

# CONSUMER PERCEPTION TOWARDS BRAND EQUITY OF FOSTER FOODS (P) LTD

Submitted by  
**RAVI SANKAR V**  
(2015-31-026)

**MAJOR PROJECT REPORT**

*Submitted in partial fulfillment of the requirement for the degree of*

**MBA IN AGRIBUSINESS MANAGEMENT**

**Faculty of Agriculture**

**Kerala Agricultural University**



**COLLEGE OF CO-OPERATION, BANKING AND MANAGEMENT**

**VELLANIKKARA, THRISSUR-680656**

**KERALA, INDIA**

**2017**



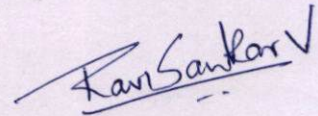
***DECLARATION***

---

## DECLARATION

We, hereby declare that this project entitled '**CONSUMER PERCEPTION TOWARDS BRAND EQUITY OF FOSTER FOODS PVT LTD**' is a bonafide record of research work done by us during the course of major project work and that it has not previously formed the basis for the award to us for any degree/diploma/ associate ship/ fellowship or other similar titles of any other University or Society.

Vellanikkara,  
16-10-2017



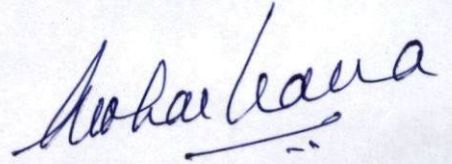
**Ravi Sankar V (2015-31-026)**

***CERTIFICATE***

---

## CERTIFICATE

This is to certify that this project report entitled "**Consumers Perception Towards Brand Equity Of Foster Foods Pvt Ltd**" is a bonafide record of project work done independently by MR. RAVI SANKAR V under my guidance and supervision and that it has not previously formed the basis for the award of any degree, fellowship or associateship to him.



**N.K Mohan Varma**

General Manager, Marketing

Foster Foods Pvt Ltd

Place: Vellanikkara

Date: 16/10/2017

## ***ACKNOWLEDGEMENT***

---

## ACKNOWLEDGEMENT

*I am thankful to Almighty Lord for showering immense blessings to carry out this research work and guiding my steps all the way through.*

*I am extremely thankful to my research guide Mr N K MOHAN VARMA for his valuable support and guidance. I am thankful for his valuable suggestions and encouragement rendered during the study. .*

*I remember with much respect and gratitude, the good advices and help of Dr S Helen. I am thankful to my beloved, Director, Dr. E.G. Ranjit Kumar MBA-ABM, for his great support to conduct this project work.*

*I express my heartfelt thanks to Mr. K.P.Sathian, Librarian and other library staff of CCBM for all their help throughout my academic career.*

*I reckon my deep sense of gratitude to Mr. N K MOHAN VARMA (GENERAL MANAGER-Marketing, FOSTER FOODS PVT LTD) and for his timely advices, encouragement and support showered upon me during this course of work.*

*I thank all the teachers of College of Co-operation, Banking and Management, for giving us necessary suggestions. I am also thankful to the library staff of College of Co-operation, Banking and Management, for all the help rendered during the study.*

*Wholeheartedly, I thank all our friends who willingly helped me to accomplish this project work.*

*For any errors or inadequacies that may remain in this work, of course, responsibilities entirely mine.*

RAVISANKAR V (2015.31.026)

**LIST OF CONTENTS**



## TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO.
I	DESIGN OF THE STUDY	1-9
II	REVIEW OF LITERATURE	10-19
III	INDUSTRIAL PROFILE	20-31
IV	DATA ANALYSIS AND INTERPRETATION	32-57
V	FINDINGS AND SUGGESTIONS	58-63
	BIBLIOGRAPHY	
	APPENDIX	

## LIST OF TABLES

SI NO.	TITLE	PAGE NO.
4.1	Gender-wise classification of workers	32
4.2	Religion-wise classification of workers	33
4.3	Educational qualification of workers	34
4.4	Income-wise classification of workers	35
4.5	Marital status of workers	36
4.6	Age wise classification	37
4.7	Regular Biscuit Consumption	38
4.8	Factors influencing Purchase Decision of Biscuits	39
4.9	Brands regularly used by the respondents	40
4.10	Awareness of Foster Brands	41
4.11	Varieties of Foster Products	42
4.12	Preference towards Foster Biscuits	43
4.13	Frequency of Purchase of Foster Products	44
4.14	Consumers Preference due to availability	45
4.15	Availability of Foster Products	46
4.16	Brand value of Foster	47
4.17	Suggestions to improve Market visibility of Foster	48
4.18	Brand awareness towards Foster foods	50
4.19	Factors influencing brand image of Biscuits	51
4.20	Brand image of Foster Products	51
4.21	Perceived Quality of Foster Products	52
4.22	Comparison with Other brands	53
4.23	Brand Loyalty towards Foster Products	53
4.24	Consumer Satisfaction towards Foster Products	54
4.25	Awareness of advertisement of Foster	55
4.26	Influence of Promotional Media of Foster Products	55
4.27	Brand Equity of Foster Food Products	56

## LIST OF FIGURES

SI NO.	TITLE	PAGE NO.
4.1	Gender-wise classification of workers	32
4.2	Religion-wise classification of workers	33
4.3	Educational qualification of workers	34
4.4	Income-wise classification of workers	35
4.5	Marital status of workers	36
4.6	Age wise classification	37
4.7	Regular Biscuit Consumption	38
4.8	Factors influencing Purchase Decision of Biscuits	39
4.9	Brands regularly used by the respondents	40
4.10	Awareness of Foster Brands	41
4.11	Varieties of Foster Products	42
4.12	Preference towards Foster Biscuits	43
4.13	Frequency of Purchase of Foster Products	44
4.14	Consumers Preference due to availability	45
4.15	Availability of Foster Products	46
4.16	Brand value of Foster	47
4.17	Suggestions to improve Market visibility of Foster	48
4.19	Awareness of advertisement of Foster	55
4.20	Brand Equity of Foster Food Products	57

***DESIGN OF THE STUDY***

---

## **Chapter I**

### **DESIGN OF THE STUDY**

#### **1.1) INTRODUCTION**

A brand is a “name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers.” A brand is a product, service, or concept that is publicly distinguished from other products, services, or concepts so that it can be easily communicated and marketed. Branding is the process of creating and disseminating the brand name. Branding can be applied to the entire corporate identity as well as to individual product and service names.

Brand management is the application of marketing techniques to a specific product line, or brand. Brand management is nothing but an art of creating and sustaining the brand in the market. Branding makes producers committed to business. A strong brand differentiates the products of a company from the competitors. It gives a quality image to the business.

Brand equity is a phrase used in the marketing industry to try to describe the value of having a well-known brand name, based on the idea that the owner of a well-known brand name can generate more money from products with that brand name than from products with a less well-known name, as consumers believe that a product with a well-known name is better than products with less well-known names. Another word for “brand equity” is “brand value”

#### **1.2) CONSUMER PERCEPTION**

A marketing concept that encompasses a consumer's impression, awareness and/or consciousness about a company or its offerings. Consumer perception is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels. Consumer perception applies the concept of sensory perception to marketing and advertising. Just as sensory perception relates to how humans perceive and process sensory stimuli through their five senses, consumer perception pertains to how individuals form opinions about companies and the merchandise they offer through the purchases they make. Merchants apply consumer perception theory to determine how their consumers perceive them. They also use

consumer perception theory to develop marketing and advertising strategies intended to retain current consumers -- and attract new ones.

Consumer perception is defined as the way that consumers usually view or feel about certain services and products. It can also be related to consumer satisfaction which is the expectation of the consumer towards the products.

The purpose of this research was to monitor perceptions of the overall quality of state education provision at all stages. It starts from early year's provision through to Higher Education. It aimed to measure attitudes towards issues such as children's safety and wellbeing in and out of school.

Consumer perception of a service or product is determined by his emotions and impressions. Emotions are guided by expectations, whether the service or product met, exceeded or fell below expectations. There are many factors that contribute to setting expectations. In a restaurant, for example, these factors include the environment, quality of the food and reception from the service providers.

### **1.2.1) Expectations**

- A consumer will use tangible clues, such as menu prices and quality of tablecloth and utensils, to make assumptions about the product or service. High restaurant prices and a warm, inviting atmosphere will set high expectations not only in the quality of food, but in the quality of service. If the consumer's expectations are not met, this will affect his overall feeling of the restaurant, even if the food was good.

### **1.2.2) Professionalism**

- Service is evaluated in many different ways. Appearance, demeanor, level of knowledge and professionalism are expected from the employees who are delivering the product or service. An employee who pays little attention to detail, or is aloof and poorly dressed, will not deliver the same message about the product or service. Someone who is neatly dressed appears more organized and knowledgeable.

### 1.2.3) Behavior

- There are also unpredictable factors that will affect the consumer's perception of service, depending on the employee's behavior. An organized employee who is both friendly and engaging will give the impression that the product or service quality is high, even in times when the quality of the product or service are in question, such as when restaurant-goers are being made to wait before being seated, or the quality of food is not as good as expected. Taking an interest in the consumer gives him the impression that the restaurant cares about his experience.

### 1.3) FOSTER FOODS PVT LTD

Foster Foods Private Limited was incorporated in 1987. In 1992 the Company started manufacturing biscuits in its own plant at Varadiyam, a small village in Thrissur District of Kerala.

The company started with a few varieties of biscuits and within a short span product range touched fifty and FOSTER became an accepted household name when it comes to biscuits. This was the first milestone, in 1997, Foster launched "LIFE TIME", a zero sugar biscuit with the support of Central Food Technological Research Institute (CFTRI), Mysore. From that moment onwards "LIFE TIME" became the flagship product and is being well accepted by people.

After that, Foster introduced biscuit which is rich in protein in the name "CHICKEE BICKEE" with the support of Defense Food Research Laboratory (DFRL), a unit of Defense Research and Development Organization (DRDO) who developed these formulae for the defense personnel. Two more products came out from the relation between Foster & CFTRI; "FIBRICH" which is rich in fiber and "KARUMURU", a spicy crunchy biscuit with onion, coriander leaves, ginger, garlic and green chilly.

### 1.4) STATEMENT OF PROBLEM

Now a day's people all over the world are on a paradigm shift from their usual food habits. People are becoming more conscious about health and wellness and therefore they prefer branded food items. Biscuit plays a vital role in the daily life of Malayalees. It is the important snack of every Malayalee. The Biscuit market in Kerala is characterized by established

manufactures with their popular brands and small local producers. To make a strong and steady presence in the market, every product has to promote its Brand name. So today's highly competitive world advocates the manufactures to develop strong brand equity, otherwise continued existence in the market will be doubtful.

A firm has to give name recognition for its products, get the consumer loyal to the Brand and build a strong bond between the Brand and consumer.

Brand equity is the marketing effects or outcomes that accrue to a product with its brand name compared with those that would accrue if the same product did not have the brand name. And, at the root of these marketing effects is consumers' knowledge. In other words, consumers' knowledge about a brand makes manufacturers/advertisers respond differently or adopt appropriately adapt measures for the marketing of the brand. So understanding brand equity must come from the consumer's point of view because that is what ultimately will affect brand success.

Strong brand equity has become a very important factor that influences consumer's perceptions of a brand. Success in brand management arises from understanding and managing brand equity correctly to produce strong attributes that will influence consumers when making their choices.

Foster Foods Pvt Ltd is one of the upcoming companies in marketing of biscuits in Kerala. As the market is wide, there are other several companies involved in the marketing of biscuits in Kerala , so it is essential to conduct a study on Brand equity management of Foster Foods Pvt Ltd, Building a brand and getting recognized by consumer is only half the battle in building brand equity. Strong brand equity has become an important factor that influences consumer's perceptions of a brand. Success in brand management arises from understanding and managing brand equity correctly to produce strong attributes that will influence consumers while making their choices. A study of brand equity management of foster foods Pvt ltd, which will helpful for understanding the consumer perception to brand and how they are maintaining the brand name called Foster.



## **1.5) OBJECTIVES OF THE STUDY**

- To know the consumption pattern of the consumers towards Foster Biscuits.
- To examine the consumer's perception towards brand equity of Foster Foods Pvt Ltd.

## **1.6) METHODOLOGY**

### **1.6.1 Selection of organization**

- The selected organization was Foster Foods Pvt Ltd

### **1.6.2 Period of study**

- 21-07-2017 to 31-09-2017

### **1.6.3. Product selection**

The main Foster Products includes

- Loose varieties
- Cream biscuits
- Glucose Biscuits
- Life Time sugar biscuits

### **1.6.4 Source of data**

- Both primary and secondary data were used in this study.

### **1.6.5 Study area**

- Kozhikode, Thrissur, Mannarkad, Kunnamkulam, Ernamkulam, Pallakad.

### 1.6.6 Sampling design

Out of the entire population, 100 respondents were selected from Kozhikode, Thrissur, Mannarkad, Kunnankulam, Ernakulam, Pallakad of Kerala using random sampling method.

### 1.6.7 Data collection method

- **Primary data** were collected through Interview schedule from various districts of Kerala.
- **Secondary data** were collected from the records of Foster website, journals, project Reports, Internet and websites related to the subject.

### 1.6.8 Data analysis technique

Data were collected through questionnaire from the respondents and processed through.

1. Index
2. Percentages, graphs and charts.

1) Index

$$\text{Index for the statement} = \frac{\text{Total score obtained for the statement}}{\text{Maximum obtainable score for the statement}} \times 100$$

$$\text{Total score obtained for the statement} = (a \times 5) + (b \times 4) + (c \times 3)$$

Where,

**a** = No. of respondents saying very important factor

**b** = No. of respondents saying moderately important factor

**c** = No. of respondents saying not important factor

Maximum obtainable score for a statement =

Maximum score obtainable for the opinion x Total number of respondents

After calculating the individual index the next step is to find out the composite index (CI) of the attributes. It is calculated by using the formula

$$CI = \frac{\text{Total score obtained for the attribute}}{\text{Maximum score} \times \text{Number of Respondents} \times \text{Number of Statements}} \times 100$$

After finding the index, it was analyzed on the basis of different zones, If the index was Above 81, the attribute is excellent, if it was between 61-80, attribute is Good, if the index is between 41-60, attribute is Average, if the index was between 21-40 attribute is Poor, if it was below 21 attribute is very Poor.

<b>Index</b>	<b>Zone</b>
Above 81	Excellent
61-80	Good
41-60	Average
21-40	Poor
Below 21	Very Poor

## 1.7) OBSERVATIONS TO BE MADE

1. Brand Equity Perception
2. Consumer Satisfaction
3. Reason for brand choice
4. Brand loyalty
5. Brand image

6. Perceived quality
7. Frequency of purchase
8. Sources of purchase.
9. Promotional activities of Foster Foods

### **1.8) SCOPE OF THE STUDY**

- This study would help the company to identify brand equity perception of consumers towards Foster Foods Pvt Ltd. The study also helps to analyze the brand equity management adopted by Foster Foods Pvt Ltd in improving the brand Foster. So that study will be more useful in strengthening brand equity of the products of Foster Foods Pvt Ltd.

