

Study of consumer buying behaviour with respect to Haldiram products in Nagpur Maharashtra.

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Abstract

The research scrutinizes the shopper buying etiquette toward most likable brand i.e. Haldiram which is situated in Nagpur Maharashtra and the research is taken in Nagpur. In this experimentation we took 100 no. of representative for research which was convenient tool to gather information. The figures is collected through questionnaire. Customer Demand of product is high as buying behaviour of consumer and customer is positive. The only thing company has to work on is the promotional strategy to maximize the profit or growth of company. Here the research conclude that product has a good reach to customer and consumer as well and buying behaviour is positive in Nagpur Maharashtra.

Keywords: Haldiram, Consumer behaviour, Nagpur, Dairy, Food Industry

Introduction

Whenever the consumer buy product or service few things goes in the mind of purchaser and that is their attitude toward things or product willingness to purchase and performance among the one product from different products said to be consumer buying behaviour. When we see the study it defines the four factor on which it is dependent that consumer will take product or not. This four thing defines everything about customer purchasing social science, anthropology, psychology and sociology.

We very well know consumer shopping etiquettes or buying behaviour is very large concept to study it let the business identify that how the consumer is going to respond after seeing the product. The team of marketing always have the eye on customers and they

frequently do analyse it so that they can make a better interaction and communication with purchaser and bring some new offer for them and they also analyse that after watching the product what customer recall in their mind and those things taken in account to make strong advertisement and messages for the product. General study tell us that many times purchaser or consumer don't know why they are buying the things or product or what drives them to make the decision of buying such product it's all psychology. The things which really drives the purchaser to consume the product depends on certain aspect and basic factor which are psychology, social, cultural which are common with every individual person in universe. Just like that buying a snacks it's all depends upon the availability or social, psychological and cultural norms, every country has different consideration or cultural to buy product, This investigation or study will be identifying that what influence the most to purchaser to buy things or product the most whether it is social , cultural or psychological term when we are investigating food industry.

The analysis work is dole out to spotlight the necessary component clientsfor purchaser within the ménage and the service provider of a Haldiram company identify the service which the consumer is needed or demanding therefore Haldiram company service provider research the policy or term which are affecting to choose another product over there. Haldiram do this kind of process so that they could identify the needs, desire and want and satisfaction of the purchaser what they want so that Haldiram could make a proper channel or design to provide a better service to the consumer so that they won't switch to another product over Haldiram and it will make business more efficient when worked

with customer demand . This investigation would work the customer and consumer help record their voice in understanding the companies what kind of service behaviour towards Haldiram products. The present study tries to identify the various factors that are lending to the consumers buying behaviour towards Haldiram product.

Issue Declaration

The important aim for marketers is to build the purchaser loyalty by quality, freshness, Cleanliness, Availability and taste. In India, food industries have a rapid growing a flourishing in FMCG Product. Marketers are necessary to know the consumer's response towards their own brand and products of its availability, acceptance and affordability. It is always a superior challenge for the companies to calculate the consumer buying behaviour towards Haldiram products. The present study tries to identify the various factors that lending to the consumers buying behaviour towards Haldiram product.

Scope of the study

Haldiram product is one of the important products which is used all over India. Consumer shopping for behaviour is a vital part within the selling activity. This study is used to calculate various opinions of the consumers who is using Haldiram products. This shows the purchasing level of the product. The company can come to know about the strength and weakness of the product. It can help us to identify the purchaser desire or needs and wants for Haldiram product in regular days .

Purpose of Research

1. To investigate the purchaser etiquette on purchasing Haldiram product.
2. To determine the extent of purchaser satisfaction toward Haldiram product and the brand recognition.

3. To ascertain which element impacting the purchase of Haldiram products.
4. To gather the information of socio-economic level of purchaser who is consuming Haldiram product.

Research methodology

❖ Data collection

Primary figures are used in the study. It is original figures for the motive of gathering of predominant figures, questionnaire was filled by the respondents. The questionnaire comprises of close ended.

Research Design

❖ Sample technique

A convenient sampling is used as it is easy method for information assortment

❖ Sample size

We took 100 consumer as sample size.

❖ Area of study

The area of the research will be confined to Nagpur city.

❖ Tools for analysis

The various tools use for the figures analysis are

- Percentage analysis
- Likert scale analysis.

Review of literature

Ashwini Girhe, Dr. Binod Kumar Sinha, has published paper in IAEME on Sep-Oct 2018 on. Haldiram provided the sales and service to the retailer shop 73% were satisfied. Maximum retailer receives goods on time. Haldiram sales person visit to most of the retailer so they were happy for distribution channel. Most of the off retailer where not satisfied due to their credit facility.

