

## **A STUDY ON CUSTOMER TASTE AND PREFERENCE TOWARDS ANGEL STARCH FOOD PRODUCT PVT LTD WITH REFERENCE TO ERODE**

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**Abstract**—It management must place a high priority on understanding the growing markets resulting from urbanization and rising numbers. This industry has a huge impact on the global economy but it is affected by customers' ever-changing preferences. In light of the increasing consumer interest in health-conscious choices, particularly organic food products, this study aims to investigate the perceptions, preferences, and motivations that drive Indian consumers to purchase food items. Primary data was obtained from a sample of 120 consumers visiting stores for understanding the consumer perceptions, preferences and buying motives for food products in erode city. Factor analysis and cross tabulation are employed for analyzing the data. The findings of the study indicated that consumers Taste & Preference of Angel Starch food as healthy yet expensive. Core product factors influencing purchase of Angel Starch products include healthiness and quality, while augmentation factors include preservative-free, nutritional properties and certification. Branded stores are preferred place of purchase while social media and influencers are primary information sources. Purchase frequencies vary, from daily for Angel Starch food products. Food safety ranks highest followed by influential and personal factors are major purchase drivers for food products. The study findings led to the development of consumer buying behavior model for food products that majorly lay emphasis on personal, psychological and social factors considered during purchase of these products.

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### **INTRODUCTION**

Customer preference is outlined because the subjective tastes of individual shoppers, measured by their satisfaction with those things once they've purchased them. This satisfaction is usually brought up as utility. Shopper worth will be determined by however shopper utility compares between totally different things.

Customer preferences will be measured by their satisfaction with a selected item, compared to the chance value of that item since whenever you get one item; you forfeit the chance to shop for a competitor item. Customer attitudes are a composite of a customer's (1) beliefs about, (2) feelings about, (3) and behavioural intentions toward some object within the context of marketing, usually a brand or retail store.

### **STATEMENT OF THE PROBLEM**

Problem discovery is the first stage of any decision making and it is the main objective of monitoring research. It is the condition causing state of unrest. Identification of the problem is one of the main objectives of research. This study has been conducted in order to know the customer taste & Preference towards Angel Starch food Products at Erode. The present study is conducted to find out the main the distributors and customer preference, about service provided by the company. So, this study is conducted to determine the customer preference and key driving forces for the customers.

### **OBJECTIVES OF THE STUDY**

Primary objectives: A Study on Customer taste & preference of Angel Starch food Pvt Ltd at Erode

### **Secondary Objectives:**

- To study on customer Taste & preference on food product with special reference to Angel Starch food at Erode
- To identify the factor influencing the customer while purchasing food product at erode
- To know the customer preference level in food firm
- To know the expectation of customer to improve the food product & purchasing power in Angel Starch food at Erode.

### **SCOPE OF THE STUDY**

- The market survey was conducted only with the customers of angel starch food industry at Erode
- The size of the study was conducted from 120 respondents only.
- The scope of the study improve that the whether attract to customers preference by the way of quality products.

### **LIMITATIONS OF THE STUDY**

- The study was limited to a particular area. I.e. erode Town.
- The sampling size of respondents is 120.
- The research was conducted with the respondents of food industry only.
- There were chances of biased answers from the respondents.

### **REVIEW OF LITERATURE**

Bhattacharjee (2023) stated that satisfied users are more likely to continue the IS use. Thus, we point that adoption and continuance are connected to each other through several mediating and moderating factors such as trust and satisfaction.

Mathwick et al., (2023) , “If online shopping meets this ideal by enabling the consumer to accomplish the shopping task he or she has set out to perform , then consumers will judge the Internet shopping performance positively.”

Song and Zahedi (2022) classify website quality elements into five categories according to their purpose: for promotion, service, informational influence, self-efficacy, and resources facilitation. These investigators find that each of the five significantly and positively reinforces the consumers.

