

Consumer Buying Behaviour for Geographical Indication Product: Evidence from Balaramapuram Sarees in Ernakulam District

¹Divya N. D & ²Anoop K. K (Dr)

¹Research Scholar, Department of Commerce and Management, Amrita School of Arts & Sciences, Kochi, Amrita Vishwa Vidhyapeetham (India)

²Assistant Professor, Department of Commerce and Management, Amrita School of Arts & Sciences, Kochi, Amrita Vishwa Vidhyapeetham (India)

ARTICLE DETAILS

Article History

Published Online: 29 Sep 2018

Keywords

Consumer buying behaviour, Geographical Indication, Balaramapuram Sarees

*Corresponding Author

Email: divyapraveen2008[at]gmail.com

ABSTRACT

The buying behaviour of consumer is fluctuating day by day. The study of consumer behaviour takes an important role in marketing of any goods and services. The process of consumers decisions like what, when, how and from whom to purchase goods and services is called consumer behaviour. Balaramapuram is one of the most traditionally important places for fine cotton handloom fabrics in Kerala. It holds the monopoly over the traditional Kasavu mundu and Settumundu. It is the first handloom product in Kerala to receive Geographical Indication tag. The intention of the study was to analyze the consumer buying behaviour and factors influencing consumer buying behaviour of Balaramapuram Sarees in Ernakulam District. The data collected by face to face conversation based on the questionnaire with 50 respondents at Ernakulam District. The respondents were interviewed by using a structured questionnaire. Descriptive statistics and correlation analysis were used as analytical tool for testing the study's hypotheses. The findings revealed that there is a relationship between awareness and consumer buying behaviour. And also there is a relationship between advertisement and consumer buying behaviour.

1. Introduction

The study of consumers and the process they use to select, buy, use and dispose goods and services are called consumer behaviour. All consumers are different from one to another. So the behaviour of consumer is also different. The happiness of consumers is influence the success of any firm. The behaviour of the consumer cannot be defined easily and generally. Consumer behaviour is the study of how people buy, what they buy, when they buy and why they buy (Kotler, 2003). The behaviour of consumer is change over a period of time depending on the nature of products.

Geographical Indication is an indication on a product that indicates an exacting region, or place or locality. Geographical Indication (GI) acts as a device that helps producers discriminate their products from competing products in the market and to build a reputation and goodwill about their products that will get a best price.

Balaramapuram sarees is the first handloom product in Kerala to receive Geographical Indication tag. Balaramapuram is one of the most historically important places for excellent cotton handloom fabrics in Kerala. It is a small town in Trivandrum district. It holds the monopoly over the traditional Kasavu mundu and Settumundu.

1.1 Literature Review

Dhamotharan and Selvaraj (2013) described that demand for GI food products has increased among the consumers for a variety of reasons. The study shows that most of the consumers preferred to buy GI banana because of its medicinal value. Felice Adinolfi explained that the complexity

of consumer behaviour regarding regional wines even when labeled. A general thought is that obtaining a territorial label of typicality is essential but not sufficient for a positive market performance. Charity Nabwire Juma (2016) has described that consumers recognize organic honey to be better to non – organic honey from semi – arid area is considered more nutritious than that from humid zones and there is a strong desire for indication of origin and floral source of the honey. And the consumers need GI labeling. Kothai Natchiar (2016) explained that consumer is a complex entity and consumer behavior studies are being studied for different angles, comprising psychology, Social psychology, cultural anthropology and Economics. The most of the respondents are regular customer of Pothys because the customer service is very excellent. Nisha Rani (2014) revealed that handloom industry takes a significant part in the economy of our country. The well-organized function of handloom industry depends on the effective marketing programme of the handloom products. Gayathri (2016) has explained that consumers are more aware of handloom product but not much aware of descriptions and quality checking methods. So enough measures have to be taken place in order to increase the awareness about handloom products. Godwin (2012) stated that friends and family have the highest influences on decision making while Swedish customers purchase any hand made products.

1.2 Research Objectives

- To analyze the consumer buying behavior of Balaramapuram sarees in Ernakulam district.
- To find out the factors influencing consumer buying behavior for selected Geographical Indication product.

1.3 Hypotheses

H1: There is a significant relationship between consumer buying behaviour and awareness about Balaramapuram sarees.

H2: There is a significant relationship between consumer buying behaviour and advertisement.

2. Research Methodology

The present study has been conducted in Ernakulam District. It is situated almost at the center of Kerala State.

