

**COMPARATIVE STUDY ON CONSUMERS'
PREFERENCE BETWEEN PACKED AND
UNPACKED SNACKS IN VARANASI
DISTRICT OF UTTAR PRADESH**

काशी हिन्दू
विश्वविद्यालय



BANARAS HINDU
UNIVERSITY

PROJECT REPORT

SUBMITTED IN PARTIAL FULFILMENT OF THE
REQUIREMENTS FOR THE AWARD OF THE DEGREE OF

**Master of
Agri-Business Management**

Supervisor
Prof. H.P. Singh

Submitted by
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ID. No. 19412ABM005

2021

Enrolment No. 419078

Dedicated to



*My Beloved Parents
who sacrificed their to day
for my tomorrow*

Ref. No.

Dated

CERTIFICATE

To
The Registrar (Academic)
Banaras Hindu University
Varanasi – 221005 (INDIA).

Through: **The Head,** Department of Agricultural Economics
 Institute of Agricultural Sciences, B.H.U., Varanasi.

Dear Sir,

I have great pleasure in forwarding the project report entitled “**COMPARATIVE STUDY ON CONSUMERS’ PREFERENCE BETWEEN PACKED AND UNPACKED SNACKS IN VARANASI DISTRICT**” submitted by **Mr. Ashutosh Singh, ID. No. 19412ABM005**, in partial fulfillment of the requirements for the degree of **Master of Agri-Business Management**, Institute of Agricultural Sciences, Banaras Hindu University, Varanasi and placing on record that he has completed the requisite residential requirements as contained in the statutes of the University.

I certify that the entire scheme of investigation presented herein was planned and carried out solely by the candidate under my guidance and supervision. The data presented in the project, to the best of my knowledge and belief, are genuine and original.

Thanking you.

Yours faithfully,

Forwarded by

(H.P. Singh)
Supervisor

Head

**COMPARATIVE STUDY ON CONSUMERS' PREFERENCE BETWEEN
PACKED AND UNPACKED SNACKS IN VARANASI DISTRICT**



By
Ashutosh Singh

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At the outset, being the student of this great institution. I bow my head within great reverence to the lotus of Mahamana Pandit Madan Mohan Malaviya Ji, the founder of the Banaras Hindu University whose everlasting desire was to serve the mankind.

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Place: Varanasi

Date:

(Ashutosh Singh)

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INTRODUCTION

Snacks are popular due to its taste, smell and pungency etc. as per the survey conducted by APEDA nearly 300 snacks foods are been marketed in India (2012). Indian snack food market is increasing mainly due to increasing disposable income, urbanisation, changing life styles, increasing consumerism and increase in younger population which provide immense opportunities for all manufacturers to market snack foods. Snack is defined as food or drink eaten between main meals (Chaplin and Smith, 2011). Snack foods are foods which are pleasing to the taste, something one can really chew on extra long and really relish the flavor. It is simply called as junk food. These are popular due to their taste, delicacy, flavor, spiciness and pungency. It includes chocolates, biscuits, sandwich, chips, noodles etc.

Addition to these, the other factors which are contributing towards rapid growth of the industry include growing working women population, fast expanding retail network and the convenience factor associated with snack consumption which in turn is providing immense opportunities for all manufacturers to grow and operate in the market. Though the savory snacks market in India was dominated by the unorganized sector, the organized sector has shown remarkable growth in terms of market share during recent years. Though, there is no specific regulation pertaining to snacks, quality standards laid by Food Safety and Standards Authority of India(FSSAI) has to be followed by the snack industry players. Various Government policies that have been formulated for the food processing sector such as foreign direct investment (FDI), tax benefits and export promotions are applicable for the snack category as well.

1.1 SNACKS MARKET

1.1.1 Global snacks food market

At a compound annual growth rate (CAGR) of 7.8%, the global snack food market is expected to grow from \$213.63 billion in 2020 to \$230.27 billion in

2021(www.businessresearchcompany.com). The increase is primarily due to companies reorganizing their operations and recovering from the impact of COVID-19, which had previously resulted in restrictive containment measures such as social distancing, remote working, and the closure of commercial activities, all of which created operational challenges. At an annual growth rate of 8%, the market is expected to reach \$307.75 billion in 2025 (www.businessresearchcompany.com).

In 2020, Asia Pacific was the world's largest snack food market, accounting for 56 percent of total sales. The second largest region, North America, accounted for 25% of the global market. In the global snack food market, Africa was the tiniest region (www.businessresearchcompany.com).

1.2 Indian snacks market

In the FMCG category, India's snacks industry is the most promising and booming. In the food market, customers always prefer healthier and more flavorful options. Snacks are also more popular among the younger generation, and India has one of the world's largest populations of young people. In India, there is a growing demand for snacks, which is encouraging businesses to expand and profitably operate in this market. The India Snacks Market is expected to reach US\$ 23.36 billion by 2026, according to Renub Research's latest report (www.renub.com).

The primary growth drivers for the snacks industry in India are packaged snacks such as instant and ready-to-cook snacking food items. Due to hygienic factors, easy availability, a variety of options, and an increase in India's citizens' personal disposable income, the consumption of packaged snacks is increasing. According to research, the Indian Snacks Market will grow at a double-digit CAGR of 13.24 percent from 2020 to 2026 (www.renub.com).

The snacking categories have shifted dramatically throughout the years. Consumers are increasingly adopting a better lifestyle and eating habits. This has cleared the path for the healthy snacking segment to flourish. This transition has been fueled by changing consumer preferences and the diverse tastes of millennials. There

is greater demand for healthy snack options as a result of the potential new-age healthy food culture and the growth of health-conscious snack aficionados.

Many firms have introduced various healthy snacking options for the Indian population in recent years.

1.1.3 Beverages as snacks

Because sweetened beverages offer energy, the rising intake of caloric beverages as snacks is also cause for concern. In the research an attempt is made too to know the beverage liking of Varanasi district respondents and what they prefer most if they like to have beverages.

1.2 Background of the study

1.2.1 Consumer behaviour and buyer behavior

Consumer behaviour is seen to involve a complicated mental process as well as physical activity(purchase decision) consumer behaviour is a decision process and physical activity individuals engage in when evaluating, acquiring, using or disposing of goods and services

Consumer behaviour reflects the totality of consumers’ decisions with respect to the acquisition, consumption and disposition off goods, services, time and ideas by (human) decision making units.

Buyer behaviour particularly is the study of decision making units as they can buy for themselves or others. The buying behaviour particularly involves collective response of buyers for selecting, evaluating and deciding and post purchase behaviour. Buyer behavior is the study of human response to services and the marketing of products and services. Buyer behaviour researches continuously investigate broad range of human responses including human affective, cognitive and behavioral responses. The buying behaviour and purchase decision need to be studied thoroughly in order to understand , predict and analyse critical market variation of a

particular product or services the field of consumer behaviour is the broad study of individual groups or organization the process they use to select and dispose of product services experiences or ideas to satisfy needs and the impacts and the impacts that the processes have on the consumer and society consumer behaviour studies are based on the based on the buying behaviour of final consumer individual and households by good who buy goods and services for themselves the collective behaviour of consumer have a significant influence on quality and level of standard of living.

The process and activities people engage in when searching for selecting purchasing using evaluating and disposing of product and services so as to satisfy their needs and Desire. The activities directly involved in obtaining consuming and disposing of products and services including the decision process and follow the action

The American Marketing Association defines consumer behaviour as the dynamic interaction of cognition behaviour and environmental events by which human being conduct the exchange aspects of their lives.

Consumer behaviour is the study of individuals groups or organisation and the process they use to select secure use and dispose of product services experiences or ideas to satisfy need and the impact that these processes have on the consumer and Society behaviour occurs either for the Individual, or in the context of group or an organisation.

1.2.2 Application of consumer behavior

Study of consumer behaviour deals with the basic Questions related to buying such as: What we buy, Why we buy And how we buy, the study of consumer behavior makes us aware of the subtle Influence that persuade us to use the product or services of our choices we do. for understanding consumer behaviour, implementation of consumer behaviour theories and verification of applications such theories is necessary, consumer behaviour is simple large subset of larger field of human

behaviour and an extended field of marketing attracting researchers and marketers from past few decades.

Four main applications of consumer behaviour are, the most obvious application of consumer behaviour is for deriving market strategy. New products initially adopted by a few consumers and spread gradually to the rest of the population later. The companies that introduce new products must be well financed so that they can stay afloat until their products become a commercial success. It is also important to please initial customers, since they will in turn influence many subsequent customers' brand choices.

1.2.3 Concepts and dimension of consumer behavior

- Consumer behavior is an interdisciplinary science and relatively emerged as a new field of study in the mid to late 1960s. This new discipline is borrowed heavily from concept developed in other scientific disciplines such as applied psychology, social psychology, cultural anthropology, economics and econometrics. Therefore it is crucial to discuss various dimensions of consumer behaviour in the context of Indian Consumer.

(a) Consumer needs and motivation

Consumer needs are the foundation of all modern marketing. In a highly competitive climate, a company's capacity to recognize and meet unmet consumer requirements is critical to its survival, profitability, and growth. Marketers do not generate needs, however they may make consumers more aware of unmet needs in some cases. Motivation is defined as the internal driving force that propels people to do action. A state of tension exists as a result of an unmet desire, which produces the driving force. Motivation is a need-induced tension that pushes an individual to participate in behaviour that satisfies wants and thereby reduces stress.

Individuals seek to decrease tension both consciously and subconsciously by engaging in behaviour that they believe would meet their requirements. Consumer motivation is fluid in nature since their desires change regularly.

(b) Consumer Psychographics

A Marketing practitioner and a consumer researcher refer psychographics as lifestyle analysis or AIO (activity, interest, and opinions) study, consumer psychographic research into personality, purchasing motivations, interest attitudes, beliefs, and values. Product qualities such as customer response to products, brands, or specific consuming situations are studied in services-specific psychographic researches.

(c) Consumer perception

Perception is defined as the process by which an individual selects, organize and interprets stimuli into a meaningful and coherent manner. Stimuli are sensory inputs include services, packages, brand names, advertisements and commercials. Sensory receptors are the human organs that receive sensory inputs. Sensation is the immediate and direct response of the sensory organ to simple stimuli.

Learning and Consumer Involvement: Consumer learning is the process of acquiring the knowledge related to purchase and consumption information.

(d) Consumer attitudes

Consumer attitudes are an inner emotion that represents whether a person is favorably or unfavorably predisposed to a particular object, person, or event. Attitudes are not directly observable as a result of psychological processes, but must be inferred from what people say or do.

(e) Demographic variables

A population's size distribution and organisation are described by demographic factors. Demographics have an impact on purchasing behaviour both directly and indirectly by influencing other aspects of an individual's personality, such as personal beliefs and decision-making methods. There are contradictory conclusions about the effect of age, income and gender for a particular service.

Age, age-groups, education level, income, occupation, and other factors all contribute to demographics. Additional factors such as religion, social denomination,

caste, age, family background, regional disparity in states, linguistic differences, regional perceptions of class factor, and the degree to which these factors affect an individual's social status all play a crucial role in determining an individual's social status in India.

(f) Economic factors

Wealth, property ownership, the number of earning members in a family, household income, expenditure, and interest rate, inflation, economic conditions, and investment pattern are all economic factors that have a significant impact on consumer buying decisions.

(g) Consumer behavior and Communication

The transfer of messages from a sender to a receiver by a signal sent over a channel is known as communication. All communication has four essential components: a source, a destination, a channel, and a message. A customer is exposed to two types of communication: interpersonal communication and impersonal (or mass) communication.

