A STUDY ON CONSUMER PREFERENCE AND SATISFACTION LEVEL TOWARDS HALDIRAM'S PRODUCTS WITH SPECIAL REFERENCE TO TIRUPUR CITY

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ABSTRACT

This study aims to explore the consumer preferences and satisfaction towards Haldiram's products. Haldiram's is one of the leading brands in India's snack food market, offering a variety of traditional and contemporary snack options. The study surveyed 120 respondents across different age groups, genders. The research findings revealed that the taste and quality of the products are the two most crucial factors that influence consumer preferences towards Haldiram's. Further, the packaging, price, and availability of the products were also found to be significant factors affecting consumer preferences.

KEYWORDS: *Consumer preference and satisfaction, quality, price, availability, brand loyalty.*

1. INTRODUCTION

Haldiram is an Indian Company of food. It was founded in 1937 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 and namkeen shop in Bikaner, Rajasthan, a small but significant town in the Thar desert. Shri Shivkisan Agarwal, the founder of Haldiram's always cherished the dream of building an empire, manufacturing traditional sweets/namkeens, leaving a mark on every occasion and getting close to the heart of the common man. The company headquarter is in Nagpur, India. It is India's one of the most popular brands for snacks and sweets. Haldiram offers a wide range of sweets, Namkeens, Cookies, frozen food, Wraps and many more Indian snacks. Haldiram's competes on the basis of numerous factors including brand recognition due to distinct packaging, product quality, traditional taste and authentic Indian flavour. Haldiram is a name associated with consumers for sweets and namkeens for the past six decades in India and abroad. It made its modest start in 1941 in Bikaner in the state of Rajasthan. Today the company has diversified into snack food, sweets, syrups, biscuits and fast food. It is the leader in the namkeen segment with a 70% of the total share in the market. Haldiram's is a huge brand and has diversified into various industries. The one industry where it is the king right now is the" namkeens' industry. Hence the project mainly focuses on studying haldiram's namkeen division, though other areas have been briefly mentioned. Haldiram's after a wide range of products to its customers. The product range includes namkeens, sweets, sharbat, bakery items, dairy products, chips, papad and ice creams. However, namkeens remain the main area of focus for the group as it contributes close to 60% of its total revenues. By specialising in the manufacturing in the namkeen market the company has created a niche market. The raw materials used to prepare namkeens are of best quality and are sourced from all over India. The food industry in India is forever changing to suit their consumer's palate, preference and pocket. All the players in the industry thus, have to constantly adapt to the ever-changing trends and invent and re-invent themselves to stay in the league.

2. OBJECTIVES OF THE STUDY

1.To understand customer awareness about haldiram's products
2. To know the satisfaction level of consumers towards haldiram's products.

3. SCOPE OF THE STUDY

The scope of this study on haldiram's products would include an analysis of the company's products, their quality, safety, pricing and distribution. The study aims to know the consumer perception and buying behaviour of haldiram's products. There is a need to identify the consumer preference and buying behaviour of haldiram's products. The focus of the study is to know the satisfaction level of consumers. Furthermore, the study would evaluate the customer experience at haldiram's stores and the effectiveness of haldiram's online presence.

4. LIMITATIONS OF THE STUDY
- The sample size of only 120 respondents was taken from a large population.
- The research study is based on Questionnaires collected from the respondents.
- This study is focused with special reference to Tirupur City.

5.RESEARCH METHODOLOGY RESEARCH DESIGN
The research design used for the study is descriptive in nature.The researcher has made an attempt to find the consumer preference and satisfaction level of haldiram's products in Tirupur city.

SAMPLE DESIGN
The convenient sampling method was adopted in this research.

METHODS OF DATA COLLETION
PRIMARY DATA
The primary data have been collected through structured questionnaires. The questionnaire was filled by 120 respondents in Tirupur city.

SECONDARY DATA
The secondary data was collected from various sources like Articles, Journals, Wikipedia, Related Websites.

