

## **Final Project Report**

# **“Consumer Awareness and Customer Satisfaction Survey of Suruchi Spices”**

Submitted to:

**DMSR**

**G.S. College of Commerce and Economics, Nagpur**

**(An Autonomous Institution)**

Affiliated to:

**Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur**

In partial fulfilment for the award of the degree of

**Master of Business Administration**

Submitted by:

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Under the Guidance of:

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**Academic Year 2021-22**

**Department of Management Sciences and Research,  
G.S. College of Commerce & Economics,  
Nagpur NAAC Accredited "A" Grade Institution**



**Academic Year 2021-22**

## **CERTIFICATE**

This is to certify that **Mr. Aatrey Nitin Sathe** has submitted the project report titled, "**Consumer Awareness and Customer Satisfaction Survey of Suruchi Spices**", towards the partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he has ingeniously completed his project as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Reaccredited "A" Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

**Dr. Archana Dadhe**  
**(Project Guide)**

**Dr. Sonali Gadekar**  
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**Place: Nagpur**

**Date: 25/07/2022**

**Department of Management Sciences and Research,  
G.S. College of Commerce & Economics,  
Nagpur NAAC Accredited “A” Grade Institution**



**Academic Year 2021-22**

## **DECLARATION**

I here-by declare that the project with title “**Consumer Awareness and Customer Satisfaction Survey of Suruchi Spices**” has been completed by me in partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Reaccredited "A" Grade Autonomous Institution)** affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course under taken by me.

**Mr. Aatrey Nitin Sathe**

**Place: Nagpur**

**Date: 25/07/2022**

**Department of Management Sciences and Research,  
G.S. College of Commerce & Economics,  
Nagpur NAAC Accredited “A” Grade Institution**



**Academic Year 2021-22**

## **ACKNOWLEDGEMENT**

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to **Dr.N.Y.Khandait**, Principal, G. S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide **Dr. Archana Dadhe** for her guidance throughout the project. I tender my sincere regards to the Coordinator, **Dr. Sonali Gadekar** for giving me guidance, suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

**Mr. Aatrey Nitin Sathe**

**Place: Nagpur**

**Date: 25/07/2022**

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# **1. Introduction**

## **1.1. Consumer awareness**

Consumer awareness is nothing but an act of making sure the buyer or consumers are aware of the information about products, goods, services, and consumer's rights. Consumer awareness is important so that buyers can make the right decision and make the right choice at the right time. In this article, we will discuss consumer awareness, and consumer rights in detail.

Consumer Awareness is an act of making sure the buyer or consumer is aware of the information about products, goods, services, and consumers rights. Consumer awareness is important so that buyer can take the right decision and make the right choice. Consumers have the right to information, right to choose, right to safety. Let us learn more about Consumer rights, responsibilities and consumer awareness in detail.

The need for educating consumers about product quality and product price is significant and should not be ignored. The advancement of technology and emergence of sophisticated gadgets in the market and aggressive marketing strategies in the era of globalization has not only given a wide choice to consumers but also do not defend them with a plenitude of problems associated with such rapid changes.

In the latest trend of Marketing, the buyer is the soul of all its operation and functioning. The market gets insightful, and in some cases, the purchaser needs to experience its

brunt. In this manner, buyer assurance is a demonstration of furnishing shoppers with complete data about the services, their rights, and merchandise.

Consumer awareness is vital as they put their time and cash into promotional exercises, and they reserve an option to straightforward data.

Misdirecting commercials, risky or unsafe items, cheating and unweighing, and different acts of neglect are performed by corrupt business entities. Consumer awareness is a demonstration of saving buyers from such wrongdoings.

Sales and marketing professionals usually describe customer awareness as a scale from unaware to most aware. Some customers may know that your company exists but not that they have a need that your product or service could help them with. Likewise, some customers may know that they currently have a need but not how your company could solve or ease that need.

## **1.2. Brand Awareness**

Brand Awareness indicates how familiar the target market is with the brand, its products, and services. Popular or trending is the word people associate with a brand that has high brand awareness.

For a customer, recognizing a brand is a key element for their purchase decision. A customer makes a purchase when they are familiar with the product category and a brand associated with the category.



Brand Awareness does not imply that the customers have to remember the brand name. A customer needs to recognize a feature that sets the product apart from products in the same category.

It implies where the brand stand and how successful the marketing goal and business have been for the company. The goal of every marketer is to make sure their brand is never forgotten.

### **1.2.1. Importance of Brand Awareness for business**

#### **Trust:**

Customer's trust in a brand impacts heavily on their decision to make the purchase. When a customer starts trusting a brand and forms a bond with it, they are likely to become a repeat purchaser.

Brand awareness closes the gap between brand trust and customer loyalty. It gives the brand a personality that helps customers feel familiar with the brand.

#### **Association:**

Brand Awareness associates actions with the brand product. Google is a search engine with many other options in the same category. But when one tells some to search for a query he or she tell them to "Google" them.

Brand Awareness has led to replacing common words with the brand name. Before one even know they have been "Xeroxing" instead of making 'copies'.

## Brand Equity:

The value of the brand is determined by the experience of their customers. Positive experience results in positive perception which leads to higher brand value.

Brand awareness can help in delivering a positive customer experience. Once customers start recognizing and purchasing from a brand, they start to favor the brand more than the other options available. It establishes trust and a strong bond between customers and brand. This leads to a positive experience and eventually builds brand equity.

Better brand equity results in higher stock price, huge social impact, and expansion of business.

### **1.2.2. Types of Brand Awareness**

#### Brand Recall:

It defines a customer's ability to recall a brand name in association with a product category. It indicates a strong link between the brand and the product category. A customer is generally able to recall 3 to 7 brand names.

The ability to recall a brand name in relation to a product category depends on usage, brand loyalty, and other situational factors. If one thinks of toothpaste, he or she is more likely to recall the brand name he or she frequently use.

### Brand Recognition:

This helps customers tell two brands apart. The customers should be able to remember the brand specifically when they think of a product category that particular brand offer. Or, they should be able to state the products/ product category when the brand has mentioned.

Brand logo, slogan, packaging, and other visual features can help establish Brand Recognition. A high brand recognition indicates that the brand is reaching the target market.

### Top-of-mind Awareness:

When a customer is asked a question about a product category and the first brand that they recall is the frequently used ones, it is called Top-of-mind Awareness.

This implies the brand name that is most recognized and recalled. There is always a possibility of recalling many brand names for a product category, but that is how tough the competition is.

Top-of-mind Awareness has a high impact on purchase decisions. When customers have many competing brands to choose from, this factor influences their decision.

### Brand Dominance:

When a customer recalls only one brand for a product category, it indicates the brand dominance of the company.

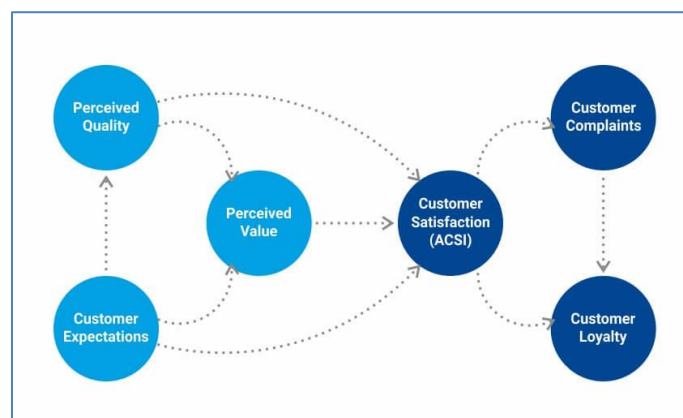
When one think of soft drinks he or she think of Coca-Cola. The brand name is a synonym for the product.

When a large customer base can remember only one brand for a product, the brand name becomes a household name. This indicates the success of the business and the dominance it has over the entire market.

### 1.3. Customer Satisfaction

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services.