(h) Socio- cultural factors: Consumer in a group and Consumer reference group

A group is defined as two or more people working together to achieve a common purpose. Family, friends, formal social groups, shopping groups, consumer action groups, work groups, references groups, and so on are all relevant consumer groups. Economic well-being, emotional support, appropriate family lifestyles, and socialization of family members are four core tasks given by the family that are relevant to consumer behaviour. The concept of the family life cycle (FLC)—a technique of classifying family units into important groups—has been embraced by sociologists and researchers. FLC is a marketing strategy for segmenting families. Traditional family life cycle stages are bachelorhood, honeymooners, parenthood, post parenthood and dissolution.

(i) Consumer and their social classes

Social classes is defined as the division of members of a Society into a hierarchy of distinct status classes so that members of each class have relatively the

same status and members of all other classes have either more or less status. Social class is measured in terms of social status of its members and comparison of members of each social class with other social classes. Some of the variables of social class are occupation, income level, education and property ownership etc.

(j) Culture and consumer behavior

Culture is a sum total of learned beliefs, values and customs that serves to direct the consumer behaviour of a particular society. Subculture can be thought as a distinct cultural group that exists as an identifiable segment within a larger and more complex society.

1.3 Conceptual framework

Consumer preferences

As a result, the basic foundation of demand is a model of customer behaviour. Individual consumer has a set of preferences and values that are determined by factors other than economics. They are undoubtedly influenced by a variety of factors, including culture, education, and personal preferences. The true opportunity cost to the consumer who purchases and consumes the good is used to calculate these values in this model for a specific good. If a person buys anything, the opportunity cost of that transaction is the value of the products that could have been purchased instead.

The goal of the consumer is to select the package of goods that delivers the highest level of satisfaction, as defined by the consumer. Consumers, on the other hand, are severely limited in their options. These limitations are set by the consumer's income and the prices the consumer pays for the goods.

1.4 Need of the study

The preference of a consumers' are a positive motivation, expressed by the affective compatibility towards a product, service or trading form. We are not dealing with an internal bodily function, but a quality of objects that aims to fulfill our needs,

quality acquired within the connection between man and the merchandise able to fulfill these needs.

Preferences can be triggered by: the features related to the material substances of the goods (shape, Size, print , taste, colors, consistency, package, etc.); elements referring to label, name use instruction that accompany the product; the statue granted to person owning and using that particular product. Preferences are the result of a long-term relationship between the brand and the consumers, as the latter learns to associate the brand with the symbol and perceive it as having high quality. Following these deep connections created over the course of time , a strong emotion is developed which lies on the basis of preferences, remaining present even in the absence of the friendly symbol or of any other component feature.

Although a hardly comprehensible concept, it has been demonstrated that consumers' preference can be measured effectively, and that their study can provide more thorough understanding on the choices of consumers make, when they decide to select a particular offered as against the other, or even when they decide to continue the relationship with the offered in time. Additionally, conducted studies have established various concepts related to the consumers preference such as the concept of formed preference which underlines the idea that the consumers' preference or not better defined, but rather formed along the process of choosing, a constructive point of view which suggests that different tasks and contexts highlight different aspects of the options, the consumer concentrating on different consideration leading to inconsistent decisions.

After determining consumer preferences towards a brand, the producer may take the following measures, with a view to increase preferences for that brand: change the product; change beliefs concerning the brand; change beliefs concerning the competing brands; change the importance of features; attract attention towards neglected features; change the consumers' ideals.

In addition, in order to attract consumers' preferences towards their own brand producers and retailers may chose the option of “renting” those brands Which won the

preferences of consumers (names or symbols previously created by other producers, name of celebrities, name of movie characters) etc.

1.5 Objectives of the study

The Objectives of the study were as follows:

- To study the consumers behaviour towards the quality, availability, taste and price of various snacks.
- To analyze the awareness of consumers towards branded packaged items.
- To understand the snacks purchasing habit of different age groups of consumers.
- To study the preference of consumers between packed and unpacked snacks.

1.6 Scope of the study

The scope of the study defines the area of the study where the research work is carried out this research study is related to the consumer preference towards various types of snacks and brands. The research study is conducted in Varanasi district of Uttar Pradesh. In this survey the researcher has taken the responses from various people who prefer to eat snacks.

In this research, an attempt is made to study the behaviour of respondents towards snacks and their brands. An attempt has been made to know about what snacks they prefer and of which brand they prefer mostly and about taste, quality and various other aspect for a choosing a particular snacks

1.7 Limitations of the study

In order to know the reliability of the study it becomes necessary to know about the limitations and difficulty faced during the studies conducted which limits the outcome of the study.

The following are some limitation of the present study:-

1. The study was conducted in only one district of Uttar Pradesh viz. Varanasi and other district were not included in the study
2. The study is primarily based on the primary data collected from the individual respondents raising the chances of sampling error.
3. Sometimes respondents were not willing to fill up question areas with full hard due to lack of time awareness of the research area and many other reasons.
4. Inadequate, irrelevant and ambiguous responses and information cannot be avoided.



REVIEW OF LITERATURE

An attempt has been made in this chapter to critically review the work of other researchers on the subject of investigation. Under the headings below, studies on purchase behaviour, factors influencing consumption, and promotional strategies for snack foods (SFs) have been reviewed and presented as follows

- 2.1 Preference of the consumers
- 2.2 Purchasing behavior of the consumers
- 2.3 Factor influencing consumption pattern
- 2.4 Brand awareness and the consumer behaviour towards quality, price, taste and Availability.

2.1 Preference of the consumers

Venkateshwaralu *et al.* (1987) conducted a study to analyse the buyer behaviour towards snacks. They have concluded that consumers generally prefer packed snacks when compared to unpacked ones. It was also found that children are the major in the decision making while purchasing snacks, though parents are equally involved. Besides, the study revealed that 76 percent of the respondents purchase snacks at least once in a week. It was concluded that the marketers have to give considerable importance to taste, freshness and brand name of snacks as they largely affect the decision making process of consumer.

Mittal and Kamakura (2001) addressed the link between satisfaction and repurchase behaviour. Their major findings indicate that despite identical rating on satisfaction, due to 22respondent characteristics such as age, education, marital status, sex and area of residence significant differences was observed in repurchase behaviour. over the past decade, retailers use manufacturer brands to generate consumer interest, patronage and loyalty in a store.

Bed Sharma (2008) studied the branding, packaging and labelling of new consumer products in Nepal. The paper focused on existing practice of branding, packaging and labelling of new products in consumer products in consumer product manufacturing units. The study method was descriptive presentation of facts collected through questionnaire survey concerned with different types of consumer products (soap, snacks, noodles and cigarettes). The study further investigated the consumer product packaging and labelling status in manufacturing units.

Keith Nunes (2020) conducted a research to understand the snacks preference of consumers' of Minneapolis. The research derived from a survey of 1200 adult consumers' with and without children and showed more than half of consumers eating snacks at least once per day.

From a macro perspective both men and women participating in the survey said satisfying a craving is the leading reason to snacks. Survey respondents also showed a relatively equal desire for sweet and savory snacks, with 41% preferring savory, 38% choosing sweet and 21% preferring the mix of the two.

2.2 Purchasing behavior of the consumers

Usha (2007) investigated the buying habits of consumers in the Kolar district when it came to instant food products. According to the findings, retail stores were the primary source of instant food product information and purchase. High price and poor taste were cited as reasons for not purchasing a particular brand, whereas best quality, retailer influence, and immediate availability were cited as reasons for consumers to prefer a particular brand of product.

Koutroulou *et al.* (2011) conducted a survey on factors influencing local food purchase behaviour in Greece. The results revealed that curiosity, prestige, and freshness of the product influenced 45 percent of consumers, while the topicality of the product piqued the interest of 55 percent. Consumers were divided into two groups: (a) those who were influenced by the product's novelty, prestige, and freshness, and (b) those who were interested in the product's topicality.

Ismail et al. (2012) conducted a study in Karachi on consumer preferences for global brands over local brands, as well as the buying patterns of young Consumer Preference for Savory Snack Foods in Bengaluru City 8 Pakistani consumers. Consumers evaluate products based on both intrinsic and extrinsic information clues, according to research. The findings show that the price and quality of the product are the most important factors in a consumer's final decision.

Karuppusamy and Arjunan (2012) studied the buying habits of Coimbatore households when it came to instant food products. Consumers were aware of pickles and sambar masala, but only a small percentage were aware of dosa/idli mix, according to the study. About 96.11 percent of dosa/idli mix buyers and more than half of pickle and sambar masala buyers made their own. Consumers did not consume the instant food products that were produced at the lowest cost and with the best taste. And instant food products were commonly consumed because they were readily available and saved a significant amount of time in preparation. The most important source of information is retail stores. as well as the location where instant food products can be purchased. The average monthly expenditure on instant food products was found to be highest in higher income groups, according to the study.

Priyadarshini et al. (2015) research study indicates a positive inclination towards ready to eat food. The ease of cooking, time saving and change in traditional food eating habits resulted in rise of frequency of buying such products.

Inbalakshmi et al. (2020) found that there is no relationship between occupation, family monthly income, family type and spouse employment, and the monthly expenditure on ready to eat instant food products.

Chaurasia et al. (2020) assumed that taste and nutrition, convenience and pricing are the principle that consumers' will get into deliberation before buying RTE.

2.3 Factor influencing consumption pattern

Oogarah et al. (2005) conducted a study on children's snack consumption at school in Mauritius. The majority of popular snacks were found to be high in sugar,

fat, energy, or salt, according to the findings of the study. School children's snacking habits were found to be linked to their age and gender. The cost of snacks, their taste and availability, and the amount of pocket money appeared to have a significant impact on children's snacking habits.

Alwis *et al.* (2009) investigated consumer attitudes, demographics, and economic factors that influence fresh milk consumption among Sri Lankans in the mid-country. A consumer survey was conducted in Kandy district at randomly selected super markets, groceries, milk bars, and retail shops to collect data. The relationships between a number of demographic and socio-economic characteristics of consumers, such as age, gender, level of education, income, household size and composition, ethnic group, and the presence of diseases that affect fresh milk consumption, were investigated using an ordered logistic regression. The key determinants of milk consumption levels were the respondent's age, cost and usage related attitudinal factors, and nutrition related attitudinal factors, according to the findings. Household monthly income, health problems, and level of education, on the other hand, have a greater impact on fresh milk consumption.

Hassan Vatanparast *et al.* (2019) investigated about snacks consumption pattern among Canadian and found that snacking is prevalent among the Canadians with over 80% reporting at least one snacking is an important contributor to total energy intake in the Canadian population, especially among the age groups. Snacking also contributed significantly to micronutrient intakes, vitamin C and potassium.

2.4 Brand awareness and consumer behaviour towards quality, price, taste and availability

Raghavendra *et al.* (2009) investigated on meat preference and consumption in the Dharwad district. The nutritional value was the most important factor considered by urban households when purchasing meat, followed by taste, freshness, tenderness, source, price, fat content, and ease of availability, according to the study. Taste, nutritional value, price, freshness, source, fat content, tenderness, and ease of availability were the most important factors in rural areas.

Arutselvi (2012) studied on consumers preference towards various Types of Britannia snacks in Kanchipuram towns”. The topic deals with the study of consumer behaviour towards Britannia snacks. The consumer behaviour varies from brand to brand on the basis of quality , quantity, price, taste, Advertisements etc. it is concluded that the market study on snacks at Kanchipuram town as helped to know the status of snacks. It has revealed the requirements of the taste of the consumer.

Jegan et al. (2013) studied on consumer buying behaviour towards various types of Sunfeast (ITC) snacks in kovilpatti is conducted to know the consumer preferable taste, awareness about various brands, about the choice and their frequency of preference, satisfaction of Sunfeast snacks. The result of the study shows that Sunfeast snacks have a good market share in Kovilpatti City.

