



Customer Satisfaction Regarding The Tupperware Products in Coimbatore City

KEYWORDS

Tupperware Products, Satisfaction Level, Food Storage, Marketing.

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ABSTRACT *Tupperware is one of the world's leading direct selling company with the largest women network, marketing premium food storage, preparation and serving items. Tupperware started its operations in India in 1996 and is a household name today. This success can be attributed to the high-quality products with lifetime warranty and the rewarding business opportunities provided by the Company. The entire Tupperware range of products provides a one-stop solution for all food storage, food preparation, microwave, lunch and outdoors, refrigerator and serving requirements as well as a special range for Kids. Thus business is often dynamic, challenging and rewarding. It can also be frustrating and even disappointing but never dull. Hence this study focused the customer satisfaction regarding the Tupperware products with special reference to Coimbatore city.*

Introduction

Customer satisfaction is related to human activity directed at satisfying human wants through the exchange of goods and services. Satisfying the customers occupy a most important position in business. Customer satisfaction plays a crucial and critical role as it deals with customers and their needs. The major task of organization is to satisfy customers by meeting their needs and wants. The essence of organization is the customer and not the product shall be the heart of the entire business system. It emphasizes on customer oriented business policies and programs, which are formulated to serve efficiently the customer demand. A customer is the king and has the right to choose from a large variety of offering. He is the main person around which all business evolves. Today market is a more customer oriented in the sense all the business operations revolve around satisfying the customer by meeting their needs through effective service.

Tupperware is a well-known brand name of a company that manufactures food storage cups for domestic use. There may be many people who have heard about Tupperware at least once, however most of them may not know much about the background of the company, which spans over 60 years. The core of Tupperware's product line consists of food storage containers which preserve freshness through the well-known Tupperware seals. Everyone knows what Tupperware food containers are, but not everyone realizes the benefits of using them. There are so many different benefits that the food containers provide for anyone like microwave compatible, air tight capable, food stays fresher longer, easy carry and easy cleaning and safe and light, better for the environment but when compared to other material like plastic, steel and aluminum - Tupperware is bit costly. But having the qualities of its own like safe and many other as mentioned above costly though is worth buying.

Review of Literature

Annual Report (1997) declares a survey of over 250 of the most recognized names in home furnishings conducted by HFN magazine, the Tupperware brand was ranked third, ahead of such powerhouses as Sony and Maytag". **Dhevi-ka et al (2013)** found that there is a significant relationship

between age, educational qualification and their satisfaction level and there is no significant relationship between income and their satisfaction level. And also they concluded that the quality of the Tupperware product does not spoil the food, so the consumers prefer the products even though the price is high. **Sudhalakshmi and Chinnadorai (2013)** found that educational qualification and occupational status have significant influence over consumption of Tupperware products while income and size of the family have no significant influence over consumption of Tupperware products and majority of the respondents were highly satisfied with the health and safety.

Statement of the Problem

In this competitive world the customers are more dynamic. Their taste, needs and preference can be changing as per current scenario hence the development of variety of products and industry mainly depends on the customer satisfaction. The producer offers a variety of Tupperware products to their customer. Hence a complete understanding and identifying the satisfaction level by the customers regarding the Tupperware products. This study aims to find out the reasons behind why consumers are willing to use Tupperware products.

Objectives of the Study

To know the various factors influencing purchase of Tupperware Products by the customers.

To analyse the customer's satisfaction and difficulties faced by them.

Scope of the Study

The present study is taken with special reference to Coimbatore city and it is about the study on customer's satisfaction towards Tupperware products. The main objective of this study is to analyse the customer's satisfaction and difficulties faced by them.

Methodology

The study is descriptive in nature. Both primary and secondary data were used in the study. The sample design of the study is based on convenient sampling method. The study was undertaken in Coimbatore city, regarding Tupperware products.

perware Products. A sample of 100 respondents was taken for the study. The data collected and analysed through various tools, like simple percentage analysis, rank analysis and, Chi – Square analysis.

Limitations of the Study

The respondent's size was limited to 100 due to time constraints.

The study applicable to Coimbatore city only. So findings cannot be generalised to other area.

The final result is based on the customer's opinion. So the result may vary due to frankness in response.

