

## PROJECT WORK

# Shaping Consumer Behavior About The Cereal

Prepared for

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**East West University**

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**Subject: Submission of Project Work**

Dear Sir,

It is with great pleasure that I submit to you my Project Work title "Shaping Consumer Behavior About The Cereal."

The entire semester long project works has been a wonderful learning experience for me and I have thoroughly enjoyed it. I take this opportunity to express my sincere gratitude to you for making all the necessary arrangements for my project.

I can assure you that I have tried to the best of my ability to prepare this report. I hope you will find it satisfactory and I am looking forward to the defense of my report at any date convenient to you.

Sincerely yours,

*Nadia*

(Farhana Nadia)

.....

## Acknowledgement

Probably this is the truth that a researcher or writer finds joy when he/she can express his/her feelings about the hidden truths undiscovered.

Nothing could be accomplished alone; people need one another in order to live. It starts from the day when he/she has born, to this present day when he/she is promoted to say "Thank You". So, when you just seat back and try to thank people around you, they are uncountable. But for your each victory and accomplishment there are some peoples whom you can point out and say "They helped me to reach there-----".

I would like to thank my parents for bringing me in this beautiful world and guiding me through all the ups and downs. And to the faculties whose dedication grew up the feelings to be dedicated for the country. These angles continuous encouragement has played a vital role in bringing out this paper. It's a great pleasure and an honor to show my respect to our faculty "**Omar Faruq**" Senior Lecturer Department of business Administration", for providing me the opportunity to work for this project work. His enriched & powerfully structured discussion has been a great help in every scratch of the writing. I disclose my deepest respect for his **extended helping hand**.

## Executive Summary

**Breakfast** is a meal, preceding lunch or dinner and usually eaten in the morning. The word is a combination of "break" and "fast" (to break ones fast), meaning that it is the first meal of the day. In modern Bangladeshi urban life working couples, children and students need to rush for their workspace early in the morning, having less time in their hand. In this scenario, it is obvious that a running human being's demand will be a readymade or a semi-readymade food that can be served within a few minutes and can save a lot of time. One of these prêt-a-porters can be a cereal. A **breakfast cereal** is a food product designed especially to be marketed to consumers as a readymade breakfast food. And sometimes it's taken as a Tiffin or snack. Though cereal foods such as porridge are a staple of daily meals in many countries around the world, in wealthier, consumer-conscious nations such as the United States and other European countries, it can be a timesaving food product for Bangladesh were more than 50 million people have to rush to offices, schools and colleges. According to our culture and food habit almost 90% people of Bangladesh depends on local plain bread called "Ruti", eggs, vegetables and tea as their breakfast. But as the life is moving faster and faster to cope up with the technology, people's attentions are curving towards readymade products. In a real life urban scenario, wives of the working couples don't have that much time to wake up before their husbands and make them bread where they also have offices to join. It applies to school going children and college students. Technology and lifestyle might be changing but it's really hard to change a stable behavior since feudal age. But since a marketer's job is to create needs, I will be trying to reshape the behavior of the consumers of Bangladesh in terms of breakfast. The term "shaping" refers to a large change in behavior over time by reinforcing successively closer approximation to that behavior. The idea behind shaping is, "A journey of a thousand miles is started with but a single step". Though it can be very difficult to reach such goal or bringing a complex change in consumers' behavior in one step, but with series of small and gigantic changes targets can be easier to hit. So with a perfect trigger and stimuli generation it will not be hard to introduce cereals in the market of Bangladesh. I will be trying to discuss about the possible series of reinforcements to pound a hammer on their behavior by reshaping it. This report includes the survey and data analysis of the above-mentioned topic.

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## 1.0 Background

The term “shaping” refers to influencing a large change in behavior overtime by reinforcing successively closer approximations to the behavior. The thought behind the idea of shaping is described by an ancient proverb: “A journey of a thousand miles is started with but a single step.” That is, although it might be very difficult to achieve a rather large or complex change in consumers’ behavior in one step, a series of smaller changes leading to the same end point may be less difficult.

Many cultures have a recognizable cuisine, a specific set of cooking traditions, preferences, and practices. Food is traditionally obtained through farming, ranching, and fishing, with hunting, foraging and other methods of subsistence locally important. Major influences on food production are international policy, e.g. *the World Trade Organization and Common Agricultural Policy*, and national government policy or law and war. As mentioned before, **Breakfast** is a meal, preceding lunch or dinner and usually eaten in the morning. The word is a combination of “break” and “fast” (to break ones fast), meaning that it is the first meal of the day. In Bangladesh it is a common practice to eat locally made breads which is widely known as “Ruti” or “Chapati” or “Porota” with vegetables and mostly with eggs. Eating eggs with “ruti” has been started from the 1974 famine. Before 1974 a very few number of people used to eat ruti with eggs or vegetables. Which actually means, a negative reinforcement made them bound to change their behavior of eating habits. Reshaping consumers’ behavior is not that easy as the word it is, still reshaping behavior is not impossible anyways. Example could be “Tea”, the very popular prodigy and a remarkable marketing success of East India Company by introducing tea in India, giving it for free for years. Since cereals cannot be distributed for free for a long time, a very strong reinforcement must be given to the target customers to stomp it into their memory permanently. And to do this massive change in a behavior it’s really essential to reshape consumers’ behavior. Almost 100% inhabitants of urban areas and a huge number of people in rural areas depend on bread and eggs.

The basic reasons behind such habit are:

- Price
- Availability
- long time consuming
- Lack of alternative products.

But there are also some problems related with this habit and these problems are:

- Process of making bread is very lengthy.
- Process of making bread is also hard and it needs physical work as well.
- “Rutis” cannot be made instantly. In case of emergency, people usually don’t rely/wait for ruti.

- The process is 100% unhygienic. Since the maker sweats too much and it is a must that sweats will drop on wheat powders.

Though almost everyone eats bread, eggs and vegetables in this country as their breakfast, this problem is faced in severe between these people:

- Officers and Businessmen who have to rush to their workplaces.
- School going children and college/university students.
- Working couples face the “early morning” problem mostly not only in Bangladesh, all over the world.
- Housewives and women.

Thus our target markets will be the people mentioned above along with other small segments like:

- Officers, Businessmen and Executives
- Students
- Working Couples
- Children, who don't have their food in proper time.
- Western culture influenced people.
- People who are always in hurry/time-conscious.
- People who don't like traditional breakfast.

As the technology is developing gradually, the number of these people thus this segment is increasing as well. The total summation of this segment is approximate to 10 million or 1 crore.

With proper stimulant, this gigantic chunk of population can be a very big prosperous and affluent market for cereals. Though it is highly risky to market a completely new product and attempt to change such behavior of consumers which they are practicing for a long time, but not impossible. There are already some cereals which are sold in the local market through superstores, local shops and online stores and running business somewhat successfully and posses a number of loyal customers. Such brands are;

- Kellogg's
- Nestle
- Marshal

I will be taking one brand to go beyond with our research, and I select Kellogg's as my brand. In Bangladesh, Kellogg's is distributed by some local merchandisers or agents/dealers (some authorized and some illegal). Kellogg's is a multinational organization and running its businesses successfully in many nations like:

- Spain
- Germany
- UK
- USA

- South Korea
- Japan
- Thailand
- India
- Australia

And throughout these branches, Kellogg's is running its operation in all over the world.

**Kellogg Company** (often referred to as simply **Kellogg®** or **Kellogg's®**) is an American multinational producer of breakfast foods, cookies and crackers, with corporate headquarters in Battle Creek, Michigan, USA. Kellogg's® was founded as the **Battle Creek Toasted Corn Flake Company** on February 19, 1906 by Will Keith Kellogg as an outgrowth of his work with his brother John Harvey Kellogg at the Battle Creek Sanitarium. The company produced and marketed the hugely successful Kellogg's® Toasted Corn Flakes and was renamed the Kellogg Company in 1922. It is also running its business successfully in India under the name of Kellogg's India (pvt) ltd.

I know it is hard to change a complex consumer behavior but one of the most striking examples in the marketing history took place in this region. That is making people habituated with tea, which is also categorized under reshaping consumer behavior. It is maybe impossible for our target market to buy cereals for 400 Taka, but with reduced price by local production, proper ecological design, stimulant and reinforcement people will surely be habituated to cereals. Thus I can say there might be a significance of starting Kellogg's Bangladesh Ltd. But to make this dream come true, only hypothesis and guessing is not enough. A proper research with a logical solution is a must. Thus I have decided to conduct a research on the probability of reshaping this behavior and if it is possible to change it and the possible solutions to this problem so Kellogg's might start its operation in Bangladesh.



## 2.0 Objectives

### 2.1 Broad Objective

To determine the influential factors that will trigger the existing consumer behavior to be reshaped and the possibilities to market the product in Bangladesh.

### 2.2 Specific Objectives

To attain the broad objectives I have to come up with some specific objectives in this project paper. To determine the specific objectives from the specific components of the existing consumer behavior. First I have determined the specific components and then of those, which has got problem in it, I have considered those as our specific objectives. The specific objectives are as follow:

- To know whether the price has an impact on sales.
- To know whether the culture has an impact on sales.
- To know whether the religion has an impact on sales.
- To know whether the environment has an impact on sales.
- To know whether the hygienic factors has an impact on the sales.
- To know whether the availability of the product has an impact on sales.
- To know whether the promotional activities have impact on the sales.
- To know whether the awareness has an impact on the sales.

### 3.0 **P**roblem Statement

The project paper is based on determining if it is possible to reshape the breakfast behavior of the target market of Bangladesh and to find out the factors that might influence the behavior to ensure if Kellogg's can run its business in Bangladesh.

#### ***3.1 Management Decision Problem***

The management decision problem is action oriented. It is concerned about possible actions that management can take. In the case of research the management decision problems are:

“What are the chances that the target market of Bangladesh will buy Kellogg's, keep buying our products and what are the chances of getting back our investment?”