In simple words, customer satisfaction is a measurement that determines how well a company's products or services meet customer expectations. It's one of the most important indicators of purchase intentions and customer loyalty. As such, it helps predict business growth and revenue.



(Fig. - Model of Customer Satisfaction)

An organization's main focus must be to satisfy its customers. This applies to industrial firms, retail and wholesale businesses, government bodies, service companies, nonprofit organizations, and every subgroup within an organization.

Organizations should not assume they know what the customer wants. Instead, it is important to understand the voice of the customer, using tools such as customer surveys, focus groups, and polling. Using these tools, organizations can gain detailed insights as to what their customers want and better tailor their services or products to meet or exceed customer expectations.

Every brand, no matter how successful, wants to improve customer satisfaction. To do that, they need to define two things:

- who their customers are
- what it takes to satisfy them

### **1.3.1 Benefits of Customer Satisfaction**

Customer satisfaction is more than just a “nice to have.” Getting it right has specific, tangible benefits, including:

#### **1. Increase Brand Loyalty**

Never take the customers for granted. According to PwC, 30 percent of global consumers who love a product or brand would ditch it after several poor experiences. More concerning, almost one in five would do so after a single bad experience.

On the flip side, if you do everything in your power to keep customers happy, it stands to reason they'll be more likely to stick around for the long term.

## 2. Boost Trust

According to Edelman, 81 percent of consumers say brand trust is a deal-breaker or a deciding factor in their purchase decisions.

Yet trust is pretty thin on the ground, with just 34 percent of consumers saying they trust most of the brands they use or buy from.

According to a study from Eastern University Sri Lanka, customer satisfaction logically precedes customer trust; those two things rarely exist in isolation.

## 3. Attract Positive Word of Mouth

Word-of-mouth marketing is extremely valuable.

To give just one example, 87 percent of consumers read online reviews for local businesses in 2020, up from 81 percent in 2019.

Unfortunately, consumers are significantly more likely to share negative reviews than they are positive ones. According to American Express, consumers tell an average of 15 people about bad experiences, whereas they only share good experiences with 11 people.

In other words, it's a numbers game. Consumers are naturally less inclined to shout about the good stuff brands do, but if the customer satisfaction is high, they're well placed to reap the benefits of word-of-mouth marketing.

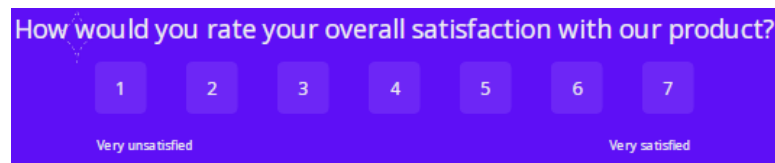
## 4. Grow Audience and Sales

It is already understood that satisfied customers are more likely to tell their friends and family about the brand, which in turn gets it in front of a wider audience.

According to the same American Express survey referenced above, consumers are prepared to spend 17 percent more if a brand delivers excellent service. 84 percent of companies that improve customer experience report an upturn in revenue.

### 1.3.2. How to Measure Customer Satisfaction?

To track customer satisfaction, one needs to set up a CSAT (Customer Satisfaction Score) survey that asks the clients to rate their experiences with the company, usually on a 1-to-5 scale.



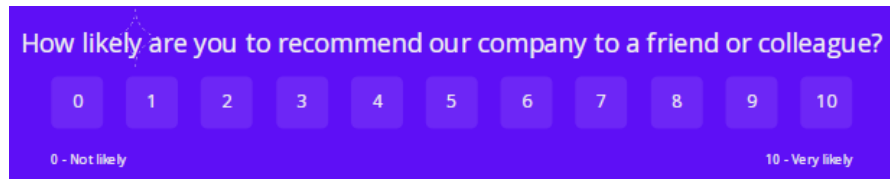
(Fig - Customer Satisfaction Score Sample)

One can measure the client's general satisfaction with the services or monitor specific touch points—like making a purchase, contacting customer support, using a particular product feature, etc.

It's also a good idea to include open-ended customer satisfaction survey questions after the client rates the brand. It allows them to explain their choice and give concrete

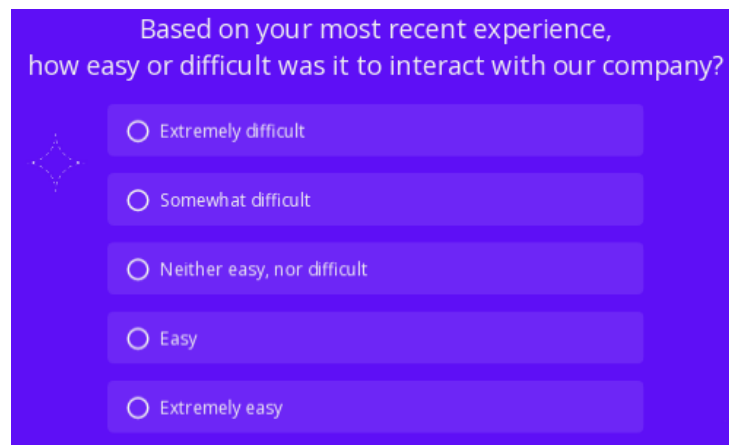
feedback. But CSAT is not the only customer experience metric out there. There are others that will help gauge the customers' loyalty and happiness with the company.

One of them is the popular NPS (Net Promoter Score) that monitors how likely the customers are to recommend you to their friends and colleagues.



(Fig - Net Promoter Score Sample)

One can also use CES (Customer Effort Score) to gauge how easy it is for the customers to interact with the company.



(Fig - Customer Effort Score Sample)

Measuring customer satisfaction is essential for monitoring the state of the customer success and customer experience programs. It's best to do it with the help of customer satisfaction surveys, like CSAT (Customer Satisfaction Score), NPS (Net Promoter Score), or CES (Customer Effort Score) surveys.



## **2. Company Profile**

### **2.1 Company Introduction**

Suruchi Group, established in 1979 is one of the leading manufacturers of spices as well as processed food, based in Central India. Established as a spice manufacturing company, Suruchi Group has diversified into manufacturing specialized Chilli products, other Spices and Spice Blends as well as several Indian Ethnic Food Products.

The basic principle of the company was to provide the general man, value for his money which we are maintaining continuously. The principle still holds good. Yes, though the sales have increased from a few kilograms to hundred tons per month. SURUCHI was the result of a vision to serve this vast majority through a product that was reliable, guaranteed for quality. Today, Suruchi Group are at a position where the customers can rely on it at closed eyes merely by brand name, 'SURUCHI'. All the credit goes to their diligent professionals and workers who have restlessly extended their efforts to flourish the company.

The Production House - Company is well equipped with appropriate technology and state of the art equipment which are strategically utilized by their experienced team and workforce. Suruchi Group take utmost care in all respective to turn their slogan "Symbol of Purity" into reality.

**Logo:**



**Mission:**

Our mission is to be a responsible company by delighting the Consumer with Authentic Taste and Premium Quality Product.

**Vision:**

Vision is to become One-Stop solution for specialty chilies and other variety of spices in Global Platform.

## 2.2 Products offered by the company

### A) Basic Spices

Premium Teja Lal Chilly Powder, Classic Gold Chilly Powder, Premium Kashmiri Chilly Powder, Premium Golden Turmeric Powder, Premium Vaigaon Turmeric Powder, Premium Coriander Powder, Classic Gold Coriander Powder.





