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Study on consumer's perceptions towards Suguna daily fresh retail outlets

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Abstract

Brands are usually protected from use by other company or agency by securing a trademark or service mark from an authorized agency, usually a government agency. Brands are combination of logos and graphic representations. A company's brands and the public awareness of them are often used as a factor in evaluating a company. Branding makes producers committed to business. A strong brand differentiates the products of a company from the competitors and gives a quality image to the business. This study undertaken with the objective to examine the consumer's perception towards Suguna Daily Fresh retail outlets among the 100 respondents in Thiruvananthapuram district. Suguna's growth and every business activity undertaken have been linked with the development of rural India, similarly the study clearly point out that Suguna Daily Fresh customer's perception towards the product and the Daily Fresh Outlets are satisfactory. Taking forward the core values, a host of initiatives have been put into action and Suguna is undertaking a wide range of socio-economic, environmental, educational and health initiatives.

Keywords: Consumer, perception, retail outlets, reasons

Introduction

Brands are usually protected from use by other company or agency by securing a trademark or service mark from an authorized agency, usually a government agency. Brands are combination of logos and graphic representations. A company's brands and the public awareness of them are often used as a factor in evaluating a company. Branding makes producers committed to business. A strong brand differentiates the products of a company from the competitors and gives a quality image to the business. Over a period of 25 years, Suguna has gone from strength to strength and has become a booming brand, as a Rs. 5480 crore company that makes it India's No.1 broiler producer. Suguna's pioneering efforts in contract farming helped and supported a thousands of rural entrepreneurs who share the growth successfully. "Poultry Integration" introduced and pioneered by Suguna in the country has keyed up the livelihoods of farmers in rural India. Suguna ranks among the top ten poultry companies worldwide. With operations in 16 states across India, it offers a range of poultry products, and services.

Statement of the Problem

Today, the company's brand Suguna Chicken is a household name in India. With its Suguna Daily Fresh outlets, Suguna Home Bites, Suguna Anytime processed chicken and four varieties of speciality Suguna value added eggs, Suguna is the undisputed leader in poultry products. Suguna Home Bites being the latest in its product range is a new category of home meal replacements (HMR). Suguna Poultry being the first contract farming in India in Poultry, as the pioneers of Suguna saw the potential in Indian poultry industry through integration. The Suguna Daily Fresh is being a leading poultry retailer company in India; the concept relationship marketing would be of immense benefit to it to developing enduring relationships with its customers in Kerala. The success of Suguna can be attributed to the customers' faith in the organization and dealers commitment to the customers and the organization. However, in some of the areas, the growth of Suguna Daily Fresh Outlets is not adequate and it leads to the lack of awareness about the Suguna Foods in the state. Building a brand and getting recognized by consumer is only half the battle in building or creating a brand in the mind of consumers. Strong brand awareness and preference has become an

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Important factor that influences consumer's perceptions of a brand. Success in brand management rises from accepting and managing brand value correctly to produce strong attributes that will persuade consumers while making their choices. Hence, the study is to examine the consumer's perceptions towards Suguna Daily Fresh Retail Outlets in Thiruvananthapuram District and the study results will be supportive for the company in understanding the consumer perception about the brand and also useful to formulate expansion plans and maintaining the brand name called "Suguna" Foods.

Review of Literature

Aaker (1991) categorized brand equity into four dimensions: brand awareness, brand image, perceived quality and brand loyalty. He proposed brand equity as a set of brand assets and liabilities linked to a brand, its name and symbol add to or subtract from the value provided by a product or a service to a firm and/or to the firms' customers.

Knapp (2000) defined brand equity as the totality of brand's perception, including the relative quality of products and services, financial performance, customer loyalty, satisfaction and overall esteem towards the brand. It was all about how consumers, customers, employees and all feel about the brand.

Inderhees *et al* (2004) carried out an empirical study to examine consumer satisfaction with meat and meat products supplied by specialty butcher shops in Germany. Customer's considerer the main advantages of visiting specialty shops rather than supermarkets to be product freshness, product quality and friendliness of staff. Overall results indicated the importance of product presentation and quality for customer satisfaction. Results are discussed with regard to possibilities for improving marketing strategies and attracting more customers to butchers' shops.

