

A Study on Customer Expectation and Experience towards Eatman Foods Private Limited, Erode

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Abstract: *In this research, the aim is to identify the customer expectation and experience level towards the food products. However this study is used to identify the expectation level towards different types of product choices the satisfaction level toward the customer. However this study examined the choices issued by the product with respect to perceived quality and price utilized by the customer towards the product. This study aims to analyses the relation between customer satisfaction customer loyalty, product knowledge.*

Keywords: Customer satisfaction, Experience, Expectation

1. Introduction

This concept of study in to identify the expectation level of the customer towards an product. The main purpose in to explore customer perception and attitude towards the product the customer may expect taste, different types of product choices, quality of the product and also an expert opinion feedback towards the customer expectation may differ from one person to another person. The Growth the packaged food sector indicator that customer may now be exposed to a larger variety of packaging. However with a change I the types of packaging on the market, these changes with some expeptions, have mostly been improvement in the way of packaging an particular product. Another distinguishing feature of the research is to focus on the repeat purchase of a product, where one of the main requirements of the research was customer personal experience with a product which was purchased more than once.

2. Review of Literature

Matthew Heeath (2018) undergoing on the Trust in marketing a reflection of attitude and perceptions they examine the consumer are the core of marketing strategy and perception of may be marketing expected to influenced their behavior.

Keith (2018) white the marketing in contrast with a productions oriented approach. A marketing philosophy should include a concern for the customer needs and wants appreciation of the benefit.

Smith (2019) while marketing focus on consumer and customers may be a virtue the discipline and its practices are often the target suspects.

Kjellberg (2018) on this topic many practices state caveat empor let the buyer beware and argue that consumers can and should act in their own be best interest.

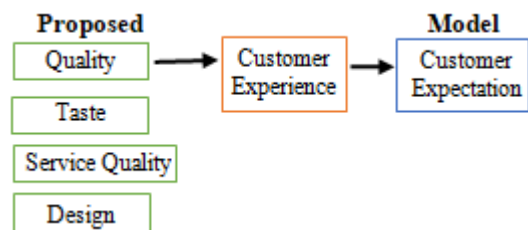
Baker's (2016) call to note the distinctions between needs and wants, before going any further we mentions to them.

3. Method of Data Collection

There are two types of data collection. They are

3.1 Primary Data Collection

Primary data is the data were the researcher collected first time for their research. In this present study the primary data was collected for the first time in Eatman food private limited working employees. The primary data collected through survey method. 130 Survey questionnaires collected from customers and agents of Eatman food private limited. The data collection instrument consisted of a close ended and structured questionnaire; consist of two parts- demographic profile which is based on nominal scales. An rank method was based on the ordinal scales using 5 point likert scales. The questions were tested by pilot study on 20 respondents of Eatman food private limited, based on their suggestions changes implemented.



3.2 Secondary Data Collection

Secondary data are the data it is already existing data. It is like journals, thesis, websites, company records, etc.

Population

In this present study the population of Eatman food private limited is 300 Customers.

Sample Size

Sample size of this study is 130 customers and agents of Eatman food private limited.

Sampling Unit

Sampling unit for this study are the customers of Eatman food Private Limited.

Sampling Method

In this research used Stratified Random Sampling method.

Tools Used For Data Analysis

The survey data was collected and analysed using SPSS software (v 25.0) through

- Simple Percentage method
- Chi Square
- Correlation
- Regression
- Weighted average method
- Anova

4. Data Analysis and Interpretation

Simple percentage method

Table 4.1 Demographic Profile

		Count	Column N %
Gender	Male	94	72.3%
	Female	36	27.7%
Age	up to 25 years	77	59.2%
	26-35years	21	16.2%
	36-45years	16	12.3%
	46-55yrs	15	11.5%
	above55years	1	0.8%
Martial	Married	48	36.9%

status	Unmarried	82	63.1%
Natureofc ustomer	Retailer	9	6.9%
	Wholesaler	15	11.5%
	Agent	22	16.9%
	Franchise	3	2.3%
	Customer	81	62.3%
Productd etails11.	Masala	48	36.9%
	Noodles	31	23.8%
	Pickles	28	21.5%
	Sauce	7	5.4%
	Appalam	16	12.3%

