FACTOR INFLUENCE ON CONSUMER PERCEPTION TOWARDS GROCERY BRANDED PRODUCTS IN TELANAGNA

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ABSTRACT
The aim the present study is to examine the factor influence on consumer perception towards grocery branded products in Telanagna. Data were collected from 500 respondents using convenience sampling with the help of structured questionnaire delivered to them. The data was evaluated using the IBM SPSS software, including ANOVAs test. The results revealed that demographic factor such as gender has shown significant association with purchasing preference of brands grocery products; but age, occupation, Family Type, Education Qualification, Family Type, Place, Marital Status, Family Size and income level has not shown association with the purchasing preference (H01). Selected factors have significant impact on the consumer gender, place and marital status towards purchasing branded grocery products (H02). This research study will be beneficial to retailers in the development of novel tactics to retain both new and current consumers, according to the findings.
KEYWORDS: *Brand, Grocery products, consumer, purchasing preference, demographic*

1. INTRODUCTION
Retail is a term used to describe a business activity that includes selling items to a single consumer. Back in the day, commerce was conducted via the barter system, in which one set of products or services was swapped for another set of goods or services. During ancient times, there was no such thing as money. Then came the invention of coin and money, which solved all of the problems associated with the barter system. Immediately after the Industrial Revolution, the manufacturing scale of items rose significantly. This increasing demand for commodities led to the establishment of small grocery stores to serve the growing number of clients. In these stores, customers could choose from a variety of product categories that were kept on hand.

Slowly but steadily, these tiny food stores were transformed into department stores, marking the beginning of the modern era of organised retail establishments. These departmental shops offered a wide range of things to choose from. Because the retail industry is very competitive, consumers are likely to frequent many stores in order to maximise their savings. This puts pressure on and encourages businesses to come up with more inventive methods to deliver additional value to their customers in order to achieve a competitive edge in the marketplace. To govern their client relationships in the grocery industry, as well as other sectors, retailers must first build customer loyalty among their existing and prospective customers. This has resulted in a greater emphasis on consumer behaviour in the supermarket shopping industry.

Grocery marketing is becoming more difficult. Price, quantity, and the buying experience are all subject to razor-sharp comparisons in the marketplace. Among the factors contributing to increasing competitiveness include the introduction of own-brand products by shops, as well as the entry of new companies from both local and multinational chains into the grocery market. In turn, this implies that there is more competition in everything from classic concept stores to low-cost retailers. Nowadays, merchants attempt to distinguish themselves by emphasising aspects such as high-quality products, excellent service, and a green range. In general, being able to articulate a clear perspective is necessary in order to compete effectively.

2. REVIEW OF LITERATURE
Consumer behaviour, awareness, buying behaviour, brand choice, and the variables that influence brand preference have all been studied in the past, and this section reviews the findings of such research. A lot of studies have been conducted in the past by a variety of scholars to better understand the behaviour of customers. Yeung and Joe (2001) noted that food safety has emerged as a key source of public concern, and they urged the United Kingdom government and the food business to take actions to restore consumer trust in the food supply.

A study of research literature is used to build a conceptual framework that identifies and reviews the elements that influence consumer perceptions of food safety-related concerns, as well as the expected effect on purchase behaviour, in this context. As part of their research, Verdurme and Viaene (2003) created an information-attitude-buy intention model that showed distinctions between premium-branded GM food goods and generic GM food products in terms of attitude and purchase intentions. According to Ramasamy (2005), product knowledge and attitude toward the product have a significant impact on purchasing behaviour. The most essential source of information, according to the survey, was commercial commercials shown on television, followed by displays at retail establishments. Consumers form opinions about a brand based on a variety of factors, with diverse product characteristics playing a significant part in the decision-making process. A huge percentage of respondents placed a focus on quality and said that pricing is an essential element, while the remaining respondents placed an emphasis on the manufacturer's image. According to the findings of Kubendran and Vanniarajan (2005), changes in dietary habits were responsible for the shift in consumption patterns. Consumers' income and urbanisation rise, and the proportion of their income spent on consumption rises as well. When compared to rural customers, urban consumers favoured a greater number of branded items. Accessibility, quality, consistent supply, door delivery, and the method of payment were the most important elements affecting purchasing choices, according to the survey. In his 2006 article, Narang said that when it comes to food purchases, a customer does not stay to a single brand. When it comes time to make a purchase, they should be able to recollect multiple brand names. Brand recall may be increased via the use of repetitive advertising. It is important for the product to be connected with style and trend in order to appeal to young people, and the brand name should be created in order to become a fashion statement. It was advised that promotional techniques such as discounts and freebies with purchases be used in order to enhance conversion rates. These studies demonstrate that customers are becoming more influential in the development of a certain product. According to the findings of this research, there are many factors that impact customer perception of branded items in Telanagna, with a particular emphasis on supermarket products.

