**ACKNOWLEDGEMENT**

**I would like to express my special thanks of gratitude to my teacher (Sir Harsh Arora) and our faculty members who gave me the golden opportunity to do this wonderful project on the topic (Consumer Buying Behavior), which also helped me in doing a lot of Research and I came to know about so many new things I am really thankful to them. Secondly i would also like to thank my parents and friends who helped me a lot in finalizing this project within the limited time frame.**

**EXECUTIVE SUMMARY**

'Consumerism' is the part of our daily life. Everyday, we buy and consume variety of goods and services that vary with our tastes and preferences. Moreover, each consumes is unique, and this uniqueness is reflected in their consumption behavior and pattern, and also purchases decisions. Studying the consumer behavior is thus, helpful in understanding the purchase decisions and performances of different consumers for a particular commodity or service.

Conceptually, consumer behavior is "the study of individuals, groups or organization and the processes they use the dispose, for products, services, experiences or ideas to satisfy the needs and impact that these processes have on consumer and society"

'Biscuits' are commonly consumed by our society. It is not an essential part of diet but its use is continuously going on for small or little hunger or for taste or for status people use to eat biscuits.

Previously when biscuit were not so popular for diet purpose, it was used as a diet for patients for kids for energy and taste, respectively. it is a good alternate of oily snacks or for fast food although it is not an substitute for daily meals. Now days, if we talk about our country, biscuits are consumed by a large part of our population. we have a trend to serving biscuits to our guest. It is only a status symbol but we can say that there is a trend of eating biscuits in our country. This is a type of food e sily available anywhere as well as in reasonable prices. Biscuits are generally used for taste and small hunger but the people should consume biscuits in optimum quality because its excessive use can harm body like any other sweet and it should use as a snacks or a energy provide in case of sick persons.

India is the third largest producers of biscuits following United States and China. The biscuit market of India is driven by factors such as increasing income of consumers, shift to premium biscuits, more manufacturing facilities set up, growing health awareness, innovation in biscuits, attractive packaging, etc.

The organized biscuit market accounts for more than 70% of value share in the overall Indian biscuit market. The sector is expected to surpass the revenue figure of INR 400 billion by 2023. Organized market comprises of all the major players of biscuits which serves both in rural and urban area. The distribution network of players like Parle and Britannia are widely spread in the rural areas. It is very easy to find a 5 Rs. Parle biscuit in any traditional general shop in those areas.

Along with the major biscuit players of India, many regional players are also into the production of biscuits. These players have similar production facilities like the renowned one. Their biscuits are well- labelled and packaged yet healthy to eat and available at a low price which makes it affordable for the low income consumers. To increase its sales and product value, companies have started to launch premium biscuits in small packets so as to increase the demand of their products in both rural and urban places.

Major companies operating in the biscuit market of India are ITC Limited, Britannia Industries Limited, Parle Biscuits Private Limited, Surya Food & Agro Limited and Unibic Foods India Private Limited.

**INDEX**

|  |  |  |
| --- | --- | --- |
| SL. NO. | PARTICULARS | PAGE NO. |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

**INTRODUCTION**

**INDIAN BISCUIT MARKET**

Changing taste preferences, high margins, expansion of modern supermarket chains and increasing affluence amongst consumers have encouraged the manufacturers to come up with different kinds of cookies. Due to low income people, large quantity in small packs and wide distribution network in the rural places, consumption of mass cookies has increased in recent times, thus increasing the total market of cookies.

According to recently published report of Bonafide Research “India Biscuit Market Outlook, 2023”, the cookies biscuit market of India is expected to grow with a CAGR of more than 11% over the forecast period 2018–23. Consumers taste has been changing continuously with time. Cookies have taken the place of other biscuits such as cream, glucose, milk, marie, crackers, etc. With premiumization of biscuits, cookies biscuits are widely purchased by the consumers. Also, with increasing purchasing power, consumers are readily paying for taste and quality products. For example, ‘Parle’ which previously focused on mass marketing of products especially plain biscuits is now targeting the niche market as well. The introduction of Parle’s ‘Milano’ cookie is an example of growing demand for center-filled cookies in the country. Further, recently, in the mid of 2017, ‘Cremica’ introduced its premium cookie “Golden Bites” in response to growing consumer demand for taste and indulgence. The market is rapidly evolving as per consumers changing taste preference towards different variants of biscuits; the market players are also coming up with product innovation and promotional strategies to collect the benefits.

