

Impact of Modernization on the Quality of Food in Food Based Industry

J. Kannan, D. Venkatrama Raju, G. Santhosh Kumar

Abstract: The report's main objective is to comply with the different marketing theories prevailing in the marketplace and gain a proper understanding of the real market. Different functions and strategies were discussed and discussed with the help of the ITC Sunfeast in terms of policies and path they followed since they were a successful player in the market.

Customer intuition is examined in order to gain an understanding of their different needs, expectations and collection of minds. This is achieved by interviewing people in different ways so that their purchasing trend can be glimpsed. The people interviewed were from various locations in the district of thiruvallur.

Keywords: Marketing Theories, Purchasing Trend, Market Place

I. INTRODUCTION

Each company tries to popularize its brand and thereby seek to be profitable. But for several reasons, all businesses do not achieve success. One of the most important reasons is the behavior of the consumer[1]-[4]. Obviously, it is very difficult to predict and understand this, concentrating on consumers and their behavior becomes important for every business. In the old days, the company's primary job was to focus only in the areas of production. But today's trend is completely different as the importance of marketing productions continues. In the competitive business world, the company will never thrive without paying any attention to advertising

II. OBJECTIVES

A study was conducted on consumer satisfaction with Sunfeast biscuits with the following targets.

- To discuss about the factors influencing consumer satisfaction towards Sunfeast biscuits
- To provide Consumer satisfaction level of Sunfeast biscuits.

A. Scope of the Study

The study covers the whole area of the district of Thiruvallur in order to study consumer satisfaction with Sunfeast biscuits[5]-[8].

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III. RESEARCH METHODOLOGY

This chapter deals with the methods and the steps taken to collect and coordinate information and to present research findings. The research methodology shows the general trend for organizing the process for collecting valid and reliable information for investigation purposes[9]-[11]. The study methodology involves research design definition, population sample size, creation of sampling technique and tool description, process of data collection and system analysis.

A. Research Design

Research layout refers to the researchers' overall plan to obtain answers to the research question and the methods adapted by the research to produce knowledge that is appropriate and interpretable.

B. Sample Design

For the purpose of the study 100 respondents are selected, and data were collected using the questionnaire. For the purpose of selection of respondents convenient sampling method is used[13]-[18].

IV. RESULTS AND DISCUSSION

- Among the 100 assenters 52% of the respondents are Male.
- Among the 100 assenters 46% of the respondents age 20-25.
- Among the 100 assenters 69% of the respondents Unmarried.
- Among the 100 assenters 64% of the respondents Graduate.
- Among the 100 assenters 52% of the respondents Private employee.
- Among the 100 assenters 50% of the respondents Family income between 5000-10,000.
- Among the 100 assenters 62% of the respondents Family size 2 to 4.
- Among the 100 assenters 35% of the respondents Advertisement.
- Among the 100 assenters 41% of the respondents using this brand 6 months



