



"A Study of Consumer Satisfaction and Brand Attitudes for Balaji Wafers in the Pune District"

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ABSTRACT

The study will determine consumer satisfaction as well as preferences for the various Balaji flavours. The purpose of this research is to examine Balaji's success, marketability, and future growth prospects. Essentially, we want to use our sample to determine the most popular Balaji flavour on the market. The study is planned using primary data and other information, resulting in the creation of questionnaires that focus on various variables and attributes important to understanding consumer satisfaction and brand attitudes, competitor analysis, and factors influencing purchase decisions.

The study was carried out in the major cities of the Pune district, with a sample size of 100 people. The majority of the responses came from graduates and post-graduate students. Graduates, postgraduates, and people aged 31 and up are included in the data. The collected data are formulated, data analysis is performed, and comprehensive recommendations are made to the Graphs and charts based on data analysis are commonly used to illustrate statistical data and findings.

We used a paper-based survey method for quantitative research. The descriptive research design will be used for the survey research. The questionnaire will be used to interview each respondent. The sample will be chosen using a simple random sampling method. The study is conducted in the form of a survey. This will comprise equally primary and secondary investigation. The respondents were of various ages, but the majority were between the ages of 21 and 30. Approximately 87 percent of respondents were between the ages of 21 and 20, 9 percent were between the ages of 31 and up, and 4 percent were between the ages of 10 and 20.

Key Words: Consumer Satisfaction, Brand Attitude, Brand Preferences, Competitor Analysis, Product Awareness.

INTRODUCTION

The Indian food industry is on the verge of rapid growth, with its contribution to global food trade increasing year after year. The food sector in India has emerged as a high-growth and high-profit sector, particularly in the food processing industry, due to its enormous potential for value addition. The Indian government has played a significant role in the growth and development of the food processing industry, which accounts for approximately 32% of the country's total food market. The government is doing everything it can to encourage business investment through the Ministry of Food Processing Industries (MoFPI). It has approved proposals for joint ventures (JV), foreign collaborations, industrial licencing, and export-only units.

The Indian food and grocery market ranks sixth in the world, with retail accounting for 70% of total sales. The Indian food processing industry accounts for 32% of the total food market, is one of India's largest industries, and ranks fifth in terms of production, consumption, export, and expected growth. It accounts for approximately 8.80 and 8.39 percent of GVA in manufacturing and agriculture, respectively, as well as 13 percent of India's exports and 6% of total industrial investment. The Indian gourmet food market is currently worth US\$1.3 billion and growing at a CAGR of 20%. By 2021, the organic food market in India is expected to Triple.

Balaji Wafers is one of India's largest potato chip manufacturers, with a significant market share in Gujarat. Gujarat had a market share of more than 70% in 2014 and Maharashtra had a market share of more than 60%. Balaji Group had initially established their plant in Aji Vasad (Industrial Zone, Rajkot) with their new potato chip manufacturing concept. The main advantage they received was the availability of ready-made infrastructure, which reduced their costs significantly. They've been in business for about 20 to 22 years over there. They were inspired to set up a semi-automatic plant after experiencing tremendous retail success. Instead of frying wafers, this semi-automatic plant improved quality, taste, and sales. The fame of taste had spread throughout Gujarat, so it was time to take over the entire state, so the largest automatic plant in Gujarat was brought into the picture. This unit is doing well in today's market and has a large number of products to market. Balaji chips, Bingo, Uncle Chips, Parle's wafers, and Haldiram's chips are the main competitors of the selected product (Balaji wafers). Balaji chips come in first place among all competitors, followed by bingo chips. The selected product faces stiff competition in the local chip market (Balaji wafers).

METHODS /APPROACH;

This research provides a measure of how number of people thinks, feel or behave towards a respective product. Quantitative research uses a structured questionnaire with close ended and open ended questions. In Quantitative research we used paper based survey method. The survey research method will be descriptive research design. Each respondent will be interviewed through the questionnaire. The sample will be selected by simple random sampling method. The research is carried out in the form of survey. This will include primary and secondary research.

To collect primary data, respondents complete questionnaires. Primary data and secondary data are the two types of information. A questionnaire was used to collect the primary data. New data has been gathered to aid in the resolution of the current problem. In contrast to secondary data, which is information that has previously been gathered. A questionnaire, for example, is a tool for gathering data. Newly collected qualitative or quantitative data gathered during the course of research. Includes information gathered from surveys, focus groups, independent observations, and test results. Secondary data gathered from previously collected information for a different purpose. Secondary data is divided into two categories: internal and external. Information gathered within or outside the organisation for a purpose other than the current investigation Investigating previously published information.

