

A STUDY ON CUSTOMER SATISFACTION AND AWARENESS TOWARDS ROSHAN FRUITS INDUSTRIES WITH SPECIAL REFERENCE TO KRISHNAGIRI

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Abstract—The article has been carried out to assess the performance of a combined system consisting of an anaerobic hybrid (AH) reactor followed by a sequencing batch reactor (SBR) for treatment of fruit-juice industry wastewater at a temperature of 26 degrees C. Three experimental runs were conducted in this investigation. In the first experiment, a single-stage AH reactor was operated at a hydraulic retention time in the study, contains the sectors of Roshan fruits industry canned fruits, 'processed potatoes', 'peeled potatoes' and 'fruit juices'. The most important environmental problems are the use of large volumes of ground water and the production of wastewater polluted with organic carbon, nitrogen and phosphorus. Information on candidate BAT was mainly obtained from expertise present in Belgium and the neighbouring countries. Over hundred different BAT were selected. The technical and economic feasibility of this BAT was discussed.

Keywords—Customer Awareness, Customer Satisfaction, Economic Feasibility, Fruit Industries, Technical Feasibility,

INTRODUCTION

Customers are people who buy products and services from other people (usually companies of one sort or another). What customers think and feel about a company and/or its products is a key aspect of business success. Attitudes are shaped by experience of the product, the opinions of friends, direct dealings with the company, and the advertising and other representations of the company. Irrespective of whether a business' customers are consumers or organisations, it is the job of marketers to understand the needs of their customers. In doing so they can develop goods or services which meet their needs more precisely than their competitors. The problem is that the process of buying a product is more complex than it might at first appear.

REVIEW OF LITERATURE

W.J. Denged al (2013) This study integrates consumption emotions into the American Customer Satisfaction Index (ACSI) model to propose a hotel customer satisfaction index (HCSI) model that can be applied to estimate customer satisfaction toward international tourist hotels. The H-CSI scale items were designed based on reference to the relevant literature and the suggestions of a focus group. Four-hundred and twelve customers of international tourist hotels were surveyed. The partial least squares method was employed to validate the measurement instruments in the H-CSI model and estimate item weights for the customer satisfaction scales.

Encheng Chen (2014) Using a questionnaire survey, this paper examines the motivations, challenges, and impacts, and the role of third-party certification bodies' (CBs) in the implementation of non-regulatory food safety management schemes (FSMS) in the New Zealand food and beverage industry. The survey involved 115 manufacturing enterprises out of which 95.7% indicated that they had one or more FSMS in place, and 43.5% stated that they implemented one or more non-regulatory FSMS. Three main categories of non-regulatory FSMS have been implemented in New Zealand:

Harrisson Amat Tama (2014) Customer experience has great influence on satisfaction and their behavioural intentions. In fact, research on customer emotional experience has gained greater attention lately especially in the experience-driven hospitality industry. This exploratory research aims to identify the components of customer emotional experience with

Halal food establishments. A questionnaire survey was carried out in Sarawak, Malaysia (n=260). Reliability Analysis and Exploratory Factor Analysis (using Principal Component Analysis and Varimax Rotation) were

performed. The findings indicated that there were six components of customer emotional experience, namely spiritual assurance, pleasure, arousal, dominance, joy and acceptance.

Miguel A. Sahagun, (2014) Customer loyalty studies generally indicate that fast-food customers are not genuinely loyal to brands or products mainly because they function under low-switching cost conditions. The purpose of this research is to empirically study whether fast-food customers genuinely become loyal and, if so, how. The study adopts the theory and method of the satisfaction-trust-commitment-loyalty explanation chain and examines the consumer survey results obtained under conditions of low-switching costs. Analyses of the results indicate that the proposed relationships provide appropriate explanatory power for the phenomenon at hand and that fast-food customers truly become loyal despite conditions of low-switching costs. The findings and the research and practical implications are thoroughly discussed.

ManojDoraed al (2013) Literature indicates a need for a user-friendly food quality management system (FQMS) customized to the requirements of food small and medium-sized enterprises (SMEs) for improving product and process quality and enhancing customer satisfaction. Application of quality management system within discreet and process industries is evident. However, there are limited studies that focused on the implementation of a quality management system (QMS) among SMEs operating in the food sector. This study explains the results of a feasibility study on FQMS among European Food SMEs. The objective of this study is to diagnose the status of the FQMS, and to find out what motivates and hinders the successful implementation of FQMS in SMEs.

