



Analyzing the Consumer Behavior for Effective New Product Launch

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ABSTRACT –

The success of a new product launch in the competitive food industry hinges on a deep understanding of consumer behavior. This abstract outlines the key elements of a comprehensive analysis conducted at Weikfield Foods Pvt. Ltd, a renowned player in the food industry, to ensure the effective launch of new products. The study aimed to identify consumer preferences, needs, and buying patterns, allowing for the development of products tailored to meet these requirements.

The research employed a mixed-methods approach, combining quantitative and qualitative data collection techniques. Surveys, focus groups, and in-depth interviews were conducted to gather primary data. Additionally, secondary data sources such as market research reports, competitor analysis, and historical sales data were analyzed to provide a holistic view of the market.

Key findings of the study included insights into consumer preferences for healthier, more convenient, and sustainably sourced food products. The analysis also revealed that consumers increasingly value product transparency, clean labeling, and ethical sourcing. The research highlighted that these preferences are not uniform across all demographic groups, and segmenting the market based on factors such as age, income, and lifestyle was crucial.

The data also shed light on the impact of digital marketing and social media on consumer behavior, indicating that an effective online presence and engagement strategy is pivotal for successful product launches. Weikfield Foods Pvt. Ltd could leverage these insights to tailor marketing campaigns and product development strategies to different consumer segments, ultimately leading to higher adoption rates for new products.

In conclusion, the study underscores the importance of a consumer-centric approach in launching new products. Weikfield Foods Pvt. Ltd can use the findings to align its product development, marketing, and distribution strategies with evolving consumer preferences. This research forms the basis for a successful new product launch, helping Weikfield Foods maintain its competitive edge and deliver innovative food solutions that resonate with its target market.

Keywords- Consumer Behavior, New Product Launch, FMCG, Market Research

Introduction

Fast Moving Consumer Goods (FMCG) are non-durable products that have a quick turnover due to high consumer demand, short shelf life, and frequent purchases. They are usually priced low and sold in large quantities. Examples of FMCG include items like milk, soft drinks, fruits, vegetables, toiletries, and over-the-counter drugs in India. The online grocery market has experienced significant growth with estimated sales of about Rs. 22,500 crores in 2023 and is projected to reach US \$37 billion by FY 25. During the COVID-19 pandemic, FMCG brands partnered with e-commerce platforms to deliver products to consumers' doorsteps, leading to a notable increase in e-commerce sales for major FMCG companies. Some key players in the Indian FMCG food market include Hindustan Unilever Ltd, Nestle India, Britannia, Dabur India, Godrej Consumer Products Ltd, Amul, Parle, and Tata Consumer Products. Market analysis indicates that the Indian food market is expected to grow substantially, driven by favorable government policies, supporting food farming, and increasing land area under food cultivation. Online availability of food products and a shift in consumer preference towards healthier options also contribute to the rising demand for food products. The COVID-19 pandemic has impacted the food market in India, causing a shortage of workers in the food processing industry and difficulty in sourcing agricultural inputs. However, the pandemic has also accelerated the shift towards preventive health management practices, leading to an increased demand for healthier food products. Fruits and vegetables have been dominant in the food market. With certified land under food farming increasing significantly, contributing to overall food production in the country, the western region of India is the highest revenue contributor to the food market. Followed by the southern region, leading retail chains are collaborating with food companies, which is expected to increase the availability of food products in the future.

Healthy food refers to fresh, unprocessed, and locally sourced foods that provide essential nutrients and are beneficial for our bodies and the environment. Unfortunately, not everyone is consuming healthy food, and this lack of awareness about its importance is leading to health issues like diabetes and high cholesterol. Diabetes is a chronic condition that occurs when the body's insulin production or usage is impaired, leading to high blood glucose levels. On the other hand, cholesterol is a fatty substance produced in the liver and found in our cells and blood. While cholesterol is essential for certain bodily functions, high levels of it can be harmful, often caused by an unhealthy diet and lifestyle, including lack of exercise, being overweight, smoking, and

excessive alcohol consumption. To address these health problems, a survey is being planned to gather data on people's health status the goal is to develop a product that can be consumed to help reduce the prevalence of diabetes and high cholesterol in the population. This product is expected to promote better eating habits and overall health leading to a healthier lifestyle for many individuals.

