

Dissertation Project Report
On
“Consumer Purchase Behaviour towards
Branded Indian Sweets”

SUBMITTED BY:

SHIVAM DIKSHIT

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UNDER THE GUIDANCE OF

Dr. RAJAN YADAV

ASSOCIATE PROFESSOR, DSM DTU



DELHI SCHOOL OF MANAGEMENT
Delhi Technological University
Bawana Road Delhi 110042
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CERTIFICATE FROM THE INSTITUTE

This is to certify that the Project Report titled **Consumer Purchase Preference towards Branded Indian Sweets**, is a bona fide work carried out by **Mr. Shivam Dikshit** of MBA 2013-15 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide

(DSM)

Place:

Date:

Signature of Head

Seal of Head

DECLARATION

I **Shivam Dikshit**, student of MBA 2013-15 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that Dissertation Project Report on “**Consumer Purchase Preference towards Branded Indian Sweets**” submitted in partial fulfillment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge. This Report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

Place:

Name of the student

Date:

ACKNOWLEDGEMENT

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Last not the least I would like to thank my parents without whose kind, support and love I could not have undergone the project smoothly. I am thankful to my friends and our seniors without whose cooperation and guidance the project would not have been completely successfully.

I thank all those who knowingly and unknowingly have helped me in the fulfillment of this project.

ABSTRACT

Haldirams started with a small sweet shop at remote area then later transformed into a major manufacturer of ready-to-eat snack foods in India. The key elements of the Haldiram's marketing mix, which transformed the company into a leading manufacturer and marketer of namkeens and sweets.

The Report also examines the issues that Haldiram's must address to compete effectively with domestic and multinational players in the snacks food market in India.

Haldiram's customizes its products to suit the tastes and preferences of customers from different parts of India. It launched products, which catered to the tastes of people belonging to specific regions. For example it launched 'Murukkus' a south Indian Snack and Chennai Mixture' for south Indian customers. Similarly Haldiram's launched 'bhelpuri' keeping in mind customers residing in western India. The company offered certain products such as 'Nazarana', 'Panchratan' and 'Premium' only during the festival season in gift packs.

Haldiram's competes on the basis of numerous factors including brand recognition due to distinct packaging, product quality, traditional taste and authentic Indian flavour. The company's timely introduction of new products and line extension has played a major part in the buying behaviour of consumers as well.

TABLE OF CONTENT

Certificate from the Institute	i
Declaration.....	ii
Acknowledgement.....	iii
Abstract.....	iv
1. Introduction	
1.1 Sector Profile.....	1
1.1 Organization Profile.....	2
1.3 Objective of the Study.....	5
2.Literature Review.....	12
3. Research Methodology	
3.1. Need of Study.....	14
3.2 Sample Design.....	15
3.3.Sample Location.....	16
3.4.Tools of Analysis.....	17
3.5. Limitations of the Study.....	19
4. Data Analysis,Interpretations & Findings.....	20
5. Conclusions.....	30
6. Recommendations.....	31
7. Future Scope.....	32
8.Bibliography.....	33
9.Annexure.....	34

CHAPTER 1

INTRODUCTION

1.1. Sector Profile

1. The Haldirams is very often used with consumers for their sweet and namkeens .
2. It made start in Bikaner in the Rajasthan.It is the leader in the Namkeens segment .Hence this project focuses on namkeens division of Haldirams.
3. Haldiram provides a large products to its customer base. Haldirams includes namkeen, sweet, sharbat,dairy product, chips, papads etc.
4. By mastering in the namkeen the company has already created their wide market.
5. Haldirams is one of the largest sweets and snacks manufacturer based in Delhi, India.
6. Having become a household name already, Haldirams offers an assortment of products, snacks and confectionaries for Niche Markets.
7. The brand boasts of exporting its products to USA and other countries.
8. With strong Indian diaspora and over the time has opened flagship stores to Canada, Australia and several European Countries.
9. Haldirams story depicts the perfect case of age of small type business and adopting to the changing tides of times.
10. In 1937, Ganga Bishen Agarwal(Popularly known as Haldirams), opened a small sweet shop in Bikaner a small district in Rajasthan.
11. BhujiaSev salty snack prepared by Ganga Bishen was very popular amongst all in Bikaner and also to the tourists which come from outside.Later on it was known as ‘Haldirams Bhujjiawala’.
12. Later on the business was expanded by opening small firm at Kolkatta.
13. As demand of Haldiram products increased, it was decided to scale up the companys manufacturing and distribution activities.

