

## Consumer preference for Ketchup Brand in Ahmedabad City.

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### ABSTRACT

*Ketchup is considered to be one of the important element in the Indian snacks. In the present study an attempt had been made to know the factors affecting consumer for selection of brand of ketchup. Consumer behaviour towards Ketchup had been studied. Indian Ketchup industry is in the growing stage as well as Kissan brand is dominating market since long. Consumers consider taste as well as price, size and availability of particular packing size. We have approached 100 residents of Ahmedabad city to know their preference of Ketchup with the simple random sampling method. Brand selection process has been examined.*

**Key Words:** *Consumer Behaviour, Ketchup, Sales Promotion*

### 1 Introduction

The ketchup market is driven by a few major drivers such as changing dietary habits, inclination towards western lifestyle & culture, and increased consumption of exotic flavors of ketchup. Even though, the ketchup market is growing at a good pace, a few factors are restricting the market, such as the presence of numerous ketchup alternatives in the market and low consumption of foods containing sugar. However, ketchup has good opportunities in the food market, such as rising popularity of quick-service restaurants and introduction of innovative ketchup made with organic products. In India consumers go for ketchups for taste enhancer. It is an additional cost to the consumer or restaurant owner who offers snacks. Increase in percapita income has tempted foreign taste in the ketchup. Marketers makes an attempt of capturing this situations and offering wide variety of ketchups for specific types of food in India. India's sauces market is predicted

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to increase at a CAGR of 18% over six years. Nestlé's Maggi, Kissan, Heinz, Ching's, Fun Foods, Remia, Del Monte, Sil, Tops and Tabasco are driving the organized Chart sauces market.

The ketchup market can be broadly segmented into four major segments, such as product ingredient type, application, distribution channel, and geography. Regarding product ingredient type, ketchup market can be classified into tomato ketchup, mushroom ketchup, mustard ketchup, fruit & nut ketchup, and others. Regarding application, the ketchup market is divided into food services market, direct family consumption and home cooking. By distribution channel, it can be segmented into hyper markets, super markets, convenience stores, departmental Stores, specialty stores, and online purchase.

## 2 Ketchup as additive to snacks and other food items

Ketchup is considered to be one the important companion in the snacks in India. Basically it's not in Indian food items but it had been adopted in country since long. Ketchup makes dry snacks tastier. Some times to add flavours of own choice ketchup is used. At present in the market ketch ups are not restricted to the tomato only. As income of the Indian consumer has been increased the tongue required more diversified taste as to conventional ketchups. Different variety of taste in the tomato ketchups had been launched by different market players since last ten years. Marketers makes ketchup more twisted in taste and tingly for the kinds. Ketchup is one the attraction for kids as it makes taste of food differently.

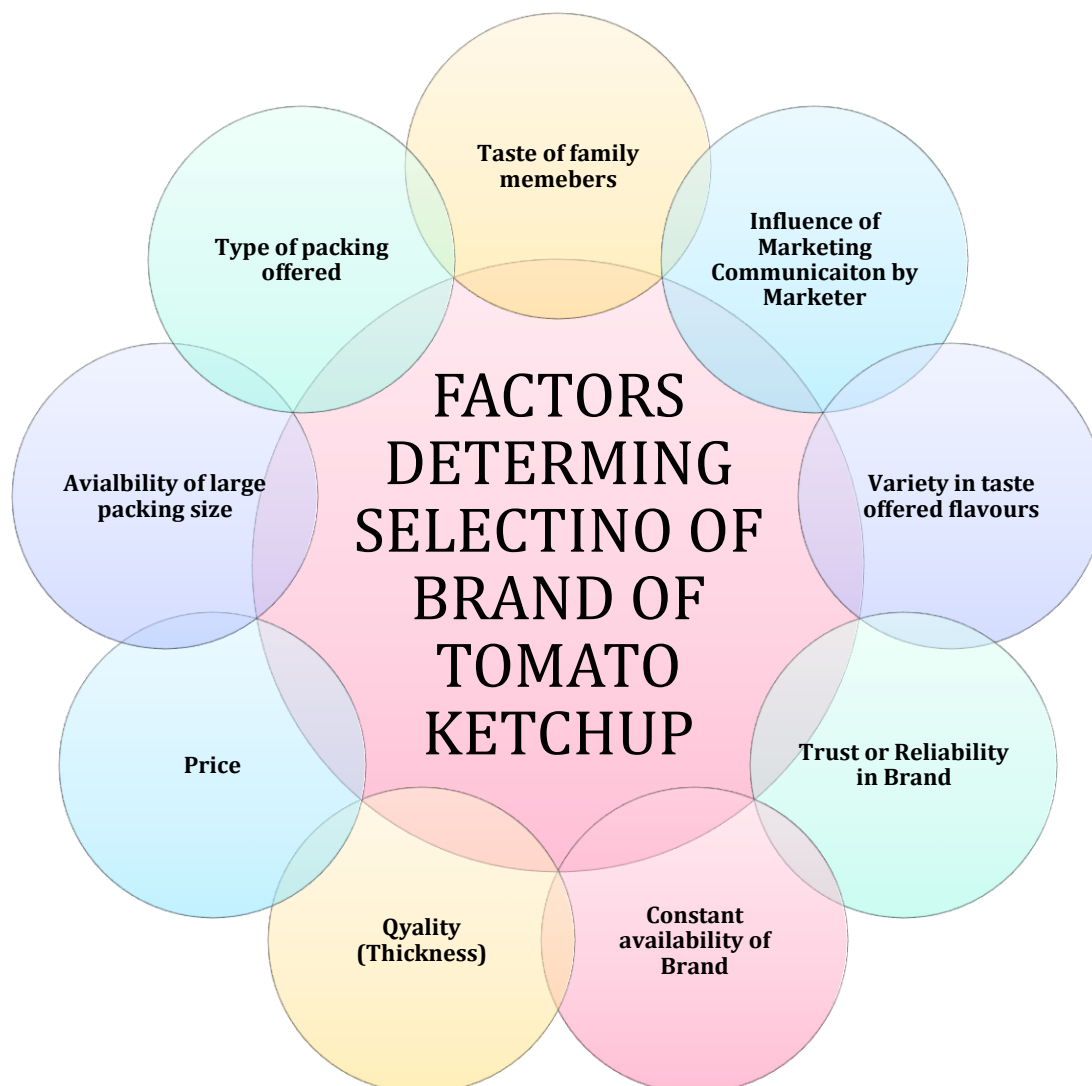
Ketchups are necessary in case of every items made of bred. Snacks based on bread items like, sandwich, Dabeli, Vadapav, Puff etc. need to be accompanying with the ketchup.