In India, there are lots of festivals people celebrate. Giving away sweets & chocolates were used to be a tradition earlier, but due to fear of adulteration in sweets, consumers have shift to buy premium cookies in place of sweets. Gifting options pertaining to high-end premium cookies is a key trend prevalent in metro cities owing to its longer shelf life as compared to chocolates and sweets. With growing number of manufacturing facilities, retail outlets, hypermarkets and supermarkets, growth is likely to occur in the cookies biscuit market of the country in the upcoming years.

**Classification Of Biscuits.**

Biscuits may be classified broadly in the three categories:-

1. Glucose

2. Cream

3. Cookies

***Glucose Biscuits : -*** It is a kind of biscuit which contains high percentage of glucose instead of anything else. As it contains glucose, it provides you instant energy and also gives you good taste. Generally it is consumed by kids but may be choice of anybody.

***Cream Biscuits*** :- It is also a kind of biscuits which has floor backed floor as a base and between two plane biscuits there is a cream content of various flavors ex:- vanilla, strawberry etc. People use to eat these kinds of biscuits for the sake of taste not for the sake of energy.

***Cookies*** : - It is a kind of sweet biscuit which comes in many tastes, it is backed biscuits it is not containing creamy flavor, but it contains flavor like coconut chocolate etc in itself.

This study had to be performed in order -

1. By keeping in view the importance of consumer behavior, the present study dealt with the factors influencing the consumers purchase decisions for biscuits.

2. To demarcate between the individual or group preference, e.g. family’s influence on buying behavior.

3. To find that the people know the effects of over eating of biscuits and other side effects

4. To find out why the person eat the biscuits for taste, hunger, pleasure, status, or for some other reason.

Objectives of the Project Report

Objectives :-

The main objective of the survey is to know about the liking for the biscuits by different people like kids, adults & parents which include students, housewives, businessmen etc.

Since the price war between various companies manufacturing biscuits has under gone a classic change, hence the varies queries in this survey fulfill the under mentioned.

***Objectives are:***

|  |  |
| --- | --- |
|  | To know the Price Consideration of different biscuits present in the market. |
|  | To know about Advertisement Effects on consumers towards Vijay Biscuits. |
|  | To find out the Packing Effect on consumers mind. |
|  | To know about the after effect of Biscuits consumption. |

**World Biscuit Market and Trends**.

While demand for nutrition is increasing worldwide, biscuit consumption is rising accordingly. Demand for biscuits in the snack category has been increasing every day because of active life, women’s active participation into the business life, spending less time for cooking homemade food, and increased income level. Producers pay importance to this market that has been growing rapidly throughout the world. This rapidly growing market, which reached $76 billion 385 million by the end of 2017, attracted all small and large players in the industry. It is estimated that this market will reach $110 billion by 2025. It seems that there will be a fierce rivalry.

The global biscuits market is segmented into North America, Europe, Asia-Pacific, and Rest of the World (RoW). The market is dominated by North America and Europe due to high popularity of baked snacks and savory confectionery products in the region.

However, Asia-Pacific is the fastest growing region due to changing food consumption trends and increase in per capita disposable income. The consumption of biscuits in developing countries is expected to rise in the coming years, majorly due to the impact of urbanization and improvement in consumer lifestyle.

However, Latin America is also found to be a new investment region for biscuit manufacturers during the forecast period. The increasing per capita disposable income of consumers, coupled with the presence of key players, will boost the growth of the biscuits market in the given forecast period 2017-2023..

