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A Study on Market Trend & Gap Analysis of GERY Cheese Crackers in Mumbai

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ABSTRACT: Fast-moving consumer goods (FMCG) are items that sell quickly and for a low price. Non-durable items and soft drinks, as well as toiletries, over-the-counter drugs, processed foods, and other consumables, are examples. Companies in the fast-moving consumer goods (FMCG) industry play a critical role in our daily lives. FMCG businesses have dominated the Indian market for tooth paste, soaps, and other everyday commodities, and are expected to continue to do so. The FMCG business has seen several major companies, but new entrants have also altered the Indian landscape. Brand awareness has evolved into a critical factor that influences customer views of a company. Understanding and managing brand image and loyalty appropriately to build strong traits that will influence consumers when making decisions is the key to success in brand management. In light of consumer views of a brand, this thesis focuses on the relevance of five dimensions of customer developed brand equity (brand awareness, brand loyalty, brand image, and consumer behaviour). This is founded on the notion that all of these aspects of customer-based brand image and loyalty would influence consumer impressions of the brand. Gery Gone Mad crackers is a product of Garuda Polyflex Foods Pvt.Ltd, a FMCG manufacturer in Karnataka. The company mainly produces the cracker-based products. For any product (especially FMCG products) to be successful, it must have a very strong impact on the mind of the consumers, brand positioning plays a very important role in this regard, and proper brand positioning can only be possible when there is effective Marketing Strategy. This Paper Analyses the market position of Gery Gone Mad crackers in Mumbai. This includes the awareness of the brand among the consumers, how frequently this product is being purchased and what are the suggestions and feedback from the consumers.

KEYWORDS: Consumers, Brand Positioning, Brand Awareness, Effective Marketing Strategy, FMCG.

I. INTRODUCTION

Quick Consumer Goods (FMCG) products are prevalently named as shopper bundle merchandise. Things in this classification incorporate all consumables (other than food/beats) that individuals purchase at standard spans. The most widely recognized in this rundown are latrine cleansers, cleansers, shampoos, toothpaste, shaving items, shoe polish, packaged foodstuff, and household accessories and extends to certain electronic goods.

These things are intended for day to day utilization of incessant utilization and have an exceptional yield. The area is isolated into two particular portions

- The exceptional portion catering generally to the metropolitan upper working class and the well known fragment with costs as low as 40% of the top notch section.

- The quickly developing economy, expanding per-capita livelihoods, and rising pattern of urbanization, the FMCG market in India is supposed to additionally extend to Rs 180000 corer by 2015.

FMCG items are somewhat little, they for the most part sell in huge amounts, so the aggregate benefits on such items can be enormous.

Garuda Polyflex Foods Pvt. Ltd is a joint venture between Garuda Food of Indonesia and the Polyflex Group of India, founded in 2011. Garuda Food has a significant food and beverage portfolio, with a diverse and inventive range of snacks, confectioneries, biscuits, liquid milk drinks, fruit flavoured drinks, and juices sold across Asia, Europe, the Middle East, Africa, North America, Australia, and Pacific Ocean nations. Garuda Polyflex Foods' goal is to produce best-in-class and creative food and beverage offerings that will provide consumers with more enjoyable experiences. Gone Mad Chocosticks in the chocolate category, Gone Mad Jelly Drink and Gone Mad Chocolate Drink in the beverage segment, and Gone Mad Sugar Cheese Cracker in the biscuit area are all products of the joint venture. GP Foods is currently introducing fascinating new product innovations.



Gery Gone Mad is a charming depiction of our universal need to be free. Gery Gone Mad's ideology allows it to defy order and routine, and 'disrupt the usual' in a fun and endearing way. Gone Mad caters to everyone's lighter side, allowing them to express their inner anarchy. The name "Gery Gone Mad" conjures up images of a fun, spontaneous, interesting, engaging, and youthful world where you may express your undeniable love for food.

