

A STUDY ON CONSUMER BEHAVIOUR AND SATISFACTION TOWARDS JEYYAM GLOBAL FOODS PVT LTD AT SALEM-636351

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ABSTRACT

Consumer behaviour is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services. Consumer behaviour consists of how the consumer's emotions, attitudes and preferences affect buying behaviour. Consumer behaviour emerged in the 1940–1950s as a distinct sub-discipline of marketing, but has become an interdisciplinary social science that blends elements from psychology, sociology, social anthropology, anthropology, ethnography, marketing and economics (especially behavioural economics).

Research has shown that consumer behaviour is difficult to predict, even for experts

in the field; however, new research methods, such as ethnography, consumer neuroscience, and machine learning are shedding new light on how consumers make decisions. In addition, consumer relationship management (CRM) databases have become an asset for the analysis of consumer behaviour. The extensive data produced by these databases enables detailed examination of behavioural factors that contribute to consumer re-purchase intentions, consumer retention, loyalty and other behavioural intentions such as the willingness to provide positive referrals, become brand advocates or engage in consumer citizenship activities. Databases also assist in market segmentation, especially behavioural segmentation such as developing loyalty segments, which can be used to develop tightly

targeted, customized marketing strategies on a one-to-one basis. (Also see relationship marketing).

OBJECTIVES OF THE STUDY

- To know the buying behaviour and satisfaction level about the Jeyyam Global Foods company products
- To analyse the consumer opinion about the price and packaging of the food products
- To know the availability of offers schemes and discounts provided by the company to their consumers.
- To know the availability of varieties of products in the company.
- To know the taste of the food product is the most important factor in consumer purchase decision
- To find out the consumer opinion about advertisements are highly influence choosing the products

REVIEW OF LITERATURE

Farhana N, Islam S. (2020) Cultural background significantly shapes preferences and purchasing decisions. Different cultures have unique culinary traditions, dietary restrictions, and related values. For instance, the Mediterranean diet is heavily influenced by the traditional cuisines of countries bordering the Mediterranean Sea, emphasizing fruits, vegetables, and healthy fats. Marketers must consider these cultural nuances when developing and promoting food products to

ensure they resonate with diverse consumer groups

Sidel JL, Stone H (2020) In recent years, there has been a growing emphasis on health and wellness, significantly impacting consumer behavior in the industry. Consumers are increasingly seeking that are not only delicious but also nutritious. This trend has led to a rise in demand for organic, non-GMO, and gluten-free products. Brands that position themselves as health-conscious and transparent about their ingredients tend to attract a loyal customer base. With busy lifestyles becoming the norm, consumers are gravitating towards convenient and time-saving solutions. This shift in consumer behavior has prompted the companies to innovate and offer products that combine convenience with quality and taste

Fischer AR (2021) Technology and social media have revolutionized the way consumers discover and engage with the products. Social media platforms like Instagram, Facebook, and TikTok are powerful tools for food marketing, allowing brands to showcase their products through visually appealing content and influencer partnerships. Online reviews and ratings also play a crucial role in shaping consumer perceptions and purchasing decisions

Van Trijp HC, Grunert KG (2021) Consumers are increasingly aware of the environmental and ethical implications of their choices. There is a growing demand for sustainably sourced, eco-

friendly, and ethically produced the products. Brands that prioritize sustainability in their operations and marketing efforts can tap into this conscious consumer segment, building trust and loyalty. Price remains a significant factor in consumer behavior, especially in the industry. While some consumers are willing to pay a premium for high-quality, organic, or specialty products, others prioritize affordability and value for money. Understanding the target audience's price sensitivity and perceived value of products is essential for effective pricing strategies

Nero A, Haya A. T (2022) Packaging and labelling play a crucial role in influencing consumer purchasing decisions. Attractive and informative packaging can capture attention and convey the product's benefits, while clear and

DATA ANALYSIS AND INTERPRETATION

TABLE 1: SATISFACTION LEVEL ABOUT HEALTH FOOD PRODUCTS

SATISFACTION LEVEL	RESPONDENTS	PERCENTAGE
Highly satisfied	57	51.8%
Satisfied	35	31.8%
Dissatisfied	10	9.1%
Highly dissatisfied	8	7.3%
TOTAL	110	100.0%

transparent labelling builds trust. Claims such as "organic," "non-GMO," and "locally sourced" can significantly impact consumer choices, as they align with current health and sustainability trends

RESEARCH METHODOLOGY

Research methodology is the way of systematically solving the research problem. It may be understood as a science of studying how research is done scientifically and systematically.

TOOLS AND TECHNIQUES

- Simple percentage analysis
- Chi-square analysis
- Correlation
- ANOVA

INTERPRETATION

The above table shows that, 51.8% of the respondents are highly satisfied, 31.8% of the respondents are satisfied, 9.1% of the respondents are dissatisfied and 7.3% of the respondents are dissatisfied.

Maximum 51.8% of the respondents are highly satisfied with health food products.

TABLE 2: KIND OF PRODUCT DO YOU BUY

KINDS	RESPONDENTS	PERCENTAGE
Dals	10	9.1%
Flour varieties	36	32.7%
Instant mixes	8	7.3%
Blended spices powder	56	50.9%
TOTAL	110	100.0%

INTERPRETATION

The above table shows that 9.1% of the respondents are buying dals, 32.7% of the respondents are buying flour varieties, 7.3% of the respondents are buying instant mixes and 50.9% of the respondents are buying blended spices powder.