SAMPLE DESIGN:

Population: 100.

Sample size: 100.

Sampling Method: Random sampling method.

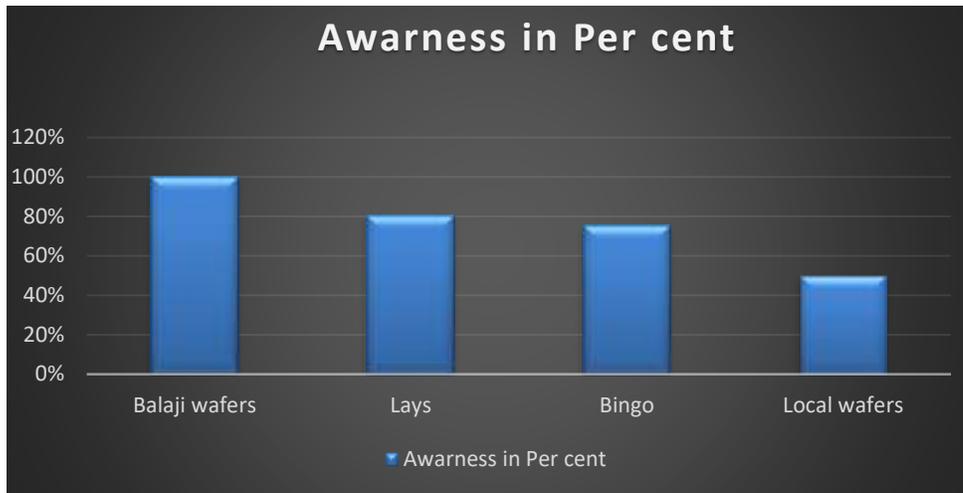
Method of Data Collection: Primary and Secondary sources.

RESULTS AND DISCUSSIONS:

The data collected for the study was processed and analysed by sing different graphs and diagrams, which are used to stud the socio-economic characteristics like customer awareness, frequency of purchase, nature of purchase decision and competitors.

1. Awareness :

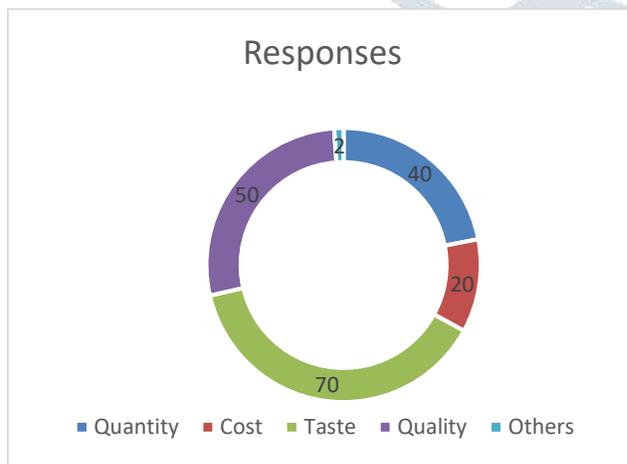
- a) Balaji
- b) Lays
- c) Bingo
- d) Local



Interpretation: - According to the graph above, all of the respondents are completely aware of Balaji wafers, followed by Lays at 80%, Bingo at 75%, and local wafers at 50%.

Preferences for Buying :

- a) Quantity
- b) Cost
- c) Taste
- d) Quality
- e) Others.



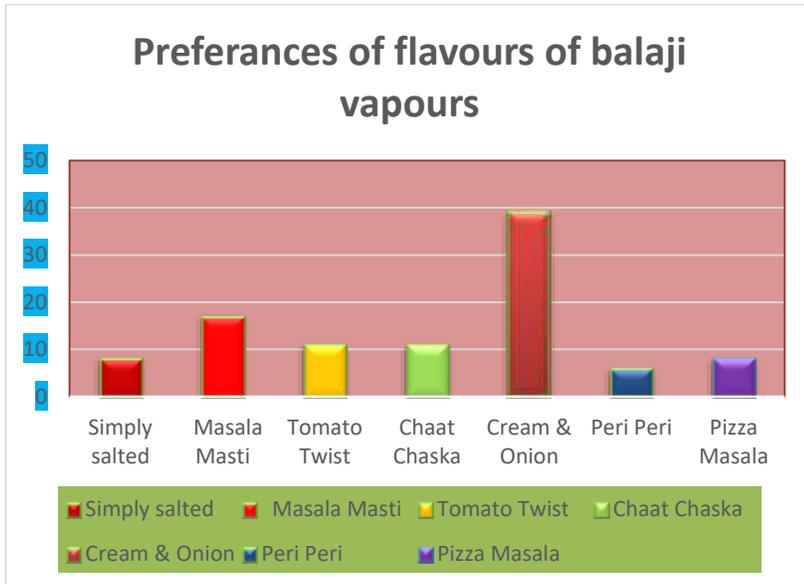
Interpretations –

The graph depicts the reasons why respondents prefer Balaji wafers. Respondents frequently chose product attributes such as taste and quality, followed by quantity and cost of product, based the analysis.

