

CHAPTER-I

1.1 INTRODUCTION OF THE STUDY

Consumer behavior is important in marketing because it explains how consumers make decisions about what products to buy when to buy them, and from whom to buy them. Marketers can develop effective marketing strategies that target the right consumers with the right message at the right time by understanding consumer behavior.

Understanding consumer behavior is a key element of a marketing strategy. In fact, before implementing a strategy, it is essential to fully understand the needs and expectations of the consumers you want to influence. To do this, you need to understand how the consumer will react and be influenced by your marketing strategies.

Types of Consumer Behavior for effective marketing strategies

Marketers must understand several types of consumer behavior to create effective marketing strategies and meet customer needs. This section will look at the four types of customer behavior and how they affect businesses.

Complex buying behavior

When customers are actively involved in the purchasing decision process and are aware of the significant differences between the various brands, this happens. Before making purchasing decisions, consumers conduct extensive research, gather information, and evaluate alternatives.

Dissonance-reducing buying behavior

This type of behavior happens when people make expensive or risky purchases and then feel uncomfortable or confused about their decision. Consumers may seek reassurance, information, or feedback from others to reduce confusion.

Habitual buying behavior

This happens when customers make purchases with minimal decision-making and marketing efforts or information search. Based on prior experiences, they have developed brand and customer loyalty also buying habits, and they may buy things out of habit, convenience, or familiarity.

Variety-seeking buying behavior

This type of behavior happens when customers are not deeply involved in the purchase decisions but seek variety or uniqueness in their purchases. They may most often change brands or products to satisfy their curiosity or need for variety.

Factors influence consumer behavior

Consumer behavior is influenced by many external factors and internal factors such as situational, psychological, environmental, and marketing factors, personal factors, family, and culture.

Situational factors

They are temporary in nature and include physical factors such as a store's location, layout, colors, music, lighting, and even scent. Companies try to make these factors as favorable as possible. Other situational factors include holidays, time, and moods of the consumer.

Personal factors

These factors include demographic factors such as age, gender, income, occupation, etc. It also depends on one's interests and opinions. To further understand consumers, companies also look more closely at their lifestyles – their daily routine, leisure activities, etc.

Social factors

This factor also includes social class, level of education, religious and ethnic background, sexual orientation, customer orientation, and people around you – family, friends, or social network. Different cultures have varying customs and rituals that influence how people live their lives and what products they purchase.

Psychological factor

A person's ability to understand information, perception of needs, and mindset influence consumer behavior. One's reaction to a marketing campaign will depend on one's beliefs and state of mind.

Buying Process & Influence on Consumer Behavior

The buying process is a series of steps that consumers go through when making a purchase. It involves several stages, starting from need recognition to post-purchase evaluation. Each stage can be influenced by various factors, such as personal preferences, marketing messages, and recommendations from others.

Need Recognition: This is the first stage where consumers realize they have a need or desire for a particular product or service. It could be triggered by internal factors like running out of a product or external factors like seeing an advertisement.

Information Search: Once consumers recognize their needs, they start gathering information about different options available in the market. They may seek information from friends, family, and online reviews or visit stores to compare prices and features.

Evaluation of Alternatives: In this stage, consumers evaluate different alternatives based on their needs and preferences. They consider factors like quality, price, brand reputation, and previous experiences to narrow down their choices.

Purchase Decision: After evaluating alternatives, consumers make their final purchase decision. Decisions such as this can be influenced by various factors such as pricing promotions, discounts offered by competitors, or even personal preferences.

1.2 INDUSTRY PROFILE

The coconut oil market size was valued at \$3,440.00million in 2020 and is estimated to reach \$7,390.20 million by 2030, registering a CAGR of 5.1% from 2021 to 2030. Coconut oil is majorly used as hair oil as its excellent care product promotes hair health, shine, and growth. It is also used for body massage as it possesses anti-aging, antibacterial, antioxidant, and anti-inflammatory properties.

In addition, coconut oil is used for cooking in many Asian countries. As coconut oil has very low level of unsaturated fatty acids, it maintains good cholesterol levels in the body reducing the risk of heart diseases. It also finds wide-range of applications in the food industry as dietary fat in the preparation of filled milk, infant milk powder, ice-cream, and confectionery & bakery products.

Furthermore, increasing use of the coconut oil in personal care, cosmetics, chemical and food industry are likely to boost the demand for coconut oil during the forecast period. The raw material supply is one of the major parts in the value chain of the coconut oil market, where the key players and the vendors are facing the problems due to poor logistics, and restrictions on public movement in the affected countries across the globe, which can lead to supply disruptions. Thus, lack of raw material and labor in manufacturing units of the coconut oil was the considerably affected the coconut oil market in COVID-19 pandemic.

According to the coconut oilmarket analysis, the market segmented into product type,application, distribution channel,packaging, price point and region. On the basis of product type, the market is categorized into virgin coconut oil and coconut RBD oil. On the basis of application, the market is segmented into, food industry, agriculture, cosmetics and personal care industry, chemical industry and others.

By distribution channel, market is categorized into, direct distribution, convenience stores, modern trade units, e-commerce and others. On the basis of packaging, the market is segmented into, bottle, jar, can, pouch, tanks and others. By price point, the market is segmented into mass and premium. Region wise, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, France, UK, Italy, Spain, Netherlands and Rest of Europe), Asia-

Pacific (China, India, Japan, Philippines, Malaysia, Indonesia, Australia and Rest of Asia-Pacific), and LAMEA (Latin America, Middle East and Africa).

On the basis of product type, the coconut RBD oil segment was the highest contributor to the market, with \$2,563.0 million in 2020, and is estimated to reach \$5,139.1 million by 2030, at a CAGR of 4.5% during the forecast period. Increasing health conscious consumers and growing awareness regarding benefits of the coconut RBD oil are majorly attributing for the growth of the coconut oil market during the forecast period. Improve blood circulation, Reduce inflammation

Enhance immunity, and raise energy level, lower risk of heart attack and stroke are some of the health benefits of the coconut oil. Supermarket and convenience stores are popular distribution channels for coconut RBD oil. Furthermore, growing use of coconut RBD oil in food industry, cosmetics and personal care industry is likely to contribute for the growth of the coconut oil market during the forecast period.

On the basis of application, the food industry segment was the highest contributor to the market, with \$1,340.8 million in 2020, and is estimated to reach \$2,678.6 million by 2030, at a CAGR of 4.5% during the forecast period. Coconut oil are widely consumed in food industries among other coconut products. Many Asian and European countries widely use coconut products in food and bakery industries.

Rise in awareness about benefits and functional properties of coconut products including coconut oil are leads to increase in its demand in food industry across the globe. Consumers are preferring coconut RBD oil in household preparations. Coconut oil has low fat content as compare to other sourced oil, due to which their demand is growing rapidly in preparation of bakery products and confectioneries. Thus, growing hotel chains, restaurants, and fast food outlets and increasing use of coconut oil for food preparation is expected to contribute for the growth of the market during the forecast period.

1.3 COMPANY PROFILE

Kuppanna Oil Mills is a reputed company that has done pioneering work in the production of pure coconut oil that is not just genuine but is also healthy and savory. The Kuppanna Oil Mills was established in 1975 and has since manufactured pure coconut oil with the brand name M.S.R.Gold coconut Oil. For its relentless efforts it has been awarded the prestigious Gem of India Award (1997).

We started with a decent 3 tons of oil production and today after nearly 35 years of being into this business we have graduated to producing 20 tons of oil per day. Currently we are committed to producing 40 tons of coconut oil per month and for the present financial year our sales turnover is around 10 crores.



Factsheet

Basic Information

Nature of Business	Manufacturer
Additional Business	Supplier
Industry	Agro products
Total Number of Employees	51 to 100 People

Year of Establishment	1990
Legal Status of Firm	Limited Company (Ltd./Pvt.Ltd.)
Annual Turnover	Rs. 10 - 25 Crore

Infrastructure

Location Type	COMMERCIAL
Building Infrastructure	Permanent
Size of Premises	10,000 square feet
Space Around	Backyard

Company USP

Quality Measures / Testing Facilities	Yes
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Packaging/Payment and Shipment Details

Customized Packaging	Yes
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Awards

We are an industrious enterprise that believes in upholding our policy of developing and supplying the market with pure coconut oil that conform to industry standards. And for our untiring efforts to bring to the customer superlative quality coconut oil Kuppanna Oil Mills had been awarded the prestigious Gem of India Award in 1997.

Product Brand

Kuppanna Oil Mills is engaged in the production of a superb range of coconut oil that is used in cooking, cosmetic, medical and lubricant principles. This oil is very good for the health and also ensures long & healthy hair. Our range of coconut oil is filtered, quality tested and hygienically packaged so that our customers receive only the top-notch products. These are available in different pouches sizes of 5ml, 50ml, 100ml, 200ml, 500ml & 1 liters, in cans weighing 1k & 5kg and 15kg tins. Given below are the details of the products that we offer:

Category	Products
MSR Coconut Oil	MSR Coconut Oil (M 04) MSR Coconut Oil (M 01) MSR Coconut Oil (M 03) MSR Coconut Oil (M 01)

Production Features

At Kuppanna Oil Mills we follow a systematic and efficient procedure of production to come up with our brand of MSR Coconut Oil. The manufacturing process begins with the de-husking of the copra. The shell of the coconut is removed and copra is separated. Then the coconut flesh is dried in the sun in our drying yard for nearly 12 to 24 hours depending on its moisture conditions. The sun-dried copra is rich in protein and helps in boosting the immune system.

Next the sun-dried copra is taken to the Cutter Division where it is sliced into 2 to 3 inch pieces with the help of the copra cutter machine and is fed to the Copra Roaster / Copra Cooker to be roasted for about 30 to 40 minutes. The roasting helps in enhancing the fragrance and enriches the copra with rich proteins, minerals and vitamins that are greatly beneficial for cosmetic, medicinal and health uses.

In the next stage of production the roasted copra is first crushed using our crushing machines to obtain the oil, which is then filtered extensively to remove further debris. Now the oil is ready to be sent for quality testing that is executed with our ideal I.V and F.F.A process. The MSR Coconut Oil is now ready for packaging and is packed in pouches containing 5ml, 50ml, 100ml, 200ml, 500ml and 1 liters of oil, in 1kg &, 5kg cans and 15kg tins for market distribution.

Market Exposures

Kuppanna's brand of M.S.R. Gold Coconut Oil has a significant presence in the Tamil Nadu market and is widening its services towards new giant markets. Apart from the domestic market Kuppanna also aspires to extend its market internationally. The company has plans to spread out its reach to Korea and the Arab countries.

Competent Workforce

Kuppanna is equipped with highly talented workforce with intense working knowledge and passion. The concern has its sister organization viz. Sri Kuppanna Spinning Mills an immense spinning unit at Muthur. Kuppanna is cherished for its excellent customer delight which has been greatly achieved through its outstanding reliability, trustworthiness and honesty.

Our Team

Our company boasts of a devoted and highly motivated team of experts who are instrumental in developing the superior quality products that we supply to the market. They are not just knowledgeable and have the requisite expertise but are absolutely dedicated to their work. The concern has its sister organization, the Sri Kuppanna Spinning Mills that is a reputed spinning unit located at Muthur. Kuppanna is a reputed company that has successfully delighted its clients with its outstanding reliability, trustworthiness and honesty for decades

1.3.1 PRODUCT PROFILE

Gold Coconut Oil (MSR)

We are offering Gold Coconut Oil (MSR) using the best copra. Copra is selected, sorted and dried using dryer and expeller. Through this process moisture is completely removed hygienically. This oil ensures its good aroma and long life. Our brand, the M.S.R. Gold coconut oil, has excellent healing qualities and is effectively used in cooking to enhance your energy levels. We employ certified distillation process in its production to ensure that the premium brand is free from any harmful agent like fertilizers. This distinctive oil is obtained from quality copra are rich in nutrients that stimulate the immune system and constantly safeguard you from chronic disorders.



ADDRESS

MSR Coconut Oil

No. 9/575, Kangayam Road, Muthur. Kangayam,

Tiruppur, Coimbatore-638105, Tamil Nadu, India

1.4 NEED OF THE STUDY

For a retailer, it is very difficult to retain the potential buyer. Because the buyers are scattered according to their convenience of purchasing. In order to keep possession of their sales volume, the customer has to face a stiff competition in the business. Majority of functions have to be performed by owners themselves due to limitation of resources. So the researcher made sincere attempt to analyse the Problems and Prospects faced by customer in the study area, during the course of starting and managing their enterprise.

1.5 OBJECTIVES OF THE STUDY

Primary objectives: A Study on Consumer behaviour of MSR Coconut Oil at Tiruppur

Secondary Objectives:

- To study the customer satisfaction and behaviour level MSR Coconut Oil.
- To study the factors influencing the customer while purchasing products of MSR Coconut Oil
- To know the customer satisfaction and behaviour level in MSR Coconut Oil
- To identify the customer opinion & expectations from MSR Coconut Oil

1.6 SCOPE OF THE STUDY

- The study about customer satisfaction towards MSR Coconut Oil plays vital role in identifying factors influencing the retail business strategies.
- To find out the lack of inconvenient of the customer and how to overcome the problem faced by them throughout the sales pattern.
- The primary sources of data help the organisation in customer growth of sales, which increases each and every year.

1.7 LIMITATIONS OF THE STUDY

- Three limitations have been identified in this study.
- First, the research survey Tiruppur is covers area only.
- Second, the respondents don't want to disclose their personal information and their perception about the brand & organization to the researchers.
- Third, the sample size is 110 only due to time constraint.

CHAPTER – II

2. REVIEW OF LITERATURE

2.1 LITERATURE SURVEY

Kotler & Keller (2017) Consumer behaviour is the study of the process involved in selecting, purchasing, using or disposing of products, services, ideas or experiences by individuals, groups and organisations to meet their needs and desires. The importance of understanding consumer buying behaviour is essential. According to for both manufacturers and service providers, the ways in which customers choose their products and services can be extremely important as this gives them a competitive advantage over their competitors in various ways. Moreover, it is important to increase the understanding of consumer behaviour towards green products as there is an extreme growth in green products in all consumer sectors as a result of the ‘green shift’ and strategic marketing adopted by many organizations

Durif, Roy (2017) outline that consumer’s buying behaviour is influenced by four driven factors: cultural, social, personal and psychological factors. The deepest influence on consumer’s buying behaviour is caused by cultural factors among others. Consumer buying behaviour is strongly affected by personality and self-concept factors. By personality, distinguish human psychological characteristics that lead to behaviour buying responses that are relatively consistent and enduring. Each brand has a personality. Consumers tend to choose and use brands that correspond to their personality and are consistent with their actual self-concept that corresponds to how they view themselves. Marketers carefully examine brand experiences to express brand personalities.