Childers et al.,(2022) found “ ‘enjoyment’ to be a consistent and strong predictor of attitude towards online shopping. If consumers enjoy their online shopping experience, they have a more likely to adopt the Internet as a shopping medium”) in his study on perceptions towards online shopping reveals that perceptions toward online shopping and intention to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by external factors like consumer traits, situational factors

Bansal, Rashmi (2021) analysed the different socio-cultural factors in India with respect to the global scenario, which affects the development of ecommerce in India. The factors covered include geographical locations, customs, rural-urban divide, regional languages, transportation and logistics. The different driving forces identified in support of ecommerce were time saving, shopping convenience at home, online availability of wide variety of products, large number of offers and discounts, easy accessibility of detailed product information along with the possibility of product comparisons.

Venkatesh (2021) reported that perceived convenience offered by Internet Vendors has a positive impact on consumers' attitude towards online shopping, as they perceive Internet as a medium that enhances the outcome of their shopping experience in an easy way. Online shopping holds a great potential for youth marketers.

Karuppusamy and Arjunan (2020) did a research on buying behaviour of consumer in Coimbatore. The moment nourishment items delivered in any event cost and with better taste were observed to be non-expended by purchasers. Instant food items were ordinarily consumed as they were quickly accessible. The study also depicts that the higher income group spend high amount on consumption of instant foods

Debbarma, Sonnet, Nandi, Gypsy (2020) conducted a study to identify the factors influencing the ecommerce growth and challenges faced by the Indian ecommerce players. The key drivers for the growing ecommerce in India, as discussed in the paper: Increase in the internet usage. Rising level of computer awareness due to the inclusion of computer technologies

in education Decrease in the availability of free time due to busy life style. Increasing level of disposal income in the middle class resulting in high spending power. Increased consumer awareness about the various products in the markets

Debendra Prasad Kundu (2018) Fast Moving Consumer Goods (FMCG) and grocery products, such as soaps, shampoos, detergents, biscuits, and so on, are the most basic and necessary needs for which the consumer frequents the market. This research work is merely an attempt to investigate which format of retail sector consumers prefer to visit in response to such frequent needs. It was also investigated whether switching to a more ordered manner enhanced their overall spending.

Thøgersen (2018) studied the effects of consumer trust on buying organic food in Thailand. They found that mistrust affected Thai consumers' buying behaviour with regard to organic food both directly and indirectly. On the one hand, mistrust makes consumers discount expected benefits from buying organic food, which leads to less favourable attitudes and intentions. On the other hand, mistrust affects purchase behaviour directly after controlling for buying intentions, creating an additional impediment to buy organic food products. Mistrust might not only be directed towards the certification system

Maheswaran (2019) suggests that affects the evaluative judgements of a product through a stereotyping process, which consumers employ to predict the likelihood that a product from a particular origin has certain features. Propose three ways how this stereotyping processing affects product evaluation. First, if consumers have prior perceptions of the general quality of products from a particular cue can be employed as signal to infer evaluations of other cues and thus, the overall product. Second, as mentioned before, can be used as independent cue in combination with other cues

Tsourgiannis (2019) conveyed his opinion on factors affecting the buying behaviour of local consumers. On one side people those affected by interest, bad reputation and freshness of the item and on the other side people those keen on the topicality of the item.

Sarfaraz and Pratik (2015) examined the consumer's perception towards the private label and feeling associated with the purchase of private label brand with special focus on Anand and Vadodara region. The study aimed to uncover current consumer perceptions and attitudes towards, private label brands in the company sector. The results of the study indicated that the private label brands can be positioned as premium quality products with price levels ranging from marginally below to the prices of category-leading manufacturer brands.

Praveen Kopalle (2015) until recently, retailers have taken an either/or approach to competition: either reacting fiercely to competitive price changes or ignoring them altogether. Today, however, firms make a concerted effort to determine and quantify competitive effects. In this paper, we focus on how pricing and competitive effects interact as a general phenomenon, particularly as it applies to retailing.

Zhou He et al (2016) Facing such issues as demand uncertainty and in- and cross-channel competition, managers of today's retail chains are keen to find optimal strategies that help their firms to adapt to the increasingly competitive business environment. To help retail managers to address their challenges, we propose in this paper an agent-based retail model (ARM), grounded in complex adaptive systems, which comprises three types of agents, namely suppliers, retailers, and consumers.