"Gery Gone Mad" claims to break up the routine and provide unique delight with its original offering.

"Gery Gone Mad" allows you to leave your boring, regimented life behind and enter a wild world.

The company's product lines are :Crackers, Wafer sticks, Premium Wafer Sticks, Choco sticks, Choco fills are some the products manufactured by this company. In their Crackers section they have Sugar Cheese Crackers, Sugar Coconut Crackers and Sugar Choco Crackers. Biscuits/Crackers are the products which is consumed by all age groups starting from 5 year old child to 70 old man. The various product of this company available in the various location like Chennai, Ernakulam, Bangalore and Mumbai. From this location the paper mainly focuses on the Mumbai location. About its strategies and the awareness among the consumers in Mumbai location. The changes brought in can affect the product both positively and negatively depending upon the factors considered while making these changes/innovations. Data collected from consumer surveys have to be properly segregated, analyzed and then solutions have to derived so that product can have maximum benefits resulting in increasing sales.

II. OBJECTIVE

The objective of this paper was to analyze and to make company aware about the current scenario of the product in the market.

The main objectives of this paper are as follows:

- 20% Extra in Quantity or Rs 11 off on MRP out of both which is preferred by the consumers.
- Consumers and Retailers Feedback and Insights On the Gery Gone Mad Crackers.
- Significance of FMCG Sector
- Evolution of FMCG in India,
- Strategies Adopted in FMCG sector

NEED FOR THE STUDY

The need for the study of this paper was to analyze and grasp consumer preferences as a result of this research.

- Whether customers want a 20% increase in quantity or a Rs 11 discount off the MRP, and what factors influence their decision.
- We'd also learn about retailer and consumer perspectives on the product, which would aid in the product's development and effective service of both consumer and store needs.
- To analyze and make the company able to take the decision about the position of the product in the market so that they can take further steps.

III. RESEARCH METHODOLOGY

Our research is based on Primary data, which is 350 consumer and retailer responses from 68 retail shops across all the locations in Mumbai. Consumers of age group (18-30) were 60% and rest 40% were from 30+ age group.

We undergone for the actual market demand study and collected what the consumer wants from the product and also what retailer thinks about the product. From the proper market study we collected few insights from the market that are as follows.

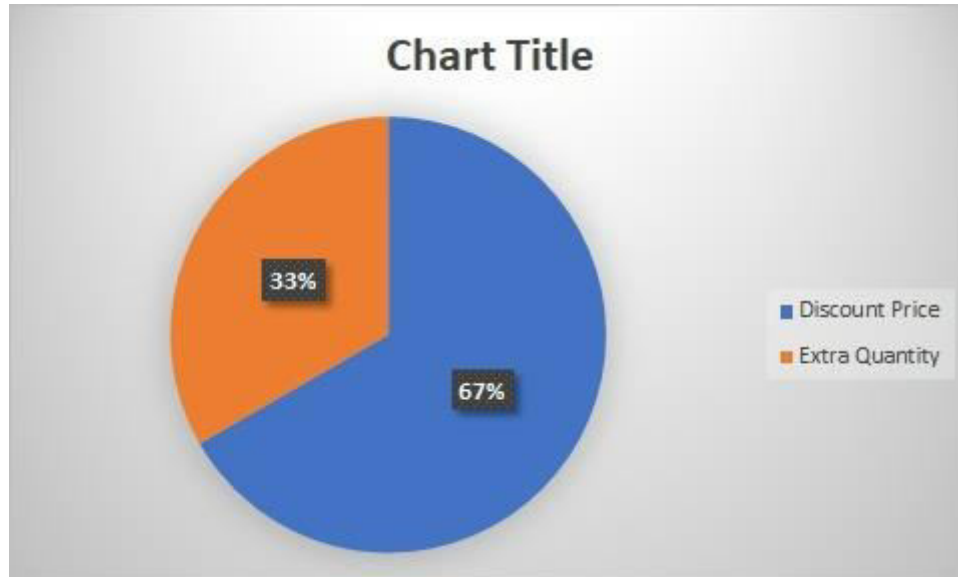
Two new ways of innovative marketing strategy:

