

To Study the Gen'z Perception About Product and Taste of Balaji Wafers in Ahmedabad City

Patel Aryan^{1*}, Goswami Drashti² , Dr. Jignesh Vidani³
LJ. Institute of Management Studies, LJ University

Corresponding Author: Patel Aryan,24003400310090@mail.ljku.edu.in

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ABSTRACT

This paper provides an in-depth insight into the consulting services provided by Head Quest HR Solutions LLP, known as one of the best-located HR consulting firms in Ahmedabad. The objective of the study was to explore the diversity of services provided, the technologies used, and their effectiveness in improving organizational performance. The study combines quantitative data from structured customer surveys and qualitative data from semi-structured interviews with key stakeholders, through the application of mixed methods methodology. Despite challenges including measuring long-term impact and aligning recommendations with customer culture, the company has done quite well in providing value-added services. Thus, the study offers suggestions for improving the efficiency and effectiveness of consulting services, besides offering practical insights on best practices in HR consulting

INTRODUCTION

Finally, it evaluates how Generation Z perceives the quality and taste of Balaji Wafers in the Ahmedabad city area. Among all the youngest and most vibrant generations of consumers, Gen Z heavily influences market trends, especially when relating them to the category of snack foods. Thus, this current research attempts to make a comprehensive analysis of what exactly Generation Z thinks of Balaji Wafers, in respect to quality, taste, packaging, and the brand perception at large. A standardized questionnaire containing demographic information as well as Likert-type questions was used for the sample of Gen Z respondents in Ahmedabad to elicit more concrete information. Chi-square tests will be used to analyse this study in terms of examining associations between age and perceptions of attributes. If Balaji Wafers have found out that unique patterns in preference will be discovered in the way Gen Z make choice then it would be really beneficial in tailoring marketing efforts and product offerings. This study will enable one to contribute to deeper insight into the behaviour of the modern consumer and practical implications as regards brands wanting to connect with Gen Z persuasively.

RESEARCH OBJECTIVIES

The study looks to dig into the perception of the product and taste of Balaji Wafers by Gen Z. To do so, it needs to look into a few broad areas; more precisely it should delve into:

Quality Perception: It would reveal how Gen Z perceives the quality of Balaji Wafers in comparison with other snack brands.

Taste Preference: A measure of preference in taste by Gen Z and the extent to which Balaji Wafers is satisfying that taste.

Brand Image: Examine how Balaji Wafers brand image influences the consumption behaviour in the case of Gen Z.

Buying Behaviour: Analysing the buying behaviour of Gen Z towards Balaji Wafers.
Research

Questions

To achieve these research objectives, the following shall be the research questions guiding this study:

Of course, how does this Gen Z perceive the overall quality of Balaji Wafers?
What is the favourite flavour of Balaji Wafers for Gen Z?
What impact would the brand image of Balaji Wafers have on Gen Z's buying behaviour?

Drivers that motivate Gen Z to frequently purchase Balaji Wafers are explained in this section. Research Methodology

It would be a mixed-method kind of study, which would involve both kinds of data collection methods: the studies' quantitative and qualitative. It would be sending a pre-designed questionnaire to a sample group of Gen Z consumers in Ahmedabad. Data would be captured using a Likert scale for perceptions about product quality, taste, and brand image. Along with this, demographic questions would be used to segment the responses and determine if the perceptions vary because of differences in demographics.

Scope and Limitation

It is targeted only for Gen Z consumers of Ahmedabad. So, generalizing the findings would be limited to other regions or age groups. Again, it mainly depends on self-

reported data sources with inherent biases to a greater extent. Nevertheless, the study of this very important consumer group will elicit great perceptions and insights into the preferences.

Conclusion:

To understand how Gen Z perceives Balaji Wafers, it is indeed quite important to ensure a continued market position of this brand within the context of an extremely competitive marketplace. To answer the research objectives and questions set up for the study, action recommendations on matching product and marketing schemes with the expectations of the younger consumers will be provided. The findings will be used toward strengthening the market position of Balaji Wafers and creating greater affinity among Gen Z consumers.

LITERATURE REVIEW

Introduction

Indian snack industries are following changing consumer preferences and the rising disposable income of masses, staying in a high growth trajectory. In such a scenario, kind of preferences that Generation Z forms becomes more critical to brands like Balaji Wafers. This review of the literature throws light upon previously conducted studies about the behaviour of Gen Z, trends related to the snack industry, and perceptions related to the brand in order to understand deep down factors influencing the perception of products like Balaji Wafers.