**INDIAN SCENARIO**

India Biscuits Industry is the largest among all the food industries and has a turn over of around Rs.3000 crores. India is known to be the second largest manufacturer of biscuits, the first being USA. It is classified under two sectors: organized and unorganized. Bread and biscuits are the major part of the bakery industry and covers around 80 percent of the total bakery products in India. Biscuits stands at a higher value and production level than bread. This belongs to the unorganized sector of the bakery Industry and covers over 70% of the total production. 

India Biscuits Industry came into limelight and started gaining a sound status in the bakery industry in the later part of 20th century when the urbanized society called for ready made food products at a tenable cost. Biscuits were assumed as sick-man's diet in earlier days. Now, it has become one of the most loved fast food product for every age group. Biscuits are easy to carry, tasty to eat, cholesterol free and reasonable at cost. States that have the larger intake of biscuits are Maharashtra, West Bengal, Andhra Pradesh, Karnataka, and Uttar Pradesh. Maharashtra and West Bengal, the most industrially developed states, hold the maximum amount of consumption of biscuits. Even, the rural sector consumes around 55 percent of the biscuits in the bakery products.   
  
The total production of bakery products have risen from 5.19 lakh tonnes in 1975 to 18.95 lakh tonnes in 1990. Biscuits contributes to over 33 percent of the total production of bakery and above 79 percent of the biscuits are manufactured by the small scale sector of bakery industry comprising both factory and non-factory units.   
  
The production capacity of wafer biscuits is 60 MT and the cost is Rs.56,78,400 with a motive power of 25 K.W. Indian biscuit industry has occupied around 55-60 percent of the entire bakery production. Few years back, large scale bakery manufacturers like cadbury, nestle, and brooke bond tried to trade in the biscuit industry but couldn't hit the market because of the local companies that produced only biscuits.   
  
The Federation of Biscuit Manufacturers of India (FBMI) has confirmed a bright future of India Biscuits Industry. According to FBMI, a steady growth of 15 percent per annum in the next 10 years will be achieved by the biscuit industry of India. Besides, the export of biscuits will also surpass the target and hit the global market successfully.

**HISTORY.**

The history of biscuits can be traced back to a recipe created by the Roman chef Apicius, inwhich "a thick paste of fine wheat flour was boiled and spread out on a plate.When it had dried and hardened it was cut up and then fried until crisp, thenserved with honey and pepper."The word 'Biscuit' is derived from the Latin words 'Bis' (meaning'twice') and 'Coctus' (meaning cooked or baked). The word 'Biscotti' is also thegeneric term for cookies in Italian. Back then, biscuits were unleavened, hardand thin wafers which, because of their low water content, were ideal food tostore.As people started to explore the globe, biscuits became the idealtravelling food since they stayed fresh for long periods. The seafaring age, thus,witnessed the boom of biscuits when these were sealed in airtight containers tolast for months at a time. Hard track biscuits (earliest version of the biscotti and presentday crackers) were part of the staple diet of English and Americansailors for many centuries. In fact, the countries which led this seafaring charge, such as those in Western Europe, are the ones where biscuits are most popular even today.

 Biscotti is said to have been a favorite of Christopher Columbus who discovered America!Making good biscuits is quite an art, and history bears testimonyto that. During the 17th and 18th Centuries in Europe, baking was a carefully controlled profession, managed through a series of 'guilds' or professional associations. To become a baker, one had to complete years of apprenticeship -working through the ranks of apprentice, journeyman, and finally master baker.

 Not only this, the amount and quality of biscuits baked were also carefullymonitored .The English, Scottish and Dutch immigrants originally brought the first cookies to the United States and they were called teacakes. They were often flavoured with nothing more than the finest butter, sometimes with the addition of a few drops of rose water. Cookies in America were also called bysuch names as "jumbles", "plunkets" and "crybabies". As technology improved during the Industrial Revolution in the 19th century, the price of sugar and flour dropped. Chemical leavening agents, such as baking soda, became available and a profusion of cookie recipes occurred. This led to the development of manufactured cookies. Interestingly, as time has passed and despite more varieties becoming available, the essential ingredients of biscuits haven't changed - like'soft' wheat flour (which contains less protein than the flour used to bake bread) sugar, and fats, such as butter and oil. Today, though they are known by different names the world over, people agree on one thing - nothing beats the biscuit!

