

# A STUDY ON BUYING BEHAVIOUR TOWARDS PACKAGED FOOD PRODUCTS

Ms. M. HARINIPRIYA<sup>1</sup>, Ms. K. VAITHEESWARI<sup>2</sup>

<sup>1</sup> Assistant Professor, School of Commerce, A. V. P. College of Arts and Science (co-education), Tirupur-641652

<sup>2</sup> Master of Commerce, School of Commerce, A. V. P. College of Arts and Science (co-education), Tirupur-641652

## ABSTRACT

This study examines the buying behaviour of consumers towards packaged food products with special reference to Tirupur City. It focuses on key factors such as convenience, price, quality, brand preference, and nutritional awareness influencing purchase decisions. Primary data were collected through a structured questionnaire and analysed using statistical tools like percentage analysis and chi-square test. The findings reveal that convenience and timesaving are the major factors driving consumer preference, especially among working individuals. Brand reputation and product quality also significantly influence buying decisions. The study concludes that demographic factors have a strong association with consumer behaviour and provides insights for marketers to improve strategies.

**Keywords:** Buying Behaviour, Packaged Food Products, Consumer Preference, Tirupur City, Brand Awareness, Nutritional Factors

## INTRODUCTION TO PACKAGED FOOD PRODUCTS

Packaged food products refer to food items that are processed, preserved, and packed for easy consumption and longer shelf life. These products include snacks, ready-to-eat meals, beverages, and frozen foods. With rapid urbanization and busy lifestyles, packaged foods have become an essential part of daily consumption.

Tirupur, being an industrial city, has a growing demand for packaged food products due to the increasing number of working individuals. Consumers prefer packaged foods for convenience, availability, and time-saving benefits. However, factors such as health concerns, quality, and price play an important role in influencing their buying behaviour.

## STATEMENT OF THE PROBLEM

This study focuses on analyzing the buying behaviour of consumers towards packaged food products in Tirupur City. Consumer preferences vary based on factors such as price, quality, brand, and nutritional awareness. The study addresses the following issues:

1. Consumers face difficulty in making purchase decisions due to the availability of numerous packaged food brands and varying product features.
2. Differences in consumer preferences based on price, taste, quality, brand, and trust create challenges in understanding buying behaviour.
3. The impact of advertising, promotional offers, and changing lifestyles on consumer dependence, satisfaction, and expectations towards packaged food products is not clearly understood

## OBJECTIVE OF THE STUDY

1. To study the overall buying behaviour of consumers towards packaged food products and their level of satisfaction.
2. To analyse the major factors influencing purchase decisions such as price, quality, taste, brand, and packaging.

3. To examine the impact of brand awareness, brand loyalty, and brand image on the purchase of packaged food products.
4. To understand the role of advertising, promotions, and marketing strategies in influencing consumer buying behaviour.

## SCOPE OF THE STUDY

The study focuses on understanding the buying behaviour of consumers towards packaged food products. It examines consumer preferences, attitudes, and key factors such as price, quality, taste, brand image, packaging, and nutritional information influencing purchase decisions. The study also considers the impact of advertisements, promotional offers, and lifestyle changes. It is limited to selected consumers within a specific geographical area. The findings help marketers and manufacturers improve product quality and marketing strategies.

## RESEARCH METHODOLOGY

### DATA COLLECTION

**Primary Data:** The primary data are those which are collected a fresh and the first time, and this happens to be original. Primary data for this project was collected through questionnaires.

**Secondary Data:** Secondary data were collected from books, journals, websites, magazines, and previous research studies related to consumer buying behaviour and packaged food products.

### SAMPLING DESIGN

Sampling design refers to the method of selecting respondents for the study. This research uses a non-probability sampling design, specifically the convenience sampling method. Consumers in Tirupur City who purchase packaged food products were selected based on their availability and willingness to participate. The sample size for the study is 100 respondents.

### Sample Size

The sample size for this study is estimated to be between 100 respondents, which will provide sufficient data to analyse the perceptions of a diverse group of consumers in Tirupur City.

### Sampling Technique

A convenience sampling technique is used in this study, which involves selecting respondents who are easily accessible and willing to answer the survey. This method is practical for reaching street food consumers in public spaces.