6. TOOLS FOR ANALYSIS
- Simple percentage analysis
- Rank analysis

6.1 SIMPLE PERCENTAGE ANALYSIS
Percentage analysis is used in making comparisons between two or more series of data. Percentage is used to describe relationships. Percentage can also be used to compare the relative terms, the distribution of two or more series of data.

$$\text{Simple percentage analysis} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} * 100$$

The information given by the proprietor will be influenced by their personal profile like age, educational qualification, nature of business and so on. So, to have an idea on their personal profile a percentage analysis was carried out.

6.2 RANK ANALYSIS
A rank analysis is any of several statistics that measure an ordinal association, the relationship between ranking of different ordinal variables or different ranking of the same variables, where a "ranking" is the assignment of the labels "first" ,"second", "third", etc., To different of a particular variable. A rank analysis measures of similarity between two rankings, and can be used to assess the significance of the relation between them. It is not necessarily a total order of object because two different objects can have the same ranking.
The ranking themselves are totally ordered.

7. REVIEW OF LITERATURE
1.**Rani, N. M., Manchanda, M. S., Mahnani, M. S., & Shekhawat, T. S. (2019)** A Study On Consumer Preference And Perception Regarding Snack Products With Specific Reference To Haldiram's. The present study attempts to capture consumer preference regarding ready to eat snack items and their perceptions regarding Haldiram's range ready to eat snack items. The major findings include that the majority of consumers consume Haldiram's products for over 3 years, many of them find the products have significantly been improved over a period of time.
2. **Ahmed, J. U., Ahmed, A., Talukder, N., Sultana, I., & Anika, F. H. (2020)** Haldiram's in India. A leading player in the snacks industry, Haldiram's, an already prevalent name in India, has been catering for the needs of the evolving consumer demand patterns since 1937. This case starts with a description of India's snacks market and Haldiram's standing as a company with dominant market share. As Indians are getting introduced to new global delicacies and flavours, their taste buds are changing, and a certain group of consumers are shifting towards healthy snacking options.
3. **Khedkar, R. (2023) Traditional Food Adjuncts:** Sustainable and Healthy Option for Functional Foods. In the era of functional foods, the knowledge of the medicinal benefits of the food adjuncts can encourage the entrepreneurs to position the products in the global market with their functional benefits.

8. DATA ANALYSIS AND INTERPRETATION

TABLE 1
TABLE SHOWING AWARENESS OF NUTRITIONAL PRODUCTS OF THE RESPONDENTS

S.NO	AWARE OF NUTRITIONAL PRODUCTS	HA	A	N	HDA	DA	TOTAL	RANK
1	NUTS, SEEDS & PULSES	28 (5) 140	43 (4) 172	32 (3) 96	11 (2) 22	6 (1) 6	436	2
2	CEREALS AND CORNFLAKES	11 (5) 55	19 (4) 76	53 (3) 159	13 (2) 26	24 (1) 24	340	10
3	PROTEIN POWDER	23 (5) 115	28 (4) 112	37 (3) 111	21 (2) 42	11 (1) 11	391	5
4	DRY FRUITS	34 (5) 170	38 (4) 152	29 (3) 87	8 (2) 16	10 (1) 10	435	3
5	DIET MIXTURE	21 (5) 105	23 (4) 92	47 (3) 141	13 (2) 26	16 (1) 16	380	7
6	HEALTH BARS	34 (5) 170	42 (4) 168	23 (3) 69	12 (2) 24	9 (1) 9	440	1
7	OATS	22 (5) 110	26 (4) 104	37 (3) 111	12 (2) 24	23 (1) 23	372	8
8	SUGAR FREE SWEETS	19 (5) 95	23 (4) 92	43 (3) 129	14 (2) 28	21 (1) 21	365	9
9	WHOLEWHEAT CRACKERS	27 (5) 135	26 (4) 104	46 (3) 138	7 (2) 14	14 (1) 14	405	4
10	PEANUTS	18 (5) 90	29 (4) 116	48 (3) 144	6 (2) 12	19 (1) 19	381	6

(SOURCE: PRIMARY DATA)

INTERPRETATION
From the above ranking analysis, health bars (1), nuts, seeds & pulses (2), dry fruits (3), whole wheat crackers (4), protein powder (5), peanuts (6), diet mixture (7), oats (8), sugar free sweets (9) and cereals and cornflakes.

