A Study on Factors Affecting Purchase Decision of Eastern Curry Powder in Idukki District

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INTRODUCTION

Consumer Buying Behavior refers to the buying behavior of final consumers [individuals & households] who buying goods and services for personal consumption. Customers make purchases 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 purchase. The decision process of consumers is anything but straight forward. There are a lot of factors that influences a person while he goes for purchasing. Anyway it is essential that marketers have to understand the key influences. And there are mainly three type of influences; external, internal, and marketing.

OBJECTIVES OF THE STUDY

- To find the relation between the purchase decision and factors affecting the purchase decision
- To find the total number of people using packet curry powder
- To understand the attitude of customers

METHODOLOGY AND SAMPLE SELECTION

Primary and secondary data are used for the study. Primary data were collected from end users through pre-arranged questionnaire. Secondary data were obtained from:

- Internet
- Handbooks
- Reports
- Magazines

LIMITATIONS OF THE STUDY

- The financial position of people may not always be stable.
- There are many geographical difficulties to reach some remote areas. So that is the yet another limitation for the study because we cannot collect the data from there.
- Some people will not give the exact answer for the questionnaire. They just answer the question without thinking

Company profile

Eastern condiments private ltd is one of the companies who make curry powder. The Eastern group was founded by Shri: late ME Meeran 25 more years ago. The group started its activities by venturing into whole sale trading. Subsequently the group diversified its business into manufacturing, servicing and tourism sector in a phased manner.

Eastern company was started in 1991. There was a story behind the eastern company. At first late Mr. Meeran the previous chairman entered in to the business field in 1969s in a small way. And in 1975 he started marketing and distribution of products like biscuits, soaps and batteries. The products, business
and management training that he got from major companies like Britannia, My sore lamps and Kerala soaps help him to create a brand of himself in the business field. Actually this was the turning point in his life.

In 1984 he started manufacturing curry powder and discontinued the marketing of consumer goods. And this business became a huge success. He is consistent. At present a team of professionals manages the group and family members led by the chairman Mr. Navas Meeran..At first the company products are only chili powder, masala powder etc. The company also introduced sachets for pickle especially mango, garlic, lemon etc. But now the company products are

**Spice Powders:** Turmeric, Chilly, Coriander, Pepper, Ginger, Kashmiri Chilly
**Blended Spice Powders:** Garam masala, Sambar, Rasam, Kulambu masala, Pickle powder, Pav Bhaji, Channa masala, Tandoori masala, Chicken masala, Chicken Fry masala, Fish masala, Meat masala, Biriyani masala, Kebab masala, Egg Curry masala, Chat masala and many more in the offing.

**ANALYSIS AND INTERPRETATION**

**TABLE 4.1**
Table showing the number of respondents are using packed curry powder

<table>
<thead>
<tr>
<th>Particulars</th>
<th>No: of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>User</td>
<td>82</td>
<td>82%</td>
</tr>
<tr>
<td>Non-User</td>
<td>18</td>
<td>18%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

**CHART 4.1**
Chart showing the number of respondents are using packed curry powder

![Chart showing the number of respondents are using packed curry powder](image)

**TABLE 4.2**
Table showing the number of respondents are using eastern curry powder

<table>
<thead>
<tr>
<th>Particulars</th>
<th>No: of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Users</td>
<td>59</td>
<td>59%</td>
</tr>
<tr>
<td>Other brand users</td>
<td>23</td>
<td>23%</td>
</tr>
<tr>
<td>Homemade users</td>
<td>18</td>
<td>18%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>
CHART 4.2
Chart showing the number of respondents are using eastern curry powder

![Chart showing the number of respondents are using eastern curry powder]

TABLE 4.3
Table showing the customers response about factor affecting their purchase of eastern curry powder

<table>
<thead>
<tr>
<th>Particulars</th>
<th>No: of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality</td>
<td>38</td>
<td>64%</td>
</tr>
<tr>
<td>Price</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Package</td>
<td>1</td>
<td>2%</td>
</tr>
<tr>
<td>Advertisement</td>
<td>10</td>
<td>17%</td>
</tr>
<tr>
<td>Trust</td>
<td>7</td>
<td>12%</td>
</tr>
<tr>
<td>Confidence</td>
<td>3</td>
<td>5%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>59</td>
<td>100%</td>
</tr>
</tbody>
</table>

FINDINGS
(1) 82% of people used packed curry powder.
(2) Out of 100 people majority of people (59%) used eastern curry powder.
(3) Out of 6 factors given that is quality, price, packing, advertisement, trust, confidence. Most of the people buy curry powder based on quality. Of the 100 respondents taken for questionnaire 64% says they buy curry powder based on quality. 17% says based on advertisement, 12% says based on trust about the product, 5% says based on confidence and only 2% says based on packing.

SUGGESTIONS
(1) The company must decide to reduce the rate of curry powder.
(2) The company must make attractive advertisement to attract more customers.
(3) Arrange and conduct end-users meet for open talk with company officials.
(4) Most of the people did not know eastern has ISO. So it will be better if the company...
CONCLUSION
The study has concentrated on finding the factors affecting the purchase decision of curry powder. The four factors taken are brand loyalty, quality, availability, and brand image. The study finds out that we need to concentrate more on these factors for the better sale of product. Anyway, the company has a good brand image in Idukki district and the company seems to be moving in the right lines in the sale of their products. However, a few drawbacks were found, and remedies were suggested. The company produces quality products and always tries to increase the quality of the product again and again by implementing new systems and introducing new equipment even from the foreign countries. As the company started in 1991, the company has high penetration in the market, and the company succeeded in making many loyal customers to their products.

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