



# CONSUMER BUYING BEHAVIOR TOWARDS EASTERN PICKLES

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## Abstract

**The present study conducted at Eastern Condiments Pvt. Ltd., which is one of the pioneer in Condiment industry and the market leader in variety of packaged curry powders and pickles in South India. It became the leading brand in south India and largest exporter of spice powders in consumer pack from India. Eastern has achieved these enviable heights mainly due to the hard work and commitment of quality besides bringing good product at right prices to the consumers. The present study mainly focused on the consumer buying behavior towards Eastern pickles. It helps to understand the buying behavior of customers and the various factors affecting the buying behavior towards Eastern pickles.**  
**Index Terms: Consumers, Consumer behavior, Customer Awareness, Eastern Pickles,**

## I. INTRODUCTION

Customers make purchase in order to satisfy their needs. Some of these needs are basic and must be filled by everyone in the planet while others are not required for basic survival and it vary from person to person. In many where the standard of living is high, a large population spent their income to satisfy wants and desire rather than needs. But it is not always necessary that the one that does the buying is a user of that and sometimes other may be involved in the buying decision in addition to the actual buyer. However the purchasing process in the consumer market is not as complex as the business market but having people involved in purchase decision is not unusual. So

understanding the consumer purchase behavior involves not only understanding how decisions are made but also understanding the dynamics that influence.

The present study conducted at Eastern Condiments Pvt. Ltd., which is one of the market leader in variety of packaged curry powders in South India. The story of Eastern curry powders began in a small mountain township called Adimali, Kerala, where the best spices from all over India are sourced and powered under most stringent conditions and packed in consumer packs. The purity and freshness of Eastern curry powder made 'Eastern' a house hold name in India and abroad. The Company export it products to various countries like Middle East, U.K, U.S.A, Australia, Canada, and Germany. Today, Eastern has grown into favourite in Indian homes across the world.

Today, Eastern Condiments Pvt. Ltd. is a well-established and one of the leading brands among the south India. An expertise and experience collated over a period of 25 years has borne fruit. Nationwide branches, two well-equipped factories situated in the Eastern high range of South India and over two million satisfied household all over stand as solid evidence of its exceptional repute.

## II. OBJECTIVES OF THE STUDY

1. To study the awareness level towards Eastern pickles.
2. To analyze the factors influencing the buying behavior of Eastern pickles
3. To study the customer satisfaction towards the Eastern pickles

### III. HYPOTHESIS

1. There is no significant association between gender and awareness towards Eastern pickles.
2. There is no significant association between age and awareness towards Eastern pickles.
3. There is no significant difference between factors influencing the buying behavior and gender.
4. There is no significant difference between factors influencing the buying behavior and age.
5. There is no significant association/difference between customer satisfaction and gender.
6. There is no significant association/difference between customer satisfaction and age.

### IV. RESEARCH METHODOLOGY

#### A. Primary Data

The primary data are those which are collected fresh and for the first time thus happen to be original in character. The primary data was collected from the end users of eastern products by personally administered questionnaire using store intercept method.

#### B. Secondary Data

The secondary data are those which are already been collected by someone else which have been proceed through the statistical way. Secondary data was collected from the manuals, brochures and records such as Annual Report of the company and personal discussion with the executives of Eastern condiments Pvt Ltd.

#### C. Research instruments

Questionnaire was used as a research instrument for the data collection. Questionnaire is the most common instrument in collecting primary data is consisting of set of questions presented to customers for their answers. A structured questionnaire was prepared.

#### D. Sample universe

The sample universe includes all the existing and potential customers of Eastern in Kerala state.

#### E. Sample unit

The sample unit selected for the survey is 500 respondents. The researcher did a questionnaire survey in Kerala.

### F. Sampling Design

Convenience sampling method was applied to obtain the responses. Population for the study consists of all customers of Eastern pickles in the Kerala state. Hence population size is taken as infinite. The sample size was pegged at 500. This is considering the limitations in the time and efforts. Customers were selected as per the convenience of the researcher. A well-structured questionnaire was used to capture the perception of customers.

### G. Tools used for Analysis

The collected data were tabulated, processed and analyzed to draw conclusions. Various popular statistical tools of data analysis like Chi-Square test, ANOVA are used for the analysis of data.

