



CONSUMPTION PATTERN OF FAVOURITE FOOD IN TWIN CITIES IN KARNATAKA



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ABSTRACT

T*his paper focuses on consumer consumption pattern in twincities. To analyze the impact of Demographic variables. The paper examines purchase decision and brand selection.*

KEYWORDS: *Consumption Pattern, Demographic variables, purchase decision and Brand Selection*

INTRODUCTION

Indian consumption pattern is different from other countries. It has two major parts, North and South. This paper concentrated on South part of India, especially Karnataka. This state is famous for spices, cereals, corns, fruits and vegetables. This paper focuses on twin cities of Karnataka i.e. Hubli and Dharwad. In these cities consumers' spicy favourite food like Jowar, Wheat, Turdal, Moong, Groundnut and sprouted corns, vegetables like cucumber, radish, brinjal and green leafy. Nowadays consumers want good quality and durability products at reasonable price. Consumer behavior is useful to the marketers, marketers benefit by understanding how consumers take consumption decisions which enable them to formulate suitable marketing strategies. They can anticipate the reactions of the consumers to various cues, both informational and organizational. It is likely to give them a competitive advantage. Initially marketers thought that if they are able to predict consumer behavior, they will be able to influence it. This is a positivist approach to consumer behavior.

The aim of the study like is to understand the consumers' consumption pattern towards select favourite foods mentioned above.

OBJECTIVES

- ◆ To describe the consumers' consumption pattern towards favourite food.
- ◆ To analyse the impact of demographic variables on the consumers' purchase of products.
- ◆ To identify the marketing mix that influences the purchasing process.

Consumer behavior is influenced by cultural, social, personal and psychological characteristics.

Culture is the most fundamental determinant of a person's wants and behavior. As a person grows up in society, he learns a basic set of values, perceptions, preferences and behavior through a process of specialization involving the family and other key institutions.

SCOPE OF THE STUDY

The study is focused on consumers' consumption pattern in Hubli and Dharwad cities. It is believed that the residents of these cities who have settled down from various parts of the state. The study is emphasized on product promotional activities and their effect on brand awareness, brand perception and brand choice.



METHODOLOGY, RESEARCH DESIGN AND SAMPLE DESIGN

The methodology adopted for conducting the study in select areas of Hubli and Dharwad. A descriptive research decision is adopted in order to conduct the study. The data has been collected using multistage random sampling. Sample of 250 consumers chosen from Hubli and Dharwad. The data is collected from one respondent from each household. The data collected from 125 consumer respondents in each city. The data collected in the evening hours. It is felt that the evening hours are convenient and comfortable to the respondents.

SOURCE OF DATA

The primary data through questionnaire was collected from consumers of favourite products. All categories of consumers were taken from twincities. Therefore, a well-structured questionnaire designed to identify the factors for incorporating them in the questionnaire. The questionnaire contained 25 questions close ended and 5 point Likert’s scale was incorporated. The first section of the questionnaire consists of demographic and product related questions. The second

section consists of price related and promotion related questions and the third phase consists of consumer opinion. The primary data for the study was collected between January and February 2015.

DATA ANALYSIS AND INTERPRETATION

This paper reveals the data analysis and results. This paper discusses and critically analysis the findings of the qualitative data by tentatively examining the interviewees. The gathered data are analysed accordingly to accomplish the objectives of the study.

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

It is very important to categorize the respondent’s demographic profile because it gives a broad picture to analyse the demographic factors which influence and are associated with the consumption levels.

Age:-

The information related to age of the sample respondents is presented their consumption pattern about favourite food.

Table -1: Age Profile

| Age | No. of respondents | | Percentage of respondents | |
|-----------------------|--------------------|------------|---------------------------|------------|
| | Hubli | Dharwad | Hubli | Dharwad |
| Below 20 years | 20 | 10 | 16 | 8 |
| 21-30 | 25 | 20 | 20 | 16 |
| 31-40 | 30 | 20 | 24 | 16 |
| 41-50 | 20 | 35 | 16 | 28 |
| 51-60 | 15 | 25 | 12 | 20 |
| 60 and above | 15 | 15 | 12 | 12 |
| Total | 125 | 125 | 100 | 100 |

Source: Field Survey

Majority of age group between 31-40 years in Hubli and 41-50 years in Dharwad respondents are like their favourite food.

Table -2: Gender Profile

| Gender | No. of respondents | | Percentage of respondents | |
|---------------|--------------------|---------|---------------------------|---------|
| | Hubli | Dharwad | Hubli | Dharwad |
| Male | 75 | 60 | 60 | 48 |
| Female | 50 | 65 | 40 | 52 |
| Total | 125 | 125 | 100 | 100 |

Source: Field Survey

More number of respondents are male and female in Hubli and Dharwad respectively.

Table – 3: Education Profile

| Education | No. of respondents | | Percentage of respondents | |
|---------------------|--------------------|------------|---------------------------|-------------|
| | Hubli | Dharwad | Hubli | Dharwad |
| Below SSLC | 24 | 18 | 19.2 | 14.4 |
| PUC | 16 | 12 | 12.8 | 9.6 |
| UG | 32 | 26 | 25.6 | 20.5 |
| PG | 28 | 45 | 22.4 | 36.0 |
| PG and above | 25 | 24 | 20.0 | 19.2 |
| Total | 125 | 125 | 100 | 100 |

Source: Field Survey

Majority of respondents Under Graduate in Hubli and Post Graduates in Dharwad like spicy food.