1. **Consumer Insights:** As the research was going on we started collecting the data from the consumer itself as what they actually want from the manufacturer in the Gery Gone Mad crackers. As we focused on a particular Mumbai area in INDIA. We started observing the consumer buying behavior. How they focus on the buying and how they take the products based upon the price range, discount range, quality, quantity, taste, flavor. As we were specifically focusing on Gery Gone Mad products we asked few questions regarding the products to the consumer whether they are aware about the product or not. Some of the consumers given us the good feedback and given us bad feedback about the product. As a marketing research study it was mandatory to mention the proper feedback about the product.
2. **Retailer Insights:** As the research was going on we also started the data collection from the retailer itself what they feel about the product. As we where collecting the data in Mumbai we focused on; Whether they want to sell the product or not or if not then what is the actual reason behind it. We also asked them the query related the product quality, quantity, customer product visibility, about selling strategy, about product discount margin

by company. As a marketing research study it was mandatory to mention the proper feedback about the product.

Result of Analysis:

After doing the lot of research on the marketing strategy of a Product the result was as follows:



1. Consumer insights:

1. In coconut flavor many consumers found out that flavor/taste of coconut is less/missing
2. In cheese flavor many consumers found out that after unpacking the product has to consumed in one go otherwise there is a change in taste of the cheese.
3. Many consumers and retailers are not aware about the brand.
4. As few consumers bring to the notice that malkist has the famous celebrity Amitabh Bachchan's picture on it so it looks catchier.
5. Consumers felt that crackers are stickier.
6. Many consumers suggested that company should focus on doing more of advertising and branding.
7. Consumers observed that malkist products are easily available in local shops than gery products
8. Few consumers suggested to increase the quantity of cheese in the product
9. Many health-conscious consumers want the product healthier (like making the product by using oats and replacing sugar with honey)
10. Consumers and retailers suggested to use social media platforms for product branding
11. Consumers suggested to use influencer in order to increase awareness of product.
12. Consumers want both quality and quantity
13. Sometimes consumers observed that cracker is broken inside.
14. Consumers looking for more unique flavor in product.

2. Retailer insights:

1. In most of the shops, product (gery crackers) visibility were less.
2. As observed by the student representatives, malkist product were placed near the cash counters.
3. The competitor malkist product has vibrant and attractive packaging compare to Gery
4. Many consumers and retailers are not aware about the brand
5. Retailers suggested that if company increases commission margin, then they will help in increasing sales
6. Company should focus more on quality and taste of the product
7. Retailers suggested that since current product is costly (above 60 rupees), company should introduce one more product within the price range of rupees 20-30
8. It is observed that most of the retailers and consumers are unaware about the chocolate and coconut flavor
9. Many retailers suggested that company should do more promotional activities.



IV. CONCLUSION

After doing Full Marketing Survey we found that the product is a premium product which is good in quality. As when it was launched in market the response was too good but after some interval of time it started lagging in the marketing race. There are few reasons which are responsible for the product sell. The base price of the product was literally too high as compared to the competitor products. Another reason is that in Mumbai area it was mostly sold in Super Marts that's the reason they were also giving the more discount on competitor product so people started neglecting the product. As few people were not aware about the product were giving 20% extra. As per this survey we came to the conclusion that the company should reduce the product price. As if the company wants to stay and survive in Marketing competition. Company should also focus on the product visibility company should organize product demo stalls or sample stalls in Super marts for product visibility. Company should focus on Digital Marketing also; Because in this digital world what people can see that things get sold easily. If Company wants to Survive into Marketing race company should do this thing. If they focus on this thing, they will earn more profit and also they can produce the another kind of FMCG products as well.

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