### V. DATA ANALYSIS AND FINDINGS

#### 1. Age of respondents

TABLE No.1

Classification based on the age of respondents

Particulars	No of Respondents	Percentage (%)
Below 30 years	100	20
31-40	215	43
41-50	125	25
51-60	35	7
Above 60	25	5
Total	500	100

From the above chart we can understand that most of the respondents (43%) are comes under 31-41 age group, 25% of the total respondents are comes under 41-50 age group, 20% of the respondents are comes under below 30 years of age class, 7% respondents comes under 51-60 age group and only 5% of the total respondents are above 60 years of age.

#### 2. Gender of the respondents

TABLE No.2

Classification based on gender of respondents

Particulars	No of Respondents	Percentage (%)
Male	180	36
Female	320	64
Total	500	100

The above chart shows that 64% of the respondents are female and 36% of the respondents are male.

3. Education of the respondents

TABLE No.3

Classification based on Educational qualification of the respondents

Particulars	No of Respondents	Percentage (%)
10th pass	125	25
12th pass	50	10
Graduate	200	40
Post Graduate	100	20
Others	25	5
Total	500	100

The above chart shows that 40% of the respondents are graduates, 25% of the respondents have SSLC, 20% of the respondents have post-graduation and another 10% of the respondents have plus two and 5% of the respondents have other educational qualification.

4. Occupation of the respondents

TABLE No.4

Classification based on Occupation of the respondents

Particulars	No of Respondents	Percentage (%)
Employment	200	40
Business	100	20
Professional	50	10
Farmer	50	10
Any other	100	20
Total	500	100

The above chart shows that 40% of the respondents are employed, 20% of the respondents are doing business and other works, 10% of the respondents are doing professional jobs and farmers.

5. Monthly income of respondents

TABLE No.5

Classification based on monthly income of the respondents

Particulars	No of Respondents	Percentage (%)
Below 5000	50	10
5000-10000	100	20
10000-15000	100	20
15000-20000	50	10
Above 20000	200	40
Total	500	100

The above chart shows that 40% of the respondents have monthly income above 20000, 20% of the respondents have income between 10000 to 15000 and 5000-10000, 10% of the respondents have income below 5000 and between 10000-15000.

6. Awareness of Eastern pickles

TABLE No.6

Awareness about Eastern pickle products

Particulars	No of respondents	Percentage (%)
Yes	465	93
No	35	7
Total	500	100

The above chart shows that 93% of the respondents are aware about Eastern pickles and 7% of the unaware and it shows that in Perumbavoor, Eastern is a well-known brand.

7. Usage of pickles

TABLE No.7

Usage of Eastern pickles

Particulars	No of respondents	Percentage (%)
Yes	375	75
No	125	25
Total	500	100

From above chart it is clear that 75% of the respondents are using the Eastern pickles and 25% of the respondents are not taking Eastern pickles.

8. Most likely pickle of respondents

TABLE No.8

Most likely pickle to buy from market

Particulars	No of respondents	Percentage (%)
Garlic	5	1
Fish	50	10
Meat	5	1
Lemon	175	35
Mango	265	53
Total	500	100

The above chart shows that 53% of the respondents like to buy mango pickles, 35% of respondents purchase lemon pickles, 10% like to buy fish pickle and 1% purchase garlic and meat pickle.

9. Source of purchase of pickle

TABLE No.9

Source of purchase of pickle

Particulars	No of respondents	Percentage (%)
Retail stores	310	62
Direct sales	15	3
Department store	10	2
Super market	115	23
Company outlet	50	10
Total	500	100

The above chart shows that 62% of the respondents purchase pickle from retail stores, 23% of the respondents from super market, 10% of the respondents from company outlet, 3% of the respondents from direct sales and only 2% respondents are purchasing from department store.

10. Homemade taste of pickle

TABLE No.10

To what extend Eastern pickles gives you the taste of homemade pickle.

Particulars	No of respondents	Percentage (%)
Very great extent	195	39
Great extent	165	33
Moderate extent	65	13
Little extent	25	5
Not at all	50	10
Total	500	100

From the above chart it's clear that 39% respondents are saying to a very great extend Eastern pickles give the taste of homemade pickles. 33% says to a great extend Eastern pickles give homemade taste, 13% says up to a moderate extent Eastern gives homemade taste, 5% says to little extent Eastern is providing homemade taste and 10% responds Eastern is not providing any homemade taste in pickles.

