
A STUDY ON BRAND PREFERENCE AND BRAND USAGE OF PACKED FOOD POWDERS BY WORKING WOMEN IN EAST TAMBARAM, CHENNAI CITY.

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ABSTRACT

The Research paper analyzes Brand preference of working women towards the packed food powders available in the local market. The Brand preferences are based on the following factors including packed food powder addiction, taste preferences, awareness about alternative products, availability of alternative products, use and eating behaviour of branded packed food powders among working women in the vicinity of East Tambaram in Chennai city who are the target audience. A self -reported measure of working women's brand preference and awareness of packed food powders eating behaviour and uses has been elaborated .A conceptual frame work was developed. Questionnaire was developed on the scale and administered to 100 working women between age group of 21to60 years in the locality of East Tambaram in Chennai city, State of Tamilnadu, India.

Key Words: Working Women, Brand preference, brand usage, Psychology of brand preference, packed food powder, Awareness, Addiction

1. Introduction

A product or services is known by a Brand name which enables the consumers to identify it from other product or services .A brand name of a service means several aspects to a consumer.it may means a symbol of Quality or it may even be associated with one's life. Now a day, consumers buy brand images rather than products. When one says packed food powders what immediately comes to our minds is Aachi masala or Sakthi masala or MTR masala are illustrative examples to understand the role of brands in majority of working women's buying. Philip Kotler defines brand as "A name, term, symbol or design or a combination of them which is intended to identify the goods and services of one seller or a group of sellers and to differentiate the m from those of competitors" Capon & Hulbert defined brand as "they are distinguishing names and symbols, such as logos, trademarks, package designs and spokespersons".

Brands offer a certain amount of legal protection from competition because of trademark law. A Trademark can be a unique word, device, or symbol that distinguishes a company. Companies can trademark their business name as long as they use it. Registering a brand as a trademark

allows the holder to bring legal action against any competitors that try to infringe on its branding.

Brand Preference

Brand preference reflects a desire to use a particular company's products or services even when there are equally-priced and equally-available alternatives. In fact, brand preference indicates a desire to seek out a specific product or service even when it requires paying more or expending more effort to obtain it!. Brand preference is important to companies because it provides an indicator of their customers' loyalty, the success of their marketing tactics, and strength of their respective brands.

The psychology of Brand preference

There are two levels of brand preference. The first is a more limited degree of loyalty that some researchers call Spurious Loyalty , which implies a bias towards a specific brand .In this people will go a bit further to buy a specific brand, or pay a bit more to shop in a specific super market, that is, people may go extra penny, or extra foot but not extra miles and they will not be willing to patronize a particular brand come in the market.

2. Objectives of the study

- To identify the factors influencing the usage and brand preference of working women in relation to packed food powders.
- To identify the addiction level of working women's towards packed food powders.
- To find out the variety of brands of packed food powders utilized by the working women.
- To identify the income level and budget outlay of working women.
- To study the working women's awareness about packed food powders.

3. Research Methodology

The basic objective of the present study is to analyze the working women's awareness of packed food powders and brand preference and measure the brand addiction among women's who are working in various organizations between the age group of 21 to 60 years are selected. The survey is descriptive in nature and convenience sampling has been adopted with a sample size of 100 in and around Tambaram, Chennai city. The Questionnaire is personally hand delivered and opinions are collected from the working women's. Demographic information such as age, income, education and marital status is also collected. A proposed hypothetical model has been developed for the purpose of applying descriptive statistical tools such as parametric and non-parametric tests and Multi variance analysis (Factor analysis) applied for the study.

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .822 | .693 | 16 |

The Reliability test has been conducted and analyzed through SPSS package and the result inferred that the cronbanch's Alpha is 0.822 which is highly reliable.

4. Limitation of the study

- a) The study was conducted in areas covering in and around Tambaram in Chennai city and This study does not cover the other geographical area

- b) sample size is only 100 working women and cannot warranty the sample size is adequate to provide the required confidence level.
- c) limited with working women in Tambaram area
- d) The age group of below 20 years and above 60 years is excluded from the scope of the study.

