



“A STUDY ON CONSUMER PERCEPTION TOWARDS ITC PRODUCT – BINGO IN VADODARA CITY.”

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ABSTRACT

The purpose of this research is to know the consumer perception towards ITC product – Bingo in Vadodara city. This research paper includes perception of the consumer towards Bingo product. The paper also contains the important factors that influence the consumer perception and the importance of those factors to the consumers for consumption of Bingo. This study has been carried out on demographical factors and variables, to get the results regarding the consumer perception. To collect the primary data a questionnaire was formed and circulated among the people residing in Vadodara city through online form. 208 respondents were taken as sample in this study. The collected questionnaire was put under analysis through simple percentage, statistical tests such as chi-square test and t-test.

Keywords: Consumer perception; Bingo; Pricing; Quality; Promotion; Availability; Taste

I. INTRODUCTION

The sensory experience of the world is defined as perception. It is the process of organising, identifying, and interpreting sensory information in order to represent and comprehend the presented information or the environment. We learn about the properties and elements of the environment that are critical to our survival through the continuous process. Perception not only shapes our perception of the world around us, but it also allows us to act within it. Furthermore, the recipient's learning, memory, expectations, and attention all influence perception.

ITC Limited is a Kolkata-based Indian corporation. It is present in a variety of industries, including FMCG, hotels, agribusiness, and paperboards. The company operates in five segments and 13 businesses, and it exports to 90 countries.

ITC Foods introduced Bingo in March 2007 with a variety of energising bundled salted snacks. Currently, the reach includes various flavour variations of Potato Chips and Finger Bites. The brand is associated with youth, enjoyment, and excitement. It satisfies the consumer's desire for variety and intrigue in snacking. Bingo currently has four sub-brands in its portfolio, each with unique characteristics in terms of consumer need separation. Bingo! is one of the sub-brands. Yumitos, Bingo Mad Angles, Bingo Tedhe Medhe, and Bingo Tangles are some of the games available.

II. REVIEW OF LITERATURE

2.1 (2011) Patil Pravin Patil and Vedak Vidyadhar: The study features that shopper inclination towards private mark is an option in contrast to public brands and is considered as retailers offer for the client. Inclination of Indian buyers towards public brands is basically because of their reliability and quality element. Retailers need to boost their endeavors in situating of their confidential brands. they need to make mindfulness with respect to their own items among clients to acquire mileage in confidential name technique. To stay serious in medium to long run, retailers need to foster worth added private marks as opposed to presenting of spending plan and copycat private names alone. Appealing evaluating and advancement methodologies of private marks charm clients towards private brands. Confidential mark items are typically estimated 15 to 40 percent lower than marked items. Essential target of acquainting a confidential name is with gain influence during discussion with public level brand producer for additional edge. Confidential marks are liked by cost responsiveness portion of clients. Retailers' significant advantage is higher gross edge acquiring on confidential brands. Functional advantage remembers control for quality, production network and simplicity of product development. Store brands and public brands assume correlative parts, while previous turns into a wellspring of store separation and unwaveringness; the last option assumes the part of expanding the cost of store marks subsequently contributing towards store benefit. Assortment of private brands influences value decrease of public brands which helps the purchasers.

2.2 (2011) Wang and Chen : The study figured out the customers' perspectives towards various item classification of private marks. It explores the buyer discernments on item quality, cost, brand authority and brand character towards comfort merchandise and shopping products in view of worldwide confidential marks and neighborhood private names. Purchasers in Taiwan trust that worldwide and neighborhood hypermarkets both produce better accommodation merchandise and shopping products that have quality and convey more worth. Global confidential mark enjoys the benefit of economies of scale and the picture of items of unfamiliar make, which shows itself as outlandish way of life and culture. Shoppers don't respect exceptionally with neighborhood private marks.