Kaur (2018) stated that customer of Sirsa district are well aware of FMCG products available in the market. The study reveals Pantene is the most preferred shampoo, surf is most preferred washing powder and Dettol is most preferred soap among rural customers. Customers prefer quality of product over price w.hile making purchase. Availability of products also influence the buying behaviour of customers, they easily switch to other brand in the unavailability of required brand. Customer prefer branded product as they link brand as measurement of with the quality of the product. Customers are quality conscious rather than price of product. They are ready to

Gupta, R. (2018) in his paper “Impact of brand awareness and brand attributes on consumer buying behaviour: a study of shoe industry”, aimed at investigating how shoe brands can influence consumers’ buying decisions. The paper 45 is an attempt to understand the impact of brand awareness and brand attributes on consumer buying behaviour in case of shoe industry. The findings of the paper show association between gender and brand awareness. It also examines the link between family income and promotion of various shoe brands



RESEARCH METHODOLOGY

A proper and systematic research methodology is followed to study the Consumer preference among packed and unpacked snacks and to analyze the awareness towards snacks brands in Varanasi district of Uttar Pradesh. Research methodology of the present study includes the brief description about; sources of data, sampling design along with tools and techniques used for analysis and interpretation of the data. Firstly, sources of data used for the present study is elaborated in which process of drafting the questionnaire, pretesting and finalization along with other sources to collect the data is discussed.

The process of selecting samples for the present study is highlighted in sample design. Under the head 'statistical tools used for analysis; different tools and techniques used for analyzing and interpretation of the data collected are discussed which highlights the procedure of analyzing and interpretation in the present study. Research methodology for the present study is as follows:-

Source of data

The present study is based on both primary and secondary data are used. Primary data are those which are collected for the first time and are original in character. Among the various methods for primary collection; questionnaire, personal interview, scheduling and observation methods have been applied

Secondary data means data that are already available or collected and analysed. To understand the consumer behaviour and to gather the related information related to the research various reliable secondary sources such as books, magazines, reports and publications of various associations as well as other published statistics, information is gathered with due precautions to make it suitable and adequate.

The following steps have been taken for the collection of primary data:-

- A. Development of Questionnaire :- For the present study the questionnaire is developed keeping in the view the objective of the study a list of questions is prepared to construct the questionnaire. The questionnaire comprises of the basic demographic profile of the respondents and different questions related to the research study.
- B. Pre-testing of Questionnaire :- For the purpose of questionnaire pre-testing, the questionnaire was shown to the advisor and the instructed editing and modification is made before the finalization.
- C. Finalization of the Questionnaire:- On the basis of pre -testing the final questionnaire is framed complex sentences have been changed into simple form some question switch are deemed to be unnecessary have been removed and the question which arising conflict has been changed accordingly these were some changes which are made while finalizing the questionnaire.

Direct personal interview and Observation :- For Collection of data direct personal interview method has been applied for this purpose face to face contact with various respondents have made from whom the data is obtained any doubt or query of the respondents related to the questionnaire is solved at the same time any irrelevant information from the respondents responses is made relevant through observation method. thus the information obtained in the present study is the first handed and original in character.

Sampling Technique

Sample size:- In the present research study the data is collected from 100 respondents

Sampling technique :- In the present research study the data was collected by using simple random sampling technique. The simple random sampling refers to any sampling method where every unit of population have equal chance to be selected

Analytical tools for analysis

After collecting data from primary sources, the data has been classified in the desired manner for analysis and interpretation consistent with the objective of the study the analysis and interpretation of such data has been done with the help of different mathematical and statistical tools for the present study various tools and techniques used are.

Mathematical tools

In present study, descriptive statistics was used to analyse the data recorded.



DESCRIPTION OF STUDY AREA

HISTORY

Varanasi, also called Benares, Banaras, or Kashi, city, South eastern Uttar Pradesh state, northern India. It is located on the left bank of the Ganges (Ganga) River and is one of the seven sacred cities of Hinduism. The land of Varanasi (Kashi) has been the ultimate pilgrimage spot for Hindus for ages. Often referred to as Benares, Varanasi is the oldest living city in the world.

These few lines by Mark Twain say it all: "Benaras is older than history, older than tradition, older even than legend and looks twice as old as all of them put together". Hindus believe that one who is graced to die on the land of Varanasi would attain salvation and freedom from the cycle of birth and re-birth. Abode of Lord Shiva and Parvati, the origins of Varanasi are yet unknown. Ganges in Varanasi is believed to have the power to wash away the sins of mortals.

DEMOGRAPHY

The population of Varanasi agglomeration in 2001 was, 1,371,749, sex ratio was 879 females every 1000 males. As per 2011 census, population stands at 3,138,670. However the area under Varanasi Nagar Nigam has a population of 1,100,748 with the sex ratio being 883 females for every 1000 males. The literacy rate in agglomeration is 77% while that in the municipal corporation area is 78%. Approximately 138,000 people in the municipal area lives in the slums.

ECONOMY

WEAVING

The most extravagant banarasi saris use silk and gold- wrapped silk yarn with supplementary weft brocade. Varanasi has severage small cottage industries,

including production of banarasi saris, which are a regional type of sari made from silk. The city also produces carpets and handicrafts. According to some writers, Varanasi rather has a high rate of child labour given the unorganized nature of small scale industries.

As of 2009 there are, there are an estimated 300,000 weavers in Varanasi. Numerous weavers have lost works or moved elsewhere as saris become less popular in India and more imported saris impact the market. Varanasi saris are adorned with intricate designs and Zari embellishments making it popular during traditional functions and wedding. Earlier, the embroidery on sarees was often done with threads of pure gold. In 2009, weaver associations and cooperatives together secured Geographical Indication (GI) rights for banaras Brocades and sarees.

AGRICULTURE

Varanasi produces large quantity of langra mangoes, which are variety developed in area. Banarasi Pan (betel leaf) and Khoa (a milk product) are popular, and the related small-scale industries employ many people.

MANUFACTURING

Indian railways runs a major diesel locomotive factory in Varanasi, diesel locomotive works (DLW) BHEL a large power equipment manufacturer also runs a plant here.

According to Macaulay, Varanasi was the “city which, in wealth, population, dignity and sanctity was the foremost in Asia”. He described the commercial importance saying from the looms of banaras went forth the most delicate silks that adorned the halls of St. James and of versatile.

TOURISM

Varanasi is a noted centre for silk weaving and brassware. Fine silks and brocaded fabrics, exquisite saris, brassware, jewellery, woodcraft, carpets, wall

hanging, lamp shades and masks of hindu and Buddhist deities are some of Varanasi shopping attraction. The main shopping areas include the chowk, gyan vapi, vishwnath gali, tatheri bazaar, lahurabir, godoulia or dashswamedh gali and golghar. Besides the illustrious and fine silks and brocaded fabrics, one can also buy shawls, carpets, Zari works, stone inlay works, glass beads and bangles. However one have to be on watch while buying silk saris and beware of imitations that are much cheaper than the real silk ones but are not so easy to distinguish.

Keeping the pace with the modern world, the ancient city has paved way for malls and multiplexes. The prominent one being IP Mall in sigra and JHV mall in Varanasi cantonment area.

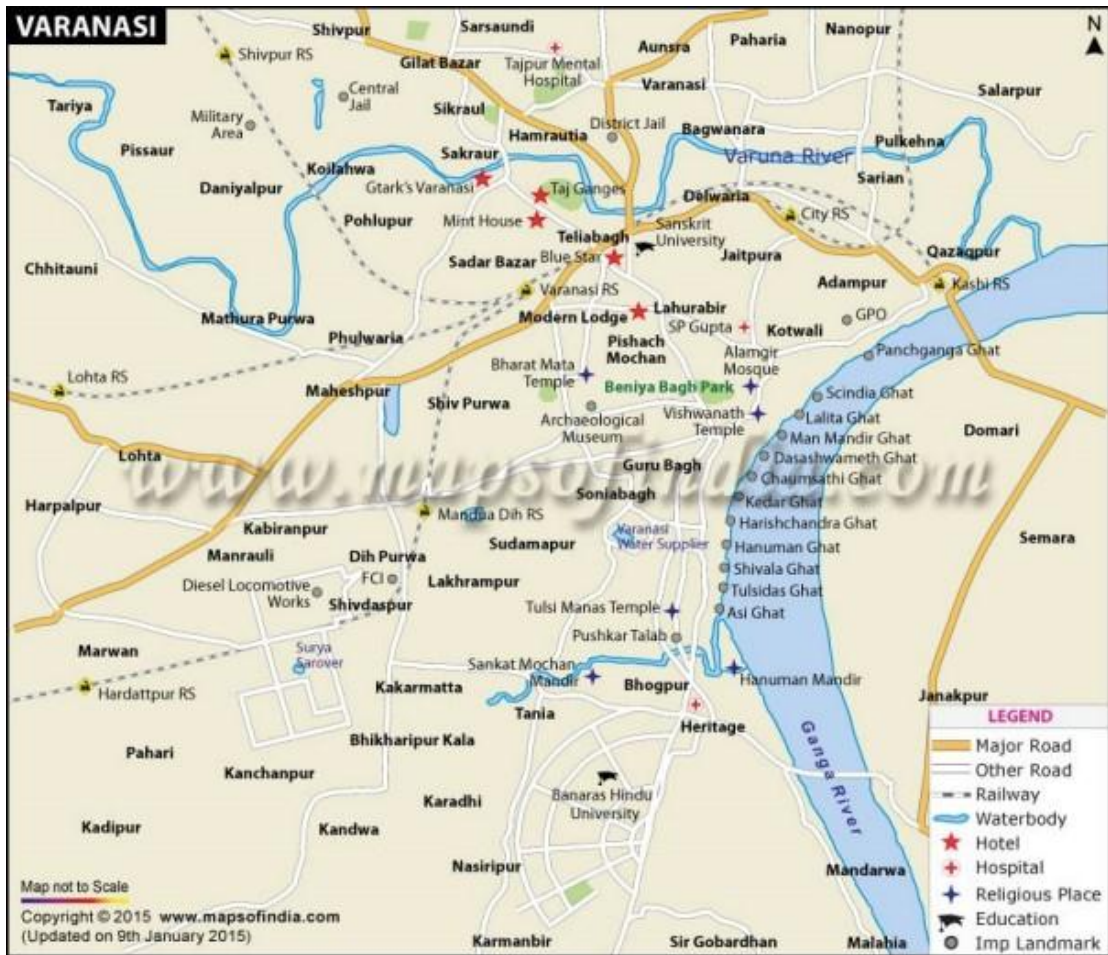
GEOGRAPHY

Varanasi is located at an elevation of 80.71 metres (264.8 ft) in the centre of the Ganges valley of North India, in the Eastern part of the state of Uttar Pradesh, along the left crescent-shaped bank of the Ganges, averaging between 15 metres (50 ft) and 21metres (70 ft) above the river.

CLIMATE

Varanasi experiences a humid subtropical climate with large variations between summer and winter temperatures. The dry summer starts in April and lasts until June, followed by the monsoon season from July to October. The temperature ranges between 22 and 46 °C in the summers. Winters in Varanasi see very large diurnal variations, with warm days and downright cold nights. The average annual rainfall is 1,110 mm (44 in).

Fig. 1: Varanasi map: showing the study area



Source: <https://www.mapsofindia.com/maps/uttarpradesh/varanasi.htm>



RESULTS AND DISCUSSION

This chapter forms the crux of the study and in this the data has been analysed through statistical package for social sciences (SPSS- version 20) as well as manually. In this chapter an attempt is made to cover demographic features of respondents and to meet out the objectives. This chapter includes the various tables which contains the information related to the project.

5.1 Demographic profile of respondents

The demographical characteristics of respondents were collected keeping in the view the seven variables such as gender, age, educational qualification, occupation, area, households, Income level. The sample units were selected on the basis of convenience and judgement sampling methods.