### Tools For Analysis

- Percentage Analysis
- Chi-square Analysis
- Rank
- Likert Scale

### Limitation Of Study

1. The study is restricted to a specific geographical area and limited sample size, which may affect the generalization of the findings.
2. Time constraints limit the scope, depth of data collection, and detailed analysis.
3. The study covers only selected packaged food products and therefore does not represent the entire packaged food market.

## REVIEW OF LITERATURE

**A Study on Consumer Buying Behaviour towards Product Packaging with Special Reference to Coimbatore City” by Rohini S. & Jona Jenifer P. (2024)** –This study examines the impact of product packaging on consumer buying behaviour. It highlights that factors such as design, colour, and quality influence purchase decisions. The findings show that attractive and good-quality packaging plays a key role in attracting consumers.

**“A Study on Consumer Buying Behaviour towards Ready-to-Eat Food Products” by Dr. Manisha M. Barad (2024)** – In this study, it was found that convenience and timesaving are the major factors influencing consumer buying behaviour towards packaged and ready-to-eat food products. The research highlights that changing lifestyles and increasing awareness have led to higher acceptance of packaged foods. It also shows that advertising and easy availability play an important role in consumer purchase decisions.

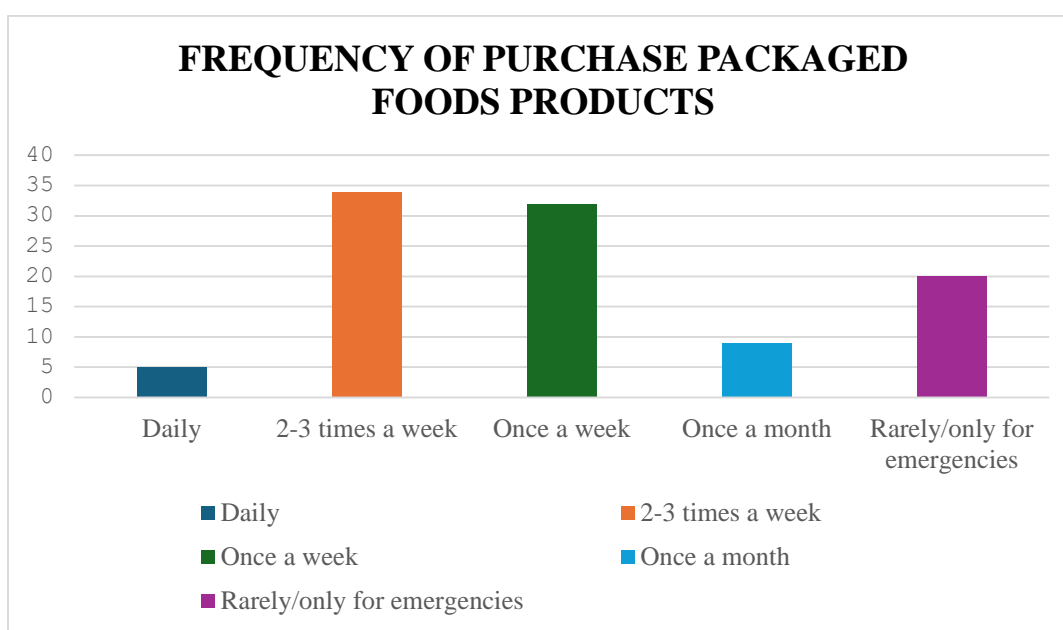
**A Study on Buying Behaviour of Consumers Towards Packaged Food Products Mriganka Sonwal, Moonty Baruah & Nandita Bhattacharyya (2023)** - The study found that quality, brand image, packaging, price, and availability influence consumer buying behaviour towards packaged foods. Urbanization and busy lifestyles increase their preference. Attractive packaging and brand trust strongly affect decisions, especially among working women, helping marketers plan effective strategies.

