



CONSUMER BEHAVIOR ON PURCHASING DECISION OF BISCUITS

Commerce

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ABSTRACT

This paper is to investigate the consumer's buying decision of Fast Moving Consumer Goods. Biscuits as a delicious food during morning and evening for tea break. Hence the biscuits are moving fast in the market as all the people consumes variety of biscuits, bread, rusk, cakes and dairy products. Hence it is inevitable to have a thorough study on consumer buying decision in biscuits. The study also reveals the reason for buying the Biscuits. This study aims to analyze the consumer buyer decision in purchase of Fast Moving Consumer Goods especially on biscuits, and also analyze the satisfaction level of consumer in FMCGs products. The Convenience samplings are used for the study. The structured questionnaire techniques that are used for data collection from 40 respondents of people who are frequently consume FMCGs; collected data are analyzed by the statistical tools like Simple percentage and Chi Square test.

KEYWORDS

Buying behaviour, Consumer Satisfaction, Consumer behaviour, Purchase decision.

INTRODUCTION

In Indian economy, Fast-Moving Consumer Goods sector has performed 4th largest sector with health & Personal Care and Household products are attained majority shares of FMCG sales in India. Health care, Household and personal care products are the mostly purchased online FMCG products, due to the emerging of new online retailing penetration like Omni-channel retailing, Social Media, Multi-channel retailing, with marketing up gradation (*Mugeshkannan & Ganapathy. 2018*), The biscuits that are prepared today are the substances made of several ingredients and available in various flavours, colours, sizes and tastes. Today people consume biscuits very fondly during the time of refreshment. Now a day, the British people consume a digestive biscuits along with a tea during the refreshment time as a snack time. Usually, biscuits are the substances that are sweet to taste ever before but now those biscuits are being various flavours. People are very fond of biscuits that resemble sand witch i.e. layered with cream between the two biscuits. The substances that are mixed with flour may be cream, flavours of fruits and nuts, chocolate, jam and many others. In the recent days savoury biscuits are captured a huge market share. This type of savoury biscuit contains cream crackers, chocolate, oatcakes, crisp breads, etc. Rusk is also considering as a type of biscuit that is a hard substance made from bread usually used for teething of a baby. The Rusk biscuit has usually consumed by people who are affected by disease and also placing it in tea or coffee. The study is to investigated with an objective of consumer buyer decision in purchase of Fast Moving Consumer Goods in biscuits, analyzing level of satisfaction in FMCGs products.

STATEMENT OF THE 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 a diet for patients and energy. Nowadays, biscuits are the essential snack for children and working people during the refreshment time, most of the children have addicted to biscuits and chocolates. The study investigate the base of consumer behaviour and how it adopted for children and also identify the purchase decision behaviour of consumer on Fast Moving Consumer Goods especially Biscuits.

LITERATURE REVIEW

Hemant J.Katole (2018) in his study customer brand loyalty and buying behaviour of consumers for fast moving consumer goods, especially biscuits. Two parameters, has been studies gender and age are considered to verify brand and health consciousness of consumers while buying the biscuits. By using observation method and questionnaire method researcher have collected the data of actual timing taken by the consumer for buying biscuits. The study was found that the customers behave like health conscious irrespective of gender while buying the product especially biscuits. Dr.V.Kannan (2017) his study examined that biscuits as a delicious food on morning and also evening as refreshment. Hence the Britannia and Parle G products are

moving fast in the market and people consumes variety of biscuits, bread, rusk, cakes and dairy products. The retailers are only the intermediaries who frequently meet the ultimate end user of the Britannia product. They now show the consumer Perception, preference and attitude towards products. They never lose the existing customer, Hence it is inevitable to have a thorough study on customer perception, preference and attitude towards Britannia biscuits.

METHODOLOGY

The study is both descriptive and analytical in nature, mainly based on consumer behaviour about FMCGs. The Structured questionnaire methods has been used as a primary tool for data collection. The Convenient Sampling method was used to select the sample size 40 respondents who are consuming FMCGs frequently.

