To Study on Consumer Buying Behaviour: The Influence of Packaging On Chikki

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By

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Date: 06th May 2024

Examined by:

Seal of the School/Dept

DECLARATION

I hereby declare that the data presented in this Internship report entitled, **"To Study on Consumer Buying Behaviour: The Influence of Packaging on Chikki"** is based on the results of investigations carried out by me in Management Studies at the Goa Business School, Gou University under the Mentorship of Dr. Suraj Velip, and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities will not be responsible for the correctness of observations/experimental or other findings given the dissertation.

I hereby authorize the University authorities to upload this dissertation on the dissertation repository or anywhere else as the UGC regulations demand and make it available to any one as needed.

Date: 3th May 2024

Place: Goa University

S Joshua Richin

Roll Number:22P0280057

Management Studies

Goa Business School

COMPLETION CERTIFICATE

This is to certify that the internship report " **To Study on Consumer Buying Behaviour: The Influence of Packaging on Chikki"** is a bonfire work carried out by **S Joshua Richin** under my supervision/mentorship in partial fulfilment of the requirements for the award of the degree of **Master of Business Administration** in the Discipline of Management Studies at the Goa Business School, Goa University

Date: 3th May 2024

Dr. Suraj Velip
Project Guide

Dean, Goa Business School

School Stamp

Date: 03th May 2024
Place: Goa University

M/s. MANI MARK SWEETS

MANUFACTURERS :
All Varieties of Chikkies, Ladus & Barfies.

Factory & Resi.: Near Mayur Colony, H. No. 22/3, Caraswada, MAPUSA, GOA - 403 507.

CERTIFICATE

This certificate is awarded to following candidate for satisfactorily completing training with us.

Mr. S Joshua Richin

Training Period: 15 January 2024 - 4th May 2024

Goa University˙

Taleigao Plateau-Goa 403 206

has completed his internship with us from 15 January 2024 to 4 April 2024 in Marketing Department. The student has been regular in his attendance during his internship to the best of our knowledge. We hope that he has benefited from the training provided to him and wish him all the best in her future.

Date: 04/05/2024

For Mani Mark Sweets

Authorized Signatory

Contents

To study on Consumer Buying Behaviour: The Influence of Packaging on Chikki

1. Profile of the Company:

Birds Eye View of The Company

Mani Mark Sweets, founded in 1969 by Mr. Selvan, is a renowned chikki manufacturing plant is nested in Mapusa, Goa. With a rich legacy spanning over five decades, the company has established itself as a pillar of excellence in the confectionery industry, offering a delightful array of traditional Indian sweets and snacks. Renowned for our commitment to quality, Mani Mark Sweets is dedicated to crafting chikki's that captivate the senses and evoke the essence of Indian culinary heritage. Employing a team of 15 dedicated workers and supported by 6 salespersons, the company uphold the highest standards of taste, purity, and freshness in every batch of products.

o **Mission Statement:**

At Mani Mark Sweets, the mission is to preserve and celebrate the timeless traditions of Indian sweets while embracing innovation to meet the evolving tastes of our discerning customers. With a steadfast dedication to quality craftsmanship and customer satisfaction, we strive to uphold our reputation as a trusted purveyor of delectable chikki's and confectioneries.

o **Product Range:**

The extensive product range encompasses an exquisite array of chikki's and sweets crafted with the finest ingredients and meticulous attention to detail. From classic favourites like peanut chikki and sesame chikki to indulgent creations infused with, nuts, and fruits, each offering is a testament to our commitment to culinary excellence and customer delight. Also, the product ranges from varieties of Ladoo, Mysore Pak and milk sweets.

o **Distribution And Availability:**

Mani Mark Sweets' products are available at leading retail outlets, specialty stores, and small stores including school canteens across Goa, ensuring widespread accessibility for our valued customers. Whether enjoyed as a cherished snack for oneself or shared as a gesture of love and celebration, the chikki's and sweets are a testament to the enduring legacy of Mani Mark Sweets and the rich tapestry of Indian culinary heritage.

2. Introduction To the Research Topic:

To Study on Consumer Buying Behaviour: The Influence of Packaging on Chikki

Chikki, a traditional Indian sweet snack, holds a significant place in the country's culinary heritage. It is a confection made primarily from jaggery (a type of cane sugar) and peanuts, sometimes

augmented with other ingredients like sesame seeds or dry fruits. Chikki is renowned for its crunchy texture, rich flavour, and nostalgic appeal, making it a beloved treat enjoyed by people of all ages across India. This research topic aims to investigate the potential benefits and challenges associated with upgrading the packaging of chikki products from traditional transparent wrappers to colour printed wrappers. By incorporating colour printing onto the packaging, companies can enhance brand visibility and attract consumer attention on store shelves, potentially leading to increased sales and market share. Additionally, the transition to colour printed wrappers may offer opportunities for creative branding strategies, allowing companies to communicate key brand messages, product features, and nutritional information more effectively.

Furthermore, the research will delve into how this packaging upgrade can streamline inventory management processes. Colour printed wrappers can include barcodes, QR codes, or other tracking mechanisms, facilitating easier tracking and monitoring of inventory levels. This can lead to improved inventory accuracy, reduced stockouts, and optimized production planning.

The Redesign of the packaging will explore the impact on the cost of raw materials. The study will analyse the cost implications and weigh them against the potential benefits to provide valuable insights for chikki manufacturers considering such an upgrade. In addition to exploring the potential benefits of transitioning to colour printed wrappers, this study will delve into strategies for enhancing cost optimization related to raw materials and inventory management in the chikki manufacturing process. chikki manufacturers can minimize excess inventory, reduce material wastage, and negotiate favourable pricing agreements with suppliers.

3. <u>Company Analysis:</u>

<u>Internal Company Analysis</u>

1. **SWOT Analysis:**

Strengths:

- Unique product offering (Chikki) with potential for niche market targeting.

- Local production can lead to lower costs and fresher ingredients.

- Opportunity to capitalize on tourism in Goa by offering traditional local snacks.

Weaknesses:

- Limited resources for marketing and distribution compared to larger competitors.

- Seasonal demand fluctuations may affect sales.

- Relatively small scale of operations may limit economies of scale.

Opportunities:

- Diversification into related products such as traditional Goan sweets.

- Expansion of distribution channels to reach wider markets within and outside Goa.

- Leveraging Goa's reputation as a tourist destination to promote the brand.

Threats:

- Competition from larger snack companies with established distribution networks.

- Fluctuations in raw material prices.

- Changing consumer preferences and health concerns impacting demand for traditional sweets.

2. **VRIN Analysis:**

Valuable:

- Yes, if the company's Chikki offers unique Flavors or ingredients not readily available from competitors.

- Local production may also offer freshness and authenticity valued by consumers.

Rare:

- Possibly, depending on the uniqueness of the Chikki recipes and ingredients.

- Intellectual property protection or trade secrets could enhance rarity.

Inimitable:

- Potentially, if the production process or recipe is difficult to replicate.

- However, competitors may attempt to reverse engineer or mimic the product.

Non-substitutable:

- Depends on consumer preferences and brand loyalty.

- Building strong brand recognition and customer loyalty can make the product less substitutable.

This analysis should provide insights into the internal and external factors affecting the Chikki company in Goa, helping in strategic decision-making for a small-scale industry

External company Analysis

1. PESTEL Analysis:

Political:

- Stable political environment in Goa may lead to consistent regulations for food production.

- Government policies on agriculture and small-scale industries can affect the supply chain and business operations.

Economic:

- Economic fluctuations may impact consumer spending on discretionary items like snacks.

- Local economic conditions in Goa may influence purchasing power and demand.

Social:

- Cultural appreciation for traditional Goan snacks can drive demand.

- Changing dietary habits and health consciousness may affect consumer preferences.

Technological:

- Adoption of technology in production processes can improve efficiency and quality.

- Technological advancements in packaging and distribution can enhance market reach.

Environmental:

- Sustainable sourcing of ingredients and eco-friendly packaging can appeal to environmentally conscious consumers.

- Weather conditions may affect the availability and pricing of raw materials.

Legal:

- Compliance with food safety regulations and labelling requirements is essential.

- Labor laws and regulations regarding small-scale industries may impact operations.

2.Five Forces Analysis:

Supplier Power:

- Moderate, as there may be several suppliers of raw materials like nuts, jaggery, and flavourings.

- However, dependence on specific suppliers for unique ingredients may give them some power.

Buyer Power:

- Moderate to high, as buyers have many alternatives in the snack market.

- Price sensitivity and low switching costs may increase buyer power.

Competitive Rivalry:

- High, as there may be numerous local and regional competitors producing similar snacks.

- Differentiation through unique Flavors or packaging can help mitigate this rivalry.

Threat of Substitutes:

- Moderate, as there are alternatives to Chikki such as chocolates, candies, and healthier snack options.

- Brand loyalty and product quality can mitigate this threat.

Threat of New Entrants:

- Moderate, as barriers to entry may include establishing distribution channels and building brand recognition.

- However, the relatively low capital requirement for a small-scale operation may attract new entrants.

4. <u>Literature Review:</u>

Product packaging serves as a multifaceted tool that extends beyond mere containment and protection of goods. In today's consumer-centric market, packaging plays a pivotal role in communication, marketing, and brand extension**.** Buthkevicience et al. (2008) emphasize that packaging acts as a conduit for information, effectively communicating with consumers at various touchpoints. It serves as a silent yet powerful spokesperson for the product, conveying essential details about its features, benefits, and usage instructions Well et al (2007).

The contemporary marketplace is inundated with an overwhelming array of choices, presenting consumers with over 25,000 product options in just a brief half-hour shopping session (Kevin, 2008). In such a competitive landscape, businesses must find unique ways to attract customers, and packaging emerges as a crucial tool in this endeavour. With multifaceted functions in marketing, packaging not only contains and protects the product but also serves as a powerful promotional tool, aids in recycling efforts, and contributes to reducing environmental damage (Lamb, 2011).

Factors such as packaging colour, material, design, and information play a pivotal role in influencing consumer buying behaviour (Ampuero and Vila, 2006). Colours, in particular, evoke specific moods and emotions, with black symbolizing power, red representing energy, blue conveying trust, and green suggesting freshness or organic qualities (Rettie and Brewer, 2000). Effective labelling, providing comprehensive information about product ingredients, category, specifications, and origin, is instrumental in shaping consumer decisions (Borin et al., 2011). In today's health-conscious consumer landscape, labels are scrutinized for their role in conveying important health-related information (Morris, 1997).

