

**CUSTOMER SATISFACTION TOWARDS SELECTED FOOD
PRODUCTS: A COMPARATIVE STUDY OF BRANDS**

BY

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(J-16-M-29-ABM)

Project submitted to Faculty of Post graduate Studies

In partial fulfillment of the requirements

For the degree of

MASTERS OF BUSINESS ADMINISTRATION

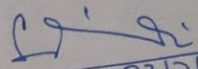
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**Division of Agricultural Economics and ABM
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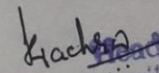
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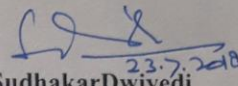

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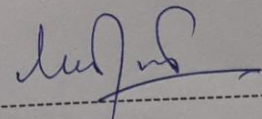
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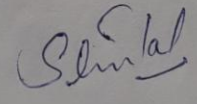
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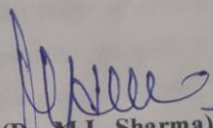
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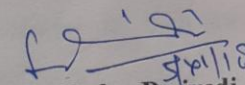


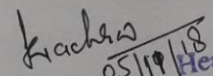
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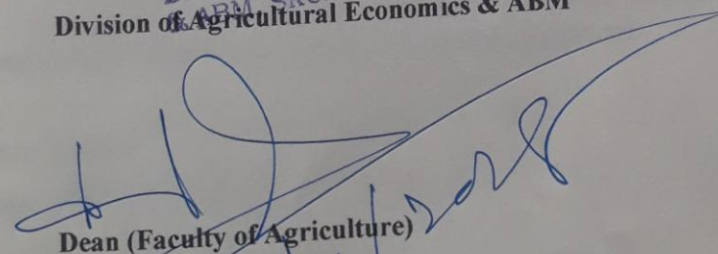
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Marwa Chowdhary

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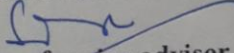
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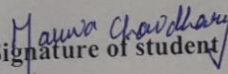
ABSTRACT

Title of Project : "Customer Satisfaction Towards Selected Food Products: A Comparative Study of Brands"
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The present study investigation entitled "Customer satisfaction towards selected food products: A comparative study of brands" was carried out on the basis of primary as well as secondary data of 100 respondents from Jammu city were selected to conduct the study. The present research used exploratory type research and purposive sampling technique for choosing outlets/stores/counters and convenience sampling tools were used in the present study to conduct the survey among the different respondents of Jammu city. The FMCG sector has grown at an annual average of about 11 per cent over the last decade. The food industry of India is poised for huge growth, increasing its contribution to world food trade every year and food processing sector in India has received around US\$ 7.54 billion worth of Foreign Direct Investment (FDI) during the period April 2000-March 2017. Most of the consumers of selected food products of the both brands are loyal and frequent buyers of the products, purchase of any food product within a week by customers are (58 per cent) each. The study depicts that the advertisement influenced customer in a positive impression and maximum per cent of the customer of both selected food brands are satisfied with the products. It was revealed from the study that maximum of the customers rated first value and purchase experience of Patanjali Ayurved food products satisfactory. The maximum of the customers rated first overall quality of ITC food products satisfactory. It is revealed from the study that 56 per cent respondents thinks Patanjali Ayurved food products can triumphant over all its competitors and 48 per cent respondents thinks ITC food products can triumphant over all its competitors.

Keywords: selected food products, customer satisfaction, brands, food processing


Signature of major advisor


Signature of student

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Chapter I

Introduction

INTRODUCTION

1.1 Fast Moving Consuming Goods

Fast-moving consumer goods (FMCG) or consumer packaged goods (CPG) are products that are sold quickly and at relatively low cost. It includes non-durable goods such as soft drinks, over-the-counter drugs, processed foods and many other consumables. In contrast, durable goods or major appliances such as kitchen appliances are generally replaced over a period of several years. The term was coined by Neil H. Borden in the Concept of the Marketing Mix in 1965 (1996, Prentice-Hall, Inc.). FMCG have a short shelf life, either as a result of high consumer demand or because the product deteriorates rapidly. Some FMCGs, such as meat, fruits and vegetables, dairy products, and baked goods, are highly perishable. Other goods, such as alcohol, toiletries, pre-packaged foods, soft drinks, chocolate, candies, and cleaning products, have high turnover rates. The nature of competition of the Fast Moving Consumer Goods (FMCG) market has already transferred to a completely new stage of development. Basically, the corporation's productive activity was the main criteria of evaluation of its ability to compete for the access to market. Now days the situation has quite changed. The success of a modern corporation completely depends on the ability to establish connection of the corporation's dominating business-idea with the customer's values. The nature of competition requires the corporation's revision of the business logical patterns, reconsideration of the sales policy, distribution and marketing. The development of the sales-systems in the manufacturing or distributing companies of the FMCG market leads to the dynamic processes and perspectives for the companies. FMCG's are extremely important for the market as they make the dominant part of the consumer's demand and therefore budget. This is relevant for each and every single country in the world. The target sector of the market for FMCG is the retail sector and also the wholesale sector. This is primarily due to the fact that FMCG are always essential products for the consumers. So the basic role of FMCG for the market is the constant need of the supply of FMCG. This is the reason one of the defining word combination is fast moving. These goods move fast through the market system and bring a good profit for the FMCG corporations (Rajanikanth M 2011).

The FMCG sector is a cornerstone of the Indian economy. This sector touches every aspect of human life. The term Fast Moving Consumer Goods is essential for the contemporarily

market system. In order to understand the meaning of this type of goods it is necessary to define this term correctly. FMCG represent the essential goods which have an adequate cost within a given market and are sold fast. Products which have a quick turnover, and relatively low cost are known as Fast Moving Consumer Goods (FMCG). FMCG products are those that get replaced within a year (Rajanikanth M 2011). Generally, fast moving consumer goods (FMCG) (also known as repeat-purchase packaged goods) refer to consumer non-durable goods required for daily or frequent use (Paul 2006). FMCG companies produce, distribute, and market goods that are usually low in price and consumed at a regular period. These companies engage in sales, marketing and advertising, finance, procurement, logistics, etc. of goods. FMCG companies also handle operations, supply chain, manufacture and general management of goods (Economy Watch 2009).

1.1.1 Characteristics of FMCG

FMCG refers to consumer non-durable goods required for daily or frequent use. Typically, a consumer buys these goods at least once a month. Typical characteristics of FMCG products are:

- **Individual items are of small value** although all FMCG products put together account for a significant part of the consumer's budget.
- **The consumer keeps limited inventory** of these products and prefers to purchase them frequently, as and when required. Many of these products are perishable.
- **The consumer spends little time on the purchase decision.** Rarely does he/she look for technical specifications (in contrast to industrial goods). Brand loyalties or recommendations of reliable retailer/ dealer drive purchase decisions.
- **Trial of a new product** i.e. brand switching is often induced by heavy advertisement, recommendation of the retailer or neighbours/ friends.
- **These products cater to necessities, comforts as well as luxuries.** They meet the demands of the entire cross section of population. Price and income elasticity of demand varies across products and consumers.

1.2 Status of FMCG

India's food industry is expected to grow 11 per cent annually to reach USD 65.4 billion (about ₹ 4 lakh crore) by 2018, according to a research report. The industry is presently valued at USD 39.71 billion (Rs 2,476.8 billion). FMCG market in India is expected to grow at a CAGR

of 20.6 per cent and is expected to reach US\$ 103.7 billion by 2020 from US\$ 49 billion in 2016. Total consumption expenditure is set to increase at a CAGR of 22.57 per cent from 2016-2021. Total consumption expenditure is expected to reach nearly US\$ 3600 billion by 2020 from US\$ 1,595 billion in 2016. The rural FMCG market in India is expected to grow to US\$ 220 billion by 2025 from US\$ 29.4 billion in 2016. By 2020, the revenues of the FMCG sector is forecasted to reach US\$ 104 billion India's consumer spending is expected to increase to US\$ 3.6 trillion by 2020 and India's contribution to global consumption is expected to more than double to 5.8 per cent by 2020. With an investment of US\$254.50 million, Wipro is diversifying and expanding its product range in energy drinks, detergents and fabric conditioners (IBEF).

The Indian food industry is poised for huge growth, increasing its contribution to world food trade every year. In India, the food sector has emerged as a high-growth and high-profit sector due to its immense potential for value addition, particularly within the food processing industry. Accounting for about 32 per cent of the country's total food market, the government of India has been instrumental in the growth and development of the food processing industry (IBEF). The government through the Ministry of Food Processing Industries is making all efforts to encourage investments in the business. It has approved proposals for joint ventures, foreign collaborations, industrial licenses, and 100 per cent export oriented units (IBEF). The Indian food and grocery market is the world's sixth largest, with retail contributing 70 per cent of the sales (IBEF).

The liberalization of the economy in the early 1990s minimized business barriers. The sector has found more avenues to the market with the development of modern retail systems such as supermarkets. Meanwhile, transportation and storage logistics have improved. Food products are the leading segment, accounting for 43 per cent of the overall market The FMCG sector has grown at an annual average of about 11 per cent over the last decade. The overall FMCG market is expected to increase at (CAGR) of 14.7 per cent to touch US\$ 110.4 billion during 2012-2020, with the rural FMCG market anticipated to increase at a CAGR of 17.7 per cent to reach US\$ 100 billion during 2012-2025 (IBEF). Food products are the leading segment, accounting for 43 per cent of the overall market. Personal care (22 per cent) and fabric care (12 per cent) come next in terms of market share (IBEF).

India is expected to become the fifth largest consumer market in the world by 2025, according to a paper prepared by the Confederation of Indian Industry (CII) and Grant Thornton.

Food and beverages is the biggest of the consumption categories. The F&B sector is supported by the vast agriculture sector: India is the biggest producer of pulses, and the second biggest producer of rice, wheat, sugarcane, and fruits and vegetables. It is also the biggest producer of milk and buffalo meat and ranks fifth in poultry production. The other helpful factors: large extents of arable lands, favorable climate, long coastline, and low wages. The huge population (1.27 billion in 2015) and the burgeoning middle class are the other advantages for the industry. Quality-conscious customers have taken the bottled water market to \$50 billion. The beverage industry, excluding alcoholic beverages, is worth about \$16 billion. Tea and coffee are the most popular beverages, followed by soft drinks (carbonated drinks and juices), health drinks, milk-based drinks, flavored drinks, and energy drinks. The alcohol beverages market is estimated to be worth about \$35 billion, with whiskey, beer, and wine as the most popular drinks. Investment approval of up to 100 per cent foreign equity in single brand retail and 51 per cent in multi-brand retail.

1.3 Growth Prospects of FMCG in Rural India

With the presence of 12.2 percent of the world population in the villages of India, the Indian rural FMCG market is something no one can overlook. Increased focus on farm sector will boost rural incomes, hence providing better growth prospects to the FMCG companies. Better infrastructure facilities will improve their supply chain. The Accenture report goes on to state that rural incomes have been growing at more than 7 percent over the past few years, helping to account for almost 40 percent of India's total consumption of goods and services.

FMCG sector is also likely to benefit from growing demand in the market. Because of the low per capita consumption for almost all the products in the country, FMCG companies have immense possibilities for growth. And if the companies are able to change the mind-set of the consumers, i.e. if they are able to take the consumers to branded products and offer new generation products, they would be able to generate higher growth in the near future.

It is expected that the rural income will rise in future, boosting purchasing power in the countryside. However, the demand in urban areas would be the key growth driver over the long term. Also, increase in the urban population, along with increase in income levels and the availability of new categories, would help the urban areas maintain their position in terms of consumption.

At present, urban India accounts for 66 percent of total FMCG consumption, with rural India accounting for the remaining 34 percent. However, rural India accounts for more than 40

percent consumption in major FMCG categories such as personal care, fabric care, and hot beverages.

In urban areas, home and personal care category, including skin care, household care and feminine hygiene, will keep growing at relatively attractive rates. Within the foods segment, it is estimated that processed foods, bakery, and dairy are long-term growth categories in both rural and urban areas.

1.4 Impact of FMCG Sector in India:

1.4.1 Employment & Fiscal Contribution

Direct employment is estimated at approximately 6 per cent of turnover, i.e. US\$ 1.5 billion (₹7,000 crores). Approximately 12-13 million retail stores in India, out of which 9 million are FMCG kiriyana stores. Thus the sector is responsible for the livelihood of almost 13 million people. Cascading Multiple Taxes by the FMCG sector (Import duty, service tax, GST, income tax). 30 per cent revenue of the sector goes into both direct and indirect taxes. Estimated size of \$25 billion (₹120,000 crores), that would constitute a contribution to the exchequer of approximately US\$ 6.5 billion (₹31,000 crores) (IBEF).

1.4.2 Social Contribution

Create employment for people with lower educational qualifications. FMCG firms have also undertaken some specific projects to integrate with upcountry and rural areas for both inputs and for distribution as well as to fulfill CSR.

1.5 Importance of FMCG Market for Farmers

Fast Moving Customer Goods play an essential role in the economy of every country. The basic characteristic of the companies operating in the sphere of FMCG is a significant goods turnover, a large number of assortment and a medium cost of goods sold percentage. One of these characteristics is the intensive struggle for a market share among the FMCG manufacturers. This is the reason the rate of introduction of innovation is growing but at the same time the “life-cycle” of the products becomes shorter. The biggest driver for the growth in the FMCG industry comes from the rural markets, at almost 70 percent. FMCG industry not only gains profit from rural area but also contributes in upliftment of the Indian farmers by purchasing raw material from them in bulk at fair price. There are many FMCG companies who works for betterment of Indian framers for example ITC is running programs like ITC e-Choupal, forestry, water shed in which they are transforming agriculture and empowering 4 million framers by providing

infrastructure, connectivity, price discover, nourishing the environment, improve productivity, securing the future with agro-forestry & making agriculture sustainable by over 11,000 water harvesting structures. Ayurvedic product maker Himalaya's works with marginal farmers, women have increased its sourcing of herbs from such small farmers which contributes 60 percent of companies' raw material requirement. Godrej Agrovet limited deals in animal feed, oil palm, crop protection, foods etc. Godrej Agrovet is also among one of the companies which contributes in upliftment of Indian farmers through its diversified, research & development focused towards agri-business, dedicated to improving the productivity of Indian farmers by innovative products and services that increase crop & livestock yields.

Chapter II

The project

THE PROJECT

2.1 Food Industry

The food industry of India is poised for huge growth, increasing its contribution to world food trade every year. In India, the food sector has emerged as a high-growth and high-profit sector due to its immense potential for value addition, particularly within the food processing industry. According to the data provided by the Department of Industrial Policies and Promotion (DIPP), the food processing sector in India has received around US\$ 7.54 billion worth of Foreign Direct Investment (FDI) during the period April 2000-March 2017. The Indian food processing industry is one of the largest industries in India and is ranked fifth in terms of production, consumption, export and expected growth. It contributes around 8.80 and 8.39 per cent of Gross Value Added in Manufacturing and Agriculture respectively, 13 per cent of India's exports and six per cent of total industrial investment. The Indian gourmet food market is currently valued at US\$ 1.3 billion and is growing at a Compound Annual Growth Rate (CAGR) of 20 per cent. India's organic food market is expected to increase by three times by 2020. Under the proposed study two major brands i.e. Patanjali and ITC offering the selected products has been studied for the customer satisfaction. Patanjali Ayurved Limited is an Indian FMCG company. Acharya Balkrishna established Patanjali Ayurved Limited in 2006 along with Baba Ramdev with the objective of establishing science of Ayurveda in accordance and coordinating with the latest technology and ancient wisdom. ITC Limited is one of India's most admired and valuable companies. ITC branded packaged food business is one of the fastest growing food business in India. The food business is today represented in multiple categories in the market – staple, spices, ready to eat food, snacks foods, bakery and confectionery. The popular brands of ITC are Ashirvaad, Sunfeast, Bingo, B natural, mint-O, Candy man etc. The fast moving consumer goods (FMCG) segment is the fourth largest sector in the Indian economy. The market size of FMCG in India is estimated to grow from US\$ 30 billion in 2011 to US\$ 74 billion in 2018.

2.1.2 Product variants

A product variant is a specific item that is grouped with related variants that together form a product. Variants usually vary from each other in one or more properties. Product variants are made up of a parent product that includes basic information and a set of child products that

represent different variations of this parent product. The first product you create will become the parent product; the next products are populated based on the attributes and values you set. The selected food product variants for the study are wheat flour, noodles, ghee, juices, salt. Patanjali Ayurved produces products in the categories of personal care and food. The company manufactures 444 products including 45 types of cosmetic products and 30 types of food products. According to Patanjali, all the products manufactured by Patanjali are made from Ayurveda and natural components. Patanjali products are cheaper than alternatives in the market due to lesser production and marketing costs. Patanjali has also launched beauty and baby products. Patanjali Ayurvedic manufacturing division has over 300 medicines for treating a range of ailments and body conditions, from common cold to chronic paralysis. ITC is the market leader in cigarettes in India with a wide range of strong brands. 3 of its brands (Gold Flake, Wills and Scissors) feature amongst the top 5 FMCG brands in the country. The Lifestyle Retailing business of ITC was established in the year 2000 through the Wills Lifestyle chain of exclusive specialty stores that sell apparel and accessories under the Wills trademark. ITC also sells men's range of apparel under the brand name John Players through exclusive brand outlets as well as more than 1500 multi-brand outlets. ITC has leveraged its paperboard and packaging business to market branded stationery and greeting cards. The company is also into marketing of safety matches and incense sticks, sourced from the small-scale and cottage sector. The range of FMCG products leverage its core strengths in marketing and distribution, brand building, supply chain management and paperboard and packaging. In 2001, ITC made its entry into branded packaged food business and rapidly expanded the portfolio to include confectionery, staples and snack food segments. The company's products are rapidly gaining consumer franchise and have established strong market standing in this short period of time. The following food products were taken under the study:

➤ **Wheat flour:**

The Packaged Wheat Flour Market in India has started breaking the old age traditions of grinding wheat at local Chakki mills by growing at a compounded annual growth rate (CAGR) of 19 percent and is likely to be double the current size by the end of this decade. Considering the industry's size and low brand penetration, international giants have set their sights on the nascent Indian market for branded wheat products - biscuits, breads, packaged atta and innovations such as chappatis. The Indian packaged wheat flour market comprises few national

players and large number of regional and private label brands operating at pan India or restricted geographic market based on their size and capacity. Indian packaged wheat flour market to touch Rs 15,500 crore by 2019-20. Major players are ITC's Aashirvaad; ITC is one of India's biggest and best-known private sector companies. ITC launched Aashirvaad on 27th May 2002 in Jaipur and Chandigarh, Patanjali; Patanjali Ayurved launched Patanjali Atta marketed as India's most pure wheat flour, Shakti Bhog; From a small-time grinding mill in the 1980s, it has become a Rs 200-crore packaged food empire, Pillsbury; Pillsbury is a global food brand that is trying to replicate its success in Indian market. The brand was launched in India in 1998 as a result of a joint venture between Godrej and Selviac Nederland BV (Pillsbury), Annapurna; Launched nationally in 1998, Annapurna Atta was aimed at helping the homemakers to provide wholesome and tasty nutrition to their family.

➤ **Noodles:**

Over the years, instant noodles have become an important part of India's snacking repertoire. After the 2015 Maggi fiasco, the category has only seen a change for good. With innovation at the helm, the market is seeing an upward trend. According to the Mordor Intelligence report, Instant Noodles Industry in India, the country has emerged as the most attractive instant noodles market in the world — witnessing a growth of 7.6 percent from 2010 to 2017, despite the ban on Nestlé's Maggi in some markets for some time. There are umpteen reasons for the growth of the category: the growing youth segment, rising disposable incomes, higher brand consciousness and changing consumer preferences, among others. The instant noodles market in India is valued at ₹3,400-3,600 crore and is projected to witness a growth of 6.65 percent till 2022, as per various reports. Major players are Nestle Maggi, HUL; Knorr, ITC; Sunfeast Yeepe, in 2015 Patanjali Ayurved launched the healthier option of instant noodles.

