



Consumer Buying Behavior Towards Packaged Food Products

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Abstract – The packaged food industry has experienced significant growth in recent years due to rapid urbanization, changing lifestyles, increasing disposable incomes, and the growing demand for convenient food options. Consumers today have access to a wide variety of packaged food products, making their purchasing decisions more complex and influenced by multiple factors. Understanding consumer buying behaviour has therefore become essential for food manufacturers and marketers to develop effective business and marketing strategies. This study, titled "Consumer Buying Behaviour Towards Packaged Food Products," aims to examine the factors that influence consumers' purchasing decisions. The research focuses on key determinants such as product quality, price, brand image, packaging, nutritional value, taste, convenience, promotional activities, and product availability. It also seeks to understand consumer preferences, purchasing frequency, and satisfaction levels with packaged food products. The study adopts a descriptive research design and uses both primary and secondary data. Primary data are collected through a structured questionnaire administered to consumers, while secondary data are gathered from books, research journals, company reports, websites, and published articles. The collected data are analysed using appropriate statistical and analytical tools to identify patterns and relationships in consumer buying behaviour. The findings of this study are expected to provide valuable insights into consumer preferences and the factors that drive purchasing decisions. The results will help packaged food companies improve their product offerings, pricing strategies, packaging designs, promotional activities, and customer engagement practices. The study will also contribute to the existing body of knowledge on consumer behaviour and serve as a useful reference for researchers, students, marketers, and business professionals interested in the packaged food industry.

Keywords - Consumer Buying Behaviour, Packaged Food Products, Consumer Preferences, Brand Image, Packaging, Price, Product Quality, Marketing Strategy, Customer Satisfaction.

I. INTRODUCTION

Food is one of the basic necessities of human life, and the demand for safe, hygienic, and convenient food products has increased significantly over the years. Rapid urbanization, changing lifestyles, rising disposable incomes, and increasing health awareness have transformed the food consumption habits of consumers. As a result, the packaged food industry has become one of the fastest-growing sectors in the Fast-Moving Consumer Goods (FMCG) market. Consumers today prefer packaged food products because they are convenient, easy to store, have a longer shelf life, and provide consistent quality.

Packaged food products include a wide range of items such as biscuits, snacks, dairy products, ready-to-eat meals, breakfast cereals, beverages, chocolates, frozen foods, bakery products, and instant food products. These products are manufactured, processed, and packed under hygienic conditions before reaching consumers through supermarkets, retail stores, and online shopping platforms. The growth of modern retail stores and e-commerce platforms has further increased the availability and accessibility of packaged food products. Consumers now have numerous brands and product varieties to choose from, making their purchasing decisions more complex

than ever before. Companies operating in the packaged food industry continuously compete by introducing innovative products, attractive packaging, promotional offers, healthier product options, and competitive pricing to attract customers.

Consumer buying behavior refers to the process through which individuals or groups select, purchase, use, and evaluate products and services to satisfy their needs and wants. Understanding consumer buying behavior helps organizations identify customer preferences, purchasing patterns, and factors that influence buying decisions. Every purchase decision is influenced by several internal and external factors such as personal preferences, income level, lifestyle, family influence, cultural values, social media exposure, advertisements, product quality, price, packaging, nutritional information, brand reputation, and product availability.

In today's highly competitive marketplace, consumers are more informed than ever before. They compare products based on ingredients, nutritional value, manufacturing date, expiry date, certifications, online reviews, and brand reputation before making a purchase. Health-conscious consumers are increasingly looking for products that contain natural ingredients, fewer preservatives, reduced



sugar, low fat, and higher nutritional value. This shift has encouraged companies to introduce healthier packaged food options that cater to changing consumer preferences.

Packaging has also become an important marketing tool. Attractive packaging not only protects the product but also communicates essential information about ingredients, nutritional facts, expiry dates, certifications, and usage instructions. Well-designed packaging enhances product visibility on store shelves and positively influences consumer perception. Similarly, promotional strategies such as television advertisements, digital marketing campaigns, celebrity endorsements, discounts, and social media promotions play a crucial role in shaping consumer attitudes towards packaged food products.

