



A Study on Consumer Satisfaction Towards Cadbury Oreo Biscuit With Special Reference to Coimbatore City

**Ms.M.Shanthini
Devi**

Assistant Professor, Dr.N.G.P Arts & Science College, Department of Commerce CA, Dr.N.G.P Road, Kalapatti, Coimbatore-48

Ms.K.Kavitha

M.Phil Scholar, Dr.N.G.P Arts & Science College, Department of Commerce CA, Dr.N.G.P Road, Kalapatti, Coimbatore-48

ABSTRACT

Biscuit is a small flat cake that is crisp and usually sweet. It is concerned with the tastes and habits of the people. Previously it was used as a diet for patients and energy and taste for kids. Nowadays biscuit is considered as a good alternate for oily snacks and fast food, so, it is consumed daily by a large part of our population. Currently among all biscuits available in the market, Oreo has become one of the popular biscuits among the people of all segments and ages. This study has been conducted to identify the factors that influence consumer's to buy the Oreo biscuits. The data was collected from 150 respondents in Coimbatore city under convenient sampling technique through a questionnaire to identify consumer satisfaction. Percentage, simple ranking and chi square analysis is used for data analysis.

KEYWORDS

Biscuit, Taste, Snacks, Consumer

INTRODUCTION

Consumer satisfaction is a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass consumer expectation. Consumer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction which will vary from person to person and product to product.

The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other options the consumer may have and other products against which the consumer can compare the organization's products.

OVERVIEW OF INDIAN BISCUIT INDUSTRY

The word biscuit has a Latin origin and is derived from two words: 'bis' meaning twice and 'coctus' meaning to cook. This referred to the earliest process of making biscuits where first they were baked and then dried in a slow oven.

India's Biscuits Industry came into major existence and started gaining a sound status in the bakery industry in the later part of 20th century when the urbanized society called for ready-made food products at a tenable cost. Indian Biscuits Industry seems to be the largest among all the food industries and has a turnover of around Rs.3000 crores. Indian subcontinent is known to be the second largest manufacturer of biscuits, the first being USA.

The biscuits category is dominated by Britannia Industries, Parle Products and ITC, which together are set to hold a combined retail value share of 80% in 2013. These are well established domestic players and have strong distribution networks across the entire country, including rural areas.

ABOUT CADBURY OREO-BISCUITS

The delicious combination of dark chocolate biscuit and vanilla cream was first introduced to the world in 1912. It has been introduced in India, however, almost a century later, in March 2011 by Cadbury India. In 2012, Cadbury introduced Oreo in a Chocó-crème flavor, which has been well received by audiences – young and old. It sprints ahead of competition quite naturally; with more than 7.5 billion Oreo biscuits eaten each year, it is the world's most consumed biscuit.

The Oreo promotional campaigns in India have been mainly about togetherness — dear dad with daughter and son, and families. On the Oreo face, of course, there are the dots and dashes. The design on every Oreo biscuit consists of 12 flow-ers, 12 dots and 12 dashes per side. Oreo is sold in over a 100 countries and is the best-selling biscuit of the 21st century.

STATEMENT OF PROBLEM

Oreo has been introduced recently in the market, it has reached quickly through its advertisement twisting the biscuit open, licking the cream, and then dunking the biscuit in milk among the public especially with children had created good reputation in the market. This reputation raises the following questions:

- What factor influence to buy those biscuits?
- To what extent the consumers are satisfied?

Hope this study would help to find answers for these questions.

OBJECTIVES OF THE STUDY

- To study the socio-economic characteristics of the respondents.
- To study the factors influencing to buy the Oreo biscuits.
- To ascertain the satisfaction level of the consumers towards Oreo biscuits.
- To know the preference among study factors.

SCOPE OF THE STUDY

This study is an attempt to examine the factors which influence the consumers to buy Oreo biscuits. It is also to find out the consumer satisfaction towards Oreo biscuits and also expectations of consumers with this biscuits. This study is restricted to Coimbatore city.

LIMITATIONS OF THE STUDY

Extensive study was not possible mainly due to the time constraint.

The sample size is limited to 150 consumers.

The study for the survey is restricted to Coimbatore city only.

RESEARCH METHODOLOGY

Descriptive Research design has been used in the study.

SAMPLING FRAME

Sample size: 150 respondents

Sampling Unit: Consumers who are consuming Oreo biscuits in Coimbatore City.

Data used: Primary data as well as Secondary data

Primary data: Structured Questionnaire

Secondary data: Website, Books, Journals and Magazines.

Sampling technique: Convenience sampling

Statistical Tools: Simple Percentage ,Ranking analysis and Chi-square test.

