

A PROJECT REPORT
On
“CONSUMER PREFERENCE TOWARD ”
IN
“HALDIRAM PRODUCTS”
SUBMITTED TO HP UNIVERSITY SHIMLA



In Partial Fulfillment of the Requirement for the
Award of the Degree
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DECLARATION

I Akshay Sankhyan student of Swami **Vivekanand Govt. College Ghumarwin (H.P.)** have undertaken this report in my project under the Title **Consumer Preference Toward in Haldiram Products**. All the information in this report is my own and original and not copied from anywhere else. I hereby declare that I have done my work sincerely and accurately even then if any mistake or error had in it I am solely responsible for it.

SIGNATURE OF CANDIDATE

CERTIFICATE

This is to certify that the Project Report entitled “**Consumer Preference Toward in Haldiram Products**” for the award of the degree of Bachelor of Business Administration (**BBA**) from **Vivekanand Govt. College Ghumarwin (H.P.)**, is a record of project report carried out by **Akshay Sankhyan 6th Sem. , Roll No-5190350032** under my supervision and guidance , no part of this report has been submitted to any other Degree/Diploma and this report may be taken for evaluation.

Signature of Student

Signature of Guide

Signature of Coordinator (BBA)

Date :

Place : Ghumarwin

Acknowledgement

This research work report concentrates on investigating "Consumer Preference toward Haldiram's Products". The items of the work reported here have been carried out under the guidance of **Ms. Rajni Thakur**, assistant professor, BBA department SVGC Ghumarwin.

It has been a great pleasure and privilege for the investigation to **Ms. Rajni Thakur**, assistant professor, BBA department SVGC Ghumarwin, who conducts the present arduous, precious and challenging research under the supervision. The investigator takes this opportunity to express his sincere and deep sense of gratitude to the supervisor for his excellent spirit, suggestions and constant encouragement along with his kind and sympathetic attitude and efficient guidance from the beginning to the completion of this research. No explicit statement can be adequate for expressing the investigation deep indebtedness to learned supervisor.

I owe my success to my beloved father who always inspired me to complete this work.

The investigation is deeply grateful to the various respondents, domestic as well as foreign tourists, who have given me their valuable time for filling the questionnaires for my research study.

Last but not least, I am grateful to God, whose invisible support and blessings helped me to complete this project in time.

Akshay Sankhyan

Executive Summery

The research study "Consumer preference toward Haldiram's Products" is conducted in the Bilaspur district of Himachal Pradesh. In order to conduct this research study the responses were taken from 80 respondents. The main objectives behind study were the consumer behavior towards the quality, availability, price and other aspects of various snacks brands, to know the market share of various snacks brands, and to know the consumer preference towards various snacks brands.

The present study is mainly based on primary data, but both primary and secondary sources of data are used for the purpose of the study. Here the simple random methods were applied to collect the data. In order to analyse the data researcher has used the mathematical tools such as simple percentage method.

In this research study the researcher has found that the market share of Haldiram's snacks is maximum in Bilaspur market in comparison to other brands. It is due to the taste of the snacks and affordable price of the brand. In order to increases the sale in this particular district the various companies of snacks have to think upon the taste, price and packaging of their products. The quality the product matters more in case of eatable products, so the various snacks makes should focus on the quality part of the product. If we talk about the packaging, then the packaging of the products should be attractive to the customers.

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Chapter - I

Introduction, Importance and Significance

Background of the Study

Consumer behaviour and buyer behaviour :-Consumer behaviour is seen to involve a complicated mental process as well as physical activity (purchase decision). Consumer behavior is a decision process and physical activity individuals engage in when evaluating, acquiring, using or disposing of goods and services.

Consumer Behavior reflects the totality of consumers' decisions with respect to the

Acquisition, consumption and disposition of goods, services, time and ideas by (human) decision making units.

Buyer Behavior particularly is the study of decision making units as they can buy for themselves or others. Thus, buying behavior particularly involves collective response of buyers for selecting, evaluating, deciding and post purchase behavior. Buyer behavior is the study of human response to services and the marketing of products and services. Buyer behavior researches continuously investigate a broad range of human responses including human affective, cognitive and behavioral responses. The buying behavior and purchase decisions are need to be studied thoroughly in order to understand, predict and analyze critical market variations of a particular product or service. The field of consumer behavior is the broad study of individuals, groups or organizations and the process they use to select, secure and dispose of products, services, experiences or ideas to satisfy needs and the impacts that these processes have on the consumer and society. Consumer behavior studies are based on the buying behavior of final consumers- individuals and households who buy goods and services for themselves. The collective behavior of consumers has a significant influence on quality and level of standard of living.

The process and activities people engage in when searching for, selecting, purchasing, using, evaluating and disposing of products and services so as to satisfy their needs and desires. The activities directly involved in obtaining, consuming and disposing of products and services, including the decision processes that precede and follow these actions.

The American Marketing Association (AMA) defines consumer behavior as "The dynamic interaction of cognition, behavior and environmental events by which human beings conduct the exchange aspect of their lives.

Consumer behavior is "The study of individuals, groups, or organizations and the processes they use to select, secure, use and dispose of products, services, experiences, or ideas to satisfy needs and the

impacts that these processes have on the consumer and society.” Behavior occurs either for the individual, or in the context of a group or an organization.

Application of consumer behavior:-

The study of consumer behavior deals with basic questions related to buying such as: what we buy, why we buy and how we buy. The study of consumer behavior makes us aware of the subtle influences that persuade us to use the product or services of our choices we do. For understanding consumer behavior, implementation of consumer behavior theories and verification of applications of such theories is necessary. Consumer behavior is simple a large subset of larger field of human behavior and an extended field of marketing attracting researchers and marketers from past few decades.

Four main applications of consumer behaviour are, the most obvious application of consumer behaviour is for deriving marketing strategy. New products initially adopted by a few consumers and spread gradually to the rest of the population later. The companies that introduce new products must be well financed so that they can stay afloat until their products become a commercial success. It is also important to please initial customers, since they will

In turn influence many subsequent customers” brand choices.

Concepts and dimensions of consumer behaviour :-

Consumer behaviour is an interdisciplinary science and relatively emerged as a new field of study in the mid to late 1960s. This new discipline is borrowed heavily from concepts developed in other scientific disciplines such as applied psychology, social psychology, cultural anthropology, economics and econometrics. Therefore, it is crucial to discuss various dimensions of consumer behaviour in the context of Indian consumer.

- a) **Consumer Needs and Motivation:** Consumer needs are the bases of all modern marketing. The key to a company's survival, profitability and growth in a highly competitive environment is its ability to identify and satisfy unfulfilled consumer needs Marketers do not create needs though in some instances they may make consumer more keenly aware of unfelt need. Motivation can be described as the driving force within individuals that impels them to action.

The driving force is produced by a state of tension exists as the result of an unfilled need. Motivation is a need-induced tension which exerts a “push” on the individual to engage in behaviour that he expects, will gratify needs and thus reduce tension.

Individuals strive both consciously and subconsciously to reduce this tension through behaviour that they anticipate will fulfill their needs. Consumer motivation is dynamic in nature because their wants are frequently changing.

- b) **Consumer Psychographics:** Marketing practitioner and consumer researchers refer Psychographics as lifestyle analysis or AIO (activity, interest and opinions) research.

Consumer specific psychographics researches are related to consumer personality, buying motives, interests, attitudes, beliefs and values. Services specific psychographics researches are related to product attributes such as consumer responses about products, brands or a specific consumption situation.

Consumer perception: Perception is defined as the process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent manner. Stimuli are sensory inputs include services, packages, brand names, advertisements and commercials. Sensory receptors are the human organs that receive sensory inputs. Sensation is the immediate and direct response of the sensory organs to simple stimuli.

Learning and consumer involvement: Consumer learning is the process of acquiring the knowledge related to purchase and consumption information.

Consumer attitudes: Attitudes are expression of inner feelings that reflects whether a person is favorably or unfavorably predisposed to some object, person or event. As an outcome of psychological process attitudes are not directly observable but must be inferred from what people say or do.

- c) **Demographic Factors:** Demographics describe a population in terms of its size, distribution and structure. Demographics influence buying behaviour both directly and indirectly by affecting other attributes of individuals such as their personal values and decision styles. There are contradictory conclusions about the effect of age, income and gender for a particular service.

Age, age-groups, education level, income, occupation etc. serves as various dimensions of demographics. In India additional factors such as religion, social denominations, caste, age, family background, regional disparities in states, linguistic difference, regional perception of

class factor and the degree of impact of these factors in affecting the social status, all play crucial role in determining the social status of an individual.

- d) **Economic Factors:** Wealth, home ownership, number of earning members in a family, household income, expenditure, rate of interest, inflation, economic conditions and investment pattern are some of the economic factors have strong influence on consumer purchase decision.
- e) **Communication and Consumer Behaviour:** Communication is the transmission of messages from a sender to a receiver by means of signals of some sort sent through a channel. There are four basic components of all communications: a source, a destination, a medium and a message. There are two types of communication to which a consumer is exposed interpersonal communication and impersonal (or mass) communication.
- f) **Socio-cultural Factors: Consumer in a group and consumer reference groups:** A group may be defined as two or more people who interact to accomplish similar goals. Consumer relevant groups are family, friends, formal social groups, shopping groups, consumer action groups, work groups, references groups etc. Four basic functions provided by the family are relevant to consumer behaviour these include; economic well-being, emotional-support, suitable family lifestyles and family-member socialization. Sociologists and researchers have strongly favoured the concept of Family Life Cycle (FLC) - a way to classify family units into significant groups. FLC is a strategic tool for marketers to segment families in terms of a series of stages spanning the life course of a family unit. Traditional family life cycle stages are bachelorhood, honeymooners, parenthood, post parenthood and dissolution.

Consumer and their social classes: Social class is defined as the division of members of a society into a hierarchy of distinct status classes so that members of each class have relatively the same status and members of all other classes have either more or less status. Social class is measured in terms of social status of its members and comparison of members of each social class with other social classes. Some of the variables of the social class are occupation, income, educational level and property ownership etc.
- g) **Culture and consumer behaviour:** Culture is a sum total of learned beliefs, values and customs that serves to direct the consumer behaviour of a particular society. Subculture can be thought as a distinct cultural group that exists as an identifiable segment within a larger and more complex society.

Conceptual Framework

Consumer preferences :-The underlying foundation of demand, therefore, is a model of how consumers behave. The individual consumer has a set of preferences and values whose determination is outside the realm of economics. They are no doubt dependent upon culture, education, and individual tastes, among a plethora of other factors. The measure of these values in this model for a particular good is in terms of the real opportunity cost to the consumer who purchases and consumes the good. If an individual purchases a particular good, then the opportunity cost of that purchase is the forgone goods the consumer could have bought instead.

We develop a model in which we map or graphically derive consumer preferences. These are measured in terms of the level of satisfaction the consumer obtains from consuming various combinations or bundles of goods. The consumer's objective is to choose the bundle of goods which provides the greatest level of satisfaction as they the consumer define it. But consumers are very much constrained in their choices. These constraints are defined by the consumer's income, and the prices the consumer pays for the goods.

We will formally present the model of consumer choice. As we go along, we will establish a vocabulary in order to explain the model. Development of the model will be in three stages. After a formal statement of the consumer's objectives, we will map the consumer's preferences. Secondly, we present the consumer's budget constraint; and lastly, combine the two in order to examine the consumer's choices of goods.

The theory of the consumer :-Consumer makes decisions by allocating their scarce income across all possible goods in order to obtain the greatest satisfaction. Formally, we say that consumers maximize their utility subject to budget constraint.

Utility is defined as the satisfaction that a consumer derives from the consumption of a good. As noted above, utility's determinants are decided by a host of non-economic factors. Consumer value is measured in terms of the relative utilities between goods. These reflect the consumer's preferences.

Theory of consumer preferences :-Consumer preferences are defined as the subjective (individual) tastes, as measured by utility, of various bundles of goods. They permit the consumer to rank these bundles of goods according to the levels of utility they give the consumer.

Organization Profile



Introduction :- For more than a period spanning six and a half decades, the Haldiram's Prabhuji had emerged as household name for ready to eat snacks foods in India. It has come a long way since its humble beginning as a small shop in Bikaner, in Rajasthan. The group has presence not only in India but several countries around the world.

Haldiram's Prabhuji was always conscious of the need to satisfy customers in order to grow their business. The company offered wide variety of traditional Indian sweets and snacks at competitive prices that appealed to people belonging to different age group.

Haldiram's Prabhuji is the first company in India to brand "namkeens". Haldiram's Prabhuji also pioneered new ways of packing namkeen and its packaging techniques increased the shelf life from less than a week to more than six months. The group was the first company in India to open restaurant offering traditional Indian snacks food items such as "papedichat", "pav bhaji", "puchkas", etc.

Haldiram's, since the very beginning, had been renowned for quality products. The company uses the best available technology in all its manufacturing facilities in India.

Background :- Ganga Bishan Agarwal alias "Haldiram" expertising in his skill of making Bhujia opened a small shop in Bikaner, a small district in Rajasthan. Bikaner had a large number of sweet and snacks shop selling sweets and namkeens. "Bhujia" prepared by Ganga Bishan, was very popular among the residents of Bikaner and was also purchased by the tourists coming to Bikaner.

It was his somn Rameshwer Lal Agarwal who brought the family tradition of bhujia making for the first time in Calcutta vim early 1950s and his son Parch Shankar Agarwal expanded the

business by establishing a small manufacturing unit for sweets and namkeens and commercialized the Brand “Haldiram’s” dedicated to his Grandfather in the year 1958.

Prabhu brought a renaissance in his modernization in his trade, implementing new ideas and presenting his father’s efforts a Glory.

The increased demand of mouthwatering delicacies, has initiated Haldiram’s to enhance production capabilities. To meet the demand, regular exports are being made to almost all the countries of the world including USA, Canada, UK, Singapore, Australia, Thailand, Taiwan and many others in the best of taste and packaging.

