



A Study on Consumer Buyomg behaviour towards Various Types of Sunfeast (ITC) Biscuits Products in Coimbatore

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INTRODUCTION:

Sun feast is an Indian brand of ITC Company, Fast Moving Consumer Goods, Hotels, Paperboards and Packaging, Business and Information Technology. In July 2003, ITC made a foray into the biscuits market by launching the Sun feast range of biscuits. Sun feast biscuits have always stood for quality and are known for offering innovative and wholesome biscuits. The brand connotes happiness, contentment, satisfaction and pleasure. Sun feast is a new brand the conversion rate is considerably high in all the price-quality points. This signifies that the brand is doing fairly well growing considerably. The objective of the project is to know the consumers preferences for Sun feast Biscuits, to study the Market Potential of Sun feast Biscuit and the report contains a brief introduction of Sun feast. The company Sun feast has interests in various sectors and they provide consistent quality products to meet the customer requirements. Satisfying our customers is an essential element to staying in business in this modern world of global competition. We must satisfy and even delight our customers with the value of our products and services to gain their loyalty and repeat business.

Customer satisfaction is therefore a primary goal of process improvement programs. So how satisfied are our customers? One of the best ways to find out is to ask them using Customer Satisfaction Surveys. These surveys can provide management with the information they need to determine their customer's level of satisfaction with their products and with the services associated with those products. Employees and the management of the store can use the survey information to identify opportunities for improving the existing product variants and to introduce new products. This project includes details on designing your own customer satisfaction questionnaire, tracking survey results and turn survey data into useful information. This report clearly mentions objective of the study and the research methodology utilized.

The report contains a detailed view of the tasks, which have been undertaken to analyze the market of Sun feast. Various sets of questionnaire have been prepared to know the preferences of consumers about the Sun feast Biscuits.

SCOPE OF STUDY:

The words such as consumer behaviour, individual buyer behaviour, and buying behaviour of the consumer are all the same. Consumer behaviour is defined as the study of individuals, groups, and organizations performance in selecting, buying, using the goods and services, ideas, or experiences to fulfil the buyer's needs and wants. The information given below will help you to understand the behaviour of the customers. Companies conduct various research programs to collect information about their target customer

The scope is limited to the extent of the place, time, organization and their information collected during the research. It is done as a part of academic study.

The scope of the study limited to information collected with the help of primary data given by the respondent during survey.

3. The information collected is limited to the academic knowledge gained during the study of the course.

STATEMENT OF PROBLEM:

Biscuits are a small flat round and square shape cake that is crisp and usually sweet. Commonly it has concerned with the taste and habits of the people. The biscuit is consumed for refreshment and treated as snack is not the Indian culture. Previously, biscuit was used as diet for patients and energy. Nowadays, biscuits are the essential snack for children and working people during their freshmen time, most of the children have addicted to biscuits and chocolates. The study investigate the base of consumer behaviour and how it sad opted for children and also identify the purchase decision behaviour of consumer on Fast Moving Consumer Goods especially Biscuits.

LIMITATIONS:

Another primary limitation for marketers using the consumer buying behaviour model is that consumers sometimes are much less involved in a purchased elision. For instance, someone buying laundry detergent is generally less involved in the purchase than someone buying a car or washer and dryer. Thus, the ability of marketers to affect consumers by analyzing buyer behaviour is limited. Consumers that are less involved spend less time seeking or viewing information about the purchase.

OBJECTIVES:

Find out the attitudes of the consumer about sun feast products.

The consumer satisfaction of sun feast biscuit products in Coimbatore.

To identify the factors that influences the sun feast product to the customer.

To find out the market position of the sun feast products.

RESEARCH METHODOLOGY:

I have collected data through primary and secondary sources. In conducting this study, survey questionnaires were administered for data collection. I made a list of questions which were narrowed down to a few. Then we gave out the questionnaires.

Measurement and scaling procedures

The questionnaire was structured in the form of an ordinal scale in which respondents evaluate only one object at a time and the 5-points itemized rating type scale ranging from (1) strongly disagree to (5) strongly agree.

