

Research on Sales and Marketing of Kellogg accordingly to Consumer Behavior in Chennai

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Abstract

Consumer behaviour is "The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society."

The Tenacity of this study is to gauge the sale and market of Kellogg product in Chennai. By knowing the consumer's choice and preferences accordingly various strategies will be adopted in order to maintain the sales and position in the market.

With 30 as sample size primary data was collected from consumers of Kellogg from Chennai through a well-structured questionnaire and secondary data was taken from various scholar's articles. Questionnaire with Five point Likert Scaling technique has been used for this research study. Percentage analysis method for analysing the data.

From the Study it is clear that most of the consumers are satisfied with the products of Kellogg with various aspects such as taste, availability, price etc. It is observed that Kellogg is consumed mostly by females belonging to age group between 18 to 30 years living in urban area whose income falls between 16,000 -30,000 as morning breakfast occasionally.

It's is suggested that Consumer's behaviour changes according to seasons and trends and it's always necessary to analyse the needs of consumers periodically and keep the brand updated in order to hold the same position in the market.

In general this descriptive study clinches that Consumer behaviour is ever changing, so it is very important to know exactly what the consumer prefers. It necessary to understand what the consumer wants and develop the products according to their needs. The purchase behaviour of the consumer should be carefully monitored in order to ascertain what are the qualities that they are attracted towards more in a products.

Key words: Consumers, Consumer behaviour, Sales and Market

Introduction

Consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy their needs and wants. It is also concerned with the social and economic impacts that purchasing and consumption behaviour has on both the individual consumer and on broader society it examines how emotions, attitudes and preferences affect buying behaviour. Characteristics of individual consumers such as demographics, personality lifestyles and behavioural variables such as usage rates, usage occasion, loyalty, brand advocacy, willingness to provide referrals, in an attempt to understand people's wants and consumption are all investigated in formal studies of consumer behaviour. The study of consumer behaviour also investigates the influences, on the consumer, from groups such as family, friends, sports, reference groups, and society in general

Consumer behaviour is the study of when, why, how, and where people do or do not buy product. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such

as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

Customer behaviour study is based on consumer buying behaviour, with the customer playing the three distinct roles of user, payer and buyer. Relationship marketing is an influential asset for customer behaviour analysis as it has a keen interest in the re-discovery of the true meaning of marketing through the re-affirmation of the importance of the customer or buyer. A greater importance is also placed on consumer retention, customer relationship management, personalisation, customisation and one-to-one marketing. Social functions can be categorised into social choice and welfare functions.

Each method for vote counting is assumed as a social function but if Arrow's possibility theorem is used for a social function, social welfare function is achieved. Some specifications of the social functions are decisiveness, neutrality, anonymity, monotonicity, unanimity, homogeneity and weak and strong Pareto optimality. No social choice function meets these requirements in an ordinal scale simultaneously. The most important characteristic of a social function is identification of the interactive effect of alternatives and creating a logical relation

With the ranks. Marketing provides services in order to satisfy customers. With that in mind, the productive system is considered from its beginning at the production level, to the end of the cycle, the consumer.

In modern times, the consumer is the central theme of every marketing system. For a product to sell, with or without advertising, it must appeal to and satisfy some needs for consumers at least.

REVIEW OF LITERATURE

Srinivasan, N., & Ratchford, B. T. (1991) defines a structural equations model of the determinants of external search for automobiles is developed and tested on survey data from recent automobile purchasers. Results attempt to provide new insights into the determinants of search behavior for automobiles and other consumer durables.

Punj, G. N., & Staelin, R. (1983) postulates a descriptive model of information search and tests the hypothesized relationships using survey data obtained from a probability sample of new automobile purchasers. The result support the hypothesis that there are at least two unique components of prior knowledge: specific product knowledge and general product-class knowledge. The former causes less external search, the latter causes more external search

Train, K. E., & Winston, C. (2007) developed a consumer-level model of vehicle choice to shed light on the erosion of the U.S. automobile manufacturers' market share during the past decade. They found that nearly all of the loss in market share for U.S. manufacturers can be explained by changes in basic vehicle attributes, namely: price, size, power, operating cost, transmission type, reliability, and body type. U.S. manufacturers have improved their vehicles' attributes but not as much as Japanese and European manufacturers have improved the attributes of their vehicles.

Klein, L. R., & Ford, G. T. (2003) explores whether earlier findings on the economics of consumer information search still hold in the digital age. The research done was an Internet-based survey. The findings were analysis of consumers' information search behavior suggests that an additional dimension of search—whether the source is offline or online—needs to be added to the traditional two dimensions of impersonal/personal and independent/seller-dominated sources. We also analyze trends in the use of the Internet as an information source based on recency of respondents' shopping experiences

Sambandam, R., & Lord, K. R. (1995) discovers the consideration-set formation and the direct and indirect consequences of consideration-set size on switching behavior in automobile markets provide the focus for this model development and testing effort. It resulted that Consideration sets are shown to affect the switching decision both directly and indirectly (by motivating retailer search activities).

Moorthy, S., & et al (1997) determines a comprehensive theoretical framework for understanding consumers' information search behavior is presented. They tested their theory on consumers' search behavior for new automobiles, using data collected contemporaneously with consumers' actual decision process. Their data support their theory.