14. In the Year 1983, a major manufacturing unit was formed at Nagpur which in Maharashtra.
15. In the same Year 1983, a retail outlet was opened in New Delhi. The outlet became very famous amongs not only Delhites but tourists too.
16. In 1997, realizing the potential of namkeens the company opened exclusively a manufacturing division only for Namkeen manufacturing in New Delhi.
17. To add potato products to its portfolio, highly machined equipments was imported from USA.
18. Haldirams maintained high quality standards at every stage of production process.All food items was prepared and packed in hygienic environment.
19. In the mid 1990's, Haldirams also added bakery items and sharbats to its portfolio.
20. To sustain in the competitive market, Haldirams has always endeavored stress on its product quality, packaging shelf life, competitive price with a special emphasis on Customer Satisfaction.
21. In 1992, when 'HALDIRAM' turned itself into a group segment, a most sophisticated manufacturing centre cum showroom was established at Main Mathura Road, New Delhi under the banner 'HALDIRAM MANUFACTURING COMPANY LIMITED' which was a run away success.
22. The New Delhi unit caters to Punjab, Haryana, Uttar Pradesh and Bihar, Jammu &Kashmir, Himachal Pradesh and part of Assam.
23. The company also has three showrooms in Delhi, located at Main Mathura Road, Lajpat Nagar and Chandni Chowk. These offer variety of fast foods as well as traditional foods.
24. Trust in quality is an obsession which is being enjoyed by million of families. The quality of salty snacks and scrumptious sweets met the international standard and speak for itself.
25. Haldiram's is not only popular in India but also in many eastern countries too and is expanding day by day.

1.2 Organisation Profile

'Nine Brand Definitions' are :-

1. Product
2. Brand
3. Brand Core Values
4. Brand Character
5. Brand Position
6. Brand Personality
7. Brand Positioning
8. Mnemonic
9. Brand Equity

a) Product

Products are of good quality Indian sweet, namkeen snack food items at a good price. They were the first Indianart technology forsetting standards of quality.

b) Brand

Haldiram is a name known for best quality and authentic Indian taste

c) Core Brand

Haldiram's basic values is taste and flavour

d) Brand Character

Haldiram's differs it from FritoLays by its 'Authentic Indian Taste'.

e) Brand Personality

Haldiram is having authentic Indian flavour in his tastes.

f) Brand Position

Haldiram is giving major competetion to Frito Lays in the snack food.

g) Brand Positioning

Haldirams had become a good brand by improving its quality and packaging.

h) Mnemonic

Halidirams Logo can be taken as its Mnemonic.

j) Brand Equity

It is leader in the Namkeens Segment. Haldiram's provides Indian Taste and also maintains international quality standards.

1.3 Objectives of the Project

- a. To study about Haldiram's Strategies and its Brand loyalty.
- b. To study about the Marketing Mix of Haldiram's.
- c. To study about the Consumer Behaviour

Chapter 2

Literature Review :-

Haldiram provides a good range of products to its customer base. However namkeen is the main focus area for the group. Similarly Haldiram's maintains its position effectively in a market by having its full variety of Snacks and Sweets.

Namkeens

The company has unchanged techniques for more than hundred years.

Sweets

Haldiram's sweets are traditionally made. Sweets are known for their range. Delicious sweets are favourites among people in India and world across.

Haldiram's sweets are packed and are safe for about 12 months.

Syrups

Haldiram's sherbets are best example of its diversify and it is present everywhere.

PRODUCT RANGE :-

Haldiram has successfully completed the journey of being a small entrepreneur to the India's largest selling brand name in Sweets and Namkeens (savory). The entity is known for its variety of mouth watering food products such as Sweets, Namkeens, Pickles, Syrups, and Biscuits in the world. The prime focus of the company is to serve sweets and savories directly to customer.

The impeccable range of products at Haldiram's includes:-

1. Sweets: Jamphal, Bengali Rasgulla, Pateesa, Raj Bhog, Nargisi Rolls and many more.
2. Syrups/Sharbats: Khus, Thandai, Rose Flavor, Orange Flavor, Badam and Pineapple Flavor
3. Pickles: Green Chili, Lime, Mango and Mixed Pickle
4. Namkeen: Aloo Bhujia, Hara Chiwda, Kaju Mixture, Navrattan, Moong Dal, Bhujia, Cornflakes Mixture, Kashmiri Mixture, Nut Cracker, Khatta Meetha.
5. Potato chips and various products in chips range.
6. Apart from this Haldiram's restaurants offer a large variety of food ranging from Indian snacks, North Indian food, South Indian food, Continental and Chinese, Italian food and also many drinks to freshen up their customers.

Chapter 3

RESEARCH METHODOLOGY

Primary Data has been gathered to conduct the research. Primary data has been gathered by the direct survey of the clients.

