

Identifying Factors of Consumer Behavior in Selection of Synthetic Vinegar

Faizan Ali and Gobind M. Herani

ABSTRACT

This study investigated the desires of consumers to introduce a new product in market in general and synthetic vinegar as a particular in order to raise the market share of the synthetic vinegar. The primary data was collected in survey and communication method was used to collect the information from respondents. In communication method personal interviews were conducted through structured questionnaire as a tool to collect information for this purpose. Results reveal that consumers were more quality conscious and they wanted a flavor in vinegar. Most of the consumers used branded vinegar, while some consumers were using unbranded vinegar. Results also revealed that purchase of investigated produce was most significant by their availability in retail outlets. For increase of market share of vinegar it should be promoted on large scale and produce Synthetic Vinegar in different flavors like: grapes, sugar cane, and black berry.

JEL. Classification: C92; C93.

Keywords: Consumer behavior, Synthetic vinegar.

1. INTRODUCTION

1.1 Background

Vinegar is commonly used as food ingredient but also for medicinal belongings and for its physiological effects, natural vinegar is a superior food additive over synthetic vinegar as it carries essential amino acids from its food source and it reported to act as a medicine for aches and gastric troubles (Abid et al. 2010). In this era of awareness consumers are conscious about food products, when they are purchasing. They are conscious simultaneously with their awareness of the relation of manufacture practice and superiority of the food item for consumption as well as environmental alarm in consideration to food. This awareness is helping in growth of demand for food for non-conventional manufacturing practice and mean while increase consumers' concentration to keep their relationship closer with food producing concerns (Juvanic 2010). Food, which offers symbolic, functional, epistemic, emotional, and situational benefits to consumers', is always in search and increase satisfaction of their requirements and wants. In present age of competitive market there are varieties of factors which are affecting the choice of purchase for any brand and foodstuffs. Brand image is essential and it creates signal to understand phenomenon of brand preferences and for satisfaction of consumers. Image of brand is being built by the perception of consumers in their mind related the products' attributes (Khan 2012). Along with other products, food vinegar also has importance in the food but it is facing some problems in Synthetic vinegar market. Synthetic vinegar is not giving the expected market share as expected. It is clear from above literature that for the increase of share of purchased product, brand image is necessary and to create it in the mind of consumers for new product research is necessary. This study is doing the same. In this study we want to know consumers' attitude and perception towards synthetic vinegar to capture market share towards synthetic vinegar. This study has a wide scope for the synthetic vinegar company which is interested to know how the market share of Synthetic Vinegar can be raised. This requires information about the buying behavior of consumers,

more over those who want to know the psyche of consumer whether they are brand conscious or simply go for the generic name. Due to time and budget, Lack of resources and constraints study has been limited to Karachi. Data from other areas was not collected hence result may not be generalized for other products or all over country. The paper aims to make clear and to quantify the impact of various determinants which have impact on purchase of synthetic vinegar. Therefore main question is, what factors are important to increase market share of synthetic vinegar.

This evaluation examined consumer buying behavior, and buying pattern towards the product of synthetic vinegar as a main objective to make the management of synthetic vinegar able to launch the product in the market according to the wants and acceptance of the customer in order to acquire the market share of synthetic vinegar. Its specific questions are given below to achieve the targeted answer:

1.2 Question

- Q₁: Identify buying behavior towards branded vinegar.
- Q₂: Identify buying behavior towards un-branded vinegar.
- Q₃: Identify buying behavior towards synthetic vinegar.
- Q₄: Identify buying behavior towards non-synthetic vinegar.
- Q₅: Identify buying behavior towards flavored vinegar.

1.3 Structure of the Remaining Study

Section two gives review of previous literature; section three provides details about methodology; section four provides details about results and findings; section five gives discussion and conclusion and finally section six gives recommendations and implementations.