5. Analysis and Interpretation

Table-1

Demographic profile of the Respondents

| Demographics | Particulars | No. of Respondents | Percentage% |
|----------------------------------|------------------------|--------------------|-------------|
| Age group | 21 - 30 | 38 | 38 |
| | 31 - 40 | 23 | 23 |
| | 41 - 50 | 25 | 25 |
| | 51 - 60 | 14 | 14 |
| | Total | 100 | 100 |
| Income | Below Rs.10,000 | 23 | 23 |
| | Rs.10,001 to Rs.20,000 | 23 | 23 |
| | Rs.20,001 to Rs.30,000 | 12 | 12 |
| | Rs.30,001 to Rs.40,000 | 14 | 14 |
| | Above Rs.40,000 | 28 | 28 |
| Total | 100 | 100 | |
| Educational Qualification | School Education | 36 | 36 |
| | College Education | 32 | 32 |
| | Professionals | 32 | 32 |
| | Total | 100 | 100 |
| Marital status | Married | 76 | 76 |
| | Unmarried | 24 | 24 |
| | Total | 100 | 100 |

Source: Primary data

As seen in Table 1 it depicts that the demographic profile of the respondents consists of age, income, categories of Institution and marital status. Out of the total working women 38%are in the age group of 21years to 30 years, 25% of the working women are in the age group of 31years to 40 years, 23 % of the working women are in the age group of 41years to 50 years and 14 % of the Working women are in the age group of 51 years to 60 years. 23% of the working women are in the income group of below Rs.10,000. 23% of the working women are in the income group of Rs.10,00 1to Rs.20,000.12%of the working women are in the income group of Rs.20,001to Rs.30,000.14% of the working women are in the income group of Rs.30,001to Rs.40,000. 28% of the working women are in the income group of above Rs.40,000. In case of educational qualification 36% of the respondents have completed school education. 32 % of the respondents belongs to College education. Similarly 32 % are professionals. In case of Marital status 76% are married and the rest of the 24% are un married.

KMO and Bartlett's Test

| Test | Brand preference of working women |
|---|-----------------------------------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | 0.652 |
| Bartlett's Test of Sphericity (Approx.Chi-square) | 1.698 |
| Bartlett's Test of Sphericity (DF) | 120 |
| Sig. | 0 |

Source: primary data

Table 2:

| AGE * PREFERED BRAND | | | | | | |
|-----------------------------|------------|----------------|------------|---------------|-----------|------------|
| | | PREFERED BRAND | | | | TOTAL |
| | | AACHI MASALA | MTR MASALA | SAKTHI MASALA | SELF MADE | |
| AGE | 21-30 yrs. | 24 | 0 | 14 | 0 | 38 |
| | 31-40 yrs. | 9 | 6 | 8 | 0 | 23 |
| | 41-50 yrs. | 9 | 0 | 6 | 10 | 25 |
| | 51-60 yrs. | 1 | 0 | 0 | 13 | 14 |
| Total | | 43 | 6 | 28 | 23 | 100 |

Source: primary data

Inference: The above table shows working women less than 30 years prefer branded powders and Aachi Masala is the most preferred brand. Working women of more than 51 years prefers self- made.

Table 3:

| EDUCATION * PREFERED BRAND | | | | | | |
|-----------------------------------|-------------------|----------------|------------|---------------|-----------|------------|
| | | PREFERED BRAND | | | | Total |
| | | AACHI MASALA | MTR MASALA | SAKTHI MASALA | SELF MADE | |
| EDUCATION | College Education | 13 | 2 | 13 | 4 | 32 |
| | Professional | 14 | 4 | 6 | 8 | 32 |
| | School Education | 16 | 0 | 9 | 11 | 36 |
| Total | | 43 | 6 | 28 | 23 | 100 |

Source: primary data

Inference: It is noted that educational Qualification of working women is not an influencing factor. Both branded and self- made powders are used irrespective of their educational qualification.

Table 4:

| INCOME * PREFERED BRAND | | | | | | |
|--------------------------------|-------------|----------------|------------|---------------|-----------|------------|
| | | PREFERED BRAND | | | | Total |
| | | AACHI MASAA | MTR MASALA | SAKTHI MASALA | SELF MADE | |
| INCOME | Below 10000 | 16 | 0 | 7 | 0 | 23 |
| | 10001-20000 | 7 | 0 | 9 | 7 | 23 |
| | 20001-30000 | 4 | 0 | 1 | 7 | 12 |
| | 30001-40000 | 3 | 1 | 3 | 7 | 14 |
| | Above 40000 | 13 | 5 | 8 | 2 | 28 |
| Total | | 43 | 6 | 28 | 23 | 100 |

Source: primary data

Inference: For Working women earning less than 10,000 per month preferring Aachi masala while, Surprisingly no one prefers self- made in the income group.

