

# Consumer's Happiness Impact on Acquiring of Multi Grains as a Healthy Food Products in Chennai

Dr. K.Anbazhagan, Mr. K.Iyyapparajan

Assistant Professor, Dept. of Business Administration, Annamalai University, Annamalainagar - 608002  
Chidambaram

**Abstract:** Multi grains usage in food is a traditional and important thing in India. This blends the concepts of health along with the concern about the family. It has a number of definition, most of them substantiate the manufacture of Multi grains products in their manufacturing process, along with the promotion of importance of those products among consumers. Multi grains practices are followed in production channel, packaging channel and distribution channel, which earn the name healthy life product. The objectives of the study were to know about the perception, awareness and consumer Happiness level and to identify the factors encouraging the consumers to buy Multi grains products. A survey was conducted in Chennai region with random selection of samples. SPSS software used for data analysis and Percentage analysis and Chi square cross tabs was adopted to infer the results. The study revealed various results on the background of awareness level and the factors influencing the purchase decision of Multi grains.

**Keywords:** Consumer Happiness, Healthy life Product, Multi grains, Perception.

## 1. Introduction

The evolution of many business trends and the necessity of saving the health of Human life and resources have created a space for safer marketing. Initially the business firms which showed less interest were also driven to follow the strategies due to the impact of consumers. The term "Multi grains Marketing" was the first to be used. The term Multi grains marketing has a number of definitions by different authors may be called as a subset of Multi grains Marketing (Kotler, 1999). The study of pros and cons of human health energy renewable resources along with marketing aspects (Henion and Kinnear, 1976). The importance of Multi grains Marketing gained popularity only in the 90's, that too among the developed nations and western countries. Now almost all leading firms in all the sectors impose them as health friendly, in terms related to their products. In recent years it has become mandatory to follow regulations with regard to health conscious almost worldwide in most of the nations. It was first in the UNESCO conference held at Belgrade, which decided to create awareness among the people about safeguarding the family health and making them more concerned and involved (UNESCO 1977). The United Nations Conferences held at Rio de Janeiro, Brazil (1992), Quintana Roo, Mexico (2010) also imposed the importance of saving people health by signing the Kyoto protocol (1997).

### Objectives of the study are the following

To study the perception of consumers about Multi grains products

For knowing the awareness level about Multi grains products among consumers

To measure the factors that drive customers towards Multi grains products purchase

## 2. Review Of Literature

### Concept of "Multi grains"

The basic of Multi grains marketing starts from the economic concept of how people use their limited resources to satisfy their unlimited needs (McTaggart, Findlay and Parkin 1992, 24). The activities designed to satisfy the human health needs with minimal impact on available resources (Polonsky, 1994). In recent years people think Multi grains products designed to protect human life and marketing that used were known as "Multi grains consumers. A consumer who use the product that is manufactured for save healthy life by consuming Multi grains.

### Multi grains Products-Awareness Level

There are different opinions and aspects with regard to consumer. A study conducted on European consumer's attitude revealed that a Multi grains product's impact plays a major role in purchase decision for a consumer (Flash Eurobarometer 256 –The Gallup Organisation, 2009). The consumers around the world show an increased level of interest in saving the family health, which has ultimately made way for the demand of Multi grains products. Production companies in turn increase their contribution towards health and hygiene products (Sudir Sachdev, 2011).

Promotions and communication factors play an important role in influencing purchase of Multi grains products. Higher income group people make more unplanned purchase decisions. Middle aged customers are more active in purchasing Multi grains products. Exposure of the products

increases the sales of products in the case of unplanned or unintentional purchase decision of customers.(Health marketing attitudes towards Multi grains products and purchase intention in FMCG sector, Magali Morel, Francis Kwakye,2012 September).

The economic value of marketing should also be considered along with health. Consumers are ready to pay more for maintaining an family health balance. Multi grains marketing is at its initial level and has to be carried out to a long distance with a lot of research and efforts. ( Multi grains marketing Opportunities and Challenges; Ashu Kumar ; Research Expo International Multidisciplinary ; Volume – II , Issue – I March – 2012 Section – II). The review explains clearly that the consumers are always ready to support the products that are health conscious. If they are aware about the multi grains good impact on life means consumers are ready to avoid those products.