Percentage Analysis

Table No. 1 Demographic Factors of the Respondents

Age	No. of Respondents
Below 25 years	53
26-35 years	33
36-45 years	7
Above 46 years	7
Gender	
Male	35
Female	65
Members in the Family	
2Members	3
3 Members	35
4 Members	48
5 Members	10
Above 5 Members	4
Nature of the Family	
Nuclear	88
Joint	12
Education Qualification	
No formal education	8
School level	5
College level	57
Professional level	30
Occupation	
Government employees	11
Business	16
Private employee	30
Others	43
Income	
Below Rs.5,000	11
Rs.5001-Rs.10,000	20
Rs.10,001-Rs.20,000	30
Rs.20,001-Rs.50,000	30
Above Rs.50,001	9
The Number of year's usage of Tupperware Products	
Below 2 years	57

3 years	27
4 years	8
5 years	4
Above 5 years	4
Using Tupperware Product	
Microwave Set	8
Refrigerator Set	12
Aqua Safe Set	18
Dry Storage Set	11
Lunch Box Set	51

Sources: Primary Data

Table No. 2 Satisfaction Level of the Customers (Percentage %)

Satisfaction Level	Price	Quality	Offer	Delivery	Colour and Design	Duration
Highly Satisfied	5	46	14	17	19	16
Satisfied	18	43	55	51	64	47
Moderate	39	8	26	24	15	34
Dissatisfied	19	1	3	5	1	2
Highly Dissatisfied	19	2	2	3	1	1
Total	100	100	100	100	100	100

Sources: Primary Data

The above table shows that 39% of the respondents went moderate with satisfaction level regarding price of the products, 46% of the respondents were highly satisfied with the quality of the products, 55% of the respondents were satisfied with the offer of the products, 51% of the respondents were satisfied with the delivery of the products, 64% of the respondents were satisfied with the colours and designs of the products and 47% of the respondents were satisfied with the duration of the products.

Rank Analysis

Table No. 3 Ranks given by the Respondents for the Difficulties they Face While Buying the Products

S. No.	Difficulties	Rank				
		I	II	III	IV	V
1.	Delay of Delivery	5	27	11	26	31
2.	Expensive	61	14	7	7	11
3.	No Proper Advertisement	20	39	15	14	12
4.	Improper Service	6	6	27	34	27
5.	Unaware about Discount / Offer	8	14	40	19	19
Total		100	100	100	100	100

Sources: Primary Data

From the rank values calculated for each difficulty, we can assign the ranks as below,

Table No. 4 Rank Values of the Difficulties

S. No.	Difficulties	Rank Values	Rank
1.	Expensive	193	I
2.	No Proper Advertisement	259	II
3.	Unaware About Discount / Offer	327	III
4.	Delay of Delivery	351	IV
5.	Improper Service	370	V

Sources: Primary Data

Among the difficulties faced by the customers cost wise the product is expensive is the first difficulty which is faced by the customers and it is ranking first, the second difficulty mostly faced by the customers is on lack of advertisement about the product, and the third rank is unaware about discounts/offer for the Tupperware products, next to that fourth rank has been given to delay of delivery of the products, and finally improper service is the fifth difficulty faced by the customers.

Chi Square Analysis

Table No. 5 The Relationship between Family Income & Satisfaction Level Regarding the Quality of the Product

Family Income	Satisfaction Level Regarding the Quality of the Product PRODUCT					Total
	Highly Satisfied	Satisfied	Moderate	Dissatisfied	Highly Dissatisfied	
Below Rs.5,000	11	0	0	0	0	11
Rs.5000-Rs.10,000	20	0	0	0	0	20
Rs.10,000-Rs.20,000	15	15	0	0	0	30
Rs.20,000-Rs.50,000	0	28	2	0	0	30
Above Rs.50,000	0	0	6	1	2	9
Total	46	43	8	1	2	100

Sources: Primary Data

H₀: There is no relationship between family income & satisfaction level regarding the quality of the Product.

The Pearson chi-square value is 146.913 with the df-16, p value<.000. Hence is clear that it is statistically significant at 5% level. Hence there is relationship between the family income & satisfaction level regarding the quality of the product.

Suggestions

Tupperware Brands Corporation can reduce their products rates. Prices of the products are not affordable to middleclass peoples and Tupperware Brands Corporation can improve the availability of the products in markets much more.

Tupperware Brands Corporation can introduce new variety of products with different colours for various purposes.

The manufacturers have to establish the opinion of agents periodically towards making improvements or modification in the products. This will help them to have better relation-

ship with the agents and in turn will result in building better relationship with their customers.

Conclusion

The primary aim of this study is to analyse and reveal the satisfaction and the difficulties faced by the customers regarding Tupperware products. To conclude as long as users are satisfied with quality of a product, they internalize the values of the product and spread them through their personal networks. Furthermore, the findings of the study made it possible to draw some conclusions about issues beyond the case of Tupperware, such as not affordable price, lack of advertisement, etc., which has been mentioned in the suggestions. Hence, it has been proved that the customers were highly satisfied with the quality of the products. It is certified that the customer satisfaction concept is an unpredictable one in any kind of marketing but this study has attempt its best to reveal the same.

References

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