Weikfield Foods Pvt Ltd

The Weikfield story is one of remarkable success starting in 1956 with the production of custard powder baking powder and corn flour. Today the company has evolved into a multi division enterprise manufacturing over 50 high quality products. That cater to diverse consumer preferences worldwide. Weikfield's key strengths include a widespread consumer base across the country an efficient logistics system and the availability of its products. However the company faces weaknesses such as ineffective communication with consumers, manual packaging processes, a shortage of employees and a lack of presence on social media. Despite its weaknesses Weikfield has several opportunities for growth such as offering unique products that are rarely available in Maharashtra. Increasing its social media presence through targeted campaigns and implementing consumer engagement programs. However the company also faces threats from competitors operating with lower profit margins and the challenge of managing electronic data and computer resources effectively as of the financial year ending on 31st march 2022. Weikfield foods private limited's revenue turnover falls in the range of Rs.100 crore to 500 crore the net worth of the company has decreased by 3.19 the EBITDA has decreased by 76.07 total assets have decreased by 1.41 and liabilities have decreased by 1.81. Despite these financial challenges Weikfield remains committed to customer satisfaction, high quality standards and continuous innovation striving to maintain its position as a household name in the food processing industry.

Table.1 : Turnover of the organization.

Operating Revenue	INR 100 cr - 500 cr
EBITDA	-76.07 %
Networth	-3.19 %
Debt/Equity Ratio	0.86
Return on Equity	-3.30 %
Total Assets	-1.41 %
Fixed Assets	-4.16 %
Current Assets	-23.55 %
Current Liabilities	-1.81 %
Trade Receivables	8.97 %
Trade Payables	31.11 %
Current Ratio	1.14

Weikfield is itself a brand which has also established other brands like Eco valley, Chef's basket and St.dalfour.

Objectives of the study:

- The primary objective of the study is to understand consumer behavior and their buying behavior which leads to the conversion of customers into consumers.
- To conduct competitive analysis to find out most successful player in market
- To identify the key demographics of target audience in market
- To analyze various consumer behavior in the market of packaged food products .
- To understand prime expectations of the consumer for packaged food product .
- To analyze the consumer strategy of buying the healthy product on basis of taste , quality ,price , nutritional value ,etc.

Scope of the study:

- The study is based on at Weikfield food Pvt Ltd to analyze the consumer's behavior on buying the healthy product.
- Consumers behavior is examined on based of diabetes and cholesterol problem, which are more common and fastest growing diseases now a days.

Limitations of the Study:

- As the duration of the Internship was restricted to two months, so the research is limited to only two leading diseases .
- Due to time constraints, we were able to collect responses from 100-120 people.

Literature Review

Drichoutis, Lazaridis and Naygya (2021) found that consumers worldwide prefer to buy products which are labeled safe and nutritious.

Mondelaers, Verbeke and Huylenbroeck (2022) mentioned that consumers preferred Food food products over conventionally produced products because they found them health and environment friendly. The study also said that consumers of Food products classify them under niche products and preferred them over any B-branded product (products which are not Foods produced.)

Research Methodology

Method of data collection :

1.Primary Data-

Primary data is the data which is collected first hand specially for the purpose of study. It is collected for addressing the problem at hand. Thus, primary data is original data collected by researcher first hand.

2. Secondary data-

Secondary data is the data that have been already collected by and readily available from other sources. Such data are cheaper and more quickly obtainable than the primary data and also may be available when primary data cannot be obtained at all.

Types of Research :

1.Qualitative Research-

Qualitative Research is generally undertaken to develop an initial understanding of the problem. It is non statistical in nature. It uses an inductive method, that is, data relevant to some topics are collected and grouped into appropriate meaningful categories. There are two main methods for collecting Qualitative data - Given the qualitative nature of some aspects of the objectives, we will conduct exploratory research. A review of literature to determine the factors that consumers consider important in selecting a food brand.

2.Quantitative Research-

Quantitative Research quantifies the data and generalizes the results from the sample to the population. We propose to use Survey method wherein a structured questionnaire will be floated to the respondents and their responses will be recorded in online or offline forms. This technique will be used due to certain reasons, viz., a questionnaire is easy to administer, reliable data is obtained and coding, analysis and interpretation of data are relatively simple.

Research Design:

This section carries out the topics such as research sector, research population and instruments used for the research.

Research Sector :

Researcher carried out the research on the prospects of the packaged food products because the research is aimed at the consumer behavior in context of new product launch.

Research Population :

Research population comprises of each and every person come under the terms consumer and customer. They may be working persons, housewives, students and impulsive buyers.