Table makes clear that out of 100 respondents, Male were 70% and female were 30%. And in the age group those who falls under 15-25 age category their percentage were 53%, and those who falls under 26-35 were 23%, and those who falls under 36-45 age category were 13%, and 46-60 were 7% and 60 and above were 3%.

Out of 100 respondents, 6% respondents were those whose education level was primary or upto primary, 5% were those who have done high school, 13% were those who have done intermediate and graduates were 50%, Post- graduate were 24% and those who have done others courses were 2%. And occupational status of these respondents were like that out of 100 respondents, Pvt. Employee were 10%, govt. employee were 7%, self employed were 18%, 52% respondents were students, and unemployed were 13%.

Area wise, those who were from rural area there percentage was 41%, and those who belongs to urban area there percentage was 59%. And According to household size those whose household size was 1-2 were 5%, and those whose

household size was 2-4 were (44%), 4-6 ones were 39% and the percentage for more than 6 were 12%.

Table also showing the data about the income level of these respondents and the result showing that out of 100 respondents below poverty were 3% most of it include student whose personal income is none or less than that line, and those whose income level falls under Up to 1 lakh category were 20%, and those whose income level falls under 1 lakh to 2.5 lakh category were 15%, and whose income level falls under 2.5 to 5 lakh category were 27%, and 5 lakh and above income population respondents were 15%.

Table 5.1: Demographic profile the respondents

| Item | Particular | Frequency | Percentage |
|----------------------|-------------------------|------------------|-------------------|
| 1. Gender | Male | 70 | 70 |
| | Female | 30 | 30 |
| 2. Age | 15-25 | 53 | 53 |
| | 26-35 | 23 | 23 |
| | 36-45 | 13 | 13 |
| | 46-60 | 07 | 07 |
| | 60 and above | 04 | 04 |
| 3. Occupation | Pvt. Employee | 10 | 10 |
| | Govt. employee | 18 | 18 |
| | Self employed | 07 | 07 |
| | Unemployed | 13 | 13 |
| | Student | 52 | 52 |
| 4. Income | Below poverty | 23 | 23 |
| | Upto1 lakh | 20 | 20 |
| | 1 to 2.5 lakh | 15 | 15 |
| | 2.5 to 5 lakh | 27 | 27 |
| | 5 lakh and above | 15 | 15 |
| 5. Education | Primary | 06 | 06 |
| | High school | 05 | 05 |
| | Intermediate | 13 | 13 |
| | Graduation | 50 | 50 |
| | Post- graduation | 24 | 24 |
| | Others | 02 | 02 |
| 6. Household | 1 to 2 | 05 | 05 |
| | 2 to 4 | 44 | 44 |
| | 4 to 6 | 39 | 39 |
| | More than 6 | 12 | 12 |
| 7. Area | Rural | 41 | 41 |
| | Urban | 59 | 59 |

Table 5.2: Preference of place to buy snacks

| Particular | Frequency | Percentage |
|-------------------|------------|------------|
| Kirana stores | 62 | 62 |
| Convenience store | 35 | 35 |
| Hawkers | 2 | 2 |
| Others | 1 | 1 |
| Total | 100 | 100 |

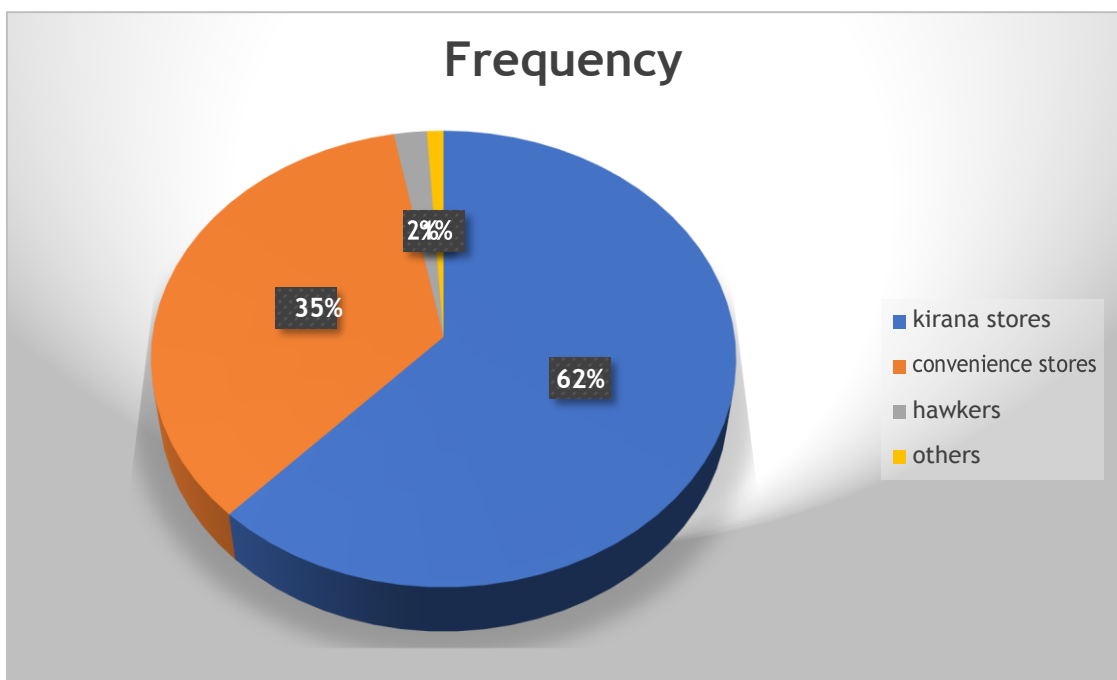


Fig. 2: Place preferred most to buy snacks

It is clear from the table 5.2 that out of 100 respondents majority of respondents that 62% prefers kirana stores. 35% respondents prefer convenience stores, 2% prefer hawkers ,and 1% preferring other.

Table 5.3: Preference of snacks (i.e, packed or unpacked)

| Particular | Frequency | Percentage |
|--------------|------------|------------|
| Packed | 51 | 51 |
| Unpacked | 8 | 8 |
| Both | 41 | 41 |
| Total | 100 | 100 |

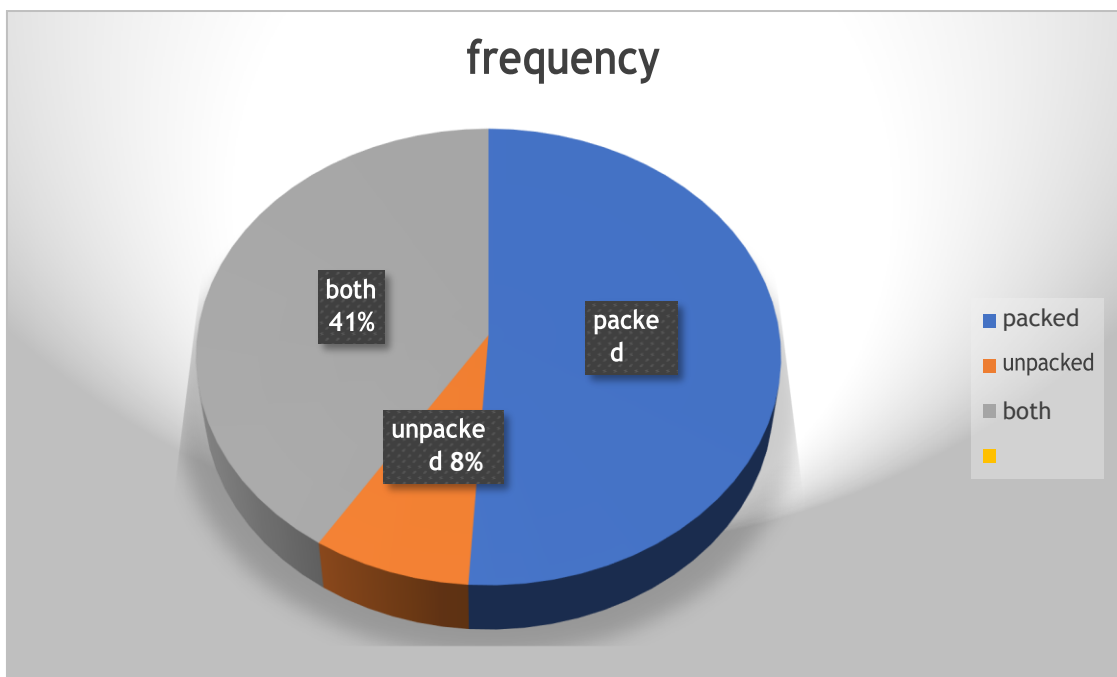


Fig. 3: Preference of snacks (i.e, packed or unpacked)

The graph is making clear that from the 100 respondents there were 51% people who were preferring to go for packed and 41% were those who were preferring both and 8% were those who prefer unpacked. So researcher found that majority were those who prefer pack.

Table 5.4: Packed snacks category respondents prefer most

| Particular | Frequency | Percentage |
|-----------------|------------|------------|
| Branded | 85 | 85 |
| Local/unbranded | 15 | 15 |
| Total | 100 | 100 |

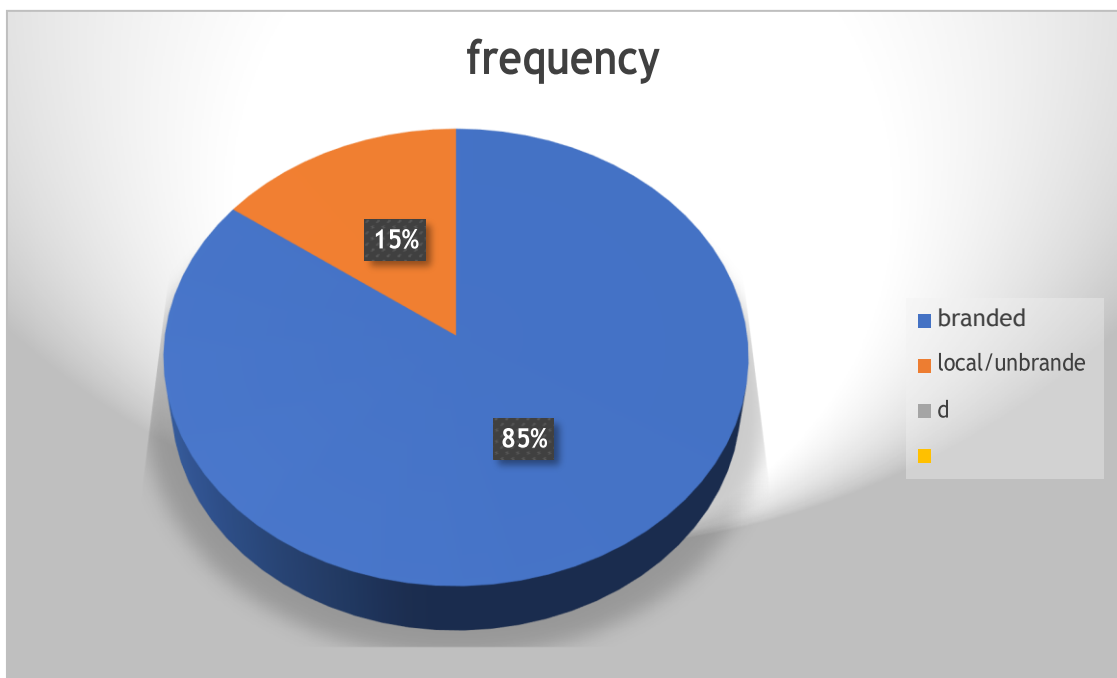


Fig. 4: Packed snacks category respondents prefer most

Here in the graph we can see out of 100 respondents 85% choosing to go for branded and 15 % are those who prefer local/ branded snacks item