REVIEW OF LITERATURE

Jegan, A. and Dr. Sudalaiyandi, S.(2013) A study on consumer buying behaviour towards various types of Sunfeast (ITC) biscuits in Kovilpatti is conducted to know the consumers' preferable taste, awareness about various brands, about the choice and their frequency of preference, satisfaction of Sunfeast Biscuit. The result of the study shows that Sunfeast biscuits have a good market share in Kovilpatti city.

Dr. M. Arutselvi,(2012), "A Study On Consumers' Preference Towards Various Types Of Britannia Biscuits In Kanchipuram Towns". The topic deals with the study of consumer behaviour towards Britannia Biscuits. The consumer behavior varies from brand to brand on the basis of quality, quantity, price, taste, advertisement etc. It is concluded that the market study on biscuits at Kanchipuram town as helped to know the status of biscuits. It has revealed the requirements of the taste of the consumer of biscuits. Britannia Biscuits are having a good market share in Kanchipuram Town.

ANALYSIS AND INTERPRETATION

Percentage Analysis

Table No.1 Percentage table for Demographic factors & Study factors

Variables	Categories	%	Variables	Categories	%
Age	Below 10yrs	29.4	Influence	Advertisement	73.32
	10-20yrs	38.6		Friends & Relatives	5.3
	20-30yrs	30.6		Salesmen	1.34
	Above 30 yrs	1.4			
Gender	Male	38.6	Reasons to buy	Taste	88
	Female	61.4		Price	5.33
Marital Status	Married Single	9.4 90.6	Price	Free Offers	1.33
				Wrapper	5.34
				Low Moderate High Reasonable Price	1.33 50.67 37.33 10.67
Education	Primary level	46.4	Consumption Time	Evening Snack	4
	Graduate	42.6		Travelling Time	29.33
	Post graduate	8		School Snack	21.33
	Others	0		Others	1.34
Monthly Income	Below Rs.10000	53.4	Suggestion to others to buy	Yes No	86.66 13.34
	Rs.10001-20000	40			
	Above Rs.20001	6.6			

Source: Primary Data

INTERPRETATION

The above table shows that the majority of the respondents are aged 10-20yrs(38.6% of respondents), The majority of the respondents are female(61.4% of respondents), The majority of the respondents are unmarried (90.6% of respondents), most of the respondents educational qualification is primary level(46.4% of respondents), The majority of the respondents monthly income is Below Rs.10000/- (53.4% of respondents),- most of the respondents influenced by Television advertisement(73.3% of respondents), most of the respondents feel the price is moderate(50.67% of the respondents), The Majority of the respondents buy the product due to taste (88 % of respondents), The Majority of the respondents are suggesting to others to buy the product (86.66% of respondents), 29.33% of respondents of the respondents consumption time of biscuit is while travelling.

RANKING ANALYSIS

There are few factors which influence the consumer while purchasing the biscuit and influencing factor differs from one respondent to another respondent. Simple ranking analysis has been used to find the most preferred factor among the other factors. The weighted score has been calculated by assigning weights from 1 to 5 to the total of the factors. Using this score ranking is given from highest score to lowest score.

Table No.2 Factors influenced to Purchase Oreo biscuits

S.No	Factors	Weighted Score	Rank
1	Quality	559	II
2	Package	438	IV
3	Price	468	III
4	Taste	642	I
5	Availability	399	v

Source: Primary Data

Interpretation:

From the above table it is clear that most preferred factor to purchase the biscuit is taste, which is followed by quality, price, package and availability.

CHI-SQUARE ANALYSIS

Ho: There is no relationship between personal factors and Consumer Satisfaction. H1: There is relationship between personal factors and Consumer Satisfaction.

Table No.3- Showing Relationship between Personal Factors and Consumer Satisfaction.

Personal factor	Calculated Value	Table Value	Degree of Freedom	Level of Significance	Result
Age	24.42738	12.592	6	5%	Rejected
Gender	2.982462	5.991	2	5%	Accepted
Marital status	110.4446	5.991	2	5%	Rejected
Educational qualification	113.2844	12.592	6	5%	Accepted
Annual Income	1.637553	9.488	4	5%	Accepted

Source: Primary data

Interpretation:

From the above table, it is clear that the null hypothesis is accepted at 5% level of significance for gender, educational qualification and annual income and null hypothesis is rejected at 5% level of significance for age and marital status. Hence there is relationship between personal factors (Age and Marital status) and consumer satisfaction.

CONCLUSION:

The present study reveals that the consumers have a good preference towards Cadbury Oreo biscuit. Finally, it can be concluded that consumers are satisfied with the taste and quality of the biscuit but they expect variety of flavors in the cream.

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