2.1 Sample Size

For the present study random sampling technique was used to select a sample of fifty respondents from Ernakulam district.

2.2 Data Collection

The present study is mainly based on primary data. The primary data has been collected from the fifty respondents in Ernakulam district. Structured questionnaire method was used for collecting the primary data. The secondary data has been collected from website, books, journals, articles and research papers etc.

2.3 Statistical Technique

Descriptive statistics and correlation analysis were used as analytical tool for testing the study's hypotheses.

3. Data Analysis and Interpretation

Table 1: Age

SI No.	Age	No. of respondents	Percentage
1	Below 25 years	0	0
2	25 – 35	32	64
3	35 – 45	16	32
4	Above 45 years	2	4

(Source: Primary data)

64% of the respondents belong to the category of 25 – 35years. 32% of the respondents belong to the category of 35 – 45 years and 4% of the respondents included in above 45years.

Table 2: Education

SI No	Education	No. of respondents	Percentage
1	Primary	0	0
2	Secondary	0	0
3	Degree	23	46
4	Post Graduate/ Professional	27	54
5	Others	0	0

(Source: Primary data)

54% of the respondents completed Post Graduate degree and 46% of the respondents completed Degree.

Table 3: Occupation

SI No	Occupation	No. of respondents	Percentage
1	Public sector	12	24
2	Private sector	31	62
3	Self employed	6	12
4	Retired	0	0
5	Student	1	2

(Source: Primary data)

62% of the respondents are working in private sector and 24% of the respondents are working in public sector.

Table 4: Income

SI No.	Income	No. of respondents	Percentage
1	Below 15000	0	0
2	15000 – 25000	1	2
3	25000 – 35000	7	14
4	35000 – 45000	8	16
5	45000 – 55000	16	32
6	Above 55000	18	36

(Source: Primary data)

36% of the respondents included in the category above 55000. And 32% of the respondents include in the category 45000 – 55000.

Table 5: Geographical Indication awareness

SI No.	GI Awareness	No. of respondents	Percentage
1	Yes	18	36
2	No	32	64

(Source: Primary data)

Majority of the respondents (64%) are not aware about Geographical Indication tag.

Table 6: Awareness about Balaramapuram sarees

SI No.	Awareness	No. of respondents	Percentage
1	Yes	41	82
2	No	9	18

(Source: Primary data)

Majority of the respondents (82%) are aware about Balaramapuram sarees.

Table 7: Balaramapuram sarees users

SI No.	Users	No. of respondents	Percentage
1	Yes	39	78
2	No	11	22

(Source: Primary data)

Majority of the respondents (78%) are using Balaramapuram sarees.

Table 8: Awareness about GI tag

SI No.	GI product	No. of respondents	Percentage
1	Yes	14	28
2	No	36	72

(Source: Primary data)

Most of the respondents (72%) are unaware about Balaramapuram sarees is a Geographical Indication product.

Table 9: GI influence is the reason for purchase Balaramapuram sarees

SI No.	Influence	No. of respondent	Percentage
1	Yes	7	14
2	No	43	86

(Source: Primary data)

86% of the respondents not influenced of Geographical Indication for buying Balaramapuram sarees.

Table 10: Purchasing interval of Balaramapuram sarees

SI No.	Interval of purchase	No. of respondent	Percentage
1	Once in a week	0	0
2	Once in every month	0	0
3	Once in a month	0	0
4	When required	40	80
5	Not heard till today	9	18
6	Others	1	2

(Source: Primary data)

80% of the respondents buy Balaramapuram sarees when they required.

Table 11: Influencing factor to buy Balaramapuram sarees

SI No.	Factor to buy	No. of respondents	Percentage

Table 14: Spreading awareness about Balaramapuram sarees

SI No.	Suggestions	I	II	III	IV	V
1	Fashion magazines	36 (72%)	14 (28%)	0	0	0
2	Celebrity	0	0	16 (32%)	22 (44%)	12 (24%)
3	Open exclusive outlets	0	0	22 (44%)	10 (20%)	18 (36%)
4	Part of malls	0	0	12 (24%)	18 (36%)	20 (40%)
5	Separate sections	14 (28%)	36 (72%)	0	0	0

(Source: Primary data)

72% of the respondents strongly agreed that advertisement in fashion magazines is ideal in spreading awareness about Balaramapuram sarees. And 72% of the

1	Advertisement	2	4
2	Word of mouth	6	12
3	Shop display	8	16
4	Friends/ Family/ Relatives	30	60
5	Others	4	8

(Source: Primary data)

60% of the respondents influenced to buy Balaramapuram sarees because of their Friends/ Family/ Relatives.

