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# A Study on Brand Preference of Consumers towards Udhaiyam Toor Dhal

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**ABSTRACT:** The present study investigates how the seven Ps of marketing (Product, Price, Place, Promotion, People, Process, and Physical Evidence) can be effectively utilized to influence consumer choices and drive brand preference. Using a combination of quantitative surveys and qualitative interviews with consumers, the study aims to understand the key factors that impact purchasing decisions for ethically sourced Toor Dhal. The findings indicate that consumers place significant value on product quality, ethical sourcing, and health benefits, while price sensitivity remains a crucial factor. Effective distribution channels and targeted promotional strategies also play a vital role in shaping consumer preferences. Additionally, the study highlights the importance of transparency in the sourcing process and the impact of customers towards a particular brand. This case study provides actionable insights for marketers seeking to position Toor Dhal and similar products more effectively in the competitive landscape of the Indian pulses market.

**KEY WORDS:** Consumer preference, Market positioning

## I. INTRODUCTION

In the contemporary marketplace, the significance of ethically sourced food products has surged, reflecting a growing consumer consciousness towards sustainability and responsible consumption. Pulses, an integral part of the Indian diet, have not been immune to this trend. Among them, Toor Dhal stands out due to its widespread use and nutritional benefits. This study examines how the marketing mix can be strategically leveraged to drive consumer preference for ethically sourced pulses, focusing specifically on Udhaiyam Toor Dhal within the Indian market.

The marketing mix, encompassing the seven P's of Product, Price, Place, Promotion, People, Process, and Physical Evidence provides a comprehensive framework for understanding and influencing consumer behaviour. Each element plays a crucial role in shaping consumer perceptions and preferences. For instance, product quality and ethical sourcing directly impact consumer trust and satisfaction, while pricing strategies can determine affordability and perceived value. Distribution channels ensure accessibility, and promotional activities raise awareness and engage consumers. Additionally, the involvement of well-trained staff, streamlined processes, and tangible proof of product attributes further enhance the overall consumer experience.

The Indian pulses market presents a unique landscape with its diverse consumer base and varying regional preferences. Udhaiyam Toor Dhal, a prominent brand in this segment, offers an ideal case study to explore how the integration of ethical considerations into the marketing mix can enhance brand preference and loyalty. This research aims to identify the key factors influencing consumer decisions and provide actionable insights for marketers to effectively position their products in a competitive market.

By utilizing a combination of quantitative surveys and qualitative interviews, this study seeks to understand the dynamics of consumer behaviour towards ethically sourced Toor Dhal. The findings are expected to reveal the importance of ethical sourcing, quality, health benefits, pricing strategies, distribution efficiency, promotional effectiveness, and overall consumer engagement in driving brand preference. Ultimately, this research will contribute to the broader discourse on sustainable marketing practices and their impact on consumer choices in the Indian food industry.

### Importance of Pulses

Pulses encompass a variety of crops such as chickpeas, lentils, beans, and peas, each contributing uniquely to agricultural systems and dietary habits globally. As nitrogen-fixing plants, pulses play a crucial role in enhancing soil fertility and reducing the need for synthetic fertilisers, thereby promoting sustainable farming practices. Cultivated across diverse agro-ecological zones, pulses thrive in both temperate and tropical climates, making them resilient to varying environmental conditions.

### Nutritional Profile and Health Benefits

Nutritionally, pulses are prized for their high protein content, essential amino acids, dietary fibre, vitamins (such as folate and vitamin B complex), and minerals (including iron, potassium, and magnesium). This nutrient-rich profile contributes to their designation as a valuable source of plant-based protein, particularly important in vegetarian and vegan diets. Consuming pulses has been associated with various health benefits, including improved heart health, weight management, and reduced risk of chronic diseases such as diabetes and certain cancers.

### Economic and Social Significance

Economically, pulses play a crucial role in global trade, agricultural income generation, and food security. They are a staple food for millions of people worldwide, providing affordable and accessible nutrition in both rural and urban settings. Culturally, pulses feature prominently in traditional cuisines across Asia, Africa, the Middle East, and Latin America, reflecting their deep-rooted culinary heritage and culinary versatility.

### Challenges and Opportunities

Despite their nutritional and environmental benefits, pulses face challenges such as yield variability, susceptibility to pests and diseases, and market price fluctuations. Addressing these challenges presents opportunities for innovation in agricultural practices, food processing technologies, and market diversification. Additionally, the growing global demand for sustainable and plant-based foods positions pulses as key players in the quest for environmentally friendly and nutritious food options.

## II. STATEMENT OF THE PROBLEM

In the competitive landscape of the toor dhal market, Udhaiyam Toor Dhal faces the challenge of maintaining and growing its market share amidst increasing consumer choices and evolving preferences. Despite its established presence, the brand must continually adapt to changing consumer behavior and market dynamics to stay relevant. Key issues include understanding the level of brand awareness and perception among consumers, identifying the primary factors influencing brand preference, and assessing the effectiveness of current marketing strategies. Additionally, measuring consumer satisfaction and loyalty is crucial to developing strategies that enhance customer retention and brand loyalty. This study aims to address these issues by providing a comprehensive analysis of consumer preferences, satisfaction, and loyalty towards Udhaiyam Toor Dhal, thereby offering actionable insights to improve its competitive positioning and market performance.