2. LITERATURE REVIEW

Many researchers have carried out research studies to investigate online consumers' behavior, Like: Bellman et al (1999). For the prediction of purchasing online Bellman et al (1999) examined variety of predictors for whether a client will purchase online. Making decisions for buying online, researcher found moderate influence on demographic variables such as age, education and income, other vital determinants of online shopping are investigated in this study. To evaluate the process of consumers' decision making, it is important to determine consumer behavior. In order to provide good services, it is important to recognize consumers' behavior patterns. It is observed that compulsive buying is an extremely noteworthy feature in consumers' behavioral research. Compulsive buying is defined as "chronic, repetitive purchasing, that becomes a primary response to negative events or feeling" (Faber and O'Guinn 1992; Faber and O'Guinn 1989b). According to Furst et al. (1996) basic common component of consumers is food choice but it is one of the most composite functions with a number of influences. At the time of purchasing and decision making, consumers have more realistic thoughts in their minds. These thoughts include sensory features of food (e.g., quality and taste) (Powell and Maher 2003) beside with the influence of non-food belongings (e.g., cognitive information, the physical environment, social factors) (Bell and Meiselman 1995). Grunert (2005) reported that the two most important aspects of consumers are quality and safety, while they take decision about purchasing related to food choice. Mostly consumers derive perception from other products' signals, such as appearances of product or quality label. Food choice is a vital decision therefore it is difficult to examine and include all factors which

are included in decision making, example: psychological, biological, psychological and cultural (Rozin 2008). Several research studies have discussed about cultural factors of food choice. Therefore, it is necessary to investigate consumers' cultural background. Overby et al (1997), suggests because of diversity of cultures, different perceptions and experiences are found regarding food. Consumers might crave more exciting likeness characteristics in products or brand. Different individual ethics have been found regarding consumer attitude and behavior (Homer and Kahle 1988). Brand loyalty carries an essential function in consumers' perception of a product and develops a market share, reputation and image of the product. Due to this reason, brand is less risky in the market as brand loyalty is the main factor of selection of consumer behavior (Patwardhan et al 2010). Brand consciousness is important for purchasing decisions and consumers have a preference to buy a well-known product (Kuang et al. 2009).

There are many studies done regarding consumer behavior of selection of food, but no one has particularly done a study in Pakistan regarding factor of selection of consumer behavior for synthetic vinegar. For the purpose of this study, it is conceptual from above material that the firm should know about consumers' behavior through factors which help in purchasing decision. These factors are: brand, packing quantity, duration of buying and preference (price, quality and convenience). Therefore, decision depends on these factors: brand, packing quantity, duration of buying and preference.

3. RESEARCH METHODOLOGY

The primary data was collected in survey and communication method was used to collect the information from respondents. In communication method personal interviews were conducted through structured questionnaire as a tool to collect information for this purpose. Questionnaire consisted of multiple choice questions. The sampling was non-probability and sample size was 100 households. Researcher personally collected the data from each respondent and any query related to question respondent was resolved on the spot.

4. RESULTS AND FINDINGS

Question 01: Do you buy branded or unbranded vinegar?

Response: Out of 100 respondents 63% said that they use branded vinegar and 37 % said that they use unbranded vinegar.

Question 02: Do you buy synthetic or non-synthetic vinegar?

Response: 84% out of 63% of respondents, who were in favor of branding, said that they use synthetic branded vinegar and 16 % said that they use non-synthetic branded vinegar. 89% out of 37% respondents who were in favor of un-branded said that they use synthetic un-branded vinegar and 11 % said that they use non-synthetic-branded vinegar.

Question 03: Which flavor of Vinegar do you buy?

Response: Out of 100 respondents 25% said that they buy Grapes, 11% said Sugarcane, 10% said Blackberry, 52% said Plain and 2% said others.

Question 04: What quantity of Vinegar do you buy?

Out of 100 respondents 58% said that they buy 300ml, 24% said 750ml and 18% said 1 liter.

Question 05: How often do you buy?

Response: Out of 100 respondents 38% said that they buy monthly, 23% said once in two month, 29% said quarterly, 9% said half yearly and 1 said yearly.

Question 06: Why do you prefer this product?

Response: Out of 100 respondents 31% said that they prefer price, 47% said quality and 22% said convenience.

5. DISCUSSION AND CONCLUSION

According to the results 63 % consumers are using branded vinegar and 33 % are using unbranded Vinegar. Synthetic vinegar branded and un-branded both are being purchased by majority of consumers. 52% of the consumers purchase plain vinegar and 25% purchase grapes. 38% purchase monthly, 23% once in two months and 29% quarterly. To answer the objectives, it can be concluded that people prefer branded vinegar over un-branded vinegar. Furthermore, we find out from the results that people mostly prefer synthetic vinegar over non-synthetic vinegar whether it is branded or unbranded vinegar. In regards, to buying behavior towards flavored vinegar, majority of people prefer plain vinegars i.e. 52% of the sample surveyed. The remaining 48% personal preferences regarding flavor.

6. RECOMMENDATIONS AND IMPLEMENTATIONS

According to the results, consumers are becoming more quality conscious and they want flavors in vinegar. Manufacturing firms should promote its synthetic Vinegar on large scale to increase its market share and produce synthetic vinegar in different flavors like Grape, Sugarcane, and Blackberry.

