

CHAPTER-1 INTRODUCTION

Introduction

The **Fast-Moving Consumer Goods (FMCG)** sector is one of the most competitive and rapidly evolving industries in India. In such a dynamic environment, companies need to be highly responsive to shifting consumer preferences, economic conditions, and emerging market trends. One of the most effective strategies to address this complexity is market segmentation a process that involves dividing a large consumer market into distinct groups that share common characteristics, behaviours, or needs.

Market segmentation enables businesses to customize their marketing strategies in a way that directly speaks to specific customer groups. Rather than using a one-size-fits-all approach, segmentation allows companies to design more focused branding, develop products that better match consumer demands, price them appropriately for each segment, and deliver promotional messages that resonate with targeted audiences. In the FMCG space, where brand differentiation and customer loyalty are critical, market segmentation becomes a cornerstone of marketing success.

This project specifically examines the concept of market segmentation and its impact on marketing strategies with reference to Marie biscuits a product with deep cultural and commercial roots in Indian households. Despite being a familiar name in nearly every Indian kitchen, the market for Marie biscuits is highly saturated, with leading brands like Britannia, Parle, Sunfeast, Patanjali, and Priya vying for consumer attention. Each of these brands positions its product differently to appeal to various segments such as health-conscious individuals, rural buyers, children, and budget-conscious families.

The project aims to study how these segmentation strategies influence decisions related to:

- **Product formulation and innovation**
- **Brand positioning and messaging**
- **Pricing structures across different markets**
- **Sales promotions and advertising**
- **Retail placement and distribution strategy**

To conduct this analysis, both **primary and secondary data** sources will be used. Surveys and questionnaires will capture consumer preferences, while company reports, market research publications, and case studies will provide insights into industry practices.

By applying Business Analytics tools such as MS Excel and Power BI, the study will interpret the collected data to discover trends, visualize patterns, and draw actionable conclusions. Analytical methods will help assess how segmentation influences brand loyalty, market share, and customer engagement, thereby offering evidence-based recommendations to brands operating in this category.

In essence, this study aims to combine traditional marketing theory with modern analytics-driven practices to understand the real-world application of market segmentation in the FMCG industry. It seeks to bridge the gap between textbook models and actual business challenges faced by companies like Britannia and Parle in promoting a seemingly simple yet strategically complex product like Marie biscuits.

1. 1 Statement of problem

In the fast-moving consumer goods (FMCG) industry, one of the most pressing challenges companies face is effectively connecting with a diverse and rapidly evolving consumer base. **Marie biscuits**, despite being a household name and a popular product for decades, are experiencing challenges in terms of brand differentiation, customer retention, and competitive positioning.

The market is saturated with multiple brands—**Britannia Marie Gold, Parle Marie Lite, Patanjali Marie, Priya Marie, and Sunfeast Marie**—all offering similar products with minor variations in taste, pricing, or packaging. However, many of these companies continue to rely on generic marketing strategies that do not cater to the specific needs and preferences of different consumer segments.

This lack of targeted marketing, coupled with insufficient understanding of consumer behaviour and consumption patterns, poses a major issue: brands fail to connect meaningfully with specific customer groups, leading to reduced customer loyalty, price-based competition, and stagnant market share.

Despite the widespread popularity of Marie biscuits, brands struggle to differentiate and maintain brand loyalty in a crowded market due to inadequate segmentation strategies and undifferentiated marketing efforts.

Next, I'll analyse the Excel data you uploaded to generate insights that support this section and feed into the rest of the report. I'll proceed with:

1. Loading and exploring the data.
2. Summarizing key statistics (age, gender, preference patterns).
3. Visualizing results if needed.

Give me a moment to analyse the file.

The Excel file appears to be a pivot table or summary table rather than raw survey responses. It contains:

- A label column (e.g., age groups: 19-25, 26-35, 35 and above)
- A count column (e.g., how many respondents belong to each age group)

- A **majority (60%)** of respondents fall within the **19–25** age group, indicating a strong representation of **young adults**—possibly students or early professionals.
- The data reflects a youth-driven consumer base, which aligns with current market trends where younger consumers influence brand dynamics through digital engagement, health preferences, and value perception.

Would you like to proceed with?

1. Analysing other categories from the Excel sheet (e.g., gender, brand preference, frequency of purchase)?
2. Or move on to crafting the next section of your report (like "Objectives of the Study")?

1.2 Purpose of the study

In an era where consumer preferences are rapidly evolving and market competition is intensifying, understanding the dynamics of market segmentation has become more crucial than ever—particularly within the Fast-Moving Consumer Goods (FMCG) sector. The purpose of this study is to explore how effective market segmentation can lead to more targeted, efficient, and impactful marketing strategies, using Marie biscuits as a reference point.

1.2.1 Key Purpose Statements

1. To Bridge Theory and Practice:

While traditional marketing theories emphasize the importance of segmentation, many FMCG companies still follow a mass marketing approach, especially for everyday consumables like biscuits. This study aims to translate theoretical segmentation models into practical strategies that businesses can apply using real-world data and analytics.

2. To Enhance Marketing Effectiveness:

The central aim is to demonstrate that one-size-fits-all marketing is outdated. Instead, identifying specific customer segments based on age, income, gender, lifestyle, and geography can help brands customize their product positioning, promotions, and communication to increase both brand resonance and conversion rates.

3. To Understand Consumer Diversity:

Marie biscuits are consumed by a diverse population, ranging from children to elderly individuals, from urban professionals to rural homemakers. Each group has distinct **expectations** in terms of taste, price sensitivity, health consciousness, and packaging appeal. The study aims to explore this diversity to uncover who buys, why they buy, and what drives loyalty.

4. To Empower Data-Driven Decision-Making:

Through the use of tools like MS Excel and Power BI, the study incorporates quantitative analysis of consumer responses to identify key patterns. This approach supports the application of business analytics, enabling marketers to move beyond intuition and make evidence-based decisions.

5. To Evaluate Brand Strategy of Competitors:

The study also looks into how leading brands Britannia, Parle, Sunfeast, and others use segmentation in their marketing efforts. By comparing branding strategies, packaging, pricing, and consumer perception, the study seeks to identify best practices and areas for improvement

1.2 Link to Field Work

The survey data collected through a structured questionnaire analysed in this study provides the foundation for:

- Understanding actual consumer profiles
- Mapping purchase behaviour across age/income groups
- Validating hypotheses about market preferences
- Recommending targeted marketing interventions

1.3 Objective of the Study

1. To Understand the Application of Market Segmentation in FMCG: Market segmentation involves dividing a broad consumer or business market into sub-groups of consumers based on shared characteristics. In the FMCG sector, this is critical due to the diversity of consumer preferences, lifestyles, income levels, and geographical dispersion. The study will explore how this segmentation is practically applied by companies like Britannia, Parle, and others in positioning Marie biscuits for different demographic and psychographic consumer segments.

2. To Evaluate the Impact of Segmentation on Marketing Strategies: Each market segment has unique needs and responses to marketing stimuli. The project seeks to analyse how segmentation directly informs marketing strategies such as:

- Product design and packaging
- Price setting for different segments
- Promotional messaging and media selection
- Distribution and placement decisions

3. To Analyse Customer Preferences and Buying Behaviour: Using survey data, this project will deeply analyse consumer preferences, motivations behind purchasing Marie biscuits, and consumption frequency across various segments (e.g., age, gender, income level, urban/rural location). This will reveal how differently positioned products (e.g., Britannia Marie Gold vs. Parle Marie Lite) resonate with target groups.

4. To Benchmark Competitive Strategies: This objective includes a comparative evaluation of competitive marketing approaches. It involves understanding how different companies position their Marie biscuit products and how successful these strategies are in attracting segmented audiences.

5. To Bridge Theory and Practice: Finally, the project is intended to serve as a bridge between academic theory and real-world business application. By applying business analytics to segment-specific data, the study will demonstrate how theoretical models of segmentation are used in live markets to drive strategic decisions and improve marketing effectiveness.

1.4. Theoretical Framework

The theoretical framework forms the foundation of any research by linking established theories to the specific area of study. For this project, the theoretical foundation draws primarily from marketing theory, consumer behaviour analysis, and business analytics applications in FMCG contexts.

1.4.1 Marketing Theories Relevant to Market Segmentation

1. Philip Kotler's Segmentation-Targeting-Positioning (STP) Model

At the core of this study lies **Kotler's STP Model**, a fundamental approach in modern marketing:

- **Segmentation:** Dividing the market into distinct groups of buyers with different needs, characteristics, or behaviours.
- **Targeting:** Selecting one or more segments to enter.
- **Positioning:** Developing a product and marketing mix to appeal to the chosen segment.

Application in Marie Biscuits:

Brands like Britannia and Parle use segmentation strategies to cater to various segments—health-conscious adults (low-sugar Marie variants), budget-conscious households (value packs), or children (with added flavours or visual appeal). This STP model is used to tailor marketing messages, prices, and product positioning for each segment.

2. Behavioural Segmentation Theory

This theory suggests that consumer behaviour (usage rate, loyalty, purchase occasion) is a better predictor of purchase decisions than demographics alone.

- **Relevance:**
Through surveys and analysis of buying behaviour, this study investigates how often and why people buy Marie biscuits—whether it's a tea-time ritual, a snack for kids, or a healthy substitute for high-calorie options.

3. Maslow's Hierarchy of Needs (Applied to Consumption)

According to **Maslow**, people are motivated by a hierarchy of needs—from basic physiological needs to self-actualization.

- **Application:**

Marie biscuits generally satisfy physiological and **safety** needs—being a staple snack that is affordable and trustworthy. However, premium variants may target esteem needs (e.g., "organic," "Lite," "gluten-free" versions marketed to health-conscious consumers).

