

A STUDY ON CONSUMER PREFERENCE TOWARDS ITC'S CONFECTINERY

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ABSTRACT

This study aims to investigate the consumer preference towards ITC product that is a part of the giant FMCG industry “**CONFECTINERY**”. How ITC has diversified presence in Branded Packaged Foods, Personal Care, Education and Stationery, Agarbattis & Safety Matches, Cigarettes & Cigars, Hotels, Paperboards & Specialty Papers, Packaging, Agri-business & IT. Explore ITC Businesses Overview Fast Moving Consumer Goods (FMCG) Cigarettes & Foods, Personal Care Education And Stationery sale and distribution of confectioneries. To study the promotion activities and supply chain value to consumer through effective sales and distribution management. How to know the numeric distribution Drive on confectionery. How to study the retailer & wholesaler preference towards ITC products and how to study the purchase pattern towards ITC products. How to offer suggestion on the basis of finding of the study on confectionaries. ITC has significantly expanded its presence in its more recent FMCG industry. ITC is one of India's leading private sector corporations, ranking among the Most Valuable Companies in India and among the World's Most Reputable Companies by Forbes. ITC is the nation today, and it was ranked among Asia's best-performing businesses by Business. The clean market leader in the Indian paperboard and packaging business is Lead in' FMGC Marketer. This study explores consumer happiness, as well as their idea choice and purchasing behavior with regard to ITC products.

KEYWORDS: FMCG,ITC PRODUCTS.

INTRODUCTION

In ITC’S maintain the loyalty of the customer and it shows succession of the company relationship In order to decide how to expand their clientele and win over more committed customers, consumer preference and happiness are important factors. The major goal is to understand how the FMCG sector functions of **CONFECTINERY PRODUCT** , as well as the difficulties and distribution of different products. the entire supply chain and the push for distribution of different items the ITC's SWOT analysis and difficulties In order to decide how to expand their clientele and win over more committed customers, consumer preference and happiness are important factors. The study's primary goal is to understand the FMCG industry's operations, problems, and methods for distributing various products. ITC **CONFECTINERY**'s problems, the entire supply

chain system, the distribution drive for different products, and the SWOT analysis. Some of ITC's brands that have gained significant market standing among consumers are Aashirvaad, Sun feast, Bingo!, Yippee!, Candy man, mint-o and Kitchens of India in the Branded Packaged Foods space; Essenza Di Wills, Fiama, Vivel and Superia in the Personal Care Products segment; Classmate and paperKraft in Education & Stationery products; Mangal deep in Agarbattis as well as Aim in Matches. Vision of Sustain ITC's position as one of India's most valuable corporations through world class performance, creating growing value for the Indian economy and the company's stakeholders and Mission To enhance the wealth generating capability of the enterprise in a globalising environment, delivering superior and sustainable stakeholder value. These foods are prepared with consideration for their nutritional value, trans fat content, and sodium content. In many recipes, high fructose corn syrup is used in place of regular sugar to prevent a number of ailments and make the food taste better. final result beneficial to your body. Additionally, they are packed in a way that sanitary and adheres to global standards. Additionally, there are Indian desserts and dinner accompaniments offered. These willing to consuming food helps to capture the spirit of long-standing customs and the best of them. Many cooking methods to please fans of delectable cuisines and foodies who just wish to Enjoy an explosion of taste

OBJECTIVES

- To study the promotion activities and supply chain value to consumer through effective sales and distribution management.
- To know the numeric distribution Drive on confectionery.
- To study the retailer & wholesaler preference towards ITC products.
- To study the purchase pattern towards ITC products.
- To offer suggestion on the basis of finding of the study on confectionaries

REVIEW OF LITERATURE

Md. Abbas Ali¹, Venkat Ram Raj Thumiki² and Naseer Khan^{1*}(2012) states that Companies marketing FMCG to rural consumers cannot merely extend their general marketing strategies to rural markets. Instead, they need to devise rural specific strategies. In this process, they need to understand crucial issues relating to rural consumer behavior and more specifically relating to different geographic regions of the country. This paper focuses on understanding factors that affect the rural purchase of FMCG in South India.

