

Consumers Brand Preference Towards Ghee – An Opinion Study

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ABSTRACT

This study aims to know about the preferences of consumers regarding ghee which includes, determining consumers' ghee purchase patterns, brand preferences and factors that impact ghee consumption. A total of 201 customers were surveyed in Thenkasi, Virudhanagar and Madurai districts using direct survey method. By using a structured questionnaire, the information was collected from the consumers who are consuming ghee. The questionnaire contains 5-point scale questions and demographic questions. Weighted average and multiple regression methods are utilized for analyzing the data with the help of SPSS software. The researcher found that the key aspects that influence the consumers to prefer the ghee brand is taste because taste of the ghee added more flavor to the food.

Keywords: Consumer preference, Ghee consumption, consumers opinion, Ghee purchase pattern, buying intention.

I. INTRODUCTION

Dairy production and business have long been a part of India's rural economy. India is the world's largest dairy producer and consumer. According to the India Dairy Products Market Forecast & Opportunities, 2017 study, the market for dairy products has opened a broad window in the food processing industry, if given sufficient stable and sanitized conditions to meet international standards. Our country's dairy market has risen substantially in recent decades and is expected to continue to develop faster than the global dairy industry. Ghee is the most precious of all dairy products.

Ghee is an important cooking medium since it offers a delicious flavor to meals while also promoting excellent health. In compared to other fats/oils, it remains a popular option among Indian households, with several well-known brands (GRB, RKG, Aroma, Udhayakrishna, Milkymist, Amul, Hatsun, Roja, Aasirvadh, Aachi) dominating the market. However, while it is necessary for good health to some level,

exceeding one's own limit may have serious health consequences due to its cholesterol content and high saturated nature. (Anil Kumar and Satya Narayana nayak., 2018)

Ghee is a clarified butter that originated in the Indus Valley. The taste, texture, and color of ghee are determined by the butter quality, milk source, and boiling time. Ghee is an important medicine in Ayurveda for healing wounds, aiding digestion, lowering free radicals, and increasing the immune system. Ghee is prepared by boiling churned butter (traditionally made by churning the highest layer of dahi, also known as the Bilona method or "Liquid gold") for thousands of years in traditional cuisine, Ayurvedic therapies, and Hindu religious rites. For thousands of years, "holy fat" has been used in traditional cuisine, Ayurvedic treatments, and Hindu religious ceremonies.

The consumer is the key to every organization's success since it is the consumer who decides whether or not to purchase the products given. This has a long-term impact on an

organization's ability to exist and thrive. To thrive in business, the company must first get to know its consumers and comprehend their buying habits. Consumers are those who consume products, whether generated by a business unit or created by nature, such as air and water. The government, commercial groups, and other voluntary organizations all provide utilities. Consumers are persons and families who purchase or acquire products and services for personal consumption.

Consumer preference is described as an individual's subjective tastes as assessed by their satisfaction with products after they have purchased them. Utility is a term used to describe this feeling of satisfaction. How consumer utility compares between several factors may be used to estimate consumer worth. Marketing factor, Sensory factor and social factor are all impact consumer preferences (Font-i-Furnols et al., 2014). It may also be determined by looking at his or her choices.

2. REVIEW OF LITERATURE

The objective of this study was to look at brand awareness and the factors that impact dairy brand preference in Zimbabwe's metropolitan marketplaces of Chitungwiza and Harare. The availability, promotion, pricing, appealing package, and product quality are all factors considered when measuring the factors of brand choice in the dairy product industry. According to the findings, dairy brand awareness is high, and the factors influencing dairy product brand preference include promotion, price, availability, package, and quality, in that order (Mutandwa, 2007). This study focuses on the consumer behavior of Vijaya dairy milk products in the Warangal area of Telangana State, India. The major goal is to analyze consumer perceptions of the Vijaya brand in Telangana. Product packaging, pricing, quality, and promotion are key factors to consider. The author conducted a survey to determine product knowledge, satisfaction levels, and opinions, and discovered that the majority of respondents are aware of Vijaya products and are satisfied with them, with quality, price, and availability being the most important factors to consider when purchasing Vijaya dairy products (Srinivas Pulla, 2015).