Table 5:

| BUDGET * PREFERED BRAND | | | | | | |
|--------------------------------|-------------------|----------------|------------|---------------|-----------|-------|
| | | PREFERED BRAND | | | | Total |
| | | AACHI MASALA | MTR MASALA | SAKTHI MASALA | SELF MADE | |
| BUDGET | 100-200 per month | 29 | 3 | 18 | 1 | 51 |
| | 200-300 per month | 10 | 3 | 8 | 20 | 41 |
| | 300-400 per month | 4 | 0 | 2 | 0 | 6 |
| | 400-500 per month | 0 | 0 | 0 | 2 | 2 |
| Total | | 43 | 6 | 28 | 23 | 100 |

Source: primary data

Inference: working women spend between Rs.100 to Rs.200 per month prefers Aachi masala while working women spends Rs.200 to 300 per month prefers self- made powders.

Table 6:

| BRANDUSE * PREFERED BRAND | | | | | | |
|----------------------------------|---------------------|----------------|------------|---------------|-----------|-------|
| | | PREFERED BRAND | | | | Total |
| | | AACHI MASALA | MTR MASALA | SAKTHI MASALA | SELF MADE | |
| BRANDUSE | Healthy | 3 | 1 | 3 | 0 | 7 |
| | Not using any brand | 0 | 0 | 0 | 23 | 23 |
| | Popularity | 4 | 1 | 3 | 0 | 8 |
| | Price | 7 | 0 | 14 | 0 | 21 |
| | Tasty | 19 | 2 | 1 | 0 | 22 |
| | Traditional | 10 | 2 | 7 | 0 | 19 |
| Total | | 43 | 6 | 28 | 23 | 100 |

Source: primary data

Inference: Taste and Traditional image stands in favour of Brand Aachi masala, while price is the motivating factor for Sakthi masala. 44% of working women using Aachimasala feels they prefer the brand for taste and 23% using Aachi masala prefers as it is traditional. 50 % of working women using Sakthi masala states they prefer it for price.

Table 7:

| YEARUSE * PREFERED BRAND | | | | | | |
|---------------------------------|--------------------|----------------|------------|---------------|-----------|-------|
| | | PREFERED BRAND | | | | Total |
| | | AACHI MASALA | MTR MASALA | SAKTHI MASALA | SELF MADE | |
| YEARS OF USAGE | 1-3 years | 9 | 3 | 17 | 0 | 29 |
| | 3-5 years | 9 | 3 | 4 | 0 | 16 |
| | Less than one year | 24 | 0 | 7 | 0 | 31 |
| | More than 5 years | 1 | 0 | 0 | 0 | 1 |
| | Nil | 0 | 0 | 0 | 23 | 23 |
| Total | | 43 | 6 | 28 | 23 | 100 |

Source: primary data

Inference: No brand addiction is evidenced. 56% of working women using Aachi masala for less than a year.

Table 8:

| FIRSTINTRODUCTION * PREFEREDBRAND | | | | | | |
|--|---------------|---------------|------------|---------------|-----------|-------|
| | | PREFEREDBRAND | | | | Total |
| | | AACHI MASALA | MTR MASALA | SAKTHI MASALA | SELF MADE | |
| FIRSTINTRODUCTION | Friends | 2 | 1 | 0 | 0 | 3 |
| | Media | 6 | 0 | 9 | 0 | 15 |
| | Mother | 26 | 2 | 13 | 0 | 41 |
| | Mother-in-law | 4 | 0 | 3 | 0 | 7 |
| | N/A | 0 | 0 | 0 | 23 | 23 |
| | Neighbour | 1 | 1 | 0 | 0 | 2 |
| | shopkeeper | 4 | 2 | 3 | 0 | 9 |
| Total | | 43 | 6 | 28 | 23 | 100 |

Source: primary data

Inference: The above table shows that 41 % of working women says their mother first introduced the brand to them And 15% of the working women said brand was introduced by media

Table 9:

| BRANDWARENESS * PREFERED BRAND | | | | | | |
|---------------------------------------|-----------------|----------------|------------|---------------|-----------|-------|
| | | PREFERED BRAND | | | | Total |
| | | AACHI MASALA | MTR MASALA | SAKTHI MASALA | SELF MADE | |
| BRANDWARENESS | Knows | 20 | 3 | 23 | 23 | 69 |
| | Little bit know | 23 | 3 | 5 | 0 | 31 |
| Total | | 43 | 6 | 28 | 23 | 100 |

Source: primary data

Inference: 69 % of working women knows about the brand and 31% knows little bit about the brand shows a clear brand awareness among the working women.