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- Among the 100 assenters 43% of the respondents are buy this brand Taste.
- Among the 100 respondents 32% of the respondents Purchase once two week.
- Among the 100 respondents 44% of the respondents are purchasing coconut flavour.
- Among the 100 assenters 37% of the respondents are says price of the brand is normal.
- Among the 100 assenters 33% of the assenters are decision in your family mother.
- Among the 100 assenters 79% of the assenters are satisfied about Sunfeast biscuits.
- Among the 100 assenters 69% of the assenters are highly satisfaction with quality of the Sunfeast biscuits.
- Among the 100 assenters 69% of the assenters are Satisfaction with quantity of the Sunfeast biscuits.
- Among the 100 assenters 51% of the assenters are Highly satisfaction with Price of the Sunfeast biscuits.
- Among the 100 respondents 55% of the respondents are Satisfaction with Taste of the Sunfeast biscuits.
- Among the 100 respondents 43% of the respondents are Satisfaction with Package of the Sunfeast biscuits.
- Among the 100 respondents 84% of the respondents are Advertisement of Sunfeast biscuits Yes.
- Among the 100 respondents 51% of the respondents are impressible in the advertisement slogan.
- Among the 100 respondents 49% of the respondents are News paper media will behaviour very effective.
- It is experiential that, for the whole Satisfaction score, significance was less than 0.05 (5 per cent level), and hence the null hypothesis was Rejected . It is seen that gender factor had influenced the level of satisfaction score of customers towards sun feast biscuits.
- It is experiential that, for the whole Satisfaction score, level of significance was less than 0.05 (5 per cent level), and hence the null hypothesis was Rejected . It is seen that age factor had influenced the level of satisfaction score of customers towards sun feast biscuits.
- It is experiential that, for the whole Satisfaction score, the level of significance was more than 0.05 (5 per cent level), and hence the null hypothesis was Accepted. It is seen that educational factor had not influenced the level of satisfaction score of customers towards sun feast biscuits.
- It is experiential that, for the whole Satisfaction score, the level of significance was more than 0.05 (5 per cent level), and hence the null hypothesis was Accepted. It is seen that marital status factor had not influenced the level of satisfaction score of customers towards sun feast biscuits.
- It is experiential that, for the whole Satisfaction score, the level of significance was more than 0.05 (5 per cent level), and hence the null hypothesis was Accepted. It is seen that occupational factor had not influenced the level of satisfaction score of customers towards sun feast biscuits.
- It is experiential that, for the whole Satisfaction score, the level of significance was more than 0.05 (5 per cent level), and hence the null hypothesis was Accepted. It is seen that income factor had not influenced the level of satisfaction score of customers towards sun feast biscuits[19]-[22].
- It is experiential that, for the whole Satisfaction score, the level of significance was more than 0.05 (5 per cent level), and hence the null hypothesis was Accepted. It is seen that often due purchase factor had not influenced the level of satisfaction score of customers towards sun feast biscuits.
- It is experiential that, for the whole Satisfaction score, the level of significance was more than 0.05 (5 per cent level), and hence the null hypothesis was Accepted. It is seen that family size factor had not influenced the level of satisfaction score of customers towards sun feast biscuits.
- It is experiential that, for the whole Satisfaction score, the level of significance was less than 0.05 (5 per cent level), and hence the null hypothesis was rejected. It is seen that influence to buy the brand factor had influenced the level of satisfaction score of customers towards sun feast biscuits.
- It is experiential that, for the whole Satisfaction score, the level of significance was less than 0.05 (5 per cent level), and hence the null hypothesis was rejected. It is seen that influence to buy the brand factor had influenced the level of satisfaction score of customers towards sun feast biscuits.
- It is experiential that, for the whole Satisfaction score, the level of significance was more than 0.05 (5 per cent level), and hence the null hypothesis was Accepted. It is seen that favorite flavor factor had not influenced the level of satisfaction score of customers towards sun feast biscuits.
- It is concluded that there is no major relationship between product suitable advertisement and product impressible advertisement in sun feast biscuits brand in customers.
- It is concluded that there is no considerable relationship between how long brand usage of sun feast biscuits and product preferred favorite flavor in sun feast biscuits brand in customers[23]-[25].
- It is concluded that there is no considerable relationship between often do you purchase of sun feast biscuits and product preferred favorite flavor in sun feast biscuits brand in customers.

V. SUGGESTIONS

- In order to increase the sales the price reduction is essential.
- Different quantity packing should behaviour introduced.
- Change the advertisement according to modern trend.
- Reduce the chicory in this brand



- Improve the packaging style.

VI. CONCLUSION

It is obvious that Sunfeast biscuits are happy and willing to buy this brand at a reasonable price between consumers women and childhood respondents. The taste of this service was the most critical motivating factor to purchase. Although the product's quality is often high, the product's price is high. The producers should be focused on reducing the product's high price.

To increase the sale, the producers concentrate on reducing the price of a product. They can make more awareness of their products among the public through advertisement in order to increase the sale and the effective media for advertisement is television media.

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