Brand image is another significant factor influencing buying behavior. Consumers generally prefer brands they trust because trusted brands are associated with consistent quality, food safety, and reliability. Established brands often enjoy higher customer loyalty, while newer brands focus on competitive pricing and innovative packaging to attract customers.

Price remains one of the most important determinants of consumer purchasing decisions. While some consumers prioritize affordability, others are willing to pay premium prices for superior quality, healthier ingredients, or well-known brands. The balance between price and perceived value significantly affects purchase intentions.

The increasing use of smartphones and internet services has also transformed consumer buying behavior. Online grocery shopping platforms, food delivery applications, and digital payment systems have made purchasing packaged food products easier and more convenient. Consumers now rely on online reviews, ratings, influencer recommendations, and digital advertisements before making purchasing decisions.

Understanding consumer buying behavior enables companies to identify changing market trends, improve product quality, develop customer-oriented marketing strategies, strengthen brand positioning, and enhance customer satisfaction. It also helps businesses anticipate future consumer demands and remain competitive in a rapidly evolving marketplace.

This study focuses on analyzing consumer buying behavior towards packaged food products by examining the various factors influencing purchasing decisions. It aims to understand consumer preferences, buying frequency, brand loyalty, satisfaction levels, and the importance of attributes such as price, quality, packaging, nutritional value, convenience, and promotional activities. The findings of

this study are expected to provide valuable insights for food manufacturers, marketers, retailers, researchers, and policymakers in developing effective strategies that meet consumer expectations and contribute to the sustainable growth of the packaged food industry.

1. Need of the Study

The packaged food industry has experienced tremendous growth due to changing lifestyles, increasing urbanization, and the rising demand for convenient food products. Consumers are increasingly relying on packaged foods because they save time, offer convenience, maintain hygiene, and are easily available through supermarkets and online platforms.

Despite the rapid growth of this industry, consumer preferences continue to evolve due to changing health awareness, lifestyle choices, technological advancements, and marketing influences. Consumers today evaluate multiple factors before purchasing packaged food products, including price, quality, nutritional value, ingredients, packaging, brand reputation, promotional offers, and product availability. Understanding these preferences has become essential for companies to remain competitive in the market.

The study is necessary because it provides valuable insights into consumer expectations and purchasing behaviour. It helps food manufacturers identify customer needs, improve product

quality, design attractive packaging, develop effective pricing strategies, and implement successful promotional campaigns.

Furthermore, the increasing popularity of healthy eating habits has encouraged consumers to pay greater attention to food labels, nutritional information, and ingredient composition. Companies must therefore understand how these factors influence buying decisions to introduce healthier products that align with consumer expectations.

The findings of this study will benefit manufacturers, retailers, marketers, researchers, policymakers, and academic institutions by providing practical recommendations for improving customer satisfaction and enhancing business performance in the packaged food industry.

Statement of the Problem

The packaged food market has become highly competitive due to the presence of numerous domestic and international brands offering similar products. Consumers have a wide variety of choices, making purchasing decisions more complex than before. Different consumers



prioritize different product attributes, such as price, quality, packaging, taste, nutritional value, convenience, and brand image.

Many companies invest heavily in advertising, packaging, product innovation, and promotional campaigns to attract customers. However, understanding the actual factors influencing consumer buying behavior remains a challenge. Consumer preferences are constantly changing due to lifestyle changes, technological developments, health awareness, and economic conditions.

Failure to understand consumer behavior may result in ineffective marketing strategies, declining customer satisfaction, and reduced market share. Therefore, there is a need to identify the factors influencing consumer buying behavior towards packaged food products and evaluate their impact on purchasing decisions. This study seeks to bridge that understanding by examining consumer preferences, buying patterns, and satisfaction levels.

2. Objectives of the Study

- To Study and Understand the consumer buying behavior towards packaged food products
- Identify the factors influencing consumers' purchase decisions
- Examine the impact of brand, price, quality, and packaging on preferences

3. Scope of the Study

The present study focuses on analyzing consumer buying behavior towards packaged food products. It examines the purchasing preferences of consumers across different demographic groups, including age, gender, occupation, education, and income levels.

