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# A STUDY ON CUSTOMER SATISFACTION AT CAVINKARE FOOD PRODUCTS IN CHENNAI

Thomas Kevin Ryan G<sup>1</sup>, Dr. S. Loganatha prasanna<sup>2</sup>

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## Abstract

Customer satisfaction is the primary catalyst that pushes a company forward, ensuring repeat business. However, companies cannot plan their service strategies based on vague data or few interactions. One can only trust quantitative data. Nonetheless, thorough survey work and a few measuring parameters have to be employed to understand the standards of customer service. These metrics help in improving customer value while reducing the churn rate. The objective of the study is to analyse the customer satisfaction at Cavinkare Food Products in Chennai. The sample of this study is 120. Descriptive research design and convenience sampling method is used. Questionnaire is used as a primary data. Percentage analysis, chi-square analysis and correlation statistical tools have been applied. The study will be useful to the researcher to understand the level of satisfaction in product quality. The study helps to evaluate the level of satisfaction in brand image. This study concludes that the usages of products of Cavinkare Food Products by the consumers are very high. To increase the sales, the concern has to concentrate on price of the products

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<sup>1</sup>II MBA - PG Scholar, School of Management, Hindustan Institute of Technology & Science; kevinryan603@gmail.com

<sup>2</sup>Research Guide - Asst. Prof (SG), School of Management, Hindustan Institute of Technology & Science [logonathprasanna@gmail.com](mailto:logonathprasanna@gmail.com)

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## INTRODUCTION

Customer satisfaction, a business term is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four of a balanced scorecard. Increasing competition (whether for-profit or non profit) is forcing businesses to pay much more attention to satisfying customers. 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. Organizations need to retain existing customers while targeting non-customers.

## REVIEW OF LITERATURE

**MarwaChowdhar(2018),** The present study was carried out to study the customer satisfaction towards branded food products using primary as well as secondary data. 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. The maximum respondents belonged to the income range of ` 10,000-20,000 with 21-30 years of age. The present study was conducted in Jammu city of Jammu & Kashmir state, employing purposive sampling technique for choosing outlets /stores/ counters and convenience sampling technique for selecting consumers Most of the consumers of selected food products were loyal to their brands, however, the price and availability of products remain the crucial factors in marketing of both the brands.

**Carrigan, M., Attalla, A.,(2019),** The requirements of consumers form the foundation of modern marketing.

Consumers will be satisfied only if the product or service meets their requirements and desires. The value of a brand is determined by the consumer's perception of and behaviour toward it. If a consumer has a more positive attitude toward a brand, he will be willing to pay a greater price for it. The ability of a company to discover and meet unmet consumer demands better and faster than competitors in the market is critical to its growth, profitability, survival, and success. There are numerous factors that influence customer behaviour. Marketers must discover the essential elements influencing consumer behaviour and use proper methods to grab a large percentage of the market by putting their products in the minds of customers. Consumer behaviour evolves throughout time as a result of changes in income, occupation, domicile, education, age, and so on. Their likes and dislikes shift quickly.

**Osman M. Zain, Mohammed Bashir Saidu (2019),** In recent years, there has been a shift from national brand towards retailer's brand. This phenomenon is very obvious in developed nations, while growing increasingly in developing nations, such as Malaysia. This study attempts to uncover the customers' acceptance, and identify factors deemed important in influencing this satisfaction. The literature review was conducted to compile research results conducted in Western nations. Based on this literature review, a research model was proposed that comprises customer satisfaction, product quality, product price, product promotion, and product risk. Using the systematic random intercept approach at the Malls, sample size of 206 was used in this study. The results of the study support past study in the developed nations whereby there exist significant relations between customers' satisfaction and the other four factors. All the four factors identified by past study also have significant influence on customers' satisfaction with the retailers' retailer's brand products.

**D. Voramontri and L. Klieb (2019)** The goal of this paper is to research empirically the role of social media in consumers' decision-making process for complex purchases – those characterised by significant brand differences, high consumer involvement and risk, and which are expensive and infrequent. The model uses the information search, alternative evaluation, and purchase decision stages from the classical EBM model. A quantitative survey investigates up to what degree experiences are altered by the use of social media. Results show that social media usage influences consumer satisfaction in the stages of information search and alternative evaluation, with satisfaction getting amplified as the consumer moves along the process towards the final purchase decision and post-purchase evaluation. The research was done among internet-savvy consumers in South-East Asia, and only considered purchases that were actually made by consumers, not including searches that were abandoned.

**Marie Slabá (2020)** Understanding consumer buying behaviour is a crucial element of any business activities. In a marketing-oriented economy, consumer buying behaviour represents a very significant factor in business success. Therefore, there are many studies, researches and papers focusing on this phenomenon. Many different factors and characteristics have a positive or negative impact on consumer buying behaviour. Studying and understanding these factors contributes to a better understanding of consumer behaviour. Personal and socio-demographic characteristics like age, lifestyle, occupation, and many other significantly influence consumer buying behaviour. This article focus especially on age as a significant factor influencing consumer buying behaviour and customer attitude to price.