Research Instruments :

Research instruments used to find out the solution of the research problem are:

1. Questionnaire
2. Sensory evaluation form

Sampling Techniques :

Random sampling method is used so each population can get equal and fair chance of being selected.

Sample Size :

Sample size taken for the study is 100-120.

Source of Data :

As the project title itself describes the future aimed problem as the research is conducted problem related to new product launch. Here in the survey primary data is collected with the help of questionnaire method to get the main theme of the project.

Method of Analysis :

The raw data is not fruitful if it is not analyzed properly. There are various tools available in the statistical field. Some statistical tools used for analyzing the data are as follows:

Tabulation method

Graphical method

Data Analysis and Interpretation

Analysis is done on basis of the survey carried out among the age group of people from 20 yrs to 80yrs of age .The most influential factors which can cause impact on the launching a food product are considered .

Percentage calculation of the diabetic people :

Table No. 2: Tabular representation of % of male and female affected with diabetes

	MALE	FEMALE
20-24	1%	1%
25-29	2%	2%
30-34	4%	3%
35-39	6%	5%
40-44	9%	8%
45-49	13%	10%
50-54	16%	13%
55-59	18%	16%
60-64	20%	18%
65-69	21%	20%
70-74	20%	20%
75-79	19%	20%

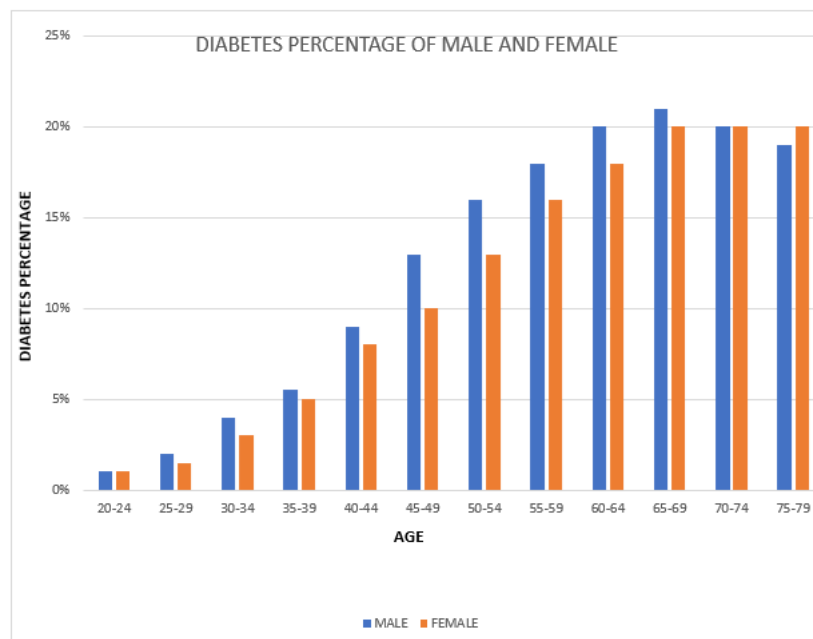


Fig. 1: Graphical representation of Diabetes percentatge of male and female

In the fig. , among the gender male are more likely to prone to diabetes than female .Male from 65-70 age group are mostly diabetic .Along with the growth in age ,percentage of male diabetic perosn also goes on increasing.Least of the percenatge can be found in young generation i.e. 20-30 of age group.

Percentage calculation of people with cholesterol problem:

Table No.3 : Tabular represenattion of % of male and female affected with cholesterol

AGE	MALE	FEMALE
20-24	1%	1%
25-29	1%	2%
30-34	3%	4%
35-39	6%	8%
40-44	10%	14%
45-49	15%	18%
50-54	18%	20%
55-59	20%	22%
60-64	22%	25%
65-69	22%	21%
70-74	19%	20%
75-79	19%	20%