Table 1: Descriptive analysis of Demographic factors

Characteristic	Distribution	Frequency	Percentage
Age	20 years under	7	17.5
	21-30 years	7	17.5
	31-40 years	17	42.5
	Above 40 years	9	22.5
Gender	Male	17	42.5
	Female	23	57.5
Educational Background	School/Vocational	7	17.5
	UG	17	42.5
	PG	16	40
Employment Status	Student	15	37.5
	Business	19	47.5
	Homemaker	6	15
Monthly Income	Less than 20000	7	17.5
	10001-25000	13	32.5
	25001-50000	20	50
Marital Status	Married	26	65
	Unmarried	14	35

Table 1 inferred that the Age group of the respondents, majority that 42.5 percent of the respondents are belongs to 31-40 years, concerned with Gender of the respondents, 57.5 percent of the respondents are Female, Majority that 42.5 percent of the respondents are having UG level educational qualification, 47.5 percent of the respondents are doing business, monthly income of the respondents are 25001-50000 (50%) and 65 percent of the respondents are married.

In this study presents the various demographic factors of the respondents like Age, Gender, Education, Monthly income, Occupation, Marital status. The researcher has examined relationship between the factors and consumer satisfaction for this purpose. Chi-Square test has been applied.

Table 2: Hypothesis testing: Chi-Square test

Hypotheses	value	DF	Sig.	Result
Level of Satisfaction in Taste	43.466a	9	.000	Rejected
Level of Satisfaction in Price	34.471a	6	.000	Rejected
Level of Satisfaction in Brand name	79.280a	9	.000	Rejected
Level of Satisfaction in Flavour	46.556a	6	.000	Rejected
Level of Satisfaction in Nutritional Aspects	74.252a	9	.000	Rejected
Level of Satisfaction in Quantity	23.488a	3	.000	Rejected
Level of Satisfaction in Quality	40.000a	6	.000	Rejected
Level of Satisfaction in Advertisement	81.836a	12	.000	Rejected
Level of Satisfaction in packaging	107.451a	12	.000	Rejected

The Table.2 reported that the observed from chi-square statistic for Level of Satisfaction in Taste (43.466), Level of Satisfaction in Price (34.471), Level of Satisfaction in Brand name (79.280), Level of Satisfaction in Flavour (46.556), Level of Satisfaction in Nutritional Aspects (74.252), Level of Satisfaction in Quantity (23.488), Level of Satisfaction in Quality (40.000), Level of Satisfaction in Advertisement (81.836), Level of Satisfaction in packaging (107.451). The study all result concluded that there was a statistically significant association between the consumer satisfaction levels of FMCGs, $p < 0.05$, the Null hypotheses have been rejected that there is a significant relationship between the consumer demographic factors and Consumer satisfaction level of FMCGs.

The case of evolvement Concerned with western culture, the taste perception and preferences of Indian consumers. In India, Nobody has known about the biscuit as a snack, because biscuit is a foreign concept. The brands of Parle G have made this concept accessible and affordable after that Indian people fixed that the Biscuit is an important snack item. The table.2 inferred that all the hypotheses are highly related to the people demographic variables are highly correlated with the marketing of biscuits.

CONCLUSION

The recent business trends of FMCGs based on the online, because of the Smartphone penetration. The modern marketing and business are fully consumer and customer oriented. These ideas should be kept in mind with all the manufacturers. Otherwise, they have to lose the existing customers. All the companies should try to satisfy the desires and needs of the customers in all possible ways. As there are heavy competitions in the confectionary items, the Biscuits industry should be very careful with regard to consumer satisfaction. The Company new products contribute considerable market share in the total market. Biscuits are most popular among its users mainly because of its taste and preferences, low price and much more availability. Customers ask for specific biscuits of in retail shop because of their advertisement. The online retailers of FMCGs have to improve their marketing strategies and also simplify the websites experience.

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