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Consumer-based brand competitiveness of rice and potato based food products in Tamil Nadu

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Abstract

Building a strong brand identity and keeping a competitive edge is essential for the success and survival of any firm in today's competitive market, especially in the food industry. This Study seeks to evaluate the Consumer-based Brand competitiveness of a case firm producing Rice and Potato based food products in Tamil Nadu, India. Erode and Tiruppur districts were purposively chosen as study areas with 100 sample respondents. Principal Component Analysis was used to analyze the data for this study. The research found that the Case firm has a clear competitive advantage in the aspects of providing better value products, Functional Benefits (Proper snacks), better quality products and Experiential Benefits (Availability).

Keywords: Brand competitiveness, rice and potato-based food products

Introduction

A brand's capacity to have a strong and competitive presence in the market is crucial to its success in today's fast-paced and dynamic food sector. As the preferences of consumers continue to evolve, food brands must continuously innovate and adapt to meet changing demands and remain relevant. In today's competitive environment, competitiveness has evolved into one of the primary issues for business and trade-related operations. (Karimi *et al.*, 2013) [6]. Competitiveness is all about securing a competitive advantage in the market (Baumann *et al.*, 2017) [2]. Brand competitiveness can lead to a larger market share, sustained profitability, the ability to command higher prices and the cultivation of customer loyalty (Ahmad and Sapry, 2008) [1]. Brand Competitiveness is the ability of the brand to gain market share at a profitable price Davcik *et al.*, 2015 [4].

The food Processing Sector is the fifth-largest industry in terms of production, consumption, exports and potential growth. During the last five years ending 2019-20, Food Processing Industries (FPI) Sector has been growing at an average Annual Growth Rate of around 11.18 percent.

This study explores the Consumer-based Brand competitiveness of a case firm in the study area, specifically focusing on the ready-to-eat rice and potato-based food products segment of the firm in Tamil Nadu, India.

Review of literature

Brand competitiveness can be identified in two ways Market share *ceteris paribus*, and Price premium for brand indifference Winzar *et al.* (2018) [7]. The Brand competitiveness and brand equity of brands with ecolabel-certified bottles are higher in Indonesia Jaung *et al.* (2019) [5].

When brand competitiveness of a brand is less than 50 per cent, consumers tend to seek a variety of new brands Zuo *et al.* (2019) [9]. Brand competitiveness can be improved through marketing orientation through use of a proper promotional mix Gupta *et al.* (2020) [10].

In this context, the purpose of the study was to know the Brand competitiveness of rice and Potato based food products of a case firm in Tamil Nadu.

Research Methodology

Western districts of Tamil Nadu (Erode and Tiruppur) with a sample size of 100 were purposively selected for the study based on the availability of the case firms' products. 100 consumers were contacted at the point of purchase through personal interviewing. The period of study is between March 2023 and May 2023. Brand Competitiveness of the Rice and Potato based food products was measured using 17 items (Wangamo *et al.*, 2021) [11].

The items were rated on a 5-point Likert Scale. Principal Component Analysis (PCA) was used to study the Brand Competitiveness of Rice and Potato based food products. The data is visualized in a biplot using R software to understand the relationships between the variables and the principal components.

Result and Discussion

The majority of the respondents belong to the age group of 14-35. Among the 100 respondents, the male population was 60 and the female. The majority of the respondents were unmarried (59 percent). The majority of the respondents were well educated with graduation.

Principal Component Analysis is a multivariate data reduction technique that aids in the selection of the principal components accounting for the most variation. The number of components being extracted and the number of variables being analyzed are equal. One can assume that the first component will account for a significant portion of the total variation. We considered eigenvalues greater than 1, as advised by Brejda, *et al.* (2000) [3]. The scree plot of the variables of the items in Fig 1 reveals that the first five eigenvectors have eigenvalues greater than one collectively explaining about 67 per cent of the total variation among the 17 items.

