

BUYING BEHAVIOR AND BRAND LOYALTY OF BISCUIT CONSUMERS IN INDIA

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Received: 05 Jan 2018

Accepted: 09 Jan 2018

Published: 22 Jan 2018

ABSTRACT

In this research article, author tries to identify the customer brand loyalty and buying behaviour of consumers for fast moving consumer goods, especially biscuits. Two parameters, gender and age are considered to verify health and brand consciousness of consumers while buying biscuits. The researcher collected the data by using observation method and questionnaire method. In the observation method, researcher collected the data of actual timing taken by the consumer for buying biscuits. The sample size covered for this survey was 319 customers. Retail outlets covered in the survey are Reliance fresh, Dorabjees, Big Bazaar, and D-mart. It was found out that customers are health conscious irrespective of gender while purchasing the product especially biscuits. Gender of customer and time taken to buy play an important role while buying biscuits. Also, age of customer and their brand consciousness plays an important role while buying biscuits.

KEYWORDS: *Consumer Behaviour, Biscuits, Brand Loyalty, Buying Behaviour, Brand Consciousness*