



Factors Influencing Buying Of SHG Produced Food and Non Food Items – A Study in Puri District of Odisha

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ABSTRACT

Home makers /house wives of Indian subcontinent play a significant role in purchasing items for food preparation and other items of home makings. Purchasing right items with good quality, adequate quantity and of course in right time is associated with various considerations which Indian ladies make while they are in the role of housewives or home maker. In an attempt to identify the various factors associated with such buying behavior, a study was undertaken in Puri district covering about 120 no. of respondents housewives selected randomly from Pipili and Nimapara blocks. Statistical analysis of the data with the help of parametric statistics was done to draw appropriate conclusions. The findings of the study revealed that reasonable and affordable price of the product followed by use of quality raw materials were considered mostly by majority of the respondents to the tune of 54.16% and 53.6% respectively while purchasing food and non-food item marketed by Self Help Group of the study areas. It is also followed with factors like nutritious character, handmade, proper labeling, easy availability, non-reactive packaging material, name of the product and non-adulteration and ambience of the products in the rank order of III, IV, V, VI, VII, VIII, IX and X respectively. Similarly the major considerations for non-food items are reasonable and affordable price, ambience of the products, products quality, and packaging materials, homemade character are in the rank of I, II, III, IV & V respectively as agreed by majority of the respondents.

Key words: SHG groups, Food Security, Buying behaviour

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INTRODUCTION

There is a saying in HINDI 'AP RUCHI KHANA PAR RUCHI PEHENNA' means one should eat food as per his/her choice and wear dress as per others' choice. In this context, the homemakers / housewives in Indian family plays a significant role not only in food preparation but also in purchasing materials in right quantity, with high quality, at right time in right place. All these parameters set by Indian housewives can only be met when the materials/ingredients they look for is accessible both physically and economically to them. Because they are the best judge of the situation and more over they know the preference of food items for most of their respective family members.

According to Premalata S. and Malarvizhi A. [4] to facilitate the things in right direction, the SHG (Self-Help Group) more particularly the women SHGs of rural areas are becoming more and more vibrant with the supportive policy of Govt. of India though various plan/programme/project on location specific problem oriented mood.

If we turn our attention to the concept life FOOD SECURITY then the definition of this concept as delineated on the World Food Summit then we accept, understand and appreciate that Food Security exists when all people at all time have both have physical and economic access to safe and healthy food according to their food preferences including their dietary/nutritional requirements [5].

The women Self Help Group produced food items and non-food in rural areas are in a way thought to be pure, cheap, available and in a way nutritious and tasty and more importantly locally prepared with local skills/talents/wisdom keeping in view the cultural compatibility of the products [2].

Thus it is in the above context and background a research endeavour entitled 'Factors influencing buying of SHG produced food and non food items – A study in Puri district of Odisha' was under taken in Nimapara and Pipili Block of Puri district in Odisha with the following objective.

To identify the factors associated with the buying behavior of food and non-food items produced by SHGs of the locality.

MATERIAL AND METHODS

The district and blocks were selected purposively where random sampling procedure was followed to select Panchayat, Villages and respondents for the study. A structured interview scheduled was developed on the basis of the information and feedback received during Pilot Study and Pre-Testing stage respectively. Finally 120 no. of respondents were selected for the study and the responses inform of data were tabulated, analysed with the help of statistics measures like Frequency, Percentage, Mean score, Rank order, to draw objective wise conclusion and appropriate interpretation of the same.

RESULT AND DISCUSSION

The survival of SHG depends upon its business activities which not only generate income but also employment. Thus the economic activities based on preparing and producing different food and non-food items should create a market demand not only through its variety, but also through its quality, price, availability and use of locally available raw materials [1, 3].

The various considerations which the consumers generally make when they go for SHG products which in turn help them to take a decision to purchase it or not are present in the Table No.1 for food item is given below.

Factor influencing the purchase of SHG product

Table No.-1 Distribution of respondents and factors influencing the purchase of SHG produced food items.