The firsthand information or the primary data was collected by making the administration head or front office executive fill the questionnaires. The source of data collection was primary data which was collected by personal interview of customer aided by structured questionnaire.

For Research, 100 people were chosen from the region to fill up questionnaire.

SECONDARY DATA

Data collected by someone other than the user. Common sources of secondary data for social science include censuses, organisational records and data collected through qualitative methodologies or qualitative research.

Research Design

A research design is the determination and statement of the general research approach or strategy adopted/or the particular project. It is the heart of planning. If the design adheres to the research objective, it will ensure that the client's needs will be served.

Research designs are turning the research question into a testing project. The research design has been considered as a "blueprint" for research.

Descriptive research is used to obtain information concerning the current status of the phenomena to describe "what exists" with respect to variables or conditions in a situation. The methods involved range from the survey which describes the status quo, the correlation study which investigates the relationship between variables, to developmental studies which seek to determine changes over time.

Exploratory and descriptive research differ in design of the research. It works well when the researcher wants to understand a new topic and get a direction for proceeding with the research. It provides basic information on a topic and direction for a more formal research effort to the researcher. For instance, exploratory research might tell us what variables influence buying behavior of a consumer thus enabling a more structured descriptive study targeted towards the impact of these variables. However the results will be less useful in making a marketing decision.

Sampling Design :-

It indicates how the sample units are selected. One of the most important decisions in this regard is to determine which probability sample is to be chosen.

In probability sampling, the probability or chance of every unit in the population being included in the sample is known.

In nonprobability sampling, the probability of inclusion of any unit in the population in the sample is not known.

For the research work **Random Sampling** will be used.

A random sampling gives every unit of the population a known & non-zero probability of being selected. Since random sampling implies equal probability to every unit in the population, it is necessary that the selection of the sample must be free from human judgement.

Sample Location:-

Sample location is that location from where samples are collected for research work. Field work was carried out for Haldiram Pvt. Ltd. in the area of Delhi.

These areas comprised of:-

- Sarojini Nagar.
- Chandni Chowk
- Lajpat Nagar
- South Extension
- Select City Walk, Saket

Instrument Used

For carrying out the research work, **questionnaire** had been used.

A questionnaire is a research instrument consisting of a series of questions for the purpose of gathering information from respondents.

Questionnaires have advantages over some other types of surveys in that they are cheap, do not require as much effort from the questioner as verbal or telephone surveys. The questionnaire being used is **structured questionnaire**.

Analytical Tool

The analytical tool used for the research report is **Percentage test** . Percentage testing used to find the percent of responses given by respondents and also to provide pictorial representation of data.

Scale Used

The scale used here is **Likert Scale**. As per questionnaire questions were based on this scale it helped in requiring the respondents to indicate a degree of agreement or disagreement with each of a series of statements about the stimulus objects.

Data Collection :-

It is used for raw collection of information. The type of survey was taken as per time constraint.

Statistical Tool:

.A structured questionn was designed.

Data Completion & Analysis:

The data was collected and it was then formulated for further analysis.

Haldirams Strategy:-

A. Advertising Strategy

Haldiram's advertisements are traditionally made and mostly focuses of being mature brand for people.

a) Visual

Basically Haldirams visual are more of colourful and attractive inorder to attract more and more people.

b) Verbal

Haldirams uses clear form of Information for its customers

c) Attitudinal

Haldiram's advertisements are are formal and mature.

LIMITATIONS :-

- a. Mostly data is Secondary so it can be company biased.
- b. Time Shortage is also a reason for incomprehensiveness.
- c. As the data is mostly secondary so it was taken up from past company records.
- d. As the survey was based on Random group of people not a particular assigned group so we can't say what type of exact population was used.
- e. Some of the respondents were totally unresponsive and were not ready to cooperate.
- f. Biasness was the more serious limitation, although measures were taken in order to remove biasness .

Chapter 4

Data Analysis, Interpretations & Finding

Data analysis is a part of analysis in which raw data is ordered and organized so to extract useful information. The process of organizing and thinking about data is key to understanding what the data does and does not contain.

Consumption Patterns :- Haldiram's

According to the Figure 1, 91% of people used to consume Haldiram's Products and only 9% didn't consume it.