Boivin (2018) lifestyle and core values also influence consumer buying behaviour. By lifestyle, the author defines an individual’s interest, opinions and activities that reflect the person’s pattern of living in the society. However, core values guide people’s enduring choices and desires and underlie attitudes and behaviours. Therefore, marketers orientate of consumer’s basic values and believe that their buying behaviour can be influenced by appeals to the inner selves of people.

Reisch, Eberle (2018) The level of motivation affects consumers' buying behaviour. People tend to have many needs through any given time. Some needs are biogenic; they arise from physiological states of tension such as hunger, thirst, or discomfort and other needs are psychogenic; they arise from physiological states of tension such as the need for recognition, esteem, or belonging. Therefore, people will try to satisfy the most important need first and then move to the next need.

Solomon (2019) the consumer buying decision-making process starts with the problem recognition stage. This stage identifies the difference between the consumer's recognition of needs and wants. It occurs when the consumer senses a significant difference between his or her current state of affairs versus a desired and ideal state. By collecting information from a number of consumers, marketers need to identify the circumstances that trigger a particular need. For instance, problem recognition might occur when an individual changed the environment to constantly raining weather.

Lorek (2019) It can be concluded that the buying behaviour of consumers will determine the success or failure of new products and services being marketed on the basis of their performance in sustainability. Their overall behaviour will also have a strong impact on the sustainability performance of all goods and services due to the role of consumers in determining sustainability impacts during the use and disposal phases of the consumption process.

Akhilesh Chandra Pandey (2020) Consumer behaviour towards oil societies: A Study on measuring the customer satisfaction of oil. The study on Consumer behaviour is the study of how individual make decision to spend their available resources (time, money, effort) on consumption related items. Customer satisfaction was measured across different attributes of the oil and the customer's preference was checked across different parameters. This survey on the sale of oil, it can be concluded that to evolve their production, marketing and pricing strategies effectively.

Armstrong and Scott (2020) stated that the study of customer behaviour is based on consumer buying behaviour, with the customer playing three distinct roles: user, payer and buyer. Consumer behaviour research allows for improved understanding and forecasting concerning not only the subject of purchases but also purchasing motives and purchasing frequency

Schiffman & Kanuk (2021) Consumer behaviour is the study of how individual customers, group or organizations select, buy, use and dispose ideas, goods and services to satisfy their needs and wants. It refers to the actions of the consumers in the market place and the underlying motives for those actions. Marketers expect that by understanding what causes the consumers to buy particular goods and services, they will be able to determine which products are needed in the marketplace, which are obsolete, and how best to present the goods to the consumers.

Belch (2021) “Consumer behaviour is the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and service so as to satisfy their needs and desires”. defined consumer behaviour as “the process involved when individuals or groups select, purchase, use, or dispose of products, services, ideas or experiences to satisfy needs and wants.” consumer buyer behaviour refers to “the buying behaviour of final consumers individuals and households who buy goods and services for personal consumption.

Akhila D and Dr. C. Boopathi (2022) Consumer behaviour on Oil products in Pollachi of Tamil Nadu”. Tamilnadu state is one of the ten largest oil producing states in India. The aim of the study is reveal consumer perception over oil products based on their age, education, qualification and monthly income of the consumer’s family. Many people buy Oiloil for its quality than the price. If the Oil product is too high than other brands. The oil take necessary steps to satisfy their consumers.

P. Rengarajan, R. Sathya (2022)”Buying behaviour of selected branded oil products”. Oil products is one of the important thing used nowadays in urban and rural areas. Although the country has emerged as the largest producer of oil in 90’s. Market size is increasing day by day and the demand for that product is arising. So, the companies need a proper distribution network for availability of product at demand.

Sonali Dhawan (2022) A study on consumer behaviour towards various branded and non-branded oil with special reference to Jabalpur district in Madhya Pradesh”. Consumer behaviour can be defined as the behaviour that consumer display in searching for purchasing, using, evaluating and disposing of products and services that they expect will satisfy needs and wants. But there is a lack of awareness among the consumer about oil they are consuming. The campaign has to be run by the companies how they pasteurized the oil and how hygienic it is to use branded oil.

Hoyer and Macinnis (2023) All of these final consumers combine to make up the consumer market.” According to “Consumer behaviour reflects the totality of consumers” decisions with respect to the acquisition, consumption, and disposition of goods, services, activities, experiences, people, and ideas by (human) decision-making units (over time).” The black box model shows how stimuli, consumer characteristics, decision processes and consumer responses interact. The stimuli can be distinguished between interpersonal stimuli (between people) or intrapersonal stimuli (within people)

Sandhusen (2023) The model of consumer buying model is one which is being used by the marketers for studying and tracing the various activities and actions followed by the customers from the starting to end. The Information search stage within the customer call method tends to alter frequently as shoppers need getting additional and more information concerning merchandise which may satisfy their wants. Information can even be obtained through recommendations from individuals having previous experiences with merchandise.

2.2 THEORETICAL FRAMEWORK

Consumer Behavior refers to the actions taken (both on and offline) by consumers before buying a product or service. This process may include consulting search engines, engaging with social media posts, or a variety of other actions. It is valuable for businesses to understand this process because it helps businesses better tailor their marketing initiatives to the marketing efforts that have successfully influenced consumers to buy in the past.

The consumer buying process in retail and ecommerce comes down to a single decision to add an item to their cart—but that's just the tip of the iceberg. Plenty of things are going on behind the scenes. Usually a lot of thought and actions beneath that decision are in place to encourage customers to complete a purchase.

With the exception of impulse buys, consumers do a considerable amount of research before deciding to buy. And in today's marketplace, the brands that thrive are the ones that get in front of shoppers long before they decide to make the purchase.

Major factors that influence consumer buyer behavior

A variety of factors go into the consumer buyer behavior process, but here we offer just a few. Taken separately, they may not result in a purchase. When put together in any number of combinations, the likelihood increases that someone will connect with a brand and make a purchase. Four factors influencing Consumer Behavior are:

Cultural Factors - Culture is not always defined by a person's nationality. It can also be defined by their associations, their religious beliefs or even their location.

Social Factors - Elements in a person's environment that impact the way they see products.

Personal Factors - These may include someone's age, marital status, budget, personal beliefs, values, and morals.

Psychological Factors - A person's state of mind when they are approached with a product will often determine how they feel not only about the item itself but the brand as a whole.

Four types of buyers

- 1. The Analytical Buyer** - Motivated by logic and information, this buyer will look at all the data on competing brands and products before making an informed decision.
- 2. The Amiable Buyer** - Warm and friendly, this buyer just wants everyone to be happy. That is why they are often paralyzed by big decisions when there is the perception of a win/lose outcome.
- 3. The Driver Buyer** - Drivers are most concerned with how others view them and whether they follow. The trendsetters, Drivers are most concerned with their appearance rather than the relationships that are formed during a transaction.
- 4. The Expressive Buyer** - Relationships are key to the Expressive Buyer. They cannot stand feeling isolated or ignored during a transaction. Instead, they want to feel like your most important asset.

5 Essential Steps in the Consumer Buying Process

1. Problem Recognition

The consumer buying process starts off with the customer having a problem that can be solved by a product or service. This manifests itself in a number of ways.

In some cases, the shopper starts off feeling the symptoms of an issue. For example, an office worker might find their computer is slowing down, but they're not sure of the exact problem or how to solve it.

2. Information Gathering

It might sound simple, but once the consumer recognizes they have a problem (or symptom of it), they proceed to research to solve the issue. So, the office worker who has a slow computer might start looking for software improvements to speed things up. And the driver who's overpaying for insurance, they'll start searching for a way to lower their payments.

3. Evaluating Solutions

After doing their research, consumers typically make a shortlist of brands or products for their needs. At this stage, shoppers look at specific solutions to their problems.

4. Purchase Phase

All your efforts led customers to choose your brand at the purchase phase of the buying journey. This is the stage when they're ready to get the credit card and buy your product. It's an excellent position to be in, but don't get complacent. You can still lose them if you don't offer a smooth checkout experience. Strive to make the process as quick and painless as possible. Amazon is a master at this with its one-click checkout. This lets people complete their purchase with a tap of a button.

5. The Post-Purchase Phase

Finally, we have the post-purchase phase. At this point, you've successfully converted lookers into buyers.

CHAPTER – III

3. RESEARCH METHODOLOGY

Research methodology is the way of systematically solving the research problem. It may be understood as a science of studying how research is done scientifically and systematically.

DEFINITION

According to fred N.Felinger scientific research is systematic, controlled, empirical and critical investigation of hypothetical propositions about the presumed relations among natural phenomena.

3.1 RESEARCH DESIGN

A research design is an arrangement of conditions for collection and analysis of data in a manner that aims to combine with relevance to the research purpose with economy in procedure. The researcher had done a descriptive research for studying the Impact of Retailer satisfaction at MSR Coconut Oil.

DESCRIPTIVE RESEARCH DESIGN

There are three reasons to conduct a descriptive study.

- ✓ To help in planning resource allocations.
- ✓ To identify areas for further research.
- ✓ To provide informal diagnostic information.

SAMPLING DESIGN

Sample is that by selecting some of the elements in a population we may draw the conclusion about the entire population.

SAMPLING SIZE

A part of the population selected for the study is called sample, Here the researcher took 110 as a sample size.

SAMPLING AREA:-

Sample area is MSR Coconut Oil and At Tiruppur.

SAMPLING METHOD

Here the researcher used the simple random sampling method.

SAMPLE TECHNIQUE

Sampling is a process used in statistical analysis in which a predetermined number of observations are taken from a larger population. The methodology used to sample from a larger population depends on the type of analysis being performed, but may include simple random sampling or systematic sampling.

3.2 METHOD OF DATA COLLECTION

Data is collected from the employees of MSR Coconut Oil. The researcher had prepared a well-structured questionnaire to study the Impact of Retailer satisfaction at MSR Coconut Oil.

PRIMARY DATA

The primary data is collected directly from the retailers i.e. data collected with the help of questionnaire.

SECONDARY DATA

The secondary data means already available data. Here, the data were collected from company records, website, annual reports and Journals etc. The researcher also collected information through primary data as well as secondary data.

RESEARCH INSTRUMENTS

The research instrument used for the study is interview schedule which contain both closed and open ended questions.

3.3 TOOLS AND TECHNIQUES

The data has been mainly analysed by using the following methods and tests.

- ✓ Simple percentage Analysis
- ✓ Chi-square analysis
- ✓ Correlation analysis
- ✓ Anova analysis

SIMPLE PERCENTAGE ANALYSIS

This method is used to compare two or more series of data, to describe the relationship or the distribution of two or more series of data. Percentage analysis test is done to find out the percentage of the response of the response of the respondent.

$$\text{Simple percentage} = \frac{\text{No. of respondents}}{\text{Total No. of respondents}} \times 100$$

CHI-SQUARE ANALYSIS

The Chi- square test is one of the simplest and most wickedly used non-parametric tests in statistical work. The quantity χ^2 describes the magnitude at the discrepancy between theory and observation.

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

O = Observed Frequency E = Expected Frequency

CORRELATION

Correlation is computed into what is known as the correlation coefficient, which ranges between -1 and +1. Perfect positive correlation (a correlation co-efficient of +1) implies that as one security moves, either up or down, the other security will move in lockstep, in the same direction.

$$r = \frac{\sum XY}{\sqrt{(\sum X^2)(\sum Y^2)}}$$

ANOVA ANALYSIS

Analysis of variance, or ANOVA, is a strong statistical technique that is used to show difference between two or more means or components through significance tests. It also shows us a way to make multiple comparisons of several population means. The Anova test is performed by comparing two types of variation, the variation between the sample means, as well as the variation within each of the samples. Below mentioned formula represents one way Anova test statistics:

$$F = \frac{MST}{MSE}$$

F = Anova Coefficient

MST = Mean sum of squares due to treatment

MSE = Mean sum of squares due to error

CHAPTER – IV

4. DATA ANALYSIS AND INTERPRETATION

TABLE NO-4.1

GENDER OF THE RESPONDENTS

GENDER	NO. OF RESPONDENTS	PERCENTAGE
Male	90	81.8%
Female	20	18.2%
Total	110	100.0%

Source: primary data

INTERPRETATION

The above table shows that 81.8% of the respondents are Male, 18.2% of the respondents are Female.

Majority 81.8% of the respondents are Male.

CHART NO -4.1
GENDER OF THE RESPONDENTS

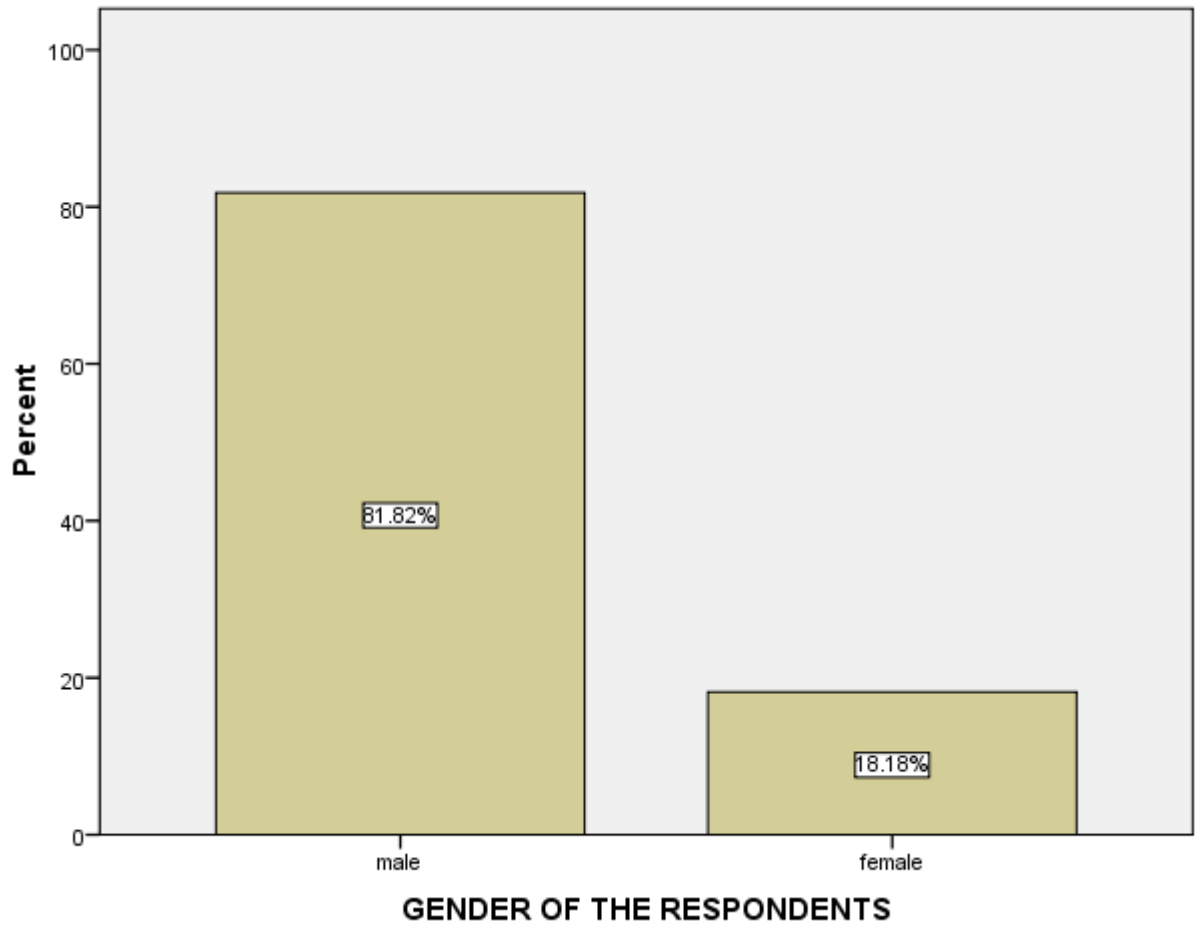


TABLE NO -4.2
AGE OF THE RESPONDENTS

AGE	NO. OF RESPONDENTS	PERCENTAGE
Below20years	16	14.5%
21-30years	25	22.7%
31-40years	36	32.7%
41-50years	33	30.0%
Total	110	100.0%

Source: primary data

INTERPRETATION

The above table shows that 14.5% of the respondents are at the age of Below20years, 22.7% of the respondents are at the age of 21-30, 32.7% of the respondents are at the age of 31-40 and 30.0% of the respondents are at the age of 41-50.