The study considers various categories of packaged food products such as biscuits, snacks, dairy products, beverages, breakfast cereals, ready-to-eat foods, bakery products, frozen foods, chocolates, and instant food products. It analyzes the influence of factors such as price, quality, packaging, nutritional value, advertisements, convenience, product availability, and brand image on consumer purchase decisions.

The study also evaluates customer satisfaction and buying frequency while identifying changing consumer preferences in the packaged food market. The findings will be useful for food manufacturers, retailers, marketing professionals, researchers, and policymakers in understanding consumer behavior and developing effective marketing strategies.

Although the study provides valuable insights into consumer buying behavior, its findings are limited to the selected sample of respondents and may not fully represent the preferences of all consumers across different geographical regions.

4. Chapter Scheme

The project report is organized into four chapters for systematic presentation and better understanding.

Chapter 1 – Introduction

This chapter provides an overview of the study, including the introduction, need for the study, statement of the problem, objectives, scope of the study, and chapter scheme.

Chapter 2 – Research Methodology

This chapter explains the research design, research approach, data collection methods, sampling technique, sample size, sources of data, tools used for data analysis, and limitations of the study.

Chapter 3 – Review of Literature and Gap Identification

This chapter presents a structured review of previous research studies related to consumer buying behavior towards packaged food products. It summarizes the findings of earlier studies, identifies research gaps, and explains the significance of the present study.

Chapter 4 – Company and Industry Introduction, Data Analysis and Interpretation

This chapter provides an overview of the selected company and the packaged food industry. It discusses the company's history, product portfolio, organizational structure, market position, competitors, and SWOT analysis, along with the industry's growth, trends, challenges, and opportunities. It also presents the analysis and interpretation of the primary data collected through the questionnaire using tables and statistical summaries.

II. RESEARCH METHODOLOGY

Introduction

Research methodology is a systematic process used to collect, analyze, and interpret data in order to achieve the objectives of a research study. It provides a clear framework that ensures the research is conducted scientifically, objectively, and ethically. A well-designed research methodology improves the reliability and validity of the findings and helps answer the research questions effectively.

The present study, "Consumer Buying Behavior Towards Packaged Food Products – A Study with Reference to ITC



Limited," aims to understand the factors that influence consumers while purchasing packaged food products such as Aashirvaad, Sunfeast, Bingo!, YiPPee!, B Natural, and other ITC food brands. The methodology explains the research design, data sources, sampling technique, sample size, data collection methods, analytical tools, and limitations of the study.

Research Design

The study adopts a Descriptive Research Design.

Descriptive research is appropriate because it describes the characteristics, opinions, preferences, and purchasing behavior of consumers. It helps understand "what" factors influence consumers rather than establishing cause-and-effect relationships.

The study examines various aspects of consumer buying behavior, including:

- Brand preference
- Product quality
- Price sensitivity
- Packaging
- Taste
- Nutritional value
- Promotional offers
- Availability
- Customer satisfaction

The descriptive design allows the researcher to present factual information collected from respondents through a structured questionnaire.

Research Approach

The study follows a Quantitative Research Approach.

Quantitative research involves collecting numerical data from respondents and analyzing it using statistical techniques. This approach helps measure consumer opinions objectively and supports meaningful comparisons between different variables.

The quantitative approach is suitable because it enables the researcher to:

- Measure consumer preferences.
- Compare buying patterns.
- Analyze satisfaction levels.
- Identify factors influencing purchase decisions.
- Draw reliable conclusions.

Sources of Data

The study uses both Primary Data and Secondary Data. Primary Data

Primary data are collected directly from consumers through a structured questionnaire. The questionnaire includes questions related to:

- Consumer demographics
- Frequency of purchase
- Preferred ITC brands
- Factors influencing buying decisions
- Satisfaction levels
- Brand loyalty
- Future purchase intentions

Primary data provide first-hand information and improve the accuracy of the research findings. Secondary Data

Secondary data are collected from reliable published sources such as:

- Books
- Research journals
- Company annual reports
- ITC Limited official website
- Government publications
- Industry reports
- Newspapers
- Business magazines
- Research databases

Secondary data help understand the packaged food industry and support the interpretation of primary findings.

