A STUDY ON CUSTOMER TASTE AND PREFERENCE TOWARDS AMUDHAM FOOD PRODUCT WITH SPECIAL REFERENCE TO ERODE

A. Kavin

Final Year MBA Student, Gnanamani College of Technology, Namakkal

Abstract—*This research is mainly dealt with the mind-set of the consumers buying Amudham food products. Health food products have entered the global markets with force in the past years and rapidly gained market share. It clearly explains the Taste, Preference, Essentials of the consumers consuming health food in their day to day life. The basic purpose of this research paper is to identify the various factors influencing for preferring their brands. It also determines the sources of awareness and level of satisfaction of the consumers. Questionnaires were designed and distributed to the consumers for the collection of primary data. From the primary data, the percentage analysis and chi-square test were derived. This paper gives the clear information of which brand is the most preferred by the consumers their day to day buying Amudham food product.*

INTRODUCTION

An individual who buys products or services for personal use and not for manufacture or resale A consumer is someone who can make the decision whether or not to purchase an item at the store, and someone who can be influenced by marketing and advertisements. Any time someone goes to a store and purchase a toy, shirt, beverage, or anything else, they are making that decision as a consume.

STATEMENT OF THE PROBLEM

The project is aimed the study by means of developing effective amudham starch food product keeping in mind the cost factor. The study has taken key problem of competition of food product whichever difference between varieties, taste, colour, flavor, price and packing etc. however the customer taste and preference fulfill their needs and wants, in such as analysis find out the report.

The purpose of the current report is to give an overview of the existing research works on consumers" food quality perception and food choice from the world academic literature and outline existing relationships between the two constructs. It will provide an understanding of how consumers perceive food quality and why they choose the food they do. It will specifically describe the already developed models of perceived quality processes and discuss their applicability and adequacy in reflecting the way consumers perceive food quality and consequently making food choices.

OBJECTIVES OF THE STUDY

- To determine the extent of customer taste and preference towards Amudham food product, Erode.
- To analyze the quality of products that are manufacturing for food product.
- To identify the customer taste and preference towards all level of people.
- To identify the ingredients used for quality of product.
- To know about the favorable for varieties of Amudham food and preference to all kinds of customers.

SCOPE OF THE STUDY

- The research study entitled "A study on customer taste and preference towards Amudham food product, Erode" will help to understand the expectation of the consumer in a meaningful way.
- It also helps to understand the sales patterns of the product and to know the factors influencing the sales.
- There is more competition for Amudham food.
- The study analysis all types of customers.

LIMITATIONS OF THE STUDY

- The study conducted for the products of Amudham food customers only.
- Being it is time constraint the sample size is restricted to 110.
- Due to non-cooperation of some respondent, the accuracy of the study may be affected.
- The study is restricted to surroundings of Erode few areas only.

REVIEW OF LITERATURE

Hyo Sun Jung (2011) The purpose of this study was to understand interrelationships among customers" perception of nonverbal communication, customers" emotional responses and customer satisfaction in the family restaurant. A total of 333 customers in Korea participated. The results showed that employees" kinesics and proxemics among nonverbal communications have a significant effect on customers" positive emotions, while employees" kinesics and paralanguage affect customers" negative emotions. Also, it was found that whether customers feel positive or negative determines their satisfaction. Limitations and future research directions are also discussed.

Hasnelly, (2012) Objectives research to obtain empirical evidence and find phenomenon clarity about variable market-based to customer's value and also customer's satisfaction which influencing customer loyalities, and digging the product marketing problems organic products in Indonesia. Methods of data analysis used to test the hypothesis is path analysis. The proper methods to carry out descriptive and verification method through field data collection are descriptive survey and explanatory survey. The result of the review obtained from the research objectives above are expected to make an approach which is applicable in solving the problems faced by companies, especially the organic products companies, and other similar companies in general, especially those dealing with the market-based customer's value and satisfaction, also the customer's loyalty.