Verma (2008) stated that consumer's knowledge structure, or image or perceptions that a customer had about the brand operationally has constellation of knowledge structure in a consumer's mind that a brand manager needs to manage to achieve desired quality.

Objectives of the Study

- To examine the consumer perceptions towards Suguna Daily Fresh retail outlet.

Research Methodology

The primary data was collected through a sample survey covering 100 respondents from Thiruvananthapuram district, by using a well-structured interview schedule. For the study, only home purpose purchasing customers were considered and samples were selected by means of simple random sampling procedure, from the eight Suguna Daily Fresh Outlets in Thiruvananthapuram district. Secondary data extracted from other published sources and the records and registers and website maintained by the company.

Scope of the Study

The study will help the company to examine consumer's perceptions towards Suguna Daily Fresh Retail Outlet and it will be helpful in strengthening brand of suguna foods and the daily fresh outlets in the Kerala market.

Findings of the Study

The preference and perception of the consumers about Suguna Daily Fresh retail outlet is discussed below:

Table 1: Frequency of Purchase of Suguna chicken products

| Time | Numbers | Percentage (%) |
|------------------|---------|----------------|
| Weekly | 60 | 60 |
| Fortnightly | 31 | 31 |
| No Specific time | 9 | 9 |
| Total | 100 | 100 |

Table. 1 indicates the frequency of purchase of Suguna chicken products by the sample respondents from the study area. 60 per cent of the customers are weekly purchasers, 31 per cent are purchasing fortnightly and for the remaining 9 per cent no specific time.

Decisions regarding the purchase of food items in households are normally taking by females in the family, an attempt has made to find out the influence for purchasing Suguna Chicken products. 51 per cent of respondents opined that husband influences the purchase decision while for 28 per cent wife influences the decision to purchase.

Table 2: Influence of Purchase decision of chicken Products

| Purchase decision | Number | Percentage (%) |
|-----------------------------------|--------|----------------|
| Husband | 51 | 51 |
| Wife | 28 | 28 |
| Children | 5 | 5 |
| Joint Decision (husband and wife) | 8 | 8 |
| Mother, Father and Friends | 8 | 8 |
| Total | 100 | 100 |

Table 3: Favourite day for purchase of chicken products

| Favourite Day | Number | Percentage (%) |
|---------------|--------|----------------|
| Saturday | 19 | 19 |
| Sunday | 58 | 58 |
| Other days | 23 | 23 |
| Total | 100 | 100 |

Table. 3 shows majority of the consumers (58 percent) expressed that their favorite day of purchasing chicken products is Sunday and for 23 per cent it is days other than Sunday and Saturday. Saturday is preferred by 19 percent of the consumers for purchasing chicken products. Most of the consumers considered chicken item as part of weekend meals, especially on holidays.

Table 4: Source of awareness of Suguna Daily Fresh products

| Source of Awareness | Number | Percentage (%) |
|------------------------------|--------|----------------|
| Advertisement | 12 | 12 |
| Display | 16 | 16 |
| Friends | 24 | 24 |
| Location/ the retail outlets | 35 | 35 |
| Brand Image | 13 | 13 |
| Total | 100 | 100 |

After Suguna daily fresh outlet has opened in the locality, 35 percent of consumers got the awareness about Suguna Daily Fresh products, while for a 24 percent friends are their source of awareness. It is followed by Display at the outlet (16 percent), Brand image of Suguna (13 percent) and advertisement (12 percent) as the source of awareness for the consumers.

Table 5: Reasons for the preference towards Suguna daily fresh products

| Sl. No | Factors | Frequency | Percentage |
|--------|------------------|-----------|------------|
| 1 | Taste | 49 | 49 |
| 2 | Hygiene | 18 | 18 |
| 3 | Convenience | 15 | 15 |
| 4 | Customer Service | 4 | 4 |
| 5 | Brand Loyalty | 10 | 10 |
| 6 | Store Loyalty | 4 | 4 |
| 7 | Shopping Feel | - | - |

In the study certain factors are identified as the reasons for the preference towards Suguna daily fresh products such as taste, hygiene, convenience, customer service, brand loyalty, store loyalty and shopping feel. Among the identified reasons (Table.1) the most preferred reason by the respondents is “taste” of the product (49 percent) and the least preferred by the consumers include “shopping feel”