3. IMPORTANCE OF THE STUDY

The findings of this study will contribute to a more complete picture of customer preferences for food shopping in developing retail formats such as convenience shops, department stores, hypermarkets, supermarkets, discount stores, and specialty stores. The findings of the study will aid in the segmentation of consumers based on their preferences for retail formats when buying food items. The results of the study will aid grocery retailers in understanding the customer attitudes about the pricing, quality, and length of the items while they are making supermarket purchases..

There are several essential components to grocery retailing and customer buying habits in supermarket retailing covered by this research. It will also assist and advise customers in increasing their level of knowledge about the expiration date and quality of the items, and merchants in providing them with a realistic framework on evolving retail forms, according to the proposal.

4. SCOPE OF THE STUDY
- The research is limited to the food shopping habits of people in the Hyderabad and Ranga Reddy districts.
- The research focuses on the most important elements affecting customers' intentions to make supermarket purchases.
- The scope of shop characteristics is limited to the following items: location, product, customer service, price, quality, expiration date, promotion, atmosphere, and retail facilities, amongst other things.

5. STATEMENT OF THE PROBLEM

The urban and rural markets provide a plethora of potential while also posing a number of challenges for marketers that want to expand their reach to rural customers. With the exception of a few large corporations, marketers do not have a comprehensive understanding of rural areas and rural people. In comparison to their urban counterparts, rural purchasers have varied purchasing behaviours and product preferences as well as income levels, attitudes, awareness levels, and levels of knowledge and understanding.

Marketers in the current environment see rural marketplaces as a location where they may offer their excess goods and services. There are several fallacies about rural markets and rural consumer behaviour, including misconceptions about the potential that exists in rural markets as well as misconceptions about their taste and preferences. Companies spend money irresponsibly on various aspects of marketing, such as brand promotion, celebrity endorsements, and marketing to rural customers, without realising the value of what they are spending money on. While businesses recognise the contrasts between rural and urban customers, many of them nevertheless apply their urban marketing methods to rural markets. Rural customers are hesitant to use particular items because they are unfamiliar with the brands, have no basis for picking a brand, and are subject

to a variety of influencing factors, among other things. The rural areas of India are home to the vast majority of the people.

6. OBJECTIVES OF THE STUDY
The present study has certain objectives which are as under:
1. To study brand preference of the consumers towards branded grocery products.
2. To study the factors influencing on purchasing of a branded grocery product.

7. HYPOTHESIS OF THE STUDY
The following are the hypothesis formulated for this research study.

H01: There is no association between demographic variables on consumer preference of brands grocery products.

H02: There is no significant the factor influencing on demographic variables purchasing branded grocery products.

8. METHODOLOGY
- ***Research Design:*** Descriptive research
- ***Sources of data:*** For primary data, Field survey method was employed and data were collected from the customers of Branded grocery products by the researcher with the help of well- structured questionnaire distributed in Hyderabad and Ranga Reddy District. Secondary data is collected from various Journals, Periodicals such as Magazines, Business newspapers, and from subject related books and websites.
- ***Data collections methods:*** Data has been collected using structure questionnaire through customer survey method and personal interview of consumers
- ***Sampling area:*** Hyderabad and Ranga Reddy Districts
- ***Sampling Method:*** Convenience sampling method has been used to collect sample of 500 respondents.
- ***Statistical tools used:*** ANOVAs and chi-square using SPSS 23.0 v.

Table-1:Reliability Statistics		
Cronbach's Alpha	**Cronbach's Alpha Based on Standardized Items**	**N of Items**
.899	.845	12

According to Table 1, the questionnaire was assessed for reliability and the findings are shown below. The constructed questionnaire has been pretested and validated via face validity by being provided to a carefully chosen group of experts, and it also has a sufficiently high reliability score. The outcome was a value of 0.899 for the. It shows that the data has a high level of dependability and validity.

