

A STUDY ON CONSUMER PREFERENCE TOWARDS ITC'S SUNFEAST

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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 “SUNFEAST”. How ITC has a 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 COOKIES. To know the numeric distribution Drive on SUNFEAST MOMS MAGIC AND DARK FANTASY. The study of the retailer & wholesaler preference towards ITC products and how they respond to the ITC products. How to offer a suggestion on the basis of a finding of the study on confectionaries. It 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. It was ranked among Asia's best-performing businesses by FMCG Industry reports. The clear market leader in the Indian paperboard and packaging business is Led by the FMGC Marketer. This study explores consumer happiness, as well as their idea choice and purchasing behaviour with regard to ITC products.

KEYWORDS: FMCG, ITC PRODUCTS.

INTRODUCTION :

In order to select how to grow its clientele and attract more devoted clients, ITC maintains the loyalty of the customer and displays a succession of the corporate connection. Consumer preference and satisfaction are key considerations. The main objective is to comprehend the operation of COOKIES PRODUCT in the FMCG sector, as well as the challenges and distribution of various products in the entire supply chain and the drive for item distribution The SWOT analysis of ITC and its challenges to Consumer preference and satisfaction are crucial considerations when deciding how to grow their audience and attract more devoted clients. The main objective of the study is to comprehend the workings, issues, and distribution strategies of the FMCG sector. The issues with ITC COOKIES, the complete SWOT analysis, the distribution strategy for various items, and the overall supply chain system. Aashirvaad, Sun feast, Bingo! Yippee! Candyman,

Mint-o, and Kitchens of India are some of ITC's brands that have significantly increased their market share among consumers. Personal care products such as Essenza Di Wills, Fiama, Vivel, and Superia have also seen significant growth in popularity. Education and stationery products such as Classmate and PaperKraft have also seen growth, as have the Agarbattis and Matches brands Mangal Deep maintain ITC's ranking as one of India's most valuable companies by performing at a high level, adding to the Indian economy and company's stakeholders, and Mission To improve the company's potential to generate money in a world that is becoming more globalized by providing superior and long-lasting stakeholder value. It is considered when preparing these foods how nutrient-dense, high in trans-fat, and high in sodium they are. High fructose corn syrup is frequently substituted for conventional sugar in recipes in an effort to prevent a variety of illnesses and improve the taste of the food. good for your body, the end outcome. They are additionally packaged hygienically and in accordance with international guidelines. Indian desserts and dinner side dishes are also available. people's willingness to eat contributes to preserving the best aspects of ancient traditions. There are numerous cooking techniques to satisfy foodies who just want to indulge in an explosion of flavour and enthusiasts of scrumptious cuisines.

OBJECTIVES.

- To Study the wholesaler and retailer behavior towards ITC Sunfeast.
- To know the numeric distribution Drive on cookies especially Moms Magic and Dark Fantasy.
- To offer suggestions on the basis of a finding of the study on Sunfeast Products.

REVIEW OF LITERATURE.

Goldsmith (1996).

States that, college students have unique self-image as fashion innovators and consider they more exciting, dominating and colourful than fashion followers.

Hogg Margret (1998).

The study explores that young female consumers play an important role in the marketplace as they exert enormous influence over the allocation of spending power across a growing number of product categories including clothing.

Mittal and Kamakura (2001).

Also, address the link between satisfaction and repurchase behaviour. Their major findings indicate that despite identical ratings on Satisfaction, due to respondent characteristics such as age, education, marital status, sex, and area of residence, a significant difference was observed in repurchase behaviour. Over the past decade, retailers use manufacturer brands to generate consumer interest, patronage and Loyalty in a store.

Brose khan Abdul et. Al.

The study explores that the importance of various factors including lifestyle and their impact on consumer buying behaviour. It describes the dominant, positivistic consumer perspectives. This discussion surrounds the issues of fundamental assumptions and techniques of analysis of various alternative modes of inquiry.

Dr.M. Arutselvi (2012).

