



AN EMPIRICAL ANALYSIS ON CONSUMER'S BUYING BEHAVIOR TOWARDS BISCUITS WITH REFERENCE TO NCR

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ABSTRACT

The aim of this research paper is to study the consumer shopping behavior while purchasing Biscuits and their choice and preference for type and variety of biscuit. Many factors are taken into considerations for knowing consumer behavior like availability, price, flavor, packaging etc. This study made an attempt to analyze the existing buying behaviour for Biscuits by individual households and to predict the demand for Biscuits. This paper discusses the purchase behavior and the consumer preferences for Biscuits surveying 250 respondents in a supermarket. The study also explains about the consumer buying behavior of biscuits where different brands of biscuits are taken into consideration and assessing the impact of demographic dynamics on their choice. The objective of study deals with the demand of product which can be known from consumer's buying pattern & parameters that he considers during the purchase of Biscuits. The study also aims to identify the competitor's market strategy for the sales, profit generation and customer retention for his product also which can help them to benchmark the off-takes as a function of consumer preferences. For primary data collection the techniques used are questionnaire & personnel interviews & different graphical analysis were done. It was found that the average expenditure on Biscuits has a positive relationship with Innovative buying behavior, Social factors, Health factors, Lifestyle and Pester Power. The practical implications of this study could be change in its price, sales force size, distribution, packaging & advertising expenditures in the short run to further improvise its marketing strategies.

KEYWORDS: