Original Article

A Study on Consumer Satisfaction and Perception towards Itc Food Products

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Abstract

This study explores consumer satisfaction and perception of ITC food products, specifically examining factors that influence purchasing behavior and satisfaction levels among consumers. Amid a rapidly changing food industry landscape, characterized by growing competition, consumer awareness, and demands for quality, ITC has gained significant market attention. The research identifies critical elements like taste, quality, pricing, availability, and promotional offers that impact consumer perceptions and satisfaction. Using a purposive sampling technique, data from 190 respondents was collected and analyzed through descriptive statistics, ANOVA, and t-tests. Findings suggest that while consumers favor ITC products for taste and quality, availability and enhanced promotional efforts could further drive satisfaction. The study underscores the importance of strategic distribution and promotional enhancements to meet evolving consumer expectations.

Keywords: Consumer Satisfaction, Consumer Perception, Itc Food Products, Purchase Behaviour, Market Trends

Introduction

In the present century we can visualize see changes in the global economy. Day by day the purchasing power of people is increasing at tremendous pace. The choice of purchase is innumerable as thousands of companies are introducing new products day by day. To cope with this situation people keep on acquiring knowledge regarding the products, prices etc.This entire means that old business road maps cannot be trusted. Companies are learning that , it is hard to build a reputation and easy to loose it. Companies that focus inward become by blind to seismic changes in market, competition, distribution, media, and technology that are occurring outside. Mass markets are moving into micro markets, multiple channels of distribution are replacing single channels Customers are buying directly catalogue, Telemarketing and Internet. Price discounting and sales promotion are eroding brand loyalty.These and other changes make the company to re-examine and sometimes reverse the very premises on which they built their business. In order to alive in the market , companies have started to consider various ways and means like developing a new market either for a new product or for an old market, segmenting the total market and targeting the untouched or most profitable segment, encouraging consumers to consume more in one occasion, converting nonuser into user. The Indian food industry is poised for huge growth, increasing its contribution to world food trade every year. In India, the food sector has emerged as a high-growth and high-profit sector due to its immense potential for value addition, particularly within the food processing industry. Accounting for about 32 per cent of the country's total food market, The Government of India has been instrumental in the growth and development of the food processing industry. The government through the Ministry of Food Processing Industries is making all efforts to encourage investments in the business. It has approved proposals for joint ventures (JV), foreign collaborations, industrial licenses and 100 per cent export-oriented units.

Statement of the Problem

The growing maturity of this product category and shift in consumer preferences could be the possible factors for slow-to-moderate growth of the product categories. Premiumization and healthier product options are the megatrends observed in the market among working population and young adults in the country which could be the key target audience for suppliers. Pocket-friendly packs, availability across channels, aggressive promotion strategies and maintaining efficient supply chain are few of the prominent areas for players operating in the market. However, manufactures are poised to witness some major challenges and problems while selecting brand by consumers. So this study is very vital for selection of consumer perception. This study is undertaken to know consumer perception and satisfaction towards ITC food products.

Scope of the Study

Customer satisfaction research identifies how well an organization is performing from the customer's viewpoint. It allows any organization to understand how their customers are with the level of service they are providing at any point in time, and to track how satisfaction levels change over time. The study concentrated on the consumer preference and satisfaction towards ITC food products. This study helps to know consumers preference towards ITC food products. This study also helps tom know consumers satisfaction towards ITC food products.

Objectives of the Study

- To measure consumer perception towards ITC food products.
- To study the level of satisfaction towards ITC food products.

Methodology of the Study

This study investigates consumer perception and satisfaction with ITC food products, using both primary and secondary data. Primary data was gathered through a questionnaire survey conducted among ITC consumers, collected directly from December 2023 to February 2024. Secondary data sources include journals, books, and relevant websites. A purposive sampling technique was employed to select a sample of 190 respondents, ensuring targeted insights into ITC consumer experiences.

Review of Literature

Jayprakash Lamoria, Kanjiraparambil Greeshma Girish , Akshay (2023) The research entitled ,“ A Study on Consumer Perception towards ITC product” have been carried out with the objective to measure consumer perception towards ITC food product Bingo in Vadodara City. The study has been carried out with the sample size of 208 respondents. Tools used to analyse the data was simple percentage , Chi-square test and T-test. The study shows that the taste and quality of the product are the main factors for the consumers.

Pradeep (2022) The research “A study on consumer satisfaction towards Bingo Chips” have been carried out with the objective to access the satisfaction level of the customer towards consuming Bingo Chips. The sample size consists of 200 respondents. Tools used to analyse the data were Cluster analysis , Chi-square analysis , Correspondents analysis . The result of the study shows that bingo chips has won good reputation among consumers.

