

**Project Dissertation**

**Consumer Behavior of People Living at  
Subsistence Level towards Branded Food Items**

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2K14/MBA/10

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### Certificate from the Institute

This is to certify that the Project Report titled **Consumer behavior of people living at subsistence level towards branded food items** is a bonafide work carried out by Mr. Ankit Kalra of MBA 2014-16 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42, in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration.

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## Declaration

I, Ankit Kalra, student of MBA 2014-16 of Delhi School of Management, Dehi Technological University, Bawana Road, Delhi-42, declare that Project Dissertation Report on **Consumer Behavior of People Living at Subsistence Level towards Branded Food Items** submitted in partial fulfillment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This Report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

Ankit Kalra

Place:

Date:

## **Acknowledgement**

This is matter of great joy to extend my gratitude to those people who helped me in completion of my dissertation project.

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Ankit Kalra

## **Executive Summary**

Around 20% of the Indian population falls under the category of subsistence level, i.e. A standard of living (or wage) that provides only the bare necessities of life such as food, housing, clothing etc. with such huge Indian population, this 20% amounts to around 260 million people, which is much if compared to the population of countries like Brazil & Pakistan. With increase in the income level and brand awareness among this strata. This market has, become quite vital for FMCG marketers.

The purpose of this research is to determine the consumer behavior of people living at subsistence level towards the branded food items. Branded food items are a product which is made by a well-known manufacturer and has the manufacturer's label on it. For e.g Nestle Maggi, Ashirwad Atta, Tata Salt, Tata I-shakti Lentils. This research attempts to determine the factors which are kept in mind by the people of that particular stratum while purchasing these food items. The research will also attempt to assess whether any relationship exists between the factors brought out from the study and demographic factors like age, Gender and monthly income.

Factor analysis was performed on the variables to assess the relationship between the variables and reduce the number of factors. After the factors were formed One way Anova & Independent T-test was done to assess whether any relationship exists between the factors brought out from the study and demographic factors like age, Gender and monthly income.

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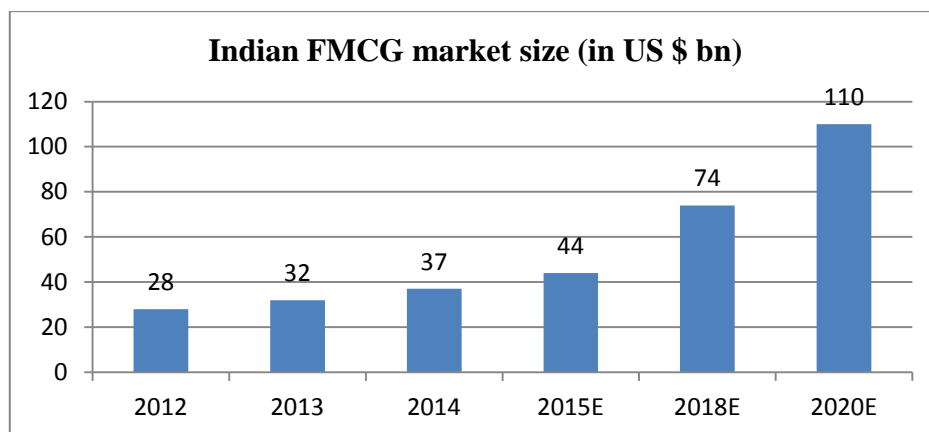
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## 1. Introduction

### 1.1 Introduction

India is one of the largest economies in the world in terms of purchasing power and increasing consumer spending, next to China. India is classified as a newly industrialised country with an average growth rate of 7% over the last two decades. India's economy has become the world's fastest growing major economy from the last quarter of 2014, replacing the People's Republic of China. India's ranks 7<sup>th</sup> and 3<sup>rd</sup> in terms of Nominal (\$2.42 trillion) and GDP by PPP basis (\$8.80 trillion) respectively.(source: Wikipedia.org)

The fast moving consumer goods (FMCG) segment is the fourth largest sector in the Indian economy. The market size of FMCG in India is estimated to grow from US\$ 44 billion in 2016 to US\$ 74 billion in 2018.(source : researchpublish.com)



**Figure 1. 1 FMCG market size (in US \$ bn)**

FMCG (Fast Moving Consumer Goods) sector has grown at an average of 11% a year; in the last five years, annual growth accelerated at compounded rate of ~17.3%. (Source: dionglobal.in)

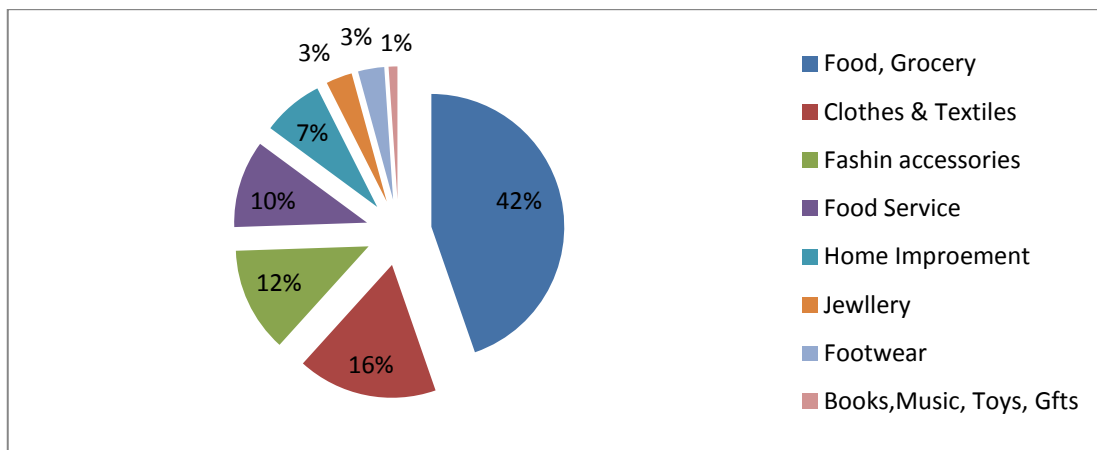
Fast Moving Consumer Goods (FMCGs) are goods that are consumed in a short span of time and are most often consumed daily. FMCGs are one of the most important sectors of an economy and are often referred to as defensives as they comprise the basic day to day needs of the citizens

FMCG satisfies the elemental and day-to-day household needs other than grocery, ranging from packaged foodstuff, dairy products, cooking oil, bread, butter, cereals,

beverages like tea and coffee, pharmaceuticals, confectionery, biscuits, glassware, stationery items, watches, toiletries, detergents, shampoos, skin care products, cosmetics, toothpaste, dish washing liquid, shaving cream, razor, batteries, shoe polish, energy drinks, soft drinks, clothing, furniture and household accessories to electronic goods like cell phones, laptops, computers, digital cameras, etc. that are usually categorized as Fast Moving Consumer Electronics or FMCEs.

The FMCG sector has grown at an annual average of about 11 per cent over the last decade. The overall FMCG market is expected to increase at (CAGR) of 14.7 per cent to touch US\$ 110.4 billion during 2012-2020, with the rural FMCG market anticipated to increase at a CAGR of 17.7 per cent to reach US\$ 100 billion during 2012-2025. Out of this US\$ 44bn market, out of which 92% is unorganised and only 8% of which is organised.(source: ibef.org)

Food products are the leading segment, accounting for 43 per cent of the overall market. Personal care (22 per cent) and fabric care (12 per cent) come next in terms of market share. According to the PwC-FICCI report Winds of change, 2013: the wellness consumer, nutrition foods, beverages and supplements comprise a INR 145 billion to 150 billion market in India, is growing at a CAGR of 10 to 12%.



**Figure 1. 2 Percentage wise breakup of FMCG sector**

If we talk about the urban trend, with rise in disposable incomes, mid- and high-income consumers in urban areas have shifted their purchasing trend from essential to premium products. In response, firms have started enhancing their premium products portfolio. Indian and multinational FMCG players are leveraging India as a

strategic sourcing hub for cost-competitive product development and manufacturing to cater to international markets.

