

# A Study on Customer Satisfaction on Packed Food Products In Coimbatore City

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**Abstract-** Packaging is an essential medium for preserving food quality, minimising food wastage and reducing preservatives used in food. The packaging serves the important function of containing the food, protecting against chemical and physical damage whilst providing information essential to consumers and marketers. The study was conducted in the selected areas in Coimbatore of Tamil Nadu, India. The study mainly focuses on the consumer awareness of instant food products and analysing the factors that influence the buying behaviour of instant food products. The study concentrates on sales of instant food products of major manufacturing firms in India namely Maggi noodles, Knorr soup, Liptongreen tea, MTR readymade mix, HatsunArgo milk powder Hence, this study would help in understanding the market for instant food products in Tamil Nadu.

## I. INTRODUCTION

This is a list of instant packed foods. In contemporary times, instant packed foods can be defined as foods that provide convenience to consumers and assists in reducing "the time of preparation/cooking and drudgery", whereby no more than five minutes of time is required from the time of food preparation to the food being consumed. Some instant foods include food products that involve the dissolving of a powder in hot water, or the dilution of a concentrated stock solution, such as occur with condensed soup. The category of "ultra-instant food" comprises instant foods that require less than one minute of time to prepare, such as instant tea. Some instant foods are prepared using freeze-drying Food is any substance consumed to provide nutritional support for the body. It is usually of plant or animal origin and contains essential nutrients such as carbohydrates, proteins, fats, vitamins and minerals. Food is needed to produce energy, maintain life, or stimulate growth. Historically, people secured food through two methods- agriculture, hunting and gathering. Today, most of the food energy consumed by the world population is supplied by the food industry. India is one of the key food producers in the world, being second largest producer of food next to China and also with the second largest arable land area in the world. It has the potential to become biggest food industry with food and agricultural sector contributing 17 per

cent to the Indian GDP. (A report by Corporate Catalyst India on Indian Food Processing Industry) Historically, people secured food through two methods- agriculture, hunting and gathering. Today, most of the food energy consumed by the world population is supplied by the food industry. Food accounts for the largest share of consumer spending in India. Increasing incomes are always accompanied by a change in the food basket. Thus, acceptability of variety in food increases with the increasing income levels. (A report by Corporate Catalyst India on Indian Food Processing Industry).

## II. STATEMENT OF THE PROBLEM

Several firms have been engaged in production and marketing of instant packed food products. Hence, the consumers have many options to choose from. In this context, a study on consumer satisfaction was deemed to be relevant to understand the buying behaviour, awareness of different consumers and brand loyalty. Understanding the consumer behaviour would help the firms in formulating strategies to cater to the needs of the consumer and thereby increase their market share. Consumer's taste and preference were found to change rapidly, and it is necessary to understand these changes. Keeping in view the importance of consumer buying behaviour and consumption pattern, determination of various strategies regarding product development, marketing and pricing aspects, and the present study was undertaken with the following objectives.

## III. OBJECTIVES OF THE STUDY

- To identify the customer levels of satisfaction towards on instant packed food products.
- To analyse the brand loyalty instant packed food products.
- To analyse factors influencing the buying behaviour of instant packed food products.
- To assess customer preference towards various food products of the companies.
- To analyse the health issue awareness of consumer on packed food products.

#### IV. RESEARCH METHODOLOGY

The study used two types of data primary data and secondary data. Primary data is collected through questionnaires, meeting with individuals and interviewing personally. Secondary data makes use of websites, research papers and journals. The sampling method used in the study is convenient sampling.

##### Data collection

- Primary data
- Secondary data

##### Sample size

It refers to the number of respondents selected for the study. Here the sample size of the study is 150 respondents.

