

A study on factors affecting consumer buying behavior towards Cow Ghee.

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Abstract- The study on consumer buying behavior towards ghee aims to explore the various factors that influence consumers' purchasing decisions when it comes to ghee. Ghee is a traditional dairy product widely used in Indian cuisine, and the market for ghee has been significant growth in recent years. Therefore, the main objective of the study was to assess the factors affecting consumer buying behavior towards Cow Ghee. This research paper focuses on understanding the impact various factors such as price, quality, quantity, brand image, packaging and nutrition content on the purchasing decisions of consumers. The data was collected through a structured questionnaire from 100 respondents randomly selected customers of Ghee through convenience sampling method belonging to Surat city. The questionnaire consists of multiple-choice questions and five-point Likert scale. The data in this research study has been analyzed through Chi-square correlation and Cross-tabulation to find out the association between demographic variables and factors affecting consumer buying behavior while purchasing ghee. The collected data were analyzed using statistical software SPSS. The study resulted in suggesting some major factors which affects consumer buying behavior: Nutrition Content, Quality and Odour.

Key word: Consumer Buying Behavior, purchasing decision, Ghee

Introduction

Consumer buying behavior refers to the actions and decisions made by individuals when purchasing a product or service. In the case of ghee, which is a form of clarified butter commonly used in South Asian cuisine, consumer behavior may be influenced by a variety of factors such as Quality, Nutrition content, Smell, Colour, and Price. The global ghee market is expected to grow at a CAGR of 3.9% from 2021 to 2028, according to a report by Grand View Research. Ghee is known for its health benefits, including improving digestion, boosting immunity, and promoting healthy skin. This has led to an increase demand for ghee among health-conscious consumers. Many consumers are loyal to specific ghee brands, particularly in regions where ghee is a staple ingredient in the cuisine. Consumers may prefer ghee packaged in glass jars or other eco-friendly materials, as opposed to plastic packaging. Consumers may seek out ghee made from organic, grass-fed cows, as they perceive it to be healthier and more sustainable. Consumer preference of ghee may vary by region. For example, in the Middle East, ghee is often flavored with spices like cardamom and is used in desserts. In contrast, in South Asia, ghee is used in savory dishes. Quality is the important factor that influences consumer buying behavior towards ghee. Consumers are willing to pay a higher price for ghee if they perceive it to be of better quality. There are many popular brands of Cow Ghee present across all over the India, known for its quality and nutrition content. In the fast-growing world of consumerism, it is necessary for every organization to study their customer preference for ghee to identify the underlying factors for preference of ghee brands as well as make suggestions for the company to take the right market to be a leader in the market.

Literature Review:

N Ramya, SM Ali (2018) conducted the study on consumer buying behavior towards Amul products in Coimbatore city 150 respondents were selected through convenient sampling technique Primary data was used in the study. The data is collected through questionnaire comprises of close ended questions. Data were analyzed through Percentage analysis, Likert scale analysis and Rank correlation analysis. They concluded that the buying behavior is positive which reveals that the buying behavior of the consumers is high. The promotional strategies of the product can be improved to increase the sale of the company as much.

Mohammed Sani Abdullahi, Munirah Fatima (2018) examined the effect of advertisement on consumer buying behavior in Nigeria. 320 Ammasco oil users were selected and the data were collected through questionnaire (primary data) with 1-5 Likert scale which consist of Strongly Disagree to Strongly Agree. Multiple regression analysis was employed to test the hypothesized model of the study. The findings of the study revealed that advertisement has positive and significant effect on consumer buying behavior. The study also revealed that brand image has positive and significant effect on consumer buying behavior in Nigeria

Aditi Khandelwal, Ratisha Yadav (2021) conducted study on Effects of Nutritional Labelling on Consumer Buying Behavior. Descriptive and Conclusive research design was used and the data was collected from Secondary Source from various research papers, review papers, articles and e-sources. They found that the factors that affects the consumer buying behavior were mostly related to the health status of an individual and some of the common factors that influences consumer buying behavior were psychological, personal, social and economic factors etc. Some demographic factors which were connected with consumer label usage and knowledge: Education or socio-economic status, gender, family or household size, age, etc. In India education level is positively related to usage of nutritional labels while purchasing food products. It was found that nutritional label features, font size

etc. matters a lot in understanding the label. In some studies, it is seen that female's uses more nutritional labels findings regarding the use of nutritional label showed that the eighty percent of consumers uses the food labels while making the food buying decision while purchasing a product in comparison to males, because still after redefining the role of women's, they are still main meal preparers & families food gatekeepers.

