

A Study on Customer Satisfaction Towards Good Day Biscuits in Villupuram District

U. Santhiya¹, S. Rajalakshmi²

¹PG Student, Department of Commerce, Theivanai Ammal College for Women (Autonomous), Villupuram, India

²Asst. Professor, Dept of Commerce, Theivanai Ammal College for Women (Autonomous), Villupuram, India

Abstract: This paper studies about “A Study on Customer Satisfaction towards Good Day Biscuits in Villupuram District”. The objectives are to study about the profile of good day biscuits, to find the factors influencing the customer to purchase, to find out the findings and suggestions about good day biscuits. Both the primary and secondary data is used in this study with the sample size of 50 respondents. Hypothesis is framed in this study and it is analyzed with help of statistical tools. The study customer satisfaction towards good day biscuits.

Keywords: Good Day, Customer satisfaction, Percentage analysis.

1. Introduction

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. Customer satisfaction is defined as “the number of customer, or percentage of total customers, whose reported experience with a firm, its products, or its services exceeds specified satisfaction goals. It is seen as a key performance indicator within business and is often part of a balanced scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

A. Good Day

It's a smile that makes it a good day the smaller joys of life that can brighten up one's life everyday often get ignored in the pursuit of larger joys. With its tagline of “Har cookie mein kayi smiles.” Good day will act as an enabler in enjoying all those small moments in everyday life. In its brand new tastier, Britannia good day brings alive its philosophy of smiles through its new logo, packaging and cookie, the new good day cookie comes with smiley design on it as well. The various types of good day biscuits are good day cashew, good day butter, good day nuts cookie, good day pista badam, Chocó chunkies, good day Chocó-chip, good day choco-nut, choco nuts, berries and nuts.

2. Review of Literature

T. Pradeep raj, R. Ramkumar and A. K. Subramani (2015) in their paper on “customer satisfaction towards good day biscuits,

Avadi, Chennai”. The main objective of the study is to find out customer satisfaction and loyalty towards Britannia good day biscuits, to assess the association between demographic variables and factors of customers satisfaction, to access the customer satisfaction towards quality, availability, price of Britannia biscuits and to suggest suitable measure to improve customer satisfaction towards good day Britannia biscuits for its even more reputation in industry. Descriptive research is followed in this study. The sample size was 50 respondents from the research, it is concluded that the demographic variables such as age group, gender and occupation are having less impact on the factors of customer satisfaction.

S.D.Nidhyanth and B. Vigneshwaran in their paper on “A study on customer satisfaction towards Britannia biscuits in Madurai city”. The main objective of the study knows awareness about the Britannia biscuits among the public and to know the financial position about buying the biscuits”. The statistical tools are used in this study was percentage analysis. The focus of the study is no the factors that closely that closely influence the customer awareness, the brand preference, attitude towards the price, general price level, quality about mobile phone, overall satisfaction about Britannia biscuits. General awareness and consumer preference, loyalty and the services being offered or rendered by the companies.

A. Statement of problem

This study gives importance to help retailers to satisfy the needs and wants of customers. The study of customer satisfaction will helps us while framing the strategies for marketing the product around the competitive market.

B. Objectives of the study

- To study about the profile of good day biscuits.
- To find the factors influencing the customer to purchase.
- To find out the findings and suggestions about Britannia biscuits.

3. Methodology

A. Sources of data

- Primary data is used to collect the questionnaire from the respondents.

- Secondary data is used to collect from various websites.

B. Sample size

Total sample size for this study is 50.

C. Limitations of the study

- The respondents may be biased.
- The study was restricted to villupuram only and may not reflect trends in other areas.

4. Data analysis and interpretations

A. Percentage analysis

Table 1
Gender of the respondents

S.No.	Gender	No. of the respondents	Percentages
1.	Male	25	50%
2.	Female	25	50%
	Total	50	100%

Interpretation: Hence, the majority of the respondents of 50% comes under the both category of male and female.