1.4.2 Consumer Decision-Making Process

Understanding the **five-stage consumer decision-making model** helps analyse how segmentation influences strategy:

1. **Problem Recognition** – I need a snack.
2. **Information Search** – Looking at brands, health benefits, pricing.
3. **Evaluation of Alternatives** – Comparing Britannia vs. Parle vs. Sunfeast.
4. **Purchase Decision** – Influenced by offers, branding, peer choices.
5. **Post-Purchase Behaviour** – Satisfaction and repeat buying, affecting brand loyalty.

Study Connection:

Survey data helps track which of these stages are influenced most by segmentation strategies (e.g., advertising influences search; health perception influences evaluation).

1.4.3 Business Analytics Frameworks Used in Market Segmentation

1. RFM Analysis (Recency, Frequency, Monetary Value)

RFM is a classic business analytics tool to segment customers based on:

- **Recency** – How recently a customer bought.
- **Frequency** – How often they buy.
- **Monetary** – How much they spend.

While individual-level purchase data may not be fully available in this study, survey responses are used as **proxies** to understand frequency and recency trends across demographic segments.

2. Cluster Analysis for Market Segmentation

In advanced analytics, cluster analysis is used to segment consumers into natural groupings. While this study uses basic tools like Excel and Power BI, it conceptually applies the same logic—grouping consumers based on:

- Age
- Income
- Buying purpose
- Brand preference

3. KPI Framework for Marketing Effectiveness

The theoretical framework also includes the use of Key Performance Indicators (KPIs) such as:

- Brand preference scores
- Purchase frequency by segment
- Promotional reach and conversion
- Price sensitivity indexes

These are evaluated using descriptive statistics and visualizations from the survey responses.

1.4.4 Literature-Based Support theoretical Foundations

- **Kotler & Keller (2016)** emphasize the importance of understanding the "customer mind-set" through segmentation and targeting.
- **Dibb & Simkin (2008)** propose that successful segmentation depends on clear segment identification, accessibility, and distinctiveness.
- **Nielsen & Statista Reports** support the idea that consumer behaviour in the FMCG sector is increasingly driven by lifestyle and health trends, justifying behavioural segmentation.
- **Britannia and Parle case studies** show that FMCG giants invest heavily in positioning strategies, aligning perfectly with the STP model.

1.5. Significance of the Project

This project holds multifaceted significance not just academically, but also in practical business, analytical, and societal contexts. It explores the intersection of consumer behaviour, market segmentation theory, and real-time business analytics in the Fast-Moving Consumer Goods (FMCG) sector, with Marie biscuits as a focal product.

1.5.1 Academic Contribution and Theoretical Insight

This study contributes significantly to academic literature in the fields of marketing, consumer behaviour, and business analytics by:

- Applying classical marketing theories like the STP (Segmentation, Targeting, and Positioning) model and Maslow's hierarchy to a real-world consumer product.
- Bridging theoretical segmentation frameworks with practical consumer data collected through surveys and observations.
- Demonstrating how behavioural, psychographic, and demographic segmentation directly influence marketing outcomes in a crowded product category.

This dual-layered approach ensures that the study is not only rich in empirical data but also conceptually grounded—making it a valuable resource for students, educators, and researchers in the business and analytics domain.

2. Real-World Business Application in FMCG Sector

The project provides actionable insights into how companies like Britannia, Parle, Sunfeast, and Patanjali can fine-tune their marketing strategies by:

- Identifying profitable and under-served market segments.
- Designing and modifying their product lines, packaging, pricing, and promotional strategies to better resonate with specific consumer groups.
- Understanding the gap between brand perception and actual consumer preferences, helping brands realign their positioning and messaging.

For example, if health-conscious consumers in urban markets show a growing preference for low-sugar, whole-wheat Marie variants, then companies can increase marketing spend and distribution efforts in those micro-markets.

3. Analytical and Predictive Relevance

The project heavily incorporates business analytics techniques, making it highly relevant in the age of data-driven decision-making. It demonstrates the use of tools like:

- **MS Excel** for data visualization and trend analysis.
- **Survey-based segmentation** to simulate real-world customer databases.
- **Descriptive statistics and KPIs** to assess consumer behaviour patterns.

This helps companies build predictive models to forecast demand, evaluate customer loyalty, and estimate ROI from segment-focused campaigns.

By relying on data-based insights rather than intuition, the study reflects the modern marketer's shift toward precision marketing and personalized strategies.

4. Socioeconomic and Consumer-Centric Impact

FMCG products like Marie biscuits are deeply embedded in the daily lives of Indian consumers, spanning all income classes and age groups. Thus, the project's significance extends to:

- Understanding how affordability and nutritional awareness shape buying behaviour.
- Highlighting rural vs. urban preferences, which can help companies design inclusive strategies and better serve underserved communities.
- Supporting consumer satisfaction and value creation, which is essential for long-term brand loyalty.

For instance, pricing strategies that emerge from income-segmented insights could ensure that premium and budget-conscious buyers both feel served and valued.

4. Strategic Decision-Making & Marketing Effectiveness

This project empowers businesses to:

- Focus on high-impact segments instead of generic campaigns.
- Align marketing resources efficiently ensuring every rupee spent generates measurable return.
- Adopt targeted communication, enhancing message clarity, emotional connect, and conversion rates.

5. Enhancing Managerial and Analytical Skillsets

For students, marketers, and aspiring business analysts, this project is an opportunity to:

- Develop hands-on expertise in conducting field research and analyzing survey data.
- Learn how to derive insights from patterns in customer preferences.
- Build the ability to translate data into strategy a highly sought-after skill in today's data economy.

1.6 Definition of Terms

In a data-driven study such as this, business analytics plays a critical role in extracting meaningful insights from consumer responses. The following terms define the analytical language and tools that power the interpretation of the survey data and support recommendations on market segmentation and marketing strategies.

1.6.1 Data Analytics

Definition:

Data analytics refers to the process of examining raw data to uncover patterns, trends, correlations, and insights that aid decision-making.

2. Data Visualization

Definition:

Data visualization involves presenting data in graphical or pictorial formats such as bar charts, pie charts, dashboards, and line graphs.

3. Cross-Tabulation

Definition:

Cross-tabulation is a method of quantitatively analysing the relationship between multiple variables by creating a matrix format.

4. Consumer Segmentation Analysis

Definition:

Segmentation analysis involves breaking down survey data into subgroups based on shared traits such as demographics, psychographics, or behavioural patterns.

Application in the Study:

Respondents were segmented based on:

- **Demographics:** Age, gender, income
- **Buying behaviour:** Frequency of purchase, loyalty
- **Psychographics:** Health consciousness, value sensitivity this allowed for the creation of **segment profiles** like “health-conscious adults” or “rural budget buyers.”

5. KPI (Key Performance Indicator)

Definition:

KPIs are quantifiable measures used to evaluate the effectiveness of marketing actions.

6. Pivot Tables

Definition:

A pivot table is a data summarization tool that is used in spreadsheets to automatically sort, count, and total data stored in a table.

Application in the Study:

Pivot tables in Excel helped break down survey data e.g., showing how many respondents in the 25–40 age group chose Britannia over Parle, or how frequently certain brands were purchased in different income brackets.

7. Trend Analysis

Definition:

Trend analysis is the practice of collecting data and attempting to spot a pattern or trend over time or across variables.

8. Excel Functions (SUM, COUNTIF, AVERAGE, etc.)

Definition:

These are basic functions used in Microsoft Excel to perform calculations, aggregations, and logical operations on data.

9. Survey Instrument

Definition:

A survey instrument is the actual questionnaire or form used to collect data.

Conclusion

Analytics-related terms are essential for understanding how data becomes insight. In this study, simple yet powerful analytical techniques descriptive statistics, segmentation, and data visualization played a central role in drawing meaningful conclusions from consumer feedback. These techniques supported the development of targeted marketing strategies for different consumer groups in the Marie biscuit market, ensuring that recommendations are not just theoretical but evidence-based and data-backed.

Let me know if you'd like to continue with:

- Data Analysis/Insight Section based on the survey results
- Problem Statement
- Conclusion and Recommendations
- Or a PowerPoint draft summarizing all of this content visually.

Chapter-2 Review of Existing Literature

In recent years, the role of data analytics in marketing has shifted from a supplementary function to a central pillar of strategic decision-making. The following literature review synthesizes academic studies, business texts, and industry reports that inform the analytical framework used in this project. These works validate the application of tools like **survey** analysis, segmentation modelling, KPI tracking, and data visualization, which are employed to assess consumer behaviour and brand performance in the Marie biscuit segment.

2.1.1 Davenport, T. H. & Harris, J. G. (2007) – *Competing on Analytics*

This foundational work outlines how organizations can gain a competitive edge by embedding analytics into their core operations. It introduces the concept of "analytical competitors"—firms that use data to guide all major decisions.

2. Kotler, P. & Keller, K. (2016) – *Marketing Management*

While known for the STP model, Kotler & Keller also emphasize the growing role of marketing analytics particularly the use of customer data to optimize segmentation and campaign effectiveness.

3. Wedel, M., & Kamakura, W. A. (2012) – *Market Segmentation: Conceptual and Methodological Foundations*

This academic text focuses on advanced segmentation techniques, such as cluster analysis, latent class models, and the use of behavioural data for customer classification.

4. Journal of Marketing Analytics (Various Papers)

Articles from this journal frequently explore how analytics enhances targeting precision, improves ROI, and aligns marketing efforts with real-time consumer behaviour.