Haldiram’s was able to achieve significant growth during 1980s. An article posted on the website apeda.com quoted some of the company’s strength, “To sustain in the market, Haldiram’s has endeavored stress on its product quality, packaging, shelf life, competitive price with a special emphasis on consumers satisfaction and its lightening taste is amongst the best available in the world.”

Products :- Haldiram’s offers a wide range of products to its customers. The product range includes :-

Ready to Eat Snacks like Bhujia, Khatta Meetha Mixture, Chat Patta Mixture, Nut Crackers, Navratan Mixture, Panchratan Mixture etc.

Indian sweets like Soon Papdi, Rasgolla, Gulab Jamun, Kaju Barfi, Laddu etc.

Sypups like Orange, Rose, Thandai, Badam, etc.

Pickeles like Mango Pickle, Mixed Pickle, Green Chilly Pickle, etc.

Papads

More than 250 varieties of sweets and namkeens are manufactured with over 1000 SKUs. In the state level the company also manages multi cuisine restaurants business.

Market :- Haldiram’s main tarhet segments have been 18-35 yrs of age basically the middle class people. Haldiram’s never targeted the niche market with the higher income group but always made sure the standards are maintained in quality and packaging. Being a snack the basic segmentation in the market doesn’t persist.

Haldiram's products are for all occasion and can be eaten any time with anything and anywhere. To tap the local clientele the brand came up with exclusive showrooms in the state where the factory are there. This gives an excellent mouth of publicity to the brand.

Operations :- The company has three factories at Singur in the district of Hoogly, VIP Road in the district of 24 Parganas (N) and the one is at Alampur in the district of Howrah and all the three factories are in the state of West Bengal. The company has a developed and strong distribution network to ensure the widest possible reach for its products in India as well as overseas. From the manufacturing unit, the company's finished products are passed to carrying and forwarding agents (C&F Agents) and from them it is passed to distributors who further distribute to the retail outlets. The company has approximately 100 to 175 C&F agents and over 325 distributors. The company caters to 1.2 million retail outlets.

Apart from distribution network, the company has 6 exclusive retail showrooms, which help in reaching the consumer directly and it also helps in gaining word of mouth publicity. The company also operates in the franchisee manner having more than 35 numbers in Kolkata.

Apart from exclusive showrooms owned by Haldiram's, the company also offers its product through supermarkets, sweet shops, provision stores, general stores, bakeries and ice cream parlors. The products are also placed in railway stations and bus stations.

Haldiram's products are exported to almost all the countries of the world including USA, Canada, UK, Singapore, Australia, Thailand, Taiwan and many other countries.

The product is also offered through internet. The company has tied up with indiatimes.com, a website owned by Times of India group to sell its products over the internet.

Mission :- Review, Recreate and Rediscover the trend of Healthy Eating and Innovate and Invent fresh new methods to Nurish and Delight everyone we serve.

Vision :- Be the Trend Setter in the field of Healthy and Tasty Eating to achieve a Sustainable Growth this will bring about an overall upliftment of the organization, its People and the Society.

Goal :- To provide our customers Perfect Taste and Quality in the Best of Packaging

Chapter - II

Research Methodology

Research Design

Literature Review :-

1. Venkateshwaralu *ET.AL*, (1987) conducted a study² to analyse the buyer behaviour towards snacks. They have concluded that consumers generally prefer packed snacks when compared to unpacked ones. It was also found that children are the major influencers in decision making while purchasing snacks, though parents are equally involved. Besides, the study revealed that 76 percent of the respondents purchase snacks at least once in a week. It was concluded that the marketers have to give considerable importance to taste, freshness and brand name of snacks as they largely affect the decision making process of consumers.
2. Mittal and Kamakura (2001) also address the link between satisfactions and repurchase behaviour. Their major findings indicate that despite identical rating on satisfaction, due to respondent characteristics such as age, education, marital status, sex and area of residence, significant difference was observed in repurchase behaviour. Over the past decade, retailers use manufacturer brands to generate consumer interest, patronage and loyalty in a store.
3. Bed Nath Sharma (2008) studied²³ the branding, packaging and labelling of new consumer products in Nepal. The paper focused on existing practice of branding, packaging and labelling of new products in consumer product manufacturing units. The study method was Descriptive presentation of facts collected through questionnaire survey concerned with different types of consumer products (so ap, snacks, noodles and cigarettes). The study further investigated the consumer product packaging and labelling status in manufacturing units.
4. Dr. M. Arutselvi,(2012), "A Study On Consumers' Preference Towards Various Types Of Britannia Snacks In Kanchipuram Towns". The topic deals with the study of consumer behaviour towards Britannia Snacks. The consumer behaviour varies from brand to brand on the basis of quality, quantity, price, taste, advertisement etc. It is concluded that the market study on snacks at Kanchipuram town as helped to know the status of snacks. It has revealed the requirements of the taste of the consumer.
5. Jegan, A. and Dr. Sudalaiyandi, S.(2013) A study on consumer buying behaviour towards various types of Sun feast (ITC) snacks in Kovilpatti is conducted to know the consumers'

preferable taste, awareness about various brands, about the choice and their frequency of preference, satisfaction of Sun feast Snacks. The result of the study shows that Sun feast snacks have a good market share in Kovilpatti city.

Need for Study

The preferences of the consumers are a positive motivation, expressed by the affective compatibility towards a product, service or trading form. We're not dealing with an internal bodily function, but a quality of objects that aims to fulfill our needs, quality acquired within the connection between man and the merchandise able to fulfill these needs.

Preferences can be triggered by: the features related to the material substance of the goods (shape, size, print, taste, colour, consistency, package, etc.); elements referring to label, name, use instructions that accompany the product; the statute granted to the person owning and using that particular product. Preferences are the result of a long-term relationship between the brand and the consumer, as the latter learns to associate the brand with a symbol and perceive it as having high quality. Following these deep connections created over the course of time, a strong emotion is developed which lies on the basis of preferences, remaining present even in the absence of the friendly symbol or of any other component feature.

Although a hardly comprehensible concept, it has been demonstrated that the consumers' preference can be measured effectively, and that their study can provide a more thorough understanding on the choices consumers make, when they decide to select a particular offered as against the other, or even when they decide to continue the relationship with the offered in time. Additionally, conducted studies have established various concepts related to the preference, such as the concept of the formed preference which underlines the idea that the consumers' preferences are not better defined, but rather formed along the process of choosing, a constructive point of view which suggests that different tasks and contexts highlight different aspects of the options, the consumer concentrating on different considerations leading to inconsistent decisions.

After determining consumer preferences towards a brand, the producer may take the following measures, with a view to increase preferences for that brand: change the product; change beliefs concerning the brand; change beliefs concerning the competing brands; change the importance of features; attract attention towards neglected features; change the consumers' ideals.

In addition, in order to attract consumers' preferences towards their own brands, producers and retailers may chose the option of “renting” those brands having won the preferences of consumers (names or symbols previously created by other producers, names of celebrities, names of movie characters etc).

Scope of the Study

The scope of the study defines the area of the study where the research work is carried out. This research study is related to the consumer preference towards various snacks brands. The research study is conducted in Bilaspur district of Himachal Pradesh in the month. In this survey the researcher has taken the responses from various people who prefer to eat snacks.

In this research, an attempt is made to study the views of towards various snacks brands. An attempt is made to know about their responses about the quality, taste and various aspects related to snacks brands.

Statement of the Problem

"A comparative study of various snacks brands"

Objectives of the Study

The objectives of the present study were as follows :-

- ☐ To study the consumer behaviour towards the quality, availability, price and other aspects of various snacks brands.
- ☐ To know the market share of various snacks brands.
- ☐ To know the consumer preference towards various snacks brands.

Research Methodology

A proper and systematic research methodology is followed in the study the consumer preference about various snacks brands. Research methodology of the present study includes the brief description about; sources of data, sampling design along with tools and techniques used for analysis and interpretation of the data. Firstly, sources of data used for the present study is elaborated in which process of drafting the questionnaire, pretesting and finalization along with other sources to collect the data is discussed.

The process of selecting sample for the present study is highlighted in sample design. Under the head ' statistical tools used for analysis ', different tools and techniques used for analysing and interpretation of the data collected are discussed which highlights the procedure of analysing and interpretation in the present study . Research Methodology for the present study is as follows :-

Type of study :-Descriptive study

Sources of data collection :- Primary and secondary sources

Sampling Design :-Sample size - 80

Sampling technique - Simple Random Sampling

Statistical Methods used for analysis and interpretation :-
Simple Percentage Method.

Sources of Data Collection

The present study is mainly based on primary data, but both primary and secondary sources of data are used for the purpose of the study. Primary data are those which are collected for the first time and are original in character. Among the various methods for primary data collection; questionnaire, personal interview, scheduling and observation methods have been applied.

Secondary data means data that are already available or collected and analysed. To understand the consumer behaviour and to gather the related information related to the research various reliable secondary sources such as books, magazines, reports, and publications of various associations as well as other published statistics, information is gathered with due precautions to make it suitable and adequate.

The following steps have been taken for the collection of primary data :-

A. Development of questionnaire :- For the present study, the questionnaire is developed keeping in view the objectives of the study. A list of questions is prepared to construct the questionnaire. The questionnaire comprises the basic demographic profile of the respondents and different questions related to the research study.

B. Pre - Testing of questionnaire :- For the purpose of the questionnaire pre - testing, five questionnaires is given to different individuals and problems that they have faced related to the questionnaire, are asked to them. On the bases of their views, the essential editing and modification is made before the finalization.

C. Finalization of the Questionnaire :- On the bases of pre - testing the final questionnaire is framed. Complex sentences have been changed into simple form; some questions which are deemed to be unnecessary, have been removed; and the questions which arising conflict have been changed accordingly; these were some changes which are made while finalizing the questionnaire.

Direct personal interview and observations :- For collecting the data, direct personal interview method has been applied. For this purpose, face to face contacts with various respondents has made from who the data is to be obtained. Any doubt or query of the respondents related to the questionnaire is solved at the same time. Any irrelevant information from the respondent's responses is made relevant through observation method.

Sampling Design

Sampling is a mean of selecting a subset of units from a target population for the purpose of collecting information. This information is used to draw inferences about the population as a whole. The subset of units that are selected is called a sample.

Sample Size :-In the present research study the data is collected from 80 respondents.

Sampling Technique :- In the present research study, the data was collected by using simple random sampling techniques. The simple random sampling refers to any sampling method where every unit of population have an equal chance to be selected

Statistical Tools for Analysis

After collecting the data from primary sources, the data has been classified in the desired manner for analysis and interpretation consisted with the objective of the study. The analysis and interpretation of such data has been done with the help of different mathematical and statistical tools. For the present study various tools and techniques used are as follows :-

Mathematical Tools :-In present study, mathematical tools are used to represent the data recorded in tabulation form, under which simple percentage method is used for the purpose.

- Simple Percentage Method :- Simple percentage method is used to express the amount of responses given by respondents for different variables used. Percentage is calculated as :

$$\text{Percentage} = (\text{Number of Responses} \div \text{Total Frequency}) \times 100$$

Limitations of the Study

In order to know the reliability of the study, it become necessary t know about the limitations and difficulties faced during the study is conducted, which limits the outcomes of the study. The following are some limitations of the present study :-

1. The study is conducted in Bilaspur district of Himachal Pradesh only. The other districts were not included in the study.
2. The study is based on the primary data which has been collected from the respondents; therefore the results might have been affected by sampling error.
3. To study consumer preference and consumer behaviour requires a depth study, but in the present study keeping in the view the time constraint, it has been decide to restrict the study the preference only.
4. Sometime respondents were not willing to fill up questionnaires with full heart due to lack of time, awareness of the research area and many other reasons.
5. Inadequate, irrelevant and ambiguous responses and information cannot be avoided.

Chapter - III

Data Analysis and Interpretation

Data Analysis and Interpretation

This Chapter forms the crux of the study and in this the data has been analysed manually. In this chapter an attempt is made to cover demographic features of respondents and to meet out the objectives. This chapter includes the various tables which contains the information related to the research.

