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Impact of pre-purchase consumer behaviour on teen purchase decision making: A study on teen consumer perception as regards cake brands in Chennai City

S. Akshaya

Full-Time Ph.D. Research Scholar, Research Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai 600044
Email: akshu.raghavan@gmail.com

R. Savithri

Associate Professor & Head, Research Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai 600044
Email: savithri11563@gmail.com

Abstract---Cake is often served as a festive dish on formal occasions such as weddings, anniversaries and birthdays. Cakes are mostly preferred by the teens to gain energy. Consumer awareness of a brand increases through advertisements. Advertisements play a major role in inducing the customers to purchase the products. The cakes quality, price and ambience of cake shops induce teens to make decision as regards purchase of cakes. Pre purchase behavior actually includes the understanding of the consumer set of decisions. Purchase decision is the process that leads a consumer from identifying a requirement, generating options, and choosing a particular brand. The main aim of this study is to understand teen purchase decision making as regards cake brands in Chennai city. Data has been collected with the help of a structured questionnaire which comprises two parts. Part I deals with the demographic profile of customers and Part II deals with teen perception as regards teen consumer purchase decision making as regards cake brands. The questionnaires were distributed through online among 100 respondents in Chennai city. Simple percentage analysis was applied to find the demographic and teen marketing perception as regards cake brands. Garrett ranking analysis had been applied to rank the factors that influence cake purchase and consumption. Factor Analysis was used to find out the major factors that influence purchase decision making as regards cake brands.

Keywords---pre-purchase consumer behaviour, teen perception, cakes, teen consumer, purchase decision making, advertisement, prices.

Introduction

Pre-purchase consumer behaviour is a stage in buyer decision-making where buyers get information about a product through advertisements, sales brochures and personal contacts. In this stage the consumer will consider both benefits and risks associated before making purchase. Consumer decision making process involve identifying consumer needs, gathering information, evaluating alternatives, and then decide to buy. The consumer decision-making behaviour is a difficult procedure and involves everything starting from problem detection to post-purchase activities. The stages of the consumer decision-making process are need recognition, information search, evaluation of alternatives, selection, purchase decision and post-purchase behavior. Both simple and complex decision-making begin with need recognition. The simple route involves selection and purchase; whereas the complex process involves more comprehensive search and appraisal activities before a selection is made. The cake is a form of sweet food made from flour, sugar, and other ingredients, that is usually baked. In their oldest forms, cakes were alterations of bread, but cakes now cover a wide range of preparations that can be simple or elaborate, and that share features with other desserts such as pastries, custards, and pies.

Objectives of the Study

1. To study the demographic profile of teenage consumers in Chennai city.
2. To rank the factors that influence cake purchase and consumption.
3. To identify the factors influencing purchase decision making.
4. To study the impact of pre purchase consumer behaviour on teen decision-making.
5. To suggest some measures to increase the sale of cake brands.

Review of Literature

Subramanian R, Rajeesh Viswanathan and Thiagarajan S(2014)examined the perception of 100 consumers as regards ice creams and chocolates in Pondicherry and found that taste, quality, quantity, availability, and price were the attributes that influence the frequency of purchase of both ice creams and chocolates. It was found that five brands Aavin, Amul, Arun, Kwaliti and Jamai influence more consumers than Ponliat ice cream. Nine attributes taste, availability, colour, packing, price, image, variety and quality and quantity influence purchase decision of consumers. Ponliat and Jamai ice creams score low on all attributes as compared to its competitors.

Pradeep raj T, Ramkumar R. And Subramani A.K. (2015) in their study on customer satisfaction as regards good day biscuits among 50 respondents in Chennai found that majority of male respondents consume Britannia biscuits . Most of the respondents were aware of Britannia brand followed by Sunfeast and

Parle-G and they are satisfied with the taste, brand image and packing of biscuits. It was found that majority of customers were loyal to Britannia brand.

Virender Khanna (2016) analysed 500 consumers' attitudes towards the marketing of bakery products. ANOVA results revealed that there was significant relationship between the marketing mix and the marketing problems of bakery products. The regression analysis revealed that there was significant relationship between marketing mix and marketing problems. Most of the respondents were anxious about the health benefits, nutritional value, texture, varieties, size and volume of bakery products. Consumers were less worried about pricing factors and promotion.

YA SARE AKTA S ARNAS (2015) conducted study on the effects of television food advertisement on children's food purchasing among 347 mothers who had children in the age group of 3 and 8 years. Majority food advertisements relate to chips, candy, chocolate, yoghurt, cheese, and breakfast cereals. It was found that majority children drink or eat during watching television and they consume fruits, soft drinks, nuts, popcorn during that time. 40.3% of the children demand their parents to purchase the goods that were advertised. Majority children request their parents to buy products like ice cream, candy, biscuits, cakes, soft drinks etc.

Renugadevi S, Namasivayam S, Kothainayaki N (2020) studied brand preference as regards chocolates among 100 respondents in Madurai and found that Cadbury, Nestle, Amul and Parle were the brands that influence buying behavior of consumers. Garrett ranking technique revealed that Cadbury brand was the most preferred brand followed by, Nestle's Kit Kat, Amul Milk Chocolate and Parle's melody Chocolate. It was found out that taste, attractive package, free stickers and offers induce them to purchase the products.

Methodology

This study is based on primary data collected from teenage consumers through a structured questionnaire. Convenience sampling technique was used, and data had been collected from 100 teenage consumers in Chennai. The collected data was analyzed with the help of simple percentage analysis, Garret ranking, factor analysis and multiple regression analysis. The secondary data were collected from articles, journals, and websites.

