

Analysis on Change in Buying Behaviour of Customers of Indian Sweets' Due to The Effect of COVID-19 Pandemic in The Region of South West Karnataka

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Abstract- Indian food is popular all over the world for its specie and also for its sweet. Number of verity in Indian food is not countable. There is no exact number of how many type of Indian sweets are there in the country. But there are few sweets which are very common and very popular like Ladoo, Jalebi, various types of Halwa, Kaju Katli, Berfi, Peda and many more. The report talks about the changes that has taken place in the way people bought sweets before covid and the way it is preferred after the covid -19 pandemic. The report also talks whether Ready-To-Cook Sweets Mix is preferred by the people or was it just a onetime try kind of product. This research was conducted in the South West region of Karnataka, which included seven districts. The research data was conducted by questionnaire method with sample size of 122. The analysis was done using Graphical representative technique and Chi-Square technique. We have found out that there is a change in pattern of people buying sweets. Many of the people who use to buy sweets offline buy visiting sweets stalls now have shifted buying sweets by ordering from the third-party delivery app like Swiggy or Zomato. From the research it was found out the many people do not like to use Ready-To-Cook Sweet Mix. People who have used it also are not preferring and very low number of people want to try it out. Other thing that is found out though this research are that there are loyalty in sweet bands, there no need of any celebration to buy sweets and also that covid and not effected people in buying Indian Sweets. There is changes in the way people buy sweets from the shop that is through online but still they prefer readymade sweets and do not prefer Ready-To-Cook sweet mix.

Indexed Terms- Buying behavior, Indian food, sweet Mix, COVID-19.

I. INTRODUCTION

Indian Culture is considered as one of the oldest culture which is still followed. It maybe wearing of clothes, language we speak, dance, music, architecture, food and many more which are bough by down from many years by many civilizations. Indian Culture is at present is a fusion of various old civilization cultures. Even though we follow the old culture we are as ahead the other countries in the world. It can in the form of technology, infrastructure, Science, economy and many more. We Indians do adopt new trends but never forget the old traditional way of life. When it comes in representing our culture, first thing comes in mind is the Indian food. Indian food is popular all over the world for its specie and also for its sweet. Number of verity in Indian food is not countable. It region has its own speciality from breakfast to lunch to snacks and then dinner. The most popular Indian foods are The Dhokla and khakra from Gujarat, the Chaats from Delhi, Vada Pav from Mumbai, biryani from Hyderabad, Idli and Dosa from south and many more.

Objectives of the study:

This study is also helping to find out if the covid-19 Pandemic has affected the people when they want to buy sweets.

- Is there a specific band/outlet where people usual buy sweets from? This is a problem to check if there are loyalty on the band of sweets people buy from.
- Other object which is also considered here is when people buy sweets.

- Finding out how if covid-19, has affected the people's thinking on buying sweets

Hypotheses for the following study

Hypotheses on change in buying behaviour by the people after covid-19 Pandemic
H0: There is no change in buying preference by the people after covid
H1: There is change in buying preference by the people after covid

Hypotheses on Ready-To-Cook Sweet Mix accepted by the people after the covid-19 Pandemic
H0: Ready-To-Cook Sweet Mix accepted
H1: Ready-To-Cook Sweet Mix not accepted

Hypotheses to check if covid-19 Pandemic has affected the people buy sweets.
H0: Covid-19 Pandemic has not affected Buying of Sweets (Independent)
H1: Covid-19 Pandemic has affected buying of Sweets (Dependent)

II. RESEARCH DESIGN

- Problem Identification

The problem is been identified that there might be a chance of change in buying behaviour of people after the covid 19 pandemic. Here behaviour is they way of people buying sweets.

Another problem is that, if Ready-To-Cook Sweet Mix is introduced, will it be bought even after the pandemic comes to an end.

- Type of sampling technique used here
Probability sampling technique is used in which simple random sampling technique is used here.

- Method of collecting data
The data is collected by using questionnaire method which is circulated among the sample.