Table:- Demographic Profile of respondents (N = 80)

Items	Particulars	Frequency	Percentage
I. Gender	Male	60	75
	Female	20	25
II. Age (years)	10–20	10	12.5
	21–35	50	62.5
	36–50	15	18.75
	51 and Above	05	6.5
III. Educational Level	Illiterate	06	7.5
	Under – Metric	10	12.5
	Matriculate	06	7.5
	Higher Secondary	06	7.5
	Graduation	40	50
	Post-Graduation	06	7.5
	Any Other	06	7.5
IV. Profession	Unemployed	47	58.75
	Govt. Employee	15	18.75
	Pvt. Employee	08	10
	Self – Employed	07	8.75
	Other	03	3.75
V. Income Level (Lakhs)	1.1 - 3 Lakhs	62	77.5
	3.1 - 6 Lakhs	10	12.5
	6.1 - 10 Lakhs	08	10
	10.1 and Above	0	0

I. GENDER:-

Items	Particulars	Frequency	Percentage
1. Gender	Male	60	75
	Female	20	25

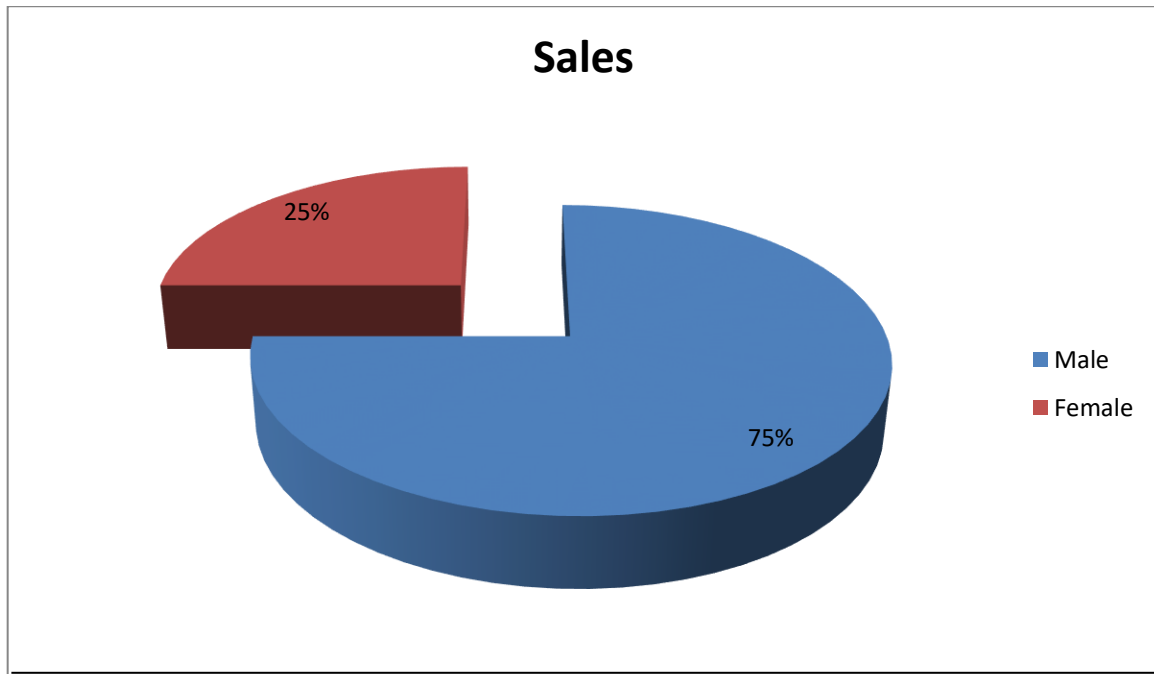
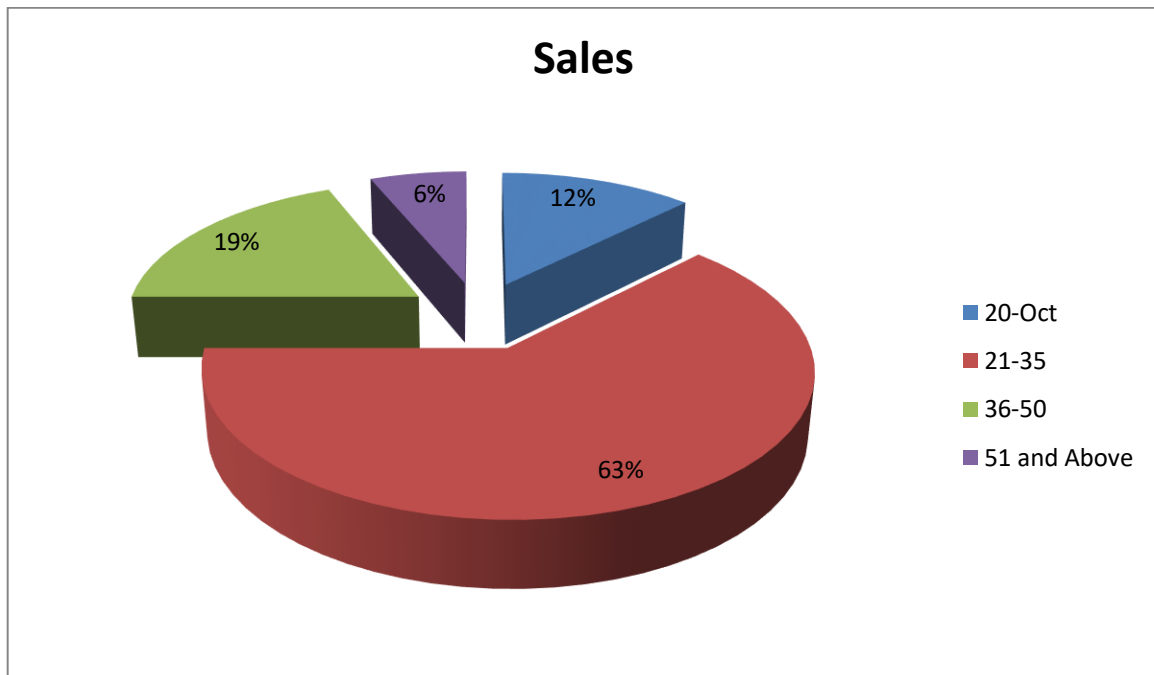


Table makes clear that out of 80 respondents, male were 75% and female were 25 %

II. Age (Years)

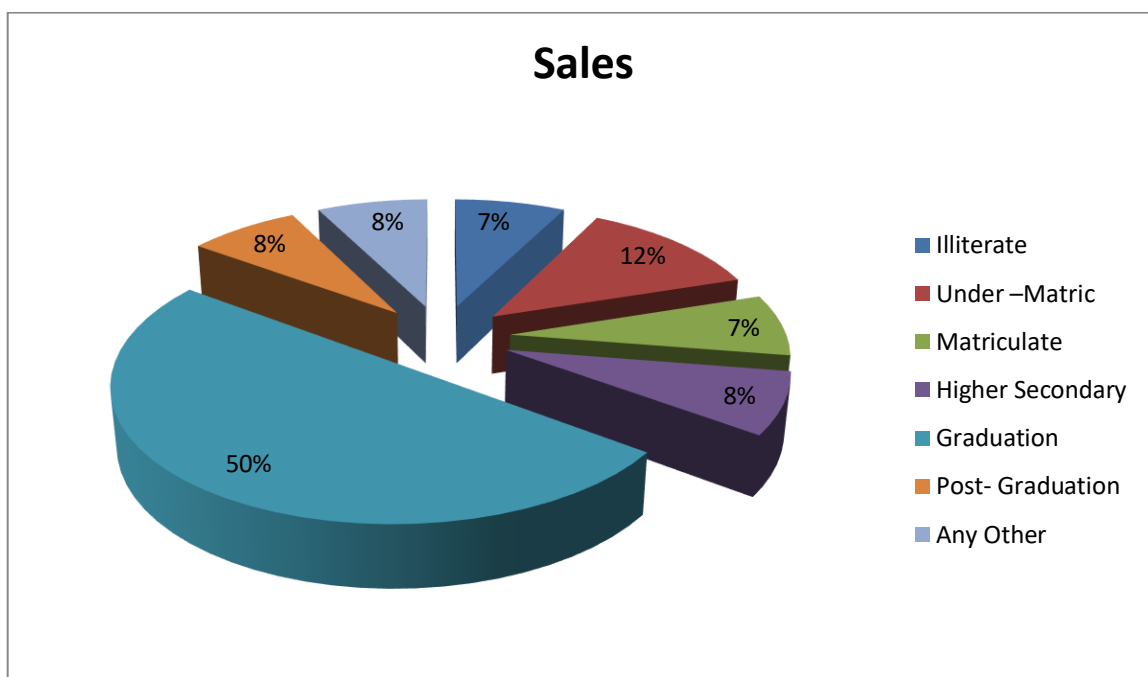
Particulars	Frequency	Percentage
10-20	10	12.5
21-35	50	62.5
36-50	15	18.75
51 and Above	05	6.5



The age group of 10 - 20 (12.5%), 21 - 35 (62.5%), 36 - 50 (18.75%), and 51 year and above (6.25%) respondents.

III. Education level:

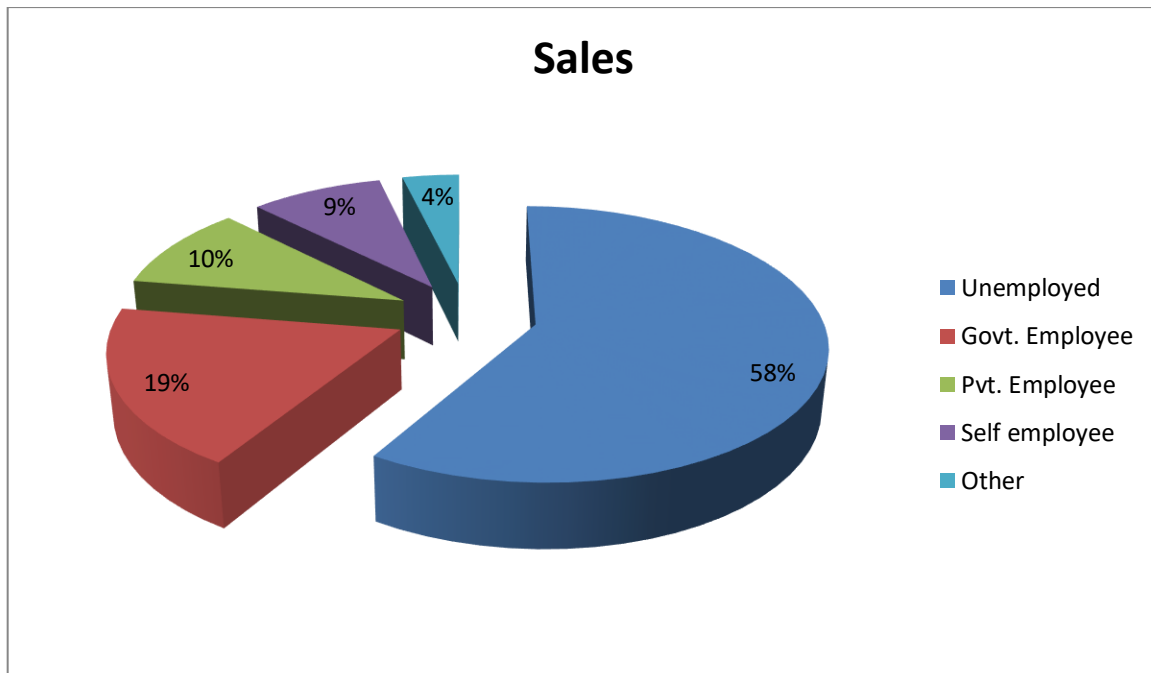
Particulars	Frequency	Percentage
Illiterate	06	7.5
Under –Matric	10	12.5
Matriculate	06	7.5
Higher Secondary	06	7.5
Graduation	40	50
Post- Graduation	06	7.5
Any Other	06	7.5



Out of 80 respondents, illiterate (7.5%), under - metric (12.5%), matriculate (7.5%), higher secondary (7.5%), graduate (50%), post graduate (7.5%) and any other (7.5%).

IV. Profession:

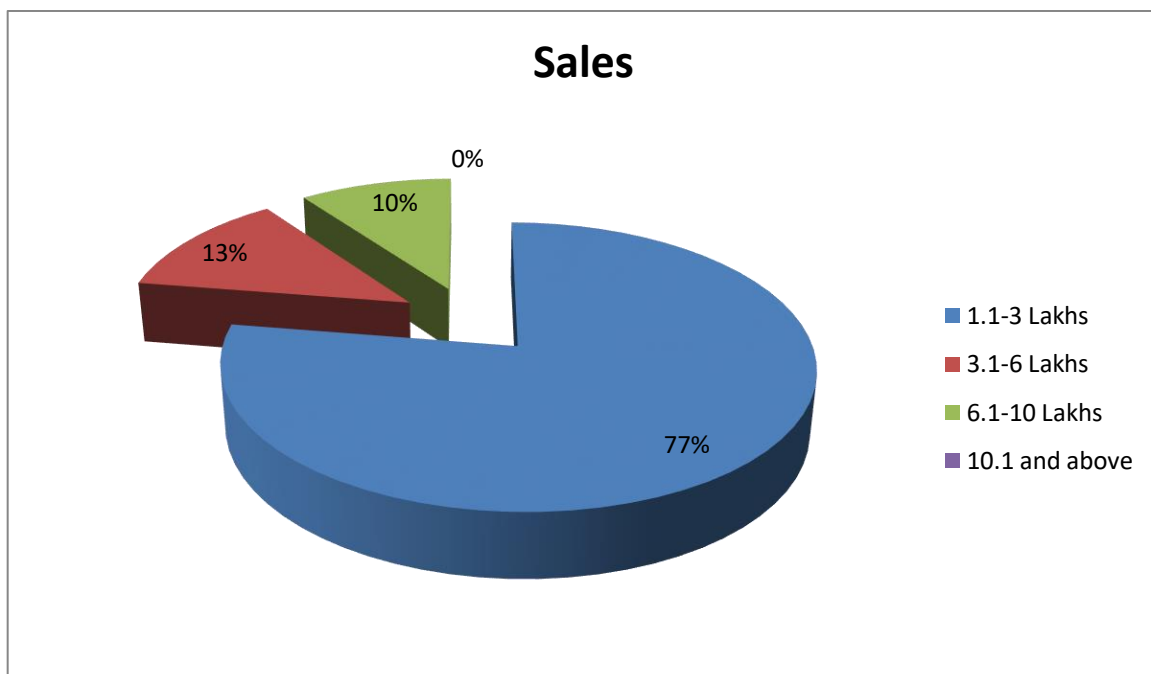
Particulars	Frequency	Percentage
Unemployed	47	58.75
Govt. Employee	15	18.75
Pvt. Employee	08	10
Self employee	07	8.75
Other	03	3.75



That out of 80 respondents, unemployed (58.75%), govt. employee (18.75%), private employee (10%), self - employed (8.75%), and other (3.75%).

V. Income Level (Lakhs)

Particulars	Frequency	Percentage
1.1-3 Lakhs	62	77.5
3.1-6 Lakhs	10	12.5
6.1-10 Lakhs	08	10
10.1 and above	0	0



The income level of these tourists that, out of 80 respondents, between the income level of 1.1 - 3 lakh (77.5%), 3.1 - 6 lakh (12.5%), 6.1 - 10 lakh (10%), 10.1 lakh and above (0%) respondents.

Q 1 :-Which brand of Snacks prefers most ?

