



A STUDY ON CONSUMER BUYING BEHAVIOUR PATTERN OF MARIE GOLD BISCUITS IN MADURAI CITY

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ABSTRACT:

India's biscuit industry is highly competitive, with numerous manufacturers vying for consumer attention. In the city of Madurai, Marie Gold Biscuits, a prominent brand in the southern region, has notably expanded its market share. Various factors, such as socioeconomic status, cultural influences, personal preferences, and marketing strategies, play a crucial role in shaping consumer purchasing decisions. This study aims to analyze the demographics of customers who purchase Marie Gold biscuits and to evaluate the factors influencing their buying choices. Additionally, it seeks to explore the brand image and customer loyalty associated with Marie Gold Biscuits. The research specifically investigates the elements that impact consumers' decisions to buy Marie Gold products in Madurai City. The findings indicate that among 50 respondents, 66% are undergraduates, highlighting their influence on the consumer behavior related to Marie Gold biscuits. This paper emphasizes the implications for marketing strategies, underscoring the necessity for companies to prioritize quality, taste, and pricing while also fostering brand loyalty and targeting specific demographic groups.

KEYWORDS:

MARIE GOLD BISCUITS, CONSUMER BUYING BEHAVIOUR, BRAND IMAGE AND LOYALTY.

1.1 INTRODUCTION

A crucial field of research in marketing is consumer buying behavior, which looks at how people choose to spend their available resources (money, time, and effort) on things connected to consumption. Brands hoping to gain and hold onto market share must comprehend the subtleties of consumer tastes as the Indian snack market expands. In the Indian snack market, Marigold biscuits is a well-known brand that is valued for its taste, quality, and affordability. Marigold has established a position for itself in the very competitive biscuit market by offering a wide variety of products to suit the tastes and preferences of its customers.

The market environment for packaged food goods is distinct in Madurai, a well-known city in Tamil Nadu that is renowned for its culinary diversity and cultural legacy. The city is an important place for market study because of its fast expanding population and changing consumer preferences. Consumer behavior patterns regarding snack purchases are influenced by a number of factors, such as lifestyle choices, cultural influences, and economic levels.

1.2 STATEMENT OF PROBLEM

Numerous elements, including socioeconomic level,

cultural background, individual tastes, and marketing tactics, affect the purchasing decisions of consumers. The unique purchasing patterns of consumers in Madurai city are still not fully understood, despite Marigold cookies' well-established position in the Indian snack industry.

SEVERAL KEY ISSUES ARISE THAT WARRANT INVESTIGATION:

1. **Brand Perception and Loyalty:** Given the competitive landscape of the biscuit market, understanding how consumers perceive the Marigold brand and their degree of loyalty is crucial. Are consumers willing to repurchase Marigold biscuits, and what factors contribute to their loyalty or potential switch to alternative brands?
2. **Consumption Habits:** The frequency and context of biscuit consumption can influence purchasing patterns. Investigating when and how consumers incorporate Marigold biscuits into their diets can provide insights for targeted marketing strategies.
3. **Market Dynamics:** The rapid evolution of

consumer preferences and purchasing channels, particularly in the wake of digital transformation, raises questions about the relevance of traditional marketing approaches for Marigold biscuits in Madurai.

1.3 REVIEW OF LITERATUTRE

Chakraborty and Mukherjee (2020) carried out a study in Tinsukia town, Assam which shows customer satisfaction towards FMCG brands. Study concluded that demographic variables though very prominent in the customer decision-making process but except gender; other demographic variables have no effect on customer satisfaction. It is also disclosed from the study that variables like service quality, product quality and perceived value have high significations to customer satisfaction whereas financial benefit is found to be insignificant variable to customer satisfaction.

Sielicka-Różyńska et al. (2020) studied customers' attitudes towards glutenfree labels on cookie (biscuits) packages. The study revealed a strong relationship between gluten-free claim and extent of purchase intention. This suggests that looking at gluten-free knowledge on the label of food packets by customers can help influence consumers' attitudes about the purchase of such products.

Yughasha Gupta (2010) says that after going thick on the things, now time is to make a complete picture. While making a product a SKU (stock keeping unit) of the shop retailers think about the GMROI (gross margin return on investment) and they promote the brand which provides them highest. They expect return in the form of profit margin, company schemes, window display and reference of the shop. Among these, company schemes make the difference and are the highest sources of motivation afterprofit margin. Retailing demands a constant push from the company. Marketer needs to use advertising and brand building strategies to address the discerning buyers and retail push to in different buyers. The manufacturer should understand consumer behavior because retailers can't help quality and price. It is only up to manufacturers to deliver what consumer wants.

Enam and Samdani (2019) conducted a research to evaluate the affect of packaging on customer perception, which affects consumer purchases of Bangladeshi biscuits. The research has uncovered a number of significant results. Second, it is linked to affordability and high quality of the products and services. People consider premium packaging to be a high-quality commodity that is often costly. Finally, the product stands out from its rivals due to its distinctive colour and qualitypackaging.Furthermore, packaging design and quality have a positive and influential effect on customer purchasing decisions. Consumers value packaging quality as much as they value marketing's position in packaging knowledge and sales. The design of the package and the materials used will represent the brand's image. People are aware of the information written on a box, according to the report, and

they read it before purchasing the product. If the brand is good, customers expect the packaging to be good as well. The majority of the suggestions come from the respondents. Many people recommended that the packaging should be more environmentally friendly and recyclable. A few people suggested using a zip bag as to keep the biscuits fresh and easy to store. Different sizes of biscuit packaging are strongly recommended.