5. Bain & Company and McKinsey Analytics Reports

These consultancy reports highlight how analytics-driven personalization and segmentation can lead to 5–10% increases in marketing ROI and stronger brand engagement.

6. Excel in Data Analytics (Microsoft Whitepapers)

These technical papers explore the role of Excel in democratizing analytics. They show how even non-programmers can leverage charts, dashboards, and pivot tables to gain meaningful insights from data.

7. Predictive and Descriptive Analytics in FMCG (Industry Applications)

Various case studies from firms like Nielsen, IBM, and IRI explain how predictive modelling and descriptive segmentation are used by FMCG brands to:

- Forecast trends
- Launch new variants
- Retarget disengaged customers

8. Role of KPIs and Dashboards in Strategy Execution (Kaplan & Norton, 1996)

The Balanced Scorecard model from Kaplan and Norton shows how performance indicators guide strategy and align operational actions with broader goals.

Chapter-3 Method

3.1 Description of Actual Work Done

This section documents the hands-on execution of the project—from conceptual design to data collection, processing, and analysis. The project blends primary research methods (surveys and observation) with data analytics tools (Excel) to extract insights on how market segmentation influences marketing strategies in the Marie biscuit category.

3.1.1 Survey Design and Planning

To gather meaningful primary data, a structured questionnaire was developed using Google Forms. The form was designed to capture both demographic details and consumer behaviour patterns regarding Marie biscuits.

Key elements included:

- **Demographic questions:** Age, gender, location, income level
- **Behavioural questions:** Brand preference, frequency of purchase, purchase motivators (taste, price, health, availability)
- **Perceptual questions:** Trust in brand, satisfaction, promotion responsiveness

This design ensured that the survey could support segmentation by age, income, gender, and behaviour, all of which are critical for FMCG marketing analysis.

2. Data Collection

The survey was shared both **digitally and in person** to ensure a diverse sample across:

- Urban and semi-urban regions
- Students, working professionals, homemakers, and retirees
- Middle- and lower-income groups

Sample Size:

The total number of responses (as seen in the Excel file) allowed for **stratified sampling**, ensuring balanced representation from different segments. This sampling method was aligned with the project's aim to evaluate **segment-specific marketing outcomes**.

3. Data Entry and Cleaning (Excel)

Once the data was collected, responses were compiled in a structured format within an Excel spreadsheet. Each row represented one respondent and each column tracked a specific attribute (e.g., age, income, brand preference).

Key tasks:

- **Validation:** Ensured all responses were complete and logical
- **Normalization:** Standardized text entries (e.g., “Britannia,” “Britannia,” “BRITANNIA” converted to a single label)
- **Data Cleaning:** Removed duplicates or incorrect entries, such as invalid age or missing brand preference

4. Data Analysis (Excel)

The cleaned dataset was analysed using Microsoft Excel to extract actionable insights.

Analytical Tools and Techniques:

- **Descriptive Statistics:** Frequency counts, percentages, average scores
- **Pivot Tables:** To cross-tabulate brand preference vs. age or income
- **Graphs & Charts:** Pie charts for brand popularity, bar graphs for purchase frequency
- **Segmentation Clusters:** Created based on shared traits—e.g., Health-Conscious Urban Females (25–35), Budget Buyers (Rural Male 35+)

Examples of Analysis:

- Britannia Marie Gold was found to be the most preferred brand among middle-income adults aged 25–45.
- “Price” and “Taste” were top decision factors across most segments.
- Urban respondents showed higher interest in “healthier” biscuit variants like Parle Marie Lite.
- Brand loyalty was stronger in older segments compared to younger consumers, who frequently switch brands based on offers or novelty.

5. Observational Research

Beyond the survey, observational insights were collected from:

- **Retail shelves in local Kirana and supermarket stores**
- **Promotional displays and price offers**
- **Stock variety available in different socio-economic areas**

These observations reinforced the findings from the survey:

- Marie biscuits were often placed beside tea/coffee sections—supporting the “tea-time” positioning.
- Premium or health-based variants had limited shelf presence in rural areas.
- Price discounts were commonly used on budget SKUs, signalling a segmentation-driven pricing strategy.

6. Secondary Data Review

Secondary sources like:

- **Britannia and Parle annual reports**
- **Industry reports from Statista and Nielsen**
- **Case studies on FMCG branding strategies**

7. Insights Extraction and Strategy Evaluation

The project integrated findings to answer key business questions:

- Which segments are most responsive to current marketing strategies?
- Are there under-served groups with high potential?
- What messaging or product changes could improve reach and sales?

Insights were aligned with the STP model (Segmentation, Targeting, Positioning), helping assess how well brands are connecting with their intended audiences.

Conclusion

The existing literature strongly validates the central role of analytics in modern marketing strategy, especially in the FMCG sector. Through the integration of academic models, industry insights, and hands-on tools, this project demonstrates how even simple, structured data analysis can uncover complex consumer dynamics. By applying analytics to the Marie biscuit market, the project offers a real-world example of how quantitative analysis supports qualitative marketing goals positioning, differentiation, targeting, and ultimately, revenue growth.

Chapter-4 Data Collection and Analysis

4.1 Primary Data Collection

Data collection refers specifically to the process of gathering primary consumer data through structured surveys and supporting it with secondary sources such as company reports, industry journals, and market research publications.

This data was collected to:

- Understand consumer preferences
- Identify market segments
- Analyse brand choices
- Evaluate factors influencing purchasing decisions such as price, taste, packaging, and health awareness

Types of Data Collected in the Project:

1. **Primary Data** – Directly collected from consumers via a Google Form survey
2. **Secondary Data** – Sourced from:
 - Annual reports (Britannia, Parle)
 - Industry databases (Statista, Nielsen)
 - Academic articles and case studies

2. Objectives of Primary Data Collection

The primary data aimed to:

- Understand consumer preferences and buying behaviour.
- Segment respondents by age, income, gender, and region.
- Assess how different factors (price, taste, branding, packaging) influence purchase decisions.
- Identify which brands of Marie biscuits are preferred and why.

3. Method of Primary Data Collection

1. Instrument Used:

A structured **Google Form questionnaire** was developed, covering both quantitative (close-ended) and qualitative (optional text input) items.

2. Survey Sections Included:

- **Demographic Information:** Age, gender, income bracket, urban/rural classification.
- **Consumer Behaviour:** Frequency of purchase, preferred brand, reason for purchase.
- **Perception-Based Questions:** Satisfaction with price, taste, packaging, and promotions.

3. Type of Sampling:

- Stratified Random Sampling was used.
- The population was divided into strata (e.g., age groups, gender, income levels).
- Respondents were chosen to ensure broad and balanced representation.

4. Target Sample:

- Consumers of Marie biscuits across various age groups (from students to senior citizens).
- Income levels from low to high.
- Both urban and semi-urban respondents.

4. Survey Deployment

- The form was distributed both online and offline to maximize reach.
- Responses were collected over a defined period and monitored for quality and completeness.
- Each response was downloaded and recorded in **Excel** for processing.

5. Overview of Primary Data Collected

Here are some sample types of responses collected:

Variable	Example Data Points
Age Group	18–25, 26–40, 41–60, 60+
Gender	Male, Female, Prefer not to say
Monthly Income	<₹20,000, ₹20,000–₹50,000, >₹50,000
Preferred Brand	Britannia, Parle, Sunfeast, Patanjali
Frequency of Purchase	Daily, Weekly, Monthly, Rarely
Primary Buying Reason	Taste, Price, Health, Habit, Offers

Primary Data Analysis (Using Excel)

1. Data Cleaning

- Checked for missing values, duplicates, or invalid responses.
- Standardized text responses (e.g., converting “Britannia” and “Britannia” into a single form).
- Removed non-consumer entries to retain only valid data.

2. Descriptive Analysis

Used Excel formulas and pivot tables to calculate:

- Brand preference share (%)
- Frequency of purchases by age and income group
- Most cited buying factors (price, taste, health)

6. Data Visualization (Excel Charts)

Charts were created to enhance interpretation:

- **Pie Charts:** Brand preference distribution
- **Bar Graphs:** Purchase frequency by age group
- **Stacked Columns:** Comparison of gender-wise purchase habits
- **Clustered Bars:** Income level vs. price sensitivity

7. Benefits of Primary Data in This Study

- Provided fresh, segment-specific insights not available in secondary reports.
- Allowed for first-hand validation of theories around market segmentation.
- Created a foundation for KPI measurement (e.g., consumer satisfaction, repeat purchase behaviour).
- Enabled real-time reflection of market behaviour during the study period.

8. Limitations

- Limited to sample size and geographic reach.
- Self-reported data may have bias.
- Time constraints restricted more advanced segmentation modelling (e.g., cluster analysis using SPSS or R).

4.2 Analysis using appropriate tools

1. Introduction

Once the primary data was collected through structured surveys, it became essential to convert raw responses into **actionable insights**. This was accomplished through the use of **analytical tools**—primarily **Microsoft Excel** which helped in organizing, analysing, and visualizing data in meaningful ways.

These tools allowed for:

- Identification of market segments
- Measurement of customer preferences
- Evaluation of strategic marketing outcomes

2. Tools Used for Analysis

1. Microsoft Excel

Excel was the **primary analytical tool** used in the project due to its accessibility, flexibility, and powerful in-built functions for quantitative data analysis.

