

Customer Satisfaction Towards Sri Krishna Sweets With Special Reference To Coimbatore City

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Abstract- *The objective of customer buying behaviour is to make profit through satisfying and delighting consumer's need and wants. Hence, the marketers have to understand the real needs, wants, beliefs and attitudes of the consumers towards their products and services. This is an attempt made to understand the behaviour of consumer of Coimbatore towards the sweet industry like Sri Krishna Sweets.*

I. INTRODUCTION

Business always starts and closes with customers and hence the customers must be treated as the King of the market. All the business enhancements, profit, status, image etc. of the organization depends on customers. Hence it is important for all the organizations to meet all the customers' expectations and identify that they are satisfied customer. Customer satisfaction is the measure of how the needs and responses are collaborated and delivered to excel customer expectation. It can only be attained if the customer has an overall good relationship with the supplier. In today's come sweet invite business marketplace, customer satisfaction is an important performance exponent and basic differentiator of business strategies. Hence, the more is customer satisfaction; more is the business and the bonding with customer. Marketing refers to activities a company undertakes to promote the buying or selling product or service. Marketing includes advertising, selling, and delivering products or other businesses. Some marketing is done by affiliates on behalf of a company Professionals who work in a corporation's marketing and promotion departments seek to get the attention of key potential audiences through advertising. Promotions are targeted to certain audiences and may involve celebrity endorsement, catchy phrases or slogans, memorable packaging or graphic designs and overall media exposure.

STATEMENT OF THE PROBLEMS:

Even after the entry of various new Indian and foreign sweets they continued to be trend leaders in the market. Hence this surely identifies the buying behaviour, customer preference and behaviour of Sri Krishna sweets.

OBJECTIVE

1. To the consumer preference and factor influence for purchasing sweet
2. To know the service quality of Sri Krishna Sweets

II. REVIEW OF LITERATURE

1. (AMIRA, 2009) study evaluates the role of local food in tourism promotion. It also focuses on economic development, exploring the potential for creating linkages between local food and tourism in the context of sustainable tourism practices. The research is based on a case study of the Republic of Maldives country which has gained success in the international tourism market by promoting the natural beauty of its tropical islands.
2. (GYMOTHI and MYKLETUN,2009) portrayed the changing status and use of a traditional Norwegian meal, Small above, in designing tourist experience through a mixed method case study approach. Authors found that entrepreneurs in the Voss region had developed a new commodification approach to a culinary heritage.
3. (MONTANARI & STANCIA 2009) stressed that food is not merely a source of nourishment: depending on production methods, food can also become a cultural reference point, an element of regional development and a tourist resource. This occurs with "local" food, representing a model of production and consumption which suggests a strong link with the region in which the food is produced.

SCOPE:

Customer satisfaction can be interpreted as a response of the interaction between the organization and their customer. Moreover, customer satisfaction cannot be restricted to the provided services or product. There is something else that is Customer Expectation, Perception, Taste and Preferences, Buying Behavior and Income Level with respect to customer satisfaction. The benefit of the survey is that it gives the management an education of general levels of satisfaction of the customers. This survey can tell how a customer feels about the sweet shop and it helps diagnostic instrument for assessing customer problems. For the sweet shop a satisfied customer will give higher productivity due to further disruptions caused by changes in the economy or loosening the Loyal

Customer etc. Customer expectations defers from person to person. The sweet shop assigned to a customer should be of interest to them

III. METHODOLOGY USED IN THIS STUDY

RESEARCH DESIGN:

Research design is simply the framework or plan for the study. The design may be a specific presentation of the various steps in the process of research. For this was descriptive design used. Descriptive research includes survey and fact finding enquires of different kinds. The major purpose of descriptive research is descriptive of the state of affairs, as it exists at present. In this method the researcher has no control over the variables.

SAMPLE SIZE:

The sample size is 140 respondents

AREA OF THE STUDY:

This study is conducted in the Coimbatore city.

DATA COLLECTION:

Data are facts may be derived from several source. Data is of two types Primary and Secondary.

PRIMARY DATA:

The primary data are those which or collected fresh and for the first time and thus happen to be original in character.

SECONDARY DATA:

The secondary data on the other hand in which have already been collected by someone else and passed through the statistical process. Both primary and secondary data was collected for this study. The primary data was collected through questionnaire. The structured questionnaire is used.

TOOLS:

The percentage analysis is used in the study to assess the distribution of respondents in each category. The value expressed in percentage, is very easy to understanding and comparison. In this section the result of percentage analysis, is presented for the question given in the questionnaire.

LIMITATION OF THE STUDY:

The survey had the core constraints of time. The customers have been too busy to provide information as the data has been collected during busy hours. The study is restricted to Sweet shops only. The sample size is limited 140 respondents

TABLE: Simple percentage analysis

Showing Personal factors and problems faced.

