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A Study on Buying Preferences of Agricultural Products from Aagi Foods

***Dr V Rajalakshmi, **Sharath S Krishna**

**Head, Department of Management (PG), Rathinam CAS, Coimbatore-641021. Rajalakshmimanickam11@gmail.com*

***Department of Management (PG), Rathinam CAS, Coimbatore-641021*

**Corresponding author. Head, Department of Management (PG). Email: Rajalakshmimanickam11@gmail.com*

ABSTRACT:

This study explores consumer buying preferences for agricultural products from AAGI Foods Private Limited. It focuses on factors like product quality, pricing, brand reputation, availability, and customer service to understand their impact on purchasing decisions. A descriptive research design was used, with data collected through structured questionnaires from 75 respondents. The results highlight that product quality and competitive pricing are the primary factors influencing consumer choices. Consumers show a strong preference for organic and locally sourced products, with younger consumers especially valuing sustainability. Brand reputation plays a significant role in customer loyalty, with many respondents prioritizing reliability and freshness. The study also reveals that middle-aged consumers are more likely to prioritize affordability and consistent availability. These findings offer valuable insights for AAGI Foods to refine its marketing strategies and improve customer satisfaction. By leveraging demographic insights, the company can better segment its customer base and tailor promotional efforts. Ultimately, the study provides empirical support for enhancing dealership strategies and customer engagement in the agricultural products market.

Keywords: Buying preference, AAGI Foods, Agricultural products, Consumer behavior, Product quality, Customer satisfaction.

INTRODUCTION

The agricultural products market in India is highly competitive, with changing consumer preferences driven by factors like quality, price, and sustainability. AAGI Foods, a key player in the sector, has built a strong reputation by offering fresh, reliable, and locally sourced agricultural products. As consumer awareness of organic and eco-friendly products grows, AAGI Foods plays an important role in meeting these evolving demands while providing a seamless customer experience. This study explores the buying behavior of consumers purchasing agricultural products from AAGI Foods, with a focus on factors such as product quality, pricing, brand reputation, availability, and customer service. By understanding these key influences, the study aims to provide insights into how AAGI Foods can enhance customer satisfaction and strengthen its position in the market.

BUYING PREFERENCE

Buying preference refers to a consumer's tendency to select certain agricultural products based on their evaluation of key attributes. In the case of AAGI Foods, customers often prioritize factors such as product quality, pricing, freshness, brand reputation, and sustainability. AAGI Foods has established itself as a preferred source by offering a variety of high-quality, locally sourced, and organic products while maintaining a strong focus on customer service. Consumer preferences for these agricultural products are also shaped by values such as environmental consciousness, reliability, and the perceived health benefits of the products. This study identifies these influential factors to understand the primary drivers behind customer decision-making when purchasing agricultural products from AAGI Foods.

ABOUT AAGI FOODS INDUSTRY

AAGI Foods Private Limited is a newly established company in India, incorporated on October 23, 2023, under the Corporate Identification Number (CIN) U46309MH2023PTC412693. Headquartered in Mumbai, Maharashtra, the company is registered as a private limited entity and operates in the wholesale trade sector, excluding motor vehicles and motorcycles. Despite its recent inception, AAGI Foods aims to make a significant impact in the agricultural products market by offering a diverse range of high-quality products. The company is committed to meeting the evolving demands of consumers who prioritize quality, sustainability, and reliability in their food choices.

STATEMENT OF THE PROBLEM

Despite the growing demand for high-quality agricultural products in India, companies like AAGI Foods face challenges in consistently aligning their offerings with changing consumer expectations. As buying preferences are influenced by factors such as health consciousness, pricing, product variety, environmental concerns, and brand trust, it becomes crucial to understand the specific motivators behind consumer purchase decisions. This study aims to bridge the gap by identifying and analyzing the key factors influencing buying preferences for agricultural products from AAGI Foods.

OBJECTIVES OF THE STUDY

1. To understand the consumer buying behaviour towards aagi foods products.
2. To study the factors influencing consumer decisions regarding different product categories.
3. To evaluate customer satisfaction and expectations in terms of quality and pricing.

LIMITATIONS OF THE STUDY

- The study is geographically limited to Coimbatore city.
- Sample size is restricted to 75 respondents, limiting generalizability.
- Reliance on self-reported questionnaire data may introduce subjectivity and response bias.
- The study focuses only on consumers of AAGI Foods, which may not represent the preferences of the wider agricultural products market.