The major goal of the study was to figure out what factors influence ghee consumption, such as customer perception, consumer spending,

consumer preference, and brand loyalty. The author performed a study and discovered that Nandhini and GRB are the most popular brands among respondents. Flavor and Shelf-life influence respondents to consume Nandhini brand, whereas Expenditure of ghee consumption and Years of consumption influence respondents to consume GRB brand, while GRB brand being eaten by more higher income group respondents. Among the various attributes, quality is the most important, while pricing is the least important (Sunil Kumar, 2016).

(Patnaik, 2018) He identifies the factors that influence family members' decisions to buy milk and milk products in the Jatni block of Odisha's Khurdha district. Milk chocolate, biscuits, curd, ghee, paneer, butter, flavored milk, and ice cream are all considered in this study. Children have the most impact on chocolate, biscuits, and ice cream, women have the greatest influence on panner and family and relatives have the greatest influence on ghee, butter, flavored milk, and curd, according to the author.

(Santhi, 2018) The study focuses on consumer attitudes and perceptions of dairy product preferences in Madurai area. The major aim is to discover the respondents' consumption patterns for milk and dairy products, to analyse the respondents' brand preferences and influencing variables for dairy products, and to assess their satisfaction levels. The goal of the study was to figure out how consumers purchase dairy products in order to improve the dairy industry's processing and marketing of dairy products for the country's economic prosperity.

(Aparajita Bhasin, 2019) The study's primary goal is to determine ghee consumption patterns among people of various socioeconomic classes. The author performed an interview-based survey in Udaipur to determine ghee consumption patterns. Patterns of Monthly Ghee Consumption within Families and on a Per Capita Per Day Basis, Patterns of Ghee Purchases, and Food Items Requiring Ghee Usage to Consume the Ghee were the factors that impacted the respondents. The author discovered that ghee purchasing patterns are influenced by socioeconomic class, with HIG purchasing ghee on a monthly basis and being aware of the Agmark certificate, and concluded that quality is the most important factor to

consider when purchasing ghee for capita per day consumption.

(S.Suruthi, 2020)The study examines customer perceptions of dairy products in Madurai North. The primary goals of this research are to determine customer preferences, satisfaction levels, and variables that impact dairy product purchases in Madurai North District. Quantity of goods, nutritional content, frequency of purchases, price of products, quality of products, availability, freshness, presents, and offers are all considerations to consider when purchasing dairy products. The author discovered that quality, availability, cost, brand, quantity, and additional flavors are all important factors to consider. The flavors, presents, and special offers appeal to children, while the nutritious content and product quality appeal to adults and other age groups.

(Mrs. N.Santhamani, 2021)The study above looked at customer attitudes about dairy products in Erode, Tamil Nadu, India. The primary goal of this research is to examine the elements that influence customer 24 attitude and to assess consumer attitude. Using percentage analysis, mean score analysis, cross-tabulation, chi-square analysis, and correlation analysis, the author examined the relationship between independent factors and consumer attitudes towards dairy products. Price, quality, promotion, availability, and freshness are all elements that impact customers. The author concluded that dairy goods may be purchased for more than Rs. 1500 by consumers with a high monthly family income.

(Kiran Koduru, 2021)The study conducted in Guntur area of Andhra Pradesh focuses on customer perceptions of dairy products. It also aims to determine customer satisfaction with regard to price, quality, usage, and availability of milk and milk products. The researchers discovered a relationship between the independent variable and customer satisfaction with price, quality, consumption, and availability of milk and milk products.

(Rani., 2018)This study uses the weighted average method to determine the factors that influence consumer behavior on dairy products in Andhra Pradesh. Packaging, pricing, availability, ingredients, product popularity, product quality, and product taste are all elements evaluated in the Black Box model to

investigate Brand Preference, comprehend Customer Satisfaction, and analyses the factors affecting dairy goods. The author discovered that Dodla, Heritage, Tirumala, Arogya, and Jersey were the most popular brands. Product quality, availability, and pricing are the important considerations.

(Goutam Das*, 2011)Using a multistage random sample approach, the study analyze the consumption pattern of milk and milk products in rural and urban regions of North Tripura District in 2008. The majority of rural families drank milk powder, according to research. With the growth in total per capita spending, the percentage of expenditure on food products declined while that on non-food goods climbed in both regions. In both rural and urban regions, spending on non-food goods, meat, and eggs has a negative impact, but spending on cereals, other food items, and education has a favorable impact on spending on milk and milk products.

