product users.

While analysing the preference of each educational class, it is evident that majority of the respondents (86 per cent) with primary education were non-branded rice users. Likewise cent per cent of the respondents in this class were using home-made rice products. The use of branded rice was maximum among 'professionals' (42 per cent) followed by 'post-graduates' (39 per cent). In the case of rice products also, the share of brand users was maximum among 'professionals' and 'post-graduates' (39 per cent each).

Table 4.6. Educational qualification of brand and non-brand users

Sl. No.	Item / Educational qualification	Rice			Rice based products		
		Brand	Non-brand	Total	Brand	Non-brand	Total
1	Primary	1 (14.0) [2.0]	6 (86.0) [4.0]	7 (100.0) [3.5]	0 (0.0) [0.0]	7 (100.0) [5.0]	7 (100.0) [3.5]
2	Secondary	10 (19.0) [16.0]	42 (81.0) [30.0]	52 (100.0) [26.0]	9 (17.0) [18.0]	43 (83.0) [29.0]	52 (100.0) [26.0]
3	Higher secondary	8 (27.0) [13.0]	22 (73.0) [16.0]	30 (100.0) [15.0]	7 (23.0) [14.0]	23 (77.0) [15.0]	30 (100.0) [15.0]
4	Graduation	24 (36.0) [39.0]	43 (74.0) [31.0]	67 (100.0) [33.5]	17 (25.0) [34.0]	50 (75.0) [33.0]	67 (100.0) [33.5]
5	Post Graduation	7 (39.0) [12.0]	11 (61.0) [8.0]	18 (100.0) [9.0]	7 (39.0) [14.0]	11 (61.0) [7.0]	18 (100.0) [9.0]
6	Professionals	11 (42.0) [18.0]	15 (58.0) [11.0]	26 (100.0) [13.0]	10 (39.0) [20.0]	16 (61.0) [11.0]	26 (100.0) [13.0]
	Total	61 (30.5) [100.0]	139 (69.5) [100.0]	200 (100.0) [100.0]	50 (25.0) [100.0]	150 (75.0) [100.0]	200 (100.0) [100.0]

Note: Figures in bracket indicate percentage to row total
Figures in parenthesis indicate percentage to column total

4.1.4 Employment status of the respondents

The respondents were also classified based on their employment position and the data are presented in Table 4.7. 'Unemployed', constituted the major group, with a share of 76 per cent, followed by 'employed' (18 per cent) and 'retired hands' (6 per cent).

Table 4.7. Employment status of the respondents

Sl. No.	Employment status	Number of respondents
1	Employed	36 (18.0)
2	Retired	12 (6.0)
3	Unemployed	152 (76.0)
	Total	200 (100.0)

Note: Figures in bracket indicate percentage to total

The employed respondents were further classified on the basis of sector of employment and is presented in Table 4.8. It is observed that majority (64 per cent) of the respondents were 'Government servants' followed by 'self employed' (22 per cent). The others were employed in 'Private' (11 per cent) and 'Quasi-Government' (3 per cent) sectors.

Table 4.8. Classification of the employed respondents

(N=36)

Sl. No.	Sector	Number of respondents
1	Private	4 (11.0)
2	Government	23 (64.0)
3	Quasi-government	1 (3.0)
4	Self-employment	8 (22.0)
	Total	36 (100.0)

Note: Figures in bracket indicate percentage to total

An attempt was also made to find out the actual employment level of the households surveyed. From Table 4.9 it is evident that majority (61 per cent) of the households had at least one male member employed. Both male and female were found employed in 20 per cent of the households and unemployed in 16 per cent of the households.

Table 4.9. Employment level of the households

Sl. No.	Employment level	No. of households
1	Only male employed	122 (61.0)
2	Only female employed	6 (3.0)
3	Both employed	40 (20.0)
4	Both unemployed	32 (16.0)
	Total	200 (100.0)

Note: Figures in bracket indicate percentage to total

The female employment status of the brand and non-brand users is shown in Table 4.10. It is evident from the table that majority of the respondents, both brand and non-brand users were unemployed. Nearly 82 per cent of the branded rice users and 74 per cent of the non-branded rice users were unemployed. Similarly in the case of rice products, 70 per cent of the brand users and 78 per cent of the home-made rice product users were also unemployed. Among the respondents only 15 per cent of the branded rice users and 24 per cent of the branded rice product users were employed.

An attempt was also made to find out the share of brand and non-brand users in each class. It is clear from the results that in the case of rice, the share of brand users was maximum (33 per cent) among the 'unemployed' and minimum (17 per cent) among the 'retired' class. Only 25 per cent of the employed respondents were using branded rice. But in the case of rice products, the share of brand users was maximum among the 'employed' (33 per cent) and minimum among the 'unemployed' (23 per cent).

Table 4.10. Female employment position among brand and non-brand users

Sl. No.	Item / Status of female employment	Rice			Rice based products		
		Brand	Non-brand	Total	Brand	Non-brand	Total
1	Employed	9 (25.0) [15.0]	27 (75.0) [19.0]	36 (100.0) [18.0]	12 (33.0) [24.0]	24 (67.0) [16.0]	36 (100.0) [18.0]
2	Retired	2 (17.0) [3.0]	10 (83.0) [7.0]	12 (100.0) [6.0]	3 (25.0) [6.0]	9 (75.0) [6.0]	12 (100.0) [6.0]
3	Unemployed	50 (33.0) [82.0]	102 (67.0) [74.0]	152 (100.0) [76.0]	35 (23.0) [70.0]	117 (77.0) [78.0]	152 (100.0) [76.0]
	Total	61 (30.5) [100.0]	139 (69.5) [100.0]	200 (100.0) [100.0]	50 (25.0) [100.0]	150 (75.0) [100.0]	200 (100.0) [100.0]

Note: Figures in bracket indicate percentage to row total
Figures in parenthesis indicate percentage to column total

4.1.5 Type and size of the family

The households were classified into 'Joint' and 'Nuclear' based on the type of family and the results are presented in Table 4.11. It is clear that 82 per cent of the families were 'Nuclear' and the remaining 18 per cent were 'Joint' families.

Table 4.11. Type of family of the respondents

Sl. No.	Type of family	Number of respondents
1	Nuclear	164 (82.0)
2	Joint	36 (18.0)
	Total	200 (100.0)

Note: Figures in bracket indicate percentage to total

The households were again classified based on the size of the family. Table 4.12 gives an overview of the family size of the respondents. It is evident from the table that 61 per cent of the respondents had a family size of '3-4' members. The share of households with a family size of '5-6' was 17 per cent and with a family size of '1-2' was 16 per cent.

Table 4.12. Family size of the respondents

Sl. No.	Family size (number of members)	Number of respondents
1	1-2	31 (15.5)
2	3-4	122 (61.0)
3	5-6	34 (17.0)
4	Above 6	13 (6.5)
	Total	200 (100.0)

Note: Figures in bracket indicate percentage to total

Classification of brand and non-brand users based on family size is shown in Table 4.13. It is evident from the table that majority of the respondents, both brand and non-brand users had a family size of '3-4'. In the case of rice, 80 per cent of the brand users and 75 per cent of the non-brand users had a maximum family size of four. Similarly in the case of rice products, 86 per cent of the brand users had a maximum family size of four.

It is also evident from the table that in the case of rice, the share of brand users was maximum among the respondents with a family size of '1-2' and '3-4' (32 per cent each) and minimum among the respondents with a family size 'above 6' (23 per cent). In the case of rice products, the share of brand users was high among the respondents with a family size of '1-2' (29 per cent) and minimum among the respondents with a family size 'above 6' (8 per cent).

Table 4.13. Family size of brand and non-brand users

Sl. No.	Item / Family size	Rice			Rice based products		
		Brand	Non-brand	Total	Brand	Non-brand	Total
1	1 - 2	10 (32.0) [16.0]	21 (68.0) [15.0]	31 (100.0) [15.5]	9 (29.0) [18.0]	22 (71.0) [15.0]	31 (100.0) [15.5]
2	3 - 4	39 (32.0) [64.0]	83 (68.0) [60.0]	122 (100.0) [61.0]	34 (28.0) [68.0]	88 (72.0) [58.0]	122 (100.0) [61.0]
3	5 - 6	9 (26.0) [15.0]	25 (74.0) [18.0]	34 (100.0) [17.0]	6 (18.0) [12.0]	28 (82.0) [19.0]	34 (100.0) [17.0]
4	Above 6	3 (23.0) [5.0]	10 (77.0) [7.0]	13 (100.0) [6.5]	1 (8.0) [2.0]	12 (92.0) [8.0]	13 (100.0) [6.5]
5	Total	61 (30.5) [100.0]	139 (69.5) [100.0]	200 (100.0) [100.0]	50 (25.0) [100.0]	150 (75.0) [100.0]	200 (100.0) [100.0]

Note: Figures in bracket indicate percentage to row total
Figures in parenthesis indicate percentage to column total

4.1.6 Income level of the respondents

The respondents were classified on the basis of total monthly family income and the results are shown in Table 4.14. The table indicates that around 37 per cent of the respondents belonged to the income group of 'Rs.14000-20000' and

32 per cent belonged to the income class of 'Rs.9000-14000'. There were 29 respondents (14.5 per cent) in the income group of 'Rs.5000-9000' and 25 respondents (12.5 per cent) in the income class 'above Rs.20000'. Around 5 per cent of the respondents had an income 'below Rs.5000'.

Table 4.14. Income level of the respondents

Sl. No.	Income group (Rs.)	Number of respondents
1	Below 2000	1 (0.5)
2	2000-5000	8 (4.0)
3	5000-9000	29 (14.5)
4	9000-14000	64 (32.0)
5	14000-20000	73 (36.5)
6	Above 20000	25 (12.5)
	Total	200 (100.0)

Note: Figures in bracket indicate percentage to total

The brand and non-brand preference of the respondents of different income levels is presented in Table 4.15. The table makes it clear that almost half of the branded rice users belonged to the income group of 'Rs.14000-20000' followed by 'above Rs.20000' (29 per cent) and 'Rs.9000-14000' (20 per cent). None of the branded rice users belonged to the first two income groups i.e. 'below Rs.2000' and 'Rs.2000 - 5000'. Majority of the non-branded rice users belonged to the income groups of 'Rs.9000-14000' (37 per cent) and 'Rs.14000-20000' (31 per cent).

In the case of rice products, majority of the brand users belonged to the 'Rs.14000-20000' income group. Branded rice product users were nil in the 'below

Rs.2000' income group. As in the case of non-branded rice, majority of the home-made rice product users belonged to two income groups: 'Rs.14000-20000' and 'Rs.9000-14000'.

While classifying the brand and non-brand users based on income, it is learnt that only three per cent of the respondents with an income of 'Rs.5000-9000' were using branded rice. The share of brand users was maximum in the income group 'above Rs.20000' (72 per cent) followed by 'Rs.14000-20000' (41 per cent). All the respondents with an income 'less than Rs.5000' were using non-branded rice. The share of non-branded rice users was minimum (28 per cent) in the 'above Rs.20000' income group. In the case of rice products, the share of brand users was maximum (36 per cent) in 'above Rs.20000' income group. Among the various income groups, the share of home-made rice product users was maximum (cent per cent) in 'below Rs.2000' income class and minimum in 'above Rs.20000' (64 per cent) class.

Table 4.15. Income-wise classification of the brand and non-brand users

Sl. No.	Item / Income (Rs.)	Rice			Rice based products		
		Brand	Non-brand	Total	Brand	Non-brand	Total
1	Below 2000	-	1 (100.0) [1.0]	1 (100.0) [0.5]	-	1 (100.0) [1.0]	1 (100.0) [0.5]
2	2000 - 5000	-	8 (100.0) [6.0]	8 (100.0) [4.0]	1 (12.0) [2.0]	7 (88.0) [5.0]	8 (100.0) [4.0]
3	5000 - 9000	1 (3.0) [2.0]	28 (97.0) [20.0]	29 (100.0) [14.5]	5 (17.0) [10.0]	24 (83.0) [16.0]	29 (100.0) [14.5]
6	9000 - 14000	12 (19.0) [20.0]	52 (81.0) [37.0]	64 (100.0) [32.0]	14 (22.0) [28.0]	50 (78.0) [33.0]	64 (100.0) [32.0]
5	14000-20000	30 (41.0) [49.0]	43 (59.0) [31.0]	73 (100.0) [36.5]	21 (29.0) [42.0]	52 (71.0) [34.0]	73 (100.0) [36.5]
6	Above 20000	18 (72.0) [29.0]	7 (28.0) [5.0]	25 (100.0) [12.5]	9 (36.0) [18.0]	16 (64.0) [11.0]	25 (100.0) [12.5]
7	Total	61 (30.5) [100.0]	139 (69.5) [100.0]	200 (100.0) [100.0]	50 (25.0) [100.0]	150 (75.0) [100.0]	200 (100.0) [100.0]

Note: Figures in bracket indicate percentage to row total
Figures in parenthesis indicate percentage to column total

4.2 Expenditure pattern of the respondents

Expenditure pattern of the respondents is presented in Table 4.16. From the table it is known that almost half (48 per cent) of the respondents were spending 'Rs.4000-6000' and nearly 29 per cent were spending 'Rs.6000-9000' on monthly household expenditure. There was only one respondent who spent 'below Rs.2000' monthly. It was also found that seven per cent of the respondents were spending 'more than Rs.9000' on household expenditure.

Table 4.16. Expenditure pattern of the respondents

Sl. No.	Expenditure (Rs.)	No. of respondents
1	Below 2000	1 (0.5)
2	2000 – 4000	32 (16.0)
3	4000 – 6000	96 (48.0)
4	6000 – 9000	57 (28.5)
5	9000 – 12000	10 (5.0)
6	Above 12000	4 (2.0)
	Total	200 (100.0)

Note: Figures in bracket indicate percentage to total

The total household expenditure was further divided into two, i.e., food expenditure and non-food expenditure for more insight and shown in Table 4.17. It is evident that majority of the respondents (70 per cent) were spending 25 to 50 per cent of their total monthly expenditure on food items. Around 29 per cent of the respondents were incurring 50 to 75 per cent of total household expenditure on food items. There were only two respondents, who were spending below 25 per cent of the total expenditure on food items. The average food expenditure and non-food expenditure of the sample was 44.5 per cent and 55.5 per cent of the total expenditure respectively.

Table 4.17. Share of food and non-food expenditure

Sl. No.	Percentage share	No. of respondents	
		Food expenditure	Non-food expenditure
1	0 - 25	2 (1.0)	-
2	25 - 50	140 (70.0)	58 (29.0)
3	50 – 75	58 (29.0)	140 (70.0)
4	75 - 100	-	2 (1.0)
	Total	200 (100.0)	200 (100.0)

Note: Figures in bracket indicate percentage to total

The respondents were again classified based on the share of expenditure on rice, rice products and basmati rice to total food expenditure and the data are presented in Table 4.18. Majority of the respondents (67 per cent) were spending 10 to 20 per cent of total food expenditure on rice and rice products. Nearly 22 per cent of the respondents were spending below 10 per cent of the total food expenditure on these items. Some respondents (10 per cent) were spending 20-30 per cent of the food expenditure on rice and rice products. There were only two respondents whose expenditure on these items was more than 30 per cent of the total food expenditure. The average expenditure on rice and rice products for the sample respondents was found to be 14 per cent of the total food expenditure.

Table 4.18. Expenditure on rice and rice products

Sl. No.	Percentage share	No. of respondents
1	0 – 10	44 (22.0)
2	10 – 20	134 (67.0)
3	20 – 30	20 (10.0)
4	30 – 40	2 (1.0)
	Total	200 (100.0)

Note: Figures in bracket indicate percentage to total

4.3 Consumer behaviour

In this part, the consumer behavioural aspects such as consumption pattern, variety preference, brand awareness, brand loyalty, brand shift, source of purchase, store loyalty, store-shift, media influence, etc., are analysed and the results obtained are presented.

Rice was the staple food of all the respondents. They were using rice for meals as well as for making different rice based products such as Idli, Dosa, Puttu, Appam, etc. Some respondents were using basmati rice for making Biriyani, Fried rice, Pulavu, etc.

4.3.1 Monthly consumption of the respondents

Average monthly household consumption of rice was around 20 kg among the brand users and around 24 kg among the non-brand users. In the case of branded rice products, the average consumption was five kg. In the case of basmati rice, average monthly household consumption was nearly one and a half kg among the brand users and two kg among the non-brand users.

4.3.2 *Share of brands in the consumption of rice*

Table 4.19 gives a detailed picture of consumption pattern of rice for meals. It also gives an idea about the share of brand and non-brand users of rice among the total respondents. When 30.5 per cent of the respondents preferred branded rice, a large majority (69.5 per cent) preferred non-branded rice. As high as 99 per cent of the respondents preferred to have boiled rice for meals and only two respondents preferred raw rice. Cent per cent of the brand users preferred boiled rice for meals.

Table 4.19. Consumption pattern of rice for meals

Type of rice \ No. of respondents	Brand	Non-brand	Total
Raw	-	2 (100.0)	2 (100.0)
Boiled	61 (31.0)	137 (69.0)	198 (100.0)
Total	61 (30.5)	139 (69.5)	200 (100.0)

Note: Figures in bracket indicate percentage to total

4.3.3 *Share of brands in the consumption of rice products*

Table 4.20 illustrates the consumption pattern of rice products such as 'Idli', 'Dosa', etc., and the share of branded and home-made rice product users among the respondents. The respondents were classified into four groups such as 'exclusively home-made users', 'both home-made and brand users', 'exclusively brand users' and 'rare users'. 'Exclusively home-made users' constituted the major group with a share of 64.5 per cent.

Table 4.20. Consumption pattern of rice products

Sl. No.	Type	No. of respondents
1	Exclusively home-made users	129 (64.5)
2	Both home-made and branded users	17 (8.5)
3	Exclusively brand users	33 (16.5)
4	Rare users	21 (10.5)
	Total	200 (100.0)

Note: Figures in bracket indicate percentage to total

Out of the 25 per cent of the total respondents who used branded rice products, 16.5 per cent were exclusive brand users while the remaining 8.5 per cent inter changed branded and home-made rice products. It was also observed that 10.5 per cent were rare users of rice products.

Home-made rice product users were again classified on the basis of the type of rice purchased for making rice products. The data regarding this are depicted in Table 4.21. It was observed that 71 per cent of the home-made rice product users used both raw and boiled rice for making rice products. When 16 per cent used boiled rice exclusively the remaining 13 per cent used only raw rice for making rice products.

Table 4.21. Type of rice used for making rice products

(N = 146)

Sl. No.	Type of rice	No. of respondents
1	Exclusively raw	19 (13.0)
2	Exclusively boiled	23 (16.0)
3	Both raw and boiled	104 (71.0)
	Total	146 (100.0)

Note: Figures in bracket indicate percentage to total

Table 4.22 gives an overview of the consumption pattern of branded rice products by the brand users. Among the branded rice product users 'puttu powder' was used by 78 per cent followed by 'idli powder' (66 per cent), 'dosa powder' (62 per cent), 'appam powder' (50 per cent) and 'rice powder' (18 per cent). Out of the various branded rice products, 'rice ada' was used by cent per cent of the brand users and 98 per cent of the total respondents.

Table 4.22. Consumption pattern of branded rice products

(N=50)

Sl. No.	Products	No. of respondents
1	Idli powder	33 (66.0)
2	Dosa powder	31 (62.0)
3	Puttu powder	39 (78.0)
4	Appam powder	25 (50.0)
5	Rice powder*	9 (18.0)
6	Rice ada	50 (100.0)

Note: Figures in bracket indicate percentage to total
* Used for making appam, puttu, etc.

4.3.4 *Share of brands in the consumption of basmati rice*

Consumption pattern of basmati rice by the respondents and the share of brand and non-brand users is shown in Table 4.23. Basmati rice was used only by 27.5 per cent of the respondents and among them only 35 per cent preferred brands.

Table 4.23. Consumption pattern of basmati rice

(N=55)

Sl. No.	Type	No. of respondents
1	Brand	19 (35.0)
2	Non-brand	36 (65.0)
	Total	55 (100.0)

Note: Figures in bracket indicate percentage to total

4.3.5 Frequency of purchase

Frequency of purchase of rice and basmati rice in general is presented in Table 4.24. Around 62 per cent of the boiled rice users and 74 per cent of the raw rice users purchased their requirements on a 'monthly basis'. Almost 85 per cent of the basmati rice users also preferred to buy on a 'monthly basis'. It may be noted that 10 per cent of the raw rice users and 14 per cent of the boiled rice users purchased rice 'fortnightly'. Around 10 to 13 per cent of the users in each category had no specific timing for the purchase of these items.

Table 4.24. Frequency of purchase

Items / Frequency	Rice for meals and rice products		Basmati rice
	Raw	Boiled	
Weekly	8 (6.0)	25 (13.0)	-
Fortnightly	12 (10.0)	28 (14.0)	1 (2.0)
Monthly	91 (74.0)	123 (62.0)	47 (85.0)
No specific time	12 (10.0)	22 (11.0)	7 (13.0)
Total	123 (100.0)	198 (100.0)	55 (100.0)

Note: Figures in bracket indicate percentage to total

The frequency of purchase by the brand users in rice, rice products and basmati rice was also analysed separately and the results are presented in Table 4.25. Sixty two per cent of the branded rice users and 79 per cent of the branded basmati rice users purchased these items on a monthly basis. Monthly purchase was preferred by 30 per cent of the branded rice products users. Fortnightly purchase was preferred by 13 per cent of the branded rice, 28 per cent of the branded rice products and five per cent of the branded basmati rice users. Similarly 12 to 20 per cent of the brand users had no specific timing for purchasing these items.

