

Chapter-19

UNDERSTANDING THE CONSUMER PERCEPTION TOWARDS HONEY PRODUCT

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ABSTRACT

Consumer perception refers to the process by which a customer selects, organizes and interprets information/stimuli inputs to create a meaningful image of the brand or the product. Study of customer behaviour, satisfaction & loyalty has become the paramount factor among companies whether they are involved in marketing of tangible products or intangible services in the 21st century. Customer is the focal point for a retail business. The companies can ensure their survival based on the customer satisfaction and loyalty.

The present project is connected with the buying and utilization of honey and to the way things are seen by consumers. The research instrument utilized was a questionnaire, which included questions regarding honey utilization, questions connected with impression of honey, along with utilization of honey inquiries. Honey is seen to be a heavenly item, superb to consume and is thought of as helpful for well-being by the majority of the respondents. The findings are based on a study of 100 customers in New Delhi and Noida region. It was found that buyers are impacted by the quality and accessibility during the decision of a brand. Information was assembled from both primary and secondary sources. Surveys were used to acquire essential data. Secondary data were assembled from legitimate sites, journals and magazines.

Keywords: *Consumer perception, Customer Loyalty, Honey, Customer Loyalty, Customer perception.*

INTRODUCTION

Consumer perception is a business term, which is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business. Consumer perception is portrayed as how customer plan to search for, use, buy, assess, and dispose of items and administrations that they accept will meet their prerequisites. Consumer loyalty is viewed as the apex of the whole idea of consumer perception, as it is characterized as a client's inclinations toward a specific worth of the item or administration got because of involving a particular association's contribution in unambiguous use settings (Woodruff, 1997).

Honey products have progressed from being used as health supplements to being used for economic development. When it comes to determining the elements that influence consumers' decisions to purchase honey products, there are numerous explanations. Honey production is significant since it is widely utilised for medical, household, and cosmetic purposes. As the beekeeping business faces the challenges of manufacturing, storing, and preserving honey products, product quality will be a

significant aspect in the success of honey production from a human standpoint. With the expanding market size and consumer demand each year, beekeepers must develop new strategies to boost product satisfaction and customer loyalty by learning to understand consumer demand.

Present research attempts to study the various factors of consumer perception and loyalty in the honey segment market namely brands like Dabur also to find the link of customer satisfaction and customer loyalty.

LITERATURE REVIEW

According to Bolton (2005), Consumers are prone to assume that the selling price of a product or service is significantly greater than its fair value, according to a number of research. Consumers appear to be attentive to specific points of reference, such as previous pricing, competitor prices, and commodity costs, but they undervalue the impact of inflation, price swings over profit, and fail to assess the whole range of retailer expenses.

According to (Churchill and Surprenant 1982), receiving value in a product directly lead to customer satisfaction and the customer feelings.

According to (Zeithaml, Valarie A. 1988), the high perceived value by the customer indicates that a proper brand image has been imprinted in the customer's mind, affecting consumer loyalty and frequency of use, which shows the product's status.

RESEARCH OBJECTIVES

The research investigated patterns and tendencies related to the purchasing and consumption of honey and to how it is perceived by different categories of consumers.

- To learn about customers' attitudes regarding various types of honey and the brands to which they are most loyal.
- To investigate and understand the factors such as price, quality, and brand awareness on the purchase of honey products.
- Investigate the purchase habits of consumers by gender and age.

RESEARCH METHODOLOGY

For this research, Primary data was gathered through the questionnaire which was circulated among the respondents to know their perception directly. The

questionnaire was designed in such a manner that it can gather appropriate information. The questionnaire was framed into a sequence of questions that all respondents were supposed to answer from a list of options (multiple choice questions) (close ended questions). Hence, our respondents were given well-structured questions to answer. Closed ended questions are made up of a series of questions with a few alternative responses from which respondents were supposed to choose. Finally, the collected data were analysed and represented in the form of the pie charts and graphs by using the Microsoft excel.