## B) Other Spices

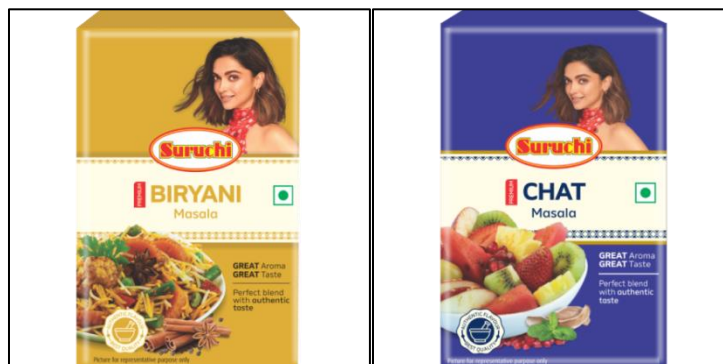
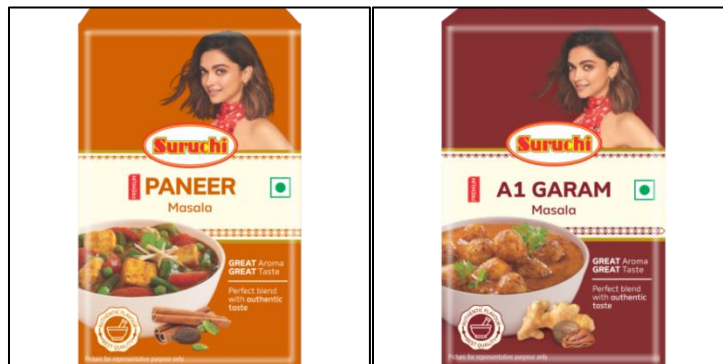
Suruchi Goda Masala, Premium Amchur Powder, Premium Black Pepper Powder, Premium Jeera Powder, Premium Kasuri Methi.





### C) Blended Spices

Paneer Masala, Premium A-1 Garam Masala, Premium Biryani Pulav Masala, Premium Chat Masala, Premium Chole Masala, Garam Masala, Premium Jaljeera Powder, Premium Pani puri Masala, Premium Pav Bhaji Masala, Sabji Masala, Premium Sambhar Masala, Premium Badshahi Garam Masala, Rajwadi Garam Masala, Malwani Masala







## D) Papad

Premium Moong Papad, Premium Udad Papad, Premium Punjabi Papad, Premium Bikaner iPapad, Premium Rajasthani Papad, Premium Sindhi Papad, Disco Papad, Nachos Papad, Katran Papad.







## E) Pickle

Suruchi Premium Mango Pickle, Suruchi Premium Lemon Pickle, Suruchi Premium Mix Pickle, Suruchi Premium Green Chilly Pickle, Suruchi Premium Khatta Mitha Pickle, Suruchi Premium Red Chilly Pickle, Suruchi Premium Gor Keri Pickle, Suruchi Classic Mango Pickle, Suruchi Classic Mix Pickle.





## F) Hing



## G) Seasonal Item

Premium Achar Masala, Classic Achar Masala, Ready Mix Moong Papad Atta, Ready Mix Premium Udad Papad Atta, Premium Papad Masala, Classic Chakli Atta, Classic Chiwda Masala.



## H) Instant Mix

Classic Gulab Jamun, Premium Rabdi Instant Mix, Premium Instant Kalakand Mix, Premium Sheer Khurma Instant Mix, Premium Instant Jilebi Mix, Premium Instant Dhokla Mix, Premium Instant Idli Mix, Premium Instant Khatta Dhokla, Premium Instant Medu Vada Mix, Premium Instant Moong Bhajiya Mix, Premium Instant Dosa Mix, Premium Instant Upma Mix.





## D) Gravy Mix

KadaiPanner Masala, Methi Mutter Malai Masala, Paneer Butter Masala, PaneerTikkka Masala, Veg Kolahpuri Masala.



## H) Ketchup



### 2.3 Contact Details

Customer Care: 07109-278666

Address: KH.No. 55/1, Near Umiya Industrial Estate, Bhandara Road, KapsiKhurd,  
Nagpur, Maharashtra 441104, India

Email: [customercare@suruchispices.net](mailto:customercare@suruchispices.net)

For Distributor

Enquiry No. : +91-777-400-6802, +91-777-400-2575, +91-866-995-6504

Email: [enquiry@suruchispices.net](mailto:enquiry@suruchispices.net)

## 2.4 Brand Ambassador

### Deepika Padukone



The reigning queen of Bollywood Deepika Padukone has been signed on as the brand ambassador of ‘Suruchi’, India’s favourite brand of Spices.

This collaboration between the country’s most sought-after Spices brand and the country’s biggest female superstar seems like a match made in heaven.

Deepika Padukone has been touted as Indian Cinema’s most loved and successful actresses till date and her achievements have made her the country’s biggest role model for the youth in recent times. But what makes her even more endearing and relatable is her simplicity and love for food!



Mr.Subhash Jain, Chairman, Mr. Ravi Jain, Managing Director, and Mr. Mayank Jain, Technical Director along with the entire team at Suruchi were 'excited and overwhelmed' with this new association. The company plans to reach new horizons by riding on the success and popularity of Deepika Padukone; a global icon!

## 2.5 Tagline of Suruchi Spices



### **3. Research Methodology**

#### **3.1 Source of Data**

In this project the research done is based the concept of Descriptive Research, as the data will be collected to clarify the facts. The data used for the analysis and interpretation is the primary data.

Primary data is the kind of data that is collected directly from the data source without going through any existing sources. It is mostly collected specially for a research project and may be shared publicly to be used for other research.

Primary data is often reliable, authentic, and objective in as much as it was collected with the purpose of addressing a particular research problem. It is noteworthy that primary data is not commonly collected because of the high cost of implementation.

The data collection tool used for the collection of primary used in the project is questionnaire.

#### **Questionnaires**

This is the process of collecting data through an instrument consisting of a series of questions and prompts to receive a response from individuals it is administered to. Questionnaires are designed to collect data from a group.

For clarity, it is important to note that a questionnaire isn't a survey, rather it forms a part of it. A survey is a process of data gathering involving a variety of data collection

methods, including a questionnaire. On a questionnaire, there are three kinds of questions used. They are; fixed-alternative, scale, and open-ended. With each of the questions tailored to the nature and scope of the research.

The data is entirely collected using online form creating using Google Forms service provided by the Google. The form was circulated through the various social media apps like WhatsApp, Facebook and Instagram. The form was mostly circulated in the area of Dharampeth and nearby localities.

### **3.2 Problem Statement**

In today's era, the awareness of consumer play an important role in improving the sales of the organization. The more the customers are aware about the product the Brand Equity and Image, Customer Satisfaction is directly proportional to quality of the product provided by the Brand. Therefore it is necessary to find the Consumer Awareness and Customer Satisfaction for a particular company, in this project, a survey will be conducted to find out Consumer Awareness and Customer Satisfaction for Suruchi Spices.

### **3.3 Need of the Study**

- To check whether the customers are aware about the Suruchi Spices or not.
- To verify the satisfaction level of the customers who are using SuruchiMasale.
- To check whether the needs of the customers are met by the products offered by the brand.

### **3.4 Objectives of the Study**

- To find out the level of awareness of the common public regarding the company Suruchi Masale.
- To check whether the consumers are satisfied with the products that the brand is offering.
- To see if the consumer are aware about all the product ranges offered by Suruchi Masale.
- To find to most popular product among the consumers of Suruchi Masale.
- To know various aspect due to which consumers prefer Suruchi Masale.
- To understand the source from which the consumers got to know about Suruchi Masale.

### **3.5 Scope of the Study**

- To find a correlation between the awareness and satisfaction and its effect on frequency of buying.
- To understanding what is the customer perceptionof the company.
- To get to know which product of the brand is most famous amongst the consumer.
- To suggest what improvement can be in the product or the product packaging after understanding the customer needs and expectation.

- To see what customer think with regards to the quality of the product offered by Suruchi Spices.
- The survey has been carried out the in month of July of the year 2022.
- The study is confined to Suruchi Spices only.

### **3.6 Hypothesis**

1.  $H_0$  - Though Suruchi is a local, majority of people are not aware about the company.  
 $H_1$  - Being a local company, majority of people are aware about the company.
2.  $H_0$  - Consumer Awareness about the variety of products offered by the company is not related to Customer Satisfaction.  
 $H_1$  - Consumer Awareness about the variety of products offered by the company is related to Customer Satisfaction.

