



A STUDY ON THE CONSUMER PREFERENCE TOWARDS THE PRODUCT OF KILBAN FOODS (I) PVT. LTD., CALICUT

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Abstract

The scope of marketing is typically seen as the task of creating, promoting, and delivering goods and services to consumers and businesses. In fact, marketing people are involved in marketing 10 types of entities: goods, services, experiences, events, persons, places, properties, organizations, information, and ideas. Selling focuses on the needs of the seller; marketing on the needs of the buyer. Selling is preoccupied with the seller's need to convert his product into cash; marketing with the idea of satisfying the needs of the customer by means of the product and the whole cluster of things associated with creating, delivering and finally consuming it.

Key words: Consumer, Product, Marketing.

INTRODUCTION

In today's environment the customers becomes more demanding they want new technology and more quick response of services. Customer satisfaction has a measure able impact on the customer retention, their purchase intention and the financial performance of the firm. Customer satisfaction represents a modern approach for quality in enterprises and organizations and serves the development of a truly customer-focused management and culture. Measuring customer satisfaction offers an immediate, meaningful and objective feedback about clients, preferences and expectations.

It is the important factor for the long term success of the organization. By keeping the importance of customer satisfaction in mind there is a need of banks to maintain close and stable relationship with their customers by providing the high quality of product and services. So there is need to judge the level of customer

satisfaction. The satisfaction of customer cannot be measured unless the factors which affect the satisfaction level of customers are not determined.

SCOPE OF THE STUDY

- To find the company position in the market
- This will help for future preference
- The study help to understand satisfaction level of the customers
- The study helps to know the past present and future position of the company. The researcher makes an attempt to know how far the company has achieved its objective.

OBJECTIVES OF THE STUDY

- To know the growth and development of kilban (foods) india pvt. Ltd
- To identify the product preferred by the consumers
- To analyze the level of satisfaction of consumers
- To offer suggestions to the improve the sale

LIMITATIONS OF THE STUDY

- Customerce are widely spread and hence the result cannot be generalized, the samble size was too small respect to the population.
- Time was limited, hence has affected the study.
- Survey is concentrated only in Calicut district.

2.3 RESEARCH METHODOLOGY

The research design chosen is descriptive as the study reveals the state of facts existing. Primary and secondary data were collected for this particular study, The primary data were collected from customers by the questionnaire method. The secondary data were collected from the company records and web sites. Sample size refers to the selected number of units from the population to collect data. In the study a sample of 110 comprising of direct customers existing in calicut district are considered. Convenience sampling method (Non-probability sampling) was used to select samples. The data collected was tabulated, analyzed and interpreted using simple percentage Analysis and Chi-Square Analysis.

ANALYSIS AND INTERPRETATION

Table No.1: Table showing gender of the respondents

Gender	No. of Respondents	Percentage
Male	22	20%
Female	88	80%
Total	110	100%

Majority (80%) of the respondents are female

Table No.2: Table showing age of the respondent

Age	No. of Respondents	Percentage
Below 15	18	16.36%
15-30	35	31.82%
30-45	44	40%
Above 45	13	11.82%
Total	110	100%

Less than half (40%) are within 30-45 years old

Table No.3: Table showing educational Qualification details

Qualification	No. of Respondents	Percentage
Illiterate	1	0.91%
School-level	47	42.73%
Graduate	44	40%
Post graduate	18	16.36%
Total	110	100%

Less than half (42.73%) of the respondents are school level.

Table No.4: Table showing Occupation of the respondent

Occupation	No. of Respondents	Percentage
Student	24	21.82%
Employed	32	29.1%
Home maker	19	17.27%
professional	22	20%
Others	13	11.81%
Total	110	100%

Least (29.1%) of the respondents are employed.

Table No.5: Table showing Income of the respondents per annum

Income per annum in (rs.)	No. of Respondents	Percentage
50,000	20	18.18%
50,000-1,00,000	33	30%
1,00,000-1,50,000	37	33.64%

Above 2,00,000	20	18.18%
Total	110	100%

Majority (33.64%) of the respondents have the income of 1,00,000- 1,50,000.