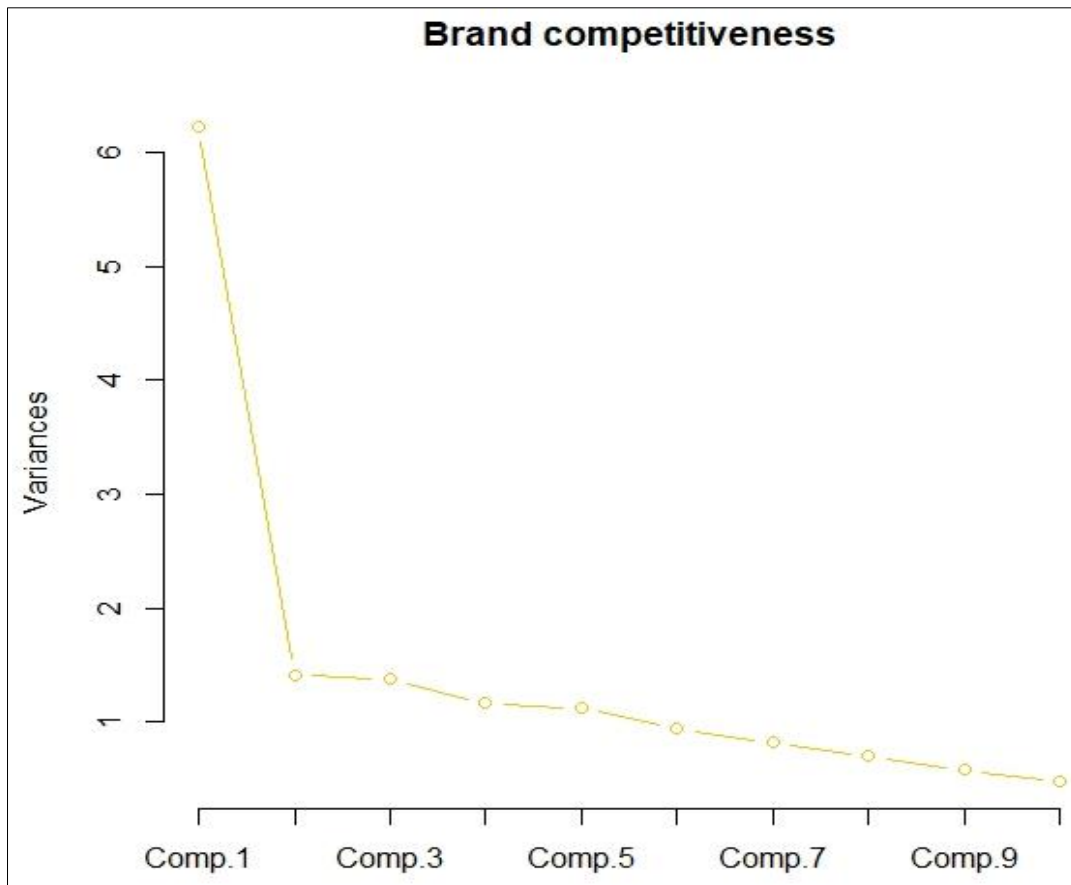


Fig 1: Scree plot on 17 items of Brand Competitiveness

Table 1: Eigenvalue, Eigenvectors and variance of 17 items of Brand competitiveness