Data Analysis and interpretation

The chapter resides on the analysis and interpretation of data gathered all around. Responses received from 100 people were analysed. The details are as follows

Table - 1 Survey response on Gender

Gender	Respondents	Percentage
Male	55	55%
Female	45	45%
Total	100	100%

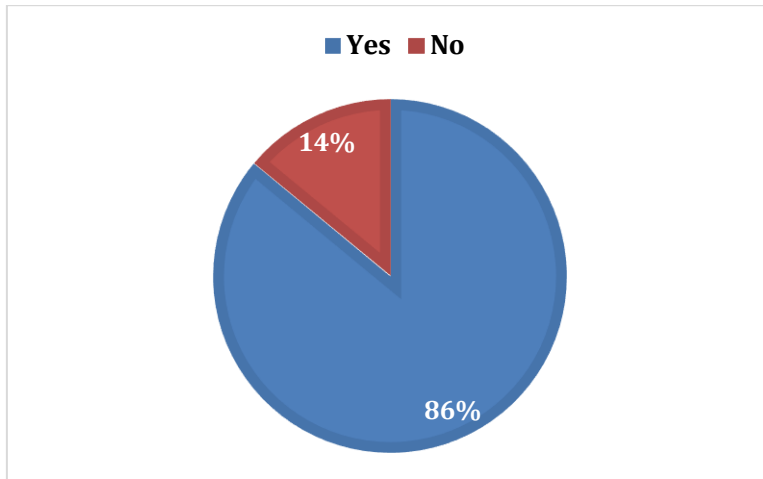
Above Table-1 indicates that 55 representing 55% are males and 45 respondents representing 45% are females.

Table -2 Age Profile of Respondents

Age	Respondents	Percentage
18-25	53	53%
25-45	31	31%
45-60	16	16%

Above Table-2 indicates that 53 representing 53% respondents are of age between 18-25, 31 representing 31% are of age between 25-45 and 16 representing 16% respondents are of age between 45-60 of the survey conducted.

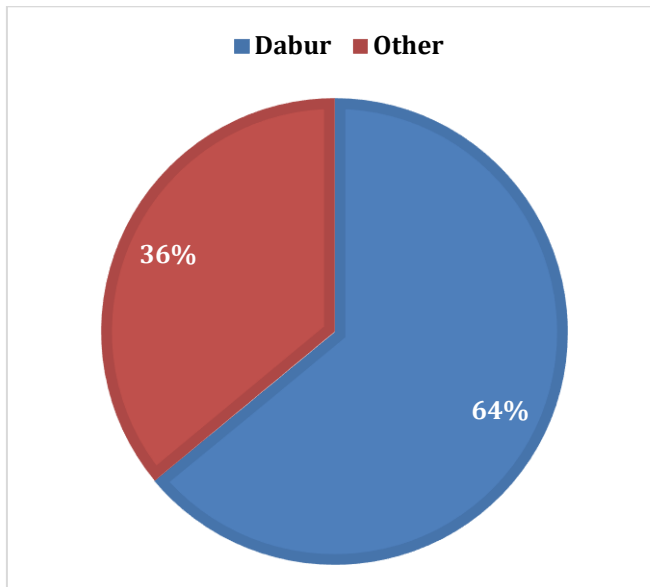
Survey responses on how many people are consuming honey?



INTERPRETATION

It was observed that out of 100 people, 14 consumers which is 14% of the total consumer don't consume honey at all while the remaining 86% which is 86 people out of 100 consume honey. It shows that the consumers of honey is more because honey is an ayurvedic product and its awareness is present among the people in large number as it benefits them in many ways.

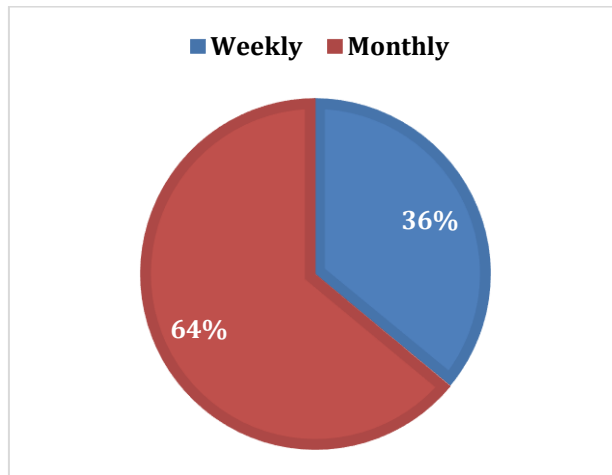
Survey response on how many people are preferring which Honey brand?



