



## A STUDY ON CONSUMER BUYING BEHAVIOUR OF HONEY IN KERALAWITH SPECIAL REFERENCE TO KOLLAM DISTRICT



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### ABSTRACT

**B**ee keeping is an important profitable agro based economic activity and providing employment, income generating activity especially in rural areas. Kerala being a major tropical ecosystem characterized by rich biodiversity with abundant scope for natural products .However little importance is being given to the development of beekeeping in Kerala. In Kerala honey is mainly consumed for medicinal purpose only and it is not accepted as a normal food item as it is consumed in western countries. This is mainly due to poor marketing strategies adopted by concerned parties. In this context it is significant to study the consumer buying behaviour of Honey in KeralaWith Special Reference to Kollam District.

**KEYWORDS:** Bee Keeping, Bio Diversity, Consumer, Honey, Agriculture, livestock, fisheries, poultry.

### INTRODUCTION

Agriculture is the dominant sector of Indian economy, which determines the growth and sustainability. About 65 per cent of the population still relies on agriculture for employment and livelihood. India is the first in the world in the production of milk, pulses and jute-like fibres; second in rice, wheat, sugarcane, groundnut, vegetables, fruits and cotton production; and is a leading producer of spices and plantation crops as well as livestock, fisheries, poultry and honey.

Honey and beekeeping have a long history in India. Kerala being a major tropical ecosystem characterized rich biodiversity with abundant scope for natural products. Bee keeping is an important profitable agro based economic activity and providing employment, income generating activity especially in rural areas. However, little importance is being given to the development of beekeeping in Kerala. This not only leads to wastage of potential in honey production and also in a substantial loss in agricultural production. In Kerala Bee-

keeping is done by farmers as a source of additional income. Rubber planters place beehives in rubber plantations and gain a good return from it without any risk. Forest honey is one of the major sources of livelihood of tribal in Kerala.

In Kerala honey is mainly consumed for medicinal purpose only and it is not accepted as a normal food item as it is consumed in western countries. This is mainly due to poor marketing strategies adopted by concerned parties.

In this context it is significant to study the problems and prospects of apiculture with specific reference to consumer buying behavior of honey in Kerala.

### OBJECTIVES OF THE STUDY

The present study focuses on the following specific objectives.

1. To make an overview of the present marketing system of Honey in Kerala.

2. To analyse the consumer buying behaviour of honey.
3. To analyse the reasons behind low domestic consumption of honey.

## **RESEARCH METHODOLOGY**

### **Research Design:-**

The study was designed as descriptive in nature based on the survey method. Both primary and secondary data was used for the study.

### **Sampling Design:-**

Since it is difficult to contact the entire population, sampling technique was adopted. The respondents were interviewed using convenience sampling method.

### **Area of Study:-**

This study was conducted in Kollam district of Kerala.

### **Sample Size:-**

Sample was around 80 consumers selected on convenience basis.

### **Sample Techniques:-**

As the population is undefined, the non-probabilistic method of sampling-convenient sampling method was used to collect data for the study.

### **Sources of Data:-**

The study was based on both primary and secondary data.

### **Primary Data:-**

The primary data was collected through structured questionnaire and personal interview.

### **Secondary Data:-**

The required secondary data was collected from books, magazines, newspapers and websites.

### **Questionnaire Design:-**

Questionnaire was designed in such a manner that it would facilitate the respondents to reveal maximum information. The unit of analysis in this study is the consumer level. Questionnaire survey was applied in this study to collect information from the consumers. Information collected through consumer survey is utilized for further analysis.

## **NEED FOR THE STUDY**

Kerala being the major tropical ecosystem characterized of rich biodiversity with abundant scope for natural products. Bee keeping is an important profitable

agro based economic activity and providing employment, income generating activity especially in rural areas. However, a little importance is being given to the development of beekeeping and honey marketing in Kerala. In this context it is significant to study the consumer buying behavior and marketing strategies of honey.

## **SCOPE OF THE STUDY**

The study investigates the factors that affect the consumer buying behaviours of honey and the study is confined to Kollam District of Kerala.

## **FINDINGS OF THE STUDY**

1. Majority of the respondents age (25%) belonged to the group 20-29.
2. It was found that there were equal respondents from male and female.
3. There was 44% of respondents having university education and above.
4. The study had shown that majority of the respondents earn only a meagre meet there needs.
5. The study proved that 75% of the respondents use honey in their household.
6. Majority of the respondents bought honey only occasionally.
7. It was found that 75% of the respondents know about the benefit of honey.
8. Most of the respondents got information of honey from other sources like friends, relatives etc... than from magazines, newspapers, radio and television.
9. Majority of the respondents (33%) shopped honey from special honey shops.
10. Most of the respondents looked for the quality of the honey and none of them look for packaging.
11. About 80% of the respondents agreed that honey is much healthier than other sweeteners.
12. It was found that 77percent of the respondents agreed that honey is having a nutritional value.
13. The study had shown that the respondents are not fully aware of the medical properties of the honey only .67percent respondents agreed that honey contains medical properties.
14. It was found 20 percent somewhat agreed that the brand of honey influence their purchase decision.

15. The study proved that the respondents do not compare the price of the available brands before purchasing honey.
16. The label of honey was found useful for 54 percent of the respondents.
17. Majority of the respondent were not comfortable with the bottles and therefore they wish to have honey in sachets.
18. About 60 percent stated that , the price of honey is not affordable to them
19. From the study the respondents opined that price discount and quality of product can increase the quantity of the honey to be purchased.

### SUGGESTIONS FOR IMPROVING THE CONSUMPTION OF HONEY

Train farmers in modern methods of beekeeping, honey extraction and processing and marketing;

- ◆ Financial institutions should come forward for granting financial assistance for purchase of bees and equipment to assist individual beekeepers and producer groups.
- ◆ Provide loans and marketing subsidies for preparing qualified honey retail outlets and equipped with suitable display and storage places and facilities to maintain the quality and nature of honey.
- ◆ Awareness programmes should be conducted in educational institutions to impart the nutritional value and health benefits of honey.
- ◆ Educating the consumer about the quality characteristics of honey in order to create consumer confidence in the product, especially local one.
- ◆ Support and encourage the associations and cooperative organizations that are involve and interested in honey producing and marketing
- ◆ Advanced technological methods should be adopted to improve the production of honey so that price of the product can be reduced.

- ◆ Promote participation of individuals and households and especially women in beekeeping by creation of awareness of the benefits of beekeeping through more focused extension programmes with improved delivery;
- ◆ Train extension staff in modern methods of beekeeping and honey production and in participatory methods of technology transfer;
- ◆ Organize small fairs and exhibitions to provide assistance in marketing.
- ◆ Promote honey using a simple newsletter, an e - mail update, or social media approach.

### CONCLUSION

Honey industry in the country can well become a major foreign exchange earner if international standards are met. Beekeeping is an age-old tradition in India but it is considered a no-investment profit giving venture in most areas. Of late it has been recognised that it has the potential to develop as a prime agro-horticultural and forest-based industry. Honey production is a lucrative business and it generates employment. Hence efforts should be taken to improve the honey sales and to minimize the challenges faced by honey producers to improve the marketing of honey.

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### WEBSITES

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