1.4 OBJECTIVES OF THE STUDY

1. To determine the demographics of customers that buy Marigold biscuits in Madurai City.
2. To evaluate the elements affecting the choice to buy.
3. To investigate Marigold biscuit brand perception and loyalty.
4. To examine patterns of consumption and frequency of purchases.

1.5 RESEARCH DESIGN

The goal of the research design is to determine how Madurai city's consumers purchase Marie Gold biscuits. Both primary and secondary data were employed in this investigation.

1.5.1 METHOD OF DATA

Both primary and secondary data will be gathered. It refers to primary data such as questionnaires. The secondary data came from journals, publications, and websites.

1.5.2 SAMPLE SIZE

Sample size of 50 respondents was taken for this study. The result is generalized on the basis of sample selected.

1.6 RESULT & DISCUSSION

TABLE 1

HIGHEST LEVEL OF EDUCATION

EDUCATION	NO.OF.RESPONDENTS	PERCENTAGE
HIGH SCHOOL	0	0%
UNDERGRADUATE	33	66%
POST GRADUATE	16	32%
OTHERS	1	2%
TOTAL	50	100%

Source: primary data

From the above table it was noted that 66% of the respondents fall in undergraduate category, 32% of the respondents fall in post graduate category, 2% of the respondents fall in others category and 0% of the respondents fall in the category of high school.From the table 2 it was noted that 51% of the respondents fall in daily category, 31% of the respondents fall in weekly category, 12% of the respondents fall in monthly category and 6% of the respondents fall in the category of rarely.From the table 3 it was noted that 62% of the respondents fall in grocery store, 28% of the respondents fall in supermarket, 10% of the respondents fall in convenience store and 0% of the respondents for online

store.

CHART-1 LEVEL OF EDUCATION

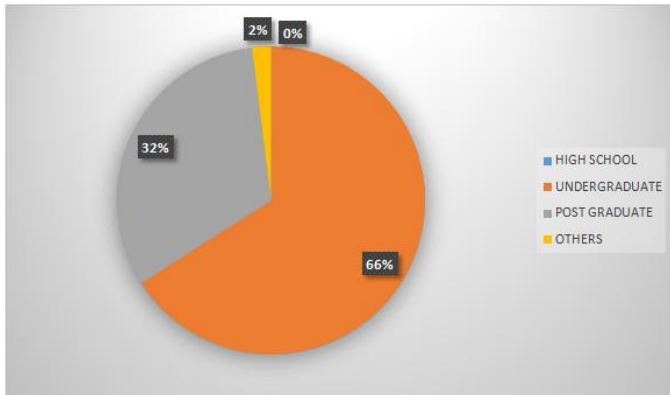


TABLE 2

PURCHASE METHOD

PURCHASE	NO.OF.RESPONDENT	PERCENTAGE
DAILY	26	51%
WEEKLY	16	31%
MONTHLY	6	12%
RARELY	3	6%
TOTAL	50	100%

Source: primary data

CHART-2 PURCHASE METHOD

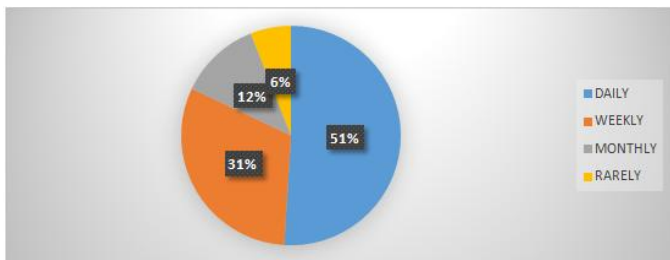


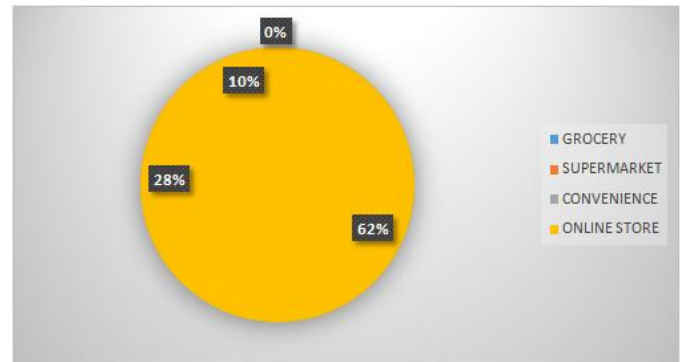
TABLE 3

WHATE TYPE OF STORE USING TO BUY MARIE GOLD BISCUITS

STORE	NO.OF.RESPONDETS	PERCENTAGE
GROCERY	31	62%
SUPERMARKET	14	28%
CONVENIENCE	5	10%
ONLINE STORE	0	0%
TOTAL	50	100%

Source: primary data

CHART-3 WHAT TYPE OF STORE USING TO BUY MARIE GOLD BISCUITS



The study found that out of 50 respondents 66% of the respondents are undergraduates in consumer buying behavior of marie gold biscuits. Out of 50 respondents 50% of the respondents are buy biscuits daily. Out of 50 respondents 62% of the respondents are buy biscuits in grocery store.

CONCLUSION

The study's main goal was to evaluate consumer purchasing behavior with reference to biscuit items; to this end, elements connected to the products and factors related to the characteristics of the customers that influence the purchasing patterns were found. Additionally, the correlation between the respondents' demographic information and their final purchasing decision was examined. The study has shed light on the development of biscuits in India. This study provides valuable insights into the consumer buying behavior pattern of marie gold biscuits products in Madurai city. The finding has implications for marketing strategies, highlighting the need for companies to focus on quality, taste, and price. While also cultivating brand loyalty and targeting specific demographic segments.

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