Gen Z Consumer Behaviour

Generation Z belongs to the time frame that ranges between mid-to-late 1990s and early 2010s. They are, after all, truly new forms of consumers, as well as distinct preferences and behaviours propel them. There are plenty of studies that indicate Gen Z wants authenticity, transparency, as well as corporate social responsibility from brands (Smith, 2020). At the same time, they are a very digital generation, hence they have much stronger preferences in online shopping and participation on social media (Johnson & Johnson, 2019). Recent studies have also discovered the fact that Gen Z is very sensitive to peer reviews, social media influencers, and online content (Williams et al., 2021).

Snack Industry Trends

India is gaining immense popularity in healthy snacking markets as there is diversification in the product mix within the snacking industry. Divergent needs for the snacking consumer who range from convenience and nutritional requirements to novel tastes and flavour experiences available in the Indian snacking landscape (Kumar & Sharma, 2022). Snacking is growing with a particular focus on low in fat, sugar, and no artificial add-ins for health-conscious lifestyles, which has become more common (Singh, 2021). In the last few years, it has been observed that many populations have grown due to rising urbanization and percent of professionals at work, which further increases demand for ready-to-eat, quick, and on-the-go snacking products (Mehta, 2023).

Brand Perception and Quality of the Product

Mostly, brand perception influences consumer choice decision. According to some research, the quality of brand reputation and marketing effectiveness dictates consumer preference (Brown & Green, 2020). Therefore, apart from these existing customers for snack brands such as Balaji Wafers, there must be a good brand image

and good quality products for patronage. As opportunities to hold on to the brands rise with consistent quality and a strong positive brand image consumer choices also do the same thing, too (Jones, 2018).

Ideal Snack Flavours

Influence Factors

Among the possible factors that influence consumer choice, flavour preference is arguably the most significant influencing factor. Researchers indicate flavour preferences vary depending on consumer groups. For instance, among Generation Z consumers, taste preference goes largely according to cultural trend, social media, and multiple food awareness (Lee & Kim, 2021). Consumers of Gen Z are pretty experimental with their taste and quite open to trying new flavours, even more exotic ones (Choi, 2022). It is extremely important for brands that would like to develop goods particularly targeted towards this specific age group.

Position in the Market Balaji Wafers.

Balaji Wafers enjoyed the Indian snack market mainly because of its diversified portfolio of products and strong marketing mix. In this way, many qualities and innovations that made it stand out in its time have revealed themselves (Patel, 2021). Across the market change, Balaji Wafers have to keep on changing and getting updated in consumers' preference more from Gen Z. What is needed to improve will come out clearly in the study of the market position concerning consumer perception of Balaji Wafers (Desai & Shah, 2023).

Conclusion

The present literature review looks at all the parameters of significance - consumer behaviour amongst Gen Z, snacking trends in the industry, and brand perception - as critical while measuring the market position of Balaji Wafers. Existing research work over these topics would enable an all-around analysis of this research on the perception of Gen Z concerning Balaji Wafers on both counts-product and taste. Recommendations based on lessons drawn from that will mean adjustments made to product offerings and marketing strategies relative to the opinions of the younger consumers that will ensure the brand will not lose the market.

RESEARCH GAP

While many studies have deliberated consumer preferences and brand perceptions relating to the snacking market, there is clearly a gap in focused research that specifically aims at the perceptions of Generation Z towards Balaji Wafers, especially in the context of Ahmedabad. Most literature commonly sorts consumer groups at a generic level without delving into fine differences and more specific preferences and attitudes amongst younger consumers who form an increasingly important market trend. This area, however lacks qualitative and quantitative research on regional brands such as Balaji Wafers. There is, however a dearth of research exclusively focused on the domain of snacking preference among Indian youth. That gap in research is vital as local brands often draw from cultural relevance and regional flavours that may resonate more with Gen Z than global competitors.

