

Traditional Indian Batter: A Contemporary Context on Brand Exposure

A. Arunprakash, J. AngeleneAishwarya, S. AnuSuwathi

Dr. A. Arunprakash, Assistant Professor, Department of Commerce A&F, Sri Krishna Arts and Science College, Coimbatore, Tamilnadu, India.

Ms. J. AngeleneAishwarya, III B.Com AF 'A', Department of Commerce A&F, Sri Krishna Arts and Science College, Coimbatore, Tamilnadu, India.

Ms. S. AnuSuwathi, II B.Com AF 'B', Department of Commerce A&F, Sri Krishna Arts and Science College, Coimbatore, Tamilnadu, India.

Article Info

Volume 81

Page Number: 4633 - 4636

Publication Issue:

November-December 2019

Article History

Article Received: 5 March 2019

Revised: 18 May 2019

Accepted: 24 September 2019

Publication: 23 December 2019

Abstract:

Idly and Dosa are among the most loved breakfast options across India, owing to their simplicity, taste, and nutrition. Traditionally these delicacies took hours to grind, ferment, and prepare. However, the new generation of working couples expect quick breakfast solutions. Hence, packaged batter of idly and dosa has become a popular trend in India. Over the years, households developed an entrepreneurial way of monetizing the extra batter that's fermented. Soon after, the corporate companies saw an immense opportunity in this field and immediately sought after this opening. In this modern-era of fast paced life, ready to cook batter serves its purpose of being easy to cook and saving time. Hence, in the 21st century idly dosa batter is really fulfilling its role to its potential. There are more than 100s of brands that sell fermented idly and dosa batter. However, only a handful of them are very popular among people. So, this study focuses on the individual brand's exposure in the market, identify the type of batter that is being sold and which is preferred most by the consumers and also to examine the price affordability and brand's influence of the product. Ironically, a class of people still prefer homemade idly and dosa batter over the branded ones. This is due to the fact that, people's confidence in the corporate companies is declining. However, major players like ID and MTR still manage to dominate the market by appealing to their superior standards.

I. INTRODUCTION

India has the second largest population in the world. In that most of the women are employed and they want to save time in preparation of food. In this modern world instant food plays a vital role in satisfaction of modern women but still the Indian food culture exists, therefore they buy the packed items for their daily purpose. Among those items the Idly/dosa batter has a first content in their purchasing products. Though the same ingredients like rice, urad dal., are major ingredients to prepare the batter, the competition for this product still exists in the market. The product which is been produced and sold in different brands with the different prices, quantity and quality, in the eyes of consumers the name of brand takes an important role. Consequently the brand awareness is created by the visual exposure. This exists because the consumer believes that they feel safe and confident when purchasing product associated with the famous brand. They also believe that the brand determines their standard of living and status and this attitude is

confirmed while they purchase their necessities according to brand.

Statement of Problem:

Gaining popularity gives a place for all kind of products in market. But not only getting a place in the market will determine the success of a business, it also should create a space for a shop to leave their impact in the mindset of the consumers as well as societal assistance with common benefit attainment. Consequently, creating a place for their brand has become a toughest part in the competitive world where the brand owners have given a serious task on making a consciousness among the consumers about their name of their product. This study focus on.

II. OBJECTIVES OF STUDY

Primary Objective: To be acquainted with the brands' Exposure in the market.

Secondary Objectives: To discern the most sold branded Indian traditional batter.

Incidental Objectives: To examine the price affordability and brand influence of the product.

III. SCOPE OF STUDY

The study focuses on traditional Indian batter (Idly/Dosa batter) in Tamil Nadu at Coimbatore region. As such it creates the greater consciousness on the popularly known brands to the others who are not aware of it in the research region. This is a comprehensive study of leading brands sold by the 200 shops. It is to give a new context on brand exposure of the consumers.