Now, rural areas expected to be the major driver for FMCG, as growth continues to be high in these regions. Rural areas saw a 16 per cent, as against 12 per cent rise in urban areas. Most companies rushed to capitalise on this, as they quickly went about increasing direct distribution and providing better infrastructure. Companies are also working towards creating specific products specially targeted for the rural market.

The Government of India has also been supporting the rural population with higher minimum support prices (MSPs), loan waivers, and disbursements through the National Rural Employment Guarantee Act (NREGA) programme. These measures have helped in reducing poverty in rural India and given a boost to rural purchasing power. Hence rural demand is set to rise with rising incomes and greater awareness of brands.

India's packaged food retail sales grew at an average of 11.5% annually during the past five years, with a Compound Annual Growth Rate (CAGR) of 12.93% between 2009 and 2014. With the arrival of international packaged fast food outlets in India, The food industry has experienced steady growth. It contributes 9% to India's GDP; However, India's share is just 1.7% in world trade. It is difficult for most regional packaged food companies in India to expand nationally due to the country's underdeveloped infrastructure. Gujarat Cooperative Milk Marketing Federation Ltd. (GCMMF) was the leader in the packaged food market, with an 8% share in 2014.

The last decade has not only been a period of phenomenal growth but also a period of optimism about the bottom of pyramid. There is huge income divide among the rich and the poor in India. The difference in the wealth share held by India's poorest 10 per cent and the richest 10 per cent is enormous; India's richest 10 per cent holds 370 times the share of wealth that it's poorest hold. In 2012, the Indian government stated 21.9% of its population is below its official poverty limit. The World Bank, in 2011 based on 2005's PPPs International Comparison Program, estimated 23.6% of Indian population, or about 276 million people, live below \$1.25 per day on purchasing power parity. According to United Nation's Millennium Development

Goal (MGD) programme 270 millions or 21.9% people out of 1.2 billion of Indians lived below poverty line of \$1.25 in 2011-2012.

India's current official poverty rates are based on its Planning Commission's data derived from so-called Tendulkar methodology. It defines poverty not in terms of annual income, but in terms of consumption or spending per individual over a certain period for a basket of essential goods. Further, this methodology sets different poverty lines for rural and urban areas. Since 2007, India set its official threshold at ₹ 26 a day (\$0.43) in rural areas and about ₹ 32 per day (\$0.53) in urban areas. While these numbers are lower than the World Bank's \$1.25 per day income-based definition, the definition is similar to China's US\$0.65 per day official poverty line in 2008.

The Indian government definition of poverty line which is ₹ 26 a day (\$0.43) in rural areas and about ₹ 32 per day (\$0.53) in urban areas has been a constant topic for discussion, as it is very difficult for a person to cater to his basic need with that amount of money. There are people that are above the poverty line that is defined by the Indian government, but still they are unable to meet their ends meet. Moreover, as they are above the poverty line they are not able to enjoy the state and central government incentives. These are defined as the people living at subsistence level. Oxford Dictionary defines subsistence living level as A standard of living (or wage) that provides only the bare necessities of life such as food, housing, clothing etc.

In a country quite as large as India, it's hard to identify anything that actually counts as being in the "middle." Yet most of us claim we are middle-class, no matter where we fall on the spectrum, whether compared to the rest of India or the globe. As far as the Pew Research Centre is concerned, all those stories about India's burgeoning middle-class have little to do with reality: India is, as it has always been, woefully poor.

A Pew Research Centre study looking into the break-up of income levels across the world released last week offers a wake-up call for those familiar with headlines in the English press touting the promises of India's massive middle-class. The study, which looked at changes in income levels across the world's population, points out that the first decade of the 2000s saw a dramatic, historic reduction in global poverty.

Despite this, the actual number of people who could be considered middle was 15%.

The study divided the population in each country into five groups based on a family's daily per-capita consumption or income. The thresholds are based on various things, with \$2 being the daily per capita income level under which people are globally considered poor, and \$2-\$10 fitting people in under the subsistence level category. As per this measure, the middle-class falls into those who earn between \$10 and \$20 a day. (As a reminder of how low this still is, the study reminds us that the poverty line in the United States comes in at around \$16 – on the upper end of what this report considers middle income).

According to this survey around 20% of the Indian population falls under the category of subsistence level, with such huge Indian population, this 20% amounts to around 260 million people, which is much if compared to the population of countries like Brazil & Pakistan.

These people might not go for the premium products of brands like organic food items or gourmet items but still they prefer branded food items over loose products or the grains and food items disbursed by the government through public distribution system.

The Indian packaged food industry is expected to touch \$30 billion by the year 2015 on the back of growing awareness, busier lifestyles, and a booming economic environment. According to the report by the Associated Chambers of Commerce and Industry of India (ASSOCHAM), the industry would grow at a rate of 15% to 20% annually from the current level of \$15 billion to 2015. Rural India has become a target for marketers because of the huge potential it offers for all kinds of products and services. Also packaged food items included in this study comprised biscuits, juices, ice creams and chips.

Consumer behaviour involves the understanding that acquisition, use and disposition can occur over time in a dynamic sequence. In other words the study of consumer behaviour is the study of how individuals make decisions to spend their available resources (money, time, efforts) on consumption-related items.

The American Marketing Association (AMA) defines consumer behaviour as “The Dynamic interaction of cognition, behaviour and environmental events by which Human beings conduct the exchange aspect of their lives.

Consumer behaviour is “The study of individuals, groups, or organisations and the Processes they use to select, secure, use and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.” Behaviour occurs either for the individual, or in the context of a group (e.g. friend’s influence what kinds of clothes a person wears) or an organisation (people on the job make decisions as to which services the firm should use).

This project is to assess the buying behaviour or the consumer behaviour of people towards the branded food items, in depth overview is given below in the introduction of the project.

## **1.2 Introduction of the project**

This study aims to identify the consumer behaviour of people which are living at subsistence level i.e. People who only earn enough to fulfil their bare requirements, who find it difficult to make their ends meet towards the branded packaged food items. If we talk generally, these people earn somewhere around 10,000 to 20,000 INR per month, they are not much well educated and are usually self employed or work in small shops or labour sites. With the schemes run by the government for the lower strata of the society and increasing level of incomes, brand awareness and loyalty has increased among this stratum as well. Instead of going for the subsidised and substandard food grains that are being distributed by the Public distribution schemes through various ration depots, these people have started to buy branded packaged items. These people might not go for the premium products, but they do buy branded food items such as biscuits, oil, wheat flour, noodles etc. Their decision to buy these branded products is the matter of study here. What factors these people keep in mind while purchasing these items are being investigated here. Another important insight that is being tried to see is the relationship between the demographics like Age, Gender, Monthly Income, and Education on the behaviour of these people while purchasing branded items.

The study aims to identify the factors which are important for people living at subsistence level while purchasing branded food items. The study also examines the relationship between the factors brought out and demographic factors like age and monthly income. The data is collected using a self-administered questionnaire.

The sample size for the study is 70 respondents. The focal product is a packaged food product sold in villages nearby Delhi such as Shahbad dairy, Burari, Mukundpur etc. Analysis has been done using multivariate technique like Factor Analysis followed by ANOVA and post-hoc tests.

The study observes that the factors for selecting packaged food include health, convenience, proximity, mood, price, brand, and sensory appeal.

### **1.3 Objectives of the study**

This study is an attempt to understand the different aspects of consumer behaviour of people living at subsistence level on buying of Branded food items. The objectives of the study are:

- To determine the factors influencing the purchase of Branded food products.
- To assess whether any relationship exists between the factors brought out from the study and demographic factors like age, Gender and monthly income.



## 2. Literature Review

Chikweche and Fletcher (2014) explored the impact of social networks on the behaviour of MOP (Middle of the Pyramid) consumers in the context of the environment they live in. The study provides insights as to how subsequent interactions between firms and consumers are influenced by the social networks thereby providing opportunities for firms to explore in this aspect of marketing to the MOP in emerging markets in Africa. The impact of these social networks will need to be fully appreciated and taken into account if firms in advanced markets are to successfully compensate for lack of growth in their domestic markets by tapping into the rapid growth in emerging markets at the MOP.