S.I. Lao ed al (2012) Quality control of food inventories in the warehouse is complex as well as challenging due to the fact that food can easily deteriorate. Currently, this difficult storage problem is managed mostly by using a human dependent quality assurance and decision making process. This has however, occasionally led to unimaginative, arduous and inconsistent decisions due to the injection of subjective human intervention into the process. Therefore, it could be said that current practice is not powerful enough to support high-quality inventory management. In this paper, the development of an integrative prototype decision support system, namely, Intelligent Food Quality Assurance System (IFQAS) is described which will assist the process by automating the human based decision making process in the quality control of food storage.

Rozita Naina Mohamed (2012) Fast food industry very important culturally and is intensifies in popularity. However, the influence of cultural uncertainty on brand trust is still elusive. The lack of awareness on customer sensitivity has let a company or products down. This study conceptualized the perception of customers" religious sensitivity, health threat and information disclosure issues and the critical factors that influence brand trust. The result of this study will provide insights into the successful implementation of branding models used and as opportunity to the industries to undergo an operation-check and allows better understanding of the pre- requisites necessary to succeed in today's competitive environment.

Maurizio Bevilacqua ed al (2012) This paper presents the development of an innovative fuzzy- QFD based methodology for characterizing customer rating of food products. The method has been tested on different samples of extra virgin olive oil to verify its suitability. The results demonstrated the effectiveness of such multi-criterion technique not only for the design and development of new products that meet customers" requirements, but also for testing the quality of existing ones. The main innovation of the method, consists in the application of the fuzzy logic to address the issue, common in many decisional techniques, of dealing with data deriving from subjective verbally expressed evaluations that cannot be treated with mathematical models.

Hasnelly, (2012) Green food product industry requires special handling with respect to its available resources. The purpose of this research was to determine the resource-based effect on the customer value and the customer satisfaction, and the influence of the customer value and the customer satisfaction to the customer loyalty in green food products industry. The research method that is used is descriptive and explanatory survey. The sources of data in this research were the managers of the green food products industry in Indonesia. The primary data were collected by using questionnaires and interviews to the managers. The secondary data were collected by searching the documents which are relevant to the issues under the study. The results showed that core resources and critical resources influence significantly customers value.

RESEARCH METHODOLOGY

To fulfill any task, it is necessary to follow a systematic method. Research methodology is the main aspect of research studies. The methodology follow by research is detailed here.

TYPES OF RESEARCH

The research was of descriptive design; aim to procure a clear, complete and accurate description of the situation.

DATA SOURCE

Data was taken mostly through primary data. However company and product profiles were referred too. A structured UN- disguised interview schedule was designed to collect data source. The schedule method was opted since the method would help to concise amount of information.

INTERVIEW SCHEDULE DESIGN

A good care was taken by the researcher to design the schedule. All the objectives were taken into consideration while designing the handout. More of the closed and few ended questions were asked for the survey.

TYPES OF QUESTION USED

The questions constitute of closed – ended and open –ended once. Open – ended questions were asked to get the ideas and suggestions from the respondents. Moreover other than those mentioned in the questionnaire were asked to be specified. Closed - ended questions included dichotomous, multiple choice and ranking question. Rating scale was also included.

STUDY AREA

The survey was conducted in Erode district.

SAMPLING DESIGN

The sampling technique used in this study is "convenience sampling" when the population element for inclusion in the sample is based on the ease of access. It can be called as convenience.

SAMPLE SIZE

The study based only on the opinion and expectation of consumer. Total number of sample taken for the study is 110 respondents.

POPULATION

The aggregate elementary units in the survey are referred to as the population. Here it covers the entire customers taste and preference of amudham food.

SAMPLING METHOD

Here the researcher used the simple random sampling method

SAMPLING UNIT:

Sampling unit is in Amudham food.

METHOD OF DATA COLLECTION PRIMARY DATA

Primary data directly collected from the dealers. Masons, builders and end users in amudham food.

SECONDARY DATA

Secondary data is collected from company profile and company magazine.

SAMPLING TECHNIQUE

The sampling technique used in this study is "convenience sampling" when the population element for inclusion in the sample is based on the ease of access. It can be called as convenience

METHODS OF DATA COLLECTION:

DATA SOURCES:

Data in the study are of two types:

i. Primary data

ii. Secondary data

PRIMARY DATA

Primary goal is original and collected by the researcher freshly. In this study primary data was collected through questionnaire. A questionnaire is a popular means of collecting primary data.

