# Consumer Buying Behaviour

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*Abstract-* *In FMCG sector there has been severe competition between Multi-national Company, National and local players. Consumer is the king of any business. Understanding consumer needs and wants is important and foremost task of any marketers. Consumer satisfaction is a judgment made by the consumers. Consumer behaviour can also be defined as those acts of consumers directly involved in obtained using and disposing of economic goods and services, including the decision processes that preceded and determine these acts. The goods are produced only to meet the needs of consumer. So that the analysis of consumer behaviour is one of the foundations on which future marketing is depend. So, research did this survey in Erode city. Consumers have wide variety of choices in the cake product and they were influenced by many factors both internal and external. Brand loyalty was determined by several distinct psychological processes of the consumers. Product features (taste, quantity and price) is one of the most important factors affecting brand loyalty. In this study is to check whether consumers are satisfied by Britannia cake. In this research have chosen 100 sampling for analyzing data. SPSS software is used to analyse and interpret data. This would help the company to determine the promotional measures based on the findings.*

*Keywords*- Consumer Behaviour, Buying Behaviour, Consumer Behaviour

## I. INTRODUCTION

The customer satisfaction is a key area for improving business performance of the company. The company needs to change their plan and strategy for attract the consumer based on the needs, preference and buying pattern. The customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. The challenge of identifying the consumer satisfaction is key elements in their company performance in term of profit and loss. In this research paper explains the consumer behavior in FMGC for choosing the product for purchasing.

## II. REVIEW OF LITERATURE

Biesok G et. Al. (2011). The research work presented the idea of customer satisfaction, defines conditions of loyalty, described selected methods of customer satisfaction measuring and presents international standards referring to customer satisfaction measurement.

Karolina Ilieska(2013) an economic indicator of the quality of economic output; calculation of the net present value of their company's customer base as an asset over time information for strategic business applications; a predictor of consumer spending and corporate earnings.

Kaveh Peighambari (2016). This article reviewed recent scholarly research on consumer behavior published in the international journals in this field. It explained and evaluated the evolution of consumer behavior literature.

ErryRimawan et.al. (2017). The study considered that some changes can occur atany time, both in consumer and social psychological aspects and in consumer culture. This study aimed to investigate, analyze, and know in detail the influence of high-quality products, service and trust to customer satisfaction and its impact on customer loyalty in PT ABC Tbk flexible packaging division.

## III. RESEARCH METHODOLOGY

*A. Scope of the Research*

The consumers choices are different dimensions like financial, psychological, sociological and some other factors so there is a wider scope for consumer research and analyzing, identifying the needs and buying behavior. Academic community as well as business firms has undertaken a lot of researches in the field of consumer behavior in different ways. The consumers are from different segments therefore the firms are very much interested in studying their behaviours segments wise. As for as the cake are concerned, the consumers may change their brand loyalty frequently because various new brands are coming very often in every day. Without analyzing the consumer preference, the firm producing the products for saleis totally waste of time and

money. The present study would help the dealer to know the satisfaction of the respondents toward. In Indian market customers are playing key role in business. This would help the company to determine the promotional measures based on the findings. In this type of research is having very high scope for further research.

### B. Statement of the Problem

In business world, many brands of products are produced and marketed by a single manufacture. The decision whether to buy or not depends only on the basis of consumer motives. Modern market is consumer oriented and now the consumer is the decisive force. Hence, it is inevitable to have a thorough study on customers" attitudes and preference towards Britannia products and also the research world reveals the result about satisfaction level and consumer preference towards Britannia products under study area. Therefore, this study is mainly analyzing the customer behaviour with help of questionnaire.

Cake are small flat cake that is crisp and usually sweet. It is concerned with the taste and habits of the people. Previously, it was used as a diet for patients and energy and taste for kids. Nowadays, cake is considered as a good alternative for oily snacks and fast food. So currently, among all biscuits available in the market, Britannia has become one of the popular cakes among the people of all segments and ages.

### C. Business research objectives

- To determine the most influencing factor in the purchase of the product
- To identify the reason for choosing the product
- To evaluate the satisfaction level of users with respect to their present brand
- To give suggestions based on the study for the improvement of the product

### D. Research Design

The research is descriptive exploratory design. The data is collected with the help of random sampling method is employed for collecting data from the different shops and super markets and the area of study is Erode city in TamilNadu. A sample of 100 individual is selected for this research study. The task of data collection begins after a research problem has been defined. The questionnaire method with consists of 10 variables is employed for using the data collection from consumers in various stores in person. In demographic profile of the respondents like gender, age,

occupation, monthly salary are used in the questionnaire and to along with demographic variables other variables such as preference for eating cake, which brand cake like to eat, how frequent to eat, who all from the family like to eat, price prefer to eat, which flavor like to eat, reason for consuming the product, how to know about the product, which is influencing the buying are used for this study for achieving the research objectives. The web, research article, book chapters are used for secondary data source for defining the research problem. The data analysis was done through descriptive statistics. In order to analyze the collected data, the statistical tool used is SPSS.