Ketchups are necessary in Indian food for following reasons.

- To bring additional tingling taste in the snacks
- To attract children for the food stuff and make it as per their taste
- It is generally used with Samosa, Chinese food, French fries, Burger, paratha, puffs, roti, pizza and fried food, pasta, Marconi and baked food.
- Chinese dishes needs different types of ketchups. Tomato ketchup is one of the additional items to be used.
- Every snack made from bread or pav needs ketchup- as such snack is dry one.
- It increases over all taste of snacks
- Sometimes ketchup is useful for reducing impact of spicy food for children and senior citizens.

### 3 Factors considered by consumer while selecting Brand of Ketchup

Ketchup is one of the additive to be used with Indian and other non-Indian snacks. But consumers consider several factors while selecting brand and type of tomato ketchup. Indian consumer is very selective and in nature and always give importance of the past experience and current available products in the market while determining brand of ketchup. As this product is directly associated with health of the consumer and extra care is taken for its selection.



### 4 Research Methodology

#### Research objectives:

- To know preference of young consumers for ketchups.
- To know factors considered by consumers / parents while selecting the brand of ketchups.



- Also to know the factors such as price, size, gender, income, etc. influences the buying behaviour or not.

### Research design:

- Development of questionnaire with reference to research objectives.
- Close ended questions.
- The questionnaire is mainly designed for young consumers as they are the main target audiences for this research project.

### Data collection tools and techniques:

- We have used questionnaire as data collection tool and used survey as data collection technique

### Sampling plan:

- Total sample size is 100. Data has been collected from households of Ahmedabad citizens.

## 5 Data Analysis:

**Table-1**

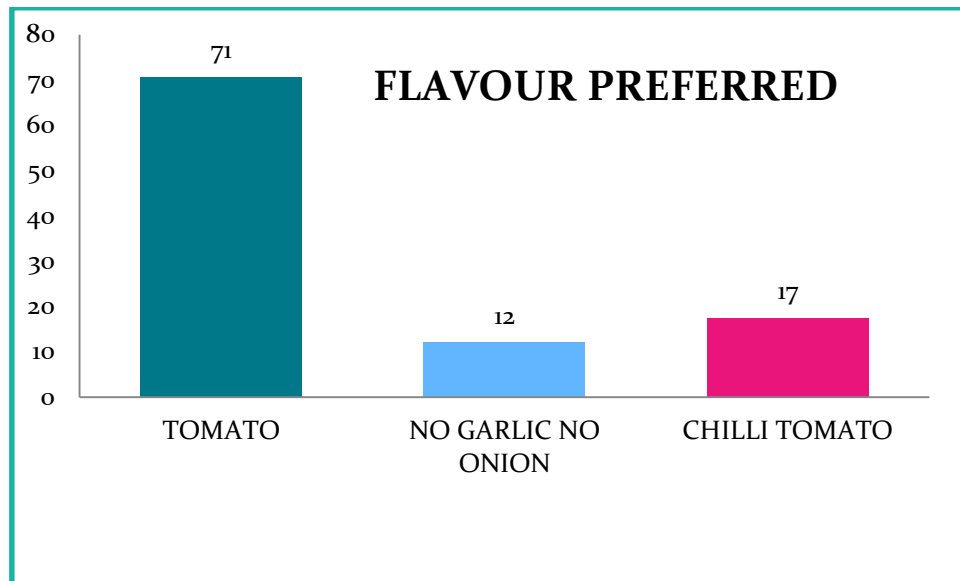
**Most preferred brand of Ketchup**

<b>Brand of Ketchup</b>	<b>% or Respondent Preferred</b>
<b>Maggie</b>	<b>29</b>
<b>Kissan</b>	<b>61</b>
<b>Nilon's</b>	<b>2</b>
<b>Tops</b>	<b>5</b>
<b>Ching's and Other</b>	<b>3</b>

Kissan is Market leader and Maggie is Challenger in the table ketchup market. However Market challenger having just half of the market share as to the market leader. Other brands have very insignificant market share.