INFERENCE
In this study, the majority of the respondents ranked (1) health bars.

TABLE 2
TABLE SHOWING SATISFACTION LEVEL OF THE HALDIRAM'S PRODUCTS

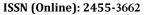| S.NO	SATISFACTORY	HS	S	N	HDS	DS	TOTAL	RANK
1	PRODUCT	43 (5) 215	38 (4) 152	23 (3) 69	4 (2) 8	12 (1) 12	456	1
2	QUALITY	24 (5) 120	33 (4) 132	48 (3) 144	6 (2) 12	9 (1) 9	417	5
3	PRICE	23 (5) 115	28 (4) 112	31 (3) 93	22 (2) 44	16 (1) 16	380	8
4	QUANTITY	29 (5) 145	38 (4) 152	34 (3) 102	7 (2) 14	12 (1) 12	425	4
5	OFFERS	17 (5) 85	22 (4) 88	23 (3) 69	19 (2) 38	39 (1) 39	319	10
6	VARIETY	26 (5) 130	47 (4) 188	27 (3) 81	9 (2) 18	11 (1) 11	428	3
7	ONLINE PAYMENT	17 (5) 85	21 (4) 84	38 (3) 114	13 (2) 26	31 (1) 31	340	9
8	TASTE	22 (5) 110	43 (4) 172	32 (3) 96	6 (2) 12	17 (1) 17	407	6
9	EASY AVAILABILITY	7 (5) 35	12 (4) 48	22 (3) 66	38 (2) 76	41 (1) 41	266	11
10	BRAND NAME	24 (5) 120	31 (4) 124	28 (3) 84	16 (2) 32	21 (1) 21	381	7
11	PACKAGING	39 (5) 195	44 (4) 176	19 (3) 57	5 (2) 10	13 (1) 13	451	2

(SOURCE: PRIMARY DATA)

INTERPRETATION

From the above ranking analysis, product (1), packaging (2), variety (3), quantity (4), quality (5), taste (6), brand name (7), price (8), online payment (9), offers (10), easy availability (11).

INFERENCE

In this study, the majority of the respondents ranked (1) product.

9.FINDINGS, SUGGESTION AND CONCLUSION

FINDINGS
- The Most (57.1%) of the respondents is Female.
- The Majority (43.3%) of the respondents are under the age group of between 20 to 30
- Majority of the respondents (36.7%) are Rs.10,001 to Rs.20,000.
- The majority of the respondents (440) are aware that the health bars are ranked 1
- Most of the respondents (456) are Highly satisfied with the product ranked 1.

SUGGESTIONS
1. The company should focus on creating more innovative and healthy products.
2. The company should focus on expanding its online presence to reach more customers.
3. The company should focus on expanding its distribution network to reach more customers.
4. The company can focus on introducing more varieties of products and flavours to meet the changing tastes and preferences of customers.
5. The company should focus on increasing its presence in rural areas and developing innovative products that cater to the needs of rural customers.

CONCLUSIONS
Haldiram's products have a strong presence in the Indian market and have been accepted well by the customers. It should focus on creating more innovative and healthy products, expanding its distribution network, enhancing its online presence and promotional activities to increase its customer base and sales and also it should focus on improving customer service, both online and offline, to ensure that customers are satisfied with their purchases and experience.Haldiram's products are of good quality and are reasonably priced. Overall, Haldiram's products are highly popular among customers due to their quality and taste. The company has managed to create a strong brand image and customer loyalty for its products. Therefore, Haldiram's products are an excellent choice for customers looking for quality snacks and sweets.

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