A STUDY ON CONSUMER PREFERENCE TOWARDS SWEETS AND SAVOURIES

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Abstract:
This research paper aim is to study about the consumer preference for savoury and snack in Raja street nellailala sweets particularly. Delicious sweets and savouries are those foods eaten between the brunch and dinners. These foods which are lovely to taste, something one can really relish the flavour. It is simply called as crunchy junk food. As of late local and global organizations are engaged with the generation of flavourful particle foods from the government support. The critical characteristics considered while acquiring flavourful tasty foods were product quality, brand popularity, product range, and limited promotional strategy. Various analysis demonstrates that family size and monthly family unit salary have huge impact on consumption of tasty bite of sweets and savouries. The most essential explanation behind utilization of flavourful sweets and savouries because of its delicacy. Attractive imaginative ads were the most critical components affecting the exquisite fragment food utilization. The buyers of exquisite nibble foods connected high level of significance to taste henceforth, organizations will concentrate on local taste. The conclusion is that the level is satisfaction is high with sweets and savouries and if the company tries to reduce the errors in the product then the sales, volume and profit can be increased in future period of time.
Key Words: Food, Taste & Quality

Introduction:
Perception is the process by which individuals select, organize and interpret stimuli into a meaningful and coherent picture of the world. Selecting, organizing and interpreting information in a way to produce a meaningful experience of the world is called perception. There are three different perceptual processes which are selective attention, selective distortion and selective retention. In case of selective attention, marketers try to attract the customer attention. Whereas, in case of selective distortion, customers try to interpret the information in a way that will support what the customers already believe. Similarly, in case of selective retention, marketers try to retain information that supports their beliefs. Customer possesses specific belief and attitude towards various products. Since such beliefs and attitudes make up brand image and affect consumer buying behaviour therefore marketers are interested in them. Marketers can change the beliefs and attitudes of customers by launching special campaigns in this regard.

Review of Literature:
Usha (2007) led an investigation on purchasing conduct of customers toward moment nourishment items in Kolar district. The study reveals that the retail shops plays a major roles in purchase of sweets and savouries. Poor quality with high price is the reason for not purchasing in a particular shop or brand.Ali (2010) examined the buying behaviour of customers in esteem of foods. The preference of the consumers are clearly describes the cleanliness and freshness of the products and also the price, quality, variety, availability. Koutroulou and Tsourgiannis (2011) conveyed his opinion on factors affecting the buying behaviour of local consumers. On one side people those affected by interest, bad reputation and freshness of the item and on the other side people those keen on the topicality of the item. Karuppusamy and Arjunan (2012) did a research on buying behaviour of consumer in Coimbatore. The moment nourishment items delivered in any event cost and with better taste were observed to be non-expended by purchasers. Instant food items were ordinarily consumed as they were quickly accessible. The study also depicts that the higher income group spend high amount on consumption of instant foods. Jegan and Sudalaiyandi (2013) conveyed the consumer buying behaviour on sunfeast biscuits in kovilpatti. The buying behaviour of the consumer varies from brand to brand based on the quality, quantity, price, taste, advertisements. The consumption of the sunfeast biscuits are more in that area because of the good quality and the low price strategy.

Need of the Study:
The study is to find out the perception of respondents towards sweets and savouries. The need of the study is to analyze the quality of service in sweet industry as service plays a key factor for the development of companies in particular industry.

Objectives of the Study:

- To know about the socio-economic factors of the respondents of Sweets and savouries products in Coimbatore city.
- To find out the consumer preference and factors influencing them to purchase Sweets and savouries products.
- To analyze the level of satisfaction towards the usage of sweets and savouries products among the consumers.
- To identify the problems faced by the respondents while consuming Sweets and savouries products.
- To offer suggestions based on the findings.

Scope of the Study: The study is to analyse about the customer perception towards Sweets and savouries and the scope of the study to analyse about the perception of the customers towards the product which will be helpful for the company in decision making process.

Research Methodology: Methodology is a way to systematically solve the research problem by appealing the various research techniques along with the logic behind the problem. Thus research methodology is a scientific way of solving the research problem.

Area of the Study: The area of the study is Coimbatore only.

Sampling Design: For the purpose of this study the data were collected from 110 respondents using convenience sampling technique.