## STATEMENT OF THE PROBLEM

Measuring customer satisfaction is vital for growth in any organisation; it provides insights into what works and offers opportunities for optimisation. Customer satisfaction is essential for improving loyalty rate, reducing costs and retaining the customers. Constantly changing behaviour of the customers leads to changes in the level of satisfaction. Frequent feedback and continuously monitoring the customers response in the market is not an easy task. There is issues and problems in framing marketing strategies without understanding the customer satisfaction towards the brand and its products. Hence the study is undertaken to evaluate the customer satisfaction at Cavinkare Food Products in Chennai.

## OBJECTIVES OF THE STUDY

### Primary objective

- To study on customer satisfaction at Cavinkare Food Products in Chennai

### Secondary objectives

- To measure the level of satisfaction in product quality
- To evaluate the level of satisfaction in pricing affordability
- To understand the level of satisfaction in brand image
- To analyse the customers satisfaction in product availability

## SCOPE OF THE STUDY

The scope of this study is Cavinkare Food Products in Chennai. This study specially deals with the customer satisfaction towards Cavinkare Food Products. The entire survey was conducted for understanding the customer satisfaction, expectations, attitude, buying behaviour towards Cavinkare Food Products. This study helps to know the factors that influence the buyer to buy the products. The sample of this study is 120.

**LIMITATIONS OF THE STUDY**

- The scope of present study is limited to Chennai only.
- Available time for study was restricted to make more detail of study.
- Project work is based on sample size of 120 considered as universe.
- The customers did not respond properly during peak hours.
- Respondent opinion may be bias.

**MAJOR FINDINGS OF THE STUDY**

- 57.5% of the respondents are female towards gender of the respondents
- 30% of the respondents are in the age group 26-35 towards age of the respondents
- 34.2% of the respondents are UG towards educational qualification of the respondents
- 35% of the respondents have below Rs.10,000 as their income level
- 47% of the respondents said that below 1 year towards the no of years are using the brand and its products
- 40% of the respondents said that through advertisements towards the customers come to know the products and its brands
- 44.2% of the respondents are highly satisfied towards the standard quality
- 45.8% of the respondents are satisfied towards the superior with other brands
- 41.7% of the respondents are highly satisfied towards the hygiene in the products
- 55% of the respondents are highly satisfied towards the quality ingredients in the products
- 45% of the respondents are satisfied towards the product is good for health
- 45% of the respondents are strongly agree towards the various ranges in price
- 30.8% of the respondents are agree towards the frequent offers & discounts
- 27.5% of the respondents are strongly agree towards the company announces price changes for customers through channels
- 37.5% of the respondents are strongly agree towards the price affordability for all sort of customers
- 35% of the respondents are agree towards the price affordability for all sort of customers
- 39.2% of the respondents are agree towards the brand image
- 37.5% of the respondents are neither agree nor disagree towards the value for money
- 30% of the respondents are strongly agree towards the brand reliability
- 42.5% of the respondents are strongly agree towards satisfaction with taste
- 41.7% of the respondents are neither satisfied nor dissatisfied on the brand comes to recall in the mind
- 40.8% of the respondents are agree on expectation on easy availability with retailers
- 29.2% of the respondents are strongly agree on expectation towards the availability in online
- 29.32% of the respondents are agree towards the user friendly website to make order
- 38.3% of the respondents are strongly agree towards the availability in wide range of flavours
- 40.8% of the respondents are strongly agree towards the availability with range of products

- There is no significant relationship between gender of the respondents and product quality
- There is negative relationship between age of the respondents and pricing affordability

## **SUGGESTIONS & RECOMMENDATIONS**

- The company must provide various advertisements through various channels to create brand awareness among the consumer.
- The company must ensure always the product quality in order to attain positive perception about the brand.
- It must show its superiority in its standard with other brands in the market.
- There must be hygiene in the brand and product manufacturing to maintain good reputation among the customers.
- The company must ensure its quality ingredients and it must be displayed in the labelling.
- The product must not have any side affects or adulteration. It must offer good for customers health.
- The company must facilitate to avail the products in various ranges.
- There must be frequent offers and discounts for the products in order to increase the sales and the company must properly announce if there are any price changes to have good opinion about the company.
- There must be brand image among the customers through various social media platforms.
- The company must maintain uniqueness in its performance than other products and brands in the market.

- There must be effective repeated advertisements to have brand recalling in order to have repeated sales.
- The company must facilitate to easy availability of the products in all retail outlets.
- There must be user friendly website to increase online sales among the customers.
- The company must facilitate to avail wide range of flavours in the products.

## **CONCLUSION**

Marketing is an important source of the organization. Without this the organization can't achieve its goals. If it is a selling company means it has to sale varieties of designs and all range of products to satisfy the customer needs. From the above findings and suggestions, the following conclusion has been arrived. This study concludes that the usages of products of Cavinkare by the consumer are very high. To increase the sales, the concern has to concentrate on price of the products.

The satisfaction level of price, quality, package, taste of Cavinkare products has been highly satisfied. The sales promotion strategies followed by the company are in the satisfactory level and it may be increased in future. To make it more popularize, the concern has to publish / telecast some advertisement.

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