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**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS BISCUITS**

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**ABSTRACT**

In the present competitive marketing scenario, the consumers are the king of markets. Without consumers no business organization can run successfully and not able to achieve its desired goals. Consumer buying behaviour has become an integral part of strategic market planning. In order to develop a framework for studying the consumer behaviour towards Bonn Biscuits, it is helpful to characterize and differentiate the various perspectives on consumer behaviour. The authors highlights various important factors that affecting the behaviour of the customer consuming Biscuits like packaging, pricing, availability, quality, brand etc. and also through light on how the different categories of different brands effect the behaviour of the customer. In their research, authors administered survey questionnaire on a sample of 100 customers. The collected primary data has been analysed by applying statistical tools like chi-square and likert scale. The consumers of Biscuits are very sensitive about their availability, followed by brands and quality as shown by the results of likert scale.

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**INTRODUCTION**

Consumer behaviour refers to the mental and emotional process and the observable behaviour of consumers during searching, purchasing and post consumption of a product or service. Consumer behaviour involves study of how people buy, what they buy, when they buy and why they buy. It blends the elements from psychology, sociology, socio psychology, anthropology and economics. It also tries to assess the influence on the consumer from groups such as family, friends, reference groups and society in general. In the marketing context, the term “consumer” refers not only to the act of purchase itself, but also to patterns of aggregate buying which include pre-purchase and post-purchase activities. Pre-purchase activity might consist of the growing awareness of a need or want, and a search for and evaluation of information about the products and brands that might satisfy it. Post-purchase activities include the evaluation of the purchased item in use and the reduction of any anxiety which accompanies the purchase of expensive and infrequently-bought items. Consumer behaviour is affected by many uncontrollable factors, brothers, sister and other family member who may teach them what is wrong or right. They learn about their religion and culture, which helps them develop these opinions, attitudes and beliefs. These factors will influence their purchase behaviour however other factors like groups of friends, or people they look up to may influence their choices of purchasing a particular product or service. Reference groups are particular groups of people some people may look up towards too that have an impact on consumer behaviour. The knowledge of consumer behaviour helps the marketer to understand how consumers think, feel and select from alternative brands of biscuits and how the consumers are influenced by their environment.

**REVIEW OF LITERATURE**

According to **Mittal and Kamakura (2001)** also address the link between satisfactions and repurchase behaviour. Their major findings indicate that despite identical rating on Satisfaction, due to respondent characteristics such as age, education, marital status, sex and area of residence, 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.

**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.

**Brosekhan Abdul et. Al,** the study explores that the importance of various factors including lifestyle and its impact on the consumer buying behavior. It describes the dominant, positivistic consumer perspectives. This discussion surrounds the issues of fundamental assumptions and techniques of analysis of various alternative modes of enquiry.

**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 market place as they exert enormous influence over the allocation of spending power across a growing number of product categories including clothing.

**Schiffman, L.G. and Kanuk, L -** explain the meaning of "consumer behavior" as the behavior that consumer behave in the form of acquiring, buying, using, evaluating, or consuming product, service and idea to fulfill own need, and be the study of the decision making of consumer 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.

**RESEARCH METHODOLOGY**

For the purpose of study, following two objectives has been formulated:

- To study the different types of biscuits of different brands affecting the buying behavior of consumers.
- To study the factors like packaging, price, availability, quality and brand affecting the buying behavior of consumers.

**HYPOTHESIS OF THE STUDY**

H<sub>0</sub>: The null hypothesis states that the different categories of biscuits of different brands do not affect the consumer behaviour.

To achieve the objectives, primary and secondary data has been used. The primary data has been collected from 100 respondents on convenient sampling basis through survey questionnaire method. To analyses and make the data more meaningful for the purpose of study, different statistical tools had been used like chi-square test and likert scale.

**ANALYSIS AND INTERPRETATION****Table 1****N=100**

<b>Consumers Preference Towards The Different Biscuit Brands</b>							
		<b>Butter</b>	<b>Cream</b>	<b>Bourbon</b>	<b>Choco Chips</b>	<b>Digestive</b>	<b>Glucose</b>
1	<b>Britannia</b>	8	10	29	27	6	20
2	<b>Cremica</b>	4	43	4	19	23	7
3	<b>Parle</b>	8	8	6	13	19	46
4	<b>Sunfeast</b>	17	34	2	22	14	11
5	<b>Bonn</b>	26	4	46	10	13	1
6	<b>Anmol</b>	36	11	3	9	18	23

Table 1 indicates that most of the consumers prefer Bonn-bourbon and Parle - glucose biscuits as against Sun feast- bourbon and Bonn- glucose which indicates little preference by the respondent.