#### ***3.2 Marketing Research Problem***

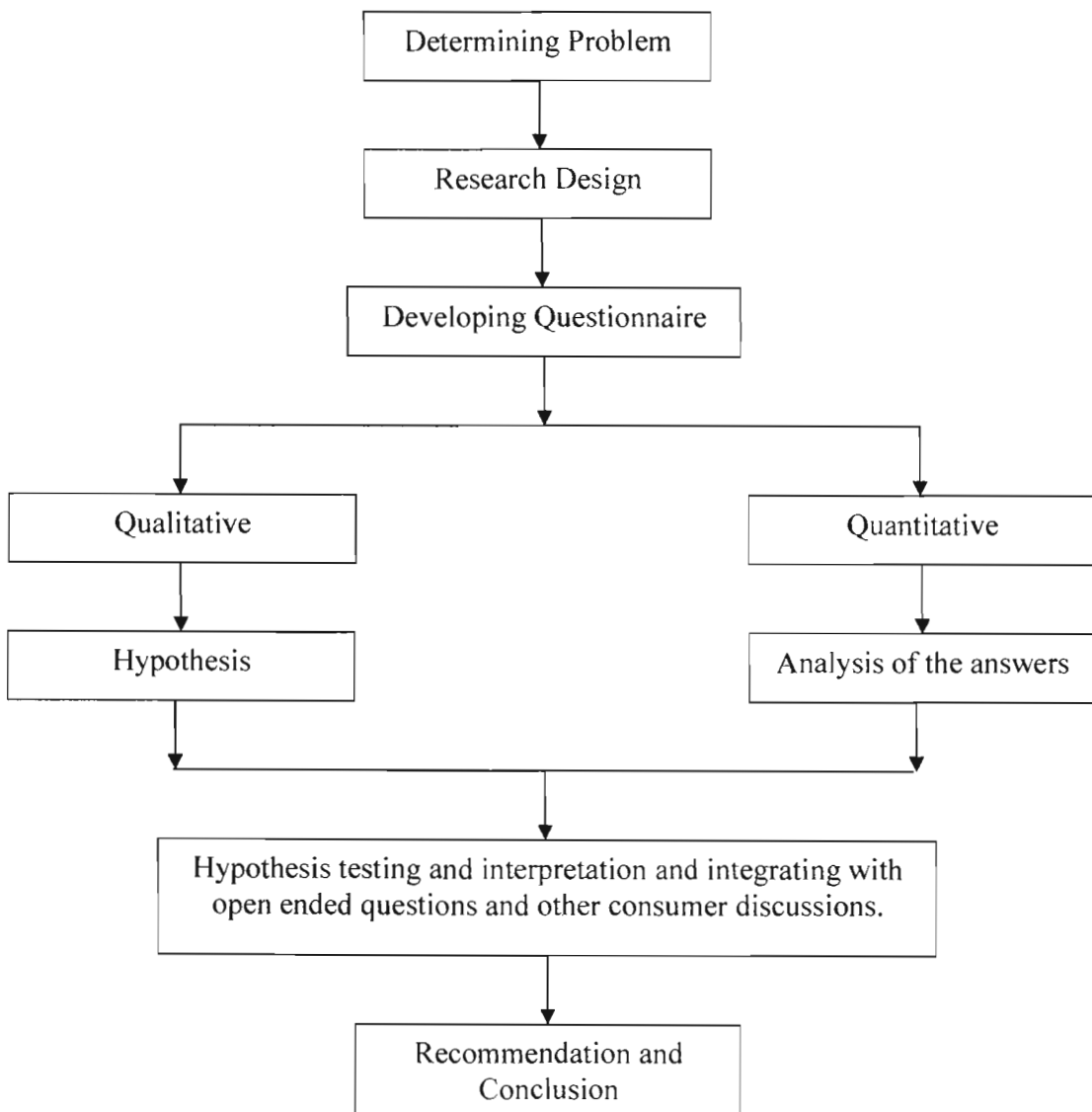
Marketing research Problem is more information oriented whereas the Management Research Problem was decision focused. In this case of searching information to find out the Marketing Research Problem with its topic I have to undergo some steps. These steps are

- Eating behavior and the reasons behind eating
- Determining the triggering factors that might change the behavior
- Evaluation and Implementation

## 4.0 **A**pproaching the problem

Now the time has come to approach to this problem. To conduct a research a planned structure is a must. And the research is done on the basis of that planned structure (or usually a flowchart). So I developed a model flowchart, which I am going to follow throughout the research.

### 4.1 *Model Development: A Graphical Model*



## 5.0 **R**esearch Questions

According to the model, a qualitative questionnaire is developed which is presented at the next page. The qualitative questionnaire is developed in such a manner to reveal 6 W's, which are;

1. **Why**
2. **Where**
3. **Which**
4. **When**
5. **What**
6. **Way**

## 6.0 Hypothesis

After conducting the qualitative research on 15 people, the following hypotheses are developed;

### **Hypothesis 1:**

Price has a major impact on buying behavior of Bangladeshi Consumers.

### **Hypothesis 2:**

People want to eat something better but don't have other alternatives.

### **Hypothesis 3:**

Availability has a major influence in buying behavior.

### **Hypothesis 4:**

Awareness of the people has a major influence on the sales.

### **Hypothesis 5:**

Among the target market hygiene factor is one of the most influential factor.

### **Hypothesis 6:**

Sales will eventually increase if the price gets down.

### **Hypothesis 7:**

The sales will increasing if there is a proper marketing plan and it's implementation is done successfully.

## 7.0 **S**cope of the Project

### 7.1 *Resources*

Money and skills are the resources of the project. In this semester I am doing the course under our honorable course instructor, Mr. Omar Faruq. By this time I am getting quiet knowledgeable and being skilled on project. So, based on our limited resources and skills, I have done this project.

### 7.2 *Limitations of this report*

While preparing this report I faced some limitations. And within that boundary I have to search for the answers to our problem. I faced the following problems while preparing this report;

- The time I had got was not sufficient to find out such huge information of a large market consisting 10 millions.
- Our budget was too low so I could not search for the best result possible. But I tried our heart and soul to find out best possible information within our financial boundary.
- There were some unavoidable problems such as pressure of other courses. So I could not put so much effort on the topic.
- Some historical events happened before our birth so I could not visualize the situation and don't know the impact of that incident. I used the comments of those people who have visualized the situation.
- I only included the opinions and experiences from the inhabitants of Dhaka. So other cities of Bangladesh are not that much highlighted in this report.

## 8.0 Research Design

### 8.1 Method

I am conducting the survey and observation under the descriptive research design. There are four different types of survey methods. These are:

- Telephone
- Personal
- Mail
- Electronic

Among these four I have only applied the personal method of survey. While doing the *Personal Survey* I have prepared a questioner with some filtering questions along with some specific questions. I have also done some electronic survey using some messenger services like MSN and Yahoo.

### 8.2 Scaling Technique

Under Scaling, I am using *Non-Comparative scaling*. Because, I am not going to find out any differences between two brands. I am only working with Kellogg's among various brands available in Bangladesh. Under Non-comparative scaling, I am using **LIKERT** scaling which method belongs to *Itemized Rating Scale which includes categories, verbal descriptions*. Because, this method is comparatively easy to understand for the respondents. I have measured this degree by 5 points. It takes less time to point out. I have used odd number in scaling.

### 8.3 Questionnaire development

Questionnaire outline

- Structured
- Simple
- Ambiguity free
- No double barrel questions
- Burdensome questions free

### 8.4 Sample Size

I have taken 30 samples consisting children, students, businessmen, executives, housewives and working couples.

## 9.0 **D**ata Analysis

### 9.1 *Methodology*

I will analyze our collected data under the parametric data analysis technique since I am going to conduct a descriptive research under conclusive research design. Here I am going to collect the primary data from the field for the first time through questionnaire. So, after collecting the data I have to go through **ANOVA test** or Analysis of variance.

### 9.2 *Cost and Time*

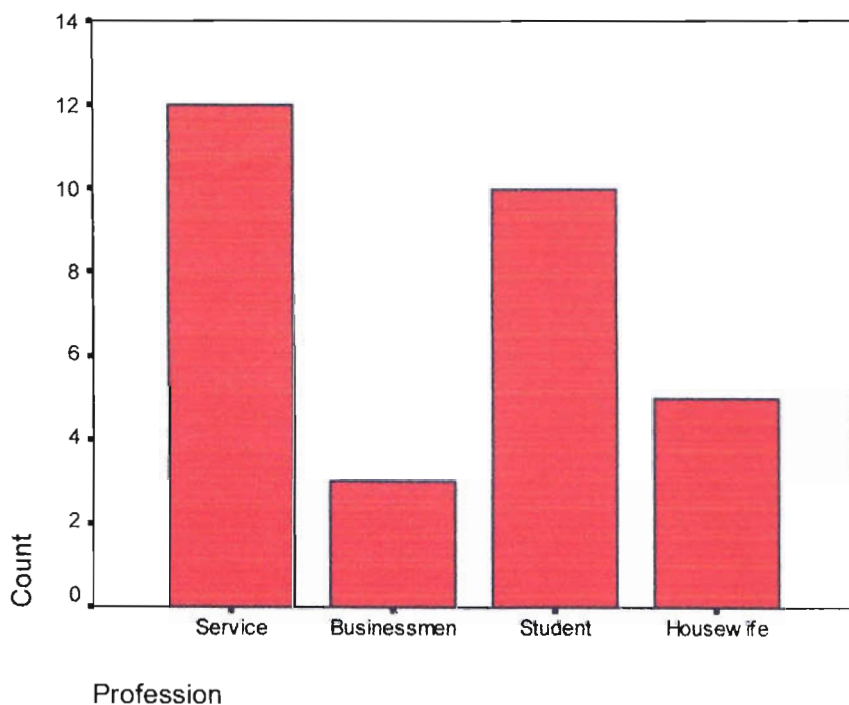
Since I am a student, I don't have enough money to conduct a fully functioning and complete research. And the given period of time is also limited. I have faced somewhat problem regarding the cost. And I finished this research paper within 21 days.