Table 4.25. Frequency of purchase of branded items

Frequency \ Items	Branded		
	Rice	Rice products	Basmati rice
Weekly	8 (13.0)	11 (22.0)	-
Fortnightly	8 (13.0)	14 (28.0)	1 (5.0)
Monthly	38 (62.0)	15 (30.0)	15 (79.0)
No specific time	7 (12.0)	10 (20.0)	3 (16.0)
Total	61 (100.0)	50 (100.0)	19 (100.0)

Note: Figures in bracket indicate percentage to total

4.3.6 Variety preference of the respondents

Table 4.26 gives the variety of rice preferred by the respondents. Generally the respondents, both brand and non-brand users, preferred 'matta' (46 per cent) compared to other varieties, followed by 'ponni' (22 per cent) and 'cherumony' (19.5 per cent). 'Kattangi' (6 per cent), 'bhodhana' (5.5 per cent) and 'raw rice' (1 per cent) were the other three varieties preferred by the respondents in the order of importance.

Table 4.26. Variety preference of the respondents

Sl. No.	Variety	Brand users	Non-brand users	Total
1	Matta	35 (57.0)	57 (41.0)	92 (46.0)
2	Ponni	17 (28.0)	27 (19.0)	44 (22.0)
3	Cherumony	9 (15.0)	30 (22.0)	39 (19.5)
4	Bhodhana	-	11 (8.0)	11 (5.5)
5	Kattangi	-	12 (9.0)	12 (6.0)
6	Raw rice	-	2 (1.0)	2 (1.0)
	Total	61 (100.0)	139 (100.0)	200 (100.0)

Note: Figures in bracket indicate percentage to total

The table indicates that among the brand users, 'matta' was used by majority (57 per cent) of the respondents followed by 'ponni' (28 per cent) and 'cherumony' (15 per cent). Among the non-brand users also 'matta' was the most popular variety followed by 'cherumony' (22 per cent) and 'ponni' (19 per cent).

4.3.7 Reason for using brands

The various reasons for preferring branded rice, rice products and basmati rice are presented in Table 4.27 in the order of importance.

Table 4.27. Reasons for using brands

Sl. No.	Reason	Branded		
		Rice	Rice products	Basmati rice
1	Quality	38 (62.0)	1 (2.0)	11 (58.0)
2	Convenience	16 (26.0)	26 (52.0)	1 (5.0)
3	Taste	4 (7.0)	23 (46.0)	5 (26.0)
4	Availability	2 (3.0)	-	2 (11.0)
5	Health factor	1 (2.0)	-	-
	Total	61 (100.0)	50 (100.0)	19 (100.0)

Note: Figures in bracket indicate percentage to total

Majority (62 per cent) of the branded rice users preferred branded variety because of "better quality perceptions". Other reasons identified by the respondents were 'convenience' (26 per cent), 'taste' (7 per cent), 'availability' (3 per cent) and 'health factors' (2 per cent).

'Convenience' (52 per cent) and 'taste' (46 per cent) were the major reasons identified by majority of the branded rice product users.

As in the case of branded rice, 'quality perception' was identified as the prime reason for the purchase of branded basmati rice also. 'Taste' (26 per cent), 'availability' (11 per cent) and 'convenience' (5 per cent) were the other contributing factors.

4.3.8 Reason for using non-branded items

The reasons identified by the respondents for using non-branded rice and basmati rice are shown in Table 4.28. Thirty per cent of non-branded rice users and 47 per cent of non-branded basmati rice users identified 'low price' as the main reason for preferring non-branded items. 'Satisfaction with the currently used variety' was the second major reason identified by both non-branded rice and basmati rice users. 'Habit/Custom' and 'easy availability' were the other reasons identified by them.

Table 4.28. Reasons for using non-branded rice and basmati rice

Sl. No.	Reason	Non-branded	
		Rice	Basmati rice
1	Low price	41 (30.0)	17 (47.0)
2	Satisfaction with currently used variety	35 (25.0)	9 (25.0)
3	Habit/custom	33 (24.0)	6 (17.0)
4	Availability	17 (12.0)	4 (11.0)
5	Taste	13 (9.0)	-
	Total	139 (100.0)	36 (100.0)

Note: Figures in bracket indicate percentage to total

4.3.9 Reason for using home-made rice products

Table 4.29 gives the major reasons identified by the respondents for using home-made rice products. It is apparent from the table that 38 per cent of the home-made rice product users attributed their preference to 'taste' factor and another 37 per cent to their 'custom/tradition' of making it at home. The other major reasons pointed out were 'quality' (13.5 per cent), 'absence of foreign materials' (7 per cent), 'convenience' (2 per cent) and 'health factors' (2 per cent).

Table 4.29. Reasons for using home-made rice products

(N=146)

Sl. No.	Reason	No. of respondents
1	Taste	56 (38.0)
2	Custom/Habit	55 (37.0)
3	Quality	14 (13.5)
4	Absence of foreign materials	10 (7.0)
5	Health factors	3 (2.0)
6	Convenience	3 (2.0)
	Total	146 (100.0)

Note: Figures in bracket indicate percentage to total

4.3.10 Brand awareness

Table 4.30 provides a vivid picture about the awareness level of the respondents about different brands of rice, rice products and basmati rice. From the table it is clear that awareness about brands was more in the case of rice and rice products compared to basmati rice. Almost 84 per cent of the respondents were aware and able to recall at least one brand among the various rice brands and it was 76 per cent in the case of branded rice products and 28 per cent in the case of branded basmati rice. The share of respondents who were aware but unable to recall the brand was around 9 per cent, 10 per cent and 5 per cent for branded rice, rice products and basmati rice respectively.

When 8 per cent of the respondents were not at all aware of branded rice, it was 14 per cent in the case of branded rice products and 68 per cent in the case of branded basmati rice.

Table 4.30. Brand awareness of the respondents

Awareness level \ Item	Branded		
	Rice	Rice products	Basmati rice
Aware and able to recall at least one brand	167 (83.5)	151 (75.5)	55 (27.5)
Aware but unable to recall the brand	17 (8.5)	21 (10.5)	10 (5.0)
Not at all aware	16 (8.0)	28 (14.0)	135 (67.5)
Total	200 (100.0)	200 (100.0)	200 (100.0)

Note: Figures in bracket indicate percentage to total

4.3.11 Brands recalled

The rice brands recalled by the respondents are presented in Table 4.31. It is evident from the table that 'Double Horse' was the most popular brand (64 per cent) among the respondents. 'Nirapara' was the next major brand (46 per cent) followed by 'Nenmony' (14 per cent). Other brands recalled by the respondents according to the order of popularity were 'Pavizham' (6 per cent), 'Nallari' (2 per cent) and 'others' including 'SSK', 'Appu', 'Karthika', 'Sadya', etc. (3 per cent).

Table 4.31. Rice brands recalled by the respondents

(N=200)

Sl. No.	Brand	No. of respondents
1	Double Horse	127 (63.5)
2	Nirapara	91 (45.5)
3	Nenmony	27 (13.5)
4	Pavizham	11 (5.5)
5	Nallari	4 (2.0)
6	Others*	6 (3.0)

Note: Figures in bracket indicate percentage to total
'Others' - S.S.K., Appu, Karthika and Sadhya

In the case of branded rice products, a number of brands were recalled by the respondents and are shown in Table 4.32. From the table it is evident that 'Nirapara' (28.5 per cent), 'Sreenivas' (28 per cent), 'Devon' (22.5 per cent), 'Double Horse' (16.5 per cent) and 'Classic' (13 per cent) were the major brands.

Table 4.32. Brands recalled by the respondents in rice products

(N = 200)

Sl. No.	Brand	No. of respondents
1	Nirapara	57 (28.5)
2	Sreenivas	56 (28.0)
3	Devon	45 (22.5)
4	Double Horse	33 (16.5)
5	Classic	26 (13.0)
6	Elite	12 (6.0)
7	Melam	8 (4.0)
8	Surya	6 (3.0)
9	Shabul	4 (2.0)
10	Dhrisya	3 (1.5)
11	Others*	7 (3.5)

Note: Figures in bracket indicate percentage to total

* Others : A-One, Thripthi and Karthika

Table 4.33 gives an overview of different brands of basmati rice recalled by the respondents. 'Kohinoor' was the most popular brand with a share of 17 per cent of the respondents followed by 'Double horse' with a share of 12 per cent. 'Elite' (3.5 per cent), '555' (1.5 per cent) and 'Bullet' (1 per cent) were the other basmati rice brands recalled by the respondents.

Table 4.33. Brands recalled by the respondents in basmati rice

(N=200)

Sl. No.	Brand	No. of respondents
1	Kohinoor	33 (16.5)
2	Double Horse	24 (12.0)
3	Elite	7 (3.5)
4	555	3 (1.5)
5	Bullet	2 (1.0)

Note: Figures in bracket indicate percentage to total

4.3.12 Currently used brand

The brand users were asked to indicate their currently used brands in rice, rice products and basmati rice, and that data are shown in the tables given below. Table 4.34 gives information about the brands currently used by the branded rice users. 'Double Horse' was the major brand used by around 84 per cent of the branded rice users followed by 'Nirapara' with a share of 11 per cent. 'Nenmony' (3 per cent) and 'Sadya' (2 per cent) were the other brands used by the respondents.

Table 4.34. Brands currently used by branded rice users

(N=61)

Sl. No.	Brand	Number of respondents
1	Double Horse	51 (84.0)
2	Nirapara	7 (11.0)
3	Nenmony	2 (3.0)
4	Sadya	1 (2.0)
	Total	61 (100.0)

Note: Figures in bracket indicate percentage to total

In the case of the branded rice products, the brand users were first divided into single brand users and dual brand users and further sub-divided on the basis of different brands used and shown in Tables 4.35 and 4.36. Around 64 per cent of the users showed preference towards a single brand while the remaining 36 per cent showed dual brand preference.

Table 4.35. Brand preference in respect of rice products

(N=50)

Sl. No.	Item	No. of respondents
1	Single brand users	32 (64.0)
2	Dual brand users	18 (36.0)
	Total	50 (100.0)

Note: Figures in bracket indicate percentage to total

Table 4.36. Brands currently used by the branded rice product users

Sl. No.	Brand / No. of respondents	Single brand used	One of the two brands used	Total
1	Sreenivas	7	11	18
2	Devon	6	5	11
3	Classic	11	5	16
4	Melam	1	4	5
5	Elite	4	3	7
6	Shabul	3	-	3
7	Surya	-	5	5
8	Dhrisya	-	2	2
9	Double Horse	-	1	1

It is evident from the table that 'Classic' was identified as the main brand by the single brand users, followed by 'Sreenivas'. 'Devon' and 'Elite' were the other major brands among the single brand users. Almost 61 per cent of the dual brand users preferred 'Sreenivas' as one of the two brands preferred by them. 'Devon', 'Classic' and 'Surya' were the other major brands preferred by the dual brand users (28 per cent each). When both single and dual brand users were put together, 'Sreenivas' was identified as the main brand (36 per cent) followed by 'Classic' (32 per cent).

The brand preference among the basmati rice users is shown in Table 4.37. 'Kohinoor' was the major basmati rice brand used by more number of brand users (36 per cent) closely followed by 'Double Horse' and 'Elite' (32 per cent each).

Table 4.37. Currently used brand in basmati rice

(N=19)

Sl. No.	Brand	No. of respondents
1	Kohinoor	7 (36.0)
2	Double Horse	6 (32.0)
3	Elite	6 (32.0)
	Total	19 (100.0)

Note: Figures in bracket indicate percentage to total

4.3.13 Length of use

Table 4.38 shows how long the current brand in rice, rice products and basmati rice has been in use. About 64 per cent of the branded rice users and 68 per cent of the branded basmati rice users were using the same brand for more than two years. Thirty eight per cent of the branded rice product users were also using the same brand for more than two years. Around 20 per cent of the branded rice users, 28 per cent of the branded rice product users and 16 per cent of the branded basmati rice users were using the same brand for one to two years.

Table 4.38. Length of use of current brand

Item \ Duration	Less than 3 months	3-6 months	6 months-1 year	1-2 years	More than 2 years	Total
Branded rice	-	4 (6.0)	6 (10.0)	12 (20.0)	39 (64.0)	61 (100.0)
Branded rice products	-	3 (6.0)	14 (28.0)	14 (28.0)	19 (38.0)	50 (100.0)
Branded basmati rice	-	3 (16.0)	-	3 (16.0)	13 (68.0)	19 (100.0)

Note: Figures in bracket indicate percentage to total

4.3.14 Brand shift

Information regarding brand shift in rice in the past two years is presented in Table 4.39.

Table 4.39. Brand shift in rice

From which \ To which	Double Horse	Nenmoni	Nirapara	Total
Double Horse	-	2	2	4
Nenmony	-	-	1	1
Others*	2	-	-	2
Total	2	2	3	7

*Sadya, SSK, etc.

It is evident from the table that more respondents (4) shifted from 'Double Horse' and the shift was towards 'Nirapara' (2) and 'Nenmony' (2) and the reason for the shift was 'the thrill of trying a new brand'. Two respondents shifted from the 'others' group to 'Double Horse' and the reason stated for this shift was 'brand goodwill' enjoyed by 'Double Horse'.

In the case of branded rice products four respondents shifted brands in the past two years, two from 'Sreenivas' and one each from 'Melam' and 'Devon'. The shift was spread over four brands such as 'Classic', 'Elite', 'Surya' and 'Double Horse'.

However, no brand shift was noticed among the branded basmati rice users in the past two years.

4.3.15 Readiness to shift from non-brand to brand

Among the non-branded rice users (139), only two respondents wanted to shift to branded rice. 'Nirapara' was the preferred brand for one while the other preferred 'Nenmony'. They reported 'brand goodwill' as the main reason for preferring those brands.

Majority of the respondents (65 per cent) were using home-made rice products regularly and out of them only 12 respondents wanted to shift to branded rice products. 'Sreenivas', 'Nirapara' and 'Classic' were the three brands to which they preferred to shift (Table 4.40).

Table 4.40. Readiness to shift from home-made to branded rice products

(N=12)

Sl. No.	Brands preferred	No. of respondents
1	Sreenivas	4 (33.3)
2	Nirapara	4 (33.3)
3	Classic	4 (33.3)
	Total	12 (100.00)

Note: Figures in bracket indicate percentage to total

The various reasons for shifting to a particular brand by the non-brand users are shown in the Table 4.41. 'Brand goodwill' was the major reason (50 per cent) identified by them for shifting to a particular brand followed by 'quality' and 'convenience' (17 per cent each).

Table 4.41. Reasons for shifting to a particular brand by non-brand users

Sl. No.	Reason	No. of respondents
1	Goodwill	6 (50.0)
2	Quality	2 (17.0)
3	Convenience	2 (17.0)
4	Advertisement	1 (8.0)
5	Better taste	1 (8.0)
	Total	12 (100.0)

Note: Figures in bracket indicate percentage to total

4.3.16 Readiness to shift brands among the brand users

Table 4.42 gives information regarding readiness to shift brands by the brand users in rice, rice products and basmati rice. Nearly three per cent of the branded rice users and 11 per cent of the branded basmati rice users wanted to shift their brand and the only reason stated for shifting was 'the thrill of trying a new brand'. In case of branded rice products 24 per cent of the users wanted to shift to some other brands. The major reasons that necessitated the shift were the 'desire to try a new brand' (66 per cent) followed by 'poor taste' (17 per cent) and 'non-availability' (17 per cent).

Table 4.42. Brand shifting tendency among the brand users

Brand shift / Item	Rice	Rice products	Basmati rice
Willing to shift brand	2 (3.0)	12 (24.0)	2 (11.0)
Not willing to shift brand	59 (97.0)	38 (76.0)	17 (89.0)
Total	61 (100.0)	50 (100.0)	19 (100.0)

Note: Figures in bracket indicate percentage to total

4.3.17 Source of purchase

Source of purchase or type of shop preferred by the consumers for the purchase of rice, rice products and basmati rice is depicted in Table 4.43. Almost half of the non-branded rice users preferred 'general provision stores' as the main point of purchase followed by 'margin free supermarkets' with a share of 26 per cent. Majority of the branded rice and rice product users selected 'supermarkets' as their preferred shop. 'General provision stores' and 'margin free supermarkets' were the next preferred shops for branded rice and rice products.

'Supermarkets' (84 per cent) followed by 'general provision stores' (16 per cent) was the major source of purchase for the branded basmati rice users. 'Margin free supermarkets' (42 per cent) closely followed by 'general provision stores' (28 per cent) was the major source of purchase for non-branded basmati rice users.

Table 4.43. Source of purchase preferred

Item	Source	G.P.S	W.S	S.M	MFSM	Co-op. S.M	Others	Total
Rice	Brand	9 (15.0)	8 (13.0)	35 (57.0)	9 (15.0)	-	-	61 (100.0)
	Non-brand	68 (49.0)	23 (16.0)	8 (6.0)	36 (26.0)	4 (3.0)	-	139 (100.0)
	Total	77 (38.0)	31 (15.0)	43 (22.0)	45 (23.0)	4 (2.00	-	200 (100.0)
Branded rice products		7 (14.0)	-	33 (66.0)	7 (14.0)	-	3 (6.0)	50 (100.0)
Basmati rice	Brand	3 (16.0)	-	16 (84.0)	-	-	-	19 (100.0)
	Non-brand	10 (28.0)	4 (11.0)	7 (19.0)	15 (42.0)	-	-	36 (100.0)
	Total	13 (24.0)	4 (7.0)	23 (42.0)	15 (27.0)	-	-	55 (100.0)

Note: Figures in bracket indicate percentage to total

G.P.S – General provision stores; W.S – Wholesalers; S.M – Supermarkets; MFSM – Margin free super markets; Co-op. S.M – Co-operative super market

4.3.18 Store loyalty

Table 4.44 throws light on the store loyalty of the respondents. More than 90 per cent of the rice, rice products and basmati rice users preferred to buy these items from a single store. A large majority of the branded (95 per cent) and the non-branded (91 per cent) rice users used to buy rice from a single shop. As high as 96 per cent of the branded rice product users also used to buy from a single store. When cent per cent of the branded basmati rice users showed single store loyalty, only six per cent of the non-branded basmati rice users showed multi-store preference.

Table 4.44. Store loyalty of the respondents

Item \ Store loyalty		Single store	Multi-store	Total
Rice	Brand	58 (95.0)	3 (5.0)	61 (100.0)
	Non-brand	126 (91.0)	13 (9.0)	139 (100.0)
	Total	184 (92.0)	16 (8.0)	200 (100.0)
Branded rice products		48 (96.0)	2 (4.0)	50 (100.0)
Basmati rice	Brand	19 (100.0)	-	19 (100.0)
	Non-brand	34 (94.0)	2 (6.0)	36 (100.0)
	Total	53 (96.0)	2 (4.0)	55 (100.0)

Note: Figures in bracket indicate percentage to total

4.3.19 Reasons for store loyalty

Table 4.45 provides the various reasons for store loyalty identified by the respondents. Majority of the respondents identified 'accessibility' as the main reason for store loyalty in the purchase of rice (36 per cent) rice products (61 per cent) and basmati rice (41 per cent). In the case of branded items 'better customer service' was the second major reason for patronising a single shop. Nearly 22 per cent of the branded rice users and 21 per cent each of the branded rice product and basmati rice users considered it as the major reason for store loyalty followed by 'discount allowed' by the shop keeper.

In the case of non-branded rice, 'discount allowed by the shop keeper' (22 per cent) was identified as the second major reason for store loyalty followed by 'better customer service' (17 per cent). 'Accessibility' (35 per cent), 'Discount' (26 per cent) and 'better customer service' (18 per cent) were the major reasons for store loyalty identified by the non-branded basmati rice users also.

Table 4.45. Reasons for store loyalty

Item \ Reason		Quality	Discounts	Better customer service	Accessi-bility	Conveni ence	Home delivery	Personal relations	Total
Rice	Brand	4 (7.0)	12 (20.0)	13 (22.0)	26 (45.0)	2 (4.0)	1 (2.0)	-	58 (100.0)
	Non-brand	18 (14.0)	28 (22.0)	21 (17.0)	40 (32.0)	6 (5.0)	4 (3.0)	9 (7.0)	126 (100.0)
	Total	22 (12.0)	40 (22.0)	34 (18.0)	66 (36.0)	8 (4.0)	5 (3.0)	9 (5.0)	184 (100.0)
Branded rice products		2 (4.0)	4 (8.0)	10 (21.0)	29 (61.0)	1 (2.0)	1 (2.0)	1 (2.0)	48 (100.0)
Basmati rice	Brand	1 (5.0)	2 (11.0)	4 (21.0)	10 (52.0)	2 (11.0)	-	-	19 (100.0)
	Non-brand	5 (15.0)	9 (26.0)	6 (18.0)	12 (35.0)	-	-	2 (6.0)	34 (100.0)
	Total	6 (11.0)	11 (21.0)	10 (19.0)	22 (41.0)	2 (4.0)	-	2 (4.0)	53 (100.0)

Note: Figures in bracket indicate percentage to total

4.3.20 Readiness to shift store

Information regarding the readiness to shift store is presented in Table 4.46. Store shifting tendency was comparatively low among the respondents. More than 90 per cent of the respondents were satisfied with their current store in all product categories. Store shifting tendency was nil among the branded basmati rice users and maximum among the branded rice product users (8 per cent).