2.3 (2009) Beneke Justin : The study examined the customer view of private mark brands inside the retail basic food item area of South Africa. Shoppers who are weighty buyers of private name brands may not end up being

more productive over the long haul as these customers might be subbing a more costly producer brand with the more affordable confidential mark choice. The upside of private name is expanded productivity through cost saving and expanded edges, expanded store unwaveringness and formation of particular corporate personality, chances to hold onto new market adventures and expanded haggling influence with providers. The appealingly bundled things tends to the purchaser needs of regard and status. Concerning the component of cost, new confidential name brand items can be at a lower cost by test promoting in their very own couple retail locations, in this manner adding to bring down research and improvement costs. The essential job of item bundling is to charm purchaser consideration by getting through the cutthroat mess. Segment factors were generally inadequate in deciding a people's penchant to purchase private mark brands. income was viewed as the most noticeable of all factors, uncovering an immediate connection between pay and partiality towards private name brands.

2.4 (1997) Kent & Allen: At times a paramount promoting effort is likewise one more successful method for getting individuals to purchase and recall specific brands and items. Studies were finished on the knowledge of brands and the memory of seeing promotions, by utilizing recognizable and new brands. Print promotions were made with the brand name, data, and item class highlighted in the titles, without utilizing pictures. Overviews were given to college understudies. The reactions for recollecting the items in the examination with natural and new promotions were about something very similar, all in all the respondents thought they recalled an advertisement that they truly didn't see previously. This study upheld the hypothesis that serious impedance significantly affects the memory of shoppers while seeing promotions for new advertisements or new items. There appeared to be no effect on items that as of now have been laid out on the lookout for a significant stretch of time. This could be one justification for another item's disappointment; writing recommends that the disappointment rate can be decreased by trying not to publicize close to a result of a similar class. The aftereffects of these examinations show that it is difficult for purchasers to recall data about new brands in classifications that are promoted vigorously. The most ideal way to publicize new items is to stay away from the media where there is rivalry for comparable results of comparable brands.

III. RESEARCH METHODOLOGY

In this research descriptive research is used in order to describe characteristics of the population taken i.e., respondents from Vadodara city.

3.1 Data Collection Method: The primary data collection method is used to collect the data directly from the consumers. A survey was conducted online to collect the required data.

3.2 Population: The population taken here is the people of Vadodara who consume chips, who falls in the age group of 18-27.

3.3 Sample Size: The sample size used is 208 in this study.

3.4 Sampling Method: The sampling method used here is the Convenience Sampling Method.

3.5 Data Collection Instrument: The data collection instrument used in this study is questionnaire. The questionnaire includes questions related to consumer perception towards ITC product Bingo. The questions are designed to assess the importance of factors of consumer perception, such as taste, packaging, price, quantity, size, availability, promotion, quality.

3.6 Objectives: The objectives are the goals and purpose of the study which will derive the results required for the study. The objectives for the study are mentioned below:

- To study the brand awareness of Bingo product by survey.
- To identify the factors affecting consumer perception towards Bingo in Vadodara city.
- To study the importance of factor of consumer perception towards Bingo in Vadodara city.
- To measure consumer perception towards ITC product Bingo in Vadodara city.

