

Chhatrapati Shahu ji Maharaj University
Kanpur, Uttar Pradesh
School Of Business Management



FIELD STUDY REPORT

On

**“CUSTOMER SATISFACTION TOWARDS
HALDIRAM”**



Towards partial fulfilment of
Bachelor of Business Administration (BBA)

Guided By:

Dr. Rahul Agrawal
(Assistant Professor)
SOM, BBD University

Submitted by:

Shailesh Kumar
Roll No. 1210671390
BBA 3rd Semester

DECLARATION

I am Shailesh Kumar certify that the project report entitled on “HALDIRAM CUSTOMER’S SATISFACTION”, prepared by me is my personal and is authentic work under the guidance of Dr. Rahul Agrawal (Associate Professor), Department of Business Administration.

Shailesh Kumar

Rollno- 22185000281

Class- BBA 3rd year

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Shailesh kumar

Rollno-22185000281

BBA 3rdYear

PREFACE

Field Report is an important part of the Management studies. It bears immense importance in the field of Business Management. It offers the student to explore the valuable treasure of experience and an exposure to real work culture followed by the industries and thereby helping the students to bridge gap between the theories explained in the book and their practical implementations.

Field Study plays an important role in future building of an individual so that we can understand the real world in which he has to work in future. The theories greatly enhance our knowledge and provide opportunities to blend theoretical with the practical knowledge where researcher gets familiar with certain aspect of field study. I feel proud to get myself to do research at topic "**CUSTOMER SATISFACTION TOWARDS HALDIRAM**".

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Chapter – I

Introduction

INTRODUCTION

What is loyalty marketing?

Loyalty marketing is a strategy that encourages your customers to do repeat business with your company again and again. Most often, these strategies involve incentivizing purchases and building up customer loyalty—but more of those specifics in a minute.

Why loyalty marketing?

Loyalty marketing focuses bringing back and retaining existing and past customers with initiatives and incentives—which is better for your business. Here's why.

Customer acquisition is expensive

How expensive? According to Forrester Research, about **five times as much** as it is to retain existing customers!

According to data from Forrest Research, it costs **five times as much to acquire new customers** than it does to keep current ones (how to lower your customer acquisition costs here!).

Think about all the steps you need to take before a potential customer decides to buy from you. You have to make them aware that your brand exists, tell them what you do, and explain why you do it better than other brands. Then you have to convince them to take the first step in checking out your website. Once they're on, you have to impress them enough and provide a seamless user design flow to help make purchasing easier.

Now, imagine you were trying to convince an existing customer to buy from you again.

You could easily skip most of the steps where you educate them about your brand. Since they already know you and have first-hand experience with your products, you can just jump straight to giving them a good deal.

When comparing the customer acquisition cost, or CAC, of a new customer to an existing one, it's clear that focusing on existing customers makes better financial sense—which is why customer engagement and loyalty are essential to any growth marketing strategy.

Of course, a business cannot survive on just its existing customers. But that being said, if you don't already have a solid customer loyalty strategy in place, we suggest you spend more effort thinking about it.

It's easier to sell new products to existing customers

Engaging existing customers is not only cheaper, but also easier. Existing customers already have prior knowledge and experience with your brand, so it seems easier to convince them to buy from you.

And this has been backed up by data.

According to the book *Marketing Metrics*, the probability of companies **selling to an existing customer is 60-70%**. On the other hand, the probability of selling to a new customer is 5-20%.

Global research and advisory firm Gartner Group also released a statistic on customer loyalty that stated **80% of your company's future revenue will come from just 20% of your existing customers.**

These statistics show that customer retention strategies are essential to the long-term profitability of your company and is something you should focus on right away.

How to use customer loyalty to grow your brand

Customer loyalty is tricky because customers are not bound by anything to stick with you. A loyal customer can jump to another brand for a ton of different reasons. Another brand may be more accessible, or they may just want to change and try out a new brand. Or perhaps there is a better promotion around the corner.

But there are customer loyalty marketing strategies you can use to make sure your customers are sticking around for as long as possible.

It's normal in business for customers to come and go. But as marketers and business owners, our duty is to minimize the detraction rate as much as possible.

Before you try to retain your customers, you need to understand why they are leaving. And it's important to ask the flipside of that question, too: Why are your current customers staying?

There are few different strategies to get your customers to give you this feedback.

Provide channels for feedback using social media

When customers use your products, they will have an opinion about it. The best way to know how they feel about it is to provide channels which they can use to inform you. These opinions can be helpful in different ways.

Some opinions can be potential reasons for them leaving in the future, or they could be feedback from experienced users on how to improve the product.

Nike is one great example. The company handles customer support and feedback on Twitter using a separate handle, reacting quickly to queries in real time.

Use customer satisfaction surveys

Social media channels like Twitter serve as an option that customers can go to when they need help. To gain better insight into how your customers feel, you have to be proactive in asking for it.

Chapter – 2

Company Profile

COMPANY PROFILE

Haldiram is an **Indian company of food**. The company **headquarter is in Nagpur, India**. It is India's one of the most popular brand for snacks and Sweets. Haldiram offers a wide range of Sweets, Namkeens, Cookies, frozen food, Wraps and many more Indian snacks.

Points	Information
Company Name	Haldiram
Date of Establishment	1941
Establishment Place	India
Founder	Shri Shivkisan Agrawal
Net Worth (as on 2019)	₹7,130 crore (US\$1.0 billion)
Telephone No.	0120-2400286
Registered Address	B 1 /H 3, Mohan Co Operative Industrial Estate Main Mathura Road

	New Delhi – 110044
Email	sales@haldiram.com
Company Status	Active
Website	www.haldiram.com

Products

- Snacks
- Mathis
- Namkeens
- Papad
- Pickles
- Diet Snacks
- Baked Snacks
- Sweets
- Beverages
- Frozen Foods
- Potato Chips
- Dry Fruits

Establishment

Haldiram established in 1941 by Ganga Bishan Agarwal. It manufactures various products like snacks, Sweets, Beverages, frozen food and many more. In 1937, established in the form of a small retail Sweet & Namkeen shop in **Bikaner, Rajasthan**, a small but significant town in the **Thar Desert**. **Shri Shivkisan**

Agrawal, the founder of Haldiram's always cherished the dream of building an empire, manufacture traditional sweets/**namkeens**, leave a mark on every occasion and get close to the heart of the common man.

Vision

- **Achieve continuous and sustainable growth** in the business, within India and abroad, organically and inorganically.
- **Strengthen leadership in traditional snack items**, Indian sweets and attain leadership in western snack items.
- **Keep innovating new quality products** and delight consumers by offering wide range of quality food products at competitive rates.

Mission

- Make available authentic, **tasty and quality vegetarian food products** made as per global standards at reasonable cost, in India or abroad.
- Remain ahead of competitors through **product-innovation**, adopting **new technologies** and achieve optimum cost of production
- Always abide by law and care environment
- Provide a friendly working environment that attracts best talent and **offers opportunity to employees** to excel and build career.
- **Provide growth opportunity** to all stakeholders including Stockists, distributors, retailers, suppliers, etc.
- Be a debt free company, as far as possible
- Enhance shareholders net worth
- Contribute for social causes.

Chapter – 3

Objectives of the Study

OBJECTIVES OF THE STUDY

- To study the level of customer satisfaction towards Haldiram Product in Lucknow City.
- To study about consumer and retailers perception regarding Haldiram's namkeens and chips
- To carry out a competitive analysis of Haldiram's Snacks vis-à-vis competitor brands in the same segment available in Lucknow based on parameters such as pricing, product range, packaging, profit margins to retailers, discounts and credit policies provided to retailers.
- 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.

Chapter – 4

Research Methodology

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 - 100

Sampling technique - Simple Random Sampling

Statistical Methods used for analysis and interpretation:-

1. 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 purposes of the questionnaire pre - testing, five questionnaires are 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 have 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. Thus, the information obtained in the present study is the first handed and original in character.