Table 4.46. Readiness to shift store among the respondents

Item \ No. of respondents		Willing to shift store	Not willing to shift store	Total
Rice	Brand	2 (3.0)	59 (97.0)	61 (100.0)
	Non-brand	10 (7.0)	129 (93.0)	139 (100.0)
	Total	12 (6.0)	188 (94.0)	200 (100.0)
Branded rice products		4 (8.0)	46 (92.0)	50 (100.0)
Basmati rice	Brand	-	19 (100.0)	19 (100.0)
	Non-brand	2 (6.0)	34 (94.0)	36 (100.0)
	Total	2 (4.0)	53 (96.0)	55 (100.0)

Note: Figures in bracket indicate percentage to total

4.3.21 Reasons for store Shift

Table 4.47 shows the different reasons the respondents attributed for their willingness to shift store. Store shifting tendency among the non-branded rice users was mainly due to 'high price' charged by the shop keeper (50 per cent). Cent per cent of the branded rice product users wanted to shift store due to 'non availability' of the preferred brand. 'Poor customer service' and 'inconvenience' were also reasons for shifting store, but of lesser importance.

Table 4.47. Reasons for store shift

Item \ Reasons		Poor quality	Poor customer service	Non-availability	High price	Inconvenience*	Total
Rice	Brand	-	-	-	-	2	2
	Non-brand	1	2	-	5	2	10
	Total	1	2	-	5	4	12
Branded rice products		-	-	4	-	-	4
Basmati rice	Brand	-	-	-	-	-	-
	Non-brand	-	1	-	-	1	2
	Total	-	1	-	-	1	2

Note: Figures in bracket indicate percentage to total
* Inconvenience due to change of residence, transfer, etc.

4.3.22 *Quantity preferred for single purchase*

The quantity preferred for single purchase by the respondents is shown in Table 4.48. It is clear from the table that majority (44 per cent) of the rice users preferred to buy '10 kg' of rice for a single purchase. The share of rice users who preferred '20 kg' and '5 kg' was 24.5 per cent and 19.5 per cent respectively. Among the branded rice users, 66 per cent preferred to buy '10 kg' packet, 26 per cent, '5 kg' packet and seven per cent, '20 kg' packet for a single purchase. However, majority of the non-branded rice users preferred '10 kg' (35 per cent) or '20 kg' (32 per cent) for a single purchase. In the case of branded rice products, packets of either '500 gm' or '1 kg' were preferred by cent per cent of the users.

A large majority (69 per cent) of the basmati rice users preferred to buy '1 kg' for a single purchase. Among the branded basmati rice users as high as 89 per cent preferred '1 kg' packet while the remaining 11 per cent preferred '2 kg' packet. In the case of non-branded basmati rice, 58 per cent preferred '1 kg', 25 per cent preferred '2 kg' and the remaining 17 per cent preferred '5 kg for a single purchase.

Table 4.48. Quantity preferred for single purchase

Item \ Quantity		500 g	1 kg	2 kg	5 kg	10 kg	20 kg	25 kg	40 kg	75 kg	Total
Rice	Brand	-	-	-	16 (26.0)	40 (66.0)	4 (6.0)	-	-	1 (2.0)	61 (100.0)
	Non-brand	-	-	2 (1.0)	23 (17.0)	48 (35.0)	45 (32.0)	6 (4.0)	9 (7.0)	6 (4.0)	139 (100.0)
	Total	-	-	2 (1.0)	39 (19.5)	88 (44.0)	49 (24.5)	6 (3.0)	9 (4.5)	7 (3.5)	200 (100.0)
Branded rice products		33 (66.0)	17 (34.0)	-	-	-	-	-	-	-	50 (100.0)
Basmati rice	Brand	-	17 (89.0)	2 (11.0)	-	-	-	-	-	-	19 (100.0)
	Non-brand	-	21 (58.0)	9 (25.0)	6 (17.0)	-	-	-	-	-	36 (100.0)
	Total	-	38 (69.0)	11 (20.0)	6 (11.0)	-	-	-	-	-	55 (100.0)

Note: Figures in bracket indicate percentage to total

4.3.23 Decision maker

Table 4.49 gives an idea about the decision maker of the family regarding rice, rice products, other consumables and consumer durables. It is evident from the table that in 62 to 70 per cent of the households, the decision regarding the purchase of these items except consumer durables was made by housewives independently. Joint decision making by the husband and wife was seen in 14 to 24.5 per cent of the families. On the other hand, the buying decisions regarding consumer durables was made jointly by husband and wife in 57 per cent of the households and exclusively by the husband in 27 per cent of the families.

Table 4.49. The decision maker

Item \ Decision maker	Husband alone	Wife alone	Jointly	Children	Others*	Total No. of respondents
Rice	18 (9.0)	137 (68.5)	31 (15.5)	2 (1.0)	12 (6.0)	200 (100.0)
Rice products	6 (12.0)	35 (70.0)	7 (14.0)	-	2 (4.0)	50 (100.0)
Other consumables	16 (8.0)	124 (62.0)	49 (24.5)	3 (1.5)	8 (4.0)	200 (100.0)
Consumer durables	54 (27.0)	2 (1.0)	114 (57.0)	29 (14.5)	1 (0.5)	200 (100.0)

Note: Figures in bracket indicate percentage to total
*Others include parents, in-laws, servants, etc.

4.3.24 Actual buyer

Table 4.50 gives information regarding the person who actually makes the purchase. The purchase of rice was actually made by husbands in 31 per cent and wives in 26 per cent of the households. In the case of other consumables, the share was 30.5 per cent and 28.5 per cent respectively. Joint purchase by husband and wife was made in 16 per cent of the households in the case of rice and 18 per cent in the case of other consumables. In the case of rice products, wives were the actual buyers in 46 per cent of the households followed by joint purchase (24 per cent). Joint purchase accounted for 73 per cent of the purchase of consumer durables.

Table 4.50. Actual buyer of rice and rice products

Item \ Actual buyer	Husband	Wife	Joint	Children	Others*	Total No. of respondents
Rice	62 (31.0)	52 (26.0)	31 (15.5)	16 (8.0)	39 (19.5)	200 (100.0)
Rice products	10 (20.0)	23 (46.0)	12 (24.0)	1 (2.0)	4 (8.0)	50 (100.0)
Other consumables	61 (30.5)	57 (28.5)	35 (17.5)	18 (9.0)	29 (14.5)	200 (100.0)
Consumer durables	21 (10.5)	2 (1.0)	146 (73.0)	29 (14.5	2 (1.0)	200 (100.0)

Note: Figures in bracket indicate percentage to total
*Other includes parents, in-laws, servants, home-delivery etc.

4.3.25 Shopping time

Information regarding the shopping time of the respondents is presented in Table 4.51. From the table it is clear that 24 to 34 per cent of the respondents purchased rice, rice products and other consumables 'after office hours'. Around 29 per cent of the rice and other consumables users and 44 per cent of the branded rice product users were not having any specific time for purchase. Week end purchasers accounted for 14 per cent, 16 per cent and 16.5 per cent in the case of rice, rice products and other consumables respectively.

Table 4.51. Shopping time

Items \ Timing	After office hours	Holidays	Week ends	No specific time	Others*	Total
Rice	68 (34.0)	20 (10.0)	28 (14.0)	59 (29.5)	25 (12.5)	200 (100.0)
Rice products	12 (24.0)	6 (12.0)	8 (16.0)	22 (44.0)	2 (4.0)	50 (100.0)
Other consumables	69 (34.5)	22 (11.0)	33 (16.5)	57 (28.5)	19 (9.5)	200 (100.0)

Note: Figures in bracket indicate percentage to total
* Home delivery

4.3.26 Media exposure

Here an attempt is made to find out the media exposure of the respondents. The study reveals that the exposure of the respondents to different media, both print and electronic, is very high.

Newspapers were either subscribed or read by 99 per cent of the respondents. Among them, 25 per cent were subscribing two newspapers, and five per cent were subscribing even three or four newspapers. Majority (73 per cent) of the newspapers subscribed by the respondents were in Malayalam.

Table 4.52 gives an overview of various newspapers subscribed or read by the respondents. 'Malayala Manorama' was the newspaper subscribed and read by more number of respondents (53.5 per cent). 'Mathrubhumi' was the second largest subscribed newspaper (42.5 per cent) followed by 'The Hindu' (21.5 per cent). 'Indian Express' (12 per cent), 'Economic Times' (3 per cent), 'Deepika' (2 per cent), 'Deshabhimani' (0.5 per cent) and 'Madyamam' (0.5 per cent) were the other newspapers subscribed by the respondents.

Table 4.52. Newspapers subscribed or read by the respondents

(N=200)

Sl. No.	Newspaper	No. of respondents
1	Malayala Manorama	107 (53.5)
2	Mathrubhumi	85 (42.5)
3	The Hindu	43 (21.5)
4	Indian Express	24 (12.0)
5	Economic Times	6 (3.0)
6	Deepika	4 (2.0)
7	Deshabhimani	1 (0.5)
8	Madyamam	1 (0.5)

Note: Figures in bracket indicate percentage to total

Table 4.53 provides a detailed picture of the magazines subscribed or read by the respondents. Around 68 per cent of the respondents were subscribing or reading at least one magazine. As in the case of newspaper, majority of the magazines subscribed by the respondents were in Malayalam.

Table 4.53. Magazines subscribed or read by the respondents

(N=200)

Sl. No.	Magazine	No. of respondents
1	Vanitha	95 (47.5)
2	Grihalakshmi	20 (10.0)
3	Mahilarathnam	18 (9.0)
4	Malayala Manorama Weekly	18 (9.0)
5	India Today	16 (8.0)
6	Film magazines	11 (5.5)
7	Mathrubhumi Weekly	10 (5.0)
8	The Week	6 (3.0)
9	Others*	19 (9.5)

Note: Figures in bracket indicate percentage to total

* Others include Kalakaumudi, Reader's Digest, Frontline, Business India, Arogya Masika, etc.

From the table it is clear that, compared to other magazines 'Vanitha' was subscribed or read by more number of respondents (47.5 per cent). 'Grihalakshmi' was subscribed by 10 per cent of the respondents followed by 'Mahilarathnam' and 'Malayala Manorama Weekly' (9 per cent each). 'India Today' (8 per cent), 'Film magazines' (5.5 per cent), 'Mathrubhumi Weekly' (5 per cent) and 'The Week' (2 per cent) were the other magazines, subscribed or read by the selected respondents. Subscription or readership was very low in the case of certain other magazines like 'Kalakaumudi', 'Reader's Digest', 'Front Line', 'Business India', 'Arogya Masika', etc.

Possession of a telephone was very common among the respondents. All the respondents except five per cent possessed a telephone connection. Similarly possession of television was also very high among the respondents. As much as 99 per cent of the respondents possessed a television and 89 per cent of them had a Cable TV connection also. Table 4.54 shows the different channels preferred by the respondents. From the table it is clear that Malayalam channels were preferred by majority of the respondents to other channels. 'Asianet' was identified as the star performer with a viewership of 79.5 per cent followed by 'Surya', 'Doordarshan' and 'Kairali' with a viewership of 38 per cent, 13.5 per cent and 13 per cent respectively.

Table 4.54. Channel preference of the respondents

(N=200)

Sl. No.	Channel	No. of respondents
1	Asianet	159 (79.5)
2	Surya	76 (38.0)
3	Starplus	31 (15.5)
4	Doordarsan	27 (13.5)
5	Kairali	26 (13.0)
6	Sports	14 (7.0)
7	Sun	11 (5.5)
8	Others*	23 (11.5)

Note: Figures in bracket indicate percentage to total
Others include M.T.V., Soni, Star movies, B.B.C., etc.

The various programmes preferred by the television viewers is presented in Table 4.55. 'Serials' were preferred by more number of respondents (59 per cent). 'Films' occupied the second position (40 per cent) followed by News' (31 per cent) and 'Informative programmes' (24.5 per cent). Programmes on 'Music' and 'Sports' were preferred by 19 per cent and 7.5 per cent of the viewers respectively.

Table 4.55. Programmes preferred by the respondents

(N=200)

Sl. No.	Programme	No. of respondents
1	Serials	118 (59.0)
2	Films	80 (40.0)
3	News	62 (31.0)
4	Informative programmes	49 (24.5)
5	Music	38 (19.0)
6	Sports	14 (7.0)

Note: Figures in bracket indicate percentage to total

Possession of 'radio' was also very common among the respondents. Out of the 183 respondents having 'radio', 157 persons owned 'Two in Ones' and the remaining 26 owned 'transistors'. 'News' (24.5 per cent) and 'Film songs' (24 per cent) were the main programmes tuned by the respondents.

4.3.26.1 Source of information about branded rice and rice products

Table 4.56 gives the data regarding the source of information about new brands of rice and rice products. To this end, the respondents were asked to rank the various sources of information regarding these items according to their importance. The respondents were given nine important sources for ranking. As the respondents ranked only up to five sources, the analysis had been confined to the first five ranks. 'Representatives', one of the sources given was ignored by all the respondents.

Table 4.56. Source of information about rice and rice products

Sl. No	Rank / Weight / Media	I (0.5)	II (0.4)	III (0.3)	IV (0.2)	V (0.1)	Total score	Aggregate Rank
1	Television	80.0	9.2	1.5	-	-	90.7	I
2	Magazines	5.0	25.2	4.8	4.4	0.2	39.6	II
3	Newspaper	2.5	12.4	13.8	1.8	0.4	30.9	III
4	Friends/Neighbours	1.0	7.2	9.3	2.8	0.4	20.7	IV
5	Own selection	5.0	8.4	3.9	2.6	0.2	20.1	V
6	Retailers	1.0	3.6	1.8	0.8	0.2	7.4	VI
7	Radio	-	0.8	0.9	0.2	-	1.9	VII
8	Children	1.0	0.8	0.3	-	-	1.1	VIII

A look at the table clearly reveals that 'Television' as a source assumed first place, distantly followed by 'Magazines'. 'Newspaper' was ranked third followed by 'Friends or neighbours'. 'Own selection' and 'Retailers' were ranked fifth and sixth respectively. 'Radio' and 'Children' were accorded the least and last positions respectively.

4.3.26.2 Advertisement media preference

Table 4.57 gives an idea about the advertisement media preferred by the respondents. The respondents were asked to rank the given media in the order of preference. From the table, it is evident that 'television' obtained the first position followed by 'Newspaper'. 'Magazines' were accorded third rank while fourth rank went to 'Exhibitions'. 'Cut-outs' and 'Radio' were ranked fifth and sixth respectively by the respondents. 'Films', 'Competitions', and 'Posters' were the least preferred media for advertisement by the respondents.

Table 4.57. Advertisement media preference of the respondents

Sl. No.	Rank / Weight / Media	I	II	III	IV	V	VI	VII	VIII	IX	Total score	Aggregate Rank
		(0.9)	(0.8)	(0.7)	(0.6)	(0.5)	(0.4)	(0.3)	(0.2)	(0.1)		
1	Television	163.8	12.0	1.4	-	-	-	-	-	-	177.2	I
2	Newspaper	13.5	91.2	38.5	4.8	2.0	1.2	-	-	-	151.2	II
3	Magazines	2.7	31.2	57.4	27.0	3.5	0.8	-	-	-	122.6	III
4	Exhibitions	-	1.6	7.7	28.8	30.5	16.0	4.2	0.4	0.2	89.4	IV
5	Cut-outs	-	0.8	12.6	16.2	22.5	14.0	3.0	1.8	0.2	71.1	V
6	Radio	-	20.0	17.5	15.0	0.5	0.8	1.2	1.0	-	56.0	VI
7	Film	-	1.6	1.4	8.4	11.0	7.6	13.5	4.4	0.5	48.4	VII
8	Competitions	-	0.8	1.4	6.0	7.0	12.8	7.2	3.0	0.8	39.0	VIII
9	Posters	-	-	1.4	6.6	12.0	6.4	4.5	1.4	0.8	33.1	IX

4.4 Parameters influencing purchase behaviour

This part identifies the parameters that influence the purchase behaviour of the brand as well as non-brand users of rice, basmati rice and rice products. The parameters influencing the purchase of each item were identified after a pilot study and the analysis was done with the help of Kendall's Coefficient of Concordance (W). The results are presented in the following sections:

4.4.1 Parameters influencing the purchase behaviour towards rice

Table 4.58 presents the various parameters influencing the purchase behaviour towards branded as well as non-branded rice. The parameters influencing the purchase of non-branded rice are 'easy availability' (P_1), 'price' (P_2), 'absence of foreign materials' (P_3), 'less cooking time' (P_4), 'volume expansion' (P_5), 'convenience' (P_6) and 'taste' (P_7). These parameters hold good for branded rice also. The brand users were given three more parameters namely, 'brand goodwill' (P_8), 'advertisement' (P_9) and 'package' (P_{10}), which are applicable only to branded items.

Table 4.58. Parameters influencing purchase behaviour towards rice

Parameter	Brand		Non-brand	
	Sum of ranks	Aggregate rank	Sum of ranks	Aggregate rank
P_1	279	5	515	4
P_2	398	6	600	5
P_3	129	2	330	2
P_4	222	3	439	3
P_5	524	9	916	7
P_6	489	8	814	6
P_7	104	1	278	1
P_8	231	4	-	-
P_9	568	10	-	-
P_{10}	411	7	-	-
W	0.80		0.63	
χ^2	439.20		525.42	

Note: Figures in brackets indicate ranks

It is evident from the table that 'Taste' (P_7) was ranked as the major factor influencing the purchase behaviour of non-branded rice users followed by 'absence of foreign materials' (P_3) and 'less cooking time' (P_4). 'Easy availability' (P_1) and 'price' (P_2) were in the fourth and fifth positions respectively. 'Convenience' (P_6) and 'volume expansion' (P_5) obtained the last two positions in the order of importance.

Like the non-branded rice users, branded rice users also ranked 'taste' (P_7) as the most important factor influencing purchase behaviour. 'Absence of foreign materials' (P_3) was ranked second, followed by 'less cooking time' (P_4). 'Brand goodwill' (P_8), 'easy availability' (P_1), 'price' (P_2) and 'package' (P_{10}) obtained the fourth to seventh positions respectively. 'Convenience' (P_6), 'volume expansion' (P_5) and 'advertisement' (P_9) were the factors that least influenced the purchase of branded rice.

In the case of branded rice, the table value of χ^2 is 16.919 at five per cent level and 21.666 at one per cent level. The calculated value of χ^2 is 439.2 which is considerably higher than the table value. So it can be inferred that 'W' is significant and there is perfect agreement among the judges.

Similarly in the case of non-branded rice the calculated value of χ^2 is 525.42 which is considerably higher than the table value of 12.592 at five per cent level and 16.812 at one per cent level. So it may be inferred that there is significant agreement in ranking by different judges.

4.4.2 Parameters influencing purchase behaviour towards branded rice products

The parameters influencing the purchase of branded rice products are presented in Table 4.59. The parameters given for ranking included 'easy availability' (P_1), 'price' (P_2), 'brand goodwill' (P_3). 'Absence of foreign materials' (P_4), 'less cooking time' (P_5), 'convenience' (P_6), 'taste' (P_7), 'advertisement' (P_8) and 'package' (P_9). The brand users ranked all parameters in the order of importance and the sum of ranks obtained by each parameter is presented below.

Table 4.59. Parameters influencing purchase behaviour towards branded rice products

Parameters	Sum of ranks	Aggregate rank
P_1	147	2
P_2	298	6
P_3	216	4
P_4	219	5
P_5	367	8
P_6	170	3
P_7	64	1
P_8	419	9
P_9	350	7
W	0.72	
χ^2	288	

As in the case of rice, branded rice product users also ranked 'taste' (P_7) as the major factor that influenced purchase behaviour. 'Easy availability' (P_1) was ranked second followed by 'convenience' (P_6). Fourth and fifth ranks were obtained by brand goodwill (P_3) and 'absence of foreign materials' (P_4) respectively. 'Price' (P_2) was ranked sixth in the order of importance. 'Package' (P_9), 'less cooking time' (P_5) and 'advertisement' (P_8) obtained seventh, eighth and ninth ranks respectively.

In the case of branded rice products, the calculated value of χ^2 is 288 which is considerably higher than the table value of 15.507 at five per cent level and 20.090 at one per cent level. So it is clear that the 'W' is significant both at five per cent and one per cent levels and there is perfect agreement among the judges.

4.4.3 Parameters influencing the purchase behaviour towards basmati rice

Table 4.60 pictures the various factors influencing the purchase behaviour towards branded as well as non-branded basmati rice. The respondents were asked to rank the parameters influencing the purchase of non-branded basmati rice namely, 'easy availability' (P_1), 'price' (P_2), 'absence of foreign materials' (P_3), 'less cooking time' (P_4), 'volume expansion' (P_5), 'convenience' (P_6), 'taste' (P_7), 'length' (P_8) and 'aroma' (P_9), according to the order of preference. In the case of branded basmati rice users three brand related parameters such as 'brand goodwill' (P_{10}), 'advertisement' (P_{11}) and 'package' (P_{12}) were also given for ranking. The respondents ranked these parameters and the aggregate ranks obtained by these parameters are given in the table below.

