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## Consumer perception for major Haldiram's Namkeen products in Nagpur city

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### Abstract

This research paper examines the demographic profile of consumers and the key determinants influencing their perception of major Haldiram's namkeen products in Nagpur city. The study is centered around two core objectives, to analyze the demographic characteristics of consumers, and to identify the factors shaping consumer perception towards selected snack products. A descriptive research methodology was adopted, integrating both qualitative and quantitative techniques. Primary data was collected from 60 consumers using a structured interview schedule and purposive sampling method. The study focused on ten popular namkeen variants including Bhujia Sev, Moong Dal, Aloo Bhujia, Lemon Bhel, Soya Sticks, Falhari Chiwda, Banana Chips, Mixture, Khatta Meetha, and Roasted Chana. Key demographic variables analyzed were age, gender, educational background, occupation, income level, and family type. Perception-based variables included price, taste, product quality, quantity, packaging, functionality, product labeling, and availability. The analysis revealed that consumer preferences are primarily driven by taste, quality, and affordability. Additionally, the majority of consumers were found to be young, well-educated, and from middle-income nuclear families. The findings offer strategic insights for product positioning and marketing decisions in urban retail markets like Nagpur.

**Keywords:** Haldiram's Namkeen, consumer perception, Nagpur city, customer satisfaction

### Introduction

The Indian snack food industry has witnessed rapid growth over the past decade, driven by increasing urbanization, rising disposable incomes, and changing consumer lifestyles. Among the prominent players in this market, Haldiram's has established itself as a leading brand, known for its wide range of namkeen products that cater to diverse tastes and preferences across the country. In urban centers like Nagpur, the demand for ready-to-eat snacks continues to grow, making it essential to understand how consumers perceive these products and what factors influence their purchasing behavior.

Consumer perception is shaped by various elements such as taste, quality, price, packaging, and availability. At the same time, demographic factors including age, gender, income, education, occupation, and family structure significantly impact individual preferences and consumption patterns. Studying these aspects provides valuable insights for manufacturers and marketers to better align their offerings with consumer expectations.

This research focuses on analyzing the demographic profile of consumers and the key variables influencing their perception of major Haldiram's namkeen products in Nagpur city. The study aims to offer actionable data that can support improved product positioning and strategic marketing decisions in competitive urban markets.

### Methodology

The present study adopts a descriptive research design to examine the demographic characteristics of consumers and the factors influencing their perception of major Haldiram's namkeen products in Nagpur city. A mixed-method approach combining both qualitative and quantitative techniques was used to ensure a comprehensive understanding of consumer behavior. Data was collected from 60 consumers using a structured interview schedule that included both closed and open-ended questions. The participants were selected through purposive sampling, focusing on individuals familiar with or regularly consuming Haldiram's

products. Primary data formed the core of the research, while secondary information was sourced from research articles, journals, websites, and brand-related publications to support the analysis.

The study was conducted in Nagpur city during the period 2024–2025. Analytical tools such as tabular presentation, percentage analysis, and graphical representation were employed to interpret the data effectively. Ten of the most commonly consumed Haldiram's namkeen products were selected for the study, including Bhujia Sev, Moong Dal, Aloo Bhujia, Lemon Bhel, Soya Sticks, Falhari Chiwda, Banana Chips, Mixture, Khatta Meetha, and Roasted Chana. Demographic variables considered in the analysis included age, gender, educational qualification, occupation, income, and family type. To assess consumer perception, factors such as price, taste, quality, quantity, packaging, product effectiveness, instruction clarity, and availability were analyzed. This methodology was designed to generate meaningful insights into consumer behavior and preferences, supporting the development of targeted marketing strategies for Haldiram's in urban markets like Nagpur.

## Result and Discussion

The results of the paper are presented below.

**Table 1:** Demographic traits of consumers (N=60)

Variables	Categories	Consumers (N=60)	Percentage
Gender	Male	25	41.67
	Female	35	58.33
Age	Young (Up to 30)	37	61.67
	Middle (31 to 50)	14	23.33
	Old (Above 50 years)	09	15.00
Household size	up to 3	13	21.67
	4 to 5	37	61.67
	Above 5	10	16.67
Family type	Nuclear	45	75.00
	Joint	15	25.00
Educational qualification	School	15	25.00
	Degree	29	48.33
	Post-graduation	10	16.67
	Professional	06	10.00
Occupation	Student	17	28.33
	House Wife	13	21.67
	Employed	28	46.67
	Business	02	03.33
Household annual income (Rupees in Lakhs)	Up to 8,00,000	49	81.66
	8,00,001 to 10,00,000	09	15.00
	Above 10,00,000	02	03.33

The demographic profile of Haldiram's namkeen consumers in Nagpur reveals several key trends. A majority of respondents are female (58.33%) and fall within the younger age group of up to 30 years (61.67%), indicating that the brand has a strong appeal among young women. Most consumers belong to nuclear families (75%) with household sizes typically ranging from 4 to 5 members (61.67%), suggesting a preference for family-oriented snacking options. In terms of education, nearly half of the respondents hold a degree (48.33%), with a smaller share having completed postgraduate or professional qualifications. Employment status shows that a significant proportion are working professionals (46.67%), followed by students (28.33%) and homemakers (21.67%). Income-wise,

the vast majority (81.66%) earn up to ₹8 lakhs annually, placing them in the middle-income bracket. Overall, the data indicates that Haldiram's namkeen is particularly popular among young, educated, middle-income individuals living in nuclear households.