	PC1	PC2	PC3	PC4	PC5	PC6	PC7	PC8	PC9	PC10	PC11	PC12	PC13	PC14	PC15	PC16	PC17
Best Brand	-0.029	0.477	-0.484	-0.319	-0.111	-0.03	-0.317	-0.048	-0.162	0.338	0.255	-0.036	-0.233	0.064	0.226	0.046	0.05
Leader	-0.234	-0.348	-0.223	-0.178	0.102	-0.084	-0.203	0.443	0.177	-0.116	0.334	-0.436	0.281	-0.173	0.037	0.07	-0.165
Recommended	-0.238	0.43	-0.026	-0.096	-0.016	-0.246	-0.307	0.109	-0.076	-0.401	-0.428	0.102	0.346	0.074	-0.231	0.204	-0.036
Loyal customer	-0.313	0.173	0.039	0.073	0.109	0.233	0.053	0.3	0.097	0.124	0	0.046	-0.519	-0.141	-0.543	0.041	-0.306
Trust	-0.341	0.151	-0.028	0.028	-0.026	-0.088	0.221	0.085	-0.087	0.131	0.161	-0.058	0.236	0.017	-0.288	-0.573	0.524
Satisfaction	-0.256	0.214	0.002	-0.25	0.013	0.132	0.264	-0.394	0.512	0.096	-0.305	-0.342	0.081	-0.209	0.179	-0.069	-0.129
Better known	-0.323	0.037	0.166	0.07	0.036	-0.056	0.042	0.254	-0.263	-0.132	-0.148	0.155	-0.225	-0.527	0.556	-0.056	0.133
Reputation	-0.323	-0.095	0.076	0.135	0.122	0.045	0.092	0.157	-0.127	0.136	-0.251	-0.371	-0.181	0.635	0.215	0.244	0.189
Promises	-0.312	0.079	-0.014	0.203	-0.314	-0.125	0.157	-0.029	0.032	-0.149	0.251	0.218	0.068	0.343	0.246	-0.285	-0.564
Customer needs	-0.293	-0.034	0.041	0.048	-0.336	0.313	-0.042	-0.067	0.357	-0.133	0.304	0.313	0.044	0.018	0.017	0.446	0.394
Unique	-0.258	-0.079	-0.017	0.174	0.033	-0.431	0.122	-0.528	-0.309	-0.068	0.256	-0.223	-0.114	-0.198	-0.203	0.326	-0.027
Functional Benefits	0.126	0.074	-0.042	0.476	-0.637	0.183	-0.186	0.06	-0.106	0.093	-0.172	-0.419	0.061	-0.2	-0.053	-0.032	-0.019
Experiential Benefits	-0.036	0.123	0.63	0.113	0.079	-0.309	-0.482	-0.02	0.276	0.362	0.157	-0.028	0.013	0.013	0.057	-0.056	-0.005
Symbolic benefits	-0.28	-0.242	-0.124	0.08	0.116	0.223	-0.1	-0.111	-0.243	0.568	-0.189	0.304	0.431	-0.1	-0.024	0.114	-0.19
Better products	-0.221	-0.369	-0.165	0.006	0.049	0.144	-0.549	-0.35	0.046	-0.255	-0.168	0.03	-0.286	0.071	-0.041	-0.387	0.076
Better Quality	0.046	0.36	-0.018	0.431	0.526	0.433	-0.102	-0.122	-0.062	-0.217	0.268	-0.136	0.187	-0.011	0.126	-0.022	-0.029
Better Value	0.061	-0.01	-0.486	0.511	0.177	-0.4	0.041	0.1	0.443	0.124	-0.162	0.176	-0.077	-0.048	0.063	0.034	0.118
Eigenvalue	6.229	1.418	1.379	1.165	1.123	0.944	0.823	0.7	0.583	0.478	0.43	0.404	0.358	0.301	0.256	0.214	0.195
Variability %	36.64	8.343	8.11	6.854	6.606	5.551	4.839	4.119	3.432	2.815	2.529	2.375	2.107	1.769	1.503	1.261	1.147
Cumulative %	36.64	44.98	53.09	59.95	66.55	72.1	76.94	81.06	84.49	87.31	89.84	92.21	94.32	96.09	97.59	98.85	100

Five Principal Components were extracted based on the Eigenvalues greater than one. The PC1 with the eigenvalue of 6.22 explains the items of trust, Better known, Reputation, Loyal customer, Promises and customer needs. The PC2 with an eigenvalue of 1.41 explains Better Products, Leader and Symbolic benefits items. The PC3 with the eigenvalue of 1.37

explains the items of Better value, Best Brand and Experiential benefits. The PC4 with an eigenvalue of 1.16 explains the items of Satisfaction, Functional Benefits and Better quality. The PC5 with an Eigenvalue of 1.123 explains the items of Better Quality and Functional benefits.