#### V. REVIEW OF LITERATURE

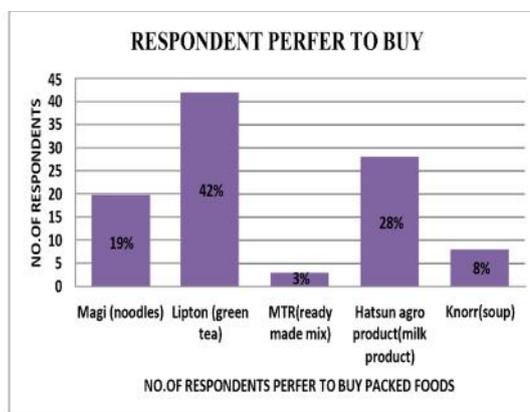
1. **Brown et al. (2000)** reported that the need for effective nutritional education for young consumers has become increasingly apparent, given their general food habits and behaviour, particularly during their nutritional awareness behaviour, within three environments (home, school and social). The results indicated that the perceived dominance of home, school and social interaction appears to be somewhat overshadowed by the young consumers, while developing an 'independence' trait, particularly during the adolescent years. The authors suggested that food preferences are often of a 'fast food' type and consequently the food habits of many young consumers may fuel the consumption of poorly nutritionally balanced meals. While young consumers were aware of healthy eating, their food preference behaviour did not always appear to reflect such knowledge, particularly within the school and social environments.
2. **Aaker (2000)** regarded brand awareness as a remarkably durable and sustainable asset. It provided a sense of familiarity (especially in low- involvement products such as soaps), a sense of presence or commitment and substance and it was very important to recall at the time of purchasing process. Apart from the conventional mass media, there were other effective means to create awareness viz., event promotions, publicity, sampling and other attention-getting approaches.
3. **Shanmugasundaram (1990)** studied about soft drink preference in Vellore town of north Arcot district in Tamil Nadu. The study revealed that, the most preferred soft drink among respondents as Gold Spot (26%), followed by Limca (24.80%). It was found that taste was

the main factor for preference of particular brand and among the media; television played a vital role in influencing consumer to go for particular brand. Because of convenience in carrying, tetra pack was most preferred one.

#### PERCENTAGE ANALYSIS

TABLE SHOWING OPINION ON PACKED FOODS GENERALLY THE RESPONDENTS PREFER TO BUY

Opinion	No. of Respondents	Percentage
Maggi (noodles)	28	19
Lipton (green tea)	63	42
MTR(readymade mix)	5	3
Hatsun Argoproduct(milk product)	42	28
Knorr(soup)	12	8
Total	150	100



#### INTERPRETATION

The above table clears that 42% of the respondents are getting lipton, 28% of the respondents are getting in the HatsunArgo product, 19% of the respondents are getting Maggi, 3% of the respondents are getting MTR and the remaining 8% of the respondents are getting in Knorr packaged buy generally.

#### VI. FINDING PERCENTAGE ANALYSIS:

- Majority 85% of the respondents are female are using packed foods.
- Majority 55% of the respondents marital status is married.

- Majority 35% of the respondents are in the field for than above 30 years.
- Majority 35% of the respondents are under the illiterate qualification level.
- Majority 58% of the respondents are self-employed.
- Majority 93% of respondents state that they are satisfied on instant food products.
- Majority 42% of the respondents prefer Lipton and Knorr & they generally buy these packaged foods often.
- Majority 72% of the respondents go in preferring packed foods /without giving importance for branded of food products.
- Majority 85% of the respondents are satisfied by the taste that remains same in packaged foods. 68% of the respondents have experienced sales promotion for packaged foods in stores.
- 35% of the respondents are using for more than 10 times in a week.
- 68% of the respondents are satisfied with the multiple range of packaged foods that are being available.
- Majority 55% of the respondents are spending 500-600rupees a month on packaged foods.
- Majority 42% of the respondents are getting nutrition quality while in-taking these packed foods & that is the main reason for consumption of these products.
- Majority 55% of respondents have rated the instant packed foods to be average.
- Majority 42% of the respondents are getting 2-5% percentage of instant food products in their total monthly purchase of instant packed food products
- Majority 49% of respondents are being influenced by the purchase decision of the shop keepers. 42% of the respondents feels that the frequency of instant packed foods to be in twice a week of purchase.
- Majority 62% of the respondents feels that the taste is the best thing in the opinion about packaged food.
- Majority 81% of the respondents are buying packaged food as part of their regular shopping.
- Majority 81% of the respondents are willing to spend more on a packaged food if it was of better quality and nutritional value.

### VII. SUGGESTIONS

- The company can make efforts to make the advertisement more attractive and see to that it reaches every nook and corner.
- The company may try and increase the sales through introducing sales promotion measures like free gifts, discounts etc. to attract new and retain the existing customer.

- They can have proper maintains database of customer.
- They can also create website through that they do the on-line shopping. So, they can have wide market coverage.

### VIII. CONCLUSION

Instant packaged food products refers to retaining the existing customer till his life time and using him as a tool, a firm can generate new customers and thereby increases return on investment. So more importance must be given by the company to identify the level of customer relationship with the Marketing and how to develop relationship with the customer comparatively. The shops have lot of competitors. To maintain customer loyalty one cannot practice in mass marketing you have to give something special and win the trust and reputation.

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