

“A Study of Consumer Buying Behaviour of Haldiram’s Snacks in Pune Region”

A Research Project report

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In The Subject Of “Research Paper Writing”

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RESEARCH ABSTRACT

The snack industry of INDIA is one of the largest industries in the world, the reason being the availability of unique spices and difference in taste and food habits of the people residing here. The customer satisfaction is the key to snack industry which made the firms in need of regularly in evaluating the customer's opinion on their products. The study aims to analyse consumer buying behaviour towards Haldiram's snacks. Descriptive design was used for the study. Primary and secondary data was used for the study. Primary data was collected using a questionnaire. Convenient sampling was used to collect the sample. The sample size was 112. The analysis was done using percentages, Likert Scale and statistical test. Overall, maximum respondents belonged to age group between 20 and 30 are very happy and satisfied with the products.

KEY WORDS: Haldiram's Snacks, Likert Scale, Friedman's Rank Test

INTRODUCTION

Food in India holds a value beyond a mere survival necessity. It holds the fort of sentiments, culture, heritage, innovation and way of living for millions of Indians. There was a time INDIA was unable to fulfil its own hunger needs even though it is a country of villages but now things are different. The food habits and consumption pattern has also evolved with time. As a testimony to this, from freshly-made snacks, we now see a hike in demand for packed, instant and ready-to-cook snacking food items.

The Indian snacks food industry is a promising and a booming arm of the FMCG category, thanks to the evolving consumer consumption patterns. The changing lifestyle and millennial thinking have been a major reason for the rise in the snacks industry. They are making different snack choices based on health, convenience, brand and trust. Consumers are intentionally looking for snacks to indulge in, to satisfy a craving or to hold themselves up until their next meal.

The consumption frequency has increased and as a testament to this, the market for snack food segment is on the rise. The revenue in the snack food segment amounts to over \$5000 million in 2019 and the market is expected to grow annually by 7.5% (CAGR 2019-2023). Brands are capitalizing on this opportunity through their product offerings, bringing the goodness of healthy food items to Indian consumers in different formats suited to their lifestyle, taste and convenience.

Various Reasons Being –

Evolving consumer habits – A step towards healthier food options

Increasing consumer consciousness around sustainability

Consumers seeking organic options for kids

Snacks touting nutritious grains

Every snack should tell a story

India Snacks Market is growing due to following factors Lifestyle Changes, Rising Urbanization, Growing Middle Class Population, Local Availability and Availability of Snacks in Small Package Size, Low Price and Company's Strategies to focus on regional taste.

There is a large number of players working in the Indian snacks market. Their presence is limited within a town, city or a particular area. They do not think too much for expansion. As a results, their main focus to develop snacks items according to the consumers taste in a particular area. This helps them to be popular in that region. Also their products are low priced compared to organized players.

India snacks market is segmented into Extruded Snacks, Chips, Namkeen and Others. In terms of market value share, Namkeen has the highest market share compared to all other segments Extruded Snacks, Chips and Others. At present, in both organized and unorganized market, Namkeen is the leading segment

Pratap Snacks, Balaji Wafers, DFM Foods, Bikanerwala, Haldiram's and PepsiCo India are some of the most popular snacks companies in the India organized snacks market. PepsiCo India has the highest its market share year compared to other snacks companies present in India.

Revenue in the Snack Food segment amounts to ₹2,095,560m in 2020. The market is expected to grow annually by 10.2% (CAGR 2020-2025).

COMPANY INTRODUCTION

Haldiram's is a major potato chips and Indian sweets and snacks manufacturer based out of Delhi and Nagpur. The company has manufacturing plants in a wide variety of locations such as Nagpur, New Delhi, Gurgaon, Rudrapur and Noida. Haldiram's has its own retail chain stores^{[4][5]} and a range of restaurants in Nagpur, Kolkata, Noida and Delhi. Haldiram's was founded in 1937 by Shri Ganga Bhishen Agarwal, fondly known as Haldiram in his household; as a retail sweets and namkeen shop in Bikaner, Rajasthan.

It has plants all over the country from Kolkata, Jaipur to New Delhi and is one of the most trusted and demanded brands of snacks. It exports its products to more than 80 countries including USA and China.

Its product range includes traditional namkeens, western snacks, Indian sweets, cookies, sherbets, papads and pickles. The company also produces ready-to-eat food products.