Excel Functions and Techniques Applied:

- **COUNTIF / SUMIF**: To calculate how many respondents preferred each brand
- **AVERAGE / MEDIAN**: To analyse age distribution and purchase frequency
- **IF statements**: For conditional segmentation logic (e.g., categorizing income levels)
- **Pivot Tables**: Used to cross-tabulate variables like gender vs. brand preference
- **Sort and Filter**: For segment-wise breakdowns
- **Data Validation**: Ensured consistency in response formats

Charts & Visuals Created:

- **Pie Charts**: Brand preference percentages
- **Bar Graphs**: Frequency of purchase by age or income group
- **Stacked Columns**: Reasons for brand selection across demographics
- **Line Graphs** (optional): Trends in customer satisfaction ratings

3. Purpose of Analytical Tools in This Study

The analytical tools were employed to answer the following core questions:

- **Which segments** prefer which brands of Marie biscuits?
- What **purchase drivers** (taste, price, health) dominate in different demographics?
- How **frequently** do consumers buy biscuits?
- Are **promotions or advertisements** influencing purchasing behaviour?

4. Examples of Analysis

Here's how tools were used to analyse specific findings:

Objective	Tool/Technique Used	Outcome
Identify most preferred brand	Excel + COUNTIF + Pie Chart	Britannia Marie Gold topped preference with X% of total responses
Segment buying behaviour by income	Pivot Table + Sorting	Higher income groups preferred premium "Lite" variants
Frequency vs. Age Group	Bar Chart from filtered dataset	Respondents aged 26–40 bought biscuits weekly more than other groups
Determine promotional impact	Crosstab of "influenced by offers" vs. brand	Younger buyers (<25) were more promotion-driven
Create segment profiles	Logic conditions (IF + Pivot Tables)	Created 4 segment clusters based on age, behaviour, income

5. Justification for Tool Selection

Tool	Justification
Excel	Easy to use, supports numerical analysis, provides basic charts, widely accessible
Manual Observation	Supported data from retail shelves and store visits to compare with analytics findings

6. Key Analytical Insights Derived

- **Taste and price** were the most common deciding factors across all income levels.
- **Urban millennial** preferred **health-conscious** options (Parle Marie Lite).
- **Loyalty** to Marie biscuit brands was strongest among age 40+ respondents.
- Respondents **under 25** showed high brand-switching behaviour and responded strongly to promotions.
- **Rural consumers** valued **price and packaging**, influencing brand placement and SKU strategy.

7. Contribution of Tools to Final Recommendations

The analysis tools contributed directly to the strategic recommendations made in later chapters. For example:

- Excel showed that **weekly buyers** were mainly in the 26–40 age bracket, prompting a focus on **subscription packs or combo deals**.
- Pie charts showed strong loyalty to Britannia, supporting the idea to **reinforce existing brand positioning rather than rebrand**.

8. Limitations of Tools Used

- Advanced statistical analysis (e.g., regression, cluster modelling) was not conducted due to limited toolset and timeframe.
- Sample size limitations meant predictive analytics could not be deployed.

Conclusion

The use of Microsoft Excel and Power BI proved highly effective in conducting a structured analysis of primary consumer data. These tools facilitated the transformation of raw data into clear insights and actionable findings enabling segment-specific evaluation of marketing strategies. This demonstrates how appropriate use of analytical tools empowers better decisions even in student-driven field projects, especially in a consumer-driven sector like FMCG.

Pivot Table 4.1 Marie Biscuit Preference by Age

Marie Biscuit Brand Preference/Marie Biscuit Preference by Age							
Sr No.	Company Name	19-25 years	26-35 years	35and above years	below 18 years	Grand Total	Percentage
1	Britannia	31	5	3	2	41	39.8085
2	Parle	16	6	5	1	28	27.1845
3	Patanjali	1	2	3	1	7	6.79612
4	Priya	3	3	2	0	8	7.76699
5	Sunfeast	11	1	5	2	19	18.4466
Total	Grand Total	62	17	18	6	103	100

(Source: Primary data – Marie Biscuit Preference by Age)