Table 5.5: Most preferable pack of Snacks

| Particular | Frequency | Percentage |
|--------------|------------|------------|
| Rs. 5 | 13 | 13 |
| Rs. 10 | 47 | 47 |
| Rs. 15 | 1 | 1 |
| Rs. 20 | 30 | 30 |
| Others | 9 | 9 |
| TOTAL | 100 | 100 |

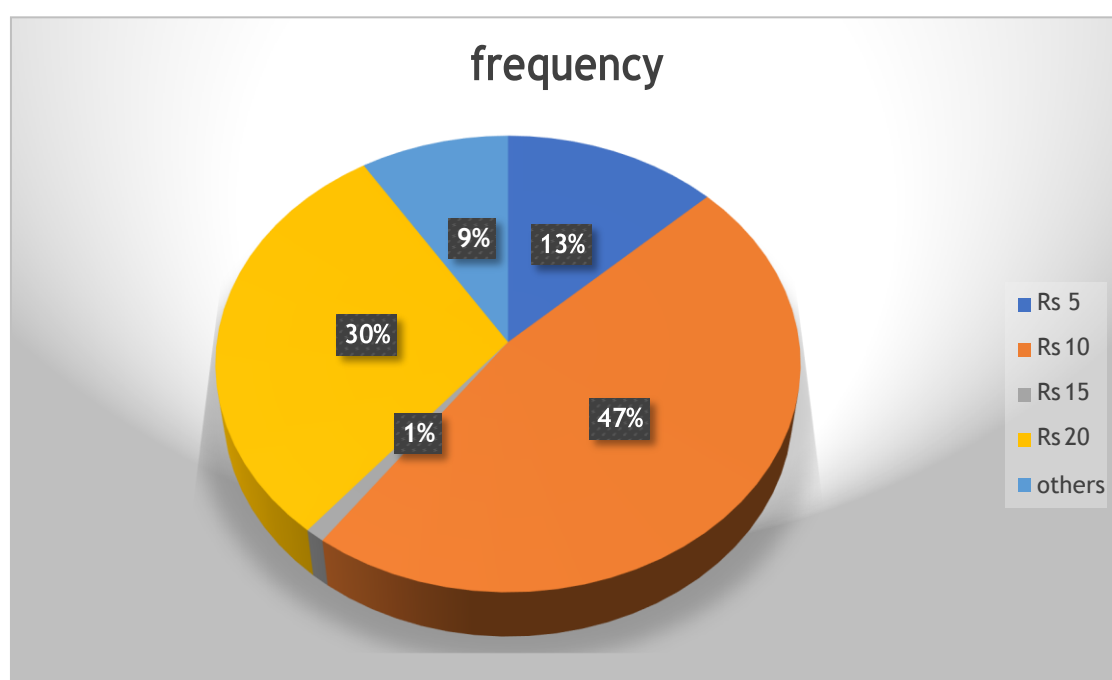


Fig. 5: Most preferred pack of snacks

Out of 100 respondents 13 % were those who prefers to buy 5 Rs. pack mostly, 47% were those who prefer to have 10Rs. Snacks packet often , 1% preferring for 15 Rs., 30% were those who prefer 20 Rs. Snacks packet and 9% were those who prefer to go for other Rs. snacks packet available.

Table 5.6: Buying preference within packed snacks

| Particulars | Frequency | Percentage |
|------------------|------------|------------|
| Oil fried | 38 | 38 |
| Air fried | 40 | 40 |
| Boiled and fried | 22 | 22 |
| Total | 100 | 100 |

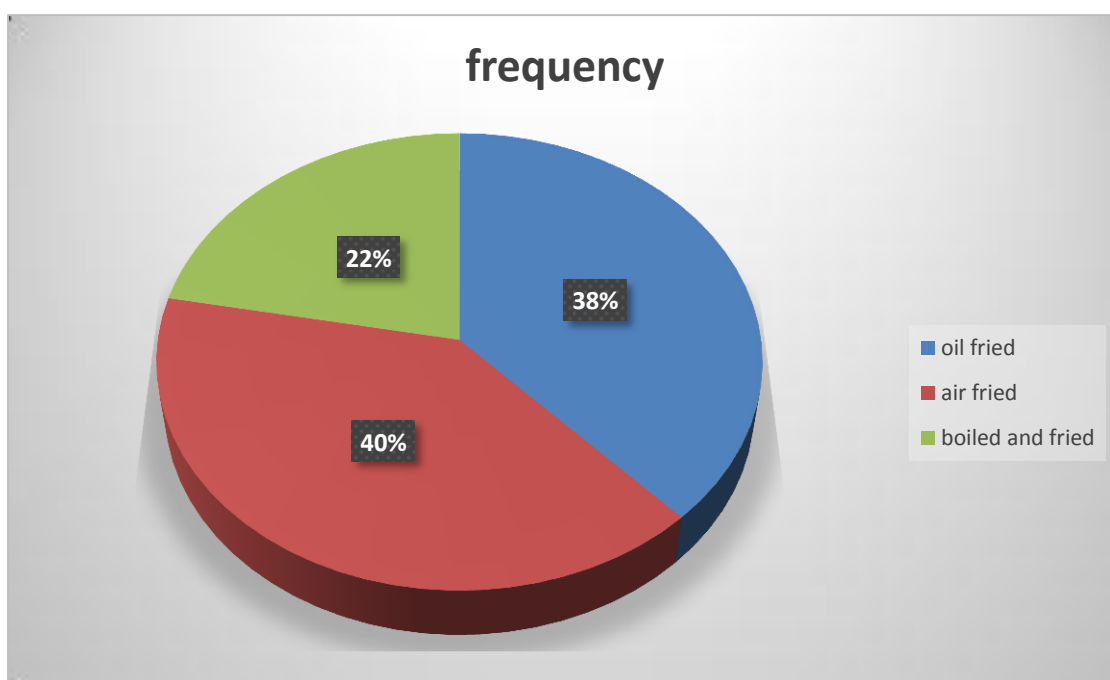


Fig. 6: Buying preference within packed snacks

The graph making it clear that out of 100 respondents 38 % were those who prefers to buy oil fried , 40% were those who prefers to buy air fried and out of 100, 22% were those who prefers to buy boiled and fried.

Table 5.7: Flavors' preferred most

| Particulars | Frequency | Percentage |
|------------------------------|------------|------------|
| Salty | 14 | 14 |
| Sweetly | 04 | 04 |
| Crunchy | 16 | 16 |
| Savory | 03 | 03 |
| Nut | 03 | 03 |
| All above | 05 | 05 |
| Multiple options but not all | 55 | 55 |
| Total | 100 | 100 |

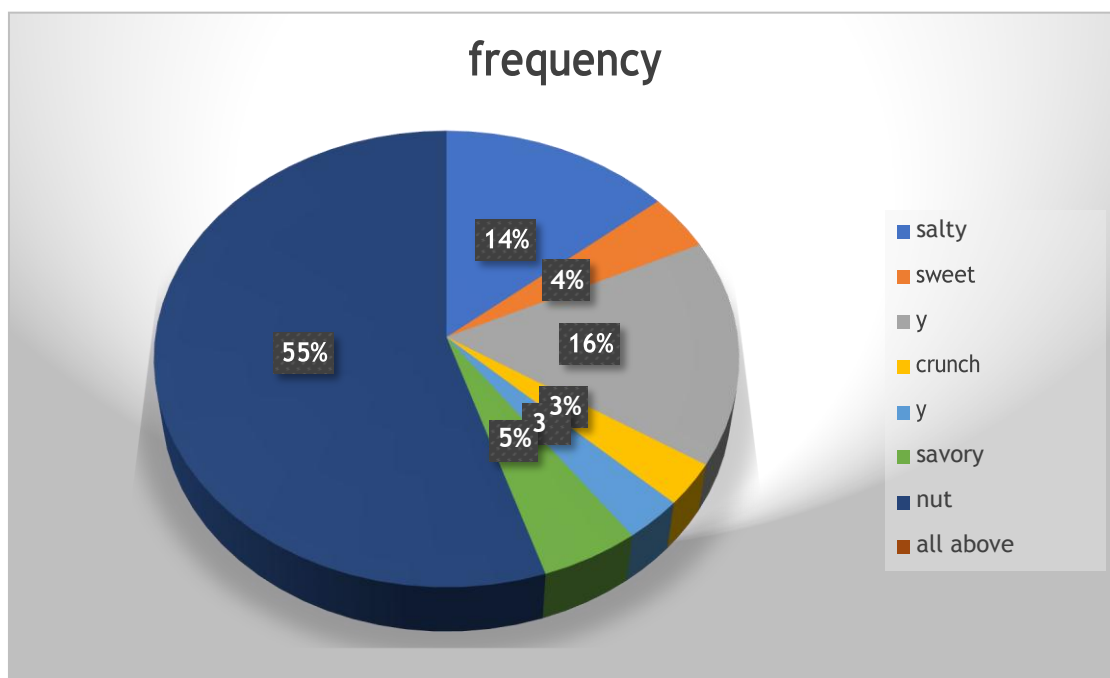


Fig. 7: Flavors' preferred most

Out of 100 respondents the percentage for salty is 14%, sweetly 4%, crunchy 16%, savory 3%, nut 3% and 5% were those who prefer all above. And the rest were those who have chosen two or more than two options given in the questionnaire.

Table 5.8: Average expenditure on snacks items

| Particulars | Frequency | Percentage |
|--------------------------|------------|------------|
| Upto 50 rs daily | 51 | 51 |
| 100-200 rs weekly/ daily | 28 | 28 |
| 500 rs weekly | 09 | 09 |
| Others | 12 | 12 |
| Total | 100 | 100 |

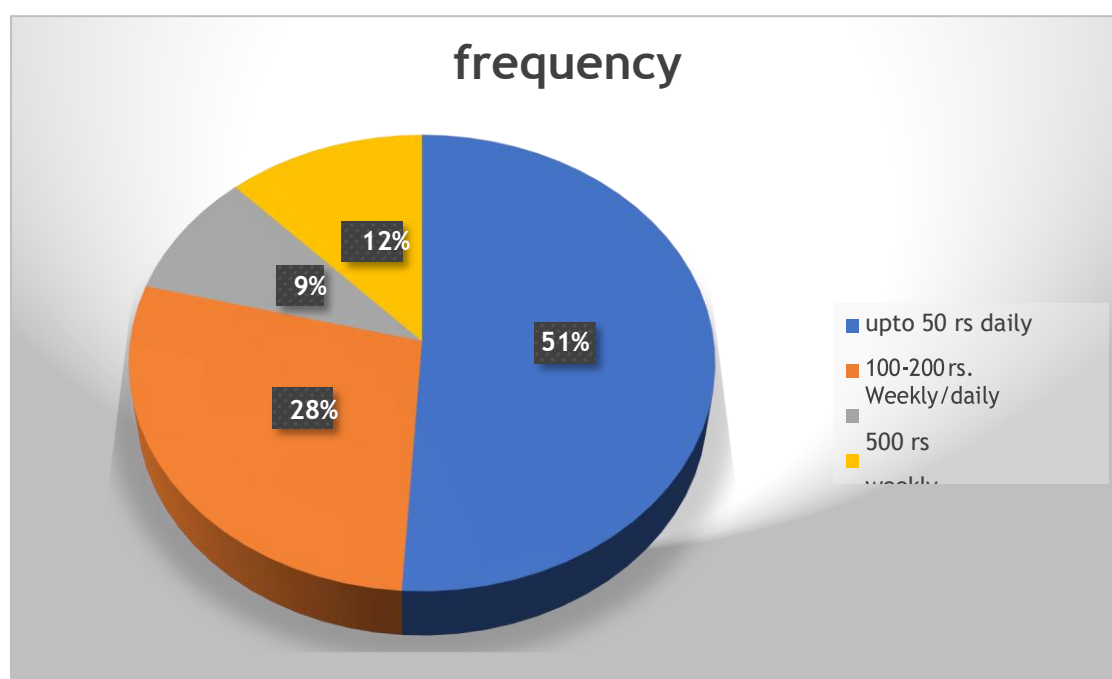


Fig. 8: Average expenditure on snacks items

Here out of 100 respondents 51% were those who choose to spend upto 50 Rs. Daily on snacking, 28% are those who spend 100- 200 Rs. Weekly, 500 Rs. Weekly spender were 9%, and 12% were those who chose for other option mentioned within the questionnaire.