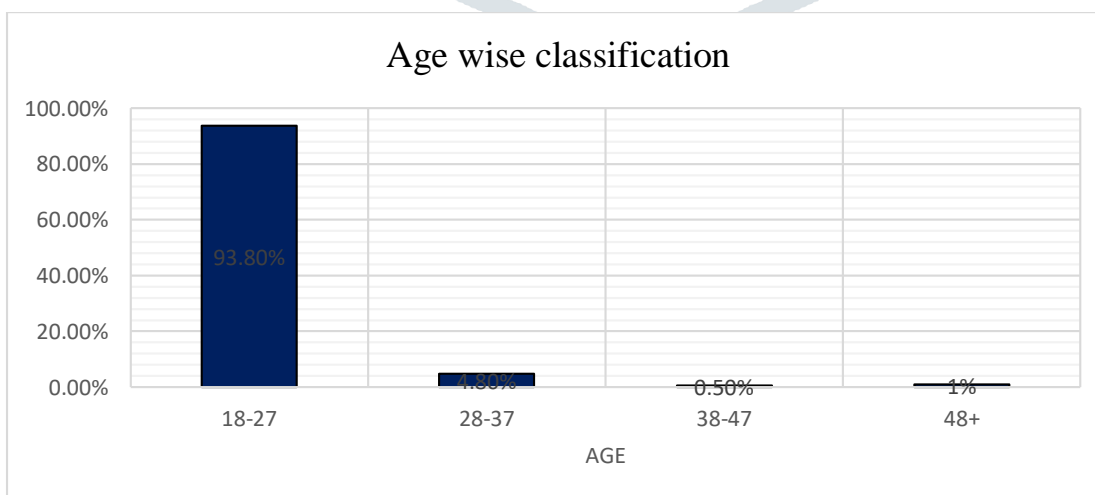
3.7 Hypothesis: The main hypotheses of the study are as under:

- H_01 : There is no significance difference between the opinion of male and female regarding the price of Bingo.
- H_02 : There is no significance difference between gender and consumption of Bingo.

IV. DATA ANALYSIS AND INTERPRETATION:

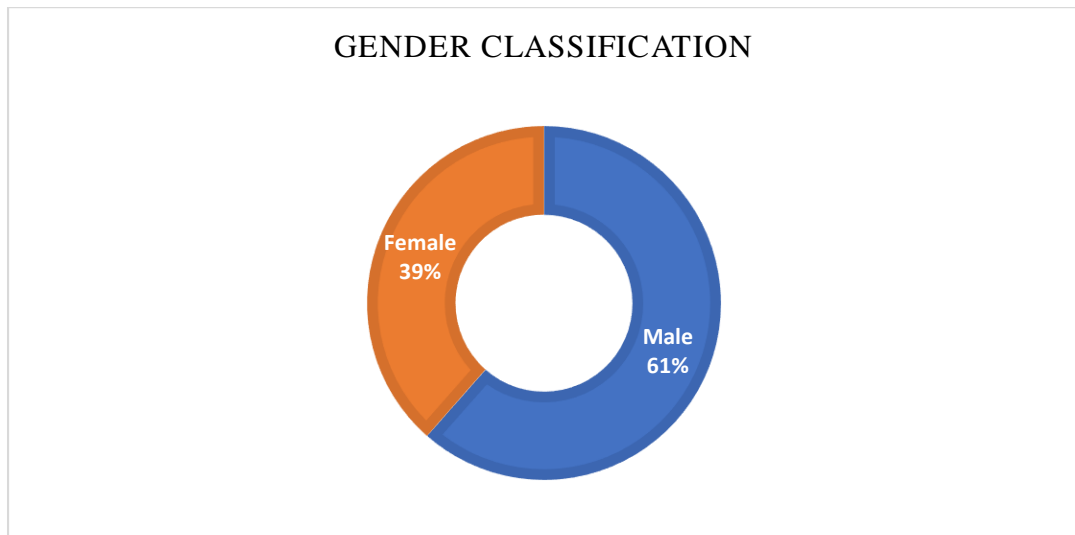
The collected data is analysed using statistical methods such as descriptive statistics, chi-square test, t- test and simple percentage. The analysis can provide valuable insights into the consumer perception towards ITC product Bingo.