IV. REVIEW OF LITERATURE

Swamyet. al. (2012) has examined the research article entitled “Buying behavior of consumer towards instant food products” this article have observed that the consumer are not aware of brands left for the product that they generally purchase (Idly/Dosa batter), they also mention that the preference of the consumer for purchasing a product depend upon the quality and ready availability of food products.

Switalaet. al (2018) The research study encoded “The Influence of Brand Awareness and Brand image on Brand Equity – an imperial study logistics service provider” has specifically compared the influence of brand image and brand awareness on brand equity to find out which force of influence is greater with related to the daily using products.

V. METHODOLOGY

This chapter focuses on a comprehensive sight of the methodology preferred for to investigate the brand exposure of the product consumed by the consumers about traditional Indian batter preferred in packaged form. It also includes certain other aspects such as

- Research design
- Sample design
- Area of the study
- Sample population
- Source of data
- Tools opted for Analysis

Research design

It is defined as a Standard structure of approaches and procedures elected by a researcher to compile the components deputed for the research study in a reasonable and logical manner to attain the exact solution for the research problem. Hence the research exclusively focus on descriptive research to give a clear cut picture that affords the key insights about “how” to perform the qualitative research using a particular methodology.

Area of the study

“Coimbatore, a Manchester of Tamil Nadu”. This is a widely known concept whereas the same Manchester of South India is also popularly known as textile hub of Tamil Nadu. This region is targeted for the research study.

Sampling design

It is a scientific statistical function that provides the researcher with the probability of any given sample being drawn. Meanwhile sampling is the groundwork of nearly every research project whether it is smaller or larger one. Hence the current study has deputed a simple random sampling which flows under probability sampling technique. This sampling is opted because the population of the respondents in the region is defined.

Sample Population

Sample population reveals about the number of respondents’ (general stores) deputed for the study. Hence the general shops who sell the brands of Idly/Dosa batter in the selected region is 421. Where this 421 is a targeted population. Based on the time constraints and other reasons the entire stores cannot be concentrated. Merely, the top 200 general stores are randomly selected for the research study based on the annual turnover of the stores. So also they are considered for the further analysis.

Source of Data

This study is derived from the two sources such as Primary and Secondary data. Primary data is derived from the structured questionnaire formulated and issued to the respondents as brand owners of the product. The secondary data is a data which is used to gather for theory building. This data reveals about the information that are procured from the journals, books and magazines.

Tools used for the analysis are

- ♪ Frequency analysis
- ♪ Chi-square
- ♪ SWOT analysis

Critical Analysis

Frequency analysis

This chapter explores the analysis and interpretation of the data collected from the respondents regarding the brand awareness and exposure of the product (Idly/Dosa Batter) It is been clear that 44% of the respondents are holding multilateral stores which provides all types of general products. 67% of these shops used to buy batter packets every day frequently. 74% of the respondents have given that they sell both

branded and unbranded Idly batter. 53% of the respondents have given that branded batter is been sold more than the unbranded one. 23% of the respondents have opted that 15-25 packets of the batter is been sold 13 % of the respondents have given that they replace the packets which are left over.

Chi Square analysis

H1: There is a significant relationship between the study factor and the personal factors deputed for the study

- Study factors (given below)
- Personal factors (Sale of the products)

S.N	Study Factors	Calculated Value	Df	P Value
a.	Low cost	23.547 ^a	8	.001*
b.	Differences in tastes	32.665 ^a	3	.003*
c.	As like home prepared	2.033 ^a	5	.000*
d.	Preferred most by the family members	35.692 ^a	7	.070
e.	Affordable price in the market	8.071 ^a	4	.000*
f.	Awareness of products availability in the shop	11.030 ^a	3	.040*

It is inferred from the table that except the variable 'Preferred most by the family members' all other variables are having a significant relationship between the hence the formulated alternative hypothesis is accepted because the probability value is greater than the significant value (0.05).

Finally it is concluded that there exists a significant relationship between the variable namely, low cost, difference in tastes, as like home prepared, affordable price and awareness with the sale of the products.