## DATA ANALYSIS AND INTERPRETATION

### PERCENTAGE

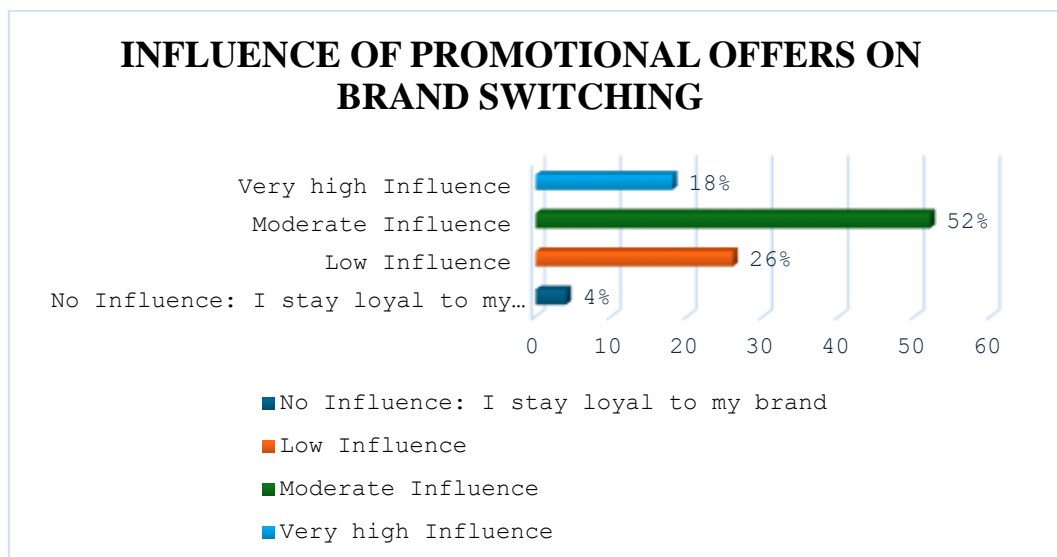
### FREQUENCY OF PURCHASE PACKAGED FOODS PRODUCTS

Frequency of Purchase	Frequency	Percentage
Daily	5	5%
2-3 times a week	34	34%
Once a week	32	32%
Once a month	9	9%
Rarely/only for emergencies	20	20%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>



## INFLUENCE OF PROMOTIONAL OFFERS ON BRAND SWITCHING

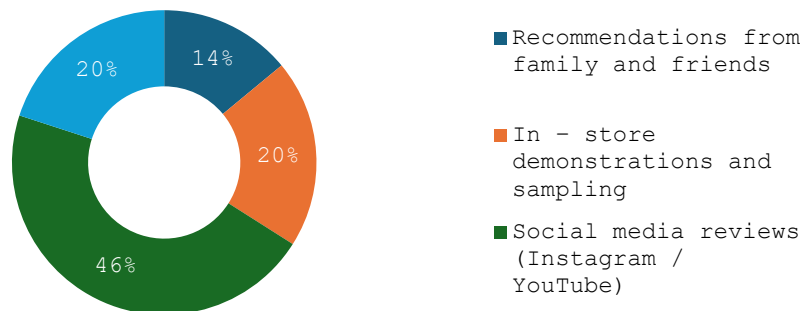
Factors	Frequency	Percentage
Very high Influence	18	18%
Moderate Influence	52	52%
Low Influence	26	26%
No Influence: I stay loyal to my brand	4	4%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>



## MOST RELIABLE ADVERTISING MEDIUM FOR NEW PACKAGED FOOD LAUNCH

Factors	Frequency	Percentage
Television commercials	20	20%
Social media reviews (Instagram / YouTube)	46	46%
In – store demonstrations and sampling	20	20%
Recommendations from family and friends	14	14%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

### MOST RELIABLE ADVERTISING MEDIUM FOR NEW PACKAGED FOOD LAUNCH



### CHI SQUARE

**Null hypothesis (H0):** There is no significant association between the educational qualification and check nutritional labels and ingredients information on packaged food products.