Table 3.1 :- Brand of snacks preferred most

(N=80)		
Particulars	Frequency	Percentage
Pepsico	20	25%
Haldirams	30	37.5%
Lehar	10	12.5%
DevJi	20	25%
Total	80	100%

Graph 3.1:- Brand of snacks preferred most

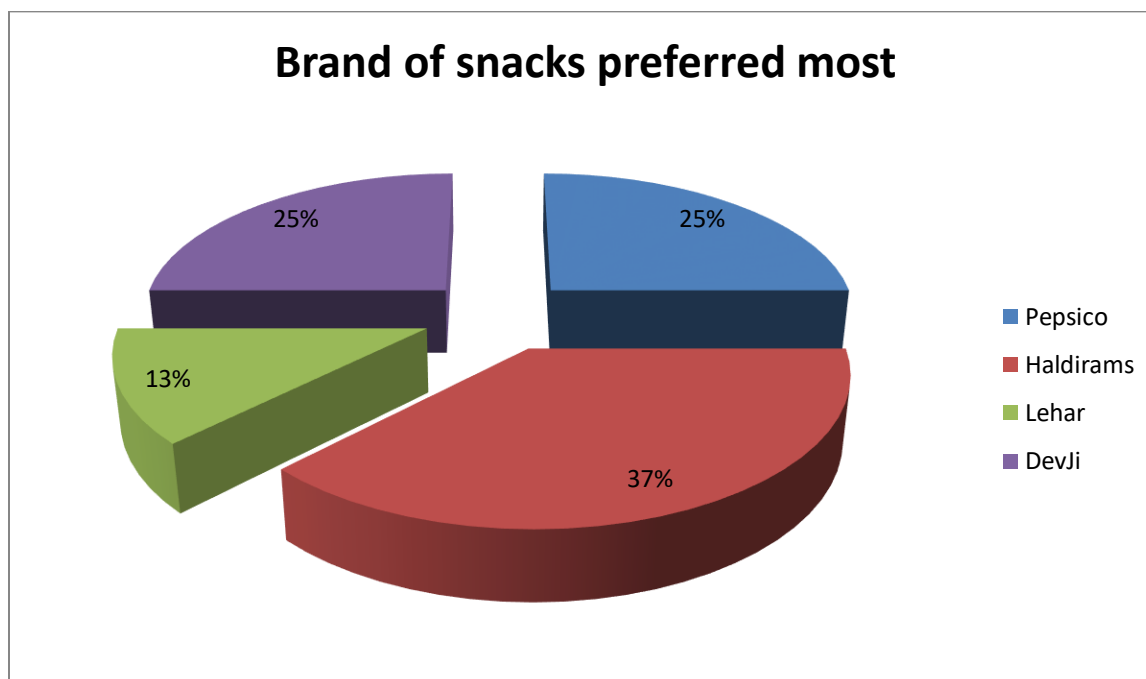


Table 3.1 and Graph 3.1 makes clear that out of 80 respondents, majority of respondents that is 25% prefers pepsico. 37.5% respondents prefers Haldiram snacks, 12.5% prefers Lehar, 25% prefers. devji.

Q 2:-Have you tasted Haldiram's snacks?

Table 3.2 :- Consumer's taste about Haldiram snacks

(N=80)		
Particulars	Frequency	Percentage
Yes	80	100%
No	00	00
Total	80	100%

Graph 3.2 :- Consumer's taste about Haldiram snacks

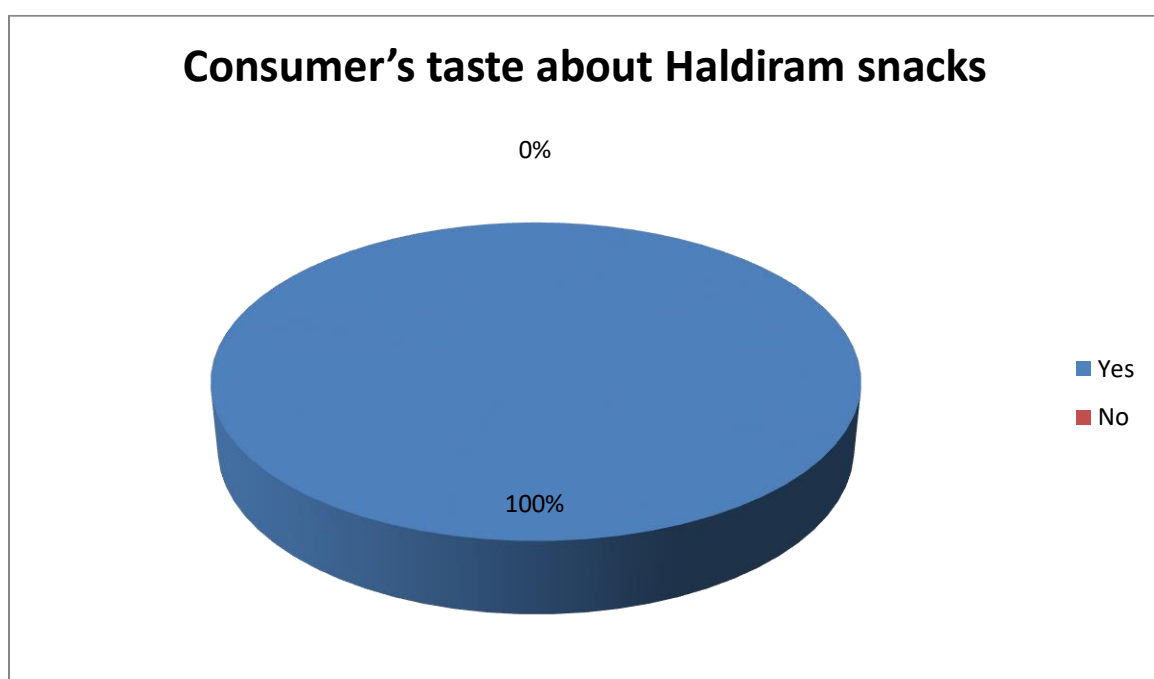


Table 3.2 and Graph 3.2 makes clear that out of 100% respondent sell tasted the haldirams Snacks.

Q 3:-How frequently you purchase the Haldiram's snacks in a month?

Table 3.3:- Frequency of Purchasing

(N=80)

Particulars	Frequency	Percentage
Daily	32	40%
Fortnightly	15	18.75%
Weekly	27	33.75%
Can't say Exactly	06	7.50%
Total	80	100%

Graph 3.3 :- Frequency of Purchasing.

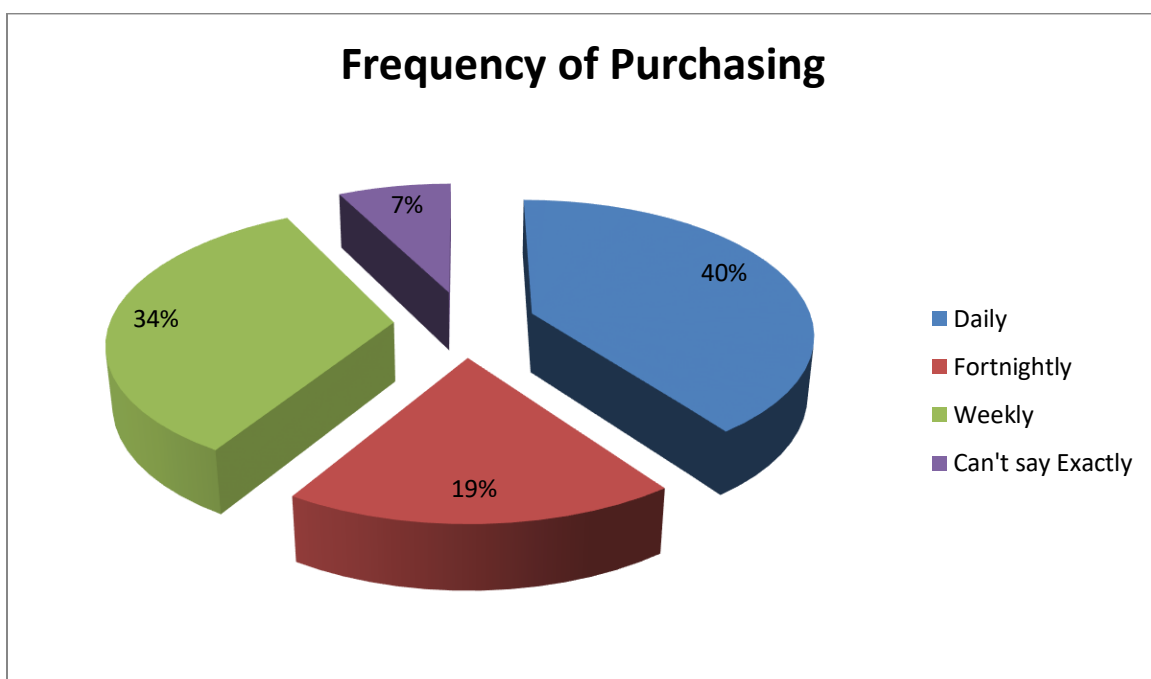


Table 3.3 and Graph 3.3 makes clear that out of 80 respondents, majority of respondents that is 40% purchase haldirams snacks Daily. 33.75% respondents purchases weekly, 18.75% purchases Haldirams snacks fortnightly and 7.50% have said that they don't know about their frequency of purchase.

Q 4:-Have you found any difference in Haldiram's snacks as compare to other snacks brands?

Table 3.4 :- Difference between Haldiram snacks and other brands of snacks

(N=80)

Particulars	Frequency	Percentage
Yes	61	76.25%
No	19	23.75%
Total	80	100%

Graph 3.4 :-Difference between Haldiram snacks and other brands of snacks.

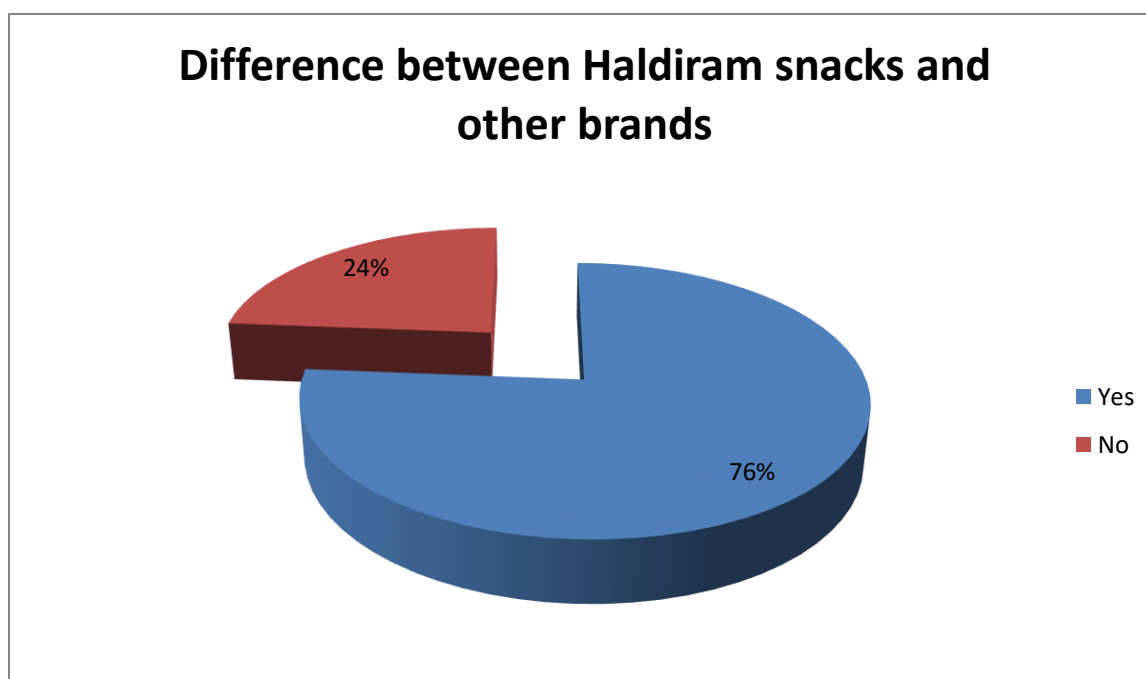


Table 3.4 and Graph 3.4 makes clear that out of 80 respondents, majority of respondents that is 76.25% has said that they have found difference in Haldirams snacks as compare to other brands of snacks, while rest of the 23.75% has said that they didn't find any difference between Haldirams snacks and other snacks brands.

Q 5:-Haldiram's snacks are :-

Table 3.5 :- Taste of Haldiram snacks

(N=80)

Particulars	Frequency	Percentage
Very Tasty	26	32.50%
Tasty	37	46.25%
Can't say anything	17	21.25%
Distaste	00	00
Very Distaste	00	00
Total	80	100%

Graph 3.5 :-Taste of Haldiram snacks.

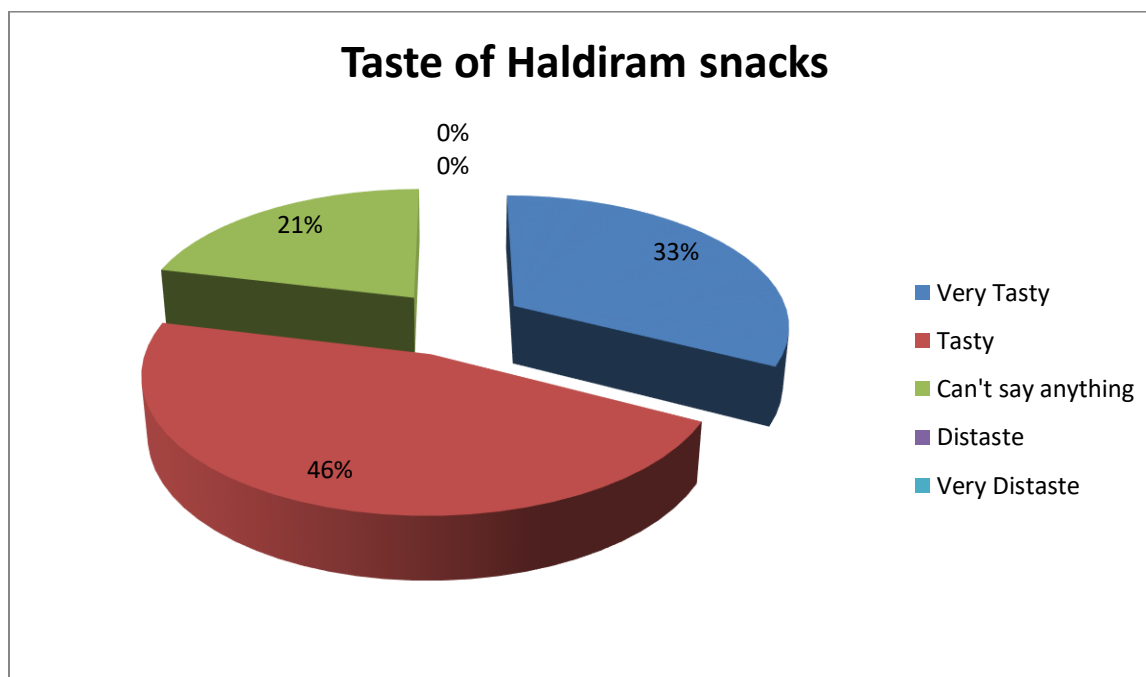


Table 3.5 and Graph 3.5 makes clear that out of 80 respondents, majority of respondents that is 46.25% has said that Haldirams snacks are tasty, 32.50% has said that Haldirams snacks are very tasty and rest of the 21.25% respondents said that they can't say anything about the taste of Haldirams snacks.