Khare Arpita (2014) analysed that the Indian consumers' prefer small retailers due to assortment, service, store facility and relationship. The older and younger populations differ in their reasons for preferring small retail stores. The results show that service and assortment influence consumer-small retailer relationships

Saini and Sahay (2014) analysed that the presence of credit and high Low Price Guarantee (LPG) increases the purchase intention; however, relatively importance of these two varies by type of store. The absence of credit at kirana store definitely reduces the buying intention, while same is not true for modern retail store, where level of LPG is more important than the credit. Interestingly, buyer is likely to discount high LPG for a month's credit offered by a kirana store.

Schultz and Block (2014) analysed that the four leading sales promotional tools, based on consumer influence, were coupons, home samples, in-store samples and retail shopper cards. Shopper cards had most influence on purchase of secondary, not primary brands in categories. Shopper cards are a clearly underused promotional tool in building brand preference and sales.

Sridhar and Mishra (2010) analyzed that the method for studying product adaptation in rural markets and concluded that the findings of the study are contrary to the general understanding that rural is perceived very differently and hence operationalized differently by different organization. However, the results show that

contingency theory holds true in case of product adaptation in rural markets also. With the increase in executives representation of rurality, product adaptation degree also increased (Bhagwat).

Gautam and Gangal (2011) analyzed the factors responsible of the boom in rural marketing, consumers preference for FMCG products based on 4 A's (Le. Awareness, Affordability, Adoptability and Availability) by employing convenient sampling method for administering the questionnaires using Likert Scale to total 200 respondents of HUL & ITC in rural areas of Agra district from January 2011 to June 2011. The study found that skincare and fragrance have been found as the prime reasons for using bathing soaps (personal wash) and consumers buy detergent due to its primary function for cleanliness and few purchase it for its fragrance. The cleanliness followed by freshness has been the primary motives to purchase toothpaste (oral care) and some consumers also purchase it for protection of gums and whiteness value. The consumers purchase hair oil for hair: care and good looks. The study also found that the factors influencing the purchase decision of the respondents, consumers buying are influence the most by the product factor due to design, quality, durability, made from safe environment and product range but few respondents are not satisfied with the packaging, image and size of the product.

The consumers are showing their dissatisfaction for malls and super markets, greater mobility, shop is conveniently situated, and product display is attractive, value for price paid, cash discount and pricing policy. Lastly, the study concluded that in parameters like, image, ' shape and size, packaging, durability, small, size products, low priced sample packets, price scheme, celebrity endorsement and use of nansport like autos, camel. Carts, HUL has an edge over ITC.

Hemanth (2011) examined the consumer attitudes and perceptions towards eco friendly products in FMCG sector and their willingness to pay on green products. The study revealed that the green products have substantial awareness among urban Indian customers and they are willing to pay something more on green products. The majority of customers considered that package is most imponent element of such products.

Chandrasekhar (2012) analyzed the consumer buying behaviour and brand loyalty in rural markets regarding fast moving consumer goods and found that brand loyalty is more in Badangpet and Nadergul region and less in Chintulla in soaps category. In hair oil category, branded products usage is more in Badangpet and Nadergul villages and consumer prefer to purchase local brands in Chintulla village. It is also found that Vatika and Navratan hair oils dominate in Badangpet, Parachute hair oil in Nadergul and Gograda local brand and Dabur in Chintulla. In case of Biscuits category, consumers mostly buy in loose, which are available in nearby shops like Salt biscuits, Osmania biscuits etc. Parle-G and Tiger are mostly used brands in Badangpet. Tea is purchased in loose, which is available in local shops. The popular brands Red Label, Three Roses and Gemini are used in Badangpet village. Further, the study found that coffee consumption is very less or no consumption in Nadergul and Chintulla villages. In case of washing powder, Nirma dominate all the three selected sample rural markets regions. In remote area like Chintulla, Nirma sell Rs. 1 sachets. In washing soap category, Rin, 501, Nirma, 'XXX and Extra Local Brand dominates all the three selected rural markets It is also ~ concluded that Ponds, Chintol and Santoor face powder dominated the market and Ponds . has dominated the market to consumption in Badangpet In sum, the study also found that male members of the family are alone going to buy consumer products and women are not interested in shopping and do not some out from their houses frequently.

Costello (2012) analyzed the brand awareness and customer preferences for FMCG products in rural market of Garhwal region. The study found that average awareness of the respondents in the rural market is approximately 75 per cent, '70 per cent, 72 per cent, 64 per cent and 73 per cent in case of shampoo, washing powder, soap, tea, toothpaste respectively, which infers that people in the rural market have on an average awareness about most of the products. In the shampoo category, the study found that the respondents give 1st rank to Pantene and last rank to Chik; in case of washing powder, 1st rank to Surf Excel and last rank to Ninna; to soap category, 1st rank to Dettol and last rank to Rexona; in case of Tea, 1st rank to Tata tea and last rank to Maharani tea and in category of toothpaste, 1st rank to Colgate and last rank to Cibaca which infers that advertising and marketing activities have major influences in choices of people in rural market. The study further found that among various factors like quality, price, easy availability, family liking, advertisement,

variety, credit attributes of brand preference; the quality is the first preference in case of brand choices and rural people give least preference to variety and credit attributes. It is also concluded that there is a positive impact of media on brand preference of FMCG products among consumers.

James (2010) examined the competitive and innovative promotional tools used by toothpaste companies in rural market and its impact on consumer buying behavior in Gujarat. The study found that rural consumers are more concerned about the quality, brand name of the oral care products purchased by them. Further, it was also found that once the rural consumers found that certain brands are suitable to them, they do not change it easily due to influence of friends or social groups and lack of availability of their usual brands. In toothpaste category, Colgate and Close-up are the most favourite brands. Price, promotional schemes, colour and availability of the product are more influencing factor when they buy the toothpaste. Rural consumers are generally following the instructions of the retailers for buying the toothpaste and also consider the promotional scheme when buy the toothpaste and the prices off schemes are the most influencing scheme to them. When there are special discount and dentist suggest them to purchase the toothpaste they definitely purchase it

The current times have seen a lot of changes in the lifestyle of rural people in India due to the advent of several employment generation schemes, emphasis on education and greater proliferation of mobiles and other electronic devices. The above factors in turn have also affected the attitude of rural people towards branded products, especially food items.

Rao (1989) conducted a survey to know the consumption pattern of processed products in Rural parts of India. He studied that rural India bought small packs, as they were perceived as value for money. There was brand stickiness, where a consumer bought a brand out of habit and not really by choice. Brands rarely fought for market share; they just had to be visible in the right place. Even expensive brands, such as Close-Up, Marie biscuits and Clinic shampoo, were doing well because of deep distribution and many brands were doing well without much advertising support; Ghadi, a big detergent brand in North India, was an example.

Rees (1992) in his study revealed that factors influencing the consumer's choice of food were flavor, texture, appearance, advertising, a reduction in traditional cooking, fragmentation of family means and an increase in 'snacking'. Demographic and household role changes and the introduction of microwave ovens have produced changes in eating habits. Consumers were responding to messages about safety and healthy eating. They were concerned about the way in which food was produced and wanted safe, natural, and high quality food at an appropriate price.

Sabeson (1992) in his study stated that, high quality, price and taste of the product were the major criteria based on which the consumers selected a brand of processed fruits and vegetable products.

Ragavan (1994) reported quality, regular availability, price, accuracy in weighing and billing, range of vegetables and accessibility as the factors in the order of importance which had influenced purchase of vegetables by respondents from modern retail outlet.

Singh et al. (1995) studied the factors influencing consumer preferences for milk. They were milk quality, convenient availability, and supply in quantity desired, flavour, colour, freshness and mode of payment, which showed higher levels of consumer satisfaction.

In a more recent study, Amarnath and Vijayudu (2011) listed the factors which affected the attitude of rural consumers towards branded food products, viz., health, mood, convenience, sensory appeal, natural content, price, familiarity, weight control, brand image, culture and safety. They also found that a particular group of consumers like 'high income', 'expecting city culture', and 'preparation time consideration' consumers regularly used branded food products.

Kumar et al. (1987) examined the factors influencing the buying decision making of 200 respondents for various food products. Country-of-origin and brand of the products were cross-tabulated against age, gender and income. Results revealed that the considered factors were independent of age, education and income.