Minimum 30.0% of the respondents are at the age of 41-50 years old.

CHART NO -4.2
AGE OF THE RESPONDENTS

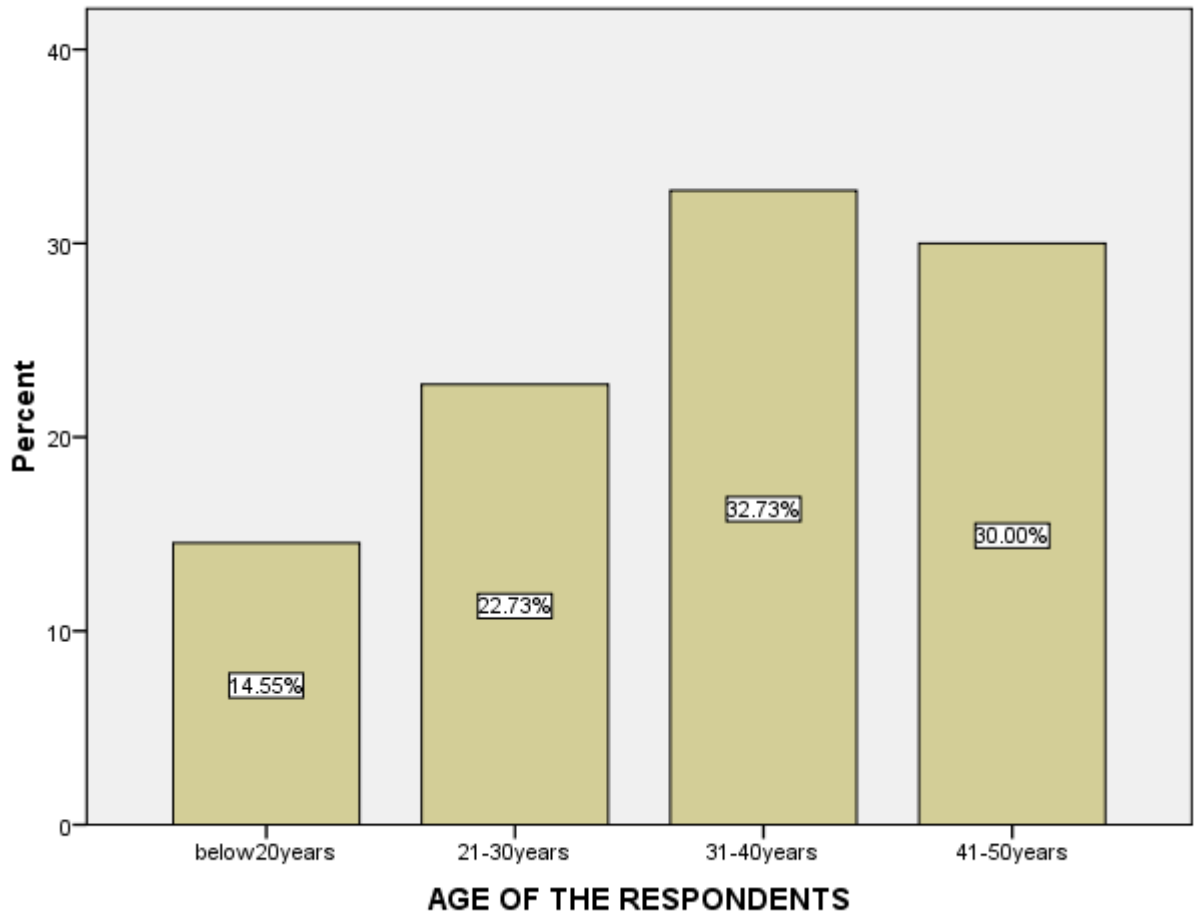


TABLE NO- 4.3

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

EDUCATIONAL QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE
Illiterate	9	8.2%
School level	37	33.6%
UG degree	18	16.4%
PG degree	46	41.8%
Total	110	100.0%

Source: primary data

INTERPRETATION

The above table shows that 8.2% of the respondents are Illiterate people, 33.6% of the respondents are School level, 16.4% of the respondents are UG degree, and 41.8% of the respondents are PG degree.

Most 41.8% of the respondents are PG degree qualification.

CHART NO -4.3

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

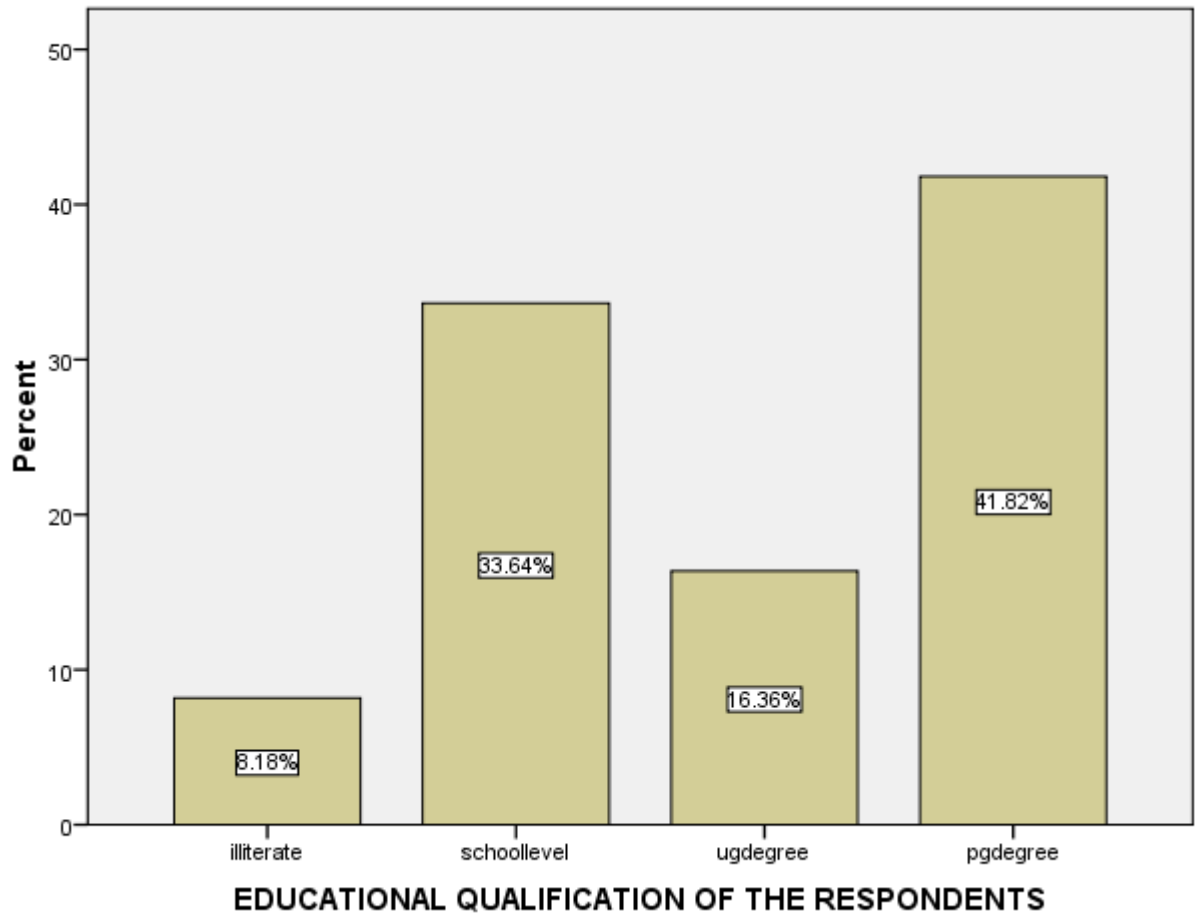


TABLE NO -4.4
MONTHLY INCOME OF THE RESPONDENTS

MONTHLY INCOME	NO. OF RESPONDENTS	PERCENTAGE
Below Rs.10,000	20	18.2
Rs.10,000 – Rs. 15,000	6	5.5
Rs.15,000 – Rs. 20,000	44	40.0
Above Rs.20,000	40	36.4
Total	110	100.0

Source: primary data

INTERPRETATION

The above table shows that 18.2% of the respondents are earned annually Below Rs.10,000, 5.5% of the respondents are earned annually Rs.10,000 – Rs. 15,000, 40.0% of the respondents are earned Rs.15,000 – Rs. 20,000, and 36.4% of the respondents are earned annually Above Rs.20,000 .

Most 40.0% of the respondents are earned Rs.15,000 – Rs. 20,000

CHART NO -4.4

MONTHLY INCOME OF THE RESPONDENTS

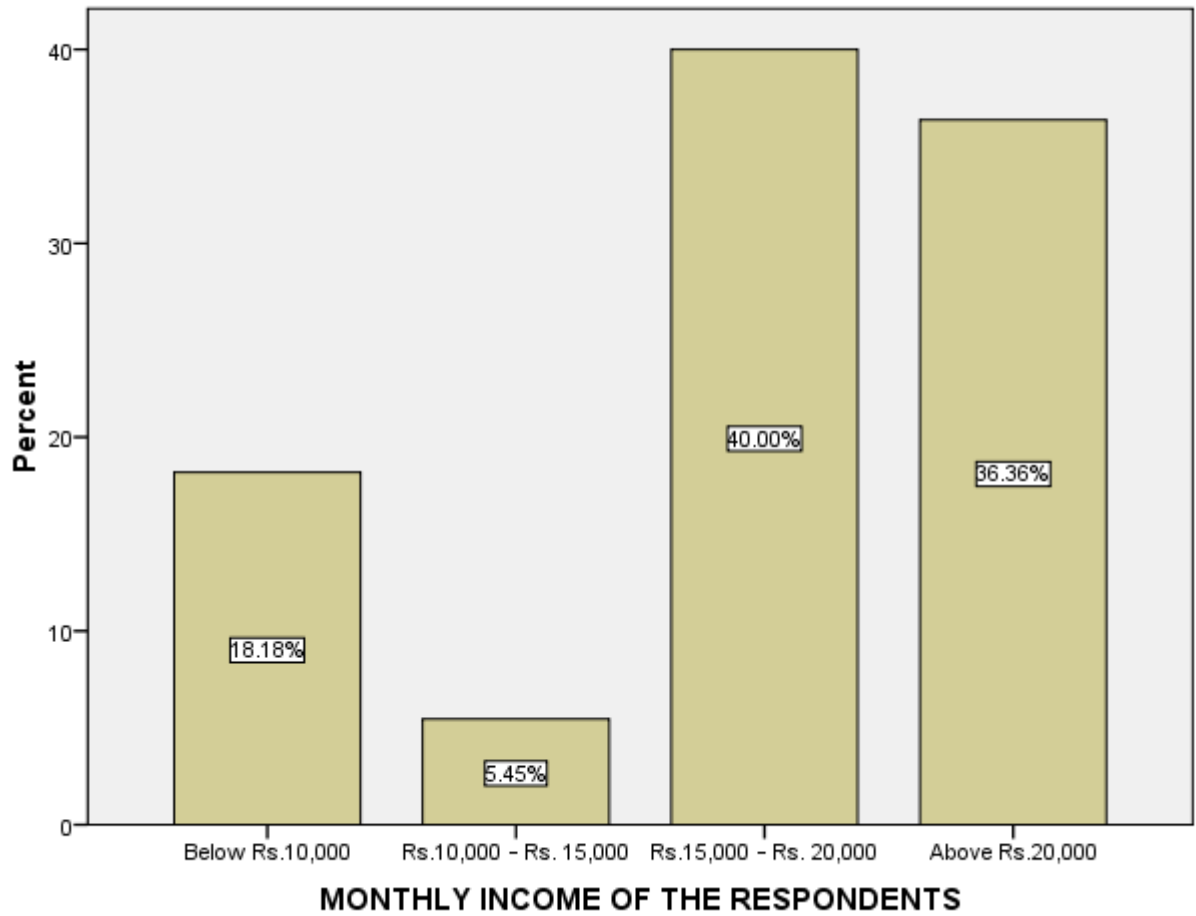


TABLE NO -4.5
YEARS OF USING

YEARS	NO. OF RESPONDENTS	PERCENTAGE
Below 3 years	15	13.6%
3 years to 5 years	35	31.8%
5 years to 7 years	50	45.5%
Above 7 years	10	9.1%
Total	110	100.0%

Source: primary data

INTERPRETATION

The above table shows that 13.6% of the respondents are using Below 3 years, 31.8% of the respondents are using 3 years to 5 years, 45.5% of the respondents are using 5 years to 7 years, and 9.1% of the respondents are using Above 7 years.

Maximum 45.5% of the respondents are using 5 years to 7 years.

