



## A study on impact of educational disparity on consumer buying behaviour and perception towards selected ITC products with particular reference to Coimbatore city

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### Abstract

Every day people buy things. Consumer is the king of market who will decide what to buy, where to buy, when to buy and also whether to buy a particular product or not. A consumer buying behaviour and perception will vary according to their changes in expectations, feel, tastes and preference of products and their decision towards selection of products also influence by their education level. An understanding of the influence of these factors is essential for marketers in order to develop suitable marketing mixes to appeal to the target customer. Understanding of the education disparities of consumer buying behaviour and their perception of selected ITC product mix such as Aashirvaad Atta, iodised salt, multipurpose cooking paste, instant mixes, spices and ready to eat products.

**Keywords:** education disparity, factors influenced, consumers buying behavior, educational programmes, level of perception

### 1. Introduction

Consumer Buying Behaviour refers, “to the buying behaviour of the ultimate consumer” and it also refers, “to the selection, purchase and consumption of goods and services for the satisfaction of their wants”. By identifying and understanding the factors that influence the customers, brands should be developed taking as an opportunity strategy simultaneously marketing should be analysed and advertising campaigns must be held in a more efficient way to target customers and make them to meet their needs as well as to increase sales. Consumer perception theory attempts to explain consumer behaviour by analysing motivations for buying and for not buying a particular item. It is also said as a psychological variable involved in the purchase decision process that is known to influence the consumer behaviour.

### 2. Statement of the problem

In the recent updates, it's clearly shows that the consumers' education widely plays in changes of consumers' behaviour. Consumers' education is referred as the process by which people learn the working activities of the marketers, market place so that they can improve their ability to act as purchasers or consumers of those products and services. This study also concerned with consumer education and its importance and to how long it influence the consumers buying behaviour and perception. This research work was carried out to get an understanding of the education disparities of consumer buying behaviour and their perception of selected ITC product mix such as Aashirvaad Atta, iodised salt, multipurpose cooking paste, instant mixes, spices and ready to eat products.

### 3. Objectives of the study

- To study consumers buying behaviour, attitude and

perception while purchasing ITC product line such as Aashirvaad Atta, spices, instant mixes, ready to eat and salt.

- To determine the primary factors that influence the consumers' to buy Aashirvaad products.
- To study the association between educational qualification of consumers with buying behaviour and their perception of selected ITC products.

### 4. Scope of the study

- This study will help to understand impact of consumer education with consumer buying behaviour and perception of selected ITC Aashirvaad products.
- This report brings out the factors which stimulate the consumers' perception to buy ITC Aashirvaad products.

### 5. Hypothesis

- Educational qualification of a consumers' to a greater extent determines their level of perception towards ITC Aashirvaad branded products.
- There exists rational association between consumers' level of satisfaction towards ITC Aashirvaad branded products and the primary reasons stated by them for future purchase of same branded products.
- There exists no association between educational qualification of consumers' and their (i) longevity of ITC Aashirvaad product usage, (ii) frequency of product purchase and (iii) category of products brought by them.

### 6. Research Methodology

The research was conducted among the consumers' who consume ITC Aashirvaad products in Coimbatore city. The study includes of total 300 respondents who are consuming ITC Aashirvaad products and the respondents are found by

pilot study. Both primary and secondary are chosen for the study. In the course of the analysis of this study, various tools such as percentage analysis, Anova, Multiple regression model, Measures of Dispersion and Correlation and Z test.

**7. Literature Review**

Sunil Giri and Vishal Sharma 2012 [1], “A study on its effect on consumer behaviour- food products packaging”, showed that only four factors affect the buying behaviour of the consumer. These four factors are creative promotion and social message, product labelling and information and finally outlook of the packaged foods. However the visual element of the package influence the choice of the product to a great extent and label with social messages, graphics and colour are found to be frequently influencing them.

Prof. Ray Titus, Dr. Debashish Sengupta and Ms.Alankrita Garg 2013 [2], analysed the case based research work to get an understanding of the distribution process of ITC and also that of its competitors. In that case, understanding the consumers taste and preference of the consumers provide the useful

insight into the market conditions and helps companies devise their schemes accordingly.

Dr. Pondurai. S. B, Mrs Sailaja. V 2014 [3], in the “A study on ITC FMCG products at organised retail outlets” examined that the differentiation factors like existing brand image, price, quality, availability, product variants and variety, advertising efforts by enrolling celebrities from sports and film industry. In this study it was concluded that ITC products have very good brand equity compared to other existing players in the industry because of familiar brand with other segments of products.

**8. Data analysis and interpretation**

**H1:** Educational qualification of a consumers’ to a greater extent determines their level of perception towards ITC Aashirvaad branded products.