Research Hypothesis

ANOVA

| Variables | df | F | Sig. | result |
|------------------------------|----|---------|------|-------------|
| Brand usage | 3 | 46.446 | 0 | H1:Accepted |
| Years of usage | 3 | 128.282 | 0 | H1:Accepted |
| Change of brand preference | 3 | 9.692 | 0 | H1:Accepted |
| Reasons for change | 3 | 9.721 | 0 | H1:Accepted |
| Introduction of Brand | 3 | 34.335 | 0 | H1:Accepted |
| Usage of multy brand | 3 | 7.893 | 0 | H1:Accepted |
| Awareness of product/ Brand | 3 | 9.98 | 0 | H1:Accepted |
| Addiction towards the brands | 3 | 298.876 | 0 | H1:Accepted |

Source: primary data

Anova test is used to know whether the tested hypothesis is accepted or not. The hypothesis is accepted.

| Chi-Square Tests | | | | | | |
|-------------------------|----------------|------------------------------|---------------------------|-----------|-----------------------|--------------------|
| | Factors | | Value | Df | Asymp. Sig. (2-sided) | Hypothesis Testing |
| H01 | AGE | Pearson Chi-Square | 80.607^a | 9 | 0 | Reject H0 |
| | | Continuity Correction | | | | |
| | | Likelihood Ratio | 84.261 | 9 | 0 | |
| | | Linear-by-Linear Association | | | | |
| | | N of Valid Cases | 100 | | | |
| H02 | EDUCATION | Pearson Chi-Square | 9.879^a | 6 | 0.13 | Accept H0 |
| | | Continuity Correction | | | | |
| | | Likelihood Ratio | 11.629 | 6 | 0.071 | |
| | | Linear-by-Linear Association | | | | |
| | | N of Valid Cases | 100 | | | |
| H03 | INCOME | Pearson Chi-Square | 39.341^a | 12 | 0 | Reject H0 |
| | | Continuity Correction | | | | |
| | | Likelihood Ratio | 44.22 | 12 | 0 | |
| | | Linear-by-Linear Association | | | | |
| | | N of Valid Cases | 100 | | | |
| H04 | BUDGET | Pearson Chi-Square | 38.666^a | 9 | 0 | Reject H0 |
| | | Continuity Correction | | | | |
| | | Likelihood Ratio | 43.728 | 9 | 0 | |
| | | Linear-by-Linear Association | | | | |
| | | N of Valid Cases | 100 | | | |

| | | | | | | | |
|-----|--------------------|------------------------------|----------------------------|-----------|----------|-----------|--|
| H05 | BRAND USAGE | Pearson Chi-Square | 125.787^a | 15 | 0 | Reject H0 | |
| | | Continuity Correction | | | | | |
| | | Likelihood Ratio | 131.685 | 15 | 0 | | |
| | | Linear-by-Linear Association | | | | | |
| | | N of Valid Cases | 100 | | | | |
| H06 | YEARS OF USAGE | Pearson Chi-Square | 123.160^a | 12 | 0 | Reject H0 | |
| | | Continuity Correction | | | | | |
| | | Likelihood Ratio | 127.793 | 12 | 0 | | |
| | | Linear-by-Linear Association | | | | | |
| | | N of Valid Cases | 100 | | | | |
| H07 | FIRST INTRODUCTION | Pearson Chi-Square | 122.731^a | 18 | 0 | Reject H0 | |
| | | Continuity Correction | | | | | |
| | | Likelihood Ratio | 124.165 | 18 | 0 | | |
| | | Linear-by-Linear Association | | | | | |
| | | N of Valid Cases | 100 | | | | |
| H08 | BRAND AWARENESS | Pearson Chi-Square | 23.774^a | 3 | 0 | Reject H0 | |
| | | Continuity Correction | | | | | |
| | | Likelihood Ratio | 29.825 | 3 | 0 | | |
| | | Linear-by-Linear Association | | | | | |
| | | N of Valid Cases | 100 | | | | |