Chi square test is used to analyse that different categories of biscuits of different brands affects the consumer behaviour.

**Table 1 .1**  
**Two-way Contingency Table**

	<b>Consumers Preference Towards The Different Biscuit Brands</b>					
	<b>BUTTER</b>	<b>CREAM</b>	<b>BOURBON</b>	<b>CHCOCHIPS</b>	<b>DIGESTIVE</b>	<b>GLUCOSE</b>
<b>BRITANNIA</b>	4.38	3.79	13.07	6.40	5.82	0.22
<b>CREMICA</b>	9.47	33.20	8.07	0.33	3.6	6.72
<b>PARLE</b>	4.38	5.82	5.4	0.81	0.79	43.56
<b>SUNFEAST</b>	0.02	13.40	11.27	1.70	0.15	2.72
<b>BONN</b>	5.47	11.20	64.07	2.67	0.40	16.06
<b>ANMOL</b>	23.05	2.93	9.6	3.53	0.40	1.39

$$\chi^2 = 325.89, \chi^2_{0.005} = 37.7$$

$$\chi^2 = (O-E)^2/E,$$

Where, **O** is the Observed Frequency in each category

**E** is the Expected Frequency in the corresponding category

The calculated value is greater than the table value. The null hypothesis is rejected. Hence, brand the different categories of the biscuits of different brands effects the consumer behaviour.

**Table 2**  
**Most important factors at the time of buying biscuits**

**2(a) Packaging**

<b>Options</b>	<b>Frequency</b>	<b>Percent</b>
Most Important	7	7.0
Important	10	10.0
Neutral	12	12.0
Un-important	23	23.0
Strongly Un-important	48	48.0
Total	100	100.0

**2(b) Pricing**

Options	Frequency	Percent
Most Important	10	10.0
Important	27	27.0
Neutral	14	14.0
Un-important	22	22.0
Strongly Un-important	27	27.0
Total	100	100.0

**2(c) Availability**

Options	Frequency	Percent
Most Important	61	61.0
Important	21	21.0
Neutral	13	13.0
Un-important	5	5.0
Strongly Un-important	0	0
Total	100	100.0

**2 (d) Quality**

Options	Frequency	Percent
Most Important	10	10.0
Important	22	22.0
Neutral	23	23.0
Un-important	36	36.0
Strongly Un-important	9	9.0
Total	100	100.0

**2(e) Brand**

Options	Frequency	Percent
Most Important	12	12.0
Important	20	20.0
Neutral	37	37.0
Un-important	15	15.0
Strongly Un-important	16	16.0
Total	100	100.0

Table 2 shows that availability is most important factor as compare to packaging. The respondents are neutral about brand.

**Table 2.1**  
**LIKERT SCALE TEST**

**MEAN SCORE:**

Factors	Most-Important (5)	Important (4)	Neutral (3)	Un-important (2)	Strongly Un-important (1)	TOTAL	Mean Score
Packaging	7	10	12	23	48	205	2.05
Pricing	10	27	14	22	27	271	2.71
Availability	61	21	13	5	0	438	4.38
Quality	10	22	23	36	9	288	2.88
Brand	12	20	37	15	16	297	2.97

Factor	Mean Score
Packaging	2.05
Pricing	2.71
Availability	4.38
Quality	2.88
Brand	2.97

Table 2.1 depicts that respondents are more concerned about availability of biscuits followed by brand and quality respectively.

### SUGGESTIONS

- Company should fix reasonable price in order to attract the Lower income class.
- Company should maintain the same quality as it was in the beginning because of some times quality is inferior due to its wrong ration of ingredients.
- The consumer expects different shapes of biscuits. Like Fish, duck, elephant, star for attracting children.
- The company should give free gifts with all type of flavour of biscuits like stickers, some small playing things, tattoos, pencils, eraser which are useful for the child.
- More calories should be reduced calcium; protein may be added to biscuits.
- If Biscuits with original nuts are introduced it will be good for consumer health.
- The companies shall offer new taste like apple and grapes Flavour in their brands.

### CONCLUSION

The study concludes that consumer behavior is affected by the different types of biscuits of various brands which are proved with the help of chi square test. The study reveals that the consumer behavior depend on the factors like product quality, availability, price of the product, packaging of the product, brand of the product etc. The consumers of Biscuits are very sensitive about their availability, followed by brands and quality as shown by the results of likert scale. The study also concludes that

consumer behaviors will not be affected by factors like price and packaging. Thus, Influence their behavior in the purchase of availability of Biscuits of the brand.

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