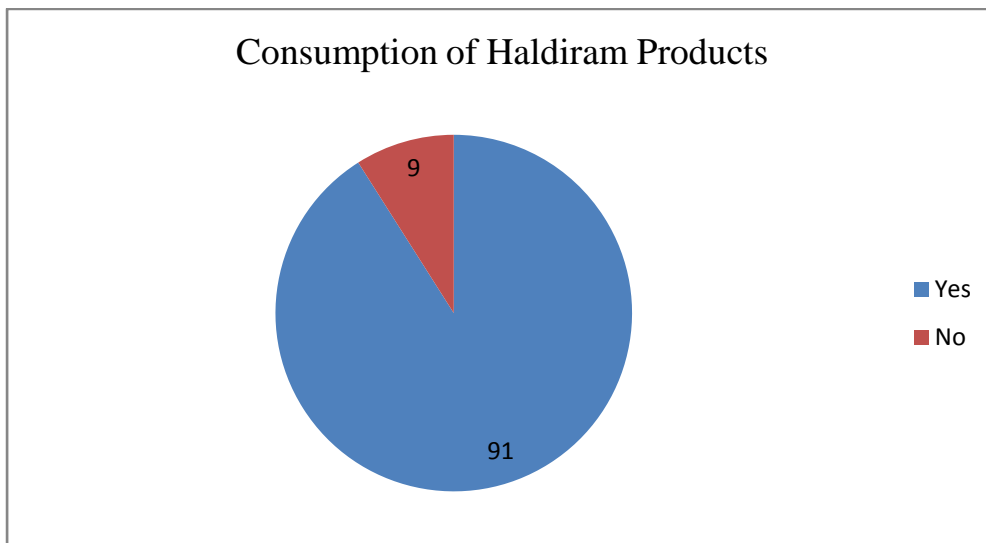


Figure 1

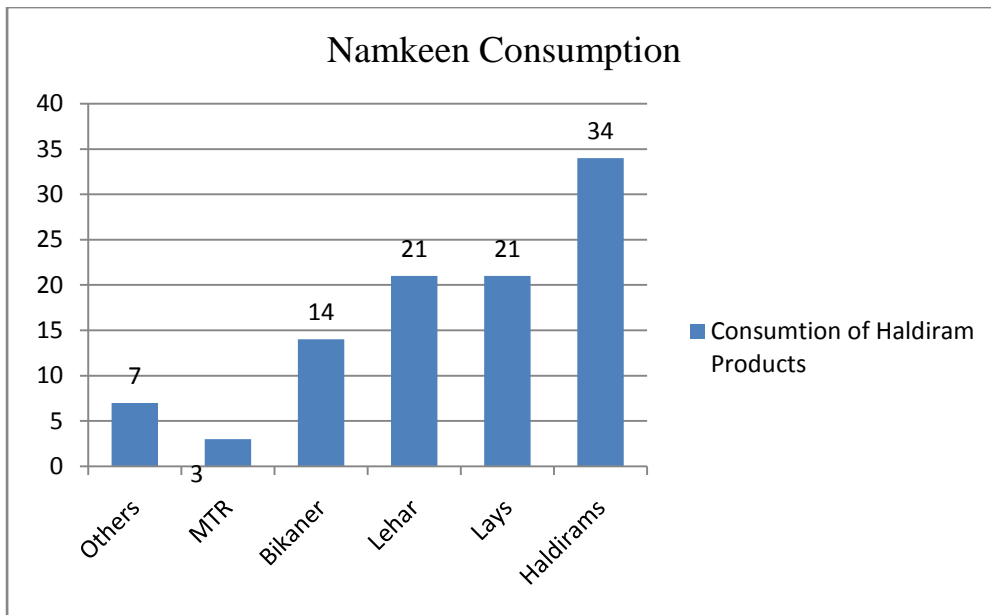


Figure:2

According to Figure2, 7% of people used to consume other snacks (Local Snacks)

3% of people used to consume MTR snack.

14% of people used to consume Bikaner snack.

21% of people used to consume Lehar snack.

21% of people used to consume Lays snack.

34% of people used to consume Haldirams snack.