On the contrary, Srinivasan and Elangovan (2000) reported that consumers with higher educational level were found to consume more processed products. The quantities of processed fruit and vegetable products consumed were more in high-

income group. The tolerate limit of price increase identified was less than 5%; any price change above this limit, would result in discontinuance of the use processed product. Consumers preferred processed products because of their ready-to-eat convenience.

Another study by Rao (2002) confirmed that consumers from High Income Groups (HIG) and Middle Income Groups (MIG) favoured packaged food and additionally, they settled on cash purchases. However, this segment comprised only one-tenth of the total population, where the rest carried a high preference for credit.

### **3. Research Methodology**

#### **3.1 Purpose of the Research**

The purpose of this research is to determine the consumer behaviour of people living at subsistence level towards the branded food items. Branded food items are a product which is made by a well-known manufacturer and has the manufacturer's label on it. For example Nestle Maggi, Ashirwad Atta, Tata Salt, Tata I-shakti Lentils. This research attempts to determine the factors which are kept in mind by the people of that particular stratum while purchasing these food items. The research will also attempt to assess whether any relationship exists between the factors brought out from

the study and demographic factors like age, Gender and monthly income.

#### **3.2 Research Approach**

After an extensive literature review, a set of variable were found that influence the buying behaviour of people towards packaged food items. Using those variables, a questionnaire was formed both in Hindi and English. The questionnaire was filled by the people living at subsistence level using the convenience sampling technique. After the data was collected, analysis was done in SPSS. Factor analysis was done on the variables to assess the relationship between them and reduce the number of factors. After the factors were formed One way Anova & Independent T-test was done to assess whether any relationship exists between the factors brought out from the study and demographic factors like age, Gender and monthly income

#### **3.3 Scope of the Study:**

The focus of the study was confined to analyse the factors influencing the buying behaviour of people living at subsistence level towards branded food items.. The respondents were suitably selected from the target audience i.e people living at subsistence level, whose monthly family income was less than 25,000 INR and did not take into consideration people earning more than INR 25,000 per month.

### **3.4 Research Design:**

The research design refers to the overall strategy that you choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring you will effectively address the research problem; it constitutes the blueprint for the collection, measurement, and analysis of data.

Broadly there are three categories of research design :

- I. Exploratory research
- II. Descriptive research
- III. Causal research

The type of research design used in this study is Exploratory cum Descriptive research design.

### **3.5 Data Collection & Research Tool**

For data collection, A questionnaire was formed by using the factors in the previous studies that has been taken place in this field to supply the date needed to test the hypothesis. As most of the respondents found it difficult to understand English language, the questionnaire was also carefully translated to Hindi as well so as to facilitate the respondents.. Translation was carried out by a professional translator and the same was validated by expert

The data in the study was analysed primary by using the SPSS tool and basic Microsoft Excel functionality. Analysis has been done using multivariate techniques. Factor Analysis was performed to find out the prominent factors determining the consumer behaviour and further one way Anova, Independent t- test and post hoc tests were performed for Hypothesis testing for the study.



### **3.6 Population & Sample Size**

A population is the total of all the individuals who have certain characteristics and are of interest to a researcher, Hence for this study the people living at subsistence level were are target audience

A sample is a subset of the population, which represents the size of population on which the study is being performed. In this study the sample size taken was 70.

### **3.7 Sampling Technique**

Convenience Sampling was used in this study, A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

## 4. Data Analysis

### 4.1 Data Analysis & Interpretation

Number of Respondents: 70

Source of Data Collection: Questionnaire (Hindi & English)

#### Demographic Information

##### Demographic Details

Particular	Value	Percentage
<b>Gender</b> <ul style="list-style-type: none"><li>• Male</li><li>• Female</li></ul>	24 46	34% 66%
<b>Age</b> <ul style="list-style-type: none"><li>• Below 18</li><li>• Between 18 – 30</li><li>• Between 30 – 45</li><li>• Between 45 – 60</li></ul>	21 25 15 9	30% 36% 21% 13%
<b>Education</b> <ul style="list-style-type: none"><li>• Below 10<sup>th</sup> pass</li><li>• 10<sup>th</sup> pass</li><li>• 12<sup>th</sup> pass</li><li>• Graduate &amp; Above</li></ul>	15 22 15 18	21% 32% 21% 26%
<b>Family Monthly Income</b> <ul style="list-style-type: none"><li>• Below 5,000</li><li>• Between 5,000 – 10,000</li><li>• Between 10,000 – 20,000</li><li>• Between 20,000- 25,000</li></ul>	19 16 14 21	27% 22% 20% 31%
<b>Family Size</b> <ul style="list-style-type: none"><li>• 3</li><li>• 4</li></ul>	8 13 18	11% 19% 26%

• 5		
• 6	22	31%
• 7	5	7%
• More than 7	4	6%

**Table 3. 1:Demographic Details**

### **Factor Analysis**

Factor analysis- Factor analysis is used to find factors among observed variables. If data contains many variables, you can use factor analysis to reduce the number of variables. Factor analysis groups variables with similar characteristics together. With factor analysis you can produce a small number of factors from a large number of variables which is capable of explaining the observed variance in the larger number of variables. The reduced factors can also be used for further analysis.

After extensive literature review, a questionnaire was formed using the 20 variables that might influence the consumer behaviour or buying decision of people living at subsistence level. After the Factor analysis 6 groups of variable with similar characteristics is formed.

Now we will one by one discuss the output and its interpretation of the factor analysis in the SPSS.

### **KMO & Bartlett's test**

KMO & Bartlett's Test of Sphericity is a measure of sampling adequacy that is recommended to check the case to variable ratio for the analysis being conducted. In most academic and business studies, KMO & Bartlett's test play an important role for accepting the sample adequacy. While the KMO ranges from 0 to 1, the world-over accepted index is over 0.6. In our case , the KMO comes out to be 0.698, which is above the expected index of 0.6.

Also, the Bartlett's Test of Sphericity relates to the significance of the study and thereby shows the validity and suitability of the responses collected to the problem

being addressed through the study. For Factor Analysis to be recommended suitable, the Bartlett's Test of Sphericity must be less than 0.05, In our case the, significance of Bartlett's test of sphericity came out to be .000, which is less than 0.05, Hence we could say that the sample is adequate and the responses collected to the problem are valid and suitable.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.698
Bartlett's Test of Sphericity	Approx. Chi-Square	670.430
	Df	190
	Sig.	.000

**Table 3. 2KMO and Bartlett's Test**

### **Communalities**

This is the proportion of each variable's variance that can be explained by the factors. It is also noted as  $h^2$  and can be defined as the sum of squared factor loadings for the variables.

The values in the extraction column indicate the proportion of each variable's variance that can be explained by the retained factors. Variables with high values are well represented in the common factor space, while variables with low values are not well represented. They are the reproduced variances from the factors that you have extracted.

### **Total Variance Explained**

This table shows you the actual factors that were extracted. Only those factors that meet the cut-off criterion (extraction Method), In our case, the cut off criterion is eigen value greater than 1 have the section labeled "Rotation Sums of Squared Loadings". In our case, there were six factors with eigen values greater than 1. The "% of variance" column tells you how much of the total variability (in all of the variables together) can be accounted for by each of these factors. Factor 1 accounts for 19.972% of the variability in all 20 variables, and so on.

cumulative percentage of variance accounted for by the current and all preceding factors. For example, the third row shows a value of 68.313. This means that the first three factors together account for 68.313% of the total variance.

In our case, the number of factors which had eigen value more than 1 were 6 and the total variance explained by the 6 factors that were extracted (had eigen value greater than 1) was 70.309 %.

The complementary part of the total variation is called unexplained or residual. So in our case, the unexplained or residual variation comes out to be 29.691 %. The Total variance table has been included in the annexure.

### **Rotated Component Matrix**

This table contains the rotated factor loadings, which represent both how the variables are weighted for each of the extracted factor but also the correlation between the variables and the factor.

Rotation maximizes high item loadings and minimizes low item loadings, thereby producing a more interpretable and simplified solution. There are two common rotation techniques - orthogonal rotation and oblique rotation. While orthogonal varimax rotation that produces factor structures that are uncorrelated, oblique rotation produces factors that are correlated. Irrespective of the rotation method used, the primary objectives are to provide easier interpretation of results, and produce a solution that is more parsimonious. Here, we have used the Varimax rotation method.