Most 50.9% of the respondents are buying the blended spices powder.

TABLE 3: THINK ABOUT PRICE OF THE PRODUCT

PRICE	RESPONDENTS	PERCENTAGE
Very high	10	9.1%
High	15	13.6%
Average	44	40.0%
Normal	30	27.3%

Low	11	10.0%
TOTAL	110	100.0%

INTERPRETATION

The above table shows that 9.1% of the respondents said the price is Very high, 13.6% of the respondents said the price is high, 40.0% of the respondents said the price is average, 27.3% of the respondents said the price is normal and 10.0% of the respondents said the price is low.

Most 40.0% of the respondents said the product price is Average.

TABLE 4: OPINION ABOUT PACKING OF THE PRODUCTS

PACKING	RESPONDENTS	PERCENTAGE
Well packed	39	35.5%
Good	45	40.9%
Moderate	16	14.5%
Poor	6	5.5%
Very poor	4	3.6%
TOTAL	110	100.0%

INTERPRETATION

The above table shows that 35.5% of the respondent's opinion is well packed, 40.9% of the respondent's opinion is Good, 14.5% of the respondents says Moderate for packaging, 5.5% of the respondents are says Poor for packaging and 3.6% respondents are says Very poor for packaging.

Maximum 40.9% of the respondent's opinion is good for packaging of the products.

TABLE NO 5: REASON FOR PURCHASING IN THIS PRODUCT

RANK	RESPONDENTS	PERCENTAGE
Located in convenient place	32	29.1%
Quality	30	27.3%
Quantity	22	20.0%
Price	26	23.6%
TOTAL	110	100.0%

INTERPRETATION

The above table shows that 29.1% of the respondents buying reason for located in convenient place, 27.3% of the respondents buying reason for quality, 20.0% of the respondents buying reason is quantity and remaining 23.6% of the respondents buying reason is price

Most 29.1% of the respondents buying reason for located in convenient place.

TABLE 6: CUSTOMERS ARE MORE LIKELY TO BUY LOCALLY PRODUCED COMPANY PRODUCTS

MORE LIKELY TO BUY	RESPONDENTS	PERCENTAGE
Strongly agree	66	60.0%
Agree	34	30.9%
Disagree	6	5.5%
Strongly disagree	4	3.6%
TOTAL	110	100.0%

INTERPRETATION

The above table shows that, 60.0% of the respondents are strongly agree, 30.9% of the respondents are agree, 5.5% of the respondents are disagree and remaining 3.6% respondents are strongly disagree.

Majority 60.0% of the respondents are strongly agree with more likely to buy locally produced company products

FINDINGS

1. Majority 81.8% of the respondents are Male.
2. Minimum 30.0% of the respondents are at the age of 41-50 years old
3. Most 41.8% of the respondents are PG degree qualification
4. Most 40.0% of the respondents are earned Rs.15,000 – Rs. 20,000
5. Maximum 45.5% of the respondents are using 5 years to 7 years
6. Maximum 51.8% of the respondents are highly satisfied with health food products
7. Most 50.9% of the respondents are buying the blended spices powder
8. Most 40.0% of the respondents said the product price is Average
9. Maximum 40.9% of the respondent's opinion is good for packaging of the products
10. Most 29% of the respondents buying reason for located in convenient place
11. Minimum 23.6% of the respondent's suitable media is TV to buy the products
12. Majority 75.5% of the respondents said faced the problem while buying the product.
13. Most 39.1% of the respondents are satisfied with quality of the products
14. Minimum 32.7% of the respondents are expert Cheque payment
15. Maximum 43.6% of the respondents are feeling Moderate for credit system
16. Most 33.6% of the respondents are highly satisfied with quantity of the product
17. Majority 50.9% of the respondents said they are providing Medium discount
18. Most 40.9% of the respondent's reason is Margin to prefer the product
19. Majority 51.8% of the respondents are expecting well packing from the company
20. Majority 39.1% of the respondents are feeling good about sales promotion
21. Majority 60.0% of the respondents are strongly agree with more likely to buy locally produced company products
22. Majority 54.5% of the respondents are strongly agree with taste of the food product is the most important factor.

SUGGESTIONS

- The distribution channel must be revised and have to take steps to avail the goods at all places
- The company may give more advertisements in several media to attract customers
- The front office and reception service must ensure the customers satisfaction
- The company may give credit facilities to its customers to retain them based on their ability
- Annual target incentives should be introduced, so that the retailer will be motivated.
- It can introduce new promotional activity to the retailers.
- Use sustainable packaging options to reduce environmental impact.
- Provide clear and accurate labelling to inform consumers about the nutritional content of the product.

CONCLUSION

Consumers are in very prominent role in distribution channel. They reach the products to the ultimate consumers. So the company must satisfy the retailers. It must provide good margin to its consumers and it wants to retain the retailers. The company must ensure the products avail at all the places. It must give mass advertisement to create company's image among retailers and retailer's image among consumers.

A special care should be taken to replace damaged products to reduce dissatisfaction

among the retailers promptly. Overall, the findings suggest that the company market will continue to grow as customers seek out convenient, taste and healthy options. However, companies must continue to adapt to changing consumers preferences and invest in marketing strategies to stay competitive in this crowded market.

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