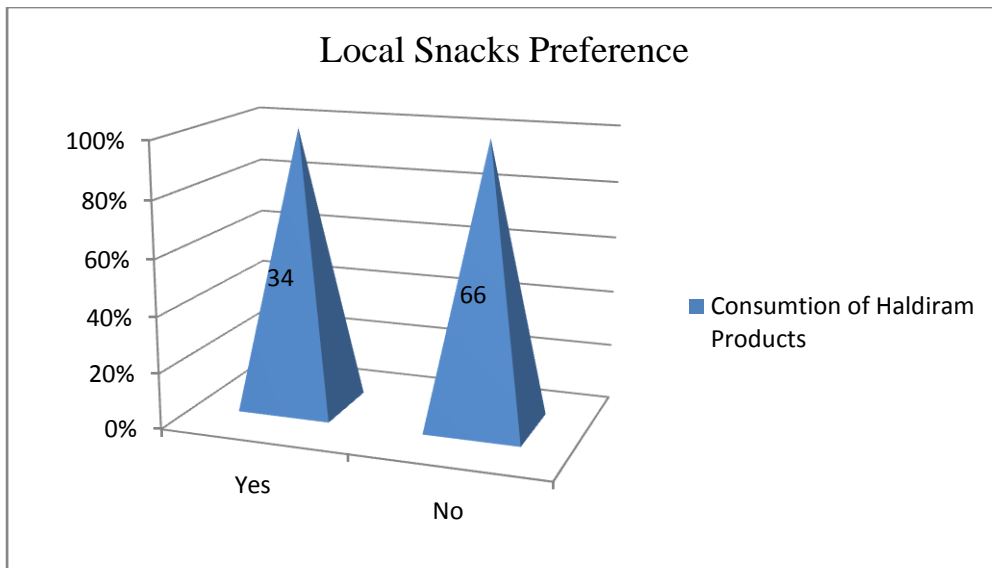


Figure:3

According to Figure3, only 34% people preferred Local snacks products whereas 66% preferred branded snacks , Haldirams.