Haldiram's products are marketed at various retail locations such as bakeries and confectionery stores, among others, and also on various commercial websites. The pricing of the company's products is typically inexpensive compared to similar products made by other companies.

As per a report in ET HALDIRAM's surpassed PepsiCo and became the number one selling brand of snacks in INDIA in 2019.

LITERATURE REVIEW

Haldiram's success saga is not a common story, the successive innovation and pro-active thinking of its owners has made the brand reach the place where it is. Changing the common traditional, homemade fresh snacks into a product line extension, playing with spices and experimenting to give in the touch of local regional flavour became the game changer and today's it's the highest selling brand of snacks and sweets in India. Haldiram's ingredients of success recipe includes a diversified product portfolio, stringent quality controls, good raw material, storage, production and packaging processes which has resulted in unparalleled taste and extended shelf life. Also the local makers of the product have a huge role to play in the success story of snacks of the brand.

The seven strong demand drivers of the food and beverage industry of India are affluence of working population and increase in disposable income, rising urbanization and change in lifestyle, change in tastes and preferences, increase in tourism in India and number of Indian travelling within and outside India, increasing awareness and accessibility of new products and acceptability of these products during occasions and celebrations. This makes the traditional 3 meal timings an old school thinking and snacks intervals in between meals a new trend being followed in order to live a healthy and fancy lifestyle.

Thus, the prediction of snacks industry growing to a great extent between 2018-2023 cannot go wrong and the industry has actually shown rise in revenue to Rs 23,28,708 million in 2019 and revenue of Haldiram was Rs. 71,300 million.

NEED OF THE STUDY

The article of ET made me select this topic for my research. Since market these days are customer centric, the consumer buying behaviour should be assessed well by any brand to be the leader of the market. A marketer should know well the likes and dislikes of its products and work accordingly to raise demand, attract customers and boost sales.

OBJECTIVE OF THE STUDY

The primary objective of this study is to study what factors affects the buying behaviour of consumers while purchasing Haldiram's snacks and do these factors hold equal importance or not.

HYPOTHESIS OF THE STUDY

1. H₀ - Price has no significant impact on consumer buying behaviour of HALDIRAM'S.

H₁ - Price has significant impact on consumer buying behaviour of HALDIRAM'S.

2. H₀ - Quality has no significant impact on consumer buying behaviour.

H₁ - Quality has significant impact on consumer buying behaviour.

3. H0 - Local regional flavors does not affect consumer buying behaviour.

H1 - Local regional flavors does affect consumer buying behaviour.

4. H0 - Availability of product does not affect the consumer buying behaviour of HALDIRAM'S.

H1 - Availability of product does affect consumer buying behaviour of HALDIRAM'S.

RESEARCH METHODOLOGY

The reason behind conducting this research is to test the above-mentioned hypothesis and for that I have used descriptive research design. In a descriptive design, a researcher is solely interested in describing the situation or case under their research study. It is a theory-based design method which is created by gathering, analysing, and presenting collected data. This allows a researcher to provide insights into the why and how of research. Descriptive design helps others better understand the need for the research.

SAMPLE SIZE

Sample size is the number of respondents included in a research. The sample size taken in this research is 112. The primary data is taken from people who have tried Haldiram's once or more and ones who are consuming Haldiram's product on regular basis. The geographical location taken is PUNE. The type of sampling is convenient as only a particular geographical location is taken into consideration.

QUESTIONNAIRE DESIGN AND DEVELOPMENT

A research based on primary data needs to have a well-structured questionnaire for analysing the data and driving the conclusions. A well-structured questionnaire is prepared in order to address the research objectives and goal.

In this research, the questionnaire has basis questions related to respondents' personal details and few questions related to consumer buying behaviour on Likert scale and as multiple response questions.

After discussing with the expert panellists and performing Reliability test to check the reliability of questionnaire, the link was shared with people to fill in their responses.

OUTPUT

MULT RESPONSE GROUPS=\$preferred_brands (pepsicodfmmfoodsbalajiwafershaldiramstcbingo parle (1))

/FREQUENCIES=\$preferred_brands.

Multiple Response

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Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$preferred_brands ^a	112	99.1%	1	.9%	113	100.0%

a. Dichotomy group tabulated at value 1.