OBJECTIVES

PRIMARY OBJECTIVE

The primary objective is to analyse the sales and market of Kellogg's accordingly to consumer's behavior in Chennai

SECONDARY OBJECTIVE

- To study the behavioural factors of consumers in Kellogg.
- To analyse the impact of behavioural factors of consumers on choosing particular brand of food manufacturer.
- To suggest various factors to improve sales.
- To study the consumers' opinion of their food products regarding its features brand value, taste, packaging, etc.
- To study the present scenario of consumer behaviour.
- To examine the changes in various factors of the consumer behaviour and
- To analyse the differences in the consumer behaviour.

Need of the study:

- To know the consumer behaviour.
- To know the usage of the Kellogg in the Chennai.
- To understand the consumer behaviour in Kelloggs.

Scope of the study

- As follow up of this study research can be done with various other parameters in various other regions.
- This study was done only for sales and marketing as a follow up of this various other can also be done in order to increase the standard of Kellogg

Limitation of study

This is carried out only in a particular area of Chennai with certain parameters for the betterment of the result in should be carried out in others regions too.

RESEARCH METHODOLOGY

Research can be defined as scientific and systematic search for pertinent information on a specific topic. Research is an art of scientific investigation. In short, the search for knowledge through objective and systematic method of finding solution to a problem is research.

Research methods may be understood as all those methods that are used for the conduction of research. Research methodology is a way to systematically solve a research problem. It may be understood as a science of studying how research is done scientifically.

AREA OF RESEARCH

The research study was confined to study the sales and market of Kellogg's based on consumer's behaviour.

RESEARCH DESIGN

The research design used in this study is Experimental research.

SOURCES OF DATA

Primary data is collected to study the sales and market of Kellogg's from consumers in Chennai

PERIOD OF STUDY

The study was conducted for two months (June 20 to Aug 20th 2016)

SAMPLE SIZE

The sample size chosen for this research study is 30 samples. The sample selected from consumers.

RESPONDENT

Consumers of Kellogg's, Chennai

SAMPLING TECHNIQUE

The sampling procedure involved in this research study is convenience sampling. There are different sampling techniques to select the samples from the population in this study the most appropriate one was convenience sampling since the target people were less. But the data collected would be suitable and reliable for the study.

STATISTICAL TOOLS

The statistical tool includes

Percentage Analysis

Percentage is a kind of ratio analysis. Percentages are used in making comparison between two or more series of data. Percentage describes relationship. It can also be used to compare the relative terms of distribution of two or more series of data.

$$\text{Percentage of respondents} = \frac{\text{Number of responses}}{\text{Total No. of Samples}} \times 100$$

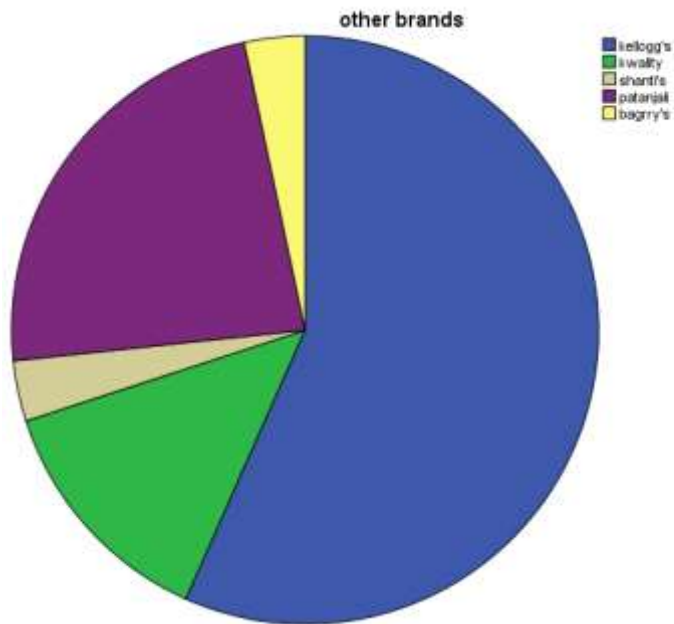
Data analysis and interpretation

Which breakfast cereals brands are the best?

Best brands					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Kellogg	17	56.7	56.7	56.7
	kwaliti	4	13.3	13.3	70.0
	shanti's	1	3.3	3.3	73.3
	Patanjali	7	23.3	23.3	96.7
	bagrry's	1	3.3	3.3	100.0
	Total	30	100.0	100.0	

INTERPRETATION:

The table above interprets that it displays the frequency results of the best brand. It is clear that the majority of consumers, 56.7% are Kellogg, 23.3% are Patanjali, 13.3% are said kwaliti, 3.3% are shanti's, 3.3% bagrry's.



FINDINGS

- Most of the consumers fall in the age group 18-30 years
- Most of the consumers are females
- Most of the consumers live in the urban area
- Most of the consumers income falls between 16,000-30,000
- Most of the consumers consumes Kellogg as their morning breakfast occasionally
- Most of them prefers to consume cornflakes
- Most of the consumer have believe the brand value of Kellogg.
- Based on the study proves to a have moderate price range and more than half of the responded willing to buy for the next time.
- Most of respondent have stated to have satisfied with the quality of Kellogg. And aslo to have average health benefits.

SUGGESTIONS

Consumer's behaviour changes according to seasons and trends and it's always necessary to analyse the needs of consumers periodically and keep the brand updated in order to hold the same position in the market.

CONCLUSION

Consumer behaviour is ever changing, so it is very important to know exactly what the consumer prefers. It necessary to understand what the consumer wants and develop the products according to their needs. The purchase behaviour of the consumer should be carefully monitored in order to ascertain what are the qualities that they are attracted towards more in a products.

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