

A Study on Customer Satisfaction Towards Milka Wonder Cake In New Hope Food Industries Private Limited, Reference To Erode

M. Santhiya¹, Mr. T. Krishnakumar², Dr. R. Miyal Vaganan³

¹ Dept of MBA

^{2,3} Associate Professor, Dept of MBA

^{1,2,3} Vivekanandha Institute of Information and Management Studies,
Tiruchengode, Namakkal District, Tamil Nadu

Abstract- *The study examines customer satisfaction towards Milka wonder cake and identifies the level of satisfaction among consumers. The research is based on a descriptive research design and uses both primary and secondary data. Primary data was collected from 100 respondents through a structured questionnaire, while secondary data was gathered from books, journals, websites, and previous research studies related to customer satisfaction. Statistical tool such as percentage analysis, Chi-square, correlation, and ANOVA was used for data analysis. The finding reveal that most respondents are satisfied with the taste and quality of the product, while availability and value for money also influence customer satisfaction. This study provides useful suggestions to improve customer satisfaction and strengthen market performance.*

I. INTRODUCTION

Customer satisfaction is an important concept in marketing and influences customer loyalty, repeat purchase behavior and organizational growth. It refers to the extent to which customers' expectations are fulfilled by the actual performance of a product or service. In today's competitive business environment, customers evaluate price, packaging, taste and availability. A satisfied customer is more likely to remain loyal to the brand and recommend it to others, whereas dissatisfaction may negatively affect the company's reputation and market share.

Customer satisfaction also acts as a key factor in building long relationships between customers and organizations. It helps companies understand customer preferences, improve product quality, and design effective marketing strategies. Businesses that focus on customer satisfaction can gain competitive advantage, strengthen customer trust, and enhance overall organizational performance. Therefore, conducting a customer satisfaction study provides valuable insights into customer perception and helps organizations identify areas for improvement. In this

context, the present study focuses on analyzing customer satisfaction and understanding the factors influencing consumer preference and satisfaction level.

STATEMENT OF THE PROBLEM

Customer satisfaction is an important factor that influences the success and growth of product in a competitive market. It is affected by various factors such as taste, quality, price, packaging, and availability. Understanding customers' expectations and preferences helps companies improve the product and marketing strategies. Therefore, the study focuses on analyzing customer satisfaction towards Milka Wonder Cake and identifying customer expectations, buying behavior, and satisfaction level to enhance overall customer satisfaction and business performance.

NEED FOR THE STUDY

- To understand the level of customer satisfaction regarding Milka wonder cake company.
- To identify customer expectations related to quality, taste, price, and service.
- To analyze the factors that influence customers' purchasing decisions.
- To find out the reasons for customer dissatisfaction, if any.
- To study customer preference for different varieties and flavors of cakes.
- To evaluate customer perception about packaging and product presentation.
- To help in improving product quality and service standards based on customer feedback.
- To support management in making better marketing and business decisions.
- To enhance customer loyalty and long-term business growth.

OBJECTIVES OF THE STUDY

- To Study the profile of the company Milka wonder cake.
- To identify factors influencing buying behavior.
- To learn the customer satisfaction in Milka wonder cake.
- To revise the brand preference of Milka wonder cake.
- To analyze the level of satisfaction of price, quality, taste, package of Milka wonder cake.
- To provide suitable recommendations and suggestions.

SCOPE OF THE STUDY

- The study focuses on customer satisfaction towards Milka Wonder Cake
- It covers factors like taste, quality, price, packaging, and availability
- It analyzes customer preferences and expectations
- It examines buying behavior and consumption patterns
- It is conducted in a retail market environment
- It includes only customers who have used or purchased the product
- It is limited to a specific geographical area and sample size
- It helps to identify strengths and weaknesses of the product
- It provides suggestions to improve customer satisfaction
- The results are useful for business decision-making and growth

LIMITATIONS OF THE STUDY

- The study is limited to a specific geographical area, so the results may not represent all customers.
- The sample size is limited and may not reflect the views of the entire population.
- The study is based on primary data collected from respondents, which may include bias or inaccurate responses.
- Customer opinions may change over time, so the results are not permanent
- The study focuses only on Milka Wonder Cake and does not compare with other brands in detail.
- Time constraints may have limited the depth of the study
- The study considers only selected factors like taste, price, quality, packaging, and availability.

II. REVIEW OF LITERATURE

Sharma and Gupta (2018) studied customer satisfaction in small-scale food industries and observed that customer feedback and complaint-handling systems help organizations improve service quality. Their study suggested that adopting customer-oriented strategies can enhance satisfaction and customer loyalty.

Singh and Kaur (2020) examined the relationship between customer satisfaction and brand loyalty in the food products sector. Their findings revealed a strong positive relationship between satisfaction and loyalty. They emphasized the importance of continuous product innovation and quality improvement to meet changing customer expectations.

III. RESEARCH METHODOLOGY

Research Methodology is the process of designing a study to get valid and reliable results. It involves deciding on research methods, collecting data, and analyzing the data. Research methodology is the specific procedures or techniques used to identify, select, process, and analyses information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.