➤ **Ghee:**

Ghee, which is widely used in Indian cooking, is the pure butter fat left over after the milk solids and water are removed from butter. It is very fragrant with a rich nutty taste and represents the second largest consumed dairy product in India, after liquid milk. The report finds that the market exhibited a CAGR of 11.1 percent during 2010-2016 The healthy growth of the market can be attributed to numerous forces. Population growth, rising disposable incomes, easy availability, and growing awareness about the benefits of ghee are some of the factors that are broadening the growth aspects of the market. The market is further expected to reach a value of

INR 3014 Billion by 2021. Some of the prominent players operating in the market include GCMMF, KMF, Mother Dairy, ITC, Patanjali.

➤ **Juices:**

Within the beverages market, the fruit-based beverages category is one of the fastest growing categories, and has grown at a CAGR of over 30 percent over the past decade. At present, the Indian packaged juices market is valued at INR 1100 crore (~USD 200 million) and is projected to grow at a CAGR of ~15 percent over the next three years. The packaged fruit juices market can be divided into three subcategories, viz. fruit drinks, juices, and nectar drinks. Fruit drinks, which have a maximum of 30 percent fruit content, are the highest-selling category, with a 60 percent share of the market. Fruit Juices, on the other hand, are 100 percent composed of fruit content, and claim a 30 percent market share at present. In contrast, nectar drinks have between 25-90 percent fruit content, but account for only about 10 percent of the market. The rising number of health-conscious consumers is giving a boost to fruit juices; it has been observed that consumers are shifting from fruit-based drinks to fruit juices as they consider the latter a healthier breakfast/snack option. Major players are Dabur; is one of the market leader in the Indian packaged juices market with its brands Real, PepsiCo, Parle, Godrej, ITC; ITC also launched its juice B Natural considering the attractiveness of the segment and aimed to capture 18-20 percent of India's juice market, Patanjali; Launched juices marketed as the natural and healthier option of juice.

➤ **Salt:**

India is the third largest producer of salt. Salt falls under the low-involvement product category, which means that the consumers do not engage themselves actively to know about the product. That is why, loose salt segment accounts for 35-40 percent of market share. Branded salts have a market share of 7-8 percent. Indians consume about double the amount of salt that is about 10gms a day, while the actual requirement is only about 5-6gms a day. By virtue of our body becoming accustomed to such large intake over the years and higher salt replenishments that are required because we sweat due to the hot climate, it is acceptable. Some of the prominent players operating in the market include Tata salt, ITC Aashirvaad salt, Annapurna salt, Catch salt, Nirma and Patanjali namak.

2.2 Brand

A brand includes a name, symbol, design, or experience that help consumers identify products, services, or differentiate offerings among competitors (Aaker, 1991; Keller, 2008; Neumeier, 2006). Brand identity, which is a group of associations developed by firms, communicates with consumers what a brand provides (Aaker, 2007; Keller, 2008). Aaker, (1988) conclude that consumers are more likely to purchase well-known brand products with positive brand image as a way to lower purchase risks. This argument is also supported by Rao and Monroe, (1988) that a brand with a more positive image does have the effect of lowering consumers' product perception risks and increasing positive feedback from consumers. Therefore, consumers generally believe they can make a satisfying purchase by choosing well-known brands and also lower any purchase risks by doing so.

Academic literature clearly addressed the importance of building a strong emotional relationship between consumers and brands (Carroll & Ahuvia, 2006; Keller, 2001, 2008; Taylor, Cluch, & Godwin, 2004). According to Keller's (2001) more recent conceptual framework, consumers' positive brand feelings lead to favorable responses towards a brand, such as attitudinal attachment and behavioral loyalty. Similarly, recent literature on branding has argued that an emotional brand experience is important to foster brand loyalty and purchase intentions (Albert, Merunka, & Valette-Florence, 2008; Carroll & Ahuvia, 2006; Chaudhuri & Holbrook, 2001; Esch et al., 2006; Nowak, Thach, & Olsen, 2006; Pawle & Cooper, 2006; Taylor, Celuch, & Goodwin, 2004; Thomson, MacInnis, & Park, 2005). Moreover, brand consulting and advertising industry literature (Gobé, 2001; Lindstrom, 2005; Neumeier, 2006; Riesenbeck & Perrey, 2007; Roberts, 2004, 2006) has illustrated the importance of building deep emotional connections with consumers to augment brand loyalty.

2.3.1 Customer Satisfaction

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals".

It is seen as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer

satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. A company offers more characteristics in term of quality from their core brand in order to determine the level of customer satisfaction (Khan 2012), which defined as an evaluative judgment of post purchase involving the making decision for purchase, (Day 1984). Customer satisfaction is "not an absolute concept, it is a relative one" (MacDougall, Brierley, and Hill; 2003) whenever customers actually get the feeling of pleasure and even their expectation is fulfilled by supports from companies, (Zairi 2000), if the quality and service are provided adequately, they will be satisfied and become loyal to that products or brand, said (Hussain 2013). Customer satisfaction is the key concept in order to determine the right way for retaining long-term customers because almost unsatisfied consumers are highly emerging to switch to another brand in same industry (Hussain, 2013; Lin & Wu, 2011).

2.3.2 Factors Affecting Consumer Satisfaction

➤ Service Quality:

The service quality is one of the factors which affect the consumer satisfaction. It is stated as category depending on two variables including the consumer's expectations of the actual outcome and the consumer's perception of the final results. Service quality is representative for the difference between customers' assessment of real service and their desired service.

➤ Product Quality:

The product quality is believed as the collection of available characteristics and features of products which are created on its ability in order to satisfy all given needs and demands. There is a positive relationship between product quality and customer satisfaction when measuring the impact of this key term on satisfaction and behavioural intention.

➤ Price:

Pricing for a product is not easy to conduct because price is set based on the core values of available products and then, it is considerably crucial element for customer satisfaction since almost consumers will estimate the product or service value as well as make decision for any their purchase through price. In term of consumer view, price is actually used as a signal in order to evaluate their experiences with goods or services performance. It is also considered to standard to measure when they spend on products and services and from those experiences, it will shape their attitudes toward providers.

2.4.1 Consumer Perception

Perception is a process by which individuals organize and interpret their sensory impressions to give meaning to their environment (*Robbins & Judge, 2013*). In marketing, perceptions are more important than reality because perceptions affect consumer actual behaviour (*Kotler, Keller, Koshy, & Jha, 2014*). Information processing model have four major steps or stages. It starts with exposure followed by attention, interpretation and lastly retention. The first three of these establish perception (*Hawkins, Best, Coney, & Mookerjee, 2007*). All this takes place inside the mind or black box of the consumers simultaneously, and it changes from person to person. Perception is highly subjective and therefore easily distorted.

2.4.2 Factors Affecting Consumer Perception

Although a consumer's perception of a product or service is at least partially based on his actual experience with the good, a significant amount of market research suggests that a consumer's view of a product is also conditioned by a variety of other factors such as:

➤ **Price:**

Price has a complex effect on consumer perception. On the one hand, consumers appreciate a bargain and are often likely to favor an economically-priced item. On the other, consumers often perceive very inexpensive items as cheap and discardable, ultimately damaging a consumer's view of a product even if the product remains the same and the consumer is benefited from a price reduction. Especially sophisticated or skeptical consumers are even prone to distrust a product that is considerably cheaper than the alternatives. As a result, price should be part of a comprehensive marketing plan, where even inexpensive products are depicted as favorable alternatives with similar levels of quality to the competition, with a price that is somewhat lower but still comparable with other possibilities.

➤ **Quality:**

The actual quality of a product is a vital part of a consumer's perception of a good or service. Quality can describe any attribute in a set of characteristics that satisfy or disappoint a consumer, including usability, reliability and durability. Marketing can influence a consumer's perception of quality, but, in the end, and particularly with non-durable goods, a consumer's actual experience with a product will determine his perception of quality. Outside the realm of mass communication, word of mouth regarding quality also travels very quickly.

➤ **Service Quality:**

Even in the case of goods that exhibit numerous flaws, excellent service quality can often overshadow a negative experience with the product itself. If a consumer feels that he receives exceptional attention when encountering a problem with a product, that consumer is somewhat more likely to trust the brand or product knowing that the manufacturer or retailer provides a prompt and effective response to problems. Humans are social animals and their consumer behavior is often determined by the social relationships that surround a product, including interactions with customer service representatives.

➤ **Packaging and Branding:**

It has a huge effect on consumer perceptions, particularly at the point of purchase. Especially when consumers are purchasing a type of product for the first time, the way the product is presented can wholly determine their perception of the item. Packaging and branding, of course, cover everything from the attractiveness and display quality of an item to the attributes of a product the manufacturer chooses to highlight. Depending on the type of product and market, different branding messages from tough and reliable to fine and luxurious can be appropriate and effective.

➤ **Reputation:**

A product's reputation is built up over time and is usually a combination of actual experience with the product, word-of-mouth recommendations and marketing campaigns that attempt to establish a status or shared view of the product or brand. A consumer's perception of a product's reputation, moreover, is not only determined by the product's brand identity and manufacturer but by the whole chain of distribution. Even if a consumer trusts a product's manufacturer, for example, that consumer may change his mind about the product upon seeing it available in a retailer he associates with cheap, defective products.

2.5.1 Consumer Buying Behavior

Understanding behaviour of consumers is a key to the success of business organizations. Marketing personnel are constantly analyzing the patterns of buying behaviour and purchase decisions to predict the future trends. Consumer behaviour can be explained as the analysis of how, when, what and why people buy. Consumer behaviour can be understood as: "The decision process and physical activity individuals engage in when evaluating, acquiring, using, or disposing of goods and services" (*Loudon and Della Bitta, 1980*).

2.5.2 Factors Affecting Consumer Buying Behavior

There are mainly four factors that affects consumers buying behavior viz:- Cultural factors like: (culture, sub culture & social culture), Personal factors like: (Age & occupation, lifestyle and personality), Social factors like: (reference group, family & roles & status and Psychological factors like: (motivation, perception & learning).

2.6 Objectives of the study

- To examine inventories of selected brands.
- To study the consumer buying behaviour towards selected food products.
- To know the source of consumer preference.
- To compare the consumer satisfaction level towards selected food products.

2.7 Scope of study

The scope of this research is to identify the buying behavior of consumer towards selected food products. This research is based on primary data and secondary data. This study only focuses on urban buying behavior of consumer. The study does not say anything about rural buying behavior of customer because rural norms/status/attitude & acceptance of the rural customers differs with urban customers. It provides help to further the research for FMCG food sector. It aims to understand the consumer satisfaction level towards selected food products.

2.8 Limitations of the study

1. The study relates only to the consumers of area of Jammu city of J & K therefore, the findings cannot be true representation of all consumers (total population).
2. The personal bias of respondents has also been a limitation and respondent's ignorance to certain question also posed as barrier towards certain responses.
3. Since the researcher has used structured schedule, the respondent's responses were immediate and the time taken for deciding was less which led to responses with not much thought. Therefore time constraint has also been a limitation in this study.
4. Respondents may give biased answers for the required data. Some of the respondents did not like to respond.
5. Respondents tried to escape some statements by simply answering "neither agree nor disagree" to most of the statements. This was one of the most important limitations faced, as it was difficult to analyse and come at a right conclusion.

Chapter III

Review of Literature

REVIEW OF LITERATURE

The available information relevant to the research investigation entitled “**Customer satisfaction towards selected food products: A comparative study of brands**” has been compiled in this chapter and presented under following heads.

3.1 Inventory Management

Bucklin (1965), stated that a firm would purchase items and physically hold this inventory within its storage facilities before there is a demand from the consumer. There are several advantages to this inventory management method being that there is an ability to respond quickly to demand or requirement as well as the ability to protect itself against fluctuations in prices.

Tadei et al. (1995) developed a two-step heuristic procedure for aggregate planning and scheduling of perishable food products with the objective of minimizing inventory.

J.W.Stoner, (1995) stated that the supply of raw materials, partially finished goods called work-in-progress and finished goods, an organization maintains to meet its operational needs. It represents a sizeable investment and a potential source of waste that needs to be carefully controlled. If managers keep too much inventory on hand, they will waste money storing it and lose money if inventories are damaged or stolen.

Sastry's (1996) analyzed total inventories of companies across several heterogeneous industries for the period 1955-60 using balance sheet data of public limited companies in the private sector. The study brought out the importance of accelerator represented by change in sales. It also showed negative influence of fixed investment on inventory investments additional components to improve the audience and usefulness for learners in business applications, and for experts.

Imai (1998), states that organizations that have a long lead time of production, in turn leading to a large amount of inventory, means that there is no flexibility to meet changing customer orders on a day-to-day basis. Therefore, the problem with this inventory management decision is that “when the forecast is off-which is usually the case companies may be left with a volume of unsold products or its market may evaporate overnight when consumer preferences change or when a competitor comes up with a new and better product.

Kaplan and Sahney, (2000) stated that Characteristics of inventory management are highlighted to have important determinant of cost reduction in organizations. The value of inventory management is defined as the benefit over costs of implementing. Inventory management is justified only when the perceived benefit is large enough to cover the cost. Inventory management offer a practice-intensive learning experience to anyone responsible for selecting suppliers, negotiating prices and fees, and purchasing goods and services. Adoption of inventory management is effective on Cost Management in performance of food processing companies.

Donaldson, (2001) analyzes the stochastic order quantity reorder point model in comparison with a corresponding deterministic EOQ model. Based on simple optimality conditions for the control variables derived in the paper, a sensitivity analysis is carried out, and a number of basic qualitative properties are established for the optimal control parameters. The main results include the following: (1) in contrast to the deterministic EOQ model, the controllable costs of the stochastic model due to selection of the order quantity (assuming the reorder point is chosen optimally for every order quantity) are actually smaller, while the total costs are clearly larger; the optimal order quantity is larger, but the difference is relatively small when the quantity is large; the cost performance is even less sensitive to choices of the order quantity; (2) the relative increase of the costs incurred by using the quantity determined by the EOQ instead of the optimal from the stochastic model is no more than $1/8$, and vanishes when the ordering costs are significant relative to other cost.

According to Zheng (2002), for most order quantity/reorder point inventory systems, the stochastic model, which specifies the demands as stochastic processes, is often more accurate than its deterministic counterpart the EOQ model. However, the application of the stochastic model has been limited because of the absence of insightful analytical results on the model.

According to Shaw & Subramaniam (2002), stated that the value of inventory management can be defined as price benefits plus transaction minus technology lock in cost. Price benefits result from saving in theft, obsolesce, damage, holding capital and cost of ordering, cost of carriage and shortage cost. Lower inventory cost is a definite advantage for the company that effectively controls its inventory. Business owners need to fully understand the costs of carrying inventory, not just how much the inventory costs to purchase. Inventory carrying costs consist of all the expenses a company incurs for owning inventory. These

expenses include the cost of capital, storage and risks costs (including obsolescence, damage, theft and deterioration) plus the appropriate taxable amounts. Effective inventory control reduces these costs because it reduces the total amount of inventory required to manage the business. Inventory control monitors the level of inventory and proactively manages obsolescence and deterioration by ordering in the appropriate quantities.

Chan et al. (2002), states that many companies have realized that important cost savings can be achieved by integrating inventory control and transportation policies throughout their supply chains.

Giannakourou and Taoulcis (2003) used a TTI-based system for optimization of frozen product distribution and stock management using Monte Carlo simulation techniques. TTI-responses are translated to the level of product deterioration, at any point in the distribution system, which helps classifying the products according to the remaining shelf life of the products. Their results indicated that the amount of rejected products in the market can be minimized using a TTI-based management system based on least-shelf-life-first out (LSFO), in which products with the closest expiration date are advanced first.

Wanke and Zinn (2004) stated that inventory management approaches are a “function of product, operational and demand related variables such as delivery time, obsolescence, coefficient of variation of sales and inventory turnover” and that logistics managers are more likely to decentralize inventory in order to stock product close to the customer's facility if the customers demand a reduced delivery time.

Marcus and Keil, (2004) stated that Effective cost management and reduction in inventory management can be a road map to achieving your most critical organizational objectives. With careful planning and good cost reduction techniques and planning, purchasers by use of inventory management can save big amount of company's budget major concepts in cost in purchasing are price, cost, and total value analysis. The nature, purpose, scope and benefits of inventory management in reducing costs associated with inventory make it suitable for different applications.

Red Prairie (2005) depicted that in order to work towards perfect order metrics, there has to be aggressive inventory management, restructuring supply chain operations, and updating standards to the perfect standard. When updating the metrics, this would include the cases

shipped vs. the orders on-time delivery, data synchronization, damages and unusable products, days in supply, the ordering time cycle, and shelf level of service.

Lutke-Entrap et al. (2005) developed mixed-integer linear programming models that integrate product shelf-life issues in production planning and scheduling of products with limited shelf-life. Using the principle of block planning, they develop three different MILP models for weekly production planning that apply a combination of a discrete and continuous representation of time and apply those in an industrial setting of yoghurt production.

Stephen C. Graves (2006), this was to address the inventory stockage levels in a multi-echelon inventory system for a repairable item. In its simplest form the multi-echelon system consists of a set of operating sites supported by a centrally-located repair depot. Each operating site requires a set of working items and maintains an inventory of spare items. The repair depot also holds an inventory of spare items. Item failures are infrequent and are replaced on a one-for-one basis. In this paper we present an exact model for finding the steady-state distribution of the net inventory level at each site.

Ferguson and Ketzenberg (2006) showed in their article that retailer benefits the most from information sharing when the variability of either demand or the remaining lifetime of the perishable replenished items is high, the product lifetimes are short, and the cost of the product is high. The authors also found that information sharing is generally more beneficial when demand is satisfied with a First-In-First-Out (FIFO) issuing policy than with a Last-In-First-Out (LIFO) issuing policy.

Graman and Magazine (2006), argued that today, the cost of holding inventory, extensive product proliferation and the risk of obsolescence, especially in rapidly changing markets, make the expense of holding large inventories of finished goods excessive and that high demand items naturally have safety stock assigned to them, but in many organizations there are so many very-low-demand items that keeping any stock of these items is unreasonably expensive, so they argue that companies must now provide good service while maintaining minimal inventories. Therefore, inventory management approaches are essential aspects of any organization.

Wallin et al. (2006), has argued that that a typical manufacturing firm spends on average, 56 cents out of every dollar of revenue to cover the direct cost of purchased goods.

Roels, & Perakis, (2006) stated that whether you are making an adjustment to record monthly sales or to account for inventory loss, you must determine the cost of the items. The cost

includes the actual price of the goods and also any shipping or freight costs you must pay to receive the items. Inventory cost does not include outbound freight to ship orders to customers, interest paid if you finance your purchases, storage or warehousing of your inventory or insurance on the inventory in your possession.

Jordan (2007) well-defined inventory control policies can reduce the labor costs associated with managing the inventory. Each time inventory gets handled, whether to move it from one location to another, to retrieve it for order picking or to put it away for storage, it involves labor. This handling makes up part of the cost associated with managing inventory. Companies prefer to handle the inventory as little as possible. When a company constantly searches for lost inventory, moves inventory from one location to another because of poor space utilization or handle the inventory multiple times, it results in increased labor costs. Properly managed inventory reduces these incidents and reduces the labor cost associated with the inventory.

Darlington and Rahimifard (2007) developed a two-stage hybrid planning model, combining static and dynamic scheduling approaches to minimize overproduction waste for products that have a very short shelf-life and are subject to considerable volatility in demand, such as ready-meals.

Van der Vorst et al. (2009) included food quality models and sustainability issues along with logistics processes in discrete event simulation models to develop an integrated approach towards logistic, sustainability and product quality analysis of food supply chains.

Rong and Grunow, (2010) found in study that food safety problems often originate from contamination of a certain production hatch due to errors in production processes and/or associated with the use of contaminated raw materials or production equipment. The, implementation of a traceability system alone cannot address the issue of product recall risks effectively. Further, it must be complemented with suitable production and distribution planning approaches. Reducing dispersion i.e. sharing of output from a particular batch among different retailers has the potential to reduce safety concerns. This would, however, lead to limiting batch sizes in the production stage and increase in production setups, cleaning efforts, etc., leading to increased production costs and decreased efficiency. The authors developed efficient heuristic for the multi-period production and distribution planning model that aims to improve food safety and traceability based on the concept of chain dispersion.

Kopanos et al. (2012) developed an integrated production and logistics planning with the objective of minimizing production, inventory, changeover and transportation cost which was applied in a dairy product manufacturer. The authors studied a real-life dairy industry, producing yoghurt and develop a novel Mix,-Integer programming model based on the definition of product families for combined production and logistics planning. In every planning period, the model helped in optimally assigning products and Families to processing units, determines the quantify to be produced for each product, the inventory levels of the products, selects appropriate transportation mode, assign the transportation trucks to the product facilities and also the composition of load for every truck. The objective was to fully satisfy customer demand while minimizing total cost including production, changeover inventory and transportation.