Renato E. de Matta et al (2016) We consider two independently managed parties, a retailer and a supplier, that are considering either a wholesale or a consignment contract to produce and market a single good. Both parties have an interest in reaching an agreement, but their first choice of contract type is generally not the same. We define the strength of retailer and supplier preferences for their respective choices of contract type as the ratio of their expected profits for their first choice of contract type over that for the alternative contract type. We study how uncontrollable factors as well as controllable factors affect the strength of retailer and supplier contract preferences.

Joseph Pancras (2017) Retail pass-through has been extensively analysed analytically and empirically, and recent empirical work has stressed the importance of appropriate methodology and data for inferring correct retail pass-through. However the literature on retail pass-through has interpreted 'pass-through' as being confined to a specific product category, and only to brands within that category. This category restriction has been derived from a tradition of modelling retailers as 'category profit maximizers'. Yet it is widely accepted that retailers strive to maximize profits across categories, with several categories specifically functioning as 'loss leaders'.

(Nuttavuthisit & Thøgersen, 2015; Zhou et al., 2017) Consumers with a more positive attitude may be inclined to gather further issue-specific knowledge, which again will have a reinforcing effect on attitude. In contrast, subjective knowledge

does not only lead to more positive attitudes concerning organic food, but also influences the strength of the attitude and thereby the translation of consumers' attitudes into intention to buy and actual behaviour. Other suggested reasons are weaker attitudes and less trust in organic labels and less developed organic markets

## **RESEARCH METHODOLOGY**

### **INTRODUCTION**

Research Methodology is a systematic way to solve a research problem; it includes various steps that are generally adopted by a researcher in studying the problem along with the logic behind them. The present study was conducted at Angel Food Product at Erode

### **RESEARCH DESIGN**

“A Research Design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with the economy in procedure”. The research design adopted for the studies is descriptive design. The researcher has to describe the present situation in order to know the behaviour of the consumers. Hence descriptive research study is used. Descriptive research can only report what has happened and what is happening.

### **METHOD OF COLLECTION**

#### **Primary data:**

Primary data means data which is fresh collected data. Primary data mainly been collected through Questionnaires

#### **Secondary data:**

Secondary data means the data that are already available. Generally speaking secondary data is collected by some organizations or agencies which have already been processed when the researcher utilizes secondary data; the process of secondary data collection and analysis is called desk research.

### **POPULATION**

The aggregate elementary units in the survey are referred to as the population. Here it covers the entire employees of Angel Starch Food Product Ltd.

#### **Sample Size**

The study based only on the opinion and expectation of consumer. Total number of sample taken for the study is 120 respondents.

#### **Sample design**

Convenience sampling techniques were used for the study.

### **STATISTICAL TOOLS USED**

The commonly used statistical tools for analysis of collected data are:-

1. Simple Percentage analysis
2. Chi-square Analysis
3. Correlation Analysis
4. ANOVA Analysis

### **DATA ANALYSIS AND INTERPRETATION**

#### **CHI-SQUARE TEST**

#### **NULL HYPOTHESIS**

H<sub>0</sub>: There is no significance relationship between Occupation of the respondents and Factor influence for preferring this brand.

**ALTERNATIVE HYPOTHESIS**

H<sub>1</sub>: There is a significance relationship between Occupation of the respondents and Factor influence for preferring this brand.

<b>Occupation of the respondents * Factor influence for preferring this brand Cross tabulation</b>							
Count							
		Factor influence for preferring this brand					
		Flavour	Quality	Quantity	Taste	Price	Total
Occupation of the respondents	Employee	31	12	0	0	0	43
	Business	0	17	4	0	0	21
	Profession	0	0	23	14	0	37
	Student	0	0	0	3	3	6
	Others	0	0	0	0	13	13
Total		31	29	27	17	16	120

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.610E2 <sup>a</sup>	16	.000
Likelihood Ratio	248.992	16	.000
N of Valid Cases	120		
a. 14 cells (56.0%) have expected count less than 5. The minimum expected count is .80.			

<b>Symmetric Measures</b>						
		Value	Asymp. Error <sup>a</sup>	Std.	Approx. T <sup>b</sup>	Approx. Sig.
Ordinal by Ordinal	Kendall's tau-b	.896		.013	38.992	.000
	Kendall's tau-c	.849		.022	38.992	.000
N of Valid Cases		120				
a. Not assuming the null hypothesis.						
b. Using the asymptotic standard error assuming the null hypothesis.						

