



# **A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS IRUTTU KADAI HALWA WITH REFERENCE TO TIRUNELVELI CITY**

<sup>1</sup> *Ms. S. M. Khavya*, <sup>2</sup> *Muthu Vignesh B*

<sup>1</sup> M.com Assistant Professor Sri Krishna Adithya College of Arts and Science India.

<sup>2</sup> Sri Krishna Adithya College of Arts and Science India.

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## **ABSTRACT:**

Iruttu Kadai Halwa holds a strong position in the market, especially in Tirunelveli, due to its quality and traditional appeal. However, addressing challenges related to counterfeit products, packaging, and availability, while enhancing marketing efforts, will ensure continued growth and customer loyalty.

Consumer buying behavior plays a significant role in understanding the factors that influence purchasing decisions, particularly for iconic brands with a strong cultural and historical connection. One such brand is the renowned Iruttu Kadai Halwa Shop in Tirunelveli City, Tamil Nadu. Known for its rich legacy, traditional methods, and exclusive product offerings, Iruttu Kadai Halwa has become a symbol of heritage and pride for the region.

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## **INTRODUCTION:**

Established over a century ago, Iruttu Kadai Halwa is not just a sweet shop but a cultural phenomenon. The shop derives its name from its early days when it operated under minimal lighting, giving it the name Iruttu Kadai (meaning "dark shop" in Tamil). Despite the advent of modern marketing techniques and competing brands, Iruttu Kadai continues to draw customers from far and wide, with its halwa being celebrated for its unmatched taste, quality, and authenticity.

The shop's unique selling points include its limited working hours, exclusivity, and adherence to traditional preparation methods. The halwa, made with wheat milk, sugar, and pure ghee, attracts both local and international customers who are loyal to the brand. This study explores the factors influencing consumer buying behavior towards Iruttu Kadai Halwa, including the role of cultural attachment, product quality, pricing, and consumer satisfaction.

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## **STATEMENT OF PROBLEM:**

The consumer buying behavior towards Iruttu Kadai halwa is influenced by various factors such as brand heritage, product exclusivity, taste, pricing, and word-of-mouth marketing. However, there is a lack of research on the key determinants of consumer preferences, brand loyalty, and purchasing decisions. Additionally, the shop's limited accessibility and absence of modern marketing strategies create challenges in sustaining its market presence amid growing competition. This study seeks to identify the factors shaping consumer behavior, assess the impact of exclusivity on purchasing patterns, and explore strategies to enhance customer retention while preserving the brand's traditional identity.

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## **OBJECTIVE:**

- To analyze the position in the market relative to competitors and how it differentiates itself.
- To determine the level of consumer satisfaction with the products.

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## **SCOPE OF STUDY:**

The study on consumer buying behavior towards Iruttu Kadai Halwa focuses on understanding various factors influencing consumer choices, preferences, and purchasing patterns regarding this specific product. The scope of the study covers a range of areas that help in analyzing Demographic analysis of customers.

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## REVIEW OF LITERATURE:

- Namitha S (2023), discusses how local identity impacts consumer purchases. Many residents of Tirunelveli take pride in Iruttu Kadai Halwa as a symbol of their city's heritage, making it a must-buy item for locals and visitors alike.
- Suresh (2023), suggests that customer satisfaction leads to repeat purchases. Consumers of Iruttu Kadai Halwa often express high satisfaction due to its unique taste and authenticity, resulting in continued patronage over generations.
- Deepak (2023), discusses the shift toward sustainable consumption. Consumers appreciate that Iruttu Kadai Halwa is made using traditional, natural ingredients without preservatives, aligning with modern health-conscious buying behavior.

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## PROFILE OF THE STUDY:

A shop in Tirunelveli has been selling a single variety of Halwa for over 90 years, with zero marketing and no changes to its business model. The world-famous Iruttu Kadai Halwa is still made with the same ingredients, delivering the same taste it has for decades. Despite this, the shop remains a mystery to modern-day marketers, as it defines all the marketing principles outlined in Marketing Management by Philip Kotler and Kevin Lane Keller. This shop has even helped make Tirunelveli known as the "Halwa City of India," despite the fact that halwa originally hails from Rajasthan. This case explores the shop's history, marketing mix, business model, pricing strategy, and promotional approach.

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## ANALYSIS AND INTERPRETATION OF DATA:

### SIMPLE PERCENTAGE ANALYSIS:

TABLE SHOWING THE DIFFERENTIATE OF IRUTTU KADAI HALWA WITH OTHER COMPETITON

DIFFERENCE	FREQUENCY	PERCENTAGE
Unique taste	45	30
Fresh ingredients	46	30.7
Traditional preparation method	48	32
Premium quality	11	7.3
TOTAL	150	100

Source- Primary Data

### INTERPRETATION:

From the above table, the majority of respondents (32%) feel that Iruttu Kadai Halwa stands out due to its **traditional preparation method**. A close second (30.7%) attribute its uniqueness to the use of fresh ingredients, while 30% highlight its unique taste. Only 7.3% consider its premium quality as the differentiating factor.