Burcu , Cem , O. Erhun (2016) provided an in-depth review and analysis of analytical approaches developed for humanitarian inventory management. They found that the pre-disaster inventory management literature primarily focuses on long-term pre-positioning problems for sudden onset disasters; whereas, the post-disaster inventory planning literature addresses a wider range of disaster types, problem settings, and inventory policies. Based on their analysis, they identified several gaps and future research directions for humanitarian inventory management. They suggested that it would be extremely valuable to create some benchmark case study data sets to test different approaches proposed for disaster inventory planning.

Shen.H , Qiang , Rebecca and Simon (2017) has studied “Inventory management in a manufacturing company in China”. This study aims to identified the key factors that influence inventory management practices, investigate efficient and effective inventory management approaches, and examine the impact of supplier cooperation on supply chain improvement. In their study, They focused on optimizing inventory management in the improvement of supply chain management. Reducing inventory was considered one of the most important aspects of inventory management. But in practice, low inventory level was not always a good solution. Manufacturers need to maintain the right amount of inventory at the right level.

3.2 Consumer Buying Behaviour

Louden, David. et al. (1979) in their article entitled “Consumers Behaviour Concept and Application”, identified the consumers buying behaviour normally should include the less

observable decision processes that accompany consumption, including where, how often and under what conditions consumers make their purchases of desired goods and services. Therefore their major activities and strategies such as market opportunities analysis, target market selection and marketing mix decision, are consumer oriented.

Singh and Singh (1981) in his article entitled “A Study of Brand Loyalty in India”, found that consumers had single or multi-brand loyalty based on the nature of product, such as necessities or luxuries. In addition, brand choice and store loyalty were found to affect the brand loyalty of the consumer. The factors that influence and strengthen loyalty to brand were quality of product, habit of use and ready and regular availability.

Holbrook and Hirschman (1982) depicted that the paramount goal of marketing is to understand the consumer and to influence buying behavior. One of the main perspectives of the consumer behavior research analyses buying behavior from the so-called “information processing perspective” According to the model, customer decision-making process comprises a need-satisfying behavior and a wide range of motivating and influencing factors.

Zaltman and Wallaendor (1983) in their article entitled “Consumer Behaviour”, human behaviour in consumption process involves planning to make purchase, making purchases and using their varying degrees of satisfaction to make their purchase. In all these activities, consumers are the target of marketing attempts to influence by major entities such as business, government agencies, and advocate groups and by social groups such as one’s family, friends, and peers.

Jorin (1987) in his article entitled “Consumer behaviour is Changing and Offering New Opportunities”, examines changes in spending power and buying habits of Swiss consumers since the beginning of the 20th century and in the more recent past. Current trends include greater emphasis on health and safety of foodstuffs and less attention to price, increased demand for low calorie light products, and increased demand for organically grown foods. For young people, more concern with enjoyment and less for health, with more meals eaten from home and generally an increased demand for convenience foods. The prospects for high quality branded products were seen to be good.

Kumar et al. (1987) in their article entitled “Buying Behaviour of Rural consumers”, point out that the factors influencing the buying decision - making of consumers on various food products. The chief factors influencing the consumers were country of origin, brand and the

socio-economic factors were age, education, and income. Finally, the study identified brand image seemed to be more important than the origin of the product.

Sanal Kumar (1987) in his article entitled “Buyer Behaviour in Rural Markets”, focused new product awareness of rural consumers. He found that the rural consumer uses multiple sources of information and television as one of the important sources. Secondly, the male member of the household carried out the actual purchase in rural markets, though the decision maker depends on the type of product. Finally, the rural consumer was less aware of new products.

Shanmugsundaram (1990) in his article entitled “Soft Drink Preference in Vellore Town of North Arcot District in Tamil Nadu”, has identified that the most preferred soft drink among respondents were Gold spot (26 percent), followed by Limca (25 percent). Taste was the main factor for preferring of a particular brand and among the media; television was played a vital role in influencing consumer. Finally, tetra pack was most preferred one because of convenience.

Dhillon et al. (1995) in his article entitled “Consumer Behaviour of Buyers for “Durable Goods”, studied the purchase behaviour in Ludhiana, rural and urban respondents ranked nearby market and main market as their first and second preference of order respectively for the purchase of food items. Urban respondents visualized the factors little differently to rural consumers and ranked quality, appearance, place of buying and expiry date as first, second, third and fourth ranks.

Rana (1995) in his article entitled “Impact of TV Advertisement on the Customer Buying Preference”, points out the impact of TV advertisement on branded products at rural markets. He further expresses that among the media, the impact of television advertisements on social behaviour, including purchasing behaviour was the greatest. The reason is television has charm, instantaneous transmission capability, and universality of appeal.

Acebron *et.al* (2000) studied the impact of previous experience on buying behaviour of fresh foods, particularly mussels. In their studies structural equation model was used in order to identify the relationship between the habits and previous experience on the consumer buying decision. The findings showed that personal habits and previous experience on of the consumers have a direct impact on the consumers’ purchase decision in the example of purchasing.

Kamalaveni and Nirmala (2000) in their article entitled “Consumer Behaviour in Instant Food Products” point out there was complete agreement between ranking given by the

housewives and working women regarding the reasons promoting them to buy instant food products. The study also identified age, occupation, education, family size and annual income had greater influence.

Kamenidou (2002) in his article entitled “Purchasing and Consumption Behaviour of Greek Households towards three processed Peach Products: canned peaches in syrup, juice, and peach jam. The results revealed that 47 per cent of the households purchased canned peaches in syrup, 67 per cent peach juice, and 43 per cent purchased peach jam. Reasons for such purchase were satisfactory taste, qualities, and household's perception that they were healthy products. The results also indicated that the consumption quantities were considered low, while households usually purchased the same brand name, meaning that there was a tendency for brand loyalty.

Nandagopal and Chinnaiyan (2003) in their article entitled “Brand Preference of Soft Drinks in Rural Tamil Nadu”, point out that the most influencing factors to buy the particular product: quality was first factor influencing the brand preference followed by availability and retail price. In addition, price, advertisement, word of mouth, and retail shopkeepers were the other factors that influenced the brand preference of soft drinks in the study area.

Mithileshwar Jha (2003) in his article entitled “Understanding Rural Buyer Behaviour”, identifies that the rural buyers were relatively simpler, more forthright, with lower aspiration levels, influenced by social pressures, rituals and norms, with moderate to high risk taking ability and gullible to dream merchants.

Sampathkumar (2003) in his article entitled “Brand Preferences Acidity of Soft Drink Market” points out that the consumer’s behavior involves understanding the acquisition, consumption, and disposition of the products and services. Those involved in analysing it, be it consumers, marketers, middlemen, or regulatory agencies, should continuously make sincere and necessary efforts and take periodic measures to strengthen the body of knowledge that is already existing. He further suggests that the consumers uniformly both in urban and rural areas, desire to have quality products at reasonable price and they trust more the advice of retailers.

Schiffman Leon & Kanuk Lazar Leslie (2003) in their article entitled “Consumer Behaviour”, declares that consumer decision - making can be viewed as three distinct but interlocking stages. The input stage, process stage and the output stage. These stages are depicted in the simplified model of consumer decision-making process. The psychological factors inherent

in each individual affect how the external factors from the input stage influence the consumer's recognition of a need for pre-purchase search, for information and evaluation of alternatives.

Nagaraja (2004) in his article entitled "Consumer Behaviour in Rural Areas: A Micro Level Study on Buyer Behaviour of Rural Consumers in Kavali Mandal", points out that the level of utility was being influenced by the changing tastes and preferences of the younger generation. The clever and gimmicky advertisements did not attract the rural consumers. He further suggests that the buying behaviour was highly influenced by experience of their own and neighbours-consumers.

Sakkthivel and Bishnu Priya Mishra (2005) in their article entitled "Effectiveness of Sachets in Modifying Rural Consumers Buying Behaviour and their Consumption Pattern - A Researches view", propose that the majority of the rural consumers preferred some products in sachets and others in medium or large container. The products that they prefer in sachets were purchased on weekly basis and big packages were purchased monthly. Some of the products in sachets such shampoo, fairness cream, spices and mosquito repellents had created considerable impact among the rural consumers and rest of products were failed.

Ramana and Viswanath (2005) in their article entitled "Consumers Behaviour and Awareness with Special Reference to Edible Oil Users", declare that the price, quality, and taste were the most influencing factors among all categories of consumers than smell, colour and company package and brand in the purchase of Edible oil. The change in price and quantity of buying was not influenced the buying behaviour of the consumers. Non-availability of a particular product forced some of the consumers to buy other brands. Reasons for using the same brand attributes to taste and quality, easy availability, low price. Regarding motivation factors influencing buying decisions, it was found that head of the family and advice of the family members were the most influencing factors.

Ramasamy et al. (2005) in their article entitled "Consumer Behaviour towards Instant Food Products in Madurai", observe that the consumers do build opinion about a 30 brand based on which various product features play an important role in decision-making process. A number of respondents, seventy eight per cent laid emphasis on quality and seventy six per cent on price which was an important factor, while sixty four per cent of the respondents attached importance to the image of the manufacturer and fifty per cent considered packaging as an important factor and an equal (50 per cent) felt longer shelf life influenced them.

Anderes Hasslinger et.al. (2007) in his article entitled “Consumer Behaviour in “Shopping”, have attempted to examine the factors responsible for influencing the behaviour of the consumers. They have identified price, trust and convenience were important factors. Price was considered the most important factor for a majority of the consumers. Furthermore, they have three segments such as high spenders, price easers, and bargain seekers.

Selvaraj (2007) in his article entitled “A Study on Rural Consumer Behaviour Regarding Non-Durable Goods with Special Reference to Erode District, Tamil Nadu”, points out that the factors influencing the rural awareness and satisfaction level of rural consumers. It is found that rural consumers vary not only in their behaviour practices but also in conviction and belief, yet, the general directing has not, charges widely between rural and urban consumers as regards aiming on superior quality products.

Rajesh Shinde (2007) in his article entitled “Recent Facts of Consumer Behaviour - A case study of rural market” , highlighted that the understand the buying decision process, features influences to purchase, place of purchase and evaluate the sources of information. It is found that, the place of purchase, which the rural consumer prefers is the weekly market, which is a good channel of distribution of FMCGs. Moreover the youth who visits the Taluks or District place are influenced by the city culture and it is reflected in their purchasing decision.

Sarangapani and Mamtha (2008) in their article entitled “Rural Consumer: Post Purchase Behaviour and Consumerism”, focuse on to analyse their consumption patterns with select FMCGs, to investigate the motives of rural consumers, their brand preferences and shop patronage with regard to select FMCGs, to examine the post purchase behavior of sample rural consumers in terms of their levels of satisfaction and consumerism in rural areas and to suggest measures for effective marketing practices to adopted in rural areas to suit rural consumers.

Murlidher Lokhande (2009) in his article entitled “Rural Marketing: A Study of Consumer Behaviour”, focuses to understand how rural consumers purchase two wheelers, which are the factors that affect purchasing decisions, etc. It is found that the majority of the respondents from the village were farmers and they had been using various models of motor.

Suma Devi and Sathiyapriya Eswaran (2010) in their article entitled “Consumer Preference and Satisfaction towards Health Drinks”, highlight that the consumer preference and satisfaction towards a particular brand and the usage period of that particular brand. It is found

that the company has to adopt new strategies in order to sell the product more economical package and better promotional strategies to maintain market constant.

Saravanan (2010) in his article entitled “A Study on consumer Behaviour of Women with Special Reference to Durable goods in Coimbatore city, Tamil Nadu”, points out that the factors influencing women purchasing behaviour and the problems faced by women during and after purchase. He further suggests that the maximum number of women consumers is not aware of the consumerism and consumer rights. Hence, the government can conduct some consumer awareness programs for the women consumers, and it can help to improve purchasing behaviour among the consumer and it can save consumers from falling into the traps of the deceiving sellers.

Sakthivel Rani (2010) has studied “Consumer Behaviour in Rural Markets: A-B-C-D Paradigm and its Applications”. This study focuses the consumer behaviour in rural markets, and to offer generalizations and recommendations to those wishing to market their products/services in the rural markets. It is found that, the practical applications of rural consumer behaviour findings in Indian markets have often posed a problem for marketers for two reasons. First, most consumer research in rural markets has used a research. Second, there has been no comprehensive framework to integrate the findings in a meaningful manner. The A-B-C-D paradigm is an attempt which provided a comprehensive framework that will enable marketers to understand, Integrate and supply consumer behaviour in rural markets.

Preeti and Ashish (2016) through their literary work on Consumer Attitude Towards Luxury Brands: An Empirical Study had established their thought on the relationship between consumer’s need for uniqueness dimensions, fashion consciousness and consumer’s attitude towards luxury brands. The findings suggested that the three dimensions of consumer’s need for uniqueness and fashion consciousness are positively related to consumer’s attitude towards luxury brands. Thus, consumers like to express their individuality by adopting new fashion brands and styles. The finding had an important marketing implication, as it suggested that marketers could devise a suitable strategy to communicate the uniqueness of their products. The result also supports the probable link between fashion consciousness and attitude towards luxury brands.

Anjali.B and Dr. Rajesh.k.Pandey (2017) Consumer behavior was a literal study of behavioural pattern of consumer leading their buying preferences & attitude. Consumer

Behaviour is a dynamic aspect having the potential to magnetise businesses. The main purpose behind marketing a product is to satisfy demands and wants of the consumers. Study of consumer behaviour helps to achieve this purpose. This review study was completed broadly under five heads: Factors affecting Consumer Behaviour, Factors linked to demography, Consumer Preferences & attitude, Quality & Innovation and existing Models of Consumer Behaviour. This comprehensive study had demonstrated the possible facets of understanding consumer behaviour. Such studies of consumer behaviour help marketers to recognize and forecast the purchase behaviour of the consumers. It further helps the marketers not only to understand what consumer's purchase, but helps to understand why they purchased it. Thus with the help of the recommended model it would be easy to know how the consumer's behaviour was influenced and what were the main factors influencing consumers in modern era. The advisory notion further supports the momentum of gaining business prospects.

3.3 Customer Satisfaction

Oliver (1987) defined customer satisfaction as an outcome of a purchase/ usage experience would appear to be an important variable in the chain of purchase experience linking product selection with other post purchase phenomena including favourable word-of-mouth and customer loyalty.

Cadotte et al (1987) conceptualized customer satisfaction is la widely accepted as a view of the process by which customers develops feeling from an evaluation of the use experience.

Oliver (1987) examined whether satisfaction was an emotion and concluded that satisfaction is a summary attribute phenomenon coexisting with other consumption emotions.

Cote, Foxman and Bob (1989) suggest that satisfaction is determined at the time the evaluation occurs. In some cases, satisfaction assessment may be a naturally occurring, internal response such as after consumption, or prior to repurchase. In some case of the assessment of satisfaction may be externally driven.

Westbrook and Oliver (1991) described customer satisfaction is a post choice evaluative judgment concerning a specific purchase selection.

Mano and Oliver (1993) examined the three aspects of the post consumption experience-product evaluation, product elicited affect and product satisfaction. Product satisfaction is best characterized as an attitude-like post consumption evaluative judgment (Hunt, 1977) with the

evaluative aspect of that judgment varying along the hedonic continuum (Oliver 1989; Westbrook and Oliver 1991).

Halstead, Hartman and Shmidt (1994) found that customer satisfaction is a transaction-specific affective response resulting from the customer's comparison of product performance to some pre-purchase standard.

Anderson et al. (1994) studied that there is a positive relationship between customer satisfaction and economic profit for the company. Arguably, customer satisfaction is an important component in order for the company to be profitable.

Fornell et al. (1996) defined customer satisfaction with three manifest variables: customer satisfaction as a whole, as an estimation how expectations were fulfilled, and as comparison with the ideal service or product. They believe this choice is consistent with the orientation of American consumer satisfaction index (ACSI).

Thorsten and Alexander (1997) found Customer satisfaction with the product and services of company as the strategic factor for competitive advantage. In the context of relationship marketing, customer satisfaction is the way that leads to long term customer retention because unsatisfied customers have very high switching rate.

Kumar and Oliver (1997) indicated that satisfaction was associated with customers expectations being met, feeling they got "fair" value and feeling contented.

Tse and Wilton (1998) stated customer satisfaction as the customer's response to the evaluation of the perceived discrepancy between prior expectations (or some norm of performance) and the actual performance of the product as perceived after its consumption.

Kristensen et al. (1999) states customer/customer satisfaction is an evaluative response of the product purchase and consumption experience resulting from a comparison of what was expected and what is received. The overall conclusion from his study is that expectations influence customer satisfaction and the effect can be positive, negative or non-existent.

Zairi (2000) stated that the feeling of accomplishment of inner desires is called satisfaction. If product or service fulfils the needs and demand of customer he will become satisfied and will be converted to loyal customer and thus will add in customer equity of company. Company profitability is not only depicted in its balance sheet but it is also measured on basis of its sound customer base and life time value that customers deliver to company.

Ranaweera and Prabhu (2003) stated that the more satisfied customers are, the greater is their retention, the positive word of mouth generated through them and the financial benefits to the firms who serve them. It is not surprising therefore that the fundamental aim of firms is to seek to manage and increase customer satisfaction at least in this era of competitive global marketing.

Zeithaml et al. (2003) defined satisfaction as the customer's evaluation of a product or service in terms of whether the product or service has met his needs or expectations. Failure to meet needs results in dissatisfaction, or a poor perception of the service quality. Satisfaction can be acknowledged in various senses depending on what needs the customer had before the service; it ranges from feelings of fulfilment, contentment, pleasure, delight, relief, and ambivalence. Although it tends to be measured as a static quantity, it is dynamic and evolves over time being influenced by a variety of factors.

Kotler has explained the concept of value and satisfaction as stated by Gita Parimal (2006), it has been stated that customers, when faced with a variety of products, make their choice based on perceived value to themselves, not to the marketing company. Value thus depends on how well the offering-be it a product or service or other good- will satisfy a need, want or demand, regardless of what the selling party perceives value to be. Satisfaction, then, is the extent to which actual value realized by the purchase or acquisition of the product matches the pre-purchase assessment of value. If actual value is equal to or greater than perceived value, satisfaction will result, if not, then dissatisfaction will result.

Sarina Ismail (2009) in his study "The effect of Customers' Satisfaction towards Customer Loyalty among Mobile Telecommunication providers in Malaysia" pointed out that the purpose of this study is to understand the effect between customer satisfaction and customer loyalty in the Malaysian mobile telecommunication services. This sector is highly competitive as new players coming in, with aggressive price offering, high promotion, better network quality and great customer service. 157 respondents participated in this study. Out of this five variable tested (Service Quality, Pricing, Switching Cost, and Brand Image) it is found that Responsiveness and Brand Image have a positive relationship on Customer Loyalty. The present study has its own limitation since this research is only conducted in Penang area. Therefore the finding of the study is unable to be generalized for the whole population of hand phone users in Malaysia as the sample size is considered small. In conclusion service providers must be able to

understand the effect between customer satisfaction and customer loyal. It will be a great challenge for the service providers in preparing their strategic plan in maintaining customer loyalty, and at the same time expanding their customer base 70.

Desh Raj Singh (2010) on his study “A Comparative Study of Customer Satisfaction toward Performance of Hero Honda, TVs and Bajaj Bikes” pointed out that Most of the Flame, Apache, Pulsar, CBZ & Karizma are purchased by young generation 18 to 30 years because they prefer stylish looks and rest of the models of Hero Honda, TVS and Bajaj are purchased more by daily users who needs more average of bikes than looks. Hero Honda is considered to be most fuel-efficient bike on Indian roads. Service & Spare parts are available throughout India in local markets also. While buying a motorcycle, economy is the main consideration in form of maintenance cost, fuel efficiency. Majority of the respondent had bought their motorcycle more than 3 years 14.

