

Consumer Awareness and Knowledge to Consumer Effective Behavior – Promotion of Biscuits in Virudhunagar Region

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Abstract

The term “Consumer” is normally used to refer an important person purchases from a meticulous store or corporation. Buyer behavior deals with the part of human behavior. Consumers are continuously conforming and reaching to a great variety of specific situations by seeing advertisements, learning of new products, or services. These modules of variables are concerned in understanding purchaser behavior in any of these specific situations like stimulus response and interviewing variables. The majority frequently thought user circumstances is making acquire among a slight or no influence from other traders.

Keywords: Marketing Strategies, Business Strategies, Consumer Awareness

1. INTRODUCTION

All activities of the business must be focused towards the consumer. This is an essential viewpoint in firms that operate under the marketing management concept. A business, in the long run desire of the company, should provide goods and services to satisfy the needs of consumers. There has been a vital growth and development in the purchaser group like the enrichment of consumer benefit by raising the manufacture and near the reformation division.

2. REVIEW OF LITERATURE

Vincent (2006) elicited that Quality is an Important Factor that Draws Consumers

towards Branded Products. Branded products are accepted as good quality products. People do not mind paying extra for branded products, as they get value for money. Media is a key constituent in promoting and influencing a brand. A child's insistence affects family's buying behavior. Children are highly aware and conscious of branded items. Although unbranded products sometimes give same satisfaction as branded products, customers would still prefer to purchase a branded product.

Kumar and Bishnoi (2007) reveal that a rural consumer is very much brand-conscious and awakened as he possesses almost all the national leading brands as far as durability is concerned. Rural consumers do not possess these items merely for show off or for status symbol but value

these products primarily for their utilitarian aspects. In their view, brand image, reliability, and company's image play a significant role while purchasing these items. Marketers need to understand the social dynamics and attitude variations within each village though it follows a consistent pattern nationally.

Mathew Jacob (2014) analyzed the Impact of Brand Marketing of Consumer Products. Brand advertisement, sales promotion, awareness, brand knowledge, pricing, quality, brand image, brand trust, etc., have significant influence on marketing of consumer products. Majority of the consumers are brand-conscious. Consumers change their brand preferences. Reasons for brand switching are the things like reduction in the quality of the product, attractive sales offer, advice of favorite persons, and intensive advertisement. Quality and performance of the product is the main influencing factor while changing brands. Major source of brand information towards its selection is television. Consumers expressed willingness to accept brand extension.

2.1. Data Collection

The data necessary for the study was collected from both primary and secondary sources.

a) Collection of primary data: The researcher makes the most of the primary data for the purpose of analysis. The questionnaire has been designed focusing on the objectives of the study. The responses for this method were collected by the researcher herself by visiting the respondents in person at their conveniences. While interviewing, necessary clarifications have been asked in vernacular to enable the respondents to answer as accurately as possible.

b) Collection of secondary data: Secondary data is composed commencing the information certain Articles, Magazines, Journal, Authorized Websites, Books, and Encyclopedia be used for reference. In the direction the data collection related to the biscuit corporation and their trade name. The investigator organized individual interviews through sales executives in a few biscuit businesses including local wholesale and retail distributors.

3. ANALYSIS OF RESPONDENTS

The examiner studies the preference of biscuit patrons at the Study area.

3.1. Habit of Eating Biscuits

Each consumer has different habits to eat biscuits. The researcher has examined the consumer's options to select which type of combination they eat along with biscuits. The details of consumer's preference are listed in Table 1.

TABLE 1. Habit of eating biscuits.

S. No	Habit of Eating Biscuits	No of Respondents	Percentage
1	With milk	114	25
2	With coffee	78	17
3	With tea	151	34
4	Others	107	24
	Total	450	100

That the evidence from Table 1 to among 450 respondents, a majority of ratio, that is,

151 respondents (34%) ate biscuits with tea, 78 respondents (17%) ate biscuits along with coffee, 114 respondents (25%) had the habit of eating biscuits with milk, and 107 respondents (24%) select their habit is others like eat biscuit only without any combination.

3.2. Consumers' Awareness of Biscuit Manufacturing Process

The researcher tries to find out whether the consumers have seen the manufacturing of biscuits at any time or anywhere. The collected information regarding their visit is shown in Table 2.

TABLE 2. If consumers have seen biscuit manufacturing.

S. No	Response	No of Respondents	Percentage
1	Yes	153	34
2	No	297	66
	Total	450	100

Table 2 specifies that out of 450 respondents, the majority, that is, 297 respondents in number (66%) have not seen manufacturing of biscuits whereas 153 respondents (34%) have noticed how the biscuits are manufactured with their ingredients.