Q 6:-Which type of Haldiram's snacks do you like most?

Table 3.6 :-Type of Haldiram Snacks mostly liked by the customers

(N=80)

Particulars	Frequency	Percentage
Taka – Tak	19	23.75%
Snack Lite	18	22.50%
Whoopies	06	7.50%
Chips	20	25%
Chees – Balls	12	15%
Any Other	05	6.25%
Total	80	100%

Graph 3.6 :-Type of Haldiram Snacks mostly liked by the customers.

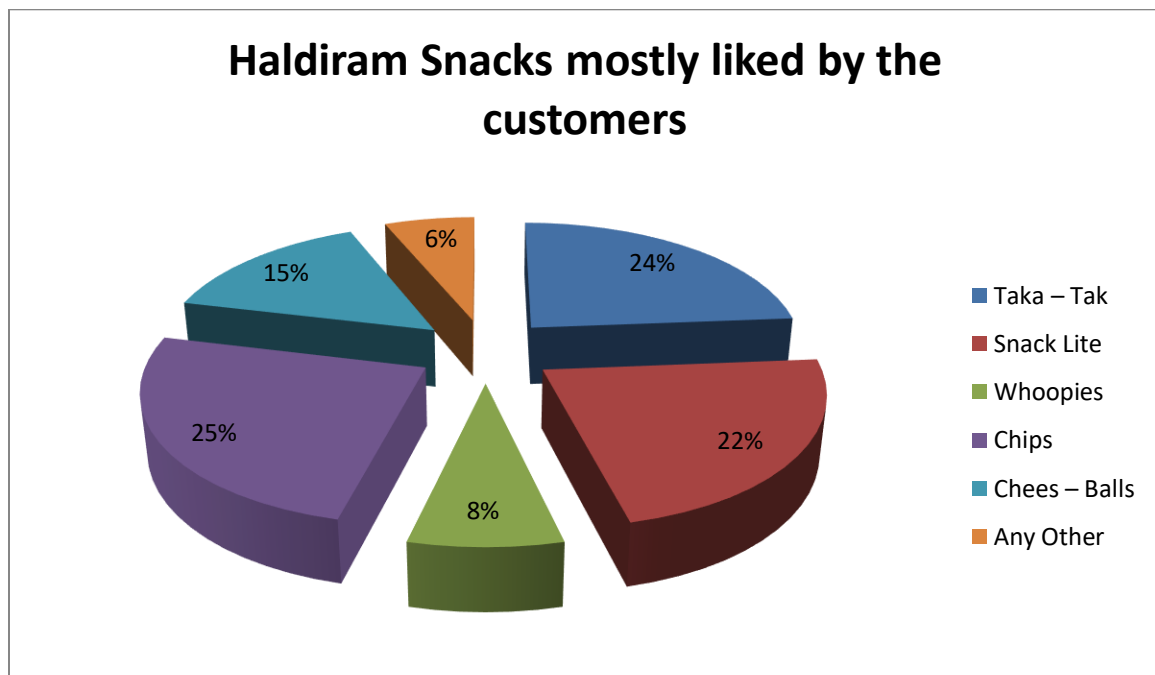


Table 3.6 and Graph 3.6 makes clear that out of 80 respondents, majority of respondents that is that 23.75% like taka-tak, 22.50% like snacklite, 7.50% likes whoopies, 25% like the chips of Haldiram. 15% respondents like chees-balls and rest of the 6.25% likes any other products of haldirams.

Q 7:-You like the Haldiram's snacks due to their

Table 3.7:-Factor due to them customers likes the Haldiram Snacks.

(N=80)

Particulars	Frequency	Percentage
Taste	25	31.25%
Affordable Price	07	8.75%
Brand Name	43	53.75%
Any Other reason	05	6.25%
Total	80	100%

Table 3.7 :-Factor due to them customers likes the Haldiram Snacks

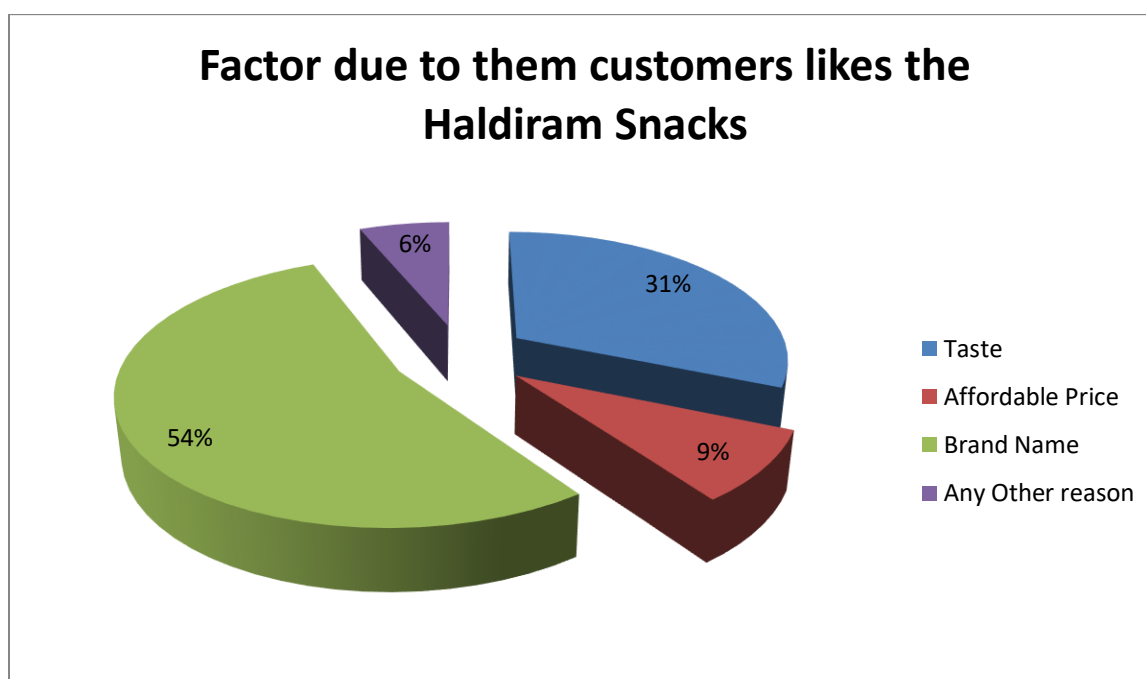


Table 3.7 and Graph 3.7 makes clear that out of 80 respondents, majority of respondents that is 53.75% respondents has said that they like haldirams snacks due to their brand name, 31.25% of respondents likes due to taste, 8.75% likes due to affordable price, and rest of the 6.25% likes Haldirams products due to any other reason.

Q 8 :-The price of Haldiram's snacks is

Table 3.8 :-Views about the price of the Haldiram Snacks

(N=80)

Particulars	Frequency	Percentage
Very High	35	43.75%
High	06	7.5%
Neither High nor Low	37	46.25%
Low	02	2.5%
Very Low	00	00
Total	80	100%

Table 3.8 :-Views about the price of the Haldiram Snacks.

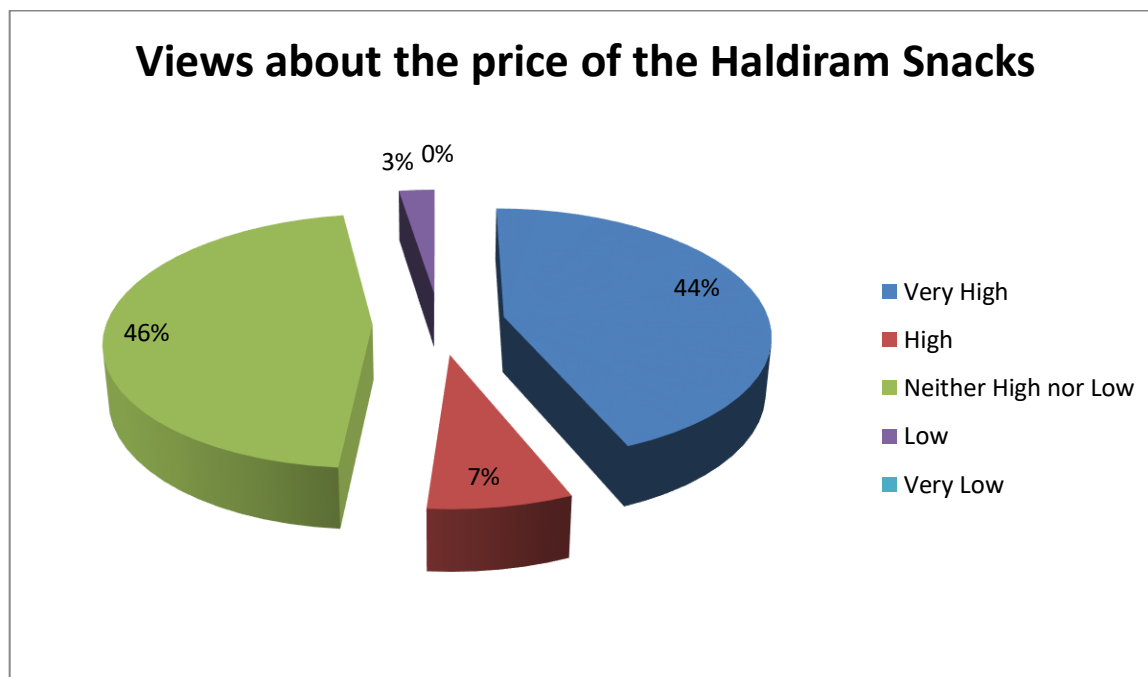


Table 3.8 and Graph 3.8 makes clear that out of 80 respondents, majority of respondents that is 46.25% has said that the price of the Haldiram snacks is neither high nor low, 43.75% has said that the price is very high and rest of the 7.5% has said that the price of Haldirams snacks is high.

Q 9 :-The quality of Haldiram's snacks is

Table 3.9 :-The quality of Haldiram snacks

(N=80)

Particulars	Frequency	Percentage
Very Good	37	46.25%
Good	33	41.25%
Neither Good nor Bad	10	12.50%
Bad	00	00
Very Bad	00	00
Total	80	100%

Graph 3.9 :-The quality of Haldiram snacks.

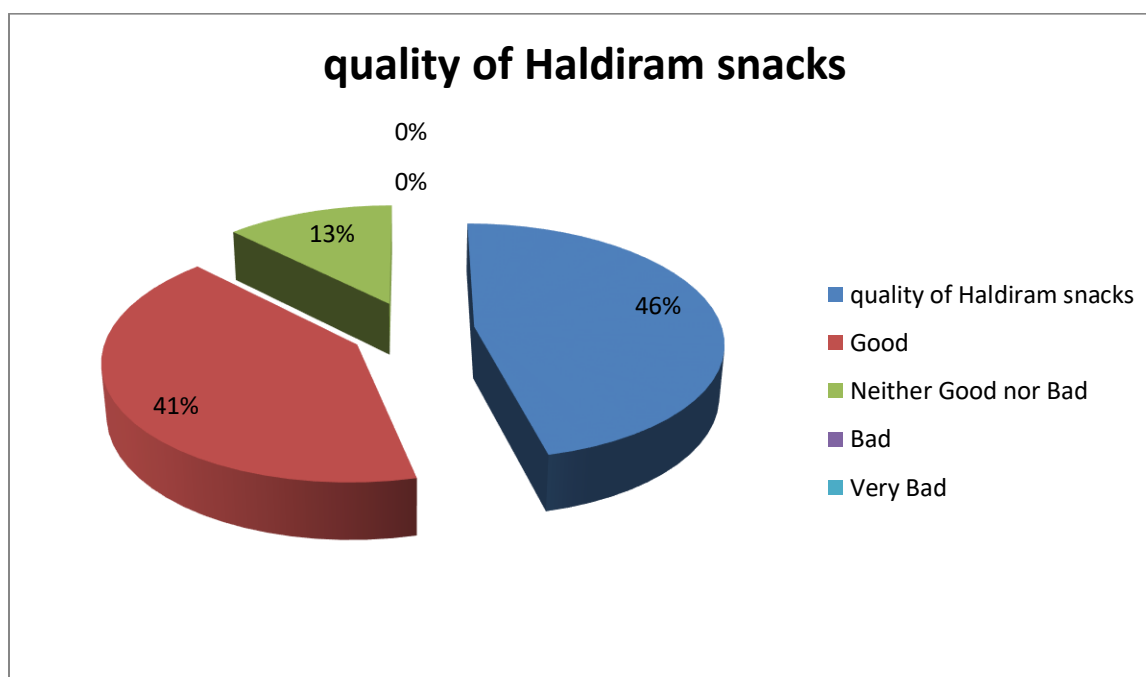


Table 3.9 and Graph 3.9 makes clear that out of 80 respondents, majority of respondents that is 46.25% has said that the quality of Haldirams snacks is very good, 41.25% has said that has said that the Haldirams snacks are good and rest of the 12.50% has said that the Haldirams snacks are good the quality of the Haldirams snacks is neither good nor bad.