Muzammil Hanif (2010) in their study “Factors affecting Customer Satisfaction” made that the factors affecting customer satisfaction is of worth importance in order to know the reasons or the factors which are responsible to create satisfaction among customers for a particular brand. Customer satisfaction is established when brand fulfills the needs and desires of customers. In this research study, the subscribers of telecom sector or the mobile service providers like Ufone, Mobilink, Telenor etc operating in Pakistan were targeted as the population while Price Fairness and customer services were the taken as predicting variables towards customer satisfaction as criterion variable. The results showed that both the factors significantly contributed to explain customer satisfaction but comparatively price fairness had the larger impact on customer satisfaction than customer services. Conclusion and implications of the study are also discussed based on the analysis 62.

Mohsam, et al. (2011) observed that the issue of customer satisfaction has been gaining increasing attention among researchers and practitioners as a fundamental tool in financial institutions for enhancing organizational performance and profitability.

Hague & Hague (2016) stated that the product and its features, functions, reliability, sales activity and customer support were the most important topics required to meet or exceed the satisfaction of the customers. Satisfied customers usually rebound and buy more. Besides buying more they also work as a network to reach other potential customers by sharing experiences.

Kabu Khadka & Soniya Maharjan (2017) emphasized the role and the importance of customer satisfaction and loyalty. Customers were the link to a business success. A business organization should focused on a huge number of customer, for this customer satisfaction and loyalty should be incorporated along the long-term goals. This thesis was implemented to an analyzing the relationship between customer satisfaction and customer relationship. Moreover, the research revealed that the service level of Trivsel could be marked as positive and customers were very satisfied with the service. However, improvement on certain things should be done in order to increase the level of customer satisfaction.

Chapter IV

Research Methodology

RESEARCH METHODOLOGY

The present project entitled “**Customer satisfaction towards selected food products: A comparative study of brands**” was carried out during the year 2017. The sampling structure and techniques adopted during the course of investigation have been described in this chapter.

4.1 Locale of Study

The Jammu and Kashmir state is divided into three regions-Jammu, Kashmir and Ladakh. The Jammu region of the state was selected purposively as per the availability of the respondents.

4.2 Sampling Technique

The sampling technique used in the present study is purposive sampling technique for choosing outlets /stores/counters and convenience sampling technique for consumers to conduct the survey among the different respondents of Jammu city. It is relatively easy task to define a target population for a study where as it becomes difficult to define a sampling technique needed to be adopted for collecting a subset from a defined target population.

4.3 Collection of Data

The data collection is the method to collect important information to keep on record for further use, to make important decisions about different issues, and will be of vital significance for others. The present study has adopted both primary as well as secondary data collection technique to conduct the present study.

- **Primary data:** - The primary data from respondents was collected by survey method, using pre- tested structured questionnaire/schedule. Collection of the data was done by the personal interview method of users.
- **Secondary data:** - The Secondary data was collected from various published sources such as research papers, internet portals and various online shopping database websites to find out the status of Patanjali and ITC.

4.3.1 Sample size

The sample used in the present study consists of the common peoples or we can say respondents. The data has been collected through the survey using questionnaires as the measurement tool. The sample size for the study was taken as 100 respondents (50 for each

selected brand). The samples has chosen from ten retail outlets where the products of the both companies are available for consumption.

Patanjali: - Gandhi Nagar, Janipur, New Plot, Chatha, Panjthirti

ITC: - Easy Day (Chatha, Janipur, Trikuta Nagar, Talab Tillo, Roop Nagar)

4.3.2 Methods of analyzing data

After collecting the data the results will be analyzed by using descriptive statistics and percentage method. Descriptive statistics means mean, median, mode, standard deviation is be used to minimize large number of variables into meaningful and correlated form.

a. Percentage analysis

Percentage refers to a special kind of ratio. It is used to make comparison between two or more series of data. They can be used to compare the relative items, the distribution of two or more series of data, since the percentage reduces everything to a common base and there by allow meaningful comparisons to be made.

$$\text{Percentage} = (x/y) \times (100/1)$$

Where x= number of respondents respond

y= total number of respondents

b. Arithmetic mean

The arithmetic mean is calculated by adding a group of numbers and then dividing by the count of those numbers

$$\text{Mean} = \sum (x_1, x_2 \dots x_n)/n$$

Where, $x_1, x_2 \dots x_n$ are the observation

n= number of respondents

c. Median

Median which is the middle number of a group of numbers; that is, half the numbers have values that are greater than the median, and half the numbers have values that are less than the median.

$$\text{Median} = \frac{\sum (N+1)}{2} \text{ th item}$$

d. Standard Deviation

The standard deviation is a measure of how widely values are dispersed from the average value (the mean).

$$\text{Standard Deviation } (\sigma) = \sqrt{\frac{\sum(x - \text{Mean})^2}{(n-1)}}$$

Where n is the sample size.

e. Henry Garret ranking technique:

In this technique, the percentage position of each rank obtained is converted into scores by referring to the table given by Henry Garret. Then for each factor the scores of individual respondents are added together and divided by the total number of respondents for whom the scores are added.

Formula: percentage position = $100(R_{ij} - 0.5)/n$

Where R_{ij} is the rank

n = number of items

Chapter V

Results

RESULTS

The results pertaining to the present investigation “**Customer satisfaction towards selected food products: A comparative study of brands**” have been presented in this chapter through appropriate tables and figures under the following headings:

5.1 Demographics of the respondents

The table 5.1, figure 1 reveals the age aspect of the sample area as it depicts clearly that (49 per cent) respondents were 21-30 years, (25 per cent) respondents were below 20 year, (16 per cent) were among 31-40 years and (10) respondents were from above 40.

The table 5.2, Figure 2 reveals that out of 100 respondents (52 per cent) respondents were male and (48 per cent) respondents were female.

The table 5.3, figure 3 reveals the result regarding the marital status of the respondents as it shows that maximum number of the respondents (75 per cent) were unmarried followed by (25 per cent) were married.

The table 5.4, figure 4 illustrates the result regarding the occupation of the respondents as it shows that maximum number of the respondents (54 per cent) were employed followed by (29 per cent) respondents were students and (8 per cent) respondents were doing business.

The table 5.5, figure 5 reveals the monthly income level of the total 100 samples taken for the study. It is clear from the figure that out of total 100 samples, the maximum respondents (36 per cent) lies in the range of ₹10,000-20,000, followed by the respondents in the income range of Above ₹20000 (29 per cent), followed by the income range of ₹5,000-10,000 (20 per cent) and least income range of ₹Up to 5000 (15 per cent).

The table 5.6, figure 6 reveals that out of 100 respondents (46 per cent) respondents had 2 to 4 family member, followed by (35 per cent) respondents had 4 to 6 family members.

5.2 To examine inventories of selected brands

The table 5.7, 5.8 and 5.9 reveals, figure 7 is showing inventories of the selected brands, the result represents that ITC had ₹3550 crore of inventories in year 2013-14, ₹3740 crore of inventories in year 2014-15, ₹4010 crore of inventories in year 2015-16 & ₹3800 crore of inventories in year 2016-17. While Patanjali Ayurved had ₹75 crore of inventories in year 2013-14, ₹82 crore of inventories in year 2014-15, ₹247 crore of inventories in year 2015-16 & 437

crore of inventories in year 2016-17. The result of the table concluded after examination of inventories of both selected brands that there is constant increase in the inventories of the Patanjali Ayurved from past few years as it were ₹170 crore in 2013-14 and reached ₹735 crore in year 2016-17. On the other hand ITC have larger inventories and reached ₹8,519 crore in 2015-16, in year 2016-17 inventories were ₹7,863 crore which decrease as compare to previous year.

5.3 To study the consumer buying behaviour towards selected food products

The table 5.10, figure 8 illustrates that out of 100 respondents (25 per cent) respondents said yes they use Patanjali food products, (18 per cent) respondents said they use ITC food products and (57 per cent) respondents said they use both brands.

The table 5.11 represents the frequency of purchase for the mentioned Patanjali Ayurved food products. On a scale of 1-5, juice is ranked highest, followed by salt, third frequent purchased Patanjali Ayurved food products as given by respondents is noodles, fourth is wheat flour and followed by ghee at fifth rank.

The table 5.12 represents the frequency of purchase for the mentioned ITC food products. From the Garret ranking table it is clear that on scale of 1-5, juice is ranked highest, followed by salt, third frequent purchased ITC food products as given by respondents is ghee, followed by wheat flour at fourth rank and noodles at fifth rank.

The table 5.13, figure 9 reveals the Patanjali Ayurved food products easily available in respondents nearby of the total 100 samples taken for the study. It is clear from the figure that out of total 100 samples, the maximum respondents (59 per cent) said Patanjali Ayurved food products easily available in nearby Under 1 km, followed by the respondents said in 1-2 km (27 per cent), followed by in 2-4 km and more than 4 km (7 per cent) each.

The table 5.14, figure 10 reveals the ITC food products easily available in respondents nearby of the total 100 samples taken for the study. The figure shows that out of total 100 samples, the maximum respondents (76 per cent) said ITC food products easily available in nearby Under 1 km, followed by the respondents said in 1-2 km (18 per cent) followed by in 2-4 km and more than 4 km (3 per cent) each.

Table 5.1: Age of respondents

Response	Respondents (%age)
Below 20	25
21-30 years	49
31-40 years	16
Above 40	10
Total	100

Table 5.2: Gender of respondents

Response	Respondents (%gender)
Male	52
Female	48
Total	100

Table 5.3: Marital status of respondents

Response	Respondents (%marital status)
Married	25
Unmarried	75
Total	100

Table 5.4: Occupation status of respondents

Response	Respondents (%occupation)
Student	29
House Wife	9
Employed	54
Business	8
Total	100

Table 5.5: Monthly Income of respondents

Response	Respondents (%income)
Up to 5000	15
5000-10000	20
10000-20000	36
Above 20000	29
Total	100

Table 5.6: Number of members in family of respondents

Response	Respondents (%members)
2	1
2 to 4	46
4 to 6	35
Above 6	18
Total	100

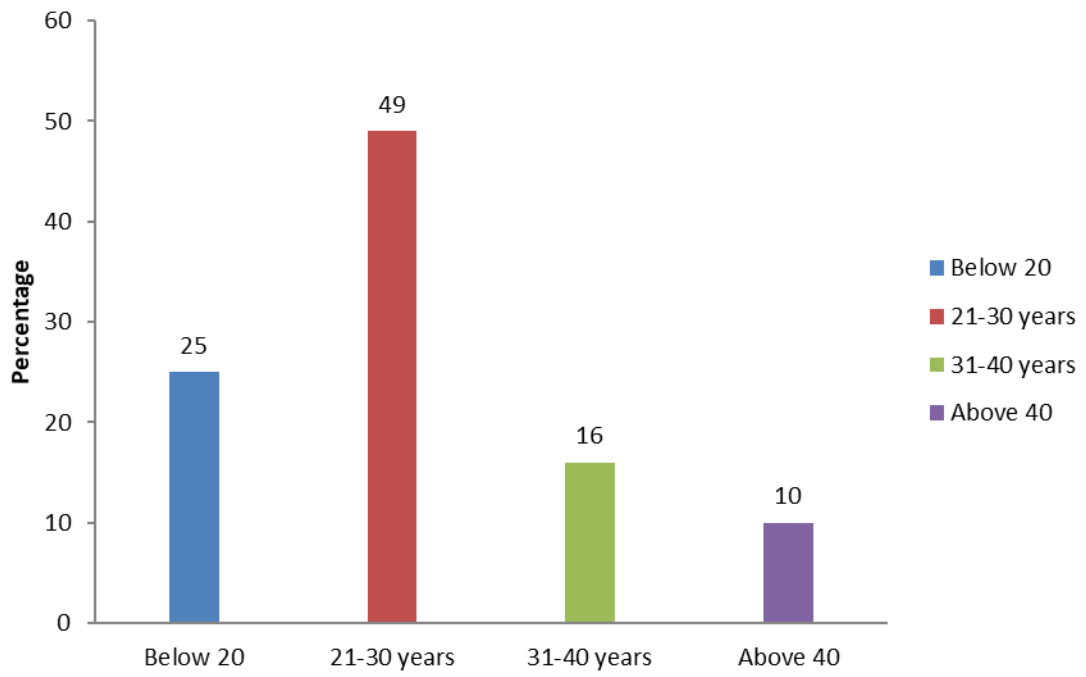


Figure 1: Represents age of samples

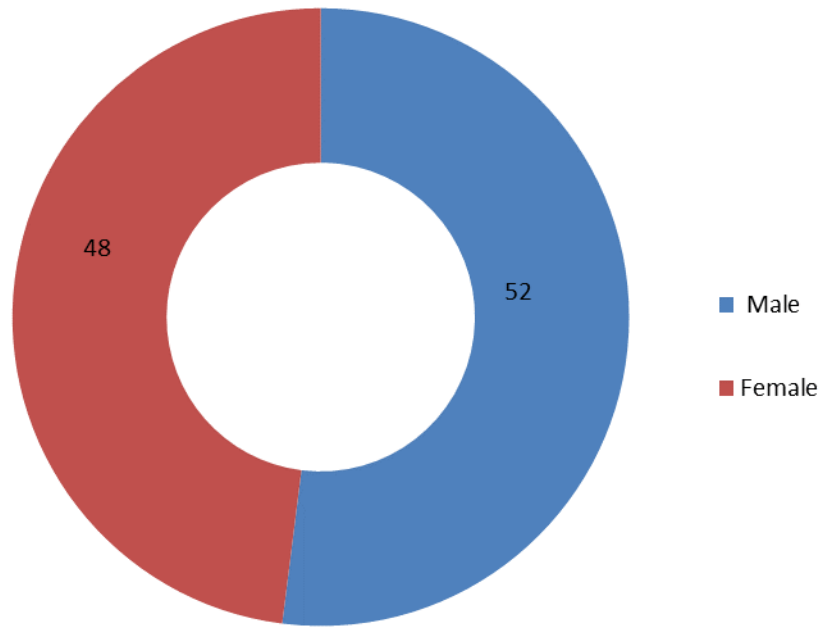


Figure 2: Represents gender of samples

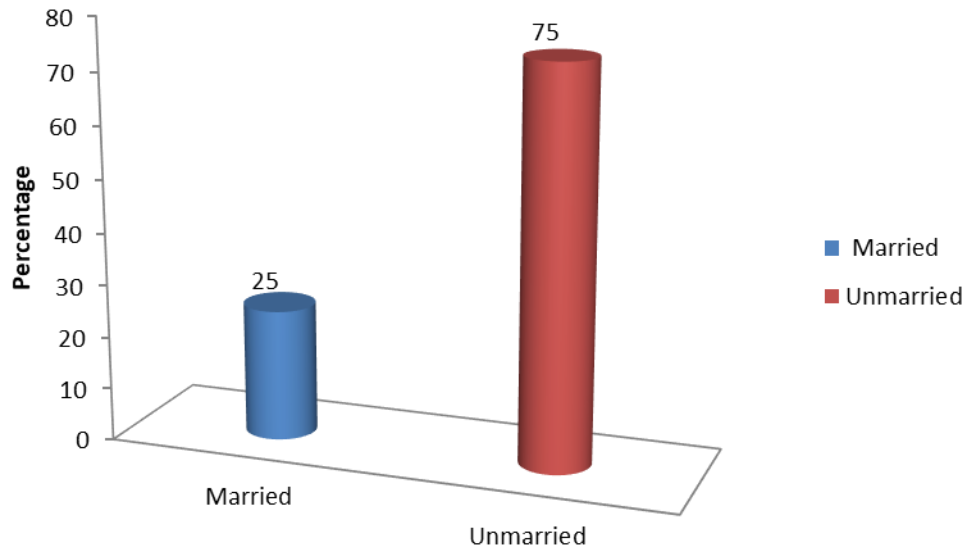


Figure 3: Represents marital status of samples

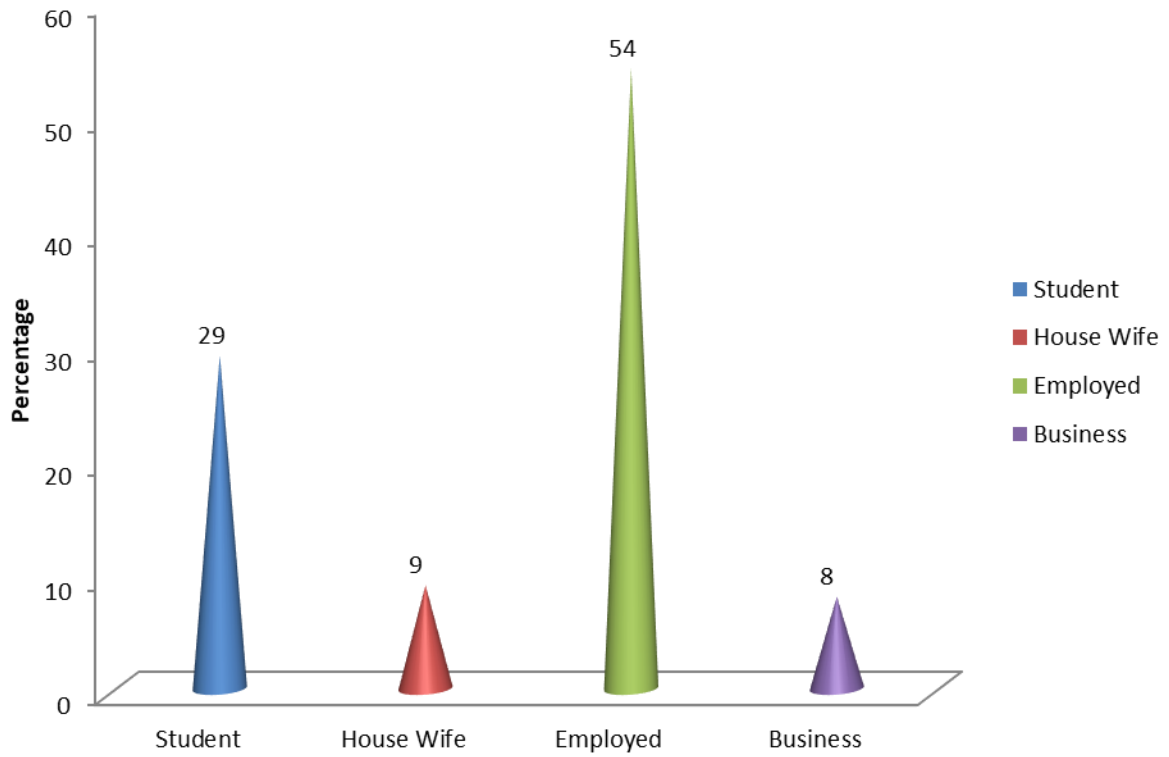


Figure 4: Represents occupation status of respondents

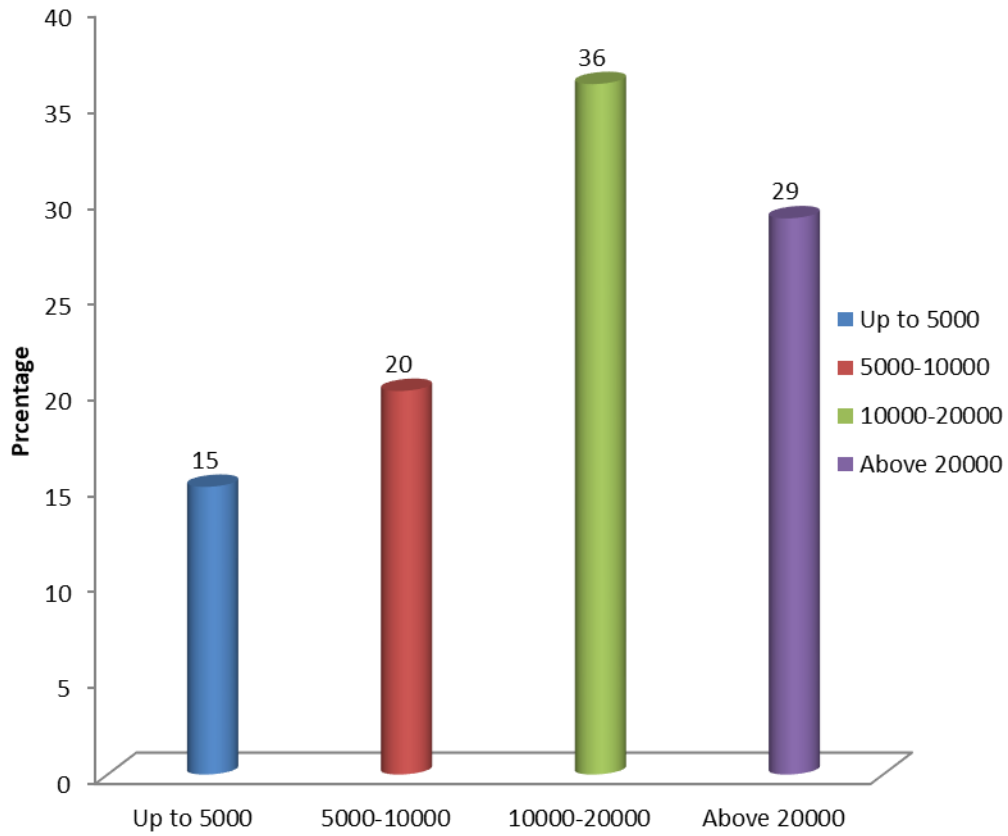


Figure 5: Represents monthly income level

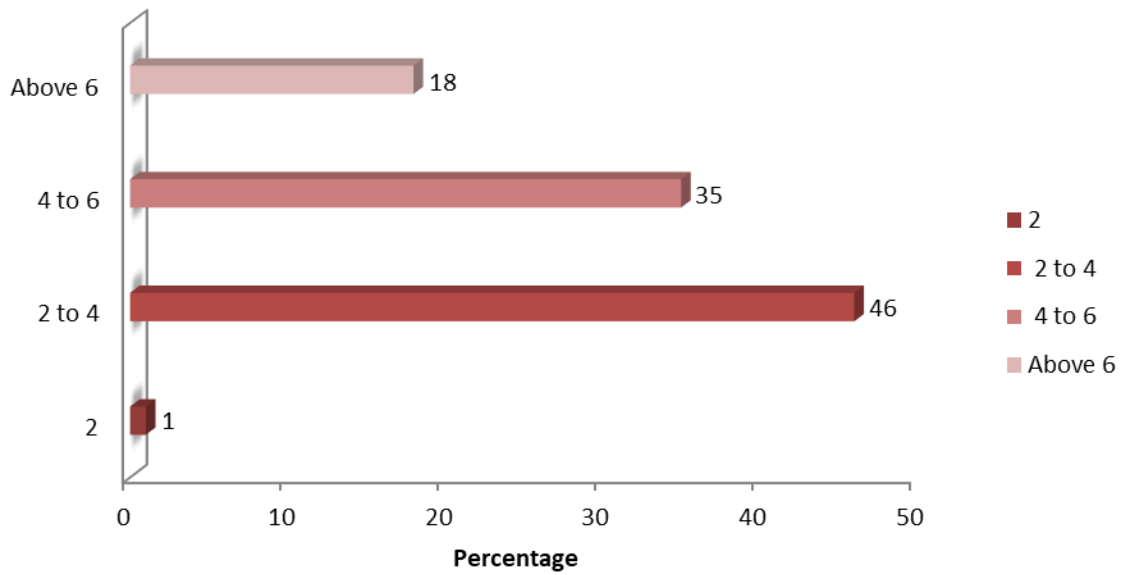


Figure 6: Represents number of family member

Table 5.7: Inventory detail of ITC (₹ in crore)

