

Research Paper

# Consumer Behavior towards Consumption of Branded Wheat Flour (*Aata*) in Hisar

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## ABSTRACT

An attempt was made to know about the factors influencing the consumer behavior about the consumer behavior towards purchase decisions, brand preferences, frequency of buying, and factors that influence the consumers to buy a specific type of branded “*Aata*” and to find out the loyalty of the consumers towards a specific brand. To study the trend of market and preference of consumers towards a specific brand, primary data is collected from 200 respondents in Hisar district (Haryana) based on the convenience sampling method. The study revealed that the respondents belonging to the age group of 30 to 40 years were 42 percent with a maximum proportion, and the respondents belonging to the age group above 50 years were 12 percent with a minimum proportion. It was observed that consumers’ preference towards the national brand of *aata* was full, accounting for 84 percent of total respondents. It was observed that 56 percent of respondents know about the Aashirwad brand and 50 percent of respondents know about the Shaktibhog brand Annapurna accounts for 10 percent with minimum brand knowledge of consumers. The study showed that 54 percent of respondents buy 1 to 2 times a month, 34 percent of respondent buys once a month, and 12 percent of the respondents buy more than once a month. The study will help determine the needs of the consumers according to their preferences during the process of buying the goods in the market.

## HIGHLIGHTS

- ① Brand is a major factor.
- ① Wheat is considered as an essential daily meal.
- ① Consumer behavior is market-oriented.
- ① Marketing plays an important role in purchase decisions.
- ① Packaging attracts the consumer.

**Keywords:** Behaviour, brand, Preference, purchase decisions

Consumer’s behavior is critical as it supports product positioning, the development of effective marketing strategy, and the enhancement of long-term consumer relationships. Studying consumer’s behavior also helps marketers decide how to present their products in a way that generates a maximum impact on consumers. Consumer’s behavior is often influenced by different factors, and there is a need to study different purchase patterns and figure out buyer trends. The development of wheat has its particular favorable circumstances, like it has a decent yield for each unit range, has a generally

short developing length period, and the creation of wheat is similarly less demanding than the other grain trims as it develops well in the calm areas. That is why it fills in as a decent money trim and demonstrates its strength on the planet trade. Gluten, which is an essential constituent in raised bread, is found in wheat, and that is why

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the majority of the pastry shop items are produced using wheat, as it were.

Before the late 1990s, wheat flour was mainly home ground or milled through local *chakki* mills in India. The packaged wheat flour market emerged rapidly in the past 15 years, breaking the old age traditions by offering better quality, nutrition, and convenience. The players dominating the packaged wheat flour market in India are national players, with market leaders like Aashiwad, Pillsbury, Annapurna, Shaktibhog, *etc.* Northcentral region is the major consumer of packaged wheat flour in India and comprises 44 percent of overall India's packaged wheat flour market.

### METHODOLOGY

The study was conducted in the different areas of Hisar city of Haryana state to know about the impact of different factors on their purchase decisions about specific wheat flour brands using 200 sample respondents. To satisfy the objectives of the study, both primary, as well as secondary data, were utilized. Primary data was collected to study the factors influencing the consumer behavior about the consumer behavior towards purchase decisions, brand preferences, frequency of buying, and factors that influence the consumers to buy a specific type of branded *aata* and to find out the loyalty of the consumers towards a specific brand. Secondary data was collected from published journals, related websites, books, magazines, *etc.*

### RESULTS AND DISCUSSION

Fig. 1 shows that in the age group, 42 percent of respondents belong to the age group of 30 to 40 years, 12 percent belong to the age group more than 50 years. In the case of brand preference, 84 percent of respondents prefer a national brand and 16 percent local brand. The figure also shows that 54 percent of respondents buy 1 to 2 times, 34 percent buy once, and 12 percent buy more than twice a month.

Fig. 2 shows the number of respondents who know about various brands of *aata*. Around 112 numbers of respondents know about Aashirwad, 100 respondents know about Shaktibhog, 86 know about Pillsbury, 70 know about Patanjali, 45 know about Balaji, 30 know about Krishna, and 20 respondents know about Annapurna brand of *aata*, respectively.

Table 1 showed that out of 200 sample respondents, around 60 respondents rated Shaktibhog *aata* slightly more critical based on popularity, 56 respondents rated it more critical based on quality, 64 rated it slightly more critical based on convenience, 60 respondents rated neutral based on price.