Sampling Design

Sampling refers to selecting a representative group from the target population.

Since collecting data from every consumer is not practical, a sample is selected for the study.

Sampling Technique

The study uses Convenience Sampling.

Convenience sampling is a non-probability sampling technique in which respondents are selected based on their accessibility and willingness to participate.

Consumers purchasing packaged food products from supermarkets, retail stores, colleges, offices, and residential areas are considered for the study.

This technique is widely used in consumer behavior research because it is economical and time-efficient.

Sampling Unit

The sampling unit consists of individual consumers who purchase packaged food products, particularly ITC food products.



Respondents include:

- Students
- Working professionals
- Homemakers
- Businesspersons
- Salaried employees
- Self-employed individuals

Sample Size

The proposed sample size for the study is:

Respondents

A sample size of 157 provides sufficient information to analyze consumer preferences and purchasing behavior effectively.

Area of the Study

The study is conducted among consumers residing in Hyderabad, Telangana.

Consumers from different age groups, occupations, educational backgrounds, and income levels are included to obtain diverse opinions.

Period of the Study

The study covers data collected during the academic project period in 2026. Data Collection Instrument

A structured questionnaire is used for collecting primary data. The questionnaire consists of two sections:

Section A

Demographic Information

- Age
- Gender
- Education
- Occupation
- Monthly Income Section B

Consumer Buying Behaviour

- Preferred ITC food brands
- Purchase frequency
- Factors influencing buying decisions
- Satisfaction levels
- Brand loyalty
- Promotional influence
- Packaging preference
- Future purchase intention

Most questions are measured using a 5-point Likert Scale, ranging from Strongly Agree to Strongly Disagree.

Variables of the Study

Dependent Variables

- Price
- Product Quality
- Brand Image
- Packaging
- Taste
- Nutritional Value
- Advertisements
- Availability
- Promotional Offers Independent Variable
- Consumer Buying Behaviour

Proposed Tools for Data Analysis

The collected data will be analysed using:

Microsoft Excel Used for:

- Data entry
- Charts
- Percentage analysis
- Graphical representation

Statistical Tools

The following statistical tools will be used:

Percentage Analysis

- To understand respondent distribution based on demographic characteristics. Frequency Distribution
- To identify the number of responses for each variable.

Mean Analysis

- To determine the average level of agreement for different statements. Bar Charts
- To compare consumer preferences visually. Pie Charts
- To represent percentage distributions. Tables
- For systematic presentation of data.

Reliability and Validity

The questionnaire is designed based on previous studies and relevant literature to ensure content validity.

Questions are framed clearly to minimize ambiguity and improve response accuracy. Data are collected uniformly from all respondents to maintain consistency.

Ethical Considerations

The study follows ethical research practices.

- Participation is voluntary.
- Respondents are informed about the purpose of the study.
- Personal information is kept confidential.
- Responses are used only for academic purposes.
- No respondent is forced to participate.



Limitations of the Study

The study has the following limitations:

- The research is limited to consumers in Hyderabad and may not represent the buying behaviour of consumers in other regions.
- The sample size is limited to 157 respondents due to time and resource constraints.
- The study focuses only on ITC packaged food products and does not compare them with competitors such as Nestlé, Britannia, or Parle.
- Consumer responses are based on individual opinions and perceptions, which may vary over time.
- Changes in market trends, promotional campaigns, and consumer preferences after the study period are not considered.
- The findings are intended for academic purposes and should be interpreted within the scope of the study.

III. REVIEW OF LITERATURE

Introduction

The present study, "Consumer Buying Behaviour Towards Packaged Food Products: A Study with Reference to ITC Limited," reviews existing literature related to consumer buying behaviour, packaged food products, branding, packaging, pricing, health consciousness, advertising, and purchase intentions. The literature also highlights emerging consumer trends such as increasing health awareness, digital marketing influence, and food label usage.