11. Pricing of Eastern pickles

TABLE No.11

Eastern pickles are reasonably priced

Particulars	No of respondents	Percentage(%)
Strongly agree	20	20
Agree	58	58
Neutral	15	15
Disagree	3	3
Strongly disagree	4	4
Total	100	100

From the above chart we can understand that 58% of the total respondents agree that Eastern pickles are reasonably priced, 20% percentage strongly agree that Eastern pickles are reasonably priced, 15% are in neutral opinion about the Eastern price, 4% strongly disagree that Eastern pickles are reasonable in price and 3% disagree.

12. Unique feature of Eastern pickle

TABLE No.12

Unique feature of Eastern pickle

Particulars	No of respondents	Percentage (%)
Brand	100	20
Taste	75	15
Price	50	10
Packaging	40	8
Quality	185	37
Others	50	10
Total	500	100

Above chart shows 37% respondents responds quality is the unique feature of Eastern pickles that influence them to buy the products, 20% says brand is the unique feature, 15% responds taste is the unique factor, 10% reacts price is the unique feature and only 8% respondents says packaging is the unique feature of Eastern pickles. 10% of respondents are influenced by other features.

13. Availability of Eastern pickles in locality

TABLE No.13

Availability of Eastern pickles in locality

Particulars	No of respondents	Percentage (%)
Yes	440	88
No	60	12
Total	500	100

Above chart shows for 88% respondents, Eastern pickles are available in their locality and 12% respondents have no availability of Eastern pickles in their locality.

14. Sachet or bottled pickle

TABLE No.14

Preference of consumers buying pickles in sachets or bottles.

Particulars	No of respondents	Percentage (%)
Sachets	35	7
Bottles	465	93
Total	500	100

The above chart shows that 93% prefer to buy pickles in bottles and only 7% respondents prefer to buy pickles in sachets.

15. Quantity of pickles purchased

TABLE No.15

Quantity of pickles purchased by the respondents

Particulars	No of respondents	Percentage (%)
100gm	52	52
200gm	15	15
400gm	16	16
1kg	12	12
Any other	5	5
Total	100	100

The above chart shows that 52% of the respondents purchase 100gm of pickles, 16% of the respondents purchase for 400gm, 15% of the respondents purchase 200gm, 12% of the respondents purchase 1kg and 5% of the respondents purchase in others quantities.

16. Changing the flavor during season

TABLE No.16

Changing the flavor of pickles during season by the respondents

Particulars	No of respondents	Percentage (%)
Yes	58	58
No	42	42
Total	100	100

The above chart shows that 58% of the respondents change the flavors of their preference for pickles as per the season and 42% of the respondents are not changing their flavor of pickles along with the season.

17. Worthiness of the volume of pickle for the price

TABLE No.17

Worth of the volume of pickles for the price pay by the respondents

Particulars	No of respondents	Percentage (%)
Yes	390	78
No	110	22
Total	500	100

The above chart shows that 78% of the respondents are saying that the price they pay for purchasing of any volume of pickle is worth for them and 22% respondents says volume of the pickle is not worth for the price they for purchasing.

18. Price level of Eastern compared to others

TABLE No.18

Price level of Eastern products when compared to others

Particulars	No of respondents	Percentage (%)
Too high	15	3
High	20	4
Same	75	15
Low	300	60
Too low	65	13
Total	500	100

The above chart shows that 60% of the respondents says price level of Eastern products are low when compared with other brands, 15% respondents says price level of Eastern is same as compared to others, 13% respondents says Eastern price level is too low with others, 4% respondents says Eastern products have high price when compared with others and 3% says Eastern price is too high with others.

19. Preference of a new brand

TABLE No.19

Table showing the respondents to prefer a new brand pickle with all favors enters into the market.

Particulars	No of respondents	Percentage (%)
Yes	47	47
No	53	53
Total	100	100

The above chart shows that 53% of the respondents does not prefer a new brand pickle with all flavors when it enter into the market and 47% prefer to buy new brands with all flavors when it enter to the market.

20. Source of information

TABLE No.20

Source of getting information regarding the pickle

Particulars	No of respondents	Percentage
Retail shop display	260	52
Newspaper or magazine	20	4
TV/radio advertisements	25	5
Word of mouth	140	28
Social media	10	2
Others	45	9
Total	500	100

The above chart shows that 52% of the respondents came to know about Eastern pickle through retail shop display, 28% of the

respondents are through word of mouth, 9% are able to know from other sources, 5% of them are through TV/radio advertisements, 4% of the respondents through newspaper or magazines and only 2% respondents came to know through social medias.