Table 2 showed that out of 200, 76 respondents rated Ashirwad *aata* slightly more important based on popularity, 56 people rated most important based on quality, 72 rated slightly more critical based on convenience, and 64 were observed to be neutral based on price.

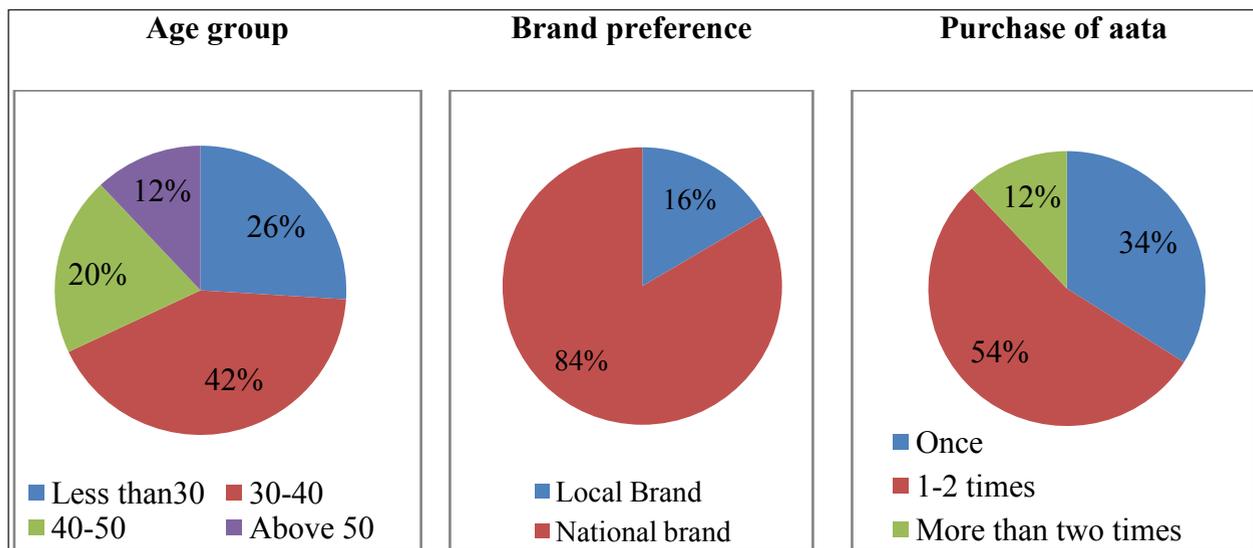
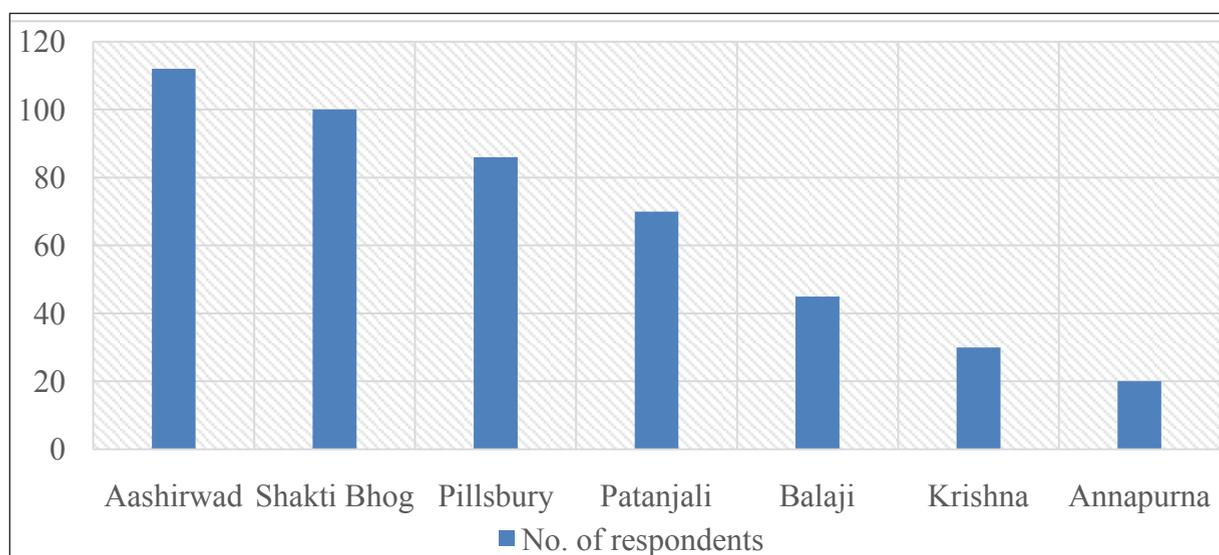