## 10.0 Results & Discussion

Results are given below with the relevant questions and categories

### *Professions*

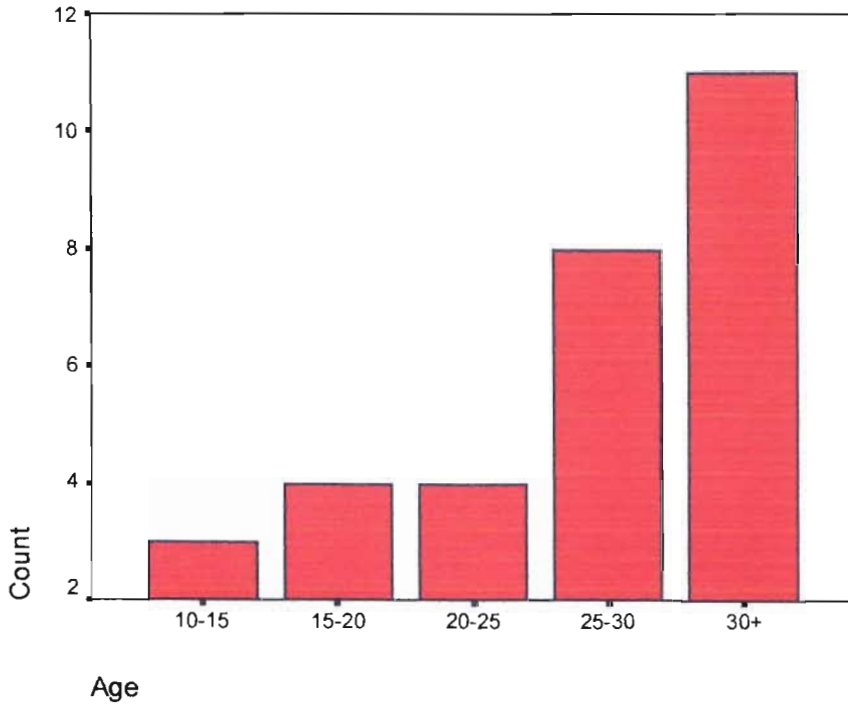


### *Frequency*

**Profession**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Service	12	40.0	40.0	40.0
	Businessmen	3	10.0	10.0	50.0
	Student	10	33.3	33.3	83.3
	Housewife	5	16.7	16.7	100.0
	Total	30	100.0	100.0	

**Age Range**

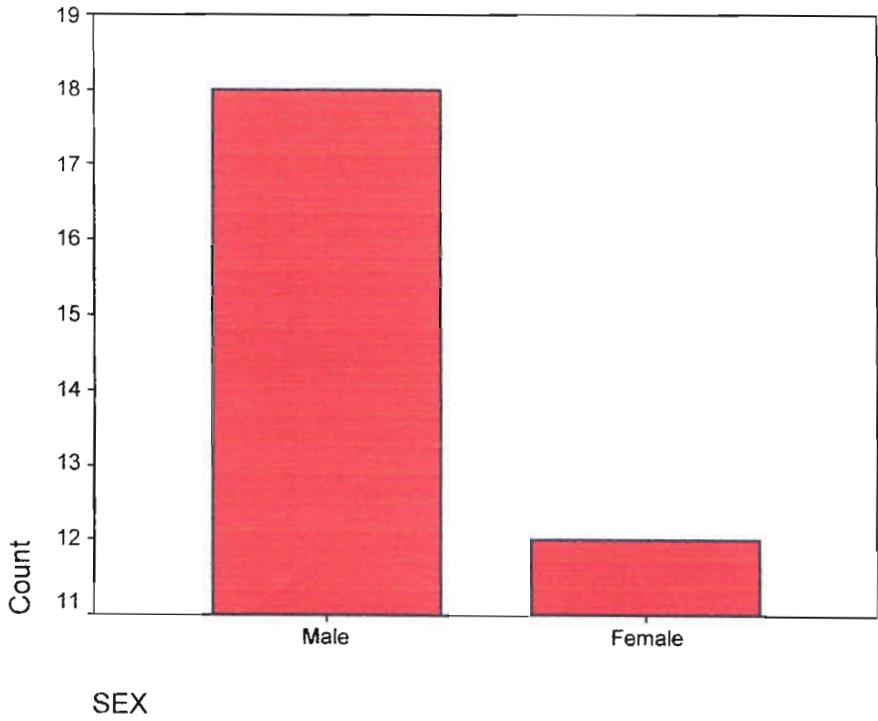


**Frequency**

**Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10-15	3	10.0	10.0	10.0
	15-20	4	13.3	13.3	23.3
	20-25	4	13.3	13.3	36.7
	25-30	8	26.7	26.7	63.3
	30+	11	36.7	36.7	100.0
	Total	30	100.0	100.0	

*Gender*

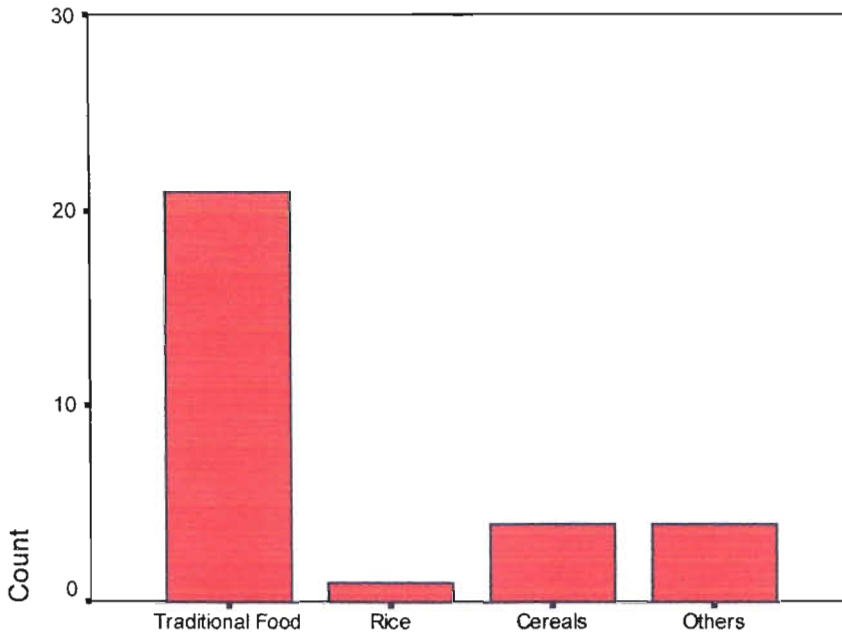


*Frequency*

SEX

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	18	60.0	60.0	60.0
	Female	12	40.0	40.0	100.0
	Total	30	100.0	100.0	

***What do you usually eat for breakfast?***



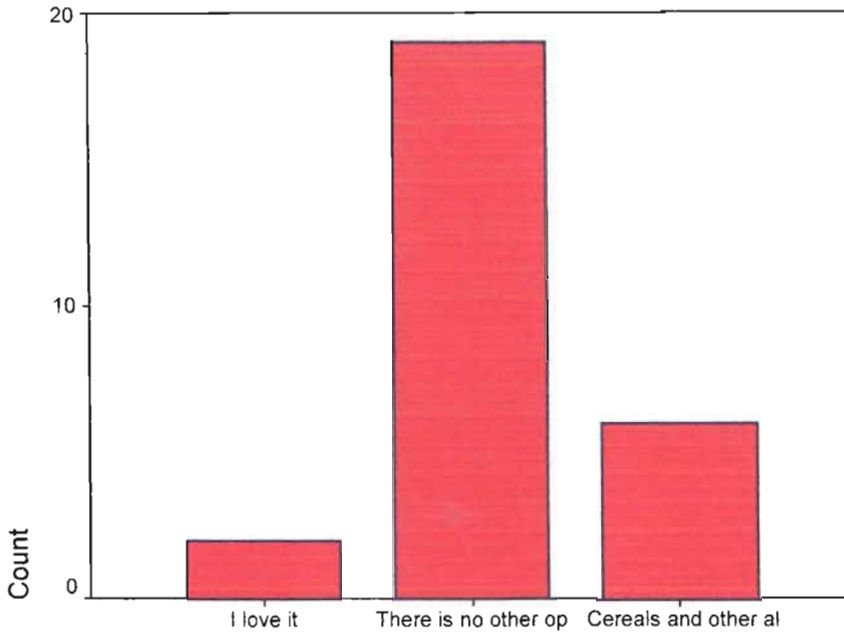
What do you usually eat for breakfast?