Year (Financial)	ITC
2013-14	
Products	Inventories (₹,)
FMCG	3550
Hotels	359
Agri-business	1350
Paperboard& Packaging	1100
Information Technology	1000
Total	7359
2014-15	
Products	Inventories (₹,)
FMCG	3740
Hotels	372
Agri-business	1520
Paperboard& Packaging	1180
Information Technology	1024
Total	7836
2015-16	
Products	Inventories (₹,)
FMCG	4010
Hotels	435
Agri-business	1700
Paperboard& Packaging	1280
Information Technology	1094
Total	8519
2016-17	
Products	Inventories (₹,)
FMCG	3800
Hotels	346
Agri-business	1574
Paperboard& Packaging	1169
Information Technology	974
Total	7863

Source: Annual report & accounts of the companies (2013 to 2017)

Table 5.8: Inventory detail of Patanjali Ayurved (₹ in crore)

Year (Financial)	Patanjali Ayurved
2013-14	
Products	Inventories (₹,)
FMCG	75
Healthcare & Medicine	95
Total	170
2014-15	
Products	Inventories (₹,)
FMCG	82
Healthcare & Medicine	110
Total	192
2015-16	
Products	Inventories (₹,)
FMCG	247
Healthcare & Medicine	240
Total	487
2016-17	
Products	Inventories (₹,)
FMCG	437
Healthcare & Medicine	298
Total	735

Source: Annual report & accounts of the companies (2013 to 2017)

Table 5.9: Examination of the Inventory of selected brands (₹ in crore)

Year (Financial)	ITC	Patanjali Ayurved
2013-14	7359	170
2014-15	7,836	192
2015-16	8,519	487
2016-17	7,863	735
Average	7894.25	396
S.Deviation	476.5063	268.2623
C.V (%)	6.0361186	67.74

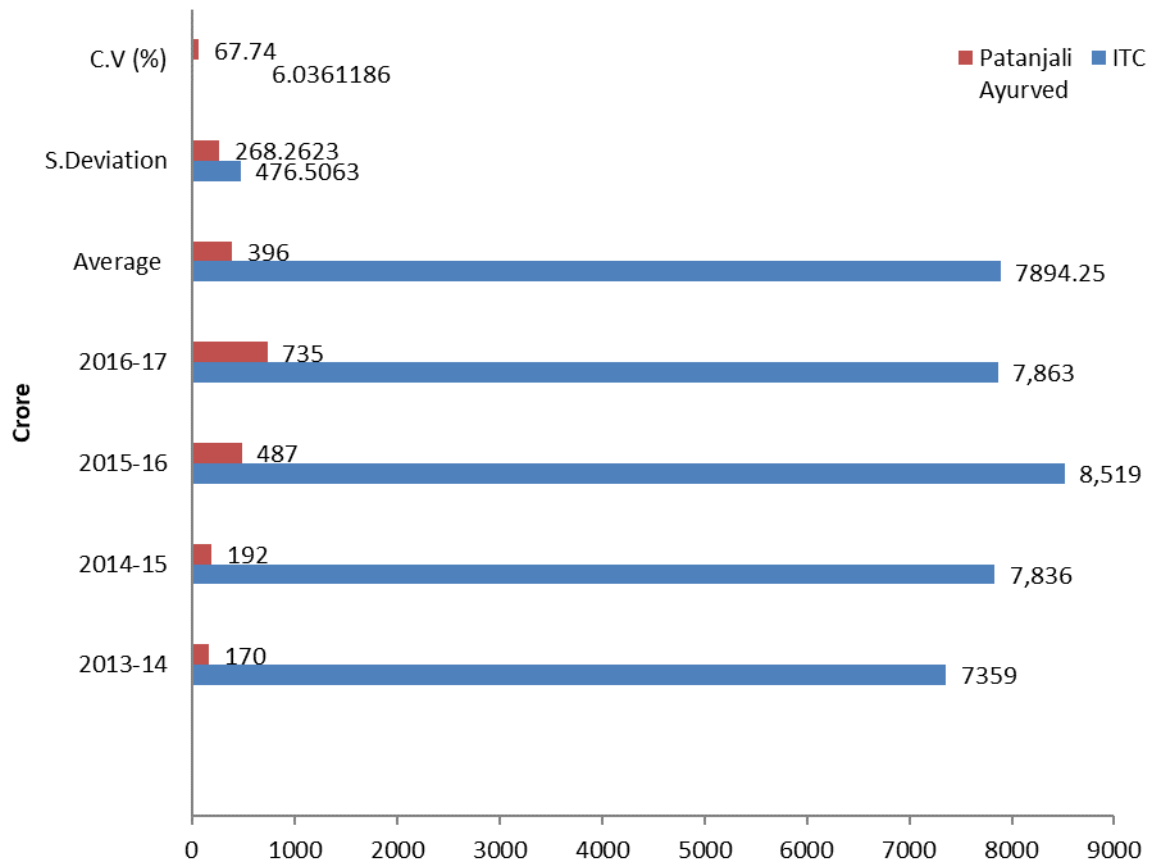


Figure 7: Represents examination of inventories of the selected brands

Table 5.10: Patanjali Ayurved / ITC food products usage by respondents

Response	Respondents (%users)
Patanjali Ayurved	25
ITC	18
Both	57
Total	100

Table 5.11: Frequency of purchase of the selected Patanjali Ayurved food products.

Factors	Daily Basis	Weekly	Monthly	Yearly	Occasionally	Total	Average score	Rank
Wheat flour	0	480	2900	0	900	4280	39.20	IV
Noodles	250	1040	200	60	3075	4625	35.75	III
Ghee	0	1280	2500	0	0	3780	39.20	V
Juices	0	160	0	0	5850	6010	21.90	I
Salt	0	0	20	0	4650	5650	25.50	II

Table 5.12: Frequency of purchase of the selected ITC food products

Factors	Daily Basis	Weekly	Monthly	Yearly	Occasionally	Total	Average score	Rank
Wheat flour	0	560	1900	0	1725	4185	41.85	IV
Noodles	300	1840	0	0	1275	3415	34.15	V
Ghee	0	0	1700	0	3075	4775	47.75	III
Juices	0	240	0	0	5175	5415	54.15	I
Salt	0	0	1450	0	3450	4900	49.00	II

Table 5.13: Easily availability of Patanjali Ayurved food products in nearby

Response	Respondents (%availability)
Under 1km	59
1-2 km	27
2-4 km	7
More than 4km	7
Total	100

Note: Patanjali Ayurved; 25, ITC; 18, Both; 57

Table 5.14: Easily availability of ITC food products in nearby

Response	Respondents (%availability)
Under 1 km	76
1-2 km	18
2-4 km	3
More than 4 km	3
Total	100

Note: Patanjali Ayurved; 25, ITC; 18, Both; 57

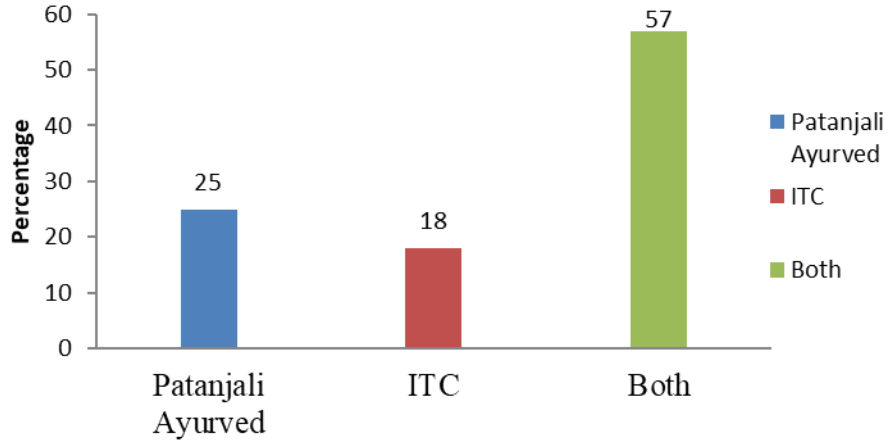


Figure 8: Represents the users of Patanjali food products

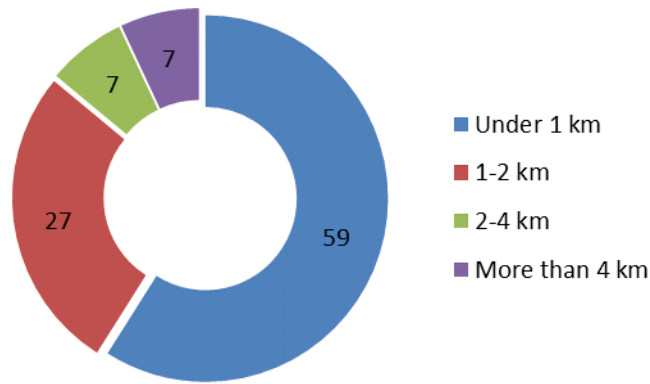


Figure 9: Easily availability of Patanjali food products in nearby

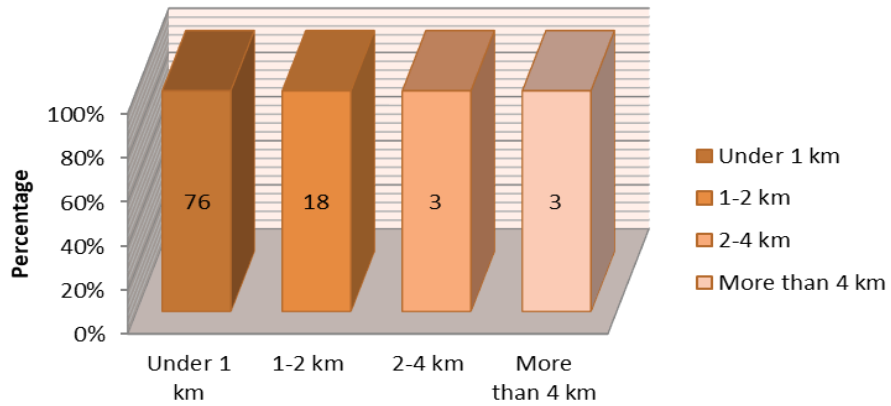


Figure 10: Easily availability of ITC food products in nearby

The table 5.15, figure 11 reveals the respondents think Patanjali Ayurved food products can triumph over all its competitors. The figure shows that out of total 100 samples, the maximum respondents (56 per cent) said yes Patanjali Ayurved food products can triumph over all its competitors, followed by the respondents said no (34 per cent), followed by (10 per cent) respondents said haven't thought about that.

The table 5.16, figure 12 reveals the respondents think ITC can triumph over all its competitors. The figure shows that out of total 100 samples, the maximum respondents (48 per cent) said yes ITC food products can triumph over all its competitors, followed by the respondents said no (18 per cent), followed by (34 per cent) respondents said haven't thought about that.

The table 5.17, figure 13 reveals the last time purchase of any Patanjali Ayurved food products by respondents. It is clear from the figure that out of total 100 respondents, the maximum respondents (58 per cent) last time purchased any Patanjali Ayurved food products within a week, followed by the respondents said in 1 month (24 per cent), followed by above 4 month (12 per cent) and in 1-4 month (6 per cent).

The table 5.18, figure 14 reveals the last time purchase of any ITC food products by respondents. It is clear from the figure that out of total 100 respondents, the maximum respondents (58 per cent) last time purchased any ITC food products within a week, followed by the respondents said in 1 month (15 per cent), followed by above 4 month (13 per cent) and in 1-4 month (12 per cent).

5.4 To know the source of consumer preference

The table 5.19, figure 15 reveals the role play by advertisement towards brand preference. The figure shows that out of total 100 respondents, the maximum respondents (94 per cent) said yes advertisement play role towards brand preference and (4 per cent) respondents said no advertisement don't play role towards brand preference.

The table 5.20, figure 16 reveals the respondents recent purchase of any Patanjali food product after coming across advertisement. The figure shows that out of total 100 respondents, the maximum respondents (56 per cent) said yes they recently purchased Patanjali food product

after coming across advertisement and (44 per cent) respondents said no they didn't recently purchased Patanjali food product after coming across advertisement.

The table 5.21, figure 17 reveals the respondents recent purchase of any ITC food product after coming across advertisement. The figure shows that out of total 100 respondents, the maximum respondents (68 per cent) said yes recently purchased of ITC food product after coming across advertisement and (32 per cent) respondents said no.

The table 5.22, figure 18 reveals the ways advertisement influenced the respondents. It is clear from the figure that out of total 100 respondents, the maximum respondents (51 per cent) in positive impression advertisement influenced the respondents, followed by the respondents better recall (22 per cent), followed by interest (14 per cent) and (13 per cent) respondents said advertisement have no impact.

The table 5.23, figure 19 represents the factors influenced preference of respondents for Patanjali Ayurved food products. The figure shows that out of total 100 samples, the maximum respondents (29 per cent) influenced by family, followed by the respondents (24 per cent) by advertisement, followed by the respondents (19 per cent) influenced by friends and (10 per cent) respondents by no factor.

The table 5.24, figure 20 represents the factors influenced preference of respondents for ITC food products. The figure shows that out of total 100 samples, the maximum respondents (38 per cent) influenced by advertisement, followed by the respondents (25 per cent) by no factor, followed by the respondents (7 per cent) influenced by friends and (5 per cent) respondents by family

Table 5.15: Respondents think Patanjali Ayurved can be triumphant over all its competitors

Response	Respondents (%thinks)
Yes	56
No	34
Haven't thought about that	10
Total	100

Note: Patanjali Ayurved; 25, ITC; 18, Both; 57

Table 5.16: Respondents think ITC can be triumphant over all its competitors

Response	Respondents (%thinks)
Yes	48
No	18
Haven't thought about that	34
Total	100

Table 5.17: Last time purchased any Patanjali Ayurved food product

Response	Respondents (%purchase)
Within a week	58
1 month	24
1-4 month	6
Above 4 month	12
Total	100

Note: Patanjali Ayurved; 25, ITC; 18, Both; 57

Table 5.18: Last time purchased any ITC food product

Response	Respondents (%purchase)
Within a week	60
1 month	15
1-4 month	13
Above 4 month	12
Total	100

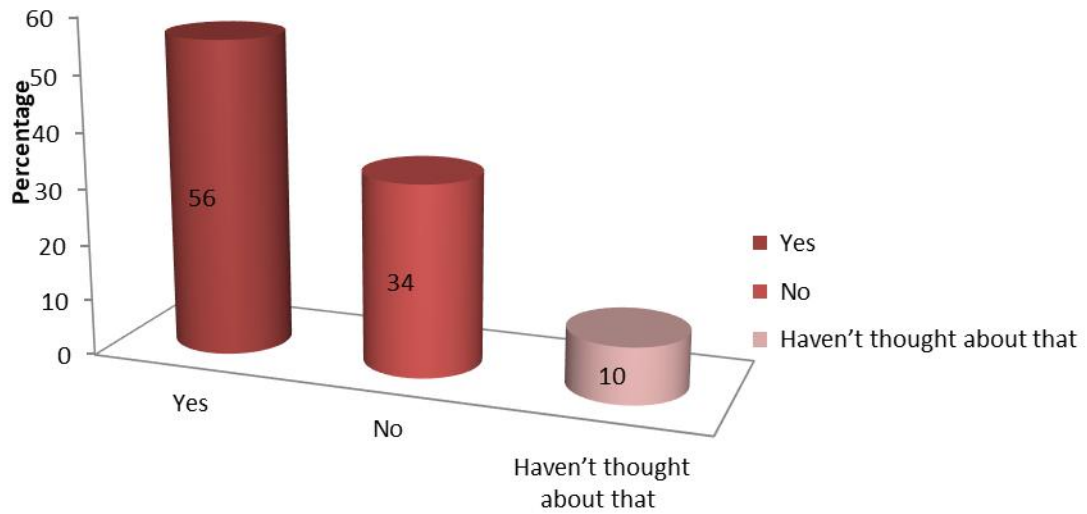


Figure 11: Respondents think Patanjali can be triumphant over all its competitors

