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A Study on Customer's Perception & Satisfaction towards Ready to Eat Product with Respect to Krish Bhog

Nikhilkumar Dharmendrabhai Patel

Student of BBA, B.V Patel Institute of Management, UKA Tarsadia University, Maliba Campus, Bardoli

Abstract: *In modern and competitive era, marketing concepts are growing day by day and consumer perceptions and customer satisfaction towards ready to eat product have changed from one to other new perspective. The new perception might results in both possibilities either in favorable or unfavorable dimensions. Thus this study aims to investigate the determinant factors of customer perception and customer satisfaction that influencing customer perception and customer satisfaction in considering Krish Bhog. Ready to eat product are the brands of Krish Bhog that would consider to the research to investigate the consumer perception and customer satisfaction toward Krish Bhog.*

I. INTRODUCTION

In this study the important factor is that customers tastes & preferences, brand evaluation, perceptions and purchasing behaviour affect towards brands of origin country. This study knows the perception of customer towards the brand have impact on the business of ready to eat product (RTE).

A "Ready to eat product" may be define as any food which does not required any elaborate processing procedures on the part of consumer before it is good enough for consumption, also a food that have been prepared so they can be consumer as it, without any additional cooking, are ready to eat. And also this type of product is becoming popular because it saves a time and labour. To get some knowledge about existing brand preference in market and to get view point about consumer attitude toward ready to eat product with respect to krish bhog.

Also to develop the regulations to the imported brands and identify the strategies to increase the market share of business. Therefore, To find out the reasons for brand shifting behaviour While in domestic country product to foreign country product and foreign country product to domestic country product and to study the interaction between country of origin and other relevant factors and to investigate how country of origin on consumer perception influenced by other important factors such as demographic factors. To study the effect of customer taste & preference and country of Origin on ready to eat product (RTE).

II. LITERATURE REVIEW

Cristea adina a, capatina gabriela a, stoenescu roxana-denisa (2014) made an attempt to identify that country-of-origin effects on perceived brand positioning, the study has derived data from main country-of-origin moderating factors and analysis their influence on consumers' brand perceptions at a cognitive, affective and normative level. Researcher has concluded that on a cognitive level, a product's country-of-origin image influences the product's perceived quality, affecting perceptions about functional attributes, such as reliability, safety or performance.

Normative variables such as ethnocentrism and disidentification affect the overall perceptions of products from a specific country and consumers' willingness to buy.

Pubuddi shamila (2019) made an attempt to identify that the study influence of country of origin on customer perception towards brand, the study has derived data from the using of primary data for using questionnaire and secondary data for using textbook , journal ,website etc. The study analysed using the analysis and presentation techniques is statistics through ibm spss 2 (statistical package for social sciences) package.

The sampling design is convenience sampling and it's size is about 100.researcher has concluded that the study influence of perceived quality of manufacturing country and perception towards brands may be stronger than the influence of brand familiarity. The result of regression and correlation analyses of perception towards brand and country of origin it indicate there is significant influence by each.

Harrychand d.kalicharan (2014) made an attempt to identify that the effect and influence of country of origin on consumers perception of product quality and purchasing intentions, the study has derived data from several empirical studies conducted over several years. The study analysed using the ethnocentric effect. Researcher has concluded in this study, country-of-origin does matter for status and image-oriented products, to consumers with ethnocentric belief systems, and to the growing middle class consumer group in emerging economies.

Norjaya mohd yasin, mohd nasser noor, osman mohamad (2019) made an attempt to identify that in this study is to explore the original country image effects on brands equity, the study has derived data from a conceptual framework in which the dimensions of brand equity, which is made up of brand loyalty, brand awareness, perceived quality, and brand associations. The study analysed using the regression analysis. Researcher have concluded in the study, that investigates the relationship between country of origin image and brand equity of electrical appliance and the suggest two things. First, country of origin image has a significant impact on brand equity dimension and brands equity. And secondly, the brands loyalty and brand awareness/associations have significant influence on the formation of brand equity of electrical appliance.