Some interesting facts on the origin of other forms of biscuits:

 The recipe for oval shaped cookies (that are also known as boudoir biscuits, sponge biscuits, sponge fingers, Naples biscuits and Savoy biscuits) haschanged little in 900 years and dates back to the house of Savoy in the 11thcentury France. Peter the Great of Russia seems to have enjoyed an oval-shaped cookie called "lady fingers" when visiting Louis XV of France. The macaroon - a small round cookie with crisp crust and a soft interior- seems to have originated in an Italian monastery in 1792 during the French Revolution. SPRING-uhr-lee, have been traditional Christmas cookies in Austria and Bavaria for centuries. They are made from a simple egg, flour and sugar dough and are usually rectangular in shape. These cookies are made with a leavening agent called ammonium carbonate and baking ammonia. The inspiration for fortune cookies dates back to the 12th and 13th Centuries, when Chinese soldiers slipped rice paper messages into moon cakes to help co-ordinate their defence against Mongolian invaders.

**BISCUIT INDUSTRY IN INDIA**

At present the following states can be regarded as the biggest consumers of biscuits in India:

* Maharashtra
* Karnataka
* West Bengal
* Uttar Pradesh
* Andhra Pradesh

The rural sector in India presently accounts for almost 55 percent of the biscuit consumption in India.   
  
The Indian biscuit industry has a yearly production of almost INR 3 thousand crores and is the biggest among all the food based industries operating in the country. The Indian subcontinent on the whole is regarded to be one of the top producers of biscuits in the world along with countries like the US.   
  
The industry can be classed into two separate sectors – organized and unorganized. Biscuits and breads are the major components of the Indian bakery industry and together these two account for almost 80 percent of the aggregate production. The biscuit industry is said to have a better production and value level than the bread.   
  
Nowadays the biscuit industry contributes approximately 33 percent of the total production of the bakery industry. 70 percent of the biscuits in India are produced by the small scale sector that is made up of both the non factory and factory workers.   
  
These smaller entities have also prevented leading companies like Cadbury, Brooke Bond, and Nestle from entering the biscuit market. The Federation of Biscuit Manufacturers of India (FBMI), set up by the Union Government in 1953, has stated that in the coming years the industry will see an approximate yearly growth of 15 percent and the exports will also successfully reach the global markets.   
  
Per capita consumption of biscuits in India has been estimated at 2 kilos. India is also one of the leading producers of biscuits in the world along with the US and China. Approximately 17 percent of the biscuits produced in India is exported to locations such as the following:

* Haiti
* Ghana
* Angola
* UAE
* The US

It has also been calculated that the biscuit imports do not form a significant part of the production, which has been estimated at INR 4350 crores.

**TOP BRANDS OF BISCUITS**

**Parle Products Pvt. Ltd**

Founded in 1929, Parle Products Pvt. Ltd ranks among the top biscuit brands in India. The company has 7 manufacturing units of its own and 51 manufacturing units on contract. Accounting for about 30-35% of market share in the biscuit industry this company is famous for brands like Parle – G, Krackjack, Hide & Seek Milano, Hide and Seek, Magix and Monaco  
  
Parle has been one of the leading biscuit brands in India for the last 8 decades. Parle-G is reputed to enjoy the most sales among all biscuit brands in the world. Its biscuits offer a fantastic combination of quality, taste, and nutrition. Parle biscuits are available even in faraway villages.   
  