### **3.7 Significance of study**

An unhappy customer is unlikely to be a customer for long. Every business should not only be striving for a high level of customer satisfaction, it should be actively pursuing it.

After all, customer retention is far more important for a business's growth than customer acquisition, and the only way to keep your customers is to keep them happy.

Customer satisfaction is important because it hugely increases the chances of a customer returning to do more business. Customer loyalty won't come easy if you're not focused on pleasing your base.

But the importance of customer satisfaction stretches beyond retention, it's also about improving more generally as a business. Understanding how the customers feel about their interactions with the brand is the best way to identify weaknesses and areas for improvement. The feedback of the customers is extremely valuable, and if satisfaction levels are low, company knows it needs to take action.

Monitoring satisfaction by engaging with the customers and gathering genuine, specific feedback, will help figure out exactly what business can do to turn things around.

On the other hand, positive customer satisfaction helps identify the strengths, which company can then home in on to facilitate further growth.

### **3.8 Limitations of the Study**

- Respondents tend to avoid filling the feedback form.
- The sample size can be small to make a concrete conclusion because market size of the brand is huge.
- Respondents may fill false information in the form.
- Some data may not be quantified for the ease of analysis.
- The study is more focused on the people from particular areas.

- The survey may have a different conclusion if carried outside of Nagpur.

## **4. Literature Review**

### **Literature 1:**

Lee et al. SpringerPlus (2016) 5:1577

DOI 10.1186/s40064-016-3208-z

Title - An empirical research on customer satisfaction study: a consideration of different levels of performance

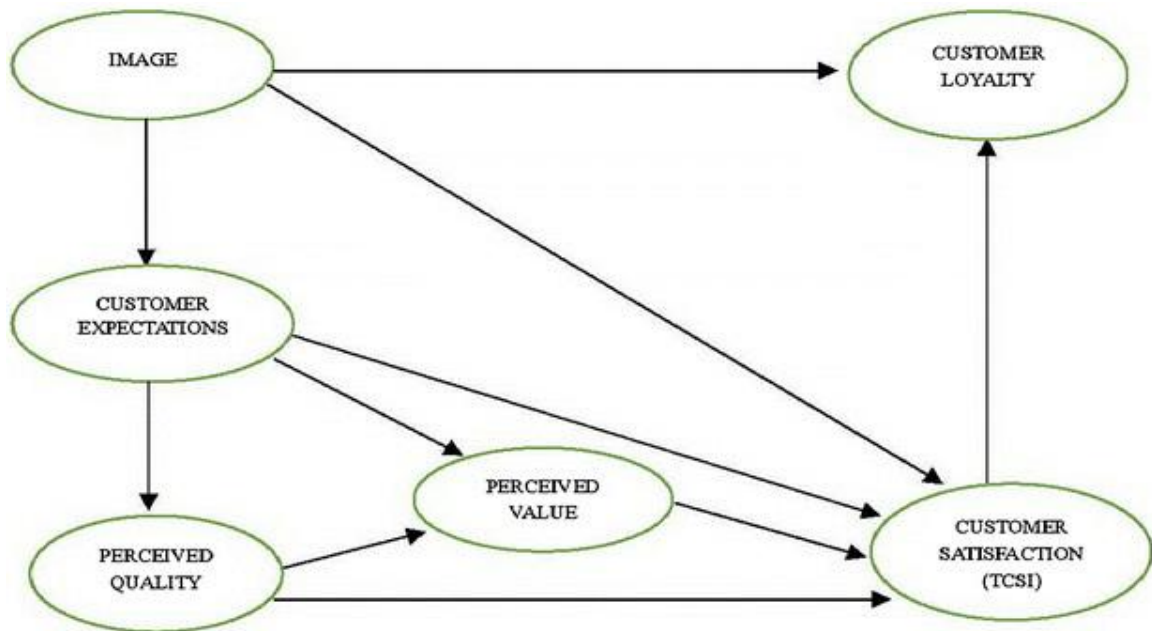
Authors - Yu-Cheng Lee, Yu-CheWang ,Shu-Chiung Lu, Yi-Fang Hsieh, Chih-Hung Chien, Sang-Bing Tsai and Weiwei Dong

### **Abstract**

Customer satisfaction is the key factor for successful and depends highly on the behaviors of frontline service providers. Customers should be managed as assets, and that customers vary in their needs, preferences, and buying behavior. This study applied the Taiwan Customer Satisfaction Index model to a tourism factory to analyze customer satisfaction and loyalty. We surveyed 242 customers served by one tourism factory organizations in Taiwan. A partial least squares was performed to analyze and test the theoretical model. The results show that perceived quality had the greatest influence on the customer satisfaction for satisfied and dissatisfied customers. In addition, in terms of customer loyalty, the customer satisfaction is more important than image for satisfied and dissatisfied customers. The contribution of this paper is to propose two satisfaction levels of CSI models for analyzing customer satisfaction and loyalty, thereby helping tourism



factory managers improve customer satisfaction effectively. Compared with traditional techniques, we believe that our method is more appropriate for making decisions about allocating resources and for assisting managers in establishing appropriate priorities in customer satisfaction management.



(Fig. - The Taiwan Customer Satisfaction Index model)

## **Literature 2:**

Tour. Hosp. 2022, 3(1), 225-242; <https://doi.org/10.3390/tourhosp3010016>

Received: 4 January 2022 / Revised: 3 February 2022 / Accepted: 9 February 2022 / Published: 15 February 2022

Title - Determinants of Customer Satisfaction and eWOM in the Sharing Economy: Timeshare versus Peer-to-Peer Accommodations

Authors - Jennifer Redditt, Marissa Orłowski, Alan Fyall, Amy M. Gregory and Heejung Ro

## **Abstract**

This study aims to investigate the differential effects of determinants of satisfaction on subsequent electronic word-of-mouth (eWOM) behavior in the sharing economy with peer-to-peer accommodations and timeshares. Data were collected from consumers who stayed at either a timeshare or peer-to-peer accommodation within the previous year (N = 785). Structural equation modeling was used to test the relationship between the determinants and eWOM through satisfaction, followed by multiple-group comparison to examine the moderating effect of accommodation type. The results indicated that amenities, economic benefits, and trust demonstrated an indirect effect on eWOM behavior through satisfaction, but community belonging affected eWOM behavior directly. Multiple-group SEM revealed that accommodation type moderated the indirect effects of community belonging, economic benefits, and trust on eWOM behavior, such

that the indirect effect was significant only for timeshare accommodations. This study contributes to the sharing economy literature by filling the gap of lodging research beyond Airbnb and including timeshares. The findings highlight competitive differences that influence eWOM between peer-to-peer accommodations and timeshares that otherwise offer similar home-like accommodations. The study revealed a newly found direct relationship between community belonging and eWOM.

### **Literature 3:**

Nicotine & Tobacco Research, Volume 11, Issue 7, July 2009, Pages 886-895

<https://doi.org/10.1093/ntr/ntp082>

Published: 18 June 2009

Title - Consumer awareness and attitudes related to new potential reduced-exposure tobacco product brands.

Authors - Mark Parascandola, Erik Augustson, Mary E. O'Connell, Stephen Marcus

### **Abstract**

#### **Introduction:**

In recent years, there has been a proliferation of potential reduced-exposure tobacco products (PREPs) marketed that claim to be less harmful or less addictive, compared with conventional cigarettes. Tobacco control scientists have raised concerns about the potential adverse impact of marketing of these products for smoking prevention and cessation efforts. Although these products have not been widely used among smokers, there are few data available on consumers' awareness and attitudes toward these products.

**Methods:**

Data were obtained from the 2003 and 2005 Health Information National Trends Survey, a nationally representative telephone survey of adults 18 years and older regarding health communication and associated beliefs and behaviors. Our study population consisted of 6,369 respondents in 2003 and 5,586 respondents in 2005, of whom 19% were current smokers and 28% were former smokers.