***Frequency***

**What do you usually eat for breakfast?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Traditional Food	21	70.0	70.0	70.0
	Rice	1	3.3	3.3	73.3
	Cereals	4	13.3	13.3	86.7
	Others	4	13.3	13.3	100.0
	Total	30	100.0	100.0	

*If it is other than cereal then why do you have it?*



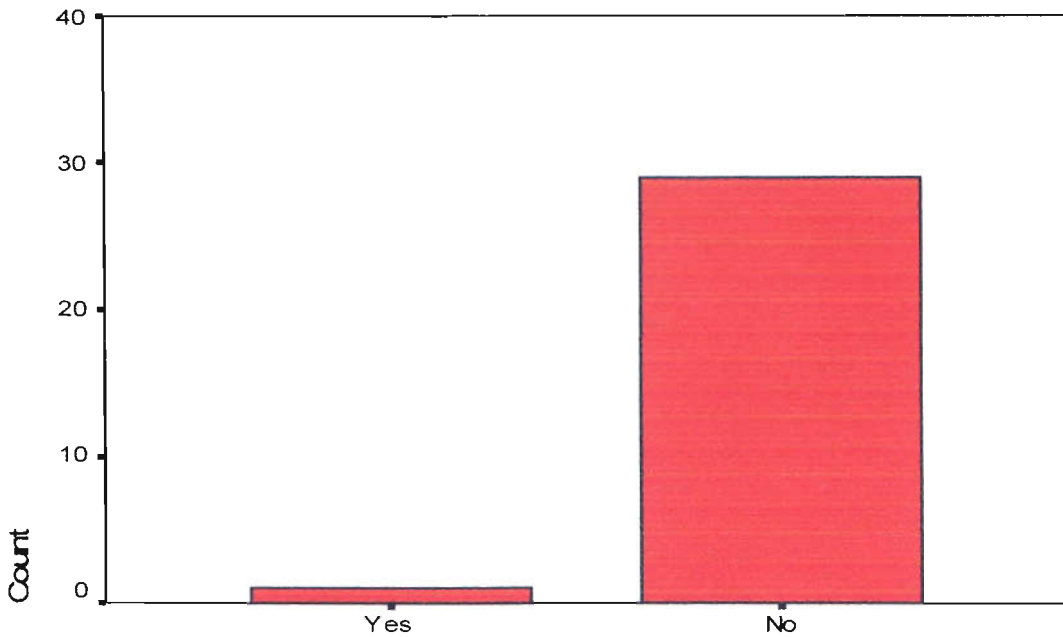
If it is other than cereals, then why do you have it?

*Frequency*

If it is other than cereals, then why do you have it?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I love it	2	6.7	7.4	7.4
	There is no other option	19	63.3	70.4	77.8
	Cereals and other alternatives are costly	6	20.0	22.2	100.0
	Total	27	90.0	100.0	
Missing	System	3	10.0		
Total		30	100.0		

***If you have traditional food (ruti), do you think it's hygienic since there is a high chance that oil, hairs and other body waste of servants can drop on it?***



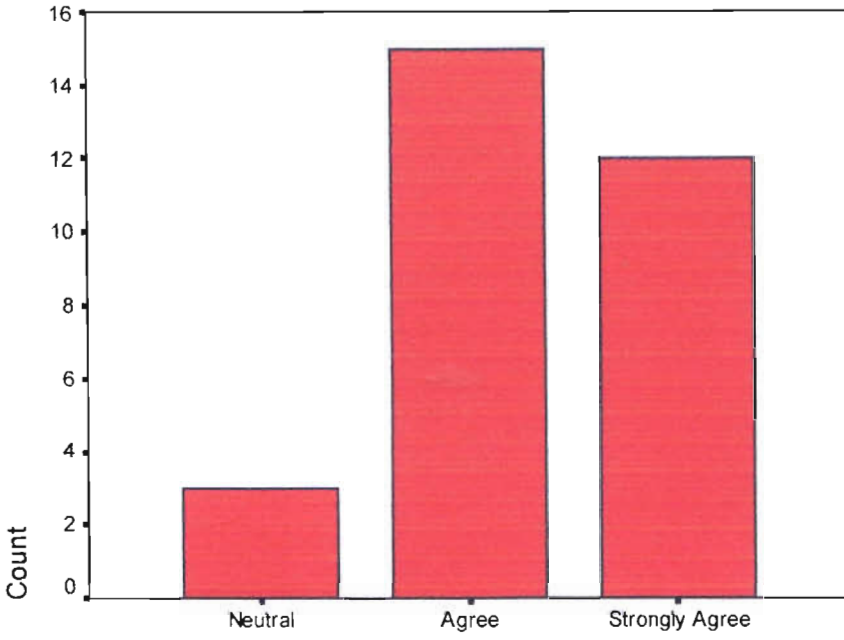
If you have traditional food (ruti), do you think it's hygienic since t

***Frequency***

**If you have traditional food (ruti), do you think it's hygienic since there is a high chance that oil, hairs and other body waste of servants can drop on it?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	1	3.3	3.3	3.3
No	29	96.7	96.7	100.0
Total	30	100.0	100.0	

***Price of cereals is very high***



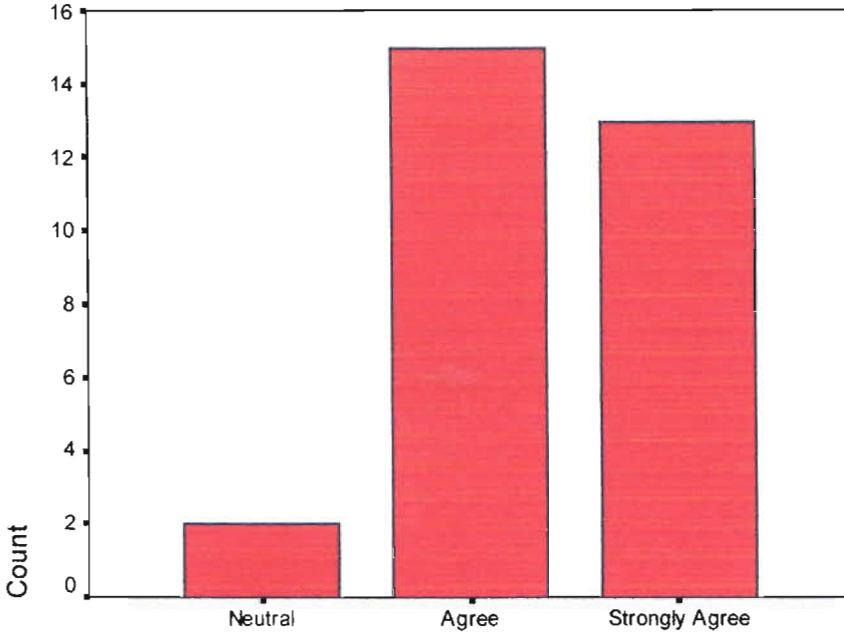
Price of Cereals is very high

***Frequency***

Price of Cereals is very high

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	3	10.0	10.0	10.0
	Agree	15	50.0	50.0	60.0
	Strongly Agree	12	40.0	40.0	100.0
	Total	30	100.0	100.0	

*Availability of cereals is so poor*



Availability of cereals is so poor

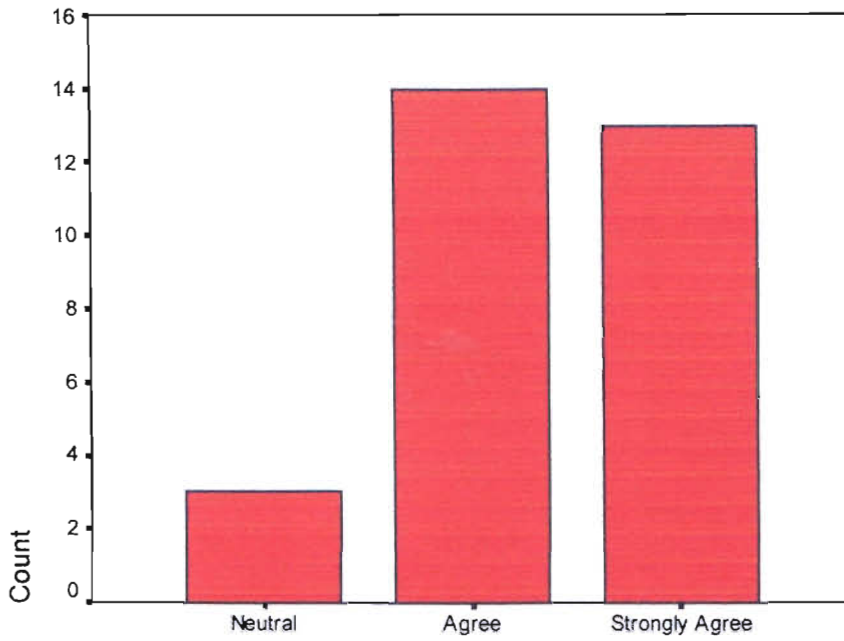
*Frequency*

Availability of cereals is so poor

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Neutral	2	6.7	6.7	6.7
Agree	15	50.0	50.0	56.7
Strongly Agree	13	43.3	43.3	100.0
Total	30	100.0	100.0	



*Sometimes ruti makes me late for office/school or to starve when I'm very hungry*



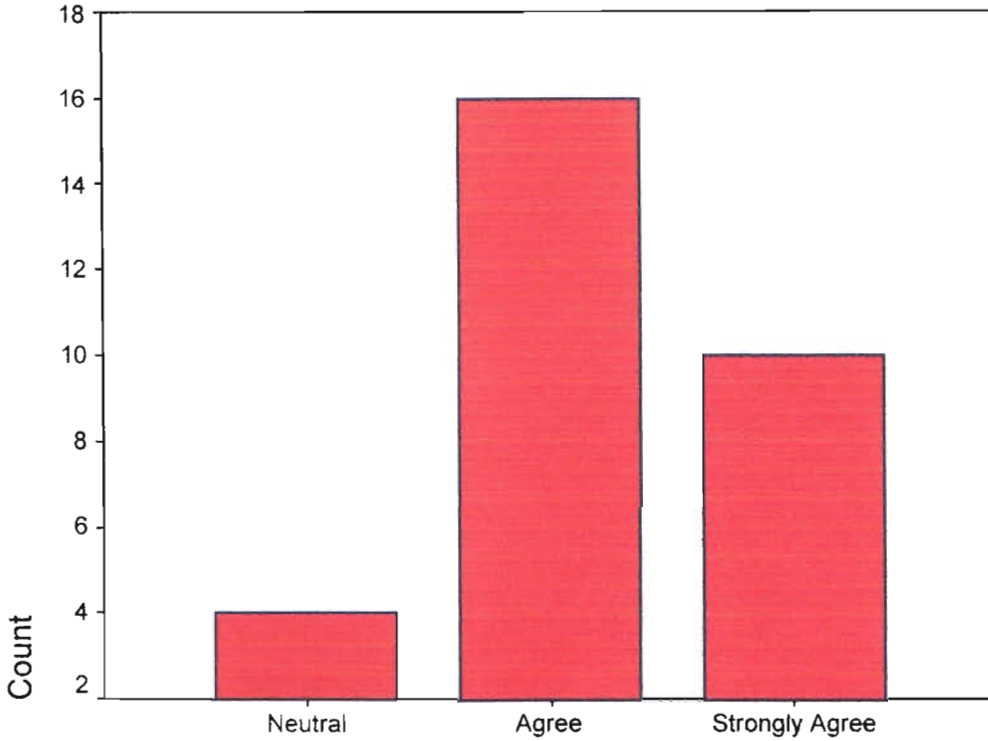
Sometimes ruti makes me late for office/school or to starve when

