

A STUDY ON CUSTOMER PERCEPTION AND SATISFACTION TOWARDS UNIBIC COOKIES WITH REFERENCE TO MEKA ENTERPRISES

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ABSTRACT

Today the business environment is rapidly changing. In this competitive environment the popular trend is also striving for maintaining its positions therefore it become essential for the companies that they should know about consumer's preference & taste. Regarding a particular product it is of almost necessary to know the consumers satisfaction to the value offered by the company. In case of dissatisfactory result it is essential to ascertain whether the dissatisfaction is for entire product or part of it is and what value do the consumers expect from it. Consumer satisfaction is a marketing term that measures how products or services supplied by a company meet or surpass a consumer's expectation. Consumer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses. This project was undertaken at Meka enterprises with the basic objectives, to know the perception of consumer for purchasing Unibic cookies, To find out the most preferred brands of cookies products, To find out the satisfaction level among the consumer regarding Unibic cookies, To find out the problems which Consumer are facing in using Unibic cookies. The project entitled "A study on consumer perception & satisfaction towards Unibic cookies with reference to Meka enterprises" was undertaken through primary survey of respondents. The data was collected from 100 respondents through questionnaire.

INTRODUCTION

Customer Perception

Customer Perception is a marketing concept that encompasses a customer's impression, awareness and/or consciousness about a company or its offerings. Customer perception is typically affected by advertising, review, public relations, social media, personal experience and other channels..

Definition:

According to Joseph Reitz, "perception includes all those processes by which an individual's receives information about his environment. Seeing, hearing, feeling, tasting, and smelling".

Customer satisfaction:

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. The degree of satisfaction provided by the goods and services of a company as measured by the number of repeat customers.

Definition:

According to Philip Kotler, "customer satisfaction is a person's feeling of pressure of disappointments resulting from comparing a product perceived performance (outcome) in relation to his or her expectation". Customer satisfaction = Delivery-Expectation.

How Brand Awareness Affects Perception

The degree to which consumers in the marketplace are familiar with particular brands is brand awareness. Compared with larger competitors' alternatives, which can be backed by millions of dollars in advertising, small businesses can find their products at a disadvantage. Working to build brand awareness is crucial for small business success and brand awareness has a number of distinct effects on consumers' perception of different brands.

Consumers have a tendency to expect higher quality products than generic products or brands they have not seen before by highly advertised brands. In grocery stores, for example consumers are often presented with a mix of options for individual products, ranging from highly advertised and recognizable brands to generic products. Even if both brands contain the same ingredients or are manufactured in the same factory grocery store shoppers are likely to view the higher-priced "name brands" as superior to store brands.

The Stages of Perception In marketing

When a consumer makes initial contact perception establishes the meaning about a product or brand and it is described as consumer information processing. In receiving brand marketing communicate messages at this stage all of the senses are engaged. Four distinct stages of perception occur during consumer information processing: sensation, attention, interpretation and retention.

To the external stimulus from a product or brand in consumer information processing, attention occurs when a person lingers & gives mental processing capacity. Selective perception a consumer pays attention to messages that are consistent with her attitudes, beliefs and needs. The consumer will withdraw attention when a product is inconsistent with these factors

INDUSTRY PROFILE:

The food industry is a complex, global collective of diverse businesses that supplies most of the food consumed by the world's population. Only subsistence farmers, those who survive on what they grow, and hunter-gatherers can be considered outside the scope of the modern food industry.

"The U.S. food system is a complex network of farmers and the industries that link to them. Those links include makers of farm equipment and chemicals as well as firms that provide services to agribusinesses, such as providers of transportation and financial services. The system also includes the food marketing industries that link farms to consumers, and which include food and fiber processors, wholesalers, retailers, and foodservice establishments.

The term food industries covers a series of industrial activities directed at the processing, conversion, preparation, preservation and packaging of foodstuffs. The food industry today has become highly diversified, with manufacturing ranging from small, traditional, family-run activities that are highly labor intensive, to large, capital-intensive and highly mechanized industrial processes. Many food industries depend almost entirely on local agriculture or fishing.