In addition to this, the role of social media and digital marketing in shaping the snack preference profile of Gen Z has dramatically reshaped the profile. However, such context has been inadequately scrutinized within the context of Balaji

Wafers. It is thus essential to know how campaigns for social media, packaging, and flavour innovation influence the perception of the brand by this generation. Summarily, a clear research gap that this study addresses emanates from understanding Gen Z perceptions about Balaji Wafers in Ahmedabad, particularly about tastes, loyalty, and the effects of digital engagement. Addressing the gap will provide insightful information highly valuable to marketers and product developers as they strive to understand and engage a pivotal consumer group.

HYPOTHESIS (Only list)

- H1: I am familiar with Balaji Wafers products.
- H2: The taste of Balaji Wafers products meets expectations.
- H3: Balaji Wafers products are reasonably priced.
- H4: Balaji Wafers as a brand for potato chips.
- H5: I believe that Balaji Wafers products are of high quality.
- H6: I am likely to recommend Balaji Wafers to my friends and family.
- H7: I aware the different types of Balaji Wafers products.
- H8: Balaji Wafers effectively uses social media to promote its product.
- H9: I believe Balaji Wafers is committed to sustainability and environmental practices.
- H10: Balaji Wafers products are available at convenient locations for me.
- H11: I trust the quality of ingredients used in Balaji Wafers products.
- H12: I am satisfied with the overall taste and texture of Balaji Wafers products.
- H13: I feel that Balaji Wafers pricing is competitive compared to other brands.
- H14: The marketing and advertisements of Balaji Wafers Influence on purchasing decisions.
- H15: Balaji Wafers customer service responsive and helpful.

Table 1: Validation of Questionnaire

Statements	Citation from JV citation file (You can add more than 1 citation)
I am familiar with Balaji Wafers products.	(Vidani, 2015)
The taste of Balaji Wafers products meets my expectations.	(Vidani & Solanki, 2015)
Balaji Wafers products are reasonably priced.	(Vidani, 2015)
Balaji Wafers is my preferred brand for potato chips.	(Vidani, 2015)
I am familiar with Balaji Wafers product.	(Vidani, 2015)
I am likely to recommend Balaji Wafers to my friends and family.	(Solanki & Vidani, 2016)

I am aware of the different types of Balaji Wafers products.	(Vidani, 2016)
Balaji Wafers effectively uses social media to promote its products.	(Bhatt, Patel, & Vidani, 2017)
I believe Balaji Wafers is committed to sustainability and environmental practices.	(Niyati & Vidani, 2016)
Balaji Wafers' products are available at convenient locations for me.	(Pradhan, Tshogay, & Vidani, 2016)
I trust the quality of ingredients used in Balaji Wafers products.	(Modi, Harkani, Radadiya, & Vidani, 2016)
I am satisfied with the overall taste and texture of Balaji Wafers products.	(Vidani, 2016)
I feel that Balaji Wafers' pricing is competitive compared to other brands.	(Sukhanandi, Tank, & Vidani, 2018)
The marketing and advertisements of Balaji Wafers influence my purchasing decisions.	(Singh, Vidani, & Nagoria, 2016)
Balaji Wafers' customer service is responsive and helpful.	(Mala, Vidani, & Solanki, 2016)

*Source: Author's compilation

RESEARCH METHODOLOGY

Table 2: Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis	SPSS and Excel

Tools	
Sampling Size	155
Survey Area	Ahmedabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

**Source: Author's compilation*

DEMOGRAPHIC SUMMARY

The demographic summary of the respondents in the study consists of a very mixed population profile. The 152 respondents were largely aged 21-23 years, at 53.9%, followed by those aged 18-20 years at 34.2%, with much fewer representation coming from the 24-26 year (3.3%) age group and 27-29 years (8.6%). Of them, 51.3% were males, 48.0% were females, and 0.7% specified being none of the above. Regarding educational background, most respondents were undergraduates 53.9, followed by postgraduate degree holders 28.3, and a few had completed HSC 2.6%. The corresponding employment status indicated that the majority of the respondents were employed 65.1% whereas 18.4% were students, and fewer percentages were in business 3.9% or professional roles 9.2%. This demography thus represents a young population that is well educated and mostly employed, hence such an understanding of the context of the research findings.

Cronbach Alpha

Table 3: Cronbach Alpha

Cronbach Alpha Value	No. of items
.888	19

**Source: SPSS Software*

The Cronbach's alpha value is .888, derived from a 19-item scale. This is a very high level of internal consistency among the items included in the scale. The value means that the items are well-correlated, and collectively, they measure the same underlying construct. In general, a Cronbach's alpha above .80 can be seen as good enough: it means that the scale in question is reliable, and suitable for any research purpose. High reliability of this measurement tool gives much more confidence in the validity of the findings such that meaningful interpretations and robust conclusions are made on that basis.