**Frequency**

**Sometimes ruti makes me late for office/school or to starve when I'm very hungry.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	3	10.0	10.0	10.0
	Agree	14	46.7	46.7	56.7
	Strongly Agree	13	43.3	43.3	100.0
	Total	30	100.0	100.0	

*It would be better for me if the prices of these foods were low, so I could reach my job or school in time*



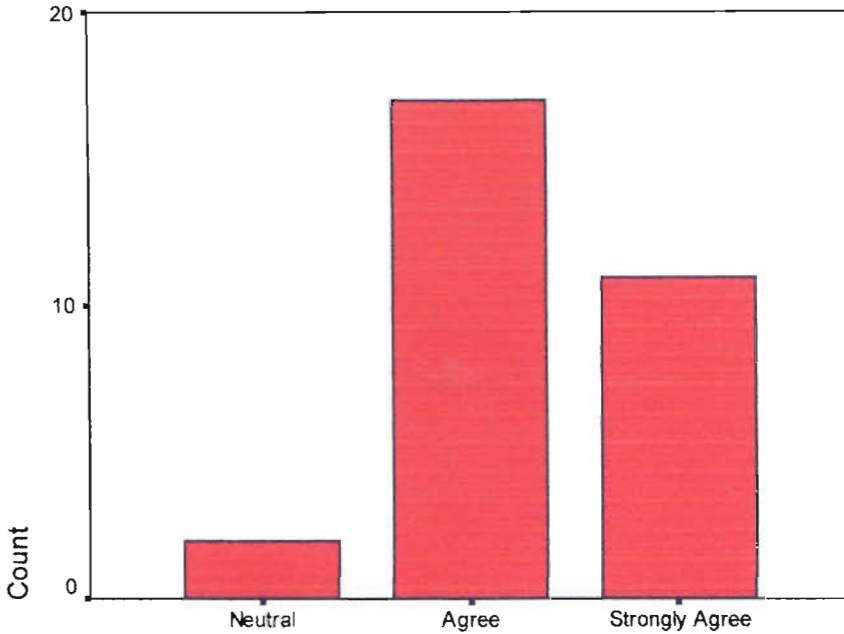
It would be better for me if the prices of these foods were low, so I

**Frequency**

**It would be better for me if the prices of these foods were low, so I could my job or school in time**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	4	13.3	13.3	13.3
	Agree	16	53.3	53.3	66.7
	Strongly Agree	10	33.3	33.3	100.0
	Total	30	100.0	100.0	

*The process of making ruti is lengthy and unhygienic*



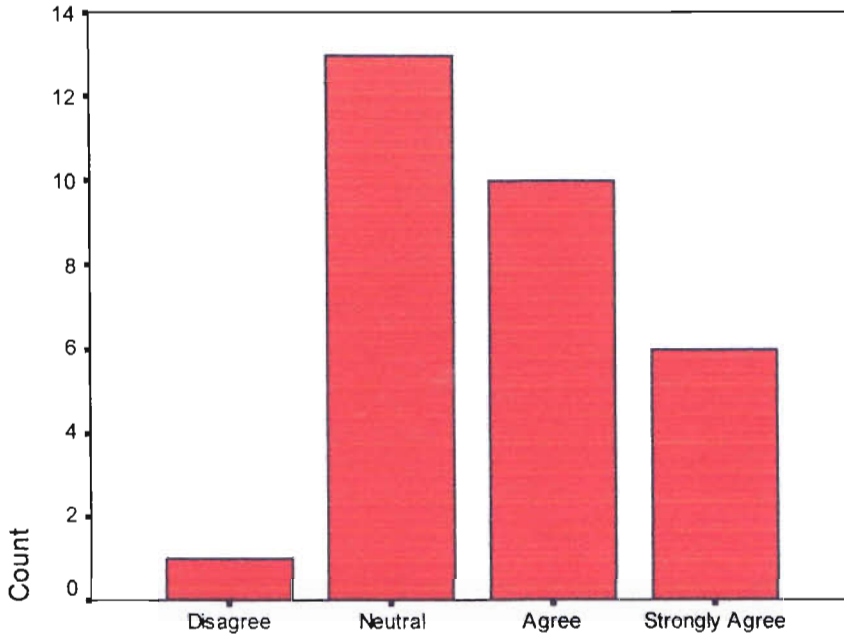
The process of making ruti is lengthy and unhygienic

*Frequency*

The process of making ruti is lengthy and unhygienic

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	2	6.7	6.7	6.7
	Agree	17	56.7	56.7	63.3
	Strongly Agree	11	36.7	36.7	100.0
	Total	30	100.0	100.0	

***Other than breakfast, when I'm hungry and in my house, I usually don't like to rely on traditional food, I want something better.***



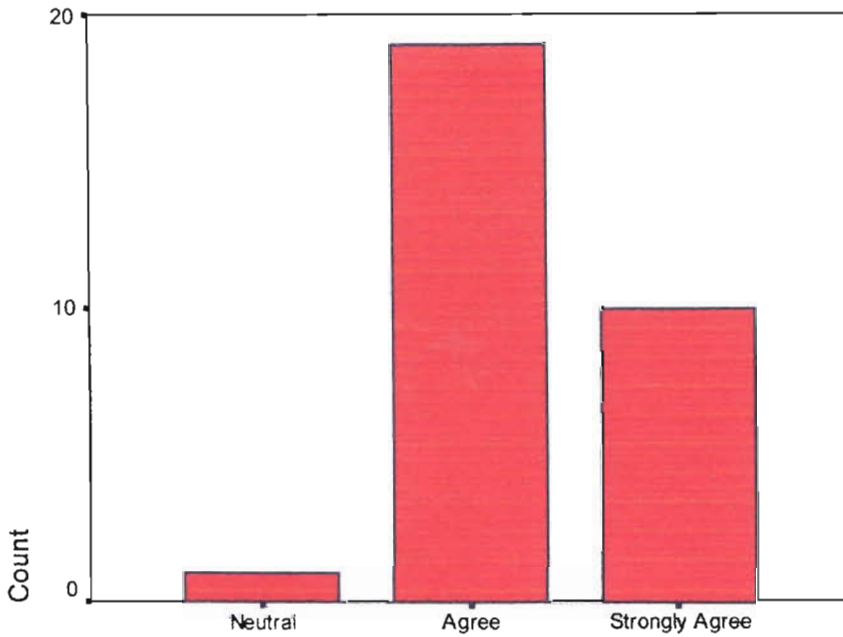
Other than breakfast, when I'm hungry and in my house, I usually

***Frequency***

**Other than breakfast, when I'm hungry and in my house, I usually don't like to rely on traditional food, I want something better**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	1	3.3	3.3	3.3
Neutral	13	43.3	43.3	46.7
Agree	10	33.3	33.3	80.0
Strongly Agree	6	20.0	20.0	100.0
Total	30	100.0	100.0	

***In our neighbor country India, cereals are running their business successfully because the price is low and the sales chain is well developed***



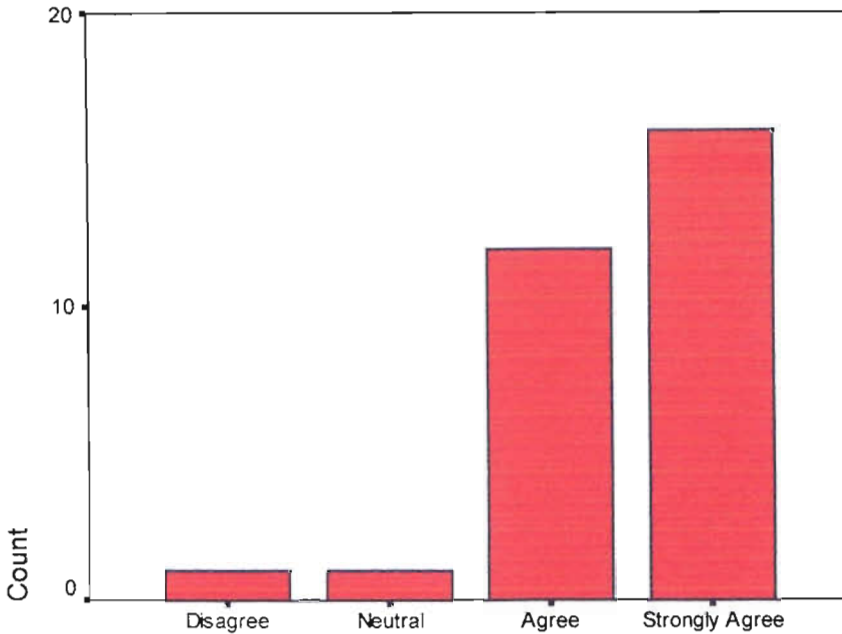
. In our neighbor country India, cereals are running their business

***Frequency***

. In our neighbor country India, cereals are running their business successfully cause the price is low and the sales chain is well developed