CHART NO -4.5
YEARS OF USING

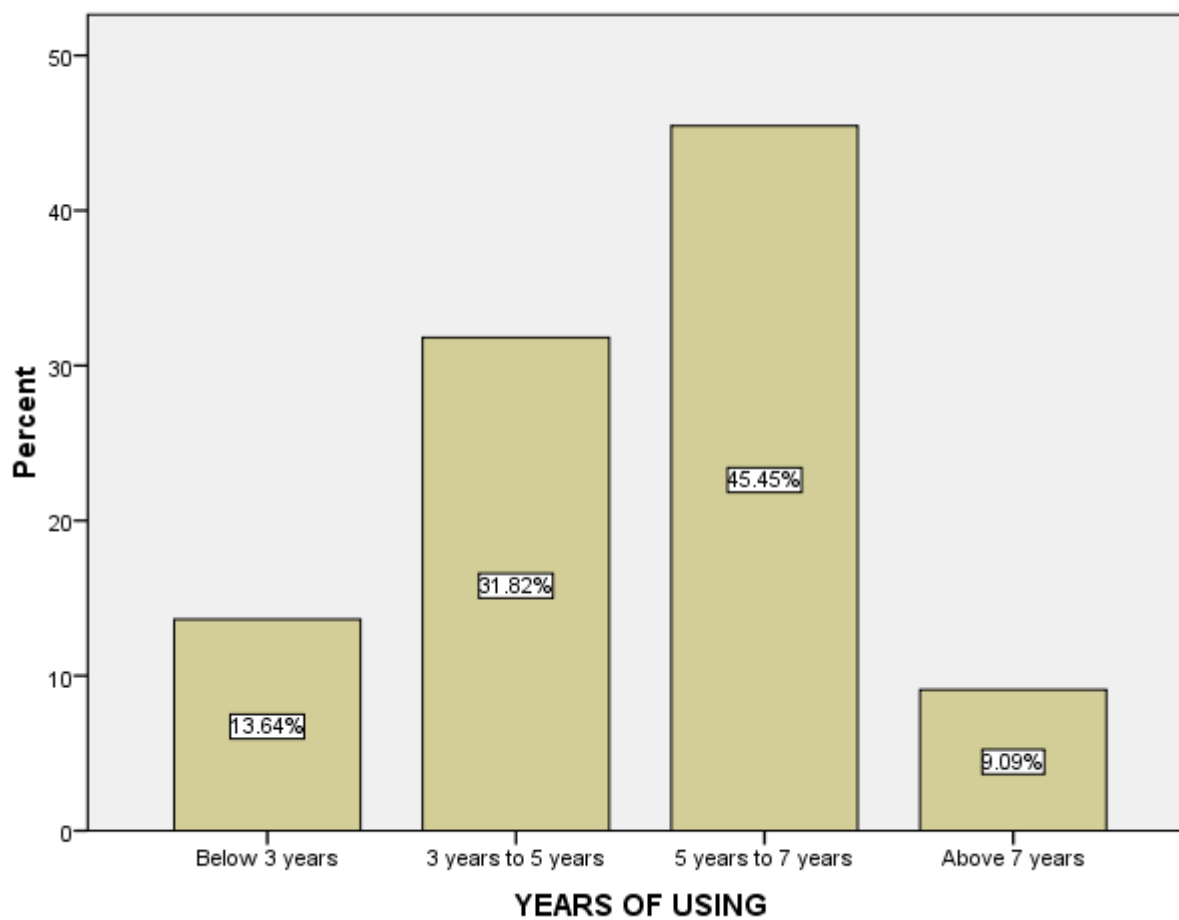


TABLE NO -4.6
QUANTITY OF PURCHASE THE PRODUCT

QUANTITY	NO. OF RESPONDENTS	PERCENTAGE
50 ml	50	45.5%
100 ml	35	31.8%
200 ml	15	13.6%
500 ml	10	9.1%
Total	110	100.0%

Source: primary data

INTERPRETATION

The above table shows that 45.5% of the respondents are buying 50 ml, 31.8% of the respondents are buying 100 ml, 13.6% of the respondents are buying 100 ml, and 9.1% of the respondents are buying 500 ml

Most 45.5% of the respondents are buying 50 ml

CHART NO -4.6

QUANTITY OF PURCHASE THE PRODUCT

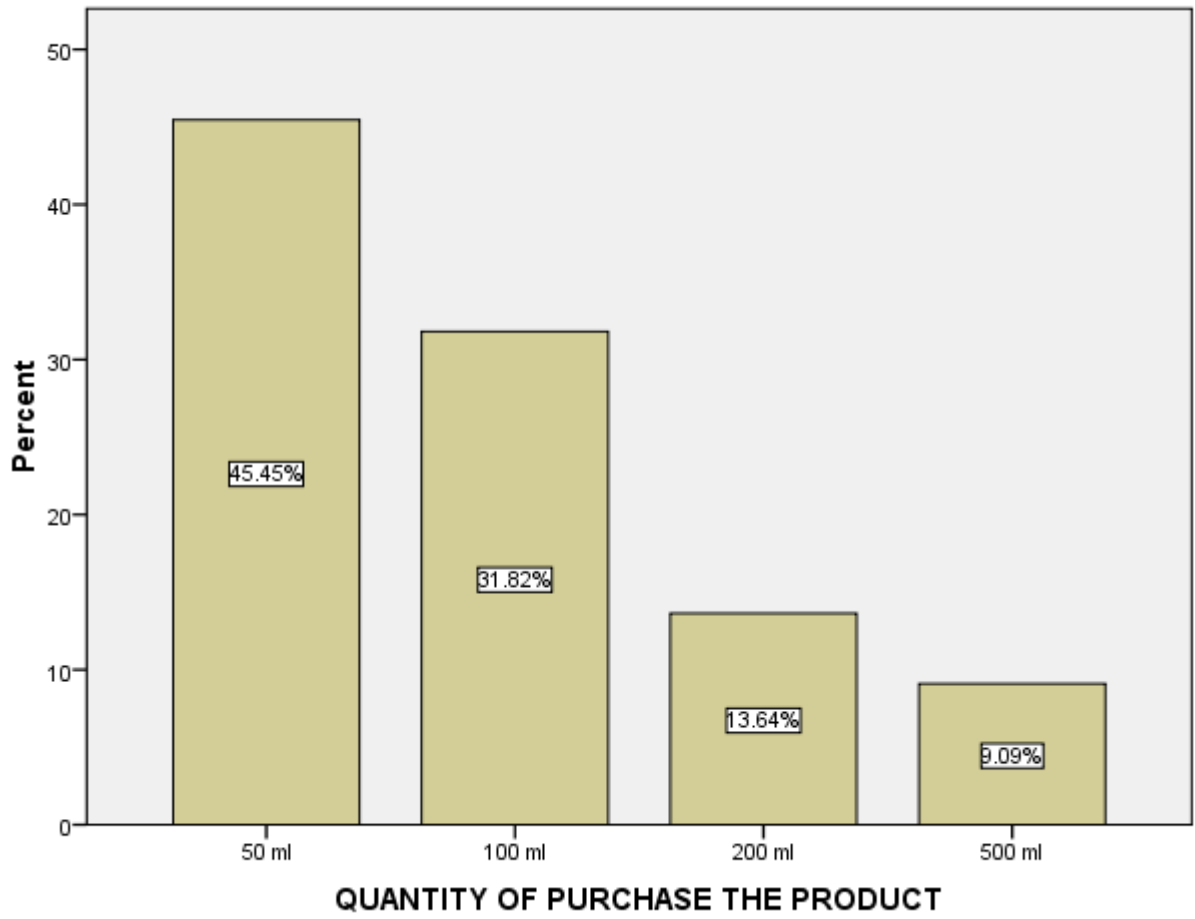


TABLE NO -4.7
KIND OF PRODUCT DO YOU BUY

KINDS	NO. OF RESPONDENTS	PERCENTAGE
Gold coconut oil	10	9.1%
Virgin coconut oil	36	32.7%
Pure coconut oil	8	7.3%
Cold pressed coconut oil	56	50.9%
Total	110	100.0%

Source: primary data

INTERPRETATION

The above table shows that 9.1% of the respondents are buying Gold coconut oil, 32.7% of the respondents are buying Virgin coconut oil, 7.3% of the respondents are buying Pure coconut oil, and 50.9% of the respondents are buying Cold pressed coconut oil.

Most 50.9% of the respondents are buying the Cold pressed coconut oil.

CHART NO -4.7

KIND OF PRODUCT DO YOU BUY

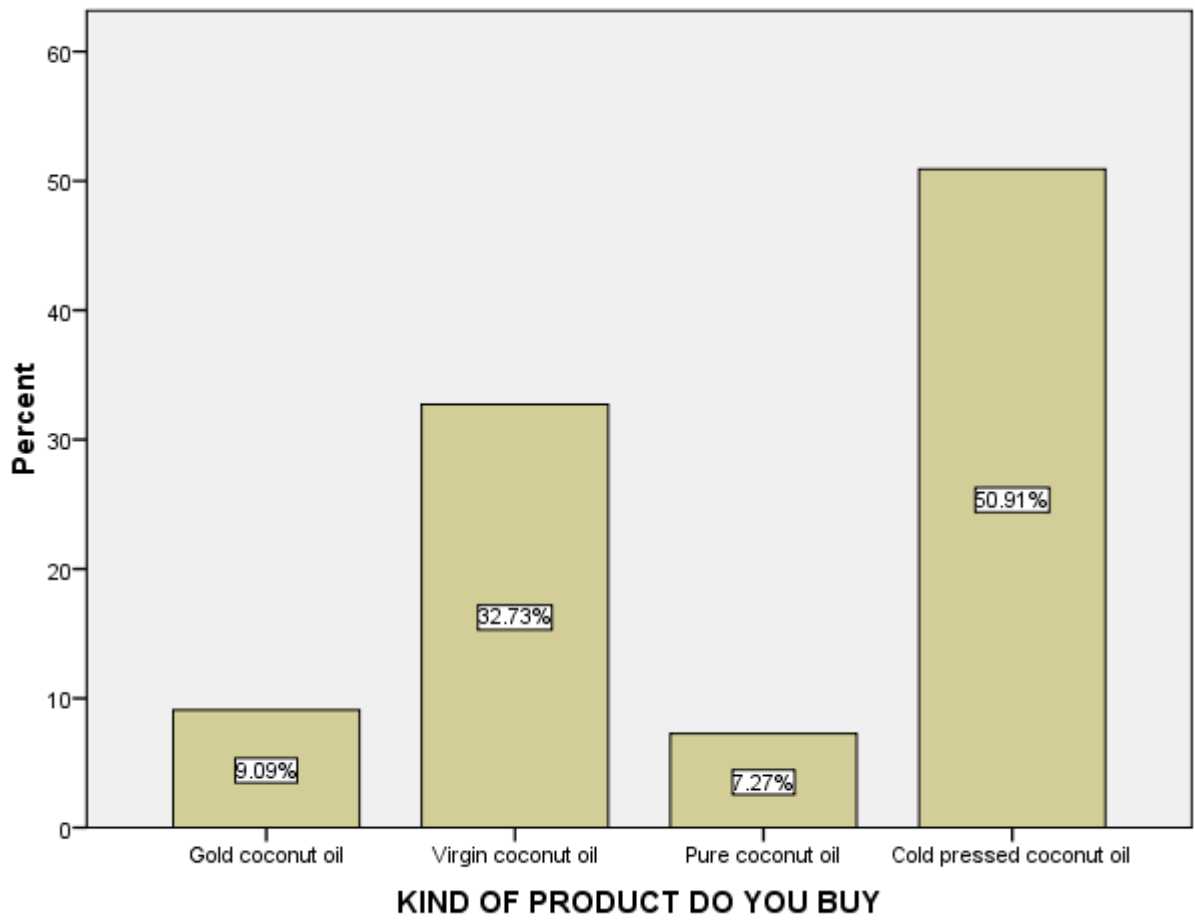


TABLE NO -4.8
THINK ABOUT PRICE OF THE PRODUCT

PRICE	NO. OF RESPONDENTS	PERCENTAGE
Very high	10	9.1%
High	15	13.6%
Average	44	40.0%
Normal	30	27.3%
Low	11	10.0%
Total	110	100.0%

Source: primary data

INTERPRETATION

The above table shows that 9.1% of the respondents said the price is Very high, 13.6% of the respondents said the price is high, 40.0% of the respondents said the price is average, 27.3% of the respondents said the price is normal and 10.0% of the respondents said the price is low.

Most 40.0% of the respondents said the product price is Average.

CHART NO -4.8

THINK ABOUT PRICE OF THE PRODUCT

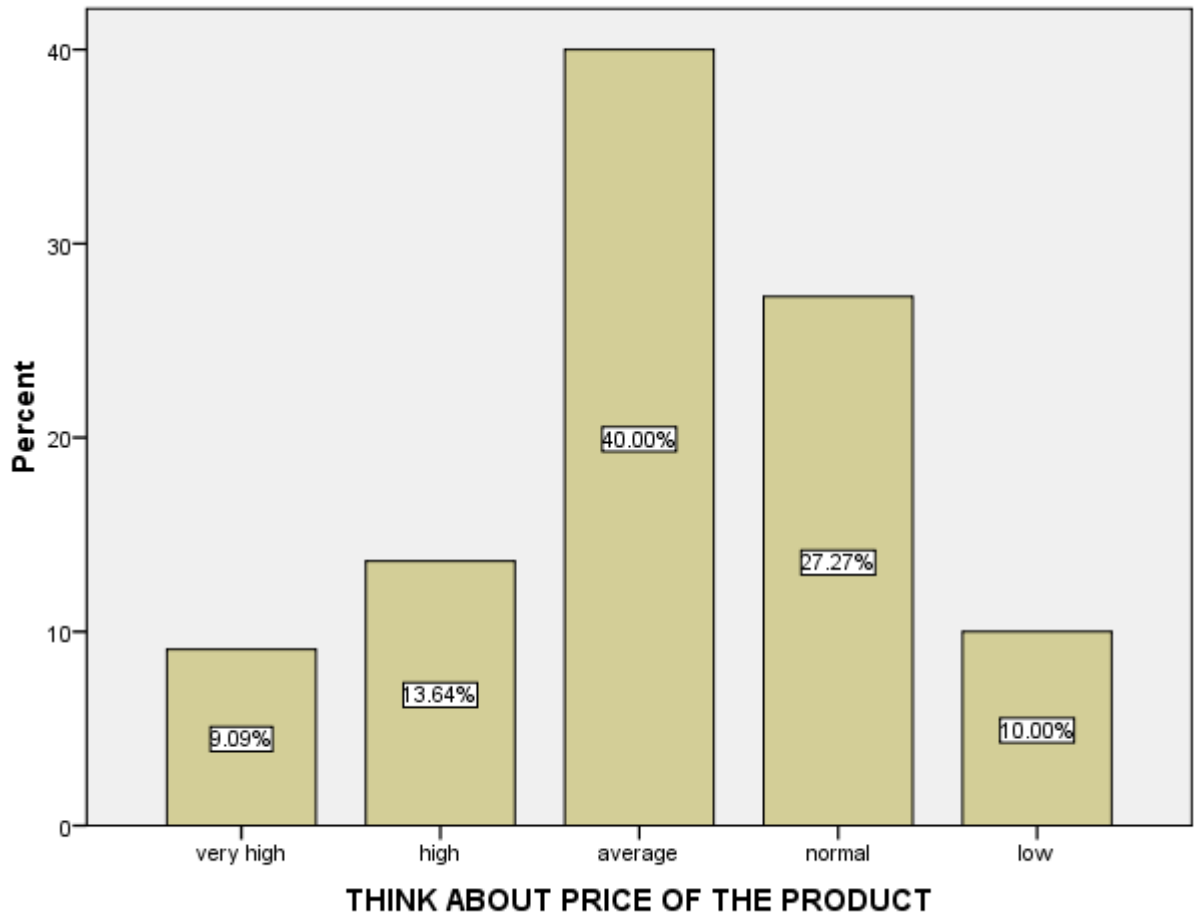


TABLE NO -4.9

OPINION ABOUT PACKING OF THE PRODUCTS

PACKING	NO. OF RESPONDENTS	PERCENTAGE
Well packed	39	35.5%
Good	45	40.9%
Moderate	16	14.5%
Poor	6	5.5%
Very poor	4	3.6%
Total	110	100.0%

Source: primary data

INTERPRETATION

The above table shows that 35.5% of the respondent's opinion is well packed, 40.9% of the respondent's opinion is Good, 14.5% of the respondents says Moderate for packaging, 5.5% of the respondents are says Poor for packaging and 3.6% respondents are says Very poor for packaging.