Source: primary data

Chi-square test was done to know the Brand preference and Brand usage of working women about packed food powders. The above table shows that in case of H01, 95% level of significance with degree of freedom (9) the Chi-square value is more than the table value. Therefore, Reject the null hypothesis and conclude that there is significant relationship between Age and Brand preference. In case of H02, 95% level of significance with degree of freedom (6) the Chi-square value is less than the table value. Therefore, accept the null hypothesis and conclude that there is no significant relationship between Education and Brand preference. In case of H03, 95% level of significance with degree of freedom (12) the Chi-square value is more than the table value. Therefore, Reject the null hypothesis and conclude that there is significant relationship between Income and brand preference. In case of H04, 95% level of significance with degree of freedom (9) the Chi-square value is more than the table value. Therefore, Reject the null hypothesis and conclude that there is significant relationship between Budget and brand preference. In case of H05, 95% level of significance with degree of freedom (15) the Chi-square value is more than the table value. Therefore, Reject the null hypothesis and conclude that there is significant relationship between Brand usage and brand preference. In case of H06, 95% level of significance with degree of freedom (12) the Chi-square value is more than the table value. Therefore, Reject the null hypothesis and conclude that there is significant relationship between Years of usage and brand preference. In case of H07, 95% level of significance with degree of freedom (18) the Chi-square value is more than the table value. Therefore, Reject the null hypothesis and conclude that there is significant relationship between first introduction of the brand and brand preference. In case of H08, 95% level of significance with degree of freedom (9) the Chi-square value is more than the table value. Therefore, Reject

the null hypothesis and conclude that there is significant relationship between Brand awareness and brand preference.

6. Finding from statistical data

- In this study, 100 numbers of Working Women's in and around East Tambaram, Chennai, are considered.
- 63% of working women less than 30 years prefers branded powders and Aachi Masala is the most preferred brand among working women while More than 51 years prefers self-made powders. The next preferred brand after Aachimasala is sakthi masala Brand.
- It is noted that educational Qualification of working women is not an influencing factor. Both branded and self-made powders are used irrespective of their educational qualification.
- For Working women earning less than 10,000 per month preferring Aachi masala while, surprisingly no one prefers self-made in the income group.
- In the Income group of Rs.10, 001 and above, and below Rs.40,000 ,prefers the self-made powder.
- Working women's who spend between Rs.100 to Rs.200 per month prefers Aachi masala while working women spends Rs.200 to 300 per month prefers self- made powders.
- Taste and Traditional image stands in favour of Brand Aachi masala, while price is the motivating factor for Sakthi masala. 44% of working women using Aachi masala feels they prefer the brand for taste and 23% using Aachi masala prefers as it is traditional. 50 % of working women using Sakthi masala states they prefer it for price.
- No brand addiction is evidenced. 56% of working women using Aachi masala for less than a year.
- The above table shows that 41 % of working women says their mother first introduced the brand to them And 15% of the working women said brand was introduced by media
- 69 % of working women knows about the brand and 31% knows little bit about the brand shows clear brand awareness among the working women.
- 71% of the Working Women often using packed food powders and 6% of the Working Women very often using packed food powders.
- In Over all, around 23% of the working Women's not using any Brand. They prefer only the self-made powders.

7. Conclusion and Recommendations

The usage and trend of packed food powders will grow over the years due to the younger population prefers the easy to use packed powders rather than preparing of their own. The population of younger generation is increasing multifold over the years in the East Tambaram area. This could be a potential area for the marketers to focus and youngsters are the target audience. People with more earnings prefer self-made powders than packed food powders. it provides opportunity for marketers to do a further market research as well academicians to study further why they still use self-made powders when well-known brands and cost / price cannot be the reason . It is noted that people earn less prefers packed powders and price / taste / tradition are showing equal importance in the survey. However packed food powders score low on health front and it is important to create and make people to prefer packed food powders on health reasons. Products specific with health conscious people, products preferred by high income earners are the need of the hour and that will bring in better competition and growth for the packed food powder industry.

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