Mohammad Ali Daud (2013), explore in his study even if rural consumers do have the aggregate monthly income to purchase branded products, they tend not to have enough money at one point of time to actually make the purchase of an item. This is why in areas where branded products are available, they are often sold in loose quantities since they fall into the purchasable range Anupam Jain and Meenakshi Sharma (2012) revealed that brand awareness in rural areas particularly in respect of beauty care possible due to continuous and steady improvement in consumer and health care products is showing an increasing tendency. People are not worried about the price of the product. They are showing willingness to spend higher price when they realize that they can afford to spend. Since the usage of branded products of reputed companies will elevate their status as well as

stature in that village. Brand quality, Price, Easy availability, Family liking, advertisement, variety and credit attributes have been taken as variables for the measurement of Brand perception in the study.

Kavitha T. C.(2012), revealed in her study, The new phase of rural consumption appears to provide a great opportunity for the FMCG sectors. Marketers will need to evolve new strategies to connect and communicate with a more aware and unreserved consumer than ever before, the study found. Dr. Mohammad Naquibur Rahman(2012), found that consumers considered advertisement as a reliable source of knowledge as compared to others, (friend, neighbors, reference group) opinions. Advertisement play a very important role to affect any high or low income group, but expensive products and the repetition of advertisement did not affect the consumer buying behavior.

Sulekha and Kiran (2013) concluded that in India more than 72% population lives in villages and FMCG companies are famous for selling their products to the middleclass households; it implies that rural India is a profitable and potential market for FMCG producers. Rural consumers' incomes are rising and now they are more willing to buy products which improve their lifestyle. Producers of FMCG have to craft unique marketing strategies exclusively for rural consumers. In this process they need to understand the rural consumer buying behaviour which may differ geographically. The present study focuses on understanding the rural consumer buying behaviour for FMCG in Haryana. The study emphasizes on the factors which influence the purchasing pattern of rural consumers. The study was conducted in four districts of Haryana namely Panipat, Jind, Kuruksetra and Gurgaon.

Deliya, (2012) studied the importance of packaging design as a vehicle for communication for packaged FMCG products. This research utilized a focus group methodology to understand consumer behaviour towards such products. The challenge for researchers is to integrate packaging into an effective purchasing decision model, by understanding Consumer's behaviour towards the packaging of FMCG products. When consumers search for the process information in-store, the product's package can contain relevant and useful information for the consumer. Product packaging forms the end of the 'promotion-chain' and is close in time to the actual purchase and may therefore play an important role in predicting consumer outcomes. Packages also deliver brand identification and label information like usage instructions, contents, and list of ingredients or raw materials, warnings for use and directives for care of product.

Tauseef, (2011) attempted to find the variables/factors that affect customer impulsive buying behaviour in FMCG sector considering retail market in India. The impact of various impulse buying factors like sales and promotions, placement of products, window merchandising, effective price strategy etc., on customer buying behaviour have been analyzed. A hypothetical model was created in this paper, which had been taken into consideration for our research work on impulse buying behaviour of consumers. The study is based on the primary data collected from Shopping malls, Handlooms and marts from the area of JODHPUR with the help of structured questionnaire on Likert scale. Data analysis has been done using SPSS software. The statistical analysis method employed in this study was Factor Analysis. After the thorough analysis of the available data it was found that since income of each individual is increasing and more and more people are moving towards western culture in dressing sense, in eating etc., so the purchasing power of people has really gone up and thus the impulsive buying of commodities is on a high trend mainly due to pricing strategies of retail players and full festival offers throughout the year.

CONSUMER PREFERENCE

In this age of globalization hyper competition has become a regular feature. Today the markets are no less than battlegrounds and one has to strive very hard for survival and growth. Now a day most of the FMCG companies considering sales promotion as an important part of their marketing strategy. From the analysis of survey it becomes clear that consumers do response to the sales promotion campaign, but there are customers who strongly prefer to stick to brand name. Post liberalization not only saw higher number of domestic choices, but also imported products. The lowering of the trade barriers encouraged MNCs to come and invest in India to cater to 1bn Indians needs. What does all this mean for the future of FMCG industry in India? Undoubtedly, all this is good for the consumers, who can now choose a variety of products, from a number of companies, at different price points. But for the players who cater to the Indian consumer, the future brings a lot more competition.

