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A comparative study on consumer buying behaviour towards ready to eat food of Aashirvaad and nature fresh Atta (Multigrain flour) in Gorakhpur district, U.P

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Abstract
Whole wheat flour is becoming more and more popular as more studies point out the health benefits of whole grains and the food sector increases the range of whole grain items it offers consumers. The difficulties with milling and shelf life particular to whole wheat flour are the main emphasis of this review. The diameters of the bran particles in whole wheat flour vary widely because there are no set standards for milling whole wheat flour. Small bran particle size is preferred for non-gluten purposes, and medium bran particle size is best for producing bread, according to the literature. Considering that whole wheat flour includes lipids and enzymes that break down lipids, its shelf life is less than that of white flour. Reduced functioning, taste, and nutritional qualities are caused by lipolytic degradation.
The marketing of flour was negatively impacted by an absence of properly regulated marketplaces and an excessive reliance on middlemen. The main pricing restrictions also include fluctuating prices, low produce prices, and a weak government procurement mechanism. Other obstacles that farmers encounter in marketing include a lack of grading facilities, a lack of accurate weighting and measurement equipment, and a lack of bargaining power.
The findings showed that marginal farmers experience much more difficulties than small and medium producers. According to the study's findings, farmers should always have access to appropriate community storage facilities before harvest time. Block-level information centres should be set up to offer daily updates on regional market pricing as well as grade and standardization standards and other necessary information. The development of road and transport links should be done in a way that connects the villages to the controlled markets. To lessen the impact of intermediaries, farmers should register in controlled markets using their Aadhar cards, and produce should be purchased from these registered farmers or groups of farmers.

Keywords: Consumer behaviour, multigrain flour, ready to eat food, brand loyalty, market research

Introduction
Next to China, India is the second-largest food producer in the world, and it has the potential to overtake China as the leader in the food and agricultural industries. In terms of production, consumption, export, and growth possibilities, it is now ranked fifth. Given that India's total food production is expected to double in the next ten years, there is a huge opportunity to invest in food and food processing technologies, expertise, and equipment, particularly in canning, dairy and food processing, specialty processing, packaging, frozen and processed chicken food/refrigeration and thermos processing, fruits and vegetables, fisheries, milk and milk products, meat and poultry, packaged/convenience foods, and packaging. Due to their ability to pay and lack of time to prepare meals for two households, the middle class currently represents a sizable market for the food processing business. The demand for frozen and processed chicken food has increased as a result of increased urbanization, a rise in the number of working women, and a growth in the number of nuclear families. Despite being one of the largest food producers in the world, India only makes up less than 1.5% of global food commerce. This suggests that there is a large market for exporters and investors. Such food from India will increasingly be imported in large quantities by the USA.

Indian Food Processing industry

India has one of the greatest food processing industries in the world in terms of production, consumption, exports, and future growth. Fruit and vegetable processing, fish processing, milk processing, meat and poultry processing, packaged/convenience meals, alcoholic beverages and soft drinks, and grain processing are significant subsectors of the food processing industry.

The size of the food processing sector, according to the Ministry of Food Processing Industries, was around Rs. 315,000 crores, including. About 300 million people in the top and middle classes consume processed food, and 200 million additional customers are anticipated to do so by 2010. 13.5% of the nation's industrial output is generated by the food processing sector.

It contributes 18% to the nation's gross domestic output and employs roughly 19% of the industrial labor force. In recent years, products like papad, pickles, and spice blends have enjoyed tremendous success. It is estimated that this single market alone is worth roughly Rs 100 crore. By 2014–15, Rabo India Finance predicted that the Indian food processing sector would grow to a value of Rs 11,500 billion. Processed foods, especially for young couples, are quickly replacing traditional meals. Examples include "chapaties," "subzies," and portion packs of intense.

Research Methodology

Selection of District

There are 72 districts in Uttar Pradesh, but Gorakhpur was specifically chosen for this study. One of the 75 districts that make up the northern Indian state of Uttar Pradesh is Gorakhpur. The division of Gorakhpur includes this district. The administrative center of this division and district is located in the city of Gorakhpur, also known as Gorakhpur.

Selection of Block

The district of Gorakhpur consists of a total of 19 blocks namely Campierganj, Jungle Kaudia, Khajni, Belghat, Sardarnagar, Brahmpur, Charganwa, Bhathat, Khorabar, Pipraich, Sahjanwa, Pali, Pipra, Bansgaon, Kauriram, Gagaha, Gola, Barhalganj, Uruwa and Bharohiya. Pali and Pipra block were purposively selected for research work.

Selection of Colonies

Selection of urban colonies were done randomly. From each block 5% urban colonies were selected for study.

Selection of Respondents

The judgmental technique of sampling was followed for the current study. The respondents who come under the study area were selected for data collection based on their preferences and large potential respondents were selected.