#### **Literature 4:**

SJR:0.128; H-Index:2.0

International Journal of Customer Relationship Marketing and Management; Vol 13, No 1, 15 Jul 2022; PP: 1-23

Title - Customer Satisfaction and Loyalty for Online Food Service Providers in Jharkhand State: An Empirical Study

Authors - Anand Prasad Sinha;Praveen Srivastava;Ashok Kumar Asthana;Sanjiv Kumar Srivastava;Aditi K Nag

#### **Abstract:**

In the food sector, customer have been voting by their feet since ages. However, due to the technological changes clubbed with present COVID-19 pandemic, the trend has changed rapidly. Customers are confined to their home and technology has emerged as the only saviour. Increase in the number of downloads of food ordering app is an indication of both popularity of this app and helplessness of the present age customer. With restricted movement, they have these apps to either get the food delivered at their doorstep or take away with pre-orders. Hence, it becomes imperative for the app designer and food service provider to brainstorm and develop an app which can focus on the customer ease rather than forcing their design and interface to the customer. In this backdrop, the present study is a novel attempt which primarily focuses on the relationship between app quality and customer satisfaction.

## **Literature 5:**

NAAS: 3.27

International Journal of Economics, Commerce and Research; Vol 12, No 1, 30 Jun 2022;

PP: 2530

Title - Important Determinants of Online Shopping and Customer Satisfaction

Authors - Arup Das

### **Abstract:**

Online shopping or e-shopping refers to a kind of shopping where customers can purchase goods and services from sellers directly over the internet using a web browser without any physical appearance. This form of shopping helps the customers to do shopping simply with the help of a laptop or any other device without going to the physical store. The rapid expansion of internet users has changed the picture of online shopping. The conventional mode of shopping transformed into online shopping. In the form of e-shopping, customers need not visit physical outlets to purchase goods. There have been a number of studies regarding the factors that influence online shopping in India. However, most of the studies were based on the respondents of metro cities and urban areas. The present paper will investigate the factors that determine the purchasing decisions through online of a product by the rural and semi urban people. The current paper will examine the impact of customer reviews, offers & discounts Service quality and customer satisfaction of online shopping.

## 5. Data Analysis and Interpretation

### 5.1 Consumer Awareness

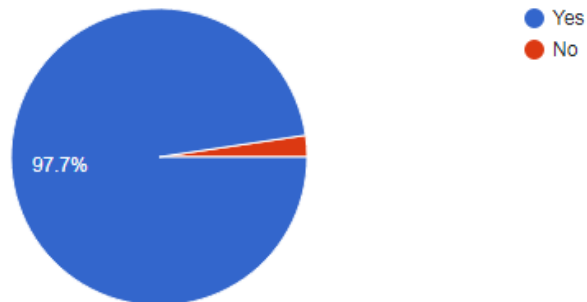
In this section 10 close ended questions were asked in the form. Following are the questions are their responses;

#### i. Are you aware of the company called Suruchi Masale?

Responses - 171

Number of respondents who chose "Yes" - 167 (97.7%)

Number of respondents who chose "No" - 4 (2.3%)



#### ii. Have you ever tried a product from Suruchi Masale? If yes than which product have you tried?

Responses - 171

Number of respondents who chose "Basic Spices" - 44 (25.7%)

Number of respondents who chose "Blend Spices" - 10 (5.8%)



Number of respondents who chose "Papad" - 35 (20.5%)

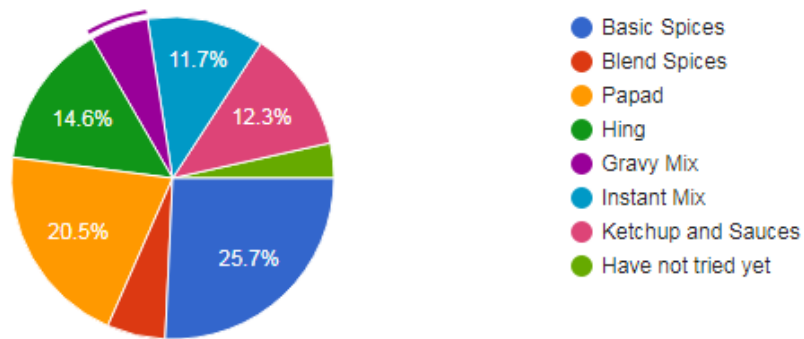
Number of respondents who chose "Hing" - 25 (14.6%)

Number of respondents who chose "Gravy Mix" - 10 (5.8%)

Number of respondents who chose "Instant Mix" - 20 (11.7%)

Number of respondents who chose "Ketchup and Sauces" - 21 (12.3%)

Number of respondents who chose "Have not tried yet" - 6 (3.5%)



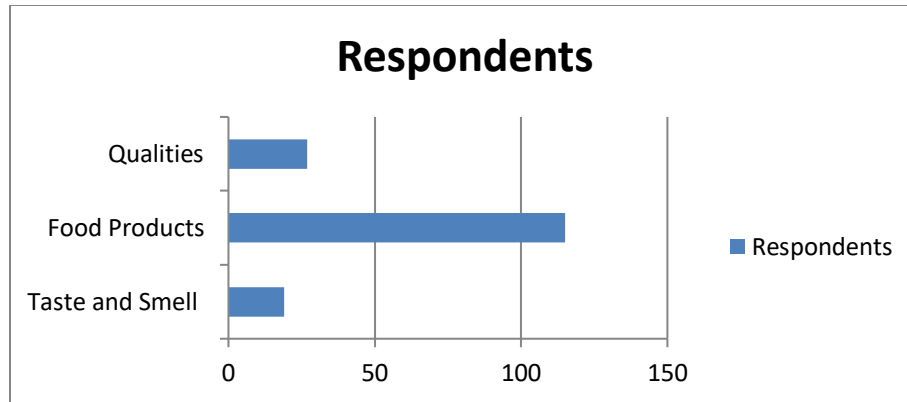
### iii. What is the first thing that comes to your mind when you hear the name **Suruchi Masale?**

Responses - 161

Number of respondents who said "Taste and Smell" - 19 (11.8%)

Number of respondents who said "Food Products" - 115 (71.5%)

Number of respondents who said "Qualities" - 27 (16.7%)

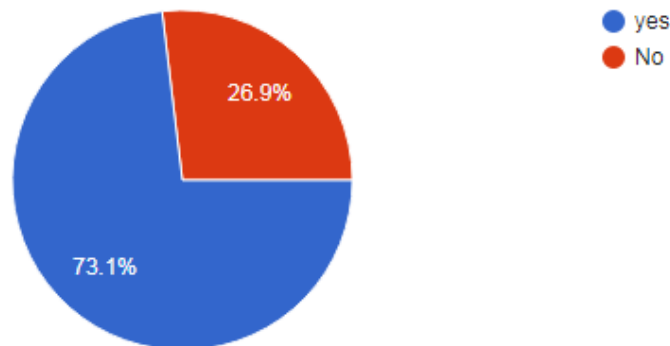


**iv. Can you distinguish the Products of Suruchi Masale from other Brands just by the appearance?**

Responses - 171

Number of respondents who chose "Yes" - 125(73.1%)

Number of respondents who chose "No" - 46 (26.9%)



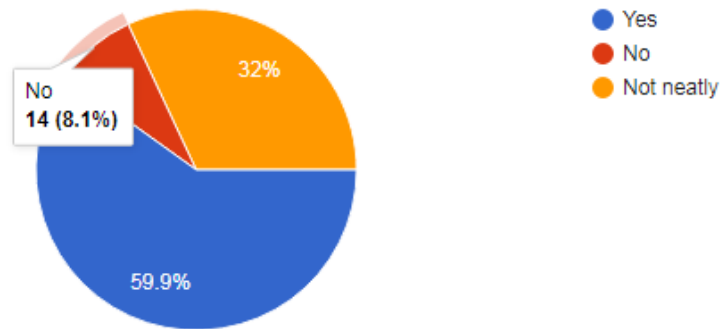
**v. Do you remember the Logo of the Brand?**