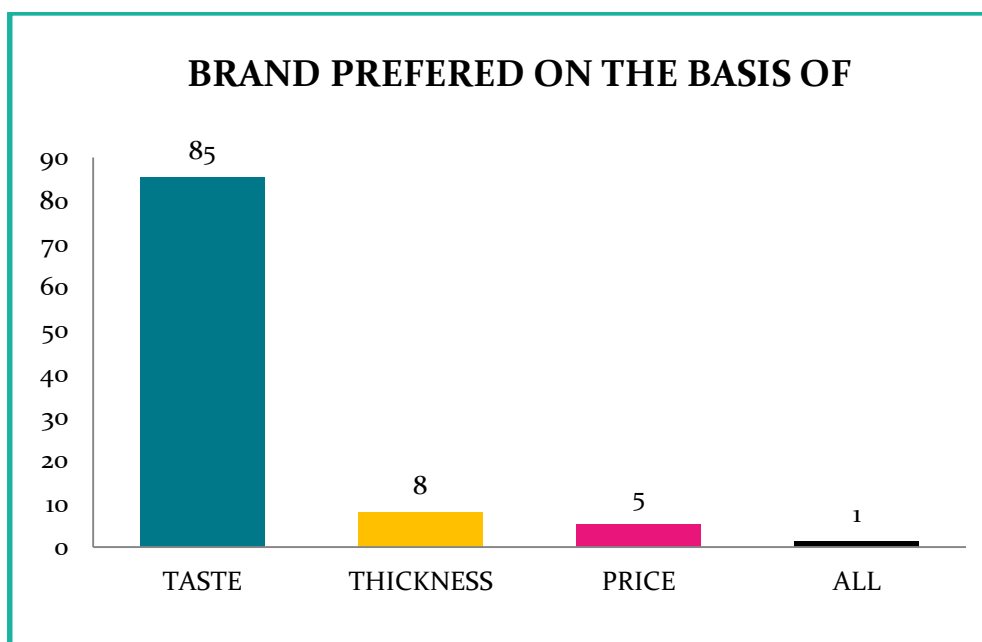


**Chart-1**



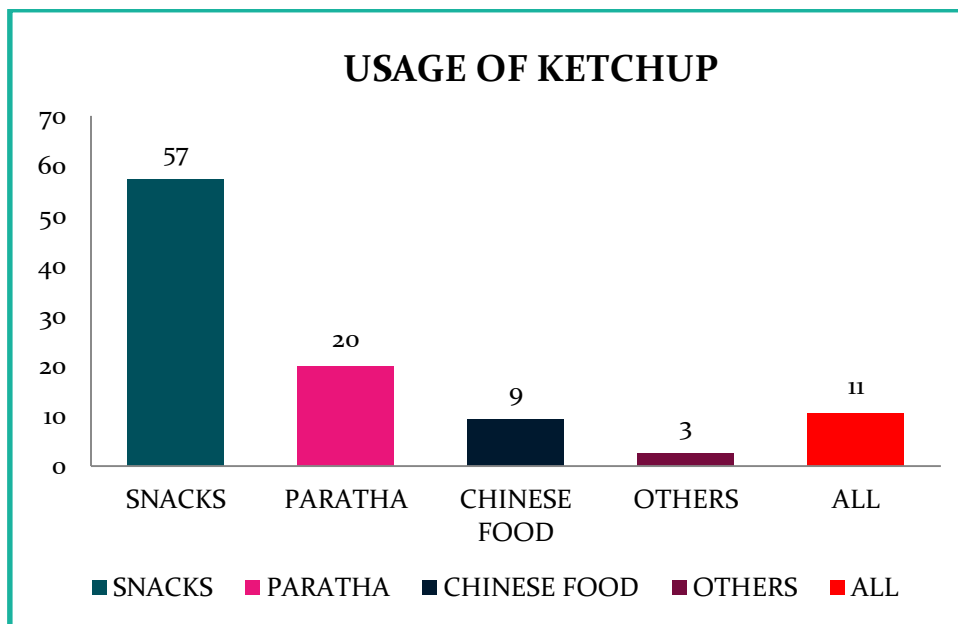
The chart shows that highest flavours preferred by consumers is tomato which is 71% followed by chilli tomato which is 17% and the least flavour preferred by consumer is no onion no garlic which is only 12%.

**Chart-2**



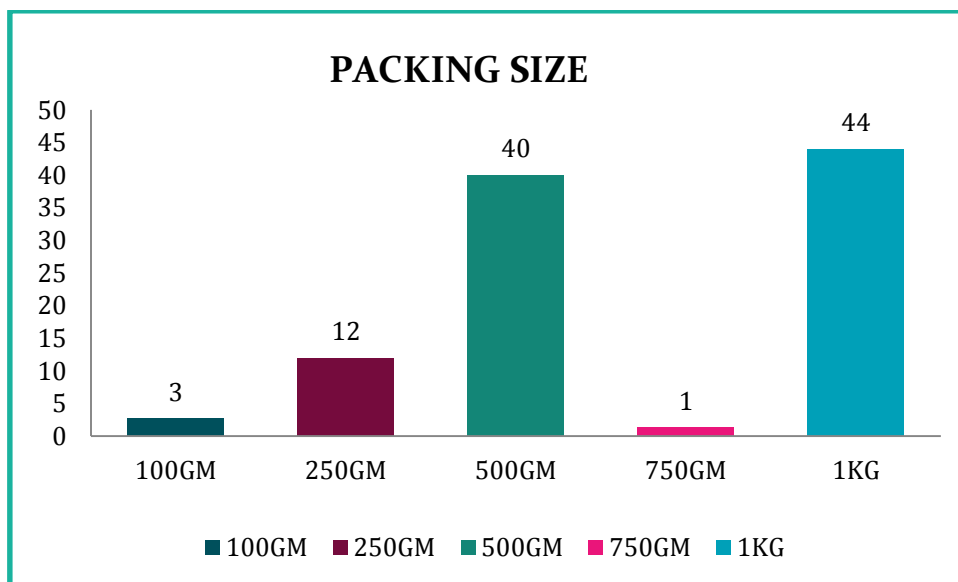
The tastes of the brand influence more to the consumer while purchasing the brand of ketchup. Out of total respondents 85% of customers use the current brand due to its taste while other factors are in a single digits.

**Chart-3**



It is found that ketchup is used more with snacks which is 57% while with paratha it is used only by 20%. With Chinese food it is used by 9%, with all food it is used by 11% and the least is used with others.

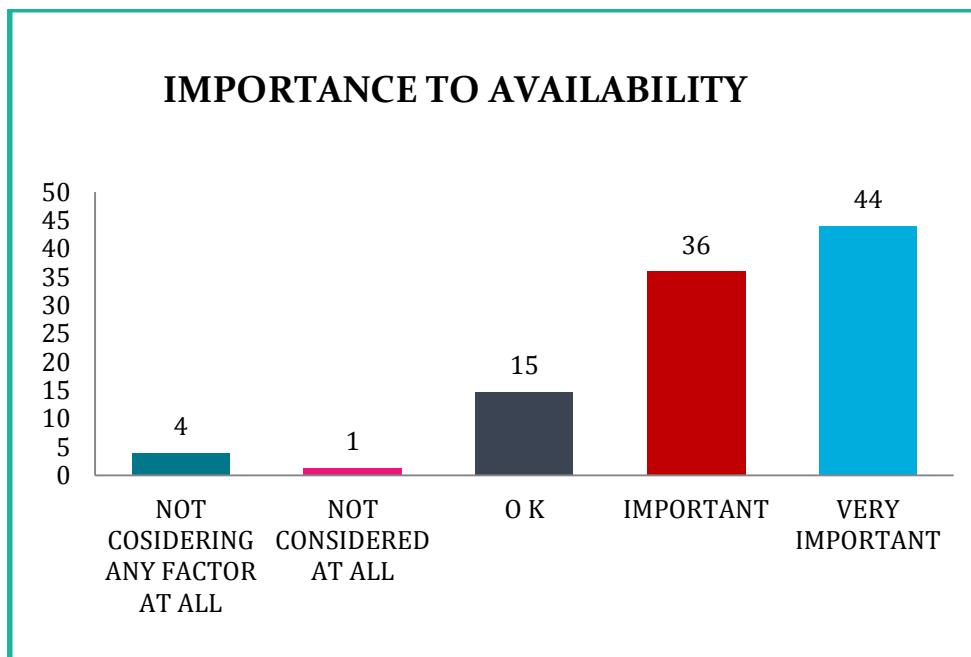
**Chart-4**



44% of consumer use 1KG bottle of ketchup while 40% of consumer use 500grams pack. 250grams are used by 12% of consumer while 100grams and 750grams are used by 3% and 1% respectively.