Manjit Kour (2020) examined the Impact of Social Media Marketing on Consumer Buying Behavior. For the study a questionnaire was developed on five-point Likert scale and administered to 400 social media users located in Punjab region of India through online survey. 260 responses to online survey were received and used for analysis.

For analysis statistical method of factor analysis and Multiple Linear Regression analysis was used. Statistical Analysis was done by using software SPSS 20.

It was found that trust, perceived value and positive reviews positively affect consumer buying behavior on social media.

The study conducted by F A Abdullah, S F S Saidi, T H S T Abu Bakar, L J Young (2022) on The Level of Buying Behavior Towards Organic Food Among Malays Consumers revealed that Malay consumers would like to consume organic food, but their socio-economic background may not permit them to have it frequently.

Hence, this study was significant for all stakeholders, including the farmer, policymaker, retailer and supplier, to ensure a good and sound organic food chain in Malaysia.

Suneeli Anand (2013) conducted a comparative study of consumer buying behavior of dairy products users in Jaipur City. In accordance to the objective of the study, descriptive research was conducted to collect the information and carry out the research. Both primary and secondary data were gathered for the same. After a thorough empirical analysis, it was inferred that there is an association between the purchase of a particular Brand & the factors affecting its choice, thereby meaning that while choosing a brand the consumer considers factors like quality, taste, availability etc. This study will help all the dairy product sellers to understand their customers.

Pralhad Mudalkar, Amruta Sane (2020) conducted Comparative analysis of Urban and Rural consumer buying behavior with regards to FMCG. The research is exploratory and descriptive in nature and 860 respondents from rural and 90 from urban area were selected. The sampling technique used in the study is proportionate, purposive and convenience sampling. They conclude that rural and urban consumers are becoming very quality conscious and very selective about the product features. There are differences in the educational and family structures. Joint families are more prevalent in the rural areas and comparatively the earning is less making the disposable income small in rural areas. This affects the purchasing capacity of the rural consumers. Naturally, the rural consumer gives preference to lower prices or low-price packs. The promotional tools that appeal to the rural consumers are slightly different from those that appeal to the urban consumers.

Andanesh Chavadi, M R Vishwanatha and Samiya Mubeen (2019) conducted study on How Consumers Evaluate Product Packaging. The study was conducted on Ghee product packaging, involving 199 family units, using four types of packaging. A total of 398 structured questionnaire was used to collect the data from both the moments (moment of purchase and after usage).

Statistical tools such as 'SPSS' and 'AMOS 20' were used to construct and evaluate the sequential chain of quality attributes, satisfaction and loyalty. The results identify the most and least valued quality attributes and what differences persist between the four types of ghee packaging. This study contributes to the body of knowledge in terms of consumers' purchase experiences with regard to the packed ghee product.

AS Suresh, Anindya Biswas (2016) conducted the research to get an insight into Ghee Industry and consumer behavior towards consumption of a low involvement product such as Ghee. The study had revealed that for a product like ghee which belongs to a highly-fragmented market and is somewhat undifferentiated across brands both organized and unorganized markets, product attributes such as product freshness and smell as well as pricing turned out to be key variables in the purchasing process. Gender also had an impact on the buying decision. The study was intended to understand as to how the aforementioned factors could affect the customer's satisfaction of purchase and whether this in turn could affect the customer's resolve to remain loyal to a particular brand of ghee.

Mayakkannan, R. (2018) studied the perception concerning awareness and satisfaction of consumer towards instant food products. The analysis methodology was exploratory and particular. Primary data and secondary data have been received for this study. The sample stand on purposive, judgment, and convenient methods of sampling. The results expose that the consumers are having an awareness of instant food products, and the consumers also absolutely satisfied with the Instant food product.

Research Objective:

- To examine the factors affecting the buying behavior of customers.
- To find the relationship between Demographic and Factors affecting consumer buying decision.

Research Methodology:

A descriptive research design has been adopted to conduct this survey where data has been collected through structured questionnaire. The 100 samples were selected using non-probability convenient sampling and purposive sampling method from

Surat city. The data was analyzed using cross-tab chi-square method to find out the association between demographic variables and factors affecting consumer buying decision.