RESEARCH DESIGN

The research design adopted for this project is descriptive research studies which are describing the characteristics of a particular individual or a group. Descriptive research is a type of research that is used to describe the characteristics of population. It collects data that is used to answer a wide range of what, when, and how questions pertain to a particular population or group.

SAMPLING METHOD

Nonprobability sampling method was adopted for the study.

SAMPLE TECHNIQUES

Convenience sampling techniques were used for the study.

SAMPLE SIZE

The study is based only on the opinion and expectation of customers. Total number of samples taken for the study was 100 respondents.

PERIOD OF STUDY

The duration taken by the researcher for the data collection and analysis regarding customer satisfaction of Wonder Cake Products, Erode for four months

METHOD OF DATA COLLECTION

The study basically uses primary and secondary data.

Primary data

The aim of research way to analyze the customer satisfaction so the primary data (Firsthand data) one required gathered from the different respondents through the circulation of questionnaire for the satisfaction of the objective of the research.

Secondary data

Secondary data are the magazines, already published data, articles, thesis, books, websites etc., provided the researcher with information on the topic.

STATISTICAL TOOLS USED

- Simple Percentage analysis
- Chi-Square analysis
- ANOVA
- Correlation

CHI-SQUARE TEST

NULL HYPOTHESIS

H₀: There is no significant relationship between age of the respondents and frequency of purchase of Milka Wonder Cake.

ALTERNATIVE HYPOTHESIS:

H₁: There is a significant relationship between age of the respondents and frequency of purchase of Milka Wonder Cake.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.034E 2 ^a 9		.000
Likelihood Ratio	169.23 4	9	.000
Linear-by-Linear Association	80.241	1	.000
N of Valid Cases	100		

a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is 1.20.

RESULT

Since the significance value is less than 0.05, the null hypothesis is rejected and alternative hypothesis is accepted.

Hence there is a significant relationship between age of the respondents and frequency of purchase of Milka Wonder Cake.

CORRELATION

NULL HYPOTHESIS

H₀: There is no significant relationship between taste and overall customer satisfaction of Milka Wonder Cake.

ALTERNATIVE HYPOTHESIS

H₁: There is a significant relationship between taste and overall customer satisfaction with Milka Wonder Cake.

Correlations

		Taste	Overall satisfaction
Taste	Pearson Correlation	1	.880**
	Sig. (2-tailed)		.000
	N	100	99
Overall satisfaction	Pearson Correlation	.880**	1
	Sig. (2-tailed)	.000	
	N	99	99

** . Correlation is significant at the 0.01 level (2-tailed).

RESULT

Since the significance value is less than 0.05, the null hypothesis is rejected.

Hence, there is a significant positive relationship between taste and overall customer satisfaction with Milka Wonder Cake.

ANOVA

NULL HYPOTHESIS

H₀: There is no significant difference between availability of Milka Wonder Cake and Value for money.

ALTERNATIVE HYPOTHESIS

H₁: There is a significant difference between availability of Milka Wonder Cake and value for money.

ANOVA

Value for Money	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	32.869	1	32.869	130.220	.000
Within Groups	24.484	97	.252		
Total	57.354	98			

RESULT

From the above analysis, the calculated significance value is 0.875, which is greater than 0.05. Hence, the null hypothesis (H₀) is accepted, and the alternative hypothesis (H₁) is rejected. Therefore, there is no significant relationship between availability of the product and value for money. The results are not significant at the 5% level.

IV. SUGGESTIONS

- The company is suggested to introduce more flavours to satisfy the changing preferences of customers.
- The company should improve the taste and quality of Milka Wonder Cake to attract more customers and increase customer satisfaction.
- It is suggested that the company may provide combo offers and discounts to encourage frequent purchase among customers.
- The company should increase advertisement and promotional activities to create awareness among all segments of people.
- The product should be made available in more bakery shops, supermarkets and local stores for easy accessibility.
- The company may introduce attractive and innovative packaging to improve customer interest towards the product.
- The company should maintain reasonable pricing so that customers can easily afford the product.
- The company should introduce different cake sizes according to customer needs and preferences.
- The company may collect customer feedback regularly to identify problems and improve the product quality.
- The company should maintain good customer relationship and satisfaction to increase future sales.
- The company may focus more on young consumers, as most respondents belong to the age group of 21–30 years.

- The company should maintain consistency in taste, quality and availability to improve customer loyalty towards Milka Wonder Cake.

V. CONCLUSION

The study concludes that most of the respondents are satisfied with Milka Wonder Cake. Most customers prefer the product because of its taste, quality and availability. The findings show that many respondents purchase the cake occasionally and prefer buying it from bakery shops.

The study also reveals that customers are generally satisfied with the taste, packaging, price and quality of the product. Most respondents are willing to recommend Milka Wonder Cake to others and continue purchasing it in the future, which indicates positive customer satisfaction and loyalty.

However, some respondents expect improvements in areas such as introducing more flavours, providing combo offers or discounts and improving product availability. Therefore, the company should focus on customer preferences and continue improving the product to increase customer satisfaction and market growth.

Overall, Milka Wonder Cake has created a positive impression among customers and holds a good position in the market.

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