Brand Loyalty towards Haldirams

According to figure4,

10% of people between 0-1 Years consuming Haldirams snacks

31% of people between 1-3 Years consuming Haldirams snacks

59% of people between >3 Years consuming Haldirams snacks

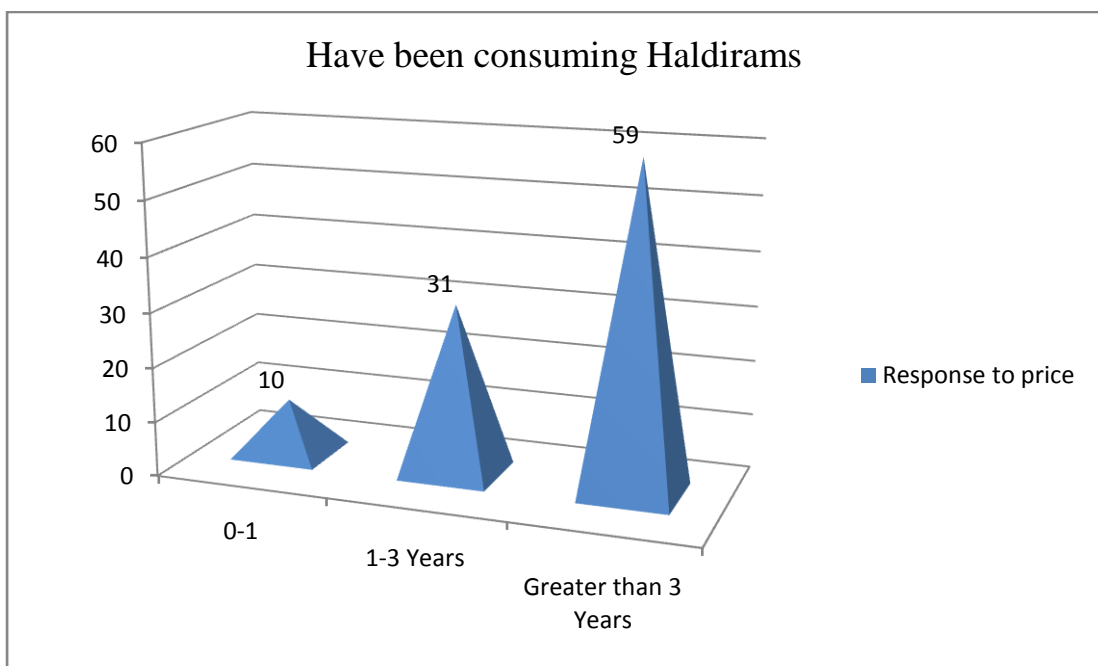


Figure 4

Buying Role

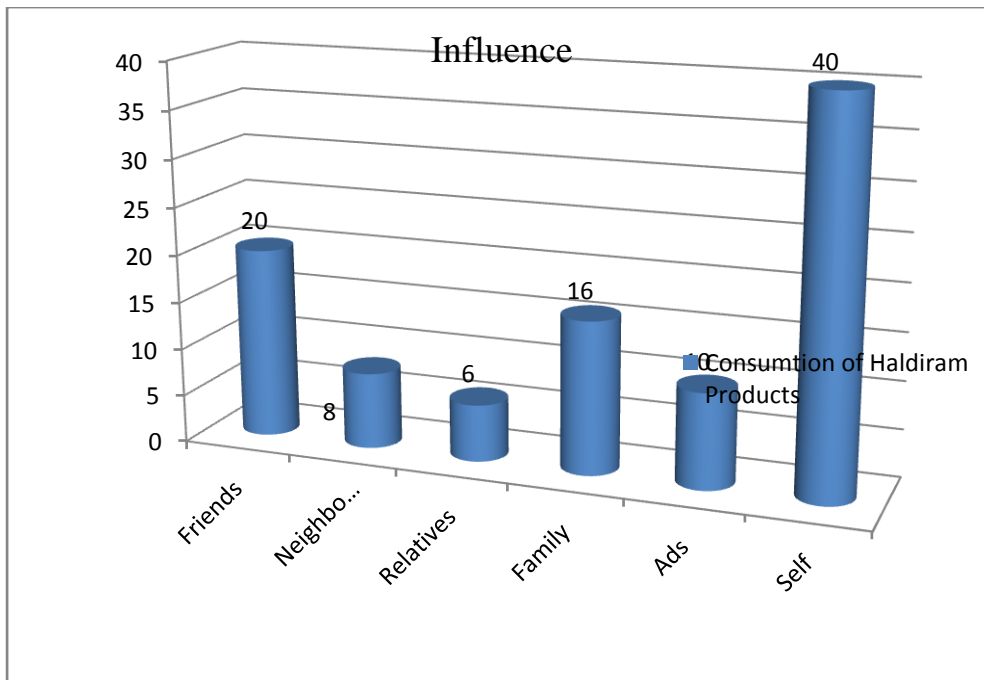


Figure5

According to the research,20% of the people was influenced by Friends.

As Figure5 shows,

8% of people was influenced by Neighbours

6% of people was influenced by there Relatives

16% of people was influenced by there Family.

10% of people was influenced by the Haldirams Ads.

40% of people was influenced by self towards Haldirams Brand.

Buying Behaviour Type:-

In Figure6, As it shows:-

69% people found difference between both the brands.

31% people didn't found significance between Haldirams and Other Brands.

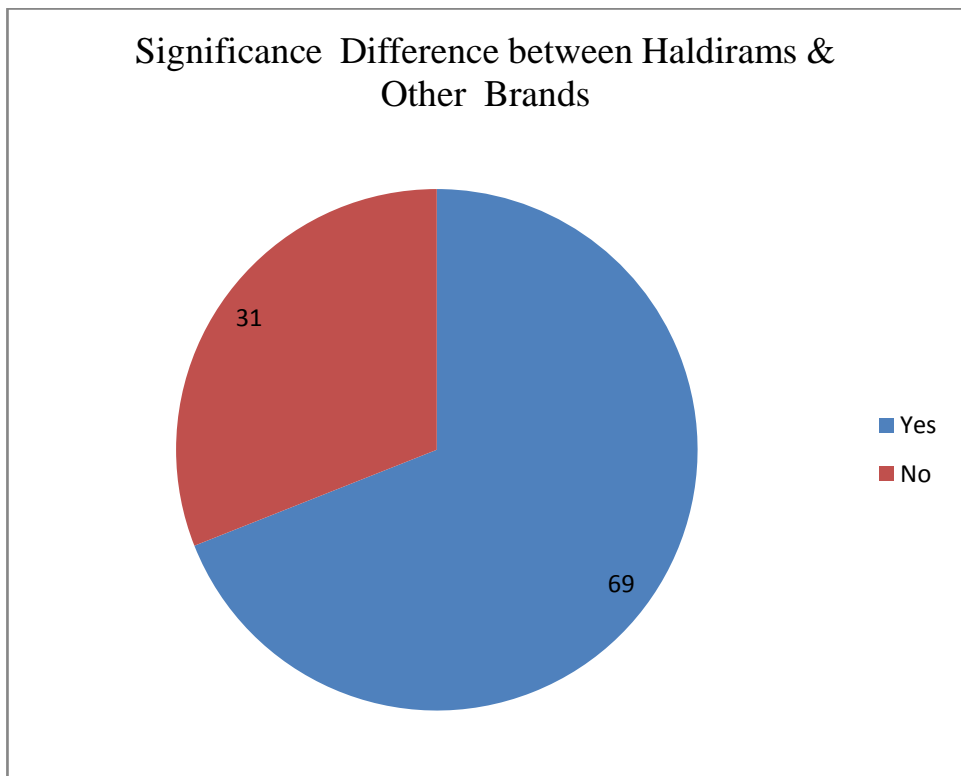


Figure 6

Nutritional Value

For competitive pricing of the Product, understanding the value that PPB holds for the respondents was very necessary (value is usefulness of the product that a client is buying at a particular price).