(Suresh A.s, 2017)The purpose of this research paper was to gain an understanding of the Ghee Industry and consumer behaviour toward consumption of a low involvement product such as Ghee, because, despite the fact that India is the world's largest producer and consumer of Ghee, few studies have been conducted, and any available data is limited to annual reports of Dairy farms. The study found that for a commodity like ghee, which has a highly fragmented market and is largely undifferentiated across brands in both organised and unorganised marketplaces, product qualities like freshness and scent, as well as pricing, were critical determinants in the purchasing process. Gender played a role in the purchasing choice as well. The purpose of the study was to determine how the aforementioned elements could affect customer satisfaction with their purchase, and whether this, in turn, could alter the consumer's resolve to remain loyal to a specific brand of ghee.

3. OBJECTIVES OF THE STUDY

- To find out the purchasing pattern of the ghee among consumers.
- To find out the most preferred brand of ghee among consumers.
- To find the factor that influence the consumers to consume the brand of ghee.

4. RESEARCH MODEL

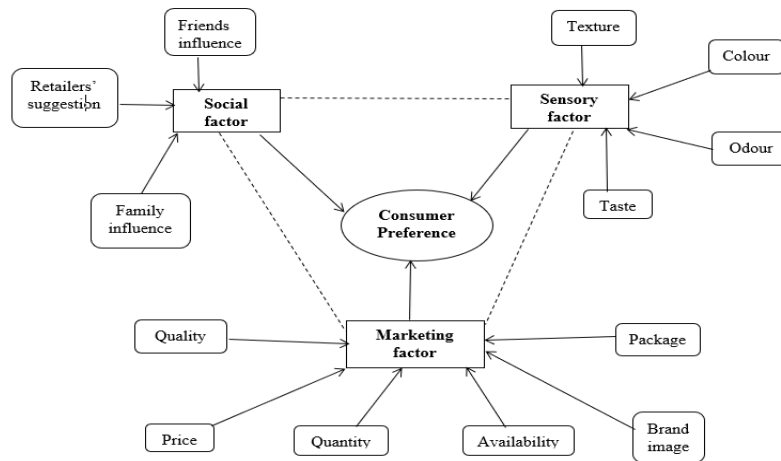


Fig 4.1 Research Model

5. RESEARCH METHODOLOGY

In this study descriptive research is used to determine the consumers preference towards the brand of ghee. The data collected for this research is purely based on primary source and secondary source. The primary data was collected from the consumers who are using ghee in Thenkasi, Madurai and Virudhunagar Districts of Tamilnadu. Secondary data for this research was obtained from the journals, literature and the various website.

The data was collected from consumers by using direct survey method. Population size is unknown. Population represents both men and women consumers. The sample size of the study is 201. The sampling method used in this research is convenience sampling method. The researcher visited different towns in all the three districts to identify the respondents. The

respondents were met in their houses, shopping malls, and children's parks of the towns. The researcher explained the questions to the respondents and gathered data from them.

The study was conducted through a structured questionnaire that collected various data points about the consumers. One of the main components of the questionnaire is the demographic information about the respondents. The other part of the questionnaire is designed to collect the social and marketing factors that influence the consumers' choice of the brand. The data collected from the questionnaire was then analyzed using the statistical method.

6. RESULTS AND DISCUSSION

6.1 Demographic Details of the Respondents:

Table 6.1 Demographic details of the respondents

Variables	Categories	Frequency
Gender	Male	129
	Female	72
Age	18-25 yrs.	29
	26-30 yrs.	41
	31-35 yrs.	37
	Above 35 yrs.	94
Marital Status	Married	164
	Unmarried	37
Education Qualification	Diploma	38
	Post graduate	29
	Under graduate	102
	Uneducated	32
Occupation	Government employee	11
	Homemaker	16
	Private employee	48

	Self employed	115
	Unemployed	11
Type of Family	Joint family	69
	Nuclear family	132
Number of members in family	>3	23
	3 to 5	157
	6 to 8	20
	8 to 10	1
Family monthly income	Up to 10000	30
	10000 to 20000	93
	20001 to 30000	43
	30001to 40000	27
	Above 40000	8