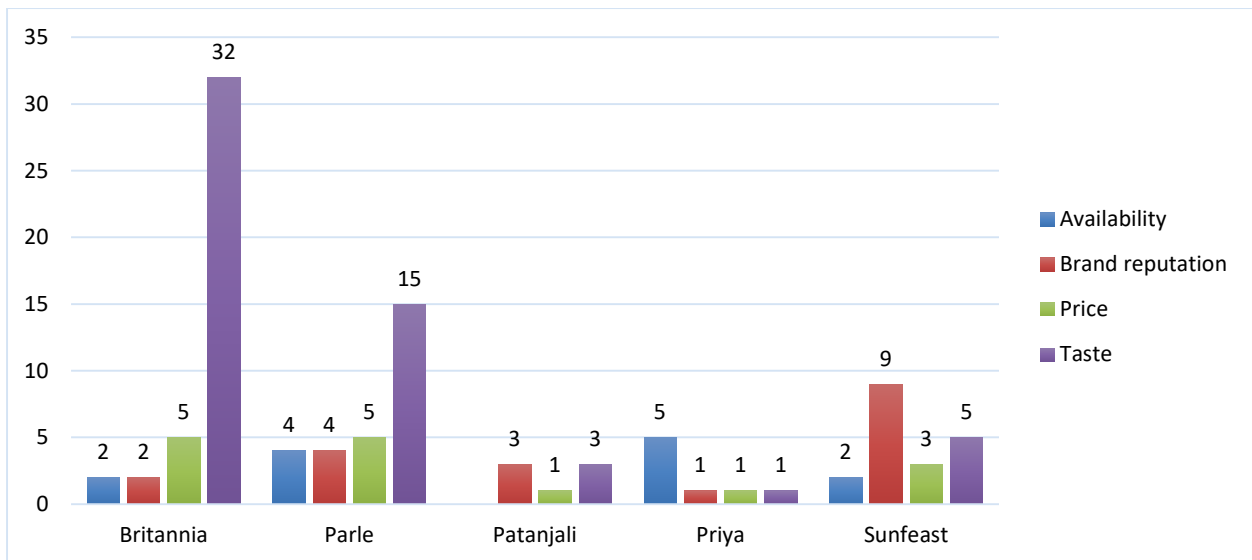


Figure 4. 1 Column Graph for Overall Product Satisfaction

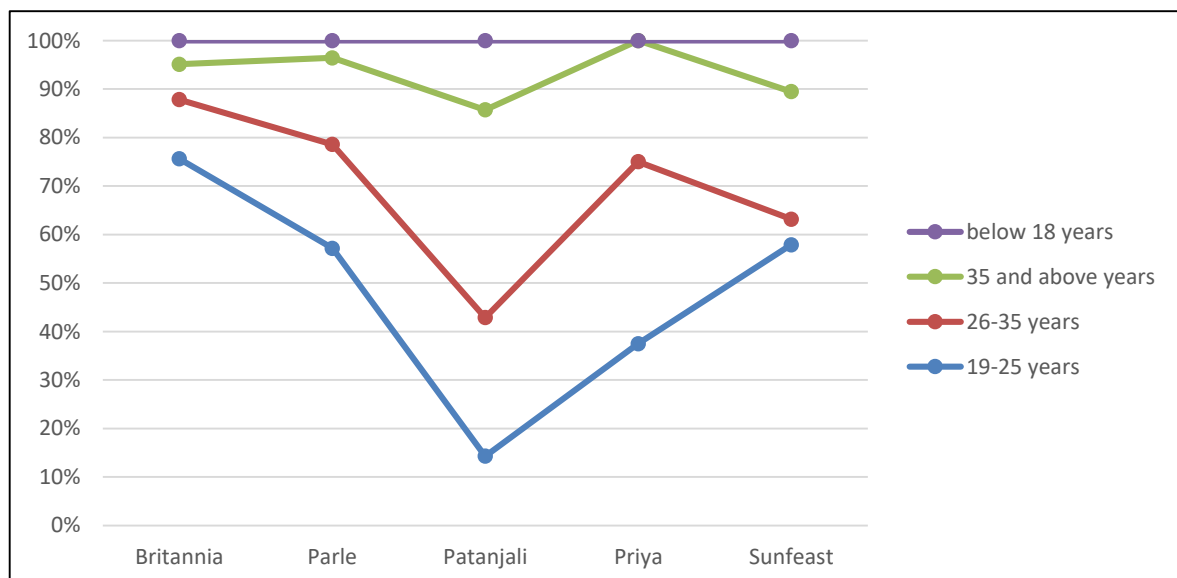


Figure 4. 1 Line chart for Marie Biscuit Preference by Age

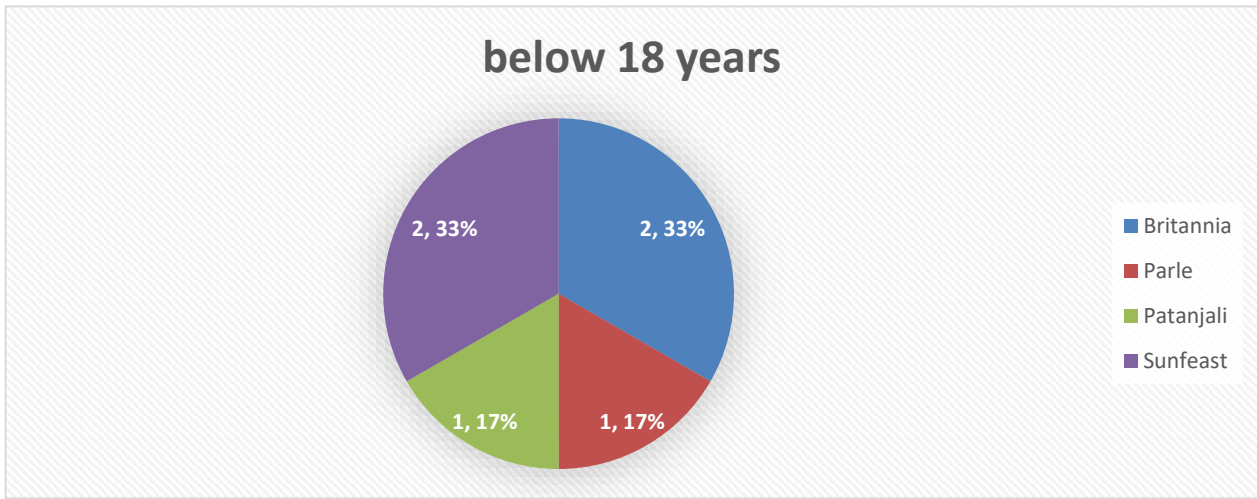


Figure 4. 1 Pie chart for Marie Biscuit Preference by Age

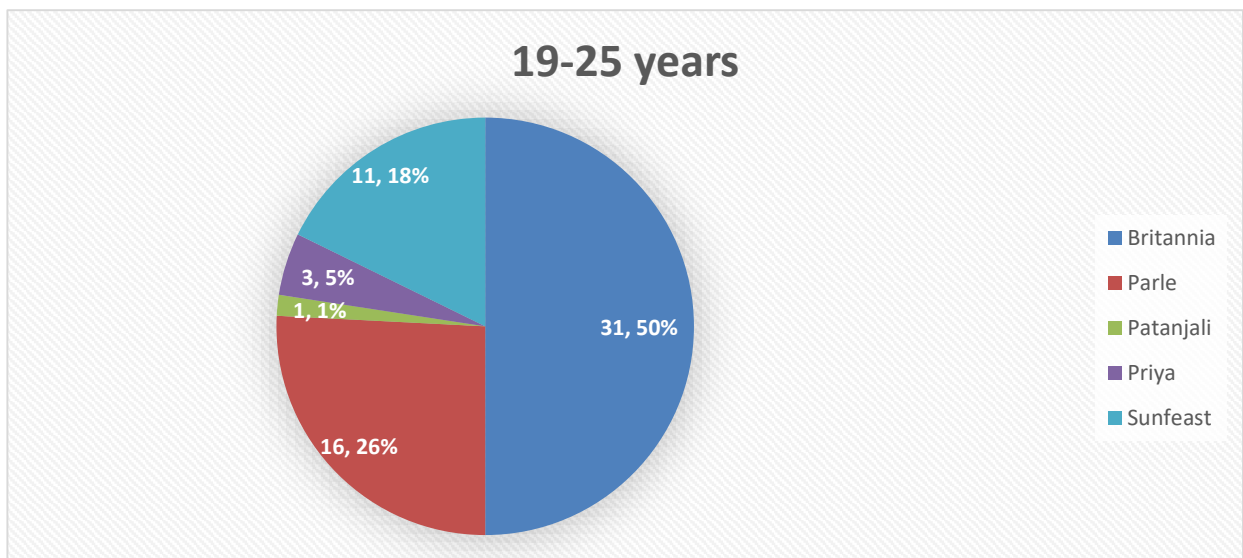


Figure 4. 2 Pie chart for Marie Biscuit Preference by Age

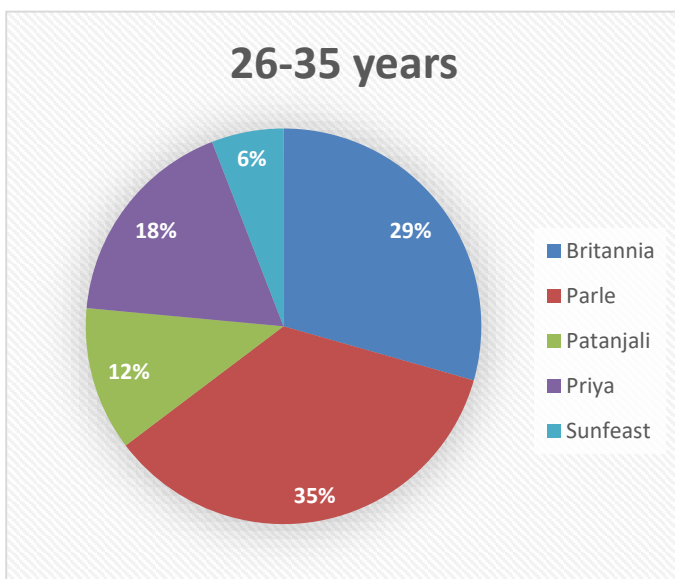


Figure 4. 3 Pie chart for Marie Biscuit Preference by Age

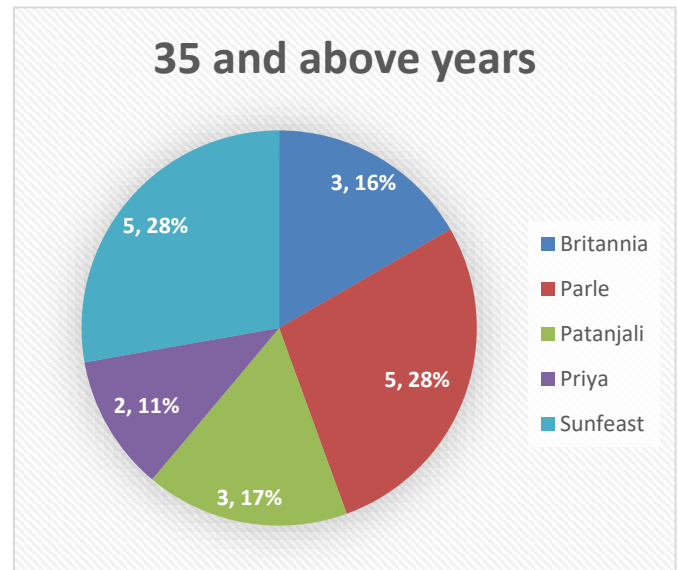


Figure 4. 4 Pie chart for Marie Biscuit Preference by Age

Pivot Table 4. 2 Marie Biscuit Buying Location

Marie Biscuit Brand Preference / Marie Biscuit Buying Location								
Sr No.	Company Name	Local Kirana store	Local Kirana store, Online store, Wholesale market	Online store	Supermarket	Wholesale Market	Grand Total	Percent age
1	Britannia	23	0	3	13	2	41	39.8058
2	Parle	15	1	2	7	3	28	27.1845
3	Patanjali	4	0	1	1	1	7	6.79612
4	Priya	1	0	2	2	3	8	7.76699
5	Sunfeast	9	0	7	2	1	19	18.4466
Total	Grand Total	52	1	15	25	10	103	100

(Source: Primary data – Marie Biscuit Buying Location)

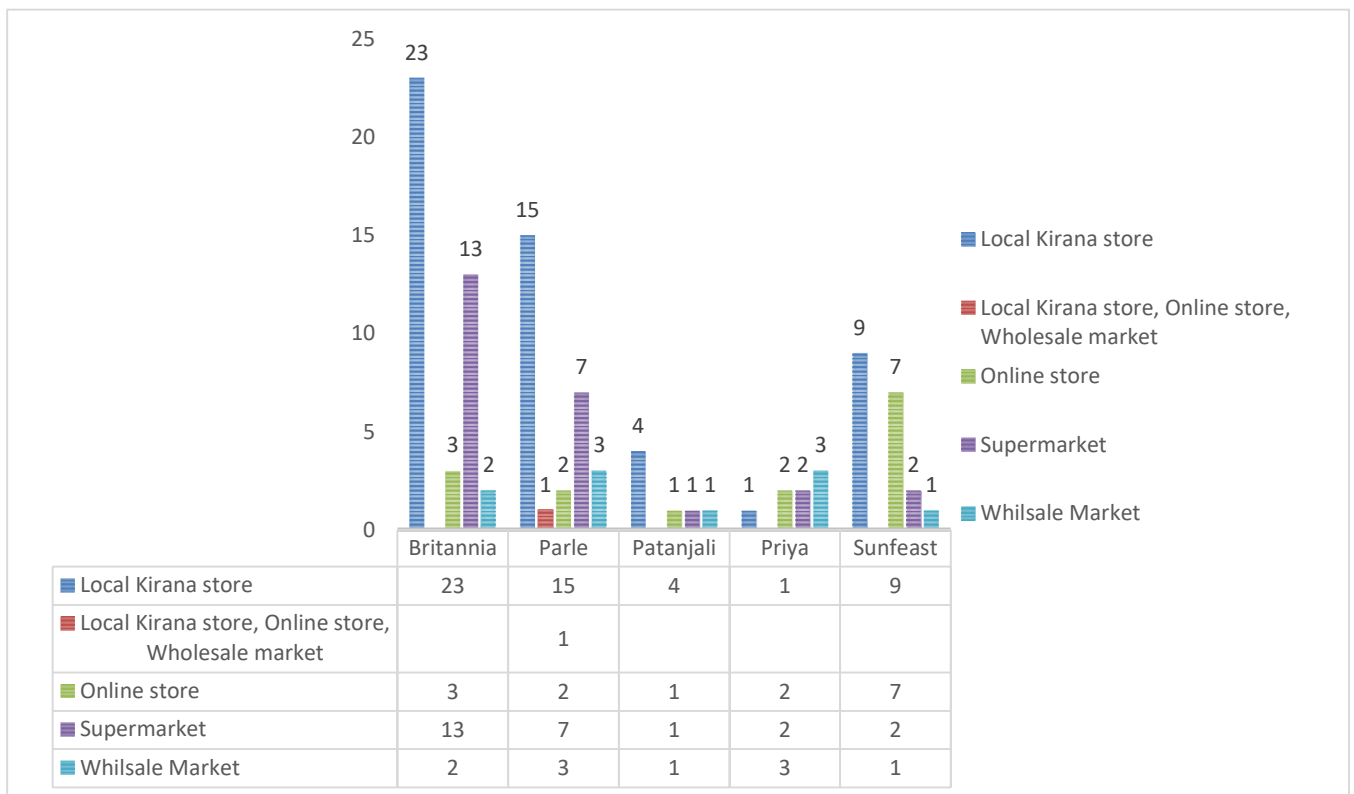


Figure 4. 2 Column Graph for Marie Biscuit Buying Location

Pivot Table 4. 3 Marie Biscuit Choice Factor

Marie Biscuit Brand Preference/Marie Biscuit Choice Factors							
Sr.No.	Company Name	Availability	Brand reputation	Price	Taste	Grand Total	Percentage
1	Britannia	2	2	5	32	41	39.80583
2	Parle	4	4	5	15	28	27.18447
3	Patanjali	0	3	1	3	7	6.796117
4	Priya	5	1	1	1	8	7.76699
5	Sunfeast	2	9	3	5	19	18.4466
Total	Grand Total	13	19	15	56	103	100