Demographic Variables: The frequency distribution of demographic variables is presented in the following table.

Table-2: Demographic Analysis

Particulars	Classification	No of Responses	Percentage
Age	18 - 25 years	69	13.8
	25 - 35 years	114	22.8
	35 - 45years	192	38.4
	45 - 55 years	125	25
Gender	male	362	72.4
	female	138	27.6
Education	SSC	48	9.6
	Intermediate	48	9.6
	Graduate	216	43.2
	Post Graduate	184	36.8
	Others	4	0.8

Occupation	govt employee	113	22.6
	Pvt. Employee	111	22.2
	Business man	264	52.8
	Housewife	12	2.4
Monthly income (in rupees)	Rs.5000-10000	23	4.6
	Rs.10001-20000	91	18.2
	Rs.20001-30000	138	27.6
	Above Rs.30000	248	49.6
Family Type	Nuclear	427	85.4
	Joint	73	14.6
Marital Status	Married	474	94.8
	Unmarried	26	5.2
Family Size	2 members	43	8.6
	3-4 members	252	50.4
	4-5 members	139	27.8
	Above 5 members	66	13.2
Place	Urban	317	63.4
	Semi-urban	158	31.6
	Rural	25	5
Total		*n = 500*	*100%*

ANOVA: The analysis of variance (ANOVA) is used to determine any statistically significant differences between the means of two or more independent (unrelated) groups. So ANOVA is conducted to understand whether there is any significant difference in the Consumers' demographic variables on consumer preference of brands grocery products. It has been considered for the study as explained in the table.

H01: There is no association between demographic variables on consumer preference of brands grocery products.

Table-3: Results of ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Gender	Between Groups	2.042	3	.681	3.450	.017
	Within Groups	97.870	496	.197		
	Total	99.912	499			
Age	Between Groups	.660	3	.220	.226	.878
	Within Groups	482.082	496	.972		
	Total	482.742	499			
Occupation	Between Groups	.461	3	.154	.210	.890
	Within Groups	363.289	496	.732		
	Total	363.750	499			
Education Qualification	Between Groups	2.202	3	.734	.840	.472
	Within Groups	433.190	496	.873		
	Total	435.392	499			
Family Type	Between Groups	.218	3	.073	.580	.628
	Within Groups	62.124	496	.125		

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		Sum of Squares	df	Mean Square	F	Sig.
	Total	62.342	499			
Place	Between Groups	.797	3	.266	.772	.510
	Within Groups	170.675	496	.344		
	Total	171.472	499			
Marital Status	Between Groups	.030	3	.010	.199	.897
	Within Groups	24.618	496	.050		
	Total	24.648	499			
Family Size	Between Groups	1.259	3	.420	.611	.608
	Within Groups	340.773	496	.687		
	Total	342.032	499			
Income Level	Between Groups	.544	3	.181	.222	.881
	Within Groups	405.814	496	.818		
	Total	406.358	499			

The ANOVA analysis in table shows that the result of Gender and General factors for preferring grocery Brand products F value is 3.450, significance value is 0.017. age and General factors for preferring grocery Brand products F value is 0.226, significance value is 0.878. Occupation and General factors for preferring grocery Brand products F value is 0.210, significance value is 0.890, Education qualification and Job satisfaction F value is0. 840, significance value is 0.472. Family Type and General factors for preferring grocery Brand products F value is 0.580, significance value is 0. 628.place and General factors for preferring grocery Brand products F value is 0.772, significance value is 0. 510.. Marital status and General factors for preferring grocery Brand products F value is 0.199, significance value is 0. 897.. Family size and General factors for preferring grocery Brand products F value is 0.611, significance value is 0. 608.. Income level and General factors for preferring grocery Brand products F value is 0.222, significance value is 0.881. Gender and General Factors for preferring grocery Brand products the F value is 3.450, p-value 0.017 is less than the 0.05. Hence it concludes that there is significance Gender and General factors for preferring grocery Brand products.