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 100 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 a 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 :

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

Chapter – 5

Limitations of the Study

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 **Lucknow** district of UP 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

Chapter – 6

Data Analysis and Interpretation

Table 3.1 :- Demographic Profile of respondents (N = 100)

Items	Particulars	Frequency	Percentage
1. Gender	Male	70	70
	Female	30	30
2. Age (years)	10 – 20	12	12
	21 – 35	60	60
	36 – 50	22	22
	51 and Above	06	06
3. Educational Level	Illiterate	08	08
	Under – Metric	12	12
	Matriculate	08	08
	Higher Secondary	08	08
	Graduation	48	48
	Post-Graduation	08	08
	Any Other	08	08
4. Profession	Unemployed	57	57
	Govt. Employee	19	19
	Pvt. Employee	09	09
	Self – Employed	09	09
	Other	06	06
5. Income Level (Lakh)	1.1 - 3 Lakh	72	72

	3.1 - 6 Lakh	16	16
	6.1 - 10 Lakh	12	12
	10.1 and Above	0	0

The demographical characteristics of the respondents were collected keeping in view the five variables such as gender, age, educational qualification, occupation, and income level. The sample units were selected on the basis of convenience and judgement sampling methods.

Table 3.1 makes clear that out of 100 respondents, male were 70% and female were 30 % in the age group of 10 - 20 (12%), 21 - 35 (60%), 36 - 50 (22%), and 51 year and above (6%) respondents were.

Out of 100 respondents, illiterate (8%), under - metric (12%), matriculate (8%), higher secondary (8%), graduate (48%), post graduate (8%) and any other (8%) were. And occupational status of these respondents were, that out of 100 respondents, unemployed (57%), govt. employee (19%), private employee (9%), self - employed (9%), and other (6%) were.

Table is also showing the data about the income level of these tourists that, out of 100 respondents, between the income level of 1.1 - 3 lakh (72%), 3.1 - 6 lakh (16%), 6.1 - 10 lakh (12%), 10.1 lakh and above (0%) respondents were.

Q :-Which brand of Snacks prefers most ?

Table 3.2:- Brand of snacks preferred most

(N = 100)

Particulars	Frequency	Percentage
Pepsico	25	25
Haldirams	45	45
Lehar	05	05
DevJi	25	25
Total	100	100

Graph 3.1:- Brand of snacks preferred most

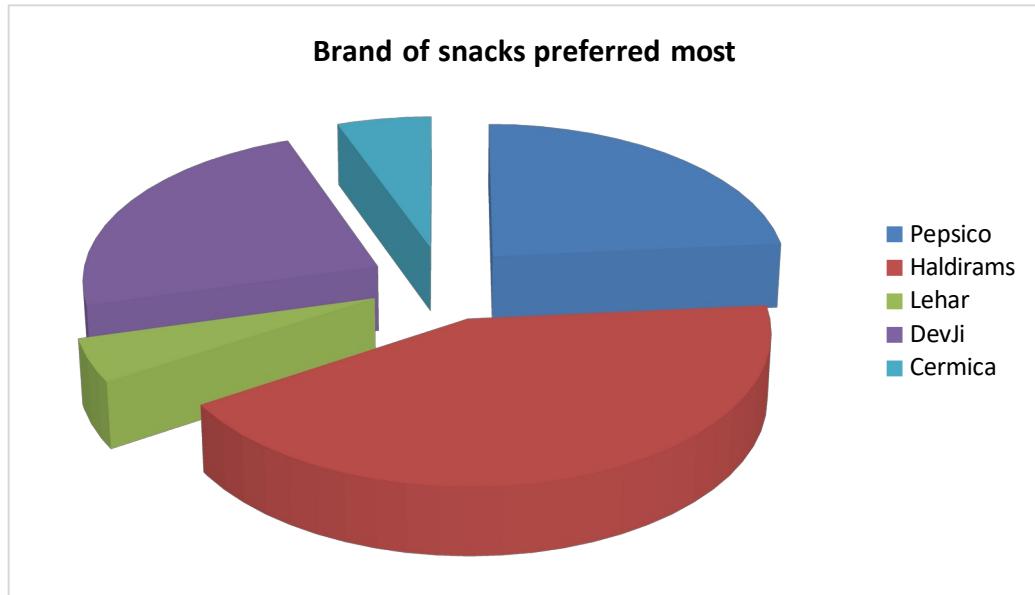


Table 3.2 and Graph 3.1 make clear that out of 100 respondents, majority of respondents that is 25% prefers pepsico. 45% respondents prefer Haldiram snacks, 05% prefers Lehar, and 25% prefers devji.

Q :-Have you tasted Haldiram's snacks?

Table 3.3 :- Consumer's taste about Haldiram snacks

(N = 100)

Particulars	Frequency	Percentage
Yes	100	100
No	00	00
Total	100	100

Graph 3.2 :- Consumer's taste about Haldiram snacks

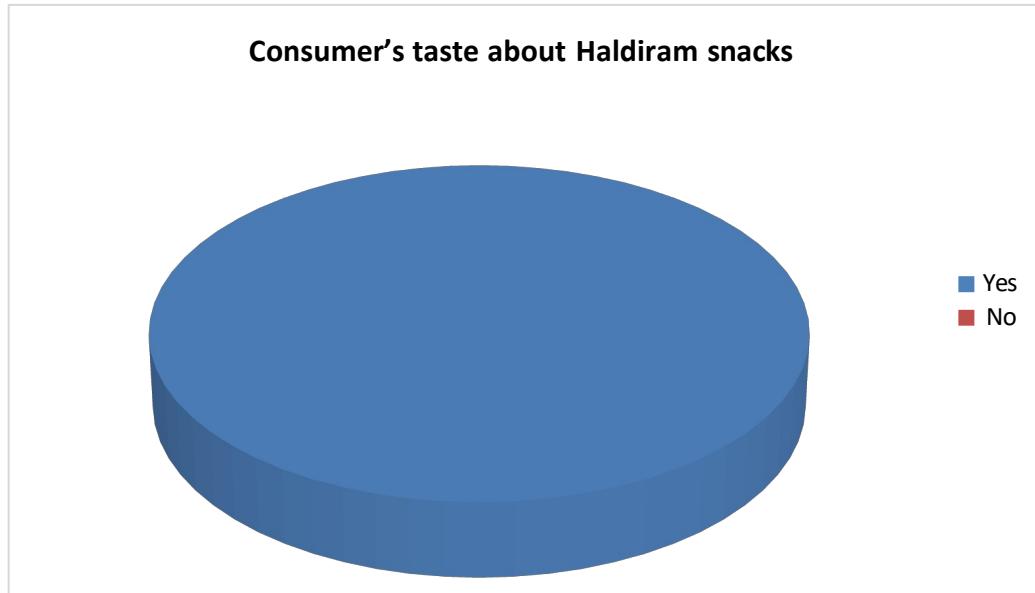


Table 3.2 and Graph 3.1 makes clear that out of 100 respondents all tasted the haldirams snacks.

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

Table 3.4 :- Frequency of Purchasing

(N = 100)

Particulars	Frequency	Percentage
Daily	40	40
Fortnightly	18	18
Weekly	36	36
Can't say Exactly	06	06
Total	100	100