Table No.1 Demographic profile and purchase preference of the respondents

Demographic factor	Dominant Group	Percentage	Demographic factor	Dominant Group	Percentage
Gender	Female	59.8	Size of family	4 Members	59
Age(in Years)	18 years	46	Preference of eating private cake brands	As a snack	77
Educational Qualification	Studying UG degree	38	Preference of time to eat	Evening	54

			private cake brands		
Family month income (Rs.)	Less than 25,000	47.2	Choice of respondents in purchase of cakes	Supermarkets	39
Type of family	Nuclear Family	78.4			

Source: Survey data – Questionnaire

Table No: 2 Influencing Factors of Purchase of cakes Garrett ranking analysis had been applied to rank the factors that influence purchase of cakes

Factor	Mean value	Rank
(a) Availability of more flavours in cakes influence teens to buy	90.1	I
(b) Quality of the cakes influence consumers to repurchase	88	II
(c) Price of the cakes matches the quality and quantity of cakes.	78.52	V
(d) Taste of the cakes satisfy teens and influence to purchase more.	85.21	III
(e) Freshness of the cakes is very important at the time of purchase	82.71	IV
(f) Consistency of cakes is important for storage	72.85	VII
(g) Variety of cakes attracts teens to buy	75.62	VI
(h) Cake brands dominate while purchasing cakes.	59.21	X
(i) Nutritional factors are important while purchasing cakes	69.87	VIII
(j) Health benefits are considered while consuming cakes.	64.26	IX

It was found that the most influencing factor for purchasing cakes was availability of more flavours and it was assigned I rank followed by other factors like quality and taste.

Factors Influencing Teen purchase decision making as regards Cake Brands

Factor analysis had been applied to identify teen consumer behaviour as regards cake brands. Cronbach's Alpha value was 0.944, KMO measure of sampling adequacy was 0.863 and Bartlett's test showed a significance level of 0.000. Therefore, factor analysis could be applied to 25 variables measuring consumer behaviour as regards cake brands. It was observed that all measures of sampling adequacy (MSA) being more than 0.5, all the 25 variables could be subjected to Factor Analysis. The total variance explained was 68.937.

Table No: 3 Factors Influencing Teen purchase decision making as regards Cake Brands

Factor	Variable	Loadings
Brand Commitment	Teens are committed to Private cake brands	.591
	Private cake brands are good in quality	.561
	There is emotional bondage with Private cake brands	.572
	Sweet memories are attached with Private cake brands	.653
	Media influences customers to consume Private cake brands	.717
Brand faith	There is more craving for favourite cake flavours.	.625
	Teens would recommend Private cake brands to friends and relatives	.708
	Celebrity endorsement induces teens to be loyal towards Private cake brands	.734
	Teens consume cakes by seeing health benefits associated with it.	.702
	Teens consume cakes due to nutritional benefits they get.	.754
Brand Equity	Teens feel proud to eat cakes from reputed cake brands	.666
	Identity of teens is strongly linked with the cake brands they consume	.664
	Availability of different brands influence teens to buy them	.760
	Creativity and social message influences cake consumption.	.736
	Freshness of cakes influences teens to purchase.	.719
Brand Satisfaction	Teens are loyal towards cake brands due to satisfaction derived from it.	.631
	Teens are happy with cake brands which they consume.	.566
	Private cake brands will fulfil teen's hunger	.561
	Teens are satisfied with Private cake brands	.566
	More varieties and flavours in private cake brands satisfy teens expectations.	.809
Brand Convenience	Shape of the cakes influence teens to buy them	.775
	Different flavours of cake attract teens	.676
	Freshness and smell of cakes attract teens to consume.	.655
	Prompt delivery urges teens to purchase cakes.	.741
	Convenience, good taste and good value for money attract the consumers	.642

The first factor was named as “Brand Commitment” and it included five variables namely commitment, quality, emotional bonding, sweet memories, advertisement and it explained 26.060% of the variance. The second factor was named “brand faith” which included five variables namely carvings, the recommendation to others, celebrity endorsement, health benefits, the nutritional value of cakes and it explained 15.416% of the variance. The third factor was named as “Brand Equity” that included five variables namely pleasure of consumption, availability, freshness, creativity in cakes increases the equity of cake brands and it explained 15.032% of the variance. The fourth factor was named “brand satisfaction” that had four variables namely pleasure of consumption, the satisfaction of hunger, different varieties of flavours and it explained 12.429% of the variance. The fifth factor was named “brand convenience” which had five variables namely different shapes, prompt delivery, the smell of cakes, taste equals money and it explained 10.554% of the variance.

Suggestions

1. The ambience of cake shops should be attractive
2. Nutrition information and ingredients used should be displayed in the package
3. Speedy delivery of cakes is required.
4. Price of cakes should match the size of cakes
5. Parking facilities and in store environment can be enhanced by playing background music.

Scope For Further Research

- This study is based on teen consumer perception as regards cake brands in Chennai city and future research can be done in other cities.
- This study is based on teen consumer perception and in future study can be based on perception of other age groups.
- This study is based on teen consumer perception as regards cake brands. In future the research can be done for other products.

Conclusion

Consumer buying behaviour is a challenge for the organisation to guarantee that customers are provided with good quality products. All customers want full value for their money when they purchase a product. Hence the companies must improve their brands by good advertisements so that it increase brand awareness among teens thereby increasing the sales of various cake brands.

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