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	1	3.3	3.3	3.3
	Agree	19	63.3	63.3	66.7
	Strongly Agree	10	33.3	33.3	100.0
	Total	30	100.0	100.0	

***Most of the time I get involved in a fight with my spouse/mother/servant when I don't get breakfast in a proper time***



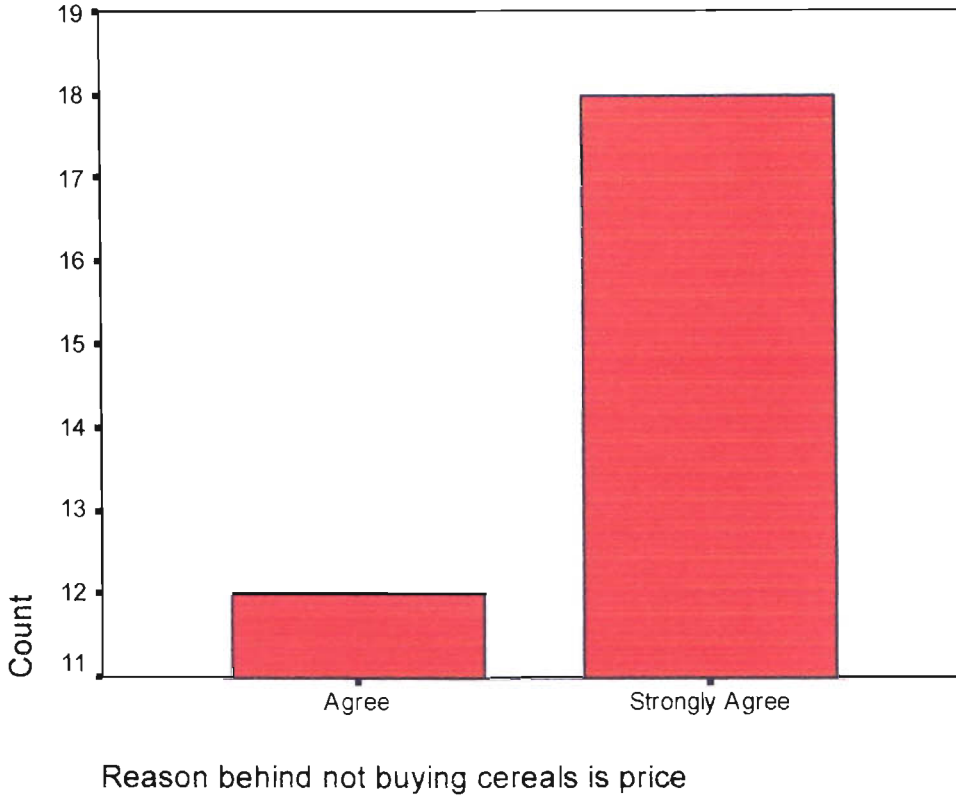
Most of the time I get involved in a fight with my spouse/mother/sc

***Frequency***

**Most of the time I get involved in a fight with my spouse/mother/servant when I don't get breakfast in a proper time**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	3.3	3.3	3.3
	Neutral	1	3.3	3.3	6.7
	Agree	12	40.0	40.0	46.7
	Strongly Agree	16	53.3	53.3	100.0
	Total	30	100.0	100.0	

***Reason behind not buying cereals is price***

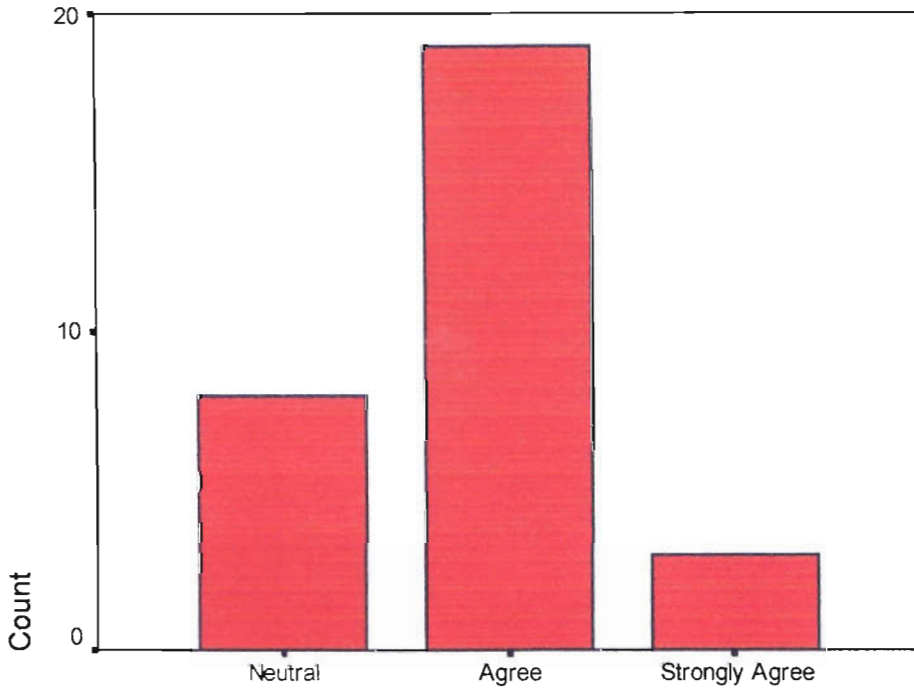


***Frequency***

**Reason behind not buying cereals is price**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	12	40.0	40.0	40.0
	Strongly Agree	18	60.0	60.0	100.0
Total		30	100.0	100.0	

***Reason behind not buying cereal is availability***



Reason behind not buying cereal is availability

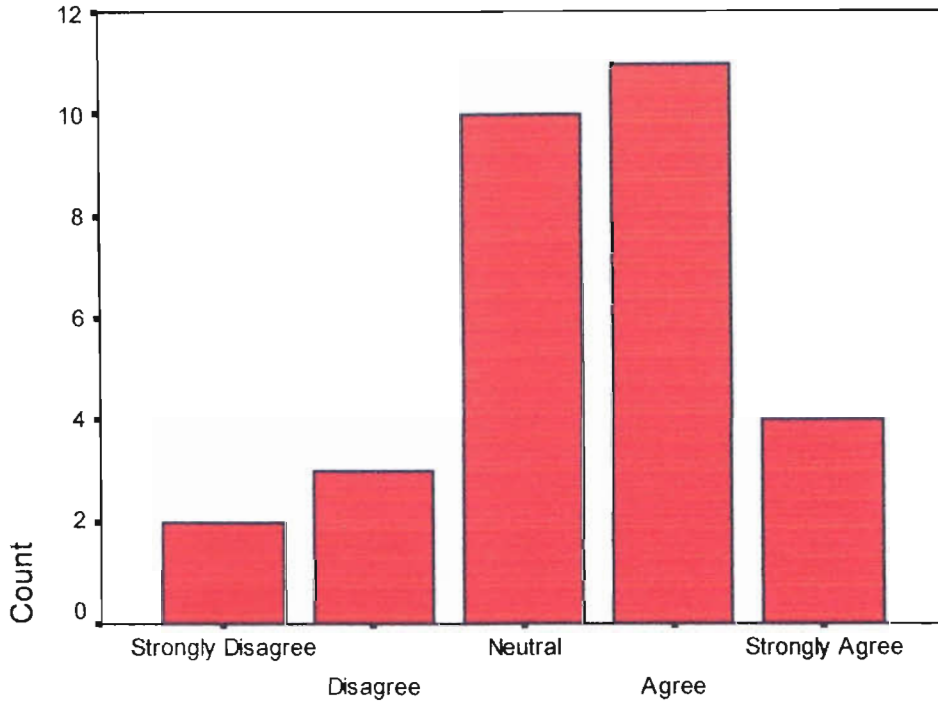
***Frequency***

**Reason behind not buying cereal is availability**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Neutral	8	26.7	26.7	26.7
Agree	19	63.3	63.3	90.0
Strongly Agree	3	10.0	10.0	100.0
Total	30	100.0	100.0	



***Reason behind not buying cereal is awareness***



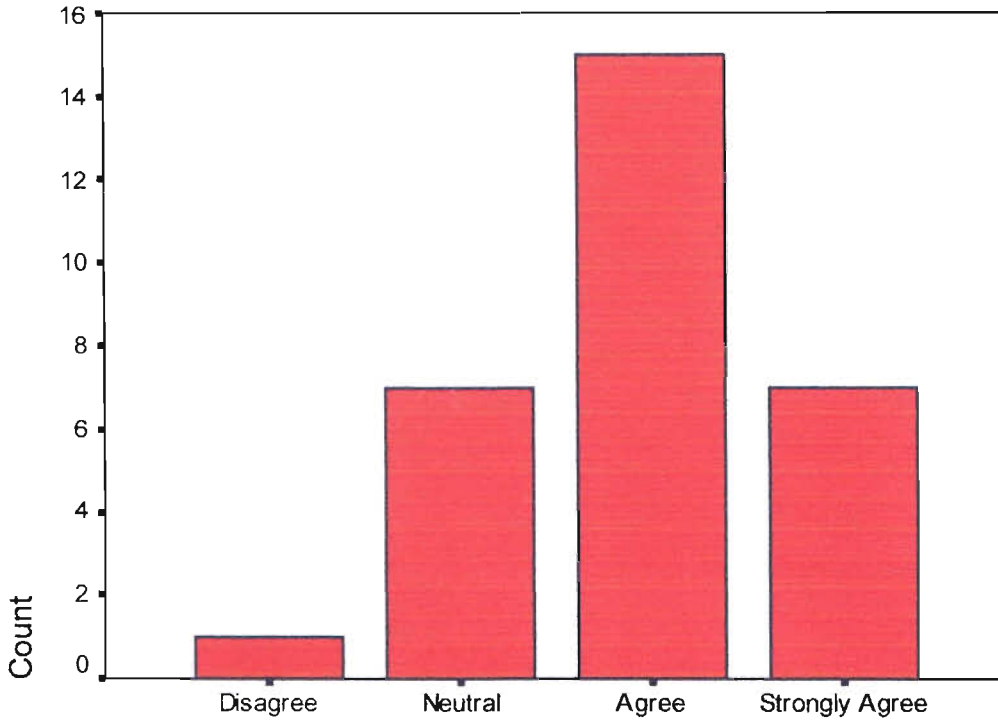
Reason behind not buying cereal is awareness