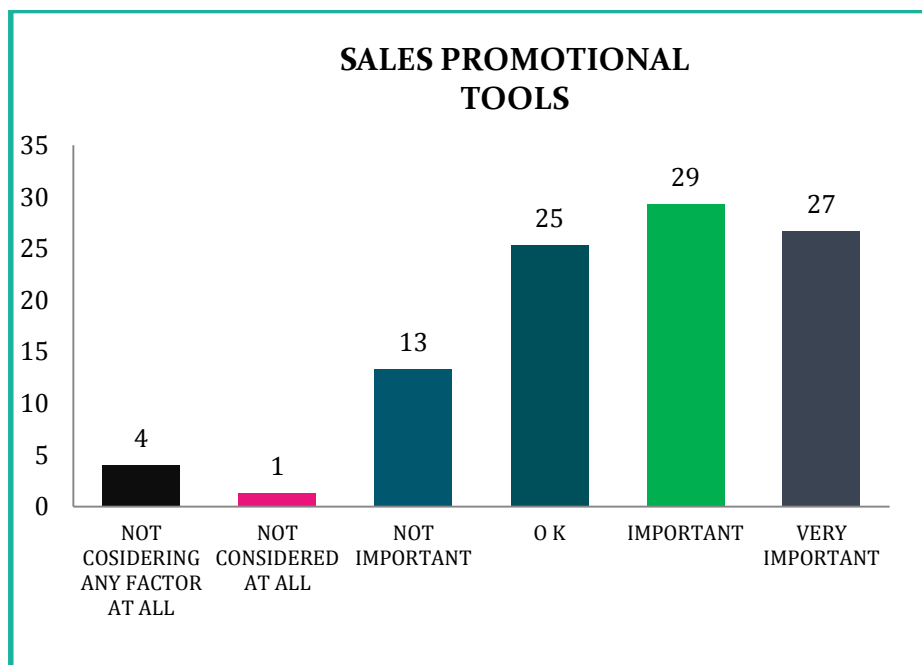
In case of higher consumption of ketchup in family 1Kg Economy pack also most preferred packing size. Special squeezing bottle is also offered for quick dispensable of ketchup.

**Chart-5**



44% of consumer feels that availability of brand is very important while purchasing a brand of ketchup followed by 36% which feels that it is important but not that much. While 15% and 1% of consumer think that availability is not important and 4% do not consider any factor at all.

**Chart-6**

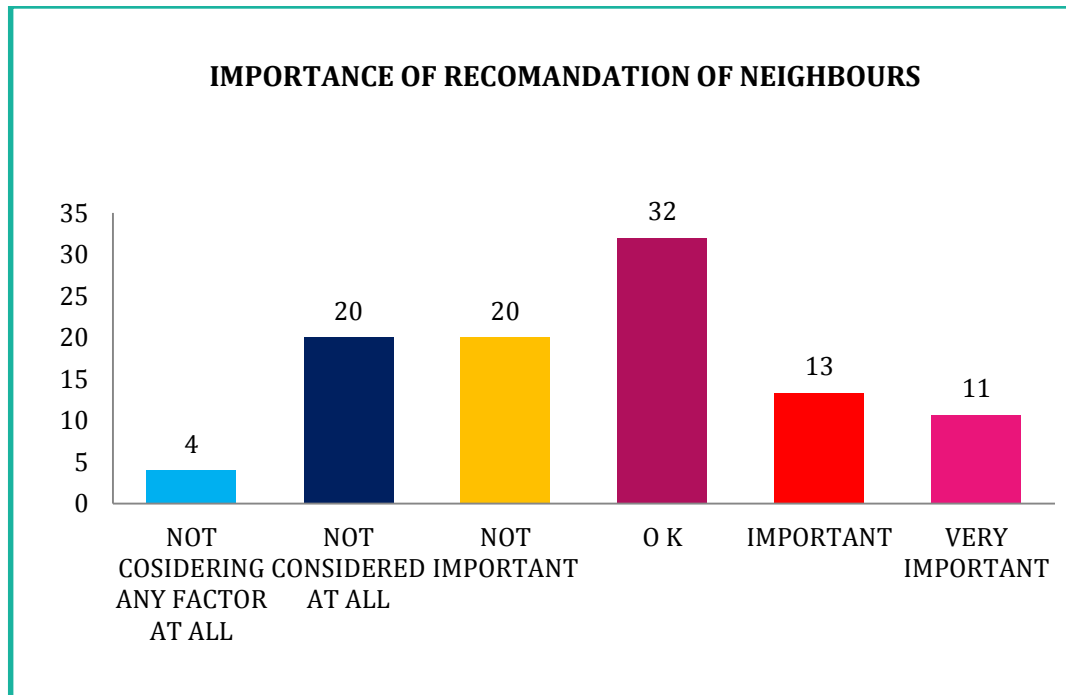


27% of consumer thinks that sales promotional tool is very important for awareness of the brand while 29% thinks that it is important factor to consider.