The literature survey shows that consumer buying behaviour towards packaged food products is influenced by several interconnected factors, including product quality, price, brand image, packaging, nutritional information, promotional activities, convenience, and health consciousness. Earlier studies have demonstrated that modern consumers seek products that provide value, safety, and convenience while also meeting their nutritional expectations. Packaging and branding have evolved into strategic marketing tools that significantly shape consumer perceptions and purchase decisions.

Literature Survey

S. No.	Literature	Description	Link
1	Kotler, P., & Keller, K. L. (2022). <i>Marketing Management</i> (16th ed.)	Explains consumer buying behaviour, marketing mix, customer satisfaction, and factors influencing purchase decisions. It is one of the most widely cited marketing textbooks.	Pearson – Marketing Management
		Discusses the consumer decision-making process, brand loyalty, purchase	

2	Schiffman, L. G., & Wisenblit, J. (2019). <i>Consumer Behavior</i> (12th ed.)	intentions, and psychological influences on buying behaviour.	Pearson – Consumer Behavior
3	Solomon, M. R. (2020). <i>Consumer Behavior: Buying, Having and Being</i>	Focuses on consumer psychology, digital marketing influence, lifestyle changes, and purchasing decisions.	Pearson – Consumer Behavior: Buying, Having, and Being
4	Rambabu, L., & Porika, R. (2020). <i>Packaging Strategies: Knowledge Outlook on Consumer Buying Behaviour</i>	Examines how packaging, colours, labels, and design influence consumer buying decisions. It concludes that packaging is a powerful marketing tool. (Emerald)	Emerald Publishing – Packaging Strategies
5	Ali, J., & Kapoor, S. (2009). <i>Understanding Consumers' Perspectives on Food Labelling in India</i>	Studies how Indian consumers use food labels and nutritional information when purchasing packaged food products. Education and income significantly influence label usage. (Wiley Online)	Wiley – Food Labelling in India
6	Pahlani, M., Talati, K. N., Lopez-Arana, S., & Narayanan, P. (2025). <i>Food Labelling in India: A Scoping Review of Consumer Engagement, Comprehension, and Purchase Behaviour</i>	Reviews 32 Indian studies and concludes that nutrition labels and health information strongly influence consumer buying behaviour. (Taylor & Francis Online)	Taylor & Francis – Food Labelling in India
7	Study of Consumer Awareness on Food Labelling and Use of Pack Information for Purchase of Pre-Packaged Food Products (2017)	Examines consumer awareness of food labels and concludes that expiry dates, ingredients, and nutritional facts significantly influence buying decisions. (IJIP)	International Journal of Indian Psychology – Food Labelling Study
8	Influence of Packed Food Labeling on Shopping Practices: A Cross-Sectional Study (2024)	Shows that most consumers check MRP, expiry date, and nutritional information before buying packaged food	PubMed Central – Packed Food Labeling Study
9	Food Products Packaging: A Study of its Effects	Explains how packaging design, colours, product information, and branding	



	on Consumer Behaviour (Indian Journal of Marketing)	affect purchase behaviour in the food industry. (Indian Journal of Marketing)	Indian Journal of Marketing – Food Products Packaging Study
10	ITC Limited – Foods Business	Provides information about ITC's packaged food brands, product portfolio, innovation strategy, nutrition initiatives, and consumer-focused business approach.	ITC Foods Business

1. Gap Identification

The review of previous studies reveals several important research gaps:

- Most studies focus on only one or two factors, such as price or brand image, rather than examining multiple factors together.
- Limited research specifically analyses consumer buying behaviour towards ITC Limited's packaged food products.
- Existing studies often overlook the combined influence of price, quality, packaging, nutritional value, brand image, promotional activities, and convenience on purchasing decisions.
- Consumer preferences continue to evolve because of increasing health awareness, digital marketing, and changing lifestyles, creating a need for updated research.
- Few studies examine consumer satisfaction and purchase intentions across ITC's diverse packaged food categories.