Table 2
Age of the respondents

S.No.	Age	No. of the respondents	Percentages
1.	Below 20	11	22%
2.	20-30	32	64%
3.	30-40	2	4%
4.	Above 40	5	10%
	Total	50	100%

Interpretation: Hence, the many of the respondents of 64% comes under the category of 20-30 years of age.

Table 3
Education of the respondents

S.No.	Education	No. of the respondents	Percentages
1.	Higher secondary	4	8%
2.	Under graduate	14	28%
3.	Post graduate	22	44%
4.	Other	10	20%
	Total	50	100%

Interpretation: Hence, the majority of the respondents of 44% comes under the category of post graduate.

Table 4
Occupational of the respondents

S.No.	Occupational status	No. of the respondents	Percentages
1.	Student	24	48%
2.	Home marker	8	16%
3.	Business	9	18%
4.	Government employee	4	8%
5.	Private employee	5	10%
	Total	50	100%

Interpretation: Hence, the majority of the respondents of 48% comes under the category of student.

Table 5
Monthly income of the respondents

S.No.	Monthly Income	No. of the respondents	Percentage
1.	Rs. 5000-10,000	19	38%
2.	Rs.10,000-20,000	15	30%
3.	Rs.20,000-30,000	8	16%
4.	Above Rs.30,000	8	16%
	Total	50	100%

Interpretation: Hence, the majority of the respondents of 38% comes under the category of monthly income Rs. 5000-10,000.

Table 6
Years of using the good day biscuits

S.No.	Years of using the good day biscuits	No. of the respondents	Percentages
1.	Less than 5 years	10	20%
2.	6 years	12	24%
3.	7 years	13	26%
4.	More than 8 years	15	30%
	Total	50	100%

Interpretation: Hence, the majority of the respondents of 30% comes under the category of more than 8 years of using the good day biscuits.

Table 7
Level of satisfaction

S.No.	Level of satisfaction	No. of the respondents	Percentages
1.	Highly satisfied	16	32%
2.	Satisfied	24	48%
3.	Neutral	8	16%
4.	Dissatisfied	2	4%
	Total	50	100%

Interpretation: Hence, the majority of the respondents of 48% comes under the category of satisfaction.

Table 8
Price level of Good Day Biscuits

S.No.	Price level of good day biscuits	No. of the respondents	Percentages
1.	High	10	20%
2.	Neutral	19	38%
3.	Medium	17	17%
4.	Low	4	8%
	Total	50	100%

Interpretation: Hence, the majority of the respondents of 38% comes under the category of neutral about price level of the good day biscuits.

Table 9
Advertisements of Good Day Biscuits

S.No.	Advertisements of good day biscuits	No. of the respondents	Percentages
1.	Strongly agree	19	38%
2.	Agree	22	44%
3.	Disagree	8	16%
4.	Strongly disagree	1	2%
	Total	50	100%

Interpretation: Hence, the majority of the respondents of 44% comes under the category of Agree about the Advertisements of Good Day Biscuits.

Table 10
Celebrity for Good Day Biscuits

S.No.	Celebrity for good day biscuits	No. of the respondents	Percentages
1.	Actor	15	30%
2.	Actress	20	40%
3.	Doctor	11	22%
4.	Sports Personality	4	8%
	Total	50	100%

Interpretation: Hence, the majority of the respondents of 40% comes under the category of Actress as celebrity for Good Day Biscuits.

Table 11
Creative and innovation in advertisements

S.No.	Creative and innovation	No. of the respondents	Percentages
1.	Strongly agree	18	36%
2.	Agree	17	34%
3.	Neutral	12	24%
4.	Disagree	3	6%
	Total	50	100%

Interpretation: Hence, the majority of respondents of 36% comes under the category of strongly agree as a Creative and innovation in advertisements.