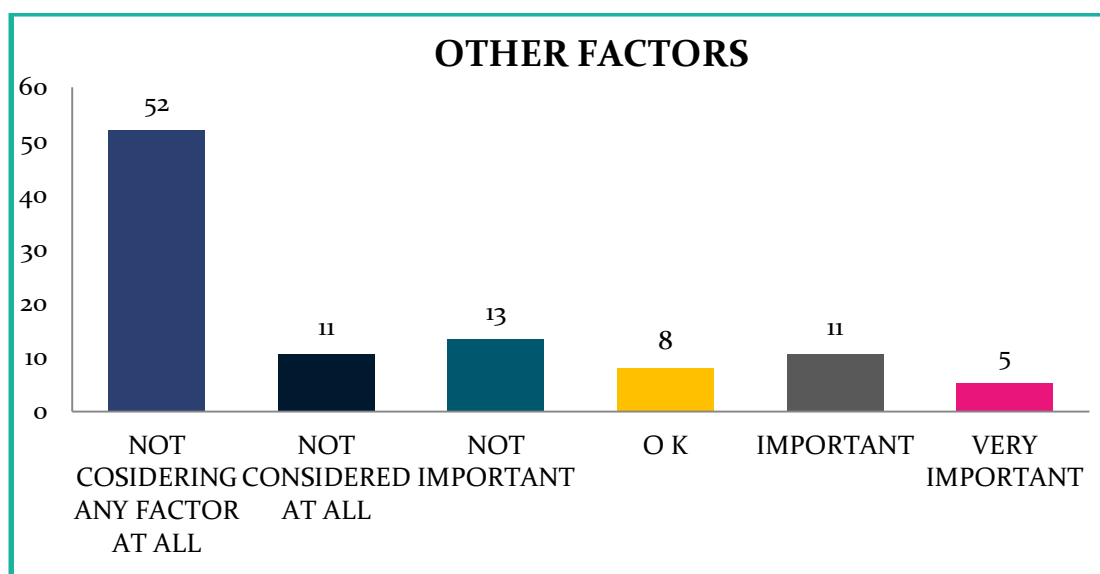
25% of consumer thinks it is ok while others are least concerned. Sale promotional tools are very effective for attracting consumers to wards particular brand. It may be for short period of time.

**Chart-7**



Not all consumer buy the brand suggested by neighbours only 11% and 13% buys the brand which is suggested by neighbours. One fifth of the respondents are considering recommendation of neighbours as well as equal number of respondents are ignoring any opinion while selecting brad of Ketchup.

**Chart-8**

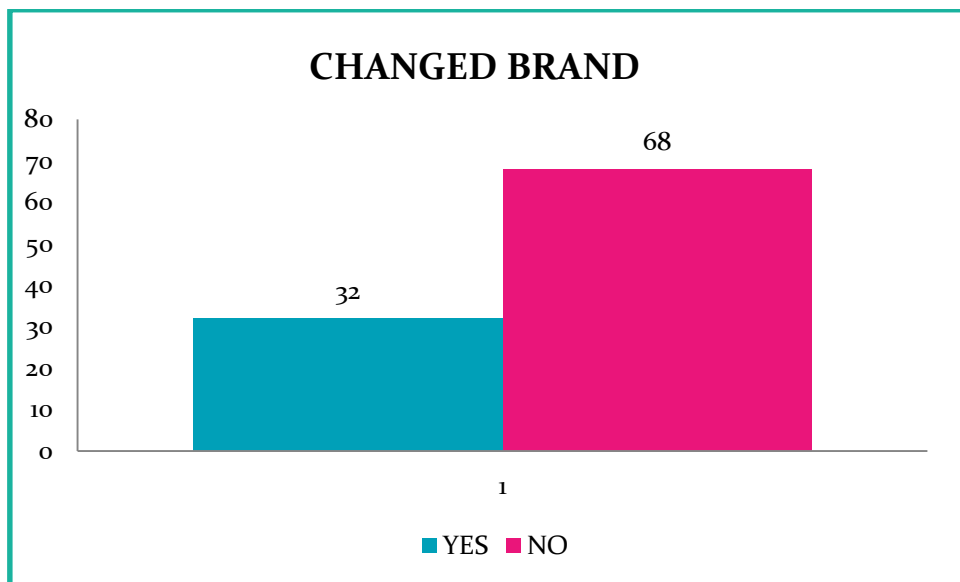






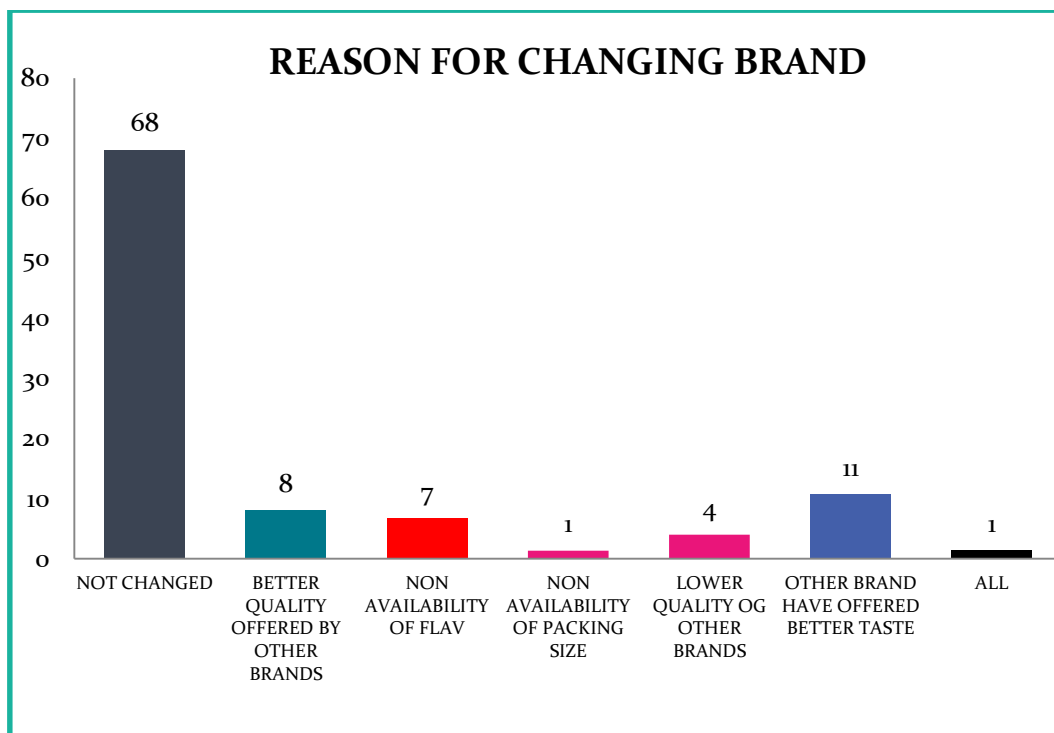
52% of consumers are not at all concerned about other factors while purchasing a brand followed by 13% which thinks that it is not important. While 8% are least concerned about the factors followed by 11% and 5% which thinks it is important and very important respectively.

