



Inspiring Excellence

Internship Report

on

***FACTORS AFFECTING CONSUMER BUYING CONFECTIONARY PRODUCTS
(CHOCOLATE)***



Internship Duration

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Submitted To:

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***FACTORS AFFECTING CONSUMER BUYING
CONFECTIONARY PRODUCTS***

LETTER OF TRANSMITTAL

April 10, 2019

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Subject: Submission of internship report on “Factors Affecting Consumer Buying Confectionary Products”

Honorable Faculty,

With great pleasure I am submitting my internship report to you which is really important for me to complete my Bachelor of Business Administration program. The topic of the report was “Factors Affecting Consumer Buying Confectionary Products” and the topic was assigned by my on-site supervisor.

In this report, I have tried my level best to give as much information as I could get and followed all the guidelines you had provided me with. I believe that my report will exceed all your expectations and if it does not then I will do further research, eliminate all the errors if found and will remain to active to receive your advice.

Sincerely yours,

Ar-Rafi Ahmed Evan
ID: 14204128
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LETTER OF ENDORSEMENT

This letter is to certify that the report entitled “Factors Affecting Consumers Buying Confectionery Products” has been submitted to Office of Career Services & Alumni Relations (OCSAR) by Ar-Rafi Ahmed Evan, BRAC Business School, ID: 14204128. He did Major in Finance and Minor in Marketing. He has fulfilled all the requirements that are needed for the internship program and to get the degree of Bachelor of Business Administration.

Ahmed Abir Choudhury

Internship Supervisor

Lecturer, BRAC Business School

ACKNOWLEDGEMENT

First of all, I would like to thank the Almighty Allah for giving me the chance to work as an intern in such a company that has been running its business for 45 years straight and still rapidly growing every day. It was an honor to work in such a prestigious company.

Secondly, I would like to thank my wonderful colleagues who were interns just like me. Throughout our internship period, we helped each other getting the samples we could not find in the market. We had a brilliant, incredible teamwork experience in the company.

Thirdly, special thanks to my internship supervisor Ahmed Abir Choudhury. Without his constant advice, guidance I could not have finished my internship report due time. His constant suggestion, feedback, directions helped me to complete this internship report more accurately. All the credit goes to him for helping me write a quality report.

After that, I would like to thank my on-site supervisor, my boss- Senior Brand Manager (FMCG Division), Mr. Sazzad Hossain. He gave me insights about the industry, procedures a product goes through before it gets launched in the market and reach to the hands of the customers. Thanks to him that I was able to learn a lot about the industry and different products.

And last but not the least, special thanks to my mother, father and my friends and relatives both here and abroad for continuously supporting me both in my good and bad times.

EXECUTIVE SUMMARY

Meghna Group of Industries started their business in 1976. They have been running their business for more than 40 years now. Over the years they have gained trust of the consumers through their brands like Fresh, Pure and No.1 and they are one of the biggest and most competitive conglomerates in Bangladesh. Now they are planning to start launch new products in confectionery sector. The purpose of these report is to find the factors which affect the consumers when they go for buying confectionery products and which of the factors actually affect and which one does not. In this report an overview of the organization is given. Then the methodology of the survey is given. First, I wrote an overview of the organization. Then the methodology was given like how I completed my research. A short industry analysis is given in the report to give a shot summary of which companies are selling the most, who are the major players and all. Then a survey was conducted. To figure out the factors that affect the most, SPSS analysis was done for the purpose of generating the results of factor analysis, regression, coefficient and many other things. These were done to find the core factors. It would've been better if there were more samples and more factors added in the survey which could result in an accurate research. Local companies are getting competitive and there is foreign competition as well. For this reason, a few recommendations were given like what should MGI do, who should they target, what should they observe and to come with strategies of their own and all. The errors and limitations of this research are mentioned at the end of this research paper. So basically, this report is going to draw portray for Meghna Group of Industries to help them to identify the factors they should focus more on and what they should do to make big sales.

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ORGANIZATIONAL OVERVIEW

Meghna Group of Industries (MGI) is one of the successful and largest leading companies of Bangladesh. It all began from Kamal Trading Company which was established in 1976 and then 13 years later the company started operating in 1989 as Meghna Vegetable Oil Industries Ltd. which was located in a small land of Meghnaghat at Naraynganj. The company is now involved in developing, promoting and marketing various products. The company's employers are also involved in coming up with new projects and launch new products almost every year. Currently they are doing market research on chocolate, wafer, biscuit, cake, bread and noodles as they are going to launch these products under the brand names of Meghna Group. After working for so many years and putting so much effort the company achieved the title of biggest investor in the country in industrial development sector for three years in a row.

As mentioned above, the company has been operating for more than 40 years now and over the years Meghna has gained experiences from both here in the country and abroad. Since the group has become so popular, the products of different brands can be found in three in every nine or ten households. And not mention, MGI also keep herself busy exporting its products in different regions of the world such as North America, South America, Middle East and Europe. The group is trying so hard to expand its business in abroad to become worldwide famous.

Meghna Group of Industries is the only company in the country that had set up an economic zone which is private. The company has also opened eight new industrial units in its economic zone which is worth BDT 300 crores. There are also ten different industries which are under development at the moment and they will create working opportunities of 12,000 to 15,000 men.

Meghna Group of Industries' owner, the chairman Mr. Mostafa Kamal is a very simple and humble man but is a career-oriented far sighted businessman who had built the structured foundation of the group. The development of the industries, education, social welfare and health are some of his contributions. Him being a legit businessman, honest, being truthful, always being dedicated and committed for this group are the reason why it has become such a well-known group in the country.

The company has set some mission, vision and values for itself which help them to motivate themselves and meet their goals.

Company's Mission, Vision and Values:

Vision:

By contributing in the industrial development and fulfilling the requirements of customers, Meghna Group of Industries is continuously for years trying to increase the value of the economy of the nation and its partners by working enthusiastically and passionately. To get admired by everyone and to become one of the progressive companies in the world is the main goal.

Industrial Development: Meghna thinks that as a business, the group will create and add values in the industrial sector of the nation and the group will also be able to create stable monetary system. Meghna employers' goal is to build a significant framework for the nation and to grow together by cooperating with each other.

Progression: Meghna Group of Industries believes that, every individual out there has a deep desire to improve themselves and to also prosper in life. For this reason, the group is continuously giving its best to make everyone's life easy, the group especially cares a lot about the progression of their employers, labors, suppliers and customers.

Mission:

MGI employees always keep themselves engaged in difficult tasks to achieve and improve group's ability in a competitive environment so that they can convey superior value and sustainable value as well. Meghna is dedicated to enhance the value of the stockholders and satisfy the customers' needs and the conglomerate will be managed the professionals. The group is focused mainly on becoming an innovative group which continuously thrives for creating values and also achieving international benchmark.

Values:

- **Broad-mindedness:** Multiplicity can be a source of prosperity and modification. It can open the doors for stable, consistent opportunities.
- **Eagerness:** Aware of the surroundings, looking ahead of the time, forecasting, declining and not making random assumptions and going beyond imagination.
- **Agility:** Quick to adapt, fast and sharp, energetic and flexible enough to play a vital role.

- **Enthusiasm:** Passionate about the work, overcoming difficult tasks, getting them pushing and going beyond the limit to earn the first place.
- **Fearlessness:** An explorer, a risk taker who is capable enough to take the path filled with thrones and is capable enough to endure all the failures to achieve greater heights.
- **Humanism:** Paying attention to individuals such as workers, labors, shareholders, suppliers and customers.
- **Participating:** Forming teams, cooperating with each other to prosper and reach the goals together.

Meghna Group of Industries at a glance:

Companies: Meghna Group of Industries has in total of 45 companies. We will discuss them individually later in the report.

Turnover: Company's yearly turnover is three million U.S. Dollar.

Business partners and suppliers: Numbers of business partners and suppliers are over three thousand and one thousand.

Employees: The group is currently being operated with the help of thirty thousand employees.

Brands: Fresh, SuperFresh, Meghnacem Deluxe, Pure, No.1, Actifit. Each brand represents several products under its name.