In the below rotated component matrix, we can see that the 20 variables are now reduced to 6 broad factors and each variable has some loading onto the factors that are being extracted

From the rotated component matrix, we can say that after factor analysis done only 6 factors have come out from the 20 variables. We will discuss each factor, the variables it contains and will give a name to that factor

### **Factor 1: Health**

**Free from infestation and storage are hygienic + Free from adulteration + Good Quality + Pure + Hygienic + Good for my well being**

Factor 1 loaded on eight variables can be labeled as ‘**Health**’ as it comprises dimensions of safety, purity, quality, weight control and nutrition. The items received a mean of 1.9 on a scale of 1 to 5 (strongly agree to strongly disagree) where a majority agreed that health is an important parameter related to the purchase of packaged food. Numerous researchers assert that natural content is paid attention to during the purchase.

### **Factor 2: Convenience**

**Easily Available + Available in small packages + easy to carry and store + No other option**

Factor 2 correlated the most on three variables which stressed on availability of products and less time for preparation. This might be labelled as ‘**Convenience**’. The items received the lowest mean of 2.25 on a scale of 1 to 5 (strongly agree to strongly disagree) where a majority agreed that convenience is an important parameter related to the purchase of packaged food.

### **Factor 3: Trust**

**Would not be cheated + Get what you are paying for**

Factor 3 correlated the most on two factor which stressed on a sense of trust among the consumers regarding the branded products. This might be labelled as ‘**Trust**’ The items received the mean of 2.14 on a scale of 1 to 5 (strongly agree to strongly disagree)

### **Factor 4: Price**

**Price comparable with loose products + Cheap/Affordable + Do not have ration card**

Factor 4 loaded on three variables. It can be labelled as ‘**Price**’. The items received a mean of 3.33 on a scale of 1 to 5 (strongly agree to strongly disagree) where a majority agreed that products are cheap and value for money. This shift might be a reason as small packets and sachets are now available in the market.

**Factor 5: Advertisement**

**Influenced by the advertisement + Influenced by the brand ambassador**

Factor 5 loaded on mainly 2 variable which stressed upon the influence through the advertisements and brand ambassadors of the products. So, this factor can be labelled as ‘**Advertisement**’. It received a mean of 2.61

**Factor 6: Sensory Appeal**

**Attractive packaging + Tastes good + Family member demands it**

Factor 6 can be labelled as ‘**Sensory Appeal**’ as it comprised dimensions related to taste, packaging and feel good factor. The items received a mean of 2.27.

<b>Factor</b>	<b>Items</b>
<b>Health</b>	<b>: Free from infestation and storage are hygienic + Free from adulteration + Good Quality + Pure + Hygienic + Good for my well being</b>
<b>Convenience</b>	<b>: Easily Available + Available in small packages + easy to carry and store + No other option</b>
<b>Trust</b>	<b>Would not be cheated + Get what you are paying for</b>
<b>Price</b>	<b>Price comparable with loose products + Cheap/Affordable + Do not have ration card</b>
<b>Advertisement</b>	<b>Influenced by the advertisement + Influenced by the brand ambassador</b>
<b>Sensory Appeal</b>	<b>Attractive packaging + Tastes good + makes me feel good</b>

**Table 3. 3:Factors Influencing the Consumer behaviour**

Now after we have reduced the number of variables from 20 to 6 factors, now we will try to assess any significant relationship between these factors and the demographics such as gender, age, monthly income and education and for this we would be doing One-way ANOVA (Analysis of Variance) and Independent T- test has been used to test the following hypotheses. Data is normally distributed and homogeneity of variance has also been checked using Levene's Statistic.

### Hypothesis - 1

**H<sub>0</sub>** : There is no significant relationship between the factors influencing the purchase of packaged food items and age.

**H<sub>1</sub>** : There is a significant relationship between the factors influencing the purchase of packaged food items and age.

The table for one way anova(as age being the independent variable) has been shown below and it is evident that only one factor have p value of less than 0.05 and hence the null hypothesis can be rejected for **convenience, price, sensory appeal and advertisement**.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Health	Between Groups	1.759	2	.880	1.191	.310
	Within Groups	49.485	67	.739		
	Total	51.244	69			
Convenience	Between Groups	13.970	2	6.985	11.915	.000
	Within Groups	39.280	67	.586		
	Total	53.250	69			
Trust	Between Groups	.292	2	.146	.136	.873
	Within Groups	71.779	67	1.071		
	Total	72.071	69			
Price	Between Groups	9.416	2	4.708	5.015	.009
	Within Groups	62.903	67	.939		
	Total	72.319	69			
Advertisement	Between Groups	23.160	2	11.580	10.219	.000
	Within Groups	75.926	67	1.133		



	Total	99.086	69			
Sensory_appeal	Between Groups	8.635	2	4.318	5.177	.008
	Within Groups	55.874	67	.834		
	Total	64.510	69			

**Table 3. 4: One-way Anova table (age as Independent Variable)**

**Convenience:** There is a statistically significant difference between groups as determined by one-way ANOVA ( $F(3,69) = 11.915, p = 0.000$ ). A Tuckey post-hoc test reveals that convenience is statistically lower for age group below 18 years (1.675 plus minus 0.266,  $p = 0.014$ ) than for age group between 18-30 years (2.5517 plus minus 0.379) and for the age group 30-60 years (2.3810 plus minus 0.317). It can be inferred that consumers below 18 years give more emphasis to convenience, in comparison to those above 18 years, in purchase of packaged food items.

**Advertisement:** There is a statistically significant difference between groups as determined by one-way ANOVA ( $F(3,69) = 10.219, p = 0.000$ ). A Tuckey post-hoc test reveals that advertisement is statistically lower for age group below 18 years (1.7381 plus minus 0.371,  $p = 0.014$ ) than for age group between 18-30 (3.04 plus minus 0.526) and 30-45 years (2.9375 plus minus 0.428). It can be inferred that consumers below 18 years give more emphasis to advertisement, in comparison to those between 18-45 years of age, in purchase of packaged food items.

**Price :** There is a statistically significant difference between groups as determined by one-way ANOVA ( $F(3,69) = 5.015, p = 0.009$ ). A Tuckey post-hoc test reveals that price is statistically lower for age group below 18 years (2.7937 plus minus 0.486,  $p = 0.014$ ) than for age group between 18-30 years (3.6933 plus minus 0.393). It can be inferred that consumers below 18 years give more emphasis to price in comparison to those above 18 years, in purchase of packaged food items.

**Sensory Appeal:** There is a statistically significant difference between groups as determined by one-way ANOVA ( $F(3,69) = 5.177, p = 0.008$ ). A Tuckey post-hoc test reveals that sensory appeal is statistically lower for age group below 18 years

(1.746 plus minus 0.415,  $p = 0.014$ ) than for age group between 18-30 years (2.4133 plus minus 0.404). It can be inferred that consumers below 18 years give more emphasis to sensory appeal in comparison to those above 18 years, in purchase of packaged food items.

## Hypothesis - 2

**H<sub>0</sub>** : There is no significant relationship between the factors influencing the purchase of packaged food items and monthly income.

**H<sub>1</sub>** : There is a significant relationship between the factors influencing the purchase of packaged food items and monthly income.

