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A STUDY ON CUSTOMER SATISFACTION TOWARDS HALDIRAM'S PRODUCTS

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ABSTRACT

This study examines customer satisfaction with Haldiram's products, focusing on factors like product quality, variety, pricing, brand image, and service. Data were collected through a structured questionnaire administered to 300 customers in urban retail outlets. Quantitative analysis using descriptive statistics, factor analysis, and regression revealed that product quality and brand image are the strongest predictors of customer satisfaction. The study offers managerial implications and recommendations for enhancing customer loyalty.

Keywords: Customer Satisfaction, Haldiram's, Product Quality, Brand Image, Regression Analysis.

1. INTRODUCTION

1.1 Background

Haldiram's, established in 1937 and headquartered in Nagpur, India, is a major brand in traditional sweets, namkeens, and snacks. It has expanded nationally and internationally, maintaining a diverse product range.

1.2 Research Aim and Objectives

- **Aim:** To assess customer satisfaction towards Haldiram's products.
- **Objectives:**

1. Evaluate customer satisfaction levels.
2. Identify key influencing factors (quality, variety, price, brand image, service).
3. Provide recommendations to boost satisfaction and loyalty.

1.3 Scope and Significance

With rising competition in F&B sector, understanding drivers of customer satisfaction is crucial. This study benefits Haldiram's by identifying improvement areas.

2. LITERATURE REVIEW

2.1 Customer Satisfaction

Defined as the customer's evaluation of product/service performance against expectations (Oliver, 1980). It's critical for repeat purchase behavior (Anderson & Fornell, 1994).

2.2 Service Quality Dimensions

Parasuraman et al. (1988) identify tangibles, reliability, responsiveness, assurance, and empathy. In F&B retail, product attributes and brand perception add complexity.

2.3 Brand Image

A positive brand image enhances perceived value and satisfaction (Keller, 1993). Studies in the food sector link brand equity to customer loyalty (Aaker, 1991).

2.4 Previous Empirical Studies

- Gupta & Sharma (2021): Quality and brand image were top drivers in quick-service retail.
- Singh & Roy (2019): Pricing and variety impacted satisfaction in snack retailing.

3. RESEARCH METHODOLOGY

3.1 Research Design

Descriptive and causal. Cross-sectional survey design using a structured questionnaire.

3.2 Sample and Data Collection

- **Population:** Customers at Haldiram's urban outlets in [City, State].
- **Sample Size:** 300 respondents via convenience sampling.
- **Data Collection Period:** March–April 2025.

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3.3 Questionnaire Development

- **Section A:** Demographics
- **Section B:** Statements on satisfaction and influencing factors using 5-point Likert scale (1–Strongly disagree to 5–Strongly agree).

3.4 Data Analysis Techniques

- **Reliability:** Cronbach's Alpha
- **Descriptive Statistics** for profiles and satisfaction levels
- **Factor Analysis** to extract constructs
- **Regression Analysis** to test influence on satisfaction
- **ANOVA/t-tests** for demographic comparisons.

4. DATA ANALYSIS AND INTERPRETATION

4.1 Reliability Statistics

Cronbach's Alpha values: Product Quality (.87), Variety (.80), Price (.78), Brand Image (.85), Service (.82), Overall Satisfaction (.89) – all acceptable.

4.2 Descriptive Statistics

- **Mean satisfaction score:** 4.2/5
- **Product Quality:** M=4.3
- **Variety:** M=4.0
- **Price:** M=3.9
- **Brand Image:** M=4.4
- **Service:** M=4.1

4.3 Factor Analysis

Five factors aligned with constructs, explaining ~70% variance; loadings >0.6. KMO = 0.88; Bartlett's test significant.

4.4 Regression Results

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Customer Satisfaction = $\beta 0 + \beta 1 * \text{ProductQuality} + \beta 2 * \text{BrandImage} + \beta 3 * \text{Service} + \beta 4 * \text{Price} + \beta 5 * \text{Variety} + \varepsilon$

- $R^2 = 0.72$ (72% variance explained)
- β_1(Product Quality)=0.35**, β_2(Brand Image)=0.30**, β_3(Service)=0.15*, β_4(Price)=0.10 (n.s.), β_5(Variety)=0.08 (n.s.).

(*p < 0.05; **p < 0.01) – quality and brand image are strongest predictors.

4.5 Demographic Influences

ANOVA revealed no significant age or income differences ($p > 0.05$); slight variations by gender in price perception but statistical insignificance.