### E. Research Data Analysis

The factor influencing customers are taken for analysis. The variables are availability, taste, nutritious, price, brand, quality, attractive package, flavour and offers or scheme.

The "% of variance" column says how much of the total variability (in all of the variables together) can be accounted for by each of these summary scales or factors. Factor 1 accounts for 57.80% of the variability in all 9 variables, and so on. The differences in the output between the nine and two-component solution. Under Total Variance Explained the result said that the Initial Eigenvalues no longer equals the Extraction Sums of Squared Loadings. There are only two rows of eigenvalues, and the cumulative percent variance goes up to 71.040

From the table 2.0 the initial assumption that all variance is common therefore before extraction the communalities are all 1. The output is a table of communalities which shows how much of the variance and in general in the values are more than 0.5 and it be considered for further analysis and in the variables has been accounted for by the extracted factors. It shows that 65.7% of the variance associated with variable 1 (availability) is common or shared, variance. These communalities are in term of the proportion of variance explained by factors but the correct factor will be considered only after extraction. From the table 3.0, this matrix contains the loading of each variable onto each factor and the table 3.0, the all most all the variable are having greater than .6 therefore all are having influence on the component matrix and it shows nutritious, quality and flavour are shown more than 80% of influence comparing other variables.

**Table 1.0 Factor Analysis – Total Variance**

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
|---|---|---|---|---|---|---|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 5.203 | 57.808 | 57.808 | 5.203 | 57.808 | 57.808 |
| 2 | 1.191 | 13.232 | 71.040 | 1.191 | 13.232 | 71.040 |
| 3 | .681 | 7.569 | 78.608 | | | |
| 4 | .575 | 6.392 | 85.000 | | | |
| 5 | .427 | 4.748 | 89.748 | | | |
| 6 | .342 | 3.797 | 93.545 | | | |
| 7 | .256 | 2.839 | 96.384 | | | |
| 8 | .188 | 2.085 | 98.469 | | | |
| 9 | .138 | 1.531 | 100.000 | | | |

*F. Findings*

Using data interpretation information regarding consumer buying behavior towards cake was found.

**Table 2.0  Factors Analysis- Communalities**

| Attributes | Initial | Extraction |
|---|---|---|
| 1. Availability | 1.000 | .657 |
| 2. Taste | 1.000 | .859 |
| 3. Nutritious | 1.000 | .752 |
| 4. Price | 1.000 | .548 |
| 5. Brand | 1.000 | .725 |
| 6. Quality | 1.000 | .692 |
| 7. Attractive package | 1.000 | .744 |
| 8. Flavour | 1.000 | .694 |
| 9. Offers/scheme | 1.000 | .722 |

- The 77% of the male respondents are consuming cake. Compared to female respondents it is such more because of the company targeted customers are children.
- The age group of 19-30 are the ones almost buying more time and more cakes.
- 44% of the respondents are from the urban area, and followed by 56% of the respondents are from rural area. That mainly rural consumers are consuming cake more than urban consumer.

- The taste plays major role in consuming cake by customers and from the study 10% of the respondents are prefer cake for time pass, followed by 38% of the respondents are prefer cake as snacks, followed by 42% of the respondents are prefer cake for its taste and followed by 10% of the respondents are prefer cake when hungry.
- It was inferred that 29% of the respondents are prefer Choco flavour cake, followed by 16% of the respondents are prefer Fruit flavour cake, followed by 25% of the respondents are prefer strawberry flavour cake, followed by 16% of the respondents are prefer milk flavour cake and followed by 14% of the respondents are prefer pineapple flavour cake. Here the respondents are mostly like Choco flavour cake to eat.
- It was inferred that 55% of the respondents know about through Advertisement, followed by 14% of the respondents through Reference merchandising, followed by 8% of the respondents know about cake through personal selling, followed by 17% of the respondents know about cake through friends and relatives and followed by 6% through other. Here advertisement plays major role in promoting cake to customers easily.

**Table 3.0 Rotation Matrix**

| Attributes | Component | |
|---|---|---|
| | 1 | 2 |
| 1. Availability | .798 | .143 |
| 2. Taste | .754 | -.539 |
| 3. Nutritious | .818 | -.289 |
| 4. Price | .686 | .277 |
| 5. Brand | .785 | -.331 |
| 6. Quality | .809 | -.192 |
| 7. Attractive package | .727 | .465 |
| 8. Flavour | .830 | .067 |
| 9. Offers/scheme | .608 | .593 |

## IV. CONCLUSION

The consumer satisfaction plays major role in success of the product in the business market. In the cake industry

need to attract the consumer by advertisement and they need to concentrate more on natural ingredients to attract more customers. sale. The company has to focus on its distribution channel, networking and marketing strategies in the market. Increase some flavors to improve cake as tasty to attract young generation.

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