REFERENCES

- Abid, H., J. Ali, A. Hussain and S. R. Afridi. 2010. Production and Quality Evaluation of Sea Buckthorn Vinegar using *Acetobacteraceti*. *Pak.J. Biochem,Boil* , 43:185-188.
- Bellman, S., G. L. Lohse, and E. J. Johnson. 1999. Predictors of Online Buying Behavior, *Communications of the ACM* 42(12):32-38.
- Bell R, and H. Meiselman. 1995. The Role of Eating Environments in Determining Food Choice. In *Food Choice and the Consumer*, Marshall DW (ed.). Chapman and Hall: New York, NY; 292–307.
- Faber, R. J. and C. T. O'Guinn. 1992. A Clinical Screener for Compulsive Buying. *Journal of Consumer Research*, 19:459-469.

- Faber, R. J. and C. T. O'Guinn. 1989. Classifying Compulsive Consumers: Advances in the Development of a Diagnostic Tool. *Advances in Consumer Research*, Vol. 16, ed. Thomas K. Srull, Provo, UT: Association for Consumer Research, 745-748.
- Furst, T., M. Connors, C. A. Bisogni, J. Sobal and L. W. Falk. 1996. Food Choice: A Conceptual Model of the Process. *Appetite*, 26:247–266.
- Grunert, K.G. 2005. Food Quality and Safety: Consumer Perception and Demand, *European Review of Agricultural Economics*, 32(3):369-391.
- Homer, P. M., and L. R. Kahle. 1988. A Structural Equation Test of the Value-Attitude Behavior Hierarchy. *Journal of Personality and Social Psychology*, 54:638-646.
- Juvanec, L. 2010. Determination of Purchasing Behavior for Organic and Integrated Fruits and Vegetables in Slovenia. *Agricultural Economics Review*, 11:70-83.
- Kuang, C. H., H. R. Yeh and Y. T. Yang. 2009. The Impact of Brand Awareness on Consumer Purchase Intention: The Mediating Effect of Perceived Quality and Brand Loyalty. *The Journal of International Management Studies*, 4(1):135-144.
- Khan, R. F. 2012. Effect of Brand Image on Self Image Congruency on Brand Preference & Customer Satisfaction. *IJMT*, 2(3):92-102.
- Patwardhan, M., P. Flora and A. Gupta. 2010. Identification of Secondary Factors that Influence Consumer's Buying Behavior for Soaps and Chocolates. *The IUP Journal of Marketing Management*, 9:56-72.
- Overby LH, G. C. Carver and R. M. Philpot. 1997. Quantitation and Kinetic Properties of Hepatic Microsomal and Recombinant flavin-containing Monooxygenases 3 and 5 from Humans. *Chem-Biol Interact* 106:29–45.
- Powell, A. B., and C. A. Maher. 2003. Heuristics of Twelfth Graders Building Isomorphisms. In: N. A. Pateman, B. J. Dougherty, & J. T. Zilliox (Eds.), *Proceedings of the 2003 Joint Meeting of PME and PMENA* (Vol. 4, pp. 23–30). Honolulu: CRDG, College of Education, University of Hawaii.
- Rozin, P. 2008. La Préférence Pour le Naturel. In: C. Fischler & E. Masson (eds.) *Manger. Français, Européens et Américains face à l'alimentation*, Paris: Odile-Jacob. 193-208.

ACKNOWLEDGEMENT

This paper is presented in “2nd International Conference on Sustainable Development” held in December, 2012 at Indus University, Karachi, Pakistan

Author(s) would like to thank the editors and anonymous referees for their comments and insight in improving the draft copy of this article. Author(s) further would like to declare that this manuscript is original and has not previously been published, and that it is not currently on offer to another publisher; and also transfer copyrights to the publisher of this journal.

DECLARATION

The material presented by the author (s) do(es) not necessarily represent the viewpoint of editors and the management of Khadim Ali Shah Bukhari Institute of Technology (KASBIT) as well as the author's institute.

ABOUT AUTHOR(S)

1. Faizan Ali is research scholar at Indus University, Karachi, Pakistan.
2. Gobind M. Herani, Dean Faculty of Management Sciences at Khadim Ali Shah Bukhari Institute of Technology, Karachi, Pakistan. Email: drgobindmherani@gmail.com

Received: 12-07-2013; Revised: 19-07-2013; Accepted: 30-12-2013; Published: 31-12-2013