Table 5.9: Frequency of consumption

| Particulars | Frequency | Percentage |
|-----------------------|------------------|-------------------|
| Once a day | 19 | 19 |
| Twice a day | 39 | 39 |
| Few times a week | 32 | 32 |
| 4 times a day or more | 2 | 2 |
| No response | 8 | 8 |
| Total | 100 | 100 |

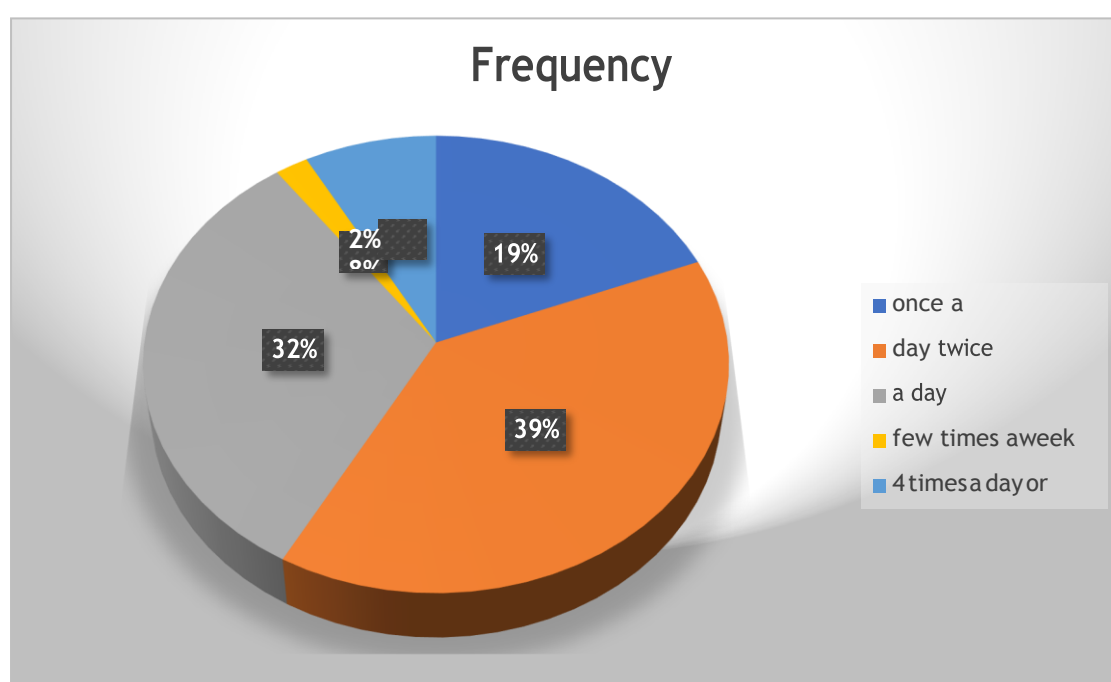


Fig. 9: Frequency of consumption

Out of 100 respondents 19% prefer to have snacks once in a day and 39% were those who prefer to have snacks twice a day, 32 % were those who prefer to have snacks few times a week, 2% were those who prefer to have snacks 4 times a day or more, and 8 % were those who choose to go for no response.

Table 5.10: Preference for unpacked snacks category (i.e. home cooked or market ones)

| Particulars | Frequency | Percentage |
|--------------------|------------------|-------------------|
| Home cooked | 77 | 77 |
| Market | 23 | 23 |
| Total | 100 | 100 |

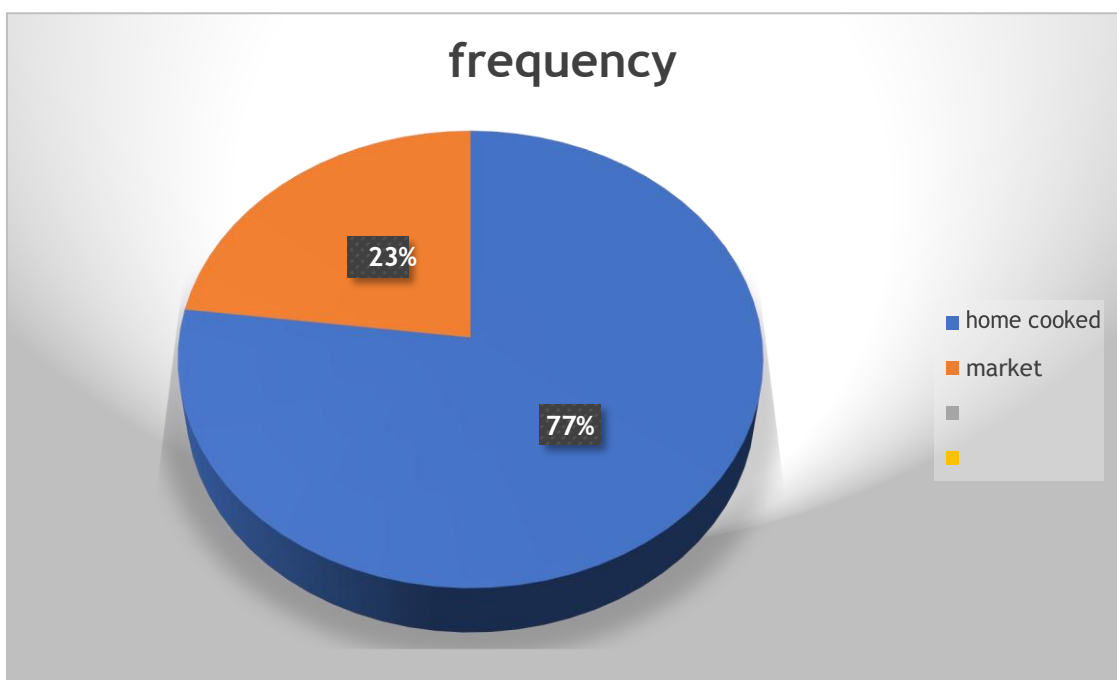


Fig. 10: Preference for unpacked snacks category (i.e. home cooked or market ones)

Here 77% were those who prefer to go for home cooked within the unpacked snacks choice and 23% chose to go for market ones.

Table 5.11: Preferences for different unpacked snacks items

| Particulars | Frequency | Percentage |
|--------------------|------------------|-------------------|
| Samosa | 35 | 35 |
| Chowmein | 3 | 3 |
| Maggi | 14 | 14 |
| Kachauri | 8 | 8 |
| Others | 7 | 7 |
| Multiple options | 33 | 33 |
| Total | 100 | 100 |

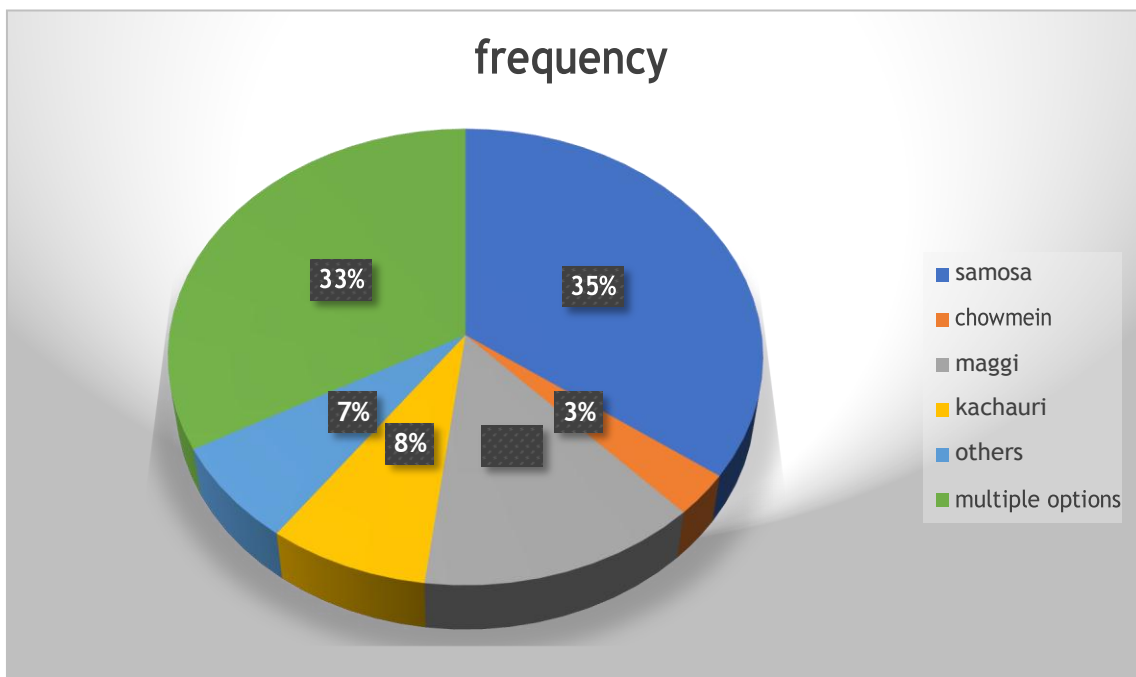


Fig. 11: Preferences for different unpacked snacks items

Here 35% were those who chose to go for samosa in unpacked snacks, 3% chose to prefer chowmein, 14% prefer Maggi, 8% prefer to go with kachauri, 7% were those who prefer to go with others option and 33% were those who selected for two or more than two options.

Table 5.12: Attributes considered while purchasing snacks food

| Particulars | Frequency | Percentage |
|-------------------------|------------|------------|
| Hygiene | 6 | 6 |
| Health | 4 | 4 |
| Cost | 1 | 1 |
| Taste | 5 | 5 |
| Nutrition | 1 | 1 |
| Availability | 0 | 0 |
| All the given options | 25 | 25 |
| Multiple option chooser | 58 | 58 |
| Total | 100 | 100 |

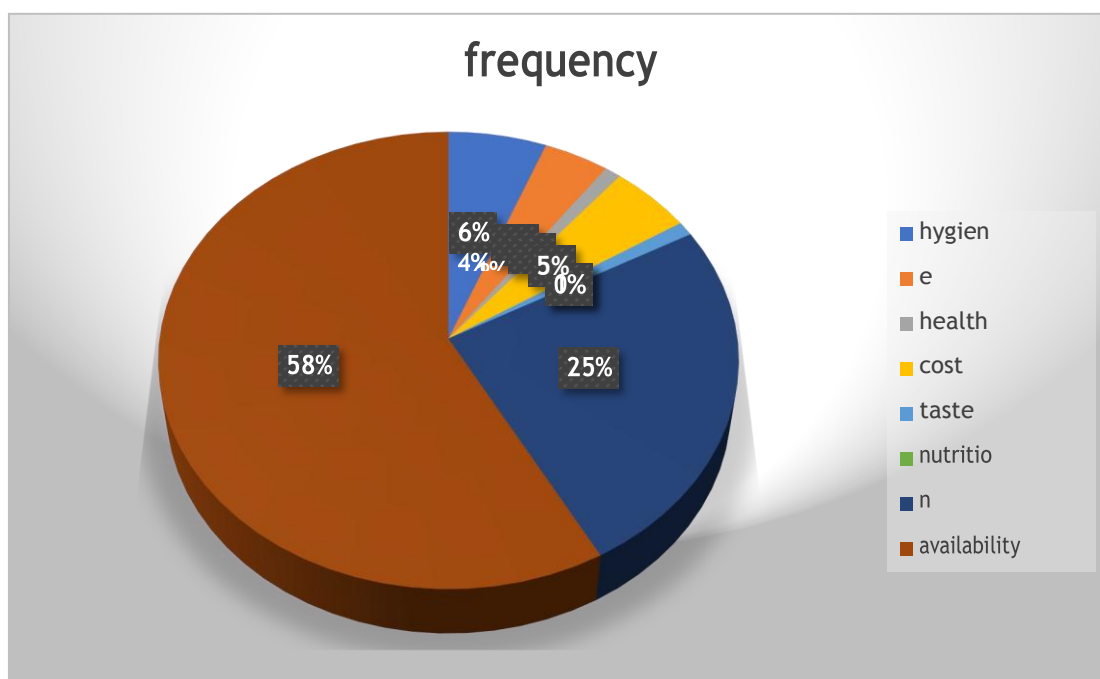


Fig. 12: Attributes considered while purchasing snacks food

Out of 100 respondents' there were 6% people who choose to go with hygiene only, 4 % were those who prefer health only while selecting their snacks, 1% chose to

go with cost only, 5% preferred to go with taste only, 1% choose to go with nutrition only, 0% chose to go with availability only and 25% were those who preferred all the option while choosing their snacks and 58% were those who chose two or more than two options from the given options.