" A Study on Consumers' Preference Towards Various Types of Britannia Biscuits in Kanchipur towns". The topic deals with the study of Consumer behaviour towards Britannia Biscuits. Consumer behaviour varies from brand to Brand based on quality, quantity, price, taste, advertisement, etc. It is concluded that the Market study on biscuits at Kanchipuram town has 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.

Jegan, A. And Dr. Sudalaiyandi, S. (2013).

A study on consumer buying behavior Towards various types of Sunfeast (ITC) biscuits in Kovilpatti is conducted to know the Consumers' preferable tastes, awareness about various brands, the choice and Frequency of preference, and satisfaction of Sunfeast Biscuit. The result of the study shows that Sunfeast biscuits have a good market share in Kovilpatti city.

Mittal and Kamakura.

(2001) also addresses the link between satisfaction and repurchase behaviour. Their major findings indicate that despite identical ratings on satisfaction, due to respondent characteristics such as age, education, marital status, sex, and area of residence, a significant difference was observed in repurchase behaviour. Over the past decade, retailers use manufacturer brands to generate consumer interest, patronage and loyalty in a store.

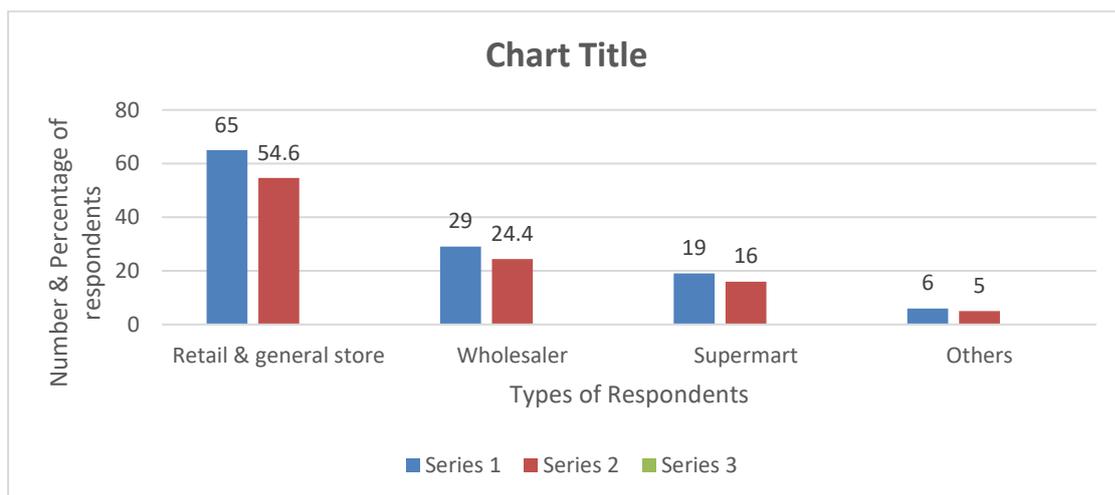
Schiffman, L.G. and Kanuk, L-

Explain the meaning of "consumer behaviour" as the behaviour that consumers behave in the form of acquiring, buying, using, evaluating, or consuming products, service and ideas to fulfil their own need, and be the study of the decision-making of consumers in spending resources, both money, time and power for consuming products and services that included (1) what to buy, (2) why to buy, (3) how to buy, (4) when to buy, (5) where to buy, and (6) how often to buy

DATA ANALYSIS.