Graph 3.3 :- Frequency of Purchasing

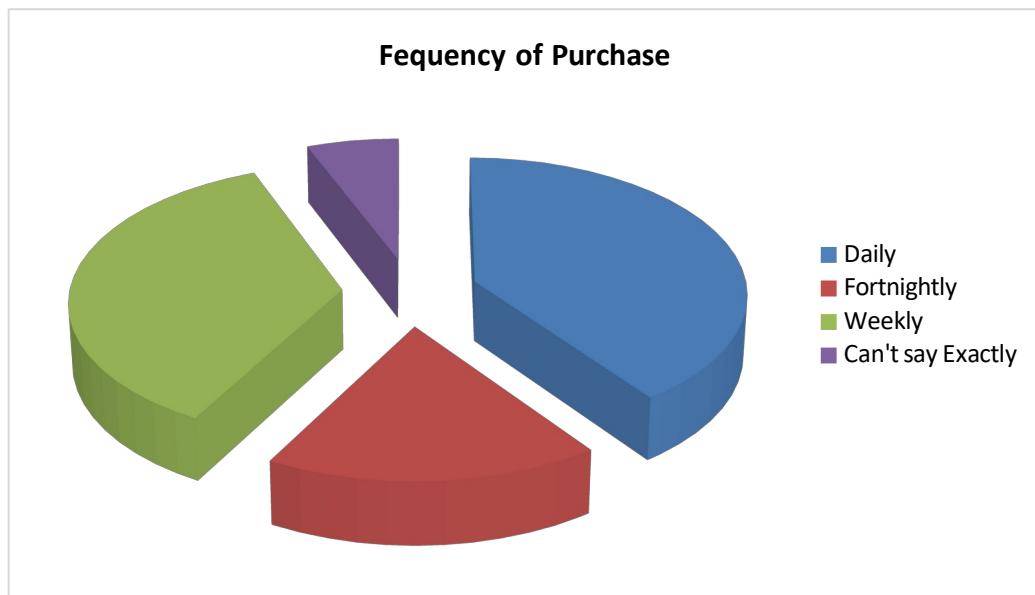


Table 3.3 and Graph 3.2 makes clear that out of 100 respondents, majority of respondents that is 40% purchase haldiramssnacks Daily.36 % respondents purchases weekly ,18% purchases Haldirams snacks fortnightly and 06% have said that they don't know about their frequency of purchase.

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

**Table 3.5 :- Difference between Haldiram snacks and other brands of snacks
(N = 100)**

Particulars	Frequency	Percentage
Yes	81	81
No	19	19
Total	100	100

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

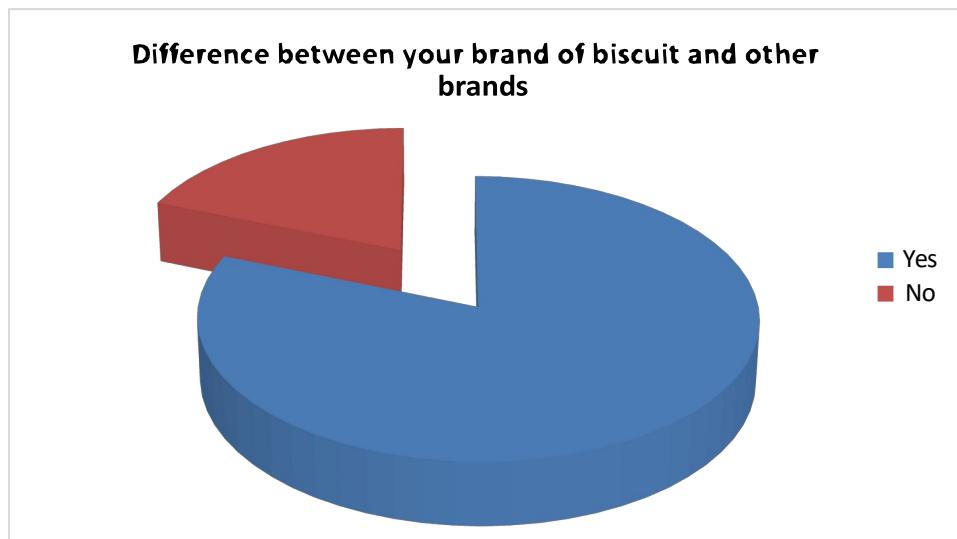


Table 3.4 and Graph 3.3 makes clear that out of 100 respondents, majority of respondents that is 81% has said that they have found difference in Haldirams snacks as compare to other brands of snacks, while rest of the 19% has said that they didn't find any difference between Haldirams snacks and other snacks brands.

Q :-Haldiram's snacks are :-

Table 3.6 :- Taste of Haldiram snacks

(N = 100)

Particulars	Frequency	Percentage
Very Tasty	31	31
Tasty	47	47
Can't say anything	22	22
Distaste	00	00
Very Distaste	00	00
Total	100	100

Graph 3.5 :-Taste of Haldiram snacks

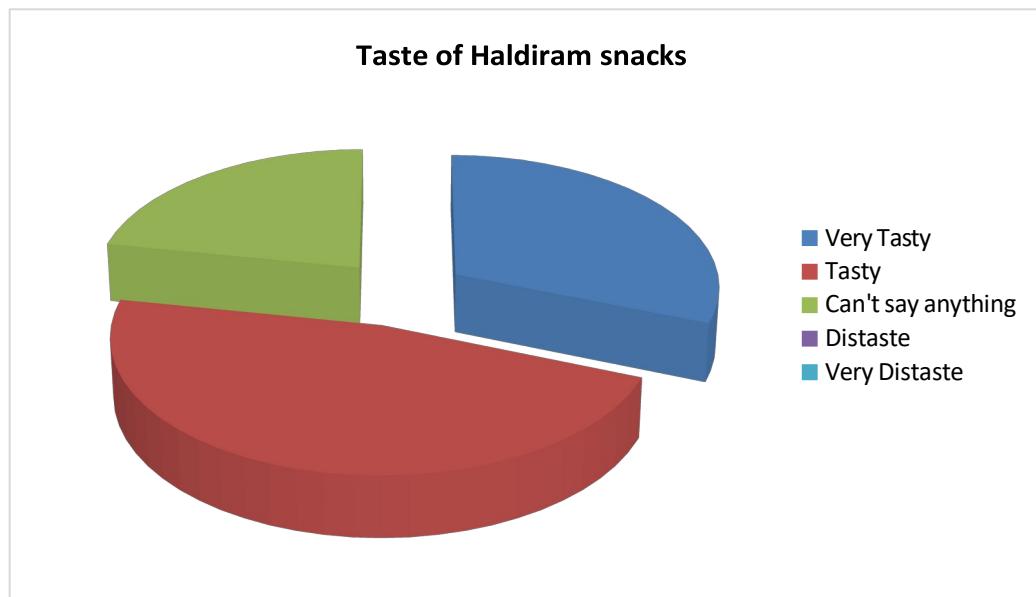


Table 3.5 and Graph 3.4 makes clear that out of 100 respondents, majority of respondents that is 47% has said that Haldirams snacks are tasty, 31% has said that Haldirams snacks are very tasty and rest of the 22% respondents said that they can't say anything about the taste of Haldirams snacks.

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

**Table 3.7 :-Type of Haldiram Snacks mostly liked by the customers
(N = 100)**

Particulars	Frequency	Percentage
Taka – Tak	23	23
SnackLite	23	23
Whoopies	08	08
Chips	23	23
Chees – Balls	16	16
Any Other	07	07
Total	100	100

Graph 3..6 :-Type of Haldiram Snacks mostly liked by the customers

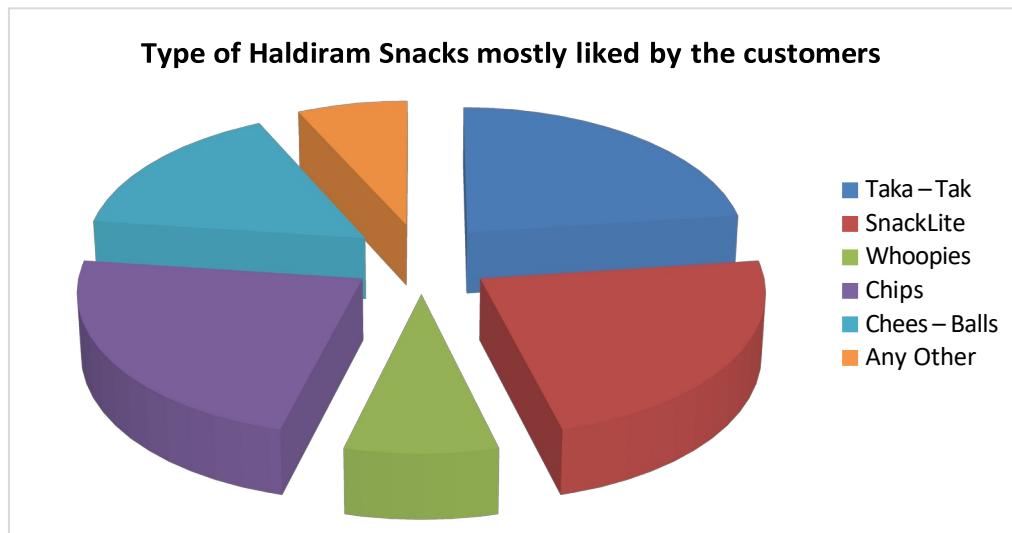


Table 3.6 and Graph 3.5 makes clear that out of 100 respondents, majority of respondents that is that 23% like taka-tak, same like snacklite, and the same like the chips of Haldiram. 16% respondents like chees-balls, 8% likes whoopies, and rest of the 7% likes any other products of haldirams.