21. Promotion of products influencing the purchase

TABLE No.21

To what extend promotions of the product influences the respondents to buy the product.

Particulars	No of respondents	Percentage (%)
Very great extend	40	8
Great extend	150	30
Moderate extend	210	42
Little extend	40	8
Not at all	60	12
Total	500	100

From the above chart it's clear that 42% respondents are saying to a moderate extend promotion of the product will influence them to buy it, 30% says to a great extend Eastern promotion of the product will influence them to buy the product, 12% says promotion of a product is not at all influencing them to buy a product, 8% says up to very great extend promotion id influencing to buy a product and another 8% says little extend promotion influence them to buy.

22. Satisfaction level of Eastern pickles

TABLE No.22

Satisfaction level of Eastern pickles

Particulars	No of respondents	Percentage (%)
Highly satisfied	125	25
Satisfied	210	42
Neutral	115	23
Dissatisfied	15	3
Highly dissatisfied	35	7
Total	500	100

Above chart shows that 42% is satisfied with the Eastern pickles, 25% are highly satisfied and 23% are satisfied in neutral level. 7% respondents are highly dissatisfied with the Eastern pickles and 3% shows dissatisfaction towards Eastern pickles.

Hypothesis 1

*H0: There is no association between male and female respondents regarding their awareness of Eastern pickles.*

*H1: There is association between male and female respondents regarding their awareness of Eastern pickles.*

Here Chi-Square test is used for showing the association between male and female respondents regarding awareness towards Eastern pickles brand. The result is presented below.

Table No.23

Chi-Square Test -

Gender of the respondents \* Awareness towards Eastern pickles

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.661	4	.502
Likelihood Ratio	3.347	4	.471
Linear-by-Linear Association	1.735	1	.188
N of Valid Cases	100		

From the output table of Chi-Square Test, Asymmetric Significance of value is found to be .502, which is greater than the cut off value of .05. So our null hypothesis is accepted at a confidence level of 95%. Thus we conclude that in this case there is no association between male and female respondents regarding awareness towards Eastern pickles.

Hypothesis 2

*H0: There is no significant difference between awareness regarding Eastern pickles across different age group of respondents.*

*H1: There is significant difference between awareness regarding Eastern pickles across different age group of respondents.*

As H<sub>0</sub> is two sided, we could determine rejection region applying 2- tailed test at 5% level of significance. Hence, ANOVA test is used for showing the difference in the mean ratings among respondents in different age groups regarding awareness about Eastern pickles.

Table No.24

Summary of One way ANOVA Test statistics – preferred curry powder brands \* age group of respondents

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	276.563	4	69.141	89.103	.000
Within Groups	68.347	49	.719		
Total	344.910	49			

In the output table of ANOVA test in the last column titled the asymmetric significance is found to be .000, which is lesser than the cut off value of .05. This indicates that at a confidence level of 95%, the ANOVA test proves that the hypothesis is significant. So our null hypothesis is rejected. Thus we conclude that in this case, there is significant difference among the mean ratings given by the respondents of different age groups regarding awareness about Eastern pickles.

Hypothesis 3

*H0: There is no association between male and female respondents regarding the factors affecting buying behaviour towards Eastern pickles.*

*H1: There is association between male and female respondents regarding the factors affecting buying behaviour towards Eastern pickles.*

Here Chi-Square test is used for showing the association between male and female respondents regarding the factors affecting buying behaviour towards Eastern pickles. The result is presented below.

Table No.25

Chi-Square Tests - Gender of the Employees \* Factors affecting buying behaviour

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.390	6	.059
Likelihood Ratio	12.624	6	.049
Linear-by-Linear Association	1.663	1	.197
N of Valid Cases	100		

From the output table of Chi-Square Test, Asymmetric Significance of value is found to be

.059, which is greater than the cut off value of .05. So our null hypothesis is accepted at a confidence level of 95%. Thus we conclude that in this case there is no association between male and female respondents regarding the factors affecting buying behaviour towards Eastern pickles.