Table 4.60. Parameters influencing purchase behaviour towards basmati rice

Parameter	Brand		Non-brand	
	Sum of ranks	Aggregate rank	Sum of ranks	Aggregate rank
P_1	106	5	146	5
P_2	126	6	142	4
P_3	51	2	106	2
P_4	187	10	270	8
P_5	204	11	293	9
P_6	149	9	246	6
P_7	23	1	52	1
P_8	148	8	252	7
P_9	57	3	113	3
P_{10}	75	4	-	-
P_{11}	214	12	-	-
P_{12}	142	7	-	-
W	0.82		0.76	
χ^2	171.38		218.88	

Note: Figures in brackets indicate ranks

From the table it is evident that in the case of non-branded basmati rice, 'taste' (P_7) was ranked as the major factor influencing the purchase behaviour followed by 'absence of foreign materials' (P_3) and 'aroma' (P_9). 'Price' (P_2) and 'easy availability' (P_1) obtained fourth and fifth positions respectively. 'Convenience' (P_6) was ranked sixth followed by 'length' (P_8). 'Less cooking time' (P_4) and 'volume expansion' (P_5) commanded the last two positions.

As in the case of non-branded basmati rice 'taste' (P_7), 'absence of foreign materials' (P_3) and 'aroma' (P_9) were identified as the major factors influencing purchase behaviour towards branded basmati rice. 'Brand goodwill' (P_{10}) was given fourth rank by majority of the users. 'Easy availability' (P_1), 'price' (P_2) and 'package' (P_{12}) obtained the fifth to seventh positions respectively. 'Length' (P_8) obtained the eighth rank followed by 'convenience' (P_6). 'Less cooking time' (P_4), 'volume expansion' (P_5) and 'advertisement' (P_{11}) were found to be the factors that least influenced the purchase behaviour.

In the case of branded basmati rice the table value of χ^2 at five per cent level is 19.675 and at one per cent level is 24.725. The calculated χ^2 value is significantly higher than the table value. So it may be inferred that 'W' is significant both at five per cent and one per cent level. Similarly in the case of non-branded basmati rice, the calculated value of χ^2 is 218.88 which is considerably higher than the table value of χ^2 both at five per cent and one per cent level. So it may be inferred that there is perfect agreement among the judges.

4.5 Satisfaction with currently used brand or variety

In order to measure the satisfaction of consumers with the currently used brand (in the case of brand users) or variety (in the case of non-branded users) of rice, rice products and basmati rice, a Satisfaction Index was constructed.

The factors which influence the satisfaction level of the respondents such as 'quality' (F_1), 'price' (F_2), 'availability' (F_3), 'packaging' (F_4) and 'promotion' (F_5) were selected and coded for the purpose. In the case of non-branded users, 'packaging' and 'promotion', the two factors which are applicable only to brand users, were excluded. 'Quality' (F_1) was further disaggregated into eight attributes such as 'taste', 'colour', 'uniformity in size', 'cooking time', 'absence of foreign materials', 'hygiene', 'volume expansion' and 'shelf life'. Only five quality attributes, namely, 'taste', 'cooking time', 'absence of foreign materials', 'hygiene' and 'shelf life' are applicable to branded rice products.

The opinion of both brand and non-brand users were obtained on a five-point scale for each character and scores were assigned. The factors which scored a Satisfaction Index 'below 33' were marked under 'least favourable zone'; 'between 33 and 66' under 'moderately favourable zone' and 'more than 66' under 'highly favourable zone'.

Adopting the above described methodology, the consolidated opinion of brand and non-brand users towards rice, rice products and basmati rice was analysed by constructing separate satisfaction indices for each item and the results are presented in the following sections:

4.5.1 Satisfaction level of non-branded rice users

Table 4.61 gives the satisfaction level of the non-branded rice users towards the variety used by them. From the table it is evident that the satisfaction index was highest for 'availability' (98.42) and lowest for 'price' (58.13). 'Quality' as a factor obtained a satisfaction index of 75.4. Among the various quality attributes, 'uniformity in size' obtained the highest satisfaction index (81.30) while 'cooking time' obtained the lowest (62.73). As can be observed from the table, all the factors except 'price' obtained an index 'above 66' and fell under 'highly favourable zone'. 'Price' obtained a satisfaction index of 58.13 and fell under 'moderately favourable zone'

Table 4.61. Satisfaction level of the non-branded rice users

Sl. No.	Factor	Total score	Average score	Satisfaction Index
1.	Quality (average)	524	3.77	75.4
	a. Taste	537	3.86	77.26
	b. Colour	542	3.90	77.99
	c. Uniformity in size	565	4.07	81.30
	d. Cooking time	436	3.14	62.73
	e. Absence of foreign materials	529	3.81	76.12
	f. Hygiene	535	3.85	76.98
	g. Volume expansion	511	3.68	73.53
	h. Shelf life	534	3.84	76.84
2.	Price	404	2.91	58.13
3.	Availability	684	4.92	98.42

4.5.2 *Satisfaction level of branded rice users*

The satisfaction level of the branded rice users towards the brand currently used by them was analysed and presented in Table 4.62. As it is a branded item, the satisfaction towards 'packaging' and 'promotion' were also examined.

As is the case with non-branded rice, consumers assigned the highest satisfaction (95.41) for 'availability' and the lowest for 'price' (46.89). 'Quality' as a factor was in the second position and obtained an index of 79.04. In general, the satisfaction index ranged from 46.89 to 95.41. Among the various quality attributes, 'absence of foreign materials' obtained the highest satisfaction index (97.38) and 'cooking time' the lowest satisfaction index (70.16). From the table it is clear that all the factors except 'price' and 'promotion' obtained a satisfaction index 'above 66' and fell under the 'highly favourable zone'. 'Price' and 'promotion' obtained satisfaction index 'between 33 and 66' and fell under the 'moderately favourable zone'.

Table 4.62. Satisfaction level of the branded rice users

Sl. No.	Factor	Total score	Average score	Satisfaction Index
1.	Quality (average)	249	4.08	79.04
	a. Taste	255	4.18	83.61
	b. Colour	241	3.95	79.02
	c. Uniformity in size	259	4.25	84.92
	d. Cooking time	214	3.51	70.16
	e. Absence of foreign materials	297	4.87	97.38
	f. Hygiene	269	4.41	88.20
	g. Volume expansion	218	3.57	71.48
	h. Shelf life	241	3.95	79.02
2.	Price	143	2.34	46.89
3.	Availability	291	4.77	95.41
4.	Packaging	239	3.92	78.36
5.	Promotion	196	3.21	64.26

4.5.3 *Satisfaction level of branded rice product users*

The satisfaction level of the branded rice product users is presented in Table 4.63. Compared to other selected items, three quality attributes namely, 'uniformity in size', 'colour' and 'volume expansion' which are not relevant in the case of branded rice products were excluded.

From the table it is clear that 'availability' was the factor that obtained the highest satisfaction index (82.4) closely followed by 'quality' (82.0). Among the various quality attributes, 'absence of foreign materials' got maximum satisfaction index (94.0) while 'cooking time' obtained the minimum (76.4). All the factors except 'price' and 'promotion' got a satisfaction index 'above 66' and fell under the 'highly favourable zone'.

Table 4.63. Satisfaction level of the branded rice product users

Sl. No.	Factor	Total score	Average score	Satisfaction Index
1	Quality (average)	205	4.11	82.0
	a. Taste	192	3.84	76.8
	b. Cooking time	191	3.82	76.4
	c. Absence of foreign materials	235	4.70	94.0
	d. Hygiene	213	4.26	85.2
	e. Shelf life	196	3.92	78.4
2	Price	147	2.94	58.8
3	Availability	206	4.12	82.4
4	Packaging	168	3.36	67.2
5	Promotion	163	3.26	65.2

4.5.4 *Satisfaction level of non-branded basmati rice users*

Results presented in Table 4.64 reveal the satisfaction level of non-branded basmati rice users. From the table it is evident that, as in the case of rice, 'availability' obtained the highest satisfaction index (96.11) while 'price' obtained the lowest (59.44). 'Quality' obtained a satisfaction index of 75.28. Among the various quality attributes, 'uniformity in size' obtained the highest satisfaction index (80.56) followed by 'taste' (78.33) and 'colour' (78.33). The satisfaction index was the minimum for 'cooking time', among the quality attributes.

Table 4.64. Satisfaction level of the non-branded basmati rice users

Sl. No.	Factor	Total score	Average score	Satisfaction Index
1	Quality (average)	135	3.76	75.28
	a. Taste	141	3.92	78.33
	b. Colour	141	3.92	78.33
	c. Uniformity in size	145	4.03	80.56
	d. Cooking time	124	3.44	68.89
	e. Absence of foreign materials	130	3.61	72.22
	f. Hygiene	138	3.83	76.67
	g. Volume expansion	127	3.53	70.56
	h. Shelf life	138	3.83	76.67
2	Price	107	2.97	59.44
3	Availability	173	4.81	96.11

4.5.5 Satisfaction level of branded basmati rice users

The satisfaction index of the branded basmati rice users is presented in Table 4.65. From the table it is obvious that like the other selected items, the branded basmati rice users were also highly satisfied with their brand and assigned a satisfaction index 'above 66' for all characters except 'price' (50.53).

The results reveal that, as in the case of other items, 'availability' obtained the highest satisfaction index (96.84) followed by 'quality' (82.11) and 'packaging' (80.00). Among the various quality attributes, 'absence of foreign materials' got the highest satisfaction index (92.63) while 'volume expansion' obtained the lowest (66.32). In general, the satisfaction index ranged between 50.53 and 96.84.

Table 4.65. Satisfaction level of the branded basmati rice users

Sl. No.	Factor	Total score	Average score	Satisfaction Index
1	Quality (average)	78	4.11	82.11
	a. Taste	84	4.42	88.42
	b. Colour	77	4.05	81.05
	c. Uniformity in size	83	4.37	87.37
	d. Cooking time	70	3.68	73.68
	e. Absence of foreign materials	88	4.63	92.63
	f. Hygiene	83	4.37	87.37
	g. Volume expansion	63	3.32	66.32
	h. Shelf life	76	4.00	80.00
2	Price	48	2.53	50.53
3	Availability	92	4.84	96.84
4	Packaging	76	4.00	80.00
5	Promotion	63	3.32	66.32

4.6 Attitudinal Analysis

4.6.1 Analysis Level I

The attitude of the respondents towards branded rice, basmati rice and rice products is studied in this part. The objective of the analysis is to find out the 'favourable', 'unfavourable' and 'neutral' responses, towards brands in these items. Likert's method of summated ratings was applied to find out the aggregate attitudinal scores of the respondents. These scores reflect the sum total of consumer's personal beliefs and feelings about branded rice, rice products and basmati rice.

In the case of branded rice, a minimum score of '12', (12 x 1) indicates that the consumer's attitude is most unfavourable; a maximum score of '60' (12 x 5) indicates the most favourable attitude and a median score of '36' (12 x 3) indicates a neutral attitude. The method suggests that all the scores 'above 36' indicate a favourable attitude and all the scores 'below 36' indicate an unfavourable attitude of consumers.

Similarly, in the case of basmati rice, a score of '33' (11 x 3) indicates a neutral attitude; a score 'above 33' indicates a favourable attitude and a score 'below 33' indicates an unfavourable attitude of consumers. A score of '30' (10 x 3) indicates a neutral attitude and a score 'above 30' shows a favourable attitude and a score 'below 30' shows an unfavourable attitude of the consumers towards branded rice products. Table 4.66 gives an overview of the attitude of the respondents towards branded items.

Table 4.66. Attitude of the respondents towards selected branded items

No. of respondents / Items	Brand users				Non-brand users			
	Favourable	Unfavourable	Neutral	Total	Favourable	Unfavourable	Neutral	Total
Branded rice	61 (100.0)	-	-	61 (100.0)	112 (91.0)	9 (7.0)	2 (2.0)	123 (100.0)
Branded rice products	50 (100.0)	-	-	50 (100.0)	110 (90.0)	8 (7.0)	4 (3.0)	122 (100.0)
Branded basmati rice	19 (100.0)	-	-	19 (100.0)	17 (90.0)	-	2 (10.0)	19 (100.0)

Note: Figures in brackets indicate percentage to total

It is evident from the table that cent per cent of the brand users had a favourable attitude towards branded items. Like that more than 90 per cent of the non-brand users also held a favourable attitude towards brands. Nearly seven per cent of the non-brand users showed unfavourable attitude towards branded rice and branded rice products. Among the non-brand users, neutral attitude was more in the case of branded basmati rice. Around 2-3 per cent of the non-branded rice and rice product users showed neutral attitude towards brands.

4.6.2 Analysis Level II

The general attitude of the respondents towards selected branded items was analysed in the first stage of attitudinal analysis. In this part, a detailed analysis of the attitude of the respondents towards each statement in the selected categories is carried out. The objective of the analysis is to find out the percentage of respondents having 'favourable', 'unfavourable' and 'neutral' attitude towards each statement. For this purpose it is assumed that the respondents who 'agreed' or 'strongly agreed' to a statement had a 'favourable attitude' towards the statement; the respondents who were not having any opinion had a 'neutral attitude' and the respondents who 'disagreed' or 'strongly disagreed' to the statement had an 'unfavourable attitude'. The attitude of the brand and non-brand users were measured separately to find out whether there was any accord or discord in the responses. The attitude of the respondents towards the selected items was measured on a five point scale and is presented in Table 4.67.

From the table it is clear that majority of the brand users showed a favourable attitude towards all the statements related to branded rice. Highest favourable response was obtained by S_8 (100 per cent) among the branded rice users. Similarly highest neutral response was obtained by 'S_9' (43 per cent) and highest unfavourable response was obtained by S_2 (8 per cent), compared to other statements. Among the non-brand users S_2 obtained highest favourable score (94 per cent) followed by S_{12} (91 per cent) and S_5 (91 per cent). Neutral responses were high among the non-brand users for statements, S_9 (96 per cent), S_7 (69 per cent), S_{10} (69 per cent) and S_{11} (44 per cent). Like that highest unfavourable response was obtained by S_{10} (10 per cent).

In the case of branded rice products, highest favourable response (100 per cent each) was shared by S_2 and S_7 among the brand users. Likewise S_4 (36 per cent) and S_9 (30 per cent) were the statements that got high neutral responses. Highest unfavourable response was obtained by S_5 (22 per cent). Majority of the home-made rice product users showed favourable attitude towards all the statements except S_1, S_4 and S_5. Neutral responses were high for S_9 (50 per cent) and S_5 (46 per cent). Similarly, highest unfavourable response was obtained by S_1 (77 per cent).

In the case of branded basmati rice, majority of the brand users showed a favourable attitude towards all the statements except S_8. Neutral response was high for S_8 (74 per cent) among the brand users. S_2 (11 per cent) was the only statement which obtained unfavourable response. Among the non-brand users, highest favourable response was shared by statements, S_7 and S_{11} (100 per cent each). Likewise highly neutral responses were obtained by S_8 (89 per cent) and S_6 (79 per cent) and there were no unfavourable responses towards the statements by the non-brand users.

itude of the respondents towards various statements

nse	S1		S2		S3		S4		S5		S6		S7		S8		S9		S10		S11		S12	
	B	NB	B	NB	B	NB	B	NB	B	NB	B	NB	B	NB	B	NB	B	NB	B	NB	B	NB	B	NB
anded rice																								
S.A	25 (41)	12 (10)	11 (18)	27 (22)	29 (47)	17 (14)	31 (51)	34 (28)	18 (29)	13 (11)	15 (24)	11 (9)	8 (13)	-	7 (11)	5 (4)	3 (5)	-	11 (18)	2 (2)	1 (2)	1 (1)	12 (19)	4 (3)
A	35 (57)	89 (72)	43 (71)	89 (72)	31 (51)	87 (71)	26 (43)	55 (45)	42 (69)	99 (80)	45 (74)	96 (78)	45 (74)	29 (23)	54 (89)	106 (86)	32 (52)	5 (4)	49 (80)	23 (19)	38 (62)	59 (48)	48 (79)	108 (88)
NO	1 (2)	18 (15)	2 (3)	7 (6)	1 (2)	18 (14)	4 (6)	30 (24)	-	11 (9)	1 (2)	16 (13)	6 (10)	85 (69)	-	12 (10)	26 (43)	118 (96)	1 (2)	85 (69)	19 (31)	55 (44)	1 (2)	11 (9)
DA	-	4 (3)	5 (8)	-	-	1 (1)	-	4 (3)	1 (2)	-	-	-	2 (3)	7 (6)	-	-	-	-	-	10 (8)	3 (5)	6 (5)	-	-
SDA	-	-	-	-	-	-	-	-	-	-	-	-	-	2 (2)	-	-	-	-	-	3 (2)	-	2 (2)	-	-
Branded rice products																								
S.A	2 (4)	1 (1)	18 (36)	16 (13)	26 (52)	37 (31)	-	1 (1)	-	1 (1)	-	3 (3)	3 (6)	1 (1)	-	3 (3)	-	4 (3)	3 (6)	3 (3)	-	-	-	-
A	30 (60)	3 (2)	32 (64)	92 (75)	23 (46)	65 (53)	23 (46)	53 (43)	37 (74)	45 (37)	47 (94)	109 (89)	47 (94)	107 (87)	49 (98)	91 (74)	34 (68)	55 (45)	44 (88)	106 (86)	-	-	-	-
NO	9 (18)	24 (20)	-	8 (7)	1 (2)	15 (12)	18 (36)	30 (25)	2 (4)	56 (46)	3 (6)	9 (7)	-	12 (10)	1 (2)	28 (23)	15 (30)	61 (50)	3 (6)	11 (9)	-	-	-	-
DA	9 (18)	75 (61)	-	5 (4)	-	4 (3)	9 (18)	38 (31)	11 (22)	20 (16)	-	-	-	2 (2)	-	-	1 (2)	2 (2)	-	2 (2)	-	-	-	-
SDA	-	19 (16)	-	1 (1)	-	1 (1)	-	-	-	-	-	1 (1)	-	-	-	-	-	-	-	-	-	-	-	-
Branded Basmati rice																								
S.A	9 (47)	2 (10)	4 (21)	6 (32)	9 (47)	4 (21)	6 (32)	1 (5)	5 (26)	1 (5)	3 (16)	-	-	1 (5)	-	-	7 (37)	1 (5)	-	-	2 (11)	1 (5)	-	-
A	10 (53)	14 (74)	13 (68)	11 (58)	10 (53)	14 (74)	13 (68)	17 (90)	14 (74)	17 (90)	13 (68)	4 (21)	19 (100)	18 (95)	5 (26)	2 (11)	11 (58)	8 (42)	10 (53)	11 (58)	17 (89)	18 (95)	-	-
NO	-	3 (16)	-	2 (10)	-	1 (5)	-	1 (5)	-	1 (5)	3 (16)	15 (79)	-	-	14 (74)	17 (89)	1 (5)	10 (53)	9 (47)	8 (42)	-	-	-	-
DA	-	-	2 (11)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SDA	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-	-	-	-	-	-	-	-	-

Note: Figures in brackets indicates percentage to total.
SA - Strongly Agree; A - Agree; NO - No Opinion; DA - Disagree; SDA - Strongly Disagree
B - Brand; NB - Non-brand

Discussion

CHAPTER-V

DISCUSSION

The salient results of the present study are interpreted and discussed in this chapter under the following major headings.

5.1 Socio-economic profile of the respondents

5.2 Expenditure pattern of the respondents

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5.1 Socio-economic profile of the respondents

The data regarding socio-economic variables and brand, non-brand preferences among the respondents presented in the first part of the result chapter are analysed here.

5.1.1 Age of the respondents

As age is an important socio-economic variable, the respondents were classified on the basis of age and the results are presented in Table 4.1. It is evident from the table that majority of the respondents belonged to two age groups, viz., '40-55' years and '25-40' years. Respondents 'below 25' years were comparatively low. It may be inferred that the sample consisted mainly of middle-aged consumers rather than younger generation.

The respondents were again classified based on brand, non-brand preferences and the results are shown in Table 4.2. The table indicates that irrespective of brand and non-brand differences, majority of the respondents, belonged to two age groups, '25-40' years and '40-55' years. While analysing the brand and non-brand preferences of the respondents of each age group, it is known that the share of branded rice users was maximum in two age groups, namely, 'below 25' years and '40-55' years and minimum in 'above 55' years age group. In the case of rice products also majority of the respondents in the age group of 'below 25' years preferred branded rice products. This phenomenon could be due to the reason that majority of them found it difficult to prepare rice products in the traditional way and it was convenient for them to use branded rice products. It may, therefore, be inferred that younger people are more inclined towards branded rice and rice products than others.

5.1.2 Religion of the respondents

From the data presented in Table 4.3 it is observed that majority of the respondents were 'Hindus' followed by 'Christians' and 'Muslims'. The results indicate that the sample is a true cross section of the population of the areas covered by the study.

From Table 4.4 it is evident that 'Hindus', constituted the major group among the respondents, both brand and non-brand users, in rice and rice products. An attempt was made to analyse the performance of each class and it is found that the share of branded rice users was high among 'Muslims' (38 per cent) and low among 'Hindus' (32 per cent). That means that 68 per cent of the 'Hindus', 63 per cent of the 'Christians' and 62 per cent of the 'Muslims' were using non-branded rice. On the other hand, in the case of rice products, the share of brands was minimum among 'Muslims' (6 per cent) and maximum among 'Christians' (29 per cent). Around 75 per cent of the 'Hindus' were using home-made rice products.