***Frequency***

**Reason behind not buying cereal is awareness**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	6.7	6.7	6.7
	Disagree	3	10.0	10.0	16.7
	Neutral	10	33.3	33.3	50.0
	Agree	11	36.7	36.7	86.7
	Strongly Agree	4	13.3	13.3	100.0
	Total	30	100.0	100.0	

***I would purchase and eat cereal products if the price gets down and availability increases***



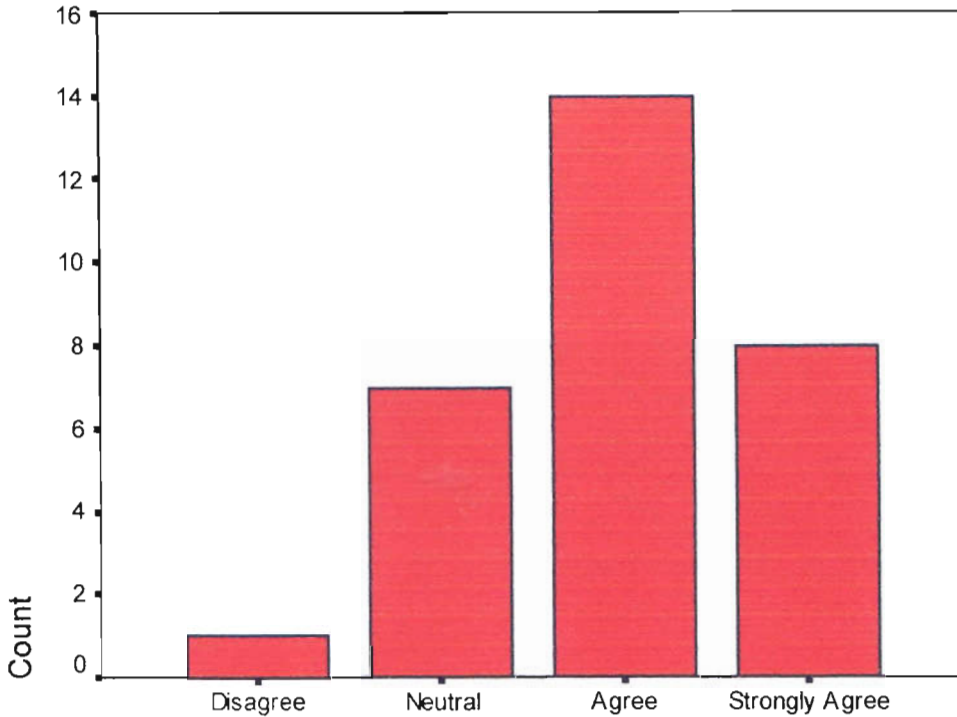
I would purchase and eat cereal products if the price gets down a

***Frequency***

**I would purchase and eat cereal products if the price gets down and availability increases**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	3.3	3.3	3.3
	Neutral	7	23.3	23.3	26.7
	Agree	15	50.0	50.0	76.7
	Strongly Agree	7	23.3	23.3	100.0
	Total	30	100.0	100.0	

*I would not buy cereal products because there are some other additional purchases for it, like milk*



I would not buy cereal products because there are some other ac

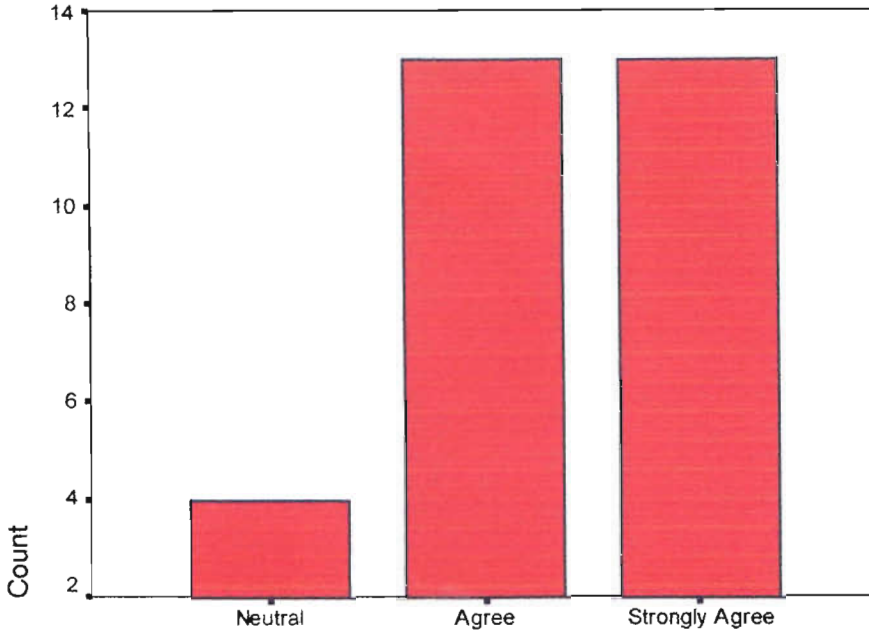
**Frequency**

**I would not buy cereal products because there are some other additional purchases for it, like milk**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	3.3	3.3	3.3
	Neutral	7	23.3	23.3	26.7
	Agree	14	46.7	46.7	73.3
	Strongly Agree	8	26.7	26.7	100.0
	Total	30	100.0	100.0	

*I would purchase cereals if the cost comes so low that I can buy milk as well and if it costs equal or a little bit more than traditional food*

Shaping Consumer Behavior About The Cereal



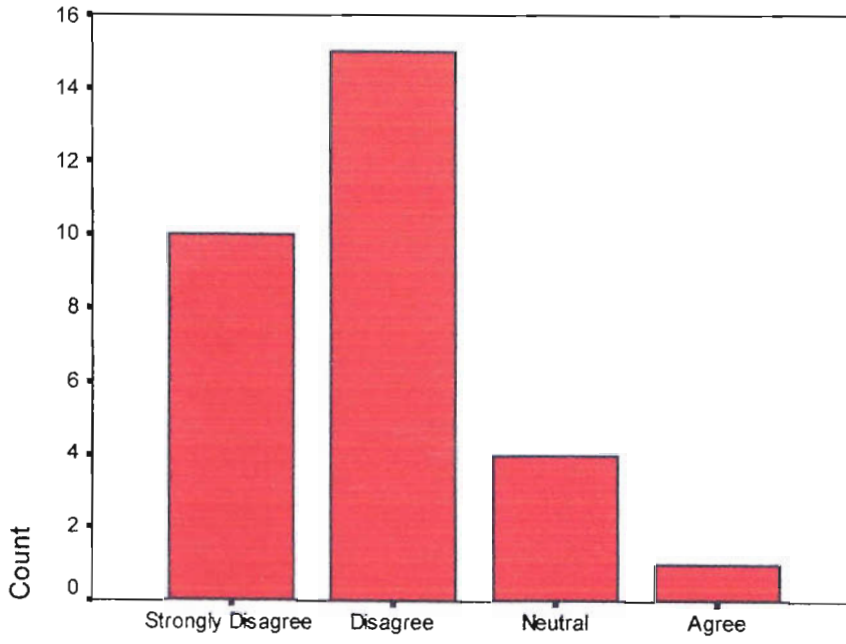
I would purchase cereals if the cost comes so low that I can buy n

**Frequency**

I would purchase cereals if the cost comes so low that I can buy milk as well and if it costs equal or a little bit more than traditional food

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	4	13.3	13.3	13.3
	Agree	13	43.3	43.3	56.7
	Strongly Agree	13	43.3	43.3	100.0
	Total	30	100.0	100.0	

*No, I would still eat traditional food*



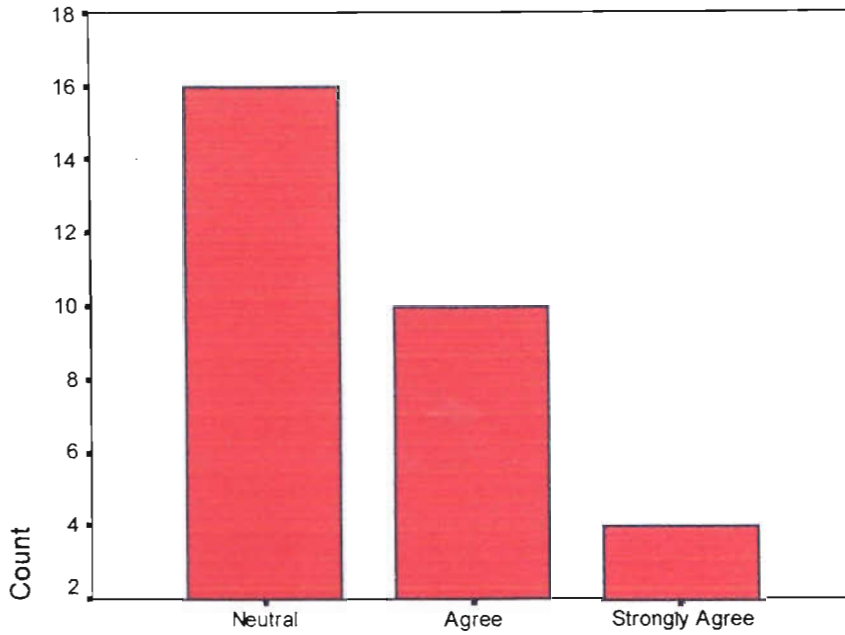
No, I would still eat traditional food

*Frequency*

No, I would still eat traditional food

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	10	33.3	33.3	33.3
	Disagree	15	50.0	50.0	83.3
	Neutral	4	13.3	13.3	96.7
	Agree	1	3.3	3.3	100.0
	Total	30	100.0	100.0	