H02: There is no significant the factor influencing on demographic variables purchasing branded grocery products

Table-4: Results of ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Gender	Between Groups	2.083	3	.694	3.521	.015
	Within Groups	97.829	496	.197		
	Total	99.912	499			
Age	Between Groups	.846	3	.282	.290	.833
	Within Groups	481.896	496	.972		
	Total	482.742	499			
Occupation	Between Groups	.672	3	.224	.306	.821
	Within Groups	363.078	496	.732		
	Total	363.750	499			
Education Qualification	Between Groups	.595	3	.198	.226	.878
	Within Groups	434.797	496	.877		
	Total	435.392	499			
Family Type	Between Groups	.361	3	.120	.964	.410
	Within Groups	61.981	496	.125		
	Total	62.342	499			
Place	Between Groups	5.078	3	1.693	5.045	.002
	Within Groups	166.394	496	.335		
	Total	171.472	499			

Marital Status	Between Groups	.103	3	.034	.695	.555
	Within Groups	2.083	3	.694	3.521	.015
	Total	97.829	496	.197		
Family Size	Between Groups	99.912	499			
	Within Groups	.846	3	.282	.290	.833
	Total	481.896	496	.972		
Income Level	Between Groups	482.742	499			
	Within Groups	.672	3	.224	.306	.821
	Total	363.078	496	.732		

The ANOVA analysis in table shows that the result of Gender and Factors the various modes of advertising that affect your buying behaviors of Branded grocery Products F value is 3.521, significance value is 0.015. age and factors the various modes of advertising that affect your buying behavior of Branded grocery Products F value is 0.290, significance value is 0.833. Occupation and factors the various modes of advertising that affect your buying behavior of Branded grocery Products F value is 0.306, significance value is 0.821, Education qualification and factors the various modes of advertising that affect your buying behavior of Branded grocery Products F value is 0.226, and significance value is 0.878. Family Type and Factors the various modes of advertising that affect your buying behavior of Branded grocery Products F value is 0.964, significance value is 0.410.place and Factors the various modes of advertising that affect your buying behavior of Branded grocery Products F value is 5.045, significance value is 0.002.Marital status and Factors the various modes of advertising that affect your buying behavior of Branded grocery Products F value is 0.695, significance value is 0.555.Family size and Factors the various modes of advertising that affect your buying behavior of Branded grocery Products F value is 0.883, significance value is 0.449. Income level and factors the various modes of advertising that affect your buying behavior of Branded grocery Products F value is 0.476, significance value is 0.699. Gender and factors the various modes of advertising that affect your buying behavior of Branded grocery Products the F value is 3.521, p-value 0.015 is less than the 0.05.

9. CONCLUSION

Grocery goods are products that are necessary for day-to-day living, such as rice, pulses, oil, soaps, brushes, toothpaste, and breads, among other things. A grocery product is defined as any food that is not perishable and is packaged in cans, bottles, or cartons. It is both a food item as well as a household item. The current study focuses on customer brand preferences as well as the variables that impact the purchase of a branded supermarket product by consumers. The convenience sampling technique, which is a non-probability sampling approach, was used by the researcher. Data was gathered from 500 respondents who lived in rural and urban parts of India's consumer markets. The researcher employed a structured questionnaire to gather primary data for this study, which was done using a survey approach. The final data was analysed by the researcher with the aid of the SPSS 23.0 version and the ANOVA test. As a result of the research, it was discovered that demographic factors such as gender have a significant association with the purchasing preference of brand grocery products; however, other demographic factors such as age, occupation, family type, education qualification, family type, place, marital status, family size, and income level have no significant association with the purchasing preference of brand grocery products (H01). Selected criteria, such as customer gender, location, and marital status, have a major influence on the consumer's willingness to purchase branded supermarket goods.

10. LIMITATIONS OF THE STUDY

The following are the study's limitations in terms of scope.

1. The scope of the research is restricted to Hyderabad and the surrounding area of Ranga Reddy District. A limitation imposed by time and budget necessitated the study's confinement to two districts, which still included all of the districts in Hyderabad and Ranga Reddy.

2. On the basis of the replies of the chosen respondents from Hyderabad and the Ranga Reddy District, the research was carried out. As a result, the conclusions and results of the study may not necessarily apply to the full rural and urban regions of other districts or the entire nation.

3. The survey is restricted to 500 replies from customers in the districts of Hyderabad and Ranga Reddy, respectively. A greater number of replies would have shed sufficient light on the whole research. A significant restriction is the dynamic nature of the market, which changes with regard to time and media impact.

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