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## An Analytical Study Of Customer Satisfication Towards Soft Drinks With Special Reference To Chennai

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### ABSTRACT

*Customer satisfaction is a marketing term which measures the products or services supplied by the company. Customer satisfaction is a marketing term which measures the products or services supplied by the company. The aim of this study is to assess the customer satisfaction towards Frooti Drinks with special reference to Chennai. The main objective is to identify whether the customers are satisfied with the Frooti drinks. Another aspect of the study is to analyze the frequency purchase of Frooti drinks. The data was collected by research method through survey questionnaire and 100 sampling are analyzed. From this study, most of the Teenagers are satisfied with the Frooti drinks.*

**Keywords:** Customer satisfaction, Frooti drinks

### INTRODUCTION

Customer satisfaction is a marketing term which measures the products or services supplied by the company. It is used to know level of satisfaction about the product which is to improve in the marketing. . The expectation of a customer's measure their satisfaction level

of the products or services what they consumed. It has a concept of factors as the quality and quantity of the product and service provided by the company. To know the level of customer satisfaction of the Product, business uses the surveys method to get the result.

### REVIEW OF LITERATURE

**Nandagopal & Chinnaiyan (2003)** reports that the level of responsiveness among the rural consumers about the brand of soft drinks was high which was specified by the method of purchase of the soft drinks by "Brand Name". The major source of brand awareness was followed by commercial ads, family members, relatives and friends.

**Ramasamy et al. (2005)** reported that the buying behavior is much influenced by awareness and attitude towards the product. Commercial advertisements over television was said to be the most important source of information, followed by displays in retail outlets. Consumer's build outlook about a brand on the basis of which various product structures

play an important role in decision making process. A large number of respondents placed importance on quality and felt that price is an main factor while the others attached importance to image of manufacturer.

**Srivastava (2008)** provided detailed information about the growth of retailing industry in India. She examined the growing awareness and brand consciousness among people across different classes in Tamil Nadu and how the urban and semi-urban retail markets are witnessing significant growth.

**Kumar et al. (1987)** examined the factors influencing the buying decision making of 200 respondents for various food products. Country of cause and brand of the products were cross tabulated against age, gender and income. Results exposed that the considered factors were independent of age, education and income. The brand image seemed to be more important than the origin of the product since the consumers were attracted to the brands.

**Gao and Spreen (1994)** conducted the micro econometric analysis of US meet demand. The most significant household characteristics and socio economic variables were region ethnic background, household size, urbanization, food planner, received health information, female household head, employment status and

proportion of food expenditure on away from home consumption.

**Richardson et al. (1994)** examined the factors influencing in the choice of drinks. The study revealed that 28.3% of the factors influencing the meat consumption were healthiness, taste, concerns over additives and the trust in the purchase stores used. It was also found that the food package labels were influential source of juice related information.

**Singh et al. (1995)** considered factors namely quality, availability, convenient pack size, flavor, color, freshness and mode of payment to study the preference for a particular source of milk namely rural milk vendors, privately owned city dairies and dairy factories. 70 per cent of the respondents preferred milk supplied by city dairies. The least preferred was those sold by dairy factories.

**Shivkumar (2004)** found that the consumer from all the income groups was mainly influenced to purchase by the opinions of their family members. Consumers were also unfair by the dealers" reference, followed by advertisement.

**Nag raja (2004)** while studying the buying behavior of consumers observed that their own experience, of neighbor consumers,

their own family and the involvement of their own members were exerting maximum influence on purchase decision. Above all, the quality of the product and its easy availability were the primary vital determinants of buying behavior. Consumers were influenced by touch and feel aspect of any promotional activity.

**Banumathy and Hemamena (2006)** in their study revealed that the company's manufacturing soft drinks must manufacture high quality soft drinks in order to compete with soft drinks of multinational companies. They suggested demand promotion by effective advertising, improving quality by keeping a check on the taste and price. Study also revealed that there was no association between age, education, occupation and choice of brands but there was association between monthly income and brand preference and also there was close relationship between price and satisfaction level.

**Singh and Singh (1981)** found that consumers had single or multi brand loyalty based on the nature of product, like necessities or luxuries. Brand choice and store loyalty were found to affect the brand loyalty of the consumer. The factors that influence and strengthen loyalty to brand were quality of product, habit of use and ready and regular availability.

**Ranganatham and Shanthi (1995)**

conducted a study on brand image of Mango fruit drinks in Tamil Nadu. The study revealed that Frooti scored higher for working of its taste, cooling power and its price. The potential buyers felt that Mango fruit drink had a well known corporate identity.