\$preferred_brands Frequencies

	Responses		Percent of Cases
	N	Percent	
\$preferred_brands ^a PEPSICO	52	17.0%	46.4%
DFM FOODS	8	2.6%	7.1%
BALAJI WAFERS	50	16.3%	44.6%
HALDIRAM'S	102	33.3%	91.1%
ITC-BINGO	47	15.4%	42.0%
PARLE	47	15.4%	42.0%
Total	306	100.0%	273.2%

a. Dichotomy group tabulated at value 1.

MULT RESPONSE GROUPS=\$preferred_brands (pepsicodfmfoodsbalajiwafershaldiramstitchbingo parle (1)) \$stores (generalstores supermarkets kiranashops (1))

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Multiple Response**Notes**

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Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$preferred_brands ^a	112	99.1%	1	.9%	113	100.0%
\$stores ^a	112	99.1%	1	.9%	113	100.0%

a. Dichotomy group tabulated at value 1.

\$preferred_brands Frequencies

		Responses		Percent of Cases
		N	Percent	
\$preferred_brands ^a	PEPSICO	52	17.0%	46.4%
	DFM FOODS	8	2.6%	7.1%
	BALAJI WAFERS	50	16.3%	44.6%
	HALDIRAM'S	102	33.3%	91.1%
	ITC-BINGO	47	15.4%	42.0%
	PARLE	47	15.4%	42.0%
Total		306	100.0%	273.2%

a. Dichotomy group tabulated at value 1.

\$stores Frequencies

		Responses		Percent of Cases
		N	Percent	
\$stores ^a	GENERAL STORES	95	38.6%	84.8%
	SUPER MARKETS	81	32.9%	72.3%
	KIRANA SHOPS	70	28.5%	62.5%
Total		246	100.0%	219.6%

a. Dichotomy group tabulated at value 1.

MULT RESPONSE GROUPS=\$stores (generalstores supermarkets kiranashops (1))

/FREQUENCIES=\$stores.

Multiple Response

Notes

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	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.

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Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$stores ^a	112	99.1%	1	.9%	113	100.0%

a. Dichotomy group tabulated at value 1.

\$stores Frequencies

		Responses		Percent of Cases
		N	Percent	
\$stores ^a	GENERAL STORES	95	38.6%	84.8%
	SUPER MARKETS	81	32.9%	72.3%
	KIRANA SHOPS	70	28.5%	62.5%
Total		246	100.0%	219.6%

a. Dichotomy group tabulated at value 1.

NPAR TESTS

/FRIEDMAN=TASTECODE HEALTHCODE HYGIENECODE PRICECODE QUANTITYCODE PACKAGINGCODE
QUALITYCODE ADSCODE DISCOUNTCODE AVAILABILITYCODE FLAVOURCODE

/STATISTICS DESCRIPTIVES

/MISSING LISTWISE.

NPar Tests

Notes

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Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for all tests are based on cases with no missing data for any variables used.

Syntax		NPAR TESTS /FRIEDMAN=TASTECODE HEALTHCODE HYGIENECODE PRICECODE QUANTITYCODE PACKAGINGCODE QUALITYCODE ADSCODE DISCOUNTCODE AVAILABILITYCODE FLAVOURCODE /STATISTICS DESCRIPTIVES /MISSING LISTWISE.
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	Number of Cases	49152
	Allowed ^a	

a. Based on availability of workspace memory.

[DataSet1] C:\Users\shalini shekhar\Downloads\RESEARCH CODES.sav

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
TASTE CODE	112	1.29	.650	1	5
HEALTH CODE	112	1.80	.889	1	5
HYGIENE CODE	112	1.52	.759	1	5
PRICE CODE	112	2.06	.952	1	5
QUANTITY CODE	112	1.79	.885	1	5
PACKAGING CODE	112	2.04	.995	1	5
QUALITY CODE	112	1.45	.847	1	5
ADS CODE	112	2.43	.975	1	5
DISCOUNT CODE	112	2.25	1.053	1	5
AVAILABILITY CODE	112	1.72	.819	1	5
FLAVOUR CODE	112	1.97	1.078	1	5

Friedman Test**Ranks**

	Mean Rank
TASTE CODE	3.96
HEALTH CODE	5.89
HYGIENE CODE	4.76
PRICE CODE	6.88
QUANTITY CODE	5.77
PACKAGING CODE	6.73
QUALITY CODE	4.51
ADS CODE	8.11
DISCOUNT CODE	7.48
AVAILABILITY CODE	5.57
FLAVOUR CODE	6.34

Test Statistics^a

N	112
Chi-square	271.706
Df	10
Asymp. Sig.	.000

a. Friedman Test

T-TEST

/TESTVAL=0

/MISSING=ANALYSIS

/VARIABLES=PRICECODE

/CRITERIA=CI(.95).

