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Research Paper Management

A Study on Consumer Shopping Preference Towards The Product of Kilban Foods India (P) Limited, Calicut

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ABSTRACT

Every organization envisioned at maximizing the productivity and the profit never fails to show immense interest on knowing their customer requirements. Fulfilling the needs and satisfying the customers becomes very much essential, since a satisfied customer becomes an unpaid advertisement for the company. It is equally important to satisfy the dealers and retailers if the company is in the business of Consumer Goods. This article is a study on consumer shopping preference towards the product of Kilban Foods. Through this study, major brand leaders in the market, the reason for which a particular brand is preferred and the satisfaction level are identified. A questionnaire was set containing appropriate questions and survey was made on 110 respondents belonging to different categories. The statistical tool such as Percentage method and Chi-Square test was used. From the survey it is identified that most of the customers are not changing the brand due to high consumer preference and brand image .They are satisfied services provided by the company. So the company must improve the quality of their products and by making good relationship with the customers to increase its market share.

KEYWORDS : Consumer / shopping behaviour, customer preference, product image.

INTRODUCTION - ABOUT THE STUDY

The scope of marketing is typically seen as the task of creating, promoting, and delivering goods and services to consumers and businesses. In fact, marketing people are involved in marketing 10 types of entities: goods, services, experiences, events, persons, places, properties, organizations, information, and ideas. Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value with others. It is otherwise defined as "the art of selling products". There will always, one can assume, be need for some selling. But the aim of marketing is to make selling superfluous. The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself. Ideally, marketing should result in a customer who is ready to buy. All that should be needed then is to make the product or service available. Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals. Marketing is therefore a process of social interactions in which the participants acts out roles that are determined by social, legal and ethical standards. The marketing concept holds that the key to achieving its organizational goals consists of the company being more effective than competitors in creating, delivering, and communicating customer value to its chosen target markets. Selling focuses on the needs of the seller; marketing on the needs of the buyer. Selling is preoccupied with the seller's need to convert his product into cash; marketing with the idea of satisfying the needs of the customer by means of the product and the whole cluster of things associated with creating, delivering and finally consuming it.

Marketing Environment -

Competition represents only one force in the environment in which the marketer operates. The marketing environment consists of the task environment and the broad environment. The task environment includes the immediate actors involved in producing, distributing, and promoting the offering. The main actors are the company, suppliers, distributors, dealers, and the target customers, included in the supplier group are material suppliers and service suppliers such as marketing research agencies, advertising agencies, banking and insurance companies, transportation and telecommunications companies. The broad environment consists of six components: demographic environment, economic environment, natural environment, technological environment, political-legal environment, and social -cultural environment. These environments contain forces that can have a major impact on the actors in the task environment. Market actors must pay close attention to the trends and development in these environments and make timely adjustment to their marketing strategies.

Competition:

Competition includes all the actual and potential rival offerings and substitutes that a buyer might consider. We can broaden the picture further by distinguishing four levels of competition based on degree of product substitutability.

Brand competition: A company sees its competition as other companies offering a similar product and services to the same customers at similar prices. Volkswagen might see its major competitors as Toyota, Honda, Renault, and other manufactures of medium-price automobiles. It would not see itself as competing with Mercedes or with Hyundai.

Industry competition:

A company sees its competitors as all companies making the same product or class of products. Volkswagen would see itself as competing against all other automobile manufacturers

Form competition:

A company sees its competitors as all companies manufacturing product that supply the same service. Volkswagen would see itself competing against not only other automobile manufacturers but also against manufacturers of motorcycles, bicycles, and trucks.

ABOUT THE INDUSTRY -

Food products are most essential products among the other products. There are numerous foods products available in the market. There is always more competition among the brands of the products. Adulteration of food is one of the most serious problems facing our country today. It is difficult to pinpoint when people first made a fruit spread. Ancient Civilizations were known to set a variety of foods in the sun to dry in order to preserve them for later use. One of the first recorded mentions of jam making dates to the Crusades whose soldiers brought the process back from their journeys in the Middle East. Preserving foods was a home-based operation until the nineteenth century. Even today, millions of people make fruit preserves in their own kitchens. Fruits are chopped and cooked with sugar and pectin until a gel is formed. The jam or jelly is then packed into sterilized jars. Spoilage prevention is a major concern for both the home and the commercial jam producer. An important innovation in food preservation occurred in 1810. Nicolas Appert, a French confectioner, determined that by filling jars to bring with food so that all air is expressed out and then placing the jars in boiling water would prevent spoilage. In the early 1800s in the United States, the country was experiencing a surge westward. Of the many legendary characters to emerge during this period was John Chapman, better known as Johnny Appleseed. A nursery-man from western Pennsylvania, Chapman walked through the Midwest planting apple orchards. His purpose was to provide crops for the coming pioneers.