Responses - 172

Number of respondents who chose "Yes" - 103 (59.9%)

Number of respondents who chose "No" - 14 (8.1%)

Number of respondents who chose "Not Neatly" - 55 (32%)

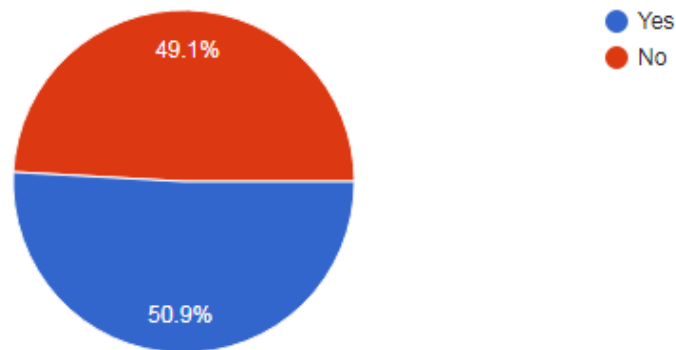


#### vi. Do you know tagline of Suruchi Masale?

Responses - 171

Number of respondents who chose "Yes" - 87 (50.9%)

Number of respondents who chose "No" - 84 (49.1%)



#### vii. Who is the current Brand Ambassador?

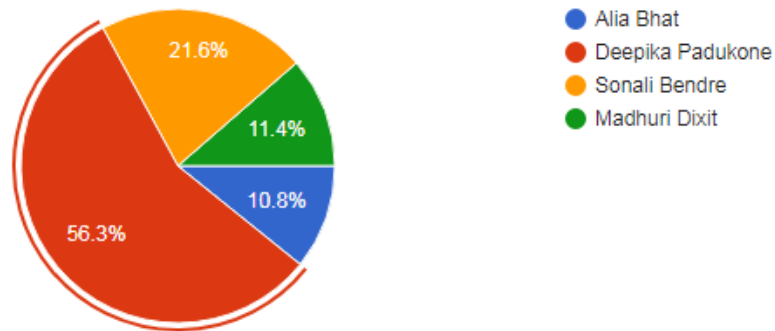
Responses - 171

Number of respondents who chose "Alia Bhat" - 18 (10.8%)

Number of respondents who chose "Deepika Padukone" - 94 (56.3%)

Number of respondents who chose "Sonali Bendre" - 36 (21.6%)

Number of respondents who chose "Madhuri Dixit" - 19 (11.4%)



#### **viii. What as per you is the most famous product range from Suruchi?**

Responses - 171

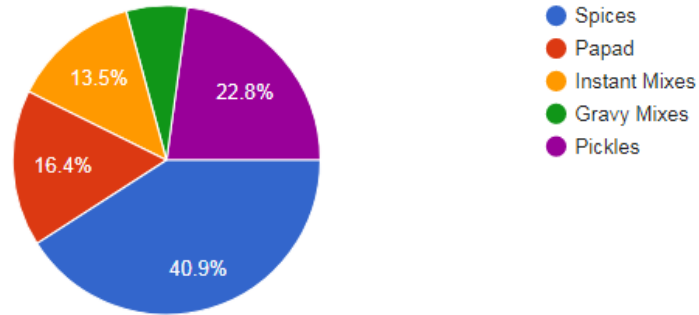
Number of respondents who chose "Spices" - 70 (40.9%)

Number of respondents who chose "Papad" - 28 (16.4%)

Number of respondents who chose "Instant Mixes" - 23 (13.5%)

Number of respondents who chose "Gravy Mixes" - 11 (6.4%)

Number of respondents who chose "Pickles" - 39 (22.8%)



**ix. From where did you come to know about Suruchi Masale?**

Responses - 172

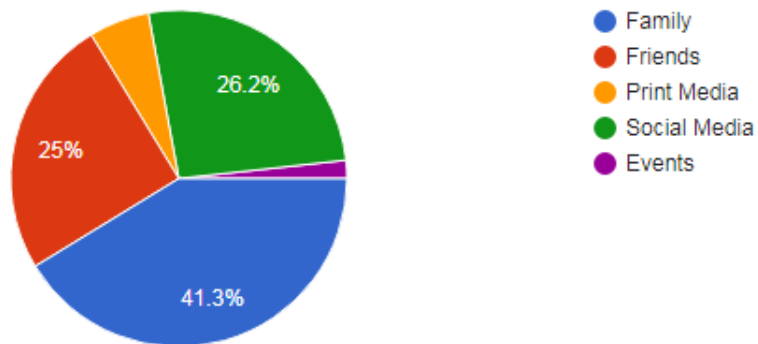
Number of respondents who chose "Family" - 71 (41.3%)

Number of respondents who chose "Friends" - 43 (25%)

Number of respondents who chose "Print Media" - 10 (5.8%)

Number of respondents who chose "Social Media" - 45 (26.2%)

Number of respondents who chose "Events" - 3 (1.7%)



**x. Where is Suruchi Masale located?**

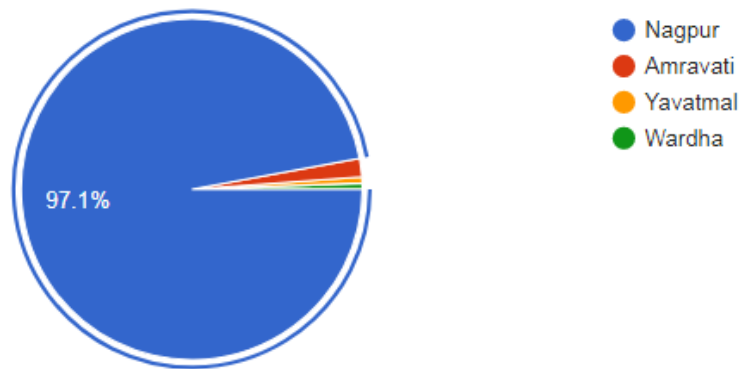
Responses - 172

Number of respondents who chose "Nagpur" - 167 (97.1%)

Number of respondents who chose "Amarvati" - 3 (1.7%)

Number of respondents who chose "Yavatmal" - 1 (0.6%)

Number of respondents who chose "Wardha" - 1 (0.6%)



## 5.2 Customer Satisfaction

In this section 7 quantitative questions were asked where the respondents had to select a number between a scales of 1 to 5 on Likert Scale. Following are the Parameters and their interpretations.

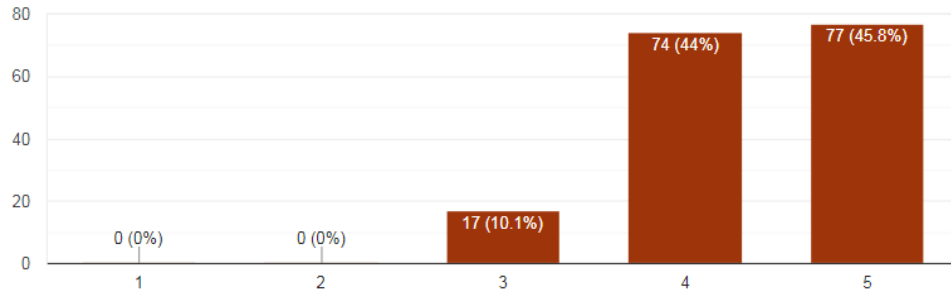
### i. Taste of the Product

Responses - 168

Number of respondents who chose "3" - 17 (10.1%)

Number of respondents who chose "4" - 74 (44%)

Number of respondents who chose "5" - 77 (45.8%)