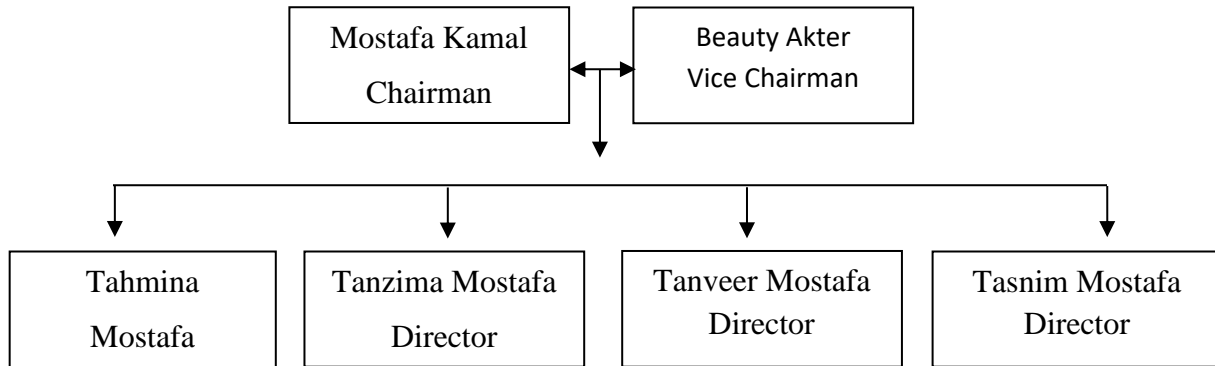
Operational sectors: Meghna operates its business via FMCG (Fast Moving Consumer Goods), Real Estate, Building Materials, Economic Zone, Printing and Packaging, Pulp and Paper, Feeds, Financial Institutions, Commodities Energy and Power, Aviation Media and Chemicals.

Export Market: Company exports its products in Asian countries like Vietnam, India, Hong Kong, Nepal, Sri Lanka, Singapore, Bhutan, Malaysia, United Arab Emirates, Kuwait and in only European country, United Kingdom.

Responsibility: Customers are the top priorities of the group. The group's responsibilities are to deliver, offer and serve its consumers the best quality products and satisfy them.

Respect: Showing respect to each other, working together with each other can result in many great things.

Board of Directors:



Companies of Meghna Group of Industries:

- **United Sugar Mills Ltd.**

The company was established in 2005. Fresh refined sugar is produced from raw sugar cane imported from Brand. The sugar gets processed in most modernized way. FRESH Refined Sugar and No. 1 Refined Sugar are two of its brands which fulfills one third requirement of the country and has become the market leader. The plant has man power of 955 and not to mention the factor produces 2,500 metric ton per day.

- **Meghna Seeds Crushing Mills Ltd.**

The company was established in 2011. Soyabean and rape seed gets processed in this plant. The plant produces the best quality Rape Seed Cake and Soya meal. Fresh Soya Meal, Fresh Rape Seed Cake are two of its brands. The plant produces 2,500 metric ton soyabean, 1,800 metric ton canola/rape seeds and 1,800 metric ton sunflower seeds per day. Technology that are currently being used are European technology Andreottimpianti from Italy, technology by N-hexane: Solvent Extraction Technology, machineries from Buhler, Thyseenkrupp, Westfeliam, PLC and Chronus. The company has manpower of 350. Raw materials come from Argentina, Brazli, Uruguay, Canada, Paraguay, Australia and China. Customers of this company are United Feeds Ltd, CP Bangla Madina Traders, Tanveer Oil Mills Ltd, MS Trading, Nourish, Foisal Trading and All Feeds Mills in Bangladesh.

- **United Edible Oils Mills Ltd.**

The company was established in 2000

- **Tanveer Oil Mills Ltd.**

The company was established in 2005. Perfect Degumming, Balanced De-Colorization and Neutralization are three steps that are followed in refining process and to ensure the correct amount of intact Beta-carotene and Omega 3 & 6 in soyabean oil, five steps of Deodorization are followed. The Soyabean Oil produced in this plant helps to lower the high blood pressure as the oil contains omega 3 and 6. The oil has right nutrition values. Super Fresh Soyabean Oil, Super Pure Vegetable Oil are two of its men. 550 men work here. The plant produces 3,60,000 metric ton per day and currently LIPICO technology is being used. Raw materials come from Malaysia, Canada, Indonesia and Argentina.

- **Surma Mustard Oil Mills Ltd.**

The company was established in 2009 and the best quality Mustard Oil and Mustard Oil Cake in the country gets produced here and that too from the best quality seeds which gets purified in the plant using the technologies brought from Pakistan, India, England and local. Raw materials come from Canada, Russia, Australia and local seeds. The plant produces 1,050 metric ton per day and manpower is 200. Mustard oil in here gets produced under the brand name of Fresh Mustard Oil.

- **Unique Cement Industries Ltd.**

The company was established in 2011. To contribute in the economic growth of the nation, Meghna ventured in the business of cement and promised its customers to trust them blindly. From the very beginning to till now, the group has been continuously investing money to upgrade the existing machineries and to bring new machines so that Meghna can keep pace with rest of the world and also to compete against the rivals head on for the sake of delivering the customers best quality product. Since they have been giving so much effort to this sector for a very long time, MGI now holds the second position as the country's second largest cement producer. Meghna cement gets produced under the brand names of Fresh Super, Fresh Special, Fresh, Meghnacem. The latest technology they have been using in the factory is from ThyssenKrupp. Raw materials come from India, Vietnam, China, Thailand and Indonesia. Plant capacity is 12,000 TPD and 700 men working in this factory at the moment.

- **Janata Flour & Dal Mills Ltd. (Flour)**

The company was established back in 2000 with the goal of offering the consumers best quality and taste. Janata Flour and Dal Mills Ltd. produces atta, moyda and suji under the brand names of Fresh Atta, Fresh Moyda and Fresh Suji. 430 metric tons of products get produced here on a daily basis. Manpower existing in this plant is 360. Technology from Buhler, Switzerland gets used here to produce quality ata, moyda, suji. Meghna uses its own country's materials but raw materials also come from India, Canada, Argentina, Russia and Australia.

- **Janata Flour & Dal Mills Ltd. (Lentils)**

The company was established in 2000. To ensure the best quality and taste, company uses BUHLER Optical ColourSortex Z+ Machine from Switzerland, our local technology Roller and Stone Chukki and also collects lentils from various local sources or sometimes directly from the farmers. Number of manpower in the plant is 250. Raw materials also come from countries like Nepal, Australia, Canada and France. 900 Metric ton of Moshur dal and 19,500 metric ton of Anchor/Motor dal get produced monthly here in this plant.

- **Tasnim Chemical Complex Ltd.**

The company was established in 2009. Importing chemicals from another country can get messy and time consuming at time. To reduce the time consumption and industry being dependent on other countries for chemicals, Meghna started manufacturing quality, world class chemicals of their own for the sake of fueling the growth of the industry. The plant has manpower of 570 and monthly 4,800 metric ton chemicals get produced here. Raw materials come from Korea, Taiwan, China, India and Germany.

- **United Fibre Industries Ltd.**

The company was established in 1999

- **Tanveer Polymer Industries Ltd.**

The company was established in 2002. Produced bags of this plant get exported in European and other countries. These bags are mainly used to pack and supply fertilizer and other industrial products. These bags get produced under the brand names of Tanveer Polymer and United Fibre. By using the technologies- RaiHsing Plastic Machinery, Taiwan and Lohia Corps Ltd. 200,000 pcs of bags daily get produced here with the help of 1,075

men. Raw materials come from United Arab Emirates, Saudi Arabia, Korea, India, Thailand, Taiwan and Australia.

- **Gold Ad Star Bag Industries Ltd.**

It was established in 2009 and is currently engaged in producing 150,000 pieces of begs every day. It has man power of 550 and technology is from Germany. Materials come from United Arab Emirates, Saudi Arabia, Korea, India, Thailand, Taiwan and Australia.

- **Unique Cement Fibre Industries Ltd.**

Meghna has been involved in sack business from 1999 and the group is currently selling 12 to 13 million of sacks every month both here in local market and abroad. The site is located at Tripordi, Sonargaon, Narayanganj. 700 people are working here at present. And the project cost is 1,000 Million BDT. Raw materials mainly come from gulf countries and oil producing countries. The materials that come from abroad are Polypropylene, Additives, Ink and Solvent. The bags get exported in countries like Canada, Australia and South Africa.

- **Unique Power Plant Ltd. (Unit-1)**

The company was established in 2001. The Power Plant started operating with the capacity of 10.8 MW but later in 2007 the plant capacity was upgraded to 27.65 MW for their usage but MGI also let their competitors to use the power of the plant. This plant is armed with heavy units from Norway, Rolls Royce and 5 Exhaust Heat Recovery Boiler from Holland and India. The plant generates 18.4 TPH.