Maximum 40.9% of the respondent's opinion is good for packaging of the products.

CHART NO -4.9

OPINION ABOUT PACKING OF THE PRODUCTS

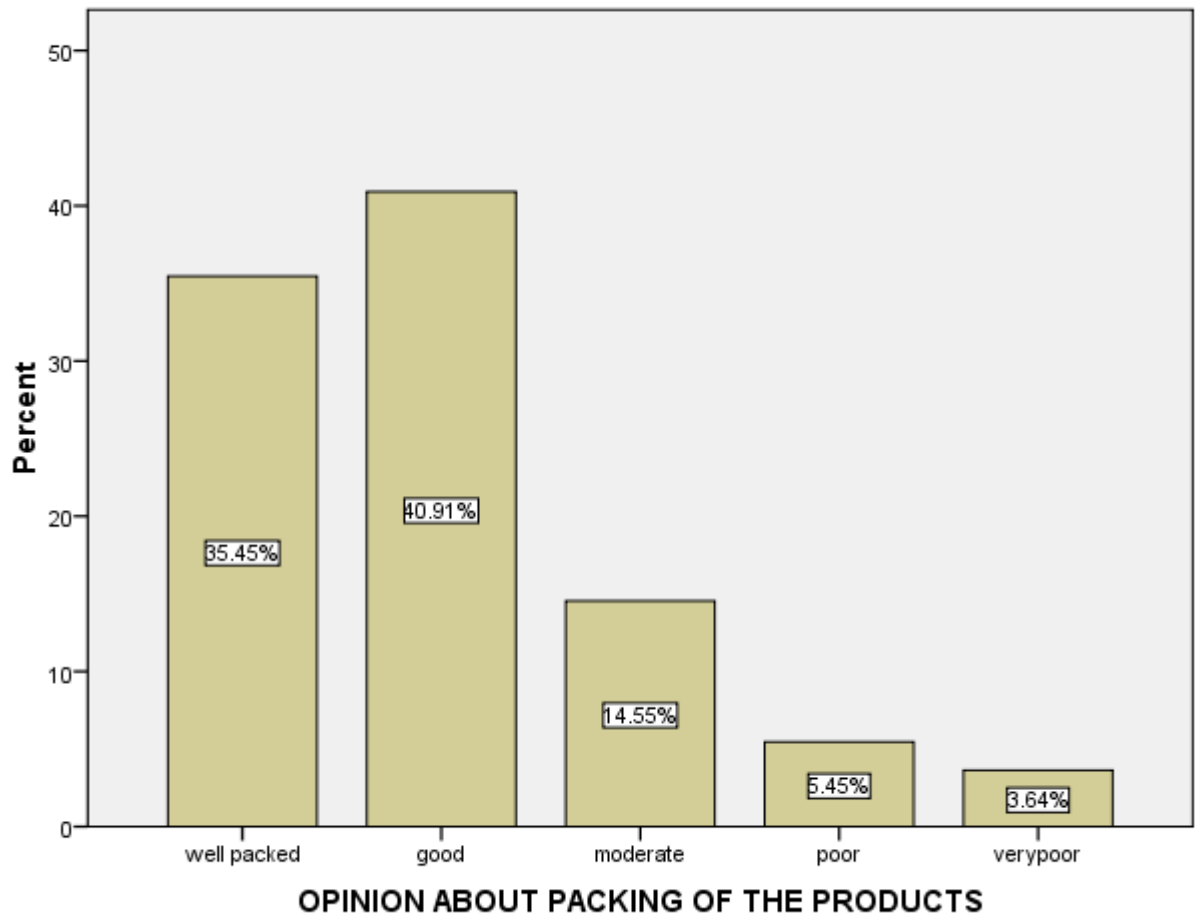


TABLE NO -4.10
REASON FOR PURCHASING IN THIS PRODUCT

RANK	NO. OF RESPONDENTS	PERCENTAGE
Located in convenient place	32	29.1%
Quality	30	27.3%
Quantity	22	20.0%
Price	26	23.6%
Total	110	100.0%

Source: primary data

INTERPRETATION

The above table shows that 29.1% of the respondents buying reason for located in convenient place, 27.3% of the respondents buying reason for quality, 20.0% of the respondents buying reason is quantity and remaining 23.6% of the respondents buying reason is price

Most 29.1% of the respondents buying reason for located in convenient place

CHART NO -4.10

REASON FOR PURCHASING IN THIS PRODUCT

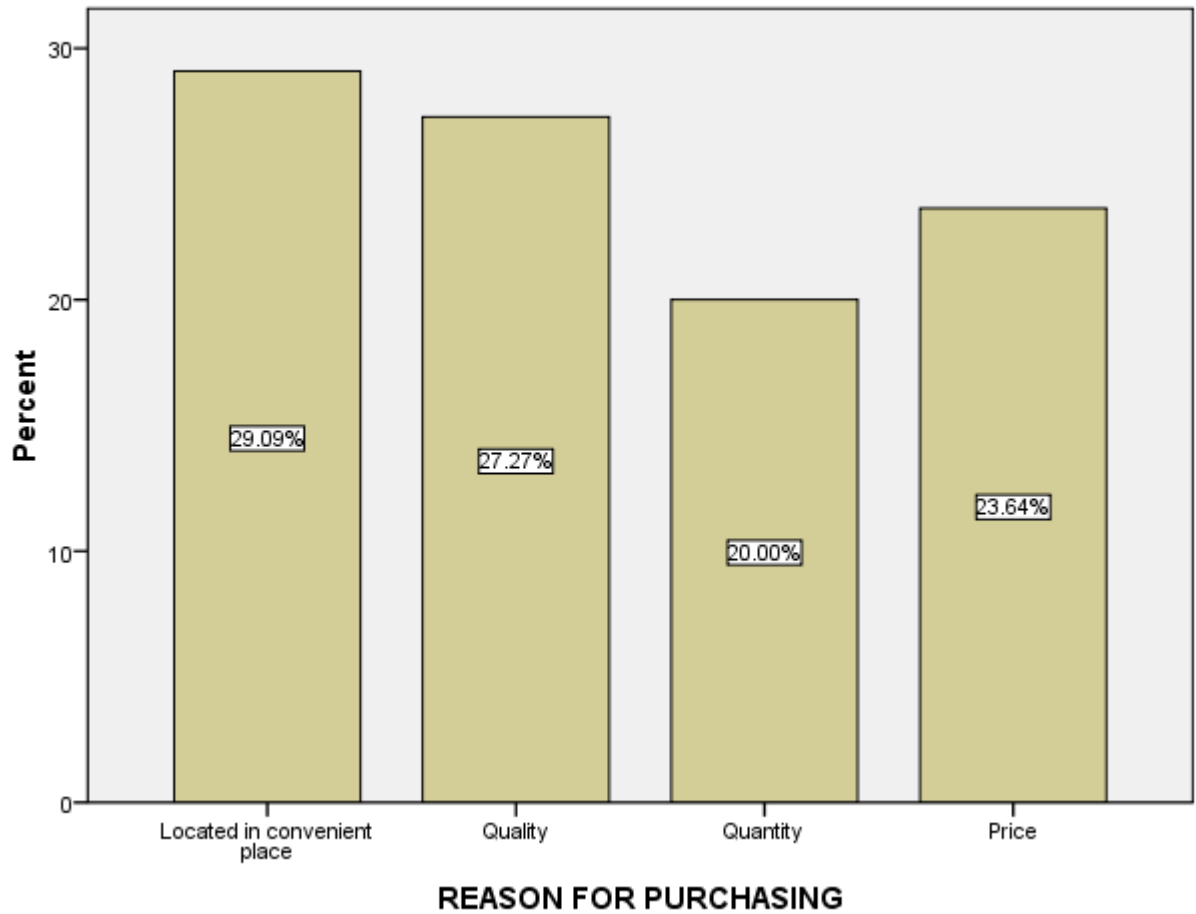


TABLE NO -4.11
MEDIA INFLUENCED TO BUY THE PRODUCTS

MEDIA	NO. OF RESPONDENTS	PERCENTAGE
TV	26	23.6%
Newspaper	16	14.5%
Internet	20	18.2%
Radio	11	10.0%
Campaign	10	9.1%
Bit notice	7	6.4%
Wall paint	20	18.2%
Total	110	100.0%

Source: primary data

INTERPRETATION

The above table shows that 23.6% of the respondent's opinion is TV, 14.5% of the respondent's opinion is Newspaper, 18.2% of the respondent's media is Internet, 10.0% of the respondent's media is Radio, 9.1% of the respondents increasing media are Campaign, 6.4% of the respondents increasing media are Bit notice and 18.2% of the respondents increasing media are Wall paint.

Minimum 23.6% of the respondent's suitable media is TV to buy the products.

CHART NO -4.11

MEDIA INFLUENCED TO BUY THE PRODUCTS S

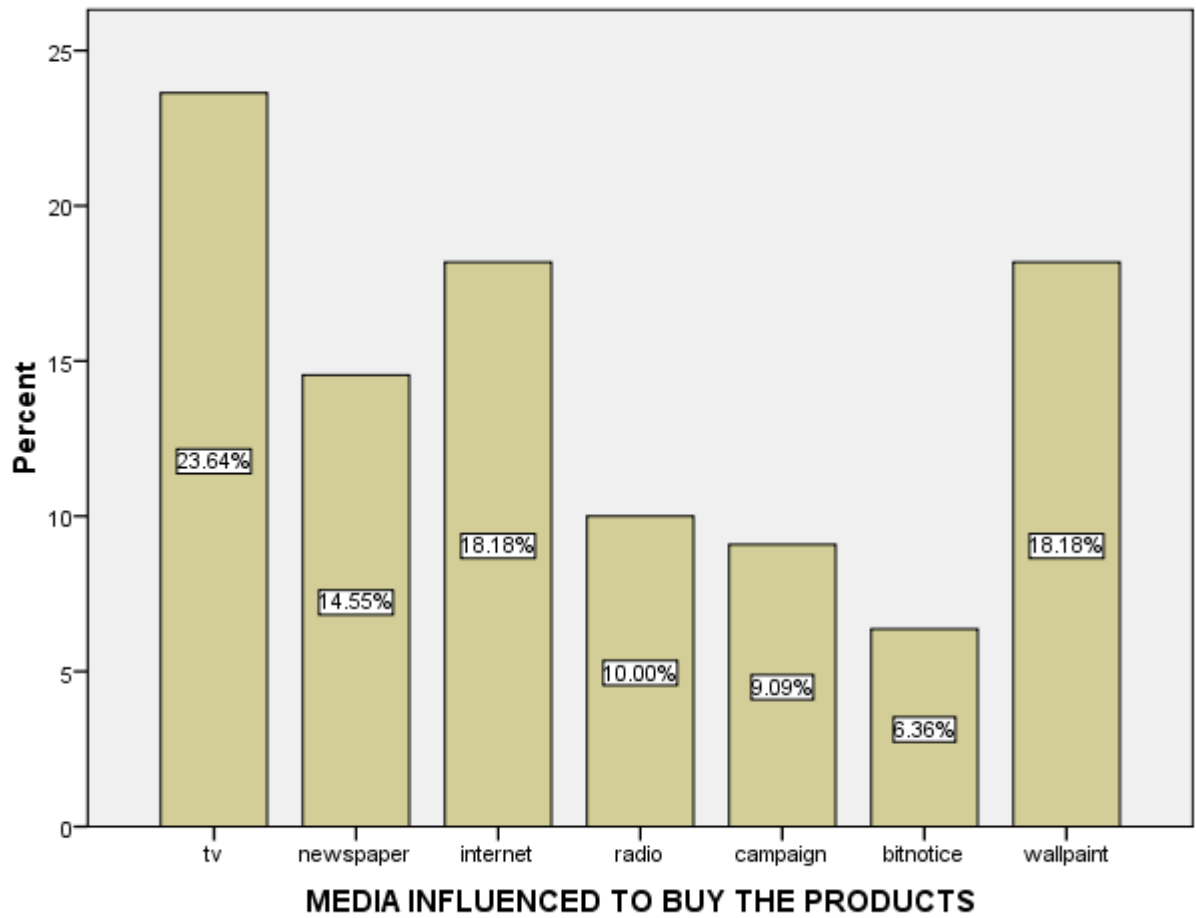


TABLE NO -4.12
FACE ANY PROBLEM

PROBLEM	NO. OF RESPONDENTS	PERCENTAGE
Yes	83	75.5%
No	27	24.5%
Total	110	100.0%

Source: primary data

INTERPRETATION

The above table shows that 75.5% of the respondents said faced the problem while buying the product and 24.5% of the respondents said does not faced the problem while buying the goods.

Majority 75.5% of the respondents said faced the problem while buying the product.