**Chart-9**



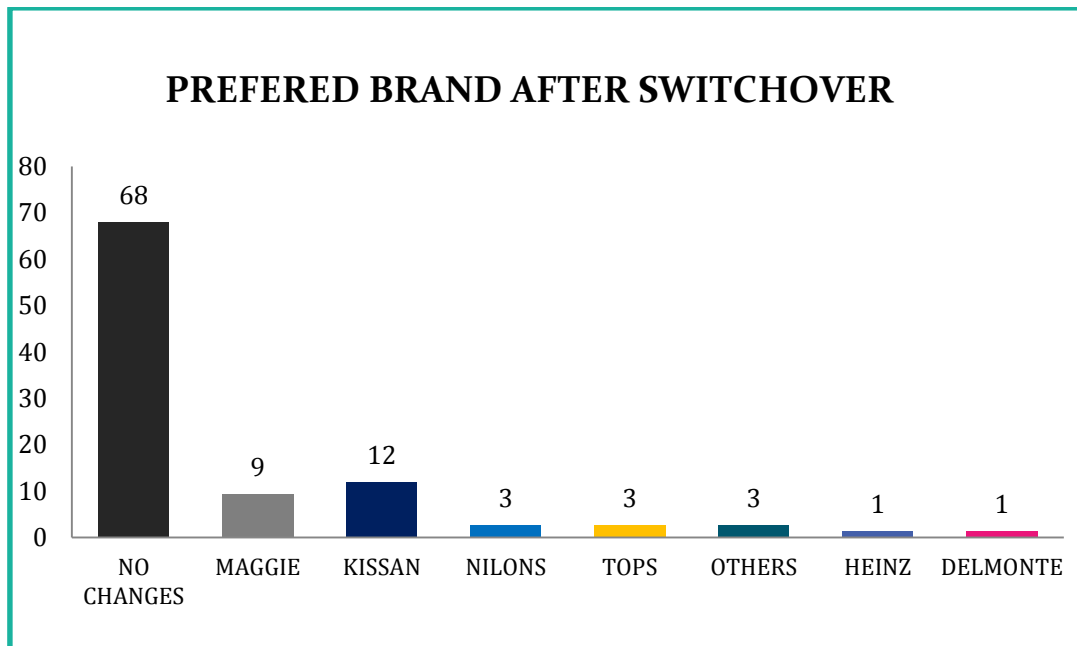
More than half number of consumer have switched over to other brand of ketchup which is 68% while 32% have not changed

**Chart-10**



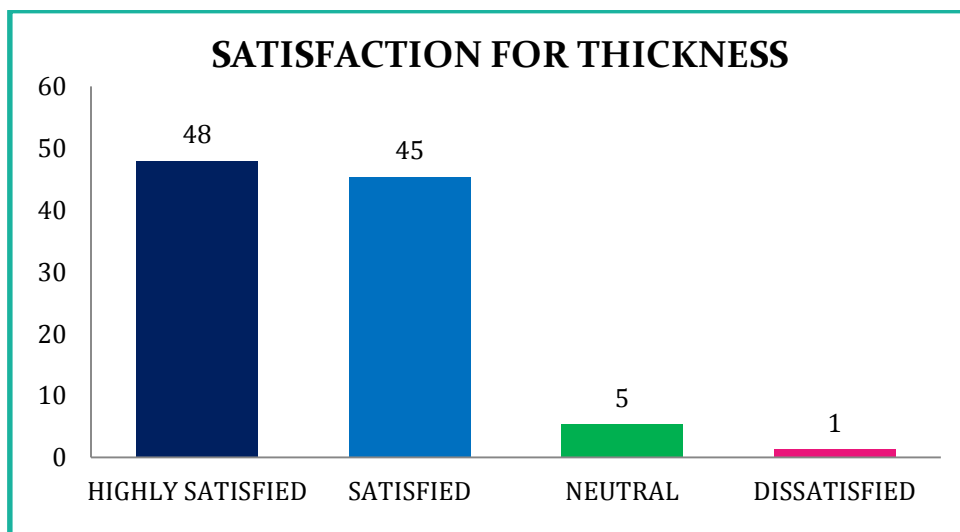
68% of consumers have not changed their brand while 11% changed their brand because other brands have offered better taste. 8% and 7% of the consumer have changed their brand due to better quality of other brand and non-availability of flavours respectively while 4% of consumers have changed their brand due to non-availability of the packing size they need.

**Chart-11**



Majority of consumer had not changed their brand of ketchup which is 68% while 12% of consumer switched over to Kissan and 9% of consumer switched over to Maggie. 3% of consumers switched over to Nilon’s, tops and other brands while 1% switched to Heinz and Delmonte

**Chart-12**

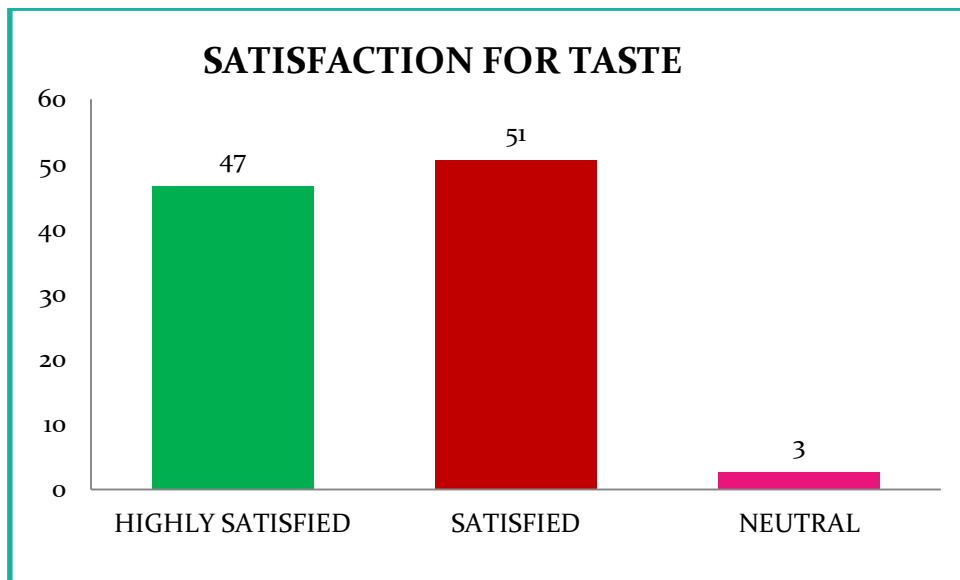


Highest number of consumers are highly satisfied with the thickness of the brand they are using which is 48% followed by 45% which are satisfied with the thickness of their