**Ashalatha (1998)** studied the factors influencing the performance of BAMUL milk; the study revealed that the factors such as door delivery, clean packing, quality, hygienic preparation, time saving, and reliability, good value for money, freshness and desired flavor were important in the similar order in influencing the decision of buyers for BAMUL milk.

**Raj and Pruthviraju (1999)** studied about buying motives of rural consumers about seeds and different sources of information about brands with regard to seeds. It was found that factors influencing brand loyalty of farmers were dealers suggestions, quality product and co farmers. The problems faced by farmers were supply of seed or poor quality seed, higher price, adulteration and irregular supply of seeds.

**Banumathy and Hemamena (2006)** though studying says about the consumer brand preference with respect to soft drinks, found that after globalization most of the



consumers like the international brands such as Pepsi and Coco-cola. Consumers chosen a certain brand or a particular drink mainly because of its taste and stimulate the ability.

### **OBJECTIVES OF THE STUDY**

To study about the customer satisfaction towards Frooti drinks with special reference to Chennai district. To study the influence of product satisfaction and level of satisfaction towards Frooti drinks special reference to Chennai. To analyze what are the changes required to improvise the Frooti beverage.

### **NEED FOR THE STUDY**

- To identify the steps that can be taken to solve some negative satisfaction of the customer about the product in future.
- To analyze the customer buying behavior and improve their satisfaction level.

### **SCOPE OF THE STUDY**

The study helps in acquiring the information about rural customers and their satisfactory level, which helps in developing strategies for retaining customers.

### **LIMITATIONS OF THE STUDY**

- It is very difficult to understand the rural business and understand their buying behavior and satisfactory parameter.
- The study is constrained only to the customers who consume only the Frooti product.
- Only 100 questionnaires are taken from the customers.

### **METHODOLOGY OF THE STUDY**

#### **Primary data**

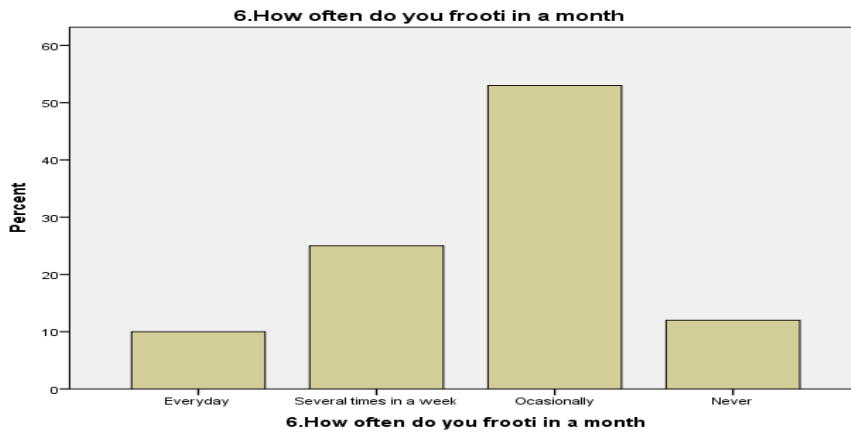
The respondents were administered with a structured schedule to collect the data required for the study. The data for the present study is collected by means of primary data. Besides the primary data, the secondary data was also collected for the study. Websites, books were referred for this purpose the library to facilitate proper understanding of the study. The size of the sample is 100 respondents. Sample size refers to the number of items to be selected from universe to constitute the samples. Sampling technique used in this study non-probability sampling, which is also known as deliberate sampling or convenience sampling. This type of sampling is very convenient and is relatively inexpensive. The data collected from the both

the sources and are analyzed and interpreted in the systematic manner with the help of

statistical tool like percentage analysis and spss tool.