CHART NO -4.12
FACE ANY PROBLEM

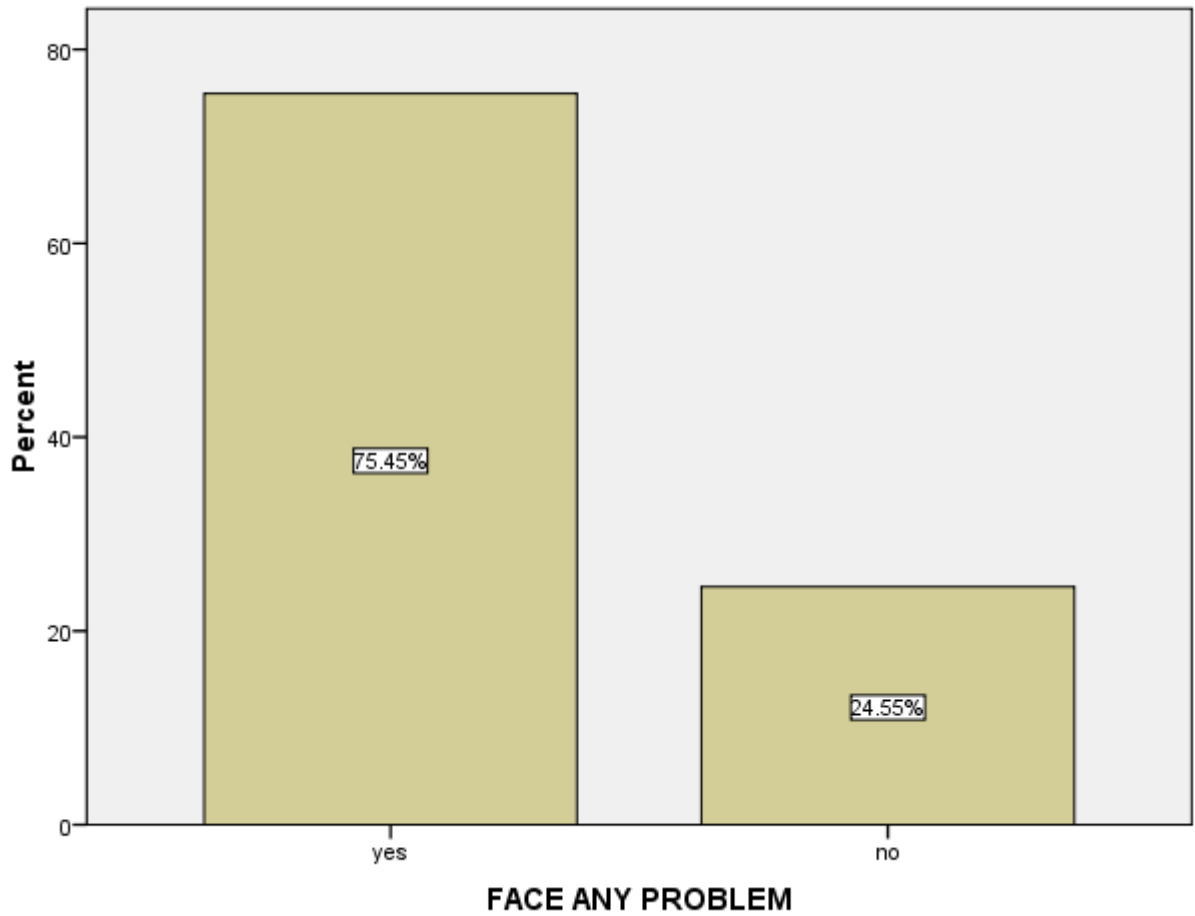


TABLE NO -4.13

SATISFACTION LEVEL OF QUALITY OF THE PRODUCTS

QUALITY	NO. OF RESPONDENTS	PERCENTAGE
Highly satisfied	41	37.3%
Satisfied	43	39.1%
Neutral	18	16.4%
Dissatisfied	6	5.5%
Highly dissatisfied	2	1.8%
Total	110	100.0%

Source: primary data

INTERPRETATION

The above table shows that 37.3% of the respondents are highly satisfied, 39.1% of the respondents are satisfied, 16.4% of the respondents are Neutral, 5.5% of the respondents are dissatisfied, 1.8% of the respondents are highly dissatisfied.

Most 39.1% of the respondents are satisfied with quality of the products.

CHART NO -4.13

SATISFACTION LEVEL OF QUALITY OF THE PRODUCTS

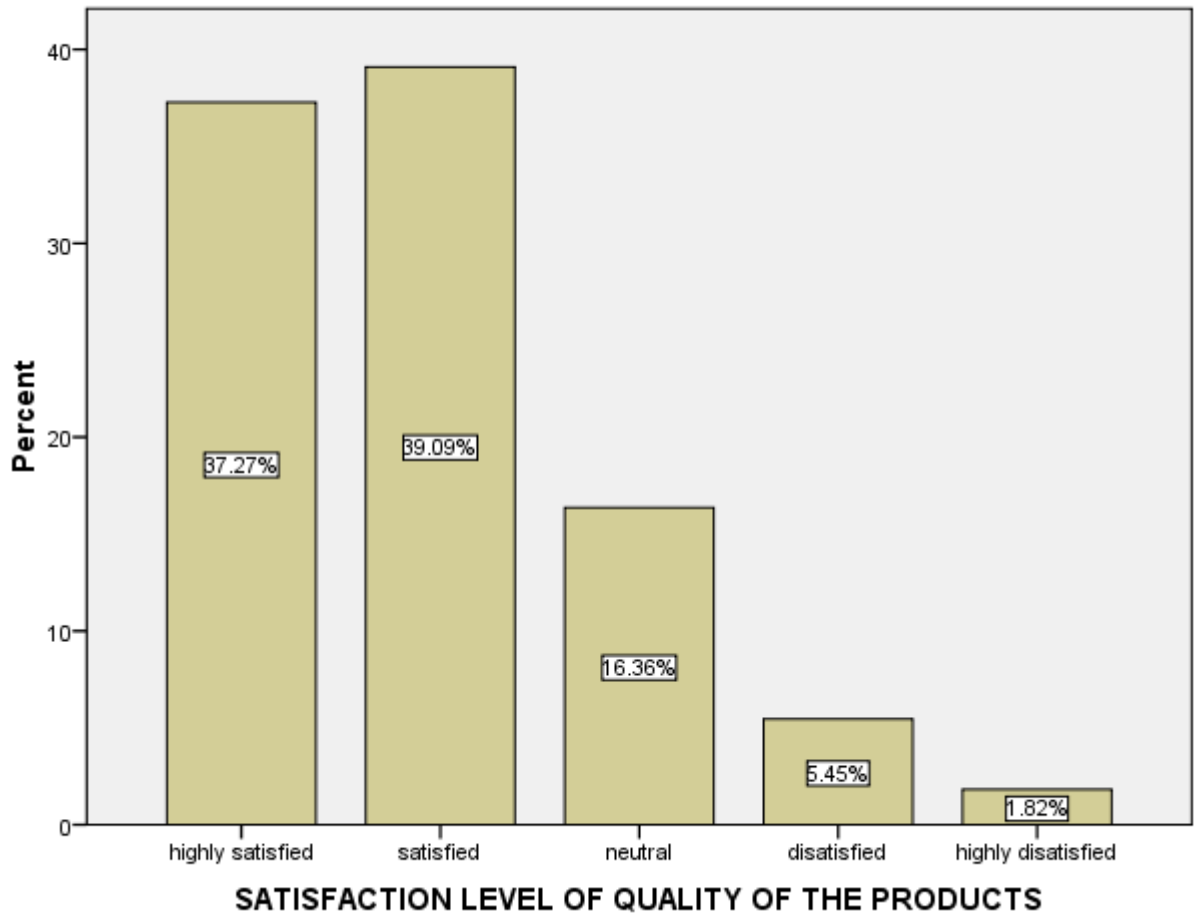


TABLE NO -4.14
SOURCE OF PAYMENT MODE

SOURCE OF PAYMENT	NO. OF RESPONDENTS	PERCENTAGE
Cash	25	22.7%
Cheque	36	32.7%
Demand draft	29	26.4%
Online	16	14.5%
Others	4	3.6%
Total	110	100.0%

Source: primary data

INTERPRETATION

The above table shows that 22.7% of the respondents are expert Cash payment, 32.7% of the respondents are expert Cheque payment, 26.4% of the respondents are expert Demand draft, 14.5% of the respondents are expert Online payment, 3.6% of the respondents are expert Others.

Minimum 32.7% of the respondents are expert Cheque payment.

CHART NO -4.14
SOURCE OF PAYMENT MODE

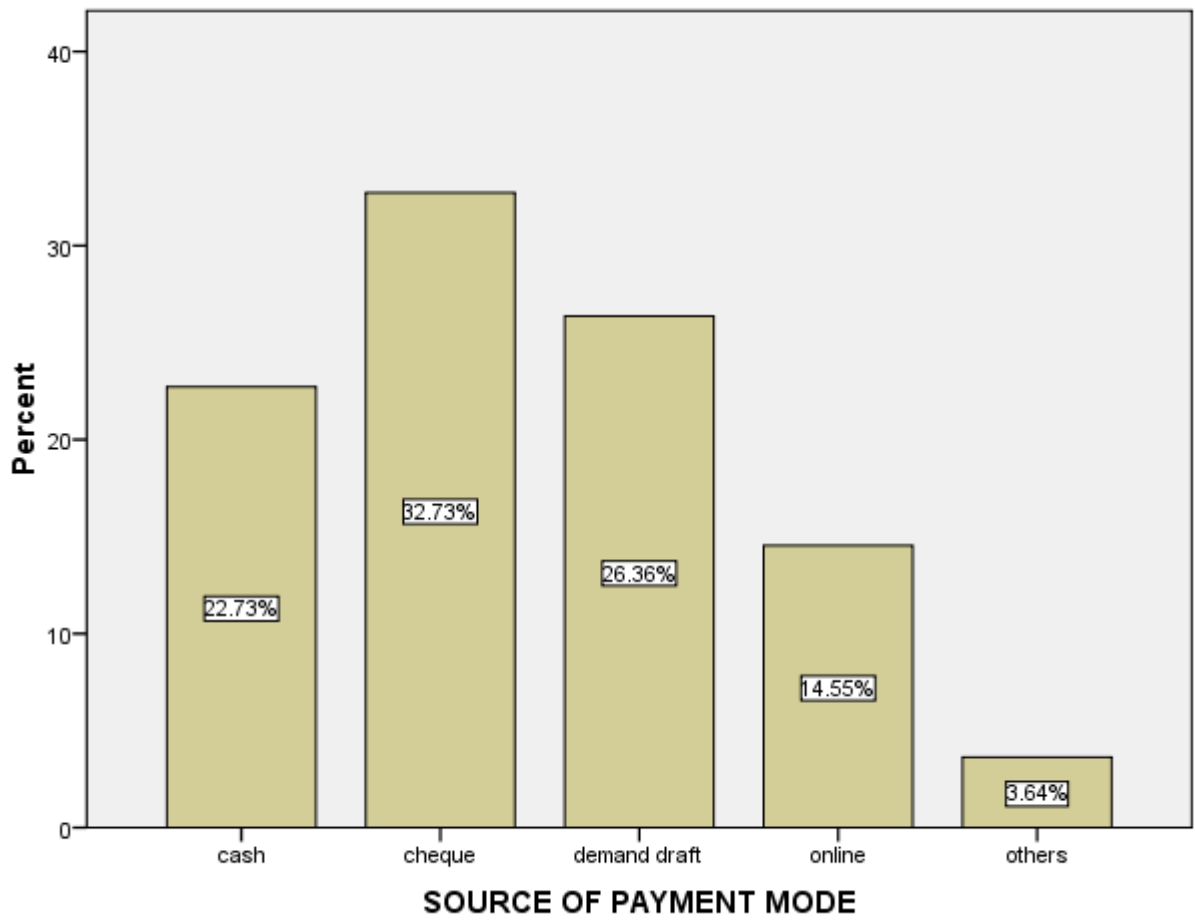


TABLE NO -4.15
OPINION WITH CREDIT SYSTEM

CREDIT SYSTEM	NO. OF RESPONDENTS	PERCENTAGE
Excellent	24	21.8%
Good	29	26.4%
Moderate	48	43.6%
Poor	9	8.2%
Total	110	100.0%

Source: primary data

INTERPRETATION

The above table shows that 21.8% of the respondents are feel Excellent, 26.4% of the respondents are feel Good, 43.6% of the respondents are feel Moderate and 8.2% of the respondents are feel Poor.

Maximum 43.6% of the respondents are feeling Moderate for credit system.

CHART NO -4.15
OPINION WITH CREDIT SYSTEM

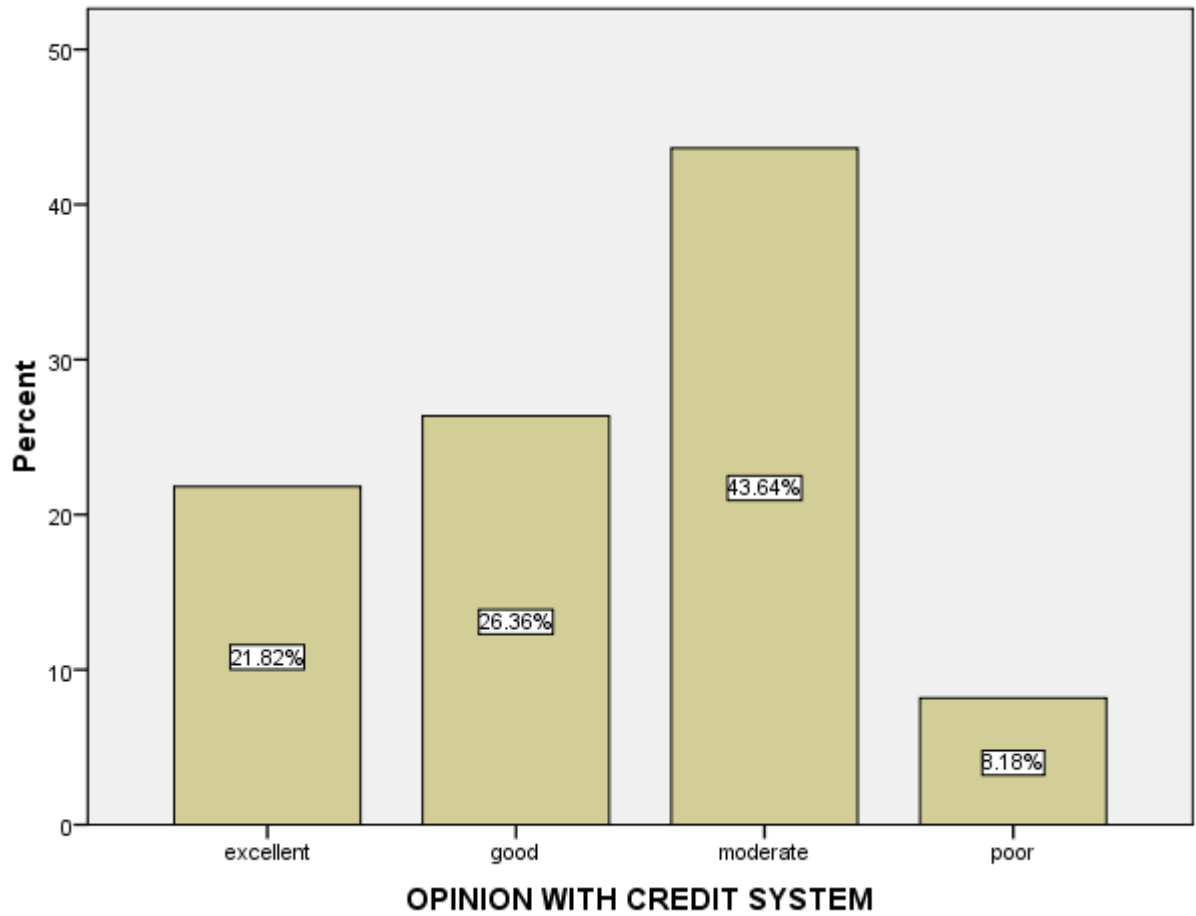


TABLE NO -4.16

OPINION ABOUT QUANTITY OF THE PRODUCT

QUANTITY	NO. OF RESPONDENTS	PERCENTAGE
Highly satisfied	37	33.6%
Satisfied	31	28.2%
Neutral	27	24.5%
Dissatisfied	10	9.1%
Highly dissatisfied	5	4.5%
Total	110	100.0%

Source: primary data

INTERPRETATION

The above table shows that 33.6% of the respondents are highly satisfied, 28.2% of the respondents are satisfied, 24.5% of the respondents are neutral, 9.1% of the respondents are dissatisfied, 4.5% of the respondents are highly dissatisfied.