A questionnaire is a list of question for the own.

SECONDARY DATA

Secondary data is the data, which is already available. It can be obtained through company records, internet and some data collected from the observation method by the researcher.

STATISTICAL TOOLS

The data is collected from the customer during survey and analyzed using various tools. The tools applied for study is,

- Chi – square

DATA ANALYSIS AND INTERPRETATION

CHI-SQUARE TEST

NULL HYPOTHESIS

H_O: There is no significance relationship between Occupation of the respondents and Factor influence for preferring this brand.

ALTERNATIVE HYPOTHESIS

H_1: There is a significance relationship between Occupation of the respondents andFactor influence for preferring this brand.

Case Processing Summary						
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Occupation of the respondents * Factor influence for preferringthis brand	110	100.0%	0	.0%	110	100.0%

Occupation of the respondents * Factor influence for preferring this brand Crosstabulation							
		Factor influence for preferring this brand					Total
		Flavour	Quality	Quantity	Taste	Price	
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	3	3
Total		31	29	27	17	6	110

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.220E2[a]	16	.000
Likelihood Ratio	201.322	16	.000
N of Valid Cases	110		

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.

FINDINGS

- Majority 72.7% of the respondents are male.
- Majority 35.5% of the respondents age are 20 to 30.
- Majority 39.1% of the respondents occupation are employee.
- Majority 39.1% of the respondents qualification are school level.
- Majority 38.2% of the respondents monthly income are Rs 5,001 - Rs 10,000.
- Majority 81.8% of the respondents are married.
- Majority 42.7% of the respondents are know advertisement.
- Majority35.5% of the respondents highly attract to purchase newspaper.
- Majority 28.2% of the respondents are prefer flavour.
- Majority 81.8% of the respondents are regular buyer.
- Majority 26.4% of the respondents are using 2 to 3 years.
- Majority 95.5% of the respondents are satisfied using food product.
- Majority 39.1% of the respondents are satisfied in food product.
- Majority 35.5% of the respondents are buy once in a week.
- Majority 39.1% of the respondents opinion about packing are attractive.
- Majority 38.2% of the respondents are neutral in sale MRP rate.
- Majority 35.5% of the respondents are neutral in price of product.
- Majority 37.3% of the respondents are buy retail shop.
- Majority 91.8% of the respondents are recommend to buy the product.
- Majority 31.8% of the respondents are like Maize Starch.

SUGGESTIONS

- Advertisement should be given more importance and can be made more attractive to create awareness about the Amudham food by the company.
- The company can avail the products is rural areas at all the times.
- The company has to design the strong distribution channels to capture more market line.
- It may provide good margins compare than other companies.
- The company may give more advertisement in leading magazines and channels.

CONCLUSION

In the competitive environment, the focus of the organization is more to create customer preference to the products among several products. So customer satisfaction is the continuous process for keeping the customers intact.

It is concluded that mostly people preferred Amudham food due to its taste, quality, price and availability. Some people often like to have a purchase with varieties.

The company can give more offers to attract more customers. More price discounts should be provided. The company can give about their product information through with booklets and catalogues. The advertisement should more frequently appear in T.V channels. The company can give more advertisement in leading magazines and channels.

BIBLIOGRAPHY

[1] "N. Moorthy&U.Bhojanna", business research methods, kalyani publishing, second edition, 2001.

[2] "Dr. R.L. Varshney& Dr. S.L. Gupta" marketing management , sultan chand& sons, new delhi, first edition 1991.

[3] "Philip kotler", marketing management,Margam publishing,New Delhi second edition 2013.

[4] "R.S.N.Pillai&V.Bagavathi", statistics, sultan chand& company ltd ,New Delhi, fifth edition 2000.

[5] "Thanalingam" Research Methodology, Himalayas publishing house, Mumbai, millinioum edition 2000.

[6] "Saravanavel" Research Methodology Kitabmahal, Allahabad, Fourth Edition,2003.

*****