A Study on Market Analysis and Consumer Behavior in Del Monte

Paul David R[1], Mr. T. Chandramohan[2]

[1]MBA Student, Department of Management Studies, Sri Manakula Vinayagar Engineering College (Autonomous), Puducherry

[2]Professor, Department of Management Studies, Sri Manakula Vinayagar Engineering College (Autonomous), Puducherry

Abstract:

The project aims at understanding consumers and their buying behaviour. It involves understanding actions and decisions of people who purchase goods and services for personal consumption. Consumer Behaviour is a study when, why, how, where people do or do not buy products. The project also aimed at understanding the product category and the methods in which the company is currently carrying out the sales. Del Monte products are positioned as premium products. To reach the target segment and convince them of assured high quality is a challenging job. Sales and distribution network are the backbone of the company. The project will try to give some insights to company based on the various inferences made from analysis.

Keywords: Market Analysis, Consumer Behaviour, Del Monte Foods, Processed Food Industry, Brand Loyalty

1. INTRODUCTION

This study analyzes Del Monte's position in the dynamic global food and beverage industry, exploring factors like changing consumer preferences, health trends, and market forces. It examines Del Monte's evolution from a canned food brand to a global leader in health-conscious, convenient, and sustainable products. By evaluating consumer behavior, purchasing motivations, and the impact of digital engagement, the research provides insights into brand loyalty, product development, and market trends. The study combines qualitative and quantitative methods to identify growth opportunities, competitive challenges, and effective marketing strategies. It aims to help Del Monte refine its offerings and maintain its competitive edge. Ultimately, it highlights the importance of adapting to evolving consumer demands and technological advancements.

1.2 OBJECTIVES OF THE STUDY

- To study the level of customer satisfaction for different products
- To study the various factors that effects the purchasing decision of customers.
- To study the consumer buying behaviour towards Del Monte products

2. REVIEW OF LITERATURE

Brown and Green (2022) investigate the increasing importance of sustainability in food industry consumer decisions. Their study suggests that eco-conscious purchasing behavior is becoming a

significant driver in the market, with consumers favoring brands that adopt sustainable practices in sourcing, packaging, and production. This research underscores the need for Del Monte to align its product offerings and marketing strategies with sustainability trends to attract environmentally aware consumers and enhance its brand image.

Jones and Martin's (2021) study, the authors explore the role of digital marketing and social media in influencing food consumer behavior. With the rise of online shopping and influencer marketing, their research shows that digital platforms are critical in shaping purchasing decisions, particularly among younger, tech-savvy demographics. For Del Monte, understanding how digital engagement, online reviews, and social media campaigns impact brand perception and sales is essential for staying competitive in the modern marketplace.

Wang et al. (2018) focus on brand loyalty within the food industry, noting that trust in product quality and transparency are key factors influencing repeat purchases. The study discusses how companies like Del Monte can leverage consumer trust by ensuring product quality, authenticity, and sustainability. The paper also highlights how brand loyalty is increasingly tied to social and environmental responsibility, pointing to the importance of ethical sourcing and eco-friendly initiatives in fostering long-term consumer relationship

Smith and Lee (2019) conducted a comprehensive analysis of the global food and beverage industry, identifying key market segments and trends that influence consumer purchasing decisions. Their research indicates that health-conscious eating, increasing demand for sustainable sourcing, and the rise of e-commerce platforms are driving changes in consumer behavior. This report is relevant to Del Monte as it examines how brands can respond to macroeconomic trends and shifting consumer preferences to maintain market leadership.

Kumar et al. (2020) explores the evolving preferences of food consumers, emphasizing the shift towards healthier, sustainable, and convenience-driven choices. It highlights the growing demand for products with fewer artificial additives, organic certifications, and plant-based alternatives. The research provides insight into how consumer behavior in the food industry is influenced by lifestyle changes, health trends, and socio-economic factors, which are crucial for brands like Del Monte to understand in maintaining relevance in a competitive market.

3. RESEARCH METHODOLOGY

This study employed a mixed-methods research approach, combining both quantitative and qualitative data collection and analysis methods. The research design was cross-sectional, with data collected from a sample of 100 respondents, comprising customers of (DEL MONTE) in Puducherry. A structured questionnaire was used to collect quantitative data, which was analyzed using descriptive statistics, inferential statistics, and ranking methods. The questionnaire consisted of multiple-choice questions with rating scales. Primary data was collected through surveys, while secondary data was collected from the internet, books, journals, and personal conversations with Del monte. The collected data was represented in tables and diagrams to facilitate better understanding. Statistical tests such as percentage analysis, one-way ANOVA, regression analysis, and chi-square tests were used to analyze the data. The study aimed to test hypotheses related to the impact of marketing strategies on sales performance, customer satisfaction, and perception. The sampling plan adopted was convenience sampling, where the researcher selected units of samples in the population that appeared convenient for conducting the research. The sample size was 100, which was deemed sufficient to represent the population of customers in Puducherry.