Inference

The study shows that 72% of the respondents are male, 27% of the respondents are female, to be found 59.2% of the respondents are 25 years,16.2% of the respondents are 26-35 years,12.3% of the respondents are 36-45years,11.5% of the respondents are 46-55years,0.8% of the respondents are 55 years, to be found 36.9% of the respondents are married,63.1% of the respondents are unmarried, to be found 62.3% of the respondents are Customers,16.9% of the respondents are agent,11.5% of the respondents are wholesaler,6.9% of the respondents are Retailer,2.3% of the respondents are Franchise, to be found 36.9% of the respondents are preferred masala, 23.8% of the respondents are preferred noodles, 21.5% of the respondents are preferred pickles,12.3% of the respondents are preferred Applam,5.4% of the respondents are preferred Sauce

Descriptive variables

	Highly Dissatisfied		Dissatisfied		Neither Satisfied Nor Dissatisfied		Satisfied		Highly Satisfied		Mean	Standard Deviation
	2	1.5%	2	1.5%	30	23.1%	64	49.2%	32	24.6%		
Satisfaction level	2	1.5%	2	1.5%	30	23.1%	64	49.2%	32	24.6%	3.94	.82
Needs and wants	3	2.3%	9	6.9%	26	20.0%	66	50.8%	26	20.0%	3.79	.92
Quality	3	2.3%	8	6.2%	27	20.8%	57	43.8%	35	26.9%	3.87	.96
Word of mouth communication	6	4.6%	22	16.9%	33	25.4%	44	33.8%	25	19.2%	3.46	1.12
feedback	5	3.8%	13	10.0%	19	14.6%	62	47.7%	31	23.8%	3.78	1.04
Customer expectation level	4	3.1%	9	6.9%	42	32.3%	46	35.4%	29	22.3%	3.67	1.00
Satisfaction level of price	6	4.6%	13	10.0%	40	30.8%	46	35.4%	25	19.2%	3.55	1.06
Quantity	5	3.8%	13	10.0%	31	23.8%	51	39.2%	30	23.1%	3.68	1.06
Satisfaction level over the quality	5	3.8%	12	9.2%	43	33.1%	42	32.3%	28	21.5%	3.58	1.05
Innovation level	4	3.1%	12	9.2%	39	30.0%	52	40.0%	23	17.7%	3.60	.99
New varieties	6	4.6%	15	11.5%	40	30.8%	44	33.8%	25	19.2%	3.52	1.07
Expectation of customer	6	4.6%	9	6.9%	29	22.3%	47	36.2%	39	30.0%	3.80	1.09
Product designs	3	2.3%	12	9.2%	31	23.8%	53	40.8%	31	23.8%	3.75	1.00
Products aroma	3	2.3%	9	6.9%	27	20.8%	58	44.6%	33	25.4%	3.84	.96
Opinion towards types of product choice	5	3.8%	11	8.5%	30	23.1%	53	40.8%	31	23.8%	3.72	1.04
Quality perception	7	5.4%	13	10.0%	33	25.4%	46	35.4%	31	23.8%	3.62	1.12
Satisfaction level over types of product choices	7	5.4%	15	11.5%	28	21.5%	35	26.9%	45	34.6%	3.74	1.20
Initial expectation level	6	4.6%	12	9.2%	32	24.6%	52	40.0%	28	21.5%	3.65	1.06
Consistency level	9	6.9%	15	11.5%	29	22.3%	47	36.2%	30	23.1%	3.57	1.17
Attitudes	7	5.4%	6	4.6%	41	31.5%	46	35.4%	30	23.1%	3.66	1.05
Reviews	14	10.8%	12	9.2%	45	34.6%	43	33.1%	16	12.3%	3.27	1.13

Inference

Table revealed that the mean score of customer expectation and experience level during the study ranges from 3.27 to3.94 and standard deviation score varies between0.82 and 0.79 among, The statement”review” scores lower mean and

higher standard deviation. The statement “satisfaction level” is there’ scores higher mean and lower standard deviation score which reveals the effect of consistency on perception among the customer expectation and experience.