### 3. Methodology

**Data Collection:** A questionnaire was prepared with basic awareness questions about green marketing.

**Sample Size:** 65 samples were collected and 51 were used for analysis rejecting errors.

**Sampling:** Simple random sampling method was followed

**Respondents:** General respondents were from Pondicherry region, with a basic educational qualification.

### 4. Analysis Of The Data

Tools used: Percentage analysis and Chi square test were used for analysis.

The below table (1) infers that the age group of 25-35 comprised 43% of the respondents, below 25 years were 25.5%, 36-45 were 21.6% and above 45 were 10%.

#### Age category of the respondents

Age in years	Frequency	Percent
Below 25	13	25.5
25 to 35	22	43.1
36 to 45	11	21.6
Above 45	5	9.8
Total	51	100.0

#### Gender category of respondents

Gender	Frequency	Percent
Male	41	80.4
Female	10	19.6
Total	51	100.0

The above table 2 infers that 20% of the samples were female and 80% of the total respondents were male.

#### Occupation of respondents

The above table 3 respondents are government 29% were Self employed or from private sector and 14%

Occupation	Frequency	Percent
Student	7	13.7
Govt/Public sector	16	31.4
Private sector	13	25.5
Business/Self Employed	15	29.4
	<b>Frequency</b>	<b>Percent</b>
No salary	3	5.9

infers that 31% of and public sector employees, business people,25% were students.

#### 4. Income Level of respondents

below10000	22	43.1
10000-20000	5	9.8
20001-30000	14	27.5
above 30000	7	13.7
Total	51	100.0

The above table 4 infers that income level below 10,000 were 43% and 20,001-30,000 were 27.5% , above 30,000 were 14%, 10,000-20,000 were 10% and students comprised of 6%

**Factors influencing purchase**

Factors influencing	Frequency	Percent
Media	21	41.2
Friends	14	27.5
Awareness Campaigns	13	25.5
Physicians/Health Advisors	3	5.9
Total	51	100.0

The above tables 5 infers that media influenced 41% of respondents, 28% were influenced by friends, 25% were influenced by awareness campaigns and 6% were influenced by physicians

**Reasons for purchase**

Reasons of purchase	Frequency	Percent
Pricing	2	3.9
Health awareness	32	62.7
Trustworthiness	3	5.9
Quality	14	27.5
Total	51	100.0

The above table 6 infers that 63% of consumers purchased for Health awareness, 28% purchased for quality, 6% purchased for trustworthiness and 4 % purchased for pricing.

**Importance of Eco friendly products**

Importance Level	Frequency	Percent
Not important	1	2.0
Less Important	2	3.9
Important	17	33.3
Very important	31	60.8
Total	51	100.0

The above table 7 infers that 61% of consumers felt eco friendly products were very important, 33% concluded as important, 4% said it was less important and 2 % inferred as not important.

**Happiness level**

Happiness	Frequency	Percent
No	12	23.5
Yes	39	76.5
Total	51	100.0

The above table 8 infers that 76% of respondents were satisfied with the use of Multi grains products and 24% were not satisfied.

**Future Purchase**

	Frequency	Percent
No	2	3.9
Yes	49	96.1
Total	51	100.0

The above table 9 infers that 96% of respondents support the future purchase of Multi grains products and 4% of them were not interested to buy them in future.