ABOUT THE COMPANY -

Kilban foods India Pvt. Ltd was launched in the year 1975 at Calicut, dur-

ing the1980's company produced mango and lime pickles in 1980.The factory was established at Povattu Parambu Calicut in the year 1986. They branded their products as Happy with slogan "Happy keeps everybody Happy". Kilban foods (India) Pvt ltd working in Calicut in kerala is a well Known manufacturer of the most popular happy brand of squashes, jams, pickles, and soft drinks concentrates. Happy products with a short span of time have evolved as the synonym of real taste. This company has the production capacity to produce of 15 tons per day. Happy products soon captured the National market and became a delicious house hold name. And its flavor pervades every home. Happy products are exported to foreign countries and are the best choice of the seekers of real quality. It has now extended its operation to other states of south India The company has the consistently endorsed to introduce new and innovative products that increase the choice of the customers.

The products manufactured are distributed under the registered trade name "Happy" Happy has set veiy rich standards in developing products and process that meet stringent quality, norms. A key strength of the company has been its its ability is maintaining the quality of the products. The company strategically promotes the brand using a squirrel dressed in red pants and black shirt. This has been able to make a place in the heart of house wife's and children. The company has been able to live up the consumer expectation by providing packaged food products that consists of both quality and taste. Kilban foods (India) Pvt Ltd provides good customer care and keeps good relationship with the traders. Happy has been making meal items merrier and thirsty times happier for the past 27 years. Their unending quests for quality, commitment to be real, fresh and Natural fiuits make happy always every body's first choice.

PRODUCT PROFILE - PRODUCT OF HAPPY AND ITS PACKING METHODS:

In a most simple way product could be defined as "everything the purchaser gets in exchange for his money" A product is a bundle of physical or chemical properties which has some utilities, In other point of view, product means an objects which satisfies the needs of the costumer. According to Wore Alderson "a product should be considered as a bundle of utilities consisting of various products features and accompanying services". Food products are the most essential products among the other products. There are numerous brands of food products an available in the market. These products always face more competition. They mainly use re use packing materials for attracting customers, eg: Bottles, Jars.

Products:

- Jams, Pickles, Squash, crushes, Sauces
- Synthetic Vinegar, Mango Juice
- Synthetic Syrup, Non fruit soft bring concentrate

Jams:

There are three types of jams produced by Kilban foods (Indi an) Pvt. Ltd. In the brand name "Happy".

- Pineapple Fruit Jam, Mixed Fruit jam, Mango Fruit Jam.

Packing methods:

- 24 x 500gm bottle in a carton, 24 x 300gm bottle in a carton.
- 48 x 200gm cup size containers in a carton, 24 x lkg HDPE jars in a carton.
- 96 x l00gm containers in a carton, 6 x 4kg HDPE jams in a carton.

OBJECTIVES OF THE STUDY

- To know the growth and development of kilban Foods India (P) Limited.
- To identify the product preferred by the consumers
- To analyze the level of satisfaction of consumers
- To offer suggestions to the improve the sale

SCOPE, IMPORTANANCE & LIMITATIONS OF THE STUDY

- To find the company position in the market
- This will help for future preference
- The study help to understand satisfaction level of the customers
- The study helps to know the past present and future position of the company. The researcher makes an attempt to know how far the company has achieved its objective.

LIMITATION OF THE STUDY

- Customers are widely spread and hence the result cannot be generalized, the sample size was too small respect to the population.
- Time was limited, hence has affected the study.
- Survey is concentrated only in Calicut district.

RESEARCH METHODOLOGY -

The methodology of research work provides an outline and a frame work of how the work is conducted. It is a systematic and scientific way of solving the research problems.

RESEARCH DESIGN -

The research design chosen is descriptive as the study reveals the state of facts existing. Both Primary and secondary data were collected for this particular study. In the study a sample of 110 comprising of direct customers existing in Calicut district are considered. Convenience sampling method (Non-probability sampling) was used to select samples. The data collected was tabulated, analyzed and interpreted using simple percentage Analysis and Chi-Square Analysis.

ANALYSIS AND INTERPRETATION

Table no.1- Table showing Gender of the respondents

Gender	No. of Respondents	Percentage
Male	22	20%
Female	88	80%
Total	110	100%

Inference -

Majority (80%) of the respondents are female

Table no.2 - Table showing Age of the respondent

Age	No. of Respondents	Percentage
Below 15	18	16.36%
15-30	35	31.82%
30-45	44	40%
Above 45	13	11.82%
Total	110	100%

Inference -

Less than half (40%) are within 30-45 years old

Table no.3 - Table showing Educational Qualification

Qualification	No. of Respondents	Percentage
Illiterate	1	0.91%
School-level	47	42.73%1
Graduate	44	40%
Post graduate	18	16.36%
Total	110	100%

Inference - Less than half (42.73%) of the respondents are school level.

