
A Study on Consumer Perception Toward Promotional Activities of Bikaji Foods International Ltd.

Dr Rashi malik, Diya Verma, Harshit sharma, Sujal Garg

Abstract

The Indian FMCG sector is highly competitive, with promotional activities playing a critical role in influencing consumer behavior, enhancing brand visibility, and driving purchase decisions. This research investigates consumer perceptions of promotional activities adopted by Bikaji Foods International Ltd., a leading Indian ethnic snack brand. The study aims to examine the effectiveness of various promotional schemes, including discounts, cashback offers, free samples, contests, and digital promotions. A descriptive research design was adopted, and data were collected from 100 respondents in Rajasthan using a structured questionnaire. The findings reveal that consumers show high awareness of Bikaji's promotional schemes, with "Buy One Get One" emerging as the most appealing. Promotional schemes were found to significantly influence consumer purchases, although brand switching behavior remains high when competitors offer better promotions. The study concludes with actionable suggestions for enhancing the effectiveness of Bikaji's promotional strategies.

Keywords: *Promotional Activities, Consumer Perception, Bikaji, FMCG.*

Dr Rashi malik, Diya Verma, Harshit sharma, Sujal Garg

SRM University, Delhi-NCR, Sonipat, Haryana

Introduction

India's FMCG sector has witnessed rapid growth over the past decade, driven by increased urbanization, rising disposable income, and evolving consumer lifestyles. Among the various categories within the FMCG sector, ethnic snacks have gained considerable traction due to their cultural relevance and widespread consumption across households. Bikaji Foods International Ltd., founded in 1986 in Bikaner, Rajasthan, is one of the leading manufacturers of Indian ethnic snacks, particularly known for its Bikaneri Bhujia.

As competition intensifies in the snack food market, promotional activities have become essential for differentiation and consumer engagement. Promotional tools such as discounts, offers, coupons, freebies, contests, and digital marketing campaigns strongly influence trial purchases, repeat buying, and brand switching. Given the increasing reliance on promotions in FMCG marketing strategies, it becomes essential to understand how consumers perceive these initiatives. This research paper investigates the influence of Bikaji's promotional activities on consumer behavior in Rajasthan. It aims to identify effective promotional strategies, measure consumer awareness, and analyze the impact of such schemes on brand loyalty, satisfaction, and switching intentions.

Literature Review

Promotional activities are widely recognized as an essential component of marketing mix strategies, especially in the FMCG sector. Previous studies provide insights into the effectiveness of promotional tools and their role in influencing consumer perceptions and behavior.

Kumar and Sharma (2023) emphasize that promotional schemes such as discounts and free samples significantly encourage consumer purchase intentions, especially within snack

categories. Gupta and Jain (2022) highlight that promotional strategies improve brand recall and consumer engagement, thereby strengthening market share. Similarly, Kumari and Kumar (2020) explore how companies like Bikaji use a diverse promotional mix—including advertising and sales promotion—to build customer awareness and loyalty.

Garg and Verma (2020) examine consumer attitudes toward promotional schemes and conclude that well-designed offers create perceived value, which enhances brand trust and repeat purchases. Digital promotional strategies, as discussed by Jain (2018), have further improved the reach and effectiveness of promotional campaigns through influencer marketing and social media engagement.

Cultural influences also significantly shape consumer responses to promotions, as indicated by Verma et al. (2016), suggesting that region-specific promotional designs can lead to better alignment with customer expectations. Patel (2014) further emphasizes the long-term importance of promotions in establishing customer retention and loyalty.

The existing literature collectively suggests that promotional activities can effectively influence consumer behavior, but their impact varies with consumer expectations, promotional design, and market dynamics. However, limited studies have focused specifically on Bikaji Foods, especially within the Rajasthan consumer market, creating a research gap that this study aims to address.

Research Methodology

3.1 Research Objectives

The study was led by the following objectives:

1. To identify the most effective promotional activities used by Bikaji.
2. To assess consumer awareness of Bikaji's promotional campaigns.
3. To determine the impact of promotional activities on brand loyalty.
4. To evaluate how promotional schemes influence consumer purchasing behavior.

3.2 Research Design

A descriptive research design was employed to analyze consumer attitudes toward Bikaji's promotional schemes. The design allowed systematic collection and interpretation of data to understand the variables influencing consumer responses.

3.3 Sampling Design

- Population: Consumers residing in Rajasthan

- Sampling Unit: Individuals consuming Bikaji products
- Sampling Technique: Simple random sampling

3.4 Data Collection

- Primary Data: Collected through an online structured questionnaire.
- Secondary Data: Journals, articles, books, websites, and company reports.

3.5 Data Analysis Tools

Data were analyzed using Microsoft Excel, employing percentage analysis, tabulation, and graphical interpretation.

3.6 Limitations

- Limited time and resources restricted sample size.
- Online survey method may cause non-response bias.
- Lack of in-person interviews limited deeper insights.

34% always take advantage; 23% often; 27% occasionally.

