

## International Journal of Agriculture Extension and Social Development

Volume 8; Issue 9; September 2025; Page No. 606-609

Received: 05-07-2025  
Accepted: 07-08-2025

Indexed Journal  
Peer Reviewed Journal

### Purchasing behaviour and brand preferences toward packaged spices: Evidence from Gondal City, Gujarat

<sup>1</sup>Vikash Kumar Singh, <sup>2</sup>Kuldeep Choudhary and <sup>3</sup>Shalini Dash

<sup>1</sup>MBA (ABM), ASPEE Agribusiness Management Institute, Navsari Agricultural University, Gujarat, India

<sup>2</sup>Senior Scientist, Division of Agribusiness Management, ICAR-National Academy of Agricultural Research Management, Hyderabad, Telangana, India

<sup>3</sup>Research Scholar, ASPEE Agribusiness Management Institute, Navsari Agricultural University, Navsari, Gujarat, India

DOI: <https://www.doi.org/10.33545/26180723.2025.v8.i9i.2469>

Corresponding Author: Vikash Kumar Singh

#### Abstract

This research paper investigates consumer purchasing behaviour and brand preferences toward packaged spices in Gondal city, Rajkot district, Gujarat. Drawing on data collected from 225 respondents, the study examines socio-economic characteristics, purchase frequency, preferred pack sizes, purchase locations, advertising influence, brand awareness. Results reveal that most consumers purchase packaged spices monthly, with 250 g packs being the most preferred. Supermarkets and retailers dominate purchase locations, while retailers and social media are key influencers. Everest and MDH emerge as the leading brands across multiple spice categories, followed by Catch. Garrett ranking analysis indicates that taste, quality, and price are the most significant determinants of brand preference. The study underscores the importance of intrinsic product cues such as taste and quality, alongside the growing role of food safety and trust in shaping consumer loyalty.

**Keywords:** Consumer behaviour, packaged spices, brand preference, Garrett ranking

#### Introduction

India, often referred to as the "Land of Spices," is the world's largest producer, consumer, and exporter of spices, thereby contributing substantially to global trade (World Spice Organisation, 2023). Spices occupy a central role in Indian cuisine, health practices, and cultural traditions. In recent years, however, changing socio-economic dynamics such as rapid urbanization, rising disposable incomes, and heightened awareness of food safety and hygiene have contributed to a marked transition from loose, unbranded spices to packaged and branded alternatives (Mintel, 2025). Consumer choice in this segment is increasingly shaped by attributes such as product quality, packaging, and brand reputation, with branded spices offering the added assurance of safety, convenience, and consistency in taste (Reuters, 2024). Empirical studies have consistently identified taste, quality, and trust as the principal determinants of spice brand selection (Singh *et al.*, 2015; Dalmia & Goel, 2023). Furthermore, recent concerns over food safety, exemplified by the scrutiny of leading brands in 2024 for possible contamination (Reuters, 2024), have further influenced consumer perceptions and purchasing behaviour. In this context, the present study investigates the purchasing behaviour, brand preferences, and constraints associated with packaged spices among consumers in Gondal city, located in the Rajkot district of Gujarat. Adopting a descriptive research design and employing statistical tools such as percentage analysis, the Likert scale, and Garrett

ranking, the study seeks to analyze the socio-economic characteristics of consumers, explore brand preference patterns in the packaged spice market.

The key objectives of the study are:

- To study the purchasing behaviour of consumers towards packaged spices
- To assess consumers' brand preferences towards packaged spices

#### Materials and Methods

The present study was undertaken in Gondal city, Rajkot district of Gujarat, covering nine municipal wards. A multi-stage sampling technique was adopted to ensure adequate representation, and a total of 225 consumers, comprising 25 respondents from each ward, were selected as the sample. Primary data were collected using a structured interview schedule that captured information on socio-economic characteristics, purchasing behaviour, brand preferences, and perceived constraints of consumers toward packaged spices. Secondary data were obtained from journals, company records, government publications, and credible online sources to complement the primary findings. For the purpose of analysis, descriptive and inferential statistical tools were employed. Percentage and tabular analyses were used to summarise consumer responses, while graphical presentation facilitated interpretation of trends. The Likert scale was applied to assess consumer attitudes, and the

Garrett ranking method was utilised to prioritise the factors influencing brand preferences as well as to evaluate the major constraints faced by consumers.