Wu jain, fu guoqun(2007) made an attempt to identify that the effect of brands origin country and made-in country on consumers product evaluations and purchase intention. The study has derived data from stimuli and experimental. The study analysed using the hypothesis. Researcher have concluded in the study, that the price are independence variables and also do the manipulated on the basis of pre-test. The quality perception is measured through consumer's perception. And the measuring of purchase intention by in that we have two situations., firstly buy for oneself and secondly is buy as a gift. Because these two situations is found that affect on consumer's purchase intention.

Sevanandee brenda, damar-ladkoo adjnu(2018) made an attempt to identify the country of origin effects on consumer buying behaviours. The study has derived data from there are using both qualitative and quantitative approach and also both primary and secondary data were captured with the usage of convenience sampling technique. The study analysed using the imperative to investigate on the above topic so as to reveal insightful details about country-of-origin effect on consumer buying behaviours as well as on country-of-manufacture and country-of- assembly. Researcher have concluded in this study that marketers can use the findings of this study to know about the mobile phone brands that are being preferred in mauritius and therefore, they can devise strategies that can boost up the sales of other brands as well. In addition, marketers can use this study to identify about the impact that coo has on the mauritian consumer buying pattern and hence, marketers can come up with interesting strategies that could inform the consumers about the coo of the mobile phones.

Jessica aschemann-witzel, john thøgersen, susanne pedersen, maria paternoga, eva schwendel (2016) this paper is to review the literature on the country-of-origin (coo) effect in the context of organic food and develop suggestions for further research in this area. The study has derived data from databases such as organic e-prints, science direct, business source complete and web of science were searched for the terms "organic" and "country-of-origin", focussing especially on research. The study analysed using the cognitive level.

Researcher have concluded in this study there are few studies analysing the possible interaction between the effects of organic and coo on consumers' food preferences and choices. Obvious prerequisites for coo effects are that consumers know a product's origin and pay attention to the coo in the shopping situation.

III. OBJECTIVES

A. Primary Objective

- 1) To study the customer perception & satisfaction toward Ready to eat product.

B. Secondary Objectives

- 1) To study the customer perception towards ready to eat product.
- 2) To study the factor affecting consumer satisfaction with respect to ready to eat product

IV. RESEARCH METHODOLOGY

A. Methods of Data Collection

Questionnaire method is used to collect data from the respondents.

- 1) *Sample Design:* Under sample design the method of Random Sampling is been used to collect data from the respondents.
- 2) *Sample Size:* 100 respondents are taken for the collection of the data.

V. DATA ANALYSIS

Table:5.4 Represent frequency purchased products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	5	5.0	5.0	5.0
	Weekly	17	17.0	17.0	22.0
	Monthly	19	19.0	19.0	41.0
	Occasionally	59	59.0	59.0	100.0
	Total	100	100.0	100.0	

How often you purchased the ready to eat products

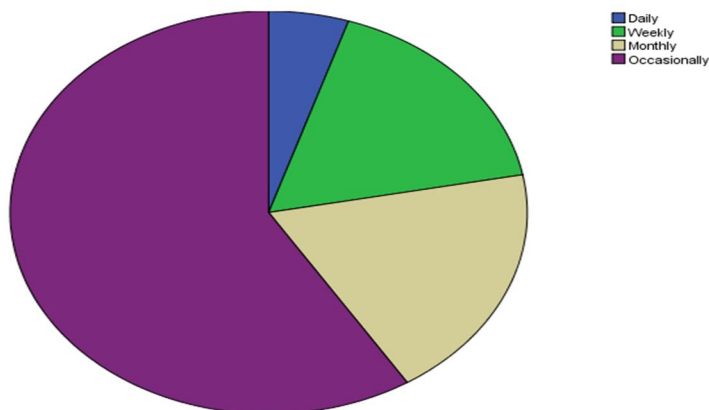


Fig:5.4 chart shows frequency purchased products.