Q 10:-. Which pack of Haldiram's snacks you buys most?

Table 3.10 :-Most preferable pack of Haldiram Snacks.

(N=80)		
Particulars	Frequency	Percentage
24 g Rs. 05	28	35%
60 g Rs. 10	35	43.75%
100 g Rs. 20	17	21.25%
Any Other	00	00
Total	100	100%

Table 3.10 :-Most preferable pack of Haldiram Snacks.

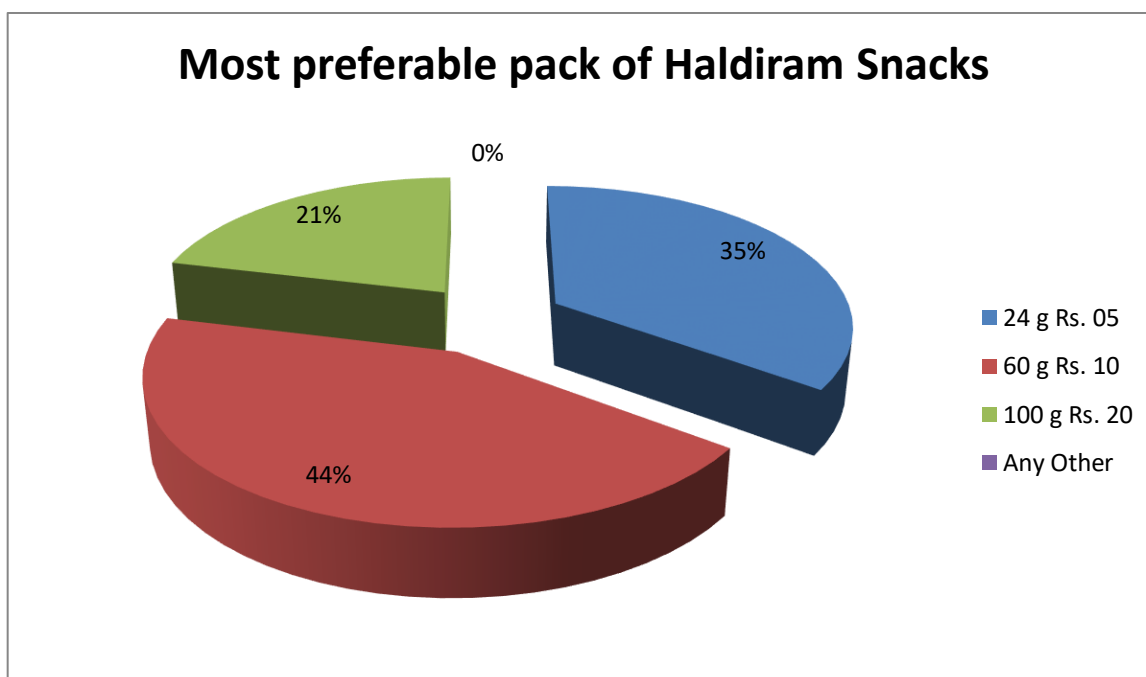


Table 3.10 and Graph 3.10 makes clear that out of 80 respondents, majority of respondents that is 43.75% of the respondents likes to buy 60g pack of Rs. 10 of Haldirams snacks, 35% respondents likes to buy 24g pack of Rs. 5, and rest of the 21.25% has said that they like to buy the 100g pack of Rs. 20 of Haldirams snacks.

Q11 :-Haldiram's charges the right price for their products.

Table 3.11 Right price for the right product

(N=80)

Particulars	Frequency	Percentage
Strongly Agree	07	8.75%
Agree	24	30%
Neither agree nor disagree	33	41.25%
Disagree	16	20%
Strongly Disagree	00	00
Total	80	100%

Table 3.11 :-Right price for the right product.

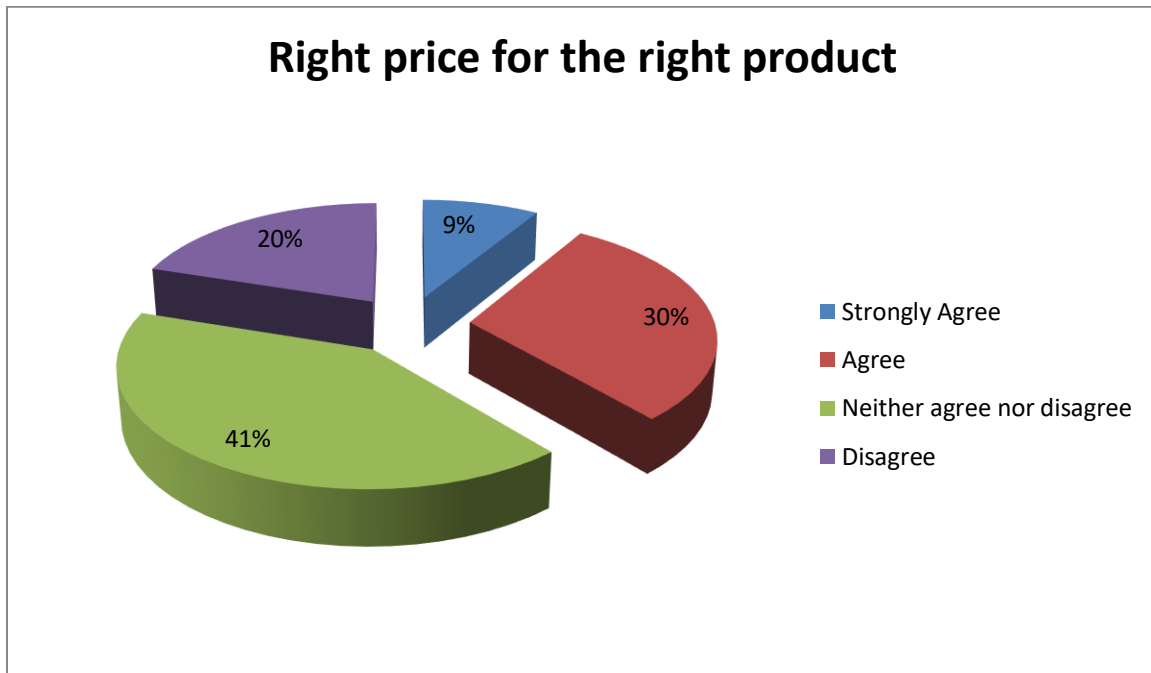


Table 3.11 and Graph 3.11 makes clear that out of 80 respondents, majority of respondents that is 41.25% of respondents are neither agree nor disagree with the statement that Haldiram charges right price for the right product to its customers, 30% respondents are agree with the statement, 8.75% respondents are strongly agree with the statement and rest of the 20% respondents are disagree with the statement that Haldirams charges the right price for its product.

Q 12:-Do you want more varieties in Haldiram's snacks?

Table 3.12 :- Views about more varieties in Haldiram Snacks

(N=80)

Particulars	Frequency	Percentage
Yes	75	93.75%
No	05	6.25%
Total	80	100%

Table 3.12 :-Views about more varieties in Haldiram Snacks.

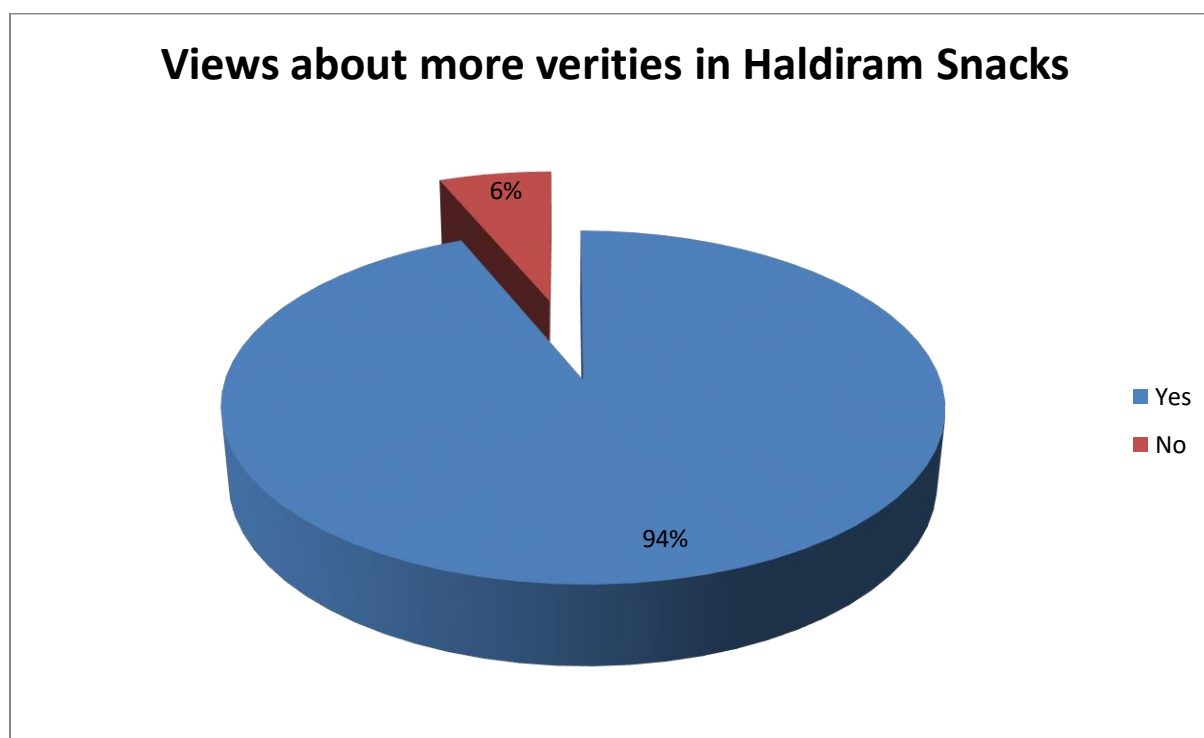


Table 3.12 and Graph 3.12 makes clear that out of 80 respondents that is 93.75% respondents wants more varieties in Haldirams snacks while rest of the 6.25% respondents are satisfied with present varieties.

Q13 :-Are you satisfied with the packaging of Haldiram's products?

Table 3.13 :- Packaging of Haldirm snacks.

(N=80)

Particulars	Frequency	Percentage
Yes	70	87.5%
No	10	12.5%
Total	80	100%

Graph 3.13 :-Packaging of Haldirm snacks.

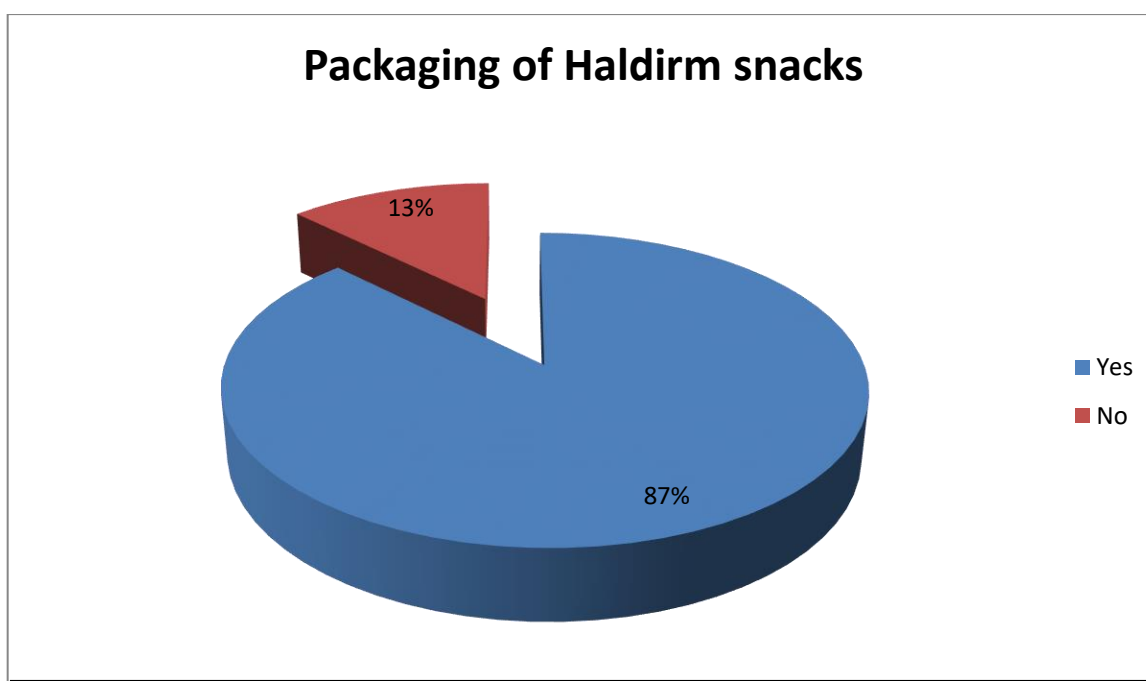


Table 3.13 and Graph 3.13 makes clear that out of 80 respondents, majority of respondents that is 87.5% of the respondents are satisfied with the packaging of Haldirams products, while rest of the 12.5% respondents are not satisfied with the present packaging of Haldiram's products.

Q14 :-Do you want any change in the packaging of haldiram’s snacks?

Table 3.14 :- Views about Packaging.

(N=80)

Particulars	Frequency	Percentage
Yes	20	25%
No	60	75%
Total	80	100%

Graph 3.14 :-Views about Packaging.