CHART SHOWING THE DIFFERENTIATE OF IRUTTU KADAI HALWA WITH OTHER COMPETITON

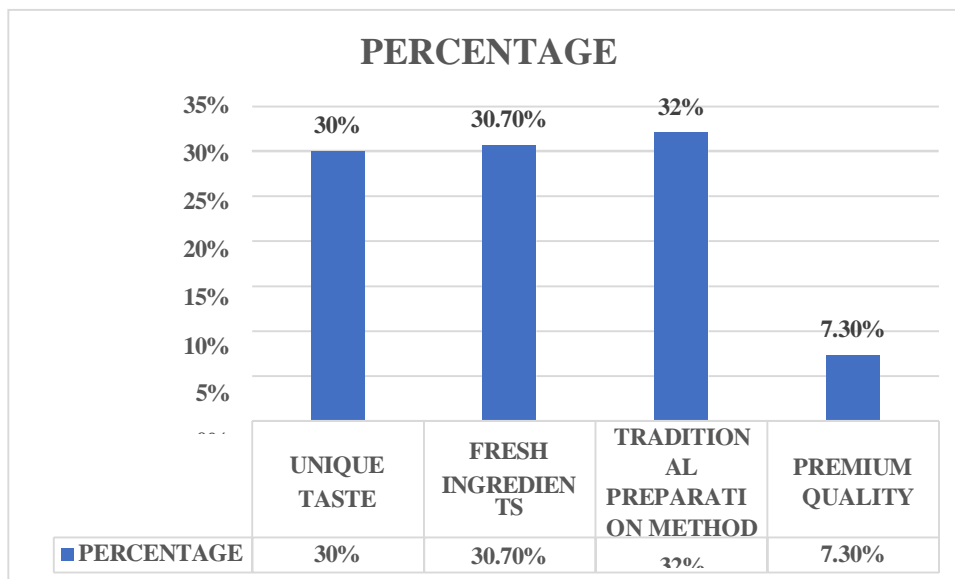
**Weighted Average Analysis:**

TABLE SHOWING WEIGHTED AVERAGE AND RANK ANALYSIS ABOUT QUALITY OF PRODUCT

QUALITY OF PRODUCT	4	3	2	1	TOTAL	WEIGHTED AVERAGE	RANK
Very Satisfied	66	24	12	0	360	2.4	1
Satisfied	15	57	29	1	290	1.93	2
Neutral	10	34	46	10	244	1.62	3
Dis-satisfied	1	19	39	35	174	1.16	4

**Source- Primary Data****INTERPRETATION:**

The above table consist of both weighted and rank analysis. The respondents ranked and weighted “Very Satisfied” as “Rank 1” and its “Weight 2.4” followed by “Satisfied” as “Rank 2” and “Weight 1.93”, “Neutral” as “Rank 3” and its “Weight 1.62”, “Dis- satisfied” as “Rank 4” and its “Weight 1.16”.

**FINDINGS:****SIMPLE PERCENTAGE ANALYSIS:**

- 64% of the respondents were from the Age group 18-25.
- 63.3% of the respondents were Male user.
- 44% of the respondents were Self-Employees.
- 40.7% of the respondents were Annual income below 240000.
- 37.3% of the respondents were Occasionally Purchase Iruttu Kadai halwa.
- 38.7% of the respondents were usually purchase the product between 250gm-500gm.
- 62% of the respondents were purchase halwa directly from the shop.
- 36% of the respondents were primary reason for purchasing is popularity of the brand.
- 48.7% of the respondents were learned about Iruttu Kadai halwa during a visit to nellai.
- 30.7% of the respondents were typically spend between Rs.150- 250.
- 77.3% of the respondents were buy Iruttu Kadai Halwa as a souvenir for others.
- 52.7% of the respondents were prefer to pay for Iruttu Kadai Halwa in cash.
- 47% of the respondents were rate the taste of Iruttu Kadai Halwa as excellent.
- 67.3% of the respondents were describing sweetness level of halwa was perfectly balanced.
- 32% of the respondents were feel that Iruttu Kadai Halwa stands out due to its traditional preparation method.
- 48% of the respondents were indicated that they improved packaging.
- 54.7% of the respondents were highly rated the freshness of Iruttu Kadai Halwa.

- 45.3% of the respondents were consider the pricing of Iruttu Kadai Halwa to be reasonable.
- 44.7% of the respondents were rating it as very good in hygiene and cleanliness.
- 82% of the respondents were they have faced issues with duplicate or fake.
- 48.7% of the respondents were considered that Iruttu Kadai Halwa was marketed very well.
- 41.3% of the respondents were online reviews have a strong influence on consumer purchasing.
- 52.7% of the respondents were requested to increase availability in more locations

**WEIGHTED ANALYSIS:**

- From the analysis, with 66 responses rating 4, the total score is 360, resulting in a weighted average of 2.4, which places it in the top rank (1st).

**SUGGESTIONS:**

- Requesting increased availability in more locations, expanding distribution channels especially in areas where there's significant demand could boost sales.
- Online platforms and partnerships with retailers could help make the product more accessible.
- Leverage online reviews as a way to enhance credibility. Encourage satisfied customers to share positive reviews and address concerns or negative feedback quickly.
- While paying in cash, it may be beneficial to offer more payment options, like digital payments (e.g., UPI, cards) to cater to a wider audience.

**CONCLUSION:**

Iruttu Kadai Halwa holds a strong position in the market, especially in Tirunelveli, due to its quality and traditional appeal. However, addressing challenges related to counterfeit products, packaging, and availability, while enhancing marketing efforts, will ensure continued growth and customer loyalty.

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