A deeper grasp of market trends is necessary for FMCG enterprises to successfully launch a new product. Data is becoming more readily available, enabling FMCG to continuously conduct through analysis. The acquisition and consumption of items can be better understood by secondary research of this kind, which can be done quickly and affordably to personalise product research and development.

Data analysis

TABLE

RESPOND TYPE	NO OF RESPONDS	% OF RESPONDS
YES	47	92.16
NO	4	7.84

1. AS RETAILERS AND SALES STAFF WOULD YOU SAY THE PRODUCTS ARE WELL PACKAGED AND SEALED?

A) YES

B) NO

TABLE

TYPE OF RESPOND	NO OF RESPONDS	% OF RESPONDS
YES	48	94.1
NO	3	6.9

CHART

2. AS SALES STAFF ,ARE YOU MOTIVATED ENOUGH TO PROMOTE ITC'S PRODUCTS?WHAT ARE OR ARENT YOUR REASONS FOR THE SAME?

A) YES

B) NO

TABLE

TYPE OF RESPOND	NO OF RESPOND	% OF RESPONDS
YES	46	92
NO	4	8

3. which type of itc chocolates (confectionaries) mostly like in outlet customer's ?

A) CANDYC MAN

B) TOFFICHOO

C) JELLIMALS

D) FANTASTICK

TABLE

TYPE OF RESPOND	NO OF RESPONDS	% OF RESPONDS
CANDYC MAN	22	45.9
TOFFICHOO	4	8.2
JELLIMALS	15	30.6
FANTASTICK	8	16.3

4. Would you say that you are well aware of the Company ITC and the FMCG products it offers to the market?
A) YES
B) NO

TABLE

STYPE OF RESPOND	NO OF RESPOND	% OF RESPONDS
YES	49	98
NO	1	2

INTERPRETATION

In a survey, 51 to 47(92.2%) respondents said that ITC maintains the top customer preference for timely delivery of purchased materials In 95% of coustomers are said exelent ITC's Branded Packaged Foods business is one of the fastest growing foods businesses in India, driven by the market standing and consumer franchise of its popular brands - **Aashirvaad, Bingo!** In the establishments where the product ratings are high, such as bingo, Ashirwaad is more valuable to both businesses. To gauge customer preferences, the confectionery keeps more of the sold candymen and jellimals on hand. The maintain distributor sellers are the brochures and catalogues as the outlet customers are setting of the product awareness and schemes.

Limitations

- Restricted to only dealer responses who are vendors and not consumers.
- Here, time is a major constraint.
- Since a questionnaire was used to obtain the data, only dealers and sellers were included.
- Cannot accurately predict each consumer's behaviour

SUGGESTIONS

Better to advertisement

To capture the market share of the company, an effective advertisement is essential. If the advertisement of the product is attractive and informative to the people, the sales can automatically be increased.

Discounts and offer

The offer and discounts also helps to increase the sales of the product. The offer and discount can be given to the people frequently. Apart from discounts and offers, gifts and presentations can be given to the people which attracts them than discounts and offers.

Improve quality

First preference of the customer is given to the quality of the product. The quality of the product is must be increased in order to satisfy the customers.

Availability

The availability of the products should be increased in all areas as per the convenience of the people. Easy availability is the second factor which influences the people to buy the product.

CONCLUSION

To find out how individuals link to the ITC's products, a survey was undertaken. Because of the margins they offer, retailers as a whole choose to purchase the majority of ITC products. ITC food products, ready-to-eat items, and stationery items are popular with consumers. Some consumers frequently prefer alternative brands because they can get good quality for less money. The ITC are able to draw clients because of its quality and brand reputation. It is a market that the ITC serves, and by focusing on advertising and promotional efforts, they will be able to dominate the ITC product market. One of India's emerging branded firms is The ITC. In a poll, 92% of respondents agreed that maintaining the product display with flyers in front of the store and selling and comprehending customers' purchasing processes was an important part of the promotion process.

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