## III. OBJECTIVES OF THE STUDY

1. To analyse the factors influencing consumers preferences in pulse category
2. To investigate the impact of marketing initiatives perception and preferences
3. To identify areas of improvement and opportunities for enhancing salience (Satisfaction)

## IV. NEED FOR THE STUDY

- **Understanding Consumer Behavior:** To gain insights into consumer behavior and preferences in the toor dhal market
- **Identifying Key Factors Influencing Brand Preference:** To identify the key factors that influence consumers' brand preferences for toor dhal, such as quality, price, packaging, availability, and brand reputation.
- **Informing Product Development:** To gather consumer feedback on existing products and identify potential areas for new product development or improvement.

## V. SCOPE OF THE STUDY

- The study will assess the level of brand awareness among consumers and their perceptions of Toor Dhal compared to competing brands.
- The study will examine the effectiveness of current marketing and promotional strategies in influencing consumer preferences and purchase decisions.
- The study will gather direct feedback from consumers regarding their experiences with Udhaiyam Toor Dhal and their suggestions for improvement.

## VI. LIMITATIONS OF THE STUDY

- **Access to Respondents:** The study may face challenges in reaching a diverse and representative sample of respondents, particularly in rural or less accessible areas.
- **Temporal Limitation:** Consumer preferences and market dynamics can change over time. The findings of this study may only reflect the preferences at the time the data was collected and may not account for future changes.
- **Economic and Social Influences:** External economic and social factors, such as changes in income levels, economic downturns, or cultural influences, which can impact consumer preferences, might not be fully accounted for in the study.
- **Response Bias:** Respondents may provide socially desirable answers or may not accurately recall their preferences and behaviours, which could lead to biased results.

## VII. REVIEW OF LITERATURE

According to Aaker (1991), brand awareness is the foundation of brand equity and is essential for a brand's success. It affects consumer choices and can lead to a higher market share. For Udhaiyam Toor Dhal, establishing strong brand awareness is crucial to attract and retain customers in a competitive market on brand Awareness and its impact:

Quality Perception in Research by Zeithaml (1988) indicates that perceived quality is a significant determinant of brand preference. Consumers often associate high-quality products with better performance and value for money. Udhaiyam Toor Dahl's emphasis on quality can play a pivotal role in shaping consumer preferences.

Price Sensitivity and Value for Money by Monroe (1990) highlights the importance of price and perceived value in consumer decision-making. Consumers tend to prefer brands that offer a balance between quality and affordability. Udhaiyam's pricing strategy must reflect the perceived value to enhance its attractiveness to price-sensitive consumers. Oliver (1999) defines brand loyalty as a deeply held commitment to re-buy or re-patronize a preferred product. Studies show that brand loyalty leads to repeat purchases and can significantly reduce marketing costs. Udhaiyam Toor Dhal needs to focus on building and maintaining strong brand loyalty to ensure sustained business growth and brand quality. Underwood, Klein, and Burke (2001) discuss how packaging influences consumer perception and brand image. Attractive and functional packaging can enhance the overall appeal of a product. For Udhaiyam Toor Dhal, investing in appealing packaging can differentiate it from competitors and attract more customers.

Kotler and Keller (2012) emphasize the role of effective marketing and promotional strategies in building brand preference. Consistent and targeted marketing efforts can enhance brand visibility and consumer engagement. Udhaiyam's promotional activities should highlight its unique selling propositions to create a strong brand presence. Studies by Anderson, Fornell, and Lehmann (1994) suggest that customer satisfaction is a key driver of brand preference and loyalty. Satisfied customers are more likely to become repeat buyers and recommend the brand to others. Udhaiyam Toor Dhal must prioritize customer satisfaction to retain its customer base and foster positive word-of-mouth.

## VIII. RESEARCH METHODOLOGY

The methodology section outlines the approach and techniques used to conduct the research. It includes the research design, data collection methods, sampling techniques, data analysis methods, and limitations of the study.

### Research Design

A descriptive research design will be used to understand consumer preferences towards Udhaiyam Toor Dhal. Descriptive research helps in depicting the participants accurately and systematically, which in this case are the consumers of Udhaiyam Toor Dhal.



**Sample Size:** The sample size will be determined based on the population size and the desired confidence level and margin of error. For a typical market research study, a sample size of 150 respondents is considered adequate to achieve statistically significant results.

**Data Collection Methods**

**Surveys:** Structured questionnaires will be used to gather quantitative data from consumers.

**Interviews:** In-depth interviews with select consumers to gather qualitative insights.

**Literature Review:** Academic journals, industry reports, and previous research studies related to consumer behaviour and brand preference in the food industry.

**Data Analysis**

1. Correlation
2. Chi-Square

**IX. ANALYSIS AND INTERPRETATION**

**Correlation**

Hypothesis

H0- There is no significant relationship between the income and frequency of customer purchase.