The present study addresses these gaps by providing a comprehensive analysis of consumer buying behaviour towards ITC Limited's packaged food products. It evaluates how demographic characteristics and product-related factors jointly influence consumer preferences and purchasing decisions.

2. Conceptual Framework Dependent Variables

- Product Quality
- Price
- Brand Image
- Packaging
- Taste
- Nutritional Value
- Advertisements
- Product Availability
- Promotional Offers

↓ Independent Variable

Consumer Buying Behaviour Towards ITC Packaged Food Products

3. Chapter Summary

This chapter reviewed relevant literature on consumer buying behaviour, packaged food products, branding, pricing, packaging, digital marketing, and customer satisfaction. It identified the key research gaps that justify the present study and proposed a conceptual framework to examine the influence of selected factors on consumer buying behaviour towards ITC Limited's packaged food products.

IV. COMPANY AND INDUSTRY INTRODUCTION

1. Introduction

This chapter provides an overview of ITC Limited in the context of the present study and introduces the packaged food industry in which the selected products are positioned. It connects the company and industry context with the research objective of understanding consumer buying behaviour towards packaged food products. The discussion covers the company's foods business, relevant product categories, the competitive environment, industry trends, challenges, opportunities, and a brief SWOT perspective.

2. Company Profile – ITC Limited

ITC Limited is the selected company for the present project because of its presence in the packaged food segment and the range of food brands available to consumers. The research methodology identifies Aashirvaad, Sunfeast, Bingo!, YiPPee!, B Natural, and other ITC food brands as part of the study context. These brands represent different packaged food categories and provide a suitable basis for examining consumer preferences, purchase frequency, brand perceptions, price sensitivity, product quality, packaging, promotional influence, and satisfaction.

For this project, ITC is considered from the perspective of its packaged food business rather than its entire diversified corporate portfolio. This keeps the company discussion directly aligned with the research topic, which specifically examines consumer buying behaviour towards packaged food products.

3. ITC Foods – Product Portfolio Relevant to the Study

The study covers several consumer-oriented packaged food categories. The questionnaire and methodology refer to brands and products associated with ITC's foods business, including biscuits and bakery products, snacks,



packaged beverages, instant foods and other packaged food offerings.

Consumers may evaluate these categories differently depending on taste, convenience, price, nutritional value, packaging, brand reputation, and availability.

Brand / Product Area	Broad Category	Relevance to Consumer Behaviour Study
Aashirvaad	Staples / food products	Quality, trust, brand reputation and purchase considerations.
Sunfeast	Biscuits / bakery products	Taste, price, packaging, brand preference and convenience.
Bingo!	Snacks	Impulse purchase, taste, promotions, price and packaging.
YiPPee!	Instant foods	Convenience, taste, price, availability and brand preference.
B Natural	Packaged beverages	Taste, perceived quality, health-related considerations and packaging.

4. Industry Overview – Packaged Food Industry

The packaged food industry forms an important part of the fast-moving consumer goods market. The present report identifies rapid urbanization, changing lifestyles, rising disposable incomes, increasing health awareness, and demand for convenience as important factors supporting packaged food consumption. Packaged food products provide convenience, easier storage, longer shelf life, and consistent product presentation.

The industry includes biscuits, snacks, dairy products, beverages, breakfast cereals, ready-to-eat foods, bakery products, frozen foods, chocolates, and instant food products. Consumers therefore encounter many alternatives at the point of purchase. Supermarkets, retail outlets, and online platforms have increased product availability and consumer choice.

Competition is influenced by product quality, price, taste, brand image, packaging, nutritional information, availability, advertising, discounts, and promotional activities. The literature reviewed in this report also highlights the growing importance of food labelling, health information, packaging design, and digital influence.

5. Major Industry Trends

- Increasing demand for convenient and easy-to-use packaged food products.

- Greater consumer attention to ingredients, nutritional information, expiry dates and food labels.
- Growing importance of attractive, informative and convenient packaging.
- Greater use of digital channels, online reviews, social media and influencer recommendations.
- Continued importance of price, discounts and promotional offers.
- Stronger emphasis on trusted brands, perceived quality and consistent product experience.