### **1.9) LIMITATION**

- Consumer bias may be affected on the data
- Main limitation is time constraint.

## REFERENCE

- Cannon, Joseph P., Perreault, William D., Jr. and McCarthy, E.Jerome.(2008). *Basic Marketing: A Global Managerial Approach*. New York: McGraw-Hill.
- David.L. Kurtz and Louis E. Boone. (2006). *Principles of Marketing*. Thomson South-Western, p. 656.
- Kotler, Philip and Keller, Kevin L. (2007). *A Framework for Marketing Management*. Upper Saddle River, N.J: Prentice Hall, p.176.
- Tay. (2001). *Reference Group Influence on Product and Brand Purchase Decisions*. Journal of Consumer Research, Vol. 9, No. 2: 183-194.
- African Journal of Business Management Vol.6 (44), pp. 10925-10937, 7 November 2012 Available online at <http://www.academicjournals.org/AJBM> DOI: 10.5897/AJBM11.2554 ISSN 1993-8233 ©2012 Academic Journals

***REVIEW OF LITERATURE***

---

## CHAPTER II

### REVIEW OF LITERATURE

In this chapter an attempt to consolidate all the recent available studies related to brand management. Brand equity management is a wide topic. Confining to the purpose of the study, topic was presented into different segments:

- Brand
- Brand equity
- Brand awareness
- Brand association
- Brand loyalty
- Brand image
- Perceived quality
- Promotion activities
- Consumer Satisfaction
- Consumer Perception

#### 2.1 BRAND

The American Marketing Association (AMA) definition of a brand is "a name, sign, term, symbol, or design, or a combination of them, intended to identify the goods and services of seller or group of sellers and to differentiate them from those of competitors".

Kapferer (1997) mentioned that "the brand is a sign -therefore external- whose function is to disclose the hidden qualities of the product which are inaccessible to contact".

Kotler (2000) a traditional definition of a brand was: "the name, associated with one or items in the product line that is used to identify the source of character of the item".

Aaker and Joachimsthaler (2000) explained that within the traditional branding model was to build brand image; a tactical element that drives short-term results.

Feidwick (2002) revealed that brand is distinguishable symbol of origin and an assurance of performance.

De Chematony (2003) viewed that a brand goes beyond physical constituents and what it for, it has some additional attributes which although may be intangible but are still important to consumers considerations.

According to Kapferer (2004) a brand is a name that has the power to influence a buyer. He went further to say that his influence could be as a result of a set of mental association and membership built up over among customers or distributors.

## **2.2 BRANDEQUITY**

Farquhar (1989) stated that brand equity could be measured by incremental cash flow associating the brand with the product.

Aaker (1991) in his brand equity theory categorized brand equity into four dimensions: brand awareness, brand image, perceived quality, and brand loyalty. He proposed brand equity as a set of brand assets and liabilities linked to a brand, its name and symbol add to or subtract from the. Value provided by a product or a service to a firm and or to the firms' customers.

Knapp (2000) defined brand equity as the totality of brand's perception, including the relative quality of products and services, financial performance, customer loyalty, satisfaction and overall esteem toward the brand. It was all about how consumers, customers, employees and all stakeholders feel about the brand.

Shocker and Weitz (2000) proposed brand loyalty and brand image as dimensions of brand equity.



Kim and Kim (2005) highlighted brand loyalty; image and quality dimensions were determinants of brand equity.

Verma (2008) stated that consumer's knowledge structure, or image or perceptions that a customer had about the brand operationally has constellation of knowledge structure in customer's mind that a brand manager needs to manage to achieve desired quality.

Keller. (1993) Tong and Hawley (2009) explained that positive customers-based brand equity could lead to greater revenue, lower cost and higher profit.

## **COMPONENTS OF BRAND EQUITY MANAGEMENT**

### **2.3. BRAND AWARENESS**

Aaker(1991) represented brand awareness as customer's ability to identify a brand in their memory. This was called brand recall and it helped to increase the likelihood of the brand name coming to mind with or without outside aids (top of mind) influence on customer's loyalty. Brand awareness had to do with the anything that was connected in a consumer's memory of a brand.

Rossiter et al (1991) noted that brand attitude or customer loyalty and intention to repurchase a product could only be developed through brand awareness.

Keller (1993) conceptualized brand awareness as comprising of brand recall and brand recognition. This was the ability of consumers to remember a brand from their mind when the was made known.

Keller (2003) referred brand awareness as the ability of a customer to distinguish a brand under various condition and that brand awareness was built and increased by familiarity with brand as a result of repeated vulnerability which eventually lead to consumers experience rand. Consumer's experience of a particular brand could either be by hearing, seeing, or thinking about it and this would help the brand to stick in their memory.

## **2.4 BRAND IMAGE**

According to Aaker (1991) a brand image was anything linked in the memory to a brand.

Keller (1993) proposed that brand image was the most important element of brand equity

Pitta and Katsanis (1995) stated that a unique, favorable and strong brand image allowed the brand to be easily differentiated and positioned in the consumers mind to become more loyalty, thereby adding to the possibility of increased brand equity.

Lov and Lamb (2000) referred brand image as the emotional perception or reason that consumers place to a particular brand.

## **2.5 BRAND ASSOCIATION**

Aaker, (1991) described as "anything linked in memory to a brand" and brand image is as seen as "a set of associations, usually related in some meaningful way".

Keller (1993) defined brand associations as "impressions based on other information that is related to impressions created by the brand in the minds of consumers and that include the brands meaning for the consumers".

Aaker(1991) and Marinova et al.(2011) stated that the association to a brand might be strongest when it was based on numerous experiences or exposure to communications, rather than few.

Erenkol and Duygun (2010) proposed that brand associations helped communicators to easily deliver an idea of a product or service to consumers or communicate thoughts related to the brand, but also provide brand differentiation and positioning.

Aaker(1991) and Tong and Hawley( 2009) explained that brand association created value for the firm as well as for its customers by assisting to process information, distinguished the

brand, created positive attitudes and feeling, provided a reason to purchase a brand and forms the basis for brand extensions.

## **2.6 BRAND LOYALTY**

Aaker (1991) stated that, brand loyalty was a measure of the attachment that a customer had to a brand.

Oliver (1999) explained brand equity as a deeply held commitment to rebuy or patronize a preferred product or service consistently in the future, despite situation influences and marketing efforts having the potential to cause switching behavior.

Yoo and Donthu (2001) referred to brand loyalty as the tendency to be loyal to brand this could be shown by the intention of the consumer to buy the brand as a foremost choice.

Erenkol and Duygun (2010) described that brand loyalty reduced uncertainty as well as saves costs of seeking new relational exchanges with other brand.

Marshall (2010) mentioned that brand loyalty as a concept that firms emphasized, since it might create or sustain a customers' patronage over the long-term thereby increase brand equity.

## **2.7 PROMOTION ACTIVITIES**

Keller (1993) explained that a brand had a positive (negative) customer-based brand equity if consumers react more or less favorably to the product, price, promotion, or distribution brand than they do to same marketing mix element when it was attributed to a fictitiously or unnamed version of the product or service

Kotler and Keller (2006) stated that advertising could create long-term brand image for a product (service) or trigger quick sales.

Tong and Hawley (2009) described that advertising exposed product to consumers more frequently, and thus could develop their high or positive brand awareness and stronger association, but also their perception of high brand quality.\

Nelson (2010) viewed advertising as a crucial determinant for brand image, along with physical characteristics of the brand, the price charged and the satisfaction that was derived from the brand.

## **2.8 PERCEIVED QUALITY**

Aaker (1991) defined perceived quality as the customer's perception of the overall quality or superiority of a product or service relative to alternatives. Perceived quality cannot necessarily be objectively determined, because perceived quality itself is a summary construct.

Aaker (1991) defined perceived quality as the customer's judgment about a product's overall excellence or superiority in comparison to alternative brand .

Abraham and Littrell (1995) explained that the characteristic of sales people, well dressed, neat, trained staff serves as elements of apparel attributes, which lead to higher assessment of perceived quality

Aaker (1996) emphasized that perceived quality was a core dimension of consumers based brand equity as it related to the willingness to pay a price premium , brand choice and brand purchase intention

Uggla (2001) stated that quality was an integral part of brand identity. Perceived quality deals with the consumer's perception of the brands total quality or superiority.

Lin and Chang (2003) reported that performance of service of a brand has a significant effect on consumer loyalty

## **CONSUMER SATISFACTION**

Kotler Philip (1998) pointed out that for the customer centered organization; customer satisfaction is both a goal and a major factor in the success of that organization. Highly satisfied customers produce several benefits to such companies so that they should try to maximize customer satisfaction.

Vyas Parimal (2000) the concept of customer satisfaction is central to the marketing concepts for work organization and not for profit organizations. He observed that the customer satisfaction

philosophy calls for strategic focus on the part of Indian companies, in order to deliver real time, every time customer satisfaction to their actual and potential target prospect.

## **CONSUMER PERCEPTION**

Balachandran (1999) for the same level of service rendered, some customers may be very satisfied depending upon (a) perception of experience and (b) expectations. Expectations are based on what one has heard from others, seen in advertisement, its external appearances or what one has been made to believe by the salesman.

Hari *et al* (2007) while studying the consumer perception on the vat found out that most of the customers belonging to all income groups opined that VAT is useful to tall government to create revenue in the form of sales tax and can ensure that the tax from all traders is properly collected.

Ramaswami *et al* (2005) revealed that easy perception, good taste, savings in time, buying economy and nutritional value as the motivational factors. They also pointed out that the product features such as quality of the product, price, packaging and shelf life are considered as the most important determinants that shape the post purchase behavior.

Wang *et al* (2002) identified the factors influencing consumer's perception of advertisement as entertainment irritation, in formativeness, credibility and demographic factors. It is also pointed that the interactivity is a factor that contributes to consumer perception.

Varshney *et al* (2008) while studying the consumer perception and marketing trends of cars found that consumer perception positively affects marketing trends of cars. Hence, companies are making their utmost efforts to market the cars, which are perceived by consumers.

Varki and Colgate (2001) found that price perception should have a stronger influence on the value than quality. The theoretical under pricing for their argument was that consumer is generally prone to lose aversion

## REFERENCE

1. Anuradha. (2009). Issues and Challenges in Rural Advertising and Promotion in India. *Marketing Mastermind*. IX (3): 54-57
2. Bhattaeharyya, P. R. and Mazumdar, S. (2009). Factors Responsible For Choice of FMCG Products: A Case Study of the Consumers of Dental Care Products. *Indian Journal of Marketing*. XXXIX (8): 23-27.
3. Chose, A. (2008). 'Glocalization' of Brands. *Marketing Mastermind*. VIII (10): 37-40.
4. Chattopadhyay, T., Shivani, S. and Krishnan, M. (2009). Do Multiple Time Consumers Also Observe Imperfectly? The Case of Automobile Consumers in India. *Indian Journal of Marketing*. XXXIX (6): 40-47.
5. Dhopeswar, S. N.(2009). Managing Global Brands. *Indian Journal of Marketing* XXXIX (7): 24-31.
6. Diwan, S. P. and Jain, M. K. (2009). Brand Positioning: The Unbeatable Weapon in Present Marketing Scenario. *Indian Journal of Marketing*. XXXIX (4): 9-13. 10. Dutta, B. (2008). Brand Genesis. *Marketing Mastermind*. IX (7): 60-62. 11. Dutta, B. (2009). Employees — The Best Brand Ambassadors, *Marketing Mastermind*. IX (7): 60-62.
7. Faldu Rajesh. (2009). Measuring Brand Recall in Print Media Advertising: A Study of Selected Brands of Personal Care Industry. *Indian Journal of Marketing* XXXIX (10): 22-28.
8. Ghosal, S. N. (2008). Branding as a Strategy for Organic Growth of Banks. *Marketing Mastermind*. VIII (3): 13-17.
9. Hong-Youl and John Joby (2009), "The development of brand loyalty by examining the simultaneous effects of customer orientation, perceived quality, brand associations, and satisfaction on brand loyalty" <http://www.informaworld.com/smpp/title-content> .
10. Jasani, K. (2009). Positioning a Recruitment Agency. *Marketing Mastermind*. IX (7): 56-59.

11. Jayashri Shetty, S.K. (2009). Products May Die; Brands Don't! Marketing Mastermind. IX (2):13-15.
12. Kathirvel, N. and Chandrasekaran, N. (2009). Consumer Behaviour and Brand Preference Towards Onida Television - An Empirical Study with Reference to Karur; Tamil Nadu. Indian Journal of Marketing. XXXIX (7): 58-63.
13. Kevin Lane Keller (2001), "Building Customer- Based Brand Equity: A Blueprint for Creating Strong Brands", Working Paper, Report 01-107. [p://mktg.uni-svishtov.bg/ivm/resources/CustomerBasedbrandEquityModel](http://mktg.uni-svishtov.bg/ivm/resources/CustomerBasedbrandEquityModel).
14. Kevin Lane Keller (2008), Strategic Brand Management, Doffing Kindersley Pvt. Ltd., P 658
15. Maheshwari, N. (2009). Chhoti Car, Badhe Sapne (Small Car, Big Dreams): Building Brands and Launching of a New Product. Indian Journal of Marketing. XXXIX (8). 28-31.
16. Mishra, A. K. and Pallavi. (2008). Brand Marketing through Customer Relationship Management. Indian Journal of Marketing. XXXVIII (1): 15-21.
17. Mukherjee, K, (2008). Brand Revitalization Strategies. Marketing Mastermind. VIII (6): 40-42.
18. Mittal, M. and Tulsian, P. (2009). Effectiveness of Celebrity Endorsements in Brand Recall and Purchase Decision. Indian Journal of Marketing. XXXIX (6): 13-17
19. Ponnampalani, A. and Krishnatray, P. (2008). Rethinking Branding: The Need for a New Conceptual Framework to Analyze Customer-based Brand equity. The Icfai University Journal of Brand Management. V (2): 31-37.
20. Ray, B. (2008). Creating Superior Perceived Image Marketing Communication by Mobile Phone Service Companies. Marketing Mastermind. VIII (6): 34-36.
21. Reddy, S. G. and Muniraju, M. (2009). Building Brands by Helping Others Win. Indian

Journal of Marketing. XXXIX (7): 21-23.