Factors	Strongly agree		Agree		Undecided		Disagree		Strongly disagree		Mean	Rank	Gap %
	N	%	N	%	N	%	N	%	N	%			
Name of the SHG product	29	24.16	33	27.5	11	9.16	29	24.16	8	6.6	3.13	VIII	37.4
Ambiance of the product	16	13.3	5	4.16	1	0.83	52	43.3	46	38.3	2.10	X	58.0
Reasonable and affordable price	65	54.16	52	43.3	1	0.83	1	0.83	1	0.83	4.49	I	10.2
Quality raw material are used for processing	62	53.6	54	45.0	2	1.66	1	0.83	1	0.83	4.45	II	11.0
Nutritious	47	14.16	68	56.6	1	0.83	3	2.5	1	0.83	4.30	III	14.0
No adulteration	3	2.5	18	15.0	10	18.33	77	64.16	12	10.0	2.35	IX	53.0
Easy availability	12	10.0	102	85.0	3	2.5	2	1.66	1	0.83	4.01	VI	19.8
Handmade product	26	21.6	87	72.5	5	4.16	1	0.83	1	0.83	4.13	IV	17.4
Eco-friendly and non-reactive packaging materials used	27	22.5	78	65.0	8	6.6	2	1.66	3	2.5	3.96	VII	20.8
Proper labeling in the product	28	23.3	79	65.83	9	7.52	2	1.66	2	1.66	4.07	V	18.6

It is observed from the above table that maximum respondents 54.16% strongly agree on reasonable and affordable price influence the consumer to purchasing SHG product. 85.0 percent of the respondents agree on SHG product should provide better nutrition. 64.16 percent of the respondents disagree on SHG product should have using no additives and preservatives. Most of the respondents were giving ranked one to reasonable and affordable price that should have better influencing factor for purchasing of SHG product food item. The gap percent was highest (58.0)% ambiance of the product which might have they did not agree on ambience of food item rather they agree on relative, neighbours suggestion to purchase the product, quality of product, manufacturing of product that should be in their locality. This finding is in accordance with More [3].

Like food items, the factors associated with non-food items are in the table No.2 given below.

Table No.-2 Distribution of respondents and factors influencing the purchase of SHG produced non-food items

Factors	Strongly agree		Agree		Undecided		Disagree		Strongly disagree		Mean	Rank	Gap %
	N	%	N	%	N	%	N	%	N	%			
Quality of the product	22	18.3	93	77.5	1	0.83	3	2.5	1	0.83	4.1	III	18.0
Packaging material of the product	18	15.0	64	53.3	4	3.3	19	15.83	15	12.5	3.42	IV	31.6
Homemade product	3	2.5	20	16.6	19	15.83	55	45.83	23	19.16	2.37	V	52.6
Ambiance of the product	45	37.5	64	53.5	6	5.0	3	2.5	2	1.66	4.22	II	15.6
Reasonable and affordable price	52	53.3	61	50.83	3	2.5	2	1.66	2	1.66	4.32	I	13.6
Proper labeling in the product	3	2.5	18	15.0	10	18.33	77	64.16	12	10.0	2.35	VI	53.0

It is revealed from the above table that majority of the respondents e.g.53.3% were strongly agree on reasonable and affordable price was the influencing factor for purchase of non-food items. Maximum 77.5% of the respondents agree on quality of the product. Maximum respondents were giving rank (I) to reasonable and affordable price. The gap % was highest (52.65%) towards the statement proper labeling of the product which might have poor quality of product, appearance of colour.

Conclusion

SHG's are a powerful medium for women empowerment. This concept has helped to bring social reform and uplift rural women folk. The present study concluded that the consumers prefer to buy SHG product from village hat/SHG groups because of the product availability and comparatively less price for them. The consumer prefers specific product as they are practiced to use that product influence since long and thus have developed a faith on those specific product. Most of the consumers prefer to purchase produced product as they are product conscious. It has been found that the customers find SHG products reasonably priced and affordable. Purchase decisions are influenced by factor like service, quality, value for money and the homemade nature of the products. The customers feel that the product packaging needs to be improved. Thus, SHG products should be brought into the mainstream usage by customers so that it leads to real women empowerment.

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