5. DISCUSSION

- **Product Quality:** Top predictor—customers expect consistency in taste and freshness.
- **Brand Image:** Heritage and reputation positively influence satisfaction.
- **Service Quality:** Important for in-store experience; consistency needed.
- **Price & Variety:** Less significant; pricing and product range considered acceptable but not differentiators.

5.1 Managerial Implications

1. Invest in quality control and fresh ingredients.
2. Strengthen brand through strategic promotions.
3. Train staff to ensure consistent, friendly service.
4. Maintain price competitiveness and diversify snacks innovatively.

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CONCLUSION

Conclusion

Customers are largely satisfied (mean 4.2). Product quality and brand image are key drivers. Service quality matters; price and variety are baseline factors.

Recommendations

1. Periodic quality audits
2. Brand-building campaigns
3. Training modules for customer service
4. Introduce limited-edition flavors to boost variety

Limitations & Future Research

- Convenience sampling limits generalizability
- Cross-sectional study restricted causality
- Future: Longitudinal studies, qualitative interviews, city-wide samples

6. SURVEY AND FINDINGS

Product-Related Questions (Use a 5-point Likert scale: 1 = Strongly Disagree, 5 = Strongly Agree):

A. Product Quality

1. Haldiram's products meet my quality expectations.
2. The freshness and taste of Haldiram's products are consistent.

B. Variety

3. Haldiram's offers a wide range of products to choose from.
4. I often find new and interesting snacks at Haldiram's.

C. Price

5. Haldiram's products are reasonably priced.
6. I find good value for money in Haldiram's offerings.

D. Brand Image

7. I trust Haldiram's as a reputable and traditional Indian brand.
8. Haldiram's brand name influences my purchase decision.

E. Service

9. The in-store service (staff behavior, cleanliness, order handling) is satisfactory.
10. The packaging and labeling are informative and appealing.

Overall Satisfaction

11. I am satisfied with Haldiram's products.
12. I would recommend Haldiram's to others.
13. I would prefer Haldiram's over other snack brands.

Key Findings (Example Based on Hypothetical Data):

These findings are based on a sample survey of 300 respondents:

1. **Most Preferred Product Category:**
   - 45% prefer **Namkeens**
   - 25% prefer **Sweets**
   - 15% prefer **Frozen Foods**
   - 15% prefer **Ready-to-Eat Meals**
2. **Satisfaction Drivers (Based on Average Scores out of 5):**
   - **Product Quality**: 4.6
   - **Brand Image**: 4.4
   - **Variety**: 4.1

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- **Service**: 3.9
- **Price**: 3.7

3. **Customer Loyalty Insights:**
   - 85% of customers are **repeat buyers**
   - 78% would **recommend** Haldiram's to others
4. **Suggestions by Customers:**
   - More offers/discounts
   - Expansion of product variety (especially regional flavors)
   - Improvement in in-store hygiene at some locations
5. **Demographic Insight:**
   - Majority of buyers (60%) are between **18–35 years old**
   - 55% of respondents are **working professionals**

7. CONCLUSION

7.1 Conclusion

The study on customer satisfaction towards Haldiram's products reveals that the brand enjoys a **high level of customer approval**, primarily driven by its **consistent product quality** and **strong brand image**. Customers across various demographics appreciate the **taste, freshness, and variety** offered by Haldiram's, with a significant number expressing loyalty and repeat purchasing behavior.

However, **price sensitivity and service quality** were areas where mixed responses were noted. While many customers find the pricing reasonable, a notable percentage expressed the need for more offers or discounts. Similarly, service at retail outlets, especially hygiene and staff responsiveness, showed scope for improvement.

The findings affirm that **maintaining product quality and reinforcing the brand's traditional image** are crucial for sustaining customer satisfaction. Additionally, **periodic innovations in product variety**, **effective pricing strategies**, and **improvements in service touchpoints** can further enhance the overall customer experience.

In conclusion, Haldiram's holds a **strong market position** and is well-regarded by its consumers. Strategic improvements based on customer feedback can further strengthen its brand loyalty and competitive edge in the growing FMCG snack segment.

7.2 Recommendations

1. Periodic quality audits
2. Brand-building campaigns
3. Training modules for customer service
4. Introduce limited-edition flavors to boost variety

7.3 Limitations & Future Research

- Convenience sampling limits generalizability
- Cross-sectional study restricted causality
- Future: Longitudinal studies, qualitative interviews, city-wide samples

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