**Chi square crosstab analysis:**

		Level of Happiness					Pearson Chi Square
		Highly not satisfied	Not Satisfied	Neutral	Satisfied	Highly satisfied	
Gender	Male	4 (7.8%)	1 (2.0%)	13(25.5%)	20(39.2%)	2(3.9%)	.031
	Female	1 (2%)	0 (0%)	3 (5.9%)	3 (5.9%)	4 (7.8%)	
Age	>25	1 (2.0%)	0 (0%)	4 (7.8%)	6 (11.8%)	2 (3.9%)	.042
	25-35	3(5.9%)	1(2.0%)	5 (9.8%)	10 (19.6%)	4 (7.8%)	
	35-45	1 (2.0%)	0 (0%)	6 (11.8%)	3 (5.9%)	0 (0%)	
	<45	0 (0%)	0 (0%)	1 (2.0%)	4 (7.8%)	0(0%)	
Educational Qualification	Higher.sec	1 (2.0%)	0(0.0%)	0 (0.0%)	3 (5.9%)	1 (2.0%)	.001
	U.G	2 (3.9%)	1 (2.0%)	9 (17.6%)	5 (9.8%)	1 (2.0%)	
	P.G	1(2.0%)	0 (0%)	6 (11.8%)	9 (17.6)	3 (5.9%)	
	Above P.G	1(2.0%)	0 (0%)	1 (2.0%)	6 (11.8%)	1(2.0%)	
Occupation	Student	0 (0%)	0 (0%)	0 (0%)	4(7.8%)	0 (0%)	.030
	Govt/Public	2 (3.9%)	0(0.0%)	4 (7.8%)	9 (17.6%)	3 (5.9%)	
	Private	1(2.0%)	1(2.0%)	6 (11.8%)	4 (7.8%)	2 (3.9%)	
	Business/Self	2 (3.9)	0 (0.0%)	6 (11.8%)	6 (11.8%)	1 (2.0%)	
Income	Below 10K	3 (5.9%)	1 (2.0%)	8 (15.7%)	12 (23.5%)	2 (3.9%)	.719
	10K-20K	0(0.0%)	0 (0.0%)	3 (5.9%)	1(2.0%)	0(0.0%)	
	20K-30K	2 (3.9%)	0 (0.0%)	4 (7.8%)	7 (13.7%)	2 (3.9%)	
	Above 30K	0 (0.0%)	0 (0.0%)	1 (2.0%)	3(5.9%)	2 (3.9%)	

In order to find the significance of the level of Happiness with gender, age, educational qualification, occupation and income level Chi square cross tabs were used. The table value of 0.05 is commonly accepted significant level. It was used with all the variables to infer their corresponding relationship with each other.

**Gender and Level of Happiness:**

The obtained Chi Square crosstabs value for gender and level of Happiness is 0.031, less than critical value 0.05. Hence it is concluded that there is a significant association between gender and level of Happiness.

**Age and Level of Happiness:**

The obtained Chi square crosstabs value for Age and level of Happiness is .042, less than the critical value 0.05. Hence it is

conclude that there is a significant association between Age and level of Happiness.

**Educational qualification and Level of Happiness:**

The obtained Chi square cross tabs value for Educational qualification and level of Happiness is .01, less than the critical value 0.05. Hence it is concluded that there is a significant relationship between Educational qualifications of the respondents.

**Occupation and Level of Happiness:**

The obtained Chi square cross tab value for Occupation and level of Happiness is 0.030, less than the critical value 0.05. Hence concluded that there is a significant relationship between occupation and level of Happiness among the respondents

**Income and level of Happiness:**

The obtained Chi square cross tab value for Income and level of Happiness is .719, above the critical value of 0.05. Hence it is concluded that there is no relationship between Income and level of Happiness.

## 5. Discussion

The study was helpful in analyzing the various views about Multi grains products among the consumers. The major findings of the study were, media was an important factor in creating awareness and influencing the purchase of Multi grains products. Most of the people purchased Multi grains products due to the involvement and their concern in saving their family. The awareness level of knowing the importance of Multi grains products was also very high. Most of the people were satisfied in using these products. Gender, age, educational qualification and occupation played an important role in the level of Happiness where as income was not a factor involved in level of Happiness.

## 6. Conclusion

Many studies in the recent times are carried out regarding health marketing. Most of them are about consumer's perception, buying behavior and attitude, knowledge, etc. The conclusions of the studies were positive. This topic also has gained the same result, most of the consumers in the present scenario are aware about Multi grains products they are ready to show their interest through purchase and supporting by suggesting to their friends too. Consumers showed more interest in food and beverages consumption, which also validated their health consciousness. The study was limited to

a small sample size and the area of samples selection were not specific and limited within a particular region, the study may insufficient for a wide and in depth study. It is advisable to the future researchers to carry it in a larger phase with more number of samples.

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