At present the company has a 40 percent share of the Indian market for biscuits and is a multi-million dollar organization. Following are the various brands of biscuits offered by Parle:

* Parle G
* Nimkin
* Krackjack
* 20-20 Cookies
* Monaco-Salted Craker
* Golden Arcs
* Kreams
* Festo
* Hide & Seek Choco Chips
* Top
* Hide & Seek Milano
* Happy Happy
* Hide & Seek Bourbon
* Hide & Seek Fab
* Parle Actifit Digestive Marie
* Magix
* Parle Marie
* Coconut Cookies
* Milk Shakti

**Britannia Industries Ltd**

Based in Bangalore Britannia Industries Ltd is reputed as being one of the top biscuit brands in India. The company was established way back in 1892 and till today has managed to maintain a distinctive position in the Indian biscuit industry specially with its most popular brand called Tiger.   
  
Britannia is presently one of the biggest brands in India and also the leading food related brand. It is well known for its ground breaking approach towards product manufacturing and marketing. Forbes Global has rated it as one of the Top 200 Small Companies of the World and it is also the second most trusted brand in India.   
  
Following are its various brands in the biscuits segment:

* Pure Magic
* Treat
* Britannia Cookies
* Milk Bikis
* Tiger
* Nutri Choice
* Good Day
* Time Pass
* Bourbon
* Little Hearts
* 50-50
* Nice Time
* Marie Gold
* Rusks

**Priya Gold Biscuits**

Priya Gold is a part of Surya Foods & Agro Ltd that was established during November 1992. Its commercial operations, which included selling and making biscuits under the brand name Priya Gold started during October 1993. Following are the various biscuits and cookies offered by Priya Gold:

* Italiano Cookies
* Glucose V
* Chatpatta Jeera and Cashew
* Butter Bite
* Cheez Bit
* Cheese Cracker
* CNC
* Marie Lite
* Snacks Zig Zag
* Coconut Crunch
* Kids Cream
* Classic Cream

**Anmol**

Anmol Biscuits is especially popular in eastern and northern India. It has a couple of top class production units at Noida and Dankuni in West Bengal. Following are its main products:

* Lemon Mazaa
* Dil Khush
* Funfill Choco Vanilla
* Dream Lite
* Yummy - Milk Cream
* E-Time
* Tip Top Kajoo Kurkure Masala
* Funfill Orange
* Coconutty
* Funfill Rich Chocolate
* Thin Arrowroot
* Golmol
* Marie
* Jadoo
* Veg Munch
* Marie Time
* 2 in 1
* Snackles
* Butter Bake
* Milk Made
* Cream Cracker
* Bakersville

**Horlicks**

Horlicks Biscuits were introduced during 1992 and since then the brand has witnessed increasing popularity. These are liked by both children and parents. Every pack provides 100 percent calcium and the biscuits are available in elaichi and standard flavors. 

**CREMICA**

CREMICA is one of the most prominent biscuit brands in northern India. Its products are primarily available in four categories – crackers, cookies, cream biscuits, and glucose biscuits. The company is setting up a new plant in Himachal Pradesh, which is expected to have a capacity of 5 thousand tons on a monthly basis. This will be a fully automated plant and is supposed to be one of the very best in its kind in the country.   
  
In a recent survey done by Insight, a famous consumer magazine, as per parameters stated by the BIS, the glucose biscuits of CREMICA came first in the category for sweet biscuits.   
  
It is also a part of the Indian government’s program to create fortified biscuits for people in Afghanistan. The whole program is being done under the guidance of the World Food Organization. It has also been entrusted with the responsibility of exporting biscuits to Iraq as part of the World Food Program. 

**Sunfeast**

Sunfeast is the biscuit brand of ITC and was initiated during July 2003. To start with the brand dealt with glucose, Marie, and cream biscuits. Following are the major brands of Sunfeast:

* Sunfeast Milky Magic
* Sunfeast Dream Cream
* Sunfeast Marie Light
* Sunfeast Snacky
* Sunfeast Dark Fantasy
* Sunfeast sweet 'n salt
* Sunfeast Dark Fantasy Choco Fills
* Sunfeast Nice
* Sunfeast Glucose
* Sunfeast Special

**Biskfarm**

Biskfarm was established during 2000. It is marketed and held by SAJ Food Products (P) Ltd, which is a sister concern of Aparna Group of Companies. It is primarily available in North Eastern and Eastern part of the country as well as several parts in Southern, Northern, and Central India. It is among the top 3 bakery brands in all the markets where it enjoys a substantial presence.   
  