5.1.3 Educational status of the respondents

Respondents were also classified on the basis of their educational qualification, as it is a socio-economic determinant of consumer behaviour. Majority of the respondents were 'graduates' and the share of respondents with only primary education was insignificant. The results clearly suggest that the respondents were well educated and more than 50 per cent of them were highly qualified (Table 4.5).

The respondents were again classified into brand and non-brand users and the related data are presented in Table 4.6. From the table it is clear that majority of the respondents, both brand and non-brand users, were 'graduates'. Among the branded rice and rice product users, 'graduates' constituted the major group followed by 'professionals'.

While analysing the performance of each educational class, it is observed that the share of branded rice and rice product users was minimum among the respondents with 'primary education' and maximum among the 'professionals' and 'post-graduates'. So it may be inferred that the preference towards branded rice and rice products was comparatively high among the respondents with higher education. This phenomenon might attributed to the higher level of awareness among them.

5.1.4 Employment status of the respondents

Occupation of the respondents is also considered as an important variable influencing purchase behaviour. From the study it is clear that majority of the respondents (82 per cent) were unemployed. The remaining 18 per cent of the respondents were employed in various sectors as shown in Table 4.8. Majority of the employed respondents were 'Government servants' and 'self employed' rather than private sector employees.

Table 4.9 gives an overview of the actual employment level of the households surveyed. From the table it is clear that majority (84 per cent) of the households had at least one member employed, which showed the high level of employment in the study area. Households with at least one male member employed were 81 per cent. On the other hand, households with at least one female member employed were only 23 per cent. The results suggest that female employment is comparatively low in the study area.

As majority of the respondents were 'unemployed',they naturally happened to be the major group among both brand and non-brand users in rice and rice products (Table 4.10).

The results revealed that majority of the employed, retired and unemployed respondents were using non-branded rice and rice products. While comparing the performance of these groups it is evident that the share of brand users was high among the 'unemployed' in the case of rice and the 'employed' in the case of rice products. Among the employed, the share of branded rice product users was higher than branded rice users. This phenomenon might be due to the influence of factors like 'convenience' and 'less cooking time' associated with branded rice products, which attracted the employed respondents.

5.1.5 Type and size of the family

The data regarding the nature and size of the family of sample respondents are shown in Table 4.11 and Table 4.12. Majority of the respondents had nuclear families. The presence of large number of nuclear families compared to joint families might be due to the urban characteristics of the study area.

Majority of the respondents had a family size of 3-4 members. Around 16 per cent of the households had only two members and majority of them were retired couples whose children were away from them either on account of studies or employment.

The strong preference of the sample respondents for small sized families is quite evident from the results. The number of members were below six even in some joint families.

The classification of the respondents into brand and non-brand users is presented in Table 4.13. Majority of the respondents, both brand and non-brand users, had a family size of '3-4'. In the case of rice, the respondents with a family size of '1-2' and '3-4' showed maximum preference towards branded rice and the share of brand users was comparatively high among them. In the case of rice products also the share of brand users was maximum among the respondents with a family size of '1-2' and minimum among the respondents with a family size 'above 6'. So it may be inferred that the respondents with small families preferred branded rice and rice products compared to others. 'Convenience' and 'quality' factor associated with branded items might be the reason for this preference. As the number of members was limited in small families the quantity required was comparatively low and as a result they insisted more on quality and convenience.

5.1.6 Income level of the respondents

Data regarding total monthly income of the family are depicted in Table 4.14. Majority of the respondents had a total monthly income of more than Rs.9000 and it shows the higher income level of the respondents. There were only a few respondents who had an income below Rs.5000.

Table 4.15 gives an overview of the brand and non-brand preferences of different income groups. It is evident from the table that majority of the brand users in rice and rice products belonged to the income group of Rs.14000-20000. Most of the non-branded rice users belonged to Rs.9000-14000 income group and home-made rice product users belonged to Rs.14000-20000 income group. The share of branded rice users was zero in the first two income groups. Majority of the respondents coming under 'above Rs.20000' income group were brand users. Similarly in the case of rice products, the share of brand users was zero in 'below 2000' income group, and maximum in 'above 20000' income group. The inference could be that the preference towards branded rice and rice products was comparatively high in the higher income groups and income level of the respondents is an important determinant of brand preferences.

5.2 Expenditure pattern of the respondents

The expenditure pattern of the households are depicted in Table 4.16. It is evident from the table that as in the case of income, majority of the respondents belonged to two expenditure groups ranging from Rs.4000-6000 and Rs.6000-9000. There were only a few respondents who were spending below Rs.4000 and above Rs.9000 on household expenditure. It may be inferred that the household expenditure of majority of the respondents was within the range of Rs.4000 and Rs.9000.

The data presented in Table 4.17 regarding food and non-food expenditure revealed that for majority of the respondents, the non-food expenditure accounted for more than half of the total expenditure. In other words, an amount, which was less than 50 per cent of the total monthly expenditure was sufficient for meeting food expenditure for majority of the respondents. The average expenditure on food items was found to be 44.5 per cent of the total expenditure for the sample respondents as a whole.

From the data presented in Table 4.18 it is obvious that almost 90 per cent of the respondents were spending less than 20 per cent of the total food expenditure on rice, rice products and basmati rice. It was observed that only a few families were spending more than 20 per cent of the food expenditure on rice and rice products. The average expenditure on rice, rice products and basmati rice constituted around 14 per cent of the total food expenditure and six per cent of the total household expenditure of the respondents.

5.3 Consumer behaviour

The results of various consumer behavioural aspects presented in the previous chapter are discussed in this part.

It was observed that the entire respondents consumed rice, either in raw or boiled form. In the case of rice products such as idli, dosa, puttu, appam, etc., majority of the respondents consumed them as break fast food. A few respondents were taking meals as breakfast, instead of rice products. Some respondents used to have branded rice products for break fast. Basmati rice was used occasionally by a limited number of respondents.

5.3.1 Monthly consumption of the respondents

It could be inferred from the results that the average monthly household consumption was high among the non-brand users compared to brand users, in the case of rice and basmati rice. This tendency might be due to the small family size of the brand users compared to non-brand users.

5.3.2 Share of brands in the consumption of rice

From Table 4.19 it is obvious that all the respondents except two preferred boiled rice for meals mainly due to the influence of custom. The number of non-brand users was around two and a half times of the brand users. Price difference between branded and non-branded rice could be the prime reason for using non-branded rice for meals by a vast majority of the consumers. The normal price difference between branded and non-branded rice ranged from Re.1 to Rs.3 per kg in the case of 'matta', 'cherumony' and 'ponni'. It is also interesting to note that none of the respondents was using home-made rice for meals unlike the rural consumers.

5.3.3 *Share of brands in the consumption of rice products*

Rice products such as idli, puttu, dosa, appam, etc., were consumed generally by the respondents for break fast. Table 4.20, shown in the previous chapter, gives an idea of the consumption pattern of rice products by the respondents. The table indicates that a vast majority of the respondents used exclusively home-made rice products. They used to purchase both raw and boiled rice and powdered it at home or got it powdered at the nearby flour mills for making rice products.

Branded rice products were used only by one-fourth of the total respondents. The share of branded rice product users to total number of respondents was comparatively less than the share of branded rice users. This phenomenon might be on account of the reluctance on the part of the respondents to change their habit or custom of using home-made rice products. The possession of wet grinder or mixers, and the presence of flour mills nearby could be another reason for not using branded rice products. It was observed that nearly 10 per cent of the respondents were not using any rice products regularly. They used to have rice (meals) for breakfast also.

Table 4.21 gives an overview of various types of rice used by the home-made rice product users for making rice products. It was observed that majority of the home-made rice product users used both raw and boiled rice for making rice products. They used a mix of raw and boiled rice for making idli and dosa particularly. Some respondents used only raw rice for making rice products while others used only boiled rice, especially 'ponni' rice for making rice products.

Consumption pattern of branded rice products by the users is illustrated in Table 4.22. 'Puttu powder' was identified as the most popular rice product among the brand users. 'Appam powder' was preferred by only one- half of the brand users. Only one-fourth of the respondents were making appam regularly for breakfast. This could be the reason for the low share of 'appam powder' users among the branded rice product users. 'Rice ada' was bought by the respondents on special occasions such as festivals, birthdays and other social functions, for preparing payasam. Among the various branded rice products, 'rice ada' was found to be used by almost all the respondents probably due to the difficulty of making it at home. It appears that the consumers are opting for branded rice products when the preparation of such product is time consuming, laborious and complex.

5.3.4 Share of brands in the consumption of basmati rice

Table 4.23 gives the share of branded and non-branded basmati rice in the total basmati rice consumption by the respondents. From the study it is obvious that basmati rice was not used daily for meals by the respondents. The market for basmati rice is mainly for making biriyani during social occasions like weddings, get-togethers, conferences, etc. The major buyers of basmati rice are not individual consumers, but bulk buyers like hotels, caterers and hostels. Basmati rice was occasionally bought by a few respondents for making pulavu, biriyani and fried rice.

Among the basmati rice users majority of them preferred non-branded basmati rice to branded. 'Low price' might be the main reason for using non-branded basmati rice by the users. The market price of basmati rice ranged from Rs.24 to Rs.54 depending up on the quality. Similarly the price difference between branded and non-branded basmati rice ranged from Rs.7 to Rs.30 per kg. Compared to branded and non-branded rice, price difference was more wide in the case of branded and non-branded basmati rice.

5.3.5 Frequency of purchase

Table 4.24 shows the data regarding the frequency of purchase of rice and basmati rice. It is evident from the table that monthly buyers constituted the major group in all these items. The perceived 'convenience' and 'good shelf life' of the items might be the reason for the monthly purchase behaviour of the respondents. The higher income level of the respondents could also be another reason for the purchase on a monthly basis. It may be noted that the major source of income of majority (69 per cent) of the households was salary or pension received on a monthly basis. Some respondents purchased rice and basmati rice on a fortnightly basis and some others had 'no specific timing' for the purchase of these items.

The frequency of purchase of the branded items was also analysed separately and presented in Table 4.25. Monthly buyers constituted the major group in branded rice, rice products and basmati rice. So it may be inferred that majority of the respondents, both brand and non-brand users, preferred to buy these items on a monthly basis. But in the case of branded rice products 'fortnightly' and 'weekly' purchases were also popular.

5.3.6 Variety preference of the respondents

Data pertaining to the variety preference of the rice consumers is presented in Table 4.26. Rice is available in the market in different varieties which differ from one another in terms of size, shape, length, colour, taste, etc. The different rice varieties identified were 'matta' (the red variety), 'ponni', 'cherumony', 'bhodhana', 'kattangi', etc.

From the results it is evident that 'matta' was the most popular variety among the brand and non-brand users. Brand users preferred only two varieties such as 'ponni' and 'cherumony' other than 'matta'. 'Cherumony' and 'ponni' were the other two major varieties preferred by the non-brand users also. The market share of the other three varieties namely, 'bhodhana', 'kattangi' and 'raw rice' together was hardly 20 per cent. This reflects the low demand for these varieties among the brand as well as non-brand users.

5.3.7 Reasons for using brands

The reasons identified by the respondents for using branded items of rice, rice products and basmati rice are presented in Table 4.27. It is obvious from the table that 'better quality perception' was the major factor which influenced the purchase of branded rice and basmati rice. 'Convenience' and 'taste' were the other major reasons identified by the branded rice and basmati rice users. In the case of branded rice products 'convenience' was pointed out as the major reason for the purchase by majority of the users, closely followed by 'taste'. It may be inferred that 'better quality perceptions', 'convenience' and 'taste' were the major reasons for the purchase of branded items. Thus the marketers have to address to these factors in their marketing communication to attract new consumers towards brands.

5.3.8 Reason for using non-branded items

The non-brand users were asked about the reasons for preferring non-branded items (Table 4.28). Majority of the respondents selected non-branded rice and basmati rice for consumption mainly due to 'low price' of non-branded items. The other important reasons identified by them were 'satisfaction with the current variety' and 'habit/custom'. 'Taste' and 'convenience' were the least important considerations that influenced the consumption of non-branded rice. The non-brand users of rice and basmati rice were more sensitive to price than other factors. Similarly, they appeared to be less sensitive to 'taste' and 'convenience' factors. The non-brand users were satisfied with the currently used variety of rice and basmati rice which was available at a low price.

5.3.9 Reason for using home-made rice products

The reasons for using home-made rice products, as reported by the respondents is presented in Table 4.29. Most of the respondents preferred home-made rice products to branded ones mainly due to the 'taste' factor closely followed by custom/habit. The other major reasons pointed out for preferring home-made rice products were 'quality', 'absence of foreign materials', 'health factors' and 'convenience'.

It could be inferred that the respondents who attributed their preference to 'taste', perceived that home-made rice products were superior in taste than ready made branded rice products. Some respondents used home-made rice products because it was their custom/tradition to make it at home. In order to expand the branded rice products market, the marketers have to convince the consumers that the branded products are superior in taste and quality.

5.3.10 Brand awareness

Awareness of the respondents about the various brands of rice, rice products and basmati rice available in the market is presented in Table 4.30. Majority of the respondents were aware of and able to recall at least one brand in rice and rice products. This might be due to higher level of education and media exposure of the respondents. The share of respondents who were 'aware but not able to recall the brand' and 'not at all aware' was greater in the case of rice products compared to rice.

Brand awareness was more in the case of rice and rice products than basmati rice. Basmati rice was used on special occasions by the respondents. The low awareness of branded basmati rice among the respondents might be due to the lack of local brands and advertisement in the mass media.

5.3.11 Brands recalled

The respondents who were aware of the rice brands were asked to recall the available brands in the market and the information in this regard is presented in Table 4.31. 'Double Horse' was the rice brand which was recalled by majority of the respondents followed by 'Nirapara' and 'Nenmony'. The recall of these three rice brands by majority of the respondents might be due to the influence of advertisements in different media like television, newspaper, magazines, etc.

The brands recalled by the respondents in rice products is shown in Table 4.32. Among the branded rice products, 'Nirapara' (a well known rice brand which introduced rice products recently) was recalled by more number of respondents. It could be due to the influence of advertisements shown in the television during the introduction stage. It was closely followed by 'Sreenivas' and 'Devon'. 'Double horse' and 'Classic' were the other popular brands. There were also certain other brands produced by small scale units which could be recalled only by their actual users such as 'Shabul', Thrupthi', 'Surya', 'Drysya', etc. Lack of advertisements could be the reason for the low brand recall by the respondents of these brands.

The brands recalled in basmati rice are shown in Table 4.33. Brand awareness and brand recall were comparatively low in branded basmati rice. 'Kohinoor' was the most popular brand followed by 'Double Horse'. A few respondents recalled certain other brands such as 'Elite', '555' and 'Bullet'

5.3.12 *Currently used brand*

An attempt was made to find out the currently used brand in rice, rice products and basmati rice among the respondents. From Table 4.34 it is evident that 'Double Horse' was the market leader distantly followed by 'Nirapara'. 'Nenmony' and 'Sadya' were the other two brands used by the respondents.

'Double Horse', a brand of Manjilas Agro Mills, Thrissur is a leading brand in the rice market since 1959. It is having a wide distribution channel especially in Thrissur town and that might be the reason for the high level of brand awareness and brand use of 'Double Horse' among the respondents.

Brand preference among the branded rice product users is shown in Table 4.35. In branded rice products, when almost two-third majority showed preference towards a single brand, the others showed dual brand preference. 'Classic' was the main brand preferred by the single brand users while 'Sreenivas' was the most preferred brand among the dual brand users. 'Sreenivas' and 'Devon' were the other two major brands among the single brand users. Similarly 'Devon', 'Classic' and 'Surya' were the other three major brands preferred by the dual brand users (Table 4.36).

The market for rice products was not dominated by a single player or brand. 'Double Horse', the most popular brand in rice, was lagging behind in market acceptance in the case of rice products. They entered into the rice product market only recently and that might be the reason for it's poor performance.

Branded basmati rice was used by 34.5 per cent of the basmati rice users. Kohinoor, a national brand, was the most preferred brand closely followed by 'Double Horse' and 'Elite', two local brands as shown in Table 4.37.

The price difference was comparatively high among various brands of basmati rice. It varied from Rs.6 to Rs.24 among the various brands. The price difference between branded and non-branded basmati rice was also very high. 'Elite', a local supermarket brand, which was priced comparatively low was enjoying a 32 per cent share of the total brand users market.

5.3.13 Length of use

Table 4.38 provides a detailed picture of the length for which the currently used brand has been in use by the branded rice, rice products and basmati rice users. More than half of the users of branded rice and branded basmati rice were using the same brand for more than two years. Majority of the branded rice product users were also using the same brand for more than one year. Nobody was found to have shifted the brand during the last three months in any of the categories. Thus brand loyalty was found to be very high among the respondents. It should also be noted that brand loyalty was higher in the case of branded rice and basmati rice compared to branded rice products.

5.3.14 Brand shift

From Table 4.39 it is clear that 'Double Horse' was the brand which was affected, though not significantly, by brand shift. In the past two years, majority of the respondents who shifted brands was from 'Double Horse'. The reason identified for the brand shift was 'the thrill of trying a new brand'. 'Nirapara' was the brand that had benefited most from brand shift and it might be due to the influence of aggressive advertisements of the brand through various media. 'Brand goodwill' was stated as the sole reason by the respondents who shifted to 'Double Horse'. The results show that brand shifting tendency was not strong and it was not motivated by product related factors.

In the case of branded rice products, four respondents shifted their brands in the past two years. 'Sreenivas', 'Melam' and 'Devon' were the brands affected by the brand shift and the beneficiaries were 'Classic', 'Elite', 'Surya' and 'Double Horse'.

Around 12 per cent of the branded rice users shifted their brands in past two years. On the other hand, brand shift was not at all noticed among the branded basmati rice users in the past two years. From this it could be inferred that brand loyalty was higher among branded basmati rice users than others.

5.3.15 Shift from non-brand to brand

The non-brand users were asked about their willingness to shift to brands and only two of them responded positively in the case of rice. They preferred 'Nirapara' and 'Nenmony' and the reason for preference was the 'brand goodwill' enjoyed by the brands. The home-made rice product users who wanted to shift to branded rice products (50 per cent) also identified 'brand goodwill' as the major reason for preferring a particular brand. So it might be inferred that 'brand goodwill' was the major factor influencing the brand shifting behaviour. 'Quality' and 'convenience' were the other major reasons in the case of branded rice products (Table 4.40 and Table 4.41).

5.3.16 Readiness to shift brands among the brand users

From Table 4.42 it is evident that majority of the brand users were reluctant to change their brand. Brand shifting tendency was comparatively high in the case of branded rice products than branded rice and basmati rice. The only reason identified by the respondents for shifting their brand in rice and basmati rice was 'the thrill of trying a new brand'. Thus it may be safely concluded that the need for brand shift in the case of rice and basmati rice was not functional but psychological. The branded rice product users also identified 'the thrill of trying a new brand' as the major reason for brand shift. 'Poor taste' and 'non-availability' were the other reasons identified by the branded rice product users. Hence for retaining the customers, the marketers should ensure the 'taste' of the product and it's ready availability at the point of purchase.

5.3.17 Source of purchase

Source of purchase preferred by the respondents for the selected items is shown in Table 4.43. The table indicates that 'supermarket' was the main source of purchase for branded rice, rice products and basmati rice. 'Availability of a wide variety of brands' and the 'open display' of items could be the reason for selecting supermarkets as the major source of purchase by the brand users. 'General provision stores' followed by 'Margin free supermarkets' were the other favourite source of purchase for branded items.

'General provision store' was the main source of purchase of non-branded rice users probably due to 'easy accessibility' and 'convenience'. 'Margin free supermarket' was the second major source of purchase in the case of non-branded rice followed by wholesalers. In the case of non-branded basmati rice, 'margin free supermarket' was the major source of purchase followed by 'general provision stores'.

'Co-operatives' were used by only two per cent of the respondents for the purchase of non-branded rice. 'Fair price shops' were not preferred by any one of the respondents for these items. It is obvious from this analysis that the respondents showed little preference towards fair price shops and co-operatives. This might be due to the poor quality perception of the goods supplied by these outlets.

5.3.18 Store loyalty

Store loyalty was very high among both brand and non-brand users as it is presented in Table 4.44. Majority of the respondents showed single store preference in all the product items. It is clear that brand users exhibited more store loyalty than non-brand users in the case of rice and basmati rice. Branded rice product users also showed high loyalty towards a single store. 'Availability', 'accessibility' and 'better customer service' could be the reasons for store loyalty.

5.3.19 Reasons for store loyalty

The various reasons identified by the respondents for store loyalty is presented in Table 4.45. 'Accessibility' was the main reason stated by the respondents for patronising a particular store. 'Accessibility' indicates proximity to the work place or home. Thus majority of the branded rice, basmati rice and branded rice product users preferred a particular store because it was easily accessible to them. 'Better customer service' was the second main reason pointed out by the users of all branded items followed by 'discount allowed by the storekeeper'. 'Quality', 'convenience' and 'home delivery' were reported as the other factors that influenced store loyalty.

'Accessibility' was the major reason identified for store loyalty by the non-brand users also. 'Discount offered by the shopkeeper' was the second major reason identified by the non-brand users followed by 'better customer service'.

Unlike to brand users 'quality' was given greater importance by the non-brand users. Branded items normally assured a certain level of quality as they were produced by well-established producers. However, quality assurance was generally minimum in the case of non-branded items and that might have persuaded the non-brand users to give greater importance to 'quality' of the product offered by a store.