T-Test**Notes**

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	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	113
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on the cases with no missing or out-of-range data for any variable in the analysis.

Syntax	T-TEST		
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	/MISSING=ANALYSIS		
	/VARIABLES=PRICECODE		
	/CRITERIA=CI(.95).		
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[DataSet1] C:\Users\shalini shekhar\Downloads\RESEARCH CODES.sav

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
PRICE CODE	112	2.06	.952	.090

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
PRICE CODE	22.932	111	.000	2.063	1.88	2.24

T-TEST

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/MISSING=ANALYSIS

/VARIABLES=QUALITYCODE

/CRITERIA=CI(.95).

T-Test

Notes

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	Weight	<none>
	Split File	<none>
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Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on the cases with no missing or out-of-range data for any variable in the analysis.

Syntax	T-TEST		
	/TESTVAL=0		
	/MISSING=ANALYSIS		
	/VARIABLES=QUALITYCODE		
	/CRITERIA=CI(.95).		
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[DataSet1] C:\Users\shalini shekhar\Downloads\RESEARCH CODES.sav

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
QUALITY CODE	112	1.45	.847	.080

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
QUALITY CODE	18.067	111	.000	1.446	1.29	1.61

RELIABILITY

/VARIABLES=TASTECODE HEALTHCODE HYGIENECODE PRICECODE QUALITYCODE QUANTITYCODE
PACKAGINGCODE ADSCODE AVAILABILITYCODE DISCOUNTCODE FLAVOURCODE

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/STATISTICS=DESCRIPTIVE CORR

/SUMMARY=TOTAL CORR.

Reliability**Notes**

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	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.

Syntax	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
		RELIABILITY /VARIABLES=TASTECODE HEALTHCODE HYGIENECODE PRICECODE QUALITYCODE QUANTITYCODE PACKAGINGCODE ADSCODE AVAILABILITYCODE DISCOUNTCODE FLAVOURCODE /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE CORR /SUMMARY=TOTAL CORR.
Resources	Processor Time	00:00:00.016
	Elapsed Time	00:00:00.053

[DataSet1] C:\Users\shalini shekhar\Downloads\RESEARCH CODES.sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	112	99.1
	Excluded ^a	1	.9
	Total	113	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.908	.911	11

Item Statistics

	Mean	Std. Deviation	N
TASTE CODE	1.29	.650	112
HEALTH CODE	1.80	.889	112
HYGIENE CODE	1.52	.759	112
PRICE CODE	2.06	.952	112
QUALITY CODE	1.45	.847	112
QUANTITY CODE	1.79	.885	112
PACKAGING CODE	2.04	.995	112
ADS CODE	2.43	.975	112
AVAILABILITY CODE	1.72	.819	112
DISCOUNT CODE	2.25	1.053	112
FLAVOUR CODE	1.97	1.078	112

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
TASTE CODE	19.03	46.855	.537	.445	.906
HEALTH CODE	18.51	43.513	.661	.590	.900
HYGIENE CODE	18.79	44.309	.709	.735	.898
PRICE CODE	18.25	43.126	.642	.519	.901
QUALITY CODE	18.87	43.613	.690	.621	.898
QUANTITY CODE	18.53	43.477	.668	.512	.899
PACKAGING CODE	18.28	42.743	.640	.484	.901
ADS CODE	17.88	42.824	.649	.558	.900
AVAILABILITY CODE	18.59	43.469	.733	.586	.896
DISCOUNT CODE	18.06	41.555	.692	.565	.898
FLAVOUR CODE	18.34	42.082	.630	.538	.902

INTERPRETATION

- FRIEDMAN'S RANK TEST

The Friedman test is the non-parametric alternative to the one-way ANOVA with repeated measures. It is used to test for differences between groups when the dependent variable being measured is ordinal.

The Friedman test compares the mean ranks between the related groups and indicates how the groups differed, and it is included for this reason. However, you are not very likely to actually report these values in your results section, but most likely will report the median value for each related group.

As significance level is less than 0.05, thus all the factors don't have equal importance while studying consumer buying behavior of Haldiram's.