Sampling Size: The sample size of the research is 110 respondents.

Source of Data Collection: The data bases of the study consist of both primary and secondary data that helped the researcher in systematic frame work of the study.

Primary Data: The primary data was collected through questionnaire .It was prepared and administered by taking a sample of 110 respondents, which contains different categories of respondents like male & female etc.

Secondary Data: The secondary data were collected from books, journals and magazines. Periodical information from different websites was also used for the study.

Tools Used for Study: Percentage analysis and Chi-square analysis

Limitations of the Study:

- ✓ Due to time constraint, the sample size is limited to 110 & the study area is restricted to Coimbatore.
- ✓ Respondent may fail to express their opinions and beliefs.
- ✓ There may be a bias in collecting the data.

Analysis and Interpretation:

		Frequency	Percent
Age	Below 20 yrs	53	21.2
	21-30 yrs	96	38.4
	31-40 yrs	48	19.2
	41-50 yrs	53	21.2
	Total	250	100
Gender	Male	221	88.4
	Female	29	11.6
	Total	250	100
Marital Status	Married	94	37.6
	Unmarried	156	62.4
	Total	250	100
Educational Qualification	School level	74	29.6
	Diploma	99	39.6
	Graduate	54	21.6
	Post Graduate	23	9.2
	Total	250	100
Occupational Status	Student	95	38
	Housewife	60	24
	Business	56	22.4
	Agriculturist	36	14.4
	Others0	3	1.2
	Total	250	100
Type of Family	Nuclear family	148	59.2
	Joint family	102	40.8
	Total	250	100

Interpretation: 21.2% are from the age group of below 20 years, 38.4% are from the age group of 21-30 years, 19.2% are from the age group of 31-40 years, 21.2% are from the age group of 41-50. 88.4% are male and

11.6% are female in our survey. 37.6% are married and 62.4% are unmarried in our survey. 29.6% are from school level, 39.6% have completed diploma, 21.6% have completed their graduation and 9.2% have completed their post graduate. 38% are students, 24% are house wife's, 22.4% are business people, 14.4% are agriculturist, and 1.2% are from other category. 59.2% are from nuclear family and 40.8% are from joint family.

Influence by Persons:

	Frequency	Percent
Self	40	16
Spouse	73	29.2
Friends and Relatives	60	24
Advertisement	77	30.8
Total	250	100

Interpretation: It is observed from the above table that out of 250 respondents 16% are influenced by themselves, 29.2% are influenced by their spouse, 24% are influenced by friends and relatives and 30.8% are influenced by advertisement. Its concluded that most of the respondents are influenced by advertisement.

Frequency of Purchasing the Product:

	Frequency	Percent
Weekly Once	10	4
Weekly Twice	112	44.8
Fortnightly	128	51.2
Total	250	100

Interpretation: It is observed from the above table that out of 250 respondents 4% are purchasing the brand weekly once, 44.8% are using the brand weekly twice, 51.2% are using the brand fortnightly.

Level of Satisfaction on Price:

	Frequency	Percent
Highly Satisfied	45	18
Satisfied	55	22
Neutral	20	8
Dissatisfied	123	49.2
Highly Dissatisfied	7	2.8
Total	250	100

Interpretation: It is observed from the above table that out of 250 respondents 18% are highly satisfied, 22% are satisfied, 8% are neutral, 49.2% are dissatisfied, and 2.8% are highly dissatisfied.

Level of Satisfaction on Taste:

	Frequency	Percent
Highly Satisfied	40	16
Satisfied	124	49.6
Neutral	29	11.6
Dissatisfied	48	19.2
Highly Dissatisfied	9	3.6
Total	250	100

Interpretation: It is observed from the above table that out of 250 respondents 16% are highly satisfied, 49.6% are satisfied, 11.6% are neutral, 19.2% are dissatisfied, and 3.6% are highly dissatisfied. Its concluded that most of the respondents are satisfied with level of satisfaction on taste.

Level of Satisfaction on Smell:

	Frequency	Percent
Highly Satisfied	63	25.2
Satisfied	128	51.2
Neutral	23	9.2
Dissatisfied	22	8.8
Highly Dissatisfied	14	5.6
Total	250	100

Interpretation: It is observed from the above table that out of 250 respondents 25.2% are highly satisfied, 51.2% are satisfied, 9.2% are neutral, 8.8% are dissatisfied and 5.6% are highly dissatisfied. Its concluded that most of the respondents are satisfied with level of satisfaction on smell.