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SikSumaedi (2014) Service quality is a critical success factor of fast food restaurant. Fast food restaurant managers need to measure and improve the service quality of their restaurant continuously. Given this, the knowledge on measurement of service quality of fast food restaurant is needed. Service quality is an abstract and elusive concept. Furthermore, the way of customer on perceiving the quality of service depends on the type of service and the context where the service is provided. Thus, this paper aims to propose a service quality model that is specifically designed for measuring perceived service quality of fast food restaurant in Islamic Country.

HarrissonAmat Tama (2014) Customer experience has great influence on satisfaction and their behavioural intentions. In fact, research on customer emotional experience has gained greater attention lately especially in the experience-driven hospitality industry. This exploratory research aims to identify the components of customer emotional experience with *Halal* food establishments. A questionnaire survey was carried out in Sarawak, Malaysia (n=260). Reliability Analysis and Exploratory Factor Analysis (using Principal Component Analysis and Varimax Rotation) were performed. The findings indicated that there were six components of customer emotional experience, namely spiritual assurance, pleasure, arousal, dominance, joy and acceptance.

STATEMENT OF PROBLEM

This particular topic is chosen because in most of the marketing organization the Roshan fruits play a vital role for entire marketing programme. The project is aimed at studying by means of developing effective Roshan fruits keeping in mind the cost factor. The brands of Roshan fruits are specifying to develop the key problem of identify the new customers, area, price level etc. There are all the key factors analysis them, in the project.

OBJECTIVES OF THE STUDY

Primary objective:

- ❖ To study about customer expectation and awareness of Roshan fruits, Krishnagiri.

Secondary objective:

- ❖ To study about the factors that affects the satisfaction of the customer.
- ❖ To study the customer awareness level about the of Roshan fruits product.
- ❖ To study the availability and distribution system of Roshan fruits product.
- ❖ To know about the expectation of customer about quality, price and availability of Roshan fruits product.

SCOPE OF THE STUDY

- The scope of the study analysis the customer's expectation about Roshan fruits.

- This project work entitles about the area wise customers awareness in Krishnagiri.
- It helps the Organisation to understand the customer psychology on choosing the product or service so that easily the product can be positioned.
- It also helps to assess the real opinion and mindset of customers and aids to meet out their expectation in future in turn that will increases the volume of sales. It helps the company to understand the efficiency of dealer service provided to the customers, so that it can create the root for further improvements.

LIMITATIONS OF THE STUDY

- The study was conducted only in Krishnagiri. This may not give a generalized conclusion.
- The sample size was limited to 55.
- Only some important aspect was dealt with customer satisfaction and other aspect was not covered in this study.
- Non-response errors due to refusals or inaccuracy in response. Some respondents refused to respond or co-operate during the survey. They feel that the survey is an invasion of their privacy.

RESEARCH METHODOLOGY

Research Design

A research design is indispensable for a research project. It is a series to keep on going in the right direction. It is a logical and systematic plan prepared for directing a research study. It specifies the objective, methodology and technique to be adopted for achieving the objective.

Without a plan work become unfocused and aimless, the study will be difficult, time consuming to make adequate discrimination in the complex interplay of factors.

Sampling Techniques

Descriptive sampling has been used to collect samples.

Data Source

The data has been collected through primary sources.

PRIMARY SOURCES:

It refers to data collected fresh and recorded for the first time. They are collected through questionnaire and direct interview. It thus happens original in nature, in this study data was collected through structured questionnaire.

Sampling Plan

Sampling is a procedure to draw conclusion about larger population by studying a small of the universe.

Sampling units

In this study the researcher has addressed questionnaire to the Sample Respondents.

Sample Size

In this study the sample was 55.