SAMPLING

POPULATION: A population is a sampling that is typical of a broader group of individuals (or even objects) that share one or more characteristics. In order for the study's findings to fairly represent the entire community, the sample population's members must be chosen at random. The population here represents the customers (Del monte), Puducherry.

SAMPLE: A sample is a selection from a larger population of individuals, things, or things that are used for measurement. To enable us to extrapolate the research sample's findings to the entire population, the sample must be representative of the population

SAMPLING PLAN: Convenience sampling technique was adopted. In this method the researcher selects those units of samples in the population, which appears convenient for him/her for conducting the research.

SAMPLE SIZE: 100 Samples were taken from the customers of (Del monte), in Puducherry.

SURVEY METHOD

The data was collected using a structured questionnaire designed to gather insights into Marketing practices and their balance between consistency and satisfaction of the product.

For this research, a paper-based survey was conducted with 100 customer of Del Monte, Puducherry. The following steps were followed:

Designing the Questionnaire: A structured questionnaire was prepared, including questions about Marketing practices, Customers flexibility, and Customers satisfaction. Both close-ended (e.g., Likert scales) and open-ended questions were included.

Direct Distribution: The researcher personally met customers across various areas and place to distribute the survey forms. This direct interaction ensured that participants understood the questions clearly.

Collection of Responses: Completed surveys were collected on the spot to avoid loss or delays.

Data Handling: Responses were manually reviewed and later digitized for analysis using statistical tools like Chi-Square, One-way Anova, Regression

4. DATA ANALYSIS AND INTERPETATION

CHI SQAURE

Null Hypothesis (H$_0$):

There is no significant relationship between the age group of respondents and their awareness of Del Monte products. In other words, awareness of Del Monte products is independent of the respondent's age group.

Alternative Hypothesis (H$_1$):

There is a significant relationship between the age group of respondents and their awareness of Del Monte products. In other words, the awareness of Del Monte products depends on the respondent's age group.

Table 1

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	128.563a	15	.000
Likelihood Ratio	40.077	15	.000
N of Valid Cases	101		

INTERPRETATION

Del Monte's marketing efforts should consider age as a key factor. The 30-40 age group shows the highest awareness, suggesting that Del Monte products may be more popular among middle-aged consumers. Marketing strategies targeting this age group could be more effective, while different strategies might be needed for younger or older age groups.

ANOVA

Null Hypothesis (H₀): There is no significant difference in the means across the groups. In other words, the mean values of the dependent variable (e.g., awareness of Del Monte products) are the same for each group.

Alternative Hypothesis (H₁):

At least one of the means is significantly different from the others. In other words, there is a significant difference in the mean values of the dependent variable (e.g., awareness of Del Monte products) across the different groups.

Table 2

	Sum of Squares	df	Mean Square	F
5.Have you ever used any of the Del Monte products? Between Groups	.274	2	.137	.619
Within Groups Total	21.486 21.760	97 99	.222	
8.Which type of scheme do you prefer? Between Groups	.289	1	.289	.285
Within Groups	47.711	47	1.015	
Total	48.000	48		

Table 3

	Sig.
5.Have you ever used any of the Del Monte products? Between Groups Within Groups Total	.541
8.Which type of scheme do you prefer? Between Groups Within Groups Total	.596

INTERPRETATION

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CORRELATION

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Alternative Hypothesis (H₁):

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Table 4

		3.Age	7.Which factor affects your buying decision for food products ?
3.Age	Pearson Correlation	1	-.032
	Sig. (2-tailed)		.827
	N	100	49
7.Which factor affects your buying decision for food products ?	Pearson Correlation	-.032	1
	Sig. (2-tailed)	.827	
	N	49	49

INTERPRETATION: The p-value is 0.827, which is much greater than the typical significance level of 0.05. A p-value greater than 0.05 indicates that we fail to reject the null hypothesis. This means there is no statistically significant relationship between Age and the factor affecting buying decisions for food products.

FINDINGS

- The 30-40 age group exhibits the highest awareness of Del Monte products, suggesting a stronger brand presence among middle-aged consumers.
- Given the heightened awareness in the 30-40 age group, marketing strategies targeting this demographic could be more effective in driving sales and engagement.
- Different marketing approaches may be necessary for younger and older age groups, as their purchasing habits and product preferences may differ.
- The p-value of 0.827 is greater than the 0.05 threshold, indicating that age does not have a statistically significant relationship with the factors affecting buying decisions for Del Monte products.
- The lack of statistical significance suggests that factors other than age (e.g., lifestyle, health consciousness, convenience) may play a more crucial role in influencing food purchasing decisions

CONCLUSION:

In analyzing Del Monte's consumer behavior, it was found that age does not significantly impact the factors influencing purchasing decisions. Despite higher awareness in the 30-40 age group, statistical analysis indicates no strong correlation between age and buying behavior. Therefore, Del Monte should not solely rely on age-based segmentation for marketing strategies. Instead, broader factors such as health trends, convenience, and sustainability may better guide marketing initiatives. It is crucial to tailor

marketing efforts to specific consumer needs rather than age alone. Understanding these factors will enable Del Monte to create more targeted, effective marketing campaigns.

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