## ii. Packaging of the Product

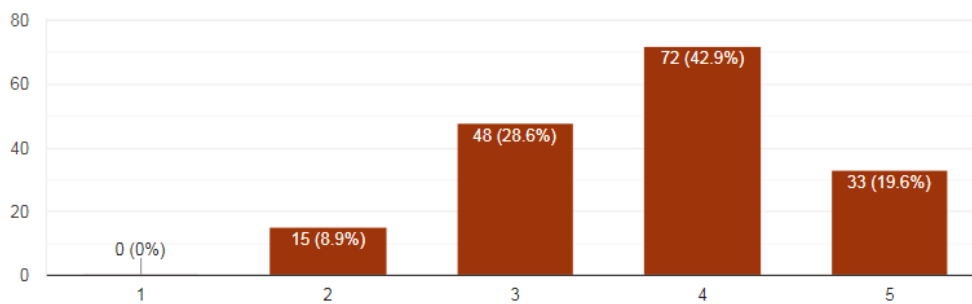
Responses - 168

Number of respondents who chose "2" - 15 (8.9%)

Number of respondents who chose "3" - 48 (28.6%)

Number of respondents who chose "4" - 72 (42.9%)

Number of respondents who chose "5" - 33 (19.6%)



## iii. Product Appeal

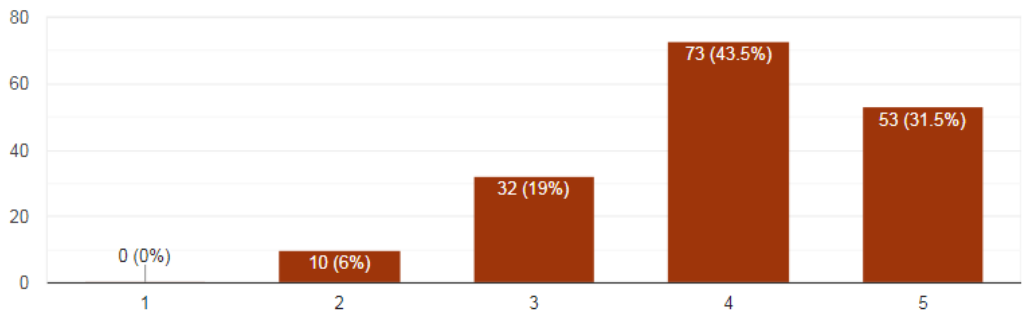
Responses - 168

Number of respondents who chose "2" - 10 (6%)

Number of respondents who chose "3" - 32 (19%)

Number of respondents who chose "4" - 73 (43.5%)

Number of respondents who chose "5" - 53 (31.5%)



#### **iv. Marketing approach of the Brand**

Responses - 168

Number of respondents who chose "1" - 2 (1.2%)

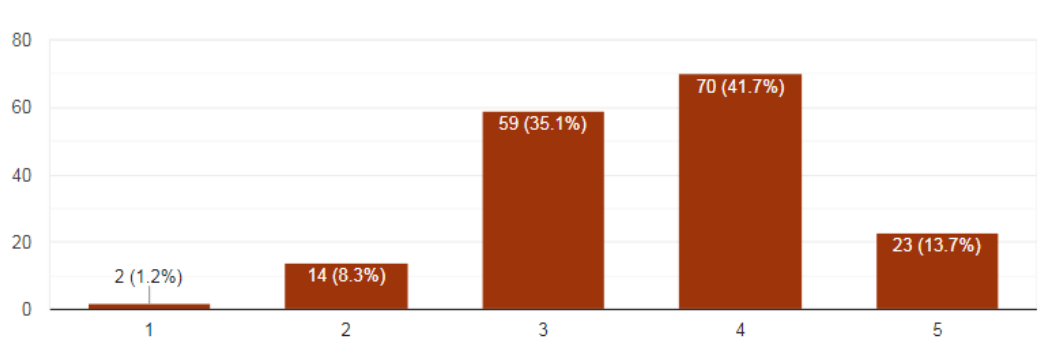
Number of respondents who chose "2" - 14 (8.3%)

Number of respondents who chose "3" - 59 (35.1%)

Number of respondents who chose "4" - 70 (41.7%)

Number of respondents who chose "5" - 23 (13.7%)





## v. Product range offered by the Brand

Responses - 168

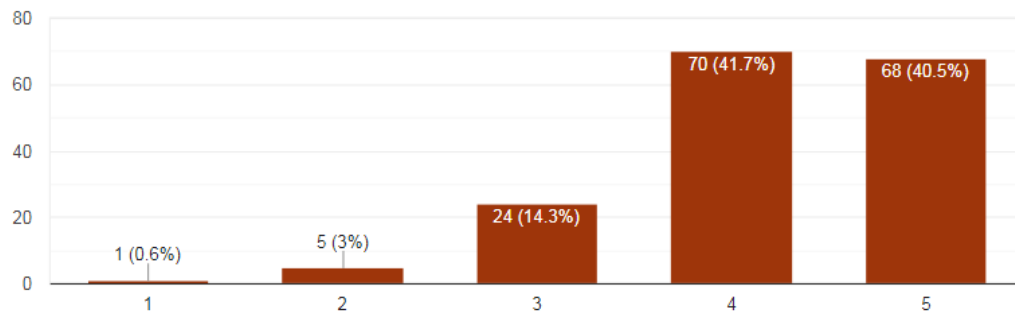
Number of respondents who chose "1" - 1 (0.6%)

Number of respondents who chose "2" - 5 (3%)

Number of respondents who chose "3" - 24 (14.3%)

Number of respondents who chose "4" - 70 (41.7%)

Number of respondents who chose "5" - 68 (40.5%)



## vi. Television Advertisements

Responses - 169

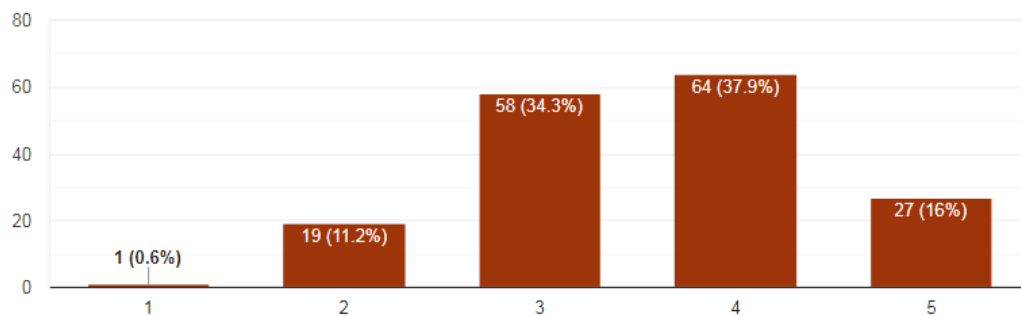
Number of respondents who chose "1" - 1 (0.6%)

Number of respondents who chose "2" - 19 (11.2%)

Number of respondents who chose "3" - 58 (34.3%)

Number of respondents who chose "4" - 64 (37.9%)

Number of respondents who chose "5" - 27 (16%)



## vii. How frequently do you use the products by Suruchi Spices?

Responses - 167

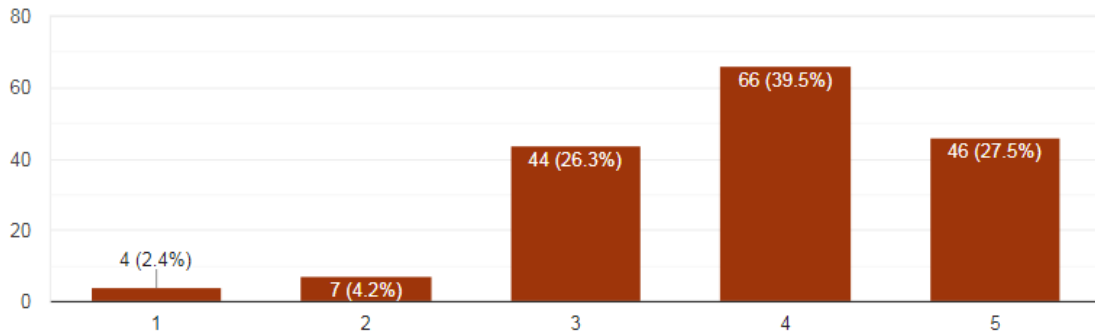
Number of respondents who chose "1" - 4 (2.4%)

Number of respondents who chose "2" - 7 (4.2%)

Number of respondents who chose "3" - 44 (26.3%)

Number of respondents who chose "4" - 66 (39.5%)

Number of respondents who chose "5" - 46 (27.5%)



Regarding the customer satisfaction one more question was asked which dealt with the elements that attract customers the most to SuruchiMasale, the respondents were asked to choose multiple options for the question.