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

**Table 3.8:-Factor due to them customers likes the Haldiram Snacks
(N = 100)**

Particulars	Frequency	Percentage
Taste	31	31
Affordable Price	08	08
Brand Name	53	53
Any Other reason	08	08
Total	100	100

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

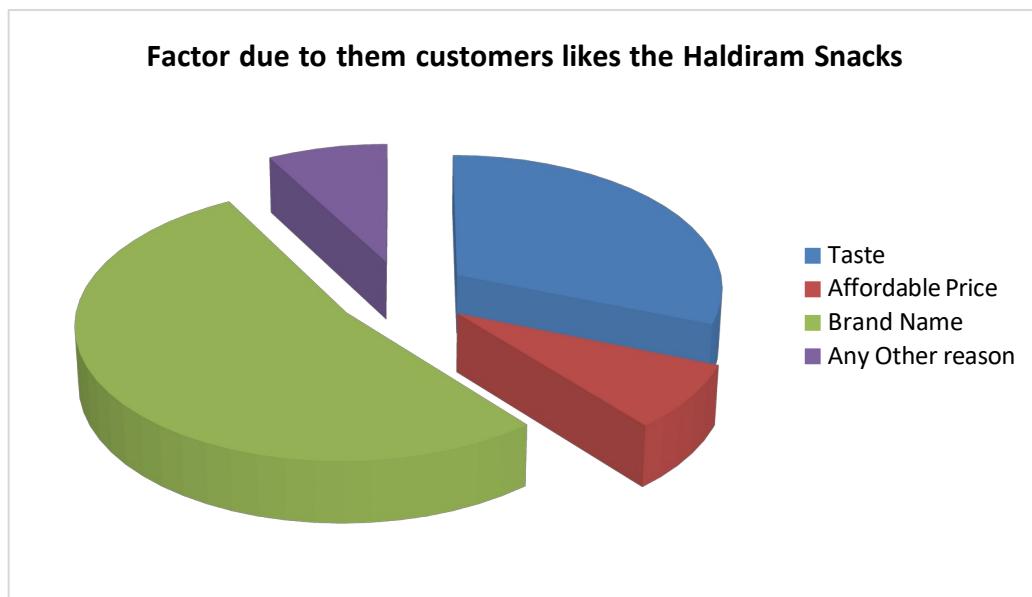


Table 3.7 and Graph 3.6 makes clear that out of 100 respondents, majority of respondents that is 53% respondents has said that they like haldirams snacks due to their brand name, 31% of respondents likes due to taste, 8% likes due to affordable price, and rest of the 85 likes Haldirams products due to any other reason.

Q :-The price of Haldiram's snacks is

Table 3.9 :-Views about the price of the Haldiram Snacks

(N = 100)

Particulars	Frequency	Percentage
Very High	45	45
High	08	08
Neither High nor Low	47	47
Low	00	00
Very Low	00	00
Total	100	100

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

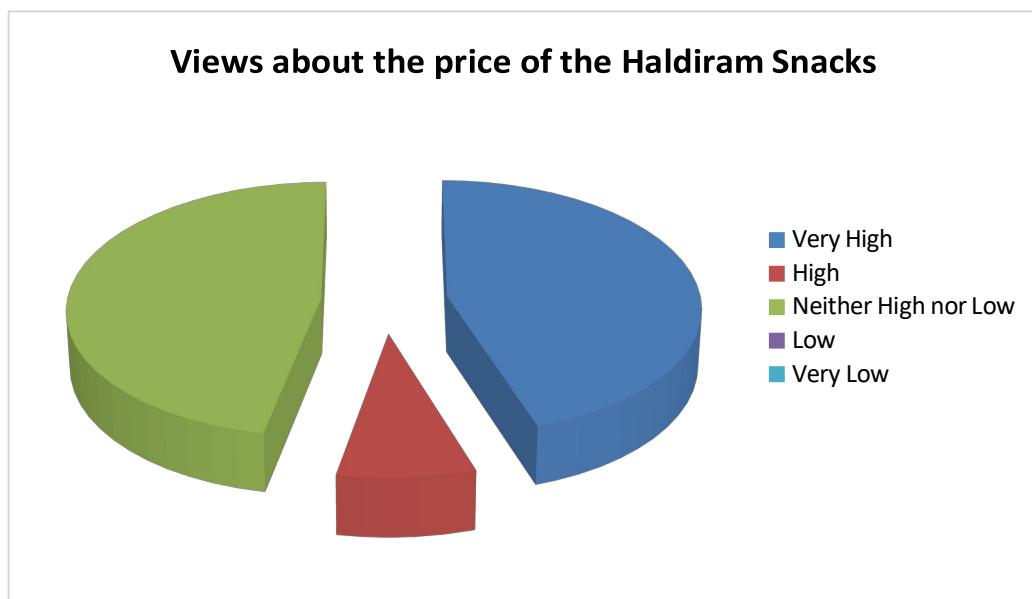


Table 3.8 and Graph 3.7 makes clear that out of 100 respondents, majority of respondents that is 47% has said that the price of the Haldiram snacks is neither high nor low, 45% has said that the price is very high and rest of the 8% has said that the price of Haldirams snacks is high.

Q :-The quality of Haldiram's snacks is

Table 3.10 :-The quality of Haldiram snacks

(N = 100)

Particulars	Frequency	Percentage
Very Good	45	45
Good	15	15
Neither Good nor Bad	40	40
Bad	00	00
Very Bad	00	00
Total	100	100

Graph 3.9 :-The quality of Haldiram snacks

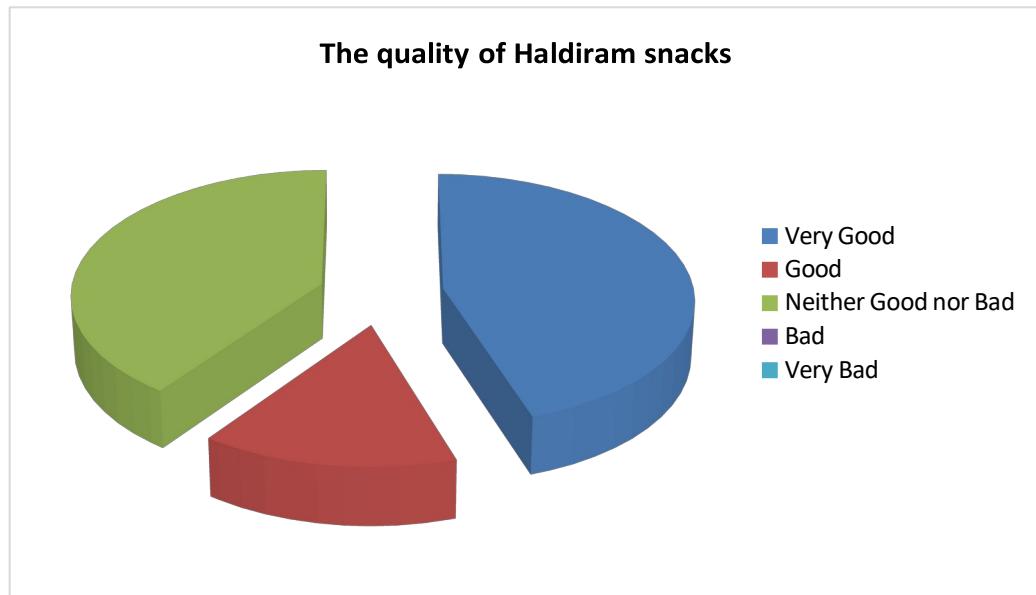


Table 3.9 and Graph 3.8 makes clear that out of 100 respondents, majority of respondents that is 45% has said that the quality of Haldirams snacks is very good, 40% has said that the quality of the Haldirams snacks is neither good nor bad and rest of the 15% has said that the Haldirams snacks are good.