Table 12: Occasion for preference

SI No.	Occasions	No. of respondents	Percentage
1	Marriage functions	8	16
2	Festivals	39	78
3	Casuals	1	2
4	Others	2	4

(Source: Primary data)

Majority of the respondents (78%) prefer Balaramapuram sarees for festivals.

Table 13: Awareness about advertisements

SI No.	Advertisement	No. of respondents	Percentage
1	Yes	14	28
2	No	36	72

(Source: Primary data)

72% of the respondents have not seen advertisement of Balaramapuram sarees.

respondents agreed allocate separate sections for Balaramapuram sarees in regular fashion stores & boutiques.

Table 15: Attracting factors to buy Balaramapuram sarees

SI No.	Attributes	Very Important	Important	Moderately important	Slightly important	Not important
1	Price	19 (38%)	23 (46%)	6 (12%)	-	2 (4%)
2	Quality	45 (90%)	5 (10%)	-	-	-
3	Brand	14 (28%)	8 (16%)	19 (38%)	8 (16%)	1 (2%)

4	Color & Design	43 (86%)	7 (14%)	-	-	-
5	Style	29 (58%)	20 (40%)	1 (2%)	-	-
6	Comfort	45 (90%)	5 (10%)	-	-	-
7	Advertising	1 (2%)	8 (16%)	26 (52%)	11 (22%)	4 (8%)
8	Sales Promotions	-	15 (30%)	14 (28%)	17 (34%)	4 (8%)

(Source: Primary data)

Quality and comfort (90%) are the main attributes to purchase Balaramapuram sarees.

FIGURE 1: Graphical representation of attracting factors to buy Balaramapuram sarees

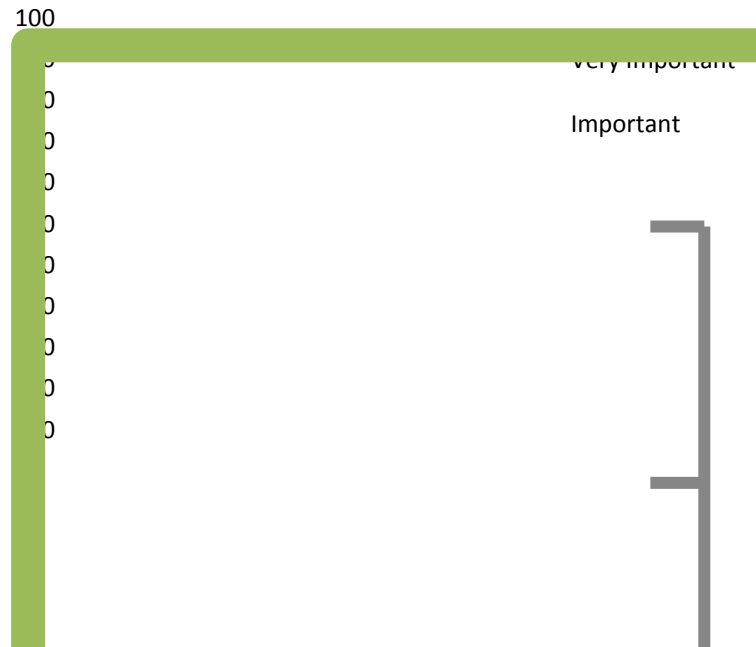


Table 16: Features of Balaramapuram sarees

SI No.	Features	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Traditional wear	17 (34%)	28 (56%)	5 (10%)	-	-
2	Personality	9 (18%)	17 (34%)	22 (44%)	2 (4%)	-
3	Expensive	11 (22%)	24 (48%)	15 (30%)	-	-
4	Self- Confidence	4 (8%)	17 (34%)	27 (54%)	2 (4%)	-
5	Excellent	18 (36%)	26 (52%)	6 (12%)	-	-
6	Attitude	2 (4%)	17 (34%)	24 (48%)	7 (14%)	-

(Source: Primary data)

36% of the respondents strongly agree that Balaramapuram sarees is excellent in quality. 34% of the respondents strongly agree that it is a traditional wear.