3.3. Advertisement Media

Media helps the consumers to be familiar with their required goods and to create judgment. The survey reveals the fact that in the study area, the sample consumers come to know about the product from Press Media or Television. The collected information regarding this is shown in Table 3.

TABLE 3. Advertisement media.

S. No	Advertisement Media	No of Respondents	Percentage
1	Magazines and newspapers	57	13
2	Television/ internet	393	87
	Total	450	100

The above Table 3, obvious so as to 450 Britannia biscuits consuming respondents, 57 respondents (13%) come to know about the product, varieties, brands through magazines and newspapers, but a majority, that is, 393 respondents (87%) come to know about the product, varieties, brands through television/internet.

3.4. Package Preference

Package acts as silent salesman. The purchasing behavior is influenced by the design of the package, because it acts as an important motivating factor. The purchase packages for biscuits are loose, pack, gift box, or large tin. The details of consumer's package preference are listed in Table 4.

TABLE 4. Package preference.

S. No	Package Preference	No of Respondents	Percentage
1	Loose	24	5
2	Pack	373	83
3	Gift box	37	8
4	Large tin	16	4
	Total	450	100

The above Table 4 discloses that out of 450 respondents, 24 respondents (5%) desire for loose purchase, 373 respondents (83%) choose a packed purchase, 37 respondents (8%) give priority to gift box package purchase, and 16 respondents (6%) like better large tin package purchase.

3.5. Reasons for Purchase Package

The researcher tries to find out the reasons for the consumer to consume the particular package. The consumers suggested with various reasons are to be undertaken for the purchase of particular package, which are listed in the following Table 5.

TABLE 5. Reasons for particular package.

S. No	Reasons for Particular Package	No of Respondents	Percentage
1	Low price	95	21
2	Convenient to carry	124	28
3	Fresh stock	159	35
4	Attractive package	72	16
	Total	450	100

The above Table 5 discloses that out of 450 respondents, 95 respondents (21%) prefer to choose the particular package for low price, 124 respondents (28%) wish to select the particular package for its convenience to carry, 159 respondents (35%) decide the particular package when it ensures of fresh stock, and 72 respondents (16%) come to conclude their choice of particular package for attractive package.

It is clear from the above table that the consumers choose a particular package, because of its freshness.

3.6. Enquiries about Price of Biscuits

The examiner tries to locate the information that if the patrons enquire about the price of biscuits and the data be offered in the following,

TABLE 6. Enquiry price.

S. No	Response	No of Respondents	Percentage
1	Yes	363	81
2	No	87	19
	Total	450	100

Table 6 indicates that a majority of respondents out of the 450 sample respondents that is 363 respondents (81%) to say exact, enquire about the price of biscuits before they purchase, 87 respondents (19%) do not enquire about the price of the biscuits.

It is evident that a majority of the respondents are conscious of the price.

3.7. Checking of Manufactured/ Expiry Date

It is very important to check the manufactured/expiry date. An attempt is made to find out the checking of manufacturing/ expiry date by the respondents. The following table shows the tendency of checking manufacturing/expiry date by the respondents.

TABLE 7. Checking of manufactured/ expiry date.

S. No	Response	No of Respondents	Percentage
1	Yes	408	91
2	No	42	9
	Total	450	100

From Table 7 apparent with the purpose of 450 sample respondents, 408 respondents (91%) check manufactured/expiry date, and 42 respondents (9%) do not check manufactured/expiry date.

Thus the table gives the result that the majority of the respondents check the manufactured/expiry date.

3.8. Opinion for any Changes in the Biscuits

The researcher tries to find out the information about consumer's opinion for any other changes in the biscuits.

The gathered figures are shown in the following Table 8.

TABLE 8. Opinion for change in the biscuits.

S. No	Category	No of Respondents	Percentage
1	Price	31	7
2	Quality	43	10
3	Quantity	69	15
4	Taste/shape	307	68
	Total	450	100

The above Table 8 clearly upshots 450 sample respondents, 31 respondents (7%) wish for the change in the price of biscuits, 43 respondents (10%) go with the thinking to change the quality of biscuits, 69 respondents (15%) estimation that change different quantity of the biscuits, and 307 respondents (68%) be expecting to change the taste and shape of the biscuits.

It is understandable from Table 8 most of the sample respondents are expected to change in the different tastes and shapes of the biscuits.

3.9. New Variety/Flavors of Biscuits

The investigator makes an effort to discover the details about the consumer's belief concerning new mixture with innovative flavors of the biscuit. Consumers give their choice of new flavors of the biscuits like chocolate, coffee, fruit, and vegetable, which is presented in Table 9.

TABLE 9. New variety/flavors of biscuits.