22. Saeed, M., Vinayek, R. and Narendar, K. (2008). Rebranding: An Emerging Brand Marketing Strategy (Trends, Issues and Challenges). Indian Journal of Marketing. XXXVIII (9): 3-11.
23. Subash, B.(2009).FMCGs — Tapping Rural Markets in India. Marketing Mastermind. IX (1):59-61.
24. Sukesh Kumar, B. R. (2009). Commodity Branding — An Internal Branding Perspective. Marketing Mastermind. IX (8): 43-45.
25. Sharma, N. K. and Srivastava, K. (2008). Brand Extension: Strategy for New Product Introduction. Indian Journal of Marketing. XXXVIII (8): 33-39.
26. Uppal R. K. and Navdeep Kumar (2008). Enhancing Competitiveness: A Key Challenge of Globalization. Indian Journal of Marketing. XXXVIII (1): 49-51.
27. Warner, R. (2009). Branding in Times of Recession. Marketing Mastermind. IX (1): 7.



***INDUSTRIAL PROFILE***

---

## CHAPTER III

### INDUSTRIAL PROFILE

#### 3.1) INTRODUCTION

Biscuit industry contribute Rs 8000 Cr to the FMCG industries and provide vast opportunity for growth, as the per capita consumption of biscuit is less than 2.1 Kg on our country. India it is classified under two sectors: Organized and Unorganized. Branded/Organized to unbranded / unorganized market share of biscuit has been 70% for organized sector and 30% for unorganized sector. Apart from big 3 (Britannia, Parle, ITC) there are around 150 medium to small biscuit factory in India. The industry is now facing problem from increase of raw price. With Government VAT up to 12.5% has added to their woes. Biscuit consumption per capita in India has grown to 2.1 kg per capita in comparison to 10 kg per capita consumption in USA, UK and Europe. India Biscuits industry came into limelight and started gaining a sound status in the bakery industry in the later part of 20<sup>th</sup> century when the urbanized society called for readymade food products at a tenable cost. Biscuits were assumed as sick-man's diet in earlier days. Now, it has become one of the most loved fast food products for every age group. Biscuits are easy to carry, tasty to eat, cholesterol free and reasonable at cost. States that have the larger intake of biscuits are Maharashtra, west Bengal, Andhra Pradesh, Karnataka and Uttar Pradesh. Maharashtra and West Bengal, the most industrial developed state, hold the maximum amount of consumption of Biscuits. Even, the rural sectors consumers around 55% of the biscuits in the bakery products. The total production of bakery product has risen from 5.19lakh tones in 1975 to 18.95lakh tones in 1990. Biscuits contribute to over 33% of total production of bakery and above 79% of the biscuits are manufactured by the small scale sectors of bakery industry comprising both factory and non-factory units. The production capacity of wafer biscuits is 60 MT and the cost is Rs.56, 78,400 with a motive power of 25 KW. Indian biscuits industry has occupied around 55-60% of the entire bakery production. Few years back, large scale bakery

manufactures like Cadbury, nestles, and broke bond tried to trade in biscuits industry but couldn't hit market because of the local companies produced only biscuits.

The federation of biscuit manufactures of India (FBMI) has confirmed a bright future of India biscuits industry. According to FBMI, a steady growth of 15% per annum in the next 10 years will be achieved by the biscuits industry of India. Besides, the exports of biscuits will also surpass the target and the global market successfully. (Source: [http://www.biscuitfederation.com/indus\\_profile.htm](http://www.biscuitfederation.com/indus_profile.htm))

### **3.2) TWO SECTOR OF BISCUIT INDUSTRY**

In terms of volume biscuit production by the organized segment is estimated at 1.30 million tones. In the organized sectors, the industry is dominated by Britannia and Parle, which contain 70% of the industry volumes. The two major organized players are Britannia and Parle. Britannia market shares stands at Rs 27billions. Parle derives a large portion of its revenues from low-priced biscuits. Parle-G and Britannia derives a fairly large share of their revenues from the medium and a premium variety is significantly higher. Other organized players include domestic players like Brakeman's Champion, Kwality, Priya and MNC's like Smith k line Consumers, Kellogg's, Sera, Heinz, Ecclesia(Nestle)and United Biscuits. The unorganized sectors consist of small bakery units, cottage and household type manufacturing their goods without much packaging and distributing their goods in the surrounding areas. Lower over heads due to local area, family management, focused products lines and less expenditure on marketing help the unorganized sector to grow.

The organized biscuits manufacturing industry's annual production were around 1.1 million tons in 2003-04, 1.25 million tons in 2004-05, 1.4 million tons in 2005-06, 1.6 million tons in 2006-07, and 1.7 million tons in 2007-08.

**Table 3.1 Annual productions of Biscuits in organized sector from 2003 to 2008**

Sl no	Years	Annual production(in tons)
1	2003-04	1.1 million
2	2004-05	1.25 million
3	2005-06	1.4 million
4	2006-07	1.6 million
5	2007-08	1.7 million

Source: [http://www.biscuitfederation.com/indus\\_profile.htm](http://www.biscuitfederation.com/indus_profile.htm)

### **3.3) HISTORY OF BISCUIT INDUSTRY**

Biscuits are the very significant part of the food industry in most countries of the world. A biscuit is a small baked products; the exact meaning varies markedly in different parts of the world. The origin of the word “Biscuit” is from Latin via middle French means “Cooked Twice”. Some of the original biscuits were British naval hard tack. That was passed down to American culture and hard tack was made through the 19<sup>th</sup> century.

Biscuits can flourish in any environment where there is a base population, in the immediate vicinity of the plant; a country with large population is well suited for a biscuit plant. Biscuit is most suited for local production. This factor alone has made India a big biscuit center. Biscuit industry has flourished in India enormously over the and still growing phenomenally. The growth has funneled a growth of all facets of biscuits making in India. While the modern India is considered a center for software development, many do not realize that one industry that has developed similar capabilities is biscuit

### **3.4) OPPORTUNITIES IN BISCUIT INDUSTRIES OF INDIA**

1. Most cost effective and reliable biscuits machinery making center.
2. Most talented senior management and technical manpower pool for biscuits making.

3. Most number of biscuit production manpower and operating technician's manpower.
4. Most reliable center for out sourcing manufacture of biscuits.
5. Most cost effective center for food testing laboratories.
6. Most cost effective and talented center for product development, research and formulation development.

### **3.5) FEDERATION OF BISCUIT MANUFACTURING OF INDIA**

FBMI, Established in 1950, from gathering of CEOs of small, medium and large biscuit manufacturing organization in the country's capital city, the Federation of biscuit manufacturing of India, popularly known as FBMI has come to stay as the premier forum of the organized segment of the biscuit industry in India, by its effective servicing and result oriented activities, with the prime objective of protecting and promoting the interests of development of biscuit industry.

The FBMI represents the organized biscuit industry consist of small scale, medium and large biscuit manufactures located in all zones and states of the country. As the apex body of the biscuit industry, the federation strives its members in particular and the biscuit industry in general.

According to the production figures of members available upto the calendar year 2003, the total production was 6, 25000 tones as against 4, 75000 tones in the previous year. The production of biscuit from 1993 to 2003 as follows

**Table 3.2: Production of biscuits for 10 years (in tones)**

Sl no	Year	Amount
1	1993	1,67,750
2	1994	1,80,526
3	1995	2,02,567
4	1996	2,22,371
5	1997	3,62,000
6	1998	4,00,000
7	1999	4,25,000
8	2000	4,50,000
9	2001	4,65,000
10	2002	4,75,000
11	2003	6,25,000

Source: [http://www.biscuitfederation.com/indus\\_profile.htm](http://www.biscuitfederation.com/indus_profile.htm)

### **3.6) OBJECTS**

1. To promote, protect and safeguard the interest of the biscuits manufacturing industry.
2. To promote and develop a systematic and hygienic biscuit manufacturing industry.
3. To promote research and product development for biscuit manufacturing industry and the establishment of any research organization for the purpose, particularly for the benefit of SMEs manufacturing biscuits.
4. To assist the small and medium biscuit manufactures in the purchase of flour, input and other commodities and the provision for the technical device for improving manufacturing techniques and marketing method.
5. To create appropriate to advice government of various aspects connected with the development of the biscuit manufacturing industry

## COMPANY PROFILE

Foster Foods (P) Ltd was founded in 1987; The Company commenced the production in 1992 and started with few varieties of Biscuits. Within a short span, the number of varieties and delicacies increased to 44. Today FOSTER is an accepted household name when it comes to biscuits.

Having catered to the general taste of the common man, the leadership of 'FOSTER' felt the need of biscuits for fostering health. The first product in this line was **LIFETIME** a Zero Sugar Biscuit, for the first time in India, for the consumption of those who should keep a watch on their blood sugar level. This product manufactured from technology developed by Central Food Technological Research Institute, is being well accepted by the consumers in Kerala. Now this product is available in Tamil Nadu and Karnataka.

The second in line of health products is a high protein biscuit. The technology for this biscuit is developed by Defense Food Research Laboratory, a unit of Defense Research and Development Organization.

DFRL developed this product for the consumption of our Defense personnel, for whom maintaining a healthy body is of prime importance. The high protein level of this biscuit is provided by proteins derived from egg. FOSTER acquired rights to this technology and is manufacturing the High Protein Biscuits, which are being marketed under the brand '**CHICKEE BICKEE**'. Protein is one nutrient, which enhances growth. Hence these Biscuits will be a boon to the growing children and convalescing patients.

Foster is embarking upon a new health product shortly. This is a fiber rich biscuit by name FIBRICH. The formula is devised by the CFTRI to fight constipation, the root cause of many ailments. Full of roughage (10%), the Biscuit found favors with people who have such complaints. Apart from sweet and nutritious, the Biscuit is a teatime delicacy as well.

**KARU MURU** is another spicy crunchy biscuits, the formula of which is developed by Central Food Technological Research Institute, Mysore. This biscuit fortifies our health with its natural ingredients, onion, coriander leaf, ginger, garlic and green chilly. **CFTRI** have used all their ingenuity in bringing out this great creation.

### **3.7) MARKETING POSITION**

The company is manufacturing 80 tons of biscuits per day. It is marketed whole of Kerala (south India). Foster hold 20% of the market share. Britannia is the main competitor of foster biscuits. They hold more than 60% of the market share.

### **3.8) QUALITY ASSURANCE AND QUALITY CONTROL-ISI &ISO 9002 CERTIFICATION**

Foster product conforms to the specification laid down by bureau of India standards. The products are analyzed in the company's laboratory as the parameters set by ISI: 1011. The company has been granted the ISI certification by bureau of Indian standards. The company has also obtained ISO 9002 certification from TUV SUDDEUTSCHLAN, MUNICH, Germany for quality system.

### **3.9) QUALITY POLICY**

The foster health of our customers by manufacturing and supplying quality food products with the help of the state of the art and technology.

### **3.10) QUALITY OBJECTIVE**

To transform the employees, employers, distributors and customers into foster ambassadors.

- To always manufacture and supply food products that is safe and nutritious.
- To inculcate a sense of hygienic among employees in our manufacturing process.



- To promote a general quality awareness among the consuming public.

### 3.11) CONSUMER SERVICE

Company's direct customers are distributors, then retailer and finally the end consumers. Foster has well organized result oriented marketing department. They monitor the complaints checking in all respects is being done till the product is move out of the factory reached to the distributors.

In case of the complaints from any customer, the company personnel pay visit to ascertain the genuinely causes for such complaints, and always supply products as replacement to the complaints. Company regularly research and keep records of them for measuring consumer satisfaction of the products.

### 3.12) FOSTER GROUP

After the success story of foster foods, the promoters of NRI group were encouraged to set up new units for diversification of production to confectionery and wafers and also a marketing the foster's and other quality products.

Presently there are four units in the foster group.

1. Foster foods Pvt. Ltd - Manufacturing Biscuits
2. Foster Marketing (P) Ltd - Confectionery manufacturing
3. Grand Fost Print and Pack (P) Ltd           30width, 6colored rotogravure  
Printing press with 14 widths  
Laminator and an automatic 3 sided  
center sealing machine.
4. Foster hot bread (P) Ltd. Kinfra food park, Kakkancher, Calicut – For Manufacturing bread and cake.

41

### 3.13) FOSTER AWARD AND RECOGNITION

The following are some of the achievements

- National award for outstanding small scale entrepreneur for the year 1999-2000 by Govt. of India
- Best entrepreneur of Kerala award for the year 1998-99 by Ministry of Industries, Govt. of Kerala
- Best entrepreneur of Thrissur district award for year 1998-99 by Ministry of Industries Govt. of Kerala.
- Secured M.K.K. Nair productivity award for small scale sector, instituted by State Productivity Council for the year 1999-2000.
- Secured Kerala state award for energy conservation and management for small scale sector instituted by Energy Management Centre, Govt. of Kerala for the year 2000-2001
- Top Central Excise duty payer award (SSI sector) for the year 2000-01.
- Technology development award-by Central Food Technological Research Institute (CFTRI) Mysore.

### 3.13 FACT FILE OF THE COMPANY

Name of the Company	Foster Food (P) Ltd
Location	Vardiam, Thrissur
Year of incorporation	1987
Year of commencement	1992
No. of shareholders	5
Product and Brand Name	Biscuit, Foster Foods
Variety of Products	28
Packing variety	41
Unique variety	Life Time sugar and Chickeebickee.
Bankers	SBT Patturaikkal

### 3.14) VISION

A vision statement is what the organization wants to become and describes how the future will look if the organization achieves its mission. Foster has progressively outlook with social commitment, it will always endeavor to manufacture of quality products at reasonable price for the total consumer satisfaction with social commitment to business ethics. Foster group continues its march to achieve the corporate goals set.

### 3.15) MISSION

A mission statement concern with an organization is all about. It also gives overall purpose of an organization. A mission statement explains what the organization does, to whom and the benefits to be achieved. The company's mission is to foster the health of the customers by manufacturing and supplying food products with the help of the state of the art and technology.

### 3.16) OBJECTIVE OF THE COMPANY

The key objective of the company is to make quality biscuits available to the customers, which are nutritious and tasty.