5.3.20 Readiness to shift store

The results of the respondent's readiness to shift the store is presented in Table 4.46. Majority of the respondents were satisfied with their current store in respect of all product categories. Store shifting tendency was comparatively low among the brand users of rice and basmati rice compared to non-brand users. On the other hand, in the case of branded rice products, store shifting tendency was relatively high, which might be on account of the non-availability of the preferred brand. Store shifting tendency was totally absent among the branded basmati rice users.

5.3.21 Reasons for store shift

It is evident from Table 4.47 that majority of the non-branded rice users who wanted to shift the store, wanted it mainly due to the high price charged by the shopkeeper. In this case, the shift was mainly in favour of 'margin free supermarkets', probably due to the low price charged by them. 'Inconvenience' caused by 'transfer' or 'change of residence' was the main reason for store shift by all the branded rice users. 'Non-availability' of the preferred brand was the sole reason for store shift by branded rice product users. In order to check the desertation of customers, the store keeper has to ensure the ready availability of the preferred brands of the customers.

In the case of non-branded basmati rice, 'inconvenience' and 'poor customer service' were the two reasons pointed out by the respondents for store shift. There was only one customer who wanted to shift the store because of 'poor quality' in the case of non-branded rice.

5.3.22 Quantity preferred for single purchase

The quantity preferred by the respondents for a single purchase is presented in Table 4.48. Majority of the branded rice users preferred to buy either '5 kg' or '10 kg' lots while non-branded rice users preferred to buy either '10 kg' or '20 kg' in a single purchase. Compared to brand users, the non-brand users preferred to buy rice in large quantities.

In the case of branded rice products cent per cent of the users preferred to buy 'half' kg or 'one' kg packet in a single purchase. Small packets were preferred as it was more convenient for use and saved the trouble of storing the products for long by the housewives.

All the branded basmati rice users preferred to buy either one kg or two kg packet of basmati rice for a single purchase. Majority of the non-branded basmati rice users also preferred to buy small quantity for a single purchase. Thus 10 kg, one kg and half kg were found to be the ideal lot sizes for rice, basmati rice and rice products respectively. The preference towards small lot sizes might be due to the easy accessibility of the store enabling the respondents to buy these products whenever the stock is exhausted.

5.3.23 Decision maker

It is obvious from Table 4.49 that in majority of the households, the buying decision regarding rice, rice products, and other consumables was made exclusively by the 'housewives'. 'Joint decision by the husband and wife' constituted the second important mode of decision making regarding these items followed by decisions by 'husbands alone'. 'Children' were playing only an insignificant role in the decision making in respect of rice, rice products and other consumables. 'Others' group which includes parents, in-laws, servants, etc., played a minor role in the purchase decision making of these items.

The buying decision regarding consumer durables was made jointly by husband and wife in majority of the households. 'Husbands alone' constituted the second major decision maker in the purchase of consumer durables. Children, especially grown-ups, were getting considerable importance in decision making regarding consumer durables. In 15 per cent of the households, decision regarding consumer durables was made by the children and all of them were above the age of 20 years.

5.3.24 Actual buyer

Information regarding the actual buyer of the selected items is presented in Table 4.50. Eventhough the decisions regarding rice and other consumables were made by wives, 'husbands' appeared to be the principal actual buyers for these products closely followed by 'wives'. On the other hand, in the case of rice products 'wives' were the principal buyers, followed by 'joint purchase by husband and wife'. 'Others' which include parents/in-laws, servants/drivers and home delivery accounted for a considerable share in the case of rice and other consumables. Unlike consumables, 'children' got considerable involvement in the decision making and actual purchase of consumer durables.

The actual buying of consumer durables was made 'jointly by husband and wife' in majority of the households. Joint purchase was made even in the households where the decision was taken solely by the husband.

5.3.25 Shopping time

In the case of rice and other consumables 'after office hours' was considered as the ideal time for shopping as it is shown in Table 4.51. This behaviour might be due to the fact that husbands constituted the principal actual buyers of rice and other consumables, and it was convenient for them to make the purchases 'after office hours'. On the other hand, in the case of branded rice products majority of the respondents did not follow any specific timing for purchase. In the case of rice and other consumables also a considerable share of the respondents had no specific time for purchase.

5.3.26 Media exposure

Media exposure, both print and electronic, was very high among the respondents. Table 4.52 gives an overview of various newspapers subscribed or read by the respondents. The subscription of newspapers was very high among the respondents. This phenomenon might be due to the high literacy rate among the respondents. Majority of the newspapers subscribed by the respondents were in Malayalam. 'Malayala Manorama' was the market leader in the case of subscription closely followed by 'Mathrubhumi'. Among the English dailies, 'Hindu' and 'Indian Express' were subscribed by more number of respondents.

Compared to newspaper, subscription of magazines was less. Magazines were subscribed or read by around 68 per cent of the respondents and most of them were Malayalam magazines. From Table 4.53 it is evident that 'Vanitha' was the most preferred magazine followed by 'Grihalakshmi', 'Mahilarathnam' and 'Malayala Manorama Weekly'. It is also interesting to note that all the magazines which obtained higher ranks were women's magazines.

Possession of telephone was also very high among the respondents probably due to the fact that the study was conducted in municipal area. Television had tremendous reach in the study area. As high as 99 per cent of the respondents owned television and a great majority of them had cable connection also. From Table 4.54, it is obvious that even though cable connection was common and a number of channels in other languages were available, most of the respondents preferred Malayalam channels such as 'Asianet', 'Surya', 'Doordarshan', 'Kairali', etc. This phenomenon might be due to the fact that majority of the respondents were unemployed housewives. 'Starplus' was the only non-malayalam channel preferred by more number of respondents probably due to the influence of it's special quiz programme, 'K.B.C.' A few respondents expressed interest in non-malayalam channels like 'Sports', 'Sun', 'MTV', 'Soni', etc.

Compared to other programmes, 'serials' were liked by majority of the respondents. This tendency could be due to the reason that majority of the respondents were unemployed and had ample free time to watch the serials daily. They also showed interest in 'films', 'news' and other informative programmes. Music and sports programmes were also preferred by some respondents (Table 4.55).

Majority of the respondents possessed radio, but it is interesting to note that listening to radio was very rare among the respondents. This behaviour could be attributed to the profound influence of television. Majority of the respondents had 'Two in One' and it was used mainly as a cassette player to hear pre-recorded songs. 'News' and 'film songs' were the programmes preferred by majority of the radio listeners.

5.3.26.1 Source of information about branded rice and rice products

It is important to know the source from which the respondents got information about new brands of rice and rice products. Majority of the respondents ranked 'television' as the main source of information. It is observed that these brands were regularly advertised in television vis-à-vis other media. 'Magazines', 'newspapers', 'friends and neighbours' constituted the other major sources of information (Table 4.56).

5.3.26.2 Advertisement media preference

All the respondents were watching advertisements on different media such as television, radio, newspaper, magazines, etc. It is imperative for a marketer to know the relative importance the consumers assigned to different media.

From the results presented in Table 4.57 it is evident that 'television' was ranked first by majority of the respondents. 'Newspapers' and 'magazines' were accorded the next two positions, which endorsed the importance of print media. This behaviour might be due to the high literacy rate among the respondents. 'Exhibitions', 'cut-outs' and 'radio' were the other advertisement media preferred by the respondents. The study shows that print media continues to be an important medium of marketing communication.

5.4 Parameters influencing purchase behaviour

The parameters influencing purchase behaviour towards branded and non-branded rice, basmati rice and branded rice products were identified and ranked on the basis of importance and the results are presented in the previous chapter. Here an attempt is made to interpret the results.

5.4.1 Parameters influencing purchase behaviour towards rice

Parameters influencing purchase behaviour towards branded and non-branded rice were listed and ranked in Table 4.58. In the case of non-branded rice, 'taste', 'absence of foreign materials' and 'less cooking time' were the major factors that determined the purchase behaviour. It is worth noticing that 'taste' and other product specific attributes were given more weightage than 'price' and 'convenience'. It implies that non-branded rice users, gave more importance to parameters like 'taste' and other product related features. Among the selected parameters 'absence of foreign materials' was given considerable importance by the non-brand users and that might be the reason for the rising popularity of stone-less variety even in non-branded rice. 'Less cooking time' was another parameter emphasized by the users because of their need to save time as well as fuel for cooking. 'Volume expansion' was the factor that least influenced the buying decision and this behaviour might be on account of the lack of awareness about the property among the consumers. Orelse the users might not have noticed the difference in the volume expansion among the different varieties of rice.

As in the case of non-branded rice, 'taste' 'absence of foreign materials' and 'less cooking time' were the major factors that influenced the brand users also. Among the brand related parameters such as 'brand goodwill', 'package' and 'advertisement', 'brand goodwill' was found to be the major factor influencing purchase behaviour followed by 'package'. Even though advertisements created awareness, interest and desire among the respondents, it was recognised as the least important factor influencing the purchase behaviour.

From the results it might be inferred that irrespective of brand and non-brand difference, the respondents considered 'taste', 'absence of foreign materials', and 'less cooking time' as the major factors influencing purchase behaviour. So it may be concluded that the product related attributes were more important than the brand related factors such as 'brand goodwill', 'package' and 'advertisement' for influencing even the brand users. 'Brand goodwill', 'easy availability' and 'price' were the other factors that influenced purchase behaviour of brand users, while 'easy availability' and 'price' were applicable to non-brand users also.

5.4.2 Parameters influencing purchase behaviour towards branded rice products

From Table 4.59 it could be observed that 'taste', 'easy availability', 'convenience', 'brand goodwill' and 'absence of foreign materials' were the major parameters that influenced the purchase behaviour of branded rice products in the sequence of importance.

Among these factors 'taste' was ranked first. It implies that more number of respondents preferred a particular brand on the basis of 'taste'. Most of the respondents showed dual brand preference, and in the absence of the preferred brand, they settled for the second preferred brand. That might be the reason for ranking 'easy availability' as the second major factor influencing purchase behaviour.

'Convenience' was also given considerable importance by the respondents. These ready-made products were more convenient to use and consumed less time for cooking. 'Brand goodwill' and 'absence of foreign materials' were the other factors that influenced the purchase of branded rice products. Parameters like 'price', 'package', 'less cooking time' and 'advertisement' were found to be relatively less important.

5.4.3 *Parameters influencing purchase behaviour towards basmati rice*

Table 4.60 makes it clear that in the case of non-branded basmati rice, 'taste', 'absence of foreign materials' and 'aroma' were identified as the major factors influencing the purchase behaviour. It means that quality was given considerable importance by the non-brand users also. Similarly, 'price' and 'easy availability' were also influencing the purchase behaviour of non-brand users. Factors like 'convenience', 'length', 'less cooking time' and 'volume expansion' obtained bottom positions indicating the low level of importance given by the respondents to these factors.

'Taste', 'absence of foreign materials' and 'aroma' were identified as the major factors influencing the purchase behaviour of branded basmati rice users also. The inference could be that compared to brand related factors, product attributes were given more importance by the brand users also in the selection of basmati rice. Factors like 'brand goodwill', 'easy availability' and 'price' also played a significant role in the purchase of branded basmati rice. 'Less cooking time', 'volume expansion' and 'advertisement' were seen to be the factors that least influenced the purchase behaviour.

From the analysis it could be understood that across the items, despite brand and non-brand differences, two factors namely, 'taste' and 'absence of foreign materials' were found to be the most important factors influencing the purchase behaviour. Hence the marketers should try to improve the taste of the product and ensure that the product is free from foreign materials to increase the market share of their products.

5.5 Satisfaction with currently used brand or variety

A satisfaction index was constructed to find out the satisfaction levels of the respondents towards the brand or variety currently used by them. Satisfaction indices were calculated separately for branded and non-branded items. On the basis of the satisfaction indices, the factors influencing the satisfaction levels of the respondents were grouped into three zones, namely, 'least favourable', 'moderately favourable' and 'highly favourable'.

5.5.1 Satisfaction level of non-branded rice users

From Table 4.61, which shows the satisfaction level of non-branded rice users, it is apparent that the non-brand users showed high level of satisfaction towards the variety of rice currently used by them.

'Availability' was the factor that obtained the highest satisfaction index, which indicates higher level of satisfaction among the respondents with the availability of the item.

From the table it is evident that among the different quality parameters 'uniformity in size' got the highest satisfaction index and 'cooking time' the lowest. 'Cooking time' was the only attribute that got a satisfaction index 'below 66' and fell in the 'moderately favourable zone' which indicated some degree of dissatisfaction regarding 'cooking time' compared to other attributes.

When the factors were grouped under different satisfaction zones, there were no factors in the 'least favourable zone' which showed higher level of satisfaction towards the variety being used by the respondents. 'Price' was the only factor which fell within the 'moderately favourable zone' which indicated some degree of dissatisfaction regarding price compared to other factors.

5.5.2 Satisfaction level of branded rice users

Table 4.62 gives the satisfaction level of branded rice users towards the currently used brand. Of the five factors considered, the consumers showed more dissatisfaction with regard to 'price' and more satisfaction with regard to 'availability'. So it may be inferred that the preferred brand was readily available but the price was perceived to be high.

Among the various quality attributes, 'absence of foreign materials' was the attribute that obtained maximum satisfaction index which indicated that the currently used brand of rice was 'free from foreign materials'.

Based on the satisfaction indices, the factors were grouped under different satisfaction zones. 'Quality', 'availability' and 'packaging' scored a satisfaction index 'above 66' and fell in the 'highly favourable zone'. 'Price' and 'promotion' fell in the 'moderately favourable zone'. The results lead to the inference that the brand users were highly satisfied with their brand, especially with regard to 'quality', 'availability' and 'packaging'. 'Price' and 'promotion' were the factors which caused some dissatisfaction towards the brand.

5.5.3 Satisfaction level of branded rice product users

As in the case of other items, the branded rice product users showed higher level of satisfaction towards the brand currently used by them. It is evident from the Table 4.63 that 'price' was the only factor that obtained a low satisfaction index showing the dissatisfaction among the respondents about the price of the brand.

Among the different quality parameters, 'absence of foreign materials' got the highest satisfaction index. This showed that the rice products were perceived to be 'free from foreign materials'. The satisfaction indices for various quality attributes ranged from 76.4 to 94.0, indicating high level of satisfaction.

When 'packaging' and 'promotion' were grouped under different satisfaction zones on the basis of the satisfaction index, 'packaging' fell in the 'highly favourable zone' and 'promotion' in the 'moderately favourable zone'. It implies that the respondents were more satisfied with 'packaging' than 'promotion' of branded rice products.

5.5.4 Satisfaction level of non-branded basmati rice users

It is evident from Table 4.64 that the non-branded basmati rice users were dissatisfied with the currently used variety only with regard to 'price' which scored a satisfaction index 'below 66' and fell in the 'moderately favourable zone'. In their opinion, the price of the product was high.

'Availability' was the factor which got maximum satisfaction index which indicated a higher level of satisfaction. 'Quality' got an overall satisfaction index of 75.28 and all the quality attributes obtained a high satisfaction index which placed them in the 'highly favourable zone'. Among the various quality attributes, the users expressed greater satisfaction with 'uniformity in size' and less satisfaction with 'cooking time'.

5.5.5 Satisfaction level of branded basmati rice users

As presented in Table 4.65 branded basmati rice users showed high level of satisfaction towards currently used brand except in the case of 'price'. As in the case of other items, 'price' was the only factor which was marked in the 'moderately favourable zone'. This indicated the lower level of satisfaction among the respondents about the 'price' factor.

Similar to the trend in other branded and non-branded items, the highest satisfaction index was given to 'availability' by the brand users, which indicated the ready availability of the brand. Among the different quality attributes, 'absence of foreign materials' got the highest satisfaction index while 'volume expansion' obtained the lowest. Both rice and basmati rice, particularly brands are now a days virtually free from foreign materials due to the installation of De-stoner and Sortex machines for removing these materials by modern rice mills. That might be the reason for the higher level of satisfaction among the users towards the attribute, 'absence of foreign materials'.

From the study it is evident that the brand users were highly satisfied with their brand except in the case of 'price'. There was significant difference in the price of branded and non-branded basmati rice.

5.6 Attitudinal Analysis

5.6.1 Analysis level-I

The attitude of the respondents towards branded rice, basmati rice and rice products was measured and the results are presented in Table 4.66.

From the table it is evident that cent per cent of the brand users in all the selected items assigned a total score above the 'median' score which indicated a favourable attitude towards branded items. In measuring the attitude of the non-brand users towards branded items, the respondents who were 'not aware' of the branded items were excluded. An overwhelming majority (more than 90 per cent) of the non-brand users who were aware of branded items showed favourable attitude towards branded items.

Among the non-brand users, seven per cent of the respondents had an unfavourable attitude and as low as two to three per cent had a neutral attitude towards branded rice and rice products. About 10 per cent of the non-branded basmati rice users also showed a neutral attitude towards branded basmati rice.

A comparison of the attitude of the brand and non-brand users towards branded items, clearly shows that brand users were having a more favourable attitude towards the branded items than non-brand users, though the difference was not substantial. More than 90 per cent of the non-brand users who were aware of brands showed a favourable attitude towards branded items in all the categories, which definitely is a favourable sign of good times coming for the marketers of branded items. So the marketers should devise strategies to convert this favourable attitude of the non-brand users into demand for branded items.

Since 47 per cent of the non-branded basmati rice users were unaware about brands, marketers of branded basmati rice should tune their marketing communication to create more awareness among the consumers about the brands.

5.6.2 Analysis Level II

The attitude of the respondents towards various statements representing different features of the selected branded items is presented in Table 4.67.

From the table it is evident that in the case of branded rice, majority of the brand users had a favourable attitude towards all the statements. More than 85 per cent of the brand users showed a favourable attitude towards all the statements but S_9 and S_{11}. Highest favourable response was obtained by S_8, which related to 'easy availability' of the product (The satisfaction index was also very high for availability) among the branded rice users. S_9 representing 'volume expansion' followed by S_{11} representing 'promotion' obtained highly neutral responses. A few respondents expressed an unfavourable attitude towards certain statements. Highest unfavourable response was towards S_2 (The price of the product is high). Some branded rice users disagreed with the statement and according to them the price was reasonable. The other statements that obtained unfavourable response were S_{11}, S_7 and S_5 representing 'promotion', 'shelf life' and 'convenient packing' respectively.

Majority of the non-branded rice users showed a favourable attitude towards all the statements except S_9, S_{10}, S_7 and S_{11}. S_2 (The price of the product is high) obtained the highest favourable response, which means that majority of the non-brand users agreed or strongly agreed that the price of the branded rice was high. This seemed to be the main reason for not using brands by the non-brand users. Majority of the non-brand users had a neutral attitude towards S_9, S_{10} and S_7 which represented product attributes, such as 'volume expansion', 'taste' and 'shelf life' of the product respectively. As the non-brand users were not using the brands, they might not be in a position to form a definite opinion about product attributes. Highest unfavourable response was also obtained by S_{10} representing 'taste'.

In the case of branded rice products, majority of the brand users had a favourable attitude towards all the statements except S_4 (As the product is available in packets, quality is assured). Cent per cent of the brand users had a favourable attitude towards the statements S_2 and S_7 which represented 'convenience' and 'packing'. The other statements which obtained highly favourable response from the brand users included S_3, S_8, S_6 and S_{10} representing 'cooking time', 'availability', 'packing' and 'hygiene' respectively. Neutral response was zero for S_2 and S_7 and high for S_4 and S_9. The brand users showed unfavourable attitude towards only four statements such as S_5, S_1, S_4 and S_9. Highest unfavourable response was obtained by S_5 (These products are priced very high). It means that according to some branded rice product users, the price of the product was reasonable.

Majority of the home-made rice product users had a favourable attitude towards all the statements except S_1, S_4 and S_5. 'S_6' was the statement which obtained highest favourable response (92 per cent). It means that around 92 per cent of the respondents agreed or strongly agreed that 'the product has attractive packing'. S_{10}, S_2, S_7 and S_3 were the other statements which obtained highly favourable responses. Likewise highest neutral score was obtained by S_9 (These products have effective promotion) followed by S_5 (These products are priced very high). Majority of the home-made rice product users showed unfavourbale responses to S_1 (These products are tastier than home-made) which indicated their disagreement with the statement. S_4 and S_5 were the other statements which obtained highly unfavourable responses. None of the home-made rice product users showed unfavourable response towards S_8 regarding 'easy availability' of the product. It means that they were highly satisfied with the availability factor.

In the case of branded basmati rice, cent per cent of the brand users had a favourable attitude towards S_1, S_3, S_4, S_5, S_7 and S_{11}. It means that all the brand users fully agreed with the attributes such as 'high quality', 'absence of foreign materials', 'convenient packing', 'uniform size', 'easy availability' and 'hygiène' of the product. Highest neutral response was obtained by 'S_8' representing 'volume expansion' of the product. Majority of the brand users had a neutral attitude towards volume expansion of branded basmati rice. This might be due to the unawareness about the concept and in the case of basmati rice, 'volume expansion' was not as important as in the case of rice. The other statements that obtained highly neutral responses were S_{10} and S_6. Brand users showed unfavourable attitude to only one statement that represented 'price' (S_2). A few of them disagreed that the price of the product was high.