**Table 2:** Consumer perception of Haldiram's namkeen products (N=60)

Factor	Ranking		
	Very Satisfied	Satisfied	Neutral
	1	2	3
Consumers (n=60)			
Price	16 (26.66)	25 (41.66)	19 (31.66)
Taste	30 (50.00)	16 (26.66)	14 (23.33)
Quality	21 (35.00)	32 (53.33)	7 (11.66)
Quantity	19 (31.66)	27 (45.00)	14 (23.33)
Packaging	20 (33.33)	24 (40.00)	16 (26.66)
Effectiveness	31 (51.66)	18 (30.00)	11 (18.33)
Availability	38 (63.33)	16 (26.66)	6 (10.00)
Instruction on Product	19 (31.66)	24 (40.00)	17 (28.33)

(Figures in parentheses indicates percentage consumers response)

The analysis of consumer perception regarding various attributes of Haldiram's namkeen products reveals overall positive feedback across multiple factors. Availability received the highest level of satisfaction, with 63.33% of consumers being very satisfied, indicating that the products are widely accessible in the market. Taste and effectiveness also scored high, with 50% and 51.66% of respondents, respectively, reporting they were very satisfied, suggesting strong product appeal and functional value. Quality was another well-rated factor, as over half (53.33%) of consumers expressed satisfaction. Price, quantity, and packaging also garnered favorable responses, though with slightly lower satisfaction levels. Price saw 41.66% satisfied and 26.66% very satisfied, pointing to a perception of reasonable affordability. Satisfaction with quantity and packaging was also relatively high, though a notable portion remained neutral. Instructions on the product received mixed responses, with 31.66% very satisfied but a significant 28.33% neutral, indicating room for clearer communication. Overall, the data reflects a strong consumer preference for Haldiram's namkeen, particularly in terms of taste, quality, and availability, reinforcing its position as a popular choice in the snack segment.

**Table 3:** Consumption of Haldiram's namkeen products in Nagpur city (N=60)

Sr. No.	Product name	Consumers (n=60)	Percentage
1	Bhujia sev	31	51.66
2	Moong Dal	20	33.33
3	Lemon Bhel	28	46.66
4	Aloo Bhujia	25	41.66
5	Soya sticks	23	38.33
6	Falhari chiwda	21	35.00
7	Banana chips	27	45.00
8	Mixture	18	30.00
9	Khatta Meetha	24	40.00
10	Roasted chana	7	11.66

The data on consumer preferences for various Haldiram's namkeen products indicates that Bhujia Sev is the most popular item, favored by 51.66% of the respondents. This is followed by Lemon Bhel (46.66%) and Banana Chips (45.00%), both showing strong consumer interest. Aloo

Bhujia and Khatta Meetha also received considerable attention, with 41.66% and 40.00% of consumers selecting them, respectively. Products like Soya Sticks (38.33%), Falhari Chiwda (35.00%), and Moong Dal (33.33%) maintain moderate popularity, suggesting a diverse taste preference among consumers. Mixture was chosen by 30.00%, while Roasted Chana was the least preferred, with only 11.66% of respondents selecting it. These findings suggest that while traditional and spicy snacks like Bhujia Sev lead in popularity, there is also significant demand for lighter and varied options like Banana Chips and Lemon Bhel among consumers.

**Table 4:** Consumer response on various factor for Haldiram's namkeen products. (N=60)

Statement	Strongly Agree	Agree	Neutral
Satisfaction	16 (26.66)	19 (31.66)	25 (41.66)
Will recommend to other	7 (11.66)	15 (25.00)	38 (63.33)
Likely to continue	7 (11.66)	35 (58.33)	18 (30.00)
Some products are costly	15 (25.00)	18 (30.00)	27 (45.00)
Haldiram's namkeen is first choice	15 (25.00)	23 (38.33)	22 (36.66)

(Figures in parentheses indicates percentage consumers response)

The data shows that 26.66% of consumers strongly agree and 31.66% agree that they are satisfied with Haldiram's namkeen products, while 41.66% remained neutral. In terms of continued usage, 11.66% strongly agree and 58.33% agree they are likely to keep purchasing, though 30% were neutral. Only 11.66% strongly agree and 25% agree they would recommend the products to others, while a significant 63.33% remained neutral, indicating low brand advocacy. Regarding pricing, 25% strongly agree and 30% agree that some products are costly, with 45% neutral, reflecting mixed views on affordability. For brand preference, 25% strongly agree and 38.33% agree that Haldiram's is their first choice, while 36.66% were neutral. Overall, while many consumers show positive responses, a considerable portion remains neutral, highlighting the need for stronger engagement.

## Conclusion

The study reveals that Haldiram's namkeen products enjoy considerable popularity among young, educated, middle-income consumers in Nagpur, especially among females and those from nuclear families. Consumers showed high levels of satisfaction with key attributes such as taste, quality, and availability. Bhujia Sev, Lemon Bhel, and Banana Chips emerged as the most preferred products. While many respondents expressed willingness to continue purchasing, fewer showed strong intent to recommend the products, and a significant portion remained neutral across various perception factors. Concerns regarding product pricing were also noted. Overall, while Haldiram's maintains a strong market presence, enhancing customer engagement and addressing price sensitivity could further strengthen its position in the urban snack market.

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