4.1 Buying Behaviour

In the modern era, consumers prioritize purchasing products with appealing features and packaging due to their heightened awareness of product usage. Packaging has emerged as a crucial tool for communication, exerting a significant influence on consumer buying behaviour (Underwood, 2003; Rettie & Brewer, 2000; Barber, Almanza, & Donovan, 2006; Adelina & Morgan, 2007). The design and presentation of product packaging play a pivotal role in shaping consumer purchase decisions. According to Karbasivar & Yarahmadi (2011), the use of attractive colours in packaging design positively impacts consumers' purchasing choices.

4.2 Colour

Product colour, style, and design not only distinguish a product from others but also compete with them, influencing consumer purchase decisions (Rocchi and Stefani, 2005). Consumers often prioritize product colour, even opting for lower-quality items if they have appealing colours (McLeod, 1999). Colour serves as an extrinsic cue, conveying authenticity and information about specifications and quality (Olson and Jacoby, 1973; Halewood and Hannam, 2001; Marianna, 1997). Consumers associate certain colours with preferences, impacting their purchasing decisions (Madden et al., 2000). Colour consistency influences consumer satisfaction and purchasing

behaviour, particularly in baby products (Hollywood, 2003). Familiar colours within product classes enhance consumer acceptance (Kauppinen-Raisanen, 2010), while changes in colour can lead to consumer confusion.

4.3 Product Size

Packaging serves as a competitive tool, meeting market objectives while fulfilling customer desires through its various elements such as size, colour, text, shape, design, and graphical information. It is now recognized as an integral part of the product, distinguishing brands and providing competitive advantages (Keller, 2009). P. R. Smith (2004) identifies six primary elements of packaging, including size, colour, graphics, text, material, and smell, each contributing to the overall effectiveness and appeal of the product packaging.

4.4 Wrapper Design

In today's competitive market, product packaging serves as a vital identifier and extension of the product. The design of the wrapper plays a crucial role in attracting consumers, with children exhibiting particularly sensitive behaviour towards it during purchases. Consequently, companies prioritize strategies to enhance wrapper designs to capture consumer attention. Research by Arun Kumar Agariya (2012) suggests that consumers form perceptions and images of products based on wrapper designs, while Golnesa Ahmadi (2013) notes that attractive designs stimulate consumer desire for the product. Additionally, the shape of the product impacts its portability and usage, as revealed in visual packaging surveys conducted by Wang (2013), influencing consumer perceptions of food quality and brand preference.

5. <u>Research Gap and Questions</u>

5.1 Research Gap:

Previous research primarily emphasized the protective function of packaging, aimed at preserving the product. However, our current study shifts the focus towards understanding consumer behaviour and its relation to Chikki in Goa. This research is invaluable for informing future marketing strategies, particularly concerning packaging. Ultimately, this study contributes to enhancing marketing approaches and strategies, empowering marketers to better connect with consumers and drive sales through packaging innovations for chikki in Goa. As There is no past study conducted in Goa so it would address the need for company to understand consumer buying intentions to maintain market presence with new wrapper packaging. Highlighting the importance of leveraging packaging as a strategic tool to meet consumer demands and preferences effectively. And offers valuable insights for companies aiming to enhance their market position through strategic packaging strategies.

5.2 Questions:

1. How does packaging influence consumer buying decisions regarding chikki?

2. What is the impact of packaging elements such as colour, labelling, design of wrapper, printed information on consumer buying behaviour?

3. What do consumer look for before in their decision-making process when purchasing Chikki

6. <u>Objectives Of the Study:</u>

1. **To examine the impact of packaging on consumer buying decisions regarding to chikki.**

2. **To identify the effect of packaging elements (Colour, Labelling, Quality of packaging materials, Design of wrapper, Printed information, Language) on consumer buying behaviour.**

3. **To identify the specific features of packaging that attract consumers to Chikki.**

7. <u>Research Methodology:</u>

- Source Of Data:

  This survey research focuses on the various aspects of the consumer buying behaviour which are influences by the element of the packaging in Goa. All the primary data become the source for this research which would be freshly collected, mainly through direct surveys through electronic forms targeting the consumers and distributers of chikki. For the completion of this research survey a questionnaire which have at least 5 different types question on each variable. Also, Secondary data would be used for this study through different sources such as online or reports.

- Sample Size:

  The sample size of the study is based on all the chikki consumers for different stores, shop keepers and distributers based in Goa.

- Sampling Technique:

  Random sampling technique becomes the base for this research application.

- Methods Used:

  For the study on the impact of packaging on consumer buying behaviour with respect to chikki, several statistical methods can be employed to analyse the data effectively. Correlation analysis can be utilized to explore the relationship between various packaging elements (such as colour, labelling, and design) and consumer buying behaviour. This method helps identify any linear associations between two continuous variables, providing insights into how changes in one variable may affect the other. Additionally, regression analysis can be employed to understand the predictive power of packaging features on consumer behaviour. By modelling the relationship between independent variables (packaging elements) and a dependent variable (consumer buying behaviour), regression analysis can quantify the impact of each packaging factor and identify significant predictors of consumer preferences and choices. Overall, employing these statistical methods can enhance the understanding of how packaging influences consumer behaviour in the context of Chikki products
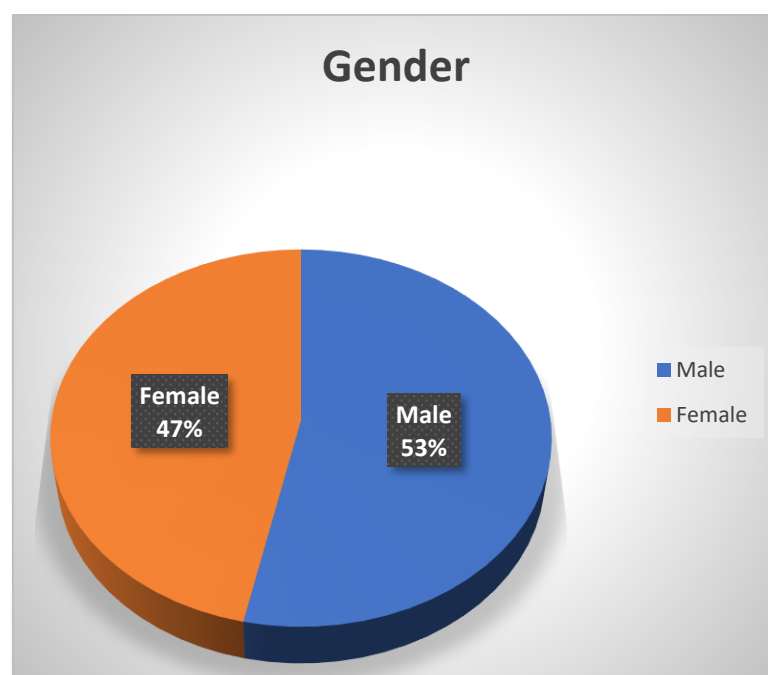
8. Data Analysis

Age
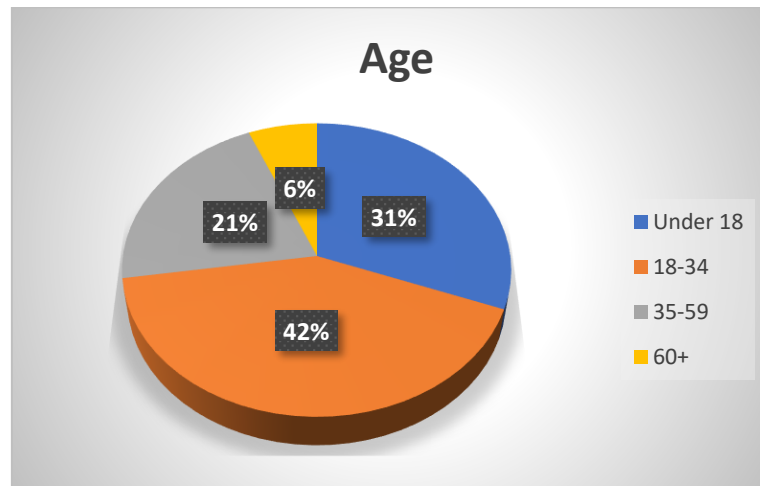
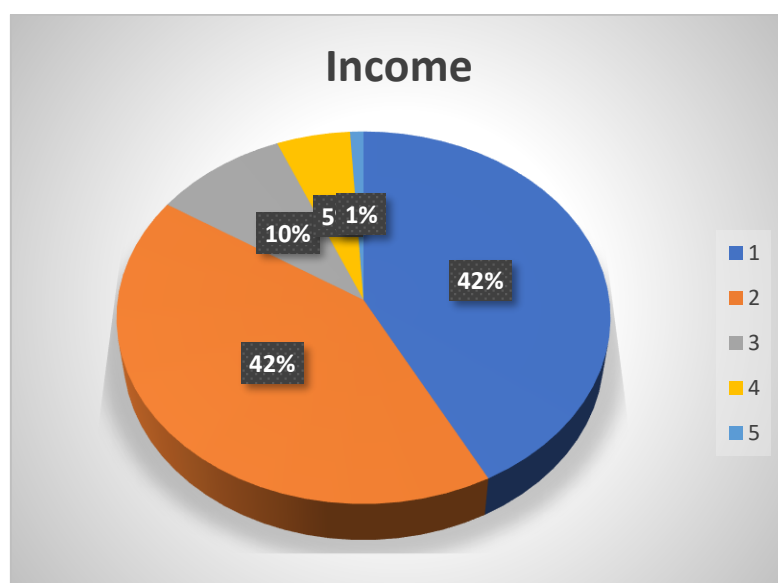As per the above pie chart, a majority of 42% respondents were from the 18-34 age group.

Around 31% were from under 18 while the rest were 35 and above.

