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## Consumer Buying Behavior- “A Comparative Study Of Select Spices Brands”

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### Abstract:

*This study is aimed at analyzing the Consumer Buying Behavior- “A Comparative Study Of Select Spices Brands”, The study has been conducted through a survey questionnaire administered to sample of 100 respondents from various audiences like Retailers, Consumers, Working Professionals, Students. The questionnaire consisted of close and open ended questions related to various aspects of Spices Brands such as Quality, Taste, Variety, Price range, Packaging.*

*This research proposal aims to investigate and analyze the consumer buying behavior concerning selected spice brands. The study will focus on understanding the factors influencing consumers' purchasing decisions within the spices market, considering aspects such as brand loyalty, product quality perception, price sensitivity, and marketing strategies. Through a comparative approach, the research will examine the similarities and differences in consumer preferences among different spice brands, aiming to provide valuable insights for marketers and manufacturers in this industry.*

*The research methodology will involve a combination of qualitative and quantitative methods. Primary data will be collected through surveys and interviews with consumers, while secondary data will be gathered from academic literature, industry reports, and company websites. Statistical analysis techniques will be employed to interpret the data and draw meaningful conclusions. The significance of this study lies in its potential to contribute to the understanding of consumer behaviour within the spices market, offering actionable insights for marketers to enhance their brand positioning, product development, and promotional strategies.*

*By identifying the key factors influencing consumers' choices among spice brands, this research aims to provide practical recommendations for industry stakeholders to better meet consumer needs and preferences, ultimately improving their competitiveness and market performance.*

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**Keywords:** Consumer Behaviour, Spices Sector, Food Habits, Convenience Sampling, Consumer Preference Ranking, Awareness Of Spice Brands.

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**Introduction:**

The research focuses on understanding consumer purchasing behaviour towards specific spice brands in the context of globalization and modernization. The competitive business landscape relies on comprehending the preferences of consumers for stylish products and services.

In India, spice products occupy significant shelf space occupied by fresh, premium quick spice goods in shops and supermarkets altering people's lifestyles. The spice industry has experienced substantial growth and diversification due to changing consumer preferences, globalization, and a heightened emphasis on culinary trends. This study delves into the complex realm of consumer buying behaviour within the spice market, particularly examining select spice brands.

**1. Background:** Early History  
Archaeologists suggest that as early as 50,000 B.C., humans utilized aromatic spices to enhance the flavour of their food. The primitive man likely used fragrant spices for both culinary and ritualistic purposes. The spice trade traces back to around 2000 B.C., with cinnamon and pepper playing crucial roles in the Middle East. Spices were used by the Egyptians for embalming, contributing to the stimulation of world trade. The term "spice" is etymologically linked to "species," referring to different types of goods.

**2. China and India:** They created a spice-based medical system by the year 1000 B.C. In the past, spices were connected to food preservation, magic,

medicine, and religion. The spice industry has a rich history, dating back to ancient times when spices were highly valued for their flavour, aroma, and medicinal properties.

**3. Middle Periods:** Spices like ginger, cloves, nutmeg, cinnamon, cumin, and black pepper were regarded as opulent goods in Europe during the Middle Ages. Due to their importation from colonies in Asia and Africa, these spices are extremely expensive. The Republic of Venice controlled the Middle East's spice trade monopoly from the eighth to the fifteenth centuries, greatly enhancing the region's enormous wealth. The spice trade significantly influenced the Renaissance economy, with Venice being a central hub for spice commerce. Spices played a vital role in Renaissance living, serving both culinary and social purposes.

**4. In summary,** the intriguing history of spices encompasses elements of adventure, exploration, colonization, and intense economic competition. The people of those times, much like today, used spices to enhance the flavours of their food and mask the taste of otherwise bland but nutritious dishes.

**Spice Trail Of India:**

A. The rich legacy of Indian spices spans over 7000 years, predating recorded history. Centuries before the discoveries of Greece and Rome, Indian spices, perfumes, and textiles were transported on sailing ships to Mesopotamia, Arabia, and Egypt. The

allure of these commodities attracted seafarers to India's shores. Greek merchants frequented South Indian markets long before the Christian era, purchasing expensive items, including spices. Rome, in its Epicurean pursuits, invested heavily in Indian spices, silks, muslin from Dhaka, and cloth of gold. The Parthian wars were believed to have been waged by Rome to safeguard the trade route to India.