- Analysis of Data
Two different hypotheses are tested in this study that is

1) on change in buying behaviour by the people after

covid-19 Pandemic on Ready-To-Cook Sweet Mix accepted by the people after the covid-19 Pandemic.

III. METHODS FOR DATA COLLECTION

The data was collected by using probability sampling technique in which simple random sampling technique was used.

Sample size in this study is 122

Samples are spread across the south west part of Karnataka which includes districts

- Dakshina Kannada
- Udupi
- Kodagu
- Mysuru
- Hassan
- Chikmagalur
- Shivamogga

The data is collected by questionnaire method. The questionnaire was circulated among the sample using google form. Google form was used as the pandemic is going on.

IV. REVIEW OF LITERATURE

The Changing Popular culture of Indian food (published on 2004) By Ashis Nandy

According to Ashis Nandy, Culinary changes and modes of public dining are undergoing rapid changes in India and have begun to reflect some of the new strands in the culture of Indian politics. The popular culture of food is not only influenced by the cuisines and mutating taste of other culture food but also by the experience they have been giving to the customers of India. It is one of the important reason for the changes adopted by Indians.

Some cuisines are more influenced by contemporary idea of Fast Food. A suitable section of urban India now sense the need for something like fast food. The statues of fast food is likely to create problem in India, where some preparation, re-designed as parts of the fast food culture. A national cuisine may not have emerged

but some pan-Indian trends are visible. Even a rudimentary fast food culture is crystallising out of familiar regional preparations.

Simultaneously, new concepts of what kind of food can be served on formal occasions and of cuisines that can or cannot provide effective restaurant fare are changing the relationships between different regional cuisines. The two major cuisines that have captured the market or can be said has influenced the Indian population is Mughal and Panjabi cuisines. These have influenced more on the local cuisines.

Ready to Mix Food Market: India Industry Analysis and Opportunity Assessment 2014 – 2020

By Future Market Insights

Ready-to-mix food is gaining popularity in India due to convenience and the availability of offerings that provide the authentic taste of Indian food across retail channels. The affluence of the working population and the increasing millennial consumers are key factors driving the India ready-to-mix food market.

Moreover, increase in the population of working women due to higher standards of education and rising urbanisation has led to changing lifestyles and less time to cook food at home. Rapid digitalization is another key factor influencing the sales in the India ready-to-mix foodmarket.

- Identification of research Gaps

One of the research gaps which was found out that “Not Buying Sweets” and “Gift” options were not given to the people instead an open-ended question was given.

Pricing and funding related study is missing in this study as it is only related to the change in the way people buy sweets after covid pandemic.

The location details of an individual was missing while collecting the data.

V. DATA ANALYSIS AND INTERPRETATION

Analysis to check if covid-19 affected on sales of sweets

Here we are checking if covid-19 Pandemic has changed the mind set of people of buy sweets.

H0: Covid-19 Pandemic has not affected Buying of Sweets (Independent)

H1: Covid-19 Pandemic has affected buying of Sweets (Dependent) Table No. 6: Chi-Square test

No. of People	Pandemic Situation	
	Before Covid-19	After Covid-19
Buying Sweets	120	117
Not Buying Sweets	2	5

Here total sample size is 122

That is N=122

Test statistic under H0 is

$$\chi^2 = \frac{N(ad - bc)^2}{(a + b)(c + d)(a + c)(b + d)} \sim \chi^2$$

Here:

a = 120

b = 117

c = 2

d = 5

$$X^2 = 122 [(120*5) - (117*2)]^2 / (120+117) (2+5) (120+2) (117+5) X^2 = 0.6618$$

α=0.05

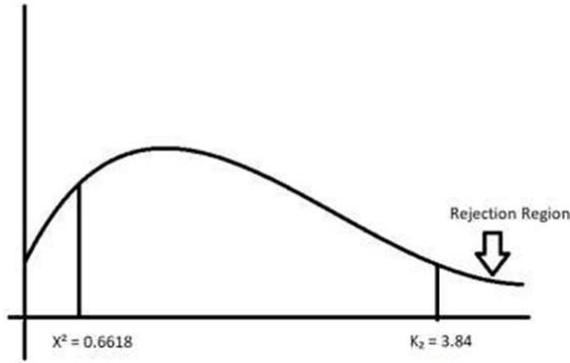
Degree of Freedom = (Row-1) *(column-1)

