

SYNOPSIS

A STUDY ON CONSUMER PREFERANCES AT HERITAGE FRESH

ABSTRACT:

The project “A study on customer’s preference and satisfaction towards Heritage Fresh with reference to Hyderabad city” clearly states than how they customers prefer Heritage Fresh for their purchase. The main objective of the study is to analyze why they customers prefers the organized retail shop for their purchase instead of an unorganized retail shops and their satisfaction level. For the purpose of the study a questionnaire was constructed a survey taken from a 120 respondents as consider them as sample where the total population was infinite in nature. The collected data is analyzed and interpreted with the help of suitable statistical tools and accordingly the finding and suggestion are constructed which is consider to be the important part of the project

Customer preference analysis is really a call to action. By understanding the preference formation components and the preference expectation evaluations by group or segment of customers, companies can design response strategies that are truly responsive to vital customer expectations and that differentiate in the marketplace.

Indian retail sector is witnessing one of the most hectic Marketing activities of all times. The companies are fighting to win the hearts of customer who is God said by the business tycoons. There is always a ‘first mover advantage’ in an upcoming sector. In India, that advantage goes to “HERITAGE FRESH”. It has brought about many changes in the buying habits of people. It has created formats, which provide all items under one roof at low rates, or so it claims. In this project, we will study its marketing strategies and promotional activities.

INTRODUCTION

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The research titled '**A Study on the consumer preference analysis which influences consumer to purchase a product of Heritage Fresh**' helps us to understand the effect of consumer preference which is responsible for attracting consumer towards Heritage Fresh This study helpful to top level management to improve the present things of HERITAGE FRESH.

The report deals with the impact of consumer preference which attracting consumer towards Heritage Fresh.

The research was carried out as per the steps of Marketing Research. The well supportive objectives were set for the study. To meet the objectives primary research was undertaken. The data collection approach adopted was experimental research & survey research. The instrument used for the data collection was observation & questionnaire. The target respondents were the visitors of HERITAGE FRESH, with the sample size of 200 for the study of sales management of the company. Tables & charts were used to translate responses into meaningful information to get the most out of the collected data. Based on those the inferences have been drawn with peer supportive data.

NEED FOR THE STUDY

The present study is undertaken to understand the impact of consumer services provided by Heritage Fresh. The study will be helpful in finding out the profile, preferences, perception and satisfaction level of the consumers who visit the outlet of Heritage Fresh at, Hyderabad

SCOPE OF THE STUDY

- The study was aimed at measuring the consumer's satisfaction level towards consumer preference in Heritage Fresh through well designed questionnaires.
- The study may help the company to device new strategies.
- The study will also help the company to know about the demographics of the consumers and their respective choices for products.
- To know the consumer's view and factors related to preference that attracts them to purchase from the hypermarket.
- The study will help the company to identify its pitfalls and also how to improve them.

OBJECTIVES OF THE STUDY

➤ **PRIMARY OBJECTIVE**

➤ **SECONDARY OBJECTIVE**

1. **Primary objective:**

a) To identify the consumer preference for Heritage Fresh

2. **Secondary objective:**

To identify the needs of consumer

a) To identify the satisfaction level of consumer

b) To find out the various promotional activities done in Heritage Fresh

c) To study the effectiveness of promotional activities done in Heritage Fresh

LIMITATION OF THE STUDY:

- The survey was limited only to the consumers of Heritage Fresh outlet at stores in Hyderabad.
- A sample size of only 200 respondents could be taken.
- Time is the major limiting factor as the available time for survey was only three months.
- The accuracy of the findings is trusted by the accuracy of the statistical tools used for analysis.

Few respondents were reluctant while answering the questions due to their busy schedule

RESEARCH METHODOLOGY

RESEARCH PLAN:

Research approach: - SURVEY METHOD

RESEARCH INSTRUMENT:

The research instrument used for collecting primary data were the questionnaire

METHODOLOGY ADOPTED FOR THE STYDY:

- Observing the working of various department like finance, safety, human resources, production, purchasing etc.
- Discussion with the company executives, managers and employees.
- Visiting and surfing website of the company

Consumer survey.

- Type - Descriptive research
- Sampling Unit - Consumers purchase at Heritage Fresh,
- Sample Size - 200
- Sampling Method - Random Sampling
- Research method - Survey
- Type of data - Primary data
- Research instrument - Structured questionnaire

CHAPTERISATION

Detailed/final Project Report will include the following chapters

CHAPTER –I

- Introduction
- Significance of the study
- Need of the study
- Objective and scope of study
- Methodology
- Limitations

(Details of methodology used in studying and collecting the data and issue will be described)

CHAPTER –II

- Literature review
- Theoretical study

CHAPTER –III

- Industry & company profile

CHAPTER –IV

Analysis of the topic & Interpretation

(Descriptive work on the topic, this chapter will include analysis and interpretation of data tabulation and categorization)

CHAPTER –V

- Recommendation
- Bibliography
- Appendix

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