## DATA ANALYSIS AND INTERPRETATION

### How of often do you take Frooti in a Month

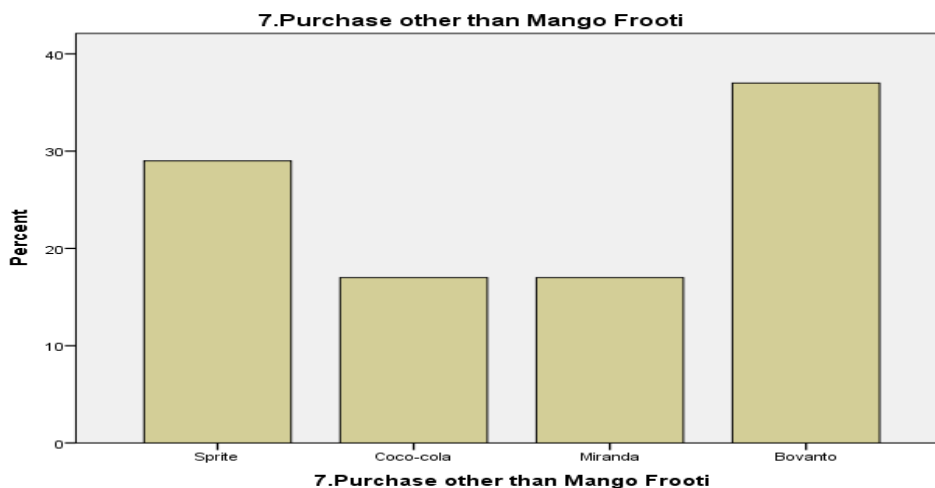


### Interpretation

The above table and chart shows that 53% of the respondent drinks occasionally and 25% of the respondent drinks Several times in a week and 12% of the respondent says that they won't

drink Frooti and the balance of 10% respondent drinks every day in a month. So it can be concluded that majority of the respondent are drinks occasionally.

### Analysis of purchase other than Mango

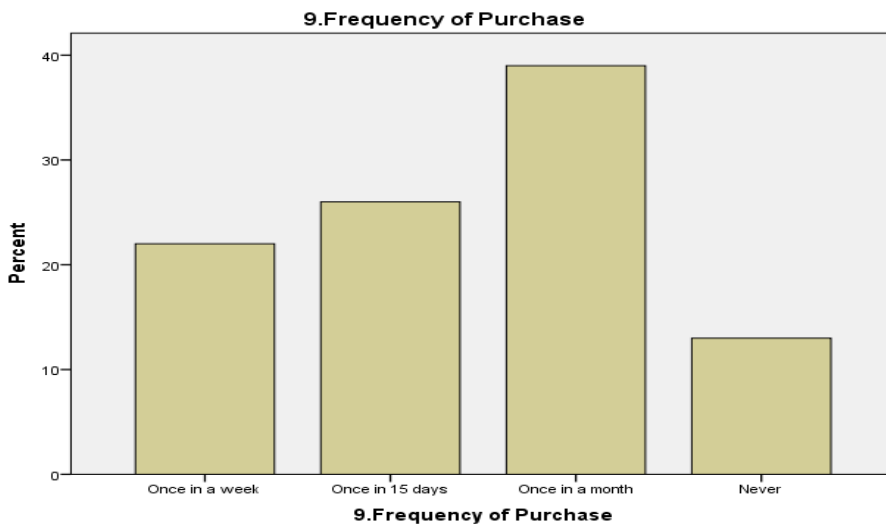


### Interpretation

The above table and chart shows that 37% of the respondent purchase Bovanto and 29% of the respondent purchase sprite and 17% of the

respondent purchase Miranda and the balance of 17% respondent purchase Coco-cola. So it can be concluded that majority of the respondent are purchase Bovanto other than Frooti.

### Analysis of frequently purchase of Frooti



### Interpretation

The above table and chart shows that 38% of the respondent purchase Frooti once in a month and 26% of the respondent purchase Frooti once in 15 days and 22% of the

respondent purchase Frooti once in a week and the balance of 13% respondent never purchase Frooti. So it can be concluded that majority of the respondent are purchase Frooti once in a month.

### Analysis of performance of Frooti



### Interpretation

The above table and chart shows that 36% of the respondent says neutral with their Frooti performance and 26% of the respondent says Agree and 18% of the respondent says Disagree and 14% of the respondent says

strongly disagree and 6% of the respondent says strongly agree. So it can be concluded that majority of the respondent neutrally says that Frooti performance.

### Analysis of satisfaction of buying Frooti

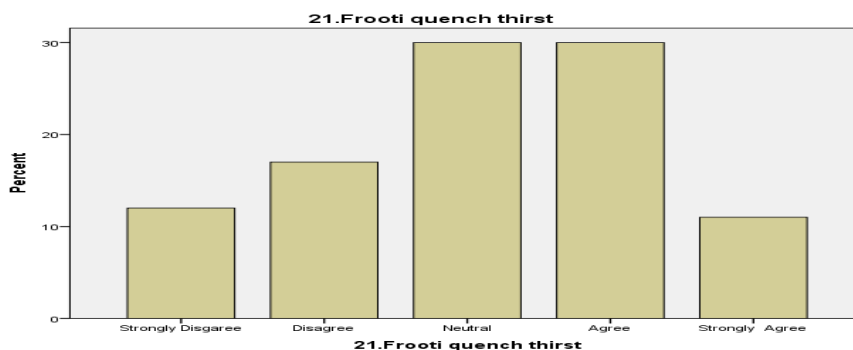


### Interpretation

The above table and chart shows that 28% of the respondent says neutral with their Satisfaction of buying Frooti and 27% of the respondent says Agree and 19% of the respondent says Disagree and 13% of the

respondent says strongly disagree and 13% of the respondent says strongly agree. So it can be concluded that majority of the respondent neutrally says that satisfaction of buying Frooti is neutral.