EDUCATIONAL QUALIFICATION/ NUTRITIONAL LABEL	ALWAYS	OFTEN	SOMETIMES	RARELY	NEVER
ILLITERATE	1	2	3	2	3
SCHOOL LEVEL	2	7	8	1	1
DIPLAMO	6	13	7	5	0
GRADUATE	7	16	9	7	0
<b>TOTAL</b>	<b>16</b>	<b>38</b>	<b>27</b>	<b>15</b>	<b>4</b>

Calculating X<sup>2</sup> Value: 8.745014

Degree of freedom: 12

Table value: 21.026

The calculated Chi-square value (8.745) is less than the table value (21.026) at 12 degrees of freedom. Therefore, the null hypothesis is accepted, indicating that **there is no significant relationship between educational qualification and checking nutritional labels among the respondents.**

### RANK.

### RANKING OF FACTORS INFLUENCING THE PURCHASE OF PACKAGED FOOD PRODUCTS

## LIKERT SCALE

### CONSUMER OPINION TOWARDS THEIR PREFERRED PACKAGED FOOD BRAND

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	AVERAGE
Brand Loyalty	61	12	20	2	5	100	
	305	48	60	4	5	422	4.22
Emotional connection	10	56	22	12	0	100	
	50	224	66	24	0	364	3.64
price value	14	29	50	4	3	100	
	70	116	150	8	3	347	3.47
Safety Assurance	14	24	28	32	2	100	
	70	96	84	64	2	316	3.16
Innovation & Variety	15	23	25	13	24	100	
	75	92	75	26	24	292	2.92
social Responsibility	16	21	28	24	11	100	
	80	84	84	48	11	307	3.07
Aesthetic Appeal	14	24	34	21	7	100	
	70	96	102	42	7	317	3.17
Social validation	9	28	30	16	17	100	
	45	112	90	32	17	296	2.96

## FINDINGS

FACTORS	I	II	III	IV	V	VI	TOTAL	RANK
Price/ Discounts	55	6	5	13	10	11	100	I
	330	30	20	39	20	11	450	
Taste, Quality & Quantity	0	54	5	16	23	2	100	II
	0	270	20	48	46	2	386	
Ease of use (convenience)	2	7	31	49	4	7	100	IV
	12	35	124	147	8	7	333	
Nutritional Information	27	7	4	2	3	57	100	VI
	162	35	16	6	6	57	282	
Brand Reputation	9	5	50	15	6	15	100	III
	54	25	200	45	12	15	351	
Attractive packaging	7	21	5	5	54	8	100	V
	42	105	20	15	108	8	298	

- Majority (34%) of the respondents purchase packaged food products 2–3 times a week.
- Majority (52%) of the respondents experience moderate influence from promotional offers to switch from their regular brand to a competitor.
- Majority (46%) of the respondents consider social media reviews (Instagram / YouTube) as the most reliable source of information regarding a new packaged food launch.

## SUGGESTION

- Manufacturers should provide clear information about ingredients, manufacturing date, expiry date, and nutritional value on the package.
- Companies should maintain high quality and hygiene standards in packaged food products.
- Manufacturers should ensure reasonable pricing so that packaged food products are affordable to different income groups.
- Companies should collect regular feedback from consumers to understand their preferences and improve their products accordingly.

## CONCLUSION

The study concludes that buying behaviour towards packaged food products is mainly influenced by convenience, time-saving, and easy availability. Factors such as price, quality, taste, and brand image play a significant role in purchase decisions. Increasing health awareness and attention to nutritional information also affect consumer choices. Advertising and lifestyle changes further influence buying behaviour. Overall, packaged food products have become an important part of modern consumer life.

## REFERENCES

[https://www.researchgate.net/publication/389996828\\_A\\_Study\\_on\\_Consumer\\_Buying\\_Behaviour\\_towards\\_Product\\_Packaging\\_With\\_Special\\_Reference\\_to\\_Coimbatore\\_City](https://www.researchgate.net/publication/389996828_A_Study_on_Consumer_Buying_Behaviour_towards_Product_Packaging_With_Special_Reference_to_Coimbatore_City) i want this paper review of literature

[https://www.granthaalayahpublication.org/ArtJournal/ShodhKosh/article/view/2603?utm\\_source=chatgpt.com](https://www.granthaalayahpublication.org/ArtJournal/ShodhKosh/article/view/2603?utm_source=chatgpt.com)

<https://www.ijcmas.com/12-5-2023/Mriganka%20Sonwal,%20et%20al.pdf>



### Copyright & License:

© Authors retain the copyright of this article. This work is published under the Creative Commons Attribution 4.0 International License (CC BY 4.0), permitting unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.