

A Study on Customer Buying Behaviour Towards Milka Wonder Cake By New Hope Industries Private Limited

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Abstract- The purpose of this study is to examine the customer buying behaviour towards Milka Wonder Cake and identify the key factors influencing consumers' purchasing decisions. The research investigates demographic influences, brand perception, taste preferences, pricing, promotional strategies, and product availability. A structured questionnaire was administered to customers selected through purposive sampling in urban retail outlets. Data were analyzed using descriptive statistics and chi-square tests to determine relationships between variables. The findings reveal that taste quality, brand loyalty, and promotional offers are significant determinants of purchase intention. Additionally, price sensitivity and product packaging also affect consumer choice. The study concludes that effective marketing strategies and improved product positioning can enhance customer satisfaction and increase market share for Milka Wonder Cake. Recommendations for marketers include focusing on targeted promotions, maintaining competitive pricing, and strengthening distribution channels to better meet customer needs.

Keywords: Customer Buying Behaviour, Consumer Preferences, Purchase Decision Factors, Brand Perception, Pricing and Promotion, Market Analysis

I. INTRODUCTION

Customer buying behaviour is the study of how individual customer, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the customers in the customer place and the underlying motives for those actions.

Customer expect that by understanding what causes the customers to buy particular goods and services, they will be able to determine which products are needed in the customer place, which are obsolete, and how best to present the goods to the customers.

The study of customer buying behaviour assumes that the customers are actors in the customer place. The perspective of role theory assumes that customers play various roles in the customer place. Starting from the information provider, from the user to the payer and to the disposer, customers play these roles in the decision process.

Objectives of the Study

- To study the profile of the company milka wonder cake.
- To learn the consumer satisfaction in milka wonder cake.
- To revise the brand preference of milka wonder cake.
- To analyze the level of satisfaction of price, qualities, taste, package of milka wonder cake.
- To provide suitable recommendations and suggestions.

Scope of the Study

- The study helps to increase the advertisement of milka wonder cake.
- The study used to improve the quality of milka wonder cake in order to identify the competitors.
- The study helps to increase the taste and reduce the price of milka wonder cake.
- The study used to know consumers to use the wonder cake more frequently.
- The scope of studies in the wonder cake industry primarily focuses on assessing consumer satisfaction, brand preference, and buying behavior, often within a specific geographic area.
- These studies typically analyze factors like taste, price, quality, packaging, and brand loyalty to provide actionable insights for product improvement and marketing strategies.

II. REVIEW OF LITERATURE

Schiffman & Kanuk (2007) describe it as a dynamic interaction of forces that influence purchase decisions — psychological, personal, social and cultural factors. Behaviour is shaped by needs, perceptions, attitudes, and motivations.

Kotler (2021) Suggested that Customer buying behaviour have a huge impact in a firm marketing decision making process every year. There is a risk that what a customer does will inflict on his or her behaviour and generate consequences. The user and the purchaser can be different person, in some cases; another person may be an influencer providing recommendations for or against certain products without actually buying or using them. Additionally, these databases aid in market segmentation, particularly behavioural segmentation. Enabling the creation of highly targeted and personalized marketing strategies.

III. RESEARCH METHODOLOGY

Research Methodology is a systematic way to solve a research problem; It includes various steps that are generally adopted by a researcher in studying the problem along with the logic behind them. The present study was conducted at Wonder Cake by New Hope Food Industries, Erode.

RESEARCH DESIGN

The present study adopts a descriptive research design. Descriptive research is used to systematically describe the characteristics, behaviours and opinions of the target population. It helps in understanding the factors that influence consumer buying behaviour toward Wonder Cake by New Hope Food Industries Private Limited.

The descriptive design is suitable for this study because it involves collecting data from respondents to analyse their preferences, attitudes and purchase decisions based on various factors such as price, packaging, place, promotion, taste, use, experience and brand reputation. The goal is to observe patterns, relationships, and trends without manipulating any variables.

SAMPLING METHOD

Sampling method utilized was convenience sampling was adopted.

SAMPLE TECHNIQUES

Convenience sampling techniques were used for the study.

SAMPLE SIZE

The study based only on the opinion and expectation of consumer. Total number of sample taken for the study is 120 respondents.

PERIOD OF STUDY

The duration taken by the researcher for the data collection and analysis regarding the customer satisfaction of Milka Wonder cake Products, Erode for four months.

METHOD OF DATA COLLECTION

The study basically used primary and secondary data.

Primary data

Primary data basically uses primary and secondary data.

Secondary data

Secondary data means the data that are already available. Secondary data provides economy in time and cost. It is easily available and unbiased. Secondary data may either be published data or unpublished data.