(Source: Primary data – Marie Biscuit Choice Factor)

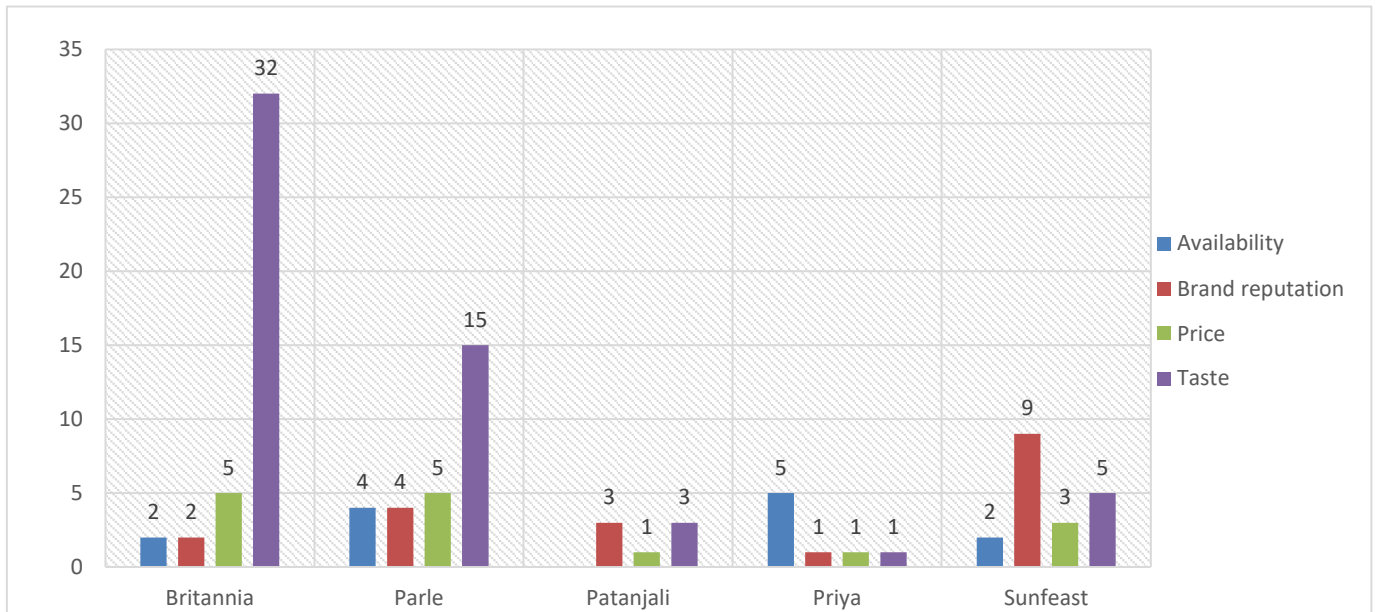
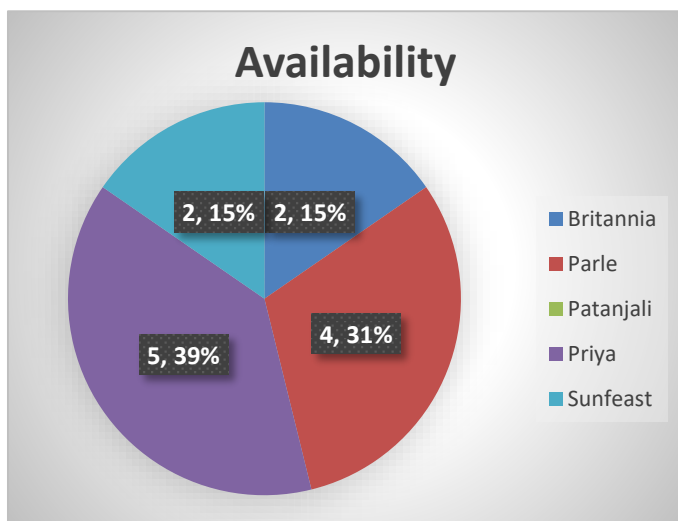


Figure 4. 3 Column graph for Marie Biscuit Choice Factor

Most Descending choice factor



Most Ascending choice factor

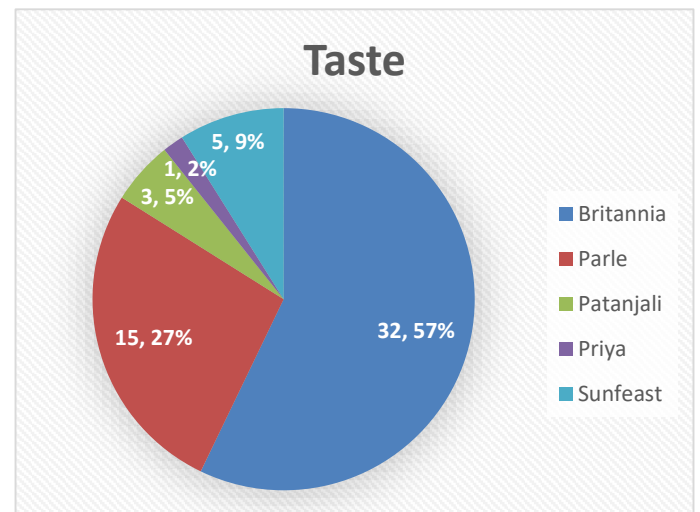


Figure 4. 5 Pie chart for Marie Biscuit Choice factor

Pivot Table 4. 4 Marie Biscuit Balanced Bites

Marie Biscuit Brand Preference/Marie Biscuit Balanced Bites							
Sr No.	Row Labels	Crispiness	Digestive benefits	Less sugar / healthy ingredients	Suitable with tea/coffee	Grand Total	Percentage
1	Britannia	8	5	16	12	41	39.8058
2	Parle	2	3	8	15	28	27.18447
3	Patanjali	3	1	1	2	7	6.796117
4	Priya	0	3	1	4	8	7.76699
5	Sunfeast	1	8	5	5	19	18.4466
Total	Grand Total	14	20	31	38	103	100

(Source: Primary data – Marie Biscuit Balanced Bites)