2. Preferences of Flavours :

- a) Simply salted
- b) Masala Masti
- c) Tomato Twist

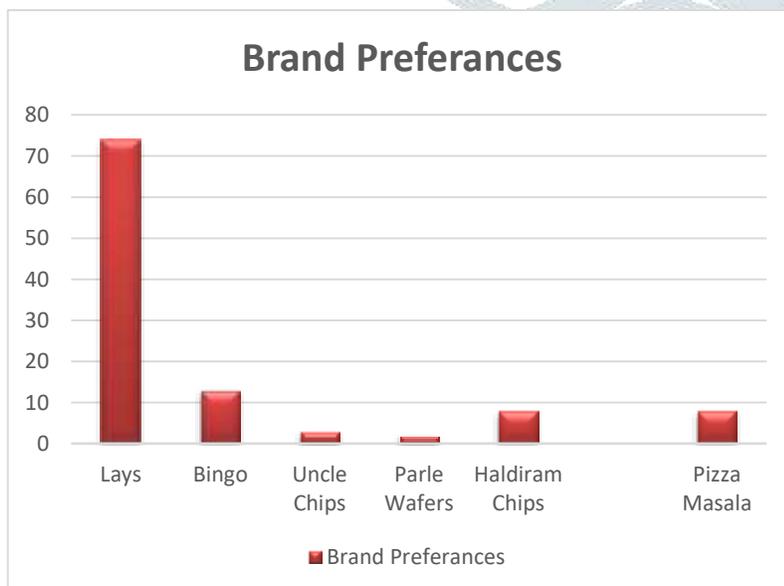
- d) Chaat Chaska
- e) Cream & Onion
- f) Peri Peri
- g) Pizza Masala



Interpretations: According to the graph, 39 percent of respondents chose the Cream & Onion flavour of the product, while 6 percent chose the Peri Peri flavour. 11 percent for tomato twist, 11% for Chaat Chaska, 8% for simply salted, and 8% for Pizzy masala

3. Brand Preferences :

- a) Lays
- b) Bingo
- c) Uncle Chips
- d) Parle wafers
- e) Haldiram Chips



Interpretations:

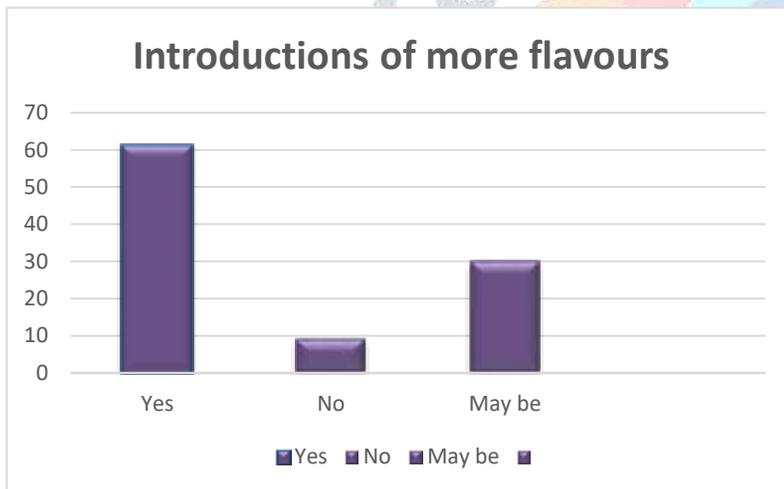
According to the graph, respondents prefer which brand of wafers over Balaji. Balaji brand was chosen by the majority of respondents (74), followed by Bingo by 13 respondents, Haldiram's chips by 8 respondents, Uncle chips by 3 respondents, and Parle's wafers by 2 respondents.

- 4. Product Recommendations to others :
a) Yes b) No c) May be



The graph depicts whether or not respondents would recommend the product to others. Around 72 people said 'Yes,' 6 said 'No,' and 22 said 'Maybe.'