Industry Influence

The food industry has a large influence on consumerism. Organizations, such as The American Academy of Family Physicians (AAFP), have been criticized for accepting monetary donations from companies within the food industry, such as Coca-Cola. These donations have been criticized for creating a conflict of interest and favoring an interest such as financial gains.

A vast global cargo network connects the numerous parts of the industry. These include suppliers, manufacturers, warehouses, retailers and the end consumers. Wholesale markets for fresh food products have tended to decline in importance in urbanizing countries, including Latin America and some Asian countries as a result of the growth of supermarkets, which procure directly from farmers or through preferred suppliers, rather than going through markets.

The constant and uninterrupted flow of product from distribution centers to store locations is a critical link in food industry operations. Distribution centers run more efficiently, throughput can be increased, costs can be lowered, and manpower better utilized if the proper steps are taken when setting up a material handling system in a warehouse.

COMPANY PROFILE

Meka enterprises is a one of the whole selling/Distributing company, this supplier company is located in Chengalpattu. It has gained immense expertise in supplying and trading of Unibic Cookies. It is one of the leading sellers of product, it is also distributing cashew net cookies, chocolate chips, jam& chocolate cookies etc.

The company exports its cookies to more than 10 countries including across Australia, North America, UK & Europe, Asia, the Middle East and New Zealand. Unibic manufactures for private labels – 6 in India and 10 across the world. Powered by a team of over 800 motivated individuals, Unibic is spreading its brand of delicious richness to new geographies and welcoming more consumers into the fold every day.

Vision:

To delight the consumers with unique premium products at reasonable prices.

Mission:

Offer “superior quality, differentiated products” always and be seen as an innovator who keeps introducing new variants from time-to-time to cater to consumer's taste buds.

Most popular Flavors of Unibic cookies:

- Cashew nut cookies
- Choco chips cookies
- Fruits and nuts cookies
- Butter cookies
- Oatmeal digestive cookies
- Pista badam cookies
- Choco ripple cookies
- Multigrain sugar free cookies

NEED FOR THE STUDY

The Aim of the study is to know the customer perception and satisfaction towards Unibic Cookies. This study of the topic will help to get more knowledge of the product of Unibic cookies and also measures the satisfaction level of the customer from the product.

OBJECTIVES OF THE STUDY

Primary Objective:

- To study the customer perception and satisfaction towards Unibic cookies with reference to **MEKA ENTERPRISES**.

Secondary Objectives:

- ❖ To know the perception of customer for purchasing Unibic cookies.
- ❖ To find out the customer satisfaction toward quality, availability, price, brand name, packaging of Unibic cookies.
- ❖ To identify the factor influence the customer buying behavior of Unibic cookies.
- ❖ To suggest suitable measures to improve customer satisfaction.

SCOPE OF THE STUDY

The data was collected from the respondents across all the ages, income groups, occupation, and gender. This study involves ascertaining the customer perception towards various areas such as price, promotion, offers etc...This study is useful for the company to take necessary step for maintaining and improving customer satisfaction.

LITERATURE REVIEW

Vesna Zabkar Visitors perceptions of the quality of a tourist destination, satisfaction with their experience and the resulting behavioural intentions are vital for successful destination management and marketing. The purpose of our research is to explore the complex relationship between these constructs using structural equation modelling, where by both formative and reflective constructs are included. The structural model was tested on a sample of 1056 visitors at four tourist destination in Slovenia. The empirical validation of the conceptual model supports the research hypotheses.

Frank Goethals, A survey of 245 French e-grocery customers reveals their views on the unattended delivery model, including statistically significant differences across age group but not between genders in terms of interest in unattended grocery delivery and intentions to buy groceries online. Some customer group expect to adopt e-grocery if home delivery becomes possible, but their willingness to pay is not related to distance from the store, shopping duration or shopping pleasure, such that could help grocers cover the costs. Thus French grocers will have difficulty moving to a complete e-commerce model.

Girishpunj Recent empirical data on online shopping suggests that consumers have the potential to make better quality decisions while shopping on the web. But whether such potential is being realized by most consumers is an unresolved matter.