The following table shows the value of constant and coefficient value of each attributes to analyse level of perception towards ITC Aashirvaad branded products.

**Table 1**

Variables	Unstandardised Coefficients		Standardised Coefficients	t	Sig.	Collinearity Statistics	
	B	SE	Beta			Tolerance	VIF
Constant	2.670	.595	-	4.483	.000	-	-
Fine Quality	.045	.076	.039	.596	.552	.691	1.447
Price Range	.030	.049	.036	.606	.545	.853	1.172
Methods Of Distribution (Available In All Stores)	.075	.057	.127	1.326	.186	.327	3.056
Brand Reputation & Image	.066	.053	.077	1.250	.212	.795	1.258
Trustworthy Products	-.032	.054	-.037	-.600	.549	.812	1.232
Package (Hygiene & Quantity)	.117	.070	.102	1.676	.095	.811	1.233
Word Of Mouth	.123	.051	.148	2.392	.017	.781	1.280
Promotions (Advertisements & Discounts & Offers)	.007	.046	.011	.159	.874	.596	1.677
Celebrity Endorsements	.041	.060	.046	.689	.491	.672	1.489
Great Taste	-.212	.044	-.304	-4.809	.000	.752	1.329
Value For Money	-.083	.054	-.102	-1.523	.129	.672	1.488
Need Fulfillment	-.004	.053	-.005	-.078	.938	.808	1.238
Hygiene Certifications	.035	.053	.041	.657	.512	.763	1.310
Fulfillment of Dietary Norms	.106	.061	.104	1.734	.084	.832	1.202
Freshness & Pure	.157	.070	.134	2.245	.026	.849	1.178
Right Quantity	.006	.066	.006	.095	.924	.778	1.285
Assurance Of 100% Natural And Have Zero Preservatives	.044	.058	.053	.762	.447	.631	1.584
Carefully Hand-Picked And Processed	-.093	.061	-.094	-1.531	.127	.797	1.255
Convenience And Authentic Taste	-.026	.053	-.029	-.482	.631	.808	1.238
Most Popular Brand Among Consumers	-.147	.058	-.156	-2.547	.011	.805	1.243
Suitable To Regional Taste	-.042	.055	-.043	-.762	.446	.929	1.076

Level of Significance: 5 per cent

**Interpretation**

To determine of one or more of the independent variables are significant predictors of level of perception towards ITC Aashirvaad branded products the information provided in the co-efficient table is examined. All the above 21 parameters statements are statistically significant. The standardized coefficient beta column reveals that level of perception towards ITC Aashirvaad branded products met have beta standard coefficient 2.670 which is statistically significantly at 0.000.

To assess multi-collinearity one looks at the size of tolerance and VIF (Variance Inflated Factor). For the tolerance small indicate the absence of collinearity. The VIF is the inverse

(opposite) of tolerance, one looks for large values. If the tolerance value is smaller than .10, it is concluded that multi-collinearity is a problem. Similarly, if the VIF is 5 or larger, then multi-collinearity is a problem. Since the tolerance value is substantially above .10 and the VIF is smaller than 5 it is concluded that multi-collinearity among the independent variable is statistically significant.

**H2:** There exists rational association between consumers’ level of satisfaction towards ITC Aashirvaad branded products and the primary reasons stated by them for future purchase of same branded products.

Table 2

Variables	Level of Satisfaction		Reasons		Correlation
	Mean	SD	Mean	SD	
Product in General	1.753	.788	3.963	2.351	.589
Quality of Products	1.770	.783	3.567	2.466	.543
Genuineness of Product	2.377	.827	5.707	2.326	.466
Product Range	2.140	.881	5.073	2.537	.429
Package Size & Quantity	2.557	.877	6.530	2.317	.424
Price Range	1.610	.849	3.467	2.442	.459
Easy Availability	2.657	1.170	6.463	3.175	.584
Promotional Offers	2.750	1.122	6.827	2.711	.447
Taste, Fragrances & Freshness	1.653	.877	4.410	2.470	.385
Others	2.439	.979	7.956	2.357	.340

Level of Significance: 5 per cent

### Interpretation

The data presented in the above table clearly indicates that there exist significant correlation between the consumers' level of satisfaction towards ITC Aashirvaad products and primary reasons stated by them for continuing the same brand.

**H<sub>3</sub>:** There exists no association between educational qualification of consumers' and their (i) longevity of ITC Aashirvaad product usage, (ii) frequency of product purchase and (iii) category of products brought by them.