The non-branded basmati rice users showed either favourable or neutral attitude towards different statements relating to branded basmati rice. None of the respondents showed unfavourable attitude towards the statements. Cent per cent of the non-brand users showed favourable attitude towards S_7 and S_{11} which represented 'availability' and 'hygiene' of the product. Majority of the non-brand users showed favourable attitude towards S_7, S_{11}, S_3, S_4, S_5, S_2, S_1 and S_{10} in the order of importance. Highly neutral responses were obtained by S_8, S_6 and S_9 which were related to 'volume expansion', 'promotion' and 'taste' respectively.

Summary of Findings and Conclusion

CHAPTER-VI

SUMMARY OF FINDINGS AND CONCLUSION

Consumer behaviour is the study of how individuals make decisions to spend available resources in consumption related items. It encompasses a vast area including consumption patterns, consumer preferences, consumer motivation, consumer buying process, shopping behaviours, etc. Marketers aiming at perpetual existence and profitable future cannot ignore consumer behaviour and their attitudes in the market place. Marketers must try to identify the needs and aspirations of the consumers and deliver desired satisfaction more efficiently and effectively than competitors. Consumer behavioural studies help the marketers to understand the demographic, psychological and psychographic characteristics of the consumers more appropriately and to segment and target those consumers who are likely to respond positively to their marketing mix.

Branding of agricultural products is of recent origin. But it is catching the attention of the consumers especially urban consumers rapidly. The drastic changes taking place in the society have their reflections on the life style and consumption pattern of the people. Higher level of education, employment opportunities, media coverage, etc., have increased the degree of awareness among the urban housewives and created a positive attitude towards branded and packaged agricultural products and agro-processed food items. Of late a number of brands have been popularized in rice and rice products market. As rice is the staple food of Kerala, it occupies an unavoidable place in our consumption basket. The changing food habits and preferences in the society are a sign of good times coming for the marketers of branded rice and rice products. But to take full advantage of the situation, marketers should understand the attitude of the consumers towards branded items, the factors influencing consumer preference and the right marketing mix that will attract the consumers towards the brand.

It was in this context that the present study was undertaken with the following objectives:

1. To find out the share of branded rice and rice products in total rice and rice product consumption;
2. To examine the consumer behaviour towards branded varieties of rice and rice products; and
3. To identify the factors influencing consumer choice.

The study was conducted in Thrissur district. As branded products are more popular in urban area, the Thrissur Municipal town (now part of the Corporation) was selected as the study area. Three wards were selected randomly for the study. The unit of the study was households. The sample size was 200 households, which were drawn from the selected wards proportionate to the total number of households in the selected wards. The study was mainly based on primary data collected from the sample respondents (housewives) through personal interview method by administering a pre-tested structured schedule. The data thus obtained were analysed by using relevant statistical tools and techniques. Bivariate tables and simple percentages formed the basis of analysis. Preferential Ranking Method was employed to rank the media that provided information about the brands.. Kendall's Coefficient of Concordance was used to rank the parameters that influenced the purchase behaviour of the respondents. A satisfaction index was constructed to examine the level of satisfaction among the respondents towards currently used brand or variety. The attitude of the respondents towards the selected branded items was measured on Likert's scale.

SUMMARY OF FINDINGS

6.1 Socio-economic profile of the respondents

1. Classification of the respondents based on socio-economic variables revealed that majority of them preferred non-branded rice and home-made rice products rather than branded items.
2. Age-wise classification of the respondents disclosed that majority of them were middle aged and the share of brand users was maximum in the age group of 'below 25' which showed the preference of younger generation towards brands.
3. Even though 'Hindus' constituted the major group among the respondents, brand users were maximum among 'Muslims' in the case of rice and among 'Christians' in the case of rice products.
4. Classification of the respondents based on their education revealed that majority of them were graduates. The preference towards branded rice and rice products was comparatively higher among the respondents with higher education.
5. Majority of the respondents were unemployed and among the employed, the users of branded rice products were comparatively higher than the users of branded rice. 'Convenience' and 'less cooking time' associated with branded rice products probably might explain this behaviour.
6. Atleast one male member was found to be employed in majority of the households and female employment was lower than male employment in the study area.
7. Most of the respondents belonged to nuclear families and had a family size of '3-4' members. Respondents with small families preferred branded rice and rice products than others.

8. Income-wise analysis revealed that majority of the respondents belonged mainly to two income groups viz., Rs.9000-14000 and Rs.14000-20000. It was also observed that the preference towards branded rice and rice products was relatively higher among the higher income groups.

6.2 Expenditure pattern of the respondents

1. Majority of the respondents belonged mainly to two expenditure groups viz., Rs.4000-6000 and Rs.6000-9000.
2. The average monthly expenditure on food accounted for around 44.5 per cent of the total household expenditure. Similarly, the average monthly expenditure on rice, rice products and basmati rice was found to be around 14 per cent of the total food expenditure.

6.3 Consumer behaviour

1. The average monthly household consumption of rice and basmati rice was found to be higher among the non-brand users than brand users, probably due to the larger average family size of non-brand users.
2. A great majority (99 per cent) of the respondents preferred boiled rice for meals. The preference for branded rice was comparatively lower among the respondents and majority (69.5 per cent) were using non-branded rice for meals. It was also observed that cent per cent of the brand users preferred boiled rice for meals.
3. Majority of the respondents used home-made rice products for breakfast. They used a mix of raw and boiled rice in a certain proportion to make rice products. Branded rice products were consumed by one-fourth of the respondents and the most popular items were 'puttu powder', 'idli powder', 'dosa powder' and 'appam powder'. 'Rice ada' was used by

almost all the respondents (98 per cent) for making 'payasam', ofcourse on special occasions.

4. A small percentage of the respondents (28 per cent) were using basmati rice occasionally for making 'pulavu', 'biriyani', 'fried rice', etc. and majority of them (65 per cent) preferred non-branded basmati rice.

5. Majority of the brand and non-brand users purchased all the selected items on a monthly basis. A small percentage of the respondents were not having any specific timing for the purchase of these items.

6. 'Matta' was the most popular variety preferred by both brand and non-brand users for consumption. 'Ponni' and 'Cherumani' were the other two important varieties preferred by the respondents.

7. 'High quality perception' of the branded varieties was the prime reason for the purchase of branded rice and basmati rice. 'Convenience' was the prime factor that influenced the branded rice product users. The other major reasons reported for the purchase of branded items included 'taste' and 'availability'.

8. 'Low price' was identified as the most important factor that motivated the consumers to go for non-branded rice and basmati rice. 'Satisfaction with the currently used variety' and 'habit/custom' were also reasons for the purchase of non-branded rice and basmati rice, but of secondary importance.

9. 'Taste' followed by 'custom/habit', were the important reasons reported by the respondents for the use of home-made rice products. For majority of the home-made rice product users, it was their tradition to make these items at home and they perceived home-made rice products more tastier than branded rice products.

10. Regarding brand awareness, majority of the respondents, both brand and non-brand users, were aware of branded rice and rice products. However, awareness about branded basmati rice was comparatively poor among the respondents.
11. 'Double Horse' followed by 'Nirapara' and 'Nenmony' were the most popular rice brands recalled by majority of the respondents. In the case of rice products, 'Nirapara', 'Sreenivas', 'Devon' and 'Double Horse' were the most important brands recalled by more number of respondents in the order of popularity. 'Kohinoor' was the brand recalled by more number of respondents followed by 'Double Horse' and 'Elite' in the case of basmati rice.
12. 'Double Horse was the brand preferred by majority of the branded rice users. 'Nirapara', 'Nenmony' and 'Sadya' were the other brands that followed Double Horse. 'Sreenivas', 'Classic', 'Devon' and 'Surya' were the preferred brands of the branded rice product users. In the case of branded basmati rice, 'Kohinoor' was the most preferred brand closely followed by 'Double Horse' and 'Elite'.
13. Brand loyalty was very high among the brand users. Majority of the branded rice and branded basmati rice users were using the same brand for more than two years. In the case of branded rice products, majority of the users, were consuming the same brand for the last one to two years.
14. Major reasons identified by the brand users for brand shift were 'the thrill to try a new brand' and 'brand goodwill'.
15. The tendency to shift from non-brand to brand was more pronounced in rice products than rice and basmati rice. 'Brand goodwill' was considered

as the major reason for shifting from one brand to another brand in rice and rice products.

16. Brand shifting tendency among the brand users was negligible, especially in the case of rice and basmati rice. The major reason identified by the respondents for brand shift was the 'thrill to try a new brand' across the selected items.

17. 'Supermarket' was the major source of purchase for all the branded items. A large percentage of non-branded rice users preferred 'general provision stores' while majority of the non-branded basmati rice users sponsored 'margin free supermarkets' as the point of purchase.

18. Store loyalty was very high among the respondents irrespective of items. More than 90 per cent of the respondents preferred to buy the selected items from a single store.

19. 'Accessibility' was the main reason pointed out by the respondents for store loyalty followed by 'better customer service' and 'discount offered by the store keeper.'

20. Majority of the respondents were found to be satisfied with their current store. Store shifting tendency was comparatively low among brand users except in the case of branded rice products.

21. 'Higher price charged by the store keeper', 'inconveniences caused by transfer or shift in residence', 'non-availability', 'poor customer service', etc., were the reasons identified for store shifting by the respondents.

22. Majority of the brand users preferred to buy five kg or 10 kg packet of rice in a single purchase while non-brand users preferred to buy 10 kg or 20 kg. A lot size of 500 gm or one kg was preferred by the branded rice

product users for single purchase. Majority of the basmati rice users, both brand and non-brand preferred to buy 1 kg in a single purchase.

23. Wife was identified as the main decision maker in most of the families in the case of rice, rice products and other consumables. The buying decision regarding consumer durables was made jointly by the husband and wife in majority of the households.

24. As in the case of decision making, the actual buying of consumer durables was also made 'jointly by husband and wife' in majority of the households. 'Husbands' were the actual buyers in case of rice and other consumables while 'wives' were the major buyers in branded rice products, in most of the households.

25. As regards shopping time, rice and other consumables were purchased mainly 'after office hours'. Nearly 30 per cent of the respondents were not having any specific timing for the purchase of selected items.

26. Media exposure, both print and electronic, was very high among the respondents. Majority of the respondents were subscribing newspapers and magazines. Some respondents were subscribing more than two dailies. 'Malayala Manorama' was the largest subscribed newspaper followed by 'Mathrubhumi'. 'Vanitha' was identified as the market leader among the magazines. More than 90 per cent of the respondents possessed television, telephone and radio. Majority of them had Cable TV connection also. 'Asianet' and 'Surya' were the most preferred channels by the respondents.

27. 'Television' was identified as the major source of information regarding new brands in rice and rice products. 'Magazines', 'newspapers', 'friends

or neighbours' constituted the other sources of information in the order of preference.

28. Regarding advertisement media preference, majority of the respondents identified 'television' as the most preferred media, followed by 'newspaper', 'magazines' and 'exhibitions'.

6.4 Parameters influencing purchase behaviour

1. 'Taste', 'absence of foreign materials', 'less cooking time' and 'easy availability' were the parameters determining the purchase of non-branded rice while the brand users were influenced by 'taste', 'absence of foreign materials', 'less cooking time', 'brand goodwill', and 'easy availability'.
2. Product related features such as 'taste', 'easy availability', 'convenience', 'absence of foreign materials' and brand related factor such as 'brand goodwill' were the major parameters influencing the purchase behaviour towards branded rice products.
3. In the case of non-branded basmati rice, 'taste', 'absence of foreign materials', 'aroma', 'price' and 'easy availability' were the major parameters influenced the purchase behaviour. Branded basmati rice users were also influenced by parameters such as 'taste', 'absence of foreign materials', 'aroma', 'brand goodwill', 'easy availability' and 'price' while making purchases.
4. The product related attributes such as 'taste' 'absence of foreign materials', 'less cooking time', 'aroma', etc. were the major influencers in the purchase of rice and basmati rice.

5. Among the brand related features such as 'brand goodwill', 'package' and 'advertisement', 'brand goodwill' was the only factor that influenced the purchase of selected branded items.

6.5 Satisfaction level of the respondents

Satisfaction level of the respondents towards currently used brand or variety of the selected items was measured by working out a satisfaction index. The following results were obtained:

1. Majority of the respondents were satisfied with the quality of the currently used brand/variety of all the selected items.
2. 'Availability' was the factor that obtained the highest degree of satisfaction among the brand as well as non-brand users for all the selected items.
3. For brand as well as non-brand items, all the quality attributes except 'cooking time' in the case of non-branded rice obtained a satisfaction index 'above 66' which indicated higher level of satisfaction.
4. The lowest satisfaction index was obtained by 'price' in all the selected items which indicated dissatisfaction on the part of the consumers regarding 'price' of the items.
5. In the case of branded rice, highest satisfaction index was obtained by 'absence of foreign materials' and lowest satisfaction index by 'price'. All quality attributes and other factors except 'promotion' and 'price' were in the 'highly favourable zone', with a satisfaction index 'above 66'.
6. All the quality attributes except 'cooking time' in case of non-branded rice obtained a satisfaction index 'above 66' and fell in the 'highly favourable zone'.

7. Among the brand related factors, 'packaging' obtained a satisfaction index 'above 66' which indicated higher level of satisfaction among the brand users. However, 'promotion' obtained a satisfaction index 'below 66' and was in the 'moderately favourable zone' in the case of branded rice and rice products.

6.6 Attitudinal Analysis

6.6.1 Analysis Level I

The general attitude of the respondents towards selected branded items was analysed in this stage of attitudinal analysis. The major findings were:

1. Cent per cent of the brand users had a favourable attitude towards branded items.
2. An overwhelming majority (more than 90 per cent) of the non-brand users also had a favourable attitude towards the selected branded items.
3. Compared to non-brand users, brand users had a more favourable attitude towards branded items in all the selected items.
4. Irrespective of brand and non-brand differences, the respondents showed a favourable attitude towards branded items.

6.6.2 Analysis level II

In this stage a detailed analysis of the attitude of the respondents towards each statement regarding various features of the branded items was carried out. The analysis helped to identify the statements which brand and non-brand users agreed and disagreed most. The major findings are:

1. In the case of branded rice, majority of the brand users had a favourable attitude towards all the statements. Cent per cent of the respondents strongly agreed that the product was easily available (S_8). The other statements that obtained highly favourable responses included S_1, S_3, S_5,

S_6, S_{10} and S_{12} in the order of importance. High neutral response was scored by S_9 and S_{11} which represented 'volume expansion' and 'promotion' respectively. Likewise high unfavourable responses was obtained by S_2 and S_{11} representing 'price' and 'promotion'.

2. Among the non-branded rice users, highest favourable response was obtained by S_2 (the price of the product is high). The other statements which obtained highly favourable responses included S_5, S_{12}, S_8, S_6, S_3 and S_1. similarly highly neutral responses were obtained by S_9, S_7, S_{10} and S_{11} and highly unfavourable responses were towards S_{10}, S_7, S_{11} and S_4. Both brand and non-brand users gave highly favourable scores to S_1, S_3, S_5, S_6, S_8 and S_{12} representing 'quality', 'absence of foreign materials', 'convenient packing', 'uniform size', 'easy availability' and 'hygiene' respectively. S_9 and S_{11} which represented 'volume expansion' and 'promotion' were the statements that obtained highly neutral responses among the respondents. Similarly highly unfavourable response was obtained by S_7 and S_{11} in the case of branded rice.

3. In the case of rice products both the branded and home-made rice product users showed highly favourable attitude towards statements representing 'convenience' (S_2), 'less cooking time' (S_3), 'attractive packing' (S_6) and 'size' (S_7). Highly neutral responses were obtained by S_4 and S_9 among the brand users and S_5 and S_9 among the home-made rice product users. Both branded and home-made rice product users showed highly unfavourable attitude towards the statements S_1, S_4 and S_5.

4. In the case of branded basmati rice, cent per cent of the brand and non-brand users had a favourable attitude towards 'availability' (S_7) and 'hygiene' (S_{11}). The other statements which obtained highly favourable

response among the brand and non-brand users included S_3, S_4, S_5, S_7 and S_{11}. None of the respondents showed unfavourable attitude towards any statement except S_2 which represented 'price' in case of brand users. Some of them disagreed with the statement that the price of the product is high. Majority of the non-brand users showed a neutral attitude towards the statements related to 'shelf life' (S_6), 'volume expansion' (S_8) and 'taste' (S_9) of the product. Statement regarding 'volume expansion' (S_8) obtained highly neutral response among brand users also.

5. Most of the brand users showed a favourable attitude towards all the statements in the selected items except S_4 in branded rice products and S_8 in branded basmati rice.
6. A large majority of the non-brand users in rice and basmati rice showed a neutral attitude towards statements relating to product attributes such as 'shelf life', 'volume expansion' and 'taste'.
7. Majority (77 per cent) of the home-made rice product users disagreed with the statement that branded rice products were tastier than home-made products (S_1).

To conclude, the present study made an explorative search in to the behaviour of the consumers towards branded rice, rice products and basmati rice. The study revealed that the share of brand users was meagre among the respondents, across different socio-economic classes. The market for non-branded and branded rice was dominated by boiled rice. Even in the boiled rice market the consumer preference was more towards red variety compared to white varieties. 'Quality' and 'convenience' were the major reasons identified by the brand users for using brands. 'Low price' and 'satisfaction with the currently used variety' influenced the non-brand users. 'Taste' and 'absence of foreign materials' were observed as the main parameters influencing purchase decision of both brand and non-brand users across the selected items. In order to expand the market for branded products, the marketers have to convince the consumers that branded products are superior in taste and quality.

Majority of the brand and non-brand users were highly satisfied with all the features of the currently used brand/variety except the 'price' factor. Attitudinal analysis also revealed that majority of the respondents had a favourable attitude towards brands and 'price' was the main factor that constrained the non-brand users from using branded items. So the marketers who want to convert rice and basmati rice from the status of a commodity to a brand should adopt 'penetration pricing'. They should also try to create a value-for-money orientation in the minds of the consumers.

Brand awareness was highest among the respondents in the case of rice and rice products, compared to basmati rice. Television was identified as the major source of information regarding these items and also the most preferred advertisement media by the respondents. Eventhough advertisement was identified as the least influencing parameter of purchase behaviour by the brand users, its capability of creating awareness among the non-brand users should not be overlooked. For attracting the customers towards brands, the marketers should introduce various sales promotional measures backed up through advertisements.

As these items were used regularly, by the consumers and around one-third of them had no specific time for purchase, the marketers should ensure their availability always. 'Super markets' were identified as the major source of purchase of branded items. The marketers should try to make a wide distribution network of these items, roping in margin free super markets, general provision stores, wholesalers and especially super markets, as availability is an important factor mainly in the case of rice products. As store loyalty was very high among the respondents, the marketers should build-up strong value-laden relationship with the shop-keepers for promoting their brands.

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Appendices

APPENDIX - I

Consumer Behaviour towards Branded Rice and Rice Products in Thrissur District

SCHEDULE (For Brand Users)

A. Personal Data

1. Name and address of the respondent :

2. Age :

3. Area of residence (Ward No.) :

   a) Specify Native or not : Yes/No

   b) If 'No' years of domicile :

4. Religion : Hindu/Christian/Muslim/Others(specify)

5. Educational qualification 1. General : Below metriculation/metriculation/ pre-degree/degree/P.G.

   2. Professional (Specify) :

6. Occupation : Private/Govt./Quasi-Govt./Agriculture/ Self employed/Others (Specify)

   a) Position (specify) :

7. Structure of the family : Joint/Nuclear

8. Family Details

Sl. No.	Relationship with respondent	Age	Sex M/F	Educational qualification	Occupation	Monthly income (Rs.)