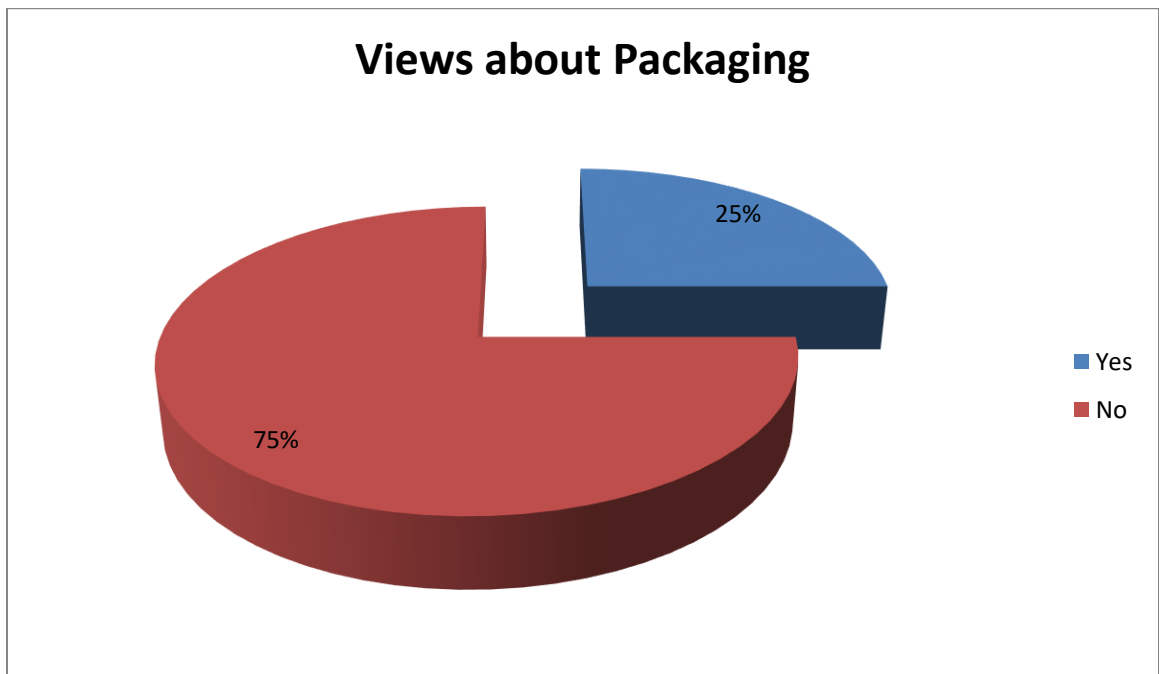


Table 3.14 and Graph 3.14 makes clear that out of 80 respondents, majority of respondents that is 75% of respondents don't want any type of change in the present packaging of Haldiram products, while 25% of respondents wants that the present packaging of the products should be change.

Q15 :- If yes then which type of change do you want?

Table 3.15 :-Type of change in the packaging

(N=80)

Particulars	Frequency	Percentage
Size	35	43.75%
Colour Theme	20	25%
Pack Rapper	15	18.75%
Any other	10	12.50%
Total	80	100%

Graph 3.15 :- Type of change in the packaging

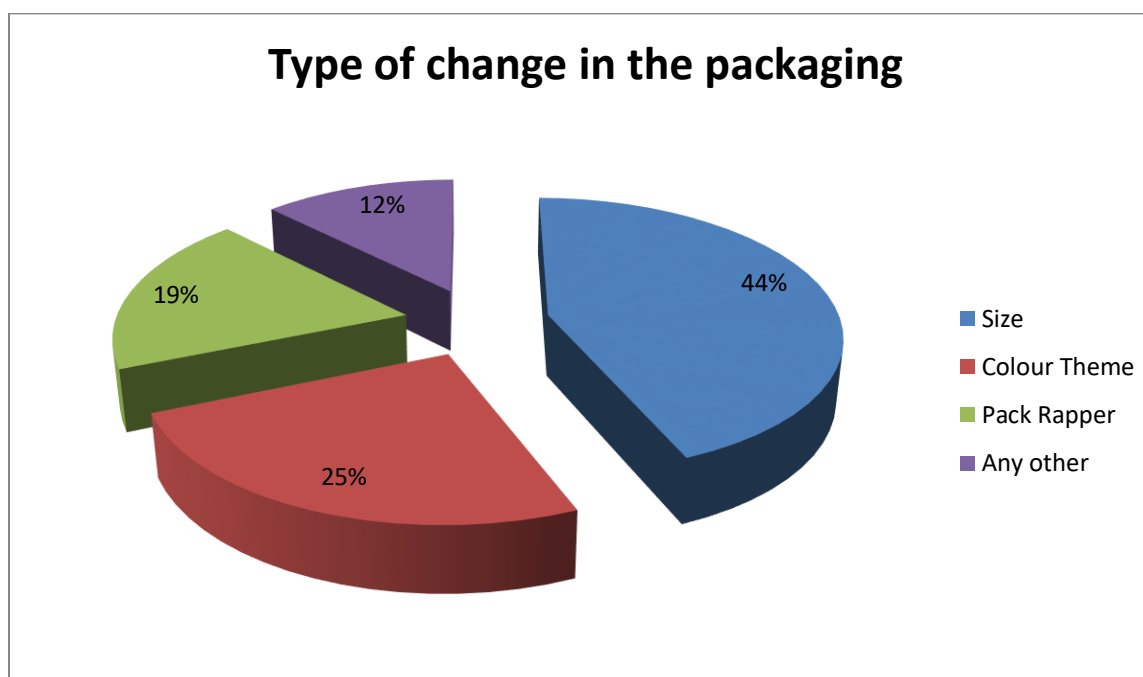


Table 3.15 and Graph 3.15 makes clear that out of 80 respondents, majority of respondents that is 43.75% of respondents want that the size of packaging should be change, 25% wants that the colour theme should be changed, 18.75% respondents want that the rapper of pack should be changed and rest of 12.50% want any other type of change regarding the Haldirams snacks.

Q16 :- The quantity of snacks packs is satisfactory in the various packs of Haldirams Snacks

Table 3.16 :-Quantity of snacks in various packs.

(N=80)		
Particulars	Frequency	Percentage
Strongly Agree	16	20%
Agree	15	18.75%
Neither agree nor disagree	22	27.50%
Disagree	00	0
Strongly Disagree	27	33.75%
Total	80	100%

Graph 3.16 :-Quantity of snacks in various packs.

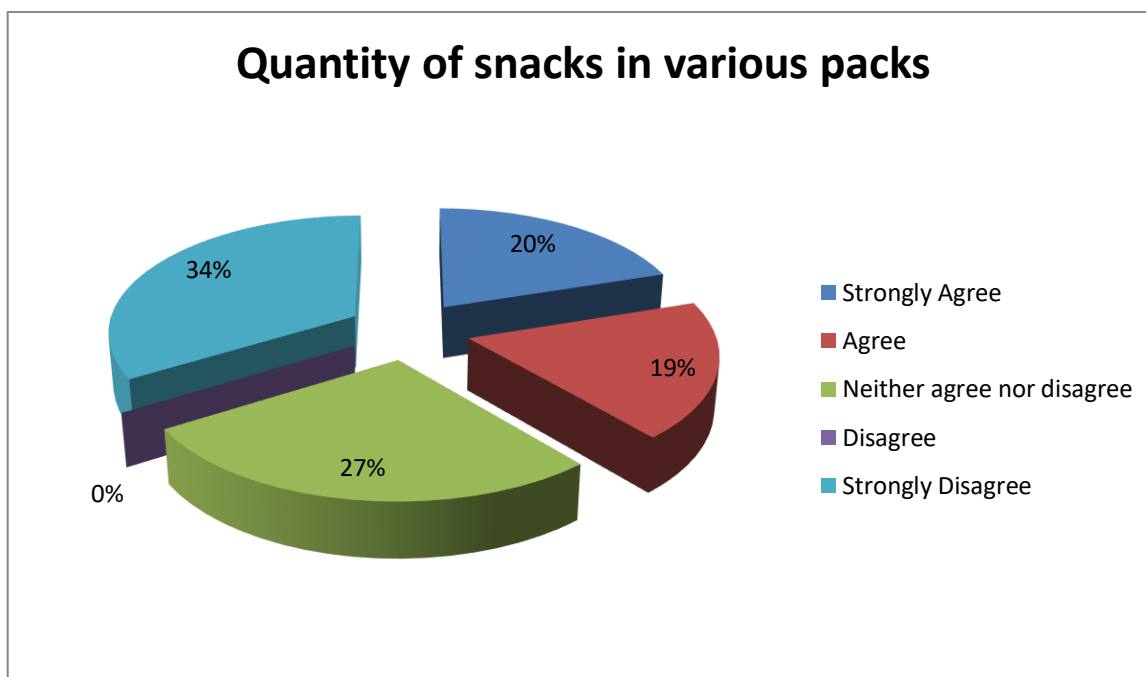


Table 3.16 and Graph 3.16 makes clear that out of 80 respondents, majority of respondents that is 20% are strongly agree with the statement that the quantity of the snacks is satisfactory in the various packs of Haldirams snacks, 18.75% are agree with the statement that the quantity of the snacks is satisfactory in the various packs of Haldirams snacks, 27.50% are Neither agree nor disagree with the statement, 0% are agree, the same is disagree with statement. 33.75% are agree, the same is strongly disagree with statement.

Q17 :-Does the Packing of Haldirams Snacks is comfortable to open ?

Table 3.17 :- Comfort ability of packaging to open.

(N=80)

Particulars	Frequency	Percentage
Yes	58	72.50%
No	22	27.50%
Total	80	100%

Graph 3.17 :- Comfort ability of packaging to open.

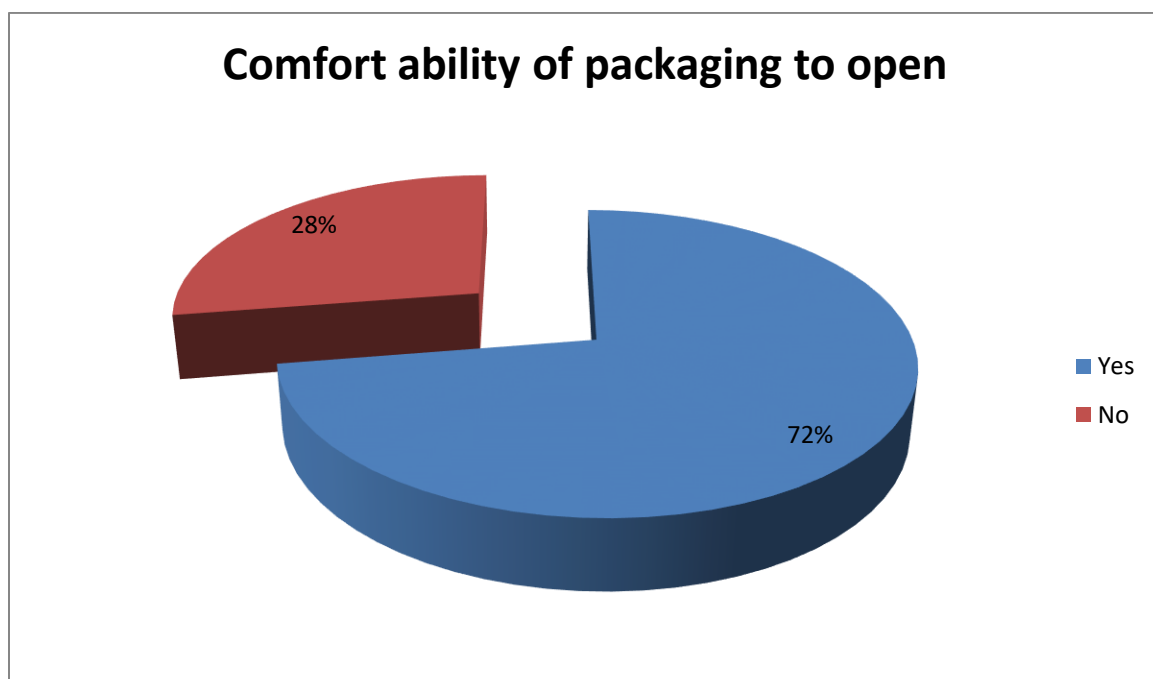


Table 3.17 and Graph 3.17 makes clear that out of 80 respondents, majority of respondents that is 72.50% of the respondents has said that the packaging of Haldiram snacks is comfortable to open while rest of 27.50% has said that the packaging of Haldiram snacks is not comfortable to open.

Q18 :-Does the Haldiram's Snacks caused any negative effects on your health?

Table 3.18 :- Negative effect of Haldirams Snacks on health

(N=80)		
Particulars	Frequency	Percentage
Yes	0	0
No	80	100%
Total	80	100%

Graph 3.18 :-Negative effect of Haldirams Snacks on health

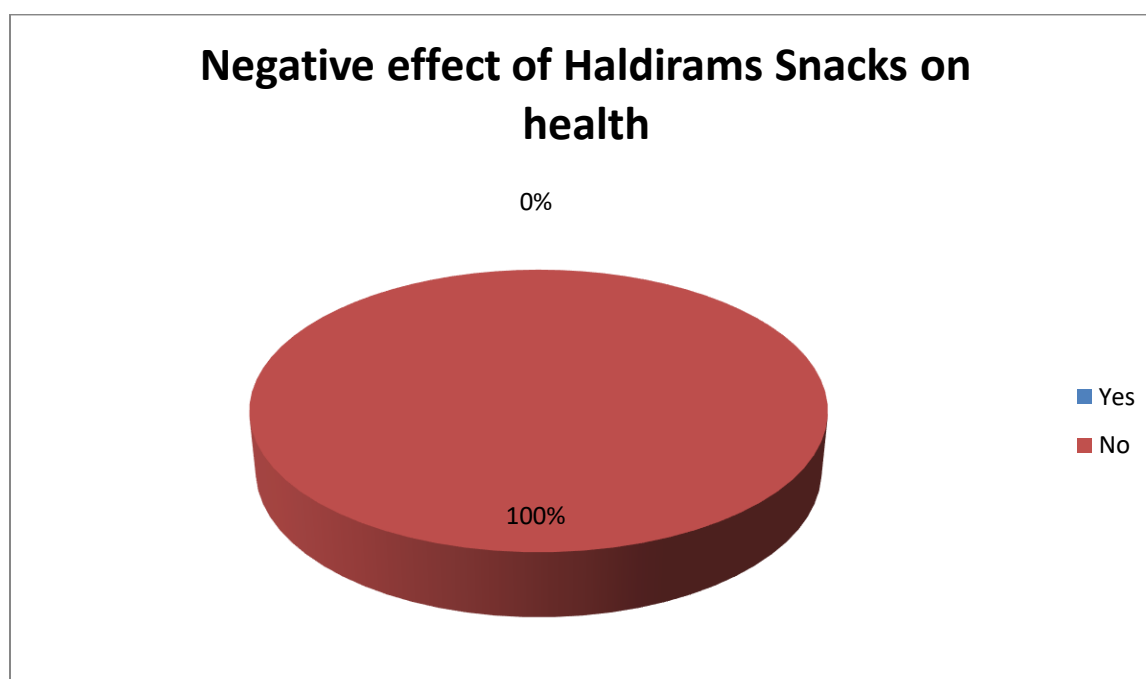


Table 3.18 and Graph 3.18 makes clear that all 100% respondents has said that Haldirams snacks has not caused any negative effect on their health.