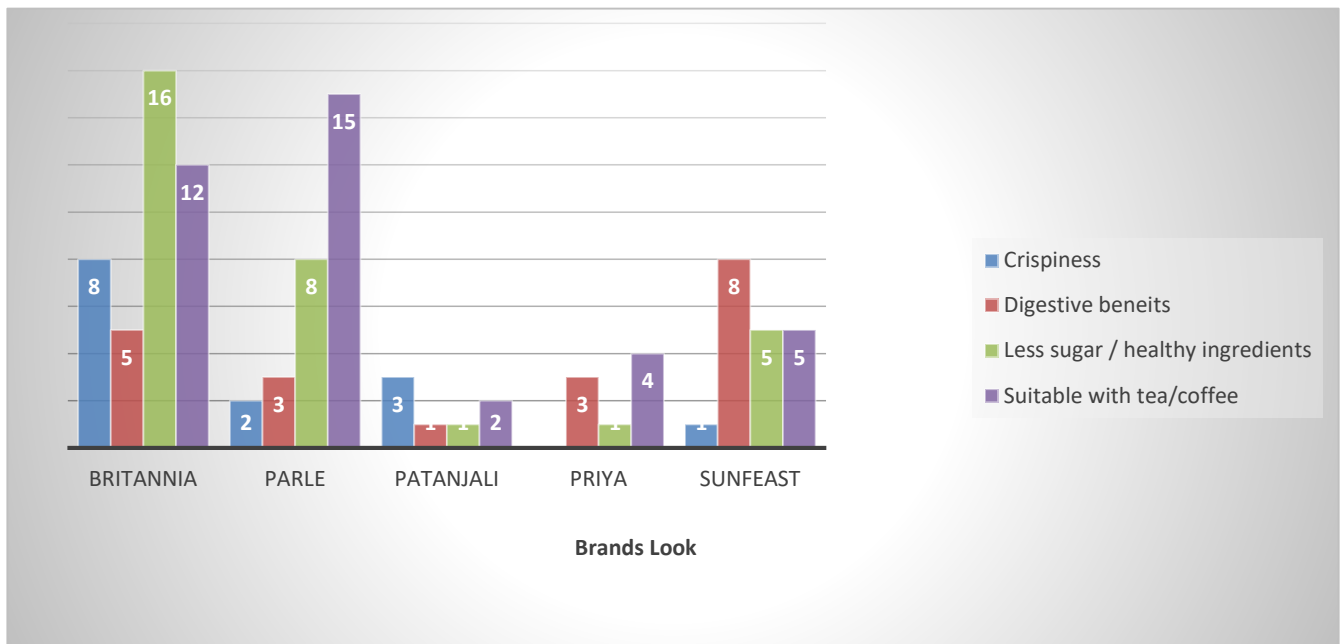


Figure 4. 4 Column graph for Marie Biscuit Balanced Bites

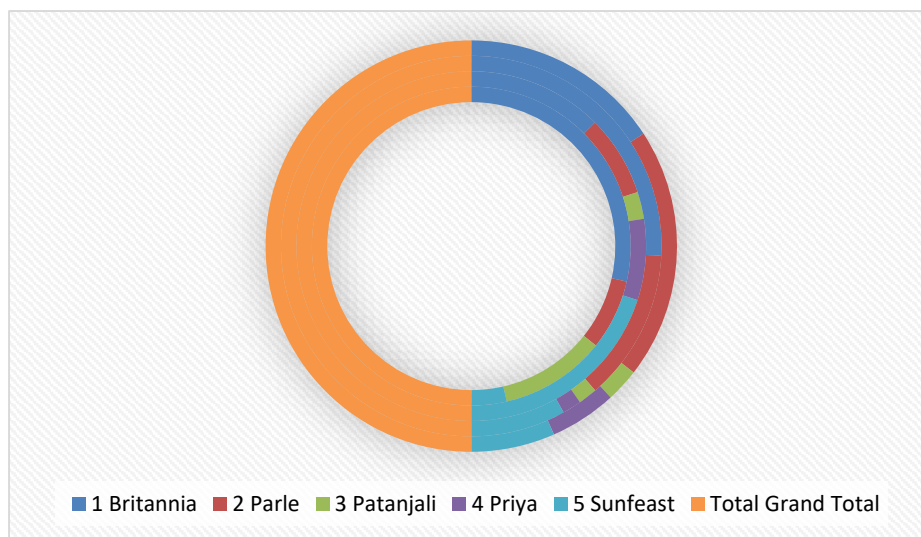


Figure 4. 6 Doughnut chart for Marie Biscuit Choice factor

Pivot Table 4. 5 Total Count Marie Biscuit Balanced Bites

Marie Biscuit Balanced Bites		
Sr.No.	Row Labels	Count look
1	Crispiness	14
2	Digestive benefits	20
3	Less sugar / healthy ingredients	31
4	Suitable with tea/coffee	38
5	Grand Total	103

(Source: Primary data – Total count of Marie Biscuit Balanced Bites)

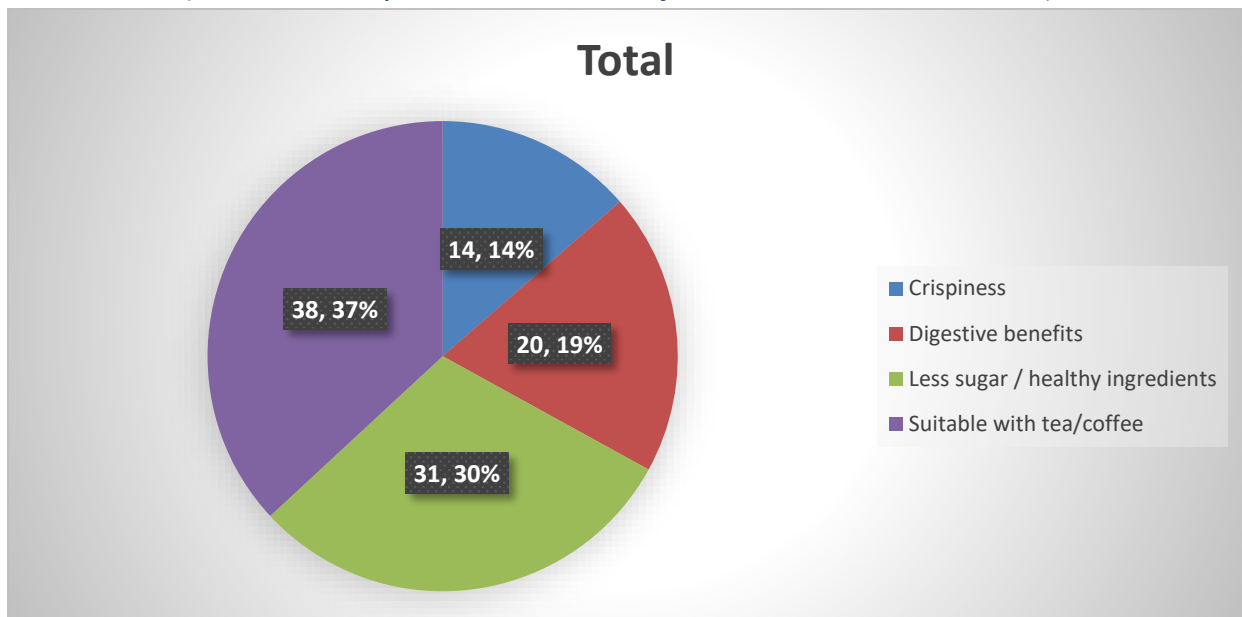


Figure 4. 7 Pie chart for Count of Marie Biscuit Balanced Bites

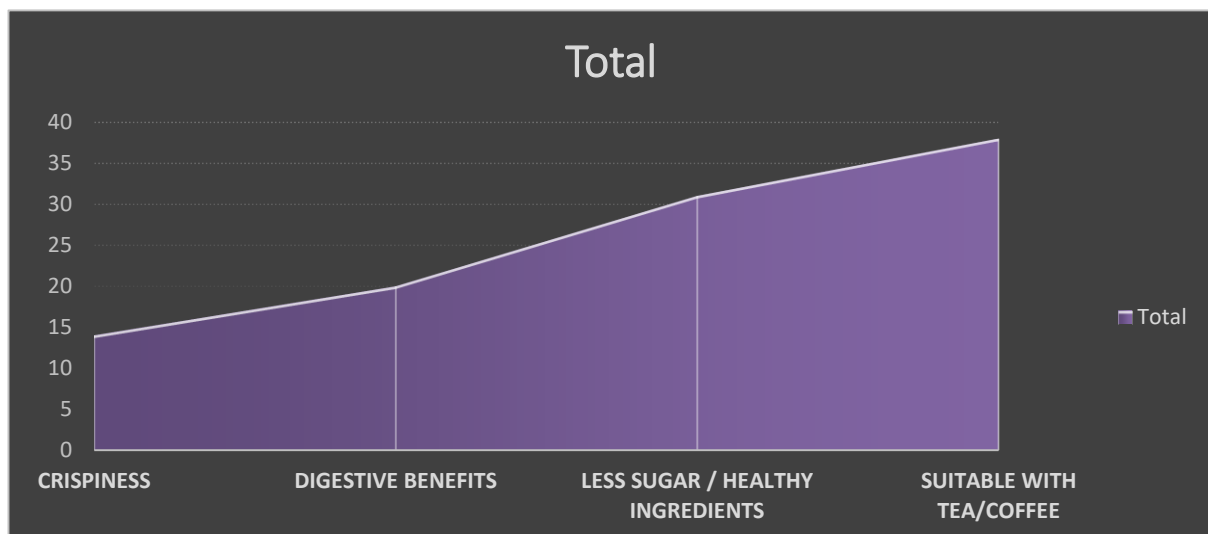


Figure 4. 7 Area chart for Count of Marie Biscuit Balanced Bites

Table 4. 6 Marie Biscuit Buy Most Preference

Marie Biscuit buy Most Preference	
Row Labels	Count Preference
Britannia	41
Parle	28
Patanjali	7
Priya	8
Sunfeast	19
Grand Total	103

(Source: Primary data - Marie Biscuit Buy Most Preference)