INTERPRETATION

It was observed that 64% of the people consume dabur honey out of 100 and only 36% of people out of 100 prefer other brand honey over dabur honey, this shows the brand reputation and loyalty of Dabur among the customers as till now date Dabur is capturing the majority market of honey because of its quality and customer satisfaction

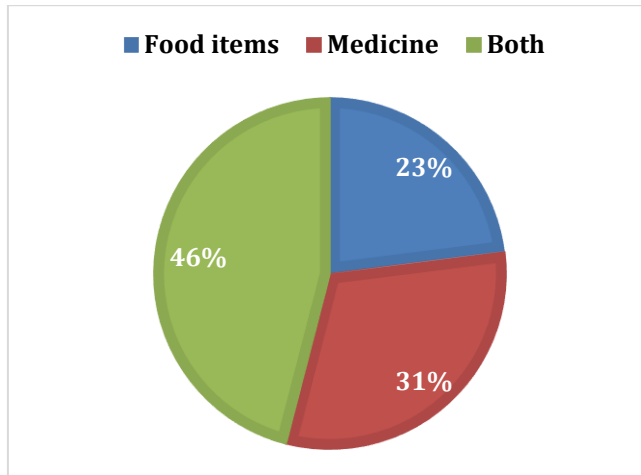
Survey response on how frequent consumer buy honey?



INTERPRETATION

It was observed that 64% out of the 100 people purchase honey monthly which show that honey is a widely used item in Indian food culture while 36% of people out of 100 purchase it weekly which is also a great number and shows that honey is among the topmost used grocery in Indian household which make it top most ayurvedic edible product.

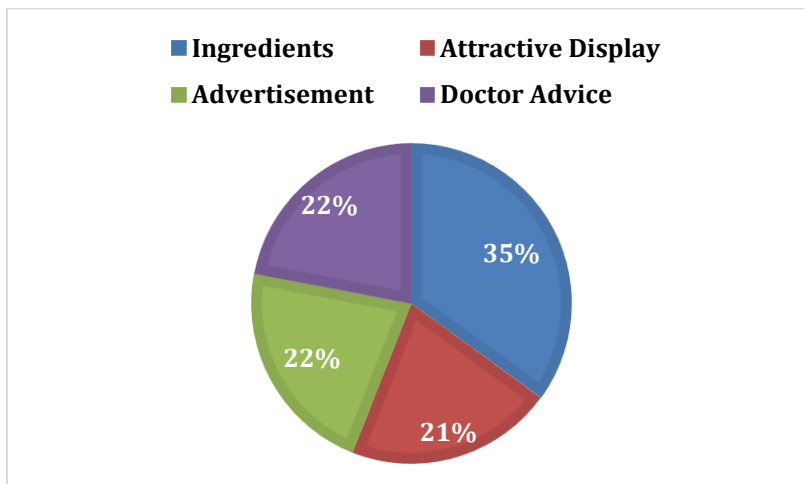
Survey response on how consumer uses honey



INTERPRETATION

It was observed that 31% of the people out of 100 use honey as a medicine which shows its medical benefit while 23% of the people out of 100 use honey as a food item because kids like to eat sweet product so they consume honey as a food item and it is observed remaining 46% of the people out of 100 use honey as both food item and medicine.