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

Table 3.11 :-Most preferable pack of Haldiram Snacks

(N = 100)

Particulars	Frequency	Percentage
24 g Rs. 05	35	35
60 g Rs. 10	45	45
100 g Rs. 20	20	20
Any Other	00	00
Total	100	100

Table 3.10 :-Most preferable pack of Haldiram Snacks

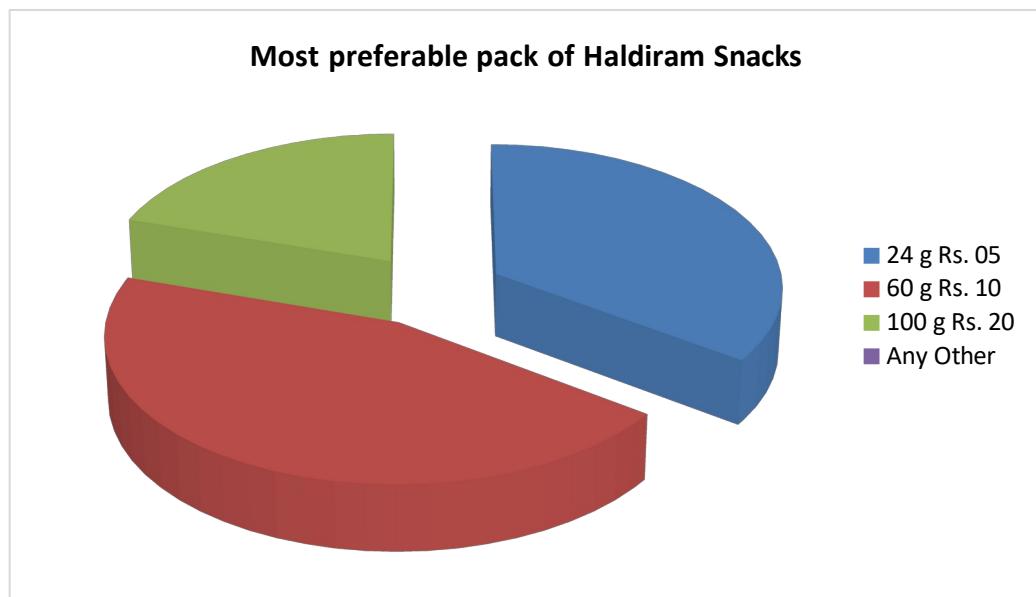


Table 3.10 and Graph 3.9 makes clear that out of 100 respondents, majority of respondents that is 45% of the respondents likes to buy 60g pack of Rs. 10 of Haldirams snacks, 35% respondents likes to buy 24g pack of Rs. 5, and rest of the 20% has said that they like to buy the 100g pack of Rs. 20 of Haldirams snacks.

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

Table 3.12 Right price for the right product

(N = 100)

Particulars	Frequency	Percentage
Strongly Agree	10	10
Agree	30	30
Neither agree nor disagree	40	40
Disagree	20	20
Strongly Disagree	00	00
Total	100	100

Table 3.11 :-Right price for the right product

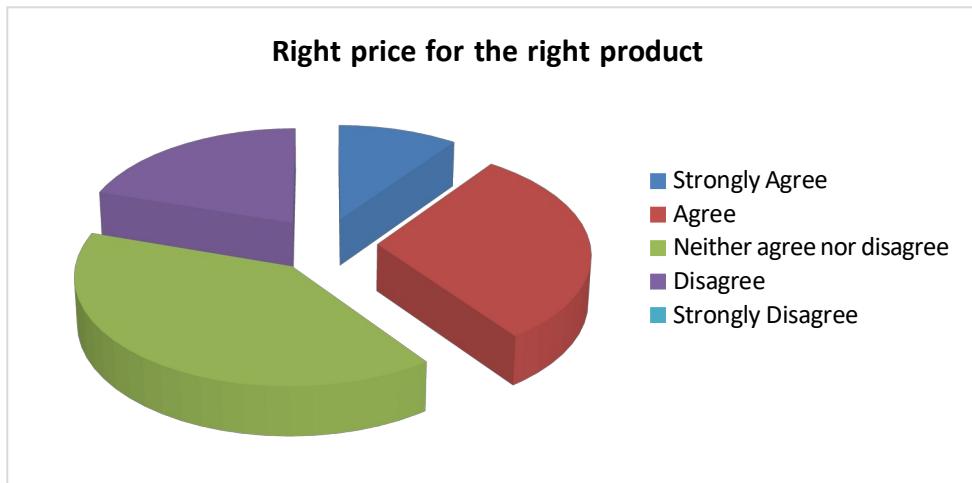


Table 3.11 and Graph 3.10 makes clear that out of 100 respondents, majority of respondents that is 40% of respondents are neither agree nor disagree with the statement that Haldiram charges right price for the right product to its customers, 30% respondents are agree with the statement, 10% respondents 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 :-Do you want more verities in Haldiram's snacks?

Table 3.13 :- Views aboutmore varieties in Haldiram Snacks

(N = 100)

Particulars	Frequency	Percentage
Yes	95	95
No	05	05
Total	100	100

Table 3.12 :-Views aboutmore verities in Haldiram Snacks

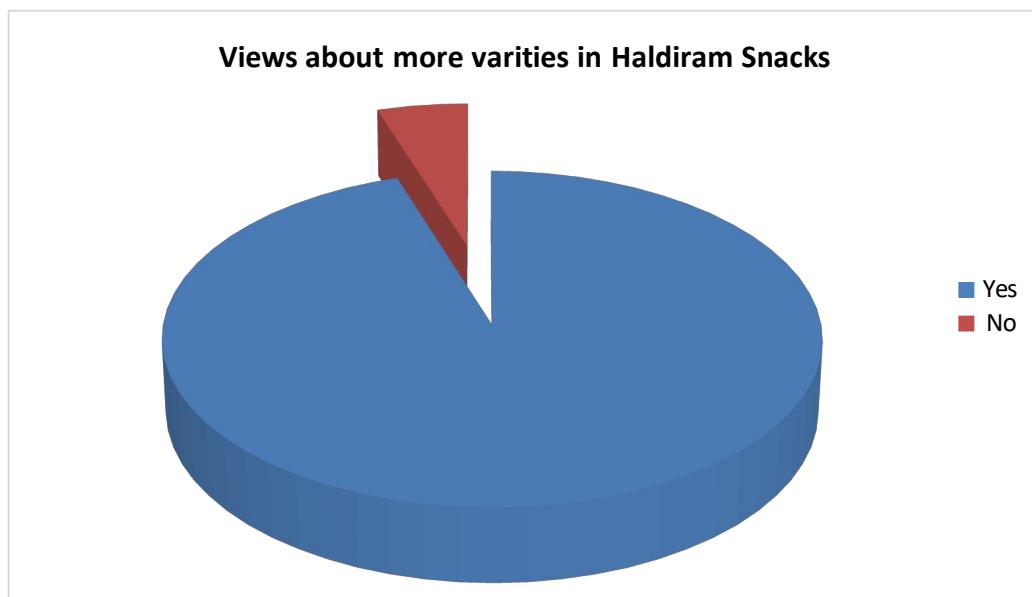


Table 3.12 and Graph 3.11 makes clear that out of 100 respondents that is 95% respondents wants more verities in Haldirams snacks while rest of the 5% respondents are satisfied with present verities .