RESEARCH METHODOLOGY

- Research Design: Descriptive
- Sampling Method: Convenience Sampling
- Sample Size: 105 Respondents

Data Sources

- Primary: Structured questionnaire
- Secondary: Journals, websites, dealership reports

Analysis Tools:

- Chi-square test
- Correlation analysis
- Reliability analysis (Cronbach's Alpha)

RESULTS AND FINDINGS

Table 1: Age of the Respondents

Age Group	Frequency	Percentage
18–24	17	16.20%
25–34	22	21.00%
35–44	21	20.00%
45–54	30	28.60%
55+	14	13.30%
Others	1	1.00%
Total	105	100%

Source: Primary Data

The age distribution shows that the majority of respondents fall within the 45–54 age group (28.6%). This is followed by the 25–34 age group at 21% and 35–44 at 20%. Young consumers aged 18–24 constitute 16.2% of the sample, while those above 55 represent 13.3%. The small percentage under "Others" suggests minor anomalies in responses. These results indicate that middle-aged consumers, particularly between 35 and 54, form a key segment for agricultural product buyers from AAGI Foods.

H₀: The age group distribution follows the expected distribution (i.e., the observed frequencies match the expected frequencies).

H₁: The age group distribution does not follow the expected distribution (i.e., the observed frequencies do not match the expected frequencies).

TABLE 2: Gender Distribution of the Respondents

Gender	Frequency	Percentage
(Male)	34	32.40%
(Female)	26	23.90%
(Other)	25	25.80%
Total	105	100%

Source: Primary Data

The gender distribution indicates a fairly diverse sample, with males accounting for 32.4%, females for 22.9%, and 23.8% identifying differently. A significant 20% of respondents preferred not to disclose their gender. This balanced and inclusive representation strengthens the credibility of the study's findings in analyzing gender-based buying behavior.

TABLE 3: CHI-SQUARE TEST

Association between Demographic Factors and Buying Preferences of the Respondents

Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	124.537	25
Likelihood Ratio	33.59	25

Source: Primary Data

The Pearson Chi-Square value of 124.537 with 25 degrees of freedom and a p-value of 0.000 indicates a statistically significant association between demographic factors (such as age, gender, occupation) and buying preferences for agricultural products from AAGI Foods.

Result: Significant at the 1% level.

Conclusion: Demographic variables significantly influence consumer buying preferences for agricultural products.

TABLE 4: CORRELATION ANALYSIS

a) Gender and Purchase Location of the Respondents

Factor	Correlation (r)	p-value	Significance
Gender vs. Purchase location	0.117	0.239	Not Significant

Source: Primary Data

The correlation analysis between gender and the location of agricultural product purchases reveals a Pearson correlation coefficient (r) of 0.117 with a p-value of 0.239. The positive correlation coefficient indicates a very weak relationship between gender and the choice of purchase location. However, since the p-value is greater than 0.05, the result is not statistically significant. This implies that there is no meaningful association between a respondent's gender and their preferred location for purchasing agricultural products. In other words, gender does not play a significant role in determining where consumers buy their agricultural products.

b) Occupation and Purchase Location of the Respondents

Factor	Correlation (r)	p-value	Significance
Occupation vs. Purchase location	0.175	0.077	Not Significant

Source: Primary Data

The correlation analysis between occupation and the location of agricultural product purchases shows a Pearson correlation coefficient (r) of 0.175 with a p -value of 0.077. The positive correlation suggests a weak relationship between a respondent's occupation and their preferred place of purchase.

However, since the p -value is greater than 0.05, the relationship is not statistically significant. This indicates that occupation does not have a notable impact on where consumers usually purchase their agricultural products. Thus, consumers from different occupational backgrounds tend to behave similarly in terms of purchase location.

SUGGESTIONS

- Offer discounts and bundle deals to attract price-sensitive customers.
- Strengthen online ordering systems to improve convenience and reach a wider audience.

CONCLUSION

AAGI Foods has established itself as a trusted brand in the agricultural products market by emphasizing quality and freshness. The company's customer engagement strategies significantly impact buying preferences and brand loyalty. This study highlights the need for AAGI Foods to continuously align its offerings with evolving consumer expectations. Factors such as product availability, pricing, and quality assurance were found to play a major role in influencing customer satisfaction and repeat purchases. The findings offer valuable insights that can help AAGI Foods strengthen its market position and refine its marketing efforts. As consumer preferences shift towards convenience, transparency, and health-conscious choices, AAGI Foods must adapt its strategies to stay competitive and drive sustained growth.

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