Questionnaire design

There were 25 questions in the survey obtaining data for one variable; participants were approached with the research questionnaire. They were given sufficient time to study the questionnaire, ask questions and obtain clarification if necessary on issues associated with the research and questionnaire before completion.

Response Rate

To make the filling and analysis of questionnaires easy and accurate, we used Google Docs. Our response rate was 100% with the sample subjects answering all the questions.

Sampling Process**Target Population**

Our target population involves the users and buyers of FMCG products from different locations. The users include the old and the young population. The deciders and the buyers mostly include the house wives who are the major buyers of FMCG products.

Sample Size

Sample size of 100 respondents from different place was taken for conducting the study. It denotes the number of elements to be included in the study. Due to time constraints the sample size chosen is small.

RESULTS:**PERCENTAGE****AGE**

AGE	FREQUENCY	PERCENTAGE
LESS THEN 20	33	33
21-30	43	43
31-40	24	24
TOTAL	100	100

GENDER

GENDER	FREQUENCY	PERCENTAGE
MALE	51	51
FEMALE	49	49
TOTAL	100	100

HOW OFTEN DO YOU PURCHASE THE SUN FEAST BRAND

OPTIONS	FREQUENCY	PERCENTAGE
DAILY	10	10%
RANDOM	23	23%
WEEKLY	37	37%
MONTHLY	30	30%
TOTAL	100	100%

YOU

WHICH OTHER BRAND DO CONSUME IN ITC BISCUITS

OPTIONS	FREQUENCY	PERCENTAGE
PARLE	14	13.9
BRITANIA	18	17.8
MOM'S MAGIC	38	37.6
DARK FANTASY	30	30.6
TOTAL	100	100

HOW MANY TIMES ADAY YOU EAT BISCUITS

OPTIONS	FREQUENCY	PERCENTAGE
ONE	22	22
TWO	33	33
THEE	45	45
TOTAL	100	100

FINDINGS

- The majority 43% of respondents are from age group of 21-30
- The majority 49% of respondents are female
- The majority 49% of respondents are mobile advertisement
- The majority 37% of respondents are quality
- The majority 40% of respondents are friends
- The majority 37% of respondents are weekly
- The majority 37.6% of respondents are mom's magic
- The majority 40% of respondents are glucose biscuits
- The majority 40% of respondents are neutral
- The majority 45% of respondents are three times
- The majority 30% of respondents are sun feast and parle.

SUGGESTIONS

- The company may provide the biscuits at reduced / concessional price to the customers in coimbatore provided at round off price say Rs.1 or Rs.2
- The company may advertise by television, newspaper & hoardings etc.
- The company may advertise to create awareness regarding the nutrients included in the biscuits
- The company may provide samples to the customers the company may provide some consumer offer to the customer
- The company may introduce new products which would help the customers for their taste

CONCLUSION

From the analysis of the data collected and from the experiences I have reached the following conclusions: That Sun feast Biscuits has gained acceptance by the customer and has huge potential to expand its market share and become leaders in few of its biscuits category Sun feast is most popular amongst its users mainly because of its taste, brand name and innovativeness. Mostly consumers remember the advertisement because of the frequency of add and brand ambassadors. Thus it should focus on good taste so that it can capture the major part of the market. But most of the consumers prefer Britannia as their first preference, than Sun feast.

I come to the conclusion that visibility affects the sales of Biscuits in a very special way. And in terms of biscuits variety Sun feast is lacking behind the range of biscuits for health conscious consumers.

In today's scenario, customer is the king because he has got various choices around him. If the company is not capable of providing consumers the desired result then the consumer will definitely switch over to the competitor. Therefore to survive in this cut throat competition, the company need to be the best. Customer is no more loyal in today's scenario, so the company needs to be always on their toes.

I feel that there is cut throat competition between Sun feast, Britannia, Parle so to be on top of mind of the customers the company need to do something outstanding every time.

JOURNALS:

Journal of Marketing,

Journal of Marketing Management