Fig. 1: Age group, brand preference and *aata* purchase



**Fig. 2:** Brand knowledge of respondents

**Table 1:** Rating of Shaktibhog *aata* on various factors

Particulars	Least Important	Slightly least important	Neutral	Slightly More important	Most important
Popularity	48	36	32	60	24
Quality	28	32	40	44	56
Convenience	28	28	32	64	48
Price	44	40	60	32	24
Value of Money	40	48	56	28	28
Availability	8	12	16	64	100
Schemes	36	52	68	24	20
Packaging	4	48	68	32	48
Advertisement	28	36	32	72	32
Brand Image	12	36	32	64	56
Hygiene	20	48	40	36	56

**Table 2:** Rating of Ashirwad *aata* on various factors

Particulars	Least Important	Slightly least important	Neutral	Slightly More important	Most important
Popularity	40	32	28	76	24
Quality	32	28	36	48	56
Convenience	24	24	36	72	44
Price	48	36	64	28	24
Value of Money	44	40	60	24	32
Availability	4	16	16	72	92
Schemes	32	48	64	24	32
Packaging	8	52	72	36	32
Advertisement	24	28	32	72	44
Brand Image	8	32	36	60	64
Hygiene	16	48	44	44	48

**Table 3:** Rating of Pillsbury aata on various factors

Particulars	Least Important	Slightly least important	Neutral	Slightly More important	Most important
Popularity	24	48	52	52	24
Quality	28	52	56	44	20
Convenience	32	56	64	32	16
Price	56	40	40	40	24
Value of Money	32	60	48	44	16
Availability	20	72	48	44	16
Schemes	36	64	40	44	16
Packaging	40	32	40	64	24
Advertisement	24	60	64	36	16
Brand Image	8	72	68	44	8
Hygiene	36	60	44	76	24

**Table 4:** Rating of other brands on various factors

Particulars	Least Important	Slightly least important	Neutral	Slightly More important	Most important
Popularity	44	40	36	64	16
Quality	32	28	44	40	56
Convenience	28	28	32	64	48
Price	40	44	56	36	24
Value of Money	40	48	56	32	24
Availability	12	8	12	108	60
Schemes	40	48	64	28	20
Packaging	8	44	64	36	48
Advertisement	32	40	24	34	40
Brand Image	32	40	24	64	40
Hygiene	16	40	24	56	64

Table 3 showed that out of 200, 52 respondents rated Pillsbury *aata* slightly more important based on popularity, and 44 people rated most important based on quality. Several 64 sample respondents rated Pillsbury neutral based on convenience and 56 respondents rated least important based on the price of *aata*.

Table 4 showed that out of 200 sample respondents, around 64 respondents rated other brands of *aata* slightly more critical based on popularity and 44 people rated neutral based on quality. Several 64 sample respondents rated another brand of *aata* slightly more critical based on convenience. Around 56 sample respondents were also observed to be neutral based on the price of the other brands of *aata*.

## CONCLUSION

This study titled "Study of Consumers behavior toward branded *aata* in Hisar district" to understand

how consumer's perception differs from person to person. Company image is the critical criterion that consumers consider before purchasing branded wheat flour. This is mainly because people expect quality and brand image in the market. The maximum percentage of the respondents was observed in the age group of 30 to 40. Majority of the sample respondent preferred the national brand instead of another local brand of *aata*. From the entire study, it can be concluded that branded wheat flour has more preference based on the quality of the *aata* and convenience of the product. Maximum numbers of the sample respondents were observed to be neutral by the price of the product. The critical factor recognized from the data collection and analysis regarding the branded wheat flour buying behavior of the consumer is that consumers give most importance to the quality of wheat flour. Other factors, price, availability, and popularity, play

an important role in the attractiveness of branded wheat flour. Due to high-quality insurance, some brands of wheat flour are trendy among consumers. In an entire study of the project, it is observed that awareness of branded wheat flour good among the consumers. As the taking suggestion from consumers, most of the respondents are mature, and they give brand preference so companies can use print media for brand promotion. Most the consumers believe in product quality. So, for retaining and maintaining existing customers, the quality of the product is one of the essential criteria.

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