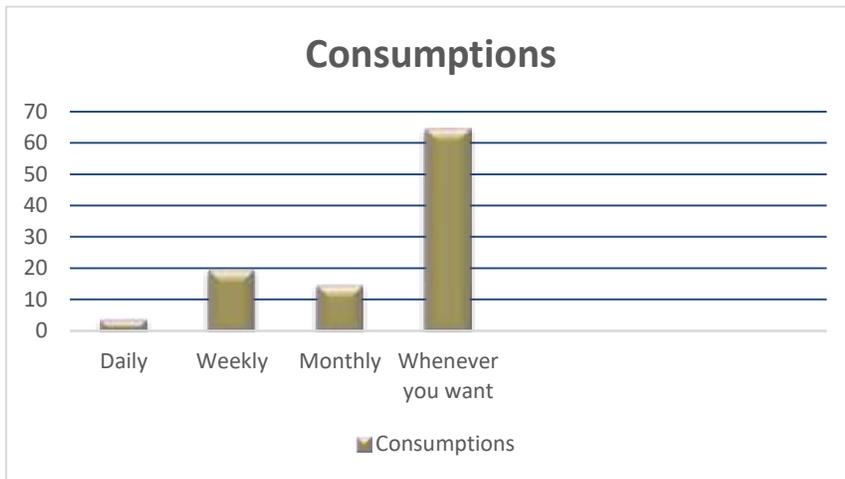
- 5. Balaji wafers should introduce more flavours?
a) Yes b) No c) May be



As shown in the graph, the majority of respondents agreed that Balaji should introduce more flavors for wafers. Approximately 61 people said 'Yes,' 9 said 'No,' and 30 said 'Maybe.'

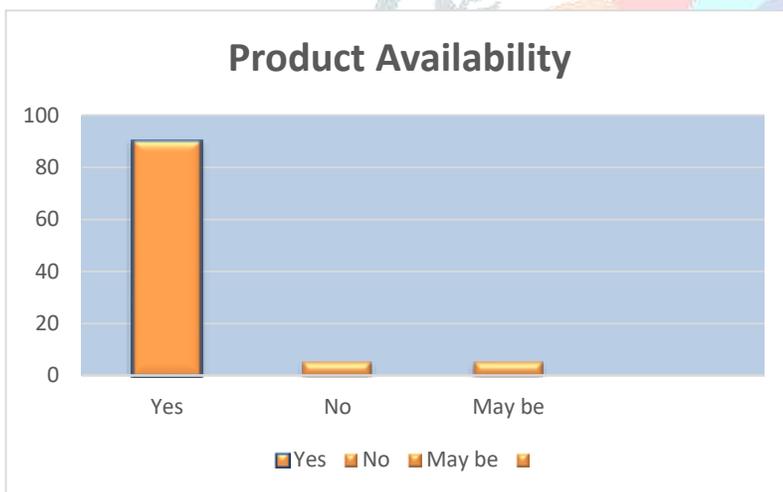
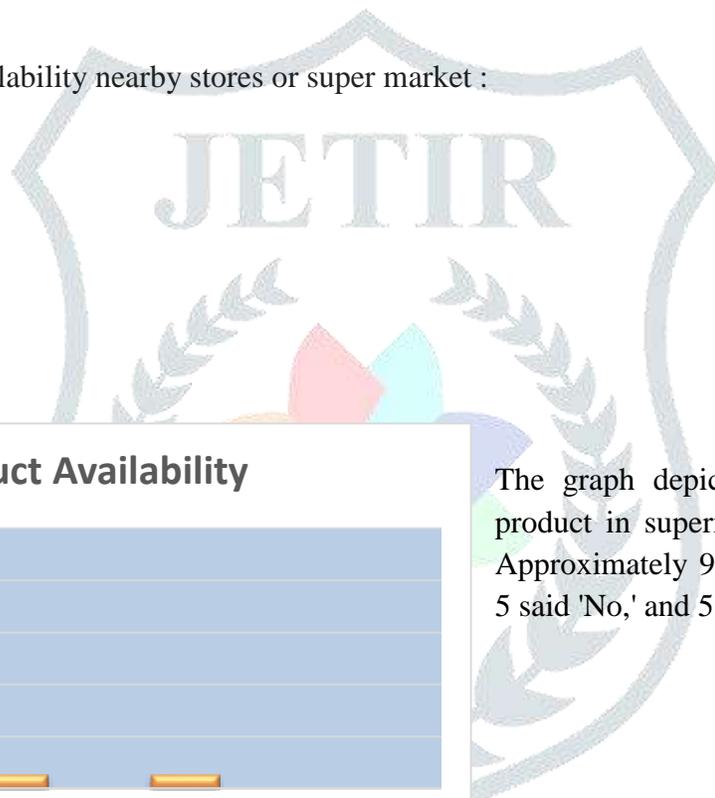
- 6. How often do you consume balaji wafers?