## Results and Discussion

### 1. To study the purchasing behaviour of consumers towards packaged spices

The analysis of consumer behaviour revealed that all respondents (100%) were regular users of packaged spices, reflecting the widespread penetration of these products in the study area. With respect to purchasing frequency, the majority of consumers (67.1%) reported buying packaged spices on a monthly basis, while 23.1% purchased them fortnightly, 6.7% on a weekly basis, and only 3.1% occasionally. This pattern indicates that packaged spices are part of routine household consumption, with a strong preference for monthly purchasing. In terms of quantity purchased, 250 g packs were the most popular choice (31.1%), followed closely by 200 g (28.9%), while 500 g packs accounted for 17.8%, 100 g for 12%, and 1 kg packs

for 10.2%. This shows that consumers generally prefer moderate-sized packages that balance convenience and affordability. Regarding place of purchase, supermarkets emerged as the dominant retail outlet, preferred by 53.3% of consumers, followed by local retailers (22.2%), online stores (19.6%), and departmental stores (4.9%). This distribution highlights the growing dominance of organized retail and e-commerce, although traditional retailers still play a significant role. Analysis of media influence further revealed that retailers exerted the strongest impact on consumer purchasing decisions (34.2%), followed by social media platforms such as Google ads, YouTube, and Instagram (24.9%), friends and relatives (18.2%), and print media including newspapers, magazines, and pamphlets (12.9%). Television was found to be the least influential medium, accounting for only 9.8% of responses. These findings underline the importance of interpersonal communication, retail interactions, and digital marketing in shaping consumer behaviour towards packaged spice

**Table 1:** Factors influencing purchase of packaged spices

Sl. No.	Parameters	Highly dissatisfied (1)	Dissatisfied (2)	Neutral (3)	Satisfied (4)	Highly Satisfied (5)	Total	CS	Mean	Rank
1	Price	3	12	32	24	154	225	989	4.40	3
2	Quality	6	6	24	26	163	225	1009	4.48	2
3	Taste	1	2	27	25	170	225	1036	4.60	1
4	Size of Packages	15	150	52	5	3	225	506	2.25	9
5	Packaging	25	65	75	37	23	225	643	2.86	6
6	Availability	27	133	34	16	15	225	534	2.37	8
7	Promotional Activities	16	35	42	38	94	225	834	3.71	5
8	Brand Loyalty	26	12	30	37	120	225	888	3.95	4
9	Shelf Life	45	68	38	50	24	225	615	2.73	7

Further analysis of the factors influencing the purchase of packaged spices revealed that taste emerged as the most important determinant, with the highest mean score of 4.60. This was closely followed by quality (mean score 4.48) and price (mean score 4.40), indicating that intrinsic product attributes play a decisive role in shaping consumer preferences. Brand loyalty (mean score 3.95) and promotional activities (mean score 3.71) were ranked fourth and fifth, reflecting the secondary importance of marketing and consumer attachment to specific brands. Packaging was placed sixth with a mean score of 2.86, while shelf life (2.73) and availability (2.37) were considered less influential. The size of packages, with the lowest mean score of 2.25, ranked last, suggesting that while consumers

may appreciate convenient pack sizes, they are far less critical compared to sensory attributes and value-for-money considerations. Overall, these findings demonstrate that consumers in Gondal give maximum priority to taste, quality, and price when purchasing packaged spices, while external attributes such as packaging, shelf life, and availability have relatively less influence on their buying decisions.

### 2. To assess consumers' brand preferences towards packaged spices

#### 2.1 Brand awareness of consumers towards packaged spices

**Table 2:** Brand awareness of consumers towards packaged spices

Sl No.	Statements	Highly dissatisfied (1)	Dissatisfied (2)	Neutral (3)	Satisfied (4)	Highly Satisfied (5)	CS	Mean	Rank
1	I am familiar with various brands of packaged spices through word-of-mouth recommendations from friends and relatives	15	27	26	64	93	868	3.86	2
2	I have knowledge of different packaged spice brands from exposure through mass media.	14	20	41	65	85	862	3.83	3
3	I recognize several brands of packaged spices commonly found on display in stores or supermarkets.	25	15	16	34	135	914	4.06	1

The analysis of brand awareness showed that consumers most strongly recognised packaged spice brands displayed in supermarkets and retail outlets (mean score 4.06),

underscoring the importance of in-store visibility. Word-of-mouth recommendations from friends and relatives ranked second (mean score 3.86), while knowledge gained through

mass media ranked third (mean score 3.83). These results suggest that in-store presence and personal recommendations are more influential than traditional media

in shaping consumer brand awareness.