The table for one way anova (as monthly income being the independent variabe ) has been shown below and it is evident that only one factor have p value of less than 0.05 and hence the null hypothesis can be rejected for **Price, advertisement and sensory appeal**.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Health	Between Groups	2.753	3	.918	1.249	.299
	Within Groups	48.492	66	.735		
	Total	51.244	69			
Convinience	Between Groups	3.328	3	1.109	1.467	.232
	Within Groups	49.922	66	.756		
	Total	53.250	69			
Trust	Between Groups	6.190	3	2.063	2.067	.113
	Within Groups	65.882	66	.998		
	Total	72.071	69			
Price	Between Groups	13.754	3	4.585	5.186	.003
	Within Groups	58.344	66	.884		
	Total	72.099	69			
Advertisement	Between Groups	16.337	3	5.446	4.343	.007
	Within Groups	82.749	66	1.254		
	Total	99.086	69			

Sensory_appeal	Between Groups	13.743	3	4.581	5.956	.001
	Within Groups	50.766	66	.769		
	Total	64.510	69			

**Table 3. 5: One-way Anova table (monthly income as Independent Variable)**

**Price:** There is a statistically significant difference between groups as determined by one-way ANOVA ( $F(3,69) = 5.122, p = 0.03$ ). A Tuckey post-hoc test reveals that price is statistically higher for people with monthly income between 10,000-20,000 (4.1190 plus minus 0.411,  $p = 0.014$ ) than for people with monthly income below 5000( 2.8421 plus minus 0.459) and between 5,000-10,000 (3.1667 plus minus 0.543) . It can be inferred that consumers below the monthly income of 10,000 rupees per month give more emphasis to price, in comparison to those who have monthly income above 10,000 rupees, in purchase of packaged food items.

**Advertisement:** There is a statistically significant difference between groups as determined by one-way ANOVA ( $F(3,69) = 4.343, p = 0.07$ ). A Tuckey post-hoc test reveals that Advertisement is statistically higher for people with monthly income between 10,000-20,000 (3.00 plus minus 0.751,  $p = 0.014$ ) and for people with monthly income between 20,000-25,000 (2.9762 plus minus 0.506 ) than for people with monthly income below 5000( 1.842 plus minus 0.377) . It can be inferred that consumers below the monthly income of 5,000 rupees per month give more emphasis to Advertisement, in comparison to those who have monthly income between 10,000 – 25,0000 rupees, in purchase of packaged food items

**Sensory Appeal:** There is a statistically significant difference between groups as determined by one-way ANOVA ( $F(3,69) = 5.956, p = 0.01$ ). A Tuckey post-hoc test reveals that Sensory Appeal is statistically higher for people with monthly income between 20,000-25,000 (2.825 plus minus 0.488,  $p = 0.014$ ) than for people with monthly income below 5000( 1.930 plus minus 0.403) and between 5,000-10,000 (1.750 plus minus 0.340) . It can be inferred that consumers below the monthly income of 10,000 rupees per month give more emphasis to Sensory Appeal, in comparison to those who have monthly income between 20 ,000-25,000 rupees, in purchase of packaged food items.

**Hypothesis 3 :**

**H<sub>0</sub>** : There is no significant relationship between the factors influencing the purchase of packaged food items and gender.

**H<sub>1</sub>** : There is a significant relationship between the factors influencing the purchase of packaged food items and gender.

To test the above hypothesis, we have used the independent T- test as there were only two entries in the gender variable. The table for independent samples test is shown below, it is evident from the table that the above hypothesis can be rejected just for the convenience factor as the sig or p value of that factor is less than 0.05

The Significance value for the Levene’s Test for Equality of variances helps you to determine whether the variances score for the two groups are the same, in simpler terms we can say that if the significance value for the Levene’s test is > 0.05, we consider the first row, which says Equal variances assumed for calculating the significance value for the t-test.

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	Df	Sig. (2-tailed)
Health	Equal variances assumed	.242	.624	-.368	68	.714
	Equal variances not assumed			-.346	39.671	.731
Convenience	Equal variances assumed	.113	.738	2.368	68	.021
	Equal variances not assumed			2.345	45.486	.023
Trust	Equal variances assumed	.560	.457	-.472	68	.638
	Equal variances not assumed			-.469	45.677	.642
Price	Equal variances assumed	.718	.400	.956	68	.342

	Equal variances not assumed			.904	40.153	.371
Advertisement	Equal variances assumed	.948	.334	1.873	68	.065
	Equal variances not assumed			1.834	44.100	.073
Sensory_appeal	Equal variances assumed	.272	.604	1.350	68	.182
	Equal variances not assumed			1.325	44.469	.192

**Table 3. 6: Independent T-test table**

From, the above table we can reject the null hypothesis for the convenience factor, and can say that male and female consumers differ significantly on convenience factor when it comes to the purchase of packaged food items.

It can also be seen from the descriptive table that the mean for the factor convenience in males (i.e 2.583) is significantly higher as compared to females (2.076). So, it can be inferred that the female consumers give more emphasis to convenience as compared to male consumers, when purchasing branded food products.

#### **Hypothesis 4 :**

**H<sub>0</sub>** : There is no significant relationship between the factors influencing the purchase of packaged food items and education.

**H<sub>1</sub>** : There is a significant relationship between the factors influencing the purchase of packaged food items and education.

To test the above hypothesis, we have applied one way anova for mean of factors as dependent variables and education level of the respondents as the independent variable

The table for one way anova has been shown below and it is evident that only one factor have p value of less than 0.05 and hence the null hypothesis can be rejected for the factor **health**.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Health	Between Groups	6.211	3	2.070	3.034	.035
	Within Groups	45.034	66	.682		
	Total	51.244	69			
Convenience	Between Groups	4.399	3	1.466	1.981	.125
	Within Groups	48.851	66	.740		
	Total	53.250	69			
Trust	Between Groups	4.565	3	1.522	1.488	.226
	Within Groups	67.506	66	1.023		
	Total	72.071	69			
Price	Between Groups	1.103	3	.368	.342	.795
	Within Groups	70.995	66	1.076		
	Total	72.099	69			
Advertisement	Between Groups	3.355	3	1.118	.771	.514
	Within Groups	95.730	66	1.450		
	Total	99.086	69			
Sensory_appeal	Between Groups	4.769	3	1.590	1.756	.164
	Within Groups	59.741	66	.905		
	Total	64.510	69			

**Table 3. 7: One-way Anova table (Education as Independent Variable)**

**Health:** There is a statistically significant difference between groups as determined by one-way ANOVA ( $F(3,69) = 3.034, p = 0.35$ ). A Tuckey post-hoc test reveals that Health is statistically lower for people with education level graduate and above (1.565 plus minus 0.377,  $p = 0.014$ ) than for people with education level below class 10<sup>th</sup> pass (2.411 plus minus 0.468). It can be inferred that consumers who have education level graduate and above give more emphasis to Health, in comparison to those who have education level below class 10<sup>th</sup> pass, in purchase of packaged food items.

#### 4.2 Conclusion and Findings

More than 20% of Indian population lies in the level of subsistence level, those who find it very difficult to find their ends meet or those who have monthly income

Between 5,000 and 25,000. And in absolute numbers, this becomes a huge market to tap. Again, for FMCG products, this is a very lucrative market and hence, in the current scenario, most FMCG players are planning their foray into this segment. And as packaged food items contribute to a great extent in the FMCG industry, this becomes an lucrative market for them too. However, the strategies to woo people at the lower strata are very much different from the middle class or upper class counterparts, since the rich- poor divide still exists. Hence, it is essential for the companies to know the customers' preferences and buying behaviour of people living at subsistence level. The present study is aimed at finding certain generalization in the buying behavior of people living at subsistence level with reference to packaged food products, viz., biscuits, juices, ice creams and chips.

The study observes that the factors for selecting packaged food include health, convenience, trust, price, advertisement and sensory appeal.

- Additionally, it is found that four factors, namely convenience, advertisement, price and sensory appeal have significant relationship with age.
- Three factors, namely price, advertisement and sensory appeal have significant relationship with monthly income.
- The male and female consumers differ significantly on convenience factor when it comes to the purchase of packaged food items
- Only Health factor have significant relationship with the education level of the consumers

From the analysis, following can be inferred

- Female consumers give more emphasis to convenience as compared to male consumers
- Consumers who have education level graduate and above give more emphasis to Health, in comparison to those who have education level below class 10<sup>th</sup> pass
- It can be inferred that consumers below the monthly income of 5,000 rupees per month give more emphasis to Advertisement, in comparison to those who have monthly income between 10,000 – 25,000 rupees,

- Consumers below the monthly income of 10,000 rupees per month give more emphasis to price, in comparison to those who have monthly income above 10,000 rupees
- Consumers below 18 years give more emphasis to convenience, price and sensory appeal in comparison to those above 18 years
- Consumers below 18 years give more emphasis to advertisement, in comparison to those between 18-45 years of age
- Consumers below the monthly income of 10,000 rupees per month give more emphasis to Sensory Appeal, in comparison to those who have monthly income between 20,000-25,000 rupees

These findings reveal the characteristics of the target audience, which can be taken into consideration by the marketers of FMCG products while designing the product, packaged food products in this case.