Table 4: Results of Hypothesis Testing

Add rows as per number of hypothesis you have created

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/ Reject Null hypothesis	R value	Relations hip
Example	H1: I am familiar with Balaji Wafers products.	0.244	<	H01 Rejected (Null hypothesis rejected)	-.036	
Example	H2: The taste of Balaji Wafers products meets expectations.	.498	>	H02 Accepted (Null Hypothesis Accepted)	-.120	
Example	H3: Balaji Wafers products are reasonably priced.	.836	<	H03 Rejected (Null hypothesis rejected)	.122	
Example	H4: Balaji Wafers as a brand for potato chips.	.694	>	H04 Accepted (Null Hypothesis Accepted)	.081	
Example	H5: I believe that Balaji Wafers products are of high quality.	.705	<	H05 Rejected (Null hypothesis rejected)	.064	
Example	H6: I am likely to recommend Balaji Wafers to my friends and family.	.793	>	H06 Accepted (Null Hypothesis Accepted)	.053	
Example	H7: I aware the different types of Balaji Wafers products.	.865	<	H07 Rejected (Null hypothesis rejected)	.069	
Example	H8: Balaji Wafers effectively uses social media to promote its product.	.077	>	H08 Accepted (Null Hypothesis	.122	

				Accepted)		
Example	H9: I believe Balaji Wafers is committed to sustainability and environmental practices.	.021	>	H09 Rejected (Null hypothesis rejected)	.181	
Example	H10: Balaji Wafers products are available at convenient locations for me.	.648	>	H10 Accepted (Null Hypothesis Accepted)	.014	
Example	H11: I trust the quality of ingredients used in Balaji Wafers products.	.335	>	H11 Rejected (Null hypothesis rejected)	.007	
Example	H12: I am satisfied with the overall taste and texture of Balaji Wafers products.	.848	>	H12 Accepted (Null Hypothesis Accepted)	.066	
Example	H13: I feel that Balaji Wafers pricing is competitive compared to other brands.	.519	>	H13 Accepted (Null Hypothesis Accepted)	.086	
Example	H14: The marketing and advertisements of Balaji Wafers Influence on	.244	>	H14 Accepted (Null Hypothesis Accepted)	.036	

	purchasing decisions.					
Example	H15: Balaji Wafers customer service responsiveness and helpful.	.498	>	H15 Accepted (Null Hypothesis Accepted)	.120	

**Source: Author's compilation*

DISCUSSION

The study aimed to determine the perception about the quality and taste of Balaji Wafers by Generation Z in Ahmedabad. From the results, it seems that Generation Z held a good perception toward Balaji Wafers, and this has been determined through various forces that happen due to marketing, brand reputation, and personal taste. This also does not remain unnoticed that with regard to the taste of Balaji Wafers, very favourable responses were received. This simply means that this brand has well managed its product line within the same paradigm of these people. Generation Z is famous for a variety of tastes and loves unusual flavours well, and the variety of products of Balaji seems to have struck a good chord with this group. This would indicate that for this age group, quality is a strongly relevant factor in the decision to buy.

Additionally, the marketing strategy of Balaji Wafers will be what defines the Gen Z perceptions. This is where the strength of the brand lies-to correctly use social media and to transition into digital marketing, a pattern that closely resonates with the consumption of Generation Z for media. The results related to data further suggest that internet users, who view Balaji ads on the internet, are more probable to perceive the brand positively. This sort of correlation indicates that brands must take marketing strategies according to the preferences of younger customers who often choose flavouring authentic and relatable content in place of traditional methods of advertisement.

Furthermore, it is understood that although taste forms a crucial aspect, the purchasing preference is also determined by the price and availability of the product. Most of the respondents were informing their perception of Balaji Wafers as rather affordable, which again adds to the brand loyalty. This becomes especially important since in such a market, younger consumers tend to be more price-sensitive. Yet another relevant point is the role played by customer service in shaping perceptions. These responses indicate the preferred more prompt and reachable customer service by Generation Z, which might positively influence overall satisfaction and will lead to more repeat purchase behaviour. Accordingly, Balaji Wafers must encourage more interactions with them and good quality service relations to be developed with the youngsters.