Ranked Variable

	1st rank		2nd rank		3rd rank		4th rank		5th rank		6th rank		7th rank		8th rank		9th rank		10th rank		Total	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Mean	Standard Deviation
Taste	38	29.2%	19	14.6%	17	13.1%	9	6.9%	9	6.9%	5	3.8%	4	3.1%	4	3.1%	6	4.6%	19	14.6%	(4.17)	(3.29)
Perception	6	4.6%	10	7.7%	11	8.5%	24	18.5%	21	16.2%	12	9.2%	18	13.8%	7	5.4%	13	10.0%	8	6.2%	(5.47)	(2.46)
Buying pattern	7	5.4%	12	9.2%	21	16.2%	13	10.0%	20	15.4%	12	9.2%	11	8.5%	16	12.3%	9	6.9%	9	6.9%	(5.34)	(2.60)
Variety	10	7.7%	16	12.3%	15	11.5%	17	13.1%	13	10.0%	16	12.3%	14	10.8%	8	6.2%	16	12.3%	5	3.8%	(5.17)	(2.64)
Ingredients	12	9.2%	7	5.4%	12	9.2%	13	10.0%	17	13.1%	23	17.7%	10	7.7%	10	7.7%	13	10.0%	13	10.0%	(5.65)	(2.71)
Package	15	11.5%	14	10.8%	9	6.9%	10	7.7%	20	15.4%	16	12.3%	13	10.0%	16	12.3%	7	5.4%	10	7.7%	(5.29)	(2.75)
Price	11	8.5%	19	14.6%	10	7.7%	17	13.1%	11	8.5%	13	10.0%	20	15.4%	13	10.0%	8	6.2%	8	6.2%	(5.20)	(2.69)
Reference opinion	6	4.6%	9	6.9%	13	10.0%	7	5.4%	7	5.4%	15	11.5%	15	11.5%	21	16.2%	20	15.4%	17	13.1%	(6.45)	(2.74)
Experience	6	4.6%	17	13.1%	8	6.2%	12	9.2%	7	5.4%	10	7.7%	11	8.5%	16	12.3%	27	20.8%	16	12.3%	(6.27)	(2.94)
Expectation	19	14.6%	7	5.4%	14	10.8%	8	6.2%	5	3.8%	8	6.2%	14	10.8%	19	14.6%	11	8.5%	25	19.2%	(5.99)	(3.22)

Inference

Table shows that the means score of ranked variable during the study ranges from 4.17 to 6.45 and standard deviation score varies between 2.46 and 3.29 among the respondents. The variable "Taste" scores the lower mean and higher standard deviation. The variable "Reference Opinion" scores the higher mean and lower standard deviation which reveals the effect of reference opinion.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
quality * customer expectation level	130	100.0%	0	0.0%	130	100.0%

quality * customer expectation level Cross tabulation

		Count					Total
		Customer expectation level					
		highly dissatisfied	Dissatisfied	neither satisfied nor dissatisfied	satisfied	highly satisfied	
Quality	highly dissatisfied	1	0	2	0	0	3
	dissatisfied	0	0	3	4	1	8
	neither satisfied nor dissatisfied	1	2	13	7	4	27
	Satisfied	1	4	16	22	14	57
	highly satisfied	1	3	8	13	10	35
Total		4	9	42	46	29	130

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	19.852 ^a	16	.027
Likelihood Ratio	16.361	16	.428
Linear-by-Linear Association	4.223	1	.04
N of Valid Cases	130		

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
price * quantity	130	100.00%	0	0.00%	130	100.00%

Price * quantity Cross Tabulation

		Count					Total
		Quantity					
		highly dissatisfied	Dis-satisfied	neither satisfied nor dissatisfied	satisfied	Highly satisfied	
Price	1st	0	1	3	3	4	11
	2nd	3	3	4	4	5	19
	3rd	1	1	5	3	0	10
	4th	0	1	3	6	7	17
	5th	1	1	2	5	2	11
	6th	0	0	4	7	2	13
	7th	0	4	3	10	3	20
	8th	0	1	5	3	4	13
	9th	0	1	0	6	1	8
	10th	0	0	2	4	2	8
Total		5	13	31	51	30	130

Inference

Chi square test was applied to find whether there is any significant relationship between quality and customer expectation level. Since the calculated p value is less than 5% level of significance we reject the null hypothesis. So we can choose alternative hypothesis. Hence it is inferred that there is a significant relationship between the quality and customer expectation level

- a. 16 cells (64.0%) have expected count less than 5. The minimum expected count is .09.