***Reinforcement triggers my purchase***



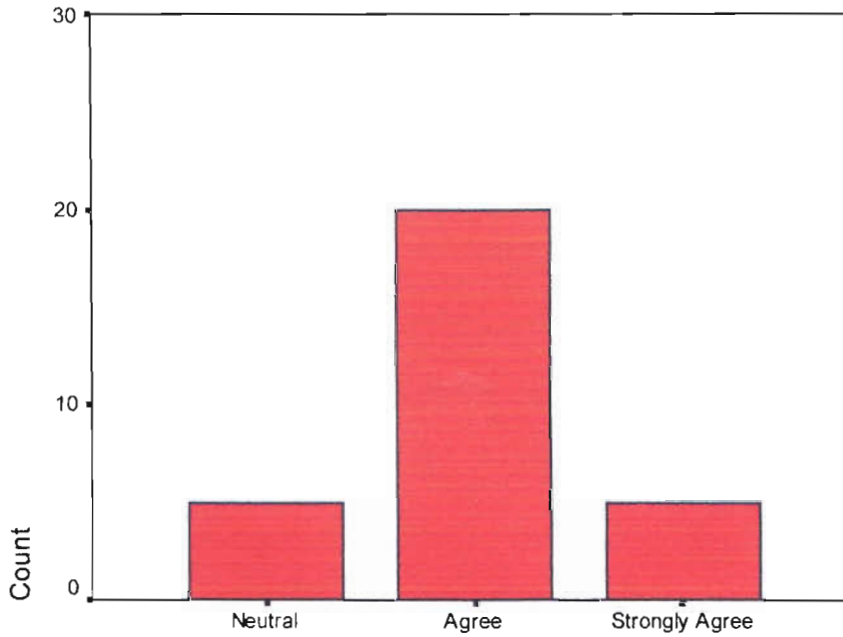
Reinforcement triggers my purchase

***Frequency***

Reinforcement triggers my purchase

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	16	53.3	53.3	53.3
	Agree	10	33.3	33.3	86.7
	Strongly Agree	4	13.3	13.3	100.0
	Total	30	100.0	100.0	

***Proper marketing is needed to create awareness and then people might start using this product***



Proper marketing is needed to create awareness and then people

***Frequency***

**Proper marketing is needed to create awareness and then people might start using this product**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	5	16.7	16.7	16.7
	Agree	20	66.7	66.7	83.3
	Strongly Agree	5	16.7	16.7	100.0
Total		30	100.0	100.0	

## ***10.1 Hypothesis testing & interpretation***

After analyzing the results with SPSS, I found our hypotheses are mostly correct. Those are;

1. Price has a major impact on buying behavior of Bangladeshi Consumers.
2. People want to eat something better but don't have other alternatives.
3. Availability has a major influence in buying behavior.
4. Awareness of the people has a major influence on the sales.
5. Among the target market hygiene factor is one of the most influential factor.
6. Sales will eventually increase if the price gets down.
7. The sales will increasing if there is a proper marketing plan and it's implementation is done successfully.

## ***10.2 Respondents' suggestions of open ended questions***

Respondents' suggestions were almost similar to the results.

## ***10.3 Limitation & caveats***

1. Based only in Dhaka city
2. Based only on a limited number of people who are similar in locality and other attributes.
3. There are some people who do not like to flow with the trend.



## 11.0 Recommendations

- Kellogg's should start producing locally with local raw materials and labor in order to sell it in a low price in the local market. In USA, a 500mg Kellogg's is sold for \$ 1.20 and in India it's available for only Rs. 80. But in Bangladesh, a Kellogg's cost more than 300 taka. With proper local production it will not be impossible to decrease its price into Tk. 100.
- Creating public awareness about the product, so they come to know that there is an alternative to the regular food.
- Building up a strong chain of distribution so that the product becomes available to its target market.
- Selecting an USP for the product so that it can stand on a ground with its uniqueness. Like; Save your time, hygienic etc.
- Ecologically redesigning the package and the product itself (if necessary).
- Developing an outstanding and striking marketing plan.
- Providing continuous reinforcement at the introductory stage of the product to stomp the name into their brain.
- Through WOM customer can be awarded to change traditional behavior .
- To set up customer positioning should offer benefits of products.
- Effective promotion can be vital roles .

Some advertisements can be made to attract the target audience, which might work as a great stimulus to them.

## 12.0 Conclusion

Shaping a behavior is a long term process. Just like the ancient proverb “A journey of a thousand miles is started with but a single step.” Shaping behavior is an aspect of behavior analysis that gradually teaches new behavior through the use of reinforcement until the target behavior is achieved. In order for shaping to be successful, it is important to clearly define the behavioral objective and the target behavior. Also, in order to gradually achieve the target behavior, a teacher must know when to deliver or withhold reinforcement. Shaping a complex behavior is not an easy thing to do neither it is done emotionally. It is a huge project in which financial and other managerial activities are involved as well. Management and finance will always be looking for money and a marketer’s job is to make ways to bring money to the organizations. And keeping this thing in the mind the campaign should be designed in such a way where it is winning is a must or at least the organization can recover the money of the campaign at least.

## Reference

### Books

Marketing Text Book:  
Consumer Behavior – concepts and application  
David L. Loudon  
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### Websites

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[www.kelloggs.com](http://www.kelloggs.com)



## আপনার প্রিয় বুটির উপকরণ

- . আটা
- . পানি
- . ছাষ
- . মাকের সর্দি
- . কফ

এমে গেম....



# Questionnaire

Dear Sir/Madam,

Here is a short questionnaire for you to fill and help me successfully to extract the necessary raw facts of an observation on Shaping Consumer Behavior about the Cereal. Please feel free to answer the questions and help to extract the truth. Your answers will not be published anywhere and will be use only for educational purpose.

### Personal Information:

Profession:	
Gender : ◆ Male ◆ Female	Age : ◆ 10-15 ◆ 15 to 20 ◆ 20to25 ◆ 25 to 30 ◆ 30+
Educational Status ◆ Graduate ◆ Masters ◆ Others	

**Q1. What do you usually eat for breakfast?**

**Ans:**

- a. Traditional food
- b. Rice
- c. Cereal
- d. Others

**Q2. If it is other than cereal then why do you have it?**

**Ans:**

- a. I love it
- b. There is no other opportunity
- c. Cereals & other all

**Q3. If you have traditional food (ruti), do you think it's hygienic since there is a high chance that oil, hairs and other body waste of servants can drop on it?**

**Ans:**

- a. Yes
- b. No

**Q4. Price of cereals is very high**

**Ans:**

- a. Neutral
- b. Agree
- c. Strongly agree

**Q4. Availability of cereals is so poor**

**Ans:**

- a. Neutral
- b. Agree
- c. Strongly agree

**Q5. Sometimes ruti makes me late for office/school or to starve when I'm very hungry**

**Ans:**

- a. Neutral
- b. Agree
- c. Strongly agree

**Q6. It would be better for me if the prices of these foods were low, so I could reach my job or school in time**

**Ans:**

- a. Neutral
- b. Agree
- c. Strongly agree

**Q7. Baking is really tough and leaves a pain but still I have to bake ruti/porota for the other members for my family. (Specially for women and if you bake ruti)**

**Ans:**

- a. Agree
- b. Strongly agree

**Q8. The process of making ruti is lengthy and unhygienic**

**Ans:**

- a. Neutral
- b. Agree
- c. Strongly agree

**Q9. Other than breakfast, when I'm hungry and in my house, I usually don't like to rely on traditional food, I want something better.**

**Ans:**

- a. Disagree
- b. Neutral
- c. Agree
- d. Strongly agree

**Q10. In our neighbor country India, cereals are running their business successfully because the price is low and the sales chain is well developed**

**Ans:**

- a. Neutral
- b. Agree
- c. Strongly agree

**Q11. Most of the time I get involved in a fight with my spouse/mother/servant when I don't get breakfast in a proper time**

**Ans:**

- a. Disagree
- b. Neutral
- c. Agree
- d. Strongly agree

**Q12. Reason behind not buying cereals is price**

**Ans:**

- a. Agree
- b. Strongly agree

**Q13. Reason behind not buying cereal is availability**

**Ans:**

- a. Neutral
- b. Agree
- c. Strongly agree

**Q14. Reason behind not buying cereal is awareness**

**Ans:**

- a. Strongly disagree
- b. Disagree
- c. Neutral
- d. Agree
- e. Strongly agree

**Q15. I would purchase and eat cereal products if the price gets down and availability increases**

**Ans:**

- a. Disagree
- b. Neutral
- c. Agree
- d. Strongly agree

**Q16. I would not buy cereal products because there are some other additional purchases for it, like milk.**

**Ans:**

- a. Disagree
- b. Neutral
- c. Agree
- d. Strongly agree

**Q17. I would purchase cereals if the cost comes so low that I can buy milk as well and if it costs equal or a little bit more than traditional food**

**Ans:**

- a. Neutral
- b. Agree
- c. Strongly agree

**Q18. No, I would still eat traditional food**

**Ans:**

- a. Strongly disagree
- b. Disagree
- c. Neutral
- d. Agree

**Q19. Reinforcement triggers my purchase**

**Ans:**

- a. Neutral
- b. Agree
- c. Strongly agree

**Q20. Proper marketing is needed to create awareness and then people might start using this product**

**Ans:**

- a. Neutral
- b. Agree
- c. Strongly agree

**Thank You**