## 2.2 Brand of packaged spices purchased by consumers

**Table 3:** Brand of packaged spices purchased by consumers

Sl. no.	Brands	Chilli powder	Coriander powder	Garam Masala	Turmeric powder	Kitchen king masala
1	MDH	65	45	48	67	74
2	Everest	70	90	63	45	59
3	Catch Spices	56	65	65	68	69
4	Ozat	15	5	6	5	4
5	Swahit Masala	6	10	17	6	6
6	Sonet Masala	7	5	12	14	9
7	Others	6	5	14	20	4
	Total	225	225	225	225	225

The analysis of spice powder brand rankings reveals Everest as the leading brand, with the highest score for Coriander Powder (90) and strong performance in Chilli Powder (70) and Garam Masala (63). MDH also demonstrates notable popularity, ranking first for Turmeric Powder (67) and Kitchen King Masala (74). Catch Spices maintains consistent scores across categories, closely trailing the top brands. Conversely, brands such as Ozat, Swahit Masala, and Sonet Masala exhibit significantly lower scores, indicating limited consumer preference. These findings underscore the dominance of major brands in the spice market and highlight the influence of brand preference on consumer choices.

## 2.3 Factors influencing brand preference of packaged spices

**Table 3:** Factors influencing brand preference of packaged spices

Factors	Factors influencing brand preference	Mean Scores	Rank
F1	Good for health	41.24	5
F2	Good brand image	56.08	4
F3	Taste and Flavours	72.44	1
F4	Reasonable Price	67.24	2
F5	Easy Availability	28.03	8
F6	Advertisements	33.94	7
F7	Packaging attractiveness	59.19	3
F8	Variety of spice Offerings	40.84	6

The analysis of brand preference factors showed that taste and flavours (72.44) and reasonable price (67.24) are the most important to consumers, highlighting the role of sensory appeal and value for money. Packaging attractiveness (59.19) and brand image (56.08) follow, while health benefits (41.24) and spice variety (40.84) are moderately influential. Advertisements (33.94) and easy availability (28.03) are the least significant, indicating consumers in Gondal prioritize product quality and cost over promotion or distribution.

## Conclusion

The study on consumer purchasing behavior toward packaged spices in Gondal reveals a consistent demand, with 100% of consumers regularly using packaged spices, predominantly purchasing monthly (67.1%) and favouring mid-sized packs (250g: 31.1%, 200g: 28.9%). Supermarkets (53.3%) and retailers (22.2%) are the primary purchase

channels, with retailers (34.2%) and social media (24.9%) significantly influencing buying decisions. Taste (72.44), quality, and price (67.24) are the top determinants of brand preference, with Everest and MDH dominating categories like Coriander Powder (90) and Turmeric Powder (67), respectively, while Catch Spices maintains steady popularity. In-store visibility and word-of-mouth recommendations drive brand awareness. These findings highlight the dominance of major brands and the critical role of sensory and financial factors in consumer choices. Spice companies should focus on enhancing quality assurance, affordability, and product variety to address consumer concerns and strengthen market position.

## Acknowledgement

I sincerely thank Ozat Agro Link, Gondal and my guide for supporting the field study. I also extend my gratitude to all respondents for their valuable time and inputs.

## References

- Dalmia P, Goel V. Branded spices vs local & home-made spices in India—Which is preferred more and why? *Acad Mark Stud J*. 2023;27(1):1-9.
- Hore P, *et al.* Lead exposure from spices: A global concern. *Environ Health Perspect*. 2019;127(4):1-12. <https://doi.org/10.1289/EHP3904>
- Kumar R, Nithya R. Consumer behaviour towards Aachi Masala in Namakkal, Tamil Nadu. *Int J Commer Manag Res*. 2019;5(2):54-9.
- Lida H, *et al.* Assessment of heavy metals in curry powder, turmeric, and cardamom. *Food Control*. 2017;75:1-6. <https://doi.org/10.1016/j.foodcont.2016.12.018>
- Mintel. Packaged spices and seasonings are gaining traction in India, with millennials as a key consumer target. London: Mintel; 2025. Available from: [https://www.mintel.com/press-centre/packaged-spices-and-seasonings-are-gaining-traction-in-india-with-millennials-as-a-key-consumer-target/?utm\\_source=chatgpt.com](https://www.mintel.com/press-centre/packaged-spices-and-seasonings-are-gaining-traction-in-india-with-millennials-as-a-key-consumer-target/?utm_source=chatgpt.com)
- Ramesh R, Preetha S. Brand preference and factors influencing the purchasing of masala products in Tirupur. *Int J Eng Manag Res*. 2013;3(2):86-9.
- Reuters. Australian regulator examines possible contamination of Indian spice mixes. Reuters; 2024 Apr 30. Available from: <https://www.reuters.com/>
- Singh S, Sharma A, Parnami A. A study of consumers'

- preference of branded spices in Kota city. Int J Manag Soc Sci Res. 2015;4(9):8-12.
9. World Spice Organisation. Indian branded spice market set to reach Rs 50,000 crore in three years. The Economic Times; 2023.  
<https://economictimes.indiatimes.com/news/economy/agriculture/indian-branded-spice-market-set-to-reach-rs-50000-crore-in-three-years-ramkumar-menon-chairman-wso/articleshow/105257991.cms>