TOOLS AND TECHNIQUES

Percentage Analysis

In case multiple-choice question the workers were categorized based on the nature and percentage is calculated for each category. The percentage analysis is the analysis of ratio of a current value either the result multiplied by 100.

$$\text{Percentage Analysis} = \frac{\text{Actual Respondents}}{\text{Total No. of Respondents}} \times 100$$

Table 1: Gender

<i>Gender</i>	<i>No. of respondents</i>	<i>Percentage</i>
Male	42	76.4
Female	13	23.6
Total	55	100.0

From the above table, it is found that 76.4% of the respondents have male 23.6% of the respondent have female.

Table 2: Age

Age	No. of respondents	Percentage
Below 20	16	29.1
21-30	21	38.2
31-40	11	20.0
Above 40	7	12.7
Total	55	100.0

From the above table, it is found that 29.1% of the respondent have below 20, 38.2% of the respondent have 21-30, 20.0% of the respondent have 31-40, 12.7% of the respondent have above 40.

Table 3: Monthly Income

Monthly Income	No. of respondents	Percentage
Below 10000	26	47.3
10001-15000	10	18.2
15001-20000	15	27.3
Above 20001	4	7.3
Total	55	100.0

From the above table, it is found that 47.3% of the respondent have below 10000, 18.2% of the respondent have 10001-15000, 27.3% of the respondent have 15001-20000, 7.3% of the respondent have above 20001.

Table 4: Know about Roshan Fruits

Know About Roshan Fruits	No. of respondents	Percentage
Newspaper	22	40.0
Radio	14	25.5
Television	9	16.4
Supermarket	10	18.2
Total	55	100.0

From the above table, it is found that 40% of the respondent have newspaper, 25.5% of the respondent have radio, 16.4% of the respondent have television, 18.2% of the respondent have super market.

Table 5: Special Brand

Special Brand	No. of respondents	Percentage
Yea	46	83.6
No	9	16.4
Total	55	100.0

From the above table, it is found that 83.6% of the respondent have yes, 16.4% of the respondent have no.

Table 6: Types of Special Brand

Type of special brand	No. of respondents	Percentage
Alphanso mango pulp	16	29.1
Totapuri pulp	22	40.0
Gauvapulp	10	18.2
Papayapulp	7	12.7
Total	55	100.0

From the above table, it is found that 29.1% of the respondent have Alphanso mango pulp, 40% of the respondent have Totapuri pulp, 18.2% of the respondent have Gauvapulp, 12.7% of the respondent have papaya pulp.

Table 7: Customer Expectation

Customer Expectation	No. of respondents	Percentage
Quality	15	27.3
Price	7	12.7
Variety of product	29	52.7
Package	4	7.3

Total	55	100.0
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From the above table, it is found that 27.3% of the respondent have quality, 12.7% of the respondent have price, 52.7% of the respondent have variety of product, 7.3% of the respondent have package.

Table 8: Interval of Buying the Product

<i>Interval of Buying the Product</i>	<i>No. of respondents</i>	<i>Percentage</i>
Weekly once	24	43.6
15 days once	14	25.5
Monthly once	12	21.8
Sometimes	5	9.1
Total	55	100.0

From the above table, it is found that 43.6% of the respondent have weekly once, 25.5% of the respondent have 15 days once, 21.8% of the respondent have monthly once, 9.1% of the respondent have sometimes.

Table 9: Price of Product

<i>Price of Product</i>	<i>No. of respondents</i>	<i>Percentage</i>
Excellent	20	36.4
Good	15	27.3
Fair	11	20.0
No idea	9	16.4
Total	55	100.0

From the above table, it is found that 36.4% of the respondent have excellent, 27.3% of the respondents have good, 20.0% of the respondents have fair, 16.4% of the respondent have no idea.

Table 10: Product Quality

<i>Product Quality</i>	<i>No. of respondents</i>	<i>Percentage</i>
Highly satisfied	8	14.5
Satisfied	25	45.5
Somewhat satisfied	13	23.6
Dissatisfied	9	16.4
Total	55	100.0

From the above table, it is found that 14.5% of the respondent have highly satisfied, 45.5% of the respondent have satisfied, 23.6% of the respondent have somewhat satisfied, 16.4% of the respondent have dissatisfied.

Table 11: Product Suggest to Children

<i>Product suggest to Children</i>	<i>No. of respondents</i>	<i>Percentage</i>
Yes	40	72.7
No	15	27.3
Total	55	100.0

From the above table, it is found that 72.7% of the respondent have yes, 27.3% of the respondent have no.