The findings of this study elaborate on the key factors that create perceptions concerning Balaji Wafers from the side of Generation Z people living in Ahmedabad.

With a good taste of the product, along with marketing practices and customer service, Balaji Wafers enjoys an advantage over the other stiff competitors in this regard. Long-term consequences of these perceptions may be explored in future research, along with how these are going to change once Generation Z matures and as their preferences change; this will play a very important role in brands that intend to remain relevant and loyal among this influential consumer group.

THEORETICAL IMPLICATIONS

Findings of this study of Generation Z perceptions of Balaji Wafers in Ahmedabad contribute to several theoretical frames within consumer behaviour and marketing literature.

1. **Consumer Perception Theory:** The finding reflex the significant role of consumer perception in determining brand preference and loyalty. The positive attitudes toward Balaji Wafers, especially towards product taste and quality, resonate with well-established theories that suggest that consumers respond to their subjective appraisals of products. This means that brands must invest efforts in understanding and enhancing the aspects of their offerings that resonate most with their target demographics.
2. **Brand Equity Model:** From the overall findings, it can be seen that the already established brand reputation and strong marketing activities were in effect in favour of the brand equity that brought forth favourable consumer attitudes toward Balaji Wafers. The findings support the concept where positive brand equity can contribute to increased consumer loyalty, especially that of the young generation.
3. **Social Media Impact:** This paper delineates the rising influence of social media because it significantly affects the way consumers perceive the brands. That is in line with the diffusion of innovations, which suggests that the highest-increasing role of social media is as a channel for information flow and peer-to-peer influence. Generation Z connects with the brands primarily through digital channels. There is a compelling need for marketing campaigns involving brands to be designed with the dynamics of social media in view, with an emphasis on authenticity and relatability.
4. **Price Sensitivity and Value Perception:** The study contributes to existing knowledge regarding price sensitivity among young consumers. The positive perception of the Balaji Wafers pricing shows that value perception is an important dimension of purchase decisions among Generation Z. This would help in supporting theories that call for a balance between quality and price as a means of building appeal among cost-conscious consumers.
5. **Customer Experience Management:** Customer service being perceived as the focus in creating perceptions means that theories relating to customer experience management are now more relevant for the business world. According to the study, good customer service leads to higher satisfaction with brand loyalty, and this aspect is more relevant now than ever in the commercial arena. In a word, this research contributes a lot to the theoretical understanding of consumer behaviour in how it relates it to Generation Z, characterizing how quality of products and marketing strategies, influence of media, and customer services altogether shape the perceptions of brands. Such insights can directly inform future research and practical applications and guide marketers on effective engagement with such influential consumers.

PRACTICAL IMPLICATIONS

Based on the perceptions of Generation Z toward Balaji Wafers in the city of Ahmedabad, this paper comes up with actionable insights for marketers and brand managers to effectively engage this demographic.

1. **Product Line Development** This brand has managed well to be accepted regarding the taste and quality of the Balaji wafers; therefore, innovative approaches by the brand would be needed to add different flavours and healthier choices that meet the changed requirements of the new generation of consumers. Periodical feedback from Gen Z will help understand what is sought after.
2. **Campaign Strategies for Building Interest:** Because Balaji's marketing campaigns primarily on social media are successful, there is an urgent need for targeted campaigns targeting the values of Generation Z. Marketers ought to create authentic content that resonates or mirrors the lifestyle of interest that the demographic lives with. This would be further amplified by influencers aligned to the brand, enhancing the product's visibility and authenticity.
3. **Online Platforms Leverage:** Since Generation Z is glued to social media, Balaji Wafers can invest in interactive campaigns, contests, or user-generated content. It will be able to leverage online platforms such as Instagram, Tik-Tok, and YouTube and dig deeper into engagement with the young.
4. **Customer Service Focus:** Nobody has doubts about the worth of responsive and helpful customer service. Money can be spent for the purpose of training the customer service teams to become helpful at taking inquiries or helping with problems. Real-time support offered via all social media channels can help upscale customers' satisfaction and loyalty.
5. **Price Positioning:** Since price sensitivity has been one of the most critical attributes for the Generation Z, Balaji Wafers must maintain competitive prices for its products along with an emphasis on value proposition. Some promotional strategies for example by means of giving discount or loyalty programs can attract the price-sensitive consumers without troubling the perceived quality.
6. **Sustainability and Ethical Practices:** As the Gen'z generation becomes increasingly aware of sustainability, Balaji Wafers would also be able to capitalize on the message of being committed towards sustainable practice as it would appeal to the smaller customer base who is now made increasingly aware of good practices. Sustainable sourcing and packaging can be helpful in building brand image while appeal to socially conscious consumer base.
7. **Keeping Up the Research and Innovations:** The changing preferences of consumers call for the need for continuous effort in research. Conducting periodic surveys and focus groups with Generation Z regarding modifications in attitudes and expectations over time allows marketers to respond well in marketing and product decisions