It is inferred from the above table, out of 201 respondents 129 respondents were male and 72 were female. In age category, 94 respondents are under the age group of above 35 years, comes under the age group of above 35 years (94), and most of the respondents, 41 consumers are from the age category of 26 to 30 years, 37 consumers are from the age category of 31 to 35 years and 29 consumers are comes from the age category of 18 to 25 years. In marital status category, 164 consumers are married and remaining 37 consumers are unmarried. In Educational qualification category, 102 consumers are undergraduate, 38 consumers are diploma student, 32 consumers are uneducated and remaining 29 consumers are post graduate. In occupation category, 115 respondents are self-employed, 48 respondents are private employee, 16 respondents are homemaker and remaining 11 respondents are unemployed and

government employee. In type of family category, 132 consumers are from nuclear family and remaining 69 consumers are from joint family. In Number of members in family category, 157 respondents have, 23 respondents have less than 3 members, 20 respondents have 6 to 8 members and only 3 to 5 members in their family one respondent has 8 to 10 members. In family monthly income category, 93 respondents' monthly income ranges from, 20001 to 30000 43 respondents' monthly income ranges from 30001 to 40000, 30 respondents' monthly income ranges from 10001 to 20000, 27 respondents' monthly income is above 40000 and remaining 8 respondents' monthly income is up to 10000.

6.2 Purchasing Pattern of Brand of Ghee:

Table 6.2 Purchasing pattern of brand of ghee

Variables	Categories	Frequency
Consumption of ghee	Daily	152
	Occasionally	21
	Once in a week	52
	Twice in a week	28
	Rarely	44
	Not at all consuming	4
Brand of ghee currently using	GRB	105
	RKG	6
	Udhayakrishna	42
	Aroma	19
	Hatsun	9
	Amul	4
	Milky mist	7
	Roja	5
Type of packages	Jar	148
	Pouch	44

	Tin	5
Amount spend	>100Rs	59
	101 to 200Rs	69
	201 to 300 Rs	38
	301 to 400 Rs	20
	<Rs 400	11
Preferred place to buy ghee	Supermarket	79
	Grocery shops	63
	Departmental stores	45
	Convenient stores	6
	Specialty stores	4
Quantity of ghee	10Rs pack	23
	50ml	37
	100ml	54
	200ml	46
	500ml	37
	1Lt	6

It is inferred from the above table, out of 201 respondents, 197 consumers are consuming ghee and remaining 4 respondents are not consuming ghee. Out of 197 respondents, 52 respondents consume ghee at daily basis and once in a week, 44 respondents consume ghee at rarely, 28 respondents consume ghee at twice a week (28), 21 respondents consume ghee at Occasionally. GRB is the currently used ghee brand by most of the respondents (105), 42 respondents are using Udhaya Krishna, 19 respondents are using Aroma, 9 respondents are using Hatsun, 7 respondents are using Milky mist, 6 respondents are using RKG, 5 respondents are using Roja and remaining 4 respondents are using Amul. In Preferred package category, jar is the mostly preferred package by 148 respondents, 44 respondents are preferred to use pouch and remaining 5 respondents preferred tin. 54 respondents

preferred to use 100ml of ghee, 46 respondents preferred to use 200ml of ghee, 37 respondents preferred to use 50 ml and 500 ml, 23 respondents preferred to use 10Rs pack and remaining 6 respondents are preferred to use 1Lt. 69 respondents spend 101 to 200 Rs per month, 59 respondents spend less than 100 Rs, 38 respondents spend 201 to 300 Rs, 20 respondents spend 301 to 400 Rs and only 11 respondents spend greater than 400 Rs. 79 respondents preferred to buy ghee in supermarket, 63 respondents preferred to buy ghee in grocery shop, 45 respondents preferred to buy ghee in departmental store, 6 respondents preferred to buy ghee in convenient store and 4 respondents preferred to buy ghee in speciality store.

6.3 Most Preferred Brand of the Ghee among Consumers

Table 6.3. Most preferred brand of ghee among consumers

Brand of ghee	Values	Rank
GRB	1.909	1
UdhayaKrishna	2.269	2
RKG	4.152	3
Aroma	4.843	4
Hatsun	4.990	5
Milky mist	5.418	6
Amul	6.071	7
Roja	6.315	8

It is inferred from the above chart, that the researcher gathered data from 197 respondents

which includes, GRB is the mostly preferred brand, UdhayaKrishna is the second mostly

preferred brand, RKG is the third mostly preferred brand and Aroma is the fourth mostly preferred brand and Roja is least preferred brand.