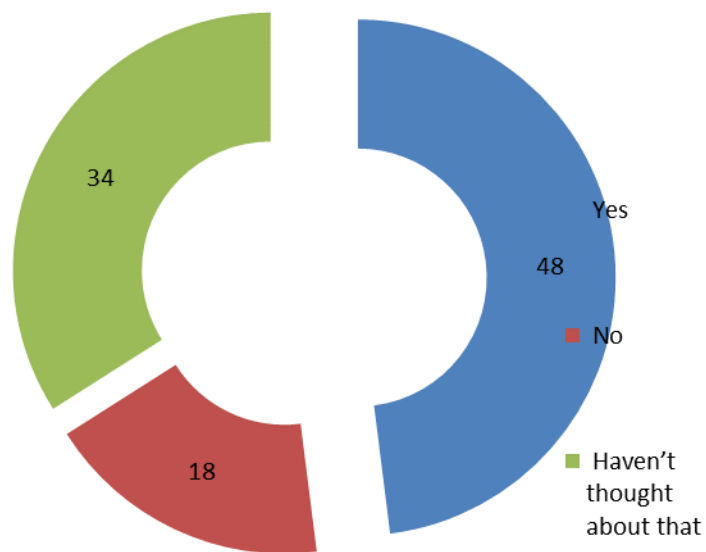


Figure 12: Respondents think ITC can be triumphant over all its competitors

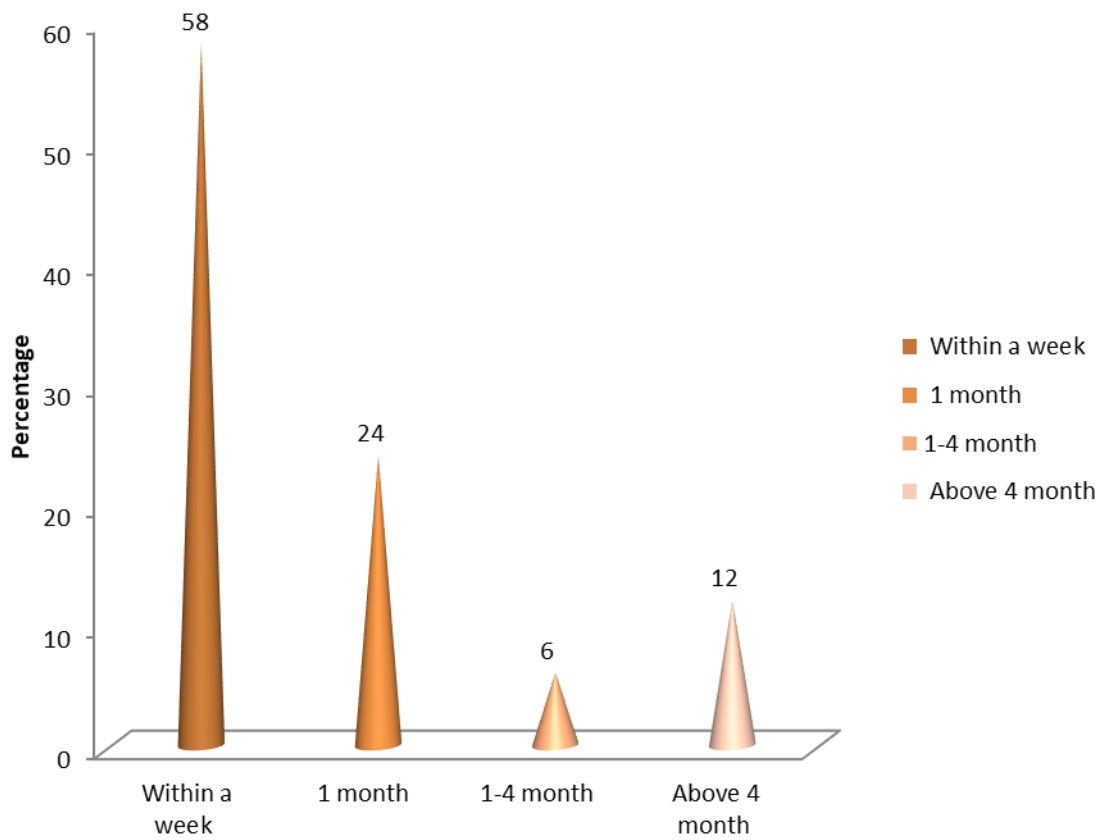


Figure 13: Last time purchase of any Patanjali food products

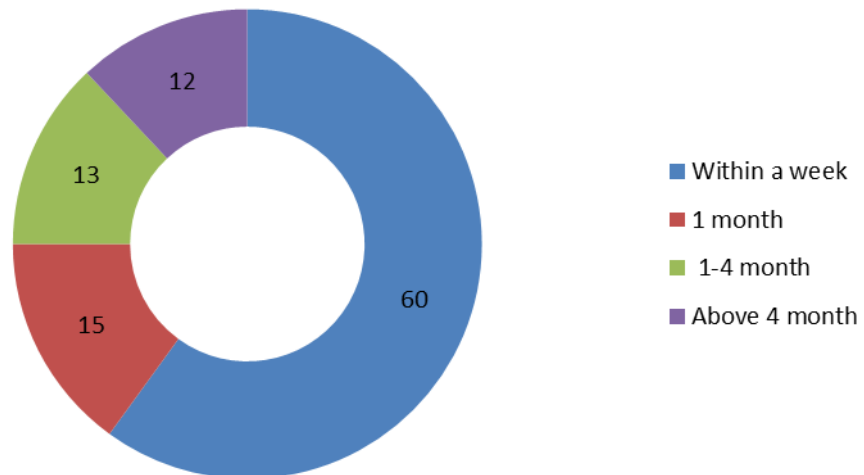


Figure 14: Last time purchase of any ITC food products

Table 5.19: Any role play by advertisement towards brand preference

Response	Respondents (%role)
Yes	94
No	6
Total	100

Table 5.20: Recent purchase of any Patanjali food product after coming across advertisement

Response	Respondents (%purchase)
Yes	56
No	44
Total	100

Note: Patanjali Ayurved; 25, ITC; 18, Both; 57

Table 5.21: Recent purchase of any ITC food product after coming across advertisement

Response	Respondents (%purchase)
Yes	68
No	32
Total	100

Note: Patanjali Ayurved; 25, ITC; 18, Both; 57

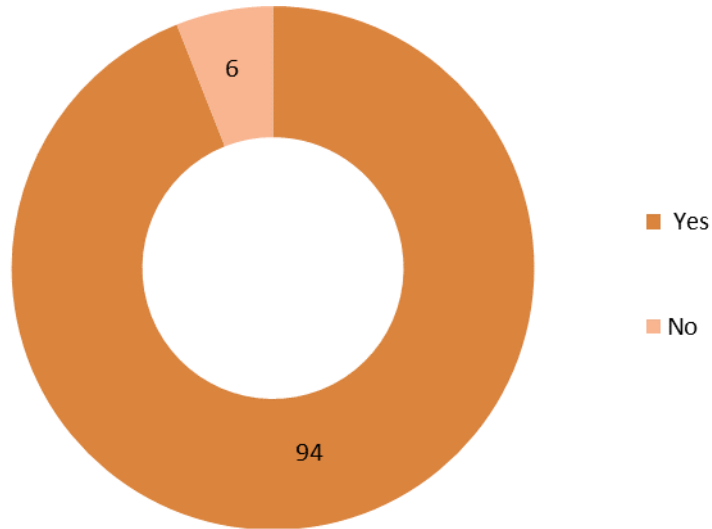


Figure 15: Represents role play by advertisement towards brand preference

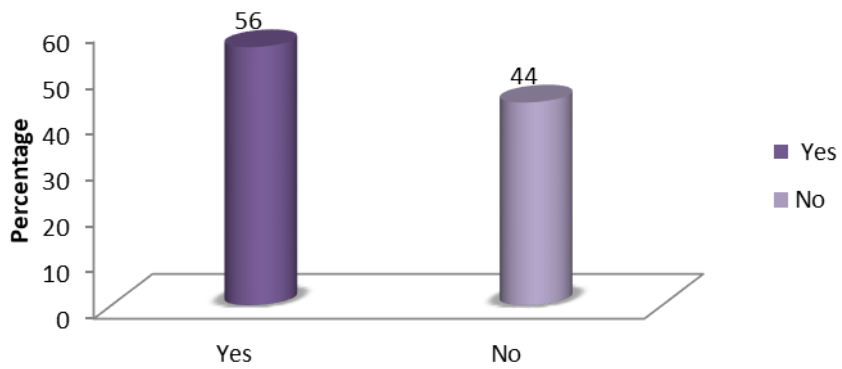


Figure 16: Recently purchase of Patanjali food product after coming across advertisement

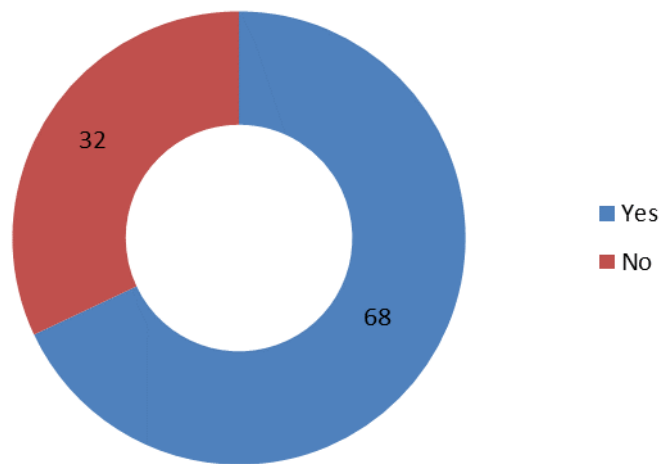


Figure 17: Recently purchase of ITC food product after coming across advertisement

Table 5.22: Way advertisement influenced the respondents

Response	Respondents (%influenced)
Better recall	22
Positive impression	51
Interest	14
No impact	13
Total	100

Note: Patanjali Ayurved; 25, ITC; 18, Both; 57

Table 5.23: Factors influenced preference for Patanjali Ayurved food products

Response	Respondents (%factors)
Family	29
Friends	19
Advertisement	24
No factor	10
Total	82

Note: Patanjali Ayurved; 25, ITC; 18, Both; 57

Table 5.24: Factors influenced preference for ITC food products

Response	Respondents (%factors)
Family	5
Friends	7
Advertisement	38
No factor	25
Total	75

Note: Patanjali Ayurved; 25, ITC; 18, Both; 57

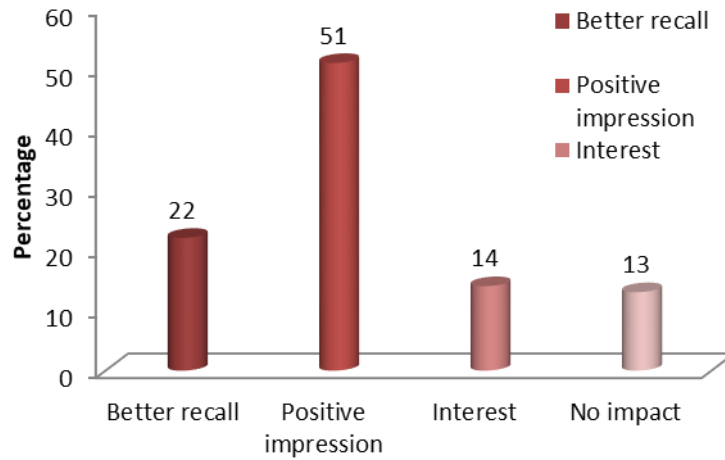


Figure 18: Represents the ways advertisement influenced the respondents

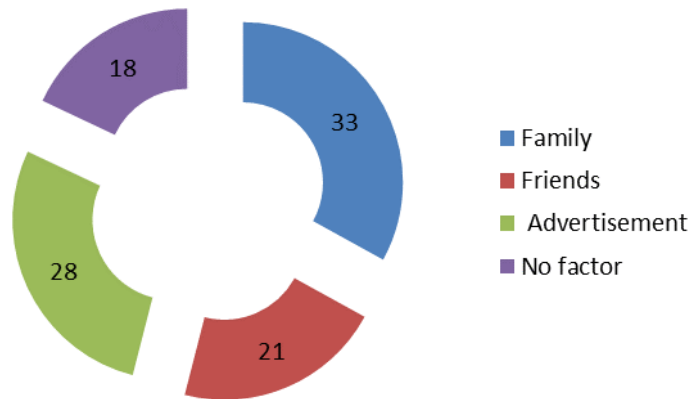


Figure 19: Factors influence preference for Patanjali food products

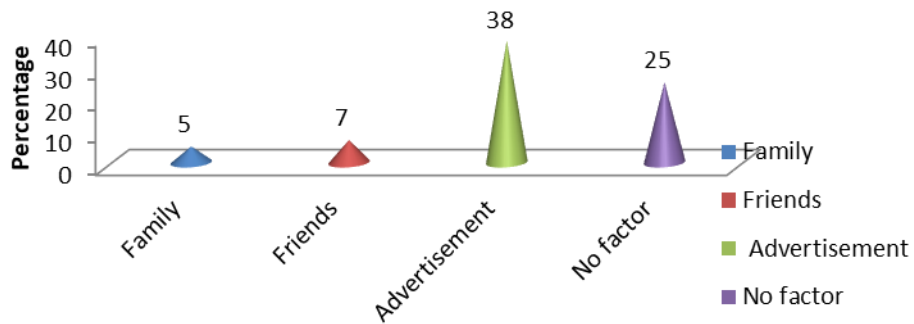


Figure 20: Factors influence preference for ITC food products

5.5 To compare the consumer satisfaction level towards selected food products

The table 5.25 represents the scaling of the Patanjali Ayurved food products by the respondents in sample area depicted that among the various factor, the result represents that for wheat flour price is most satisfactory factor with percentage of 17.07 highly satisfied and 67.08 satisfied, for noodles ghee, juice and salt again price is most satisfactory factor with percentage of 19.51, 23.17, 10.97, 17.07 respectively highly satisfied and 73.17, 58.53, 67.70, 57.31 respectively satisfied. The result of the table concluded that in the sample area, the most satisfactory factor for wheat flour quality is ranked highest, followed by price, third ranked as given by respondents is availability, followed by packaging on fourth rank. For noodles price is ranked highest, followed by quality, third ranked as given by respondents is availability, followed by packaging on fourth rank. For ghee price is ranked highest, followed by quality, third ranked as given by respondents is availability, followed by packaging on fourth rank. For juice price is ranked highest, followed by quality, third ranked as given by respondents is packaging, followed by availability on fourth rank. For salt price is ranked highest, followed by availability, third ranked as given by respondents is quality, followed by packaging on fourth rank.

The table 5.26 represents the scaling of the ITC food products by the respondents in sample area depicted that among the various factor, the result represents that for wheat flour availability is most satisfactory factor with percentage of 54.67 highly satisfied and 32.00 satisfied, for noodles and ghee again price is most satisfactory factor with percentage of 53.34, 25.34 respectively highly satisfied and 34.66, 60.00 respectively satisfied. For juice and salt price is most satisfactory factor with percentage 26.60, 26.67 respectively highly satisfied and 64.00, 60.00 respectively satisfied. The result of the table concluded that in the sample area, the most satisfactory factor for wheat flour availability is ranked highest, followed by price, third ranked as given by respondents is quality, followed by packaging on fourth rank. For noodles availability is ranked highest, followed by price, third ranked as given by respondents is packaging, followed by quality on fourth rank. For ghee availability is ranked highest, followed by quality, third ranked as given by respondents is packaging, followed by price on fourth rank. For juice price is ranked highest, followed by availability, third ranked as given by respondents is packaging, followed by quality on fourth rank. For salt price is ranked highest, followed by quality & availability and followed by packaging on last rank.

The table 5.27, figure 21 reveals the respondents think Patanjali Ayurved food products are better than other food products. The figure shows that out of total 100 samples, the maximum respondents (68 per cent) said yes Patanjali Ayurved food products are better than other food products, followed by the respondents said no (18 per cent), followed by (14 per cent) respondents said haven't thought about that.

The table 5.28, figure 22 reveals the respondents think ITC food products are better than other food products. The figure shows that out of total 100 samples, the maximum respondents (58 per cent) said yes ITC food products are better than other food products, followed by the respondents said no (25 per cent), followed by (17 per cent) respondents said haven't thought about that.

The table 5.29, figure 23 reveals the respondents like to switch to other brand for some promotional schemes. The figure shows that out of total 100 samples, the maximum respondents (43 per cent) said yes they like to switch to other brand for some promotional schemes, followed by the respondents said no (45 per cent), followed by (12 per cent) respondents said haven't thought about that.

The table 5.30, figure 24 reveals the factors in respective of switching to other brand instead of Patanjali Ayurved. The figure shows that out of total 18 samples, the maximum respondents (14 per cent) said quality, followed by the respondents (4 per cent) for price.

The table 5.31, figure 25 reveals the factors in respective of switching to other brand instead of ITC. The figure shows that out of total 30 samples, the maximum respondents (13 per cent) said price, followed by the respondents (5 per cent) for discounts, followed by the respondents (4 per cent) for quality and (3 per cent) respondents said they will switch to other brand for more benefits.

Table 5.25: Scaling of the Patanjali Ayurved food products (in %)

Wheat flour					
Factors	Highly Satisfied (5)	Satisfied (4)	Neither satisfied nor dissatisfied (3)	Dissatisfied (2)	Highly Dissatisfied (1)
Price	20	44	7	11	0
	24.40	53.66	8.53	13.41	0.00
Quality	14	55	8	5	0
	17.07	67.08	9.75	6.10	0.00
Availability	19	47	13	0	3
	23.17	57.31	15.86	0.00	3.66
Packaging	12	44	24	2	0
	14.63	53.66	29.27	2.44	0.00
Noodles					
Factors	Highly Satisfied (5)	Satisfied (4)	Neither satisfied nor dissatisfied (3)	Dissatisfied (2)	Highly Dissatisfied (1)
Price	16	60	3	3	0
	19.51	73.17	3.66	3.66	0.00
Quality	15	54	10	3	0
	18.30	65.85	12.19	3.66	0.00
Availability	19	42	17	4	0
	23.17	51.22	20.73	4.88	0.00
Packaging	9	49	16	5	3
	10.98	59.76	19.51	6.09	3.66
Ghee					
Factors	Highly Satisfied (5)	Satisfied (4)	Neither satisfied nor dissatisfied (3)	Dissatisfied (2)	Highly Dissatisfied (1)
Price	19	48	9	5	1
	23.17	58.53	10.98	6.10	1.22
Quality	12	52	15	3	0
	14.63	63.41	18.30	3.66	0.00
Availability	19	43	16	3	1
	23.17	52.44	19.51	3.66	1.22
Packaging	19	29	30	4	0
	23.17	35.36	36.59	4.88	0.00
Juices					
Factors	Highly Satisfied (5)	Satisfied (4)	Neither satisfied nor dissatisfied (3)	Dissatisfied (2)	Highly Dissatisfied (1)
Price	9	55	15	3	0
	10.97	67.07	18.30	3.66	0.00
Quality	15	45	19	3	0

	18.30	54.87	23.17	3.66	0.00
Availability	14	34	16	18	0
	17.07	41.46	19.51	21.96	0.00
Packaging	11	44	24	3	0
	13.41	53.66	29.27	3.66	0.00
Salt					
Factors	Highly Satisfied (5)	Satisfied (4)	Neither satisfied nor dissatisfied (3)	Dissatisfied (2)	Highly Dissatisfied (1)
Price	14	47	13	4	4
	17.07	57.31	15.86	4.88	4.88
Quality	12	38	28	4	0
	14.63	46.35	34.14	4.88	0.00
Availability	12	44	19	4	3
	14.63	53.66	23.17	4.88	3.66
Packaging	11	30	38	3	0
	13.41	36.59	46.34	3.66	0.00

Table 5.26: Scaling of the ITC food products (in%)

Wheat flour					
Factors	Highly Satisfied (5)	Satisfied (4)	Neither satisfied nor dissatisfied (3)	Dissatisfied (2)	Highly Dissatisfied (1)
Price	18	44	12	0	1
	24.00	58.67	16.00	0.00	1.33
Quality	16	45	10	4	0
	21.34	60.00	13.33	5.33	0.00
Availability	41	24	9	0	1
	54.67	32.00	12.00	0.00	1.33
Packaging	20	38	15	2	0
	26.67	50.67	20.00	2.66	0.00
Noodles					
Factors	Highly Satisfied (5)	Satisfied (4)	Neither satisfied nor dissatisfied (3)	Dissatisfied (2)	Highly Dissatisfied (1)
Price	19	48	7	1	0
	25.34	64.00	9.33	1.33	0.00
Quality	16	40	15	4	0
	21.33	53.34	20.00	5.33	0.00
Availability	40	26	9	0	0
	53.34	34.66	12.00	0.00	0.00
Packaging	17	44	12	2	0

	22.67	58.67	16.00	2.66	0.00
Ghee					
Factors	Highly Satisfied (5)	Satisfied (4)	Neither satisfied nor dissatisfied (3)	Dissatisfied (2)	Highly Dissatisfied (1)
Price	11	45	14	3	2
	14.67	60.00	18.67	4.00	2.66
Quality	16	47	12	0	0
	21.34	62.66	16.00	0.00	0.00
Availability	19	45	11	0	0
	25.34	60.00	14.66	0.00	0.00
Packaging	12	45	15	3	0
	16.00	60.00	20.00	4.00	0.00
Juices					
Factors	Highly Satisfied (5)	Satisfied (4)	Neither satisfied nor dissatisfied (3)	Dissatisfied (2)	Highly Dissatisfied (1)
Price	20	48	7	0	0
	26.67	64.00	9.33	0.00	0.00
Quality	12	48	13	2	0
	16.00	64.00	17.34	2.66	0.00
Availability	43	23	8	1	0
	57.33	30.67	10.67	1.33	0.00
Packaging	20	41	13	1	0
	26.67	54.67	17.33	1.33	0.00
Salt					
Factors	Highly Satisfied (5)	Satisfied (4)	Neither satisfied nor dissatisfied (3)	Dissatisfied (2)	Highly Dissatisfied (1)
Price	20	47	8	0	0
	26.67	62.66	10.67	0.00	0.00
Quality	14	46	14	1	0
	18.67	61.33	18.67	1.33	0.00
Availability	18	42	12	3	0
	24.00	56.00	16.00	4.00	0.00
Packaging	12	39	24	0	0
	16.00	52	32.00	0.00	0.00