### 3.17) DIRECTOR OF FOSTER (P) LTD

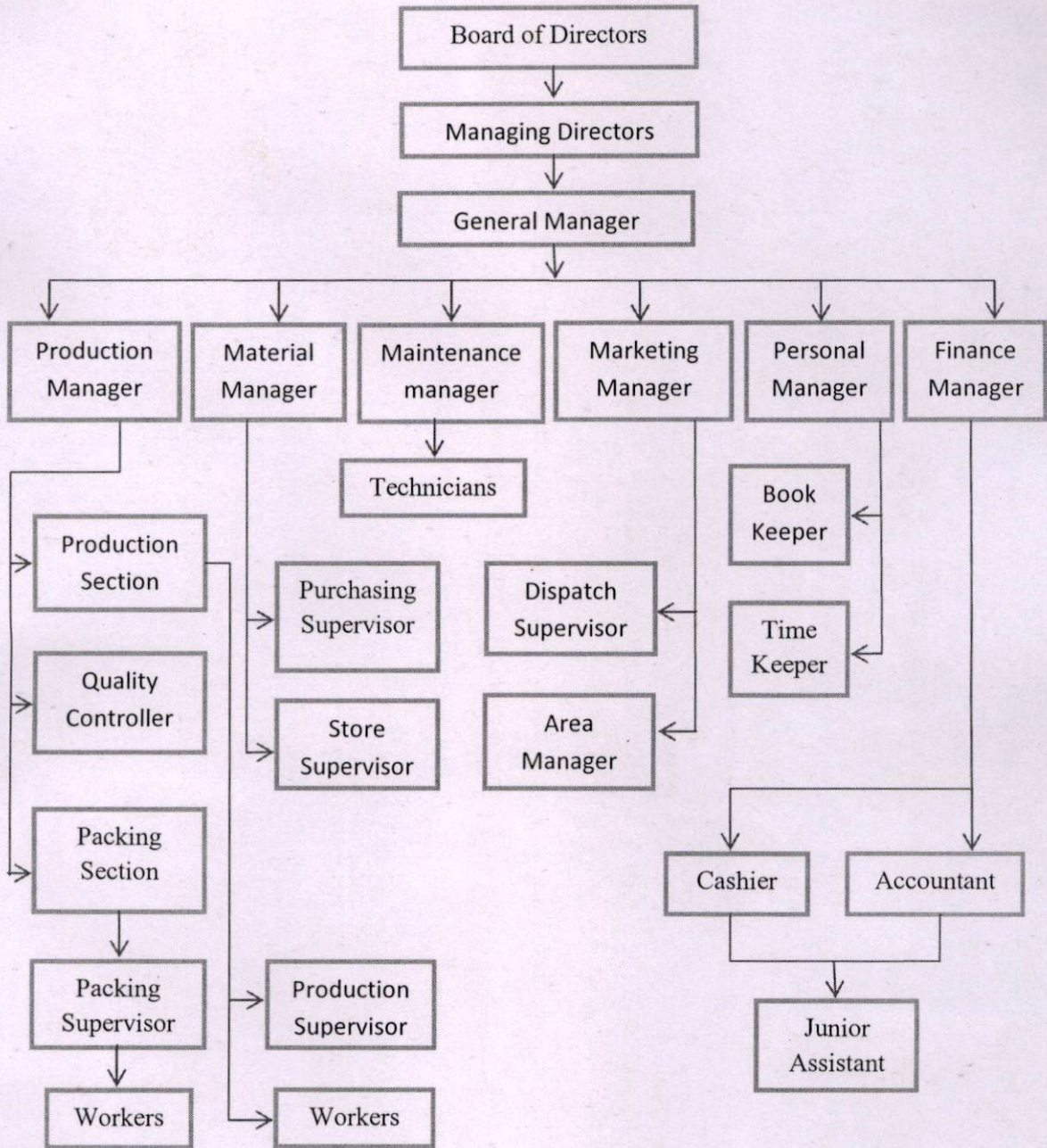
The following are the directors of the company:-

Pareed A.K	Managing Director
Mr. Fairoon A.P	Director
Dr. Abdul Rasak A.K	Director
Mrs. Khairunnisa Pareed	Director
Mr. Anvar C.P	Director

### 3.18) PRODUCTS OF FOSTER FOODS (P) LTD

- A. Life time
- B. Orange cream biscuit
- C. Pineapple cream biscuit
- D. Chocolate cream biscuit
- E. Savouries
- F. Karu muru
- G. Milk cream biscuit
- H. Glucose biscuits
- I. Tiny Tots
- J. Tic-tac

### 3.19) ORGANISATION CHART



45

**DATA ANALYSIS AND INTERPRETATION**

## CHAPTER IV

### DATA ANALYSIS AND INTERPRETATION

To analyze the brand equity perception of Foster Foods Pvt Ltd, information on its determinants were collected from its consumers. The subject matter of discussion in the present chapter includes the profile of consumers and their brand equity perception towards Foster foods Pvt Ltd. Further, based on the consolidation of various determinants of market demand for the product, the study also attempted to analyze the brand equity Perception and behavior of consumers)

#### 4.1 Socio Economic Profile of the respondents

Table 4.1 Gender wise classification (N=100)

Sl no	Gender	Frequency	Percentage
1	Male	65	65
2	Female	35	35
	Total	100	100

Source: Primary data

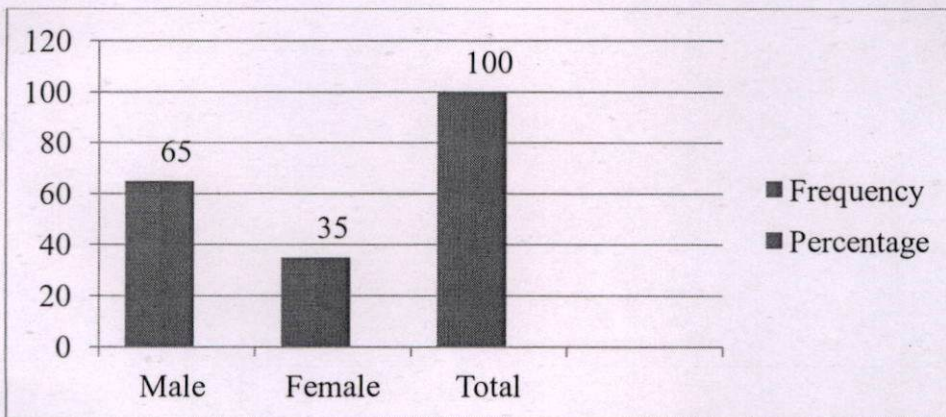


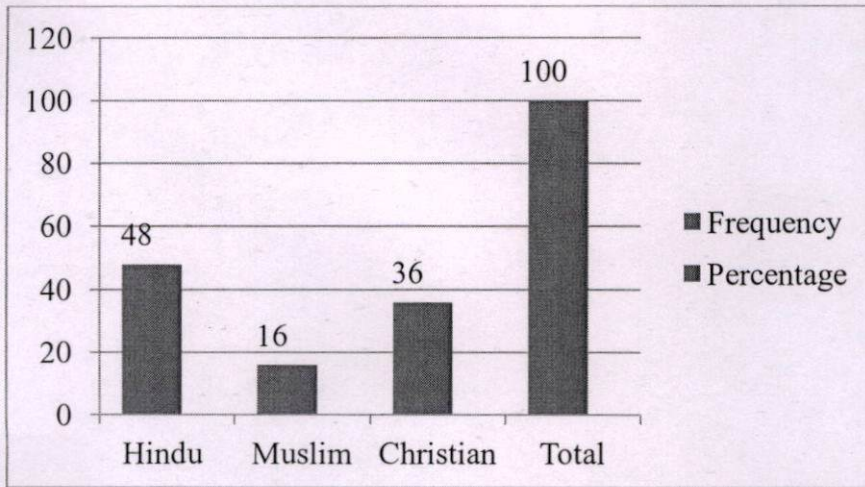
Fig 4.1 Gender wise classification

Figure 4.1 depicts that about 65 percentage of the total respondents were male and the rest 35 percentage were females, The Figure shows majority of the respondents of Foster biscuits were males and were responsible for influencing the purchase decision of Foster biscuits.

**Table 4.2: Religion wise classification (N=100)**

Sl no	Religion	Frequency	Percentage
1	Hindu	48	48
2	Muslim	16	16
3	Christian	36	36
	Total	100	100

Source: Primary data



**Figure 4.2: Religious status of the respondents**

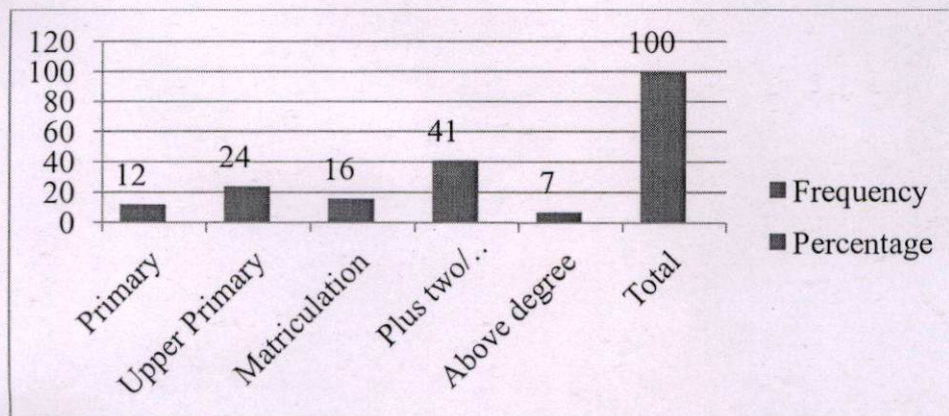
Above figure reveals 48 percentage of the total respondents were in the Hindu religion, majority of the consumers of Foster foods were in Hindu religion, Company must focus these pattern, ingredients and flavours should be add up, which influences the Hindu category, 36 percentage of the respondents were Christians, and the minority was Muslims, only 16 percentage, company should take into account this religious categorisation and influence them in their buying decision.



**Table 4.3 Educational Status of the respondents (N=100)**

Sl no	Educational qualification	Frequency	Percentage
1	Primary	12	12
2	Upper Primary	24	24
3	Matriculation	16	16
4	Plus two/ degree	41	41
5	Post graduation	7	7
	Total	100	100

Source: Primary data



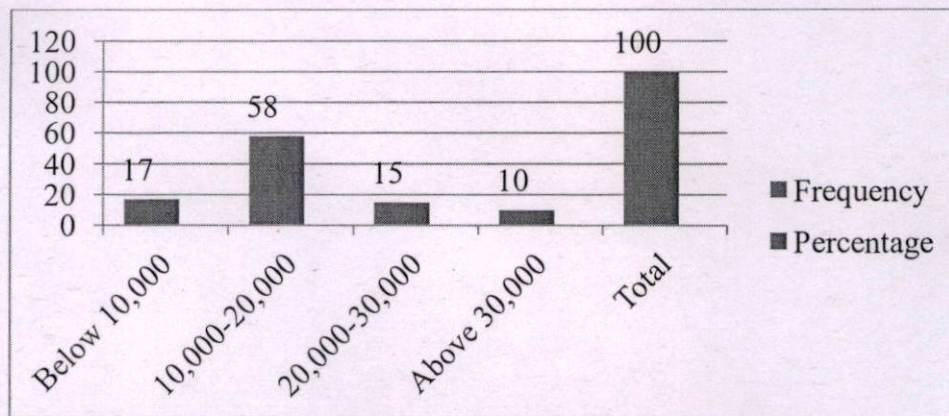
**Figure 4.3: Education Classification of the respondents**

Above figure reveals the educational qualification of the respondents, 41 percentage of the respondents were graduates, which reveals the educational pattern of the respondent. Company must take into account these pattern and arrange and modify different factors of the product, i.e. price, quality and availability, Educated consumers would prefer more quality, hence quality should be maintained properly and consistently. Just below one-fourth of the respondents (24%) qualified upto upper primary, they would likely prefer the price and quality to some extent, company should clearly identify their preferences, 16 percentage of the respondents had education upto matriculation, they may prefer different factors like price, quality, availability etc. 12 percentage of the respondents were primary, they were more price elastic consumers, they preferred more low and optimum price for the products they bought.

**Table 4.4 Monthly Income of the respondents (N=100)**

Sl no	Monthly Income (Rs.)	Frequency	Percentage
1	Below 10,000	10	17
2	10,000-20,000	58	58
3	20,000-30,000	17	15
4	Above 30,000	15	10
	Total	100	100

Source: Primary Data



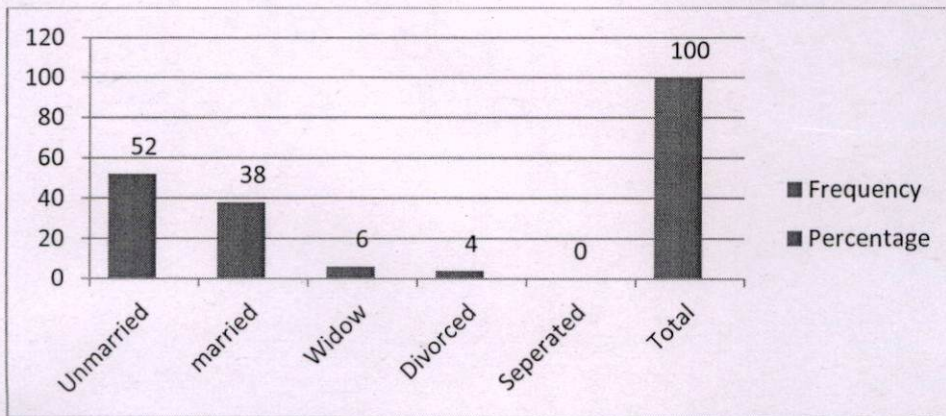
**Figure 4.4: Monthly Income of the respondents**

Above figure 4.4 shows the monthly income of the respondents, 58 percentage of the respondents which was the majority of the respondents were between 10,000 to 20,000 income groups, these were the lower middle class, Company must focus upon these category more, 17 percentage of the respondents were below 10,000 income group, 15 percentage of the respondents were between 20,000-30,000, these income groups prefer different factors, such as quality, taste, availability etc, company must identify those factors and influence the buyer decision, 10 percentage of the respondents were above 30,000 income group these income groups were in the higher class, These class prefer more of quality, and other features of the product, Quality and other factors should be improved and maintained.

**Table 4.5 Marital status of the respondents (N=100)**

Sl no	Marital status	Frequency	Percentage
1	Unmarried	52	52
2	married	38	38
3	Widow	6	6
4	Divorced	4	4
5	Seperated	0	0
	Total	100	100

Source: Primary data



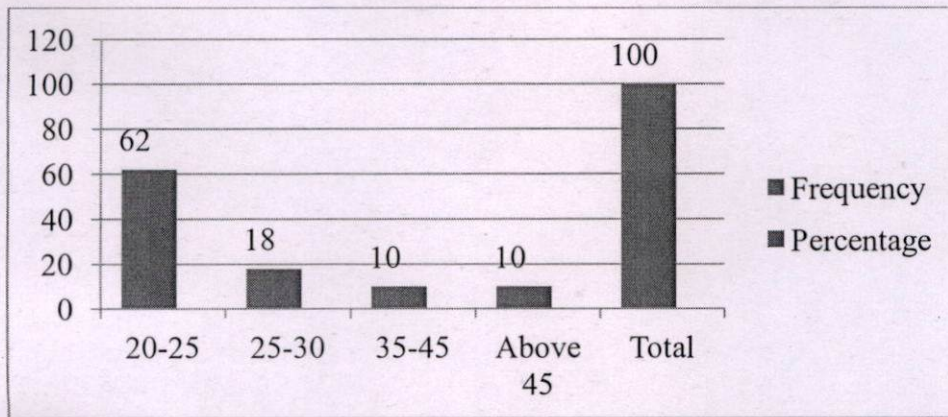
**Figure 4.5: Marital status of the respondents**

Above Figure 4.5 reveals the marital status of the respondents, 52 percentage of the respondents were unmarried, they prefer more of low quantity packets, Company should produce more of low quantity products , 38 percentage of the respondents were married, they prefer more quantity packets, hence company must focus onto produce more 250 grams and low quantity packets rather than Family packs and 500 gram packets. 6 percentage of the respondents was widow and 4 percentage of the respondents were divorced.

