



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

A Study On Consumer Satisfaction Towards Confectionery Products With Special Reference To karur City.

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ABSTRACT

The present study relies on the satisfaction of Confectionery products among the consumers. The sample survey of 100 respondents was undertaken to search out the satisfaction level of confectionery Products in karur City. The study mainly focused on general Price, quality, quantity, taste, innovation, Attractive package and consumer expectations overall satisfaction about Confectionery Products

Keywords: consumer satisfaction, confectionery products

I INTRODUCTION :

Consumer satisfaction is defined as a measurement that determines how products or services provided by an organization meet consumer expectations. It plays a crucial role within our business. Not only it's the indicant to live consumer loyalty, identify unhappy consumers, reduce churn and increase revenue; it's also a key point of differentiation that helps you to draw in new consumers in competitive business environments.

Confectionery products:

Confectionery products are products that mainly comprises sugar or similar sweeteners. there's often a distinction made between sweet food and sugar confectionery products. The term “confectionery” typically encompasses products like chocolate and non-chocolate candy, gum, **dessert** and frozen desserts, cookies, cakes, and pastries, and other sweet goods like jams, jellies, and preserves.

The confections is broadly divided into the subsequent categories

- Flour Confections – they're cakes, tarts, doughnuts, cookies, sweet pastries, or any similar confection made using flour. they're mainly served in desserts course.
- Sugar Confections – they're candies, chewing gums, and jellies. They flavor and color sugar as their main ingredient. they're made at high temperatures around 150oC. The spoilage is low and hence they need longer time period without refrigeration.
- Chocolate Confections – They use chocolate and sauce as their main ingredient. they have refrigeration during warm weather.
- Milk Confections – they're thick milk cream based/milk powder based confections made by combining various dry fruits, flavors, and colours into them. they're treated as part of main course. they're best when fresh. Their period is brief but is extended by refrigeration.
- Other Confections – they're made of extract of soaked wheat, which is flavored, thickened, and colored.

II REVIEW OF THE LITERATURE

- Chithira john & Dr. C. Sengottuvelu (2018) in their article on Analysis of parent's perception on confectionery product Advertisements on children. Advertising has played an enormous role and have become a significant industry within the 20th century. Sampling method used for the study is multi-stage sampling and data was collected from the questionnaire filled by 375 parents having children from cohort 7 to 14. The methods used for the analysis include percentage analysis, chi-square test, correlation, t-Test and correlational analysis using SPSS 20. The study concludes that overall parents hold negative attitude towards advertising of confectionery products.
- D. Shanthi (2018) Chocolate! Chocolate is liked and eaten by all age bracket of individuals. it's going to be in an exceedingly variety of hard, nutties, crunchy or chew. it's available in small, big and family pack. Chocolate has many shapes like as rectangle, sphere or a brick shape. It tastes like sweet and bitter. Some people have chocolate in an exceedingly glass of cold coffee, or within the variety of a toffee. Some people eat chocolate after they are sad; some relish them once they are happy. But I feel, to possess chocolates we do

not need a reason, because we are able to have it anytime, any season.

- M Kumar Satish, Dr. Narayana, T. Aswatha (2019) Advertisement is playing an important role in marketing industry, Advertisement is vital to the organizations to extend the sales. Presently most of the children are watching the advertisement through the varied sources like television, mobile, internet, newspaper, magazine etc.. Here the advertisement how kids are influencing their parents to urge their desired products. during this research the researcher tries to search out out how the children are influenced by the varied advertisement factors and the way they're pestering to their parents to create purchase decision of confectionary products.
- R.Jayasathya&S.Hemasri (2019) A study on customer preference towards Cadbury chocolate with special regard to Coimbatore city. Cadbury India operates in five categories – Chocolate confectionery, Beverages, Biscuits, Gum and Candy. within the Chocolate Confectionery business, Cadbury has maintained its undisputed leadership over the years. a number of the key brands are Cadbury Dairy Milk, 5 Star, Perk, Celebrations, Gems, Éclairs, this study relies on the preference of Cadbury chocolate among the buyer. A sample survey of 200 respondents was undertaken to search out out the preference of Cadbury chocolate in Coimbatore city. The study mainly targeting customer preference towards Cadbury chocolates, Convenience sampling technique has been employed in the study, Percentage analysis, Multiple responses, Descriptive statistics, ANOVA and t-test. it absolutely was found from the study that the shoppers prefer dairy chocolate when put next to other chocolates because the price of the chocolate is extremely reasonable and therefore the taste will attract the respondents.

III. OBJECTIVE OF THE STUDY

To study the satisfaction level of consumers towards confectionery products

IV. RESEARCH METHODOLOGY

Researcher adopted the descriptive research for the study. Research design is that the basis of defining the research problem. Around 100 consumers were collected by using convenience sampling method in karur. The preparation of the look of the project is popularly called research design. The study relies on primary yet as secondary data using chi-square test analysis has been utilized in this research

V. DATA ANALYSIS

TABLE NO 5.1

SOCIO ECONOMIC AND LEVEL OF SATISFACTION ON QUALITY OF THE CONFECTIONERY PRODUCTS

Factor	Calculated χ^2 value	Table Value	DF	Null hypothesis
Gender	3.27	16.92	9	Accepted
Age	11.006	9.49	4	Rejected
Educational qualification	29.24	30.11	19	Accepted
Family size	1.934	9.49	4	Accepted

It can be noticed from the above table that the calculated chi-square value is more than the table value at the 5% significance level. Hence the hypothesis gender, educational qualification, family size and level of satisfaction on Quality of Confectionery Products is good. So it determines that there is no significant relationship between socio-economic factors of the respondent and quality of confectionery products. Hence the hypothesis, Age of the respondents and level of satisfaction on quality of confectionery products are not associated. It concludes that there is a close significant relationship between age of the respondents and quality of confectionery product.

VI. LIMITATIONS OF THE STUDY:

- Extensive study was not possible mainly due to the time limit.
- The sample size is limited to 100 consumers.
- The study for the survey is restricted to Karur city only.

VII. CONCLUSION

This project is very useful & helpful to my future studies also. I gather more information about consumer satisfaction with the confectionery products. It helpful to meet some type peoples. I gather that how their choosing their confectionery products with various opinion like accessibility of the product, assurance of the product, quality of the product, price of the product, taste of the product, etc.

VIII. REFERENCES

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