- **United Power Plant Ltd. (Unit-2)**

Meghna established second unit of United Power Plant Ltd under CPP with 8 MW of power. Triveni Corporation and the ISGEC India supplied steam turbine and a boiler to this second unit of UPP. The plant generates 60 TPH.

- **Everest Power Generation Company Ltd.**

This plant was established in 2008 with the capacity 54 MW. Machineries that get used on daily basis are Norway- 25.17, Rolls Royce, Finland- 28.83 MW. It has manpower of 70 and they use EHRB (Thermax, India) and a gas engine.

- **Unique Cement Industries Ltd. (Power Plant)**

In the Unique Cement Premises, a power plant of 10 MW was established. Removing the moisture is a difficult task, so they use exhaust hot gas while preparing the cement.

- **Tasnim Condensed Milk Limited**

The company was established in 2011. To produce the milk, factory uses latest technology APV from Denmark. Every month, 155,000 cartons of milk get produced here. Manpower is 200. Raw materials come from Australia, Poland, India, Japan, Argentina, Belgium and Ireland. The milk here is produced under the brand name of No. 1 Sweetened Condensed Filled Milk.

- **Tanveer Food Ltd. (Milk)**

The company was established in 1994. Meghna imports milk powder from some of the best world factories to ensure the quality of the milk and for food safety. Besides, milk powder of Meghna gives kids and adults think critically as it contains A, B, D, Zinc, Choline, protein, potassium and Calcium which helps to create energy, increase intelligence level, helps to grow and provides better immune system. Milk powder from here is produced under the brand names of Fresh Full Cream Milk Powder, Super Pure Full Cream Milk Powder. Plant capacity is 3,500 metric ton per month and 2,225 men work here. Technologies that exist in this plant are Sav Pack from Thailand, Hussia and Nichrome from India. Raw materials come from UK, Australia, New Zealand and Ireland.

- **Meghna Beverage Ltd.**

The company was established in 2017. The factory was built in 4.72 acres of land and is located at Tripordi, Sonargaon, Naraynganj. 550 people work here. Per hour 36,000 bottles of drinking water and 36,000 CSD bottles get produced here. Raw materials that are used- Treated Water, Food Grade Colors, Flavors, Sugar, Carbon Di Oxide, Refined Sugar, Citric Acid, Tri-Sodium Citrate, Sodium Benzoate, Ascorbic Acid, Potassium Sorbet and etc.

- **United Mineral Water – PET Industries Ltd.**

The company was established in 1998

- **Dhaka Plastic Bottle Industries Ltd.**

The company was established in 1998. The water bottles get supplied under the brand names of Super Fresh Drinking Water and No. 1 Drinking Water. Plant capacity is 172,800,000 Ltr per year. To refine the water company follows 3 steps to. 1,275 people work here. Raw materials come from Korea, Saudi Arabia and Thailand.

- **Meghna Tea Company Ltd.**

The company was established in 2000 for the purpose of offering consumers the best possible quality tea of the country which will allow the consumers to get great strength and a fresh mind. Tea of this company gets produced under the brand names of No. 1 Strong Tea, No. 1 Leaf Tea, Fresh Danedar Tea, Fresh Dust Tea and Fresh Premium Tea. Raw materials come from Sylhet, Chittagong.

- **Tanveer Food Ltd. (Spices)**

The company was established in 2002. Bangladesh is a country where majority prefers and loves spicy foods. To fulfill every one's demand this company was built to add a healthy spicy punch in dining table. Spices get produced under the brand name of Fresh Spice. 150 metric ton spices gets produced per month. Holler Machine and ACM Milling Machine are the technologies that are currently being used. The plant has 460 workers. Raw materials come from Chittagong, Faridpur, Comilla, Panchagar.

- **Tanveer Printing and Packaging Industries Ltd.**

The company was established in 2004 to pack and print their own products. Besides, Meghna also makes cartons for other factories too. The company has manpower of 210. Raw materials come from group's own sources.

- **Tanveer Paper Mills Ltd.**

The company was established in 2004. 340 metric ton paper gets produced here every day. The paper gets produced under the brand name of Tanveer Paper. The plant has manpower 555. Raw materials come from Saudi Arabia, UAE, Singapore, Canada and Indonesia.

- **Meghna Pulp and Paper Mills Ltd.**

The company was established in 2012. 2,000 people are currently working in this company and producing 450 metric ton products per day with the help of carbonless machine, two paper machine, one tissue machine and one coater machine. The factory is located at Meghnaghat, Sonargaon, Naraynganj with 15 acres of land. Raw materials come from Canda, Indonesia, Brazil, India, Finland, United States of America and South Africa. 100% wood free pulp are used as materials to make the product. The products get exported in India, Sri Lanka, Nepal, Dubai and South Africa.

- **Meghna Shipbuilder & Dockyard Ltd, Mercantile Shipping Lines Ltd, G. Shipping Lines Ltd.**

To contribute in economic growth of maritime nation like our country Bangladesh, Meghna has developed set of maritime units like Meghna Shipbuilder & Dockyard Ltd, Mercantile Shipping Lines Ltd, G. Shipping Lines Ltd. Machines, MS Plate Bender, CNC Machines, Press Machine, E.O.T. and a truck crane- these are the present day machineries that are used to furnish the shipyards. These sea units are maintained by experienced professionals. In distant future, MSDL is planning to expand its venture upto 75 million to assemble 1,500 tons capacity maritime vessels.

- **Meghna Aviation Ltd.**

The company was established in 2011. It is an endeavor of Meghna Group. The company is a transport service and also provides air ambulance in case of emergency. One of the special features of helicopters is, they are capable of landing and taking off from remote areas. Meghna's Bell 429 can carry 700 lbs and travel upto 700 km. Bell 407 GX can carry 2,582 lbs and travel 611 km. Robinson R66 can carry 1,402 lbs and travel 602 km.

- **United Feeds Ltd.**

The company was established in 2001.

- **Unique Hatchery and Feeds Ltd.**

The company was established in 2003. Meghna's high caliber adjusted feeds have always promoted the fast growth of poultry, fish and cattle. To build up an integrated agro based industry with incubation center, feed mill and business contact cultivating and meat process plant are their goals. Technologies are from Taiwan, Denmark and Vietnam. Raw materials come from local supplier, China, Vietnam, India and European Union.

- **Tanveer Steel Mills Ltd.**

MGI has built this company in 2005 for the sake of satisfying the development needs for new drums of edible petroleum, oil products the nation. Through the cutting-edge machineries brought from India, the company has been creating drums worldwide standard of 200 Liter.

- **Meghna Properties Ltd.**

The company was established in 2007 for the sake of developing sector of Real Estate. Meghna is investing their organizational resources and skills in this sector. For the dwellers of the capital, the company is providing affordable accommodation and competitive price.

- **Bangladesh National Insurance Com. Ltd.**

With a mission to give unparalleled support to its policy holder, Bangladesh National Insurance Company Limited begun its adventure under the flagship of Meghna Group of Industries.

- **Dhaka Securities Ltd.**

The company was established in 1996, is a sister concern of Meghna. The company bought the membership of Dhaka Stock Exchange and in 2011, they also purchased the membership of Chittagong Stock Exchange. And finally, the company started operating as a Brokerage House in March, 2012.

- **Everest CNG Refueling Conversion Ltd.**

The company was established in 2009. To refuel CNG vehicles this refueling station was built. The station has 15 workers and the technology came from Argentina.

Products of Meghna Group:

1. Sugar

- Fresh Refined Sugar
- No. 1 Refined Sugar



2. Seeds Crushing

- Fresh Soya Meal
- Fresh Rape Seed Cake



3. Edible Oil

- Super Fresh Soyabean Oil
- Super Pure Vegetable Oil
- Fresh Mustard Oil



4. Cement

- Fresh Super
- Fresh Special
- Fresh Meghnacem

5. Flour and Lentils

- Fresh Atta
- Fresh Moyda
- Fresh Suji
- Fresh Deshi Moshur Dal



6. Milk

- No. 1 Sweetened Condensed Milk
- Fresh Full Cream Milk Powder
- Super Pure Full Cream Milk Powder



7. Salt

- Fresh Super Premium Salt



8. Beverage

- Super Fresh Drinking Water
- No. 1 Drinking Water
- Fresh Dhoom Cola
- Fresh Majenda
- Fresh Soul Up
- Gear
- Fresh Googly
- Fresh Club 9



1. INTRODUCTION OF THE REPORT

1.1 Rationale of The Study

This report was done for the purpose of completing the BUS400 course which is needed to get the degree of Bachelor of Business Administration and for the purpose of learning the factors that affects consumers when they buy confectionery products, to learn about the market. By the grace of almighty Allah, I got the opportunity to work as a brand intern in Meghna Group of Industries. Since Meghna is going to launch chocolate and wafer in upcoming years, I had to conduct a survey to measure the factors that affect consumers, do the regression on SPSS and theoretically conclude the survey so that MGI gets idea about the market and the consumers and not to mention, I learned a lot from writing this report and when I conducted the survey.

