



## A Study on Consumer Perception and Preference towards Ready to Eat Sakthi Fruits Products, Erode

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### ABSTRACT

Attitudes of consumers towards food depends on many attributes, which affects in different ways on their preferences, lead to acceptance and the selection of some products, and rejecting others. Development of an appropriate marketing strategy in the enterprise requires knowledge of consumer tastes and preferences. An integral part of consumer behavior in the food market is raising funds to meet the needs, which can be regarded as a condition without which there is no process of consumption. These acquisition may take place on the market by consumer purchase, or with the exclusion of the market by the self-supply or acquisition of certain goods in the form of donations from legal persons or natural persons. In relation to food this general conclusion is especially relevant. The article will cover the following issues regarding: place of purchase and the factors determining the choice of buying food, factors determining the behavior of buyers of food products as well as factors affecting the preferences of buyers of catering services.

### Keywords:

Many attributes, buying food, consumer behavior

### I. INTRODUCTION OF THE STUDY

It has been a challenge for marketers to know customers preference. It has also been a rewarding job for researchers to know and raise curtain from such hidden facts. Preference means the desire of an alternative. This paper cumulates some behavioral tendencies based on proven facts towards domestic and international ready to eat-food chains in Indian scenario. One of the ready to eatest growing food types in the world is ready to eat food. It contributes to nearly half of the revenues in restaurant in the developed countries and is continuously expanding and also a lot of scope lies in industrial countries. But in recent years the Indian retail ready to eat food industry has undergone continuous developments and rapid

changes.

### FACTORS INFLUENCING CONSUMER BUYINGBEHAVIOUR

**Readily Available:** Food products like – curd, pickles, Maggi, instant upma, dosa, oats are easily available on any general stores. So, people feel easy to buy these products.

**Urbanization:** Urbanization not only resulted in modernization but also intensively on hectic schedules. People remains busy in their day-to-day jobs and hence it influences people to buy instant food products.

**Convenient:** It is too convenient for consumers to use instant food as it takes few seconds or no time in preparation.

**Packaging:** Packaging is a factor which attracts everyone towards any product, thus play a significant role. The packing of instant food products is so attractive, youngsters get attracted and it influence them to buy instant food.

**Advertisement:** Advertising promotes social messages and stimulate social action toward purchase of a product. Spending on advertisement also creates positive impression about a brand in the minds of the consumers.

**Quality:** Quality plays a major role in buying of any product. If the quality of a product is satisfactory then only people will buy. Instant food products are of good quality, which influence consumer to buy ready to eat/ready to cook food.

**Emergence of Nuclear families:** Now there are more of nuclear families and women are also doing jobs, they do not have much time to prepare delicious food which influence them to buy instant food products.

### STATEMENT OF THE PROBLEM

It union plays a vital role in marketing. The success of the fruit products depends not only the marketing but also the consumer's behaviour pattern towards their product. To have better marketing the union needs a maximum inspiration



from the customer side. If marketing is done without the execution of customer, it cannot run successfully for a long period of time. So an analytical study is conducted based on customer satisfaction with regards to the market of fruit and its products.

#### OBJECTIVES OF THE STUDY

- To understand the factors influencing consumer perception of Sakthi Fruits ready-to-eat products, including taste, packaging, price, and nutritional value.
- To assess consumer satisfaction levels with the quality and freshness of food products.
- To investigate the extent to which brand reputation and trust influence consumer preference for food products.
- To analyze the impact of demographic characteristics of consumers on perception and preference of food products.

#### SCOPE OF THE STUDY

In this study is carried out understand the level of marketing, the sales and customer service of fruit industry. This study makes an attempt to know the awareness level of customer about the service. So the study can be useful to know more about the fruit products and various services provide by it. This study tries to give a detailed picture about the Jeppiaar Milk. The information gathered through the study could be useful to the company to formulate future practices and strategies to attract customers. The geographic scope of the study is limited to Sakthi Fruit Products at Erode.

In Erode fruit pasteurized and standardized as per to bureau of Indian Standard Institute (ISI) fruit is distributed to the customers and loose milk is supplied in other dairy products like butter, ghee, milk powder, curd, flavour milk are produced and marketed by fruit products which the around Erode city.