**Table 4.6 Age wise classification (N=100)**

Sl no	Age group	Frequency	Percentage
1	20-25	62	62
2	25-30	18	18
3	35-45	10	10
4	Above 45	10	10
	Total	100	100

Source: Primary data



**Fig 4.6 Age wise classification**

Figure 4.6 shows the age wise classification, table reveals that age group between 20-25 consist about 62 percentage, which was the majority class, followed by age group between 25-30 about 22 percentage, above 35 and 45 classes includes 10 percentage, and above 45 classes which majority consist of senior citizens, includes 10 percentage. Company should consider these age wise classification so as to design the products according to the age wise classification, In this case age group between 20-25 was consuming biscuits more, company should take into account these classification and add more flavors and ingredients which suits to these category.

## 4.2 Consumption Pattern of the Respondents

Table 4.7 Regular biscuit consumption (N=100)

Sl no	Consumer response	Frequency	Percentage
1	Yes	75	75
2	No	25	25
	Total	100	100

Source: Primary data

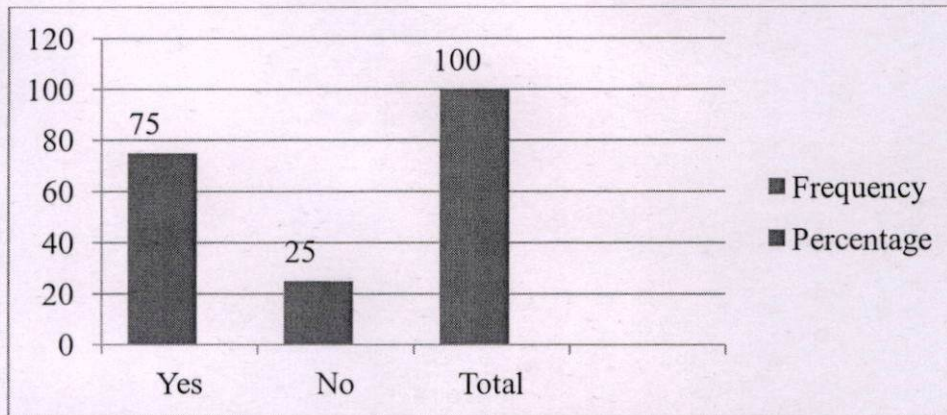


Figure 4.7: Regular biscuit consumption

Figure 4.7 depicts about 75 percentage of the total respondents were regular consumers of biscuits, which shows the majority of the total respondents were the continuous consumers of the biscuits, rest 25 percentage only purchase biscuits occasionally. Company must influence this 75 percentage of consumers, enhance several activities which attract them to purchase the products, and make foster biscuits as their regular brand. 25 percentage of the respondents are not the daily consumers they purchase biscuits either fortnightly, monthly or yearly, hence company must introduce several products which is suitable for the consumers who do not purchase the biscuits regularly.

### 4.2.1 Factors influencing purchase decision of biscuits

Table 4.8 Factors influencing purchase decision of biscuits (N=75)

Sl no	Factors	Frequency	Percentage
1	Price	25	33
2	Brand	16	21
3	Taste	11	15
4	Quality	19	25
5	Flavor	4	5
	Total	75	100

Source: Primary data

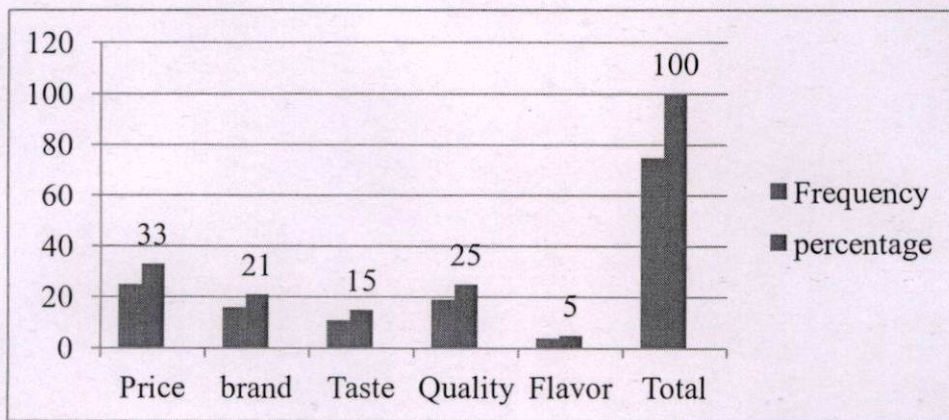


Figure 4.8 Factors influencing Purchase decision of biscuit

Figure 4.8 reveals the most important factor influencing the purchase decision of biscuits were price, which was 33 percentage, the consumers were aware of the value for money they are spending, from the information, company must ensure to provide products that gives value for money, price should be reasonable for all the classes, product might be in a position that might be reasonable for every targeted consumer. Followed by quality comprises 25 percentage, which is one fourth of the respondents, quality is a main aspect of a product, for a product to be attractive, good quality should be offered, Company must enhance good quality to its products which helps to attract large no of consumers. Brand of the biscuits were considered only 21 percentage, which these respondents focuses the brand image of the company, company must ensure that to offer unique features which would improve and enhance the brand image of the company. Taste which was 15 percentage, it is essential for a

57

company to have good tasty products, only then consumers would get attracted to it, thus leading to purchase of the product again and again, Flavor of the biscuits were considered only 5 percentage of the respondents, it is low comparing to other factors, but different consumers might have different interests in flavors, A company must take into account these interests and offer different flavors to the consumers.

#### 4.2.2 Brands regularly used by Respondents

Table 4.9 Brands regularly used by Respondents (N=100)

Sl no	Brands	Frequency	percentage
1	Britannia	40	40
2	Sun Feast	25	25
3	Foster	10	10
4	Parle	21	21
5	Others	4	4
	Total	100	100

Source: Primary data

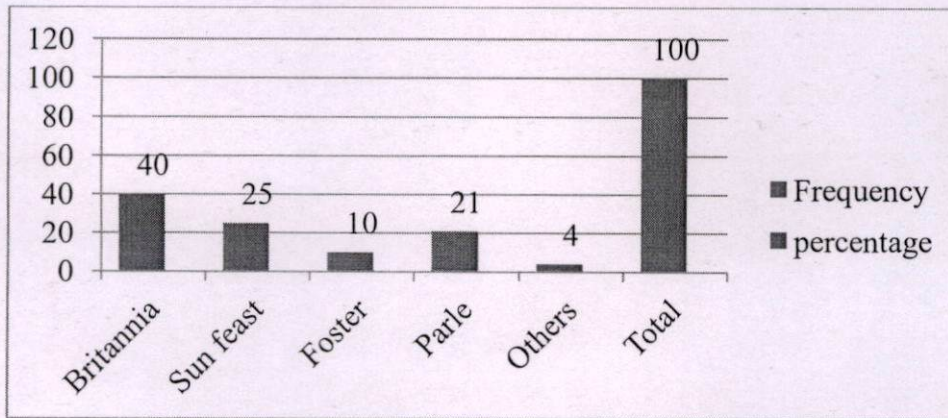


Figure 4.9 Brands regularly used by the respondents

Figure 4.9 reveals 40 percentage of the respondents were regular users of Britannia, which reveals Britannia is offering products up to the expectation of the consumers, price, quantity, brand image of Britannia is high compared to other brands, Followed by Sun Feast which was 25 percentage, Sun Feast providing good varieties of biscuits includes dark fantasy, Sun Feast cookies, kesari elachi cookies, etc which attract large no of consumers who are font of varieties. Parle comprises of 21 percentage, includes hide and seek, Milano Milano, happy

55

happy, significance of Parle is that it has good taste. Foster biscuits were regularly used by only 10 percentage of the respondents, which shows Foster brand is not the daily choice of consumers, compared to other brands. Foster must improve its dimensions of brand equity to be a regular brand among the consumers.

### 4.2.3 Awareness of Foster Brand

Table 4.10 Awareness of Foster Brand (N=100)

Sl no	Awareness	Frequency	Percentage
1	Yes	86	86
2	No	14	14
	Total	100	100

Source: Primary data

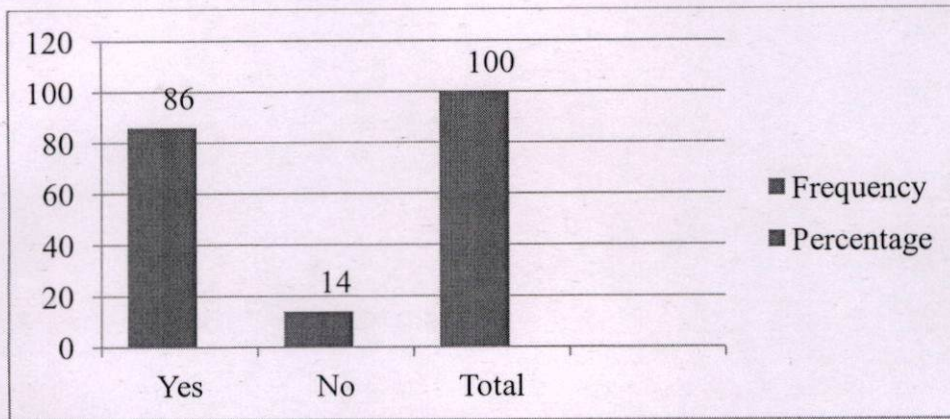


Figure: 4.10 Awareness of Foster Brand

Figure 4.10 shows 86percentage of the respondents heard about the Brand Foster, reveals majority of the respondents were aware of the brand foster, it was the common brand among consumers but 14percentage of the respondents were not aware of the brand Foster, company must focuses to improve its awareness among consumers, enhance competitive strategies, which would gain a competitive advantage over other brands. Consumers might get attracted to several features of the product, it is essential to identify the weak areas of the operations and implement a good strategy which would strengthen the weak areas and help to enter into the minds of the consumers.



#### 4.2.4 Varieties of Foster Products

Table 4.11 Different varieties of Foster Products (N=86)

Sl no	Brands	Frequency	percentage
1	Life Time sugar	25	29
2	Cream biscuits	31	36
3	Glucose	8	9
4	Loose varieties	22	26
	Total	86	100

Source: Primary data

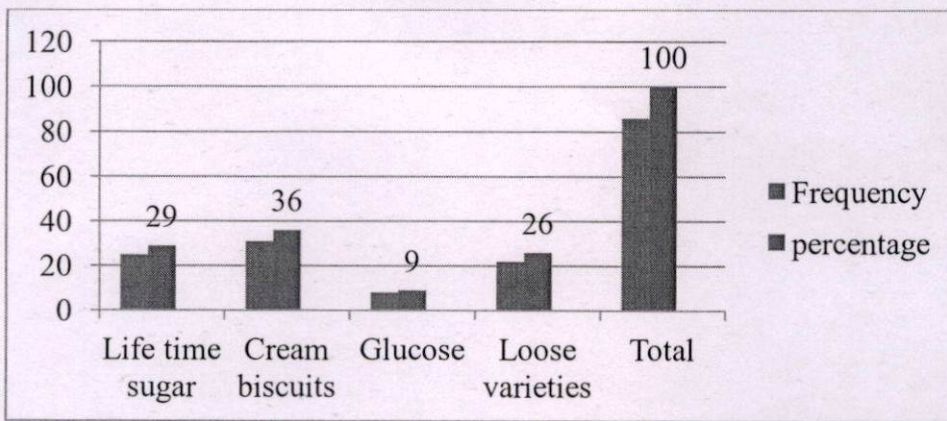


Figure 4.11 Different varieties of Foster Products

Figure 4.11 reveals 36 percentage of the respondents were aware of the Foster cream biscuits, which was the majority among the respondents includes pineapple, orange and chocolate flavors, these biscuits were the most used among consumers, company must improves its sale to reach all consumers so as to increase its sales more, secondly, Life Time sugar free biscuits consist of 29 percentage, these variety were used among diabetic patients, company focuses on the diabetic patients, Loose varieties involves 26 percentage, this includes cookies and cream varieties, company must concentrate on its sale and other factors to make it reach to the large number of consumers, low consumed product is glucose biscuits, which was only 9 percentage company must enhance its promotional activities significantly, so as to compete in the market and improve the sales of glucose biscuits.

57

## 4.2.5 Preference towards Foster Biscuits

Table 4.12 Attributes of Preference towards Foster Biscuits (N=86)

Sl no	Factors	Frequency	Percentage
1	Packaging	35	41
2	Quality	16	19
3	Price	10	12
4	Taste	12	14
5	Flavor	13	15
	Total	86	100

Source: Primary data

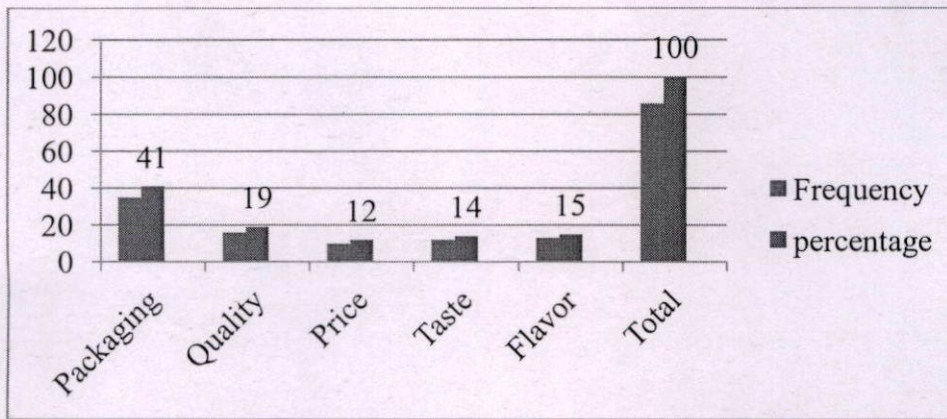


Figure 4.12: Attributes of Preference towards Foster Biscuits

Figure 4.12 reveals 41 percentage of the total respondents prefer Foster products due to its packaging, which shows that the company was following attractive packaging to some extent, 19 percentage prefer Foster products due to its quality, 14 percentage of the respondents said they preferred Foster biscuits due to its taste, 15 percentage of the respondents prefer Foster products because of the Flavors offered by the Foster, Company must focuses to increase the flavors offered, so as to increase the consumers Only 12 percentage of the respondents prefer Foster due to the Price offered, Price should be made flexible so as to attract price elastic consumers, price should be fixed in a way that it gives value.