Table 1: Selection of respondents

S. No.	Urban Area	No. of Selected Farmer			Selected number of respondents			Total
		Lower class	Middle class	Upper class	Lower class	Middle class	Upper class	
1	Bisari	25	40	35	15	30	55	100
2	Dumari	15	30	55	25	40	35	100
3	Narauli	20	45	35	27	29	44	100
4	Buddha Vihar	33	37	30	20	42	38	100
5	Basharatpur	27	29	44	25	40	35	100
6	Raptinagar	25	36	39	18	40	52	100

Tools of analysis

1. Market share: Market share is the percentage of a company's industry's total revenues that it generates. The company's sales for the time period are divided by the total sales for the sector for that time period to determine market share.

Formula

Market share= (Total sales of the company/ total sales of the market) x 100

2. Marketing Cost: The following formula was used to calculate the ent re cost of marketing the product through all of the intermediaries engaged in its sale and purchase before it is delivered to the final customer.

C=CF+Cm1+Cm2+Cm3=…................... +Cmn

Marketing Margin

Absolute margin = PRi –(Ppi + Cmi)

Percent margin = PRi –(Ppi + Cmi) x100

Where,
PRi = Total value of receipts
Ppi = Total purchase value of good (purchase price)
Cmi = Cost incurred in marketing

Price Spread: The total cost of marketing the product through all of the intermediaries involved in its sale and purchase before it is delivered to the ultimate client was calculated using the formula below.

Price spread = Consumer price – Net price of producer * 100 / Consumer price

Result

Perception of Consumers toward Aashirvaad Atta

Table 2: Perception of Consumers toward Aashirvaad Atta (Values in percentage)

Perception factors	Very good (%)	Good (%)	Unsure (%)	Bad (%)	Very bad (%)	Total respondents	Total Percentage
Taste	13	22	27	26	12	100	100
Aromatic properties	10	21	28	19	22	100	100
Particles of flour	28	21	15	25	11	100	100
Packaging	24	19	23	18	16	100	100
Nutrient values	17	11	22	26	24	100	100
Availability	20	23	21	17	19	100	100
Price	29	26	21	16	8	100	100

Table 2 reveals about the farmers' opinions of Aashirvaad Atta, according to a survey in which 27% of respondents indicated they were unsure about its taste and 28% said the same about its aromatic attributes 28% responded very good Particles of flour, 24% responded very good for Packaging, 26% responded bad for Nutrient values, 23% responded good for Availability and 29% responded very good for price.

Perception of Consumers toward Nature Fresh Atta

Table 3: Perception of Consumers toward Nature Fresh Atta (Values in percentage)

Perception factors	Very good (%)	Good (%)	Unsure (%)	Bad (%)	Very Bad (%)	Total Respondents	Total Percentage (%)
Taste	**17**	**14**	**31**	**23**	**15**	**100**	**100**
Aromatic properties	13	24	27	18	18	100	100
Particles of flour	22	26	23	19	10	100	100
Packaging	22	16	29	14	19	100	100
Nutrient value	21	11	24	26	18	100	100
Availability	21	18	19	29	13	100	100
Price	32	26	18	13	11	100	100

Table 3 reveals about the perception of farmers regarding the Nature Fresh Atta, 31% of respondents indicated they were dubious of the taste, while 27% indicated they were unsure of the aromatic characteristics., 26% responded good Particles of flour, 29% responded unsure for Packaging, 26% responded bad for Nutrient values, 29% responded bad for Availability and 32% responded very good for price.

Conclusion

In 2020, the global flour market was worth INR 150,43,1000 crores, and by 2025, it is projected to be worth INR 201.90.885 crores, growing at a CAGR of 4.4%. The cereal that is most frequently produced worldwide is wheat. This is mostly intended for human consumption. Flour is a component of bread, bakery goods, and the corn- based coating used on fast food and fried foods. Because fast food restaurants provide foods like doughnuts, burgers, cakes, and fried meat, there is a significant consumption of flour at these establishments. The flour market will have tremendous growth prospects as a result of the increased knowledge of the many variations among a sizeable portion of the worldwide population. Additionally, the flour market has a lot of room to grow because to the use of approved ingredients. The usage of flour in bakery goods is extensive.

A study on the elements influencing consumer choices found that advertisements ranked first, packaging second, product availability third, product price fourth, flour particle size fifth, and recommendation from friends sixth.

Study reveals about the perception of farmers toward Aashirvaad Atta in a survey where 27% of respondents indicated they were unsure about taste, followed by 28% about aromatic qualities,28% responded very good Particles of flour, 24% responded very good for Packaging, 26% responded bad for Nutrient values, 23% responded good for Availability and 29% responded very good for price.

Study reveals about the perception of farmers toward Nature Fresh Atta in which 31% of the respondents was unsure in Taste followed by 27% was unsure for Aromatic properties, 26% responded good Particles of flour, 29% responded unsure for Packaging, 26% responded bad for Nutrient values, 29% responded bad for Availability and 32% responded very good for price.

Study reveals that most of the respondents prefers Aashirvaad Atta over Nature fresh Atta on the basis of taste, nutrients value, worthiness, availability and quality of product.

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