Christopher p.holland, This paper provides an empirical typology of online decision-making purchasing behavior. The study explores how the online purchase process is affected by individual decision-making style and knowledge of product. Drawing from the decision analysis and consumer behavior literatures, we present a typology of online purchase decision-making behavior and introduce four archetypes of online consumers. A number of experiments have been conducted in two online settings: retail banking and mobile networks. Based on an extensive video analysis, we have captured four process-related dimensions (number of cycles, duration, number of alternatives and number of criteria) using a business process modelling approach. Significant differences in all process-related dimensions were found across the four archetypes.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In this study the various steps that are generally adopted by a researcher in studying the research problem along with the logic behind him.

Research Design

Research Design is defined as the, arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure

Sample size

It refers to the number of elements of the population is to be sampled. Total sample size for this research study is 100

Sources of data collection

- Primary data
- Secondary data

Statistical tools used

- Percentage analysis
- Chi Square Test
- Correlation Analysis
- ANOVA

LIMITATIONS OF THE STUDY

There are some limitations for research which are as follows:

- The study is limited with 100 respondents.
- There might have been tendencies among the respondents to filter their responses to the condition
- Customer opinion might have been biased and may not represent the whole population of the city.

CORRELATION ANALYSIS**Null Hypothesis (Ho):**

There is no significant different between income of the respondents and frequency of purchasing.

Alternative Hypothesis (H1):

There is a significant different between income of the respondents and frequency of purchasing.

Correlations			Income of the respondents	Frequency of purchasing cookies
Spearman's rho	Income of the respondents	Correlation Coefficient	1.000	.875**
		Sig. (2-tailed)	.	.000
		N	100	100
	Frequency of purchasing cookies	Correlation Coefficient	.875**	1.000
		Sig. (2-tailed)	.000	.
		N	100	100

Result:

At the level of 1% level of significant, the correlated value is greater than zero, therefore Ho is rejected.

ONE-WAY ANOVA ANALYSIS**Null Hypothesis (Ho):**

There is no significant different between satisfaction level and buy again Unibic cookies

Alternative Hypothesis (H1):

There is a significant different between satisfaction level and buy again Unibic cookies.

ANOVABuy again unibic cookies

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	57.505	4	14.376	248.556	.000
Within Groups	5.495	95	.058		
Total	63.000	99			

Result:

The different between two variables of the significant value must be less than 0.05. Here the significant value is 0.00, it is less than 0.05. Therefore Ho is accepted.

CHI-SQUARE TEST**Null Hypothesis (Ho):**

There is no significant different between factors consider for purchasing Unibic and reason for choosing Unibic.

Alternative Hypothesis (H1):

There is a significant different between factors consider for purchasing Unibic and reason for choosing Unibic.

	Factors consider for purchasing <u>unibic</u>	Reason for selecting <u>unibic</u>
Chi-square	17.000 ^a	22.700 ^a
Df	4	4
Asymp. Sig.	.002	.000

Result:

For an association the different between the two variables, the significant value must be less than 0.05. Therefore Ho is accepted.

SUGGESTIONS

The following Suggestions were based on findings of the study:

- They may also use innovative packaging methods for covering the cookies packs.
- They may concentrate in advertisement in order to have new customers for their product.
- They may also give some attractive gifts for the kids, inside the biscuits packs.
- They can provide different sales promotion strategies for the improvement and development of Unibic Cookies.

CONCLUSION

The field survey helps me acquiring more practical knowledge relating to the research. During the data collection I come to know about art of communicating with the respondents. The analytical know ledge of me is

improved by this research project. Hope all the knowledge gained by me during this research will very helpful to me for my higher studies and future carrier.

Through the research paper entitled, “A study on customer perception and satisfaction towards Unibic cookies” It is concluded that the demographic variables such as age group, gender, occupation are having less Impact on the factors of customer perception and satisfaction. The research outcome also indicates that, most of the customers were satisfied towards Unibic cookies with respect to the chosen factors. This study also indicates that the customer’s loyalty towards the Unibic cookies is also good.

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