Table – 4: Occupation Profile

| Occupation | No. of respondents | | Percentage of respondents | |
|--------------------------|--------------------|------------|---------------------------|-------------|
| | Hubli | Dharwad | Hubli | Dharwad |
| Govt Employees | 18 | 12 | 14.4 | 9.6 |
| Private Employees | 32 | 42 | 25.6 | 33.6 |
| Self-Employees | 24 | 32 | 19.2 | 25.6 |
| Business | 40 | 19 | 32.0 | 15.2 |
| House Wife | 11 | 20 | 8.8 | 16.0 |
| Total | 125 | 125 | 100 | 100 |

Source: Field Survey

According to occupational status 32% and 33.6% maximum spicy food eaters as a business class and private employees in Hubli and Dharwad respectively.

Table -5: Income Profile

| Income | No. of respondents | | Percentage of respondents | |
|-----------------------------|--------------------|------------|---------------------------|-------------|
| | Hubli | Dharwad | Hubli | Dharwad |
| Below Rs. 5000 | 18 | 22 | 14.4 | 17.6 |
| Rs. 5001 – 10,000 | 12 | 14 | 9.6 | 11.2 |
| Rs. 10001-15,000 | 20 | 18 | 16.0 | 14.4 |
| Rs. 15001-20,000 | 30 | 26 | 24.0 | 20.8 |
| Rs. 20001-30,000 | 25 | 30 | 20.0 | 24.0 |
| Rs. 31,000 and above | 20 | 15 | 16.0 | 12.0 |
| Total | 125 | 125 | 100 | 100 |

Source: Field Survey

Table 5 is indicating that, majority of respondents 24% each in both the cities income groups will be 15001-20000 and 20001 – 30000 in Hubli and Dharwad respectively.

Table – 6: Purchase Decision

| | No. of respondents | | Percentage of respondents | |
|--------------------|--------------------|------------|---------------------------|-------------|
| | Hubli | Dharwad | Hubli | Dharwad |
| Extremely | 48 | 54 | 38.4 | 43.2 |
| Quite a bit | 20 | 20 | 16.0 | 16.0 |
| Moderate | 32 | 25 | 25.6 | 20.0 |
| A little | 25 | 26 | 20.0 | 20.8 |
| Total | 125 | 125 | 100 | 100 |

Source: Field Survey

Table 6 denoting that, in both the cities respondents are extremely in purchase decision. Income plays a significant role in purchase decision. 38.4 and 43.2 percent of the respondent have expressed that influence of income on purchase decision in both the cities extremes.

Table – 7: Brand Selection

| Income | No. of respondents | | Percentage of respondents | |
|-------------------|--------------------|------------|---------------------------|------------|
| | Hubli | Dharwad | Hubli | Dharwad |
| Strongly disagree | 06 | 08 | 4.8 | 6.4 |
| Disagree | 10 | 18 | 8.0 | 14.4 |
| Agree | 49 | 69 | 39.2 | 55.2 |
| Strongly agree | 60 | 30 | 48.0 | 24.0 |
| Total | 125 | 125 | 100 | 100 |

Source: Field Survey

In these two cities brand selection is important they like Bijapur Jawar Roti and Brinjal curry.

Table 7 shows that 48% strongly agree in Hubli city and 55.2 respondents in Dharwad agreed brand selection.

FINDING AND CONCLUSION

This paper presents a summary of findings some pragmatic conclusion with reference to consumption pattern of favourity food in twincity in Karnataka.

The purpose of this study is to examine the food habits of the consumers. The study incorporated academic literature, to contextualize consumption pattern and produce a model field survey with each 125 consumers in two cities.

It is very important to categorize the respondents demographic profile because it gives a broad picture to analyze the demographic factor which influence and are associated with the consumption pattern level.

Income plays a significant role in purchase decision. Majority of respondents between 15001 – 20000 and 20001 – 30000 income group in Hubli and Dharwad respectively.

Most of the respondents strongly agreed with brand selection in Hubli and agreed in Dharwad.

It is found that, age between 31-40 and 41-50 grouped like favourite food like Jowar, Roti, Brinjal curry and cucumber.

Based on the field survey majority of male in Hubli and female in Dharwad giving interest toward their tasty food.

It is found that, most of the respondents Under Graduates in Hubli and Post Graduates in Dharwad giving more priority in spicy food.

Majority of the consumer respondents business class and private employees in Hubli and Dharwad respectively.

SUGGESTIONS

- ✧ The consumption pattern of food focus heavily on age groups, income and brand selection has gained a greater significance in recent times.

- ✧ Favourite food should launch a wide range of products with a wide choice of colours, flavours, fragrance and tastes attributes an important role in attracting customers.

- ✧ The marketers most produce and market the favourite food economically to reach all the income groups of the customers as the income plays a key role in purchasing of branded products.

- ✧ Innovative brand building strategies have to be adopted by marketers as the brand image is the one of most important factor considered by most of the respondents.

- ✧ Today's consumers are expecting durability with reasonable price.

- ✧ It is observed that more income group respondents has not taken interest spicy food.

- ✧ Over all the consumption pattern of these two cities are quite different.

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