Descriptive Study on Consumer Behaviour for ITC’s Branded Food Product

Suryakant Lasune,
Assistant Professor,
Lala Lajpatrai College of Commerce and Economics,
Maharashtra, India.
E-mail: slasune@yahoo.com

Abstract
Study the consumer behavior for buying of Ready to eat food products and also to find their brand loyalty and brand awareness towards ITC Brand. Questionnaire is basically a form containing a set of questions, especially one addressed to a statistically significant number of subjects as a way of gathering information for a survey. Questionnaires are versatile, allowing the collection of both subjective and objective data through the use of open or closed format questions. ITC was incorporated on August 24, 1910 under the name Imperial Tobacco Company of India Limited. As the Company's ownership progressively Indianised, the name of the Company was changed from Imperial Tobacco Company of India Limited to India Tobacco Company Limited in 1970 and then to I.T.C. Limited in 1974. In recognition of the Company's multi-business portfolio encompassing a wide range of businesses - Fast Moving Consumer Goods comprising Foods, Personal Care, Cigarettes and Cigars, Branded Apparel, Education and Stationery Products, Incense Sticks and Safety Matches, Hotels, Paperboards & Specialty Papers, Packaging, Agri-Business and Information Technology - the full stops in the Company's name were removed effective September 18, 2001. There have been many factors which influence the customers towards a specific brand. Quality of the product has been considered as the most important factor while other factors include the brand image, retailers influence, and reasonable price of product, availability of product, attractive packaging and creative advertisement. ITC must make its brand well associated with the parent company so that its brand also get the limelight of ITC. The major findings are Brand including Kitchens of India must be advertised more so that people become aware of the products offered by the company, People must be made aware about the different offerings of the products and the varieties that are available in the market, ITC must increase its sales for Kitchens of India by doing sales promotion activities, providing samples, discounts etc., Providing testimonials of existing users will help in making people aware of the good taste of the products, People who do not consume ready to eat food can also be targeted and make them felt the need of the ready to eat food, Ready to eat Deserts is dominated by different brand, thus ITC must improve its product offering so that people get diverted towards ITC brand. There has been good demand for the ready to eat food. People who are already using such products can be targeted by ITC. People who don’t like to use ready to eat food product can be convinced by showing testimonials and giving sample and offers. Products such as deserts which are mostly used of different brand can be improved and make the consumer use the product of ITC brand. Many of the people are not aware of the brands “Kitchens of India” and “Aashirvaad”. Many people are also not aware that the parent company of these brands is ITC. Different reasons applies for different consumer for consuming the product. Brand loyalty of customers also varies according to their trust in the brand.

Key Words: ICT, Kitchens of India, Aashirvaad, MDH