Table 5.13: Preference for beverages during snacks

| Particulars | Frequency | Percentage |
|--------------|------------|------------|
| Yes | 82 | 82 |
| No | 18 | 18 |
| Total | 100 | 100 |

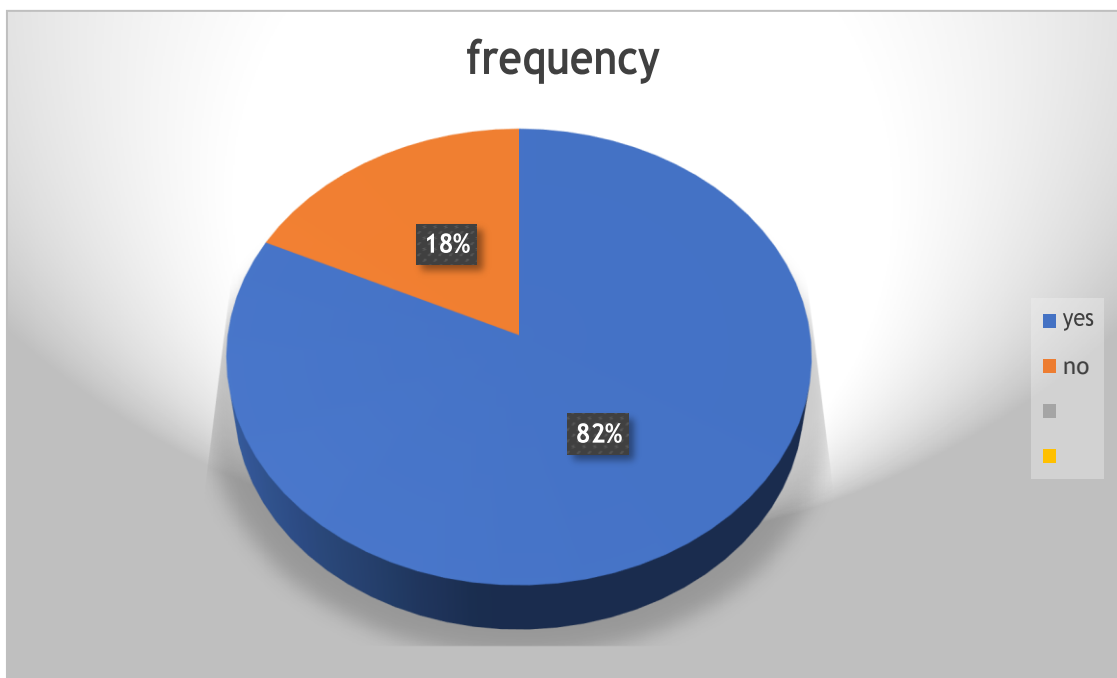


Fig. 13: Preference for beverages during snacks

Out of 100 respondents 82% were those who prefer to have beverage while having snacks and 18% were those who don't prefer to have beverages while snacking.

Table 5.14: Preference for different beverages

| Particulars | Frequency | Percentage |
|--------------|------------|------------|
| Tea/ coffee | 42 | 42 |
| Colddrink | 38 | 38 |
| Others | 2 | 2 |
| Don't prefer | 18 | 18 |
| Total | 100 | 100 |

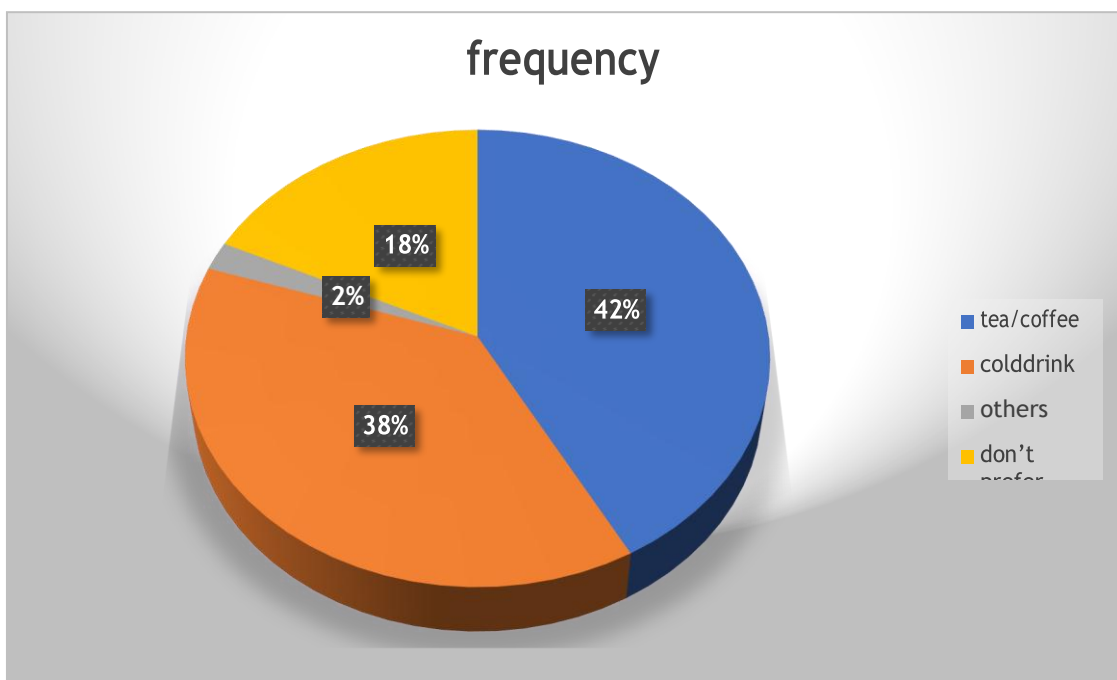


Fig. 14: Preference for different beverages

Out of 100 respondents, 42% were those who prefer to have tea/coffee, while having snacks and 38% prefer to have coldrink while having snacks, 2% were those who prefer other beverages to have while snacking, 18% were those who don't prefer to have beverages while snacking.

Table 5.15: Most preferred brand

| Particulars | Frequency | Percentage |
|--------------|------------|------------|
| Haldiram | 40 | 40 |
| Lehar | 0 | 0 |
| Parle | 14 | 14 |
| PepsiCo | 8 | 8 |
| Others | 6 | 6 |
| Multiple | 32 | 32 |
| Total | 100 | 100 |

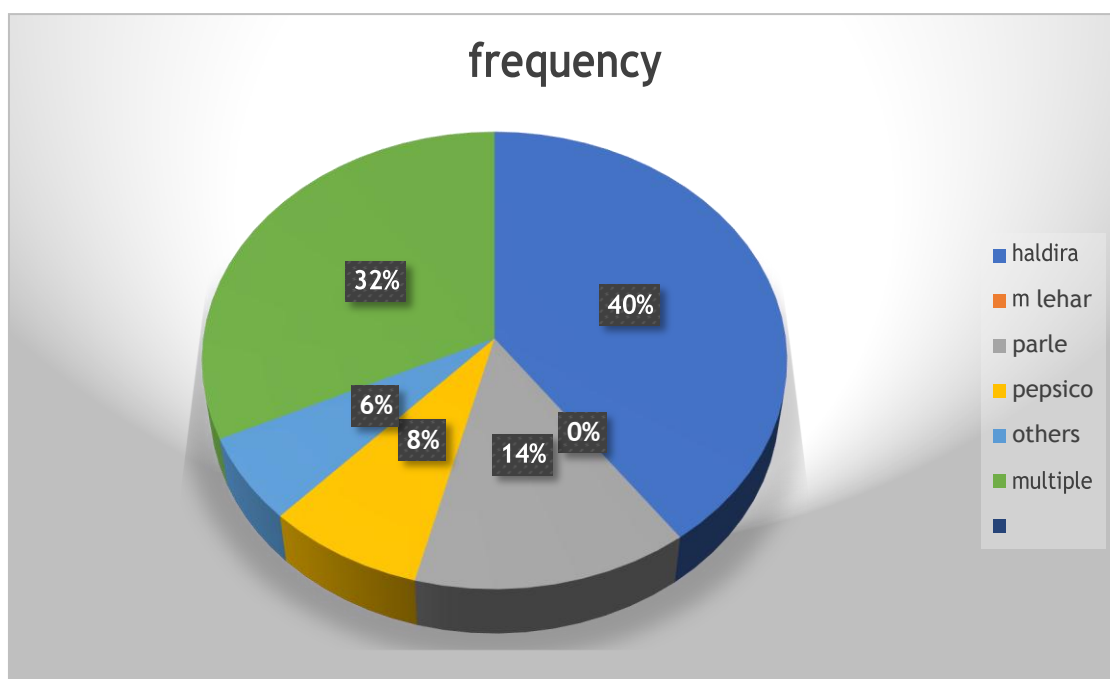


Fig. 15: Most preferred brand

Out of 100 respondents the percentage for those who prefer Haldiram packets were 40% only, 0% were preferring lehar only, 14% were those who prefer parle brand only, 8% were those who prefer PepsiCo only, 6% prefer to go with other brands, and 32 % were those who chose to go with two or more than two brands available in the option.

