

## PURCHASING BEHAVIOUR OF BRANDED HONEY

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### ABSTRACT

Honey is consumed primarily for nutritional benefits and as a preventative treatment. Honey is a natural sweet syrup fluid obtained from the nectar of flowers collected by bees. The objective of the study is to examine the satisfaction level of respondents towards the purchasing behavior of branded honey and analyze consumer preference towards different brands of honey. The primary and secondary sources of data were utilized for this study. The primary data were collected from 120 sample respondents that were selected. The tools used for analysis were Likert five-point scale and Garrett ranking. From this study, it was found that the satisfaction level towards purchasing behavior of branded honey, majority of the respondents have purchase the branded honey for their 'Health benefits and also found that the majority of the respondents have to prefer 'Dabour honey' for their consumption.

**KEY WORDS:** Preventative, Brands of Honey, Health Benefits, Preference

### INTRODUCTION

Branding is a process which involves creating a specific name, logo and an image of a particular product, service or company. This is done to attract customers. It is usually done through advertising with a consistent them. Branding aims to establish a significant and differentiated presence in the market that attracts and retain loyal customers. A brand is a name, term, symbol or other feature that distinguishes an organization or product from its reveals in the eyes of the customers. Brands are used in business, marketing and advertising.

Honey is a food, a medicine utilized in prophylaxis and therapeutics, and also an ingredient in cakes and other food preparations, etc. As a food, it is highly appreciated for its flavour, taste, colour, perfume, and consistency, and it is easily digested and assimilated. As medicine, it is used in the treatment of digestive affections, hepatic-renal, gall, cardiovascular, respiratory, nervous system, infectious diseases, etc.

The Indian honey market is estimated at Rs. 2000 crore, of which the branded honey market in India is estimated at Rs. 700–800 crore. China is the topmost producer of honey in the

world. India ranks sixth in the global production of honey. The honey-producing states in India were Uttar Pradesh, West Bengal, Punjab, Bihar, Rajasthan, Himachal Pradesh, Kerala, etc. Tamil Nadu is one of the largest honey-producing states in India.

### SCOPE OF THE STUDY

The main scope of the study is to examine the satisfaction level of respondents towards purchasing behavior and consumer preference towards different brands Dabour honey, Lion honey, Patanjali honey, Apis Himalaya honey, zandu pure honey and marthandam honey etc.,

### OBJECTIVE OF THE STUDY

- To examine the satisfaction level of respondents towards purchasing behavior of branded honey.
- To analyse the consumer preference towards different types of branded honey.

### REVIEW OF LITERATURE

- **Anjali Marar (2019)** As per the latest data from the National Bee Board, under the Department of Agriculture, the country's total honey production reported in 2017–2018 was 1.05 lakhs metric tons (MTs), compared to 35,000 MTs in 2005–2006. Today, India also has as many as 35 lakhs bees' colonies, compared to 8 lakhs during 2005–2006. The number of beekeepers, beekeeping companies, and honey societies has also increased, and as of January 2019, the country had 9,091 registered people in the apiary business. With the per capita income consumption of honey in India being at a low fifty percent, Germany, the UK, France, the US, Japan, Italy, and Spain are India's main export markets. India has increased its production of honey over two times in the last 10 years and exports by twenty percent in the same time period.
- **Yogima Seth Sharma (2019)** As per the report, India has a potential of about 200 million bee colonies, compared to 3.5 million bee colonies today. "Increase the number of bee colonies will not only increase the production of bee-related products but will boost overall agricultural and horticultural productivity," it said. India's honey exports have jumped from 29.6 to 51.5 thousand tons between 2014–2015 and 2017–2018, as per data from the National Bee Board and the Ministry of Agriculture and Farmer's Welfare.
- **Kishan M (2017)** in his study about beekeeping in India, he said that India is the largest honey producer and exporter. Honey is taken both as medicine and food. A small quantity of honey is used in the kitchen as an ingredient for pickles, jams, and preservatives. Forest honey is used in the pharmaceutical, food, bakery, and cosmetic industries. 2,50,000 farmers are employed through beekeeping. For landless farmers, it is an excellent source of income. Two hundred percent of the crop yield is increased by pollination. In India, honey consumption is eight grams. In Germany, it is 1800

grams. In beekeeping, over sixteen lakh people are engaged. The number of beekeepers is 1,50,000. The number of beehives is 6,00,000.

## RESEARCH METHODOLOGY

It is an empirical study combining the use of both primary and secondary data.

### PRIMARY DATA

The primary data have been collected from the respondent through a sample survey. A sample of 120 respondents has been selected from this study. Convenience sampling technique has been adopted to collect the sample.

### SECONDARY DATA

The secondary data has been collected from other reliable sources that include books, journals, articles, magazines, and websites.

### ANALYSIS AND INTERPRETATION

Appropriate statistical tools and techniques will be used for analyzing the data to meet the above-mentioned objectives. The data will be processed by making use of the following statistical tools: The Likert five-point scale and Garrett ranking technique on the basis of the analysis of the data will be interpreted in the form of results and conclusions.