Symmetric Measures

		Value	Approximate Significance
Nominal by	Phi	.391	.227
Nominal	Cramer's V	.195	.227
N of Valid Cases		130	

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	39.642 ^a	36	.311
Likelihood Ratio	43.962	36	.170
Linear-by-Linear Association	1.634	1	.201
N of Valid Cases	130		

a. 45 cells (90.0%) have expected count less than 5. The minimum expected count is .31.

Inference

Chi square test was applied to find whether there is any significant relationship between price and quantity. Since the calculated p value is less than 5% level of significance we reject the null hypothesis. So we can choose alternative hypothesis. Hence it is inferred that there is a significant relationship between the price and quantity

Symmetric Measures

	Value	Approximate Significance
Nominal by Nominal	Phi	.552
	Cramer's V	.276
N of Valid Cases	130	

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Satisfaction level over types of product choices * product designs	130	100.0%	0	0.0%	130	100.0%

Satisfaction over types of product choices * product designs Cross tabulation

		Count					Total
		Product designs					
		highly dissatisfied	dissatisfied	neither satisfied nor dissatisfied	satisfied	Highly satisfied	
Satisfaction level over types of product choices	highly dissatisfied	2	0	2	0	3	7
	Dissatisfied	0	0	3	8	4	15
	neither satisfied nor dissatisfied	1	4	9	9	5	28
	Satisfied	0	2	8	16	9	35
	highly satisfied	0	6	9	20	10	45
Total		3	12	31	53	31	130

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	34.603 ^a	16	.005
Likelihood Ratio	26.726	16	.045
Linear-by-Linear Association	.375	1	.540
N of Valid Cases	130		

a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .16.

Inference

Chi square test was applied to find whether there is any significant relationship between satisfaction level of different types of product choices and product designs. Since the calculated p value is less than 5% level of significance we reject the null hypothesis. So we can choose alternative hypothesis. Hence it is inferred that there is a significant relationship between satisfaction level of different types of product choices and product designs.

Correlations

		Price	Quality	Customer expectation level	Innovation level
Price	Pearson Correlation	1	-.107	-.033	-.069
	Sig. (2-tailed)		.227	.711	.436
	N	130	130	130	130
Quality	Pearson Correlation	-.107	1	.181*	.100
	Sig. (2-tailed)	.227		.039	.257
	N	130	130	130	130
Customer expectation level	Pearson Correlation	-.033	.181*	1	.172
	Sig. (2-tailed)	.711	.039		.051
	N	130	130	130	130

Innovation level	Pearson Correlation	-.069	.100	.172	1
	Sig. (2-tailed)	.436	.257	.051	
	N	130	130	130	130

*. Correlation is significant at the 0.05 level (2-tailed).

Interpretation:

1% Increase in price will increase .22% in quality
 1% Increase in innovation level will increase .172% in customer expectation level.

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	qualityperception ^b	.	Enter
a. Dependent Variable: productsaroma			
b. All requested variables entered.			

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.159 ^a	.025	.018	.95431
a. Predictors: (Constant), qualityperception				

ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	3.038	1	3.038	3.336	.070 ^b
	Residual	116.569	128	.911		
	Total	119.608	129			
a. Dependent Variable: products aroma						
b. Predictors: (Constant), quality perception						

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.340	.285		11.701	.000
Quality perception	.138	.075	.159	1.827	.070

a. Dependent Variable: products aroma

Significant

P>0.05

Interpretation

The above table shows that the p value is greater than 0.05 there is no significance difference between the Product aroma and quality perception

5. Conclusion

Customer Expectation and Experience is very important in terms of producing any kind of food products. In customer point of view taste and quality plays an important role. The management maintains a good rapport with workers and satisfies them by means of monetary and other benefits. Practical application of theoretical knowledge is made possible.

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