4.1 Age



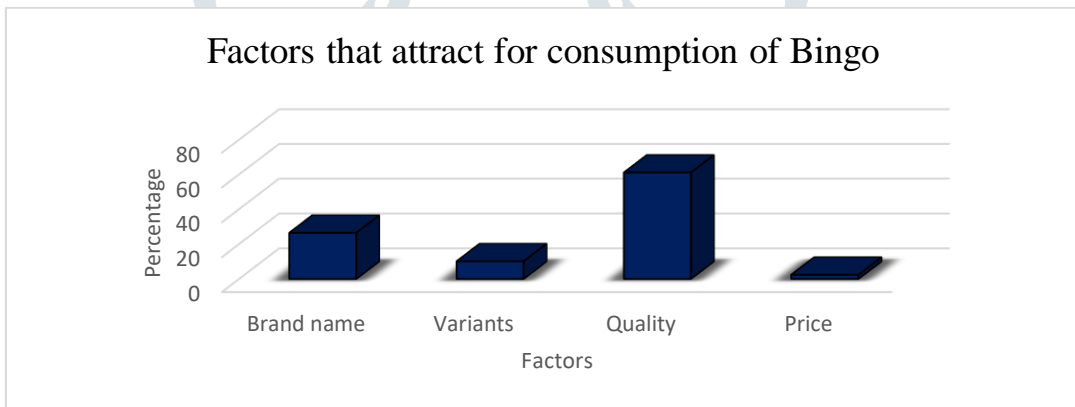
Interpretation: The chart shows 93.8% of respondents are in the age group of 18-27 years old. 4.8% are in the age group of 28-37 years old, 0.5% are in the age group of below 38-47 years old, 1% are in the age group of 48+ years old.

4.2 Gender



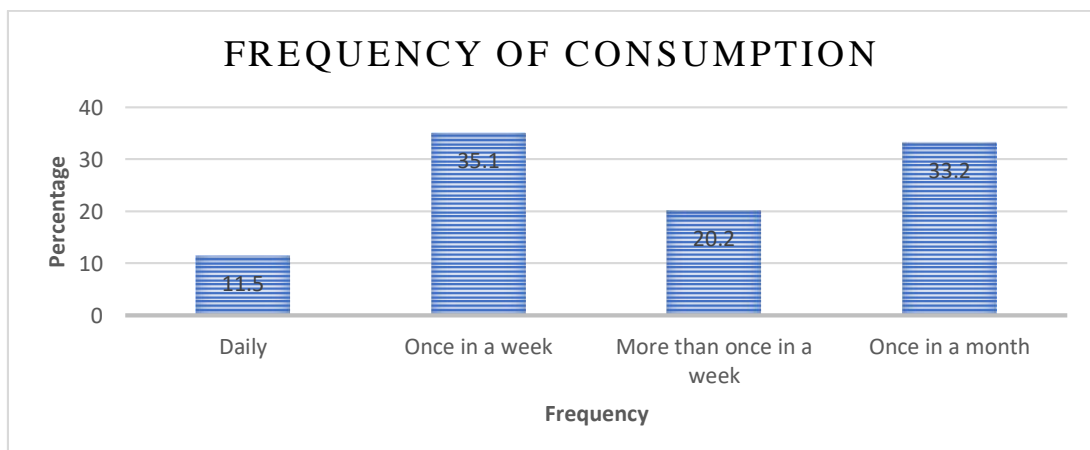
Interpretation: The chart shows that 61% of the respondents are males and 39% of the respondents are females.