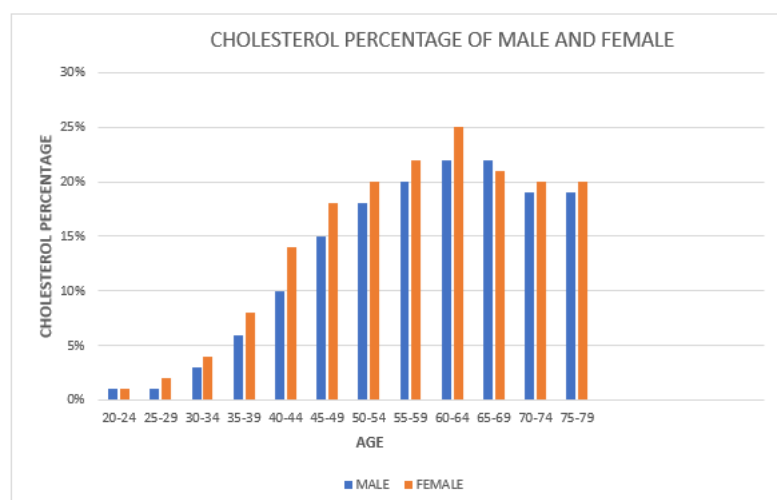


Fig.2 : Graphical representation of cholesterol percentage of male and female

In the fig. , among the gender female are more likely to prone to cholesterol problem than male .Female from 60-65 age group are mostly affected with cholesterol problem. Along with the growth in age ,more percentage of female are affected with cholesterol problem.Least of the percenatge can be found in young generation i.e. 20-30 of age group.

Percentage of new food product demanded by people for cholesterol problem :

Table No 4: Data collection for new food product for cholesterol problem

	KHAKRA	ROASTED CEREALS	BAKED CHIPS
21-30	3%	2%	1%
31-40	5%	3%	1%
41-50	10%	4%	2%
51-60	15%	7%	3%
61-70	20%	10%	5%
71-80	22%	12%	7%

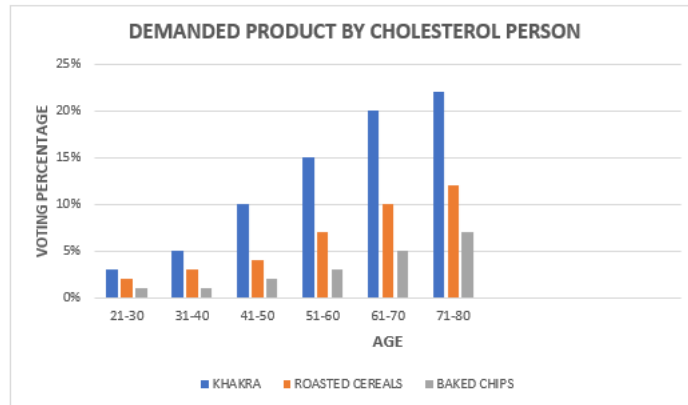


Fig.3 : Graphical representation of new food product demanded for cholesterol people

In the fig ,maximum demand is for Khakra .It is preferred as less oily food by the people affected with cholesterol problem .As we can see age group between 71-80 has opted for khakra as there go to snack .Baked chips has received lowest response from the people .

Percentage of new food product demanded by people for diabetes :

Table No.5 : Data collection for new food product for diabetes

	SUGAR FREE BISCUIT	WHEAT DALIA	BROWN RICE
21-30	5%	2%	2%
31-40	7%	4%	3%
41-50	15%	10%	5%
51-60	19%	12%	5%
61-70	20%	15%	9%
71-80	17%	12%	7%

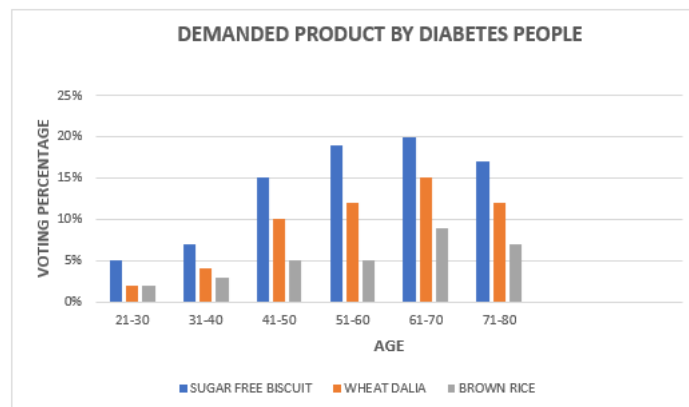


Fig.4 :Graphical representation of new food product demanded for diabetic people

In the fig ,maximum demand is for Sugar free biscuit .It is preferred by the people affected with diabetes .As we can see age group between 61-70 has opted for Sugar free biscuit as there go to snack .Brown rice has received lowest response from the people .

