

# A STUDY ON CUSTOMER PREFERENCE TOWARDS NIZAM BETEL

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## ABSTRACT

Today's food service industry management must place a high priority on understanding the growing markets resulting from rapid urbanization and rising numbers of tourists. This industry has a huge impact on the global economy but it is affected by customers' ever-changing preferences. Managers need to gain and sustain strategic advantage in this highly competitive industry, thus a local customer preference assessment is crucial. This paper presents the dimensions of customer preference in the food service industry, tested empirically for dimensionality, reliability and validity using both exploratory and confirmatory factor analysis. Factorial analysis confirmed five dimensions of customer preference, and using multiple regression, their order of importance are Halal (permissible in Islam), Price, Quality of Service, Branding and Tangibles. Knowing these dimensions relative influence may result in better allocation of resources for effective service delivery. **Keywords:** Customer preference, Satisfaction, loyalty, Foodservice industry.

## 1. INTRODUCTION OF THE STUDY

Customer preferences are expectations, likes, dislikes, motivations and inclinations that drive customer purchasing decisions. They complement customer needs in explaining customer behavior. For example, a customer needs shoes and they'd prefer a particular style, brand and color. Appealing to the preferences of customers is a basic marketing technique that is useful for branding, product development, distribution and customer experience. The following are common types of customer preference.

Customer preference is measured in terms of the level of satisfaction the consumer obtains from consuming various combinations of bundles of goods. Customer preferences are more complex and even more important for retailers today than in past. Individual customer has a set of preferences and values whose determination is outside the realm of economics.

### Convenience

Preferring things that are easy such as a settling for a nearby restaurant. Convenience is considered a strong type of customer motivation.

Some customers will prefer the simplest user interface possible. Others will prefer lots of buttons to play with. This can be as much about preference as need.

### Communication & Information

Preferences related to communication style and information density. For example, some customers want to read detailed specifications and others want to hear a story.

### Stability vs Variety

Customers who would prefer the same exact shoes they purchased a year ago in the same season versus customers who prefer an incredible variety of shoes and avoid repeat purchases.

### Customer Service

It is well known in the customer service industry that some customers prefer friendly service and others prefer diligence and professional distance. For example, a hotel porter who engages in friendly conversation versus dry information about the room and hotel.

## Customer Experience

Preferences related to the end-to-end customer experience. For example, the interior design, lighting, art, music and social atmosphere at a cafe

## STATEMENT OF THE PROBLEM

Customer preference element that produces revenue, the other produces costs. It is also one of the most flexible elements. It can be changed quickly, unlike product features and channel commitment. At the same, price competition is one of the most critical problems facing companies yet many companies and organization do not handle pricing well common mistakes usually made during pricing are; pricing is too cost oriented, price in the company is not revised often enough to capitalize on market changes; the company sets its price independent of other marketing mix rather than as an intrinsic element of market-positioning strategy.

## OBJECTIVES OF THE STUDY

**Primary objectives:** A Study on Customer preference on nizam betel

**Secondary Objectives:**

- To analyse the factors that influenced its effectiveness of Customer preference in nizam betel products
- To satisfied are you with the pricing of the products in this category
- To consumer preferences can tip the balance of supply and demand to considerably influence market prices
- To maintain of strategy level and Consumer Preferences Nizam Pakku Products
- The qualities and new functionality of a product influence consumer preferences in a market
- To find out the major aspects and factors influencing the marketing decision

## SCOPE OF THE STUDY

- Prevention of Competition and the necessary to analyse the factors that influenced its effectiveness of marketing techniques
- Customer preference to Increased Profits, before determining the price of the product, targets of pricing should be clearly stated.
- To provide the overview of the steps involved in effective price decision in customer.
- To identify alternatives most appropriate for the pricing environment.
- To implement the selected strategies price structure and price levels have to be determined.

## LIMITATIONS OF THE STUDY

- This study strictly examined the effect of customer preference on the performance of Nizam pakku firm.
- A company may set a product price based on the cost plus formula and then be surprised when it finds that competitors are charging substantially different prices
- Imperfect Competition is one of the main limitations of price system.
- Public goods are goods which cannot be bought and sold in markets.
- Externalities also one of the main limitations of price system

## 2. REVIEW OF LITERATURE

**(Tung, Capella and Tat, 2022)** Premium pricing seems an approach have a propensity to attract customer who wants to enjoy the feeling of uniqueness and superiority but Premium factors are very difficult to evaluate objectively with a monetary term. In contrast to cost-oriented pricing strategies, a premium pricing strategy replicates market competition. Price setting set up from the market (competitors' prices) and is accustomed by a service differentiation quality. On the other hand, this approach has some limitations. First, service premium is complex to evaluate; second, the approach is further complex than the conventional cost-oriented technique. Third, using competitors' prices to position a firm's own price may not reflect on a firm's demand (sales) effectively at that particular price level.