### Analysis of Quench thirst

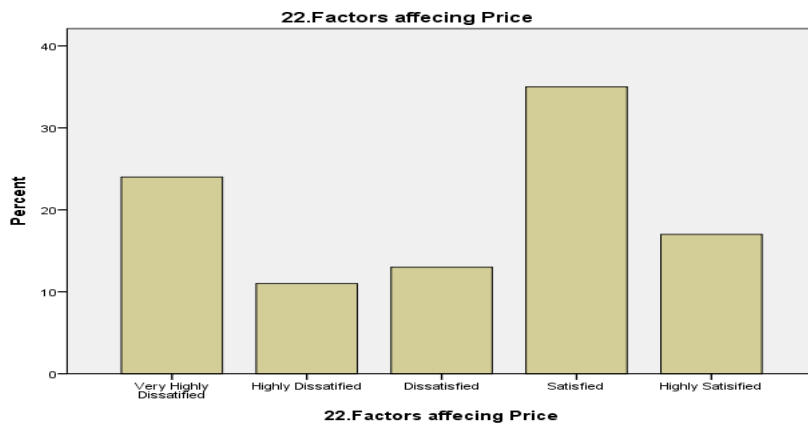


### Interpretation

The above table and chart shows that 30% of the respondent says neutrally says that the Frooti quench thirst and 30% of the respondent says Agree and 17% of the

respondent says Disagree and 12% of the respondent says strongly disagree and 11% of the respondent says strongly agree. So it can be concluded that majority of the respondent agrees that the Frooti quench thirst.

### Analysis of Price

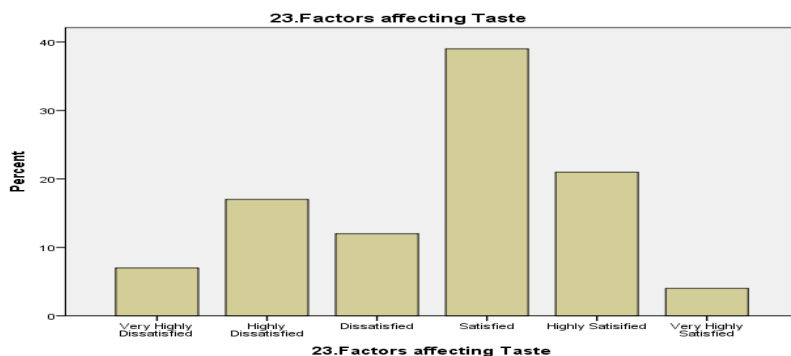


### Interpretation

The above table and chart shows that 35% of the respondent satisfied with the price of Frooti and the 24% of the respondent very highly dissatisfied with the price and 17% of the respondent highly satisfied with the price and

the 13% of the respondent dissatisfied with the price and 11% of the respondent highly dissatisfied with the price and 0% very highly satisfied. So it can be concluded that majority of the respondent satisfied with the price.

### Analysis of Taste



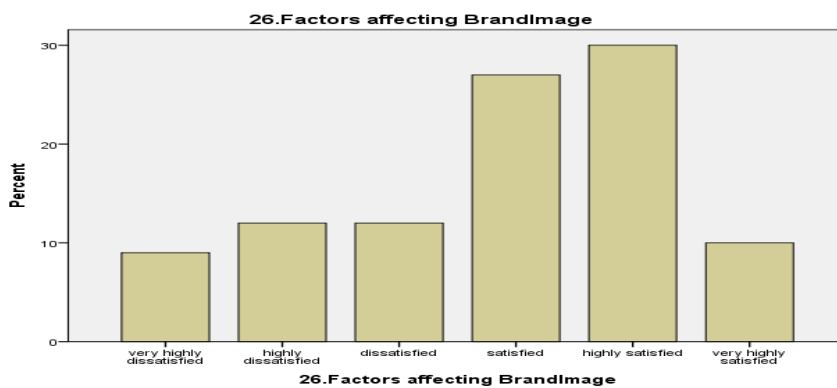


### Interpretation

The above table and chart shows that 39% of the respondent satisfied with the taste of Frooti and the 21% of the respondent very highly satisfied with the taste and 17% of the respondent highly dissatisfied with the taste and

the 12% of the respondent dissatisfied with the taste and 7% of the respondent very highly dissatisfied with the taste and 4% very highly satisfied. So it can be concluded that majority of the respondent satisfied with the taste.