- B. Throughout history, the spice trade has been synonymous with control, power, and wealth. Spice, as a primary commodity, has significantly influenced people's lives, particularly in enhancing the flavour of food

#### Market Overview of Spices:

- I. In 2023, the Indian spices market achieved a size of INR 1,80,760 Crores, with projections indicating a growth to INR 4,70,339 Crores by 2032, displaying a CAGR of 11% between 2024 and 2032. Several factors, including the rising demand in the food and beverage sector, the extensive use of spices for medicinal purposes, government backing, sustainable sourcing, continuous innovation, and the introduction of new blends, contribute significantly to this growth.
- II. **Development of Spice Brands:** The market's driving force is the increasing demand for blended spices. Factors such as rapid urbanization and the busy lifestyles of individuals and professionals influence market growth. A notable shift toward natural spices

over artificial ones, driven by growing health consciousness, is another significant growth factor. Packaged spices gain popularity due to their reduced contamination risk.

- III. India, renowned as the "Land of Spices," plays a pivotal role in the global spice production, contributing over one-third of the total output and cultivating more than 75 diverse spice. Key spice-producing states include Andhra Pradesh, Gujarat, Karnataka, Rajasthan, and Tamil Nadu, with Rajasthan emerging as the leading producer, contributing over 980 thousand metric tons in the 2019-20 period.

#### Literature Review:

**Keller and Kotler (2012)** It is crucial to stress that a key component of marketing is the analysis of consumer purchasing behaviour. Its main goal is to comprehend the decision-making processes that people, groups, or organizations use to choose, acquire, use, and dispose of things. Customers consider a variety of aspects while making selections about what to buy, including branding, pricing, past experiences, and preferences.

**Variawa, (2010)** Examine how packaging affects consumers' decisions when it comes to fast-moving consumer goods (FMCG). The purpose of the study was to determine how low-income consumers' decision-making during retail purchasing is influenced by packaging. The study used a survey method with 250

respondents who were polled at Canterville town's Star Hyper. According to the research, people with lower incomes tend to favor high-quality packaging that they can repurpose after using the product.

**Lee, (2005)** carried out research using China as an example to examine the five stages of the decision-making process for consumers. The study examined the variables that affect consumers' decision-making when they buy imported health food products, with a focus on demographic characteristics like gender, income, education, and marital status. The author discovered that family members have a big impact on consumers' decision-making when it comes to buying imported health food products through the use of a questionnaire method.

**Kumthekar and Sane (2010)** found that when consumers purchased spices, they were most concerned about taste and quality.

**In (2013), Ramesh et al.** carried out research on the topic of "Brand preference and factors influencing the purchasing of masala products in Tirupur." Their research showed that Sakthi masala products were preferred by customers because they were time- and convenience saving.

According to **Ragavan (1994)** the elements that influence the purchase of vegetables from modern retail outlets are as follows: quality, consistency, price, precise weighing and invoicing, the variety of vegetables, and

accessibility. These factors are listed in order of significance. In their study of purchasing patterns in Ludhiana.

**Dhillon et al. (1995)** discovered that respondents, both rural and urban, placed the main market and surrounding markets as their second and first choices, respectively, when it came to purchasing food goods. The goal of their study was to thoroughly investigate a range of topics related to spices, such as botany, chemistry, crop development, production technology, pest and disease control, harvesting, processing, end products, and applications. The introduction, major spices, herbal spices, tree spices, and other spices are covered in the book's six sections. Major tree and seed spices are described in detail, and other and herbal spices are covered as much as data allows.

**In (2010), Pavithra Vanikarsha and O. Bhagyalakshmi** came to the conclusion that they had finished analyzing the antibacterial properties of black pepper (*Piper nigrum*) and how it affects microorganisms. The study also looked into the uses of black pepper extracts as antibacterial agents.

#### **Objectives of Study:**

1. To identify level of awareness towards spices brands.
2. To detect the related brand preferences.
3. To analyze consumer decision making process.
4. To study impact of reference groups and opinion leaders.