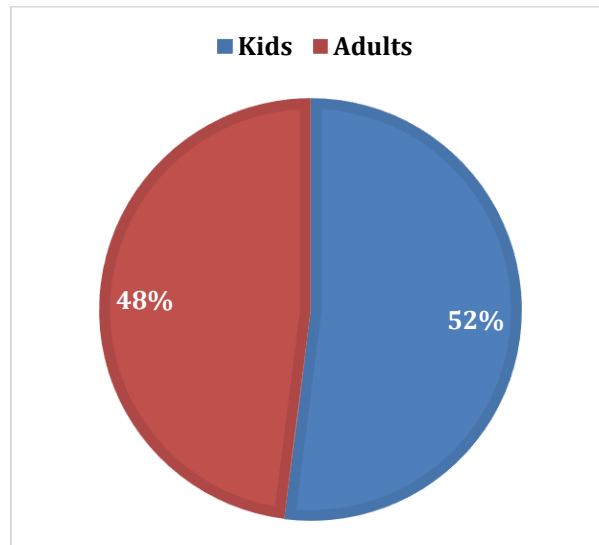
Survey response on which factors affects consumer purchase?



INTERPRETATION

It was observed that 35% people which is 35 people out of 100 who are affected by ingredients as a major factor while purchasing honey while 22% people which is 22 people out of 100 are influenced by both doctor advice and advertisement as a major factor, However, purchasing honey because of its quality and benefits which is good for the health and remaining 21% people which is 21 people out of 100

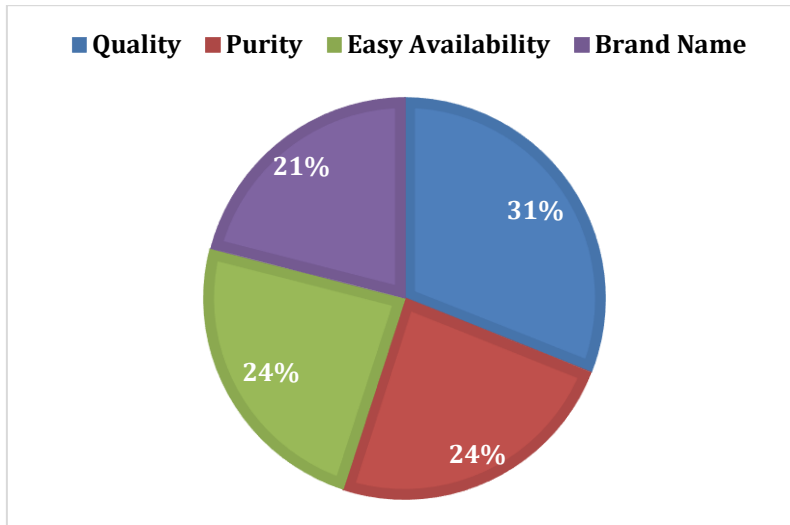
Survey response on what people think who consume more honey?



INTERPRETATION

It was observed that 52% of the people out of 100 who consume honey more are kids this shows that the taste and the preference of honey is the reason for its popularity among the young ones while the remaining 48 % people out of the 100 people are adults which mostly prefer honey because of its quality and benefits which is good for the health.

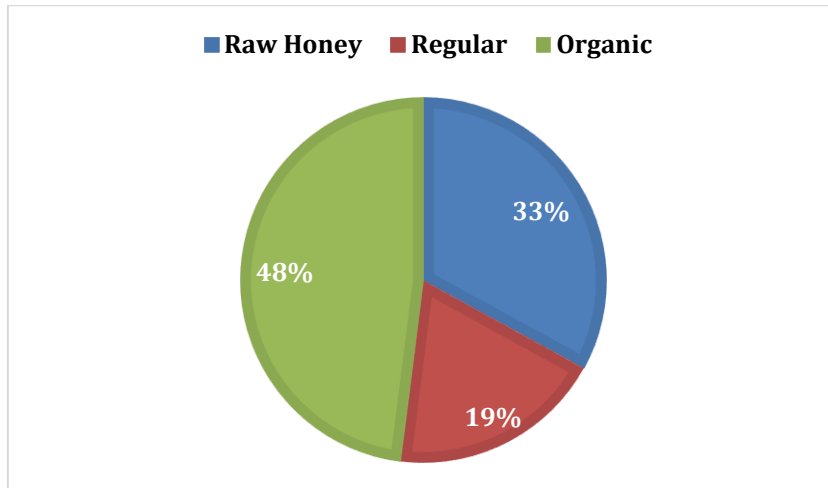
Survey response on how consumer chooses certain brand of honey?