1) *Interpretation:* The above result shows that most of the respondent are consuming product an occasionally (59%) and rest of the respondent are consuming weekly (17%) and monthly (19%).

Table:5.5 Reason for consumption products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Have no time make food	8	8.0	8.0	8.0
	Out of station	11	11.0	11.0	19.0
	Affordable price	15	15.0	15.0	34.0
	Quantity	3	3.0	3.0	37.0
	Easily availability	1	1.0	1.0	38.0
	Taste	37	37.0	37.0	75.0
	Quality	22	22.0	22.0	97.0
	Brand endorsement	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

Whatisthemainreasonforconsumptionofreadytoeatproducts

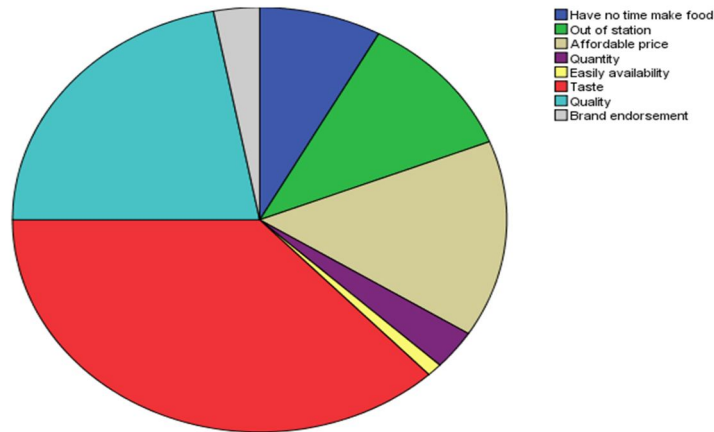


Fig:5.5 chart shows reason for consumption products.

2) *Interpretation:* The above chart shows that reason for consumption of ready to eat product. Here 8% belongs to have no time make food, 11% belongs to out of station, 15% belongs to affordable price, 3% belongs to quantity, 1% belongs to easily availability here less people have reason to consumption ready to eat product, 37% belongs to taste here more people have reason to consumption ready to eat product, 22% belongs to quality, 3% belongs to brand endorsement.

Table:5.6 Represent awareness of product

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Advertisement	21	21.0	21.0	21.0
Self exploration	18	18.0	18.0	39.0
Family & Friends	60	60.0	60.0	99.0
Others	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Howdoyoucometoknowabouttheproduct

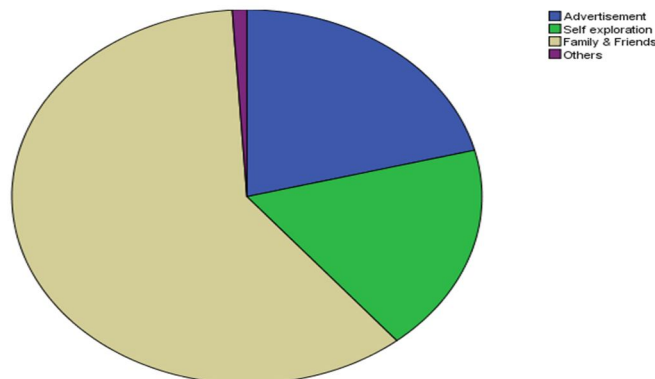


Fig:5.6 chart shows awareness of product.

3) *Interpretation:* The above table or charts shows that most of respondent are aware about the product from their family & friends (60%) and rest of the respondent are aware from advertisement and self exploration (21% & 18%).