Discussion

The findings demonstrate that promotional activities play a significant role in consumer decision-making within the FMCG sector. Bikaji's widespread awareness levels indicate strong promotional reach, particularly through digital platforms such as social media. The popularity of "Buy One Get One Free" suggests that consumers prefer promotions offering tangible value. However, the high switching likelihood also indicates that consumers are highly price-sensitive and promotion-driven. Bikaji's promotional strategies perform well in terms of engagement and satisfaction but require improvements to enhance competitiveness and reduce switching rates. Personalized digital promotions, innovative campaigns, and region-specific activities could enhance effectiveness.

Conclusion

The study highlights that promotional activities significantly influence consumer perceptions, purchase decisions, and loyalty toward Bikaji products. While consumers exhibit high awareness and generally positive attitudes toward these schemes, the findings also reveal areas of improvement, particularly in enhancing brand competitiveness and reducing consumer switching behavior. Continuous assessment, improved segmentation, innovative

promotional designs, and integrated digital communication strategies will help Bikaji strengthen its market position and achieve sustainable growth in the highly competitive Indian snack market.

References

1. Bikaji Foods International Ltd. (n.d.). Promotions and Discounts: How We Engage with Consumers. Retrieved from <https://www.bikaji.com/promotions> 38
2. Times of India. (2021). Consumer Behavior Trends: The Impact of Promotional Offers in India's FMCG Sector. Retrieved from <https://timesofindia.indiatimes.com>
3. Business Today. (2020). How Promotional Strategies Affect Consumer Perceptions in India. Retrieved from <https://www.businesstoday.in/>
4. FMCG Insights. (2021). Understanding the Role of Promotional Offers in Consumer Purchase Decisions. Retrieved from <https://www.fmcginsights.com>
5. Economic Times. (2020). The Changing Dynamics of Consumer Perceptions in the Indian Snack Food Industry. Retrieved from <https://economictimes.indiatimes.com>
6. Rediff. (2021). How Food Brands like Bikaji are Shaping Consumer Behavior through Promotions. Retrieved from <https://www.rediff.com>
7. Business Standard. (2020). The Effectiveness of Discount Schemes in the Indian FMCG Sector. Retrieved from <https://www.business-standard.com>
8. Marketing Week. (2021). Promotional Strategies in the Indian Food Sector: Consumer Insights. Retrieved from <https://www.marketingweek.com>
9. Mint. (2021). How Promotional Offers Impact Consumer Choices in the Indian Market. Retrieved from <https://www.livemint.com>
10. Hindustan Times. (2021). Consumer Loyalty and Promotions in the Indian Snack Industry: A Case Study on Bikaji. Retrieved from <https://www.hindustantimes.com>
11. Kotler, P., & Armstrong, G. (2017). Principles of Marketing (17th ed.). Pearson Education.

Provides comprehensive insights into marketing strategies, consumer behavior, and how promotional activities influence buying decisions.

12. Solomon, M. R. (2020). Consumer Behavior: Buying, Having, and Being (12th ed.). Pearson Education.

Focuses on understanding consumer behavior, with a particular emphasis on the psychological factors and decision-making processes related to promotions.

13. Schiffman, L. G., & Kanuk, L. L. (2018). Consumer Behavior (11th ed.). Pearson Education.

Covers in-depth theories and concepts in consumer behavior, offering insights into how promotions influence consumer choices and Perceptions.

14. Keller, K. L. (2013). Strategic Brand Management: Building, Measuring, and Managing Brand Equity (4th ed.). Pearson Education.

Offers insights into how promotional activities can affect brand equity and consumer Perceptions in the context of food products like Bikaji.

15. Blythe, J. (2012). Consumer Behavior and Marketing Strategy (7th ed.). McGraw-Hill Education.

Explores how marketing strategies, including promotional offers, influence consumer purchasing decisions.

16. Hawkins, D. I., Best, R. J., & Coney, K. A. (2019). Consumer Behavior: Building Marketing Strategy (13th ed.). McGraw-Hill Education.

An essential text for understanding how consumer behavior affects marketing strategies, with a focus on promotional activities and decision-making.

17. Schiffman, L. G., & Kanuk, L. L. (2019). Consumer Behavior: A European Outlook (2nd ed.). Pearson Education.

Provides a comprehensive look at consumer behavior in the European context, but many principles can be applied to the Indian market for your study on Bikaji.

39

18. Mullins, J. W., Walker, O. C., & Boyd, H. W. (2017). Marketing Management: A Strategic Decision-Making Approach (9th ed.). McGraw-Hill Education.

Focuses on how companies make strategic marketing decisions, including promotional activities that influence consumer Perceptions.

19. Aaker, D. A., & McLoughlin, D. (2010). Strategic Marketing Management (9th ed.). Wiley.

Covers strategic aspects of marketing, including promotional strategies and their impact on

consumer attitudes and behaviours.

20. Kotler, P., & Armstrong, G. (2015). *Principles of Marketing* (15th ed.). Pearson Education.

A foundational book for understanding marketing fundamentals, with sections on the role of promotions in consumer decision-making.