4.3 Factors that attract consumers towards Bingo



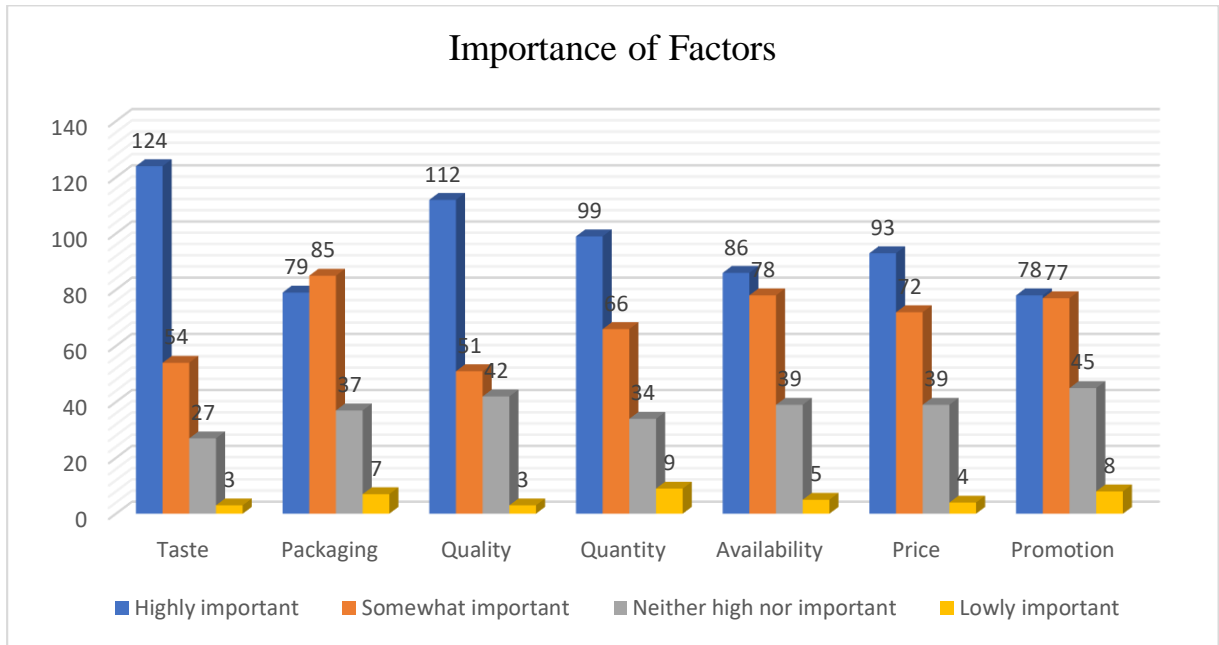
Interpretation: The chart shows that 61.1% respondents are attracted by the quality of Bingo, 26.4% are attracted by brand value of Bingo, 10.1% are attracted by variant and 2.4% are attracted by its price.

4.4 Frequency of consumption of Bingo



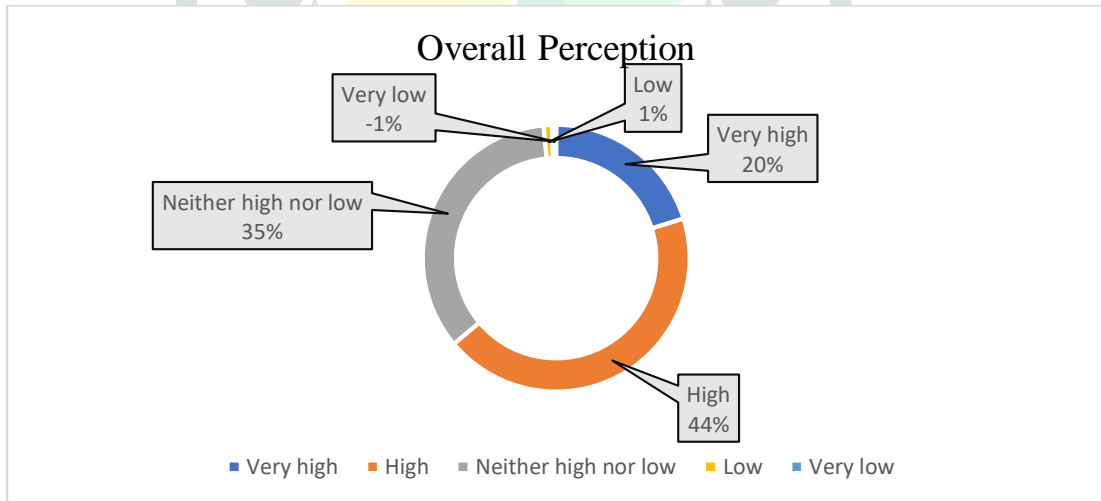
Interpretation: The chart shows that 35.1% of the respondents consume Bingo once in a week, 33.2% consume once in a month, 20.2% consume more than once in a week and 11.5% consume daily.