Table No.6:Table showing Type of Family of the Respondents

Gender	No. of Respondents	Percentage
Nuclear family	95	77.28%
Joint family	25	22.72%
Total	110	100%

Majority (77.28) of the respondents' family are nuclear family

Table No.7:Table showing awareness about the “happy”

Opinion	No. of Respondents	Percentage
Yes	110	100%
No	0	0%
Total	110	100%

All the respondents are aware about the happy product.

Table No.8:What comes to customers mind on hearing the name “happy”

Opinion	No. of Respondents	Percentage
Logo	54	49.1%
Products	22	20%
Celebrities	15	13.63%
Event	11	10%
Others	8	7.27%
Total	110	100%

Majority of 49.1% of respondents, when heard about the name happy the “happy’s” logo is comes to their mind on at first.

Table No.9:Table showing Sources of awareness

Source	No. of Respondents	Percentage
Advertisement	55	50%
Product campaign	24	21.8%
Experience	31	28.18%
Total	110	100%

Half (50%) customers get the awareness through advertisement

Table No.10:Table showing probable cause for formation of attitude

opinion	No. of Respondents	Percentage
Brand name	21	19.09%
Advertisement	25	22.72%
Quality	30	27.27%
Taste	34	40.92%
Total	110	100%

Source : Primary Data

Less than half (40.92%) customers attitude formation because of taste of the product.

Table No.11:Table showing preference of customers Have you ever used happy product

Opinion	No. of Respondents	Percentage
Yes	110	100
No	0	0
Total	110	100%

All (100%) of the respondents are used the “happy” product.

Table No.12:Which product of “happy” are mostly using

Opinion	No. of Respondents	Percentage
Jams	55	50%
Pickle	22	20%
Squashes	14	12.72%
Soft drinks concentrate	8	7.27%
Sauces	11	10.01
Total	110	100%

Half (50%) of the respondents are mostly using Happy’s Jam

Table No.13:Table showing preference of customers buying period of product

Period	No. of Respondents	Percentage
Once in a month	18	16.36%
Weak	9	8.18%
Daily	4	3.64%
As and when required	79	71.82
Total	110	100%

Majority (71.81%) of the customers are buy the product as and when required. Its help to identified that product using mostly as per requirement because its not an essential things to used in monthly

Table No.14:Table showing the preference of customers preference to “happy” when compared with other product

Opinion	No. of Respondents	Percentage
Best	58	52.73%
Good	27	24.54%

Average	12	11%
Faire	8	7.27%
Poor	5	4.46%
Total	110	100%

Majority (52.73%) of the customers opinion is the happy product is best

Table No.15:Table showing preference of customers most attracted factor of product

Features	No. of Respondents	Percentage
Flavor	18	16.36%
Price	26	23.63%
Taste	16	14.54%
Quality	32	29.1%
Color	18	16.36%
Total	110	100%

Least (29%) of the customers quality conscious than price conscious

Table No.16:Table showing Sources of influence to purchase the product

Source	No. of Respondents	Percentage
Advertisement	50	45.45%
Friends	14	12.72%
Relatives	11	10%
Sales man	25	22.72%
Total	110	100%

Majority (45.45%) of the respondents influenced them to buy the product through advertisement

Table No.17:Table showing comparison of price with happy's competitors

Source	No. of Respondents	Percentage
Relatively high	9	8.12%
More of less equal	20	18.18%
Reasonable	55	50%
Comparatively low	26	23.63%
Total	110	100%

Half (50%) of the customers responded price is reasonable.

Table No. 18:Table showing the satisfaction towards happy products

Opinion	No. of Respondents	Percentage
Satisfied	89	81%
Un satisfied	21	19%
Total	110	100%

Majority (81%) of the respondents are satisfied in "happy" product

Table No.19:Table showing the customers preference would you switched to any other product from “happy”?