Biskfarm biscuits can be categorized into the following products:

* Sweet
* Countlines
* Semi Sweet
* Creams
* Crackers
* Rusk

**Rose**

Rose biscuits are produced by Veeramani Biscuit Industries Limited, which is also famous as VBIL. The company was incorporated during 1987 in the outer areas of Hyderabad. It produces a wide variety of biscuits such as the following:

* Cookies
* Cream Biscuits
* Marie Biscuits
* Salt Biscuits
* Glucose Biscuits
* Salt & Sweet Biscuits
* Coconut Biscuits

**Sobisco**

Sobisco is part of the Sona Biscuits Ltd group, which was incorporated during 1992. Its head offices are at Kolkata and it is presently an ISO 22000 organization. It also enjoys the membership of the American Institute of Bakery. It offers 54 different products under 4 major categories such as sweet biscuits, salted biscuits, semi sweet biscuits, and cream biscuits. Majority of its annual production is done in the sweet biscuits, and cream biscuits segments. 

**Dukes**

Dukes biscuits are marketed by Ravi Foods Private Limited. The organization has set up many plants in Hyderabad that are at par with ISO 9001 requirements. Yet another plant is being set up at Rudrapur in Uttarakhand. It offers the following biscuits:

* Marie Break
* Cream Cracker
* See Saw
* Nice
* Salt Kiss
* Danish Butter Cookies
* Masala Nibbles Namkeen
* Salted Crackers
* Cream 4 Fun
* Teddy Bear Cookie Honey
* Cream 4 Fun Bourbon
* Dukes Minees Sandwich Cookies
* Kukkies
* Delicious Kukkies - Chocolate
* Merry Milk

**Nezone**

Nezone Biscuits started off as an organization during 1996 and presently has a yearly production of INR 100 crore. Its present production capacity is 60 tons and offers 40 different types of biscuits that may be enumerated as below:

* Chocolate Marie Biscuit
* Sweet Biscuit - Elaichi
* Marie Biscuit
* Sweet Biscuit - Gluco Rich
* Marie Super Biscuit
* Milk Rusk
* Nutri Marie Biscuit
* Suji Rusk
* Orange Marie Biscuit
* Cream Biscuit - Energy Mix
* Prince Marie Biscuit
* Hit Cream Biscuit
* Salted Biscuit: Snacks (Classic Salted)
* Butter Cookies
* Salted Biscuit: Snacks (Mast Masala)
* Kaju Cookies
* Sweet Biscuit - Butter Kaju
* Coconut Cookies
* Sweet Biscuit - Butter Yums
* Classic Arrowroot Marie Biscuit

**Oreo**

Most of us have grown up with Oreo cookies.  They've caused great disputes as to the best way to eat them—dunking them in milk or twisting off one side and eating the middle first.

Besides eating them plain, there are recipes galore on how to use Oreos in cakes, milkshakes, and additional desserts. At some festivals, you can even try deep-fried Oreos. Needless to say, Oreos have become part of the twentieth-century culture.

While most of us have spent a lifetime cherishing Oreo cookies, many don't know that since their introduction in 1912, the Oreo cookie has become the best-selling cookie in the United States.

**INTRODUCTION ABOUT TITLE**

**Consumer Buying Preference Towards Biscuits:**

1. ***Cultural Factors on Consumers:*** Culture is the most important determinants of the individual's needs, wants and liking, hence it frame the set of values, perception, preferences in the individuals which guides the consumer liking.

2. ***Psychological factors on Consumers***: Different psychological factors may be:

Motivation: An individual has many needs at a given time. The needs may be activated due to physiological or psychological States. The biogenic needs such as hunger thirst and discomfort arise due to physiological states. Recognition, esteem, belonging and self-actualization needs arise due to psychological reasons.