9. Total monthly income of the family (Rs.) : Less than 2000/2000-5000/5000-9000 9000-14000/14000-20000/More than 20000 (specify)

B. Expenditure Pattern

1. Consumption Expenditure of the Household

Food expenditure (Monthly)	Rs.	Non-food expenditure (Monthly)	Rs.
1. Cereals 2. Pulses 3. Fruits 4. Vegetables 5. Cooking oil 6. Milk and milk products 7. Meat, fish and egg 8. Grocery 9. Instant food products 10. Beverages 11. Others (specify)		1. Clothing 2. House rent/Housing loan installment 3. Electricity charges 4. Water charges 5. Telephone charges 6. Fuel charges 7. Medicines 8. Education expenses 9. Recreation 10. Others (specify)	
Total		Total	

2. Expenditure on Rice and Rice Products (Monthly)

Items		Quantity purchased (kg)	Price per kg (Rs.)	Total amount (Rs.)
A) Rice for meals	Raw			
	Boiled			
B) Rice for making rice products such as Idli, Dosa etc.	Raw			
	Boiled			
C) Branded rice products such as :- 1. Rice powder 2. Idli powder 3. Dosa powder 4. Puttu powder 5. Appam powder 6. Rice ada				
D) Basmati rice				

C. Consumption pattern

Product		Whether purchased or not (Yes/No)	If `Yes' frequency of purchase D/W/F/M/NST	Variety preferred for consumption Matta/Ponny/ Others (specify)	Reason for preference T/LCT/A/VE/P/C /Others (Specify)	Reason for using branded rice T/A/C/CW/H/Q/ Others (specify)
Rice for meals	Raw					
	Boiled					
Rice for making rice products	Raw					
	Boiled					
Branded rice products such as: 1. Rice powder 2. Idli powder 3. Dosa powder 4. Puttu powder 5. Appam powder 6. Rice Ada						
Basmati rice						

D - Daily
W - Weekly
F - Fortnightly
M - Monthly
NST - No Specific Time Period

T - Taste
A - Availability
C - Convenience
CW - Correctness in Weight
H - Health factors
Q - Quality

T - Taste
LCT - Low cooking time
A - Availability
VE - Volume expansion
P - Price
C - Convenience

D. Awareness, Brand Preference and Package Preference for Rice and Rice Products

Product	Whether aware of the available brand (Yes/No)	If 'Yes' give the name of brands you know	Preferred brand	Reason for preference Q/A/P/Advt/ AP/SI/Others (specify)	Package size preferred 100 gm/250 gm/500 gm/ 1 kg/ 5 kg/10 kg/25 kg/ 50 kg/Others (specify)
Rice					
Rice powder Idli powder Dosa powder Puttu powder Appam powder Rice Ada					
Basmati rice					

Q - Quality
A - Availability
P - Price
Advt - Advertisement
AP - Attractive packing
SI - Shop keeper's Influence
Others (specify)

E. Brand Loyalty, Brand Shift, Source of Purchase and Store Loyalty

Product	Currently used brand	Duration for which the current brand has been in use 1/2/3/4/5	Have you shifted brands in past two years (Yes/No). If 'Yes' from which to which			Do you want to shift to a new brand Yes/No	If 'Yes' reasons LQ/HP/NA /NBT/ Others (specify)	Source of purchase RS/WS/ SM/FPS/ MFSM/Co-ops/ Others (specify)	Store preference if any Yes/No	If 'Yes' reasons Q/D/ BCS/A/C/I/ Others (specify)	Store shift if any Yes/No If 'Yes' reasons
			Y/N	From	To						
Rice											
Rice powder Idli powder Dosa powder Puttu powder Appam powder Rice Ada											
Basmati rice											

1 - Last three months
2 - 3-6 months
3 - 6 months-1 year
4 - 1 year-2 years
5 - More than 2 years

LQ - Low Quality
HP - High Price
NA - Non Availability
NBT - New Brand Trial
Others (specify)

RS - Retailers
WS - Wholesalers
SM - Super Markets
FPS - Fair Price Shops
MFSM - Margin Free Super Market
Co-ops - Co-operatives
Others (specify)

Q - Quality
D - Discount
BCS - Better Customer Service
A - Accessability
C - Credit
I - Incentives
O - Others (specify)

F. Decision Maker/Actual Buyer and Shopping time

Items	Decision maker H/W/J/C/Others (Specify)	Actual Buyer H/W/J/C/Others (Specify)	Shopping time After office hours/ Holidays/ Weekends/Others (Specify)
Rice			
Rice products			
Other consumables			
Consumer durables			

H – Husband, W – Wife, J – Joint, C – Children, Others (Specify)

G. Parameters influencing purchase behaviour (Rank according to order of preference as 1, 2, 3, ...)

Product	Parameters
A. Rice	Easy availability/Price/Brand goodwill/Absence of foreign materials/ Less cooking time/Volume expansion/Convenience/Taste Advertisement/Package/Others (specify)
B. Rice products	Easy availability/Price/Brand goodwill/Absence of foreign materials/ Less cooking time/Volume expansion/Convenience/Taste Advertisement/Package/Others (specify)
C. Basmati rice	Easy availability/Price/Brand goodwill/Absence of foreign materials/ Less cooking time/Volume expansion/Convenience/Taste Advertisement/Package/Length/Aroma/Others (specify)

H. Media Exposure

1. Print media

Media	Subscribed	Read
Newspaper		
Magazines		

2. Do you possess the following:

a) Telephone - Yes/No

b) Television - Yes/No; If 'Yes' give the type: (Black & White/Colour)

1) Channels watched :

2) Programmes preferred :

c) Radio - Yes/No; If 'Yes' give the type:

1) Band preferred :

2) Programmes heard :

3. From which source do you get information about new brands in rice and rice products (Rank the sources as 1, 2, 3, ...)

Radio/TV/Magazines/Newspapers/Friends or Neighbours/Children/Retailers/Reps/ Own selection.

4. Do you watch advertisements: Yes/No

If 'Yes' which media do you prefer more: (Rank in the order of preference as 1, 2, 3, ...)

Newspaper/Magazine/Radio/TV/Posters/Cut outs/Exhibitions or Demonstrations/ Competitions/Film

I. Satisfaction towards currently used brand

Attributes		Rice	Rice products	Basmati rice
1. Quality				
a. Taste	VG/G/S/B/VB			
b. Colour	VG/G/S/B/VB			
c. Uniformity in size	VS/S/NO/D/VD			
d. Cooking time	VL/L/R/H/VH			
e. Presence of foreign materials	N/VL/L/H/VH			
f. Hygiene	VS/S/NO/D/VD			
g. Volume expansion	VS/S/NO/D/VD			
h. Shelf life	VG/G/S/B/VB			
2. Price	VL/L/R/H/VH			
3. Availability	A/S/O/R/N			
4. Packaging	VG/G/S/B/VB			
5. Promotion	VG/G/S/B/VB			

VG - Very Good	VS - Very Satisfied	VL - Very Low	A - Always
G - Good	S - Satisfied	L - Low	S - Sometimes
S - Satisfactory	NO - No Opinion	R - Reasonable	O - Occasionally
B - Bad	D - Dissatisfied	H - High	R - Rarely
VB - Very Bad	VD - Very Dissatisfied	VH - Very High	N - Not at all

J. Attitude towards branded rice

Sl. No.	Statements	Strongly Agree	Agree	No opinion	Dis-agree	Strongly disagree
1	The quality of the product is highly acceptable					
2	The price of the product is high					
3	The product is pure and free from foreign materials					
4	As the product requires less cooking time, it is convenient for working women					
5	The product is available in convenient packing and size					
6	The product is having uniform size					
7	The shelf-life of the product is high					
8	The product is easily available					
9	The product has good volume expansion					
10	The product has good taste					
11	The product has effective promotion					
12	The product is hygienic					

K. Attitude towards branded rice products

Sl. No.	Statements	Strongly Agree	Agree	No opinion	Dis-agree	Strongly disagree
1	These products are tastier than home-made					
2	The product is convenient for use					
3	As the product requires less cooking time, it is helpful for working women					
4	As the product is available in packets, quality is assured					
5	These products are priced very high					
6	The product has attractive packing					
7	The product is available in convenient size					
8	The product is easily available					
9	The product has effective promotion					
10	The product is very hygienic					

L. Attitude towards branded basmati rice

Sl. No.	Statements	Strongly Agree	Agree	No opinion	Dis-agree	Strongly disagree
1	The quality of the product is highly acceptable					
2	The price of the product is high					
3	The product is pure and free from foreign materials					
4	The product is available in convenient packing and size					
5	The product is having uniform size					
6	The shelf-life of the product is high					
7	The product is easily available					
8	The product has good volume expansion					
9	The product has good taste					
10	The product has effective promotion					
11	The product is hygienic					

APPENDIX - II

Consumer Behaviour towards Branded Rice and Rice Products in Thrissur District

SCHEDULE (For Non-Brand Users)

A. Personal Data

1. Name and address of the respondent :

2. Age :

3. Area of residence (Ward No.) :

   a) Specify Native or not : Yes/No
   b) If 'No' years of domicile :

4. Religion : Hindu/Christian/Muslim/Others (specify)

5. Educational qualification 1. General : Below metriculation/metriculation/ pre-degree/degree/P.G.

   2. Professional: (Specify)

6. Occupation : Private/Govt./Quasi-Govt./Agriculture/ Self employed/others (Specify)

   a) Position (specify) :

7. Structure of the family : Joint/Nuclear

8. Family Details

Sl. No.	Relationship with respondent	Age	Sex M/F	Educational qualification	Occupation	Monthly income (Rs.)

9. Total monthly income of the family (Rs.): Less than 2000/2000-5000/5000-9000 9000-14000/14000-20000/More than 20000 (specify)

B. Expenditure Pattern

1. Consumption Expenditure of the Household

Food expenditure (Monthly)	Rs.	Non-food expenditure (monthly)	Rs.
1. Cereals		1. Clothing	
2. Pulses		2. House rent/Housing loan installment	
3. Fruits		3. Electricity charges	
4. Vegetables		4. Water charges	
5. Cooking oil		5. Telephone charges	
6. Milk and milk products		6. Fuel charges	
7. Meat, fish and egg		7. Medicines	
8. Grocery		8. Education expenses	
9. Instant food products		9. Recreation	
10. Beverages		10. Others (specify)	
11. Others (specify)			
Total		Total	

2. Expenditure on Rice and Rice Products (Monthly)

Items		Quantity purchased (kg)	Price per kg (Rs.)	Total amount (Rs.)
A) Rice for meals	Raw			
	Boiled			
B) Rice for making rice products such as Idli, Dosa etc.	Raw			
	Boiled			
C) Basmati rice				

C. <u>Consumption pattern</u>

Product		Whether 'purchased' or 'home made'	Reason for using home made products C or H /A/C/Q/AF/T/H /Others (Specify)	If 'purchased' frequency of purchase D/W/F/M/ NST	Variety preferred for consumption Matta/Ponny/ Others (specify)	Reason for preference T/LCT/A/VE/P/C /Others (Specify)	Reason for using non-branded rice T/A/LP/C/Others (specify)
Rice for meals	Raw						
	Boiled						
Rice for making rice products	Raw						
	Boiled						
Basmati rice							

C or H - Custom or Habit
A - Availability
C - Convenience
Q - Quality
AF - Absence of foreign materials
T - Taste
H -Health factors

D - Daily
W - Weekly
F - Fortnightly
M - Monthly
NST - No Specific Time Period

T - Taste
A - Availability
LP - Low price
C - Convenience

T - Taste
LCT - Low cooking time
A - Availability
VE - Volume expansion
P – Price
C - Convenience

D. Brand Awareness and Brand Preference for Rice and Rice Products

Product	Whether aware of the available brand (Yes/No)	If 'Yes' give the name of brands you know	Do you want to shift to branded rice and rice products (Yes/No)	If, yes which brand do you prefer	Reason for preference Advt./BG/A/ Q/AP/LP/BT /Others (Specify).	Reason for not using branded rice HP/NA/A/T/ Others (Specify)
Rice						
Branded rice products such as: Rice powder Idli powder Dosa powder Puttu powder Appam powder Rice Ada						
Basmati rice						

Advt – Advertisement
BG – Brand goodwill
A – Availability
Q – Quality
AP – Attractive packing
LP – Low price
BT – Better taste

HP – High price
NA – Non availability
A - Awareness
T - Taste

E. Source of purchase, Store loyalty and Quantity preferred for single purchase

Sl. No.	Items	Rice		Basmati Rice
		Raw	Boiled	
1	Source of purchase (General provision stores/Whole salers/Super Markets/ Fair price shops/ Margin free super markets/ Co-operatives/Others (specify)			
2	Place of purchase (Local/Town/Others (specify)			
3	Store preference if any (Yes/No.)			
4	If 'yes' give reasons (Quality/ Discount/ Better customer service/Accessability/Credit/Incentives/ Others (specify)			
5	Do you want to shift to a new store (Yes/No)			
6	If 'Yes' give reasons (Poor quality/Poor customer service/ Lack of credit facilities/Non-availability/High price/Others (specify)			
7	Quantity preferred for a single purchase (1 kg/5kg/10 kg/20 kg/25 kg/50 kg/ Others (specify)			

F. <u>Decision Maker/Actual Buyer and Shopping time</u>

Items	Decision maker H/W/J/C/Others (Specify)	Actual Buyer H/W/J/C/Others (Specify)	Shopping time After office hours/ Holidays/ Weekends/Others (Specify)
Rice			
Rice products			
Other consumables			
Consumer durables			

H – Husband, W – Wife, J – Joint, C – Children, Others (Specify)

G. Parameters influencing purchase behaviour (Rank according to order of preference as 1, 2, 3, ...)

Product	Parameters
A. Rice	Easy availability/Price/Absence of foreign materials/Taste Less cooking time/Volume expansion/Convenience/ /Others (specify)
B. Basmati rice	Easy availability/Price/Absence of foreign materials/Taste Less cooking time/Volume expansion/Convenience/Length/Aroma /Others (specify)

H. Media Exposure

1. Print media

Media	Subscribed	Read
Newspapers		
Magazines		

2. Do you possess the following:

a) Telephone - Yes/No

b) Television - Yes/No; If 'Yes' give the type: (Black & White/Colour)

1) Channels watched :

2) Programmes preferred :

c) Radio - Yes/No; If 'Yes' give the type:

1) Band preferred :

2) Programmes heard :

3. From which source do you get information about new brands in rice and rice products (Rank the sources as 1, 2, 3, ...)

   Radio/TV/Magazines/Newspapers/Friends or Neighbours/Children/Retailers/Reps/ Own selection.

4. Do you watch advertisements: Yes/No

   If 'Yes' which media do you prefer more: (Rank in the order of preference as 1, 2, 3, ...)

   Newspaper/Magazine/Radio/TV/Posters/Cut outs/Exhibitions or Demonstrations/ Competitions/Film

I. Satisfaction towards currently used variety

Attributes		Rice	Basmati rice
1. Quality			
a. Taste	VG/G/S/B/VB		
b. Colour	VG/G/S/B/VB		
c. Uniformity in size	VS/S/NO/D/VD		
d. Cooking time	VL/L/R/H/VH		
e. Presence of foreign materials	N/VL/L/H/VH		
f. Hygiene	VS/S/NO/D/VD		
g. Volume expansion	VS/S/NO/D/VD		
h. Shelf life	VG/G/S/B/VB		
2. Price	VL/L/R/H/VH		
3. Availability	A/S/O/R/N		

VG - Very Good
G - Good
S - Satisfactory
B - Bad
VB - Very Bad

VS - Very Satisfied
S - Satisfied
NO - No Opinion
D - Dissatisfied
VD - Very Dissatisfied

VL - Very Low
L - Low
R - Reasonable
H - High
VH - Very High
N - Not at all

A - Always
S - Sometimes
O - Occasionally
R - Rarely
N - Not at all

J. Attitude towards branded rice

Sl. No.	Statements	Strongly Agree	Agree	No opinion	Dis-agree	Strongly disagree
1	The quality of the product is highly acceptable					
2	The price of the product is high					
3	The product is pure and free from foreign materials					
4	As the product requires less cooking time, it is convenient for working women					
5	The product is available in convenient packing and size					
6	The product is having uniform size					
7	The shelf-life of the product is high					
8	The product is easily available					
9	The product has good volume expansion					
10	The product has good taste					
11	The product has effective promotion					
12	The product is hygienic					

K. Attitude towards branded rice products

Sl. No.	Statements	Strongly Agree	Agree	No opinion	Dis-agree	Strongly disagree
1	These products are tastier than home-made					
2	The product is convenient for use					
3	As the product requires less cooking time, it is helpful for working women					
4	As the product is available in packets, quality is assured					
5	These products are priced very high					
6	The product has attractive packing					
7	The product is available in convenient size					
8	The product is easily available					
9	The product has effective promotion					
10	The product is very hygienic					

L. Attitude towards branded basmati rice

Sl. No.	Statements	Strongly Agree	Agree	No opinion	Dis-agree	Strongly disagree
1	The quality of the product is highly acceptable					
2	The price of the product is high					
3	The product is pure and free from foreign materials					
4	The product is available in convenient packing and size					
5	The product is having uniform size					
6	The shelf-life of the product is high					
7	The product is easily available					
8	The product has good volume expansion					
9	The product has good taste					
10	The product has effective promotion					
11	The product is hygienic					

CONSUMER BEHAVIOUR TOWARDS BRANDED RICE AND RICE PRODUCTS IN THRISSUR DISTRICT

By

SANGEETHA, P. R.

ABSTRACT OF THE THESIS

Submitted in partial fulfilment of the requirement for the degree of

Master of Science in Co-operation & Banking

(RURAL MARKETING MANAGEMENT)

Faculty of Agriculture

DEPARTMENT OF RURAL MARKETING MANAGEMENT

College of Co-operation, Banking & Management

KERALA AGRICULTURAL UNIVERSITY

VELLANIKKARA, THRISSUR - 680 656

KERALA, INDIA

2002

ABSTRACT

The study entitled **"Consumer behaviour towards branded rice and rice products in Thrissur District"** was undertaken with the following objectives:

* To find out the share of branded rice and rice products in total rice and rice product consumption;
* To examine the consumer behaviour towards branded varieties of rice and rice products; and
* To identify the factors influencing consumer choice.

The study was conducted in three wards viz., Mission Quarters, West Fort and Wadakkechira Bus Stand Area of Thrissur Municipal Town (now part of the Corporation). The sample consisted of 200 households, which were selected proportionate to the total number of households in each selected ward. The study was based on primary data collected from the sample respondents (housewives) using a pre-tested structured schedule. Bivariate tables, Percentages, Preferential Ranking Method, Kendall's Coefficient of Concordance, Satisfaction Index and Likert's Scale were employed to analyse and interpret data.

The study was an explorative search into the behaviour of the consumers towards branded rice, rice products and basmati rice. An attempt was also made to find out the share of brand users among the respondents and to identify the factors influencing consumer choice.

Analysis of the socio-economic profile of the respondents revealed that majority of them preferred non-branded rice and home-made rice products irrespective of socio-economic differences. The preference towards branded rice and rice products was comparatively higher among the respondents with higher education and higher income. Similarly, compared to aged people, the share of

brand users was higher among the younger generation. The share of employed respondents preferring branded rice products was more than the share of employed respondents preferring branded rice. The share of brand users was relatively higher among 'nuclear' families than joint families.

Majority of the respondents, were spending on an average of 45.5 per cent of the total monthly expenditure on food items. The average monthly household expenditure on rice, rice products and basmati rice was around 14 per cent of the total food expenditure and six per cent of the total household expenditure.

Regarding the share of brand users among the respondents, it was observed that majority of the respondents were using non-branded rice, non-branded basmati rice and home-made rice products. The share of brand users was only 30.5 per cent, 25 per cent and 35 per cent respectively in the case of rice, rice products and basmati rice. Most of the respondents were using boiled rice for meals and a mix of raw and boiled rice for making rice products. 'Taste' and 'custom/habit' were the major reasons stated for the use of home-made rice products, while 'convenience' and 'taste' influenced the use of branded rice products. 'Quality perceptions' about the branded varieties was identified as the major reason for using branded rice and basmati rice by the users. 'Low price' and 'satisfaction with the currently used variety' were the factors that influenced the users of non-branded rice and basmati rice.

Irrespective of brand and non-brand preferences, brand awareness and ability to recall the brand was higher in the case of rice and rice products and lower in the case of basmati rice. Brand loyalty was also very high among the brand users in all the selected items. Brand shifting tendency, in general, was weak among the respondents.

As regards the source of purchase, 'supermarkets' were the major source of purchase for all branded items. 'General provision stores' and 'margin free supermarkets' were the major source of purchase in the case of non-branded rice and basmati rice respectively. Store loyalty was very high among both the brand and non-brand users across the items. 'Accessibility', 'better customer service' and 'discount offered by the shop keeper' were the major reasons for store loyalty. 'High price', 'inconveniences', 'non-availability' and 'poor customer service' were the reasons that caused store shift by the respondents.

As far as quantity preferred for single purchase was concerned, brand users of rice preferred to buy in small quantities compared to non-brand users. But in the case of basmati rice, most of the brand and non-brand users preferred to buy one kg packet for a single purchase. Similarly branded rice product users preferred to buy half kg or one kg packet for a single purchase. Purchase decision regarding rice, rice products and other consumables were made by women in majority of the families eventhough the husbands constituted the major actual buyers in rice and other consumables. Wives constituted the major shoppers in the case of rice products.

Media exposure, both print and electronic, was very high among the respondents. Majority of them were subscribing newspaper and magazines and possessing television, telephone and radio. Television was identified as the most preferred advertising media and the main source of information regarding rice and rice products.

In the bid to find out the parameters influencing purchase behaviour, it was found out that 'taste', 'absence of foreign materials', 'less cooking time' and 'aroma' were the major parameters that influenced the purchase behaviour of both brand and non-brand users in rice and basmati rice. 'Taste', 'easy availability' and 'convenience' were the parameters influencing the purchase of rice products.

Satisfaction level of both brand and non-brand users towards the brand/variety currently used by them was also very high and 'price' was the only factor which scored a lower degree of satisfaction.

In the effort to examine the general attitude of the respondents towards branded rice, rice products and basmati rice, it was observed that all the brand users and majority of the non-brand users had a favourable attitude towards brands.

A detailed analysis of the attitude of the respondents towards statements representing various features of the selected items revealed that majority of the brand users had a favourable attitude towards all the statements. Most of the non-brand users showed neutral attitude towards product related attributes such as 'volume expansion', 'taste' and 'shelf life' of the product. Majority of the brand and non-brand users agreed that the price of the branded items was high.

The general observation from the study was that eventhough most of the brand and non-brand users showed a favourable attitude towards brands, only a small percentage of them was using branded items. The share of brand users was only 30.5 per cent, 25 per cent and 35 per cent in the case of rice, rice products and basmati rice respectively. The major factor which prevented the non-brand users from using brands was the relatively higher price of the brands. It was also observed that the product related factors such as 'taste', 'absence of foreign materials', and 'less cooking time' were the major factors that influenced the purchase decision of consumers, both brand and non-brand. Majority of the respondents were highly satisfied with the brand or variety currently used by them except in the case of price.