

Mr. Chetan R

Assistant Professor,

Ms. Dhara S

Assistant Professor,

Research Supervisor: DR. H.B. Patel

Principal

Grow More College of Education, Himatnagar,

Hemchandracharya North Gujarat University, Patan,

Gujarat, India

CONSUMER PERCEPTION AND BUYING DECISIONS

(THE MACARONI STUDY)

The project “consumer perception and buying behavior (the Macaroni study)” is basically measures the development of perception through different variables and identify those factors which stimulate buying decision of consumer. Among various variables which effect consumer buying pattern I choose AWARENESS and AVAILABILITY of the product as two main variables which have strong effect on popularity and sale of Macaroni product. As my research is totally based on qualitative method that’s why I choose quota sampling technique and collect data by interviewing house wives resides in different areas of Ahmadabad (Gujarat, India). The reason of choosing only housewives as respondent is that housewives can give true insight factors which hinder the popularity of Macaroni products in India. Focus group discussions have been conducted to extract findings. 30 housewives have been interviewed and their responses have been analyzed.

The main findings which come up after pursuing my research on Macaroni is that awareness about different cooking method is largely effect on the sale of the product and so the popularity of product is also effecting and hypothesis 1 is been accepted.

Whereas availability of product does not have strong effect on the popularity of

product as well as sale is not effecting and so hypothesis 2 is rejected.

It is recommended for Macaroni producers to create awareness among consumer about product itself and its usage and cooking methods by launching awareness programme about the product.