



A STUDY ON CUSTOMER SATISFACTION TOWARDS GOKUL FARSAN/NAMKEEN BRAND

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Abstract

Customer Satisfaction is a commonly used key performance indicator that tracks how satisfied customers are with your organization's products and/or services. It's a psychological state that is measured by the customer's expectations. By knowing what those expectations are, you can dramatically increase your customer's loyalty to your brand. This research aimed to analyze the customer satisfaction level towards Gokul Brand i.e., Farsan/ Namkeen.

Keywords: Awareness, Product Quality, Service Quality, Customer Satisfaction Etc.

Introduction of the Study

Satisfaction is an overall psychological state that reflects the evaluation of a relationship between the customer or consumer and a company, environment, product or service. Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectations. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with firm, its service exceeds specified satisfaction goals" 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. As a fact that food processing sector is indispensable for the overall development of an economy as it provides a vital linkage and synergy between the agriculture and industry. The present research study focus on customer satisfaction towards Gokul Farsan/Namkeen Brand at Karad City, Maharashtra and its vicinity. This product is taking place of necessary products instead of luxury products; thus, the customer satisfaction is important aspect with respect to the brand

Objectives of the Study

Following are the objectives of the study:

- 1) To know the satisfaction level of the customers for the Gokul products.
- 2) To find out awareness among people preferring readymade food products.

Research Methodology

Researcher has collected the data and the relevant information through observation, discussion and survey methods.

Questionnaire Method

A questionnaire is set of questions with or without blank space for recording answer. The questions can secure the relevant facts or opinion from informal and interested respondent included in the sample survey. Researcher had taken the help of the questionnaire for this survey of the customer satisfaction.

Sampling Method

Non probability sampling procedure which does not offered any basis for elimination the probability that each item in the populations has of being include in the sample. In this type of sampling items for the sample are selected deliberately by the researcher. In their non-probability units of the universal for constituting a sample on the basis that the small mass that they so select out of a huge one will be typical representative of the whole.

Population: Karad and nearby villages.

Sampling size: The sampling size taken for the study by researcher is 58 customers.

Sample selection method: Random convenience sampling is used with the convenience of the response and this type is very convenient inexpensive.

Methods of Data collection

A] Primary Data

The primary data is that which details we collect first time from the market and also used first time in the research. We also say that the information is first time in the research decision. Primary data for study are questionnaires and observation method.

B] Secondary Data

Secondary data are those data which are already collected by someone for some purpose and are available for the present study; secondary data are already collected by the company's records. Secondary data has been taken through Internet source, Books, etc.

**Data Analysis and Interpretation****Table No: 1**

Sr. No	Particulars	Responses		No. of respondents
		Yes	No	
1.	Awareness about the Gokul Farsan/Namkeenbrand	58 (76)	18 (24)	76
2.	Awareness through advertisement.	20 (34)	38 (66)	58
3	Opinion about purity, deliciousness and safety of food products.	50 (100)	--	58
4	Availability of product at nearest place.	50 (86)	8 (14)	58
5	Do you recommend this brand to yours friends and relatives?	50 (100)	--	58

(Figures in the brackets are indicating percentages)

In the above table it shows that the total 76 respondents are considered for the research study. It is seen that only 58 i.e., 76% respondents are aware about the company's product and 18 i.e., 24% respondents are unaware about the company's product. It means that this brand of Namkeen i.e. Gokul GruhaUdyog is popular among the society. So, researcher has considered for the research only 58 respondents.

It is seen in the above table 2nd factor regarding 'Awareness through advertisement about the brand' the 34% respondents have seen the advertisement of company's product. 66% respondents have not seen the advertisement. Majority of the respondents have not seen the advertisement of the company product because the company does not do a lot on advertisement. So, it is concluded that company should have a proper advertisement policy.

It is clear that 100% respondents responded agreed that the company's product is pure, delicious and safe for buying. It means that from the above analysis product healthy and hygienic for regular use and beneficial for family.