This report will help Meghna to understand when consumer feel like buying confectionery products, what amount of money they spend while buying confectioneries, does the gender really matters when buying a product and if the consumers consider the places they live in when they buy chocolates and wafer. They can launch the products, run marketing campaigns taking results from my report. It will be really helpful for the company.

1.2 Statement of the Problems

Meghna Group of Industries already have way too many products in their pipeline. They have assigned managers for each of the products. My boss senior manager Mr. Sazzad Hossain was given the task to develop the products chocolate and wafer and he was the one gave me the topic mentioned above. He already analyzed the confectionery industry and now he wants the raw report of the customers who will be willing to buy Meghna's confectioneries.

Before launching the products in the market, the challenge Meghna Group of Industries is going to face is if the customers can get adapted to their products. This report will somehow help them what factors they should consider before launching the products in the market. This report will help them to understand the customers and all. In my report I mentioned some points they need to consider which are-

- ✓ Take price into consideration
- ✓ Take place into consideration

- ✓ Take gender into consideration
- ✓ Target age groups

When a consumer goes to a grocery shop or supermarket, he/she carries specific amount of money he/she is willing to pay for confectionery products and place is one of the important factors too. Because not everything can be found in one place. Target group and gender are important as well since people from different age group have different consumption level and female consumers may consume less than male consumers and vice-versa. So, everything that was mentioned above should be taken into consideration if Meghna Group of Industries want to make big sales from their confectionery products.

1.3 Scope and Limitation of the Study

Meghna Group of Industries started its journey back in 1976. Back in the days they had way less competitors than they have now. They utilized their resources, launched so many products, made big sales and became one of the largest conglomerate companies of Bangladesh but time is changing. New companies are arising, foreign companies are entering the market and the competition is getting tougher and tougher every day since MNCs are slowly taking over. Meghna does not have any confectionery products in the market and there are already big competitors in the market such as PRAN, Elson, Cadbury. These companies know what their customers desire, what amount of money they can afford, so they launched products according to that. If MGI wants to launch a confectionery and make big then they will get enough help from the survey.

Now the sample of my survey is only 100. It could have been a great survey if I could cover at least half of the capital and among my 100 respondents, there will be definitely some mistakes made by the respondents because some of them might have chosen the wrong option instead of the right one.

And the industry analysis that was done by Meghna, there will be some limitations too. Trade price, distributor price, market price, these can be changed at any time but then again those are not mentioned here because they are full confidential. But the rest of the analysis that are mentioned here like which companies make more sales than their competitors and who have more market shares than the others and target groups, these numbers too can get changed anytime because every companies out there are trying hard to surpass one another.

Since the time I was given was limited and the company's confidentiality was one of my top priorities, I could not add more data than I have already given here in this report.

1.4 Objectives of the report

Primary Objective: The survey that I conducted and this report which was written by me, everything mentioned here was to complete the course BUS400 which is one of most important courses to get the degree of Bachelor of Business Administration.

Secondary Objective: The secondary objective is to figure out the factors that affect the consumer buying decisions such as-

- Gender specific confectioneries
- Target group
- Price of the confectioneries
- Where do consumers buy confectioneries from

1.5 Research Question

The research questions were developed based on the factors such as demographic factors, consumer buying behavior and marketing mix factors that affect the customers when they are about to buy confectioneries. The answers taken from these questions helped to fulfill the report. The questions are given below:

1. Confectionery products are gender specific (Gender)
2. Men are prone to buy more confectioneries than women (Since women are more health conscious than men) (Gender)
3. Preference for confectionery products changes when an individual gets older and older (Age)
4. My age has no effect on my purchase intention for confectioneries (Age)
5. Which confectionery products do you usually buy? (Consumer Buying Behavior/purchase decision)
6. How often do you buy confectionery products? (Consumer Buying Behavior/purchase decision)

7. Do you buy local confectionery products or foreign confectionery products? (Consumer Buying Behavior/purchase decision)
8. When do you purchase confectionery products? (Consumer Buying Behavior/purchase decision)
9. The price of confectionery products influence purchase intention (Price)
10. How much money do you usually spend on confectionery products? (Price)
11. The price I pay for confectionery products I purchase from the store is totally worth it (Price)
12. I have to travel to different locations to buy the confectionery products I desire, because they are not available where I live (Place)
13. Confectionery products that I usually buy, all of them are available in my area (Place)
14. I buy confectioneries from superstores, hypermarkets, small grocery shops, online grocery shop (Place)

Note: It is mentioned in the bracket that which question was made based on which factor.

2. LITERATURE REVIEW

A consumer's purchase decision is quite complicated. A consumer will always go through a purchase decision behavior loop. Consumers' demand can be endless, they look for products that can fulfill their demands and if consumers end up buying a product and do not end up liking it, they will start looking for alternatives. There are factors that influence purchase intention. It can be time, financial stability, urgent need, place, price, gender anything. Endless number of factors work behind it.

According to David Novak, the former CEO of Yum Brands said that, "Crystal Pepsi was developed to reinforce consumer interest in purity and health. But Pepsi's attempt to cash in on this 90s fad didn't catch on" (Innovation, 2018, Crystal Pepsi, Pepsi section). The reason was, consumer never had this type of drink, it did not even taste like cola and they had no idea what was taste supposed to be. Not even Grammy Award-winning hard rock band, Van Halen couldn't save the product from going to the bottom by appearing in TV commercial. The downfall of this product was, no sample taste occasion appeared, no review was taken before launching the actual product in the market.

A marketer or organization should always have to be aware about the decision they are going to make, which specific group they are going to target, where they are going launch their product. Conducting multiple surveys on different factors which actually influence consumer's purchase decision will help.

According to father of modern Marketing Philip Kotler, "The most important thing is to forecast where customers are moving, and be in front of them". Which means, we should always observe and predict where our consumers are going and where they are going next. Because wherever they go our products must appear in front of them.

"In respect of Chocolate Bar Taste was considered to be the most important factor while Availability & Media Influence as consider as next important factor.", (Vibhuti, Tyagi & Pandey, 2014, p. 1179). This sentence was picked from a journal, which is based on FMCG products from which we can see how important the communication and relationship factors are that companies build with their customers to help the companies to make big sales of their products.

3. METHODOLOGY OF THE STUDY

Primary Data:

The primary data was done collecting by a well-formed questionnaire. Many people from different institution were requested to take part in this survey. I collected the respondents name as well so that my faculty can verify it as a legit survey. The questionnaire I made had 16 questions in total which are I think enough to get some ideas about the factors that affect customers when they buy confectionery products from the market and stores.

Secondary Data:

The secondary data I needed was the confectionery industry size of Bangladesh. Now since I only worked as an intern in a local company and have yet to get a proper job, it was not possible for me to collect the industry data all by myself. So, I requested my on-site supervisor, Senior Manager Mr. Sazzad Hossain to give me a copy of the industry size and he gave it to me.

Sample size and sampling:

My sample target was 100. If I did not reach the goal then I would not have gotten clear ideas about the factors that actually affect the customers. 50-60 samples are never enough and I would've gained a very vague idea about the customers, so I went for 100 instead. The people who took my survey, majority of them live in the capital city of Bangladesh, Dhaka. There are few people from other countries as well who have been living here in Bangladesh for a while now.

Sampling technique:

In my questionnaire I asked for the respondents which age group they come from and what is their gender so that I can verify which factors affect consumers of which age group and which gender. I also asked consumers how much they usually spend in confectioneries so that I can get the average price that consumers pay for the products they desire and also about the place like where they buy chocolates, wafers, candies from and if the place really matters when it comes to buying confectionery products. Now for different people, different factors work when they purchase a product. Same factors do not affect everyone. So, my ultimate goal was to gather my respondents'

answers, their factors and what they feel when they are about to purchase and sum up my internship report.

Preparing the questionnaire and collecting the samples:

Now a days everyone is either busy or keep themselves occupied. If I made a questionnaire and make them take the survey face to face then it would've taken me a long time to reach my target sample which is 100 and not to mention, not everyone likes to take part in survey, some may even feel irritated if you go to them and request them to answer few questions for you. So, the best possible solution I came up with is creating the questionnaire in Google form. After creating the questionnaire there, I shared the link of the form on my Facebook profile and also requested my friends and family in messenger and random people in Facebook groups.