6. Industry Challenges

- Changing consumer preferences require continuous adaptation of products and marketing strategies.
- High competition among domestic and established brands makes differentiation difficult.
- Consumers increasingly compare price, quality, nutritional information and brand reputation.
- Health awareness creates pressure to respond to changing expectations regarding ingredients and nutritional value.
- Changes in retail channels and digital purchasing behaviour require broad product availability.

7. Opportunities in the Packaged Food Industry

- Development of products responding to changing health and nutrition preferences.
- Use of digital marketing and online channels to improve consumer engagement.
- Product innovation across snacks, beverages, instant foods and other convenient categories.
- Improved packaging that communicates product information clearly while supporting convenience.
- Use of consumer research to identify differences in preferences across demographic and purchasing groups.

8. Competitive Environment

The study operates in a competitive packaged food environment where consumers can choose among products offered by several established and emerging brands. The limitations section of the report notes that the present study focuses on ITC packaged food products and does not undertake a direct comparison with competitors such as Nestlé, Britannia, or Parle. These companies are therefore mentioned only as examples of the competitive context, not as subjects of comparative performance analysis.

9. SWOT Analysis – ITC Foods in the Context of the Study

Strengths	Weaknesses
Recognized packaged food brands across multiple categories.	The present study does not measure the performance of every ITC food category.



Diverse product portfolio supports multiple consumer needs.	Consumer preferences can vary substantially across categories.
Brand reputation can support consumer trust and repeat purchase.	The research sample is limited to selected respondents and is not universally representative.

Opportunities	Threats
Growing demand for convenient and health-conscious food options.	Intense competition from domestic and international packaged food brands.
Digital channels can support communication and consumer engagement.	Rapid changes in consumer preferences and lifestyle patterns.
Product and packaging innovation can respond to evolving expectations.	High price sensitivity and promotional competition in several categories.

10. Relevance of Company and Industry Context to the Study

The company and industry context provides the background necessary for interpreting the primary survey data. The research framework identifies price, product quality, brand image, packaging, taste, nutritional value, advertisements, product availability and promotional offers as important variables associated with consumer buying behaviour. Understanding the competitive packaged food environment helps explain why consumers may compare alternatives and why companies use branding, packaging, promotions and product innovation.

The following section presents the analysis and interpretation of the primary data collected through the structured questionnaire. The tabular presentation is based on the Excel response data supplied for this project and is organized to match the study objectives and variables described in the earlier chapters.

The primary data supplied for the study contains 157 valid respondent records. The following tables summarize the Excel questionnaire responses. Frequency and percentage analysis are used for categorical variables, while the Likert-scale statements are summarized using mean scores.

The tables are presented as a continuation of Chapter 4.

Demographic Profile of Respondents

Table 4.11: Age Distribution

Age	Frequency	Percentage
18–25	139	88.5%
Below 18	11	7.0%
26–35	7	4.5%

Table 4.12: Gender Distribution

Gender	Frequency	Percentage
Male	79	50.3%
Female	76	48.4%
Prefer not to say	2	1.3%

Table 4.13: Occupation Distribution

Occupation	Frequency	Percentage
Student	129	82.2%
Salaried Employee	18	11.5%
Homemaker	5	3.2%
Business/Self-employed	4	2.5%
Other	1	0.6%

Purchase Behaviour of Respondents

Table 4.14: Purchase Frequency

Purchase Frequency	Frequency	Percentage
Several times a week	44	28.0%
Daily	36	22.9%
2–3 times a month	33	21.0%
Rarely	23	14.6%
Once a week	18	11.5%
Option 1	3	1.9%

Table 4.15: Most Frequently Purchased Product

Most Frequently Purchased Product	Frequency	Percentage
Chips/Snacks	63	40.1%
Biscuits/Cookies	32	20.4%
Instant/Ready-to-Eat Foods	22	14.0%
Bakery Products	14	8.9%
Other	9	5.7%
Packaged Beverages	8	5.1%
Cereals/Breakfast Products	6	3.8%
Option 1	3	1.9%