**RESULT**

Hence the value is less than 0.05, we accept null hypothesis and reject alternate hypothesis. So there is no significant difference between Occupation of the respondents and Factor influence for preferring this brand.

**CORRELATIONS TEST**

The table shows that the relationship between Age of the respondents and Frequency of buying pattern

<b>Descriptive Statistics</b>			
	Mean	Std. Deviation	N
Age	2.57	1.242	120
Frequency of buying pattern	2.35	1.193	120

<b>Correlations</b>			
		Age	Frequency of buying pattern
Age	Pearson Correlation	1	.937**
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	183.467	165.200
	Covariance	1.542	1.388
	N	120	120
Frequency of buying pattern	Pearson Correlation	.937**	1
	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	165.200	169.300
	Covariance	1.388	1.423
	N	120	120
**. Correlation is significant at the 0.01 level (2-tailed).			

**Nonparametric Correlations**

<b>Correlations</b>				
			Age	Frequency of buying pattern
Kendall's tau_b	Age	Correlation Coefficient	1.000	.903**
		Sig. (2-tailed)	.	.000
		N	120	120
	Frequency of buying pattern	Correlation Coefficient	.903**	1.000
		Sig. (2-tailed)	.000	.
		N	120	120
Spearman's rho	Age	Correlation Coefficient	1.000	.944**
		Sig. (2-tailed)	.	.000
		N	120	120
	Frequency of buying pattern	Correlation Coefficient	.944**	1.000
		Sig. (2-tailed)	.000	.
		N	120	120
**. Correlation is significant at the 0.01 level (2-tailed).				

\*\* . Correlation is significant at the 0.01 level (2-tailed), Pearson Correlation Value: **0.000**

**RESULT:** This is a positive correlation. There are relationships between Age of the respondents and Frequency of buying pattern.

**ANOVA ANALYSES**

**NULL HYPOTHESIS H<sub>0</sub>:** There is no significant relationship between Monthly income of the respondents and frequency of buying pattern

**ALTERNATIVE HYPOTHESIS H<sub>1</sub>:** There is a significant relationship between Monthly income of the respondents and frequency of buying pattern

Descriptive										
Frequency of buying pattern										
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	Between-Component Variance
						Lower Bound	Upper Bound			
Below 5000		19	1.00	.000	.000	1.00	1.00	1	1	
Rs 5,001 - Rs 10,000		42	1.52	.505	.078	1.37	1.68	1	2	
Rs 10,001 - Rs 15,000		37	2.95	.229	.038	2.87	3.02	2	3	
Rs 15,001 - 20,000		8	3.25	.463	.164	2.86	3.64	3	4	
Above 20,000		14	4.57	.514	.137	4.27	4.87	4	5	
Total		120	2.35	1.193	.109	2.13	2.57	1	5	
Model	Fixed Effects			.388	.035	2.28	2.42			
	Random Effects				.668	.50	4.20			1.707

ANOVA							
Frequency of buying pattern							
			Sum of Squares	df	Mean Square	F	Sig.
Between Groups	(Combined)		152.003	4	38.001	252.656	.000
	Linear Term	Unweighted	121.944	1	121.944	810.767	.000
		Weighted	145.594	1	145.594	968.007	.000
		Deviation	6.410	3	2.137	14.205	.000
Within Groups			17.297	115	.150		
Total			169.300	119			



**HOMOGENEOUS SUBSETS**

Frequency of buying pattern							
	Monthly income	N	Subset for alpha = 0.05				
			1	2	3	4	5
Tukey B <sup>a</sup>	Below 5000	19	1.00				
	Rs 5,001 - Rs 10,000	42		1.52			
	Rs 10,001 - Rs 15,000	37			2.95		
	Rs 15,001 - 20,000	8			3.25		
	Above 20,000	14				4.57	
Duncan <sup>a</sup>	Below 5000	19	1.00				
	Rs 5,001 - Rs 10,000	42		1.52			
	Rs 10,001 - Rs 15,000	37			2.95		
	Rs 15,001 - 20,000	8				3.25	
	Above 20,000	14					4.57
	Sig.			1.000	1.000	1.000	1.000

**RESULT:** From the above analysis, we find that calculated value of the F-value is a positive .573 value, so H1 accept. Since the P value 0.000 is less than < 0.05 regarding there is a significant relationship between Monthly income of the respondents and Mean of frequency of buying pattern. The results are **significant** at 5 % level.