- a) Daily
- b) Weekly
- c) Monthly
- d) Whenever you want



The graph depicts how frequently respondents consume the product. Approximately 64 people responded, 'Whenever they need or want'. Around 19 respondents use the product on a weekly basis, 14 on a monthly basis, and 3 on a daily basis.

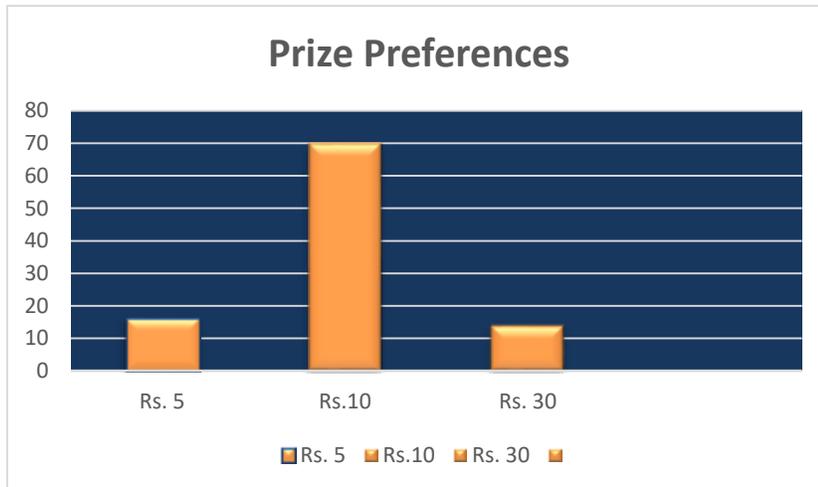
7. Balaji wafer availability nearby stores or super market :
- a) Yes
 - b) No
 - c) May be
 - d) Don't know.



The graph depicts the availability of a product in supermarkets or retail outlets. Approximately 95 respondents said 'Yes,' 5 said 'No,' and 5 said 'Maybe.'

8. Prize Preferences :

- a) Rs. 5
- b) Rs. 10
- c) RS. 30



The graph depicts wafer packet size preferences. The majority of respondents chose the 10 Rs packet. Around 70 people chose a 10 rupee packet, 16 chose a 5 rupee packet, and 14 chose a 30 rupee packet.

9. Product Rating : a) 1 b) 2 c) 3 d) 4 e) 5



The graph depicts how many stars respondents gave the product. About 53 percent of those polled gave a 5 rating, 30 percent gave a 4 rating, 14 percent gave a 3 rating, and three percent gave a 2 rating.

Findings:

- Balaji wafers were familiar to all 100 respondents.
- According to a market survey, people between the ages of 21 and 30 are the most likely to consume Balaji wafers.
- According to the findings, the majority of respondents prefer Balaji wafers because of their taste, quality, and quantity.
- The cream and onion flavour is preferred by the majority of respondents.
- Based on the analysis, respondents chose other brands of wafers because they have better quality, taste, and a wider variety of flavours.
- • We discovered that people primarily consume wafers when they are in need.
- • Furthermore, celebrity endorsement does not entice them to purchase the product.

- • Some people believe that Balaji should offer more flavours or wafers.
- • The majority of people prefer the 10 Rs pack of wafers.

Suggestions:

- Based on our market research, we discovered that people are willing to try more flavours of wafers from Balaji, so they should introduce more flavours of wafers.
- • Some people prefer healthy snacks such as baked wafers or wafers with less trans fat or oil, so they should think about healthy wafers.
- • Balaji should improve its taste and quality because it competes with Balaji, which dominates in those areas.
- More promotion in rural areas is required.

Conclusions:

- • Based on the findings of this study, we conclude that Balaji wafers have a sizable market in India. The majority of people prefer Balaji wafers because of their quality, quantity, and taste.
- Balaji wafers are mostly consumed by students and people between the ages of 21 and 30. However, some people remain loyal to Balaji products and prefer them over other brands.
- Approximately 53 respondents gave a 5 rating, 30 gave a 4 rating, 14 gave a 3 rating, and 3 gave a 2 rating.
- The majority of respondents chose the Rs 10 packet. Around 70 people chose a 10 rupee packet, 16 chose a 5 rupee packet, and 14 chose a 30 rupee packet.
- Approximately 64 people responded, 'Whenever they need or want'. Around 19 respondents use the product on a weekly basis, 14 on a monthly basis, and 3 on a daily basis.
- The most popular brand was Balaji, with 74 respondents, followed by Bingo with 13 respondents, Haldiram's chips with 8 respondents, Uncle Chips with 3 respondents, and Parle's wafers with 2 respondents.

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