

## **A STUDY ON CUSTOMER PREFERENCES TOWARDS KOHINOOR BASMATI RICE**

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### **ABSTRACT**

This study explores the complex world of consumer preferences for Kohinoor basmati rice with the aim of providing an in-depth understanding of the variables affecting purchasing decisions. The study aimed at achieving multiple objectives by building a comprehensive literature review that explored the historical and cultural significance of basmati rice varieties in India and the economic impact and branding strategies of the industry. Using a combination of quantitative and qualitative methods such as surveys and interviews the study examines the complex relationship between quality, price, packaging and brand name with respect to consumer behaviour. While participants continue to point out the distinctive taste and aroma associated with Kohinoor basmati rice, the findings highlight the critical importance of quality. Perceived value highlights the link between consumer perceptions of value for money and a brand's premium positioning. Clear and informative packaging emerges as an important influence. Consumer loyalty is characterized by the brand's reputation which is shaped by brands familiarity in the market by consumers and it highlights how they choose it over other brands. Consumer health-related behaviour further highlights the changing nature of preferences.

### **1. INTRODUCTION**

Understanding consumer preferences is important for businesses hoping to succeed in a competitive environment, as it has a significant impact on market dynamics in the food industry. This study explores the complex world of consumer preferences with a focus on the rice industry and the main brand Kohinoor Basmati Rice on special. Valued for its distinctive flavour and aroma, basmati rice is essential for a wide variety of cultures and cuisines. It is important to examine the variables that affect people's decisions at the cereal level as consumer demand changes and health concerns become more important. Renowned for its excellent cooking properties Kohinoor Basmati Rice is analysed from several factors including taste, quality, brand recognition, packaging, and price. Comprehensive studies are needed to explore variables which affects consumer preferences for Kohinoor basmati rice. The objective of this study is to examine how factors such as taste, brand name, packaging, and price determine consumer perceptions. The study will also consider how regional cultural preferences influence the selection of basmati rice. Through a thorough evaluation of these variables, the study seeks to offer insightful information about the changing patterns of consumer preferences, illuminating the factors contributing to Kohinoor Basmati Rice's appeal and providing implications for the brand as well as the larger rice market.

### **2. LITERATURE REVIEW**

- a) Culinary Heritage and Basmati Rice Preferences in India: A Cultural Perspective The highly interconnected cultural significance of basmati rice in India is explored in this review of the literature. It examines the customs, historical records and traditional cooking techniques associated with basmati, explains how cultural factors shape contemporary consumer preferences, discusses the role of basmati in festive and festive occasions, and how culture in this relationship gets the demand for unique varieties and raw materials for products like Kohinoor
- b) Consumer Preferences and Market Dynamics in the Indian Basmati Rice Industry This literature review summarizes a study on consumer interest and competitive landscape looking at the Indian basmati rice market from the market perspective. It examines factors such as pricing structure, marketing strategy and brand loyalty to examine how companies like Kohinoor respond to these developments. The study analyses the impact of globalization on the basmati market, examining how trade agreements and internationalisation demand is forming in the Indian industry.
- c) Quality Determinants of Basmati Rice: A Comprehensive Review Focusing on the constituents of basmati rice, this literature review takes the approach of investigating the major factors that contribute to the quality of basmati varieties. This includes aroma, rice texture and expansion after cooking, and provide insights into how consumers perceive these attributes. The impact of soil parameters, management techniques and agricultural practices on the quality of all basmati rice in India is also discussed in the study.
- d) Nutritional Value and Health Perceptions of Basmati Rice in India This literature review focuses on the nutritional value of basmati rice and how health-related factors influence the decision making of Indian consumers. It compares the nutritional value of basmati rice with other types of rice and addresses the perception of Basmati City consumers as a healthy alternative. The study also looks at the labelling and marketing strategies used by companies such as Kohinoor to align consumer behaviour with healthy products.

## Objectives

- Analyse consumer perceptions of Kohinoor Basmati Rice's overall qualities, taste and appeal.
- Examine how Kohinoor Basmati Rice pricing affects consumer choice and whether it is in line with perceived value.
- Examine how consumers are familiar with the brand and packaging affect consumer choice.
- Examine how consumer preferences are affected by a brand's reputation over the other rice brands.

## 3. METHODOLOGY

This study used mixed methods to explore consumer intention to purchase Kohinoor Basmati Rice, including qualitative and quantitative information. The scope of this study is broad and targeted basmati rice consumption of different demographics differ from each factor by other and helps to understand the market as a summary.

**Data Collection:** To better reach a wider audience, the survey instrument was conducted virtually through an online survey system. Total 100 respondents were part of the survey and the results were collected through google forms.

## HYPOTHESIS TEST

- The dependent variable is How would you rate the taste of Kohinoor Basmati Rice and the independent variables are Purchase Rate, Familiar with the Brand, Choosing over other brands, Quality Price, Brand reputation and Packaging.
- Based on the data collected, I have mentioned the various factors that influence the purchasing behavior of the Kohinoor Basmati Rice in the Findings and Discussion part.