5. To measure satisfaction level of consumers.

### Research Methodology:

This study's foundation is a quantitative research approach. This subject may entail gathering information via surveys or assessments, evaluating the success of diversity training programs, and determining how they relate to enhanced workplace participation and culture. The quantitative approach would involve quantifying the correlations between variables through statistical methods, offering insightful information about how well diversity programs promote an inclusive workplace.

**Primary Data:** Primary data has been collected through Questionnaire, Interviews.

**Secondary Data:** The Secondary data is collected from Published sources, Internet databases, Publicly available data, Previous Research studies.

**Sample Size:** To make things easier, 100 respondents that is 100 persons were asked to complete the survey.

**Duration of Study Year:** 2023-2024

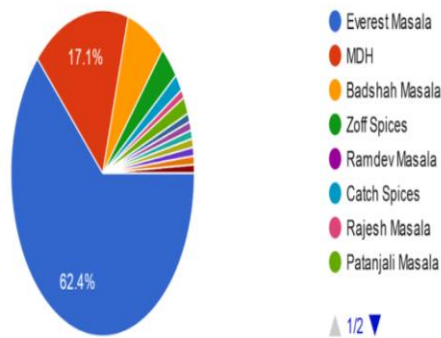
**Sampling Technique:** A non-probability sampling technique called convenience sampling selects sample units for inclusion depending on how convenient they are for the researcher to access. Selection is frequently impacted by variables including proximity to the study site, availability at a certain time, or willingness to participate. This technique, which is categorized as non-random sampling, is also known as inadvertent sampling.

**Table 1: Showing Frequency of Sampling Respondents alone Demographic Variables.**

Demographic Variables	Frequency	Percentage
Age		
18 - 25	83	70.9
25 – 35	18	15.4
36 – 45	7	6
46 – 55	5	4.3
Above 55	4	3.4
Total	117	100
Gender		
Male	79	67.5
Female	37	31.6
Unidentified	1	0.9
Total	117	100
Food Habits		
Vegitarians	87	74.4
Non Vegitarians	21	17.9
Veg but consum egg	8	6.8
Vegans	1	0.9
Total	117	100

**Data Analysis and Interpretation:  
Consumer's Preference Ranking of the  
Branded Spices:**

10. Consumer's Preference Ranking of the Branded Spices?  
117 responses

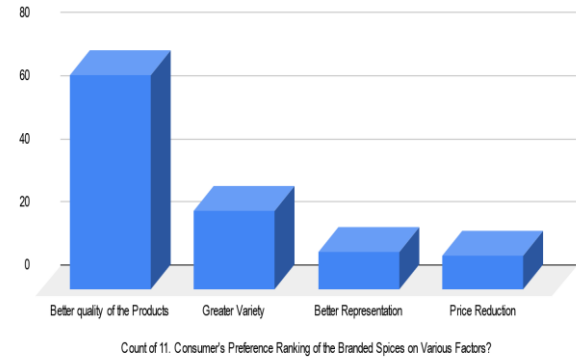


**Interpretation:**

Out of 117 respondents, 73 participants (62.4%) select Everest Masala, 20 participants (17.2%) select MDH, 8 participants (6.9%) select Badshah Masala, 2 participants (1.7%) select Patanjali Masala, 4 respondents (3.4%) select Zoff Spices, 1 participant (0.9%) select khada masala, 2 respondent (1.7%) select Catch Spices, 1 respondent (0.9%) select Rajesh Masala, 1 respondent (0.9%) select Mahadev Masala, 1 respondent (0.9%) select Jain Masala, 1 respondent (0.9%) select Suhana Masala, 1 respondent (0.9%) select Chicken Tikka Masala & 1 respondent (0.9%) select Home Made Masala.

**“Consumer's Preference Ranking of the  
Branded Spices on Various Factors”**

Count of 11. Consumer's Preference Ranking of the Branded Spices on Various Factors?