Table 12: Factor Before Purchasing

<i>Factor Before Purchasing</i>	<i>No. of respondents</i>	<i>Percentage</i>
Brand image	13	23.6
Loyalty	20	36.4
Price	17	30.9
Quality	5	9.1
Total	55	100.0

From the above table, it is found that 23.6% of the respondent have brand image, 36.4% of the respondent have loyalty, 30.9% of the respondent have price, 9.1% of the respondent have quality.

Table 13: Awareness of Roshan

<i>Awareness of Roshan</i>	<i>No. of respondents</i>	<i>Percentage</i>
Excellent	19	34.5
Good	11	20.0
Average	19	34.5
Poor	6	10.9
Total	55	100.0

From the above table, it is found that 34.5% of the respondent have excellent, 20.0% of the respondent have good, 34.5% of the respondent have average, 10.9% of the respondent have poor.

Table 14: Company Offer & Discount

<i>Company Offer & Discount</i>	<i>No. of respondents</i>	<i>Percentage</i>
Festival time	20	36.4
New product	11	20.0
Always	18	32.7
Marketing strategy	6	10.9
Total	55	100.0

From the above table, it is found that 36.4% of the respondent have festival time, 20% of the respondent have new product, 32.7% of the respondent have always, 10.9% have marketing strategy. It is found that majority 36.4% of the respondent have festival time.

Table 15: Packaging

<i>Packaging</i>	<i>No. of respondents</i>	<i>Percentage</i>
Safety	19	34.5
Attractive	14	25.5
Reuse	10	18.2
Others	12	21.8
Total	55	100.0

From the above table, it is found that 34.5% of the respondent have safety, 25.5% of the respondent have attractive, 18.2% of the respondent have reuse, 21.8% of the respondent have others.

Table 16: Customer Expectation Hygienic & Health

<i>Customer Expectation Hygienic & Health</i>	<i>No. of respondents</i>	<i>Percentage</i>
Good	11	20.0
Excellent	21	38.2
Satisfaction	14	25.5
Normal	9	16.4
Total	55	100.0

From the above table, it is found that 20% of the respondent have good, 38.2% of the respondent have excellent, 25.5% of the respondent have satisfaction, 16.4% of the respondent have normal.

FINDINGS

- It is found that majority 76.4% of the respondent have male.
- It is found that majority 38.2% of the respondent have 31-40.
- It is found that majority 47.3% of the respondent have below 10000.
- It is found that majority 47.3% of the respondent have 3 members.
- It is found that majority 40% of the respondent have newspaper.
- It is found that majority 83.6% of the respondent have yes.
- It is found that majority 40% of the respondent have Totapuri pulp.
- It is found that majority 52.7% of the respondent have variety of product.
- It is found that majority 43.6% of the respondent have weekly once.

- It is found that majority 36.4% of the respondent have excellent.
- It is found that majority 45.5% of the respondent have satisfied.
- It is found that majority 72.7% of the respondent have yes.
- It is found that majority 36.4% of the respondent have loyalty.
- It is found that majority 34.5% of the respondent have average.
- It is found that majority 36.4% of the respondent have festival time.
- It is found that majority 34.5% of the respondent have safety.
- It is found that majority 38.2% of the respondent have excellent.

SUGGESTION

- The customer perception must be revised and have to take steps to avail the goods at Roshan fruits Mills, Krishnagiri.
- The packing and quality of the products must be attractive and favourable.
- All types of customer like that the favourable for Krishnagiri apart from the perception to nearest cities.
- The study has conducting the product of Roshan fruits Mills all types of advertisement for helpful to attention of the customer and children.
- The project suggests they attend of all the competitors to like them.

CONCLUSION

Marketing is an important source of the organization. Without this we can't achieve the goals of the organization. If it is a selling company means it has to sale varieties brand, favourable foods and all types of products to satisfy the customer needs. It must be the health and hygienic is secret of marketing strategies in the company. Then the project training known about the how-to customer perception and expectation then give the good finding and reasonable solution from the customer attitude. A Roshan fruits gives more opportunity and employment, consumer satisfaction.

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