Opinion	No. of Respondents	Percentage
Yes	9	8%
No	101	92%
Total	110	100%

Most (92%) of the customers are satisfied from the product

Table No. 20:Table showing the opinion about the “happy”

Opinion	No. of Respondents	Percentage
Excellent	34	31%
Good	52	47.27%
Average	18	16.36%
Poor	6	5.45%
Total	110	100%

CHI-SQUARE TEST

Majority (47.27%) of the customers opinioned that product is good

Table No. 21:Relationship between Source of Awareness and Probable cause for formation of attitude

Probable cause for formation of attitude	Source of awareness			Total
	Advertisement	Product campaign	Experience	
Brand name	10	5	6	21
Advertisement	11	6	8	25
Quality	19	5	6	30
Taste	15	8	11	34
Total	55	24	31	110

RESULT

Chi-Square Value : 3.0620

Table Value : 12.9

Degree of Freedom: 6

Significance : Not Significant

H₀ : There is no significant relationship between Source of Awareness and Probable cause for formation of attitude

H₁ : There is significant relationship between Source of Awareness and Probable cause for formation of attitude

The result of the chi-square test reveals that the calculated chi-square value (3.0620) is less than the table chi-square value (12.9) at 5 per cent level of significance and therefore, the relationship between Source of Awareness and Probable cause for formation of attitude is not significant. Thus the null hypothesis is accepted.

Table No.22

Relationship between Income per annum and level of satisfaction towards happy products

Income per annum in (rs)	Level of Satisfaction towards Happy Products		Total
	Satisfied	Un satisfied	
500,000	15	5	20
50,000-1,00,000	28	5	33
1,00,000-1,50,000	31	6	37
Above 2,00,000	15	5	20
Total	89	21	110

RESULT

Chi-Square Value : 1.4337

Table Value : 7.815

Degree of Freedom : 3

Significance : Not Significant

H₀ : There is no significant relationship between Income per annum and level of satisfaction towards happy products

H₁ : There is significant relationship between Income per annum and level of satisfaction towards happy products

The result of the chi-square test reveals that the calculated chi-square value (1.433) is less than the table chi-square value (7.815) at 5 per cent level of significance and therefore, the relationship between Income per annum and level of satisfaction towards happy products is not significant. Thus the null hypothesis is accepted.

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- Majority (80%) of the respondents are female
- Less than half (40%) are within 30-45 years old
- Less than half (42.73%) of the respondents are school level.

- Least (29.1%) of the respondents are employed.
- Majority (33.64%) of the respondents have the income of 1,00,000- 1,50,000.
- Majority (77.28) of the respondents' family are nuclear family.
- All the respondents are aware about the happy product.
- Majority of 49.1% of respondents, when heard about the name happy the "happy's" logo is comes to their mind on at first.
- Half (50%) customers get the awareness through advertisement.
- Less than half (40.92%) customers attitude formation because of taste of the product.
- All (100%) of the respondents are used the "happy" product.
- Half (50%) of the respondents are mostly using Happy's Jam
- Majority (71.81%) of the customers are buy the product as and when required. Its help to identified that product using mostly as per requirement because its not an essential things to used in monthly
- Majority (52.73%) of the customers opinion is the happy product is best
- Least (29%) of the customers quality conscious than price conscious
- Majority (45.45%) of the respondents influenced them to buy the product through advertisement
- Half (50%) of the customers responded price is reasonable.
- Majority (81%) of the respondents are satisfied in "happy" product
- Most .(92%) of the customers are satisfied from the product
- Majority (47.27%) of the customers opinioned that product is good
- It was found that there is no significant relationship between Source of Awareness and Probable cause for formation of attitude
- It was found that there is no significant relationship between Income per annum and level of satisfaction towards happy products

SUGGESTIONS

Based on the findings the following suggestions were arrived:

1. The organization can attain competency only if the customers are happy and satisfied.
2. The company is need of aggressive marketing techniques, as the numbers of competitors are increasing.
3. “Happy” as to design new promotional measures to create an interest in its new as well as existing products.
4. An effective advertising technique is required for existing product.
5. Concentrate in advertisement of all product.
6. Increase in the frequency of advertisement, Product quality demonstration, seminars and newspaper, it will increase the sales.
7. If the organization is able to provide proper supply of goods in rural areas, it could avoid the switching over of the customers from “happy product”.

CONCLUSION

Kilban Foods (India) Pvt. Ltd a dominant position in the food manufactures. with strong and wide customer base through the manufacturing of quality product. They have achieved a good name in the market.

Kilban is facing some competition as it calls for creative and innovative ideas which help them to overcome competitive environment. The customers are satisfied about the all product of Kilban foods products. This study also helped a lot to understand the products of company and customer view of happy brand products.

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WEBSITE

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