Table No.4 - Table showing Occupation of the respondents

Occupation	No. of Respondents	Percentage
Student	24	21.82%
employed	32	29.1%
Home maker	19	17.27%
professional	22	20%
Others	13	11.81%
Total	110	100%

Inference - Least (29.1%) of the respondents are employed.

Table no.5 - Table showing Income of the respondents per annum

Income per annum in (Rs.)	No. of Respondents	Percentage
50,0000	20	18.18%
50,000-1,00,000	33	30%
1,00,000-1,50,000	37	33.64%
Above 2,00,000	20	18.18%
Total	110	100%

Inference - Majority (33.64%) of the respondents have the income of 1,00,000- 1,50,000.

Table No.6 - Table showing Type of Family of the respondents

Gender	No. of Respondents	Percentage
Nuclear family	95	77.28%
Joint family	25	22.72%
Total	110	100%

Inference - Majority (77.28) of the respondents' family are nuclear family.

Table no.7 - Table showing awareness about the "happy"

Oppinion	No. of Respondents	Percentage
Yes	110	100%
No	0	0%
Total	110	100%

Inference - Respondents are aware about the happy product.

Table No.8 - Customers mind on hearing the name "happy"

Opinion	No. of Respondents	Percentage
Logo	54	49.1%
Products	22	20%
Celebrities	15	13.63%
Event	11	10%
Others	8	7.27%
Total	110	100%

Inference - Majority of 49.1% of respondents, when heard about the name "happy's" logo is comes to their mind on at first.

Table No.9 - Table showing the Sources of Awareness

Source	No. of Respondents	Percentage
Advertisement	55	50%
Product campaign	24	21.8%
Experience	31	28.18%
Total	110	100%

Inference - Half (50%) customers get the awareness through advertisement.

Table No.10 - Table showing probable cause for formation of attitude

Opinion	No. of Respondents	Percentage
Brand name	21	19.09%
Advertisement	25	22.72%
Quality	30	27.27%
Taste	34	40.92%
Total	110	100%

Inference - Less than half (40.92%) customers attitude formation because of taste of the product.

Table No.11- Table showing preference of customers, have you ever used happy product

Opinion	No. of Respondents	Percentage
Yes	110	100
No	0	0
Total	110	100%

Inference - 100% of the respondents are used the "happy" product.

Table No.12 - Which product of "happy" are mostly using

Opinion	No. of Respondents	Percentage
Jams	55	50%
Pickle	22	20%
Squashes	14	12.72%
Soft drinks concentrate	8	7.27%
Sauces	11	10.01
Total	110	100%

Inference - Half (50%) of the respondents are mostly using Happy's Jam

Table No.13 - Table showing preference of customers buying period of product

Period	No. of Respondents	Percentage
Once in a month	18	16.36%
Weak	9	8.18%
Daily	4	3.64%
As and when required	79	71.82
Total	110	100%

Inference - Majority (71.81%) of the customers are buy the product as and when required. Its help to identified that product using mostly as per requirement because its not an essential things to used in monthly.

Table No.14 - Table showing the preference of customers preference to "happy" when compared with other product

Opinion	No. of Respondents	Percentage
Best	58	52.73%
Good	27	24.54%
Average	12	11%
Faire	8	7.27%
Poor	5	4.46%
Total	110	100%

Inference-majority (52.73%) of the customers opinionis the happy product is best

Table No.15 - Table showing preference of customers most attracted factor of product

Features	No. of Respondents	Percentage
Flavour	18	16.36%
Price	26	23.63%
Taste	16	14.54%
Quality	32	29.1%
Color	18	16.36%
Total	110	100%

Inference - Least (29%) of the customers quality conscious than price conscious

Table No.16 - Table showing Sources of influence to purchase the product

Source	No. of Respondents	Percentage
Advertisement	50	45.45%
Friends	14	12.72%
Relatives	11	10%
Sales man	25	22.72%
Total	110	100%

Inference - majority (45.45%) of the respondents influenced them to buy the product through advertisement

Table No.17 - Table showing comparison of price with happy's competitors

Source	No. of Respondents	Percentage
Relatively high	9	8.12%
More of less equal	20	18.18%
Reasonable	55	50%
Comparatively low	26	23.63%
Total	110	100%

Inference - half (50%) of the customers responded price is reasonable.