## 4.2.6 Frequency Of purchase

Table 4.13 Frequency of Purchase of Foster Products (N=86)

Sl no	Frequency of Purchase	Frequency	percentage
1	Weekly	6	7
2	Fortnightly	26	30
3	Monthly	20	23
4	Quarterly	25	29
5	Half yearly	9	10
	Total	86	100

Source: Primary data

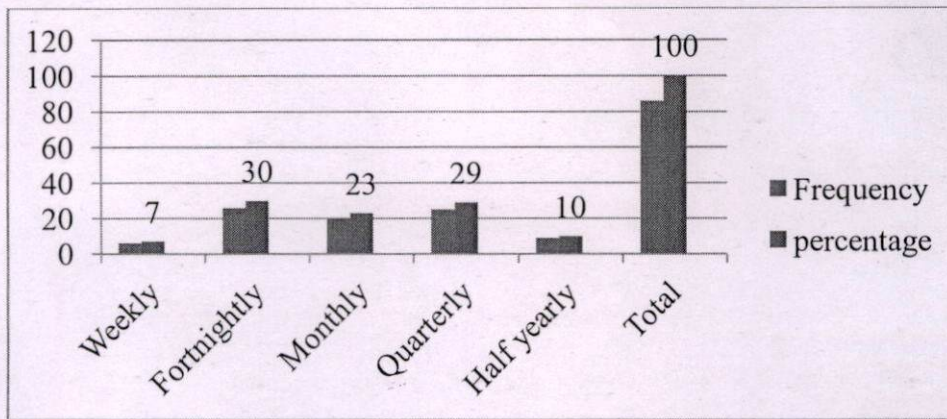


Figure 4.13: Frequency of Purchase of Foster Products

Figure 4.13 reveals 30 percentage of the total respondents purchase Foster products on fortnightly basis which was the majority, followed by monthly basis which was 23 percentage, weekly consumption was only 7 percentage, as Foster products were not used regularly by the consumers compared to other brands, Foster must enhance and target the daily consumers by providing attractive features so as to change the consumers into regular users. 10 percentages of the respondents purchase Foster products half yearly; Overall consumption is not that much high, company should initiate programs to improve the sale of the products.

## 4.2.7 Availability/ Distribution

Table 4.14 Consumers preference due to availability (N=86)

Sl no	Consumer response	Frequency	Percentage
1	Yes	56	65
2	No	30	35
	Total	100	100

Source: Primary data

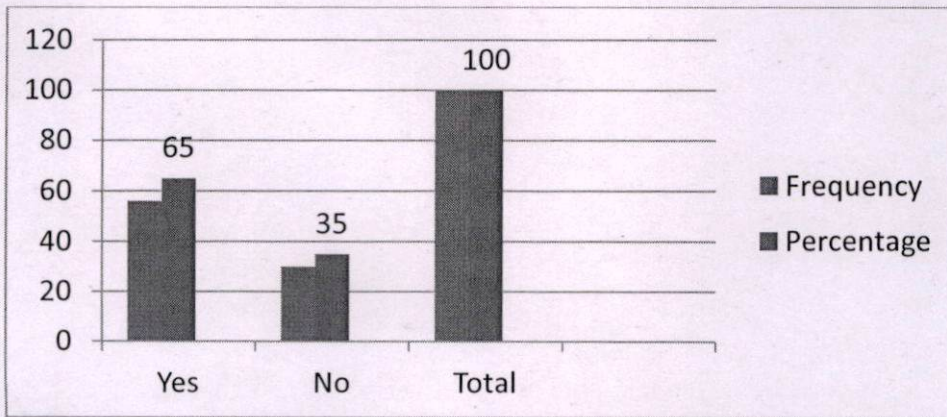


Figure 4.14: Consumers preference due to availability

Figure 4.14 depicts 65 percentage of the total respondents prefer biscuit brands due to availability, this trend shows availability as a major factor which influences the purchasing decision of biscuits. so it is essential to have different sources of availability of products, company must expand its distribution channels to reach the ultimate consumers, company must improve its connection with distributors, so as to readily make the products available to the consumers in different parts, Leading brands of biscuits such as Britannia, ITC etc, their products are seen in every supermarkets and bakery, hence they are being made available to large number of consumers. 35 percentage of the consumers purchase biscuits on the basis of other factors, availability does not influence their purchase decision.

## 4.2.8. Source of Foster Products

Table 4.15 Availability of Foster Products (N=56)

Sl no	Sources	Frequency	Percentage
1	Co operative stores	0	0
2	Grocery shops	6	11
3	Super markets	12	21
4	Bakery shops	38	68
	Total	56	100

Source: Primary data

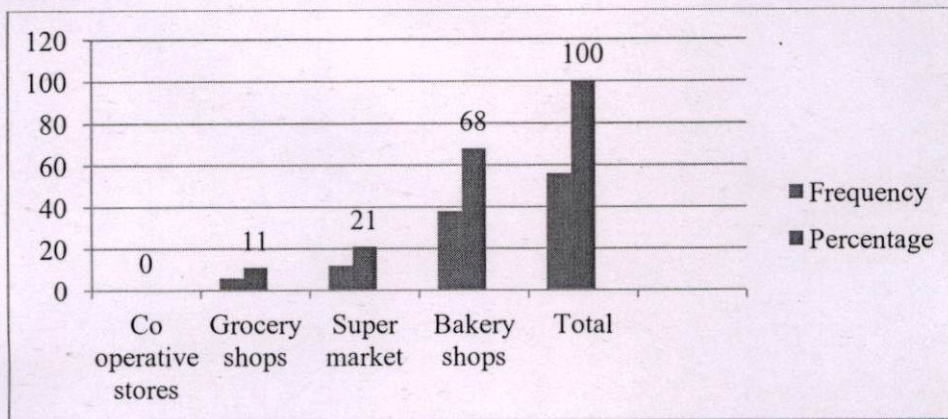


Figure 4.15: Availability of Foster Products

Figure 4.15 reveals out of 56 respondents 68 percentage of consumers purchase Foster products from bakery shops, which shows majority of the Foster products were distributed through bakery shops, most of the teenagers purchase from the bakery shops, hence they were the major consumers of the biscuits, followed by super markets consist of 21percentage, comparatively it was low, Foster must improve its distribution through supermarkets. Grocery shops includes only 11percentage, Distribution through Co operative store was nil, company must increase its distribution channel and strengthen the existing distribution channels, only then the products are more available to the consumers, availability plays an important role in the marketing of products in this competitive market.

### 4.3 Brand value of Foster

Table 4.16 Brand value of Foster (N=86)

Sl no	Rating	Frequency	Percentage
1	90 percentage	1	1
2	70 percentage	5	6
3	50 percentage	62	72
4	30 percentage	18	21
	Total	86	100

Source: Primary data

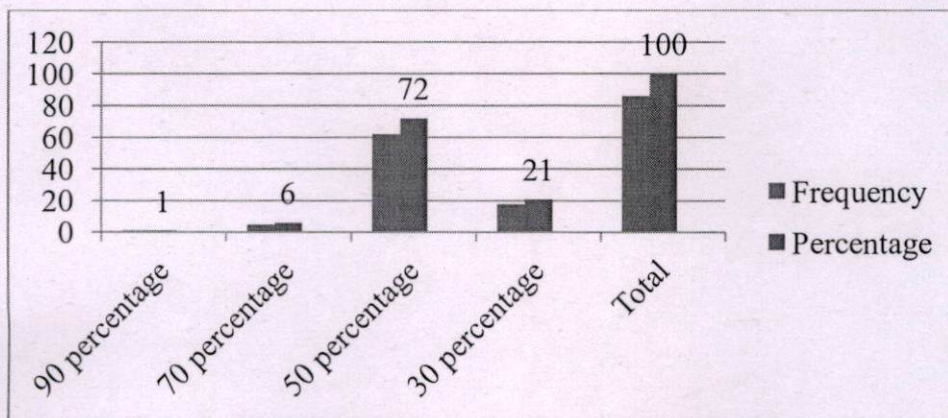


Figure 4.16: Brand value of Foster

Figure 4.16 reveals 72 percent of the total respondents rated 50 percent for Foster brand value, which was the majority, 21 percent of the respondents preferred 30 percent, only 6 percent of the respondents preferred 70 percent brand value, lowest percentage of respondents comprise 1 percentage preferred 90 percentage, above figure shows the majority of the respondents rate the brand foster below average, which means that foster had an below average value in the minds of the consumers, foster should enhance its value by improving its performance in all the fields of its operation.

#### 4.4 Suggestion to improve Market Visibility of Foster

Table 4.17 Suggestions to improve Market visibility of Foster (N=100)

Sl no	Factors	Frequency	Percentage
1	Advertisement	40	40
2	Effective field work	21	21
3	Exhibition stalls	12	12
4	Improve Quality	9	9
5	Offers and Discounts	18	18
	Total	100	100

Source: Primary data

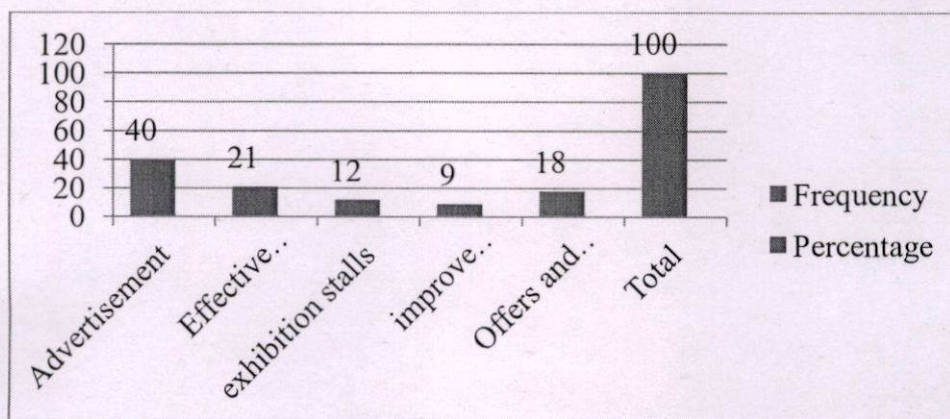


Figure 4.17: Suggestions to improve Market visibility of Foster

Figure 4.17 depicts 40 percentage of the total respondents suggested to improve the market visibility of Foster by Effective advertisement, product's market visibility could be improved by effective advertisement, company should improve its advertisement of products to enhance the market visibility of its products, only then the products would have more demand compared to other brands, different advertisement strategies should be initialized to obtain good advertisement impact , 21percentage of the respondents suggested to improve effective field work, 18 percentage of respondents suggested to have more offers and discounts on the Foster products,12 percentage suggested to have exhibition stalls at different places. 9 percentage suggested to improve the quality of Foster biscuits.

## 4.5 Perception towards Brand equity of Foster Foods Pvt Ltd

Perception towards Brand equity of foster products were calculated on the basis of following attributes

- 1) Brand awareness
- 2) Brand Image
- 3) Perceived Quality
- 4) Comparison with other brands
- 5) Brand loyalty
- 6) Consumer Satisfaction level
- 7) Influence of Promotional Media

On the basis of the above attributes, Brand equity perception towards Foster Products were calculated, Composite index of each attributes were calculated, on the basis of these Composite index brand equity perception were analyzed, For finding the Composite index, individual indexes should be calculated, Formula for finding Index is

$$\text{Index for the statement} = \frac{\text{Total score obtained for the statement}}{\text{Maximum obtainable score for the statement}} \times 100$$

After calculating the individual index the next step is to find out the composite index (CI) of the attributes. It is calculated by using the formula

$$\text{CI} = \frac{\text{Total score obtained for the attribute}}{\text{Maximum score} \times \text{Number of Respondents} \times \text{Number of Statements}} \times 100$$



### 4.5.1 Brand awareness

From the table 4.6, we know that all the respondents heard about the Brand foster, it was essential to closely analyze the brand awareness of foster so as to find the brand equity perception.

**Table 4.18 Brand awareness of Foster Products**

Sl no	Statements	Scores	Index
1	I am aware about the different Products of foster	292	58
2	I Know the Varieties of products	302	60
3	I Know the quality of Foster Biscuits are high	247	49
4	I Know the Taste of the foster biscuit suitable for me	263	53
5	I will Recognize foster products from other brands	217	43
6	I Know the Unique features	220	44
7	I can Recall logo of Foster	270	54
8	I can Recall Packaging of foster	314	63
	<b>Composite index</b>		<b>53.12</b>

Source: Primary data

Table 4.13 reveals several statements regarding the brand awareness of foster biscuits, individual index were calculated on the basis of these statements after calculating individual index composite index were calculated, Composite index of Brand awareness of foster products is 53.12, which shows Brand awareness of Foster products were Average, Company must enhance its brand awareness in this competitive market, only then the consumers would know the unique features of the brand and will get attracted to it, brand awareness is the basis of the consumer demand, Company should make demand for its product by exposing its unique features and performance towards the targeted consumers, Above Table 4.13, Consumers were not recognizing the Foster products from others that much, its index is only 43, it is essential to provide unique features for the Foster products, to improve its awareness among consumers.



## 4.5.2 Brand image of Foster Products

**Table 4.19 Factors influencing brand image of Biscuits (N=100)**

Sl no	Factors	Frequency	Percentage
1	Quality	12	12
2	Communication strategies	30	30
3	Competitive Pricing	19	19
4	Good value	20	20
5	Value added services	19	19
	Total	100	100

Source: Primary data

Table 4.14 reveals the factors which were influencing to improve the brand image, 30 percent of the total respondents suggested to have good communication strategies, 20 percent reveal Good value for the products, competitive pricing and Value added services both consist 19 percentage respectively, and Quality contributes only 12 percentage by the respondents.

**Table 4.20 Brand image of Foster Products**

Sl no	Statements	Scores	Index
1	Foster Brand is very familiar	295	59
2	Foster Priced attractively	313	63
3	Foster Packaging is Splendid	306	61
4	Foster brand is unique	233	47
5	Packaging is convenient to handle	280	56
6	Foster gives Value for money	251	50
	<b>Composite Index</b>		<b>55.91</b>

Source: Primary data

Table 4.15 depicts the statements regarding the brand image of Foster products, overall composite Index is 55.9, indicates the Brand image of Foster foods products is Average. Company must focuses on activities which improves the Brand image of Products. Brand image of a product could be enhanced by having good communicational strategies of its unique features, above table 4.15 shows Foster brand uniqueness had low index, it should be increased to improve the brand image of Foster, different types of communicational strategies should be implemented to improve and enhance brand image.