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

Table 3.14 :- Packaging of Haldirm snacks

(N = 100)

Particulars	Frequency	Percentage
Yes	90	90
No	10	10
Total	100	100

Graph 3.13 :-Packaging of Haldirm snacks

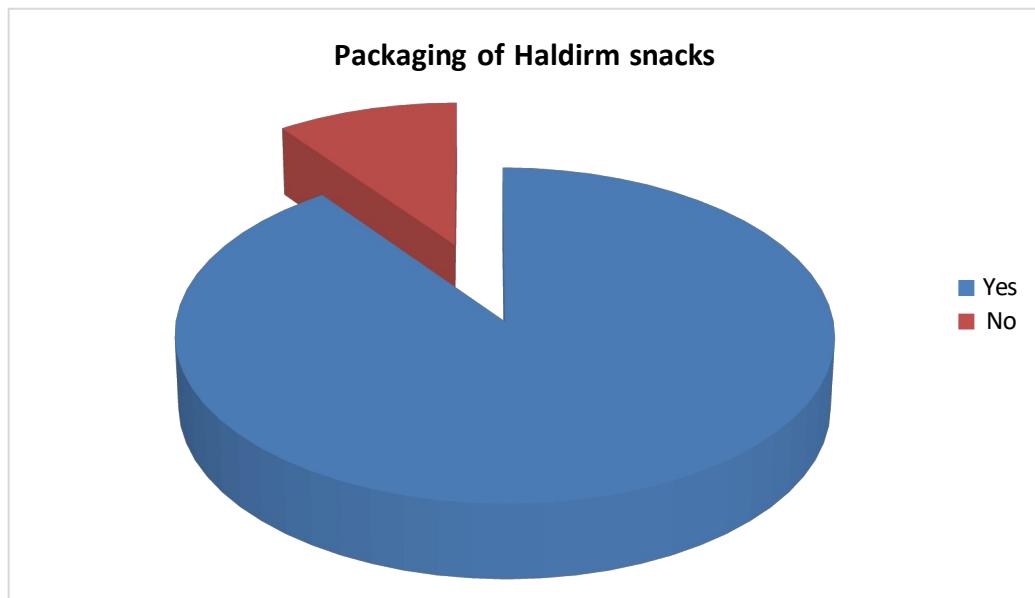


Table 3.13 and Graph 3.12 makes clear that out of 100 respondents, majority of respondents that is 90% of the respondents are satisfied with the packaging of Haldirams products, while rest of the 10% respondents are not satisfied with the present packaging of Haldiram's products.

Q :-Do you want any change in the packaging of haldiram's snacks?

Table 3.15 :- Views about Packaging

(N = 100)

Particulars	Frequency	Percentage
Yes	20	20
No	80	80
Total	100	100

Graph 3.14 :-Views about Packaging

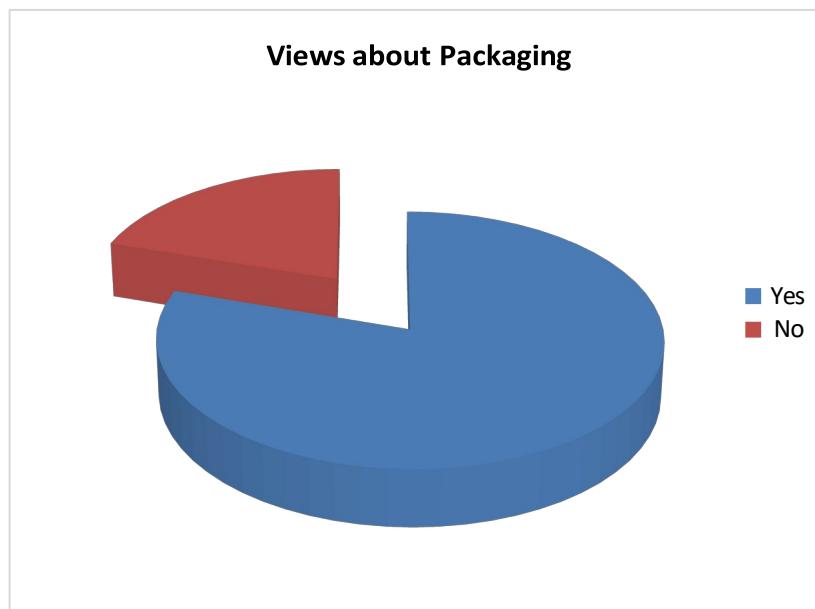


Table 3.13 and Graph 3.12 makes clear that out of 100 respondents, majority of respondents that is 80% of respondents don't want any type of change in the present packaging of Haldiram products, while 20% of respondents wants that the present packaging of the p[products should be change.

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

Table 3.16 :-Type of change in the packaging

(N = 100)

Particulars	Frequency	Percentage
Size	45	45
Colour Theme	25	25
Pack Rapper	20	20
Any other	10	10
Total	100	100

Graph 3.15 :- Type of change in the packaging

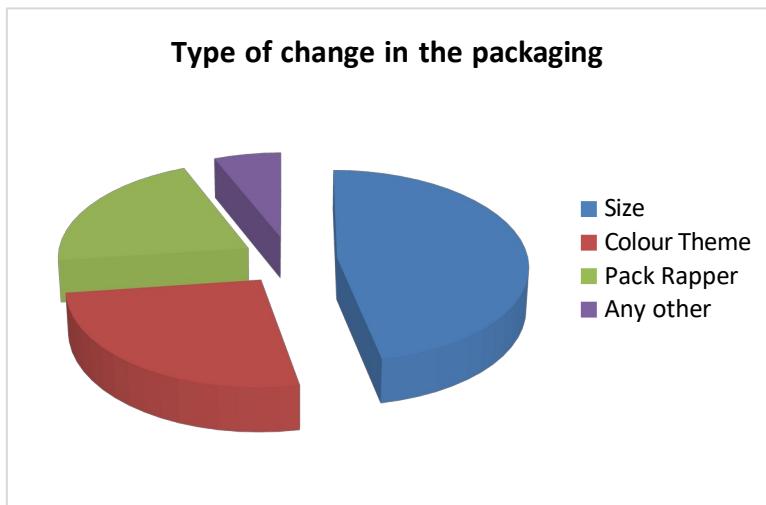


Table 3.14 and Graph 3.13 makes clear that out of 100 respondents, majority of respondents that is 45% of respondents want that the size of packaging should be change, 25% wants that the color theme should be changed, 20% respondents want that the rapper of pack should be changed and rest of 10% want any other type of change regarding the Haldirams snacks.

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

Table 3.17 :-Quantity of snacks in various packs

(N = 100)

Particulars	Frequency	Percentage
Strongly Agree	18	18
Agree	18	18
Neither agree nor disagree	27	27
Disagree	00	00
Strongly Disagree	37	37
Total	100	100

Graph 3.16 :-Quantity of snacks in various packs

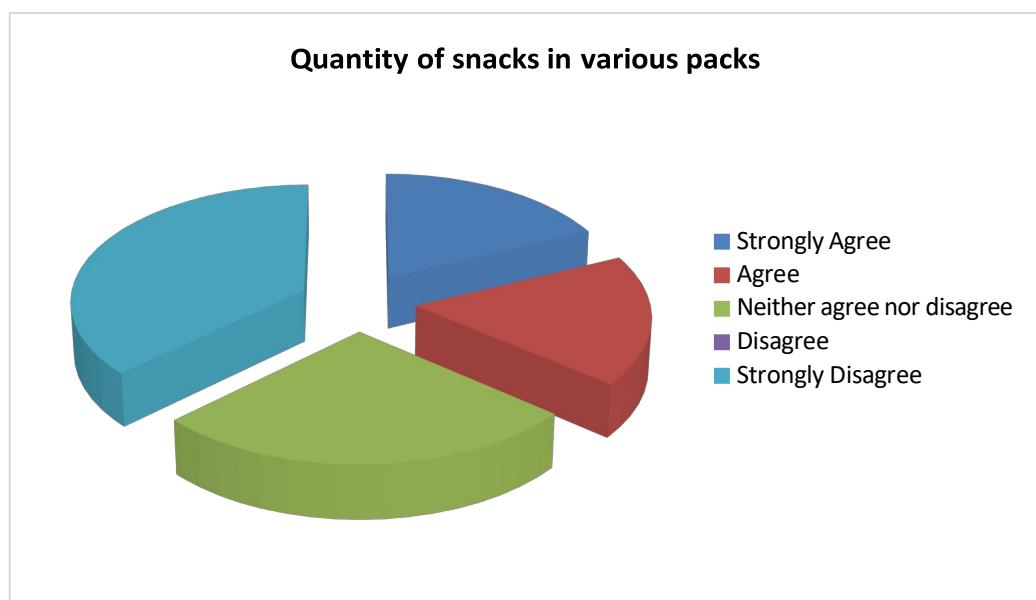


Table 3.15 and Graph 3.14 makes clear that out of 100 respondents, majority of respondents that is 37% are strongly disagree with the statement that the quantity of the snacks is satisfactory in the various packs of Haldirams snacks, 25% are Neither agree nor disagree with the statement, 18% are agree, the same is strongly agree with statement.