S. No	New Variety/ Flavors	No of Respondents	Percentage
1	Chocolate	24	8
2	Coffee	36	12
3	Fruit	145	47
4	Vegetable	102	33
	Total	307	100

Table 9 comprehensible that 307 Britannia biscuits consuming respondents, 24 respondents (8%) be expecting chocolate flavors, 36 respondents (12%) were favor in coffee flavors, 145 respondents (47%) wish to refer in fruit flavors, and 102 respondents (33%) like better to vegetable flavors. It is evident that the majority wish to fruit flavors.

3.10. New Shapes of Biscuits

The investigator undertakes to the facts about the consumer's prospect on the subject of newest shapes of the biscuits. The consumers give their choice of new shapes of the biscuits like Alphabets and Zoological, which are presented in Table 10.

TABLE 10. New shapes.

S. No	Shapes	No of Respondents	Percentage
1	Alphabets	89	29
2	Zoological	123	40
3	Stars/smilies	26	9
4	Numerical numbers	69	22
	Total	307	100

Since Table 10 unambiguous that 307 Britannia biscuits consuming respondents, 89 respondents (6%) be expecting for Alphabets, 26 respondents (11%) support to Zoological shapes, 123 respondents (51%) referred in Stars or Smilies,

and 78 respondents (32%) were imagine to Numerical numbers.

On or after the beyond Table 10 that most of the sample respondents are support and expecting for Zoological characters.

3.11. Buyer Satisfaction

The level of satisfaction varies from one consumer to another and also from time to time. A study has been made to highlight the level of satisfaction of biscuit consumers, and it is listed in the following Table 11.

TABLE 11. Buyer satisfaction.

S. No	Category	No of Respondents	Percentage
1	High	286	64
2	Low	164	36
	Total	450	100

Table 11 indicates that out of the 450 sample respondents, a majority, 286 respondents (64%) encloses High level satisfaction from their biscuit consumption and remaining 164 respondents (36%) cover Low level satisfaction from their biscuit consumption.

4. THE FOLLOWING ARE THE MAJOR FINDINGS OF THE ANALYSIS OF CONSUMER'S PREFERENCE

- As for as this research work is concerned at Virudhunagar district importance is given for the leading brands, the competitive brands, and the new arrival biscuit products.
- As for as this research work is concerned at Virudhunagar, Britannia is the leader, Sunfeast and Parle are the challengers.

- A major portion of the consumers are of the opinion that the main reason for buying biscuits is to take it as evening snacks.
- Sweet variety biscuits are preferred by the majority of consumers.
- 34% of consumers have noticed the manufacturing of biscuits and are well known about their ingredients.
- Marketing of wide variety of biscuits by every biscuit company necessitates adopting the large-scale promotional efforts to announce, to distinguish, and to popularize each biscuit brand.
- The main reasons of the biscuit consumers' recommendation of their brand to others for their good taste.
- Greater part (68%) of the consumers expects to change for the different taste and shape of the biscuits.
- More than 50% of the consumers wish for fruit and vegetable flavors.
- More than 50% of the consumers support and expect alphabets and zoological characters.
- Most of the consumers (64%) are with high level satisfaction with overall purchase of their favorable biscuit brands.

5. SUGGESTIONS

5.1. Parcel Design

Significant portion of biscuit consumer is subjective by a particular biscuit product by their children's choice. So, the correspondence may be intended in such a way to be a focus for kids. Walt Disney characters are a great deal valuable for the marketers to magnetize children.

5.2. Assigning Health Food Image to Biscuits

A majority of the biscuit consumers prefer biscuits for functions and meetings. Biscuit manufacturers must try to take advantage of this consumer's point of view while advertising.

Assigning a "health food image" to biscuit put biscuits in a stable place in the snacks product market than its competitive products like chocolates, confectioneries, and ice-creams.

5.3. Advertisements through Television

An advertisement through television is the most effective means to reach the target consumers. Therefore, it is strongly advised to advertise through television in addition to their most frequently used press and wall painting advertisements.

5.4. Introduction of New Form of Biscuits

The biscuit companionship be able to expand their markets to a spacious coverage contribution the following up-to-the-minute kind of biscuits.

1. Biscuits containing cheese, coffee, tea, cocoa, cherry fruit, and strawberry flavors.
2. Karam taste biscuits.
3. Cream, wafer biscuits containing banana, graphs, apple, vegetable flavors.
4. Biscuits coated with ice-creams.
5. Biscuits stuffed with mutton and chicken taste makers.

6. CONCLUSION

The study concludes that consumer behavior is affected by the different types of biscuits of various brands. 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 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. The consumers really act as king in the modern advanced society. Consumers look for more individual attention responses and customization. Only consumer satisfaction will contribute for the profitability of the company, which raises company's reputation. If the suggestions given by the respondents are duly carried out, the biscuit market would flourish by satisfying the various needs and requirements of consumers and also by fulfilling the aspirations of the prospective consumer.

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