### 4.5.3 Perceived Quality

Table 4.21 Perceived Quality of Foster Products

Sl no	Statements	Scores	Index
1	Foster is very pure	325	65.0
2	Foster has the Best Flavor	307	61.4
3	Foster has Long Shelf Life	296	59.2
4	Foster has least rancidity	317	63.4
	<b>Composite Index</b>		<b>62.25</b>

Source: Primary data

Table 4.16 reveals the Perceived quality of Foster Products, Overall composite index is 62.25 ,which indicates the Perceived Quality of Foster Products were good , the company must maintains and improve its perceived quality by improving its activities connected to the quality of Foster Foods. Shelf life of the products should be improved, its index is only 59.2, Company must enhance its activities to raise the shelf life of its products, also company should aim to increase its flavors, orange, pineapple and chocolate were the best flavors of Foster, company should expand its flavor to meet the needs and taste of consumers, also enhance to produce more quality products. Quality of products depends on its performance, if its actual performance exceeds the desired performance, consumer will get satisfied, and likewise quality also plays a vital role in the performance of the product.

#### 4.5.4 Comparison with other Brands

Table 4.22 Comparison with Other brands

Sl no	Statements	Scores	Index
1	Price comparing to other brands	250	50.0
2	Features comparing to other brands	258	51.6
3	Quality comparing to others	257	51.4
4	Packaging and appearance with other brands	351	70.2
	<b>Composite Index</b>		<b>55.82</b>

Source: Primary data

Table 4.17 reveals the Comparison of Foster brand with other brands, overall composite Index is 55.8, which was Average, Company is facing stiff competition from international players, so it should adopt several strategies to compete with the international players, Price should be attractive and optimum comparing to other brands, Unique features must be adopted, perceived quality should be maintained and standardized, more attractive packing is to be initialized in order to improve the sales.

#### 4.5.5 Brand Loyalty

Table 4.23 Brand Loyalty towards Foster Products

Sl no	Statements	Scores	Index
1	I consider myself to be Loyal to Foster	224	44.8
2	Foster is my first Choice	203	40.6
3	I will not buy other brands , If foster is not available	194	38.8
4	I will buy foster Biscuits , even if the store is far off	214	42.8
5	I recommend my friends and relatives to use foster	262	52.4
	<b>Composite Index</b>		<b>43.88</b>

Source: Primary data

Table 4.18 depicts the Brand loyalty towards the Foster products, the Overall Composite index is 43.88, which was average, and Company must focuses more on developing loyal consumers and enhancing them to stick towards the brand by continuous improvement and maintaining consumers. Company must develop several strategies which enable the consumers stick to the brand, initiate several programmes that attract the heterogeneous consumers, consumer basis should be analyzed to improve the consumer needs, all the

individual indexes were low, and company must take this as a serious issue, and adopt programmes and strategies which raise the brand loyal consumers.

#### 4.5.6 Consumer Satisfaction level

**Table 4.24 Consumer Satisfaction towards Foster Products**

Sl no	Statements	Scores	index
1	I am satisfied with the price of Foster Biscuits	267	53.4
2	I am satisfied with the quality of foster Biscuits	307	61.4
3	I am satisfied with the packaging of Foster Biscuits	345	69.0
4	I am satisfied with the health safety of Foster Biscuits	325	65.0
5	I am satisfied with the availability and promotional efforts of Foster Biscuits	199	39.8
6	I am satisfied with the shelf life of foster Biscuits	324	64.8
<b>Composite Index</b>			<b>58.90</b>

Source: Primary data

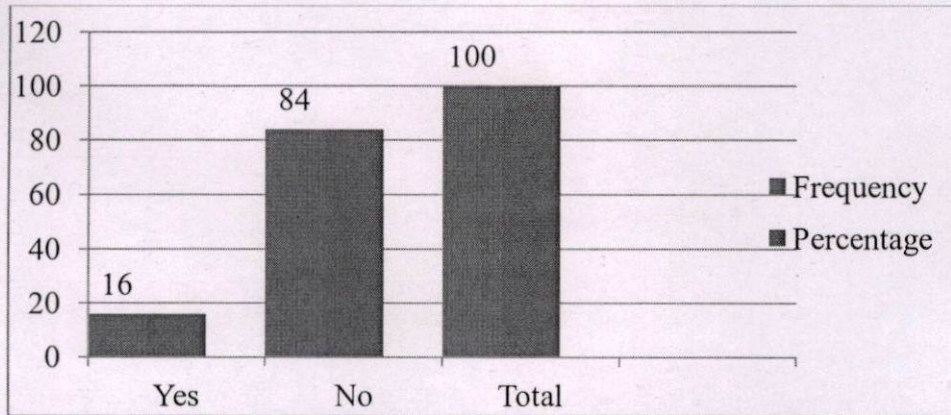
Above Table 4.19 reveals the Consumer Satisfaction level towards Foster Products , the Overall Composite Index was 58.90, which was in the average zone, Consumer satisfaction level towards Foster Products were average, Company needs to improve the activities which enhance the consumers satisfaction level towards its Products, Price of foster products should be attractive, it had low index comparing to others, Foster must transform its product which satisfy the needs of the consumers and enables to achieve the maximum performance of the products. Availability and promotional efforts of Foster biscuits was very low, its index was only 39.8, which was the lowest, Consumers are not satisfied with the promotional activities and availability of Foster biscuits, company should ensure to improve and spend more cost over the advertisement and promotional medias, so as to increase the consumer satisfaction thus by improving brand loyalty, brand image and finally brand equity of foster biscuits.

### 4.5.7 Influence of Promotional Medias

**Table 4.25 Awareness of advertisement of Foster (N=100)**

Sl no	Consumer Response	Frequency	Percentage
1	Yes	16	16
2	No	84	84
	Total	100	100

Source: Primary data



**Figure 4.18: Awareness of advertisement of Foster**

Figure reveals 84 per cent of the respondents were not aware of the advertisement of Foster , majority of the respondents did not see the advertisement of Foster, hence, Foster must improve and enhance its promotional activities, must focus on the mind of the consumers by effective media and promotional methods.16 per cent of the respondents had seen the advertisement of foster from different channels, Foster should increase its channels of advertisement to enhance its visibility in the minds of the consumers.

**Table 4.26 Influence of Promotional Media of Foster Products**

Sl no	Different Promotional Strategies	Scores	Index
1	Radio commercial	183	36.6
2	TV commercials	199	39.8
3	Cinema Commercials	188	37.6
4	Internet ads	199	39.8
5	Display at the shop/supermarket	199	39.8
6	Friends/Relatives	252	50.4
	<b>Composite Index</b>		<b>40.30</b>

Source: Primary data

Above table 4.19 depicts different Promotional strategies of Foster Products, Overall Composite Index was only 40.3 which was the lowest index among all attributes, the promotional medias used by the Company is way too short and not up to the expectation, it was in the poor zone, Company must enhances its promotional activities so as to increase its overall turnover, also adopt new promotional techniques to improve its sale. Foster products are being promoted more through the word of mouth of friends and relatives, all other individual indexes are very low , Company should take this seriously, as the influence of promotional medias is the major dimension of brand equity, it might affect the overall brand equity of Foster.

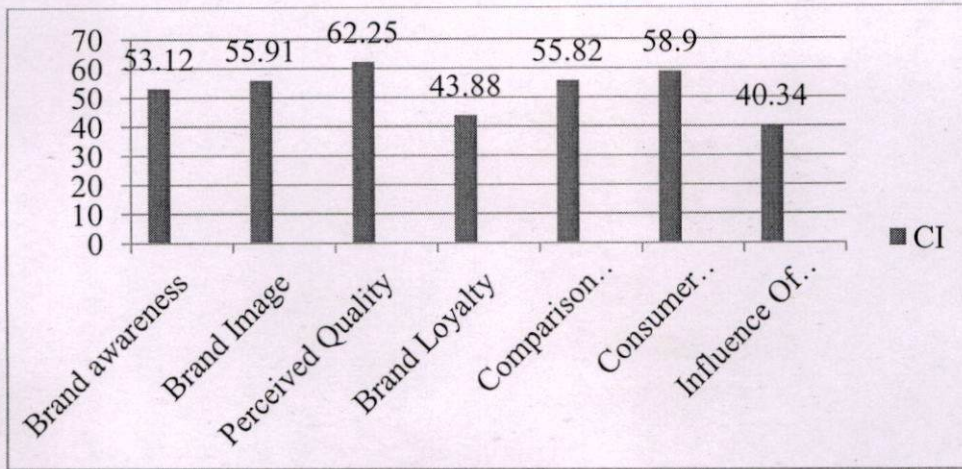
### 4.5.8 Brand Equity of Foster Food Products

**Table 4.27 Brand Equity of Foster Food Products**

Sl no	Dimensions	CI
1	Brand awareness	53.12
2	Brand Image	55.91
3	Perceived Quality	62.25
4	Brand Loyalty	43.88
5	Comparison with other brands	55.82
6	Consumer Satisfaction level	58.90
7	Influence Of promotional Media	40.34
<b>Mean</b>		<b>53.10</b>

Source: Primary data

Table 4.20 shows brand equity of Foster Foods Pvt Ltd among the respondents. For assessing the brand equity of Foster Food Products seven dimensions was identified. Each dimension was measured by giving several statements and the respondents were asked to provide their opinion on a five point scale of 'Strongly Agree', 'Agree', 'No Opinion', 'Disagree', 'Strongly Disagree'. The statements which were agreed strongly were awarded five scores and further the scores were awarded in the descending order. After getting responses from the respondents, the average score obtained by each dimensions was worked out. Then individual index has been calculated to calculate the Composite index.



**Figure 4.19: Brand Equity of Foster Food Products**

Brand Equity of Foster Biscuits is presented in the table 4.20. From the table it could be observed that the brand equity index of Foster Biscuits was 53.10, the dimensions of brand equity of Foster product only have slight variations, highest brand equity index is for perceived quality of foster was 62.25, Among the dimensions in brand equity, promotional media was the lowest which was only 40.34. Therefore Company must concentrate more on its dimension in Promotional activities.

The results indicated that the Foster Foods Pvt Ltd has an average Brand Equity and have to plan its activities on each and every dimension of Brand equity so that the brand equity of Foster Foods Pvt Ltd could be enhanced.



***FINDINGS AND SUGGESTIONS***

---

## **CHAPTER V**

### **FINDINGS AND SUGGETIONS**

Now a day's brand equity management is one of the challenges faced by the companies in maintaining the brands among consumers. The general public looks for branded products than that of other products. It's just because of a belief in minds of consumers that branded products have good quality, taste and ease of use that satisfies every consumer. Therefore a systematic study was conducted with the objectives of examining the brand equity perception towards Foster Foods among consumers.

#### **5.1) FINDINGS**

The findings from the analysis and interpretation of collected data are given under

1. Socio-economic profile of the respondents.
2. Consumption pattern of respondents towards Foster Biscuits
3. Brand equity perception towards Foster Biscuits

##### **5.1.1) Socio Economic Profile of the respondents**

- On the basis of the Gender wise classification, out of 100 respondents 65 percentage of them were males and the rest 35 respondents were female, majority of the respondents were males.
- Out of 100 respondents it was revealed that 48 percentage of the respondents were Hindus, 36 percentage of the respondents were Christians, rest 16 percentage of the respondents were Muslims.
- On the basis of Educational qualification 41 percentage of the respondents were passed 12<sup>th</sup> and were graduates, 21 percentage of the respondents were finished

upper primary,16 percentage of the respondents passed matriculation,7 percentage of the respondents were above graduation, the trend reveals majority of the respondents were educated and passed graduation.

- Out of 100 respondents 58 percentage of the respondents were receiving monthly income between 10,000 and 20,000, 17 percentage of the respondents were receiving income between 20,000 and 30,000,15 percentage of the respondents were receiving monthly income above 30,000, 10 percentage of the respondents were receiving monthly income below 10,000.
- On the basis of Martial status of the respondents, 52 percentage of the respondents were unmarried, 38 percentage of the respondents were married, 6 percentage of the respondents was widow, 4 percentage of the respondents were divorced.
- Age wise classification reveals, age group between 20-25 include 62 percentage, which was the majority class, followed by age group between 25-30 includes 22 percentage, above 35 and 45 classes includes 10 percentage, and above 45 classes which majority consist of senior citizen, includes 10 percentage.

### **5.1.2) Consumption pattern**

- 75 percentage of the total respondents were the daily consumer of biscuits, shows the majority of the total respondents were the regular consumers of biscuits
- The most important factor influencing the purchase of Biscuits was price, which was 33 percentage, followed by quality which was 25 percentage.
- Britannia was mostly used by the respondents,40 percentage of the respondents were using Britannia, Followed by Sun Feast 25 percentage, Only 10 percentage of the respondents were using Foster Biscuits.
- 86 percentage of the respondents were heard of the Brand Foster, Out of it 36 percentage of the respondents were aware of Foster cream biscuits,29 percentage of the respondents were heard about Life Time sugar biscuits, 26 percentage of the respondents were aware of Loose varieties involves, Cookies, Other cream biscuits, Only 9 percentage of respondents aware of Glucose biscuits.

- Out of 86 percentage of the respondents, 30 percentage of the respondents purchase Foster biscuits Fortnightly, 29 percentage of the respondents purchase Foster biscuits Quarterly, 23 percentage of the respondents purchase Foster biscuits Monthly, 10 percentage of the respondents purchase Foster biscuits half yearly, Only 7 percentage of the respondents purchase weekly.
- It was observed that out of 86 respondents, 41 percentage of the respondents chooses Foster biscuits due to its packaging, 19 percentage of the respondents chooses Foster biscuits due to its quality, 15 percentage of the respondents chooses due to Flavors offered by Foster, 14 percentage of the respondents were due to its taste, Only 10 percentage of the respondents choose Foster biscuits because of its price.
- Out of 86 respondents, 65 percentage of the respondents purchase biscuits due to its availability, Out of this 56 respondents, 68 percentage of the respondents purchase Foster products from Bakery shops, 21 percentage of the respondents purchase Foster biscuits from super markets, 11 percentage of the respondents purchase Foster products from Grocery shops, Availability from Co-operatives Store is Nil.
- Nearly 72 percentage of the respondents rated Brand Foster at 50 percentage, 21 percentage of the respondents rated Brand Foster at 30 percentage, 6 percentage of the respondents rated Brand Foster at 70 percentage and only 1 percentage of the respondents rated 90 percentage For the Brand Foster.

### 5.1.3) Perception towards Brand Equity

Perception towards brand equity of Foster foods were calculated on the basis of 6 dimensions, level of these 6 dimensions were calculated using composite index, and mean of the dimensions were calculated to know the perception towards Brand equity of Foster foods.

- It was identified that brand awareness of Foster biscuits were only 53.12, which was poor according to the index zone.
- Brand image towards Foster foods were calculated to be 55.91, which was poor, according to the index zone.
- Perceived Quality of Foster Biscuits were calculated as 62.25, which was moderate according to the index zone. It was the highest index among all the dimensions.