**(Ba and Pavlou, 2023)** Price premiums may be viewed as reimbursement to merchant for endorsing trust by reducing business risks in an uncertain atmosphere. On the other hand, price discounts are viewed as compensation to buyers for demeanour higher than usual risk. Therefore, transactions concerning riskier products should result in superior price premiums for reputable sellers

**(H. Rubin, 2023)** another argument regarding deceptive pricing is that consumers may be misled about quality if they distinguish price as a signal of quality. Firms have been structured to reduce advertising of sales and specials

for this reason. There are two problems with cases based on this argument. First, there is no convincing evidence that consumers are deceived by these ads. Second, there are large social costs from preventing this type of advertising, even if there is deception.

### 3. RESEARCH METHODOLOGY

#### RESEARCH DESIGN

To make the research systemized the researcher has to adopted certain method. The method adopted by the researcher for completing the project is called research methodology. Research is a process in which the researcher wishes to find out the end result for a given problem and thus the solution helps in future course action.

#### POPULATION

The aggregate elementary units in the survey are referred to as the population. Here it covers the survey on recruiting advertisement.

#### SAMPLING TECHNIQUES

A disproportionate stratified random sampling technique has been used in sampling

#### SAMPLING SIZE

A sample size is guaranteed to its temperament of information assortment. Information assortment depends on the essential information is 110 respondents are taken as the example for this investigation.

**SOURCES OF DATA COLLECION:** The following techniques were adopted for data collection.

**Primary data:** Primary data was collected through face to face interviews while filling up questionnaires (118 respondents)

**Secondary data:** Relevant information was gathered from magazines, newspapers and project reports that formed the secondary data.

#### TOOLS USED FOR DATA COLLECTION

- Simple percentage Analysis
- Chi-square analysis
- Correlation
- Anova

#### CHI-SQUARE TEST

#### NULL HYPOTHESIS

H<sub>0</sub>: There is no significance relationship between Age of the respondents and satisfied are you with the pricing of the products in this category.

#### ALTERNATIVE HYPOTHESIS

H<sub>1</sub>: There is a significance relationship between Age of the respondents and satisfied are you with the pricing of the products in this category.

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.892 <sup>a</sup>	12	.029
Likelihood Ratio	23.772	12	.022
N of Valid Cases	118		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .93.

**RESULT**

Hence the value is less than 0.05, we accept null hypothesis and reject alternate hypothesis. So there is no significant relationship between Age of the respondents and satisfied are you with the pricing of the products in this category.

**CORRELATION**

The table shows that the relationship between Educational qualification of the respondents and New functionality of a product influence consumer preferences.

**Correlations**

		Educational qualification	New functionality of a product influence consumer preferences
Edu	Pearson Correlation	1	-.084
	Sig. (2-tailed)		.365
	N	118	118
New functionality of a product influence consumer preferences	Pearson Correlation	-.084	1
	Sig. (2-tailed)	.365	
	N	118	118

**RESULT**

This is a positive correlation. There are relationships between Educational qualification of the respondents and New functionality of a product influence consumer preferences.

**ANOVA**

**NULL HYPOTHESIS H<sub>0</sub>:**

There is no significant relationship between Occupational status of the respondents and Consumer preferences can tip the balance of supply and demand.

**ALTERNATIVE HYPOTHESIS H<sub>1</sub>:**

There is a significant relationship between Occupational status of the respondents and Consumer preferences can tip the balance of supply and demand.

## ANOVA

Occupational status

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.405	3	.135	.170	.916
Within Groups	90.451	114	.793		
Total	90.856	117			

## RESULT

From the above analysis, we find that calculated value of the F-value is a positive .170 value, so H1 accept. Since the P value 0.000 is less than  $< 0.05$  regarding there is a significant relationship between Occupational status of the respondents and Consumer preferences can tip the balance of supply and demand. The results are **significant** at 4 % level.

## SUGGESTIONS

- While all consumer preference moats have brands and intangible assets as their primary driving factors, not all brands endow their owners with competitive advantages.
- The analyst needs to check for the customer captivity as well as pricing power of the business. At the same time, the analyst will need to develop a deeper understanding of ancillary factors that affect the business's moat and its sustainability.
- As in our previous article, we end this article with the assertion that it is important to have a well-defined framework in place and to ensure that it is consistently applied.
- In the design of new customized products, the data already collected in this study can be used to offer insight into whether the new product should be customized and what kinds of features of the product are desirable for customization

## CONCLUSION

The Consumer preferences for betal nuts product is presented with a focus on identifying the trends amongst the desires of consumers for customization of products and the customization of product attributes. This work has shown that distinct clusters exist for different products that can be defined by the associated consumer preferences for customization. By analyzing consumer preferences for the customization of attribute categories, patterns amongst the preferences for customization of these attribute categories can be identified for each cluster. The trends discovered here suggest that the data collected using these surveys can potentially be generalized and used in the design of new products for customization. It can help designers with decision making as to what types of products are appropriate customer preferences.

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