### **4.3 Limitations & Future Scope**

The key limitation of the study is the sampling frame owing to time and budget constraints. We cannot generalise the findings of the study as the sample size is pretty small. Most of the respondents belonged to the same geographical location i.e near North-west Delhi area. However, the study can be replicated in other geographic regions with a bigger sample size. And the sampling technique used was convenience sampling, which might not depict the actual picture of the population. Add something related to the age group income or education

As one of the question in the questionnaire was regarding the family monthly income, so the respondents might have written a lesser amount as compared to what they are actually earning. More over a great amount of literature is available in this field, so a lot more variables could be taken into further considerations.

Most of the respondents (66%) were below the age of 30, most of them were students, who might not purchase groceries for their families, so it might not depict a clearer picture of the buying behaviour of the people who might actually does the grocery shopping for their families. Further study could be taken up, by selecting the sample more precise, as what is required in the study.



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## 6. Adherence Sheet

<b>S.no</b>	<b>Phases</b>	<b>Expected date to finish the task</b>	<b>Actual date</b>
<b>I</b>	<b>Proposal Discussion</b>	<b>5<sup>th</sup> April, 2016</b>	
<b>II</b>	<b>Data Collection and analysis</b>	<b>12<sup>th</sup> April, 2016</b>	
<b>III</b>	<b>First Draft</b>	<b>19<sup>th</sup> April, 2016</b>	
<b>IV</b>	<b>Final report submission</b>	<b>26<sup>th</sup> April, 2016</b>	

## 7. Annexure

### 7.1 English Questionnaire

Gender (M/F) :  M  F                      Age :  Below 18  18-30  30-60  Above 60

Monthly Income :  Below 5,000  5,000-10,000  10,000-15,000

15,000-20,000  Above 20,000

Education :  Below 10<sup>th</sup> pass  10<sup>th</sup> pass  12<sup>th</sup> pass  Graduate  Post graduate/Doctorate

Number of members in the family : \_\_\_\_\_                      Number of children in the family \_\_\_\_\_

Kindly mark 1 response for each of the following question from 1-5					
1-Strongly Agree	2- Agree	3-Neutral	4-Disagree		
5-Strongly Disagree					
I buy branded products because	1	2	3	4	5
• It is easily available in shops					
• It is available in small packages					
• It is easy to carry and store at house					
• Its packaging can be re-used over again					
• I do not have a ration card					
• I feel it is cheap/affordable					
• I feel that the price of branded products comparable with the loose products					
• I feel it is pure					
• I feel the quality of the branded products is good					
• I feel I am going to get what I am paying for					
• I feel it is hygienic					
• I feel that I would not be cheated					
• I am influenced by the advertisement (print, radio or tv)					
• I am influenced by the brand ambassador of that product					
• I feel that branded products are free from adulteration					
• I feel that branded products are good for my well being					
• I feel that branded products are free from infestation and storage of the products has been hygienic					
• Of the attractive packaging					
• It tastes good					
• Makes me feel good					
• I do not have any other option					

## 7.2 Hindi Questionnaire

लिंग (M/F) :  M  F

आयु :  18 से कम  18-30  30-60  60 से ऊपर

मासिक आय:  5000 से नीचे  5,000-10,000  10,000-15,000  15,000-20,000  20000 के ऊपर

शिक्षा :  10 वीं से नीचे  10 वीं पास  12 वीं पास  ग्रेजुएट  स्नातकोत्तर  डॉक्टरेट

परिवार में सदस्यों की संख्या: \_\_\_\_\_

परिवार में बच्चों की संख्या \_\_\_\_\_

कृपया कर के नीचे दिए गए प्रत्येक प्रश्न के लिये 1-5 में से कोई एक चुनो					
1-बिलकुल सहमत	2- सहमत	3-निष्पक्ष	4-असहमत		
5-बिलकुल असहमत					
मैं ब्रांडेड उत्पाद खरीदता हूँ क्योंकि					
	1	2	3	4	5
• दुकानों में आसानी से उपलब्ध होता है					
• यह छोटे पैकेज में उपलब्ध होता है					
• इसे घर ले जाने और स्टोर करना आसान होता है					
• इसकी पैकेजिंग फिर से पुनः उपयोग किया जा सकता है					
• मेरे पास राशन कार्ड नहीं है					
• मुझे लगता है कि वह सस्ता होता है					
• मुझे लगता है कि ब्रांडेड उत्पादों की कीमत खुले उत्पादों के साथ तुलनीय होती है					
• मुझे लगता है वह शुद्ध है					
• मुझे लगता है कि ब्रांडेड उत्पादों की गुणवत्ता अच्छी है					
• मुझे लगता है कि मैं जितना भुगतान कर रहा हूँ उतना पा भी रहा हूँ					
• मुझे लगता है वह स्वच्छ है					
• मुझे लगता है कि मेरे साथ धोखा नहीं होगा					
• मैं विज्ञापन (प्रिंट, रेडियो या टीवी) से प्रभावित होता हूँ					
• मैं उस उत्पाद के ब्रांड एंबेसडर से प्रभावित होता हूँ					
• मुझे लगता है कि ब्रांडेड उत्पादों मिलावट से मुक्त हैं					
• मुझे लगता है कि ब्रांडेड उत्पाद मेरे स्वास्थ्य के लिए अच्छा है					
• मुझे लगता है कि ब्रांडेड उत्पाद किट कीटाणु से मुक्त होती है और उत्पादों के भंडारण भी स्वच्छ होते हैं					
• उनकी पैकेजिंग आकर्षक होती है					
• उनका स्वाद अच्छा होता है					
• ब्रांडेड उत्पाद का उपयोग करके मुझे अच्छा लगता है					
• कोई अन्य विकल्प ही नहीं है					

### 7.3 Analysis Tables

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Health	70	1.00	4.17	1.9000	.86178
Convenience	70	1.00	4.25	2.2500	.87849
Trust	70	1.00	4.50	2.1429	1.02201
Price	70	1.33	5.00	3.3380	1.02221
Advertisement	70	1.00	5.00	2.6143	1.19834
Sensory_appeal	70	1.00	4.67	2.2714	.96691
Valid N (listwise)	70				

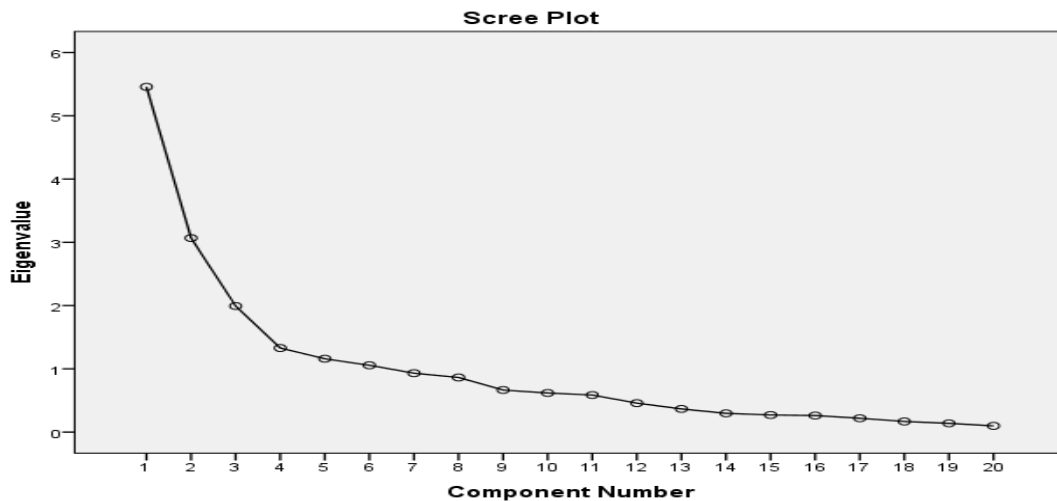
**Table 6. 1: Descriptives Table**

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.457	27.286	27.286	5.457	27.286	27.286	3.994	19.972	19.972
2	3.068	15.338	42.624	3.068	15.338	42.624	2.369	11.846	31.819
3	1.992	9.962	52.586	1.992	9.962	52.586	2.011	10.056	41.874
4	1.329	6.645	59.231	1.329	6.645	59.231	2.001	10.003	51.877
5	1.159	5.797	65.027	1.159	5.797	65.027	1.856	9.281	61.158
6	1.056	5.281	70.309	1.056	5.281	70.309	1.830	9.150	70.309
7	.931	4.656	74.965						
8	.863	4.317	79.281						
9	.665	3.324	82.605						
10	.618	3.091	85.696						
11	.586	2.930	88.626						
12	.457	2.286	90.912						
13	.366	1.830	92.742						
14	.296	1.480	94.222						
15	.270	1.352	95.574						
16	.261	1.307	96.881						
17	.218	1.092	97.973						
18	.168	.842	98.815						
19	.139	.694	99.510						
20	.098	.490	100.000						

Extraction Method: Principal Component Analysis.