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

Table 3.18 :- Comfort ability of packaging to open

(N = 100)

Particulars	Frequency	Percentage
Yes	82	82
No	18	18
Total	100	100

Graph 3.17 :- Comfort ability of packaging to open

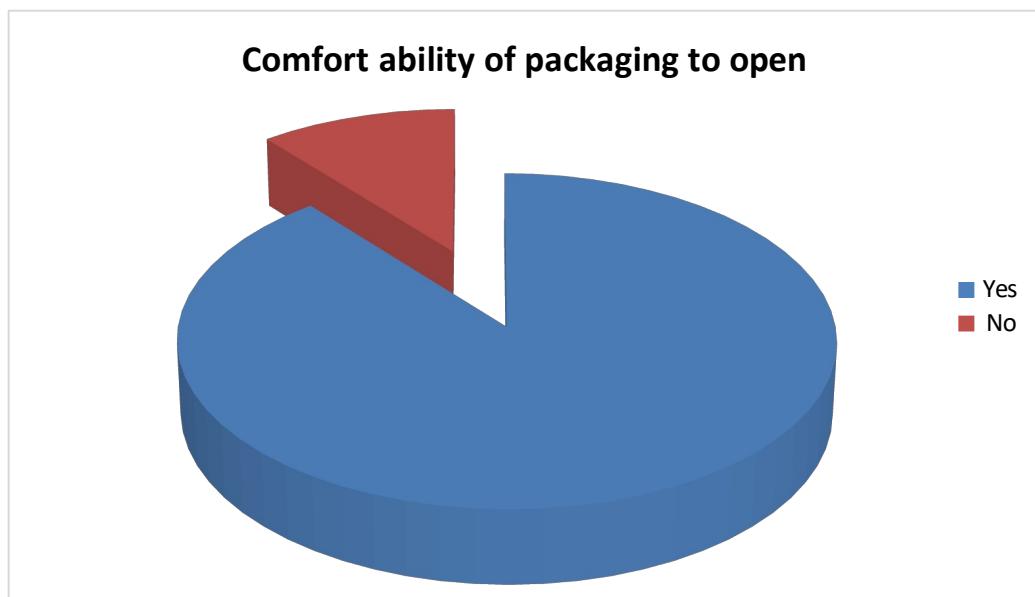


Table 3.16 and Graph 3.15 makes clear that out of 100 respondents, majority of respondents that is 825 of the respondents has said that the packaging of Haldiram snacks is comfortable to open while rest of 18% has said that the packaging of Haldiram snacks is not comfortable to open.

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

Table 3.19 :- Negative effect of Haldirams Snacks on health

(N = 100)

Particulars	Frequency	Percentage
Yes	00	00
No	100	100
Total	100	100

Graph 3.18 :-Negative effect of Haldirams Snacks on health

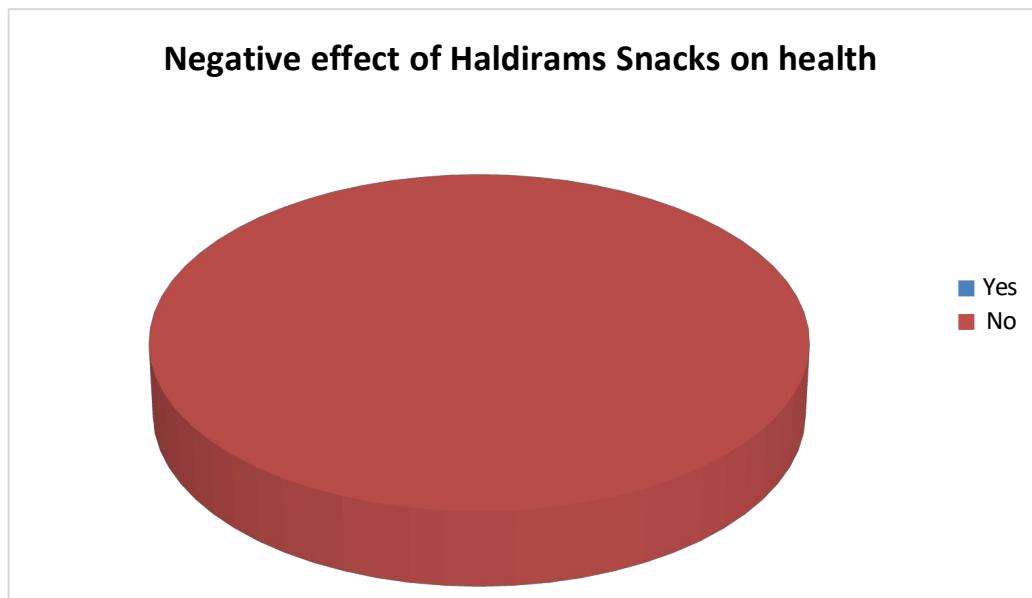


Table 3.17 and Graph3.16 makes clear that all 100% respondents have said that Haldirams snacks has not caused any negative effect on their health.

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

Table 3.20 :- Taste of Haldirams Snacks

(N = 100)

Particulars	Frequency	Percentage
Very Good	46	46
Good	36	36
Neither Good nor Poor	18	18
Bad	00	00
Very Bad	00	00
Total	100	100

Graph 3.19 :-Taste of Haldirams Snacks

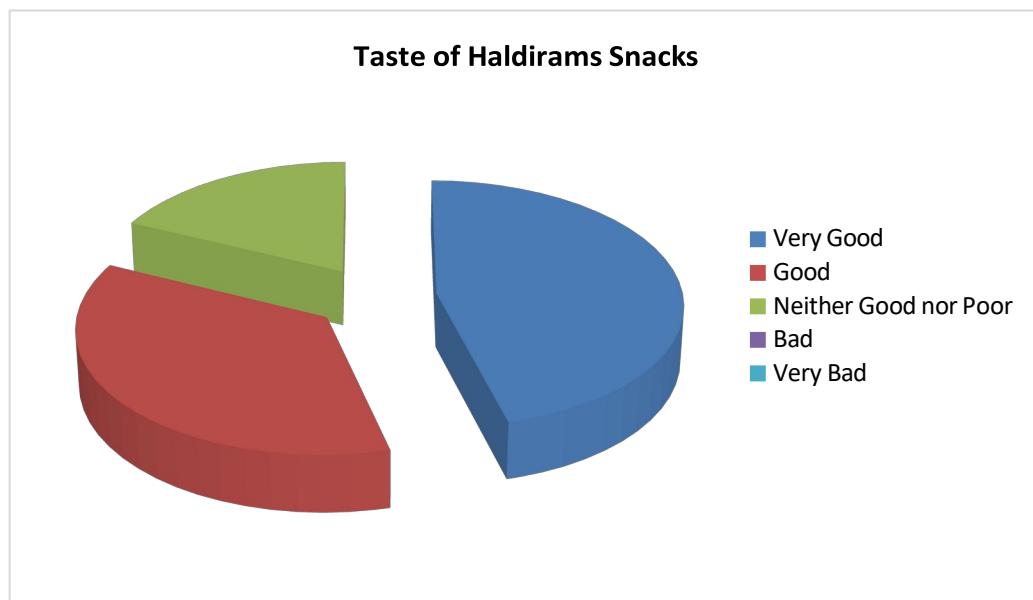


Table 3.18 and Graph 3.17 makes clear that out of 100 respondents, majority of respondents that is 46% has rated the taste of Haldiram products is very good, 36% has given it the good rating and the rest of 18% has said that the taste of haldirams snacks is neither good nor bad.