Collecting samples:

Conducting a survey in Google form is very easy since it generates the results automatically and turn them into pie charts which you can later download as an excel file. After downloading the excel files, I just put values in SPSS (Statistical Package for the Social Sciences) and did the regression.

4. ANALYSIS

4.1 Industry Analysis of Confectionery Products

For the last two years Meghna Group of Industries has been analyzing the confectionery industries. Through their sweat and hard-work they found out who are their biggest competitors, how much share they own and the value of their sales per year. I'll talk a bit about their industry analysis below, even though I cannot share everything about industry, such as distributor price, trade price in this report since they are confidential.

Market Size & Major Players (Chocolate)

Chocolate Bar: Yearly sale 400 crore.

<i>Player</i>	<i>Brand Name</i>	<i>Market Share (Approximate/Year)</i>	<i>Market Share in Value</i>
PRAN	Treat Dairy Milk	25%	100
Elson	Elson Dairy Milk	25%	100
Yoko	Yoko Dairy Milk	21%	84
Mother	Mother Dairy Milk	11%	44
Cadbury	Cadbury Dairy Milk	15%	60
Others	Pratik, DEKKO	3%	12

Even though we have foreign chocolates available in our country, not everyone can afford them, since majority of them costs more than 100 BDT. Local companies' chocolates on the other hand can be bought by even lower-class consumers. They make 400 crore worth of sale every year according to MGI's industry analysis. The table presented above shows that the major local competitors are PRAN and Elson. And they both have market share of 25%. Then in the 3rd place comes Yoko, the company has 21% market share. The value of market share of both PRAN and Elson is 100 and Yoko's market value is 84. Other local companies have less than 15% share in the market but then again there is Cadbury, a foreign company giving the local companies tough time. Why? Because they have chocolates starting from 15 BDT to 400-500 taka. Middle-class consumers mainly prefer their products because of the quality and they have lower-class consumers on their side to who can buy Cadbury chocolates worth of 15, 30 to 50 BDT. Cadbury has market share of 15% and value of their market share is 60.

Age segment of chocolate:

Age	Consumption %	Gender	Occupation
5 - 10	20%	Male & Female	Students
11 - 20	30%	Male & Female	Students
21 - 30	40%	Male & Female	Job/Business
31 - 40	10%	Male & Female	Job/Business

From the table above and figure 1.1, we can see that consumers from age group 21-30 consume chocolate the most. 40% out of 100 comes from that particular age group. 30% chocolate get consumed by the age group 11-20. Consumers who are in their 40s consume 10% and the other 20% are consumed by kids from 5 to 10 years old. We can figure out from here which customers are our target group. Consumers from 11 to 30 years old consume almost 70% chocolate. Meghna Group of Industries should focus more on them.

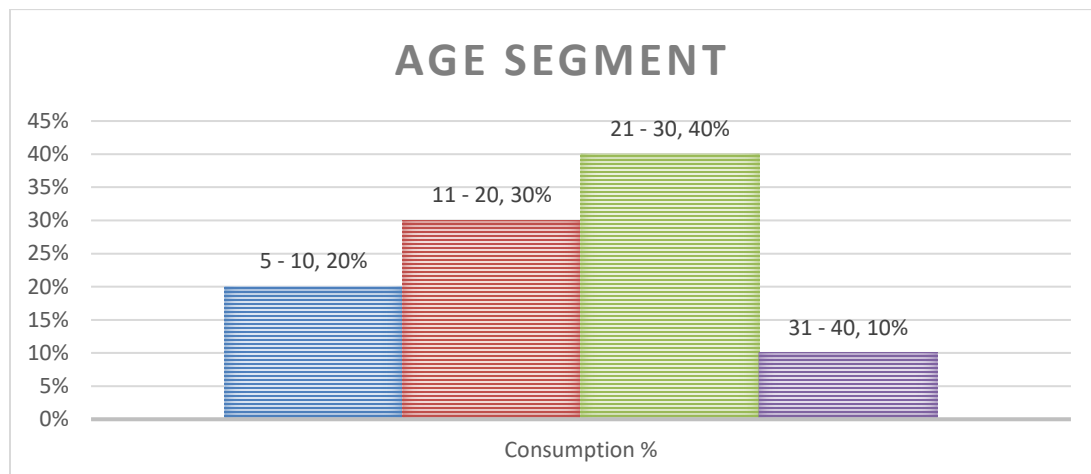


Figure 1.1: Age segment of chocolate

Market Size & Major Players (Wafer)

Classic Wafer: Yearly sale 420 crore.

Player	Brand Name	Market Share (Approximate/Year)	Market Share in value
PRAN	Mama Wafer, Hurray Wafer	54%	226.8
RIDISHA	ILUBILU Wafer	18%	75.6

PARTEX	2 Fun	8%	33.6
Haque	Ding Dong	10%	42
Globe	Twin	4.50%	18.9
COCOLA	COCOLA Wafer	1.50%	6.3
Others	TAFFI, PROTIK	4%	16.8

PRAN is the biggest competition in classic wafer sector. Their market share value is 226.8 and the percentage of sale they make every year is 54%. Then comes RIDISHA and Haque, their market share is 18% and 10%. Other competitors of these sector, PARTEX, Globe, COCOLA have market share of 8%, 4.50% and 1.50% and PATIK and TAFFI have 4% of market share combined.

Age segment of classic wafer:

Age	Consumption %	Gender	Occupation
5 - 10	45%	Girl & Boy	Students
11 - 20	25%	Girl & Boy	Students
21 - 30	20%	Girl & Boy	Job/Business
31 - 40	10%	Girl & Boy	Job/Business

From the table above and the graph below we can see that 45% customers of classic wafer are children from 5-10. They are the biggest fan of it. 25% consumers come from age group 11-20. Adults are not really a big fan of classic wafer and we can see it from the stats but there are still 30% consumers who come from the age group of 21 to 40 years old. Meghna should focus on every single of their customers but they should emphasize more on their kid and teenage customers.

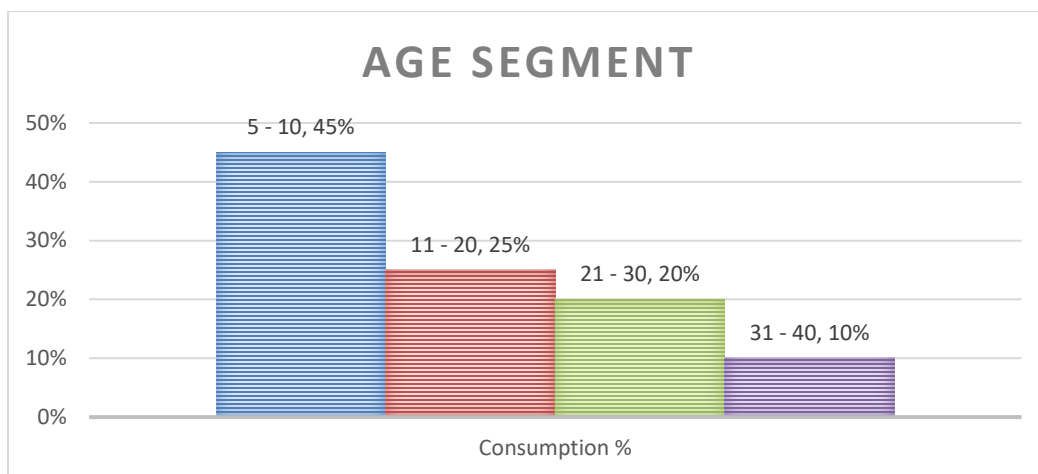


Figure 1.2: Age segment of classic wafer

Enrobing Wafer: Yearly sale 200 crore.

Player	Brand Name	Market Share (Approximate/Year)	Market Share in value
CBL MUNCHEE	Next Wafer	95%	190
Haque	NIC NAK	2%	4
PRAN	Premio	3%	6

CBL MUNCHEE is the biggest competitor of Enrobing Wafer, they have 95% of the market share and their share in value is 190. On the other hand, Haque and PRAN have market share of 2% and 3%. Their market share in value are 4 and 6.