$$= (2-1) *(2-1)$$

=1

The critical value is K: = 3.84

Fig 21: Chi Square test



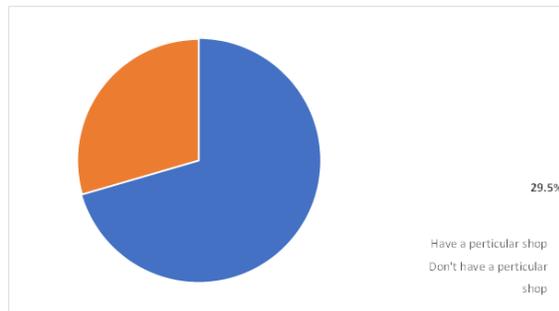
$X^2 > K_2$

Hence H_0 is accepted

Hence, we can say that Covid-19 Pandemic has not changed the amount of people who buy sweets.

Analysis on the other data found through the survey The survey also talks about, if there is a particulate sweets shop where people usually buy sweets from.

Fig 22: Loyalty



From the above graph we can see that majority of the participants have preference on the place where they buy sweets.

The age range of not having a particular shop where they buy sweets are given below

Table No. 7: Age range of not having a particular shop

Age Range	No. of participants
18 to 21 Years	5
22 to 30 Years	21
31 to 40 Years	5
41 to 50 Years	4
51 to 60 Years	1

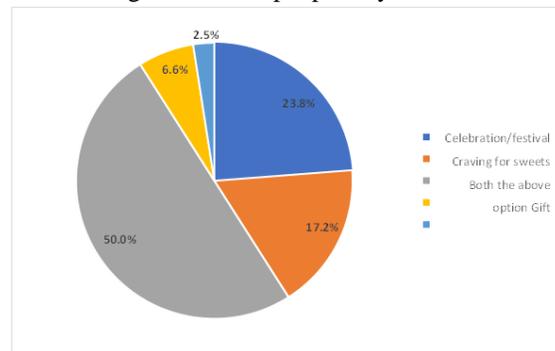
61 and above	0
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From the above table we can see that majority of age group of 22 to 30 years don't have a particular place where they prefer to buy sweets from. Whereas other age group has slight less.

Interpretation: We can say that there is a loyalty among the customers for a particular sweet shop.

Another additional study that was done here is, when people buy sweets?

Fig 23: Reason people buy sweets



The above graph indicates when people usually buy sweets. Here we can see that 50% of the people buy sweets both during Celebration/festival and also when they have craving for eating sweets. Keeping this aside.

23.8% of people buy sweets only during the festival season or if there is any celebration. Other than that 17.2% of people buy sweets only for the craving they will be having for eating sweets.

The responds from open ended question was many people only buy sweets if they have to give gifts to others. Even though this option wasn't given 6.6% that is 8 of the participants had similar answer that they will be buying sweets only for gifting others.

From this it was found that 2.5% of the people don't buy sweets at all.

Interpretation: There is a scope for having sales even if there is not festival/celebration as a huge portion of participants are willing to have sweets both during

Celebration/festival and also when they have craving for eating sweets. Another point to be looked into is the gifting.

Many people chose sweets for gifting and can find a way to reach out to this market as well.

There was a open ended question which acquired the information of which sweets are preferred by the participants

Table No. 8: Most Preferred Sweets

Sweet Name	Participants who have selected that particular sweet
Rasmalai	3
Mysore pak	6
Milk peda	1
Motichoor laddoo	3
Kaju katli	16
Peanut chikki	1
Laddu	1
Gulab Jamun	2
Champakali	1
Rasgulla	3
Soan papdi	2
Jalebi	4
Malpuri	2
Banana Halwa	1
Peda	1
Wheat halwa	1
Malpuri	2
Basoondi	1
Carrot halwa	1
Halwa	2
Shahi tukda	1
kheer	1

As this was a non-required question, limited people have responded.