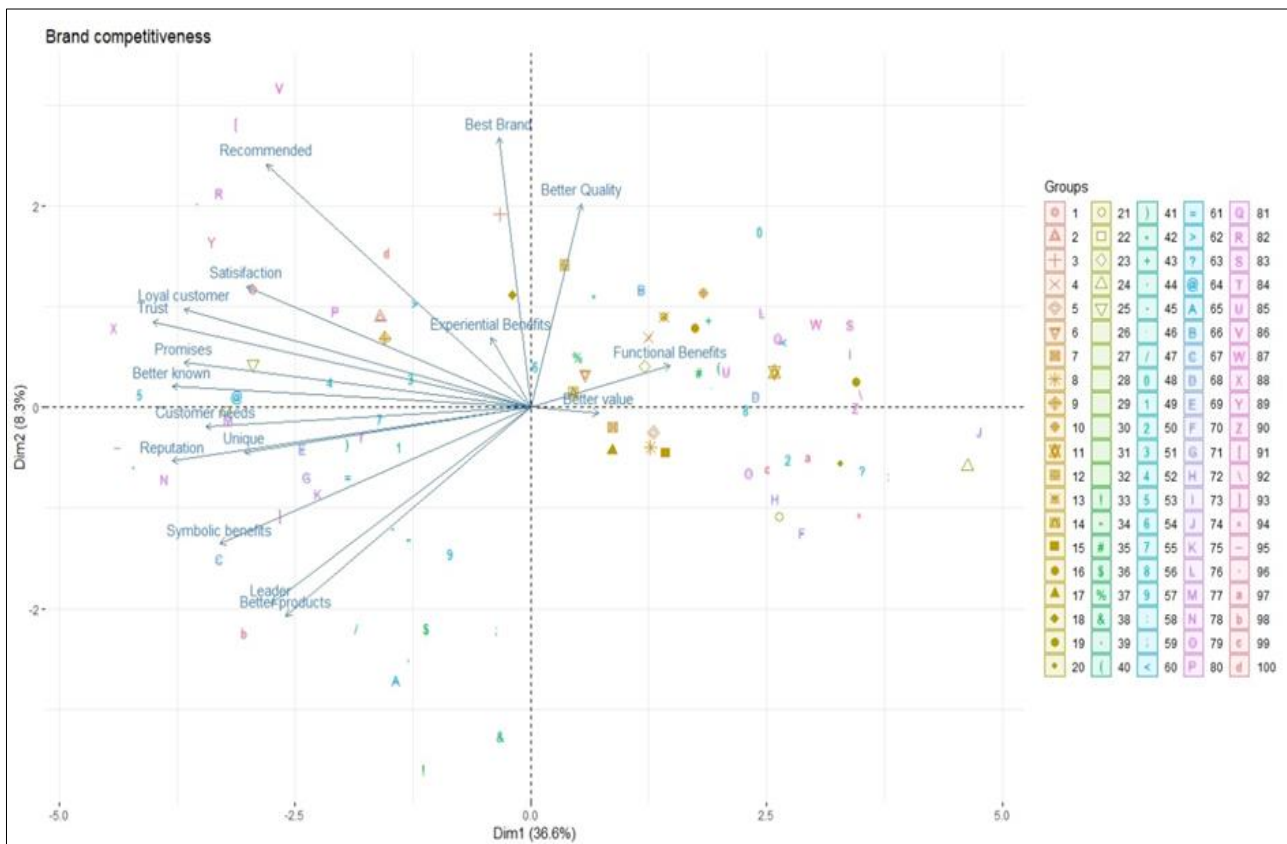


Fig 2: Biplot of Respondents based on 17 items of Brand Competitiveness

In Fig 2, 31 per cent of respondents perceived that the Rice and Potato-based food products produced and marketed by the case firm are of better quality and provide functional benefits (Proper snack). The 19 per cent in the bottom right quadrant perceived that the Rice and Potato based food products produced and marketed by the case firm have Better value. 28 per cent of respondents perceived that the Rice and Potato based food products produced and marketed by the case firm have Better Products, Symbolic benefits, Reputation, and Unique. The 22 per cent of respondents perceived that the Rice and Potato-based food products produced and marketed by the case firm are better known, keep their promises, are more trusted and have loyal and satisfied customers and the brand also provides experiential benefits.

The products produced and marketed by the case firm are not recommended and a not a market leader because unlike other competing brands the case firm brand does not have strong advertising activities and any promotional activities.

Conclusion

This study aims to identify the Brand competitiveness of a firm producing Rice and Potato based food products. The results indicate that the competitive advantage of the Rice and Potato based products produced by the case firm is its better value products, Functional Benefits (Proper snacks), Better quality products and Availability but the case firm has to work on the other items such as Symbolic benefits,

Recommended, and Best Brand to increase its Brand Competitiveness.

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