Gender

Both the gender respondents were of equal in number where Male were 53% and Female were
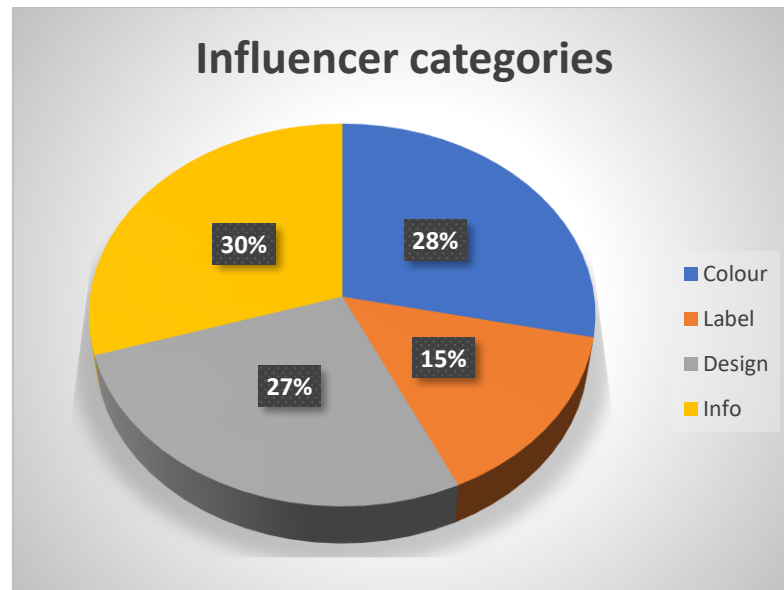
47%

Income

This Pie shows the different level of income where 42% Is from less than Rs 250000

And 42% between Rs 250000-499999 and the rest are Rs 500000 or more

Influencer category

The pie below represents data of 4 different categories what influence the purchase of Chikki

which are colour, labelling, design and the information provided

1. **Colour**: The colour of Chikki packaging catches the eye and conveys emotions. Vibrant colours like red and gold suggest freshness and quality. Colours associated with ingredients (like brown for jaggery or various nut shades) hint at Flavors, making it more appealing.

2. **Label**: A well-designed label showcases the brand and key information. It often includes images of ingredients, evoking authenticity. The label helps consumers recognize the product and creates a visual identity that can influence purchasing decisions.

3. **Design**: Packaging design plays a crucial role in attracting buyers. Aesthetic appeal, alignment with cultural elements, and conveying tradition or nostalgia can make the product more desirable. Design elements should reflect the product's quality and uniqueness.

4. **Information**: Clear and concise information on packaging is vital. It informs consumers about ingredients, nutritional value, certifications, and expiry dates. Transparent information builds trust, and highlighting unique selling points sets the product apart, influencing consumer choices

Finding how age plays an important role in purchase behaviour of Chikki

1. <u>Under 18</u>

   Here below are the pie charts which shows the factors which influences the people who are under 18 the most
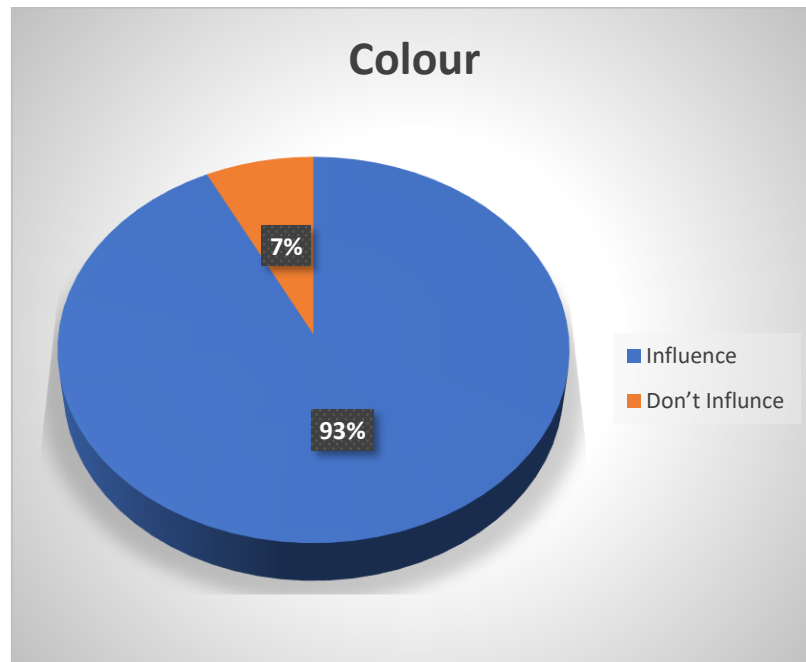
The above Pie chart suggest that more than 90% of respondent who are below 18 have agreed that colour of the wrapper plays an important role in purchasing of Chikki for the people who are below 18

Labelling

12%

88%

■ Influence
■ Don't Influnce
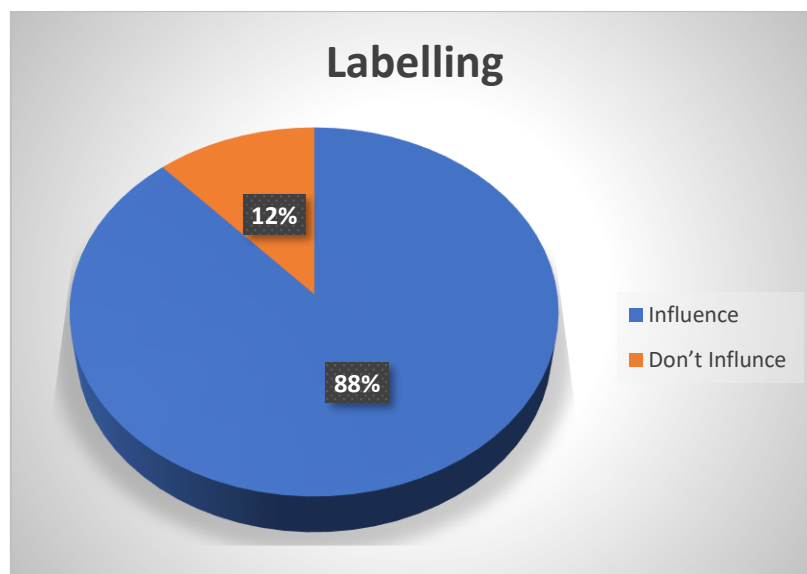
The above Pie chart suggest that 88% of respondent who are below 18 have agreed that

Labelling plays and vital role purchasing of Chikki for the people who are below 18

Design

12%

88%

■ Influence
■ Don't Influnce
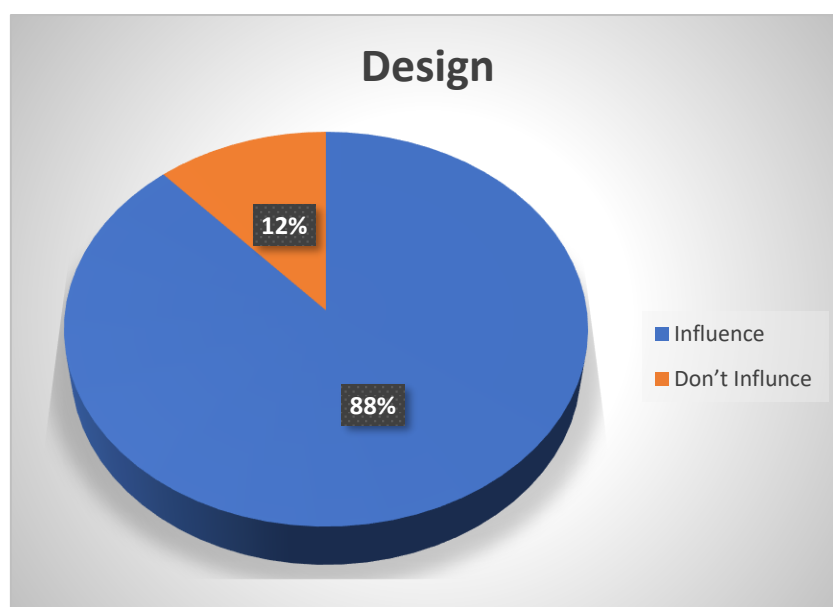
The above Pie chart suggest that 88% of respondent who are Under 18 have agreed that

Design plays and vital role purchasing of Chikki for the people who are Under 18
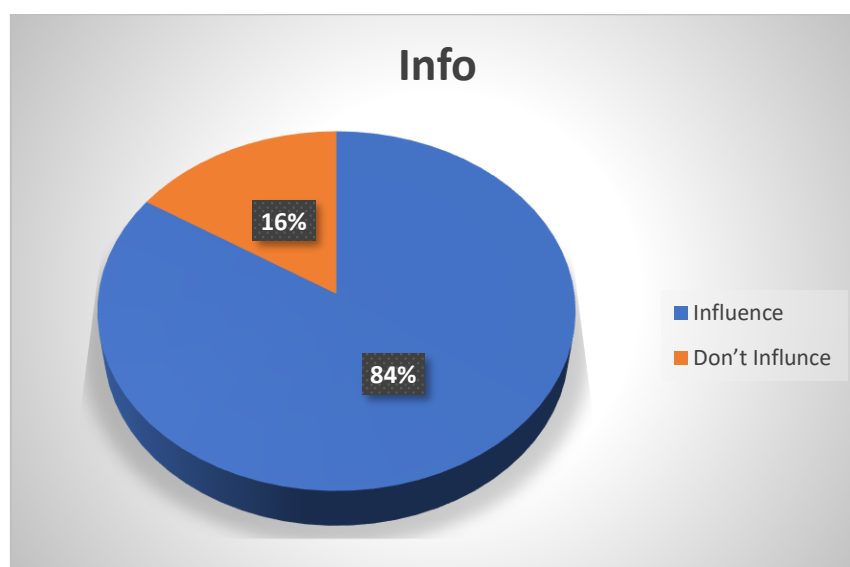
The above Pie chart we can see that Information is the least Influential of the 4 factors