Q 19:-How would you rate the taste Haldiram's snacks on the scale of 5 points?

Table 3.19 :- Taste of Haldirams Snacks.

(N=80)

Particulars	Frequency	Percentage
Very Good	37	46,25%
Good	33	41.25%
Neither Good nor Bad	10	12.50%
Bad	00	00
Very Bad	00	00
Total	80	100%

Graph 3.19 :-Taste of Haldirams Snacks.

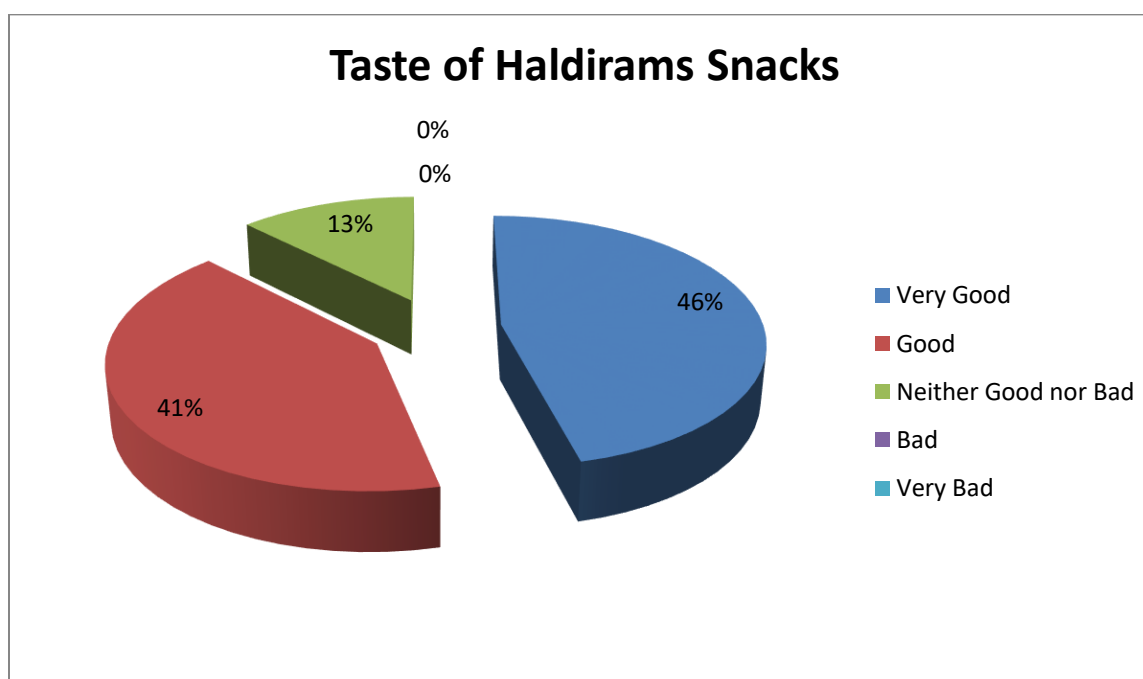


Table 3.19 and Graph 3.19 makes clear that out of 80 respondents, majority of respondents that is 46.25% has rated the taste of Haldiram products is very good, 41.25% has given it the good rating and the rest of 12.50% has said that the taste of haldirams snacks is neither good nor bad.

Q :-How would you rate the Haldiram's products in all aspects?

Table 3. 20 :- Overall rating

(N=80)		
Particulars	Frequency	Percentage
Very Good	45	56.25%
Good	30	37.50%
Neither Good nor Bad	05	6.25%
Bad	00	00
Very Bad	00	00
Total	80	100%

Graph 3. 20 :- Overall rating.

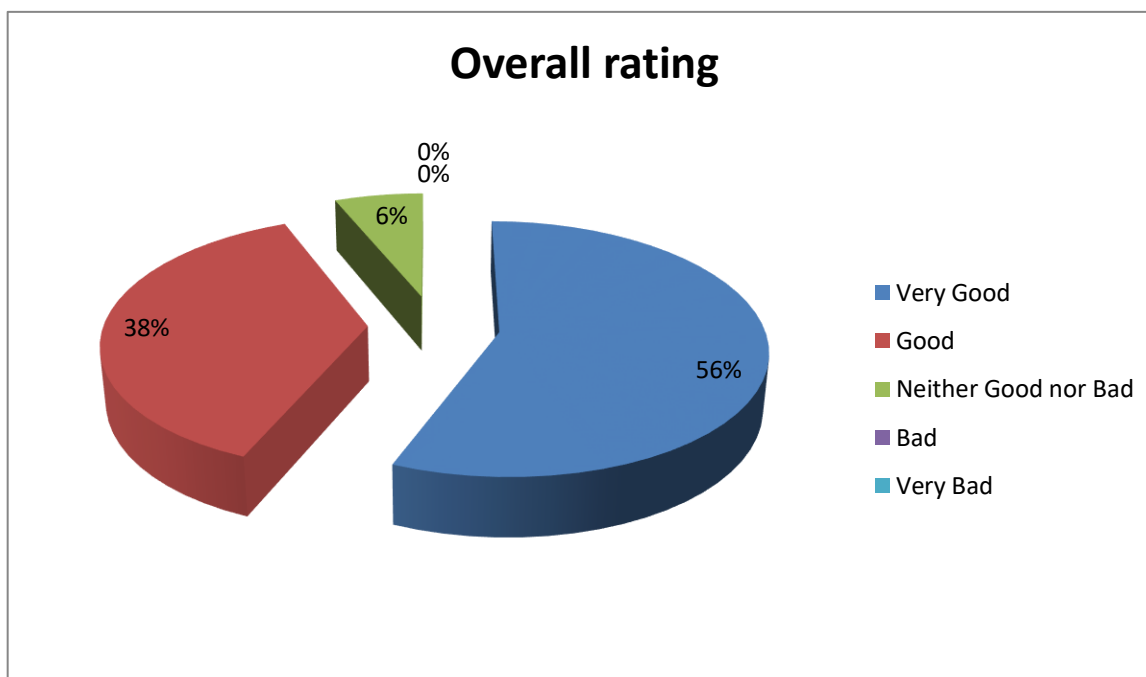


Table 3.20 and Graph 3.20 makes clear that out of 80 respondents, majority of respondents that is 56.25% has rated the taste of Haldiram products is very good in overall rating , 37.50% has given it the good rating, and the rest of 6.25% has said that the overall rating of haldiram's snacks is neither good nor bad.

Chapter - IV
Findings Conclusion & Recommendations

Findings

The research study "Consumer Preference towards Haldiram's products" is conducted in the Bilaspur district of Himachal Pradesh. The responses were taken from 80 respondents. The main objectives behind study were the consumer behaviour towards the quality, availability, price and other aspects of various snacks brands, to know the market share of various snacks brands, and to know the consumer preference towards various snacks brands. At the end of this study, on the basis of data analysis and interpretation the researcher has drawn the following inferences. Out of 80 respondents, majority of respondents that is 25% prefers pepsico. 37.50% respondents prefers Haldiram snacks, 12.50% prefers Lehar, 25% prefers devji. Majority of respondents that is 40% purchase snacks Daily. 33.75% respondents purchases weekly, 18.75% purchases snacks fortnightly and 7.50% have said that they don't know about their frequency of purchase.

Majority of respondents that is 76.25% has said that they have found difference in Haldirams snacks as compare to other brands of snacks, while rest of the 23.75% has said that they didn't find any difference between Haldirams snacks and other snacks brands. Majority of respondents that is 46.25% has said that Haldirams snacks are tasty, 32.50% has said that Haldirams snacks are very tasty and rest of the 21.25% respondents said that they can't say anything about the taste of Haldirams snacks. Out of 80 respondents, majority of respondents that is that 23.75% like taka-tak, 22.50% like snacklite, 25% like the chips of Haldiram. 15% respondents like chees-balls, 7.50% likes whoopies, and rest of the 6.25% likes any other products of haldirams. Majority of respondents that is 53.75% respondents has said that they like haldirams snacks due to their brand name, 31.25% of respondents likes due to taste, 8.75% likes due to affordable price, and rest of the 6.25 likes Haldirams products due to any other reason.

Out of 80 respondents, majority of respondents that is 46.25% has said that the price of the Haldiram snacks is neither high nor low, 43.75% has said that the price is very high and rest of the 7.5% has said that the price of Haldirams snacks is high. Majority of respondents that is 46.25% has said that the quality of Haldirams snacks is very good, 41.25% has said that the quality of the Haldirams snacks is good and rest of the 12.5% has said that the Haldirams snacks are neither good nor bad. Majority of respondents that is 43.75% of the respondents likes to buy

60g pack of Rs. 10 of Haldirams snacks, 35% respondents likes to buy 24g pack of Rs. 5, and rest of the 21.25% has said that they like to buy the 100g pack of Rs. 20 of Haldirams snacks.

Conclusion

In the end, the researcher has reached to the conclusion that the market of Bilaspur district of Himachal Pradesh, the Haldiram's has the largest market share as compared to other Snacks brands. It is due to the taste of the Haldiram's and affordable price of the brand. In order to increases the sale in this particular district the various companies of Haldiram's have to think upon the taste, price and packaging of their products. The quality the product matters more in case of eatable products, so the various snacks makers should focus on the quality part of the product. If we talk about the packaging, then the packaging of the products should be attractive to the customers.

Recommendations

The research study has revealed a lot of facts various brands of Haldiram's. On the basis of these findings the researcher is suggesting the following suggestions to the various snacks makers.

- ☐ The quality of the product should be good.
- ☐ The price of the product should be affordable.
- ☐ The Packaging of the product should be comfortable to open and attractive to the customers.
- ☐ The colour theme used on the wrapper of the Haldiram's should be attractive.
- ☐ The product should be available at the retail stores at all the times.

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ANNEXURE

QUESTIONNAIRE FOR THE CONSUMER

Name of the researcher :- Akshay Sankhyan

Topic of research :- Consumer preference toward Haldiram's Products

Please give me just few minutes to fill this questionnaire for my project. In case of any problem related to any question please ask to me.

Name : _____

Age :

(a) 18-25	<input type="checkbox"/>	(b) 26-32	<input type="checkbox"/>
(c) 33- 42	<input type="checkbox"/>	(d) 43-60	<input type="checkbox"/>
(e) 60 to above	<input type="checkbox"/>		

Gender :

(a) Male	<input type="checkbox"/>	(b) Female	<input type="checkbox"/>
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Income :

(a) 0-1 Lakh	<input type="checkbox"/>	(b) 1-3 Lakhs	<input type="checkbox"/>
(c) 3-6 Lakhs	<input type="checkbox"/>	(d) 6-10 Lakhs	<input type="checkbox"/>
(e) 10 Lakhs to above	<input type="checkbox"/>		

Profession :

(a) Unemployed	<input type="checkbox"/>	(b) Govt. Job	<input type="checkbox"/>
(c) Private Job	<input type="checkbox"/>	(d) Self-Employed	<input type="checkbox"/>
(e) Other	<input type="checkbox"/>		

Contact No. (Optional) : _____

Email : _____

Q1. Please write the name of various snacks brands you are aware about?

Q2. Which snacks brand you prefers most?

Q3. Have you tasted Haldiram's snacks?

a) Yes ☐ b) No ☐

Q4. How frequently you purchase the Haldiram's snacks in a month?

- a) Daily ☐
- b) Fortnightly ☐
- c) Weekly ☐
- d) Can't say exactly

Q5. Have you found any difference in Haldiram's snacks as compare to other snacks brands?

a) Yes ☐ b) No ☐

Q6. Haldiram's snacks are :-

- a) Very tasty ☐
- b) Tasty ☐
- c) Can't say anything ☐
- d) distaste ☐
- e) Very Distaste ☐

Q7. Which type of Haldiram's snacks do you like most?

- a) Taka-tak ☐
- b) Snacklite ☐
- c) Whoopies ☐
- d) Chips ☐
- ☐

e) Chees-balls

f) Any other ☐

Q8. You like the Haldiram's snacks due to their

a) Taste ☐

b) Affordable Price ☐

c) Brand Name ☐

d) Any other reason ☐

Q9. The price of Haldiram's snacks is

a) Very High ☐

b) High ☐

c) Neither High nor Low ☐

d) Low ☐

e) Very Low ☐

Q10. The quality of Haldiram's snacks is

a) Very Good ☐

b) Good ☐

c) Neither good or bad ☐

d) Bad ☐

e) Very Bad ☐

Q11. Which pack of Haldiram's snacks you buys most?

a) 24 g Rs. 5 ☐

b) 60 g Rs. 10 ☐

c) 100 g Rs. 20 ☐

d) Any other ☐