Table 12
Packages of Good Day Biscuits

S.No.	Packages of Good Day Biscuits	No. of the respondents	Percentages
1.	Creative	9	18%
2.	Convenient	21	42%
3.	Attractive	16	32%
4.	Innovative	4	8%
	Total	50	100%

Interpretation: Hence, the majority of the respondents of 42% comes under the category of convenient about packages of Good Day Biscuits.

Table 13
Thought about Good Day Biscuits

S.No.	Thought about Good Day Biscuits	No. of the respondents	Percentages
1.	Excellent	11	22%
2.	Good	25	50%
3.	Fair	14	28%
4.	Poor	-	-
	Total	50	100%

Interpretation: Hence, the majority of the respondents of 50% comes under the category of good as a thought about Good Day Biscuits.

Table 14
Sub-Brand of Good Day Biscuits

S.No.	Sub-Brand of Good Day Biscuits	No. of the respondents	Percentages
1.	Good day cashew	12	24%
2.	Good day butter	6	12%
3.	Good day nuts cookie	4	8%
4.	Good day pista badam	5	10%
5.	Good day choco-chip	9	18%
6.	Good day choco-nut	10	20%

7.	Choco nuts	1	2%
8.	Berries and nuts	3	6%
9.	Choco chunkies	-	-
	Total	50	100%

Interpretation: Hence, the majority of the respondents of 24% comes under the category of good day cashew as a sub-brand of Good Day Biscuits.

Table 15
Form of Liking

S.No.	Form of Liking	No. of the respondents	Percentages
1.	Nutties	7	14%
2.	Cookies	23	46%
3.	Favour	17	34%
4.	Any other specify	3	6%
	Total	50	100%

Interpretation: Hence, the majority of the respondents of 46% comes under the category of cookies form of biscuits.

Table 16
Pack Preference for Purchase

S.No.	Pack Preference for Purchase	No. of the respondents	Percentages
1.	Small	10	20%
2.	Medium	15	30%
3.	Big	18	36%
4.	Family pack	7	14%
	Total	50	100%

Interpretation: Hence, the majority of the respondents of 36% comes under the category of big pack preference for purchase.

Table 17
Promotional offers of attracting

S.No.	Promotional offers of attracting	No. of the respondents	Percentages
1.	Free gifts	6	12%
2.	Price offer	26	52%
3.	Extra offer	12	24%
4.	Any other specify	6	12%
	Total	50	100%

Interpretation: Hence, the majority of the respondents of 52% comes under the category of price offer as promotional offers.

Table 18
Factors affecting your purchase

S.No.	Factors affecting your purchase	No. of the respondents	Percentages
1.	Advertisement	6	12%
2.	Quality	13	26%
3.	Price	18	36%
4.	Taste	13	26%
	Total	50	100%

Interpretation: Hence, the majority of the respondents of 36% comes under the category of price for the factors affects your purchase.

Table 19
Frequently consuming the Good Day Biscuits

S.No.	Frequently consuming the Good Day Biscuits	No. of the respondents	Percentages
1.	Daily	11	22%
2.	Weekly	22	44%
3.	Monthly	13	26%
4.	Occasionally	4	8%
	Total	50	100%

Interpretation: Hence, the majority of the respondents of 44% comes under the category of weekly consuming the Good Day Biscuits.

Table 20
Influence Your Purchase

S.No.	Influence Your Purchase	No. of the respondents	Percentages
1.	Relatives	8	16%
2.	Children's	20	40%
3.	Parents	12	24%
4.	Friends	10	20%
	Total	50	100%

Interpretation: Hence, the majority of the respondents of 40% comes under the category of children influencing your purchase.

Table 21
Media of Advertisement

S.No.	Media of Advertisement	No. of the respondents	Percentages
1.	Television	23	46%
2.	Radio	11	22%
3.	Newspaper	11	22%
4.	Magazines	5	10%
	Total	50	100%

Interpretation: Hence, the majority of the respondents of 46% comes under the category of Television as a media of advertisement.