Age segment of enrobing wafer:

Age	Consumption %	Gender	Occupation
5 - 10	50%	Girl & Boy	Students
11 - 20	30%	Girl & Boy	Students
21 - 30	15%	Girl & Boy	Job/Business
31 - 40	5%	Girl & Boy	Job/Business

From the table above and figure 1.2 we can see that half of the consumers, 50% are children from 5 to 10 years old. After that comes the teenage kids and adults from the age group of 11 to 20 years old, they fall under 30% consumers. The rest 20% are the consumers from age group of 21 to 40 years old. Enrobing is a chocolate coated wafer which is quite popular among the kids. It would

be better if Meghna can focus specially on the kids since half of the enrobing wafer consumers are children and they should also focus on their senior adult customers as well.

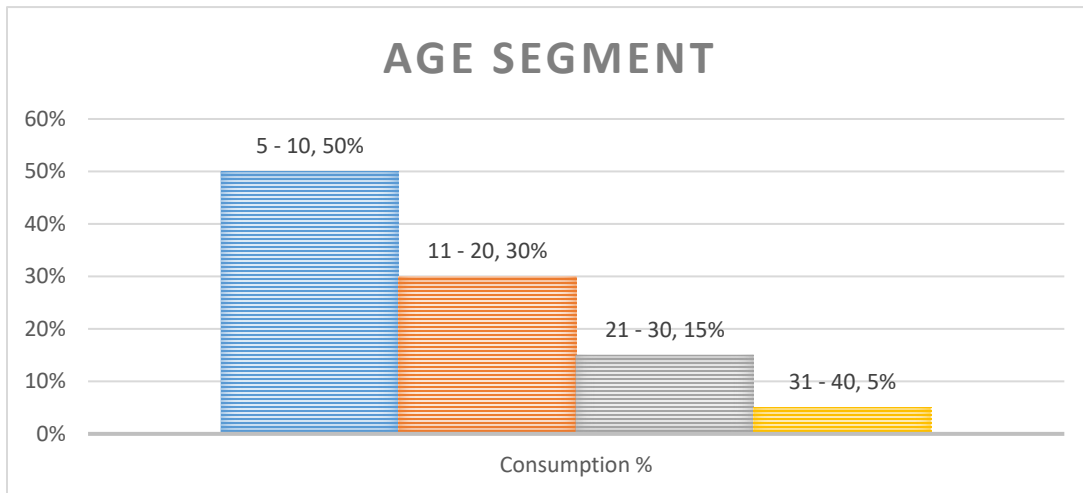


Figure 1.3: Age segment of enrobing wafer

Molding Wafer: Yearly sale 120 crore.

International company Nestle’s KitKat is dominating this sector. Only local competitor is Elson and they are not really much of a competition compare to Nestle’s global reputation.

Market Size & Major Players (Candy)

Deposited Candy: Yearly Sale 250 crore.

<i>Player</i>	<i>Market Share (Approximate/Year)</i>	<i>Market Share in value</i>
PRAN	58%	145
PERFETTI	19%	17.5

Two major players in the deposited candy competition are PRAN and PERFETTI (Dutch private global manufacturer of confectionery products). PRAN has the market share of 58% and PERFETTI has 19%. Market share value of PRAN is 145 and PERFETTI is 17.5.

Hardboiled Candy: Yearly sale 200 crore.

<i>Player</i>	<i>Market Share (Approximate/Year)</i>	<i>Market Share in value</i>
Olympic	54%	108
PRAN	33%	66

Olympic is the biggest local rival in the hardboiled candy sector having 54% of the market share, the value of it is 108. Next comes PRAN, they have 33% market share and the value of it is 66.

<i>Age</i>	<i>Consumption %</i>	<i>Gender</i>	<i>Occupation</i>
5 - 10	50%	Girl & Boy	Students
11 - 20	30%	Girl & Boy	Students
21 - 30	15%	Girl & Boy	Job/Business
31 - 40	5%	Girl & Boy	Job/Business

Confectionery lovers love candy, specially the kids who consume candies during their tiffin breaking, while playing football and cricket. From the table above and figure 1.4 we can see that half of the candy consumers are the children from the age group of 5 to 10 years old. 30% are from the age of 11 to 20. Rest 30% are from the age group of 21 to 40 years old. Older people consume candy occasionally or when they feel like it and some consumers consume after smoking or having a meal. Meghna should focus specially on the kids.

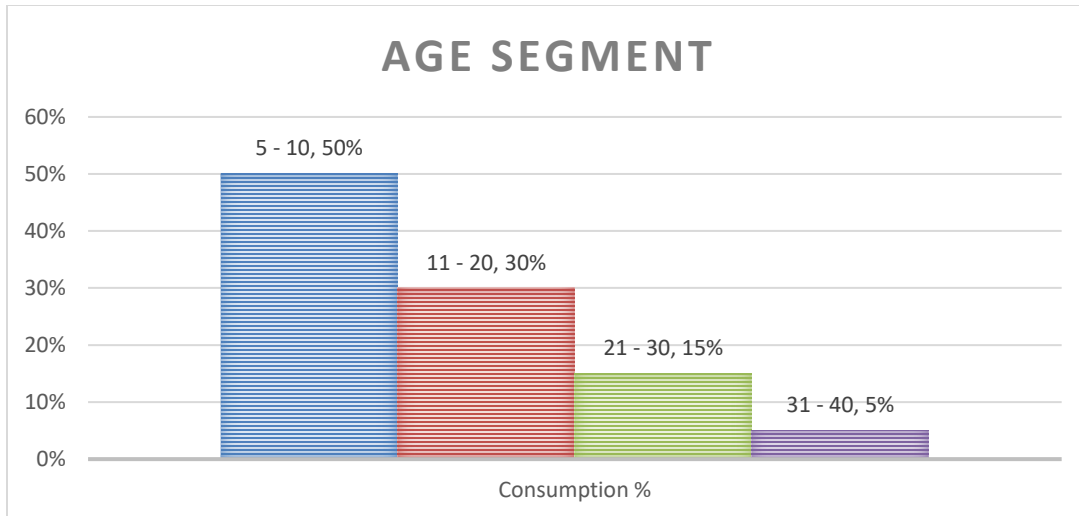


Figure 1.4: Age segment of candy

Market Size & Major Players (Lollipop)

Lollipop: Yearly sale of 3 Taka lollipop 220 crore.

<i>Player</i>	<i>Price segment</i>	<i>Market Share (Approximate/Year)</i>	<i>Market Share in value</i>
PRAN	3	70%	154
SAJEEB	3	10%	22

Biggest local competitor of lollipop (price segment of Taka 3) is PRAN. They have 70% of the market share and the value of the share is 154. Where on the other hand, SAJEEB is another local competitor which makes 10% of the market share each year and the market value of their share is 22.

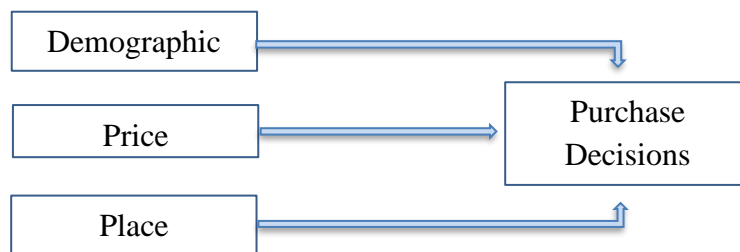
Lollipop: Yearly sale of 3 Taka lollipop 30 crore.

<i>Player</i>	<i>Price segment</i>	<i>Market Share (Approximate/Year)</i>	<i>Market Share in value</i>
PERFETTI	5	35%	10.5
PRAN	5	30%	9

PERFETTI is not a local company but it is giving a tough competition to the local manufacturers of lollipop (Price segment of Taka 5). Their market share is 35% and value of the share is 10.5. PRAN is the second, a local competitor holding the market share of 30% and the value of it is 9.

4.2 SPSS ANALYSIS

To do the analysis of the survey that I conducted, I had to make a model at first. I took demographic, price and place as my independent variables and purchase decision as my dependent variable. This model will help me understand if the purchase decision, my dependent variable is actually dependent on my independent factors or not.



I came up with three hypotheses, through SPSS I am going to find out if these three actually affect consumers when they buy confectionery products or not. The hypotheses I came up with are:

Hypothesis 1: Consumer buying confectionery products depends on demographic factors

Hypothesis 2: Consumer buying confectionery products depends on price

Hypothesis 3: Consumer buying confectionery products depends on place

Replacing Missing Values:

To replace the missing values, first I added all the questions in SPSS. Then I clicked Transform-Replace Missing Values-Selected all the questions (Starting from Gender to PL3). Then I clicked ok. After that I got a table of missing values.