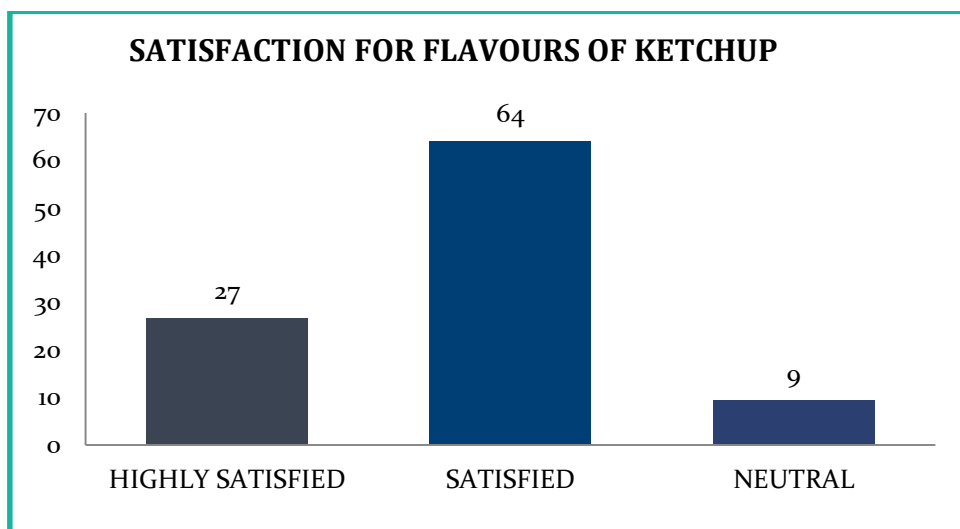
current brand. 5% of customers are least concerned about the thickness and 1% of consumers are dissatisfied which the thickness of their brand.

**Chart-13**



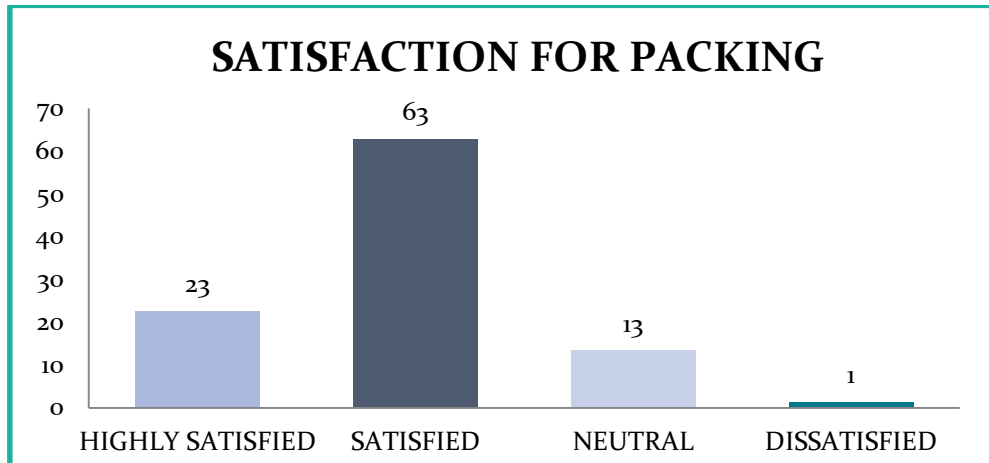
51% of consumers are satisfied with the taste of their brand while on the other hand 47% of consumers are highly satisfied with the taste of their current brand. Only 3% feels that taste of the brand is “Ok”.

**Chart-14**



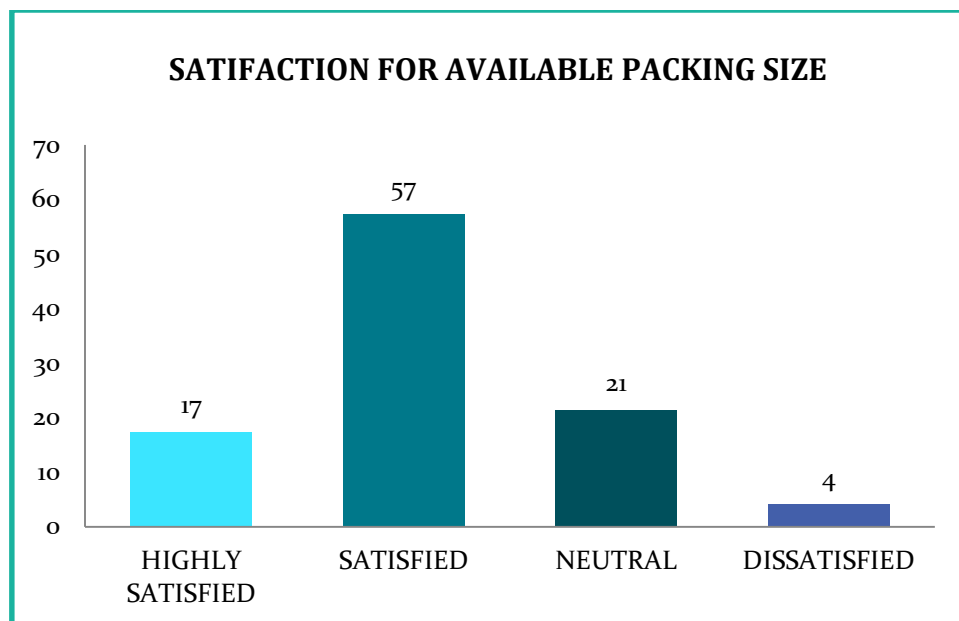
64% of consumers are satisfied with the flavour of the brand which they are using while 27% of consumers are highly satisfied from the flavour. Only 9% of consumers are least concerned about the flavours.

