

“A Study on Consumer Buying Behaviour Towards Biscuit Brands in Mumbai City”

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Abstract

In the current competitive environment, buyers are the master of the market. Without consumers no business organization can function effectively and can achieve its desired goal. Consumer purchasing behaviour has become an important part of strategic market planning. In order to develop a framework for studying consumer behaviour in Bonn Biscuits, it is helpful to express and distinguish different perspectives on consumer behaviour. The author highlights various important aspects that affect the behaviour of the biscuit consumer such as packaging, pricing, availability, quality, product etc. and an insight into how different categories of different products affect customer behaviour. In the study, the author carried a list of survey questions with a sample of 103 biscuit consumers.

Keywords: Biscuit brands, Consumer behaviour, Perspective, Buying aspects.

INTRODCUTION

India Biscuits Industry is the largest among all the food industries and has a turnover of around Rs 4350 crores. The production capacity of water biscuits is 60 MT and the cost is Rs 56, 78,400 with a motive power of 25 KW Indian biscuit industry has occupied around 55- 60 % of the entire bakery production. The Indian Biscuit industry for the organized sector produces around 60% of the total production, the balance 40% being contributed by the unorganized bakeries The industry consists of two large scale manufacturers, around 50 medium scale brands and small- scale units ranging up to 2500 units in the country, as at 2000-01 The unorganized sector is estimated to approximately have 30,000 small & tiny bakeries across the country.

Glance from 2019-20 –

The growth of the urban population in India has been a strong foothold for the rapid growth and expansion of the Biscuit industry in India. Add to this the demand for read-to-eat food brought about by the modern nuclear families. Also, biscuits are a cheap commodity and reasonably priced when compared to some foodstuff. The Indian states that have the larger intake of biscuits are Maharashtra, West Bengal, Andhra Pradesh, Karnataka, and Uttar Pradesh. Maharashtra and West Bengal, the most industrially-developed states, hold the maximum amount of consumption of biscuits.

Indian Biscuit Manufactures Association –

IBMA estimates the annual growth of the biscuit industry in the range of 15% to 20% during the next five years, in the event of reduction in the rate of VAT on Biscuits to 4%. On the vital issue of Central Excise Duty, IBMA has immediately swung into action to safeguard the interests of biscuit manufacturers in the SME sector who were faced with a crisis, due to the excise exemption limit. The plight of Small and Medium Biscuit Manufacturers being liable to pay CENVAT@ 8% while the Large Industries were virtually exempted to the detriment of large number of SMEs like the Biscuit Industry, was very widely covered in the Electronic and Print media throughout the country. IBMA is continually in the process of sustained efforts and also organized meetings with the Finance Minister, Ministers of State for Finance, Minister for Food Processing Industries and with concerned officials as well as various Members of Parliament and leaders of political parties, presenting the unfairness of the levy of CENVAT to the vast majority of biscuit manufacturers.

REVIEW OF LITERATURE

Jigna Chandrakant Trivedi, Bindiya Kunal Soni,” (June 2016) - Biscuits Industry in India is the largest among all the food industries. India is known to be the second largest manufacturer of biscuits after USA. Biscuit is a hygienically packaged nutritious snack food available at very competitive prices, volumes and different tastes. The researcher discovered that the respondents are willing to change over to healthier variant of biscuits. They appreciate the benefits attached with consumption of biscuits made from other than white refined flour.

Saghir Ahmad, Mushir Ahmed,” (April 2014) – The Biscuit manufacturing is no longer considered a craft but a full-fledged technology, developed after a full understanding of the various processes involved with the help of basic principle of science and engineering. In India all branded biscuit like Britannia, Parle and Sun feast etc, has a demand irrespective of rural or urban area, it is the choice of consumer and hence the biscuit is the largest consumed processed product in India.

Mr. S. Muruganatham, Mrs. S. Menaka,” (November 2020) - 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 needs to be the best. As researcher said Britannia is most popular amongst its users mainly because of its taste, brand name and innovativeness.

OBJECTIVE OF THE STUDY

1. To study about biscuit preference as per gender.
2. To study the preferences of biscuit brands between male & female.
3. To study about how satisfied the respondents are towards their chosen biscuit brands.

RESEARCH METHODOLOGY

For the present study, a questionnaire was used for data collection. A direct survey technique was adapted on consumers who consume different types of Biscuit brands in Mumbai city. The researcher has prepared well structured questionnaire for collecting the primary data from the consumers. First the demographic part where the respondents Name, Age, Gender, Occupation, Income; were asked for basic idea of the respondent, second part of the questionnaire consists of questions related to the preferences, satisfaction level, types he/she prefers, etc.

RESULT & DISCUSSION

Table no. 1. Cross Tabulation of gender and do they prefer buying biscuits:

Variable		Buying Preferences			Total
		yes	no	maybe	
Gender	Male	64	1	2	67
	Female	33	2	1	36

In the above given table, we can see that nearly all the respondents prefer buying biscuit, 97 out of 103 have selected yes, they prefer buying biscuits.in which 64 are male & 33 are female.

Table no. 2. – Cross Tabulation of Biscuit brand & Gender:

		Britannia		Total
		yes	no	
Gender	Male	71.2%	50.0%	65.0%
	Female	28.8%	50.0%	35.0%
Total		100.0%	100.0%	100.0%

		Sun feast		Total
		yes	no	
	Male	65.0%	65.1%	65.0%
	Female	35.0%	34.9%	35.0%
		100.0%	100.0%	100.0%

		Priva gold		Total
		yes	no	
Gender	Male	55.6%	68.4%	65.0%
	Female	44.4%	31.6%	35.0%
Total		100.0%	100.0%	100.0%

		Anmol		Total
		yes	no	
	Male			

Gender	Female	63.6%	65.2%	65.0%
		36.4%	34.8%	35.0%
Total		100.0%	100.0%	100.0%

		Parle		Total
		yes	no	
Gender	Male	66.7%	60.0%	65.0%
	Female	33.3%	40.0%	35.0%
		100.0%	100.0%	100.0%

In the above given table it's shown that the Parle and Britannia are the most preferred brand by the respondents. Whereas the least preferred brands by the respondents are Priya gold and Anmol.

Table no. 3. – Gender and satisfaction level by their preferred brand:

Variable		Gender		Total
		Male	Female	
Satisfaction level	highly satisfied	12	7	19
	satisfied	21	15	36
	neutral	12	4	16
	dissatisfied	13	3	16
		9	7	16

In the given table, it has been shown that overall, 33 male respondents are satisfied by their chosen biscuit brand and 22 female respondents are satisfied by their chosen biscuit brand. Whereas 22 male and 10 female are not satisfied with their chosen biscuit brand. The rest 16 respondents were ok with the brand they choose.

CONCLUSION

The study concludes that consumer behaviour is affected by the different types of biscuit brands. The consumers of Biscuits are very sensitive about their availability, followed by brands and quality. The consumer behaviours will not be affected by factors like price and

packaging. Thus, Influence their behaviour in the purchase of availability of Biscuits of the brand. consumer is looking for tasty, healthy and branded biscuits for their consumption. Satisfaction level of the consumer is higher in males towards their chosen biscuit brand. We saw that Parle and Britannia are preferably more preferred by the respondents, comparing with Anmol and Priya gold.

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