Guru Prakash Prabhakar who wrote paper on "Haldiram India's Entrepreneur" and publish at

IJBM (MAY 2008). Research works desire to tell that how a common normal Indian family use to track business by facing many challenges in an emerging economy with this set of mind classic case of Haldiram is took to analyse the India’s entrepreneurial of Haldiram. Research says the challenges faces working in food industry is customer wants the fresh food and it should be packed in front of them though the food packed earlier has the shelf life of 20 days but the customer need fresh food made in front of them and packed. These where the problem or challenges are faced by Haldiram.

Analysis and Interpretation

Simple percentage analysis

Table showing consumers Buying Haldiram product from how many years.

S.NO	Factor	No. of Respondent	Percentage
1	1-2 years	18	18%
2	2-3 years	4	4%
3	3-4 years	12	12%
4	More than 4 years	66	66%

Origin: Primaryfigures

Above statistic shows 66% consumers are buying Haldiram product from more than 4years, 18% consumer says they are buying product from 1-2years,12% says they are buying from 3-4years and 4% says they are purchasing from 2-3years.

The survey reveals most of the respondents are buying Haldiram from more than 4years. Table showing the place of purchase of Haldiram products for daily use

S.NO	Factor	No. of Respondent	Percentage
1	Haldiram Outlet	57	57%
2	Retail Store	35	35%

3	Petty Shop	3	3%
4	Malls	3	3%
5	Vending Machine	2	2%

Origin: PrimaryFigures

Above statistic shows 57% of the person purchase in Haldiram outlet,35% of the respondents purchase in retail stores,3% of the respondents purchase in petty shop,3% of the respondents purchase in Malls and 2% respondent buy from vending machine.

The survey reveals that most of the respondent’s purchase Haldiram products in Haldiram outlet for Daily use.

Table showing factors influencing the respondents to buy Haldiram product

S.NO	Factor	No. of Respondent	Percentage
1	Amount	2	2%
2	Grade	64	64%
3	Test	21	21%
4	Cleanliness	7	7%
5	Other	6	6%

Origin: Primary Figures

Above statistic shows 2% Influences by Amount, 64% Influences by quality, 21% Influenced by taste, 7% Influence by Cleanliness and 6% Influence by other factors.

The survey reveals that most of them influences by Quality to buy Haldiram product.

Table showing the respondents preference of various Haldiram product.

S.NO	Factor	No. of Respondent	Percentage
1	Snacks	54	54%
2	Sweets	25	25%
3	Milk	9	9%
4	Ice cream	5	5%
5	Other	7	7%

Origin: Primary figures

Above statistic shows 54% of them use Snacks,25% of them uses Sweets,9% of them uses Milk,5% of them uses Ice-cream,7% of them uses other product.

The survey reveals that most of them uses Snacks very frequently.

Likert scale

Table showing the respondent opinion on Hygienic of Haldiram Product

S.NO	Factors	No. of Respondents	Likert Scale	Total Score
1	Very High	30	5	150
2	High	43	4	172
3	Moderate	22	3	66
4	Low	4	2	8
5	Very Low	1	1	1
		100		397

Origin: Primary Figures

Likert scale = $\sum (fx / \text{Total no. of respondents}) = 397/100 = 3.97$ Likert scale value 3.97 is greater than the middle value (3).

The survey reveals that most of the respondent’s opinion is hygienic of Haldiram product on scale of 4 that is High

Findings

Percentage analysis

- 73% of Respondent belong to male
- 77% of Respondent belong to 21-23 yrs.
- 66% of Respondent belong to Nuclear Family.
- 60% of Respondent belong has 2-4 members in family
- 59% of Respondent belong has One earning member in family.
- 79% of Respondent Are Students Profession.
- 47% of Respondent Has a Family income of 1-3 lakh
- 76% of Respondent has Haldiram store near them
- 91% of Respondent shows that Haldiram Product is hygienic
- 73% of Respondent belong to male

- 37% of respondent buy Haldiram Product Anytime
- 34% of Respondent says that they know about Haldiram from Advertisement and Retail shop
- 57% of Respondent buy Haldiram Product from Haldiram Outlet
- 64% of Respondent says Quality influence on Buy Haldiram Product
- 54% of Respondent Likes Snacks of Haldiram
- 66% of Respondent are purchasing Haldiram product from more than 4years
- 77% of Respondent takes their own decision to buy Haldiram product
- 87% of Respondent like to recommend Haldiram product to other.

Likert scale analysis

- It is resulted that most the respondent’s opinion is Cleanliness of the product.

Conclusion

Haldiram product was found that the product which they produce are high in consumption in Nagpur as per the research Haldiram product is so hygienic and pure in quality that the customer response is very positive and consumer buy product in regularly form Haldiram has higher customer in Nagpur Haldiram could increase the sale by improving the strategy of distribution channel and by maintaining proper relationship between retailer. Research state that the consumer of Haldiram are found very loyal as consumer buying product from more than 4years and 64% of customer are triumphant with quality and Cleanliness of the product

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