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

Table 3.21 :- Overall rating

(N = 100)

Particulars	Frequency	Percentage
Very Good	64	64
Good	18	18
Neither Good nor Poor	18	18
Bad	00	00
Very Bad	00	00
Total	100	100

Graph 3.20 :- Overall rating

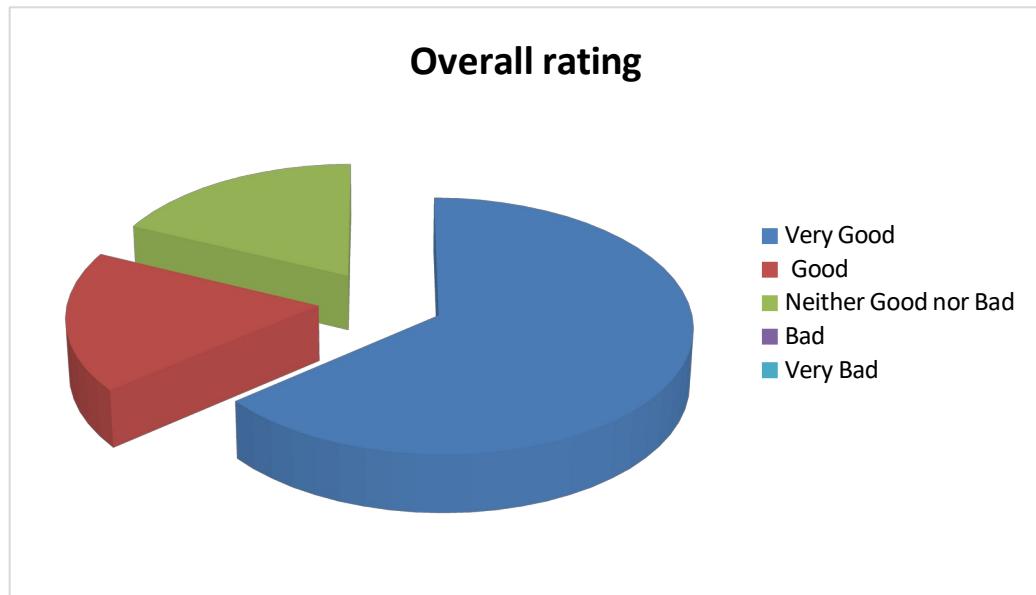


Table 3.19 and Graph 3.18 makes clear that out of 100 respondents, majority of respondents that is 64% has rated the taste of Haldiram products is very good in overall rating , 18% has given it the good rating, and the rest of 18% has said that the overall rating of haldiram's snacks is neither good nor bad.

Findings

FINDINGS

Out of 100 respondents, majority of respondents that is 45% respondents prefer Haldiram, 25% prefers pepsico. snacks, 05% prefers Lehar, 25% prefers devji. Majority of respondents that is 40% purchase haldirams snacks Daily.36 % respondents purchases weekly, 18% purchases Haldirams snacks fortnightly and 06% have said that they don't know about their frequency of purchase.

Majority of respondents that is 81% has said that they have found difference in Haldirams snacks as compare to other brands of snacks, while rest of the 19% has said that they didn't find any difference between Haldirams snacks and other snacks brands. Majority of respondents that is 47% has said that Haldirams snacks are tasty, 31% has said that Haldirams snacks are very tasty and rest of the 22% respondents said that they can't say anything about the taste of Haldirams snacks. Out of 100 respondents, majority of respondents that is that 23% like taka-tak, same like snacklite, and the same like the chips of Haldiram. 16% respondents like chees-balls, 8% likes whoopies, and rest of the 7% likes any other products of haldirams. Majority of respondents that is 53% respondents has said that they like haldirams snacks due to their brand name, 31% of respondents likes due to taste, 8% likes due to affordable price, and rest of the 85 likes Haldirams products due to any other reason.

Out of 100 respondents, majority of respondents that is 47% has said that the price of the Haldiram snacks is neither high nor low, 45% has said that the price is very high and rest of the 8% has said that the price of Haldirams snacks is high. Majority of

respondents that is 45% has said that the quality of Haldirams snacks is very good, 40% has said that the quality of the Haldirams snacks is neither good nor bad and rest of the 15% has said that the Haldirams snacks are good. Majority of respondents that is 45% 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 20% has said that they like to buy the 100g pack of Rs. 20 of Haldirams snacks.

Out of 100 respondents, majority of respondents that is 40% 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, 10% 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. Out of 100 respondents that is 95% respondents wants more verities in Haldirams snacks while rest of the 5% respondents are satisfied with present verities.

Majority of respondents that is 90% of the respondents are satisfied with the packaging of Haldirams products, while rest of the 10% respondents are not satisfied with the present packaging of Haldirams products. Majority of respondents that is 80% of respondents don't want any type of change in the present packaging of Haldiram products, while 20% of respondents wants that the present packaging of the products should be change. Out of 100 respondents, majority of respondents that is 45% of respondents want that the size of packaging should be change, 25% wants that the colour theme should be changed, 20% respondents want that the rapper of pack should be changed and rest of 10% want any other type of change regarding the Haldirams snacks.

Majority of respondents that is 37% are strongly disagree with the statement that the quantity of the snacks is satisfactory in the various packs of Haldirams snacks, 25% are Neither agree nor disagree with the statement, 18% are agree, the same is strongly agree with statement. Majority of respondents that is 825 of the respondents has said that the packaging of Haldiram snacks is comfortable to open while rest of 18% has said that the packaging of Haldiram snacks is not comfortable to open.

All 100% respondents has said that Haldirams snacks has not caused any negative effect on their health. Majority of respondents that is 46% has rated the taste of Haldiram products is very good, 36% has given it the good rating and the rest of 18% has said that the taste of haldirams snacks is neither good nor bad. Majority of respondents that is 64% has rated the taste of Haldiram products is very good in overall rating , 18% has given it the good rating, and the rest of 18% has said that the overall rating of Haldirams snacks is neither good nor bad.

Chapter-8

Suggestions and Recommendations

SUGGESTIONS AND 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 rapper of the Haldiram's should be attractive.
- The product should be available at the retail stores at all the times.
-

Chapter-9

Conclusion

CONCLUSION

In the end, the researcher has reached to the conclusion that the market of **Lucknow** district of UP, 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.

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QUESTIONNAIRE

1. Name (optional) :-

Age :-a) 10-20 yr. b) 21-35 yr.
 c) 36-50 yr. d) 51 yr. or above

Gender: -a) Male b) Female

Educational Level : - a) Illiterate b) Under matric c) Matriculate
d) Higher Secondary e) Graduate f) Post Graduate
g) Other.

Income:-a) 0-1 lakh b) 1.1-3 lakh c) 3.1-6 lakh
d) 6.1-10 lakh e) 10.1 lakh above

Profession: -a) Unemployed b) Govt. Job c) Private Job
d) Self-Employed e) Other.

Q2. Which snacks brand you prefer most?

- a) Pepsico
- b) Haldirams
- c) Lehar
- d) DevJi

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?

b) 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 buy most?

- a) 24 g Rs. 5
- b) 60 g Rs. 10
- c) 100 g Rs. 20
- d) Any other

Q12. Haldiram's charges the right price for their products.

- a) Strongly Agree
- b) Agree
- c) Neither agree nor disagree
- d) Disagree
- e) Strongly disagree

Q13. Do you want more verities in Haldiram's snacks?

- a) Yes
- b) No

Q14. Are you satisfied with the packaging of Haldiram's products?

- a) Yes
- b) No

Q15. Do you want any change in the packaging of haldiram's snacks?

- a) Yes
- b) No

If yes then which type of change do you want?

- a) Size
- b) Colour theme
- c) Pack Rapper
- d) Any other

Q16. The quantity of snacks packs satisfactory in the various packs of Haldiram's snacks.

- a) Strongly Agree
- b) Agree
- c) Can't say anything
- d) Disagree
- e) Strongly disagree

Q17. Does the packing of Haldiram's snacks is comfortable to open?

- a) Yes
- b) No

Q18. Does the Haldiram's Snacks cause any negative effects on your health?

- a) Yes
- b) No

Q19. How would you rate the taste Haldiram's snacks on the scale of 5 points?

Very Good : : Very Bad

Q20. How would you rate the Haldiram's products in all aspects?

Very Good : : Very Bad