Which being 84%

In conclusion, the factors of colour, label design, packaging design, and information collectively influence the purchase decisions of Chikki consumers. Each element contributes uniquely to the product's appeal and communicates essential aspects to potential buyers. While colour captivates attention and evokes emotions, label design creates brand recognition and visual identity. Packaging design enhances perceived value and aligns with consumer preferences, fostering a memorable impression. However, information, though critical for informed decision-making, might hold less significance for individuals under 18 due to their primary focus on visual and emotional cues rather than detailed product information. This demographic often relies on immediate sensory perceptions and peer influence in their purchasing decisions, placing less emphasis on the informational aspects of packaging. Therefore, while information remains vital overall, its relative importance may vary depending on the target demographic's age and consumer behaviour patterns.
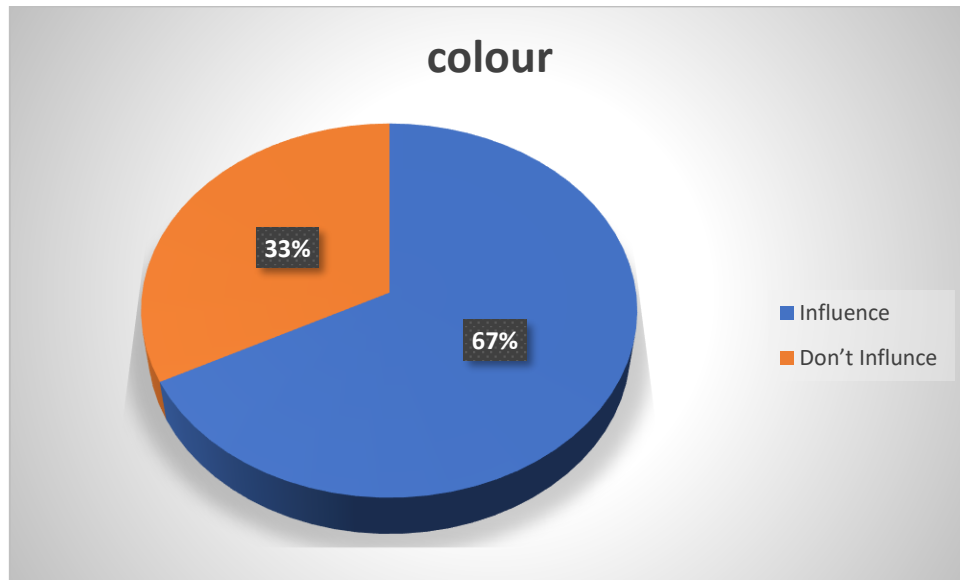
2. <u>18 – 34</u>

Here below are the pie charts which shows the factors which influences the people who are of the 18 – 34.

approximately 67% of consumers who are of the age between 18 - 34 acknowledge that colour significantly influences their purchase decisions when it comes to Chikki. And 33% feel it doesn't play a significant role
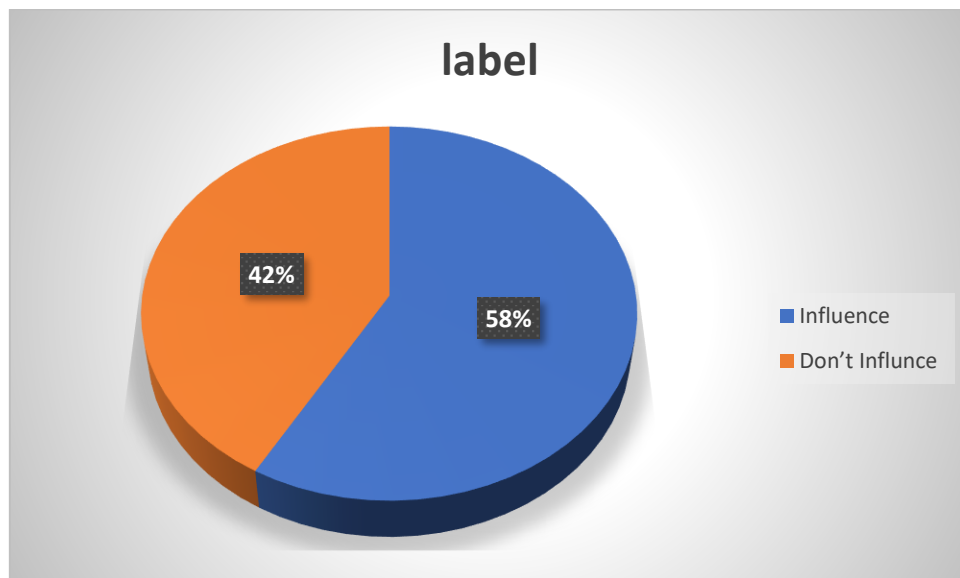
approximately 58% of consumers who are of the age between 18 - 34 acknowledge label significantly influences their purchase decisions when it comes to Chikki. And 42% feel it doesn't play a significant role. Its most like a 50-50 agreement where some feel it's really important in an package and others feel not really influential
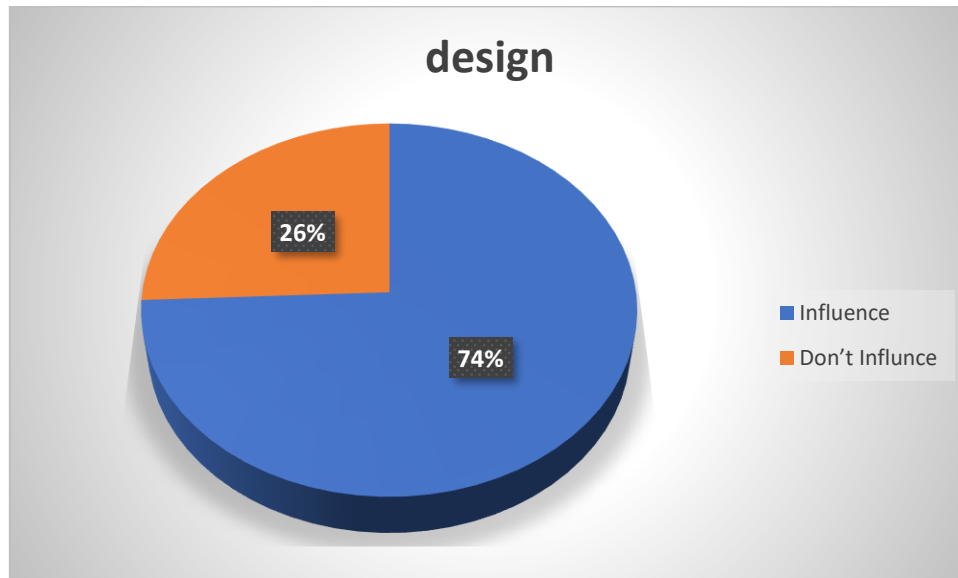
approximately 74% of consumers who are of the age between 18 - 34 acknowledge that design significantly influences their purchase decisions when it comes to Chikki. And 26% feel it doesn't play a significant role. Majority feel design is very important aspect of Chikki wrapper

91% of consumers who are of the age between 18 - 34 acknowledge that design significantly influences their purchase decisions when it comes to Chikki. Which indicates that the information provided by the wrapper is very important and they expect proper information such as Barcode or QR code and other information such as licence number and ingrediencies
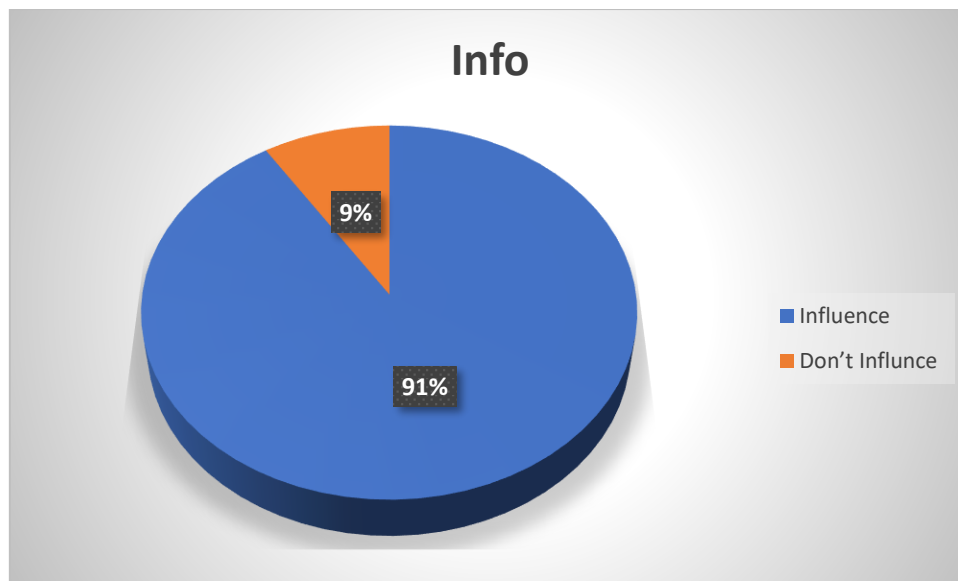
In conclusion, the factors of colour, label design, packaging design, and information collectively shape the purchasing behaviour of Chikki consumers, with each element playing a distinct role in influencing their decisions. However, for individuals aged between 18 to 35, information emerges as the most influential factor, accounting for approximately 94% of their decision-making process. This demographic place a high premium on transparency, seeking detailed information about ingredients, nutritional value, sourcing practices, and sustainability efforts. In an era marked by heightened awareness of health and ethical considerations, young consumers prioritize products that align with their values and lifestyle choices. Therefore, while colour, label, and design continue to hold significance in attracting attention and creating brand recognition, comprehensive information emerges as the primary driver of purchase

decisions among the 18 to 35 age group, reflecting their desire for transparency and informed choices.