A need becomes a motive when it is aroused to a sufficient level of intensity. A motive is a need that is sufficiently driving the person to satisfy that need by indulging in the activities that reduces the tension.

***Perception:***A motivated person is ready to act, how actually he acts is influenced by his perception of the situation. Perception is defined as the process by which an individual selects, organizes and interprets information inputs to create upon physical stimuli and also on stimuli's relation to surrounding.

***Learning:***Learning describes the change in the liking of individuals as a result of experience. Most human liking is learned. Person’s learning is produced through the interplay of drives, stimuli, clues and reinforcement.

***Demographic factor:*** A buyer's decisions are influenced by these personal characteristics.

***Age group:*** People buy different goods and services over their life time consumption is also shaped by the stage of family life cycle.

***Occupation:*** A person's occupation also influences his/her consumption pattern. An executive will buy the specialty/statue symbol products such as luxury suiting.

***Economics Condition:*** Products choice is greatly influenced by one's economic conditions. People’s economic condition consists of spend able income, saving, borrowing power, attitude towards spending vs. savings.

***Personality and self-concepts:*** Each person has a distinct personality that wills influence his/her liking behavior. By personality we mean the person's distinguishing psychological characteristic that lead to relatively consistent and enduring responses to his/her environment.

***Social factor:***Consumer liking is influenced by the social factors are as following:

***Reference Group:*** A person’s reference group consists of all those groups that have direct or indirect influence on person's attitudes and liking. The consumer strives to purchase those products that purchase by their reference group.

***Family:***The family is the most important consuming unit, which influence the family members liking. Marketers are interested in the roles and relative influence of the children, wife and husband in the purchase of large variety of products and services.

***Roles and statuses:***A person participates in the different groups thought life-family, clubs and organization. The person's position in each group can be defined I terms of roles and statues.

**OBJECTIVES OF RESEARCH**

**PRIMARY OBJECTIVES:**

We wanted to figure out customer preference and satisfaction about biscuit in Hooghly and to explore reasons behind their preferences and satisfaction.

**SECONDARY OBJECTIVES:**

1. To find out the customer preferences towards Biscuits.
2. To find out consumer/user of Biscuit.
3. To find out satisfaction level of customer of Biscuits.
4. To identify the market share of the preeminent market plyer.

**RESEARCH METHODOLOGY**

**RESEARCH DESIGN:**

In this our marketing research we have used descriptive design. In this design we have used cross sectional design. It involves the collection of information from any given samples of population elements only once. Cross sectional design are further divided into two types single cross sectional and multi cross sectional. I have used multi cross sectional design.

**SOURCE OF DATA:**

**PRIMARY DATA:**

We collect primary data during the course of doing experiments in an experimental research but in case we do research of the descriptive type and perform survey whether simple survey of consume survey. Then we obtain primary data either through a direct communication with respondent or questionnaire**.**

I have obtained data through questionnaire

**SECONDARY DATA**:

* Website
* Book

I have obtained secondary data via website, journal, article and project report through.

**DATA COLLECTION METHO**:

* Interview

**Population:**

* Housewife and male buyer in Hooghly and my nearby area.

**SAMPLING METHOD:**

* Non-probability:

In nonprobabaility sampling technique the chances of selection of all elements of population are not equal and convenience sampling method means drawn at the convenience of the interviewer people tend to makes the selection at familiar location and choose respondents who are like themselves.

**SAMPLING FRAME:**

* Hooghly District

**SAMPLING SIZE**:

* 30 Respondent

**DATA COLLECTION INSTRUMENT:**

* Questionnaire

**ANALYSIS TOOLS:**

* **Microsoft Excel 2013**
* **Mean**
* **Median**
* **Mode**
* **Average**

**LIMITATION OF STUDY**

* This study is only applicable to the Hooghly area.
* This study is done the basis of data provided by the respondents.
* Respondent Bias was one of the major limitations of research and there might not be perfect positive response from all the respondent.