Most 33.6% of the respondents are highly satisfied with quantity of the product.

CHART NO -4.16

OPINION ABOUT QUANTITY OF THE PRODUCT

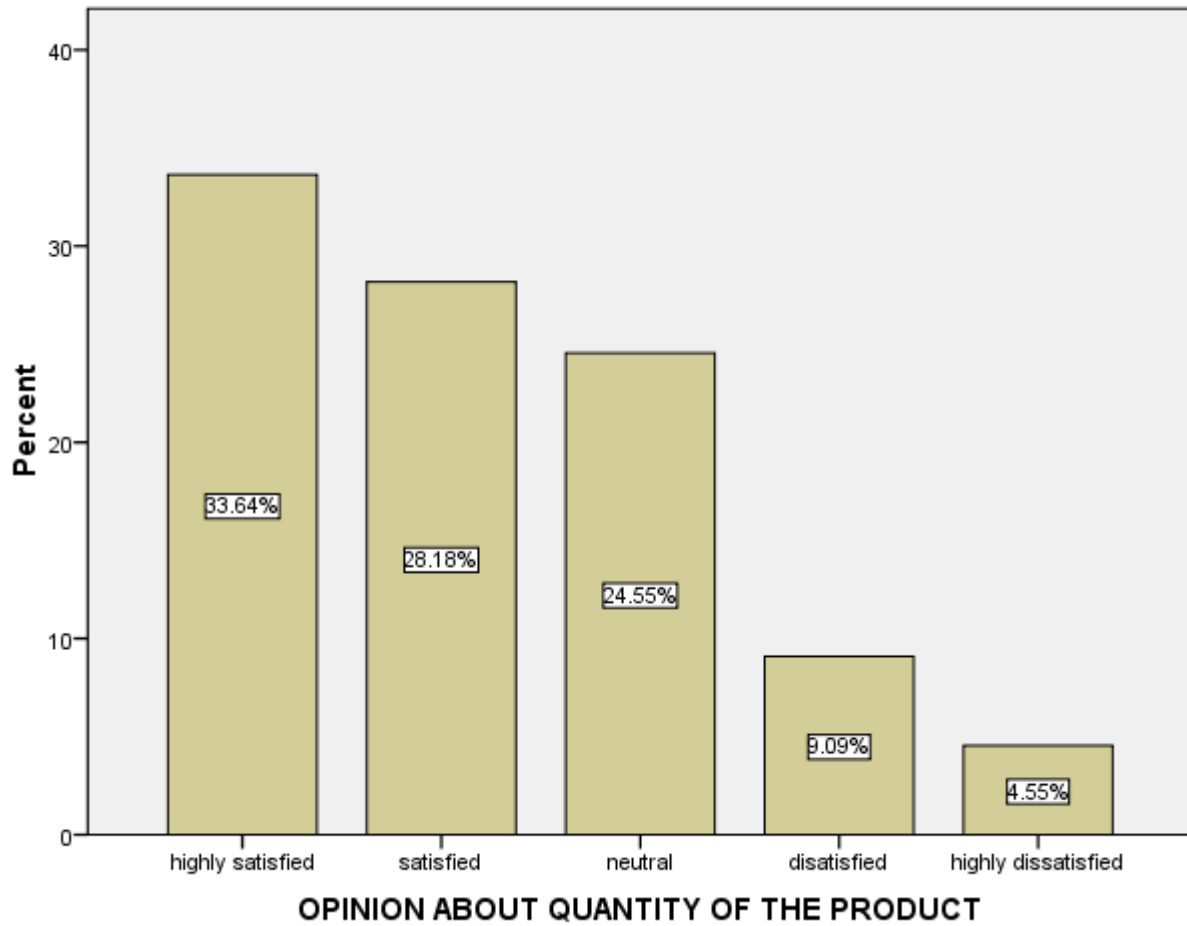


TABLE NO -4.17

OPINION ABOUT THE DISCOUNT AND OFFER SCHEMES

DISCOUNT AND OFFER	NO. OF RESPONDENTS	PERCENTAGE
Not given	18	16.4%
Medium discount	56	50.9%
Better than others	36	32.7%
Total	110	100.0%

Source: primary data

INTERPRETATION

The above table shows that 16.4% of the respondents said not given for discount and offers, 50.9% of the respondents said they are provide Medium discount, 32.7% of the respondents are said better than others.

Majority 50.9% of the respondents said they are providing Medium discount.

CHART NO -4.17

OPINION ABOUT THE DISCOUNT AND OFFER SCHEMES



TABLE NO -4.18

REASON FOR PREFER THE PRODUCT COMPARE WITH OTHERS

REASON	NO. OF RESPONDENTS	PERCENTAGE
Margin	45	40.9%
Continues supply	22	20.0%
Discount	17	15.5%
Quality maintains	11	10.0%
Convenient	10	9.1%
Flexible	5	4.5%
Total	110	100.0%

Source: primary data

INTERPRETATION

The above table shows that 40.9% of the respondent's reason is to prefer Margin, 20.0% of the respondent's reason is Continues supply, 15.5% of the respondent's reason is Discount, 10.0% respondent's reason is Quality maintains, 9.1% respondent's reason is Convenient and 4.5% of the respondent's reason is Flexible.

Most 40.9% of the respondent's reason is Margin to prefer the product.

CHART NO -4.18

REASON FOR PREFER THE PRODUCT COMPARE WITH OTHERS

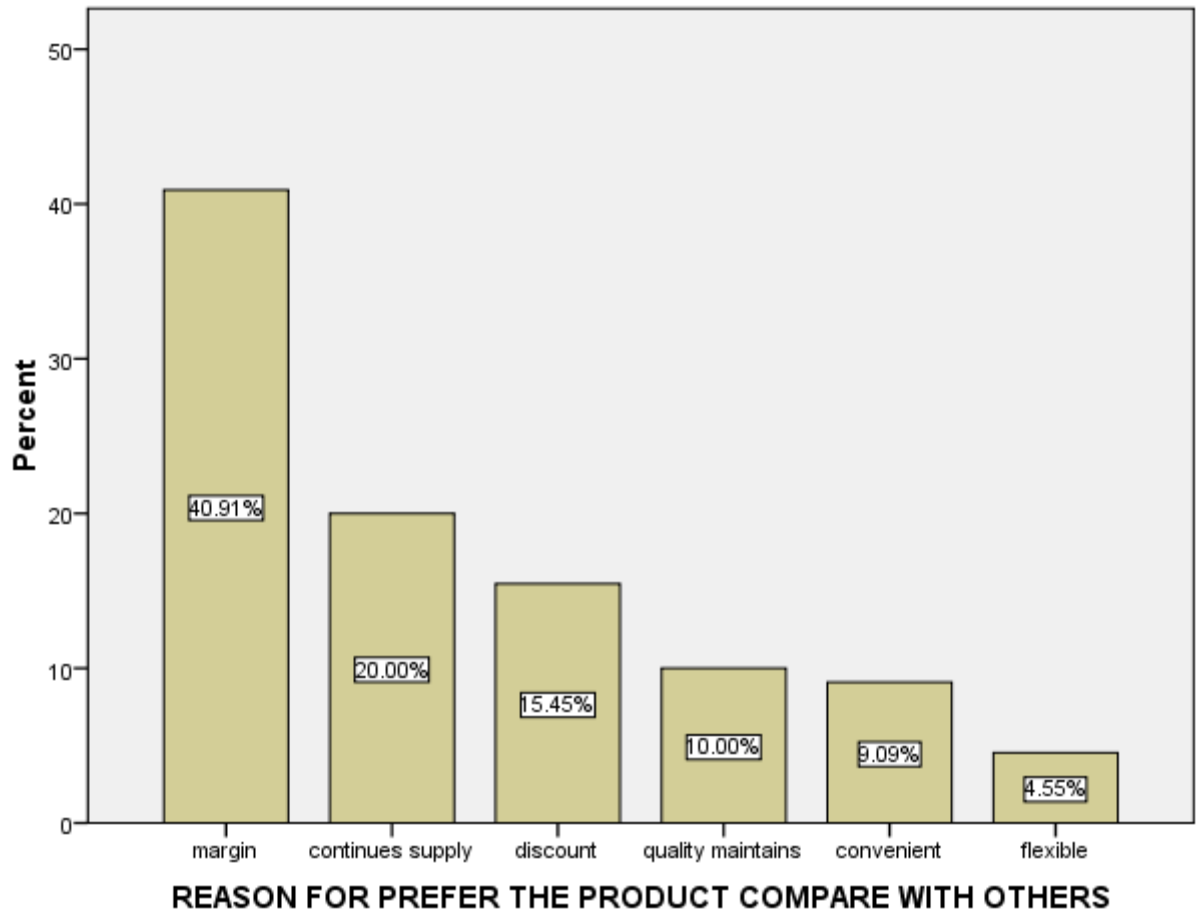


TABLE NO -4.19
EXPECTATION FROM THE ORGANIZATION

EXPECTATION	NO. OF RESPONDENTS	PERCENTAGE
Well packing	57	51.8%
Right weight	27	24.5%
Quality maintains	20	18.2%
Prompt delivery	6	5.5%
Total	110	100.0%

Source: primary data

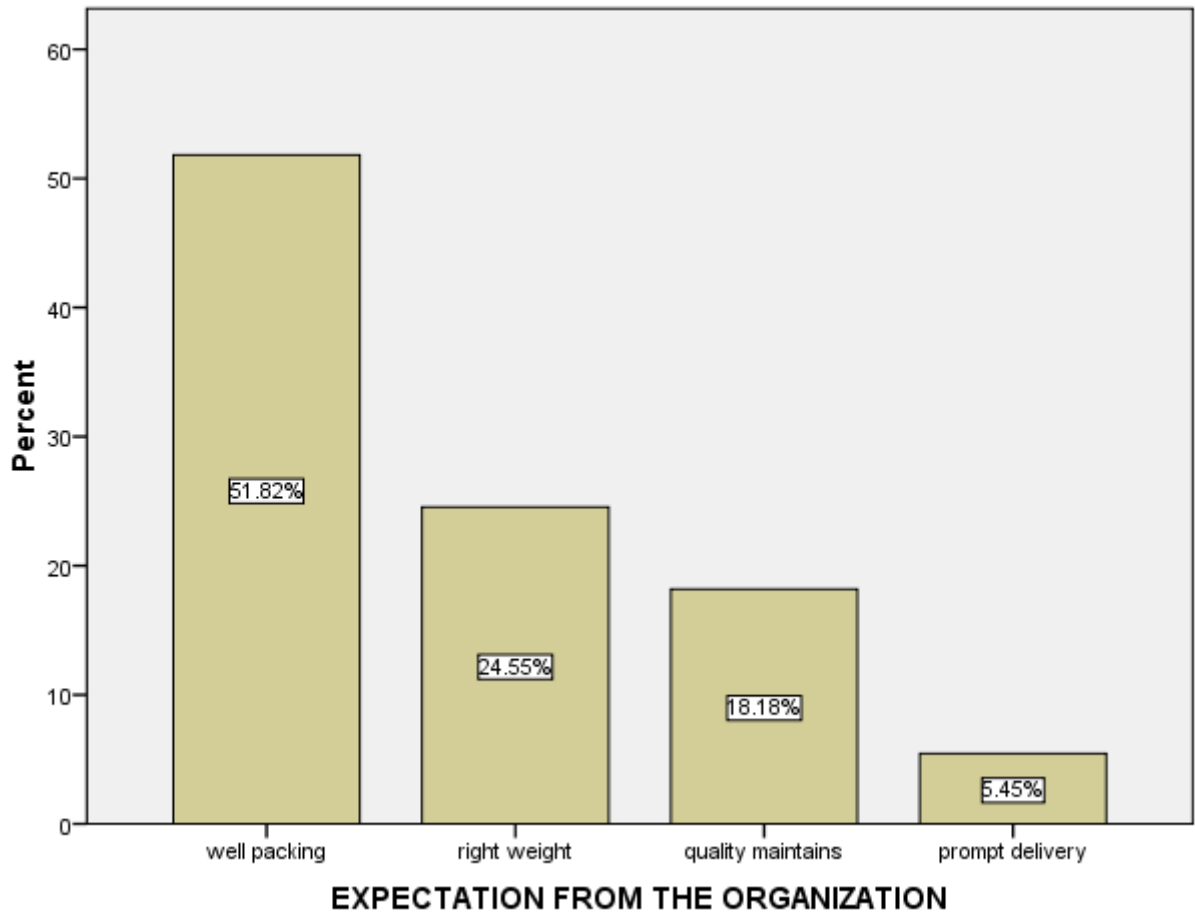
INTERPRETATION

The above table shows that 51.8% of the respondents expectation is well packing, 24.5% of the respondents expectation is Right weight, 18.2% of the respondents expectation is Quality maintains, 5.5% respondents expectation is Prompt delivery.

Majority 51.8% of the respondents are expecting well packing from the company.

CHART NO -4.19

EXPECTATION FROM THE ORGANIZATION



4.2 TESTING OF HYPOTHESIS

TABLE NO -4.2.1 CHI-SQUARE TESTS

NULL HYPOTHESIS Ho – There in no significant relationship between Educational qualification and expectation from the organization

ALTERNATIVE HYPOTHESIS Ha –There in a significant relationship between Educational qualification and expectation from the organization

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Educational Qualification Of The Respondents * Expectation From The Organization	110	100.0%	0	.0%	110	100.0%

Educational Qualification Of The Respondents * Expectation From The Organization Cross tabulation						
Count		Expectation From The Organization				Total
		well packing	right weight	quality maintains	prompt delivery	
Educational Qualification Of The Respondents	illiterate	3	5	1	0	9
	school level	19	10	8	0	37
	Ug degree	12	1	4	1	18
	Pg degree	23	11	7	5	46
Total		57	27	20	6	110

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.516 ^a	9	.141
Likelihood Ratio	15.795	9	.071
Linear-by-Linear Association	.468	1	.494
N of Valid Cases	110		
a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is .49.			