Result Variables						
	Result Variable	N of Replaced Missing Values	Case Number of Non-Missing Values		N of Valid Cases	Creating Function
			First	Last		
1	Gender_1	0	1	102	102	SMEAN(Gender)
2	Age_1	0	1	102	102	SMEAN(Age)
3	DG1_1	0	1	102	102	SMEAN(DG1)
4	DG2_1	0	1	102	102	SMEAN(DG2)
5	DG3_1	0	1	102	102	SMEAN(DG3)
6	DG4_1	0	1	102	102	SMEAN(DG4)
7	PD1_1	0	1	102	102	SMEAN(PD1)
8	PD2_1	0	1	102	102	SMEAN(PD2)
9	PD3_1	0	1	102	102	SMEAN(PD3)
10	PR1_1	0	1	102	102	SMEAN(PR1)
11	PR2_1	0	1	102	102	SMEAN(PR2)
12	PR3_1	0	1	102	102	SMEAN(PR3)
13	PL1_1	0	1	102	102	SMEAN(PL1)
14	PL2_1	0	1	102	102	SMEAN(PL2)
15	PL3_1	0	1	102	102	SMEAN(PL3)

From the table above, I was supposed to get new numbers which should have been the values of variables that I was missing. But for all the variables, the value came out to be 0. Which proves that I have zero value that is missing.

Detecting Outliers:

An outlier is an abnormal value taken from the probability’s values. If the value of probability is less than 0.001 then it is considered as an outlier. Outliers are eliminated from probability so that an error free result comes of it. To detect the outlier, computing the variables comes at first. Now to compute the variables I had to add each of the items to the variables they were supposed to go. Like there are four variables in total. Three independent and one dependent. Gender is one of the independent variables, so the items based on gender went to the gender category. To compute the variables, I had to click on,

Transform ~ Compute Variable ~ Selected the items of each variable

To figure out the probability, the method is almost the same

Transform ~ Compute Variable ~ Clicked All from the function group ~ From Function and Special Variables clicked on CDF.CHISQ. There will be two question mark beside CDF.CHISQ. I replaced first question mark to Mahalanobis and other one no. of variables.

Now, from the result, I found out that none of my probability has value less than 0.0001. If I do not have any outlier in my probability then I do not have to eliminate any of the values.

Mahalanobis:

Mahalanobis Distance (MD) is mainly used for the purpose of finding the outliers that are unusual, which can be the combinations of variables. Now the combination can be either two or more than two variables.

To calculate Mahalanobis, I had to click on,

Analyze ~ Regression ~ Linear ~ Both dependent & independent variables were selected in two different boxes.

Statistics and plot will remain the same. However, from Save ~ Distances ~ Tick on the Mahalanobis option and ok. The variables were generated as MAH_1, MAH_2, MAH_3, MAH_4. Because there were one dependent and three independent variables.

Residuals Statistics^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4.2581	10.1005	7.7157	1.12585	102
Std. Predicted Value	-3.071	2.118	.000	1.000	102
Standard Error of Predicted Value	.233	.948	.420	.147	102
Adjusted Predicted Value	4.0973	10.1809	7.7163	1.12633	102
Residual	-4.66293	5.51636	.00000	2.21322	102
Std. Residual	-2.075	2.455	.000	.985	102
Stud. Residual	-2.095	2.489	.000	1.005	102
Deleted Residual	-4.75036	5.67076	-.00064	2.30517	102
Stud. Deleted Residual	-2.132	2.559	.000	1.012	102
Mahal. Distance	.094	17.006	2.971	3.139	102

Cook's Distance	.000	.103	.011	.017	102
Centered Leverage Value	.001	.168	.029	.031	102
a. Dependent Variable: Purchase					

Factor Analysis:

With the help of varimax rotation, the factor analysis part was computed. I was able to recover four of the factors through factor analyzing and each of the factor was set to higher than 1 in SPSS, for Eigenvalue.

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.095	16.119	16.119	2.095	16.119	16.119	1.758	13.524	13.524
2	1.859	14.302	30.420	1.859	14.302	30.420	1.750	13.460	26.984
3	1.487	11.437	41.858	1.487	11.437	41.858	1.748	13.444	40.428
4	1.337	10.288	52.145	1.337	10.288	52.145	1.523	11.718	52.145
5	1.160	8.926	61.072						
6	.969	7.455	68.527						
7	.943	7.255	75.782						
8	.823	6.331	82.113						
9	.622	4.788	86.902						
10	.553	4.251	91.152						
11	.477	3.668	94.820						
12	.340	2.619	97.439						
13	.333	2.561	100.000						
Extraction Method: Principal Component Analysis.									

Bartlett's Test of Sphericity is a test to analyze the correlation that exists between variables. The job of this test is to provide us with statistical significance which co-relates with matrix. The significance level must always be lower than 0.05, if the sig. level is greater than the mentioned value then it is not significant. Below from the table of KMO and Bartlett's Test, we can see that

the significant level is less than .05 which is .000 and that means my research is absolutely significant.

To run this test, I had to go to,

Analysis ~ Dimension Reduction ~ Factor

From factor I clicked on Descriptive and ticked on the KMO and Bartlett's test of sphericity.

In the extraction tab, set the method to Principle components ~ Clicked on fixed number of factors ~ Set Factors to extract to 4

In the rotation tab ~ Selected varimax

From options ~ ticked on the suppress small coefficients ~ set the absolute value below to .32 ~ Continue ~ Ok

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.483
Bartlett's Test of Sphericity	Approx. Chi-Square	198.714
	df	78
	Sig.	.000

Reliability Test:

I ran Cronbach's Alpha to get the result of the reliability test. First, I clicked on,

Analyze ~ Scale ~ Reliability

The value of Cronbach's Alpha should be higher than 0.7

		Reliability Statistics	
Demographic	Cronbach's Alpha	N of Items	
	0.45	2	
Place	Cronbach's Alpha	N of Items	
	0.694	2	

Validity Test

Discriminant Validity:

At first, I copied the Rotated Component Matrix to excel which I computed in SPSS. Then in excel the components of demography and place were squared and error variance were computed by subtracting lambda square from 1. After that, all that summation of all the components were computed individually. N is the total number of components. Average Variance Extracted (AVE) was calculated by dividing total summation of lambda square by N. Composite Reliability was calculated by dividing sum of lambda square with sum of lambda square plus sum of error variance.

Rotated Component Matrix ^a		
	Component	
	1	2
DG1		0.726
DG4		0.608
PL1	0.854	
PL2	0.862	
Extraction Method: Principal Component Analysis.		
Rotation Method: Varimax with Kaiser Normalization.		
a. Rotation converged in 3 iterations.		

Now, as per the rule, discriminate value must be higher than 0.05. From the table we can see AVE for demography is 0.44837, which is lower than 0.5 but it is closer to it. And the value of AVE for place is higher than 0.5 which is 0.73618. So, the value of place is valid.

	λ	λ^2	ϵ
DG1	0.726	0.527076	0.472924
DG4	0.608	0.369664	0.630336
Total	1.334	0.89674	1.10326

N	2
Average Variance Extracted	0.44837
Composite Reliability	0.617298

PL1	0.854	0.729316	0.270684
PL2	0.862	0.743044	0.256956
Total	1.716	1.47236	0.52764

N	2
Average Variance Extracted	0.73618
Composite Reliability	0.848043

Convergent Validity:

To compute convergent validity,

Analyze ~ Correlate ~ Bivariate Correlations these options were selected. Later, the elements that were on the left was switched to write. Then the Ok option was clicked.

Correlations					
		DG1	DG4	PL1	PL2
DG1	Pearson Correlation	1	-0.167	-0.054	0.032
	Sig. (2-tailed)		0.094	0.592	0.748
	N	102	102	102	102
DG4	Pearson Correlation	-0.167	1	-0.009	0.060
	Sig. (2-tailed)	0.094		0.928	0.549
	N	102	102	102	102
PL1	Pearson Correlation	-0.054	-0.009	1	-.487**
	Sig. (2-tailed)	0.592	0.928		0.000
	N	102	102	102	102
PL2	Pearson Correlation	0.032	0.060	-.487**	1
	Sig. (2-tailed)	0.748	0.549	0.000	
	N	102	102	102	102

** . Correlation is significant at the 0.01 level (2-tailed).

We all know that, the stronger the connection is between variables, the convergent will be stronger. The correlation table that is presented above, was generated in SPSS to figure out the validity of convergent.

Regression Analysis:

To do the regression analysis, I had to go to,

Data View ~ Transfer ~ Compute Variable ~ Make Composite Variables

After that, each of the composite variable was chosen individually

Once done, click on Analyze ~ Regression ~ Linear. Then independent variables, demographic, price and place were transferred to the right side in the independent(s) box and dependent variable which is purchase decision, was switched to right side, inside the dependent box. After pressing ok, I got the analysis of my regression.