Hypothesis 4

*H0: There is no significant difference between factors affecting buying behavior towards Eastern pickles across different age group of respondents.*

*H1: There is significant difference between factors affecting buying behavior towards Eastern pickles across different age group of respondents.*

As H<sub>0</sub> is two sided, we could determine rejection region applying 2- tailed test at 5% level of significance. Hence, ANOVA test is used for showing the difference in the mean ratings among respondents in different age groups regarding the factors affecting buying behavior towards Eastern pickles.

Table No.26

Summary of One way ANOVA Test statistics – factors affecting satisfaction towards Eastern curry powders \* age group of respondents

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	418.172	4	104.543	196.486	.000
Within Groups	49.538	49	.521		
Total	467.710	49			

In the output table of ANOVA test in the last column titled the asymmetric significance is found to be .000, which is lesser than the cut off value of .05. This indicates that at a confidence level of 95%, the ANOVA test proves that the hypothesis is significant. So our null hypothesis is rejected. Thus we conclude that in this case, there is significant difference among the mean ratings given by the respondents of different age groups regarding the factors affecting buying behavior towards Eastern pickles.

Hypothesis 5

*H0: There is no association between male and female respondents regarding the satisfaction of Eastern pickles.*

*H1: There is association between male and female respondents regarding the satisfaction of Eastern pickles.*

Here Chi-Square test is used for showing the association between male and female respondents regarding the satisfaction regarding Eastern pickles. The result is presented below.

Table No.27  
Chi-Square Tests- Gender \* Satisfaction regarding Eastern pickles

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.133	5	.485
Likelihood Ratio	6.682	5	.463
Linear-by-Linear Association	.493	1	.482
N of Valid Cases	100		

From the output table of Chi-Square Test, Asymmetric Significance of value is found to be .485, which is greater than the cut off value of .05. So our null hypothesis is accepted at a confidence level of 95%. Thus we conclude that in this case there is no association between male and female respondents regarding the satisfaction of Eastern pickles.

Hypothesis 6

*H0: There is no significant difference between satisfaction towards Eastern pickles across different age group of respondents.*

*H1: There is significant difference between satisfaction towards Eastern pickles across different age group of respondents.*

As H<sub>0</sub> is two sided, we could determine rejection region applying 2- tailed test at 5% level of significance. Hence, ANOVA test is used for showing the difference in the mean ratings among respondents in different age groups regarding the level of satisfaction towards Eastern pickles.

Table No.28

Summary of One way ANOVA Test statistics – satisfaction towards Eastern pickles\* age group of respondents

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	52.696	4	13.174	79.143	.148
Within Groups	15.814	495	.166		
Total	68.510	499			

In the output table of ANOVA test in the last column titled the asymmetric significance is found to be .148, which is greater than the cut off value of .05. This indicates that at a confidence level of 95%, the ANOVA test proves that the hypothesis is not significant. So our null hypothesis is accepted. Thus we conclude that in this case, there is no significant difference among the mean ratings given by the respondents of different age groups regarding their satisfaction towards Eastern curry powders.

VI. SUGGESTIONS

- The management should try to enhance brand loyalty. Because a fair portion of the respondents prefer a new brand pickle with all favors when it enter into market.
- Management has to concentrate more on the product flavors which have low sales.
- Management has to make the product available in more location.
- Management has to consistently maintain the quality of product
- As the quality of the advertisement does not change the perception about the product, the management has to reduce the investment in advertisements.
- Should try to encourage/ motivate customers to recommend the product to others,
- Make the customers aware about the fact that Eastern has got Internationally recognized quality standards, so company can give little concentration to that as people are so quality conscious.
- The quality of curry powders should be very high and pricing should be fair in order to boost sales as respondents are mostly influenced by these factors.



- Most of the respondents don't know the fact that Eastern has got the Internationally recognized quality standards, so company can give little concentration to that as people are so quality conscious.
- Keeping the cost, quality and return on investment in tact is necessary in order to tackle the competition.

## VII. CONCLUSION

A big majority of the customers thinks that Eastern is a good brand. As the factors like price, promotion, packaging, availability etc. has great impact on the consumers buying behavior, Eastern can generate marketing strategies based on that. The study concluded that majority of the customers are satisfied and they prefer the brand Eastern pickle. From the study, we can conclude that the quality advertisements do not change the perception of customers. Media advertisements have very low role in attracting the customers. Most of the customers are aware of the product through retail stores. Most of the respondents do not prefer a new brand pickle with all favors when it enters into market. From this we can conclude that Eastern Pickles product has a fair number of loyal customers.

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