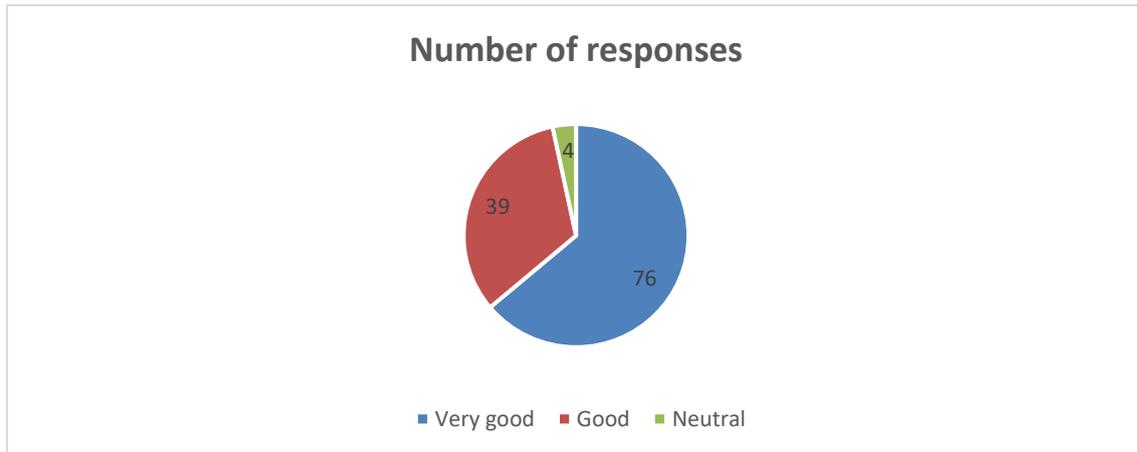
1. Which line of business is yours?
 - a) Retailers and general store
 - b) Wholesaler
 - c) Supermart
 - d) Others

Type of respondents	Number of responses	% of the respondents
Retail & General store	65	54.6
Wholesaler	29	24.4
Supermart	19	16.0
Others	6	5.0



2. What are the opinions of customer about Dark Fantasy?
 - a) Very Good
 - b) Good
 - c) Neutral

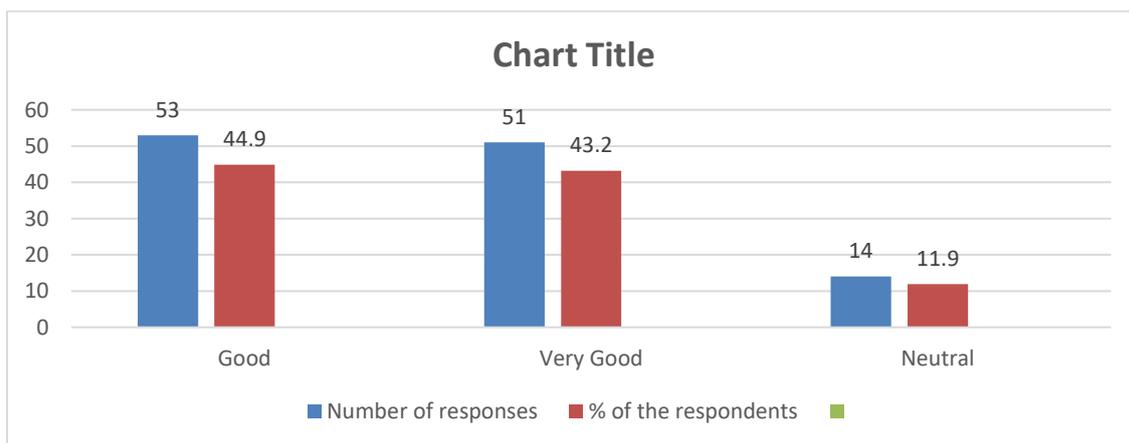
Opinion	Number of responses	% of the respondents
Very good	76	63.9
Good	39	32.8
Neutral	4	3.4