## SATISFACTION LEVEL TOWARDS PURCHASING BEHAVIOUR OF BRANDED HONEY

In this study an attempt was made to examine the satisfaction level of respondents towards purchasing behaviour of branded honey. The level of satisfaction is classified into ten categories namely the value of honey, price, health benefits, reputation of the brand, good taste and good flavour, variety of honey, favourable prior purchase, cooperative society, convenient packing and colour. The extend towards purchasing behaviour of branded honey by the respondent was studied with the help of Likert five point scale method. The detailed results are furnished in the underneath table.

Likert five point techniques are used to analyse the level of satisfaction towards purchasing behavior of branded honey. The scale were allocated as follows

Fully satisfied	- 5 points
Satisfied	- 4 points
No opinion	- 3 points
Dissatisfied	- 2 points
Highly dissatisfied	- 1 point

The following are the range of scores fixed for determining the level of satisfaction to study the purchasing behavior of branded honey in Kanniyakumari district.

**TABLE - 1**  
**SATISFACTION LEVEL OF RESPONDENT TOWARDS PURCHASING**  
**BEHAVIOUR OF BRANDED HONEY**

Variables	Fully satisfied	Satisfied	No opinion	Dissatisfied	Highly dissatisfied	Total score	Mean	Rank
Health benefits	225	120	60	50	5	460	3.83	I
Price	100	52	90	72	21	335	2.79	VII
Value for honey	250	120	30	40	10	450	3.75	II
Reputation of the brand	150	180	45	20	20	15	3.46	III
Good taste and good flavour	25	60	30	60	25	300	2.50	VIII
Variety	25	40	60	40	65	230	1.91	X
Favourable prior purchase	190	104	52	32	22	402	3.35	V
Co-operative society	200	96	45	50	16	407	3.39	IV
Convenient packing	75	80	120	50	20	345	2.88	VI
Colour	50	60	90	50	40	290	2.41	IX

**Source: Computed data**

It is divulged from the table that ‘health benefit’ was ranked first in purchasing behaviour of branded honey with their mean square of 3.83. It is followed by the value of honey with 3.75 points. The level of satisfaction towards purchasing behaviour of branded honey reputation of the brand, cooperative society, favourable prior purchase and convenient packing was ranked third, fourth, fifth and sixth with mean scores of 3.46, 3.39, 3.35 and 2.88 points respectively. On the other hand, the level of satisfaction such as price, good taste and good flavour, colour and variety of honey were ranked in seventh, eighth, ninth and tenth positions with the likert five point scale scores of 2.79, 2.50, 2.41 and 1.91 points respectively. From the analysis, it is inferred that ‘health benefits’ and ‘value of honey’ were significant to achieve the

utmost level of satisfaction from the respondents towards purchasing behaviour of branded honey.

### CONSUMER PREFERENCE TOWARDS DIFFERENT BRANDS OF HONEY

The respondents were requested to rank the set of branded honey to indicate their preference. The most preferred brand of honey was given the highest first rank, while the least preferred brand of honey was given the lowest rank. Using the above statistical tool, the mean rank has been presented in Table 2.

**TABLE - 2**  
**CONSUMER PREFERENCE TOWARDS DIFFERENT BRANDS OF HONEY**

Sl.No	Brands of honey	Garrett mean score	Rank
1	Dabour honey	62.49	I
2	Lion honey	57.19	II
3	Marthandam honey	52.37	III
4	Himalaya forest honey	51.15	IV
5	Zandu pure honey	44.54	VIII
6	Patanjali	47.75	VI
7	Apis Himalaya	39.29	X
8	Local brand	44.30	IX
9	24 Mantra	48.97	V
10	Any brand	46.87	VII

**Source: Computed data**

From the table using Garrett scores the highest priority goes to “Dabour honey” has the first rank (score of 62.49), “Lion honey” has the second rank (score of 57.19), “Marthandam honey” has the third rank (score of 52.37), followed by “Himalaya forest honey” having the fourth rank (score of 51.15), “24 Mantra” having the fifth rank (score of 48.97), “Patanjali” having the sixth rank (score of 47.75), Any brand” has the seventh rank (score of 46.87), “zandu pure honey” has the eighth rank (score of 44.54), “Local brand” has the ninth rank (score of 44.39), and “Apis Himalaya” has the last rank (score of 39.29).

From the above ranking, it appears the majority of the respondents prefer using “dabour honey”.

### FINDINGS

- The present study found that the majority of the respondents have satisfied with health benefits of branded honey.
- It is found that majority of the respondents have preferred dabour branded honey from the available brands.

## SUGGESTIONS

- The Government will be able to maintain the integrity of the product.
- The Government should promote health related honey such as raw honey, Organic honey, flavoured honey, monofloral honey, and medicinal value of honey.
- The Government can create a favourable environment for branded honey, ensuring higher consumer confidence in the quality and authenticity of the products.

## CONCLUSION

The present study it is concluded that the respondents are satisfied with health benefits of honey and also consider Dabour as the good brand for their preference. The purchase decisions can also affect the loyalty of consumers. So the honey marketers provide more attention to retain the loyal customer.

## REFERENCE

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