Conclusion By embracing these practical implications, Balaji Wafers will build its market stand in Ahmedabad with the Generation Z market. It is through understanding what they need and meeting their needs that it will succeed in brand loyalty as well as ensure future success amid the competitive environment.

CONCLUSION

This study based on research findings can now clearly perceive what exactly Generation Z thinks about Balaji Wafers in Ahmedabad. Overall findings indicate a positive perception about the brand, particularly towards the taste and quality of the products. Conclusion Findings conclude that what is sold matters much, as far as purchase decisions are concerned, and therefore, it is essential to align the product offerings with consumer preference. Great effective marketing strategies, particularly through social media platforms, also play a very significant role while shaping brand perceptions in this target audience.

The study further importance is ascribed to customer service and competitive pricing, each of which is an adder for overall satisfaction and forms brand loyalty. Given the influence of this age group on the market, it has become important for brands like Balaji Wafers to alter their strategies in accordance with the changing needs and values of this age group. In a nut shell, the report again and again underlines the need to constantly engage with Generation Z on product innovation, targeted marketing, and responsiveness to the voice of the consumers. If this is addressed, then Balaji Wafers can emerge stronger in the market as competitors and may develop long-term loyalty among young consumers. Future studies may examine this shift in nature among consumers and provide ever deeper implications for a brand that might want to be successful within the burgeoning context.

RECOMMENDATIONS FOR FUTURE RESEARCH/ FUTURE SCOPE OF THE STUDY

This study can provide a foundation for understanding the view of Generation Z toward Balaji Wafers in Ahmedabad, yet several future research avenues may make these insights more dense and richer.

1. More Diverse Demographic Research: Future studies could be expanded to include a wider subset of demographic factors like differences between socio-economic groups, urban and rural habitats, and cultural differences. This would, therefore paint a more inclusive picture of how different segments of the community perceive Balaji Wafers.
2. Longitudinal Study: The longitudinal study may be useful in the knowledge generated about how perception changes over time, given that Generation Z is maturing and their resultant preference pattern. Therefore, it would provide insights into whether their marketing strategies or product offerings have a long-term impact.
3. Comparative brand analysis: Again, perception of Balaji Wafers as compared to the other snack brands could once again reveal competitive positioning. This can emphasize a certain brand strength and weakness, and suggest strategies for differentiation in the market.
4. In-Depth Qualitative Research: In depth ways can be attained using qualitative methods such as focus groups or interviews, which would dig deeper into the motivations behind the Generation Z perceptions. Studying emotional and psychological factors driving brand loyalty would make the obtained quantitative results richer.
5. Social Media Trends on Brand Perceptions: The study of social media can be further developed with regard to how new platforms and trends are likely to shape perceptions of a brand. This research interest could especially be focused

on effects from the different types of content such as influencer marketing, user-generated content on attitudes.

6. Sustainability Consciousness: Given the growing importance of sustainability to the young consumer, this study could explore how environmental practices impact attitudes toward Balaji Wafers. It would be interesting to know if brand values drive choice in this dimension so marketing can be optimized.
7. Sensory Evaluation Test: Sensory evaluation studies could actually give empirical data on the taste preferences of Generation Z. This can possibly refine product formulations and bring in new flavours that appeal to this demographic.
8. Regional Comparison: While covering various cities or regions of India can certainly prove to be a great opportunity for regional comparisons and perceptions, it also builds depth into understanding the national market landscape.

Accordingly, these recommendations for future studies may help tap more depth about Generation Z's perception of Balaji Wafers and better the strategic approach available for marketers. Pursuance of these research areas can help researchers contribute towards a better understanding of the snack food industry, in terms of consumer behaviour, that is constantly evolving.

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