Table 22
Purpose of consume

S.No.	Purpose of consume	No. of the respondents	Percentages
1.	To fulfill a small need	9	18%
2.	Just for taste	24	48%
3.	Source of energy	15	30%
4.	Gift for all agree	2	4%
	Total	50	100%

Interpretation: Hence, the majority of the respondents of 48% comes under the category of just for taste as a purpose of consuming the Good Day biscuits.

Table 23
Brand Preference based

S.No.	Brand Preference based	No. of the respondents	Percentages
1.	Celebrity on advertisement	20	40%
2.	Reputation	12	24%
3.	Price	15	30%
4.	Quality	3	6%
	Total	50	100%

Interpretation: Hence, the majority of the respondents of 40% comes under the category of celebrity on advertisement as a Brand Preference based.

5. Findings

- This study shows that the majority of the respondents of 50% comes under the both category of male and female
- This study shows that the many of the respondents of 64% comes under the category of 20-30 years of age.
- This study shows that the majority of the respondents of 44% comes under the category of post graduate.
- This study shows that the majority of the respondents of 48% comes under the category of student.
- This study shows that the majority of the respondents of 38% comes under the category of monthly income Rs. 5000-10,000.
- This study shows that the majority of the respondents of 30% comes under the category of more than 8 years of using the good day biscuits.
- This study shows that the majority of the respondents of 48% comes under the category of satisfied.
- This study shows that the majority of the respondents of 38% comes under the category of neutral about price level of the good day biscuits.
- This study shows that the majority of the respondents of 44% comes under the category of Agree about the Advertisements of Good Day Biscuits.
- This study shows that the majority of the respondents of 40% comes under the category of Actress as celebrity for Good Day Biscuits.
- This study shows that the majority of respondents of 36% comes under the category of strongly agree as a Creative and innovation in advertisements.
- This study shows that the majority of the respondents of 42% comes under the category of convenient about packages of Good Day Biscuits.
- This study shows that the majority of the respondents of 50% comes under the category of good as a thought about Good Day Biscuits.
- This study shows that the majority of the respondents of 24% comes under the category of good day cashew as a sub-brand of Good Day Biscuits.
- This study shows that the majority of the respondents of 46% comes under the category of cookies form of biscuits.
- This study shows that the majority of the respondents of 36% comes under the category of big pack preference for purchase.
- This study shows that the majority of the respondents of 52% comes under the category of price offer as promotional offers.
- This study shows that the majority of the respondents of 36% comes under the category of price for the factors affects your purchase.

- This study shows that the majority of the respondents of 44% comes under the category of weekly consuming the Good Day Biscuits.
- This study shows that the majority of the respondents of 40% comes under the category of children influencing your purchase.
- This study shows that the majority of the respondents of 46% comes under the category of Television as a media of advertisement.
- This study shows that the majority of the respondents of 48% comes under the category of just for taste as a purpose of consuming the Good Day biscuits.
- This study shows that the majority of the respondents of 40% comes under the category of celebrity on advertisement as a Brand Preference based.

6. Suggestions

- The company has to improve their taste as in the beginning of the stage for the customer satisfaction. Most of the customer are happy about the price, package, quantity of the good day biscuits and they consumer it.
- Some respondents are wants a combo pack in the good day

biscuits as a gift pack. If a company introduces a new sub brand in good day a biscuit means and they can use a sample or free methods as a technique.

- The respondents want that ingredients used in good day biscuits should be more hygiene for the health of kids.

7. Conclusion

The main purpose of this study is to collect information about the good day biscuits user's followed among the different groups of members in Villupuram district. The research has under taken this study customer satisfaction of good day biscuits user's with framing of the objectives and for the study about customer satisfaction key factor is quality, taste and brand preference, and etc. the customer satisfaction is necessary for the company's growth.

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