Table 3

Variables	Educational Qualification			
	Professional degree/diploma (N:87)		F Value	Sig
	Mean	SD		
Longevity of ITC Aashirvaad product usage	2.241	0.698	1.175	.319
Frequency of product purchase	2.989	1.006	0.582	.627
Category of products				
Atta	1.690	1.124	1.282	.031
Salt (Iodized)	3.828	1.314	0.341	.026
Instant Mix	2.299	1.132	3.883	.010
Spices	3.805	1.247	0.596	.018
Multi-Purpose Cooking paste	4.218	1.316	0.464	.048
Read-to-Eat	5.172	1.305	1.510	.012

### Interpretation

From the above table it has been inferred that probability value of ANOVA at 5 per cent level does not establish good relationship between the variables tested. Therefore, the hypothesis framed stands rejected and it concluded that there exists association between educational qualification of consumers' and their (i) longevity of ITC Aashirvaad product usage and (ii) frequency of product purchase. However the consumers' educational qualification does not influences their product category choice.

It is evident from the above table that ITC product range brought by the consumers' is not influenced by their educational qualification. It can be stated that advertisements on Radio, TV and medias, product availability at retailer point, performance of products and its cost significantly influences the product purchase and usage by the consumers'. This observation is found to be in relevance with the first hypothesis conclusion.

## 9. Findings and Suggestions

### 9.1 Findings

- According to consumers' level of satisfaction with the primary factors, package size and quantity ranks 1<sup>st</sup>, taste, fragrance and freshness ranks 2<sup>nd</sup>, product in general ranks 3<sup>rd</sup>, quality of product ranks 4<sup>th</sup>, product range ranks 5<sup>th</sup>,

genuineness ranks 6<sup>th</sup>, others factors ranks 7<sup>th</sup>, price range ranks 8<sup>th</sup>, easy availability ranks 9<sup>th</sup> and promotional offers ranks 10<sup>th</sup>.

- According to the perception level of consumers towards ITC's aashirvaad products with the primary factors, fine quality ranks 1<sup>st</sup>, freshness and pure ranks 2<sup>nd</sup>, packaging ranks 3<sup>rd</sup>, right quantity ranks 4<sup>th</sup>, need fulfilment ranks 5<sup>th</sup>, hand-picked ranks 6<sup>th</sup>, brand reputation ranks 7<sup>th</sup>, convenience & taste ranks 8<sup>th</sup>, assurance of 100% natural and popular brand ranks 9<sup>th</sup>, trustworthy ranks 11<sup>th</sup>, hygienic certifications ranks 12<sup>th</sup>, Fulfilment of Dietary Norms and regional taste ranks 13<sup>th</sup>, value of money ranks 15<sup>th</sup>, availability ranks 16<sup>th</sup>, words of mouth ranks 17<sup>th</sup>, promotions ranks 18<sup>th</sup>, price range ranks 19<sup>th</sup> and celebrity endorsements ranks last at 20<sup>th</sup>.
- According to primary factors analysed that influencing consumers to buy ITC's aashirvaad products by using factor analysis and cronbach's alpha method, it was observed that there is a significant association between the primary factors tested along with the consumers educational qualification.

### 9.2 Suggestions

From the analysed consumers' awareness and preference of aashirvaad goods, multi-purpose pastes and ready to eat items

found to be ranked at last two stages. Thus, it is recommended to make more promotional activities such as free sample pack along with other aashirvaad products, should train retailers and wholesalers to market about ready to eat and multi-purpose pastes items of aashirvaad products. As, price range, hygienic certifications, availability of products in stores ranks at 17<sup>th</sup>, 14<sup>th</sup> and 12<sup>th</sup> stages, it is suggested ITC Company to fix reasonable and constant price to attract low income class groups in usage of ITC products and ITC has to bring the hygienic certifications on behalf of consumers to make it as trustworthy branded product.

Finally, under the level of perception and satisfaction with education qualification of consumers', it is suggested for an ITC Company to organise EXPO, stall and free consumer programmes' like "know your value" to educate consumers how they should be aware of particular product, to what extent the consumers tastes, preferences affects marketers' and their changes in marketing strategies and how can the consumers act as a effective and successful consumer with their buying behaviour and attitude towards a product. These programmes can increase the level of satisfaction, awareness, sales level and can turn consumer sight not only on aashirvaad products but can also on whole ITC's products.

## **10. Conclusion**

ITC, at present acting as tough challenger to national market leaders with its reputed branded products' and image. From the data discussion it can be concluded that there is no association between educational disparities of consumers with their buying behaviour but the primary factors are influenced the level of perception and satisfaction to a great extent with education qualification of consumers. Consumers buying behaviour are always affecting by various factors constantly that arise thus, to make good value between education qualification with their perception and attitude, marketers have to gather information of consumers and update strategies to be follow in the market and also provide consumer education programmes to overcome the competitors by winning consumers mind.

## **11. Research Gap**

This study further enhances the researchers to make an elaborate study on all the ITC Company's products along with Aashirvaad products also by expanding study area and how far it has got an impact on the consumers'.

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