#### LIMITATIONS OF THE STUDY

- The time period of research was restricted to three months.
- The research finding was applied only in Erode district
- The different views and opinions provided by the respondents were subjected to Personal bias.
- The study was only confined to 120 respondents.

## II. REVIEW OF LITERATURE

**Watson (2022)** Maintenance purchases are characterized by necessity, so this category can be compared to the physiological level in Maslow's hierarchy of needs, which stands for the fundamental necessities for human survival. Based on the level of informational and utilitarian reinforcement, a grid can be constructed that divides consumer buying behavior into four broad categories. Accumulation purchases are described as specific types of collecting, saving, and installment buying behaviors among customers. The consumption of mainstream entertainment is referred to as hedonism or pleasure spending.

**Keller (2022)** Consumer behavior is the study of how people, groups, and organizations choose, acquire, use, or discard goods, services, concepts, or experiences to satisfy their needs and preferences. It's critical to comprehend consumer purchasing behavior.

**Roy (2022)**, there are four driving variables that have an impact on consumers' purchasing decisions: cultural, societal, personal, and psychological considerations. Among other things, cultural influences have the greatest impact on how consumers behave when making purchases. Factors relating to self-concept and personality have a significant impact on consumer purchasing behavior. Determine the psychological traits that influence human behavior and produce relatively steady and long-lasting behavioral responses. Every brand has a distinct personality. Customers frequently select and employ brands that fit their personalities and are compatible with their true self-concept, or how they perceive

## III. RESEARCH METHODOLOGY

### RESEARCH DESIGN

It refers to the process used to collect information and data for the purpose of making business decision. The methodology may include publication research, interview, surveys and other research techniques, and could include both present and historical information.

### SAMPLING TECHNIQUES

- Convenience sampling is a qualitative research sampling strategy that involves selecting participants based on their accessibility and availability to the researcher.
- Rather than being drawn at random from a bigger population, participants in this strategy are picked because they are easily available to the researcher.



**SAMPLING SIZE**

A sample size of huge consumers was chosen, but due to incompletely filled questionnaires and unwilling and carelessness on the part of the respondents, we were forced to reduce the sample size to 120. This sample size was based upon time and affordability approach.

**STATISTICAL TOOLS**

- Percentage analysis

- Chi-square analysis
- Correlation analysis

**CHI SQUARE ANALYSIS:  
 NULL HYPOTHESIS**

**HO:** There is no significance between the occupation and factor influenced to you for buy the particular brand.

**ALTERNATIVE HYPOTHESIS**

**H1:** There is significance between the occupation and factor influenced to you for buy the particular brand.

**Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.953E2 <sup>a</sup>	9	.000
Likelihood Ratio	201.302	9	.000
N of Valid Cases	120		

a. 4 cells (25.0%) have expected count less than 5. The minimum expected count is 3.17.

**RESULT**

Since the calculated value is less than the table value. So we accept the null hypothesis. There is no relationship between occupation and factor influenced to you for buy the particular brand.

**IV. SUGGESTIONS**

- The fruit industry retail companies should design & develop products & services keeping in a view the requirement of customers, particularly low income of the customers.
- Fruit industry companies should control various cost at the time of producing goods & services. These can lead to the best competitive price, which can improve customer's satisfaction.
- Its equal importance to all customers so that the customer will not feel that they are forcing to buy a particular product & service. The fruit industry retail sector should take necessary steps to increase existing physical facilities, which can lead to indirect customer's satisfaction.
- The beverage sector should open more branches in rural & semi-urban areas to give excellent customer services.
- It should increase the number of billing counters for better customer service. The training & orientation programs should be provided to employees to increase their efficiency to serve customers in an excellent way.
- Its take necessary steps to increase the

space to facilitate the existing customers. Fruit industry retail sectors should be connected with E-commerce to increase revenue and as well as customer's satisfaction.

**V. CONCLUSION**

Fruit industry's products have turned out to be really significant in our daily lives. So assessing rural customer satisfaction on fruit industry products is really important in today's market scenario. The present study concluded that demographic variables though very prominent in the customer decision-making process but except gender; other demographic variables have no effect on customer satisfaction. It is also disclosed from the study that variables like service quality, product quality and perceived value have high significations to customer satisfaction whereas financial benefit is found to be insignificant variable to customer satisfaction.



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