Data Analysis:

Table 1: Religion * Factors affecting buying behavior

Factors	Asymp. Sig.	H0 accepted/rejected	H0 Significant/Non-Significant
Brand Image	.820	Accepted	Not Significant
Price	.605	Accepted	Not Significant
Quality	.334	Accepted	Not Significant
Nutrition Content	.671	Accepted	Not Significant
Shelf Life	.603	Accepted	Not Significant
Quantity	.957	Accepted	Not Significant
Package	.464	Accepted	Not Significant
Availability	.820	Accepted	Not Significant
Marketing Factor	.188	Accepted	Not Significant
Texture	.596	Accepted	Not Significant
Odour	.769	Accepted	Not Significant
Color	.276	Accepted	Not Significant

The significant value of Chi-square test is more than the critical value of 5% (or 0.05) in all the above cases. Therefore, it can be said that we fail to reject null hypothesis and there is no significant relation between religion and factors affecting buying behavior of consumers.

Table 2: Gender * Factors affecting buying behavior

Factors	Asymp. Sig.	H0 accepted/rejected	H0 Significant/Non-Significant
Brand Image	.465	Accepted	Not Significant
Price	.570	Accepted	Not Significant
Quality	.396	Accepted	Not Significant
Nutrition Content	.880	Accepted	Not Significant
Shelf Life	.645	Accepted	Not Significant
Quantity	.538	Accepted	Not Significant
Package	.249	Accepted	Not Significant
Availability	.331	Accepted	Not Significant
Marketing Factor	.412	Accepted	Not Significant
Texture	.701	Accepted	Not Significant
Odour	.646	Accepted	Not Significant
Color	.821	Accepted	Not Significant

The significant value of Chi-square test is more than the critical value of 5% (or 0.05) in all the above cases. Therefore, it can be said that we fail to reject null hypothesis and there is no significant relation between gender and factors affecting buying behavior of consumers.

Other Findings:

- Most of the respondents belong to the group of below 25 years followed by 26 to 35 years, belonging almost equally to joint and nuclear families.
- 51% of respondents were private sector employees and 27% were business persons, while retired people consisted only of 1%.
- It was seen that there was no major difference in the purchase quantity of ghee i.e., 22% for less than 1 kg, 31% for 1 kg, 26% for 2 kg and 21% for 2kg and majority of the purchases were done on the recommendation of either family (41%) and friends (39%).
- Retail stores and super stores are the most preferred destinations for purchasing ghee i.e., each having 30% of the total respondents. Online platforms are the least trusted sources to purchase ghee.
- 39% of the total respondents spend Rs.500 to Rs.1000 monthly to purchase ghee and mostly these purchases are done for using ghee in cooking purposes.
- Generally, in the Indian household's ghee is brought once in every month. 57% of the respondents buy ghee once in a month and only 6% of them buy ghee thrice in a month.
- It is observed that wife generally being the homemaker takes majority of decisions relating to purchase of ghee i.e., 40%. Very less households i.e., only 8% considers children's decisions regarding ghee purchase.

- There is no strong correlation found between religion and purchase of ghee, importance of brand image, price, quality, shelf life, quantity, packaging, availability and marketing of ghee.
- There is also no correlation found between gender and attributes such as quality, quantity, brand image, nutrition content, etc.

Conclusion:

It is found that Ghee is considered as a key ingredient for cooking in Indian households and hence it has a huge market also consumer buying behaviour for purchasing ghee is very complex to study. From the earlier studies it was observed that Advertisements played a very influential role in buying behaviour of customers. Also, the size and quantity of ghee purchased were also considered crucial elements for purchasing ghee. Contradicting to the earlier studies it was found from this research that the influence of advertising has considerably decreased over the period of time and now customers are giving higher preference to attributes like Nutrition Content, Quality and Odour over Size and Quantity.

Implications:

- The finding that preference for quality and nutrition content is rising among consumers of cow ghee suggests that producers and marketers of cow ghee should focus on ensuring high quality and nutritional value in their products. This could involve using high-quality milk, following best practices in production, and emphasizing the nutritional benefits of cow ghee.
- The finding that there is no strong relationship between demographic variables and consumer buying decision implies that factors such as age, gender, income, and education may not be significant determinants of consumer behavior towards cow ghee. This suggests that other factors, such as taste, brand reputation, etc. may be more important in shaping consumer preferences.
- The findings of this study could inspire future research on the factors influencing consumer behavior towards cow ghee in Surat City or other regions. This could involve exploring the impact of marketing campaigns, examining the role of packaging and labeling in consumer decisions, or analyzing the influence of cultural or social factors on buying behavior.

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