3. What is the movement of Mom’s Magic?

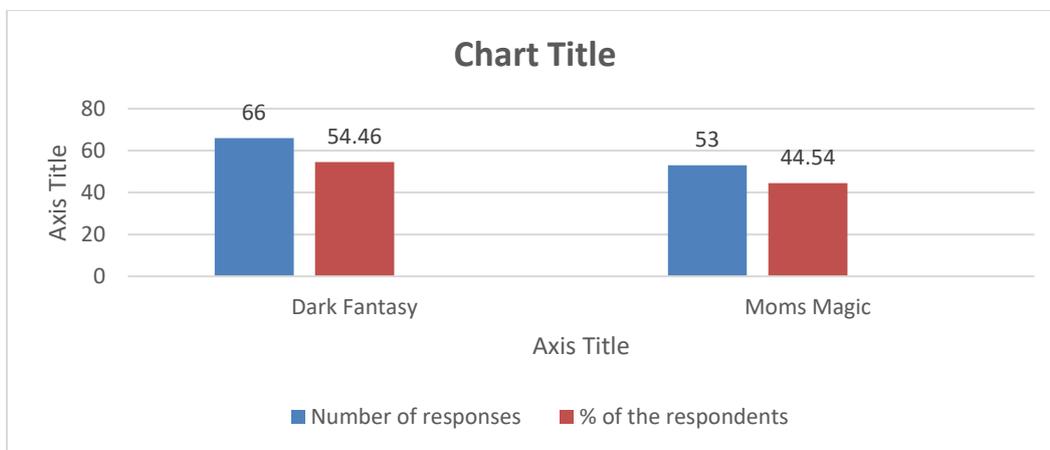
- a) Good
- b) Very Good
- c) Neutral

Opinion on the movement	Number of responses	% of the respondents
Good	53	44.9
Very Good	51	43.2
Neutral	14	11.9



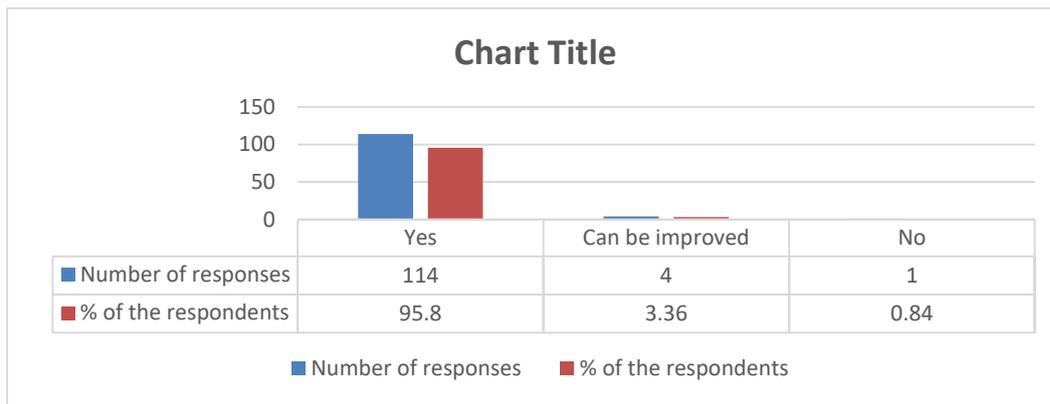
4. What do most of the customers prefer?
 a) Dark Fantasy
 b) Moms Magic

Type of respondents	Number of responses	% of the respondents
Dark Fantasy	66	54.46
Moms Magic	53	44.54



5. Are you satisfied with the company biscuits and the ITC products?
 a) Yes
 b) Can be improved
 c) No

Opinion on ITC	Number of responses	% of the respondents
Yes	114	95.80
Can be improved	4	3.36
No	1	0.84



INTERPRETATION.

The Retailers and the general stores Occupy most of the market the data found about the Dark Fantasy preference for the customers is found to be good and satisfying, the people and dealers prefer to sell that in large amounts as well, whereas coming movement of the Moms Magic that has itself a significant market for few of its potential customer’s group that can be seen to make it totally work and they prefer on few types of ages bar that is been checked on overall bas customers prefer both Moms Magic and Dark Fantasy as well but kids go for Dark Fantasy much and the elders for the Moms Magic and on total found data is that customers prefer ITC Products as it has good quality and has an immense value for the quality of the product.

LIMITATIONS.

- Restricted to only dealer responses who are vendors and not consumers.
- Time is a major constraint here.
- Since a questionnaire was used to obtain the data, only dealers and shopkeepers were included.
- Cannot precisely predict the consumer’s behavior.

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 help 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 more than discounts and offers.

Improve Quality

The first preference of the customer is given to the quality of the product. The quality of the product 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 that influences 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. ITC is 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, it will be able to dominate the 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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