Symmetric Measures					
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Ordinal by Ordinal	Gamma	.029	.120	.245	.807
Measure of Agreement	Kappa	.027	.041	.697	.486
N of Valid Cases		110			
a. Not assuming the null hypothesis.					
b. Using the asymptotic standard error assuming the null hypothesis.					

RESULT: The significant value (0.49) is > greater than the P value (0.000). Hence, null hypothesis is accepted so there is no significant relationship between Educational qualification and expectation from the organization.

TABLE NO -4.2.2**CORRELATION**

The correlation calculated relationship between age of the respondents and years of using

Correlations			
		AGE OF THE RESPONDENTS	YEARS OF USING
AGE OF THE RESPONDENTS	Pearson Correlation	1	-.105
	Sig. (2-tailed)		.274
	N	110	110
YEARS OF USING	Pearson Correlation	-.105	1
	Sig. (2-tailed)	.274	
	N	110	110

NONPARAMETRIC CORRELATIONS

Correlations				
			AGE OF THE RESPONDENTS	YEARS OF USING
Kendall's tau_b	AGE OF THE RESPONDENTS	Correlation Coefficient	1.000	-.102
		Sig. (2-tailed)	.	.215
		N	110	110
	YEARS OF USING	Correlation Coefficient	-.102	1.000
		Sig. (2-tailed)	.215	.
		N	110	110
Spearman's rho	AGE OF THE RESPONDENTS	Correlation Coefficient	1.000	-.108
		Sig. (2-tailed)	.	.262
		N	110	110
	YEARS OF USING	Correlation Coefficient	-.108	1.000
		Sig. (2-tailed)	.262	.
		N	110	110

RESULT: This is a positive correlation. There are calculated relationship between age of the respondents and years of using.

TABLE NO -4.2.3

ANOVA TEST

NULL HYPOTHESIS H₀: There is no significance relationship between Monthly income of the respondents and opinion about the discount and offer schemes.

ALTERNATIVE HYPOTHESIS H₁: There is a significance relationship between Monthly income of the respondents and opinion about the discount and offer schemes.

Descriptive									
MONTHLY INCOME OF THE RESPONDENTS	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	Between-Component Variance
					Lower Bound	Upper Bound			
not given	18	3.00	1.188	.280	2.41	3.59	1	4	
medium discount	56	2.84	.987	.132	2.58	3.10	1	4	
better than others	36	3.08	1.156	.193	2.69	3.47	1	4	
Total	110	2.95	1.074	.102	2.74	3.15	1	4	
Model	Fixed Effects		1.078	.103	2.74	3.15			
	Random Effects			.103 ^a	2.50 ^a	3.39 ^a			-.014
a. Warning: Between-component variance is negative. It was replaced by 0.0 in computing this random effects measure.									

Test of Homogeneity of Variances			
MONTHLY INCOME OF THE RESPONDENTS			
Levene Statistic	df1	df2	Sig.
.839	2	107	.435

ANOVA							
MONTHLY INCOME OF THE RESPONDENTS			Sum of Squares	df	Mean Square	F	Sig.
Between Groups	(Combined)		1.369	2	.685	.589	.557
	Linear Term	Unweighted	.083	1	.083	.072	.789
		Weighted	.311	1	.311	.267	.606
		Deviation	1.059	1	1.059	.911	.342
Within Groups			124.304	107	1.162		
Total			125.673	109			

Robust Tests of Equality of Means				
MONTHLY INCOME OF THE RESPONDENTS				
	Statistic ^a	df1	df2	Sig.
Welch	.576	2	42.760	.567
Brown-Forsythe	.535	2	59.871	.588
a. Asymptotically F distributed.				

POST HOC

Multiple Comparisons							
Dependent Variable: MONTHLY INCOME OF THE RESPONDENTS							
(I) OPINION ABOUT THE DISCOUNT AND OFFER SCHEMES			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
(J) OPINION ABOUT THE DISCOUNT AND OFFER SCHEMES						Lower Bound	Upper Bound
Tukey HSD	not given	medium discount	.161	.292	.847	-.53	.85
		better than others	-.083	.311	.961	-.82	.66
	medium discount	not given	-.161	.292	.847	-.85	.53
		better than others	-.244	.230	.541	-.79	.30

	better than others	not given	.083	.311	.961	-.66	.82
		medium discount	.244	.230	.541	-.30	.79
LSD	not given	medium discount	.161	.292	.583	-.42	.74
		better than others	-.083	.311	.789	-.70	.53
	medium discount	not given	-.161	.292	.583	-.74	.42
		better than others	-.244	.230	.292	-.70	.21
	better than others	not given	.083	.311	.789	-.53	.70
		medium discount	.244	.230	.292	-.21	.70
Tamhane	not given	medium discount	.161	.310	.940	-.63	.95
		better than others	-.083	.340	.993	-.94	.77
	medium discount	not given	-.161	.310	.940	-.95	.63
		better than others	-.244	.233	.656	-.82	.33
	better than others	not given	.083	.340	.993	-.77	.94
		medium discount	.244	.233	.656	-.33	.82
Dunnett T3	not given	medium discount	.161	.310	.937	-.63	.95
		better than others	-.083	.340	.993	-.94	.77
	medium	not given	-.161	.310	.937	-.95	.63

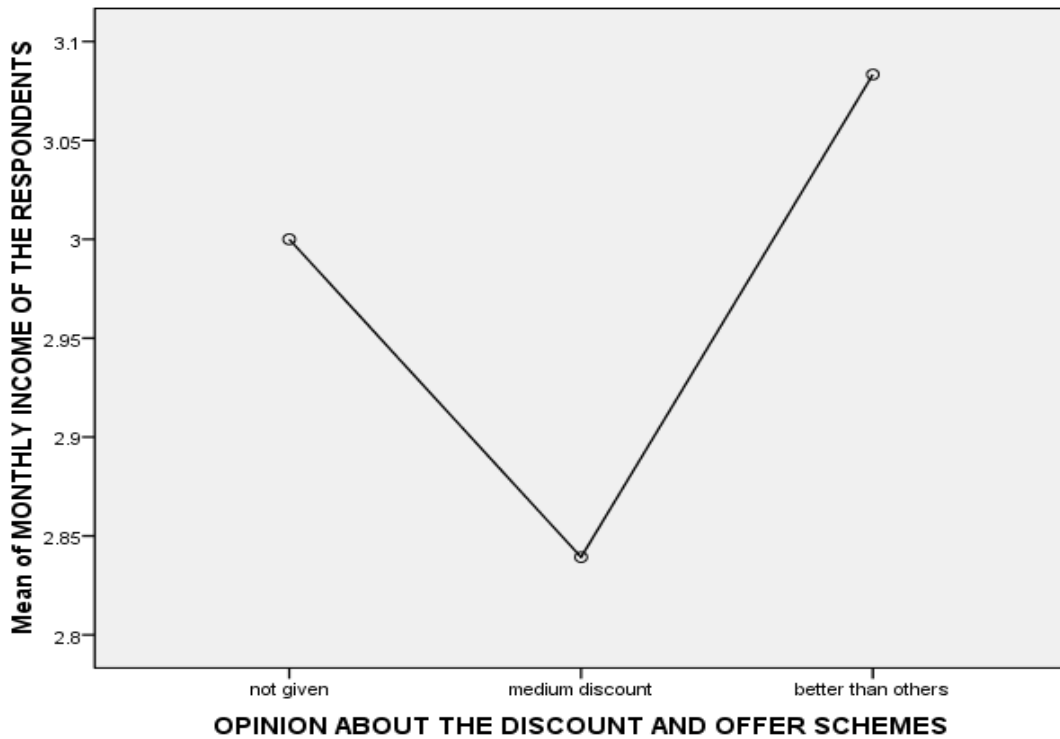
	discount	better than others	-.244	.233	.653	-.82	.33
	better than others	not given	.083	.340	.993	-.77	.94
		medium discount	.244	.233	.653	-.33	.82

HOMOGENEOUS

MONTHLY INCOME OF THE RESPONDENTS			
	OPINION ABOUT THE DISCOUNT AND OFFER SCHEMES	N	Subset for alpha = 0.05
			1
Student-Newman-Keuls ^a	medium discount	56	2.84
	not given	18	3.00
	better than others	36	3.08
	Sig.		.659
Tukey HSD ^a	medium discount	56	2.84
	not given	18	3.00
	better than others	36	3.08
	Sig.		.659
Means for groups in homogeneous subsets are displayed.			

a. Uses Harmonic Mean Sample Size = 29.647

MEANS



RESULT: Since the calculated value is less than the table value. So we accept the null hypothesis. There is no significance relationship between Monthly income of the respondents and opinion about the discount and offer schemes.

CHAPTER – V

5. SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

1. Majority 81.8% of the respondents are Male.
2. Minimum 30.0% of the respondents are at the age of 41-50 years old
3. Most 41.8% of the respondents are PG degree qualification
4. Most 40.0% of the respondents are earned Rs.15,000 – Rs. 20,000
5. Maximum 45.5% of the respondents are using 5 years to 7 years
6. Most 45.5% of the respondents are buying 50 ml
7. Most 50.9% of the respondents are buying the Cold pressed coconut oil
8. Most 40.0% of the respondents said the product price is Average
9. Maximum 40.9% of the respondent's opinion is good for packaging of the products
10. Most 29% of the respondents buying reason for located in convenient place
11. Minimum 23.6% of the respondent's suitable media is TV to buy the products
12. Majority 75.5% of the respondents said faced the problem while buying the product.
13. Most 39.1% of the respondents are satisfied with quality of the products
14. Minimum 32.7% of the respondents are expert Cheque payment
15. Maximum 43.6% of the respondents are feeling Moderate for credit system
16. Most 33.6% of the respondents are highly satisfied with quantity of the product
17. Majority 50.9% of the respondents said they are providing Medium discount
18. Most 40.9% of the respondent's reason is Margin to prefer the product
19. Majority 51.8% of the respondents are expecting well packing from the company

5.2 SUGGESTIONS

- The distribution channel must be revised and have to take steps to avail the goods at all places
- The company may give more advertisements in several media to attract customers
- The front office and reception service must ensure the customers satisfaction
- The company may give credit facilities to its customers to retain them based on their ability
- Annual target incentives should be introduced, so that the retailer will be motivated.
- It can introduce new promotional activity to the retailers.

5.3 CONCLUSION

Customers are in very prominent role in distribution channel. They reach the products to the ultimate consumers. So the company must satisfy the retailers. It must provide good margin to its consumers and it wants to retain the retailers. The company must ensure the products avail at all the places. It must give mass advertisement to create company's image among retailers and retailer's image among consumers. A special care should be taken to replace damaged products to reduce dissatisfaction among the retailers promptly.

QUESTIONNAIRE

A STUDY ON CUSTOMER BEHAVIOUR TOWARDS MSR COCONUT OILS PRIVATE LIMITED WITH REFERENCE TO TIRUPPUR

1. Name:
2. Gender

a) Male	[]	b) Female	[]
---------	-------	-----------	-------
3. Age

a) Below 20 years	[]	b) 21-30years	[]
c) 31-40 years	[]	d) 41-50years	[]
4. Educational qualification

a) Illiterate	[]	b) School level	[]
c) UG Degree	[]	d) PG Degree	[]
5. Monthly Income

a) Below Rs.10,000	[]	b) Rs.10,000 – Rs. 15,000	[]
c) Rs.15,000 – Rs. 20,000	[]	d) Above Rs.20,000	[]
6. Year of using

a) Below 3 years	[]	b) 3 year to 5 years	[]
c) 5 years to 7 years	[]	d) Above 7 year	[]
7. In which quantity do you purchase the product?

a) 50 ml	[]	b) 100 ml	[]
c) 200 ml	[]	d) 500 ml	[]
8. Which kind of oil product do you buy?

a) Gold coconut oil	[]	b) Virgin coconut oil	[]
c) Pure coconut oil	[]	d) Cold pressed coconut oil	[]
9. What do you think about Price of the oil?

a) Very high	[]	b) High	[]
c) Average	[]	d) Normal	[]
e) Low	[]		

10. What is your opinion about packing of the oil products?
- | | | | |
|----------------|-----|---------|-----|
| a) Well packed | [] | b) Good | [] |
| c) Moderate | [] | d) Poor | [] |
| e) Very poor | [] | | |
11. What reason for purchasing in MSR Coconut Oil?
- | | | | |
|--------------------------------|-----|------------|-----|
| a) Located in convenient place | [] | b) Quality | [] |
| c) Quantity | [] | d) Price | [] |
12. Which media influenced to buy the oil products
- | | | | |
|---------------|-----|---------------|-----|
| a) TV | [] | b) Newspaper | [] |
| c) Internet | [] | d) Radio | [] |
| e) Campaign | [] | f) Bit notice | [] |
| e) Wall paint | [] | | |
13. Do you face any problem while buy goods of MSR Coconut Oil?
- | | | | |
|--------|-----|-------|-----|
| a) Yes | [] | b) No | [] |
|--------|-----|-------|-----|
14. How is your satisfaction level of quality of the products?
- | | | | |
|------------------------|-----|-----------------|-----|
| a) Highly satisfied | [] | b) Satisfied | [] |
| c) Neutral | [] | d) Dissatisfied | [] |
| e) Highly dissatisfied | [] | | |
15. Which source of payment mode do you expect from the company?
- | | | | |
|-----------------|-----|-----------|-----|
| a) Cash | [] | b) Cheque | [] |
| c) Demand draft | [] | d) Online | [] |
| e) Others | [] | | |
16. What is your opinion with credit system?
- | | | | |
|--------------|-----|---------|-----|
| a) Excellent | [] | b) Good | [] |
| c) Moderate | [] | d) Poor | [] |
17. Give your opinion about quantity of MSR Coconut Oil product?
- | | | | |
|------------------------|-----|-----------------|-----|
| a) Highly satisfied | [] | b) Satisfied | [] |
| c) Neutral | [] | d) Dissatisfied | [] |
| e) Highly dissatisfied | [] | | |

18. What is opinion about the discount and offer schemes of MSR Coconut Oil?

- | | | | |
|-----------------------|-------|--------------------|-------|
| a) Not given | [] | b) Medium discount | [] |
| c) Better than others | [] | | |

19. Why do you prefer MSR Coconut Oil product compare with others?

- | | | | |
|---------------|-------|----------------------|-------|
| a) Margin | [] | b) Continues Supply | [] |
| c) Discount | [] | d) Quality Maintains | [] |
| e) Convenient | [] | e) Flexible | [] |

20. What is your expectation from the organization

- | | | | |
|----------------------|-------|--------------------|-------|
| a) Well packing | [] | b) right weight | [] |
| c) Quality maintains | [] | d) prompt delivery | [] |

21. Any suggestion for betterment of MSR Coconut Oil? _____

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WEBSITE

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