H1- There is a significant relationship between the income and frequency of customer purchase.

**Symmetric Measures**

	Value	Asymp. Std. Error(a)	Approx. T(b)	Approx. Sig.
Interval by Interval Pearson's R	-.100	.060	-1.093	.276(c)
Ordinal by Ordinal Spearman Correlation	-.030	.087	-.327	.744(c)
N of Valid Cases	120			

**Interpretation**

The significance value of the Pearson Correlation is .276, which is less than 0.05. So, H0 is accepted. Hence, there is no significant relationship between the income and frequency of customer purchase.

As the value is -.100, which is Negative. So, there exists a strong negative Correlation.

**CHI-SQUARE**

Hypothesis

H0- There is no significant relationship between age and brand loyalty of the customers.

H1- There is no significant relationship between age and brand loyalty of the customers.

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	74.316(a)	57	.061
Likelihood Ratio	91.615	57	.002
Linear-by-Linear Association	14.866	1	.000
N of Valid Cases	120		

**Interpretation**

The significance value of Pearson Chi-square is .061, which is greater than 0.05. So, H0 is accepted.

Hence, there is no significant relationship between age and brand loyalty of the customers.

## X. FINDINGS

- The majority of respondents fall within the 25-40 age group, indicating that middle-aged consumers are the primary purchasers of toor dhal.
- The gender distribution is relatively balanced, with a slight majority of female respondents, reflecting the role of women in household grocery shopping.
- 60% of respondents prefer purchasing from local grocery stores, while 30% opt for supermarkets, and 10% use online platforms.
- Respondents span various income levels, with a significant portion from middle-income households, suggesting affordability as a key factor.
- A high percentage of respondents possess at least a secondary education, indicating a literate consumer base.
- Over 75% of respondents are aware of the Udhaiyam Toor Dhal brand, indicating strong market presence.
- The primary sources of brand awareness are television advertisements, word-of-mouth, and in-store promotions.
- 75% of respondents perceive Udhaiyam Toor Dhal as a high-quality product. Factors contributing to this perception include product consistency, taste, and cleanliness.
- 65% of respondents find the packaging of Udhaiyam Toor Dhal appealing and practical, which enhances their overall brand experience.
- Quality is the most significant factor influencing brand preference, with 68% of respondents prioritising it over other factors.
- 55% of respondents prefer Udhaiyam Toor Dhal due to its wide availability in local stores.
- 49% of respondents are influenced by promotional offers and discounts, suggesting that sales promotions can drive brand preference.
- 65% of respondents express overall satisfaction with Udhaiyam Toor Dhal, highlighting the brand's ability to meet consumer expectations.
- 67% of respondents report that they frequently repurchase Udhaiyam Toor Dhal, indicating strong brand loyalty.
- 72% of respondents believe that Udhaiyam Toor Dhal offers good value for money, balancing quality and price effectively.
- 54% of respondents recall recent marketing campaigns, indicating that promotional efforts have a substantial impact on brand recall.
- Television and digital advertisements are the most effective in influencing consumer preference, followed by in-store promotions.
- 38% respondents feel that the price is slightly higher compared to local brands, suggesting a need for competitive pricing strategies.
- A segment of respondents expressed a desire for more product variety and innovative packaging solutions to keep the brand appealing.

## XI. SUGGESTIONS

- **Enhance Product Visibility:** Increase visibility through targeted advertising campaigns across various platforms to strengthen brand recall and awareness.
- **Expand Distribution Channels:** Explore opportunities to expand distribution channels to reach more consumers in both urban and rural areas.
- **Competitive Pricing Strategy:** Implement a competitive pricing strategy to attract price-sensitive consumers without compromising product quality.
- **Product Innovation:**
  - Introduce product innovations such as new flavours, packaging designs, or value-added features to cater to diverse consumer preferences.
- **Customer Engagement Programs:** Develop customer engagement programs, including loyalty rewards and feedback mechanisms, to foster long-term consumer relationships.
- **Quality Assurance:** Maintain consistent product quality and reliability to reinforce positive brand perceptions among consumers.
- **Promotional Campaigns:** Plan regular promotional campaigns and seasonal offers to stimulate consumer interest and drive purchase decisions.
- **Collaborations and Partnerships:** Form strategic collaborations or partnerships with retailers or influencers to amplify brand visibility and credibility.

## **XII. CONCLUSION**

In conclusion, this study provides valuable insights into consumer brand preferences towards Udhaiyam Toor Dhal, revealing significant brand awareness driven by effective marketing strategies. Quality, particularly taste, consistency, and perceived value for money, emerges as the pivotal factor influencing consumer choices, fostering high levels of satisfaction and brand loyalty. Recommendations for Udhaiyam Toor Dhal include enhancing product innovation and sustainability practices, alongside intensified promotional and engagement efforts to further bolster brand loyalty. Future research could explore specific consumer segments, regional variations in brand perception, and the impact of digital marketing strategies to refine marketing approaches and sustain consumer preference.

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