Table:5.10 Represent the prices of the Krish bhog products are fair

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	30	30.0	30.0	30.0
	Agree	38	38.0	38.0	68.0
	Strongly Agree	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

DoyouagreethepricesoftheKrishbhogproductsarefair

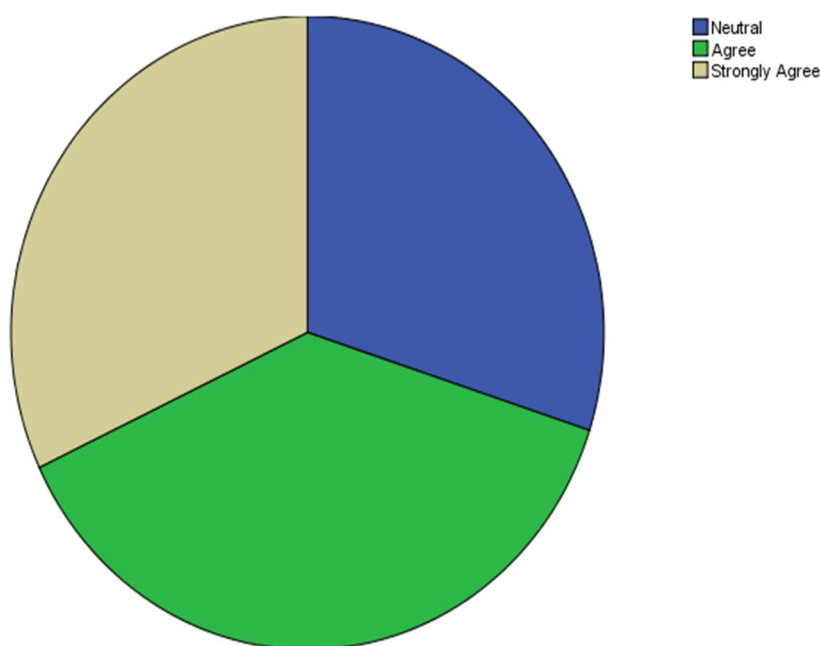


Fig:5.10 chart shows the prices of the Krish bhog products are fair.

4) *Interpretation:* From the above charts or table shows that most of the respondent are agree (70%) about the price of the krish bhog product are fair.

Table:5.11 Represent the Krish bhog have high quality of product than others

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	40	40.0	40.0	40.0
	Agree	33	33.0	33.0	73.0
	Strongly Agree	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

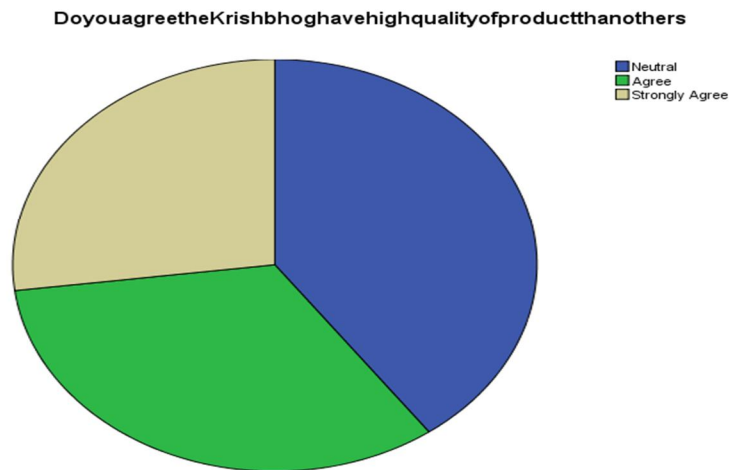


Fig:5.11 chart shows the Krish bhog have high quality of product than others.

5) *Interpretation:* From the above charts or table shows that most of the respondent are agree (60%) about the krish bhog have high quality of product than others.

Table:5.15 Represent the staff of krish bhog is very attentive and responsive

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	3	3.0	3.0	3.0
Neutral	27	27.0	27.0	30.0
Agree	38	38.0	38.0	68.0
Strongly Agree	32	32.0	32.0	100.0
Total	100	100.0	100.0	