3. <u>35 – 59</u>

Colour

8%

92%

■ Influence
■ Don't Influnce
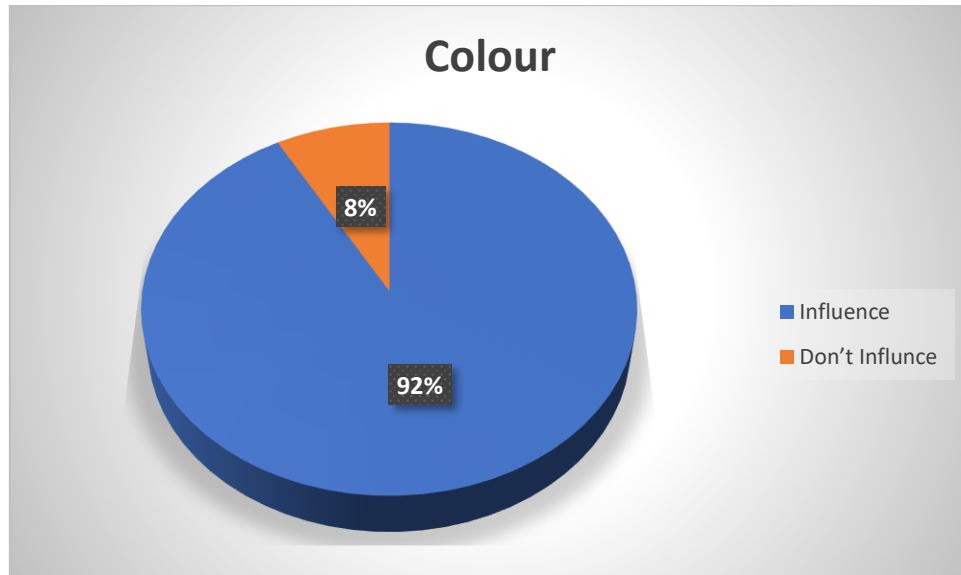
In a quick snapshot, for the age group of 35-59, a significant majority, around 92%, recognize the influential role of colour in their Chikki purchasing decisions. However, there remains a minority, approximately 8%, who believe that colour does not significantly impact their choices.

Label

14%

86%

■ Influence
■ Don't Influnce
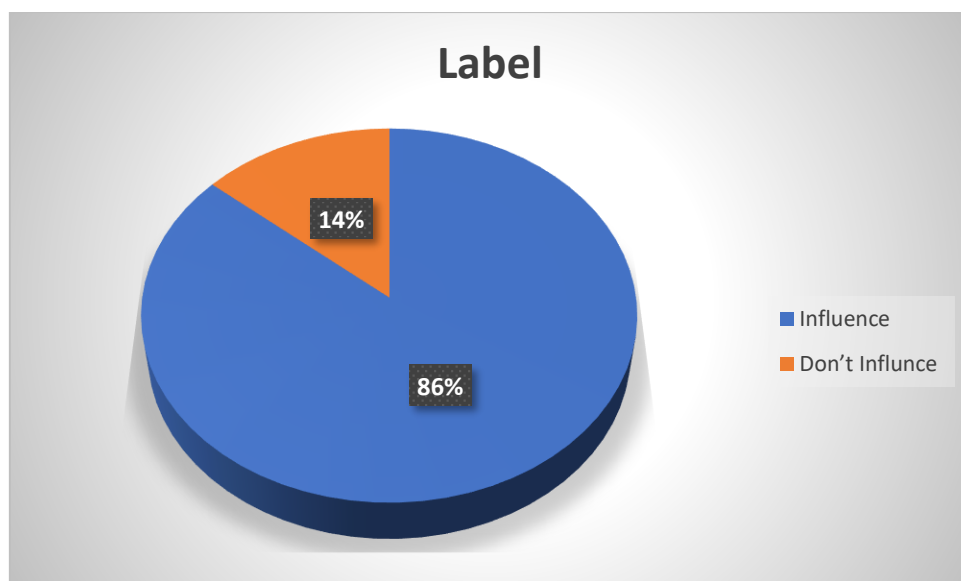
In a quick snapshot, for the age group of 35-59, a significant majority, around 86%, recognize the influential role of Labelling in their Chikki purchasing decisions. However, there remains a minority, approximately 14%, who believe that colour does not significantly impact their choices.

In a quick snapshot, for the age group of 35-59, a significant majority, around 87%, recognize the influential role of design in their Chikki purchasing decisions. However, there remains a minority, approximately 13%, who believe that colour does not significantly impact their choices.

In a quick snapshot, for the age group of 35-59, a significant majority, around 97%, recognize the influential role of colour in their Chikki purchasing decisions. However, there remains a minority, approximately 3%, who believe that colour does not significantly impact their choices.
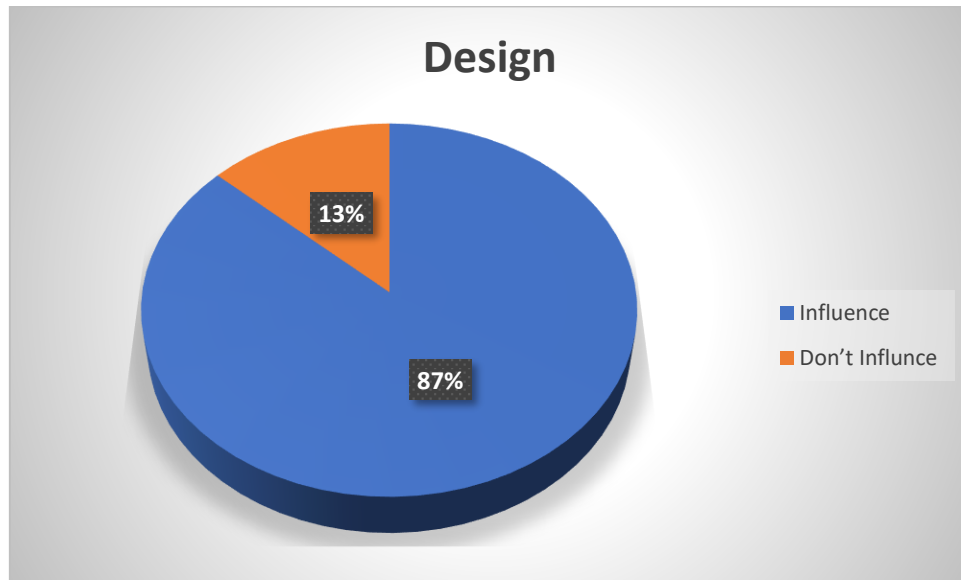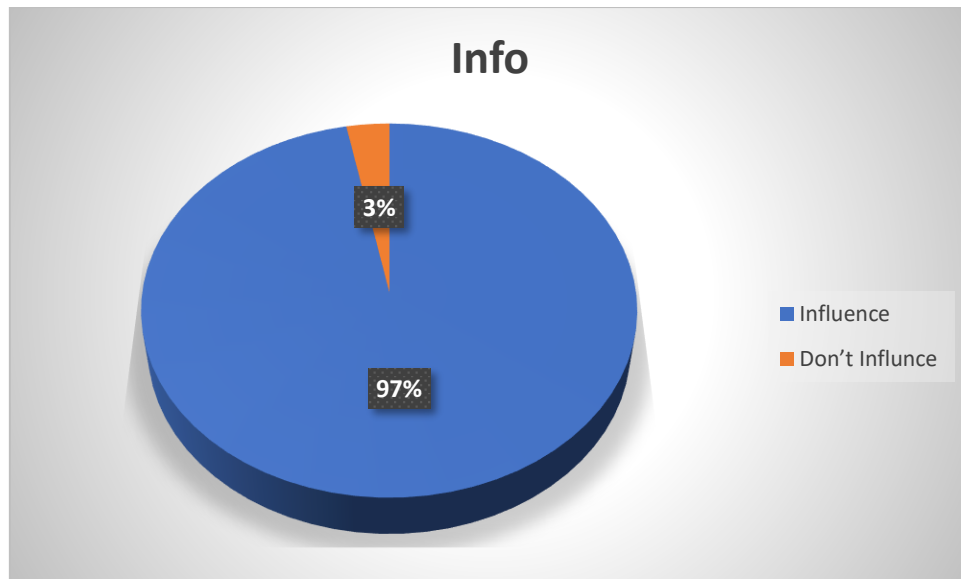
In summary, the four factors—colour, label, design, and information— collectively influence the purchasing behaviour of Chikki consumers. Among individuals aged between 35 to 59, information emerges as the most influential factor, with a staggering 97% considering it crucial in their decision-making process. This demographic values transparency and seeks detailed information about ingredients, nutritional content, and product origins to make informed choices aligned with their health and ethical considerations.

While information holds significant sway, colour remains a formidable influencer, with 92% of consumers in this age group acknowledging its impact. Colour plays a vital role in capturing attention, evoking emotions, and shaping perceptions of the product's quality and appeal. Warm, vibrant hues often evoke a sense of freshness and indulgence, resonating

well with consumers' preferences and contributing to the overall attractiveness of the product.

In essence, while both information and colour play pivotal roles in influencing purchasing decisions, the emphasis on transparency and detailed product information among the 35 to 59 age group underscores the importance of catering to diverse consumer preferences and priorities. By providing clear, comprehensive information and employing visually appealing colour schemes, Chikki manufacturers can effectively engage and satisfy the needs of this demographic, ultimately driving sales and fostering consumer loyalty.

4. <u>60 and above</u>

In brief, among individuals aged 60 and above, a notable 38% recognize the influence of colour on their Chikki purchasing decisions. However, a majority, approximately 62%, believe that colour does not significantly sway their choices.