Age vs Level of Satisfaction:

H_0: There is no significance relation between age and level of satisfaction

H_1: There is a significance relation between age and level of satisfaction

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-Sided)**
Level of satisfaction on price	43.857	12	0
Level of satisfaction on taste	44.36	12	0
Level of satisfaction on quantity	28.066	12	0.005
Level of satisfaction on quality	25.403	12	0.013
Level of satisfaction on Availability	17.887	12	0.119
Level of satisfaction on packaging	25.26	12	0.014
Level of satisfaction on recipe	21.255	9	0.012
Level of satisfaction on smell	44.006	12	0

Interpretation: Its observed from the above table that the relationship between age and other variables were the significance level is at 0.000 for Level of satisfaction on price and 0.000 for Level of satisfaction on taste, 0.013 for level of satisfaction on quality, 0.014 for Level of satisfaction on packaging, 0.012 for level of satisfaction on recipe, 0.000 for level of satisfaction on smell, and these factors can be taken for the decision making process of the company as the significance level is less than 0.05. There is no significance between age and the factors Level of satisfaction on Availability at 0.119 which is greater than 0.05.

Occupational status * Level of Satisfaction:

H_0: There is no significant relation between occupation and level of satisfaction
H_1: There is a significant relation between occupation and level of satisfaction

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Level of satisfaction on price	48.572	16	0
Level of satisfaction on taste	65.15	16	0
Level of satisfaction on quantity	27.005	16	0.041
Level of satisfaction on quality	38.031	16	0.001
Level of satisfaction on Availability	31.962	16	0.01
Level of satisfaction on packaging	55.177	16	0
Level of satisfaction on recipe	29.625	12	0.003
Level of satisfaction on smell	29.778	16	0.019
Level of satisfaction on time saving	46.468	16	0

Interpretation: Its observed from the above table that the relationship between occupation and other variables were the significance level is at 0.00o for Level of satisfaction on price and 0.000 for Level of satisfaction on taste, 0.041 for level of satisfaction on quality, 0.001 for Level of satisfaction on packaging, 0.010 for level of satisfaction on recipe, 0.000 for level of satisfaction on smell, 0.003 for level of satisfaction on time saving, 0.019 for Level of satisfaction on smell and these factors can be taken for the decision making process of the company as the significance level is less than 0.05.

Findings:
✓ Maximum of the respondents are from the age group of 21-30 years.
✓ Most of the respondents are male in our survey.
✓ Maximum of the respondents are unmarried in our survey.
✓ Most of the respondents have completed their diploma in our survey.
✓ Maximum of the respondents are students in our survey.
✓ Most of the respondents are from nuclear family in our survey.
✓ Maximum of the respondents are having up to 3 members.
✓ Most of the respondents are earning above Rs.40,000.
✓ Maximum of the respondents are purchasing the brand fortnightly.
✓ Most of the respondents are dissatisfied with level of satisfaction on price.
✓ Maximum of the respondents are satisfied with level of satisfaction on taste.
✓ Most of the respondents are satisfied with level of satisfaction on quantity.
✓ Maximum of the respondents are highly dissatisfied with level of satisfaction on quantity.
✓ Most of the respondents are highly satisfied with level of satisfaction on availability.
✓ Maximum of the respondents are highly satisfied with level of satisfaction on packaging.
✓ Most of the respondents are highly satisfied with level of satisfaction on recepie.
✓ Maximum of the respondents are satisfied with level of satisfaction on smell.

Suggestions:
✓ The company can revise the price of the products so that the unit of sales can be increased in near future.
✓ There is significant relation between age and level of satisfaction on price, level of satisfaction on taste,

level of satisfaction on quantity, level of satisfaction on quantity, level of satisfaction on packaging, level of satisfaction on recepie, and level of satisfaction on smell and can be taken for the decision making process of the company.

Conclusion:

The conclusion is that the level is satisfaction is high with sweets and savouries and if the company tries to reduce the errors in the product then the sales, volume and profit can be increased in future period of time.

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