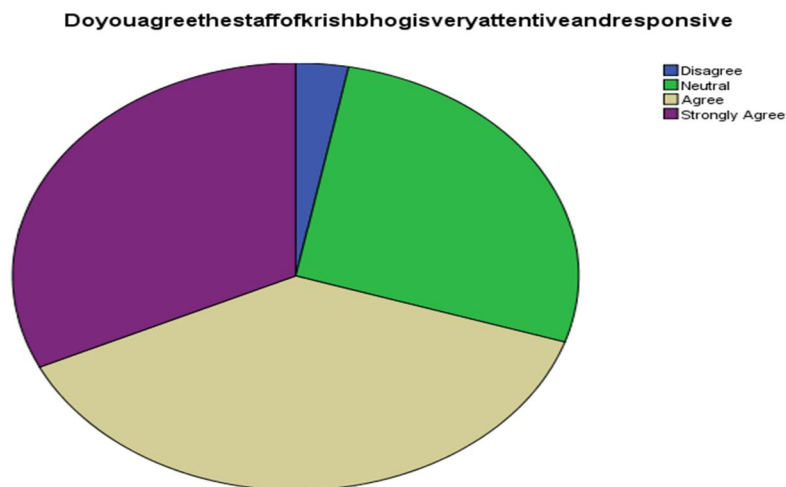


Fig:5.15 chart shows the staff of krish bhog is very attentive and responsive.

6) *Interpretation:* From the above result shows that most of the respondent are agree (70%) about the staff Krish bhog is very attentive and responsive.

Table:5.17 Respondent rated the Krish Bhog products

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Poor	5	5.0	5.0	5.0
Average	42	42.0	42.0	47.0
Good	40	40.0	40.0	87.0
Excellent	13	13.0	13.0	100.0
Total	100	100.0	100.0	

HowdoyouratedtheKrishBhogreadytoeatproducts

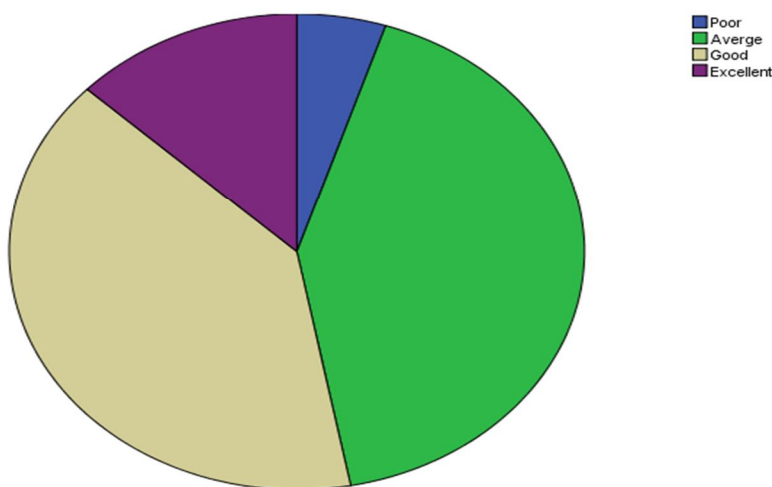


Fig:5.17 chart shows rated the Krish Bhog products.

7) *Interpretation:* From the above chart shows that most of the respondent are rated average and good is respectively to 42% and 40% and rest of the respondent are rated excellent and poor is respectively to 13% and 5%.

VI. CONCLUSION

The research conclude that all customer are demanding the more quantity product in affordable price. And the customer are more hygiene towards the ready to eat food. The behaviour of krish Bhog staff towards the customer is very attentive and responsive so the customer are satisfied.

The Krish Bhog product is more demand occasionally and when no have time to make a food at home. The increasing demand of ready to eat product because the reason that people are not able to cook food like job people and businessman.

The study was started so as to know the customers' Perception & satisfaction towards ready to eat product with respect to Krish Bhog.

The project has been done on the customers' Perception & satisfaction towards ready to eat product with respect to krish Bhog. The analysis was done based on the information collected in the form of questionnaire from the customers of the Krish Bhog. This has been done in Krish Bhog at kamrej.

The major part of the analysis is based upon the percentage analysis.

After a brief analysis few findings were derived. Based on findings the suggestions and the conclusion were made.

Thus the report says that the products was very useful and it was satisfying the majority of the customers using it. The report was very helpful for the Krish Bhog to know how and the suggestions of the customer perception and satisfaction on product of Krish Bhog.

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