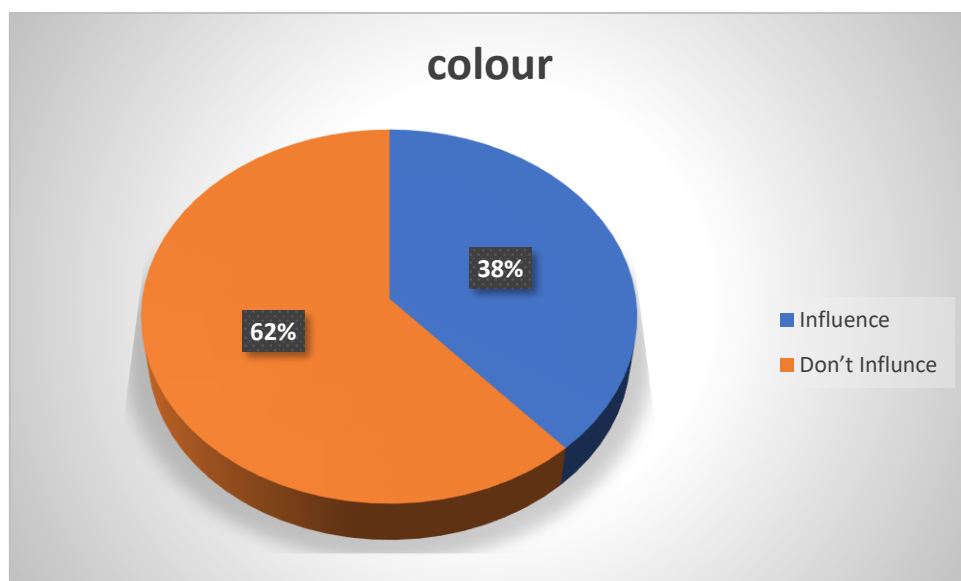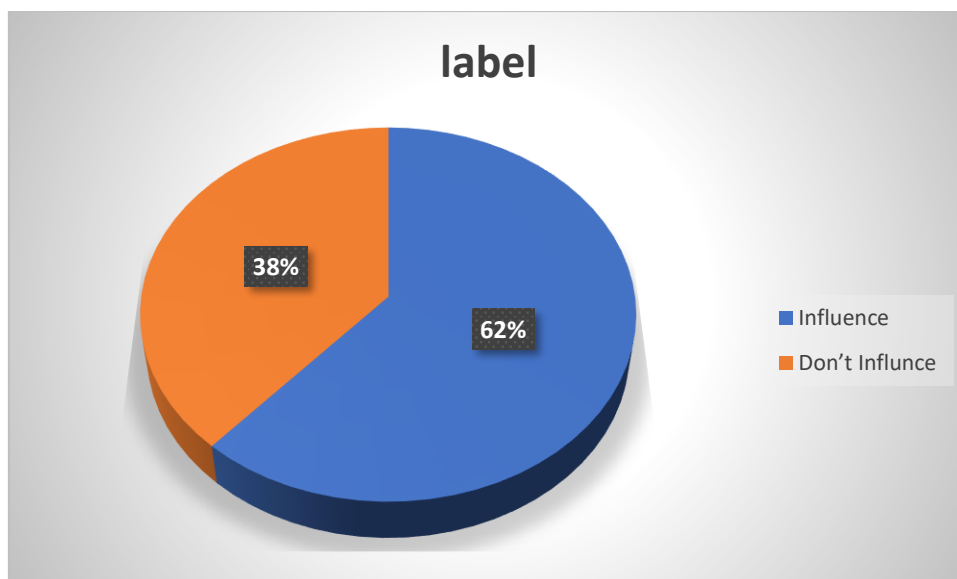In a nutshell, within the age group of 60 and above, a significant 62% acknowledge that labelling influences their decisions when purchasing chikki. However, a notable 38% feel that labelling doesn't hold much sway over their choices.
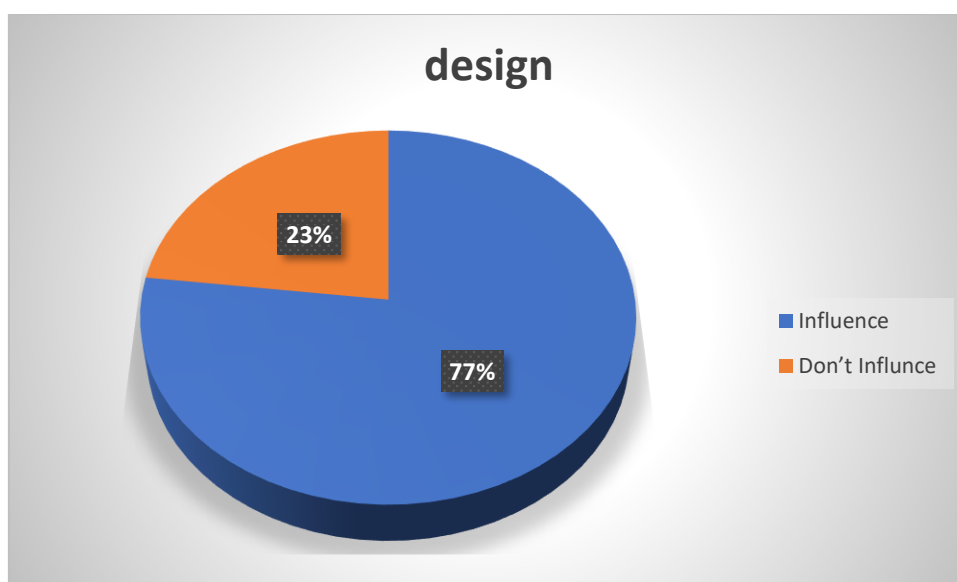
In a nutshell, within the age group of 60 and above, a significant 77% acknowledge that labelling influences their decisions when purchasing chikki. However, 23% feel that labelling doesn't hold much sway over their choices.
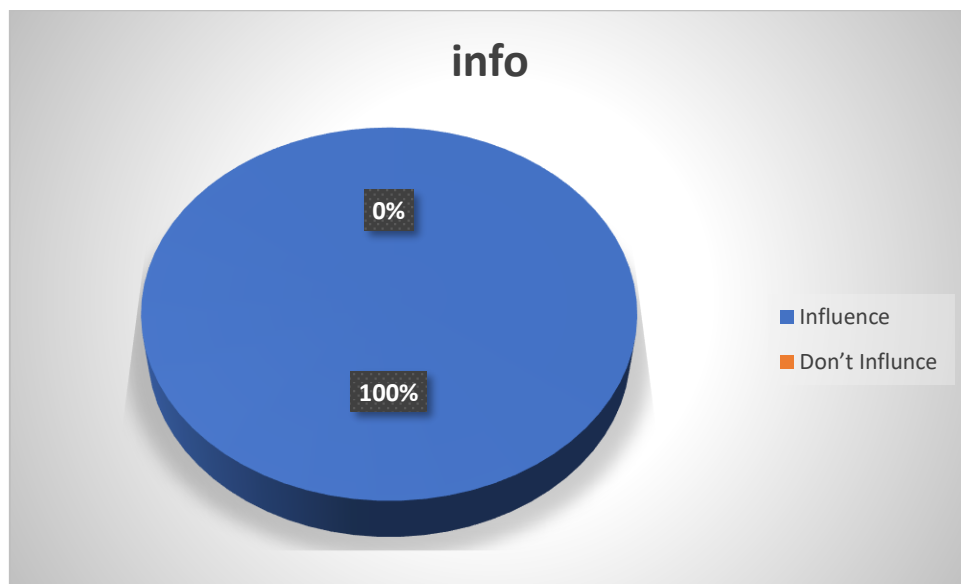
In a concise summary, it's striking that among individuals aged 60 and above, every respondent, totalling 100%, acknowledges the significant influence of information on their Chikki purchasing decisions. This unanimous agreement could be attributed to a desire for thorough understanding and assurance regarding the product's ingredients, nutritional content, and production methods. With a potential focus on health and dietary considerations, these demographic likely values transparent and comprehensive information to make informed choices.

In conclusion, among individuals aged 60 and above, information emerges as the predominant factor influencing Chikki purchase decisions, with a resounding 100% agreement on its significance. This demographic place utmost importance on detailed product information, seeking clarity on ingredients, nutritional content, and production methods to make informed choices aligning with health and dietary needs.

While information reigns supreme, other factors also play notable roles. Design holds considerable sway, with 77% of respondents recognizing its influence. The packaging

design likely appeals to this demographic through its aesthetics and functionality, conveying a sense of quality and trustworthiness.

Labelling follows closely behind, with 62% acknowledging its impact. Clear and informative labels likely aid in brand recognition and facilitate ease of understanding, contributing to consumer confidence and purchase decisions.

Interestingly, colour appears to have a comparatively lesser influence, with only 38% acknowledging its significance. This could be attributed to a potential prioritization of practicality and information over visual appeal among older consumers, who may place greater emphasis on product content and reliability.

Overall, while each factor plays a role, the unwavering emphasis on comprehensive information underscores the importance of transparency and clarity in meeting the needs and preferences of individuals aged 60 and above when purchasing Chikki.

Correlation

Correlation can range from -1 to 1, where -1 represents a perfect negative correlation (inverse relationship), 1 represents a perfect positive correlation (direct relationship), and 0 represents no correlation (no relationship) between the variables.

Correlation Matrix

		Age	Gender	Income	Colour	Labelling	Design	Info
Age	Pearson's r	—						
	df	—						
	p-value	—						
Gender	Pearson's r	-0.123	—					
	df	206	—					

Correlation Matrix

		Age	Gender	Income	Colour	Labelling	Design	Info
	p-value	0.076	—					
Income	Pearson's r	0.491	-0.116	—				
	df	206	206	—				
	p-value	< .001	0.095	—				
Colour	Pearson's r	-0.106	-0.105	0.128	—			
	df	206	206	206	—			
	p-value	0.128	0.132	0.065	—			
Labelling	Pearson's r	-0.158	0.008	-0.032	0.364	—		
	df	206	206	206	206	—		
	p-value	0.023	0.909	0.642	< .001	—		
Design	Pearson's r	-0.087	0.001	0.188	0.274	0.430	—	
	df	206	206	206	206	206	—	
	p-value	0.210	0.991	0.006	< .001	< .001	—	
Info	Pearson's r	0.008	0.073	0.222	0.249	0.290	0.397	—
	df	206	206	206	206	206	206	—
	p-value	0.906	0.293	0.001	< .001	< .001	< .001	—

1. **Hypothesis 1**: There is no significant relationship between age and gender in the sample population.

   - Null Hypothesis (H0): There is no correlation between age and gender.

   - Alternative Hypothesis (H1): There is a correlation between age and gender.

2. **Hypothesis 2**: There is no significant relationship between gender and income in the sample population.

   - Null Hypothesis (H0): There is no correlation between gender and income.

- Alternative Hypothesis (H1): There is a correlation between gender and income.

3. **Hypothesis 3**: Income does not significantly influence preferences or perceptions related to colour, labelling, design, and information presentation.

    - Null Hypothesis (H0): There is no correlation between income and preferences/perceptions related to colour, labelling, design, and information presentation.

    - Alternative Hypothesis (H1): There is a correlation between income and preferences/perceptions related to colour, labelling, design, and information presentation.

1. **Age and Gender**:

    - Pearson's r: -0.123, p-value = 0.076 (not statistically significant)

    - Analysis: The correlation between age and gender is weak and not statistically significant, suggesting that there is no clear linear relationship between age and gender in the sample population.

2. **Gender and Income**:

    - Pearson's r: -0.116, p-value = 0.095 (not statistically significant)

    - Analysis: The correlation between gender and income is weak and not statistically significant, indicating that there is no significant linear relationship between gender and income in the sample.

3. **Income**:

    - Correlations with Colour, Labelling, Design, and Info: Varying correlation coefficients ranging from 0.491 to 0.128, all statistically significant with p-values < 0.001 or < 0.05.