For this the pricing model was explained to the prospective associates and their reaction was recorded. The option of negotiation was kept open so as to understand the range of amount that the respondents were willing to pay for the device

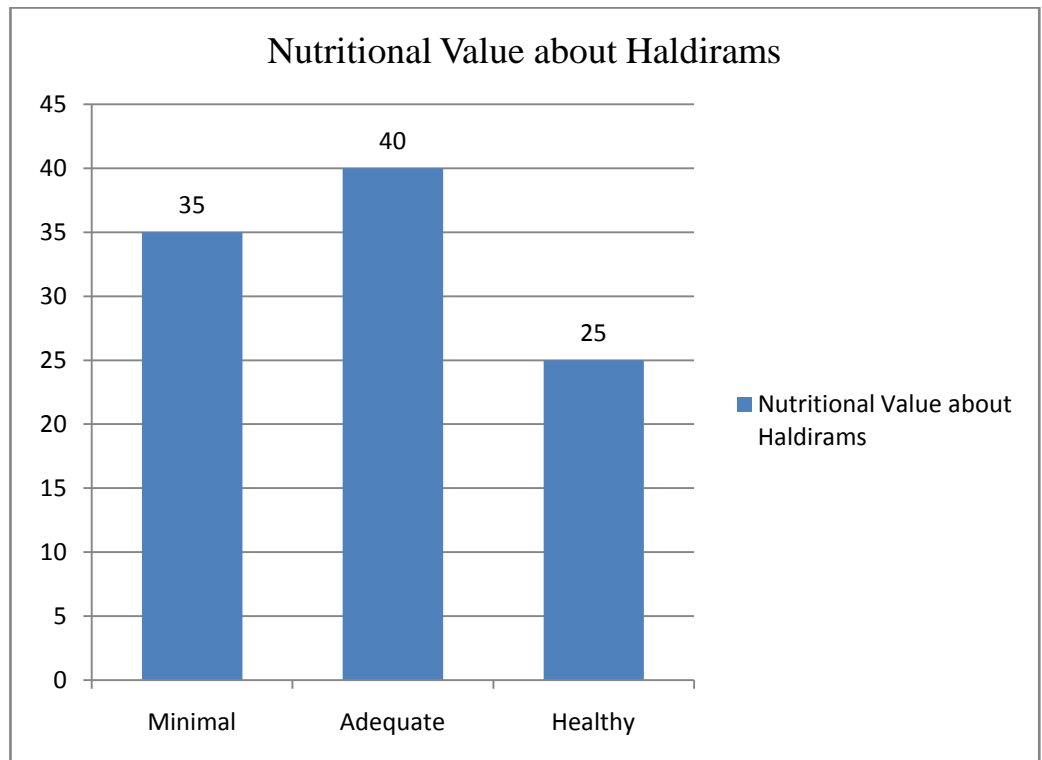


Figure 7

Factors influencing buying behavior of Namkeens:-

QUALITY

1. Quality in business, engineering and manufacturing has a pragmatic interpretation as the non-inferiority or superiority of something.
2. Quality is a perceptual, conditional and somewhat subjective attribute and may be understood differently by different people.
3. Consumers may focus on the specification quality of a product/service, or how it compares to competitors in the marketplace.
4. Producers might measure the conformance quality, or degree to which the product/service was produced correctly.

PACKAGING

1. Packaging is the science, art, and technology of enclosing or protecting products for distribution, storage, sale, and use.
2. Packaging also refers to the process of design, evaluation, and production of packages.
3. Packaging can be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use.
4. Packaging contains, protects, preserves, transports, informs, and sells. In many countries it is fully integrated into government, business, institutional, industrial, and personal use

When we talk about influencing factors about the Namkeens:-

According to the Survey as we can see in Figure8,

1. 40% of people was influenced by Price of Haldirams Packet
2. 30% of people was influenced by Packaging of Haldiram Packets.
3. 30% of people was influenced by the Quality of Haldiram products.



Figure8

Haldirams Price:-

According to the survey report as prepared, it was found that 56% of people found Haldirams products price Reasonable and 44% of people found Haldirams products price High. People were more over bounded towards Branded products only as per quality and packaging issues over local snacks.