- Comparison with other brands, were calculated to be 55.82, which was low according to the index zone, Foster foods were poor comparing to other brands.
- Brand loyalty towards Foster products were only 43.88 , which was Very poor according to the index zone., Brand loyalty towards Foster foods were Very poor
- Consumer satisfaction towards Foster Foods were only 58.90, which was a poor index, Consumer Satisfaction towards Foster foods is poor.
- Out of 100 respondents, 84 percentage of the respondents were not aware of the advertisement of Foster foods, majority of the respondents were not aware of the advertisement of Foster foods.
- Composite index of Influence of advertisement of Foster foods comprises 40.30, which was the lowest index among all the dimensions, advertisement of Foster Foods were very Poor according to the index zone.
- Overall perception towards brand Equity of Foster Foods was calculated to be 53.10, which was Poor according to the Zone.

## 5.2) SUGGESTIONS

- Major factor influencing the purchase decision of Biscuits were identified as price nearly 33 percentage, Price of Foster foods were not attractive as it the lowest factor which influences consumers to purchase Foster products, company must revise its pricing, and set attractive and optimum price which gives value for money paid by the respondents.
- Out of 86 respondents who were aware of Foster products, 65 percentage of the respondents purchase biscuits due to availability, hence company must improve its distribution channels, 68 percentage of the respondents are purchasing foster products from Bakery shops, company must improve its distribution to other sources including, Cooperative store, Grocery shops and Super Markets.
- Nearly 40 percentage of the respondents suggested to improve the market visibility of foster foods through effective advertisement, 21 percentage of the respondents suggested to improve market visibility through effective field work, 18 percentage of the respondents suggested to improve the market visibility of Foster foods

through providing new offers and discount, 12 percentage of the respondents suggested to improve the market visibility of Foster Foods through opening several exhibition stalls and shops, 9 percentage of the total respondents suggested to improve the quality of foster foods.

- 30 percentage of the respondents suggested to have good communication strategies for improving the brand image of a product, 20 percentage of the respondents suggested to have good value for the products offered, Competitive pricing and value added services involves 19 percentage respectively, 12 percentage of the respondents suggested to improve the quality offered by the Foster.
- Brand loyalty of consumers towards Foster foods were average company must identify several factors responsible for the brand loyalty and increase the number of loyal consumers towards Foster foods.
- Promotional media and communicational strategies plays a vital role in building brand image, Influence of Promotional medias of Foster was very low, hence it should be enhanced and improved, to achieve high brand equity.
- All the dimensions of brand equity should be analyzed carefully, and consider the factors responsible for influencing this dimensions, so as to improve the overall perception towards Brand equity.

## CONCLUSION

Marketing the need for studying consumer perception is very important. The preferences study will help a firm to produce the goods and services which will satisfy the needs of the consumers. The consumer usually prefers a product on the basis of its price, quality, brand image, advertisements and other factors provided to the products. The meaning of perception is the process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world. The variables used for the study to identify the consumer perception about the foster biscuits are frequency of purchase, shape, flavor, quantity and quality, health, price, packaging availability, Brand image. For conducting the study of the above topic Interview schedule containing relevant questions were used to elicit responses from the respondents.

The company has to consider the study and take some necessary strategies to match the consumer perception and product features from the study. It can be concluded that the consumer perception about the foster biscuits was average and company has to concentrate more on various aspects of the foster biscuits especially on media advertisements, taste and preferences of the consumers, variety and availability of products.

Brand equity of Foster foods Pvt Ltd was estimated as Average, Every dimensions of Brand Equity is not much high, company should ensure that all the dimensions should be carefully analyzed and enhanced, to make the brand equity more effective. Main dimension needed to be improved was identified as advertisement. Company should spend more on its advertisement activities, so as to improve the brand image and brand loyalty towards the products, Biscuit industry is becoming competitive day by day. Foster should adopt new techniques and introduce new varieties so as to sustain and grow in the biscuit market. High level of competition is the greatest challenge of Foster Foods Pvt Ltd and has to tackle it very strategically.

**BIBLIOGRAPHY**



## REFERENCES

1. D. A. and Keller, K. (1990), Consumer Evaluations of Brand Extensions Journal of Marketing. 54(1): 27-33.
2. Aaker, D. A. (1991). Managing Brand Equity, The Free Press, New York.
3. Aaker, D. A. (2004), Brand Portfolio Strategy. Vol.1 I. The Free Press, New York.
4. Adapa. S. (2008), Discriminant Analysis of Adopters and Non - Adopters of Global Brands: Empirical Evidence from India and Malaysia. The kfai University Journal of Brand Management. V (4): 7-20.
5. Anuradha. (2009). Issues and Challenges in Rural Advertising and Promotion in India. Marketing Mastermind. IX (3): 54-57
6. Bhattacharyya, P. R. and Mazumdar, S. (2009). Factors Responsible For Choice of FMCG Products: A Case Study of the Consumers of Dental Care Products. Indian Journal of Marketing. XXXIX (8): 23-27.
7. Chattopadhyay, T., Shivani, S. and Krishnan. M. (2009). Do Multiple Time Consumers Also Observe Imperfectly? The Case of Automobile Consumers in India. Indian Journal of Marketing. XXXIX (6): 40-47.
8. Dhopeswar, S. N. (2009). Managing Global Brands. Indian Journal of Marketing XXXIX (7): 24-31
9. Diwan, S. P. and Jain, M. K. (2009). Brand Positioning: The Unbeatable Weapon in Present Marketing Scenario. Indian Journal of Marketing. XXXIX (4), 9-13.
10. Dutta, B. (2008). Brand Genesis. Marketing Mastermind. IX (7): 60-62.
11. Dutta, B. (2009). Employees - The Best Brand Ambassadors. Marketing Mastermind.IX (7): 60-62.

12. Faldu Rajesh, (2009). Measuring Brand Recall in Print Media Advertising: A Study of Selected Brands of Personal Care industry. *Indian Journal of Marketing*, XXXIX (10):22-2
13. Ghose,A.(2008).Globalizations of Brands. *Marketing Mastermind*.V111(10)-37-40,
14. Ghosal S. N. (2008). Branding as a Strategy for Organic Growth of Banks. *Marketing Mastermind*. VIII (3): 13-17,
15. Hong - Youl and John Joby (2009), " The development of brand loyalty by examining the simultaneous effects of customer orientation, perceived quality, brand associations, and Satisfaction on brand loyalty "<http://www.informaworld.com/sm/title-content>
16. Jasani, K. (2009), Positioning a Recruitment Agency. *Marketing Mastermind*.IX(7) 56-59.
17. Jayashri Shetty, Si K. (2009). Products May Die; Brands Don't! *Marketing Mastermind*. IX (2): 13-15.
18. Kathirvel, N. and Chandrasekaran, N. (2009). Consumer Behavior and Brand Preference Towards Onida Television — An Empirical Study with Reference to Karur; Tamil Nadu *Indian Journal of Marketing*, XXXIX (7): 58-63.
19. Kevin Lane Keller (2001), "Building Customer- Based Brand Equity: A Blueprint for Creating Strong Brands", Working Paper, Report 01-1075 [p://mktg.uni-svightovebg/ivithcsourees/CustomerBasedbrandEquityModel](http://mktg.uni-svightovebg/ivithcsourees/CustomerBasedbrandEquityModel).
20. Kevin Lane Keller ( 2008), *Strategic Brand Management*, Dorling Kindersley Pvt. Ltd., P 6581
21. Leon G.Schiffman(2008)*Consumer Behavior* ,230-240
22. Maheshwari, N. (2009). Chhoti Car, Badi Sapne (Small Car, Big Dreams): Building Brands and Launching of a New Product. *Indian Journal of Marketing*. XXXIX (8): 28-31.
23. Mishra (2008). Brand Marketing through Customer Relationship Nilit A K, and Management *Indian Journal of Marketing*. XXXV111 (1): 15-21.
24. Mukherjee, IC. (2008) Brand Revitalization Strategies. *Marketing Mastermind*, V111 (6): 40-42

25. Mittal, M and Tulsiyan, P (2009). Effectiveness of Celebrity Endorsements in Brand Recall and Purchase Decision. *Indian Journal of Marketing*. XXXIX (6), 13-17
26. Ponnampalani, A. and Krishnatray, P. (2008) Rethinking Branding: The Need for a New Conceptual Framework to Analyze Customer-based Brand equity. *The Journal of Brand Management* V (2): 31-37.
27. Ray, B. (2008). Creating Superior Perceived Image Marketing Communication by Mobile Phone Service Companies. *Marketing Mastermind*. VIII (6): 34-36
28. Reddy, S. G. and Muniraju, M. (2009). Building Brands by Helping Others Win, *Indian Journal of Marketing* XXXIX (7): 21-23,,
29. Saeed, M., Vinayek, R. and Narendar, K. (2008) Rebranding: An Emerging Brand Marketing Strategy (Trends, Issues and Challenges). *Indian Journal of Marketing*. XXXVIII (9): 3-11.
30. Subash, B. (2009) FMCGs — Tapping Rural Markets in India. *Marketing Mastermind*. IX (1): 59-61 R. (2009). Commodity Branding --An Internal Branding
31. Sukesh Kumar, B.R (2009) Perspective. *Marketing Mastermind*. IX (8): 43-45.
32. Sharma, N.K and Srivastava K. (2008). Brand Extensions Strategy for New Product Introduction. *Indian journal of Marketing*. XXXVIII (8) 33-39.
33. Uppal R. K. and Navdeep Kumar (2008) Enhancing Competitiveness" A Key Challenge of Globalization. *Indian Journal of Marketing* XXXVII (1): 49-51
34. Warriar, R. (2009). Branding in Times of Recession. *Marketing Mastermind*, IX(1): 13-17.

## APPENDIX



### KERALA AGRICULTURAL UNIVERSITY

COLLEGE OF CO -OPERATION BANKING AND MANAGEMENT

VELLANIKARA, THRISSUR

MBA IN AGRI BUSINESS MANAGEMENT 2015, BATCH

---

#### BRAND EQUITY MANAGEMENT OF FOSTER FOODS PVT LTD

(For academic purpose only).

1. Name :
2. Age :
3. Gender : Male  Female
4. Religion : Hindu/ Muslims/ Christians/ Others
5. Marital status : Unmarried/Married/Widow/Divorced/Separated
6. Educational Qualification : Primary/Upper primary/Matriculation/+2/Degree/
7. Monthly income : Below 10,000 /10,000-20,000 /20,000-30,000 /Above30,000

8. Are you a regular customer of biscuits?

Yes  No

9. What do you consider when you buy biscuits?

Price  Brand  Taste  Quality   
Others

Others please mention.....

10. Which is the first brand that comes to mind when you think of biscuits?

Britannia  Sun Feast  Foster  Parle   
Others

Others please mention.....

11. Which is the brand you regularly use?

Britannia  Sun Feast  Foster  Parle   
Others

Others please mention.....

12. Have you heard of foster Brand of Biscuits?

Yes  No

13. If Yes, which variety

Life Time sugar Free Biscuits  Cream Biscuits   
Glucose biscuits  loose varieties

14. . From where did you heard about the brand foster?

Friends  Relatives  advertisement  others

85

15. . Which of these foster products are you aware of?

Life Time sugar Free Biscuits  Cream Biscuits

Glucose biscuits  Loose Varieties

16. Of your last five purchases, how many were foster products?

One  Two  Three

Four  Above four

17. What is the frequency of your purchase of Biscuits?

Weekly  Fortnightly  Monthly

Quarterly  Half yearly

18. What comes in your mind, when you hear Foster?

Brand  Quality  Cost

Taste  Other

Other, mention.....

19. How would you rate the brand value of foster?

90%  70%  50%  30%

20. . Do you use the products due to availability?

Yes  No  Mostly

21. From where do you buy the products of foster?

Cooperatives Stores  Grocery shops  Super market

Bakery shops

22. Did you see the advertisement of Foster?

Yes  No

23. Does the advertisements of foster influences your buying behavior?

Yes  No

24. Does the promotional activities of foster influences your brand awareness?

Very high  High  Average  Low

Very Low

25. . Among the following which helped you to build a good brand image

Quality  Communication strategies  Competitive pricing

Good value  Value added services

26. According to your view, how could foster increase its market visibility?

Advertisement  Effective field work  exhibition stalls

Improve quality  Others

27. . Do you think the brand foster has an impact on your purchase?

Yes  No

## Brand Equity

The following statements represent some attributes of products of "FOSTER FOODS PVT LTD"

You kindly express your opinion about the attributes as.

A) Strongly Agree B) Agree C) No opinion D) Disagree E) Strongly Disagree

### 1) Brand awareness

Sl no	Statements	SA	A	NO	D	SD
1	I am aware about the different products of Foster					
2	I know the varieties of Foster Products					
3	I know the quality of the biscuits of Foster Foods are High					
4	I know the taste of the Foster Biscuits are suitable to me					
5	I can easily recognize Foster biscuits from other Brands					
6	Some characteristics of Foster Products come to my mind quickly					
7	I can quickly recall the logo of Foster					
8	I can recall the packing of Foster					

### 2) Brand image

Sl no	Statements	SA	A	NO	D	SD
1	Foster Brand is very familiar to me					
2	The price is reasonable					
3	The packaging material is high quality					
4	Foster brand is distinct/unique					
5	Foster Packaging is splendid					
6	Packing is convenient to handle					
7	Foster is priced attractively					
8	Foster gives value for money paid					



### 3) Perceived Quality

Sl no	Statements	SA	A	NO	D	SD
1	Foster is very pure					
2	Foster has the best flavor					
3	Foster has long shelf life					
4	Foster has least rancidity					

### 4) Comparison with other brands

Sl no	Statements	SA	A	NO	D	SD
1	Even if other brands have same price, I would prefer Foster					
2	Even if other brands have same features Foster, I would prefer Foster					
3	Even if other brand have same quality, I would prefer Foster					
4	Even if other brands have same type of packing and appearance, I would prefer Foster					

### 5) Brand Loyalty

Sl no	Statements	SA	A	NO	D	SD
1	I consider myself to be loyal to foster					
2	Foster is my first choice					
3	I will not buy other brands ,if foster is not available in any store					
4	I will buy foster biscuits , even if the store is far off					
5	My family members like foster					
6	I recommend my friends and relatives to use Foster					

### 6) Consumer Satisfaction Level

Sl no	Statements	SA	A	NO	D	SD
1	Iam satisfied with the price of Foster Biscuits					
2	I am satisfied with the quality of foster Biscuits					

3	I am satisfied with the packaging of Foster Biscuits					
4	I am satisfied with the health safety of Foster Biscuits					
5	I am satisfied with the availability and promotional efforts of Biscuits					
6	I am satisfied with the shelf life of foster Biscuits					

### 7) Influence of promotional strategies

Sl no	Different Promotional Strategies	SA	A	NO	D	SD
1	Radio commercial					
2	TV commercials					
3	Cinema Commercials					
4	Internet ads					
5	Display at the shop/supermarket					
6	Friends/Relatives					