- Analysis: Income shows significant correlations with other variables, suggesting that higher income individuals may have different preferences or behaviors regarding colour, labelling, design, and information presentation.

4. **Colour, Labelling, Design, and Info**:

- Correlations among these variables: Varying correlation coefficients, some statistically significant and some not.

- Analysis: The correlations among these variables indicate potential relationships in preferences or perceptions related to colour, labelling, design, and information presentation, though the strength and significance of these relationships vary.

Reliability Analysis

Scale Reliability Statistics

	Mean	SD	Cronbach's α
scale	4.27	0.438	0.866

1. **Mean**: The mean score on the scale is 4.27. This suggests a high level of agreement or satisfaction on average among respondents.

2. **Standard Deviation (SD)**: The standard deviation is 0.438. This indicates moderate variability among individual scores around the mean.

3. **Cronbach's Alpha (α)**: Cronbach's alpha is a measure of internal consistency reliability for scales or questionnaires. With a value of 0.866, this suggests very good internal consistency reliability for the scale. It indicates that the items on the scale are

highly correlated with each other, demonstrating strong reliability in measuring the same underlying construct.

Based on these statistics:

- The mean score indicates a high level of agreement or satisfaction on average.

- The standard deviation suggests moderate variability among individual scores.

- The Cronbach's alpha coefficient of 0.866 indicates very good internal consistency reliability for the scale, suggesting that the items are highly correlated with each other and effectively measure the same underlying construct. This implies that the scale is reliable for assessing the targeted construct.

Regression

Regression analysis is a statistical method used to estimate the association between variables. It involves examining the relationship between a dependent variable and one or more independent variables. Regression allows us to model and analyse multiple variables, focusing on how changes in the independent variables affect the dependent variable while holding other independent variables constant. This analysis helps in understanding how the value of the dependent variable changes in response to variations in the independent variables

Null Hypothesis (H0): There is no significant relationship between colour, design, label, and information and buying behaviour of Chikki.

Alternative Hypothesis (H1): There is a significant relationship between at least one of colour, design, label, and information and buying behaviour of Chikki.

1) <u>**Colour**</u>

Model Coefficients - Colour

Predictor	Estimate	SE	t	p
Intercept	4.555	0.1835	24.83	< .001
Age	-0.163	0.0547	-2.98	0.003
Gender	-0.131	0.0843	-1.56	0.120
Income	0.160	0.0542	2.95	0.004

1. **Intercept**:

   - Estimate: 4.555

   - SE (Standard Error): 0.1835

   - t-value: 24.83

   - p-value: < .001

   - Interpretation: The estimated intercept represents the predicted value of buying behaviour when all predictor variables (age, gender, income) are zero. A high t-value and a very low p-value (< .001) suggest that the intercept is significantly different from zero, indicating that it is statistically significant.

2. **Age**:

   - Estimate: -0.163

   - SE: 0.0547

   - t-value: -2.98

   - p-value: 0.003

   - Interpretation: The estimated coefficient for age is -0.163. This suggests that for each unit increase in age, the predicted buying behaviour decreases by 0.163 units, holding other variables constant. The negative t-value and low p-value (0.003) indicate that age is a significant predictor of buying behaviour.

3. **Gender**:

- Estimate: -0.131

- SE: 0.0843

- t-value: -1.56

- p-value: 0.120

- Interpretation: The estimated coefficient for gender is -0.131. This suggests that being male (or a specific gender category, depending on coding) is associated with a decrease in predicted buying behaviour by 0.131 units, holding other variables constant. The t-value is relatively low and the p-value (0.120) is higher than the typical significance level (0.05), indicating that gender may not be a significant predictor in this model.

4. **Income**:

- Estimate: 0.160

- SE: 0.0542

- t-value: 2.95

- p-value: 0.004

- Interpretation: The estimated coefficient for income is 0.160. This suggests that for each unit increase in income, the predicted buying behaviour increases by 0.160 units, holding other variables constant. The positive t-value and low p-value (0.004) indicate that income is a significant predictor of buying behaviour. In summary, age and income appear to be significant predictors of buying behaviour, while gender may not be significant in this model. The intercept is also significant, representing the baseline buying behaviour when all predictors are zero which indicates accept alternate hypothesis.

2) labelling

Model Coefficients - Labelling

Predictor	Estimate	SE	t	p
Intercept	4.5831	0.2121	21.613	< .001
Age	-0.1495	0.0632	-2.364	0.019
Gender	-0.0116	0.0974	-0.119	0.905
Income	0.0465	0.0627	0.742	0.049

1. Intercept:

   - Estimate: 4.5831

   - SE (Standard Error): 0.2121

   - t-value: 21.613

   - p-value: < .001

   - Interpretation: The intercept represents the predicted value of buying behaviour when all predictor variables (age, gender, income) are zero. The high t-value and very low p-value (< .001) suggest that the intercept is significantly different from zero, indicating statistical significance.

2. Age:

   - Estimate: -0.1495

   - SE: 0.0632

   - t-value: -2.364

   - p-value: 0.019

   - Interpretation: For each unit increase in age, the predicted buying behaviour decreases by 0.1495 units, holding other variables constant. The negative t-

value and low p-value (0.019) indicate that age is a significant predictor of buying behaviour.

3. Gender:

    - Estimate: -0.0116

    - SE: 0.0974

    - t-value: -0.119

    - p-value: 0.905

    - Interpretation: The estimated coefficient for gender is -0.0116. This suggests that gender does not have a significant impact on predicted buying behaviour, holding other variables constant. The t-value is low and the p-value (0.905) is much higher than the typical significance level (0.05), indicating that gender is not a significant predictor in this model.

4. Income:

    - Estimate: 0.0465

    - SE: 0.0627

    - t-value: 0.742

    - p-value: 0.049

    - Interpretation: For each unit increase in income, the predicted buying behaviour increases by 0.0465 units, holding other variables constant. The positive t-value and low p-value (0.049) indicate that income is a significant predictor of buying behaviour.

In summary, age and income appear to be significant predictors of buying behaviour, while gender does not have a significant impact in this model. The intercept is also significant, representing the baseline buying behaviour when all predictors are zero

3) Design

Model Coefficients - Design

Predictor	Estimate	SE	t	p
Intercept	4.14261	0.1906	21.737	< .001
Age	-0.17360	0.0568	-3.055	0.003
Gender	0.00924	0.0875	0.106	0.916
Income	0.22247	0.0563	3.949	< .001

1. **Intercept**:

   - Estimate: 4.14261

   - SE: 0.1906

   - t-value: 21.737

   - p-value: < .001

   - Interpretation: The intercept represents the predicted value of buying behaviour when all predictor variables (age, gender, income) are zero. The significant p-value (< .001) suggests that the intercept is significantly different from zero, indicating statistical significance.

2. **Age**:

   - Estimate: -0.17360

   - SE: 0.0568

   - t-value: -3.055

   - p-value: 0.003

- Interpretation: For each unit increase in age, the predicted buying behaviour decreases by 0.17360 units, holding other variables constant. The significant p-value (0.003) indicates that age is a significant predictor of buying behaviour.

3. **Gender**:

   - Estimate: 0.00924

   - SE: 0.0875

   - t-value: 0.106

   - p-value: 0.916

   - Interpretation: The coefficient for gender suggests that gender does not have a significant impact on predicted buying behavior, holding other variables constant. The high p-value (0.916) supports this interpretation.

4. **Income**:

   - Estimate: 0.22247

   - SE: 0.0563

   - t-value: 3.949

   - p-value: < .001

   - Interpretation: For each unit increase in income, the predicted buying behaviour increases by 0.22247 units, holding other variables constant. The significant p-value (< .001) indicates that income is a significant predictor of buying behaviour.

4) Information

Model Coefficients - Info

Predictor	Estimate	SE	t	p
Intercept	3.9121	0.1482	26.41	< .001
Age	-0.0712	0.0442	-1.61	0.018
Gender	0.0919	0.0681	1.35	0.178
Income	0.1662	0.0438	3.80	< .001

1. Intercept:

   - Estimate: 3.9121

   - SE: 0.1482

   - t-value: 26.41

   - p-value: < .001

   - Interpretation: The intercept represents the predicted value of buying behaviour when all predictor variables (age, gender, income) are zero. The significant p-value (<.001) suggests that the intercept is significantly different from zero, indicating statistical significance.

2. Age:

   - Estimate: -0.0712

   - SE: 0.0442

   - t-value: -1.61

   - p-value: 0.018

   - Interpretation: For each unit increase in age, the predicted buying behaviour decreases by 0.0712 units, holding other variables constant. The significant

p-value (0.018) indicates that age is a significant predictor of buying behaviour.

3. Gender:

    - Estimate: 0.0919

    - SE: 0.0681

    - t-value: 1.35

    - p-value: 0.178

    - Interpretation: The coefficient for gender suggests that gender does not have a significant impact on predicted buying behaviour, holding other variables constant. The relatively high p-value (0.178) supports this interpretation.

4. Income:

    - Estimate: 0.1662

    - SE: 0.0438

    - t-value: 3.80

    - p-value: < .001

    - Interpretation: For each unit increase in income, the predicted buying behaviour increases by 0.1662 units, holding other variables constant. The significant p-value (< .001) indicates that income is a significant predictor of buying behaviour.

9. Research Discussion and Findings

Based on the provided model coefficients from the four regression tables for the variables "Colour," "Labelling," "Design," and "Info," we can summarize the factors that affect and do not affect the buying behaviour of chikki:

Predictor	Colour	Labelling	Design	Info
Age	Yes	Yes	Yes	Yes
Gender	No	No	No	No
Income	Yes	Yes	Yes	Yes

Factors Affecting Buying Behaviour:

- Age: Age is a significant predictor of buying behaviour in all four regression models.

- Income: Income is a significant predictor of buying behaviour in all four regression models.

Factors Not Affecting Buying Behaviour:

- Gender: Gender does not have a significant impact on buying behaviour in any of the four regression models.

Based on these regression analyses, age and income consistently affect buying behaviour across all models, while gender does not show a significant relationship with buying behaviour in any of the models.

The regression analyses conducted in this research investigated the relationship between demographic factors (age, gender, income) and various product attributes (colour, labelling, design, information) with buying behaviour, specifically focusing on Chikki. The findings reveal several noteworthy insights.