### Analysis of Brand Image



### Interpretation

The above table and chart shows that 30% of the respondent highly satisfied with the Brand image of Frooti and the 27% of the respondent satisfied with the Brand image and 12% of the respondent dissatisfied with the Brand image and the 12% of the respondent

highly dissatisfied with the Brand image and 10% of the respondent very highly satisfied with the availability and 9% very highly dissatisfied. So it can be concluded that majority of the respondent highly satisfied with the Brand image.

### ANOVA ANALYSIS

#### Anova Analysis for Age and taste

**Null hypothesis:** There is no significant difference between Age and taste.

**Alternative hypothesis:** There is a significant difference between age and taste

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.295	1	.295	.175	.677
Within Groups	165.265	98	1.686		
Total	165.560	99			

### Interpretation

The significant value is 0.677 which is greater than 0.05. Hence the null hypothesis is accepted, Alternative hypothesis is rejected. Hence there is no significant difference between age and taste.

### Anova for Income and Brand

**Null hypothesis:** There is no significant difference between Income and Brand.

**Alternative hypothesis:** There is a significant difference between Income and Brand.

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	9.419	3	3.140	1.510	.217
Within Groups	199.581	96	2.079		
Total	209.000	99			

### Interpretation

The significant value is 0.217 which is larger than 0.05. Hence the null hypothesis is accepted, Alternative hypothesis is rejected. Hence there is no significant difference between income and brand.

### FINDINGS

According to this survey,

53% of the respondent drinks occasionally and 25% of the respondent drinks Several times in a week and 12% of the respondent says that they won't drink Frooti and



the balance of 10% respondent drinks every day in a month.

37% of the respondent purchase Bovanto and 29% of the respondent purchase sprite and 17% of the respondent purchase Miranda and the balance of 17% respondent purchase Coca-cola.

38% of the respondent purchase Frooti once in a month and 26% of the respondent purchase Frooti once in 15 days and 22% of the respondent purchase Frooti once in a week and the balance of 13% respondent never purchases Frooti.

36% of the respondent says neutral with their Frooti performance and 26% of the respondent says Agree and 18% of the respondent says Disagree and 14% of the respondent says strongly disagree and 6% of the respondent says strongly agree.

28% of the respondent says neutral with their satisfaction of buying Frooti and 27% of the respondent says Agree and 19% of the respondent says Disagree and 13% of the respondent says strongly disagree and 13% of the respondent says strongly agree.

30% of the respondent says neutrally says that the Frooti quench thirst and 30% of the respondent says Agree and 17% of the respondent says Disagree and 12% of the

respondent says strongly disagree and 11% of the respondent says strongly agree.

35% of the respondent satisfied with the price of Frooti and the 24% of the respondent very highly dissatisfied with the price and 17% of the respondent highly satisfied with the price and the 13% of the respondent dissatisfied with the price and 11% of the respondent highly dissatisfied with the price and 0% very highly satisfied.

39% of the respondent satisfied with the taste of Frooti and the 21% of the respondent very highly satisfied with the taste and 17% of the respondent highly dissatisfied with the taste and the 12% of the respondent dissatisfied with the taste and 7% of the respondent very highly dissatisfied with the taste and 4% very highly satisfied.

30% of the respondent highly satisfied with the Brand image of Frooti and the 27% of the respondent satisfied with the Brand image and 12% of the respondent dissatisfied with the Brand image and the 12% of the respondent highly dissatisfied with the Brand image and 10% of the respondent very highly satisfied with the availability and 9% very highly dissatisfied.

The significant value is 0.677 which is greater than 0.05. Hence the null hypothesis is accepted, Alternative hypothesis is rejected.



Hence there is no significant difference between age and taste.

The significant value is 0.217 which is larger than 0.05. Hence the null hypothesis is accepted, Alternative hypothesis is rejected. Hence there is no significant difference between income and brand.

### SUGGESTIONS

- They should increase their product line by launching the products other than fizzy drinks like juices etc.
- They should make such a slogan that attracts the consumers of all ages and gender.
- They should keep in mind the different age groups.
- As the demand of carbonated drink is more they should use this point for attracting customers.

### CONCLUSION

According to the project survey, it's clear that the customers in Chennai District who have been satisfied are loyal to the company. The customers who are mostly satisfied with the age level between 18-30, Female and students and the income level with Rs.10000-Rs.30000. Those who purchased the Frooti drinks occasionally are the students and they

were well educated. . Customers of other are to be targeted in order to increase the buying behavior and sales volume by creating more awareness.

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