Table 4.16: Usual Spending per Purchase

Usual Spending per Purchase	Frequency	Percentage
₹100–₹250	53	33.8%
Below ₹100	53	33.8%
₹251–₹500	38	24.2%
₹501–₹1,000	12	7.6%
Above ₹1,000	1	0.6%

Likert-Scale Analysis of Consumer Buying Behaviour

The questionnaire uses numerical responses for the consumer buying behaviour statements. A higher mean indicates stronger overall agreement with the statement among the respondents. The following table reports the mean score for each statement using the numerical responses contained in the supplied Excel file.



Survey Statement	Mean Score	Valid Responses
7. I compare different packaged food products before making a purchase.	2.98	157
9. Advertisements and promotional offers influence my purchase decision.	3.18	157
10. Recommendations from family and friends influence my choice of packaged food products.	3.23	156
11. I prefer purchasing packaged food products from well-known brands.	3.41	157
12. Brand reputation influences my purchase decision.	3.03	157
13. I am willing to pay more for a packaged food product from a brand I trust.	3.29	156
14. Price is an important factor when purchasing packaged food products.	3.38	157
15. I compare the prices of different brands before making a purchase.	3.40	155
16. Discounts and special offers encourage me to purchase packaged food products.	3.34	157
17. Product quality strongly influences my purchase decision.	3.47	156
18. I am willing to pay a higher price for better-quality packaged food products.	3.48	157
19. Attractive and informative packaging influences my decision to purchase a packaged food product.	3.25	157
20. Environmentally friendly and convenient packaging positively influences my product preference.	3.38	157

Factor-wise Summary

Factor Group	Statements	Average Mean	Responses Included
Brand-related factors	3	3.24	470
Price-related factors	3	3.37	469

Quality-related factors	2	3.48	313
Packaging-related factors	2	3.32	314
Promotional / social influence	2	3.20	313

Interpretation of the Survey Tables

The demographic tables describe the composition of the respondents, while the purchase-behaviour tables show purchase frequency, the product categories purchased most frequently, and usual spending per purchase. The Likert-scale table provides a numerical summary of responses covering comparison behaviour, advertising and promotion, recommendations, brand preference, price, discounts, quality, and packaging.

The results should be interpreted within the scope of the research design described in Chapter 2. The study uses convenience sampling and focuses on consumers in Hyderabad; therefore, the tables describe the supplied sample and should not be treated as a representation of all packaged food consumers. The analysis is intended to support the study objectives and the overall interpretation of the study.

V. CONCLUSION

Consumer buying behavior towards packaged food products is influenced by a combination of functional, psychological, social, and marketing-related factors. The study indicates that consumers generally consider product quality, taste, price, brand reputation, packaging, convenience, availability, and nutritional information while making purchasing decisions. Among these factors, convenience and accessibility have become increasingly important as changing lifestyles and time constraints encourage consumers to choose ready-to-use and packaged food products.

Brand image and consumer trust also play an important role in purchase decisions. Attractive packaging and promotional activities can attract consumers' attention, while consistent product quality and positive previous experiences can contribute to repeat purchases. At the same time, increasing awareness of health and nutrition has encouraged consumers to pay greater attention to ingredients, nutritional labels, food safety, and product freshness.

The findings suggest that consumer preferences are not uniform and may vary according to demographic characteristics such as age, income, education, occupation, and family structure. Therefore, food manufacturers and



marketers need to understand changing consumer expectations and develop products that provide an appropriate balance between quality, affordability, convenience, taste, and health considerations. Transparent product information, responsible advertising, effective packaging, and maintaining consistent quality can contribute to stronger consumer confidence and long-term brand relationships.

Overall, understanding consumer buying behavior is essential for organizations operating in the packaged food sector. Continuous changes in lifestyles, technology, health consciousness, and purchasing patterns require companies to regularly evaluate consumer needs and adapt their products and marketing strategies accordingly.

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