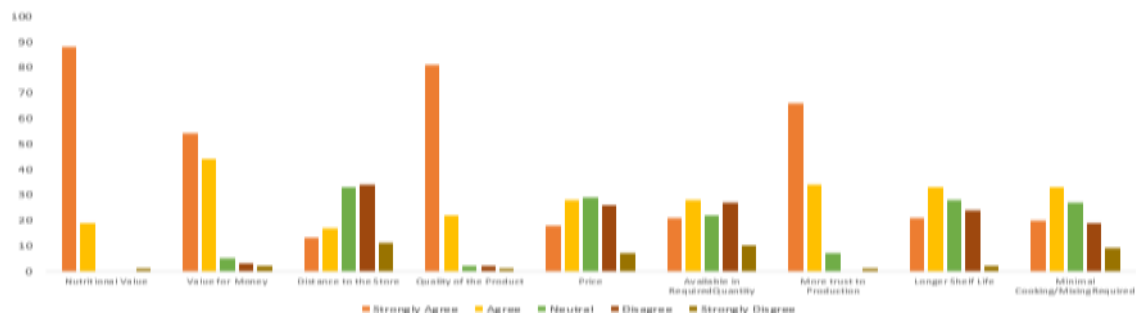
Analysis of factors influencing consumers purchase of new product launch :

Fig 5 : Essentials Factors affecting purchase of new product

Table no. 6: Graphical representation of essentials factors affecting new product

Factors	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Nutritional Value	89	19	0	0	0
Value for Money	54	44	5	3	2
Distance to the Store	13	17	33	34	11
Quality of the Product	81	22	2	2	1
Price	18	28	29	26	7
Available in Required Quantity	21	28	22	27	10
More trust to Production	66	34	7	0	1
Longer Shelf Life	21	33	28	24	2

In the fig , 89% people have chosen nutritional value as a most considered factor while buying a food product .Trust factor is also identified from consumers behavior while buying any product . Distance to the store is least factor affecting the purchase in compared to others. Overall people choose essential healthy ingredients above any other factors.

Observations :

Weikfield is that private industry of FMCG category which has been creating a world of wholesome and delicious products.

It has a rich history of entrepreneurship and innovation in terms of foods and beverages. It has surpassed in bringing goodness of the global cuisine to home and delighting the taste buds of millions all over.

It is now leading brand of pasta & pasta sauces, green tea and mushrooms.

After analyzing the primary data which is collected from sample with the help of questionnaire and sensory evaluation from conclusion formed at this ground that :

Male consumers are mostly prone to diabetes problems than female

Consumers have opted for sugar free biscuits rather than any other snacks as new product launch from Weikfield.

Female consumers are most likely problem to cholesterol problem.

Consumers have opted for khakra rather than any other snacks as a new product launch on or after Weikfield pvt ltd.

Customer purchasing decision is mostly influenced by nutritional value factor of the product.

Population is more health conscious and giving more priority to their health. Healthy lifestyle has become one of the prime factor of people's life.

Conclusion :

Based on the analysis and research conducted it appears that the primary objective of identifying consumer behavior for the new product launch has been successfully achieved. The research indicates that there is a gap in the market with few brands focusing on quality and essential ingredients. This presents an opportunity for the organization to fill this gap and launch a product that meets the needs of customers emphasizing quality and essential ingredients. One important finding from the study is that price does not seem to be the primary concern for consumers. Instead they are influenced by factors such as product quality taste and brand reputation. This insight suggests that the organization should prioritize product quality and branding to attract consumers.

Moreover it is evident that consumers are already aware of Weikfield pvt ltd and are interested in buying their products. This existing brand recognition can be leveraged to promote the new product effectively. To further ensure the success of the new product the organization should focus on understanding and meeting customer demands effectively. This includes providing sufficient information about the product and developing a well-planned promotion strategy to create awareness and interest among consumers. The research also highlights the importance of healthy food in understanding consumer demands. As such the organization should emphasize the health benefits and nutritional value of the new product to resonate with health-conscious consumers. Additionally the company's wide range of food options and commitment to treating all customers equally is perceived positively by consumers. This customer centric approach should be maintained and strengthened to enhance customer satisfaction. Finally the research suggests that the success of competitors should be seen as an inspiration rather than a rivalry. Learning from competitor's successes and continuously improving the product and services can help the organization stay competitive and innovative. Overall, the research findings provide valuable insights for the successful launch of the new product emphasizing quality customer focus, health benefits and effective promotion strategies. By addressing these factors the organization can meet customer demands and achieve a successful market entry

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