SWOT Analysis

SWOT ANALYSIS				
S.N	Strength	MV	Weakness	MV
1	The ability to innovate on a continuous basis	2.2	Lack of brand awareness	4.9
2	The ability to quickly adapt to changing market conditions	1.4	Not enough resources to generate the much needed brand recognition	3.2
3	A high brand equity	2.6	Lack of distribution	1.5
4	An excellent company reputation	3.1	Too broad or too narrow product assortment	4.1
5	A supportive distribution network	4.2	Lack of experience in international trade (in case the company plans to expand globally)	2.2
S.N	Opportunities	MV	Threats	MV
1	Huge market potential	3.5	Very strong competition from both well established brands and low priced new entrants and private labels	2.7
2	Change in consumer perception that favors your company's offering	4.7	Very strong competition from both well established brands and low priced new entrants and private labels	1.3
3	Fast-growing market segment	3.2	Change in consumer perception that favors the competition	3.9
4	Weak or slow-to-react competition	3	Lack of resources to create a meaningful impact in the marketplace	4.4

It is done to know the Strength, Weakness, Opportunities and Threats of the brands offered in the market. Hence it is proved with the mean value 4.2, 4.9, 4.7 and 4.4 respectively. These mean value intricate the variables such as supportive distribution network is a greatest strength for the brand exposure,

Lack of brand awareness is the technical hitches /weakness, change in consumer perception that favors the company offering is opted as a major opportunities and lack of resources to create a meaningful impact in the market place .

VI. SUGGESTIONS& RESULTS

Quality standards: The purity or the standard in quality plays a major role which should be made mandatory and has to be followed by the batter companies to support the good health of their consumers.

Promotional Strategies: Creation of the identity is important as well retention is much more important than anything else. It can make frequent advertisements to increase the Conciousness level of the consumer for traditional Indian packed batter.

VII. CONCLUSION

The name of the product could be recognized by the consumers in the market which creates the greater impact on its quality. Once the name has been recognized, it may run smoothly among the people. The firm wants to create awareness and recognition through the branding strategies. Create identification and brand awareness. Consequently guaranteeing certain level of quality, quantity, may satisfy the want of the customer else the vise-versa can also be happened. In order to over rid with the issues the promotion of the product has to be upheld with the brand owners. It makes shopping feasible to customers since it is means of identification. Shoppers treat brands as a guide to quality, the price of the product, service, etc. generally, consumers associate each brand with certain quality, price, service, etc. Hence, it becomes easy for consumers belonging to different segments to associate certain brands with their requirements and exercise choice.

REFERENCES

1. Achaya, K. T. (1994). Indian food: a historical companion. Oxford University Press: Delhi.
2. Adams, M.R. (1998). Fermented weaning foods. In: Microbiology of fermented foods Wood JB (ed). Blackie Academic, London, 790–811.
3. Agarwal, K. N. and Bhasin, S. K. (2002). Feasibility studies to control acute diarrhoea in children by feeding fermented milk preparations Actimel and Indian Dahi. Eur. J. Clin. Nutr., 56:56-9.
4. Aliya, S. and Geervani, P. (1981). An assessment of the protein quality and vitamin B content of commonly used fermented products of legumes and millets. J. Sci. Food Agric., 32:837-42.
5. Demir, N., Bahceci, K. S. and J. Acar (2006). The effects of different initial Lactobacillus plantarum concentrations on some properties of fermented carrot juice. J. Food Process. Preserv., 30:352–363.
6. Deosthale, Y., Mohan, V. and Rao, K.V. (1970). Varietal differences in protein, lysine, and leucine content of grain sorghum. J. Agric. Food Chem., 18:644-6.
7. Di Cagno, R., Coda, R., De Angelis, M. and Gobbetti, M. (2013). Exploitation of vegetables and fruits through lactic acid fermentation. Food Microbiol., 33:1–10.