**Table 6. 2: Total Variance Explained**



**Figure 6. 1: Scree Plot**

**Communalities**

	Initial	Extraction
It is easily available in shops	1.000	.665
It is available in small packages	1.000	.668
It is easy to carry and store at house	1.000	.710
I do not have a ration card	1.000	.347
I feel it is cheap/affordable	1.000	.668
I feel that the price of branded products comparable with the loose products	1.000	.690
I feel it is pure	1.000	.715
I feel the quality of the branded products is good	1.000	.794
I feel I am going to get what I am paying for	1.000	.495
I feel it is hygienic	1.000	.767
I feel that I would not be cheated	1.000	.799
I am influenced by the advertisement (print, radio or tv)	1.000	.825
I am influenced by the brand ambassador of that product	1.000	.846
I feel that branded products are free from adulteration	1.000	.737
I feel that branded products are good for my well being	1.000	.662
I feel that branded products are free from infestation and storage of the products has been hygienic	1.000	.812
It has attractive packaging	1.000	.698
It tastes good	1.000	.717
My family member demands it	1.000	.793
I do not have any other option	1.000	.654

Extraction Method: Principal Component Analysis.

**Table 6. 3: Communalities**

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Health	Male	24	1.8472	.97668	.19936
	Female	46	1.9275	.80558	.11878
Convenience	Male	24	2.5833	.86811	.17720
	Female	46	2.0761	.84141	.12406
Trust	Male	24	2.0625	1.04583	.21348
	Female	46	2.1848	1.01849	.15017
Price	Male	24	3.4999	1.14210	.23313
	Female	46	3.2536	.95616	.14098
Advertisement	Male	24	2.9792	1.22899	.25087
	Female	46	2.4239	1.14972	.16952
Sensory_appeal	Male	24	2.4861	.99748	.20361
	Female	46	2.1594	.94213	.13891

**Table 6. 4: Group Statistics (by gender)**

		N	Mean	Std. Deviation
Health	Below 18	21	1.7619	.60224
	Between 18-30	25	1.8067	.93749
	Between 30-45	24	2.1181	.95866
	Total	70	1.9000	.86178
Convenience	Below 18	21	1.6071	.51582
	Between 18-30	25	2.3500	.90139
	Between 30-45	24	2.7083	.79286
	Total	70	2.2500	.87849
Trust	Below 18	21	2.2143	1.06737
	Between 18-30	25	2.0600	1.00333
	Between 30-45	24	2.1667	1.03909
	Total	70	2.1429	1.02201
Price	Below 18	21	2.7937	1.06706
	Between 18-30	25	3.6933	.95219
	Between 30-45	24	3.3889	.89371
	Total	70	3.3190	1.02377
Advertisement	Below 18	21	1.7381	.81577
	Between 18-30	25	3.0400	1.27410
	Between 30-45	24	2.9375	1.01417
	Total	70	2.6143	1.19834



Sensory_appeal	Below 18	21	1.7460	.91229
	Between 18-30	25	2.4133	.97790
	Between 30-45	24	2.5833	.84127
	Total	70	2.2714	.96691

**Table 6. 5: Group Statistics (By Age)**

		N	Mean	Std. Deviation
Health	Below 5,000	19	2.0263	.78423
	Between 5,000-10,000	16	1.5729	.82095
	Between 10,000-20,000	14	1.8333	.84226
	Between 20,000- 25,000	21	2.0794	.95105
	Total	70	1.9000	.86178
Convenience	Below 5,000	19	1.9737	.82451
	Between 5,000-10,000	16	2.1406	1.02457
	Between 10,000-20,000	14	2.3393	.84129
	Between 20,000- 25,000	21	2.5238	.79806
	Total	70	2.2500	.87849
Trust	Below 5,000	19	2.4211	.88605
	Between 5,000-10,000	16	1.6250	.80623
	Between 10,000-20,000	14	2.1429	1.11680
	Between 20,000- 25,000	21	2.2857	1.13547
	Total	70	2.1429	1.02201
Price	Below 5,000	19	2.8421	.95173
	Between 5,000-10,000	16	3.1667	1.01835
	Between 10,000-20,000	14	4.1190	.71141
	Between 20,000- 25,000	21	3.3965	.99763
	Total	70	3.3380	1.02221
Advertisement	Below 5,000	19	1.8421	.78267
	Between 5,000-10,000	16	2.7188	1.29059
	Between 10,000-20,000	14	3.0000	1.30089
	Between 20,000- 25,000	21	2.9762	1.11216
	Total	70	2.6143	1.19834
Sensory_appeal	Below 5,000	19	1.9298	.83577
	Between 5,000-10,000	16	1.7500	.63828
	Between 10,000-20,000	14	2.5000	.83461
	Between 20,000- 25,000	21	2.8254	1.07300
	Total	70	2.2714	.96691

**Table 6. 6: Group Statistics (By Monthly Income)**

		N	Mean	Std. Deviation
Health	Below 10th Pass	15	2.4111	.84484
	10th Pass	22	1.7955	.74701
	12th Pass	15	1.9444	.98333
	Graduate & Above	18	1.5648	.75869
	Total	70	1.9000	.86178
Convenience	Below 10th Pass	15	2.7000	.97376
	10th Pass	22	2.1932	.73570
	12th Pass	15	1.9667	.80659
	Graduate & Above	18	2.1806	.94248
	Total	70	2.2500	.87849
Trust	Below 10th Pass	15	2.5000	1.23924
	10th Pass	22	1.9318	.83517
	12th Pass	15	2.3667	1.09327
	Graduate & Above	18	1.9167	.92752
	Total	70	2.1429	1.02201
Price	Below 10th Pass	15	3.1336	.91535
	10th Pass	22	3.3333	1.00791
	12th Pass	15	3.3551	1.04227
	Graduate & Above	18	3.4998	1.15614
	Total	70	3.3380	1.02221
Advertisement	Below 10th Pass	15	2.2333	.92324
	10th Pass	22	2.7273	1.18248
	12th Pass	15	2.5667	1.29376
	Graduate & Above	18	2.8333	1.35038
	Total	70	2.6143	1.19834
Sensory_appeal	Below 10th Pass	15	2.6000	.87469
	10th Pass	22	2.2879	.74390
	12th Pass	15	1.8222	.87166
	Graduate & Above	18	2.3519	1.25491
	Total	70	2.2714	.96691

**Table 6. 7: Group Statistics (By Education)**

Rotated Component Matrix<sup>a</sup>

	Component					
	1	2	3	4	5	6
free from infestation and storage has been hygienic	.870					
free from adulteration	.842					
the quality is good	.810					
good for my well being	.738					
it is pure	.731					
it is hygienic	.569					
easy to carry and store at house		.789				
I do not have any other option		.774				
easily available in shops		.773				
available in small packages		.500				
I would not be cheated			.825			
I am going to get what I am paying for			.629			
the price of branded products comparable with the loose products				.733		
it is cheap/affordable				.722		
I do not have a ration card				.542		
I am influenced by the brand ambassador of that product					.893	
I am influenced by the advertisement (print, radio or tv)					.819	
Makes me feel good						.832
it has at tractive packaging						.653
It tastes good						.572

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 8 iterations.