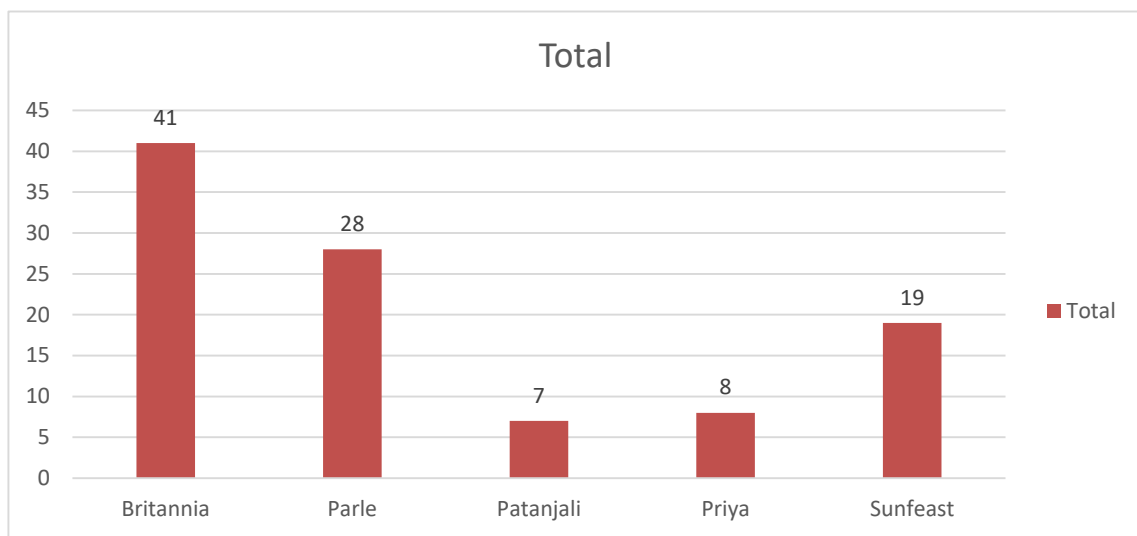


Figure 4. 5 Column graph for Marie Biscuit Buy Most Preference

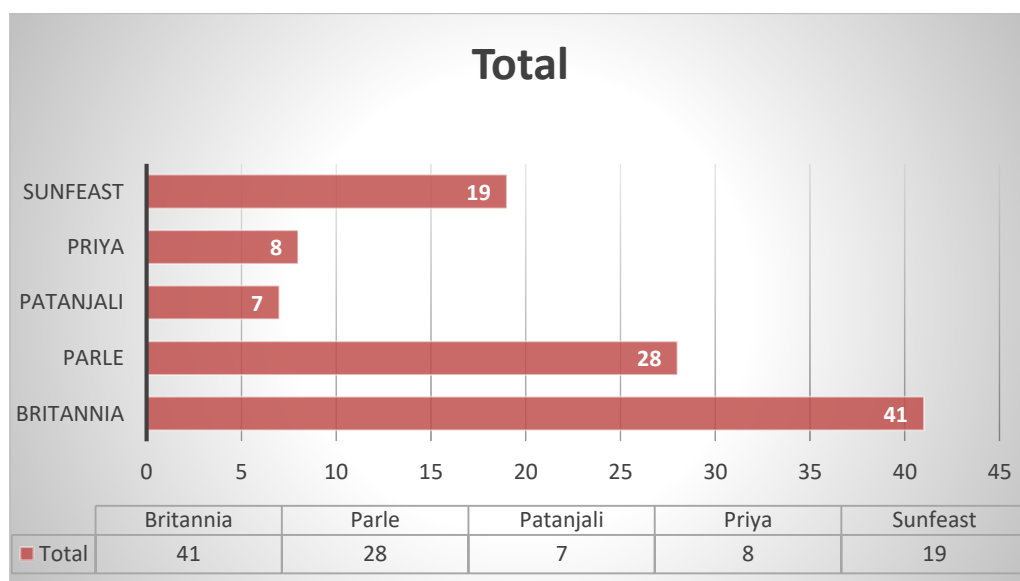


Figure 4. 6 Bar graph for Marie Biscuit buy Most Preference

Pivot Table 4. 7 Product Satisfaction Level

Product Satisfaction Level	
Age	Score
below 18 years	21
19-25 years	232
26-35 years	66
35 and above years	77
Grand Total	396

(Source: Primary Data- Product Satisfaction Level)

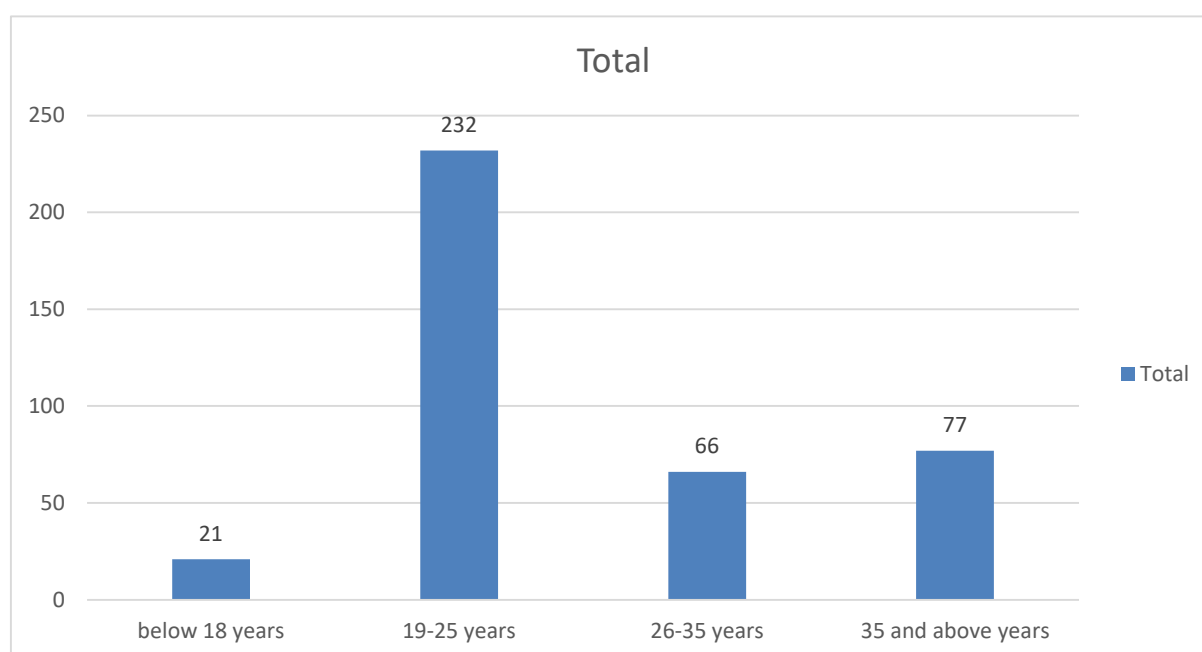


Figure 4. 7 Column Graph for product Satisfaction Level



Figure 4. 8 Pie chart for product Satisfaction Level

Chapter 5- Results / Findings & Suggestions

5.1 Identifying Key Issues:

- 1. Lack of Segment Specific Strategies:** Companies often use generalized marketing strategies that fail to resonate with specific consumer segments such as children, elderly, or health-conscious individuals.
- 2. Weak Brand Differentiation:** With similar packaging and pricing, brands like Parle and Britannia struggle to stand out in the crowded biscuit market.
- 3. Neglected Rural Segments:** Most campaigns are urban-focused, leaving a gap in rural market potential where consumption behaviour differs.
- 4. Low Customer Loyalty in Price-Sensitive Segments:** Consumers in lower-income brackets easily switch brands based on small price differences, showing low brand attachment

5.2 Propose Feasible Solutions

Problem Area	Feasible Solution	Expected Outcome
Low differentiation between brands	Create unique USPs (e.g., "Lightest Tea Biscuit", "High-Fiber Marie")	Stronger brand identity and loyalty
Price-based switching in rural markets	Introduce mini packs or bulk offers with loyalty points	Higher rural retention and sales
Underutilized rural advertising	Partner with local radio, community events, and kirana stores	Greater rural outreach and product familiarity
Health-conscious consumer demand	Launch sub-brand like “Marie Fit” with added health benefits	Capture premium and niche segments
Weak emotional engagement	Use storytelling ads around "tea-time moments with family"	Enhanced emotional connection and recall

5.3 Reflect on the Learning

- 1. Theoretical to Practical Application:** This project helped me bridge classroom knowledge with real-world challenges in FMCG marketing. Concepts like segmentation, targeting, and positioning came alive through market data and analysis.
- 2. Power of Business Analytics:** Using tools like Excel, I experienced how data can shape smarter business strategies and uncover hidden opportunities
- 3. Holistic Brand Building:** A successful brand needs more than a good product — packaging, pricing, promotion, and placement all work together, especially when driven by insights

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Questionnaire

Business analysis for market segmentation and its effect on marketing strategies with reference to Marie biscuit

- I am conducting survey on "Business analysis for market segmentation and its effect on marketing strategies with ref to Marie biscuit" To understand decision pattern of consumers."

Indicates required question

Q.1 Enter your name

Q.2 What is your age group?

- ☐ Below 18
- ☐ 19-25
- ☐ 26-35
- ☐ 35 and above

Q.3 Which brand of Marie biscuits do you buy most often?

- ☐ Britannia
- ☐ Parle
- ☐ Sunfeast
- ☐ Patanjali
- ☐ Priya

Q.4 What influences your choice of Marie biscuit brand the most

- ☐ Taste
- ☐ Price
- ☐ Brand reputation
- ☐ Availability

Q.5 Which packaging appeals to you the most?

- ☐ Simple and classic (Parle) 1
- ☐ Bright and modern (Sunfeast)
- ☐ Traditional and eco-friendly (Patanjali)
- ☐ Rich and premium look (Britannia)

Q.6 How often do you consume Marie biscuits? *

- ☐ Daily
- ☐ Few Times a Week
- ☐ Occasionally
- ☐ Rarely

Q.7 Where do you usually buy your Marie biscuits from?

- ☐ Supermarket
- ☐ Local Kirana store
- ☐ Online store
- ☐ Wholesale market

Q.8 Which of the following describes your income group?

- ☐ Less than ₹10,000/month
- ☐ ₹10,000–₹30,000
- ☐ ₹30,000–₹60,000
- ☐ Above ₹60,000

Q.9 Which brand do you think offers the best value for money?

- ☐ Parle
- ☐ Britannia
- ☐ Priya
- ☐ Patanjali
- ☐ Sunfeast

Q.10 What do you look for in a Marie biscuit?

- ☐ A lot
- ☐ Somewhat
- ☐ Not much
- ☐ Not at all

Q.11 How much does advertisement influence your biscuit brand choice?

- ☐ A lot
- ☐ Somewhat
- ☐ Not much
- ☐ Not at all

Q.12 From where do you belong?

- ☐ Urban
- ☐ Semi-Urban
- ☐ Rural

Q.13 which brand do you associate with quality ingredients?

- ☐ Britannia
- ☐ Parle
- ☐ Sunfeast
- ☐ Patanjali
- ☐ Priya

Q.14 Which brand do you think is most popular among your friends/family?

- ☐ Parle
- ☐ Britannia
- ☐ Priya
- ☐ Patanjali
- ☐ Sunfeast

Q.15 Which brand do you feel is healthiest?

- ☐ Priya
- ☐ Parle
- ☐ Patanjali
- ☐ Britannia
- ☐ Sunfeast

Q.16 How satisfied are you by consuming product?

☆	☆	☆	☆	☆
1	2	3	4	