STATISTICAL TOOLS USED

- Simple percentage analysis
- Chi-square analysis
- Anova
- Correlation

IV. DATA ANALYSIS AND INTERPRETATION

CHI-SQUARE ANALYSIS

NULL HYPOTHESIS

HO: There is no significant relationship between Age and Taste preference attended.

ALTERNATIVE HYPOTHESIS

H1: There is a significant relationship between Age and Taste preference attended.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.937E2 ^a	9	.000
Likelihood Ratio	176.487	9	.000
Linear-by-Linear Association	90.137	1	.000
N of Valid Cases	119		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .40.

RESULT

A Chi-Square test was conducted to examine the relationship between Age and Taste Preference towards Wonderr Cake.

The result of the Pearson Chi-Square test shows that the calculated chi-square value is 193.700 with 9 degrees of freedom and the significance value (p – value) is 0.000. Since the p – value is less than 0.05, the null hypothesis is rejected. Therefore, there is a significant relationship between age and taste preference of the respondents. This indicates that respondents belonging to different age groups have different levels of taste preference towards Wonder Cake.

ANOVA

NULL HYPOTHESIS

HO: There is no Significant difference in packaging of wonder cake is attractive product across different levels of education.

ALTERNATIVE HYPOTHESIS

H1: There is a significant difference in packaging of wonder cake is attractive product across different levels of education.

ANOVA

Education	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	109.888	4	27.472	160.341	.000
Within Groups	19.704	115	.171		

ANOVA

Education	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	109.888	4	27.472	160.341	.000
Within Groups	19.704	115	.171		
Total	129.592	119			

RESULT

A one – way ANOVA was conducted to determine whether there was a significant difference among respondents regarding convenient and packaging based on education levels. The analysis showed a statistically significant difference between the groups, $F(4, 115) = 160.341, p < 0.001$

The between – group sum of squares was 109.888, while the within – group sum of squares was 19.704. Since the significance value (.000) is less than 0.05, the null hypothesis is rejected. This indicates that respondents’ opinions on convenient and packaging differ significantly across the groups. The Tukey HSD post hoc test further revealed that almost all group comparisons were significantly different ($p < 0.05$), except between Disagree and Strongly Disagree, where no significant difference was found ($p = 1.000$).

CORRELATION

The table shows that the relationship between reasonable price with the respondents and price before buying the products.

Correlations

		Price before buying
Price	Pearson Correlation	1
	Sig. (2-tailed)	.829**
	N	100

Pricebefore buying	Pearson Correlation	.829**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

RESULT

The Pearson correlation analysis was conducted to examine the relationship between the perception that Wonder Cake is reasonably priced and the consideration of price before purchasing Wonder Cake.

The results showed a strong positive correlation between the two variables ($r = 0.829$, $p = 0.000$, $N = 100$). This indicates that respondents who believe that Wonder Cake is reasonably priced are also more likely to consider price before purchasing the product.

Since the p – value is less than 0.01, the relationship is statistically significant at the 1 % significance level (2 – tailed). Therefore, the study concludes that price perception has a significant influence on consumers’ buying consideration regarding Wonder Cake

V. SUGGESTIONS AND CONCLUSION

SUGGESTIONS

- The company should do more to promote their brand as customers prefer good brand while buying any product. Customer prefer price as an important factor while buying any so the product should fix the price accordingly.
- The firm must be increasing sales promotions with use strategy level to the reason trend.
- It could be cleared the majority of the respondents prefer the milka wonder cake for “TASTE”. Hence the company should focus to make more tasty cakes with different flavour and variety of cake designs and sizes. More over the company should promote the wonder cake by giving some attractive offers which in an attract by the youngsters.
- It is observed that milka wonder cake is purchased mostly for the children in a family. So the company can focus in giving more gifts to along with the product to attract more children.

CONCLUSION

The study aimed to explore the various factors influencing customer buying behaviour towards Wonder Cake. Findings reveal that while all variables are interrelated, packaging, usability, and experience stand out as the most significant predictors of purchase behaviour.

Although price and taste are traditionally strong influencers in FMCG, in this study, customers appear more motivated by how the product feels, looks, and fits into their daily lives rather than just cost or flavour. Further more, reputation emerged as an area needing attention for long- term loyalty.

The researcher has studied that milka wonder cake are having familiarity in Erode city. The purchase of wonder cake made by consumers is high. Since there are more competitors, Milka is striving hard to stand in the market. Promotional activities can be carried out to increase the sale to capture new market. The findings and suggestions given by the researcher to the company can increase the sales and it will help to capture new market for the company.

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