Table 5.27: Patanjali Ayurved food products better than other food products

Response	Respondents (%thinks better)
Yes	68
No	18
Haven't thought about that	14
Total	100

Note: Patanjali Ayurved; 25, ITC; 18, Both; 57

Table 5.28: ITC food products better than other food products

Response	Respondents (%thinks better)
Yes	53
No	13
Haven't thought about that	34
Total	100

Note: Patanjali Ayurved; 25, ITC; 18, Both; 57

Table 5.29: Respondents like to switch to other brand for some promotional schemes

Response	Respondents (%switch)
Yes	43
No	45
Haven't thought about that	12
Total	100

Note: Patanjali Ayurved; 25, ITC; 18, Both; 57

Table 5.30: Factors in respective of switching to other brand instead of Patanjali Ayurved

Response	Respondents (%factors)
Price	4
Quality	14
Discounts	0
More benefit	0
Total	18

Note: Patanjali Ayurved; 25, ITC; 18, Both; 57

Table 5.31: Factors in respective of switching to other brand instead of ITC

Response	Respondents (%factors)
Price	13
Quality	4
Discounts	5
More benefit	3
Total	25

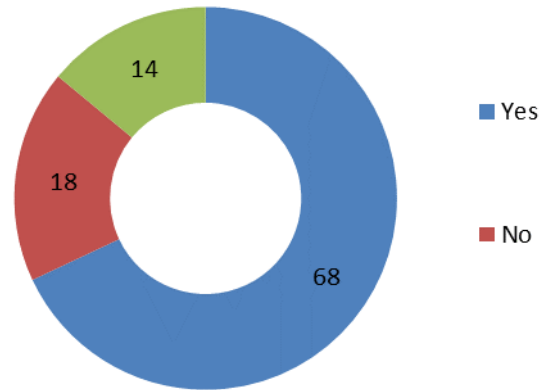


Figure 21: Respondents think Patanjali food products are better than others

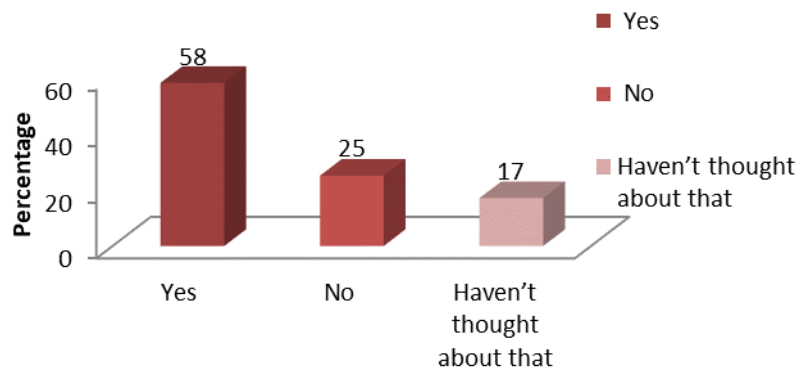


Figure 22: Respondents think ITC food products are better than others

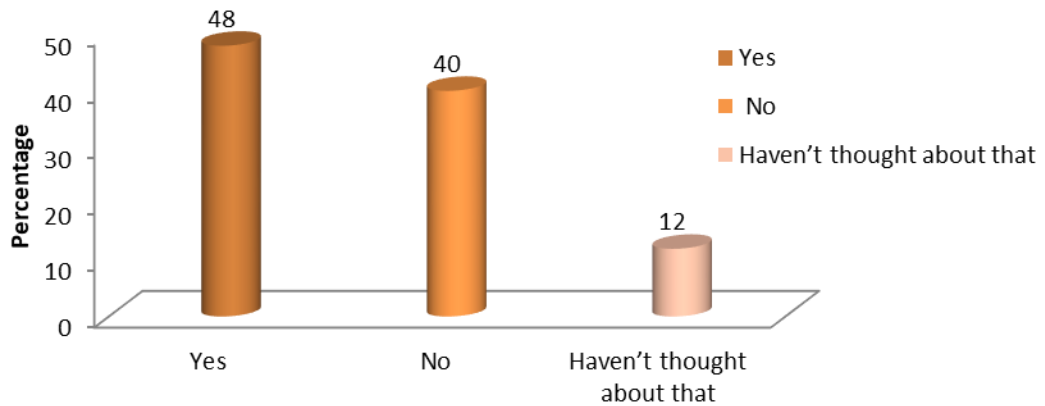


Figure 23: Respondents like to switch to other brand

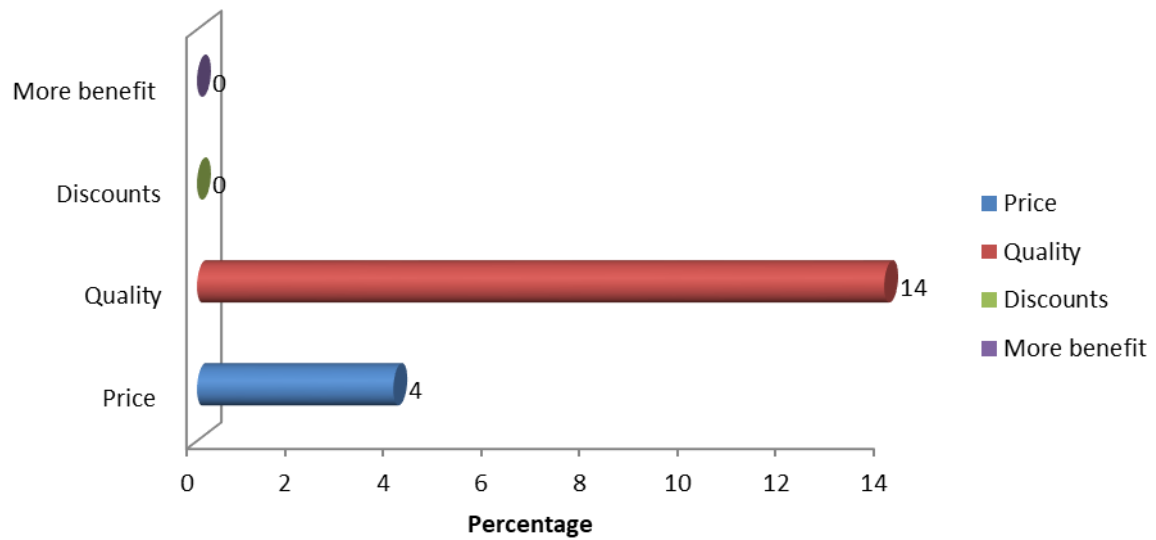


Figure 24: Factors in respective of switching to other brand instead of Patanjali

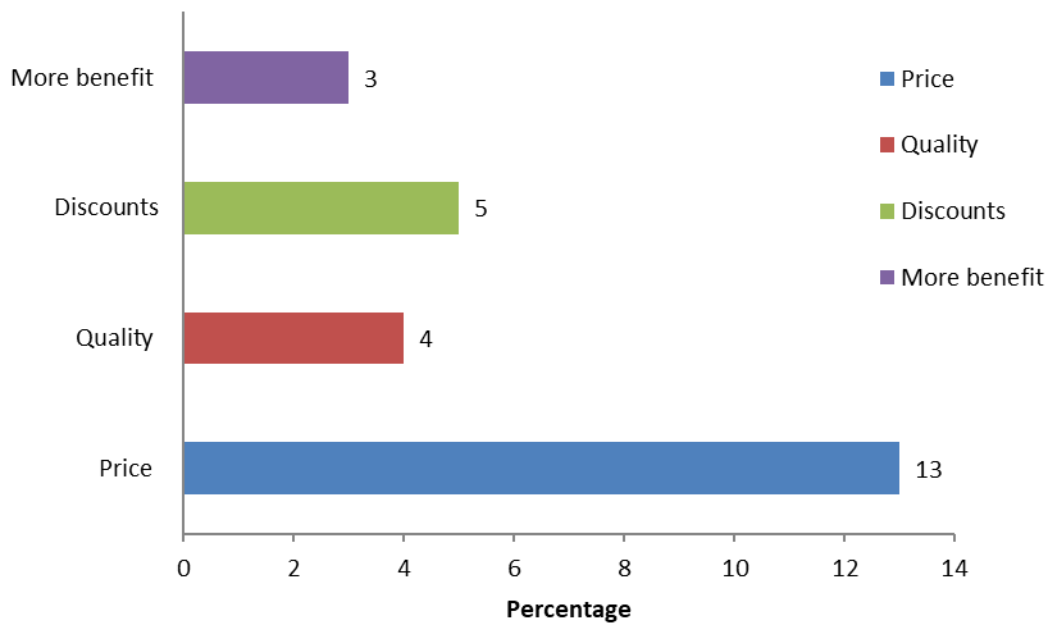


Figure 25: Factors in respective of switching to other brand instead of ITC

The table 5.32, figure 26 represents the scaling of Patanjali food products by the respondents on different parameters. On a scale of 1-4, for overall quality highest, followed by value ranked, third ranked as given by respondents is purchase experience, followed by usage experience on fourth rank.

The table 5.33, figure 27 represents the scaling of ITC food products by the respondents on different parameters. On a scale of 1-4, for overall value highest, followed by usage experience & quality ranked, followed by purchase experience on fourth rank.

The table 5.34, figure 28 reveals the overall satisfied of respondents with the food products of Patanjali Ayurved. It is clear from the figure that out of total 100 respondents, the maximum respondents (48 per cent) were highly satisfied, followed by the respondents satisfied (34 per cent), followed by neither satisfied nor dissatisfied interest (11 per cent) and (7 per cent) dissatisfied.

The table 5.35, figure 29 represents the overall satisfied of respondents with the food products of ITC. It is clear from the figure that out of total 100 respondents, the maximum respondents (49 per cent) were satisfied, followed by the respondents (26 per cent), followed by neither satisfied nor dissatisfied interest (17 per cent) and (8 per cent) dissatisfied.

The table 5.36, figure 30 represents the respondents experience with product, likely to buy Patanjali food products again. The figure shows that out of total 100 respondents, the maximum respondents definitely will (54 per cent), followed by the respondents might or might not (28 per cent), followed by probably will (11 per cent), followed by (5 per cent) probably will not and definitely will not (2 per cent).

The table 5.37, figure 31 represents the respondents experience with product, likely to buy ITC food products again. The figure shows that out of total 100 respondents, the maximum respondents definitely will (49 per cent), followed by probably will (26 per cent), followed by the respondents might or might not (17 per cent), followed by probably will not (6 per cent) and (2 per cent) definitely will not.

The table 5.38, figure 32 represents the respondents experience with product, like to recommend brand to a friend. The figure shows that out of total 100 respondents, the maximum respondents definitely will (56 per cent), followed by probably will (23 per cent), followed by the respondents might or might not (17 per cent), followed by (4 per cent) definitely will not.

Table 5.32: Scaling of Patanjali Ayurved food products

Factors	Miserably	Somewhat Satisfactory	Very Satisfactory	Delightfully
	(1)	(2)	(3)	(4)
Overall quality	7	50	21	4
	8.53	60.99	25.60	4.88
Value	16	44	19	3
	19.51	53.66	23.18	3.65
Purchase experience	16	42	20	4
	19.51	51.21	24.40	4.88
Usage experience	11	33	34	4
	13.41	40.24	41.46	4.88

Note: Patanjali Ayurved; 25, ITC; 18, Both; 57

Table 5.33: Scaling of ITC food products

Factors	Miserably	Somewhat Satisfactory	Very Satisfactory	Delightfully
	(1)	(2)	(3)	(4)
Overall quality	8	44	21	2
	10.67	58.67	28	2.66
Value	7	44	22	2
	9.33	58.67	29.34	2.66
Purchase experience	12	20	42	1
	16.00	26.67	56.00	1.33
Usage experience	7	43	20	5
	9.33	57.33	26.67	6.67

Note: Patanjali Ayurved; 25, ITC; 18, Both; 57

Table 5.34: Respondents overall satisfied with the food products of Patanjali Ayurved

Response	Respondents (%satisfied)
Highly Satisfied	48
Satisfied	34
Neither satisfied nor dissatisfied	11
Dissatisfied	7
Highly Dissatisfied	0
Total	100

Note: Patanjali Ayurved; 25, ITC; 18, Both; 57

Table 5.35: Respondents overall satisfied with the food products of ITC

Response	Respondents (%satisfied)
Highly Satisfied	26
Satisfied	49
Neither satisfied nor dissatisfied	17
Dissatisfied	8
Highly Dissatisfied	0
Total	100

Note: Patanjali Ayurved; 25, ITC; 18, Both; 57

Table 5.36: Respondents experience with product, likely to buy Patanjali food products again

Response	Respondents (%buy again)
Definitely will	54
Probably will	28
Might or might not	11
Probably will not	5
Definitely will not	2
Total	100

Note: Patanjali Ayurved; 25, ITC; 18, Both; 57

Table 5.37: Respondents experience with product likely to buy ITC food products again

Response	Respondents (%buy again)
Definitely will	49
Probably will	26
Might or might not	17
Probably will not	6
Definitely will not	2
Total	100

Note: Patanjali Ayurved; 25, ITC; 18, Both; 57

Table 5.38: Respondents experience with product like to recommend brand to a friend

Response	Respondents (%recommend)
Definitely will	56
Probably will	23
Might or might not	17
Probably will not	0
Definitely will not	4
Total	100