## Regression

**[DataSet1]**

### Descriptive Statistics

	Mean	Std. Deviation	N
On a scale of 1 to 5, how would you rate the taste of Kohinoor Basmati Rice?	3.66	1.017	100
How often do you purchase rice products?	3.00	1.333	100
How often do you choose Kohinoor Basmati Rice over other rice brands?	3.21	1.131	100
How familiar are you with Kohinoor Basmati Rice?	3.13	1.495	100

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.365 <sup>a</sup>	.133	.106	.962	1.112

a. Predictors: (Constant), How familiar are you with Kohinoor Basmati Rice?, How often do you purchase rice products?, How often do you choose Kohinoor Basmati Rice over other rice brands?

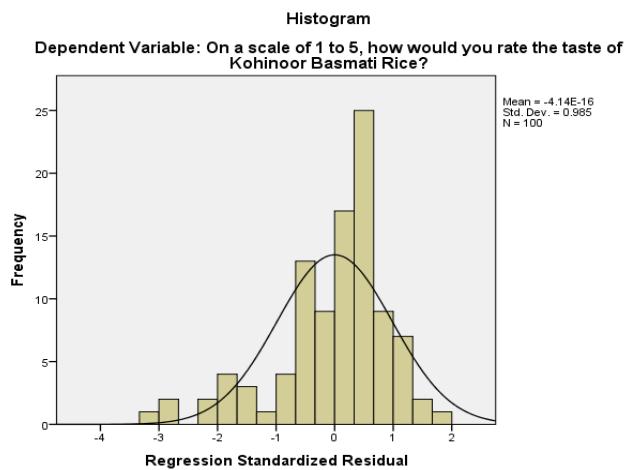
b. Dependent Variable: On a scale of 1 to 5, how would you rate the taste of Kohinoor Basmati Rice?

## 4. FINDINGS AND DISCUSSION

- **Quality:** 46.7% of the respondents preferred the quality of Kohinoor basmati rice as a factor of purchase.
- **Price:** 14.1% of the respondents preferred the price of Kohinoor basmati rice as a factor of purchase.
- **Brand reputation:** 25% of the respondents preferred the Brand reputation of Kohinoor basmati rice as a factor of purchase.
- **Packaging:** 8.7% of the respondents preferred the packaging of Kohinoor basmati rice as a factor of purchase.

52% of respondents were familiar with the Kohinoor brand and 46% of the respondents chose the brand over other on a regular basis and 38% chose it occasionally.

From the results of multiple linear regression, we can say that  $R^2$  value is 0.133 which is 13.3% for which the variation in the dependent variable is explained by independent variables. This is for 100 respondents and if we take on large scale survey, we would get accurate results. The Durbin-Watson test results is 1.11 which states that there is no significance autocorrelation.



**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1    Regression	13.666	3	4.555	4.926	.003 <sup>b</sup>
Residual	88.774	96	.925		
Total	102.440	99			

a. Dependent Variable: On a scale of 1 to 5, how would you rate the taste of Kohinoor Basmati Rice?

b. Predictors: (Constant), How familiar are you with Kohinoor Basmati Rice?, How often do you purchase rice products?, How often do you choose Kohinoor Basmati Rice over other rice brands?

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients			t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1    (Constant)	3.796	.407		9.329	.000	2.988	4.604
How often do you purchase rice products?	-.088	.074	-.115	-1.179	.241	-.235	.060
How often do you choose Kohinoor Basmati Rice over other rice brands?	-.149	.088	-.166	-1.697	.093	-.324	.025
How familiar are you with Kohinoor Basmati Rice?	.193	.066	.284	2.919	.004	.062	.325

a. Dependent Variable: On a scale of 1 to 5, how would you rate the taste of Kohinoor Basmati Rice?

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.96	4.53	3.66	.372	100
Residual	-2.947	1.895	.000	.947	100
Std. Predicted Value	-1.896	2.331	.000	1.000	100
Std. Residual	-3.065	1.971	.000	.985	100

a. Dependent Variable: On a scale of 1 to 5, how would you rate the taste of Kohinoor Basmati Rice?

The findings of the study provide important new information on consumer preferences for Kohinoor basmati rice. This information includes an analysis of consumer behaviour and important variables including quality, price, packaging and brand name. One of the most important features consistently mentioned by the participants is the unique quality, texture and taste of Kohinoor basmati rice. A brand's commitment to maintain high standards of quality has a significant positive impact on consumer positive attitudes. Participants indicated that they are willing to pay more for Kohinoor Basmati Rice because of its perceived quality, even though it is positioned as a high product. The positive perception of Kohinoor Basmati Rice is mainly due to its brand name, which is reflected in the brand heritage and commitment to quality. Customer loyalty strengthens the brand because it is identified with trust and loyalty. In summary, the strong relationship between quality, price, packaging and brand name reflects the complex nature of consumer preferences and understanding this is valuable for researchers and market professionals.

## **5. CONCLUSION**

The conclusion of the study highlights the dynamic growth of consumer preference for Kohinoor basmati rice. The results highlight the importance of quality with consumers appreciating the unique taste and aroma that the brand represents. Purchasing decisions are greatly influenced by clear and informative packaging and customer loyalty is enhanced by the company's reputation for authenticity, quality and commitment. These micro factors provide a comprehensive understanding of the various factors influencing consumer decision-making with important implications for Kohinoor and other rice varieties in the market.

## **6. REFERENCES**

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