Devaraj Dodamani, Venkatesh Malali, Bhuvaneshwari, Anita Naragund, Vikas Parvati (2021) The study carried out with the title, “ A comparative study of consumer buying behaviour towards chips with reference to Bingo and Lays” have been carried out with the objective to know the perception of customers towards chips in North-Karnataka. The sample size of the study is 402 respondents. Reliability test were used for this study. The result of the study shows that most of the female preferred tomato flavour of the Bingo and Lays and most of the youth age between 21-30 prefer to have chips on usual basis.

Punitha, Kannan (2020) The research paper by the name of “A study on consumer satisfaction towards sunfeast biscuits with special reference in Thiruvallur District” have been carried out with the objective to provide consumer satisfaction level of sunfeast biscuits. The study has been carried out with the sample size of 100.Tools like Chi-square analysis and One way Anova were used to analyse the data. The result of the study shows that most of the consumers are satisfied with sunfeast biscuits.

Kanimozhi, Karthik (2019) The research paper known as “A study on the brand awareness and consumer satisfaction towards sunfeast biscuit in Erode District” have been carried out with the objective to study the consumer satisfaction towards sunfeast biscuit ana to analyse the brand awareness of sunfeast biscuit in Erode District. The sample size of the study 100 respondents. The analysis was done using percentage analysis, weighted average , ranking and Chi-square test. The study shows the result that most of the respondents are satisfied with sunfeast biscuits. **Vasanthi Reena Williams, Lokesh (2018)** The research conducted “Analysing Urban and Rural consumer behaviour towards FMCG brands in Mysuru” have been carried out with the objective to suggest strategies for influencing buying behaviour and to determine factors influencing buying behaviour towards FMCG.The study has been carried out with the sample size of 100. Statistical analysis is the tool used to analyse the data. The result of the study shows that most of the consumers have positive impression on FMCG products.

Krishnakumar, Karthikeyan (2016) The research paper called “A study on brand awareness of sunfeast yippee noodles with special reference to ITC in Salem District”. The study is carried out with the objective to investigate the

impact of perceived expectation of sunfeast yippee noodles consumers. The sample size of the study is120 respondents. Tools used for the study were percentage analysis and Chi-square analysis. The carried out study comes up with the result that majority of the respondents were aware of sunfeast yippee.

Kohale (2015) The research paper titled "A Study of Brand awareness and Consumer perception of Sunfeast Delishus Cookies" have been customer carried out with the objective to determine the brand awareness and customer perception level . Descriptive Statistics was used to analyse the data. The sample size of the study is of 100 respondents.The study shows the result that majority of the people rated its price and quality are satisfied.

Partha Pratim Dutta (2014) The research paper titled " A study on consumer buying behaviour towards sunfeast dark fantasy". The objective of the study is to analyse the important factors which have been an influence on consumer buying behaviour. Descriptive Research is used. A sample size of 50 have been chosen. The result shows that most of the people buys it because of its taste and package.

Priyadharshini (2011) the study paper titled "A Dessertation on consumer preference towards Sunfeast biscuits in Bangalore Metropolitan City" have been carried out with the objective to identify consumer perception about various features of sunfeast biscuits and to determine the brand preference over its competitors. The sample size of the carried out study is 100 respondents. The analysis was done using Chi-square test. The shows the result that sunfeast is most popular amongst its user mainly because of its taste, brand name and innovativeness.

Findings of the Study

Consumer Satisfaction Towards Itc Food Products – Descriptive Statistics

Consumer Satisfaction Level	N	Minimum	Maximum	Mean	Std. Deviation
Taste of the products	190	1	5	1.63	.843
Price of the products	190	1	5	1.95	.847
Availability of products in local store/supermarket	190	1	5	2.07	.979
Discounts for the products	190	1	5	2.32	1.110
Free gifts for the products	**190**	**1**	**5**	**2.38**	**1.335**
Customer service provided by ITC in case of any issues with food products	190	1	5	2.24	1.210
Total	**190**	**6**	**30**	**12.59**	**6.324**

Source: Computed Data

Interpretation

From the table it is interpreted that the respondents are highly satisfied with free gifts the mean value obtained for the factor is 2.38, the mean value obtained for discounts is 2.32, the mean value obtained for customer service is 2.24, the mean value obtained for availability of product is 2.07, the mean value obtained for the price of the product is 1.95, the mean value obtained for the taste for the product is 1.63.

Demographic Factor Vs Satisfaction Level Of Consumers - Anova

H_0: "There is no significance difference between demographic factors such as age, educational background, annual income, residential area and satisfaction level of consumer".