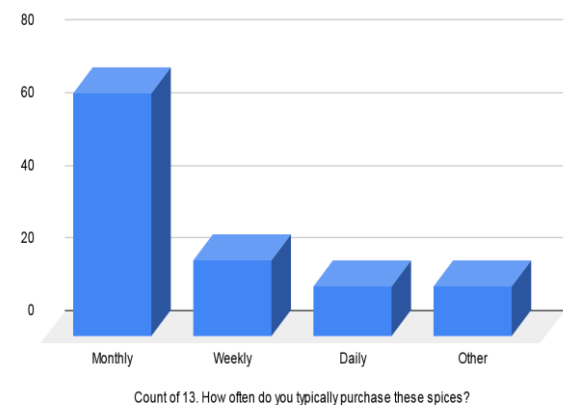


**Interpretation:**

Out of 116 Respondents, 25 participants (21.6%) select Greater Variety, 68 participants (58.6%) select Better quality of product, 11 participants (9.5%) select Price Reduction, 12 participants (10.3%) select Better Representations.

**“How often do you typically purchase these spices”**

Count of 13. How often do you typically purchase these spices?



**Interpretation:**

Out of 116 Respondents, 67 Participants (57.8%) select Monthly, 21 Participants (18.10%) select Weekly, 14



Participants (12.1%) select Daily & 14 Participants (12.1%) select others.

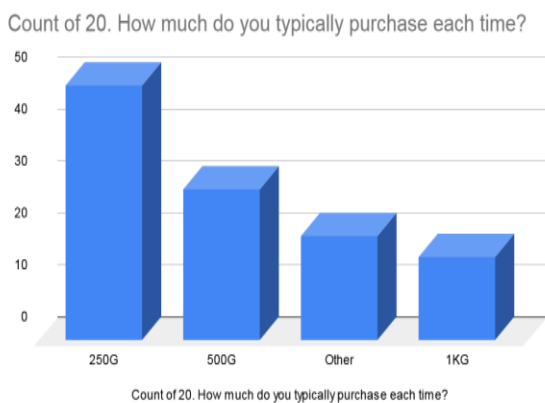
**“When you buy spices, what do you expect from them”**



**Interpretation:**

Out of 115 Respondents, 62 Participants (53.9%) select Quality, 42 Participants (36.5%) select Flavour, 6 Participants (5.20%) select Packaging & 5 Participants (4.3%) select Others.

**“How much do you typically purchase each time”**

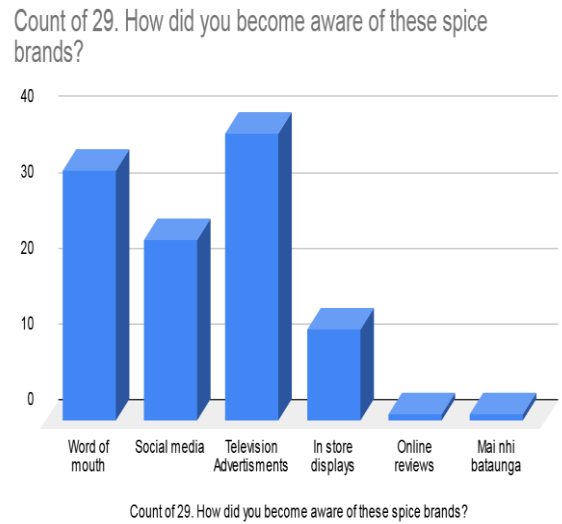


**Interpretation:**

Out of 116 Respondents, 49 Participants (43%) select 250Grams, 29 Participants (25.4%) select 500Grams, 16 Participants (14%) select 1KG & 20 Participants (17.5%) select others.

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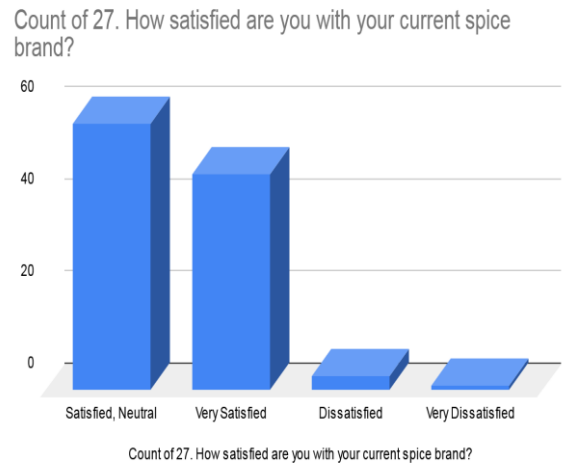
**“How did you become aware of these spice brands”**



**Interpretation:**

Out of 109 Respondents, 38 Participants (34.9%) select Television Advertisement, 24 Participants (22%) select Social Media, 33 Participants (30.3%) select Word of Mouth, 12 Participants (11%) select in store display, 1 Participant (0.9%) select Online Reviews, 1 Participant (0.9%) select Undisclosed.