**FINDINGS**

- Majority 66.7% of the respondents are male
- Majority 32.5% of the respondent’s age are 20 to 30.
- Majority 35.8% of the respondents occupation are employee
- Majority 35.8% of the respondent’s qualification are school level.
- Majority 35% of the respondent’s monthly income are Rs 5,001 - Rs 10,000.
- Majority 75% of the respondents are married.
- Majority 39.2% of the respondents are known advertisement
- Majority 32.5% of the respondents highly attract to purchase newspaper.
- Majority 25.8% of the respondents are prefer flavour
- Majority 75.0% of the respondents are regular buyer
- Majority 29.2% of the respondents are using below 1 year.
- Majority 87.5% of the respondents are satisfied using food product
- Majority 35.8% of the respondents are satisfied in food product.

- Majority 34.2% of the respondents are buying once in a month.
- Majority 35.8% of the respondents opinion about packing are attractive.
- Majority 35% of the respondents are neutral in sale MRP rate.
- Majority 32.5% of the respondents are neutral in price of product.
- Majority 34.2% of the respondents are buy retail shop.
- Majority 84.2% of the respondents are recommending buying the product.
- Majority 29.2% of the respondents is like Maize Starch.
- Majority 33.3% of the respondents are satisfied in preference level of food product in taste
- Majority 46.7% of the respondents are good in better customer experience service is improving.
- Thus the majority 29.2% of the respondents are said Competitive price.

### **CHI-SQUARE TEST**

Hence the value is less than 0.05, we accept null hypothesis and reject alternate hypothesis. So there is no significant difference between Occupation of the respondents and Factor influence for preferring this brand.

### **CORRELATIONS TEST**

**RESULT:** This is a positive correlation. There are relationships between Age of the respondents and Frequency of buying pattern.

### **ANOVA ANALYSES**

**RESULT:** From the above analysis, we find that calculated value of the F-value is a positive .573 value, so H1 accept. Since the P value 0.000 is less than  $< 0.05$  regarding there is a significant relationship between Monthly income of the respondents and Mean of frequency of buying pattern. The results are **significant** at 5 % level.

### **SUGGESTIONS**

- The company should try to improve its packing method as per the taste of each customer or majority of the customer so as to generate convenience and better satisfaction.
- The company should improve its way of dealing with customer enquiries by specially assigned persona and show the clients the sample products as well as catalogues in person; this will develop a better customer relationship.
- Discount availability can be improved based on frequency of purchase and life time of the customer with the company. This will generate loyalty. Also loyalty programs may be started.
- Since a large portion of the customers came to know about the company through internet, the company should being to put more advertisements.
- Total quality management principles should be accurately followed so as to continuously improve the yarns and they have superiority advantage.

### **CONCLUSION**

Today's food service establishments should consider the importance of compliance as part of their daily business operations. It operators should be committed to implementing compliant operations so that the market will be confident with the particular business premises which in turn this will create positive customer Taste & Preference towards Angel Starch Food Industries. The findings highlighted that consumers are more likely to be confident with the of the establishment that carries a trustworthy. It operators should any relevant to get the certification which is essential in exploring the business opportunities in this industry. The company is holding a good market share which is the result of efforts made by the company management and dealers.

From the market survey we can conclude that:

*A Study on Customer Taste and Preference towards Angel Starch Food Product Pvt Ltd with reference to Erode*

- The company is having a good customers network and it is maintaining good relations with them i.e., the service rate of the company is good.
- With the ideal promotional strategies and increasing the satisfactory level of the customers the company can glow and become a market leader in future.
- Providing high satisfaction leads to high loyalty, many companies today are aiming at total brand preference in order to reach the products successfully towards the consumers. For such companies, customers' satisfaction is both a goal and marketing tool.

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