Table 5.16: Reasons for preferring unpacked

| Particulars | Frequency | Percentage |
|------------------------------|-----------|------------|
| Packed are easily perishable | 13 | 13 |
| Packed are expensive | 5 | 5 |
| Packed have food additives | 7 | 7 |
| All above | 8 | 8 |
| Others | 6 | 6 |
| No response | 53 | 53 |
| Multiple response | 08 | 08 |

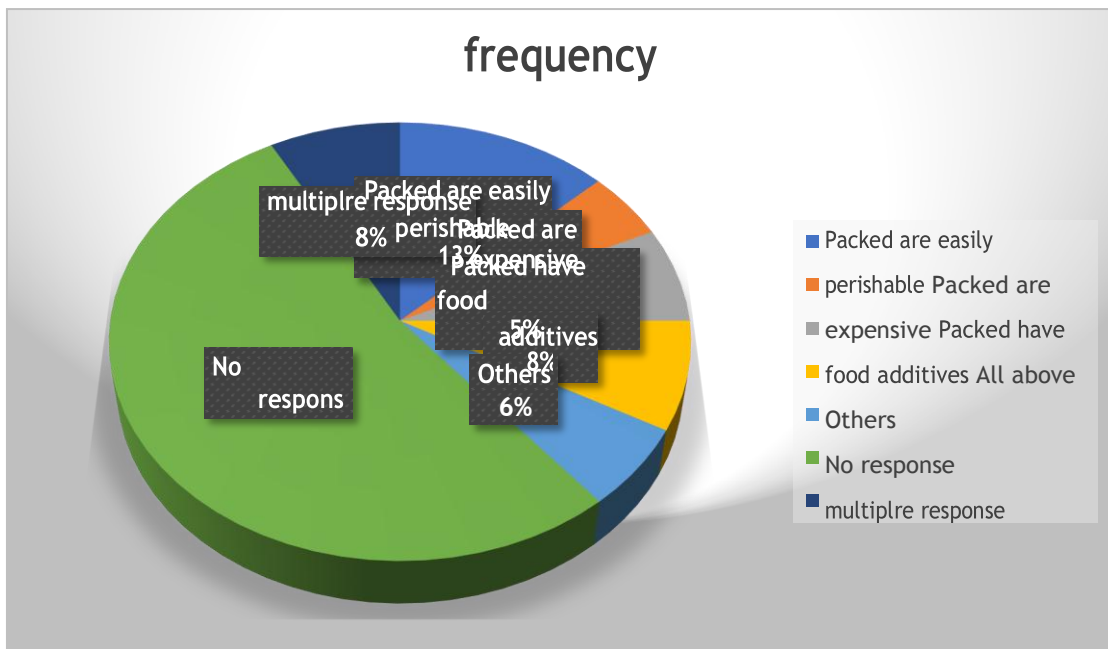


Fig. 16: Reasons for preferring unpacked

Here in the graph showing the 13% percent respondent out 100 thinks packed are easily perishable that's why they choose unpacked and 5% are those who think packed are expensive that's why they prefer unpacked, 7% think packed have food additives and 8% consider all above options, while 6% are those who consider other parameters are responsible for choosing unpacked and 53% were those who don't prefer unpacked and they didn't responded to this question

Table 5.17: The reasons for choosing packed

| Particulars | Frequency | Percentage |
|-----------------------------|------------------|-------------------|
| Packed are easy to manage | 43 | 43 |
| Packed are rich in nutrient | 14 | 14 |
| Packed are cheaper | 1 | 1 |
| All above | 13 | 13 |
| Others | 3 | 3 |
| No response | 7 | 7 |
| Multiple response | 19 | 19 |
| Total | 100 | 100 |

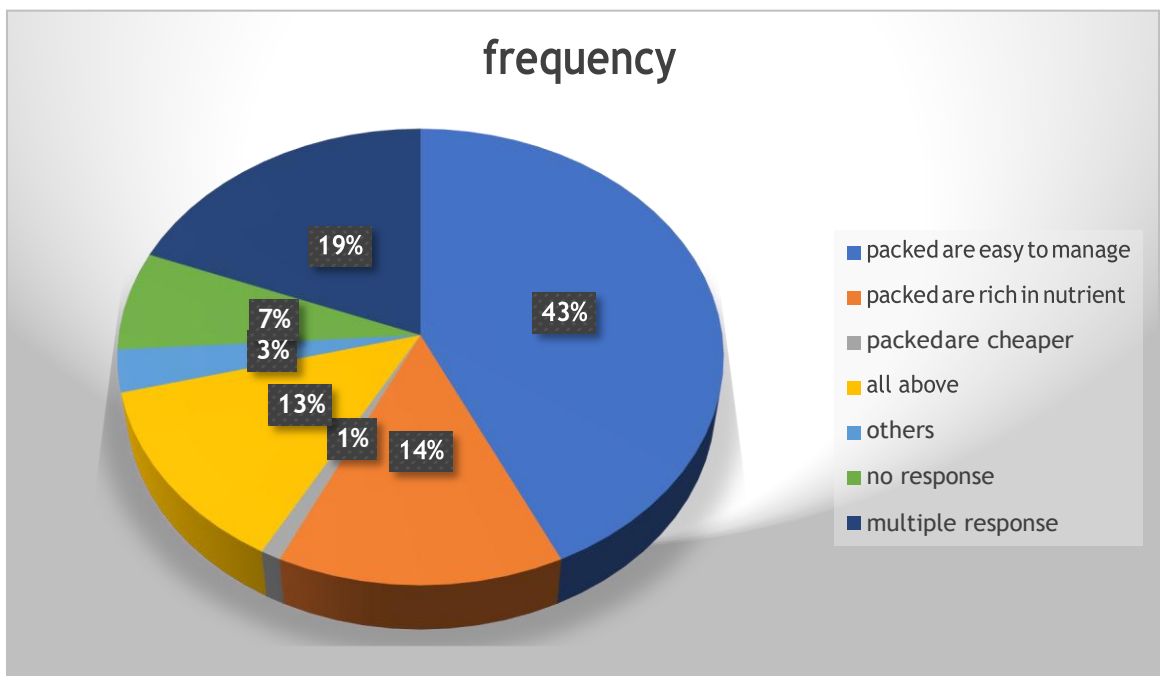


Fig. 17: The reason for preferring packed

The graph making clear that 43% respondent think packed are easy to manage that's why they choose packed ones, 14% are those who think packed are rich in nutrients and, 1% are those who think packed are cheaper that's why they choose

packed, 13% are those who selected all the given option as a reason to prefer packed ones, others reason chooser were 3% and 7% were those who didn't responded to this question cause they don't prefer packed and 19% were those who chosen multiple option as a reason to prefer packed ones.



SUMMARY AND CONCLUSIONS

The research study “**Comparative study on consumers’ preference towards packed and unpacked snacks in Varanasi**” district of Uttar Pradesh. The responses were taken from 100 respondents. The main objective towards study were as following.

- To study the consumers behaviour towards the quality, availability, taste and price of various snacks.
- To analyze the awareness of consumers towards branded packaged items.
- To understand the snacks purchasing habit of different age groups of consumers.
- To study the preference of consumers between packed and unpacked snacks.

At the end of study, on the basis of data analysis and interpretation the researcher has drawn the following inferences. Out of 100 respondents, majority of respondents that is 51% prefer packed, 8% were preferring unpacked and 41% were those who prefer both. And those who prefers packed within them 85% were those who prefer branded and 15% were those who prefer local/ unbranded snacks packet and out of 100 respondents 13% were those who buy 5Rs packet mostly, 47% were those who buy 10Rs packet mostly and 1% prefer to buy 15Rs packet mostly, 30% were preferring to buy 20 Rs packet mostly, and the 9% were those who prefer to buy other Rs packets.

Majority of respondents that is 51% were those whose expenditure on snacking falls within upto 50Rs daily parameter, and 28% were those who spend 100-200 Rs daily/ weekly, 9 % spend 500 Rs weekly while 12% were those who chose other option.

Majority of respondents that is 39% consume snacks twice a day, and 19% were those who like to have snacks once a day, 32% prefer to have snacks few times a week, 2% were those who chose to have snacks 4 times a day or more, and 8% were those who have no response to this question.

And within unpacked snacks 77% were those who prefer to have a home cooked snacks while 23% were those who prefer to have market ones and in unpacked 35% were those who prefer to eat samosa as a snacks which is in majority, 3% were those who like to have Chowmein only and 14% opted for Maggi only, 8% opted for Kachauri only and 7% were those who opted for others only and 33 were those who chose two or more than two or all the available options within a question.

Respondents look for hygiene only while going for snacks were 6%, and 4% were those who opt for health only, and 1% opted for cost only, 5% for taste only, 1% for nutrition only, and 0% for availability, 25% were those who opted for all the above option and 58% were those who gone for two or more than two options.

Majority were those who like to have beverages while snacking that is 82% while 18% were those who don't like to have beverages while snacking. And within those who prefer to have beverages 42% were those who like to have tea/ coffee while snacking, 38% were those who prefer to have Cold drink and 2% chosen for others options that means they prefer to have something else other than tea/coffee and coldrink. 18% were those who don't prefer to have beverages while snacking. 40% respondents prefer haldiram snacks only, 0% for Lehar only, 14% for parle only, 8% for PepsiCo, 6% were those who prefer other brands snacks and 32% opted for multiple brands within the available options.

In the end the researcher reached the conclusion that in the market of Varanasi district of Uttar Pradesh. The consumers prefer to consume packed snacks item mostly as compared to unpacked and majority visits kirana stores to buy their snacks and majority of them prefer to have beverages while snacking and the most preferred snacks brand is haldirams and manufacturers should focus on all the aspects like cost, nutrients, taste, availability, hygiene etc while manufacturing a product and the major

competitor for the manufacturers are haldiram in the district so they should focus on maintaining a better quality from haldiram. Manufacturers may adopt some marketing strategy like on buying a snacks item for a particular rupees they can give tea/ coffee pack or colddrink free to buyers.

On the basis of findings the researcher is suggesting the following suggestion to the various snacks manufacturers or makers are as follows.

- The makers should focus on all the aspect while choosing to disburse their snacks in the Varanasi District like cost, nutrition, availability, hygiene, health and the product should be of affordable price and should be available in different price range.
- The consumers focusing towards kirana to purchase snacks mostly so manufacturers should focus on kirana stores and make the products available their all the times.
- Manufacturers should install a buy and get free strategy to market their products and increase their sales like they may give coffee/ tea pouches or a colddrink bottles for purchasing their snacks.
- Snacks manufacturing companies should focus on developing traditional products of India like samosa and kachauri etc.



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APPENDIX

QUESTIONNAIRE FOR THE CONSUMER

Name of the researcher: Ashutosh Singh

Topic of research: Comparative study on consumer preference between packed and unpacked snacks in Varanasi.

Name of respondent:

Address:

Mobile number:

Gender: a) Male. b) Female

Age: a) 15-25 b) 26-35. c) 36-45. d) 46-60 e) 60 and above

Occupation: a) Pvt.- employee b) Govt. employee
c) Self- employed d) Student e) unemployed

Education :- a) Primary b) High school c) Intermediate
d) Graduation e) Post- graduation f) others

Area: a) Rural b) Urban

Income :- a) below poverty. b) Up to 1 lakh
c) 1 lakh to 2.5 d) 2.5 lakhs to 5 lakhs e) 5 lakhs and above

Number of households in a Family: a) 1- 2 b) 2 – 4 c) 4 -6 d) more than 6

MAIN QUESTIONS

Which place you generally buy your snacks

a) Hawkers b) convenience store c) kirana d) others

What's your snacks preference

a) Packed b) unpacked c) both

If packed which one you prefer

a) Branded b) local/unbranded

If prefer packed which you buy most

a) Rs.5 b) Rs.10 c) Rs.15. d) Rs.20 e) others

If prefer packed which you buy most

a) Oil fried. b) Air fried c) boiled and fried

In snacks which one you Prefer (can choose more than one)

- a) Salty b) sweet. c) crunchy d) savory e) nut f) all above

Your expenditure on snacks

- a) Upto 50Rs daily b) 100-200Rs weekly/ daily
c) 500 Rs weekly. d) others

Your average consumptions frequency

- a) once a day. b) Twice a day. c) Few times a week
c) 4 times a day or more e) No response

If prefer unpacked, which you prefer most

- a) Home cooked b) market

In unpacked, which you prefer most

- a) Samosa b) chowmein c) Maggi d) Kachauri e) Others

If the given option to choose which one you choose while selecting your snacks (can choose more than one)

- a) Hygiene b) health c) cost d) taste e) nutrition
f) Availability g) all the above

If you prefer to have beverages with snacks

- a) Yes b). No

If yes which one you prefer

- a) Tea/coffee. b) cold drink

If prefer packed which one you choose most

- a) Haldiram b) Lehar c) parle. d) PepsiCo d) Others

If prefer unpacked what reasons you count (can choose more than one)

- a) Packed are easily perishable. b) Packed are expensive
c) Packed have food additives d) all above e) Others

If prefer packed what reasons you count(can choose more than one)

- a) packed are easy to manage. b) Packed are rich in nutrient c) packed are cheaper
c) all above e) others