Table No.18 - Table showing the satisfaction towards happy products

Opinion	No. of Respondents	Percentage
Satisfied	89	81%
Un satisfied	21	19%
Total	110	100%

Inference - Majority (81%) of the respondents are satisfied in "happy" product

Table No.19 - Table showing the customers preference would you switched to any other product from "happy"?

Opinion	No. of Respondents	Percentage
Yes	9	8%
No	101	92%
Total	110	100%

Inference – most (92%) of the customers are satisfied from the product

Table No.20 - Table showing the opinion about the "happy"

Opinion	No. of Respondents	Percentage
Excellent	34	31%
Good	52	47.27%
Average	18	16.36%
Poor	6	5.45%
Total	110	100%

Inference - majority (47.27%) of the customers opinion about the product was good

CHI-SQUARE TEST

Table No.21 - Relationship between Source of Awareness &Probable cause for formation of attitude

Probable cause for formation of attitude	Source of awareness			Total
	Advertisement	Product campaign	Experience	
Brand name	10	5	6	21
Advertisement	11	6	8	25
Quality	19	5	6	30
Taste	15	8	11	34
Total	55	24	31	110

Result:
Chi-Square Value: 3.0620 **Table Value: 12.9**
Degree of Freedom: 6 **Significance: Not Significant**

The result of the chi-square test reveals that the calculated chi-square value (3.0620) is less than the table chi-square value (12.9) at 5 per cent level of significance and therefore, the relationship between Source of Awareness and Probable cause for formation of attitude is not significant. Thus the null hypothesis is accepted.

Table No.22 - Relationship between Income per annum and level of satisfaction towards happy products

Income per annum in (Rs.)	Level of Satisfaction towards Happy Products		Total
	Satisfied	Un satisfied	
500,000	15	5	20
50,000-1,00,000	28	5	33
1,00,000-1,50,000	31	6	37
Above 2,00,000	15	5	20
Total	89	21	110

Result
Chi-Square Value: 1.4337 **Table Value: 7.815**
Degree of Freedom: 3 **Significance: Not Significant**

The result of the chi-square test reveals that the calculated chi-square value (1.433) is less than the table chi-square value (7.815) at 5 per cent level of significance and therefore, the relationship between Income per annum and level of satisfaction towards happy products is not significant. Thus the null hypothesis is accepted.

MAJOR FINDINGS:

- Majority (80%) of the respondents are female
- Less than half (40%) are within 30-45 years old
- Less than half (42.73%) of the respondents are school level.
- Least (29.1%) of the respondents are employed.
- Majority (33.64%) of the respondents have the income of 1,00,000-1,50,000.
- Majority (77.28) of the respondents' family are nuclear family.
- All the respondents are aware about the happy product.
- Majority of 49.1% of respondents, when heared about the name happy the "happy's" logo is comes to their mind on at first.
- Half (50%) customers get the awareness through advertisement.
- Less than half (40.92%) customers attitude formation because of taste of the product.
- All (100%) of the respondents are used the "happy" product.
- Half (50%) of the respondents are mostly using Happy's Jam
- Majority (71.81%) of the customers are buy the product as and when required. Its help to identified that product using mostly as per requirement because its not an essential things to used in monthly
- Majority (52.73%) of the customers opinion is the happy product is best
- Least (29%) of the customers quality conscious than price con-

scious
- Majority (45.45%) of the respondents influenced them to buy the product through advertisement
- Half (50%) of the customers responded price is reasonable.
- Majority (81%) of the respondents are satisfied in "happy" product
- Most .(92%) of the customers are satisfied from the product
- Majority (47.27%) of the customers opinioned that product is good
- It was found that there is no significant relationship between Source of Awareness and Probable cause for formation of attitude
- It was found that there is no significant relationship between Income per annum and level of satisfaction towards happy products

SUGGESTIONS -

Based on the findings the following suggestions were arrived;

1. The organization can attain competency only if the customers are happy and satisfied.
2. The company is need of aggressive marketing techniques, as the numbers of competitors are increasing.
3. "Happy" as to design new promotional measures to create an interest in its new as well as existing products.
4. An effective advertising technique is required for existing product.
5. Concentrate in advertisement of all product.

Conclusion -

Kilban foods (India) Pvt. Ltd a dominant position in the food manufactures with strong and wide customer base through the manufacturing of quality product. They have achieved a good name in the market. Kilban is facing some competition as it calls for creative and innovative ideas which help them to overcome competitive environment. The customers are satisfied about the all product of Kilban foods products. This study also helped a lot to understand the products of company and customer view of happy brand products.

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