INTERPRETATION

It was observed that 31% of the people out of 100 prefer Dabur honey because of its quality this shows that dabur has never compromised with its quality in honey ,other 24% people out of 100 respond that purity is major factor for them to choose dabur honey which shows that the purity level of Dabur is appreciable that's why it is remarked by the consumer over its purity ,21% of the people out of 100 respond that brand name is important for them and they choose dabur honey over other honey due to its brand name and value which is famous among the Indian markets from a lot decades, while the remaining 24% of the people out of 100 prefer dabur honey over others due to its easy availability this is an evidence of market share of dabur honey which is the most among its competitors that's why they are mostly available on each and every wholesaler and retailer shop easily.

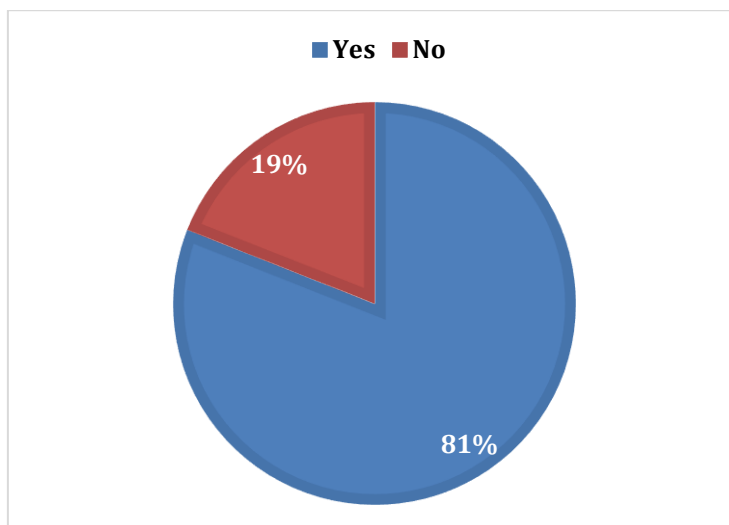
Survey response on what consumers think which type of honey is good for health?



INTERPRETATION

It was observed that 48% of the people out of 100 prefer raw honey as good for health because of its quality ,other 33% people out of 100 respond that organic honey is best for which shows that the purity level of organic honey is appreciable that's why it is remarked by the consumer while 19% of the people out of 100 respond that raw honey is best for health this is an evidence of market share of dabur and another brand regular honey that's why they are mostly available on each and every wholesaler and retailer shop easily.

Survey response on will consumer recommend others to eat honey?



INTERPRETATION

It was observed that 81% of the people which 81 people out of 100 recommend honey to others at they are evident of its quality, benefits and importance in day-to-day life while only 19 % of the people which 19 people out of 100 responded that they will not recommend honey to others.

CONCLUSION

The goal of this research was to figure out what aspects will influence people's buying habits when it comes to honey-related product. There is a large range of honey-related products. It contains the well-known Dabur honey, which has a strong brand following. A few research objectives were established in order to conduct this investigation. All of the criteria were determined to have a favourable and substantial link with customers' purchasing behaviour based on the findings and analysis of these research objectives. Medical condition, product quality, brand reputation, and pricing were found important in this regard. People are aware of its advantages, but not everyone takes advantage of it on a regular basis. The Ayurvedic industry is a growing industry with a key production process that necessitates professional direction particularly towards quality aspects, according to this study. According to the conclusions of the study, there are numerous significant aspects to consider before making a purchasing decision. Manufacturers can learn about their customers' requirements and preferences through this research, which they can utilise to improve their products.

Findings and Suggestions

Customer perceptions play a crucial impact in everything from communication and advertising to purchase decisions, honesty, level of recommendation, and, more importantly, advocacy activities, according to the findings of the following research. As a result, if honey consumption is to be raised, new applications may be suggested. Marketing tactics may assist to increase the number of bee purchasers, add a considerable amount to regional products, and, as a result, enhance beekeepers' revenue. More than half of non-honey users say they don't eat honey. Customers need to be confident in the product's quality. The government must be stern and punish unethical producers in order to ensure that future producers do not fall short of ethical norms.

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