Now from the model summary table, we can see that the value of R^2 . The better it is if the value is closer to 1. From the ANOVA table below, let's take a look at F and Significant table. The value of the significance must always be less than 0.05.

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.453 ^a	.206	.181	2.24684
a. Predictors: (Constant), Place, demography, Price				
b. Dependent Variable: Purchase				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	128.021	3	42.674	8.453	.000 ^b
	Residual	494.734	98	5.048		
	Total	622.755	101			
a. Dependent Variable: Purchase						
b. Predictors: (Constant), Place, demography, Price						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.567	1.823		1.957	.053
	demography	.088	.099	.081	.885	.379
	Price	-.175	.144	-.112	-1.216	.227
	Place	.479	.103	.422	4.656	.000
a. Dependent Variable: Purchase						

From the above table, in the beta section of coefficient we can see place is a strong factor that influence consumer buying. Demographic factor is too low and price should not even be taken into consideration because the beta value came out to be negative.

5. FINDINGS OF THE STUDY

Majority of the people in the world loves chocolates and confectionery products and only a few do not love them. Even consumers with diabetes love sweet products but cannot consume because of health issues. Confectionery industry is huge, only organizations that can provide the best quality confectioners can ace in this industry, let it be a local company or multinational. Bangladeshi consumers like confectioneries as well. But the problem is the local companies are focusing more on selling confectioneries at cheap prices and we all know cheap prices can result in poor product quality and disappointment. Consumers that cannot afford good quality confectioneries go for local companies' products since they cost less than that of foreign. For example, local companies in our country use soya lecithin or animal fat in chocolates and confectioneries and they are seriously bad for health plus they can ruin your taste buds too. But the locals still use it because it costs much less and butter cost too much. There are plenty of alternatives, solutions that can be found and discovered at this point of competition. Like local companies can use coconut cream instead of butter, that costs way less than butter but they are focusing more on making money instead of ensuring product quality. To understand the customers, to ensure the quality of the confectioneries, to understand the factors and demand of the customers, local companies must conduct some survey. I conducted a survey to understand what factors affect customers' buying decision. I did the analysis part in SPSS. I choose 3 factors as my independent variables- Demographic, price and place. I took consumer purchase decision as my dependent variable. I made questions for each of the variables and the result I got in the regression analysis was pretty surprising. Demography has beta of .081 and the beta for price is -.112, which is not validate. If the beta is less than .5 then the result is not satisfactory which means demography and price do not really matter when going for buying confectionery but the beta for place is .422 which is close to .5, so in that case it can be said that place matters when a consumer wants to buy some confectioneries. If Meghna can launch their confectioneries in high populated areas of different districts. ANOVA table is there to show how significant my analysis was. The significance level has to be lower than 0.05 and from the table we can see that the significance level is .000 which is pretty satisfactory. And this is an actual prove that my research a complete research.

6. LIMITATIONS

There are some limitations in my research, like-

- Time for conducting survey was not enough, if I was given more time then may be, I could've gotten more samples. The more the sample is, the more accurate the research is. Sample 100 is never enough and there is no guarantee if the research is hundred percent accurate or not.
- There are some errors that were found in SPSS. Different versions of SPSS generate different results. I did SPSS analysis 4 to 5 times but almost every time different results were generated. I tried doing the analysis in version 20, 23 and 25. Finally I did the whole analysis in version 25.
- The analysis could've been perfect if I was able to collect more data. Collecting data costs too much time and figuring out the factors that actually affect the consumers' purchase decision is really hard. If I could add more factors/more independent variables then the survey would have been a bit more accurate.
- The survey was conducted only in Dhaka, even though it was conducted on social medias, plus the sample was only 100. If I want to launch a product then I need to take every consumer into consideration. Because I am going to launch the product not only in one city. Consumers from different districts have different preferences, not everyone thinks or acts the same.

7. RECOMMENDATIONS

After seeing the industry analysis, which was conducted by MGI and the survey that I conducted, I came up with few recommendations:

1. Children love confectioneries, it would be better if MGI can launch their products in front of schools and markets of different districts.
2. Adults like to consumer confectioneries as well. So, selling the products in front of colleges, universities and in front of organizations in different areas will help them sell products more.
3. In my survey I found that majority in respondents can afford confectioneries or buy them by spending more than 100 BDT. Only consumers from middle class and upper class can spend that amount of money for confectioneries. So, in that case MGI can launch premium confectioneries too by targeting consumers from middle class to upper class.
4. In my SPSS analysis, I found out that place matters the most. If they can launch their products in core locations then they will be able to sell more chocolates, candies and wafers. Because consumers are willing to buy it if they can find the products in this area. That is why I would like to suggest that MGI should launch their product in highly populated area.
5. Increase the quality of the products, set the price like competitors and follow their survey by making market visits often and figuring out which companies sell the most.
6. Make the packaging more attractive than the others so that MGI's products stand out the most among other confectioneries.

8. CONCLUSION

Confectionery industry in our country is growing and all the local companies are getting more competitive and not to mention consumers are attracted more towards foreign confectioneries. Because they offer better quality products. If Meghna Group of Industries want to sell more than they should target consumers from all the classes instead of targeting only one class like for example, if they target only lower class than they will not be able to make it big. If they want to make it big then they must ensure the product quality and target all the customers of all the districts. If they can ensure quality then consumers will get attracted to local companies and stop buying foreign confectioneries and it would be better for the company as well. Since foreign products cost too much. From their industry analysis it was found that children are their biggest consumers because they take almost half of their total consumer percentage. So, making those children their first priority would be better option. Bottom line of this research is, do not always try to follow what the competitors are doing, what kind of strategy they are coming with. Meghna should have strategies of their own like how can they improve their products and all. To do that, they must conduct sample surveys before launching the products because if they do not, they will not be able to find out what are the things their products are lacking in, what are errors they have in their products and all. And place is not the only factor that affect consumer buying behavior. There are many factors that drive the customers to buy a product, place is only one of those factors. Many more surveys should be conducted before and after they launch the products to find out the factors. If they can get into their target customers' minds, identify the factors and improve their products only then they will be able to reach their goal and make big sales.

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APPEXNDIX

Survey Questionnaire

Name:

Institution:

1. Gender: a) Male, b) Female, c) Others
2. Age: a) 15-20, b) 21-25, c) 26-30, d) 31-40
3. Confectionery products are gender specific
 - a) Strongly Agree, b) Agree, c) Neutral, d) Disagree, e) Strongly Disagree
4. Men are prone to buy more confectioneries than women (Since women are more health conscious than men)
 - a) Strongly Agree, b) Agree, c) Neutral, d) Disagree, e) Strongly Disagree
5. Preference for confectionery products changes when an individual gets older and older
 - a) Strongly Agree, b) Agree, c) Neutral, d) Disagree, e) Strongly Disagree
6. My age has no effect on my purchase intention for confectioneries
 - a) Strongly Agree, b) Agree, c) Neutral, d) Disagree, e) Strongly Disagree
7. Which confectioneries do you usually buy?
 - a) Chocolate, b) Wafer, c) Candy, d) Lollipop, e) Bubble Gum
8. How often do you buy confectionery products?
 - a) Daily, b) Weekly, c) Monthly, d) Occasionally
9. Do you buy local confectioneries of foreign confectioneries?
 - a) Local, b) Foreign
10. When do you purchase confectionery products?
 - a) When I am craving for some sweets, b) In different occasions, c) For my parents or siblings, d) For my friends
11. The price of confectionery products influence purchase intention
 - a) Strongly Agree, b) Agree, c) Neutral, d) Disagree, e) Strongly Disagree
12. How much money do you usually spend on confectioneries?
 - a) Below 100 Taka, b) 100-500 Taka, c) 500-1,000 Taka, d) 1,000-5,000 Taka, e) More than 5,000 Taka

13. The price I pay for confectioneries I purchase from the store is totally worth it
a) Strongly Agree, b) Agree, c) Neutral, d) Disagree, e) Strongly Disagree
14. I have to travel to different locations to buy the confectioneries I desire, because they are not available where I live
a) Strongly Agree, b) Agree, c) Neutral, d) Disagree, e) Strongly Disagree
15. Confectionery products that I usually buy, all of the are available in my area
a) Strongly Agree, b) Agree, c) Neutral, d) Disagree, e) Strongly Disagree
16. I buy confectioneries from
a) Superstores, b) Hypermarkets, c) Small Grocery Shops, d) Online Grocery shop