- FREQUENCY DISTRIBUTION TEST

Frequency Distribution Table is statistical tool which provides a visual representation for the distribution of observations within a particular test. It is mostly used by analysts to visualize or illustrate the data collected in a sample.

In this research paper HALDIRAM'S is preferred by 102 people out of 112 responses, i.e., 91.1% .

- RELIABILITY TEST

Individual T-tests for Price, Quality and Quantity have been conducted and all have alpha value less than 0-05 .Thus , H0 is rejected and H1 is accepted for all hypothesis.

FINDINGS –

After performing the tests in SPSS , we found that HALDIRAM'S is a very well known brand of snacks and various factors play different yet significant role in the buying behaviour of the snacks. A few of the findings of this research are listed below :

- All consumers / respondents have tried snacks of HALDIRAM'S.
- Price, quality, quantity, availability at stores and of local regional flavors are important factors being considered while purchasing the brand's snacks.

- In the survey Haldiram's is the most preferred brand of namkeens/snacks.
- Consumers are more likely to purchase it from near by general stores.
- Taste and quality are ranked as most important factors for making a purchase.
- Price is an important factor but has less importance compared to taste and quality as per Friedman's Rank Test.
- HALDIRAM'S never follow aggressive marketing strategies and lets the brand and product sell itself
- Less importance given to advertisement shows most of the brands promotion is done by its loyal customer base – word of mouth.
- City level promotion is done using Bill Boards, colorful Hoardings and Posters.
- In 2015, Haldirams tied up with a Bollywood movie “Prem Ratan Dhan Payo” and launched a contest for promotions
- The brand uses sponsorships of various award shows as medium of promotion
- The price range of products from as less as to Rs. 10 to as high as Rs.4000 satisfies needs for the product and social stature of everyone.
- The display ads come in only in the peak season say festive seasons and you might notice ads near Diwali the most
- Packaging is an important aspect of Haldiram's product promotion. Normal namkeens have a shelf life of one month while the brand has up to 6 months due to nitrogen filled packets.

SUGGESTIONS

After completing the research work I came up with the following suggestions that the brand could try to work on for better future growth and capturing more market shares and for staying the market leader for a little longer -

- Brand should try to tap market of health-conscious people by experimenting with more kind of baked snacks.
- More products should be launched to tap kid segment apart from Halke-Phulke
- 2019, Haldiram's surpassed PepsiCo and captured highest market share in snacks industry but COVID 19 has impacted sales for various reasons.

- Brand should work on retaining their share and gaining back the confidence of their consumers.
- It can focus more on advertising to boost sales like Bikaji-Bhujia.
- As brand has a POD because of availability of local flavors, it can launch some fusion snacks with international flavors too.

CONCLUSION

The overall conclusion of this research paper is Haldiram's is a famous brand in Indian snacks industry, holding most of the market shares. The brand is well known and consumed for its quality. Price does play a significant role in buying behavior but is less important compared of other factors such as – quality, taste, and packaging.

REFERENCES

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6. <https://www.haldirams.com/>
7. <https://www.mbaskool.com/marketing-mix/products/17247-haldirams>

QUESTIONNAIRE

HALDIRAM'S

Study of consumer buying behavior of Haldiram's snacks.

* Required

1. Name*

2. Gender*

Mark only one oval.

☐ Male

☐ Female

3. Age Group*

Mark only one oval.

☐ under 18

☐ 18-24

☐ 25-34

☐ 35-44

☐ above 45

4. Occupation *

Mark only one oval.

☐ Self-employed

☐ Employed

☐ Student

5. Monthly Income*

Mark only one oval.

☐ less than 30000

☐ 30000-50000

☐ 50000-100000

☐ above100000

6. Which are your preferred brands of snacks?*

Check all that apply.

☐ PepsiCo

☐ DFM Foods

☐ Balaji

☐ Wafers

☐ Haldiram's

☐ ITC - Bingo

Parle

7. Have you tried Haldiram's snacks, namkeens?*

Mark only one oval.

☐ Yes

☐ No

8. If yes, what importance does following factors have while purchasing HALDIRAM'S ?*

Mark only one oval per row.

	VeryImportant	Important	Neutral	LessImportant	NotImportant
Taste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health Hygiene	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quantity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Packaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertisement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discount	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Where do you buy Haldiram's from?*

Check all that apply.

(MULTIPLE RESPONSE QUESTION)

GENERAL STORES
KIRANA SHOPS
SUPERMARKET
OTHERS