Among the people who have responded we can find from the above table that the most popular sweet is Kaju Katli.

- Testing of Hypotheses

Hypotheses on change in buying behaviour by the people after covid-19 Pandemic.

From the Analysis we have come to know that there are changes in the buying pattern of people where many of the people have shifted from buying sweets directly from the sweets shop to ordering sweets from the third party delivery app like Swiggy or Zomato. There have also been increase in buying from the company websites and other online platforms like Amazon or Flipkart or Jio Mart.

All the Analysis shows that Null Hypotheses is rejected and Alternative Hypotheses is been accepted
H0 : There is no change in buying preference by the people after covid – Rejected
H1 : There is change in buying preference by the people after covid – Accepted

Hypotheses on Ready-To-Cook Sweet Mix accepted by the people after the covid-19 Pandemic

From the analysis we have come to know that there are many people don't like to use Ready- To-Cook Sweet Mix even after they have tired. Many people who have not tired are also not interested in trying Ready-To-Cook Sweet Mix, even after the lockdown comes to an end.

Hence, we can say that Null Hypotheses is rejected and Alternative Hypotheses is been accepted
H0: Ready-To-Cook Sweet Mix accepted – Rejected
H1: Ready-To-Cook Sweet Mix not accepted – Accepted

Hypotheses to check if covid-19 Pandemic has affected the people buy sweets.

By using the chi – Square method we have found out that of people buying sweet is not affected by the pandemic

H0: Covid-19 Pandemic has not affected Buying of Sweets (Independent) – Accepted
H1: Covid-19 Pandemic has affected buying of Sweets (Dependent) – Rejected

VI. FINDINGS AND RECOMMENDATIONS

• Research Outcome

There were two major problem which was researched and found the solution of along with some other problems

• Major Problems

The first problem was that to find out if people have change the way they buy sweets after the pandemic hit. We have found out that there is a change in pattern of people buying sweets. Many of the people who use to buy sweets offline buy visiting sweets stalls now have shifted buying sweets by ordering from the third party delivery app like Swiggy or Zomato. There have also been increase in buying from the company websites and other online platforms like Amazon or Flipkart or Jio Mart.

The second question was, if Ready-To-Cook Sweet Mix is introduced, will it work out for a longer team after the pandemic comes to an end.

We have come to know that there are many people don't like to use Ready-To-Cook Sweet Mix. 87.7% of people were not interested in using Sweet Mix. 52 participants who have tired Ready-To-Cook Sweet Mix, among whom only 14 participants are willing to use it again which is just 26.9% what to reuse it. Many people who have not tired are also not interested in trying Ready-To-Cook Sweet Mix. From the study only one from 70 people want to try Sweet Mix.

Other problem which were also looked into are

- 1) This is a problem to check if there are loyalty on the band of sweets people buy from.70.5% from the survey had preference on buying from the same shop. Hence, we can say that there is a loyalty among the customers for a particular sweet shop.
- 2) Other object which is also considered here is when people buy sweets.

The Third question was that to find out if covid-19 Pandemic has affected the people buy sweets. We have found out that number of There is a scope for having sales even if there is not festival/celebration as a huge portion of participants are willing to have sweets both during Celebration/festival and also when they have

craving for eating sweets. Another point to be looked into is the gifting.

- 3) Here we are also checking if covid-19 Pandemic has changed the mind set of people of buy sweets.