Demographic Factor vs Satisfaction Level of Consumers

Factor	Classification	No.of. Respondents	Mean	Standard Deviation	F	Sig	S/NS
Age	18 - 25 years	119	12.8151	4.78870	1.940	.106	NS
	26 - 35 years	41	13.4146	5.18640			
	36 - 45 years	14	11.5714	3.71513			
	46 - 50 years	5	9.2000	1.92354			
	Above 50 years	11	10.0000	5.54977			
Educational Background	Diploma	17	11.0588	4.74961	1.121	.328	NS
	Under Graduate	123	12.6016	4.85822			
	Post Graduate	50	13.1000	4.88751			
Annual Income	Below Rs.1,00,000	49	13.3061	5.06707	.775	.509	NS
	Rs.1,00,001 - Rs.2,00,000	28	11.7857	5.15218			
	Rs.2,00,001 - Rs.3,00,000	10	11.5000	3.92287			
	Above Rs.3,00,000	103	12.5825	4.77026			
Residential Area	Urban	83	12.1687	4.81314	.946	.390	NS
	Semi-Urban	45	12.4444	5.49196			
	Rural	62	13.2742	4.42115			

(Source : Computed Data NS – Not Significant S – Significant)

Interpretation

The results of the ANOVA table shows that the F-value as 1.940 for age, 1.121 for educational background, .775 for annual income, 946 for residential area .The calculated P-value for age. Since the P value at 5 per cent level of significance is more than 0.05 for the above factors, it can be concluded that there is no significant difference between demographic factors such as Age, Educational Background , Annual Income , Residential Area (i.e) it can be inferred that Age, Educational Background , Annual Income , Residential Area, does not affect the consumer satisfaction. **Hence the null hypothesis is accepted.** It has been concluded that the respondents' satisfaction level has not varied at significant levels when they have been classified based on Age, Educational Background , Annual Income Residential Area.

Demographic Factor Vs Satisfaction Level Of Consumers – Independent Sample T-Test

H0 = "There is no significant difference in the Gender, Marital Status and Job Status to Satisfaction level of consumers".

Demographic Factor vs Satisfaction level of the consumers

Factor	Classification	No. of. respondent	Mean	Std. Deviation	t	Sig.	S/NS
Gender	Male	66	13.5152	5.75458			
	Female	124	12.1048	4.25378	1.918	0.57	NS
Marital Status	Married	66	12.0152	5.07632			
	Unmarried	124	12.9032	4.73255	-1.201	.231	NS
Job Status							
Job Employeed	Employed	77	12.2597	4.72786			
	Unemployed	113	12.8230	4.95557	-.784	.434	NS

(Source : Computed Data NS – Not Significant S – Significant)

Interpretation

The mean values of the Male and Female respondents are 13.5152 and 12.1048. The highest mean score of 13.5152 is found among Male respondents. Hence their satisfaction level is higher than Female respondents. The t-test result table shows that 5% level of significance, the significant value is 0.57. As the significant value is higher than 0.05, the null hypothesis is accepted and the result shows that there exists no significant difference in the Gender and Satisfaction level of consumers.

The mean values of the Married and Unmarried respondents are 12.0152 and 12.9032. The highest mean score of 12.9032 is found among Unmarried respondents. Hence their satisfaction level is higher than Married respondents. The t-test result table shows that 5% level of significance, the significant value is .231 As the significant value is higher than 0.05, The null hypothesis is accepted and the result shows that there exists no significant difference in the Marital Status and satisfaction level of consumers.

The mean value of the Employed and Unemployed respondents are 12.2597 and 12.8230. The highest mean score of 13.5152 is found among unemployed respondents. Hence their satisfaction level is higher than Employed respondents. The t-test result table shows that 5% level of significance, the significant value is .434. As the significant value is higher than 0.05, The null hypothesis is accepted and the result shows that there exists no significant difference in the Job Status and satisfaction level of consumers.

Suggestions

- Customers are the kings of the market. They have so many substitutes for each and every product. In order to satisfy them always ensure the quality and taste of the product.
- Availability of Sunfeast biscuits is comparatively low in the area where study has been conducted. Availability should be increased to an extent of at least 65%.
- Price should be kept steady as far as possible and it should be same in all shops and in all places.
- Coupons and gifts offered along with the packet should be given without any delay.
- For promotional offers, company should go for free gifts rather than going for other ways.

Conclusion

The availability of ITC food product should be made more easier because the perception of the consumers is that the availability of the product is medium. Hence, it should be made available in an easier way. The taste and quality of the product are the main factors which have importance to the consumers and hence they can be improved. The promotion of ITC should be increased to reach out to more people. The accessibility of ITC food products is paramount to meeting consumer demands and enhancing satisfaction. Efforts should be directed towards expanding distribution channels, optimizing retail presence, and leveraging digital platforms to ensure easy availability of ITC products to consumers across various regions. Enhancing the taste and quality of ITC food products is paramount, as these factors are primary drivers of consumer satisfaction. Investing in research and development to innovate recipes, source high-

quality ingredients, and maintain stringent quality control measures can help elevate the taste and quality of ITC products. Furthermore, increasing promotional efforts is essential for raising awareness and attracting more consumers to the brand.

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