**“How satisfied are you with your current spice brand”**



**Interpretation:**

Out of 109 Respondents, 47 Participants (43.1%) select Very satisfied, 58 Participants (53.2%) select Satisfied neutral, 3 Participants (2.8%) select Dissatisfied, 1 Participant (0.9%) select Very Dissatisfied.

**Findings:**

1. The Majority of Respondents are from 18-25 Age Group with containing 70.9% of total Participants.
2. There is Lower Participation of people with having more than 55 age.
3. 74.4% of total audiences are Vegetarian by their food preferences.
4. The Culture of Vegan Diet is still coming in India with low Awareness.
5. Everest Masala is a most popular spice brand currently in Market, most of the peoples select them because of their Standards of purity, freshness & authenticity.
6. 58.6% of Participants select Better quality of products into “Consumer preference ranking”.
7. Television Advertisement is still a major source of attracting consumers because they are mostly housewives, females & adults in home who mostly watches T.V as a entertainment medium.

**Recommendations:**

1. The Peoples with having below 12<sup>th</sup> & 10<sup>th</sup> they are having lack of

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awareness regarding spices brand selection for capturing that customer segment marketing strategies should be used with modern tools and channels.

2. Everest Masala consist of huge market share in India because of its Quality, standard of purity and freshness to compete with Everest masala other competitors should come with partnership and mutual quality product manufacturing they also having scope to take the attraction of consumers.
3. Consumers are highly selecting the “Better Quality of Product” into preferences ranking and Price Reduction is lowest selected consideration, so if A Brand utilized her Technology to create Qualitative Product with lower selling price then it should be a highly selling product in shorter duration.
4. Usage of Digital Platform like Social Media, Youtube, Instagram, Facebook etc are the engines which is getting used by Crores of peoples, so lucrative marketing activities should take place into that platforms, to capture Consumer market.
5. Most of the Respondents are satisfied with their selected spice brand because of traditional approach, fixed biased opinion regarding spices and food making techniques, for overcoming with that biased views A new varieties of spices should be developed with



variations and traditional aspect sustenance.

**Conclusion:**

1. As a superior in quality, Indian spices are quoted at high prices in International markets because of the high cost of production and low productivity.
2. From Ancient times India is having monopoly on Spices sector, Indian spices is heavily exported to Europe, Middle East, Africa through the Silk Route which connects South Asia with Middle East, Africa & Europe.
3. The Big Indian Spices brands should comes with each other and proper technology/manpower utilization a good scope of capturing Foreign Market is possible which resulting into good returns and value aided gains.
4. Still the Market of Spices is not properly organised in Rural India they are having quality of spices with cheaper prices and high medicinal values but because of low awareness and unorganised structure they didn't come in focus of huge consumers.
5. Most of the Audiences are having below 10000rs monthly income and the location of most audiences are Urban area, so it indicates that spice brands are mostly popular into Urban areas and the Rural peoples is still highly using Spices made within their home by their

hands through traditional techniques.

6. Peoples mostly purchased spices in Monthly basis because of their quantity of use and traditional shopping biases with most of the audiences select Quality as first preference after that variety got selected and then at last prices are considered.
7. Most of the Audiences select 250Grams of packed spice because it is cheaper to purchase and having short time utility benefits but when occasion of events, festivals and social feeding ceremonies takes place then purchasing of 500Grams & 1KG spice packages is takes place for large consumption purposes.
8. Television Displays are most attractive platform for Spice brands marketing because mostly the audience segment is Housewives, Females and peoples who only accessed to T.V medium only after that "Word of Mouth" is a Major communication and marketing platform for spices & still the Social networking, in store displays and online reviews are into growing phase, most of the audiences are "Satisfied" with their spices brand which is selected by them for consumption.

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