From the analysis we have found out that of people buying sweet is not affected by the pandemic

Other Findings From these researches are as follows:

1. Before Covid, we found out that mostly only young crowd prefer ordering from Swiggy and Zomato. No participants of this study, from age group of 51 and above were ordering from Swiggy or Zomato.
2. After Covid, except above 61 years, most of the age rage people are preferring to buy sweets from Swiggy or Zomato with highest in the age range of 22 to 30 years
3. Before Covid, no one have selected this option of buying sweets from Ordering from websites like Amazon, Jio Mart etc.
4. There is high ratings given to buying sweets from the retail outlet. That is most of the rating is given as 5 which is highly preferred
5. Swiggy Or Zomato has got 4 has rating from majority of the people. And then the majority of the rating is given as 5
6. Ordering from Company's own website or App has got majority of lower rating that is 42 participants have rated at 2 which is not that good rating
7. Ordering from huge e-commerce websites like Amazon, Jio Mart, Flipkart etc is given the lowest rating. Majority of the participants have given 1 rating which is the lowest. No one has given 5 rating for this way of buying sweets
8. For buying from supermarket people have given moderate rating that is majority of rating is at 3
9. If Ready-To-Cook Sweet Mix is introduced, Mysore Pak and Matichoor Lado should be introduced. There are various other suggestions which are given by the participants in which Kaju Katli has been repited several times.
10. We have also found out that most popular and preferred sweet is Kaju Katli.

VII. RECOMMENDATIONS

From this study we can see that were is a lot of scope in this sector of industry. There are certain recommendations that can be given after doing this

study. They are as follows

- 1) Third party delivery company like Swiggy and Zomato are playing a major role in the present markets. It is recommended that it's better to start having tie-ups with these brands if any sweets shop does not have one.
- 2) Loyalty is seen in buying sweets by the customers. This should be maintained by any sweet brand. Once lost it will be a huge cost in getting new customers.
- 3) Companies should be on online platforms. As there is loyalty, there will be easy for selling sweets through company app or websites if marketing is done in a right manner. But it is recommended not to spend a lot of company money in making the websites or app as many are not interested to buy sweets from company app or websites.
- 4) Market can be expanded in various other places by having franchising, as majority of crowd are still interested in buying sweets by visiting the stores and there can be a tie-up with third party delivery company as well.
- 5) Selling sweets in Websites like Amazon or Flipkart or Jio Mart is not recommended. As people have given it the lowest rating in buying sweets.
- 6) It is not recommended to invest a lot of money in introducing Ready-To-Cook Sweet Mix as many people do not prefer using it.
- 7) Companies should come with various gift boxes and these can be sold as prepacked sweets through super or hyper markets. As many of them buy sweets only for gifting. This can also be sold in the brand outlets.
- 8) A huge amount of spending in advertising is recommended only up to a very limit. It can be done when entering into a new market.
- 9) It is better to see that all the customers are retained and try to get new customers by having grapevine communication. This is done when old customers themselves get you new customers when they talk about services and quality.
- 10) One of the important ways of retaining customers is by maintaining the quality of the product.
- 11) There can be seen a very high demand for Kaju Katli. Hence it is recommended to concentrate in the particular sweets as well by improving and maintaining the quality.

CONCLUSION

Sweet sector is one of the prominent sectors of the food industry. Indian sweets have a very old heritage and still been one of the trending sweets in the world and has a potential to reach greater heights in the global market. This specific study is done to know two major things about the market. That is to find out if there is any change in the way of people buying sweets after the COVID and if there is how do they prefer it. Another thing was to find out how people think about Ready-To-Cook Sweet Mix and are people ready to use it after lockdown as well.

From this study we have come to a conclusion that there is a change in buying behaviour of the people regarding buying of sweets. Many people prefer online mode to buy sweets. That doesn't mean that buying physically by going to a sweets shop is reduced. But these online platforms are seeing a drastic growth after the COVID-19 pandemic hit.

We also can say that Ready-To-Cook Sweets Mix doesn't see a good market in the future. As this was trending during the lockdown, doesn't look like will have a continuous same trend even after the pandemic hits. There are many assumed reasons for this some of them are

- It is assumed that, people during lockdown were feeling bored doing nothing and wanted to do something creative and hence this started trending.
- There is another assumption that Sweets shop was closed during this time and hence no place to buy sweets hence used this mix
- Another one was people were getting scared to buy sweets due to the spread of COVID-19 virus

Hence would like to conclude saying, Indian Traditional sweets being a culture in India also have a potential to reach greater heights if taken in the right way.

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