Factors	Options	No. of Respondents	Percent age
Gender	Male	60	43
	Female	79	56
	Others	01	01
Education qualification	School	18	13
	UG	104	74.3
	PG	10	07
	Others	08	06
Monthly income	Below 10000	65	46.4
	10000-20000	50	35.7
	20000-30000	16	11.4
	Above 30000	09	6.4
Are you sweet lover	Yes	115	82.1
	No	11	08
	Maybe	14	10.10
Do you buy sweet	Yes	69	49.3
	No	36	25.7
	Maybe	35	25
Kilograms prefer to buy	½ kilograms	63	45
	1 kilograms	41	29.7
	2 kilograms	22	15.9
	others	14	10.1
Discount on festival time	Yes	120	85.7
	No	20	14.5
Days to buy the sweets in Sri Krishna Sweets	Everyday	29	20.7
	Week	37	26.8
	Monthly	65	47.1
	Year	09	6.5
Spend to buy the	100-200	49	35

sweets in Sri Krishna	200-300	42	30.4
	300-400	30	21.7
	Above 400	19	13.8
Favourite sweet in Sri Krishna Sweets	mysurpak	60	42.9
	Boondhiladdu	29	21
	Athirasam	20	14.5
	Jelabi	31	22.5
Method to prefer	Make your self home	48	34.3
	Buy in super market	13	9.4
	Order in online	12	8.7
	Buy in sweet shop	67	48.6
Referring Sri Krishna Sweets	Service	34	24.3
	Hygiene	34	24.3
	Quality	31	22.1
	Tasty	41	29.3
Taste have change since you younger	Yes	69	49.3
	No	36	25.7
	Maybe	35	25
Sri Krishna Sweets have change price	Yes	89	63.6
	No	22	15.7
	Maybe	29	20.7
Hoe you know about Sri Krishna Sweets	Advertisement	68	48.6
	Friend	27	19.3
	Family	40	28.6
	Neighbour	05	3.6

INTERPRETATION

This study reveals that Majority of 56.4% of the respondents are female. Majority of 74.3% of the respondent from UG. Majority of 47% of the respondents monthly income is below 10000. Majority of 82.1% of the respondents YES. Majority of 97.10% of the respondents YES. Majority 44.20% of respondents from 1/2 kilograms. Majority the table shows 85.50% of respondents from YES. Majority 47.10%

respondents have buy sweets from monthly. Majority the table shows 34.10% of respondents spend to buy sweet from 100-200. Majority the table shows 42% of respondents from mysurpa. Majority 48.60% of the respondents from buy in sweet shop. Majority 29.3% of respondents from tasty. Majority the table shows 49.3% of respondents from YES. Majority the table shows 63.6% respondents from YES. Majority the table shows 48.6% respondents from advertisement.

IV. FINDINGS

1. Majority of 56.4% of the respondents are female.
2. Majority of 74.3% of the respondent from UG.
3. Majority of 47% of the respondents monthly income is below 1000.0
4. Majority of 82.1% of the respondents YES.
5. Majority of 97.10% of the respondents YES.
6. Majority 44.20% of respondents from 1/2 kilograms.
7. Majority the table shows 85.50% of respondents from YES.
8. Majority 47.10% respondents have buy sweets from monthly.
9. Majority the table shows 34.10% of respondents spend to buy sweet from 100-200.
10. Majority the table shows 42% of respondents from mysurpa.
11. Majority 48.60% of the respondents from buy in sweet shop.
12. Majority 29.3% of respondents from tasty.
13. Majority the table shows 49.3% of respondents from YES.
14. Majority the table shows 63.6% respondents from YES.
15. Majority the table shows 48.6% respondents from advertisement.

V. SUGGESTION

- Some of the customer feels is not so good the sweets have to arranged in a convenient way and good space given for arrangement and help the customers to purchase freely.
- Some customer feels the cleanliness should be good. It has to be taken care by often cleaning service.
- Once the price is affordable the customer will be increase.
- Most of the respondents are satisfied with the sweets in Sri Krishna sweets.
- More discounts attract with more customers.
- Only 50% of customers are rated 5 among 100 and 50% of had given that they will suggest Sri Krishna sweets as excellent to their neighbour, friends colleagues, and others. So, they have to know their need and satisfy

accordingly through conducting various customers finding tool like survey.

Retail and Distribution Management, Vol.28, No.45, pp.155-161.

VI. CONCLUSION

Now a day it is not easy to sustain in the market only with the brand name, because customers expect more benefits for which they pay. This research will help the shop to fix new strategies and compete with the competitors. Also, the suggestions will help the organization to attract more customers and improve their business. This research is aimed to analyse the effectiveness of customer service used by the organization. Most of the respondents prefer **SRI KRISHNA SWEETS** shop because of its service quality. The organization has got loyal customers and it helps in positive word of mouth about the shop which is proved as most of the customers will recommend others to visit sweet shop.

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