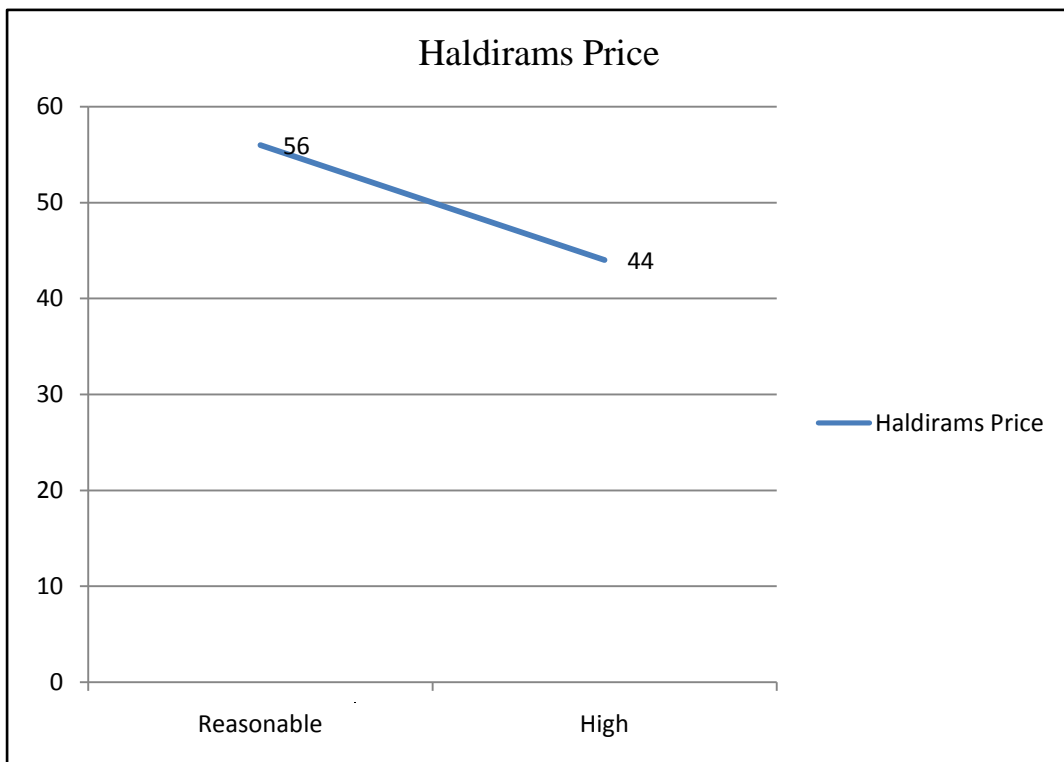


Figure 9

Chapter 5

CONCLUSION

1. Haldirams is competing with big players such as Frito Lay India. Now even Mother Dairy has made their presence in today's market by providing Dairy Products.
2. Now by the entry of HLL and ITC into the market with new branded products as they are launching it and too much of advertisements they are doing as compared to Haldirams so now Haldirams should also be focusing on more Advertising and publicity as HLL AND ITC is doing.
3. Moving to E business will help Haldirams for low operational cost. Manufacturers can directly open a dedicated end channel to entertain their customers.
4. Reduction in the dependency of Retail or Channel Partners will also lead to cost benefits.

Chapter 6

RECOMMENDATIONS

- a) Haldiram is constructing a Media Mix.
 - b) Also venturing tie ups with different outlets
 - c) MNCS also setting mini outlets inside their campus
 - d) Catering Kittiie Prties for women etc.
 - d) Also conducting road shows on various campuses nation wide.
Interactive communication should be given high priority.
 - e) Many retailers complaint about the distribution network of Haldiram's,
therefore it needs improvement for better sales.
-

Chapter 7

Future Scope of Haldirams

Haldirams would be able to reap by adopting E commerce:-

1. Easy reach to growing online community
2. Reduces cost of Inventory Management
3. Reaching Global Market
4. Monitoring Consumers Buying habit & Interest
5. Reduces Cost to Advertising
6. E commerce makes Mass Customization possible.
7. Reduced Costs
8. E commerce will also allow in Network Production

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Annexure

“Consumer Purchase Preference towards Branded Indian Sweets”:-

Demographic Details

* Required

What Age profile do you belong to? *

- Below 20
- 21-30
- 31-40
- 41-50
- Above 50

Do you buy Indian Sweets? *

- Yes
- No

What kind of Snacks do you purchase? *

- Sweets
- Namkeen
- Biscuits

What is Average Month expenditure on the products? *

- Below 500
- 500-1000
- 1000-2000
- Above 2000

What is the frequency of your purchase? *

- Daily
- Weekly
- Monthly
- Yearly

Do you prefer Indian brand over Foreign? *

- Yes
- No

If Yes, which Indian brand do you prefer? *

- Haldirams
- Bikaner
- Mtr
- Frito Lays
- Lehar
- Others

Which of factors influence your buying behaviour of Namkeens? *

- Packaging
- Quality
- Price
- Availability
- Taste
- Variety

How would you find Haldirams price in comparison with any other similar Brand? *

- Low
- High
- Reasonable
- Very High
- Very Low

How would you rate Haldirams namkeens for nutritional value? *

- Minimal
- Adequate
- Healthy

What is the reason for buying Haldiram's Products? *

- Packaging
- Variety
- Price
- Quality
- Hygiene
- Taste