Table 17: Mean, Standard Deviation and obtained Correlation value on Buying behaviour and Awareness of respondents

Test	Mean	S.D	Correlation	P value
Buying behaviour	4.22	0.47	0.68*	0.00
Awareness	1.82	0.39		

Significant at 0.05 level

The obtained correlation value of 0.68* was greater than the required correlation value of 0.28 at 0.05 level with 49df. Hence, there was significant relationship between buying

behaviour and awareness of the respondents. Thus, the first hypothesis of this study is accepted.

Table 18: Mean, Standard Deviation and obtained Correlation value on Buying behaviour and Advertisement

Test	Mean	S.D	Correlation	P value
Buying behaviour	4.22	0.47	0.30*	0.03
Advertisement	1.28	0.45		

Significant at 0.05 level

The obtained correlation value of 0.30* was greater than the required correlation value of 0.28 at 0.05 level with 49df. Hence, there was significant relationship between buying behaviour and awareness of the respondents. Thus, the second hypothesis of this study was accepted.

spreading awareness about Balaramapuram sarees. And 72% of the respondents agreed allocate separate sections for Balaramapuram sarees in regular fashion stores & boutiques.

- Quality and comfort (90%) are the main attributes to purchase Balaramapuram sarees.
- 36% of the respondents strongly agree that Balaramapuram sarees is excellent in quality. 34% of the respondents strongly agree that it is a traditional wear.

4. Major Findings

- 64% of the respondents are not aware about Geographical Indication tag.
- Majority of the respondents (82%) are aware about Balaramapuram sarees.
- 78% of the respondents are using Balaramapuram sarees in Ernakulam district.
- Most of the respondents (72%) are unaware about Balaramapuram sarees is a Geographical Indication product.
- 86% of the respondents not influenced of Geographical Indication for buying Balaramapuram sarees.
- 80% of the respondents buy Balaramapuram sarees when they required.
- 60% of the respondents influenced to buy Balaramapuram sarees because of their Friends/Family/ Relatives.
- In Ernakulam district, majority of the respondents (78%) prefer Balaramapuram sarees for festivals.
- 72% of the respondents have not seen advertisement of Balaramapuram sarees.
- 72% of the respondents strongly agreed that advertisement in fashion magazines is ideal in

5. Conclusion

The study of selection, purchase, use and dispose goods and services to assure their needs and wants of an individual or group or organization is called consumer behaviour. The respondents are aware about Balaramapuram sarees. But not much aware of it has Geographical indication [GI] tag. GI ensures quality and origin of products. Quality and comfort are the main attributes of Balaramapuram sarees. It is excellent in quality. Majority of the respondents have not seen advertisement of Balaramapuram sarees. Advertisement in fashion magazines is the best method of spreading awareness about Balaramapuram sarees. The result of the study proved that, there is a significant relationship between consumer buying behaviour and awareness about Balaramapuram sarees. And there is a significant relationship between consumer buying behaviour and Advertisement of Balaramapuram sarees.

References

1. Charity, Nabwire, Juma., David, Jakinda, Otieno., Willis, Oluoch, Kosura., Amos, Gyan., & Judith, Auma, Oduol. (2016). A study of consumer perceptions and preferences for Geographical Indication and quality attributes of honey in Kenya.
2. Dhamotharan, P. G., & Selvaraj, K. N. (2013). Determining consumer preference and willingness to pay for GI registered bananas. *Journal of Intellectual Property rights*. Vol 18. 576 – 583
3. Felice, Adinolfi, Mercello, De, Rosa.,& Ferruccio, Trabalzi. Geographical indications, local reputations and consumer behaviour: the case of Italian wines
4. Gayathri, V. Nair.,& Kinslin, D. (2016). Attitude of consumer towards handloom products with special reference to

- Trivandrum district. *Journal of Chemical and Pharmaceutical Sciences*. Vol. 9
5. Godwin, De, Silver., & Palash, Kumar, Kundu. (2012). Handicraft products: identify the factors that affecting the buying decision of customers (The view point of Swedish shoppers).
 6. Hamil, A., Kothai, Natchiar, M. (2016). A study on consumer behaviour towards Pothys textile in Thirunelveli district. *International Journal of Research – Granthaalayah*. Vol. 4
 7. <https://en.wikipedia.org/wiki/Balaramapuram>.
 8. Nisha, Rani., & Anupama, Bains. (2014). Consumer buying behaviour towards handloom products in the state of Punjab & Haryana. *International Journal of Advanced Research in Management and Social Sciences*. Vol. 3
 9. Philip, Kotler. (2003). *Marketing Management, 11th Edition*, New Delhi: Prentice Hall of India Limited.