Note: Patanjali Ayurved; 25, ITC; 18, Both; 57

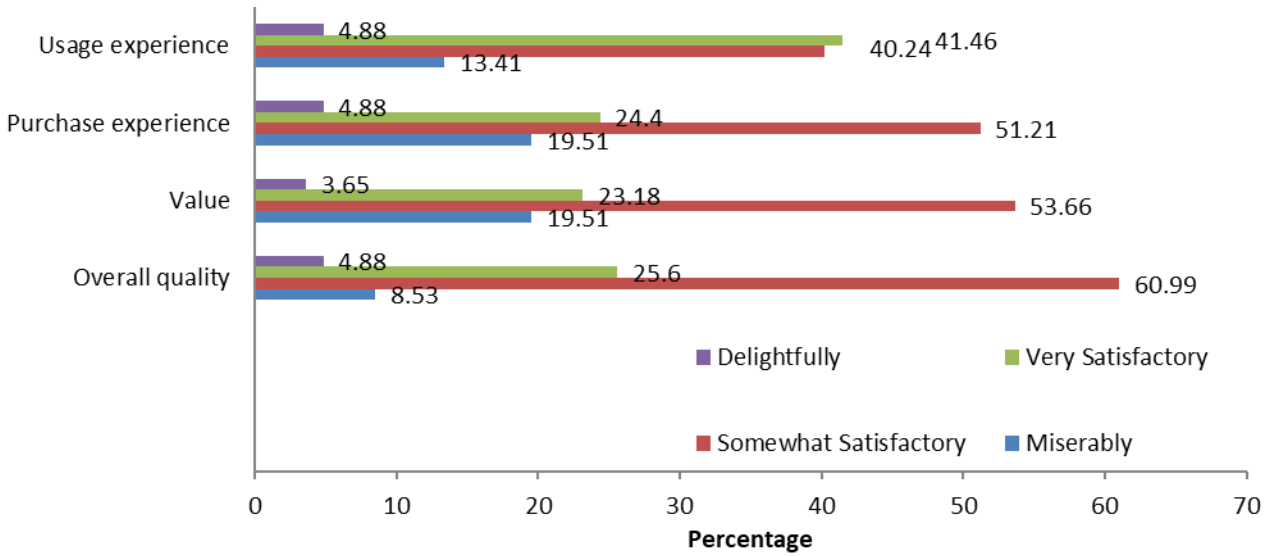


Figure 26: Scaling of Patanjali food products

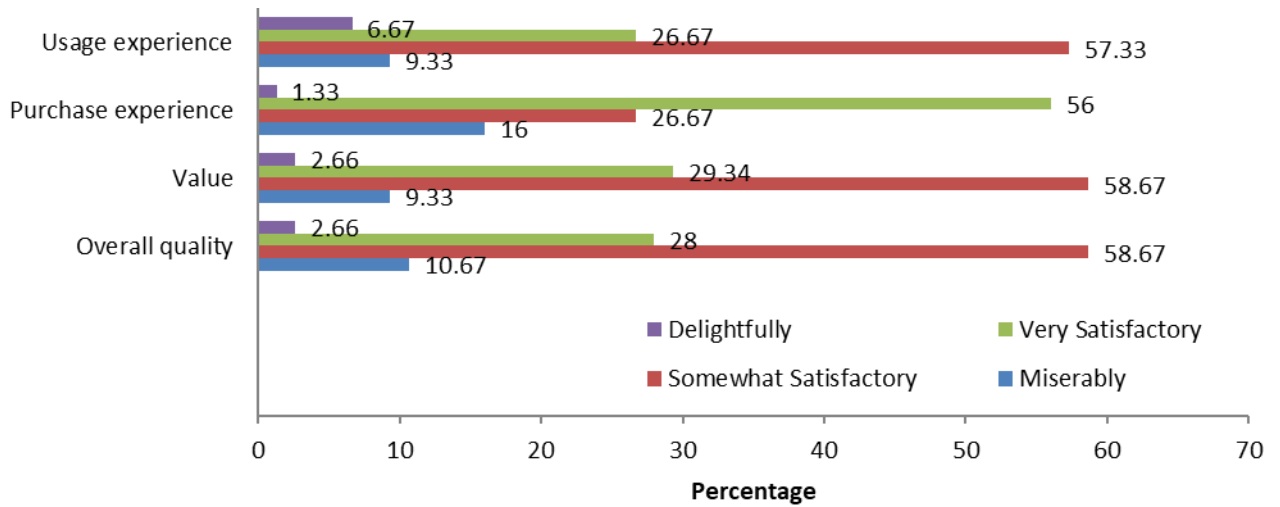


Figure 27: Scaling of ITC food products

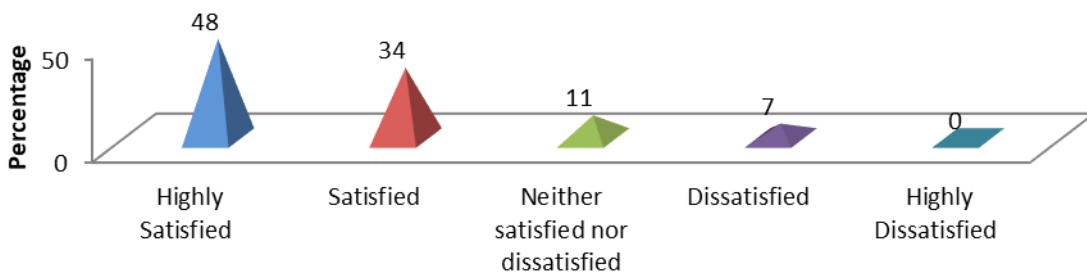


Figure 28: Overall satisfied respondents with the food products of Patanjali

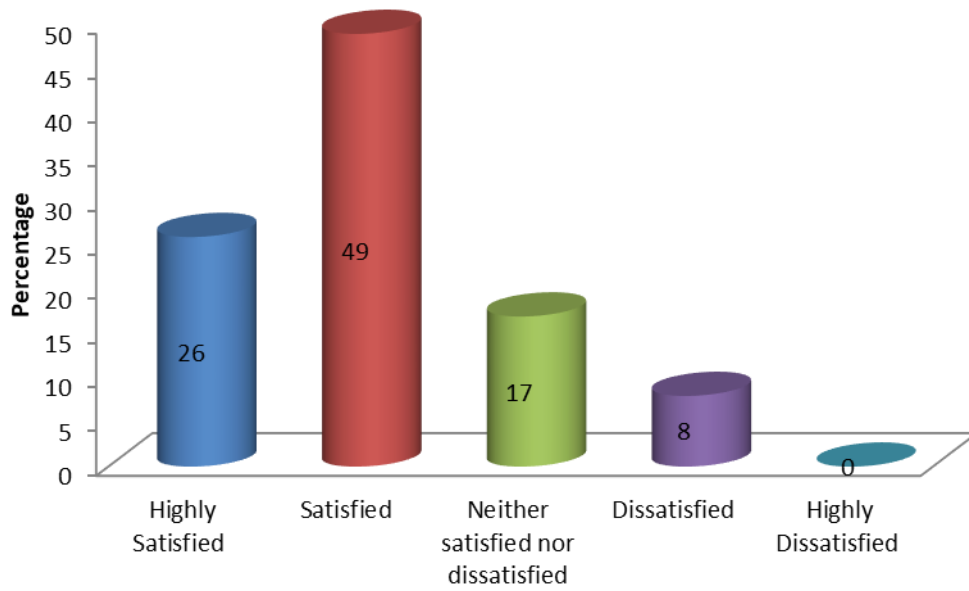


Figure 29: Overall satisfied respondents with the food products of ITC

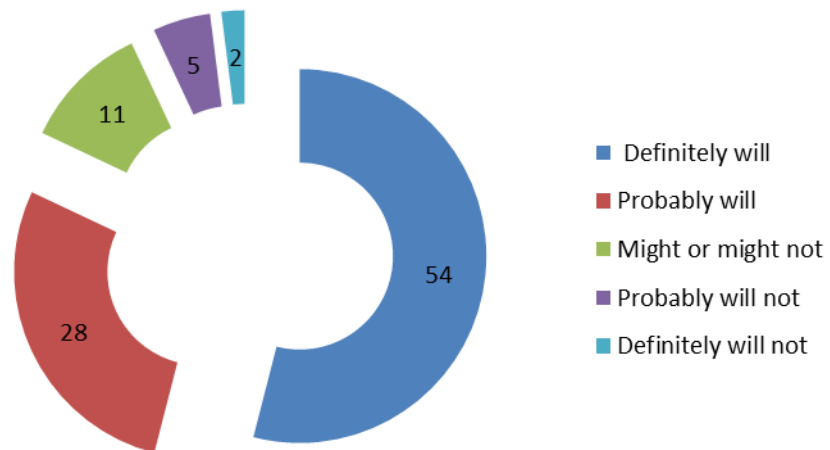


Figure 30: Experience with product likely to buy Patanjali food products again

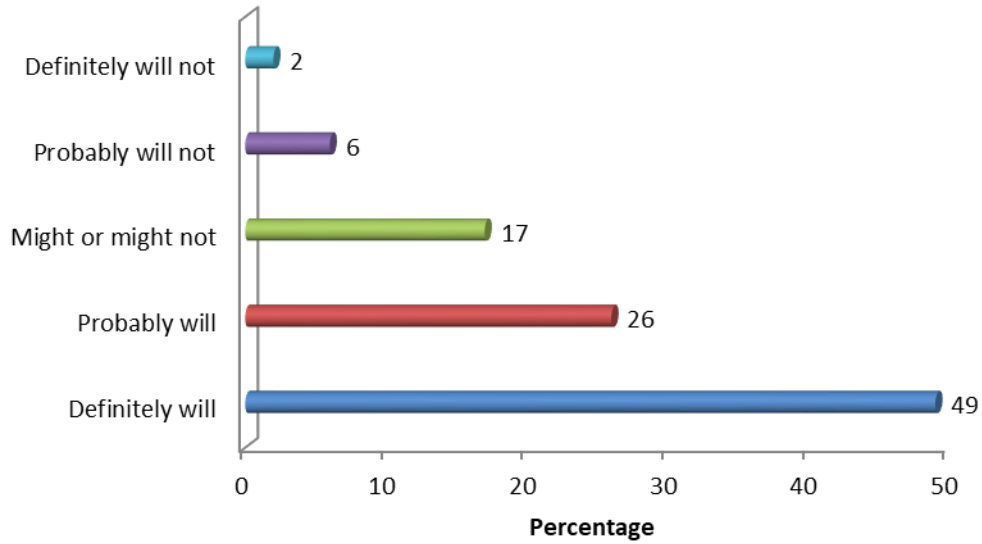


Figure 31: Experience with product likely to buy ITC food products again

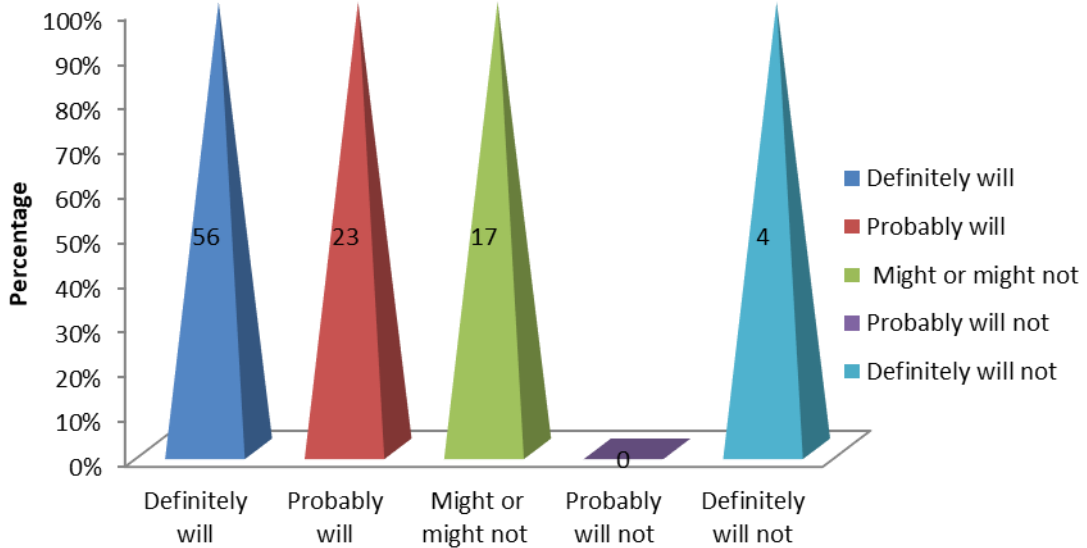


Figure 32: Experience with product like to recommend brand to a friend

Chapter VI

Summary and Conclusion

SUMMARY AND CONCLUSION

6.1 Summary

The project entitled “**Customer satisfaction towards selected food products: A comparative study of brands**” was carried out in Jammu region in 2018. A total of 100 sample respondents were selected from the sample area. The information was collected from in the sample area. The data collected was subject to analysis for examining the objectives of investigation. The finding of the present investigation has been briefly summarized in this chapter.

6.1.1 To examine inventories of selected brands.

Inventory is the raw materials, work in process products and finished goods that are considered to be the portion of business’s assets that are ready or will be ready for sale. A well-defined inventory control policies can reduce the labour costs associated with managing the inventory. It revealed that after examination of inventories of both selected brands that there is constant increase in the inventories of the Patanjali Ayurved from past few years as it were ₹170 crore in 2013-14, reached ₹735 crore in year 2016-17 and on the other hand ITC have larger inventories and reached ₹8,519 crore in 2015-16, in year 2016-17 inventories were ₹7,863 crore which decrease as compare to previous year due to the increased demand of Patanjali Ayurved products in the market.

6.1.2 To study the consumer buying behaviour towards selected food products.

Consumer buying behaviour includes the actions, thought process and perceived outcome during the course of making a decision which results in a purchase. It is revealed from the study that consumers prefer to buy small packed items juice which is ranked highest, followed by salt on occasional bases for both Patanjali Ayurved and ITC food products and product with higher quantity like wheat and ghee are purchased on monthly bases. It also reveals that most of the consumers of selected food products of the both brands are loyal and frequent buyers of the products purchase any food product within a week (58 per cent) each.

6.1.3 To know the source of consumer preference.

A consumer preference involves how consumer selects goods and services among different options available in the market. It revealed that the source of consumer preference for the Patanjali Ayurved is maximum influenced by family (33 per cent) and the source of

consumer preference for ITC food products maximum influenced by the advertisement (46 per cent). The study also revealed 94 per cent of respondents agreed on that advertisement play role in brand preference.

6.1.4 To compare the consumer satisfaction level towards selected food products.

The selected food products of both the brands are one of the best in the market and faces huge competition from each other and other players of the market. Among all the factors for wheat flour, noodles, ghee, juice and salt the respondents have picked following respectively quality and price, price and quality, price and quality, price and quality, price and availability of Patanjali Ayurved the most time for providing satisfaction. Among all the factors for wheat flour, noodles, ghee, juice and salt the respondents have picked following respectively availability and price, availability and price, availability and quality, price and availability, price and quality of ITC the most time for providing satisfaction. Customers were mainly highly satisfied (40 per cent) with the food products of Patanjali Ayurved. Customers were mainly satisfied (49 per cent) with the food products of ITC.

Conclusion

The present study was carried out with the main aim to study the customer satisfaction towards the selected food products of selected brands. The aim of the study was to examine inventories of selected brands, to know the consumer buying behavior, source of consumer preference & satisfaction level towards selected food products in Jammu. It is revealed from the study

- That maximum of the respondents are in the income range of ₹10,000-20,000 and mostly the respondents were among 21-30 year of age.
- About 25 per cent respondents use Patanjali Ayurved food products, 18 per cent respondents use ITC food products and 57 per cent respondent use both food products.
- Regarding the easily availability, it was revealed from the study that the both selected food product brands were available under 1 km. Regarding factor for switching to other brand the response of maximum respondents was quality.
- It is revealed from the study that the ways advertisement influenced the respondents in positive impression as response of most of the respondents was positive. Regarding the better than other food products most of the respondents response was Patanjali Ayurved.

- It is revealed from the study that maximum of the customers rated first value and purchase experience of Patanjali Ayurved food products satisfactory. The maximum of the customers rated first overall quality of ITC food products satisfactory.
- Regarding the experience with product of Patanjali Ayurved and ITC food products customers likes to buy again the maximum response of respondent were defiantly will.
- It is revealed from the study that 56 per cent respondents thinks Patanjali Ayurved food products can triumphant over all its competitors and 48 per cent respondents thinks ITC food products can triumphant over all its competitors .
- About 56 per cent respondents choose they definitely will recommend this product to a friend after experience with product.

Recommendation:

- FMCG companies should adopt the strategy to make good relations with customers by satisfying their requirements, understanding their preferences, etc.
- Price and quality are the criteria for purchasing decision & influences purchase of food products, it is recommended to pursue the low-price strategy and better quality.
- Consumers prefer branded products so it suggested that the companies should built a strong brand image and proper promotional strategies of their products.
- Since majority of the respondents brand preference is determined by the family as well as majority of the respondents buying decision influenced by the advertisement, it is suggested that FMCG company can go for advertisements targeting the Chief Wage Earner of the family i.e. leader of the family.
- Customers prefer ayurvedic products more as compared to commercial products so FMCG companies should manufacture ayurvadic food products as far as they can.

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Appendix

APPENDIX



Sher-e-Kashmir University of Agricultural Science & Technology, Jammu Division of Agricultural Economics and ABM

Customer satisfaction towards selected food products: A comparative study of brands QUESTIONNAIRE/SCHEDULE

Respected respondents,

I am student of Sher-e-Kashmir University of Agricultural Science & Technology of Jammu, conducting survey on **Customer satisfaction towards selected food products: A comparative study of brands**. All the data be kept confidential and will be used just for fulfilling the main objectives of the project.

I request you to tick the option which your opinion believes to be true.

Demographics:

1. Personal Details

Name	
Address	

2. Age

- a) Below 20 ()
- b) 21-30 years ()
- c) 31-40 years ()
- d) Above 40 ()

3. Gender

- a) Male ()
- b) Female ()

4. Marital Status

- a) Married ()
- a) Unmarried ()

5. Occupational Status

- a) Student ()
- b) House Wife ()
- c) Employed ()
- d) Business ()

6. Monthly Income

- a) Up to 5000 ()
- b) 5000-10000 ()
- c) 10000-20000 ()
- d) Above 20000 ()

7. Number of members in family

- a) 2 ()
- b) 2 to 4 ()
- c) 4 to 6 ()
- d) Above 6 ()

8. Do you use Patanjali Ayurved Food Products?

- a) Yes ()
- b) No ()

If no please give reason to it. -

9. Do you use ITC Food Products?

- a) Yes ()
- b) No ()

If no please give reason to it. -

10. Mention the frequency of purchase for the following mentioned Patanjali Ayurved food products.

Patanjali food items	Daily basis (5)	weekly (4)	monthly (3)	yearly (2)	Occasionally (1)
Wheat flour					
Noodles					
Ghee					
Juices					
Salt					

11. Mention the frequency of purchase for the following mentioned ITC food products.

ITC food items	Daily basis (5)	weekly (4)	monthly (3)	yearly (2)	Occasionally (1)
Wheat flour					
Noodles					
Ghee					
Juices					
Salt					

12. Is Patanjali Ayurved food products easily available in your nearby?

- a) Under 1 km ()
- b) 1-2 km ()
- c) 2-4 km ()
- d) More than 4 km ()

13. Is ITC food products easily available in your nearby?

- a) Under 1 km ()
- b) 1-2 km ()
- c) 2-4 km ()
- d) More than 4 km ()

14. Do you think Patanjali Ayurved can be triumphant over all its competitors?

- a) Yes ()
- b) No ()
- c) Haven't thought about that ()

15. Do you think ITC can be triumphant over all its competitors?

- a) Yes ()
- b) No ()
- c) Haven't thought about that ()

16. Scale the following Patanjali Ayurved food products?

1. Wheat flour					
	Highly Satisfied (5)	Satisfied (4)	Neither satisfied nor dissatisfied (3)	Dissatisfied (2)	Highly Dissatisfied (1)
Price					
Quality					
Availability					
Packaging					
2. Noodles					
	Highly Satisfied (5)	Satisfied (4)	Neither satisfied nor dissatisfied (3)	Dissatisfied (2)	Highly Dissatisfied (1)
Price					
Quality					
Availability					
Packaging					
3. Ghee					
	Highly Satisfied (5)	Satisfied (4)	Neither satisfied nor dissatisfied (3)	Dissatisfied (2)	Highly Dissatisfied (1)
Price					
Quality					
Availability					
Packaging					
4. Juices					
	Highly	Satisfied	Neither satisfied	Dissatisfied	Highly

	Satisfied (5)	(4)	nor dissatisfied (3)	(2)	Dissatisfied (1)
Price					
Quality					
Availability					
Packaging					
5. Salt					
	Highly Satisfied (5)	Satisfied (4)	Neither satisfied nor dissatisfied (3)	Dissatisfied (2)	Highly Dissatisfied (1)
Price					
Quality					
Availability					
Packaging					

17. Scale the following ITCfood products?

1. Wheat flour					
	Highly Satisfied (5)	Satisfied (4)	Neither satisfied nor dissatisfied (3)	Dissatisfied (2)	Highly Dissatisfied (1)
Price					
Quality					
Availability					
Packaging					
2. Noodles					
	Highly Satisfied (5)	Satisfied (4)	Neither satisfied nor dissatisfied (3)	Dissatisfied (2)	Highly Dissatisfied (1)
Price					
Quality					
Availability					
Packaging					
3. Ghee					
	Highly Satisfied (5)	Satisfied (4)	Neither satisfied nor dissatisfied (3)	Dissatisfied (2)	Highly Dissatisfied (1)
Price					
Quality					
Availability					
Packaging					

	(5)				
Price					
Quality					
Availability					
Packaging					
4. Juices					
	Highly Satisfied (5)	Satisfied (4)	Neither satisfied nor dissatisfied (3)	Dissatisfied (2)	Highly Dissatisfied (1)
Price					
Quality					
Availability					
Packaging					
5. Salt					
	Highly Satisfied (5)	Satisfied (4)	Neither satisfied nor dissatisfied (3)	Dissatisfied (2)	Highly Dissatisfied (1)
Price					
Quality					
Availability					
Packaging					

18. Are Patanjali Ayurved food products are better than other food products?

- d) Yes ()
- e) No ()
- f) Haven't thought about that ()

19. Are ITC food products are better than other food products?

- a) Yes ()
- b) No ()
- c) Haven't thought about that ()

20. Would you like to switch to other brand if you get some promotional schemes with that brand?

- a) Yes ()
- b) No ()
- c) Haven't thought about that ()

21. Scale the following factors in respective of switching to other brand instead of Patanjali.

Respondents	Price (1)	Quality (2)	Discounts (3)	More benefit (4)

22. Scale the following factors in respective of switching to other brand instead of ITC.

Respondents	Price (1)	Quality (2)	Discounts (3)	More benefit (4)

23. Who influenced your preference for Patanjali Ayurved food products?

- a) Family ()
- b) Friends ()
- c) Advertisement ()
- d) Self ()

24. Who influenced your preference for ITC food products?

- a) Family ()
- b) Friends ()
- c) Advertisement ()
- d) Self ()

25. Does Advertisement play any role towards brand preference?

- a) Yes ()
- b) No ()

26. Have you purchased any Patanjali Ayurved food product recently after coming across any advertisement?

- a) Yes ()
- b) No ()

27. Have you purchased any ITC food product recently after coming across any advertisement?

- a) Yes ()
- b) No ()

28. When did you last time purchased any Patanjali Ayurved food product?

- a) Within a week ()
- b) 1 month ()
- c) 1-4 month ()
- d) Above 4 month ()

29. When did you last time purchased any ITC food product?

- a) Within a week ()
- b) 1 month ()
- c) 1-4 month ()
- d) Above 4 month ()

30. In what way advertisement influenced you?

- a) Better recall ()
- b) Positive impression ()
- c) Interest ()
- d) No impact ()

31. How will you rate Patanjali food products on following parameters?

	Miserably	Somewhat Satisfactory	Very Satisfactory	Delightfully
Overall quality				
Value				
Purchase experience				
Usage experience				

32. How will you rate ITC food products on following parameters?

	Miserably	Somewhat Satisfactory	Very Satisfactory	Delightfully
Overall quality				
Value				
Purchase experience				
Usage experience				

33. Overall, are you satisfied with the food products of Patanjali Ayurved?

- a) Highly Satisfied ()
- b) Satisfied ()
- c) Neither satisfied nor dissatisfied ()
- d) Dissatisfied ()
- e) Highly Dissatisfied ()

34. Overall, are you satisfied with the food products of ITC?

- a) Highly Satisfied ()
- b) Satisfied ()
- c) Neither satisfied nor dissatisfied ()
- d) Dissatisfied ()
- e) Highly Dissatisfied ()

35. Based on your experience with product, how likely are you to buy Patanjali food products again?

- a) Definitely will ()
- b) Probably will ()
- c) Might or might not ()
- d) Probably will not ()
- e) Definitely will not ()

36. Based on your experience with product, how likely are you to buy ITC food products again?

- a) Definitely will ()
- b) Probably will ()
- c) Might or might not ()
- d) Probably will not ()
- e) Definitely will not ()

37. Based on your experience with product, would you recommend this product to a friend?

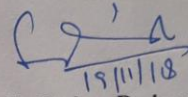
- a) Definitely will ()
- b) Probably will ()
- c) Might or might not ()
- d) Probably will not ()
- e) Definitely will not ()

38. State your suggestion if any.

Thank you for giving your valuable time

CERTIFICATE - IV

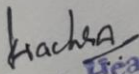
Certified that all the necessary corrections as suggested by the external examiner and the advisory committee have been duly incorporated in the thesis entitled "Customer satisfaction towards selected food products: A comparative study of brands" Submitted by Marwa Chowdhary, Regd. No. J-16-M-29-ABM.



Dr. Sudhakar Dwivedi
Major Advisor

Place : Jammu

Date : 19/11/18

Head 
Head
Div. of Agriculture Economics and ABM
JAST-J

Vita

APPENDIX-II

VITA

Name of the Student : Marwa Chowdhary

Fathers Name : Yunus Chowdhary

Mothers Name : Rifat Chowdhary

Nationality : Indian

Date of Birth : 01-01-1995

EDUCATIONAL QUALIFICATION

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University and Year of Award: Jammu University (2016)

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University and Year of Degree: SKUAST Jammu (2018)

OGPC : 8.11/ 10