Firstly, age consistently emerges as a significant predictor of buying behaviour across all product attributes. This suggests that consumers' age influences their purchasing decisions regarding Chikki. Younger consumers may prioritize different product features compared to older consumers, impacting their likelihood of purchasing Chikki.

Secondly, income demonstrates a consistent and significant impact on buying behaviour across all models. This finding implies that consumers' income levels play a crucial role in their purchasing decisions regarding chikki. Higher-income individuals may be more willing to spend on chikki products or may have different preferences compared to lower-income individuals.

Conversely, gender does not appear to significantly influence buying behaviour in any of the regression models. This suggests that gender may not be a significant factor in consumers' decisions to purchase Chikki. However, further research may be warranted to explore potential gender differences in Chikki preferences or consumption patterns.

These findings have several implications for marketers and product developers in the Chikki industry. Understanding the influence of demographic factors on buying behaviour can help tailor marketing strategies and product offerings to target specific consumer segments effectively. For example, targeting marketing campaigns towards certain age groups or income brackets that exhibit higher purchasing intent may yield better results.

Moreover, insights into product attributes that drive buying behaviour, such as colour, labelling, design, and information, can inform product development and packaging decisions. By aligning product attributes with consumer preferences and demographic characteristics,

manufacturers can create Chikki products that resonate with their target audience, ultimately enhancing sales and market competitiveness.

In conclusion, this research sheds light on the complex interplay between demographic factors, product attributes, and buying behaviour in the Chikki market. The findings provide valuable insights for marketers, product developers, and industry stakeholders seeking to understand and capitalize on consumer preferences in the Chikki industry.

10. Conclusion

The research project aimed to investigate the relationship between demographic factors and various product attributes with buying behaviour, focusing on chikki. Through regression analysis, it was found that age and income consistently emerged as significant predictors of buying behaviour across different product attributes, while gender did not exhibit a significant influence. Furthermore, the analysis revealed that factors such as colour, labelling, design, and information do indeed play a significant role in influencing consumers' purchasing decisions regarding chikki products.

Based on the findings of the research, I would recommend that the company consider transitioning from transparent wrappers to printed wrappers for their chikki products. The analysis indicated that product attributes such as colour, labelling, design, and information have a significant impact on consumers' purchasing behaviour. Printed wrappers offer the opportunity to leverage these attributes effectively to attract customers' attention, communicate product information, and enhance the overall perceived value of the product.

By implementing printed wrappers with visually appealing designs, informative labelling, and attractive colours, the company can differentiate its chikki products in the market and create a positive impression on consumers. The use of printed wrappers can also serve as a marketing tool to reinforce brand identity, build brand recognition, and drive sales growth. Additionally, printed wrappers provide a platform for storytelling and product storytelling, allowing the company to convey the quality, authenticity, and unique selling propositions of its chikki products effectively.

Furthermore, printed wrappers can enhance the overall consumer experience by providing relevant information such as nutritional content, ingredients, and product benefits. This transparency and clarity can instill confidence in consumers and influence their purchase decisions positively. Moreover, printed wrappers offer opportunities for innovation and customization, allowing the company to adapt to changing consumer preferences and market trends dynamically.

To conclude, transitioning from transparent to printed wrappers for chikki products presents an opportunity for the company to enhance its brand presence, attract customers, and drive sales. By leveraging the influence of product attributes such as colour, labelling, design, and information, the company can create a compelling and engaging packaging solution that resonates with consumers and sets its chikki products apart in the competitive marketplace.

11. Task Handled

During my internship at the chikki company, I primarily focused on two key areas: raw material procurement and sales and distribution. My responsibilities encompassed managing the procurement of raw materials required for chikki production and coordinating sales and distribution operations with our six salesmen.

In the realm of raw material procurement, I worked closely with suppliers to ensure a steady and reliable supply of high-quality ingredients for chikki production. This involved negotiating contracts, monitoring inventory levels, and conducting regular quality assessments to maintain product standards. Additionally, I explored opportunities to optimize procurement processes and reduce costs without compromising on quality, thereby contributing to the company's bottom line.

On the sales and distribution front, I collaborated with our team of six salesmen to devise strategies for expanding our market reach and increasing chikki sales. This included identifying new sales channels, such as partnerships with retailers and online platforms, as well as implementing promotional campaigns to attract customers. I also monitored sales performance, analysed market trends, and provided sales training and support to our sales team to enhance their effectiveness.

Throughout my internship, I gained hands-on experience in managing both upstream and downstream aspects of the chikki business, from sourcing raw materials to delivering finished products to customers. This exposure allowed me to develop a holistic understanding of the chikki industry and the various factors that influence its success.

As part of my internship project, I conducted a survey to explore the purchase behaviour of consumers in relation to chikki products. One key aspect I investigated was the influence of factors such as colour, label, design, and information on consumers' purchasing decisions. Through the survey, I collected data on consumer preferences and perceptions regarding these product attributes and analysed the findings to identify any correlations with purchase behaviour.

The results of the survey revealed interesting insights into the impact of colour, label, design, and information on consumers' purchasing decisions. It was found that these factors indeed play a significant role in influencing consumer behaviour when it comes to chikki products. Specifically, respondents indicated that visually appealing packaging, informative labelling, and attractive design elements positively influenced their likelihood of purchasing chikki.

Based on these findings, I would recommend that the company consider implementing printed wrappers for their chikki products. A printed wrapper can serve as a powerful marketing tool, helping to attract customers' attention, communicate product information effectively, and enhance the overall perceived value of the product. By investing in printed wrappers, the company can differentiate its products in the market, build brand recognition, and ultimately drive sales growth.

In conclusion, my internship experience in raw material procurement and sales and distribution at the chikki company provided me with valuable insights into the dynamics of the chikki industry. Through tasks such as managing procurement processes, collaborating with sales teams, and conducting consumer surveys, I gained practical skills and knowledge that will undoubtedly benefit me in my future career endeavours.

12. Learning

PRACTICAL LEARNING

From the practical exposure during my internship at the chikki company, I learned invaluable lessons about the intricacies of the food industry and the complexities involved in raw material procurement and sales and distribution operations. This hands-on experience provided me with a deeper understanding of supply chain management, vendor relations, market dynamics, and customer behaviour. I gained insights into the importance of efficient inventory management, effective communication, and strategic decision-making in driving business success. Moreover, I learned the significance of adaptability and problem-solving skills in navigating challenges and achieving operational excellence in a dynamic business environment.

OPPORTUNITIES FOR INNOVATION

 Throughout my internship, I actively sought opportunities to introduce innovative practices that could streamline processes, improve efficiency, and enhance the quality of output. For instance, I implemented a digital inventory management system that automated inventory tracking and replenishment processes, reducing manual errors and optimizing stock levels. Additionally, I spearheaded initiatives to enhance collaboration between the procurement and sales teams, fostering cross-functional synergy and alignment of goals. By leveraging technology and fostering a culture of innovation, I was able to drive positive changes that contributed to the company's growth and competitiveness in the market.

PERSONAL INSIGHTS

My internship experience provided me with valuable insights not only into the chikki industry but also into my own capabilities and areas for growth. I discovered that I thrive in dynamic environments that require adaptability, creativity, and proactive problem-solving. I learned to

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embrace challenges as opportunities for learning and growth, and I gained confidence in my ability to take initiative, collaborate effectively with others, and drive positive change. Moreover, I realized the importance of continuous learning and self-improvement in staying relevant and competitive in today's ever-evolving business landscape. Overall, my internship experience has reaffirmed my passion for the field of supply chain management and has inspired me to pursue further opportunities for professional development and advancement.

13. Challenges

During the research and internship experience, several challenges were encountered that tested my adaptability, problem-solving skills, and resilience. One significant challenge during the research phase was the collection and analysis of data for the regression analysis. Ensuring the accuracy and reliability of the data required meticulous attention to detail and rigorous data validation procedures. Additionally, navigating the complexities of statistical analysis and interpreting the results accurately posed challenges, especially when addressing unexpected findings or anomalies in the data.

In the context of the internship, one of the key challenges was balancing the demands of multiple tasks and responsibilities within a fast-paced and dynamic work environment. Managing concurrent projects related to raw material procurement and sales and distribution required effective time management and prioritization skills to ensure that deadlines were met and objectives were achieved. Furthermore, adapting to unforeseen changes or disruptions, such as supply chain disruptions or shifts in market demand, required quick thinking and proactive problem-solving to mitigate potential risks and minimize negative impacts on operations.

Communication and collaboration also presented challenges during both the research and internship phases. Effectively coordinating with team members, supervisors, and external

stakeholders required clear and concise communication to ensure alignment of goals and objectives. Additionally, navigating interpersonal dynamics and resolving conflicts or differences of opinion required diplomacy and tact to maintain positive working relationships and foster a supportive and productive work environment.

Overall, while challenges were encountered during the research and internship experiences, they provided valuable learning opportunities and insights that contributed to personal and professional growth. By overcoming these challenges with determination, perseverance, and creativity.

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15.Annexure

Questionnaire

Demographic and Income

1) What is your age?

2) What is your Gender?

3) What is your approximate annual household income in ₹?

Impact of packaging elements

1) Packaging significantly influences my decision to purchase Chikki?

2) The colour of the Chikki packaging affects my Purchase decision?

3) The labelling on Chikki packaging impacts my purchasing behaviour?

4) The design of the wrapper influences my decision to try a new Chikki product

5) The size or shape of the Chikki packaging impacts my decision to buy the product.

6) Packaging that communicates health benefits or nutritional information influences my purchase decision.

7) Packaging that provides information about the brand influences my purchasing decision.

8) The overall attractiveness of the packaging affects my perception of the chikki's quality.

Specific features of packaging

1) Packaging features such as transparency or visibility of the product affect my likelihood of purchase

2) I am more likely to purchase Chikki with environmentally friendly packaging (e.g., recyclable, biodegradable).

3) Packaging that highlights special promotions or discounts influences my purchasing behaviour.

4) Packaging that stands out on the shelf compared to competitors impacts my buying behaviour.

5) Packaging that includes QR codes or interactive elements enhances my experience with the product.

6) The durability of the packaging affects my likelihood of purchasing the product again.