6.5 Reliability Test:

Table 6.5.1 Reliability Statistics

Cranach's Alpha	No of Items
.865	17

Table 6.5.2 Reliability test

Factors	Scale Mean	Scale Variance	Corrected	Cronbach's Alpha if Item Deleted
Quality	68.27	59.54	.430	.861
shelf life	68.81	56.78	.461	.859
quantity	68.43	57.52	.512	.857
Package	68.23	59.54	.472	.860
Availability	68.17	59.95	.422	.861
Brand image	68.72	54.49	.548	.855
Marketing factor	68.42	57.79	.835	.852
Texture	68.16	59.81	.453	.861
Taste	68.16	59.90	.475	.860
Odour	68.35	59.29	.409	.861
Colour	68.24	58.73	.520	.858
Sensory factors	68.23	59.31	.617	.857
Family members influence	69.07	53.93	.457	.863
Advertisement influence	69.41	50.52	.621	.853
Suggestion of retailer	69.77	51.79	.498	.863
Social Factor	69.42	51.54	.703	.847

Cronbach's alpha is used for calculating reliability coefficients for survey instruments that use Likert-type response sets. The general rule of thumb is that a Cronbach's alpha of .70 and above is good, .80 and above is better, and .90 and above is best.

The preceding table indicates that the Cronbach's alpha coefficient is greater than .80 it shows that the survey data is reliable.

6.6. Consumer Brand Preferences

To identify the factors influence the customers to prefer a particular brand of ghee, the researcher considered marketing factors, social

factors and sensory factors and multiple regression is used to analyse the relationship between the factors that influence the consumers to prefer a particular brand of ghee.

Null hypothesis: There is no relationship between the different factors that influence the brand preference of the consumers towards ghee.

Alternate Hypothesis: There is a relationship between the different factors that influence the brand preference of the consumers towards ghee.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.613	.375	.365	.4267

Table 6.6 Relationship between dependent variable and independent variables

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		

1	(Constant)	1.028	.341		3.011	.003
	Marketing Factors	.400	.094	.341	4.269	.000
	Sensory Factors	.390	.088	.331	4.433	.000
	Social Factors	.009	.030	.019	.308	.005

In this analysis, the regression results are

$$Y = 1.028 + .400X_1 + .390X_2 + .009X_3$$

Where Y- Buying intention

X1-Marketing factors

X2-Sensory factors

X3-Social factors

Observing the above table, it is evident that the value of the hypothesis for marketing factors, Sensory factors, social factors are .000, .000 and 0.005 which is lesser than 0.05. So, the null hypothesis is rejected and the alternate hypothesis is accepted. It is found that there is significant relationship between the independent variable and dependent variable.

It is inferred from the table 6.6 that Marketing factor and sensory factor have the high impact than social factor in consumers buying behaviour towards ghee. If the marketing factor increases by .400, there is an increase in 1-unit of buying intention and if the sensory factor increases by .390, there is an increase in 1 unit of buying intention.

7. DISCUSSION

The main reason why people in these regions consume a lot of ghee is due to its ability to add flavour to their food. They are ready to spend around Rs.200 a month for purchasing this product. The study also revealed that consumers prefer small and medium-sized variants of this product. To capture the potential of these markets, the producers of ghee can focus on the small and medium-sized variants. These products can be easily sold in these regions due to their marketing factors. Besides price, other factors such as promotion and availability are also taken into account by the consumers to determine which brand they should choose.

8. CONCLUSION

Ghee is one of the major dairy products of India. On the study of the "Consumers preference towards Ghee" it was observed that Marketing factors that includes price of the product, Quality of the product, Availability of

the product, package of the product and quantity of the products, Sensory factors that includes texture of the ghee, colour of the ghee, Smell of the ghee and Taste of the ghee and social factors that includes retailer's suggestions, Influence of the family and advertisement have been regarded as major factors that influence the consumers to consume the brand of ghee. In the scenario of the various dairy brands available in the market we can conclude that GRB ghee is the most popular brand among consumers. The majority of consumers prefer jar packages with a 100 ml capacity and spend between Rs 101 and Rs 200 per month. The majority of people prefer to purchase ghee from a supermarket. The key aspect that influences consumers to consume ghee is taste and they're really satisfied with the ghee that are currently using. The study was conducted in three districts of Tamil Nadu: Tenkasi, Madurai, and Virudhunagar. Since the results of the study were limited to these districts, the future research should be conducted in other regions of the state.

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