Table 6: Mostly preferred Suguna daily fresh products

| Sl. No | Products in Suguna Outlets | Frequency | Percentage |
|--------|----------------------------|-----------|------------|
| 1 | Whole chicken with Skin | 46 | 46 |
| 2 | Whole Chicken Skin less | 32 | 32 |
| 3 | Bone less chicken | 10 | 10 |
| 4 | Drumsticks | 2 | 2 |
| 5 | Liver | - | - |
| 6 | Lollypop | - | - |
| 7 | Chicken Breast | 6 | 6 |
| 8 | Marinated Chicken | 4 | 4 |

Suguna offers a wide range of innovative products to its consumers and its partners. Suguna recognizes the importance of the quality commitment of its institutional partners and is committed to deliver products of the highest quality. This commitment is further underlined with the implementation of HACCP (Hazard Analysis and Critical Control Points) systems. Table. 6 indicates that 46 per cent of the customers of Suguna preferred whole chicken with skin, 32 per cent preferred whole chicken skin less and the least preferred item is Drumsticks (2 per cent).

Table 7: Customers perceptions towards Suguna Daily Fresh

| Sl. No | Perception | Total Score | Perception Index |
|--------|--|-------------|------------------|
| 1 | Price of Suguna products is low | 420 | 84 |
| 2 | Products have good taste | 449 | 89.8 |
| 3 | Products have good quality | 452 | 90.4 |
| 4 | Products have good hygiene | 446 | 89.20 |
| 5 | Having attractive package | 429 | 85.8 |
| 6 | Convenient Packing | 440 | 88 |
| 7 | Good appeal of advertisement | 268 | 53.6 |
| 8 | Better promotional offers | 177 | 35.4 |
| 9 | Good availability of products | 318 | 63.6 |
| 10 | Good Brand Value | 399 | 79.8 |
| 11 | Waiting period is less | 434 | 86.8 |
| 12 | Store is well air conditioned | 336 | 67.2 |
| 13 | Store maintaining a good hygiene condition | 362 | 72.4 |
| 14 | Chicken cutting place is neat and hygiene | 336 | 67.2 |
| 15 | Staffs are dressed hygienically | 426 | 85.2 |
| 16 | SDF provide efficient family home delivery | 286 | 57.2 |
| 17 | SDF doesn't stock any damaged products | 336 | 67.2 |
| 18 | Assured replacement of the product | 356 | 71.2 |
| 19 | Suguna products tempt you for repeat purchases | 406 | 81.6 |
| 20 | Suguna has got fast billing system | 434 | 86.8 |
| | Composite Index | 7604 | 76.04 |

The perception index were worked out and classified into highly favourable perception, medium favourable perception and negative perception and it is explained in Table. 7. Perceptions of respondents towards different identified factors of Suguna Daily Fresh outlets are classified as follows:

| | |
|-----------------------------------|------------------------------|
| Perception Index < 61.00 | Negative Perception |
| Perception Index between 61–76.04 | Medium Favourable Perception |
| Perception Index > 76.04 | High Favourable Perception |

The identified factors such as good appeal of advertisement, better promotional offers and SDF provide efficient family home delivery are the negatively perceived factors for the consumers. Good availability of products, store is well air conditioned, chicken cutting place is neat and hygiene, SDF doesn't stock any damaged products and assured replacement of the product are the medium favourable perceptions.

Price of Suguna products is low, products have good taste, products have good quality, products have good hygiene, having attractive package, convenient package, waiting period is less, store maintaining a good hygiene condition, staffs are dressed hygienically, Suguna products tempt you for repeat purchases and Suguna has got fast billing system are the highly favorable perceptions. The favorable perceptions of customers can be considered as a platform for the development and the inclusion of wide variety of new products in Suguna's product mix.

Conclusion

Suguna's growth and every business activity undertaken have been linked with the development of rural India, similarly the study clearly point out that Suguna Daily Fresh customer's perception towards the product and the Daily Fresh Outlets are satisfactory. Taking forward the core values, a host of initiatives have been put into action and Suguna is undertaking a wide range of socio-economic, environmental, educational and health initiatives.

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