**Chart-15**



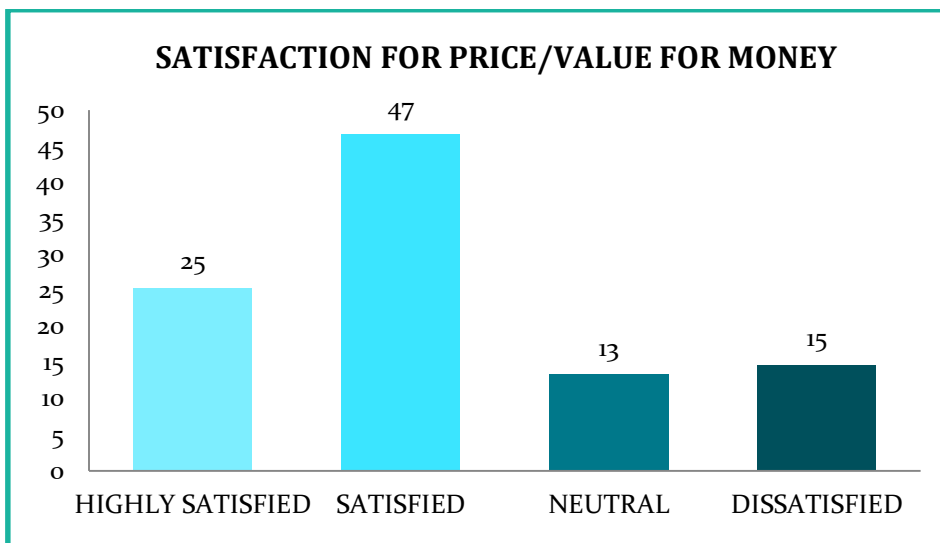
From the above chart we can conclude that more than 60% consumer are satisfied with their brand packaging which is followed by 23% consumers are highly satisfied and 13% consumer are having neutral level of feeling for their brand packaging. And approx. 1% consumer are dissatisfied with their brand packaging.

**Chart-16**



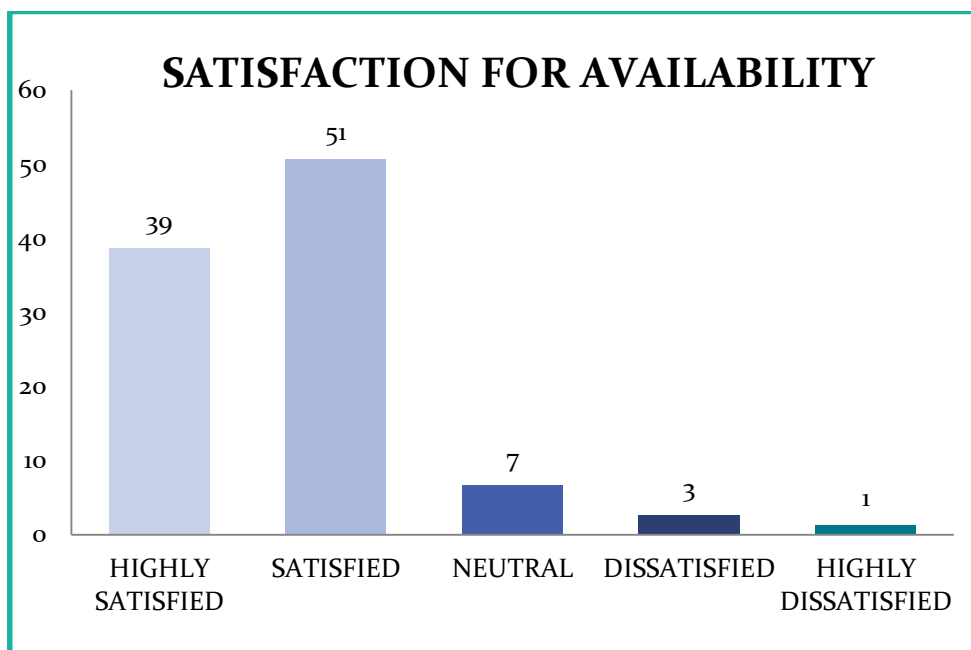
As we can see in the above and we can conclude that by analysing the data that 57% consumer are satisfied with size what is available in the market and what they are consuming. Followed by highly satisfied which are 17% and then neutral which are 21% and the last is dissatisfied which is 4%.

**Chart-17**



Consumers are satisfied with price which is offered by the brand they are using and that is 47%. Then comes the highly satisfied price which is 25% and then dissatisfied with the price which is 15% and last one is neutral i.e.13% consumers are neutral with the price offered by their brand.

**Chart-18**



From the above chart one can conclude that the availability of brand which they are using is there in the market and they are satisfied with it also. 39% consumers are highly satisfied with the brand availability in the market. And the 1% respondents are highly dissatisfied.

## 6 Findings

- "Kissan" is enjoying market leadership and "Maggie" is market challenger. However the position of Maggie in terms of market share is just half of "Kissan".
- Ketch up with only flavour of tomato or plain one is most preferred amongst the respondents.
- Selection of brand of Ketch up is made on the basis of Taste only. Other aspects like thickness or price are not so significant for the section.
- More than half of the respondents prefer to have ketch up with Indian snacks like Samosa, Vadav, Puff and other items.
- One fifth of the respondents prefer to have ketchup with Paratha. (Specially kids)
- One Kg packing size is most preferred size for the ketchup in case of heavy consumers in the family and at second place 500 gm pack is preferred.
- Consistent availability of brand in market as well in the appropriate size is very important. Nearly half of the respondents consider such element while determining brand.
- One fifth of the respondents consider sale promotion tool while selecting brand of Ketchup. This is very important or critical factor from the view point of marketer.
- In case of one third respondents "Neighbours" are proven to be influencer to the respondent for respective brand.
- Brand loyalty is significantly higher in case of Ketch as two third of respondents have not changed brand ever.
- Superior Taste offered by other brand is one of the important and pivotal reason for the change in the brand.
- Kissan is most benefited brand after brand switch over by consumer for any reason.
- Half of the respondents are highly satisfied by "Thickness", "Taste", "Availability in store" and "Value for Money".
- "Flavours" and "Packing Size" creates satisfaction amongst 60% respondents.

## 7 Suggestions and Conclusion

- Product innovation is one of the dry area or grey area in the ketchup market, Marketers needs to develop more flavours or specialised flavours.
- Distribution system is playing important role in the making product available. Consumer's count find consistency in availability of particular size which affects brand loyalty.

- Sale promotion is highly influencing to consumers but marketers are not utilising it properly. Innovative sales promotion tool need to be developed for increasing penetration level of ketchup.
- Separate small packing for travelling or for the particular flavour trial pack need to be developed.
- Packing needs to be make more attractive one as well as attractive also.
- Packing should be consumer friendly and must indicate that usage information.
- Information about level of salt or sugar or other ingredients need to be mentioned on the packing itself which gives proper information of the consumers before deciding brand...

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