The above table and graph shows, 86% of the respondents says 'yes', at their nearest places the company's product is available at right time. 14% respondent says 'no', at their nearest place the company's product is not available at right time. It concludes that customers are not having any difficulty for finding the products as it is available nearby. It is easily available at nearby stores, hotels, etc. So, it is a popular product in the area of Karad city and nearby villages.

The above table and graph shows, 100 of respondents recommended company's product to their friends and relatives. As it is seen that customers are satisfied and impressed with the Gokul's Product, so they can recommend the product to their friends and family and relatives.

Table No:2

Sr. no	Opinion towards quality of the product		Satisfaction level of product		Awareness about promotional medium about Products.	
	Particulars	No of respondents	Particulars	No of respondents	Particulars	No of respondents
1	Good	24 (41)	Satisfy	24 (41)	Advertisement	20 (37)
2	Very Good	26 (44)	Highly Satisfied	32 (55)	Print Media	20 (37)
3	Average	8 (15)	Dis - Satisfied	2 (4)	Through Friends	18 (26)
	Total	58 (100)		58 (100)		58 (100)

(Figures in the brackets are indicating percentages)

The above table it is seen that 44% of the respondents say quality of product is very good. 41% respondents say its good. 15% respondents say its average. It means that after buying the product majority of customers are satisfied with the quality of the Product. It shows that in the above table 41% of the respondents are satisfied with the product. 55% respondents are highly satisfied with the product. 4% respondents are Dis-satisfied with the product. This means that majority of customers are satisfied with the company's brand.



It is seen that 37% of respondents came to aware about company's product through advertisement, also 37% respondent are responded that they are aware through print media.26% of respondents are aware through their friends and families. As it is shown that the product awareness is must. The awareness is created through advertisement and it can be through local newspapers, pamphlets, local TV channels etc.

Table No: 3

If you want to switch the brand, then which brand would you choose?

Sr. No	Particulars	No of respondents	Percentages
1	Hariom Farsan /Namkeen	10	17
2	SaiFarsan /Namkeen	10	17
3	MauliFarsan/Namkeen	3	6
4	GopiFarsan/Namkeen	1	2
5	Don't want to switch from Gokul Brand	34	58
	Total	58	100

The above table and graph it shows that out of 58 respondents only 24 respondents are given the answer of these questions. Rest of respondents i.e., 34 are not even think for switching the brand. It means that Gokul brand of Farsan/Namkeen/from GokulGruhaUdyog is very popular among the society. It is interpreted that from the above analysis existing customers are enjoying and fully satisfied with GokulFarsan/Namkeen product. So they don't want to switch to other brand.

Observations

- The brand of Namkeeni.e.Gokul Gruha Udyogis popular among the society.
- It is seen that through Friends and advertisement medium are the major sources of creating awareness about the brand.
- It is found that people prefer this brand because of its good quality and brand name.
- It is healthy and convenient product according to customers and they are satisfied with this product.
- It is found that customers are satisfied with the brand because its healthiness, purity,safety measures.
- It is observed that respondents recommend the product to their family and friends and relatives.
- Customers are enjoying and fully satisfied with Gokul product. So, they don't want to switch to other brand.

Conclusion

It is from the data analysis and interpretationthat Gokul Gruha Udyog is very popular in Karad city and nearby areas of Karad Taluka. Most of the respondents purchases the Gokul 's product due to brand name, quality, and dealer's influences. Most of the people are satisfied with products because they provide pure, delicious, safe and healthy product.Company also needs to advertise more through pamphlets distribution in local newspapers.There is a scope to opt TV advertisement through the local channels which helps to increase customer's awareness. Once the customer is satisfied with the Gokul 's product then they automatically buy the same product/brand next time. They may recommend the product to others. It is suggested that company should take precaution to maintaining regular good quality.

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