**LITERATURE REVIEW**

The word biscuit is derived from the Latin words biscotus, meaning twice baked. The real biscuits were developed in the middle ages and then several new biscuits were invented in the 19th century including the Garibaldi (1861) and the Cream cracker (1885). The Digestive was invented in 1892 by Alexander Grant. Custard creams were invented in 1908 and Bourbons were invented in 1910. HobNobs followed in 1986 (Lambert, 2015). Several studies have been conducted from time to time covering areas such as market share of biscuit manufacturers, nutritional aspects, manufacturing practices, ingredients used in making of biscuits etc. Since the present study evaluates the perception of the respondents for nutritional and healthy biscuits, the following section presents few studies describing the nutritious biscuits. A world-wide study conducted by Nielsen N.V. (2014) found that environmentally conscious consumers believe it is very important that snacks include ingredients that are sourced sustainably (35%), are organic (34%) and use local herbs (25%). Further, respondents around the world care about the absence of ingredients than the addition of them. A study by Boobier et al (2006) confirmed that traditional high-fat and high-sugar biscuits can be modified to produce a healthy alternative that can be manufactured under strict commercial conditions. The modified biscuit (Addition of Vitamin B6, B12, Folic Acid, Vitamin C, Prebiotic Fiber, reducing salt and sugar) was acceptable to consumers in terms of eating quality, flavor and colour. Many researchers have conducted experiments on the use of alternative flours in different proportions and tested the functional, sensory and nutritional qualities of such modified biscuits. Some of them are reported as under. Rathi and Mogra (2013) conducted a study to find the acceptability of biscuit made with different proportions of flaxseed and wheat flours. As per the findings, adding flaxseed flour in bakery products is a useful strategy to increase the consumption of fiber and omega-3 in the human diet and use of up to 30 percent of flaxseed flour in the preparation of biscuit was found to be acceptable among the panel members. Ojinnakaet al (2013) studied the use of African breadfruit starch and wheat flour at various levels of substitution. They found that substitution of wheat flour at 10% level was highly recommended for cookie production using breadfruit starch and wheat flour. Onabanjo and Ighere Dickson (2014) carried out research to find out the nutritional, functional and sensory qualities of wheat-potato composite biscuits. The experiments produced biscuits of acceptable qualities from all ratios of wheat-potato flour that was used. Sharma et al (2013) studied the acceptability and glycemic response of bottle gourd pulp powder (BGPP) enriched biscuits against standard wheat biscuits. They reported that BGPP was able to reduce the glycemic response to a similar extent in both healthy participants and individuals with impaired glucose tolerance. A study by Munazaet al (2012) showed that why protein enriched biscuits may be a suitable source of proteins and high in sensory characteristics with nutritional quality and storage stability. Gayaset al (2012) formulated biscuit samples of high nutrition from different combination of wheat flour, defatted soy flour and carrot pomace powder. As per the findings, composition and nutritive value of these biscuit samples represented balanced quantity of carbohydrate, protein, fat, crude fiber and beta carotene and they were acceptable in sensory evaluation. El-Sharnoubyet al (2012) found that the fiber in biscuits can be enriched by supplementing the wheat flour with wheat bran and date palm fruits. Looking at the above mentioned studies in relation to nutritious biscuits, it may be seen that majority of these studies are based upon experimental design. These studies follow a systematic approach focusing upon materials and methods i.e. preparation of biscuits, nutritional composition, sensory characteristics, treatment combinations and evaluation. The empirical studies based upon the consumers' perspective on nutritious biscuits are far and few between. Therefore, the present study is an attempt to fill this gap by exploring the acceptance of such healthy variants of biscuits among the consumers of Gandhinagar city.

**RESEARCH GAP**

In the literature review I have find the various research paper on customer preference and satisfaction about biscuit, but I did not find any research was done on a study on customer preference and satisfaction about biscuit in Hooghly. So that, I was done my research study on consumer preference and satisfaction about biscuit.

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 lik 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.