4.5 Importance of different factors



Interpretation: The chart shows that taste, quantity and price are the most important factor.

4.6 Overall Perception



Interpretation: The chart shows that 44% of the respondents are having High perception towards Bingo, 35% is neither high nor low, 20% is very high, 1% is low and 0.5% is very low.

TEST

Test 1: Analysis of difference between the opinion of male and female towards price of Bingo.

H₀: There is no significance difference between the opinion of male and female towards price of Bingo.

H₁: There is significance difference between the opinion of male and female towards price of Bingo.

Table: Group Statistics

	3.Gender	N	Mean	Std. Deviation	Std. Error Mean
17. How do you perceive the price of bingo?	male	128	1.91	.539	.048
	female	80	1.94	.431	.048

		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						One-Sided p	Two-Sided p			Lower	Upper
17. How do you perceive the price of bingo?	Equal variances assumed	4.663	.032	-4.38	206	.331	.662	-.031	.071	-.172	.109
	Equal variances not assumed			-.461	193.695	.323	.645	-.031	.068	-.165	.102

Result: From the above chi square test, the p value is 0.032 which is less than 0.05. So, null hypothesis (H₀) is rejected and alternative hypothesis H₁ is accepted at 5% level of significance. Therefore, it is concluded that there is significant difference between the opinion of male and female towards price of Bingo.

Chi Square Test

Test 2: Analysis of significant association between gender and consumption of Bingo.

H₀: There is no significance association between gender and consumption of Bingo.

H₁: There is significance association between gender and consumption of Bingo.

Table: Chi square test

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.208 ^a	3	.066
Likelihood Ratio	7.526	3	.057
N of Valid Cases	208		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.23.

Result: From the above chi square test, the p value is 0.066 which is greater than 0.05. So, null hypothesis (H_0) is accepted at 5% level of significance. Therefore, it is concluded that there is no significance association between gender and consumption Bingo.

V. RESULTS AND FINDINGS

- The highest number of respondents i.e., 93.8% is from the age group of 18-27.
- All the respondents are aware of Bingo products.
- Around 55% of the respondents like Bingo Mad Angles.
- One of the important findings of the study is that most of the consumers i.e., around 62% are attracted to Bingo for its quality.
- The study shows that there is no significant relationship between the age of the consumer and the frequency of consuming Bingo.
- Most of the respondents like to have Bingo during the evening time. • Most of the respondents prefer Rs.10 Bingo i.e., 62% of the respondents.
- Generally, the respondents are looking out for the taste and quality of Bingo. So, the taste and quality of the product play an important role in attracting consumers.
- Another important finding is that there is no significant relationship between gender and the frequency of consumption of Bingo.

VI. LIMITATIONS OF THE STUDY

- The answers of the respondents were mainly from their memory, which might have caused error.
- The respondents' opinion is subject to biasness.
- The sample size is limited to 208 only.
- The sample collected for the study is from Vadodara city only.
- Since the sample is not chosen through random selection, it is impossible that the sample will be fully representative of the population being studied. This makes it difficult to make generalizations from the sample to the population of interest.
- Getting responses only from the participants who are easiest to contact leaves out many respondents. This affects the accuracy of the data and runs the risk that important cases are not detected, leading to under coverage bias.

VII. Conclusion/Suggestions

- The availability of Bingo should be made more easier in Vadodara city because the perception of the consumers is that the availability of the product is medium. Hence, it should be made available in an easier way.
- The taste and quality of the product are the main factors which have importance to the consumers and hence they can be improved.
- The promotion of Bingo should be increased to reach out to more people.
- The product packet of Rs. 10 should be produced more because most of the respondents are interested in consuming that.
- The product should be made more nutritious because most of the respondents perceive that the product is neither high nor low nutritious

VIII. REFERENCES

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