### **Q) What character would you like to relate with the Brand**

Responses - 167

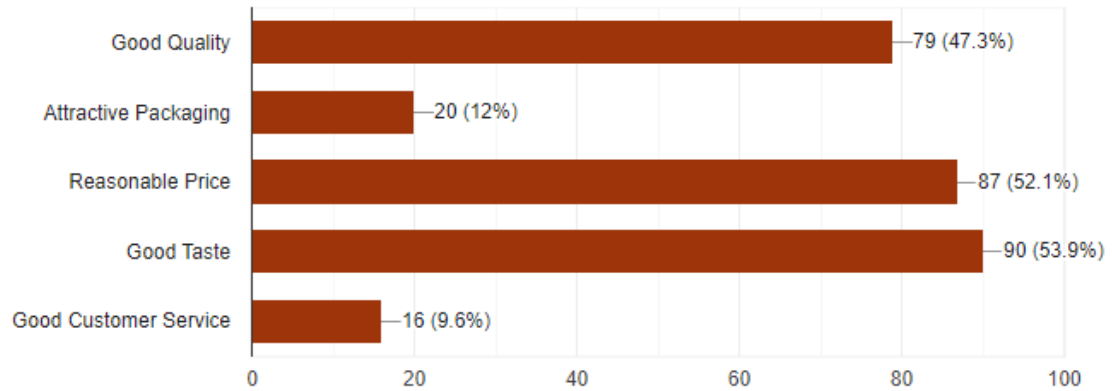
Number of respondents who chose "Good Quality" - 79 (47.3%)

Number of respondents who chose "Attractive Packaging" - 20 (12%)

Number of respondents who chose "Reasonable Price" - 87 (52.1%)

Number of respondents who chose "Good Taste" - 90 (53.9%)

Number of respondents who chose "Good Customer Service" - 16 (9.6%)



The respondents were also asked regarding the aspect towards which the company should take more efforts.

**Q) Would you like the Brand to improve any of the following?**

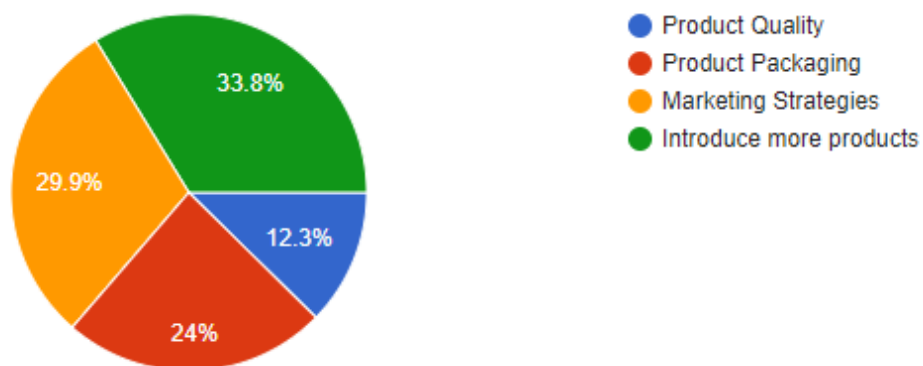
Responses - 154

Number of respondents who chose "Product Quality" - 19 (12.3%)

Number of respondents who chose "Product Packaging" - 37 (24%)

Number of respondents who chose "Marketing Strategies" - 46(29.9%)

Number of respondents who chose "Introduce more products" - 52 (33.8%)



## 6. Hypothesis Testing

1.  $H_0$  - Though Suruchi is a local, majority of people are not aware about the company.

$H_1$  - Being a local company, majority of people are aware about the company.

2.  $H_0$  - Consumer Awareness about the variety of products offered by the company is not related to Customer Satisfaction.

$H_1$  - Consumer Awareness about the variety of products offered by the company is related to Customer Satisfaction.

### Case 1:

In the first pair of hypotheses, from the data gathered through the survey shows that the out of 171 respondents, 167 chose that they know or have heard of the company called Suruchi Spices, Only 4 respondents chose that they don't know about the company.

This shows us that majority of the respondents are aware about the existence of the company, so in case 1 we will reject the Null Hypothesis which tells us that Though Suruchi is a local, majority of people are not aware about the company.

### Case 2:

In the second pair hypotheses, from the data gathered through the survey, it can be seen that, more the customers are aware about the products offered by the brand, the more is the satisfaction availed by the customers. We will reject the Null Hypothesis which tells

us that Consumer Awareness about the variety of products offered by the company is not related to Customer Satisfaction.

## 7. Findings

- The majority of the respondents are aware about the brand and products offered by it, and even when the respondents are not aware, yet they still want to try the products offered by the Brand.
- Basic Spices are the products that are most widely used by the respondents, following Papad and Hing. And the most famous products according to the respondents are Spices, followed by Pickles.
- The higher number of respondents associate the brand with the product offered followed by the desired qualities of the brand.
- More than 70% of the respondents can distinguish the product by the appearance, around 60% of the respondents remember the Logo.
- Half of the respondents remember the tagline of the company and more than 55% know the Brand Ambassador of the company.
- Around 90% of the respondents believe that the taste of the products is very good, a bit more than 60% like the packaging of the products, three-fourth of the people feel that the product have very good appeal, 80% are happy with the product range offered by the brand, 70-75% believe that more efforts should be put in television marketing and other medias.
- The brand characteristics that the customer mostly relate to are; good quality, reasonable price and good taste.

## **8. Conclusion**

The Consumer Awareness and Customer Satisfaction, are two of the main aspect which impact the Brand Recognition and Customer Loyalty, it is found from that study the Consumer Awareness is high with respect to the company and the association of the customer with the product is good. Online survey to find out the satisfaction of the customer is one of the common tools now a days and are very effective when it comes to data collection and analysis. Using Likert Scale for analyzing the satisfaction eases the process and makes it easier for the customer as well to fill the survey form. The survey can help the company to understand their positive and negatives.



## 9. Suggestions

- The brand is already doing great when it comes to satisfying the customer needs and offering a variety of products that the customer can choose from, more efforts can be taken to keep the same going on.
- Marketing Strategies such as Sales Promotions, Direct Marketing and Personal Selling can be used to expand the customer base, and to improve the reach of the brand; sales person can be hired and allocated the rural and outskirts region where the brand awareness is less.
- More Television Advertisements should be shot and telecast at a higher frequency, because a majority of the customers are not unaware about the television ads. Having a Brand Ambassador like DeepikaPadukone like also be a initial push to improve the sales and enter the bigger market.

## 10. Bibliography

### Websites:

- <https://neilpatel.com/blog/benefits-and-importance-of-customer-satisfaction/>
- <https://asq.org/quality-resources/customer-satisfaction>
- <https://suruchispices.net/>
- <https://thelivenagpur.com/>
- [https://www.researchgate.net/figure/The-Taiwan-Customer-Satisfaction-Index-model\\_fig1\\_308181430](https://www.researchgate.net/figure/The-Taiwan-Customer-Satisfaction-Index-model_fig1_308181430)
- <https://www.mdpi.com/2673-5768/3/1/16/htm>

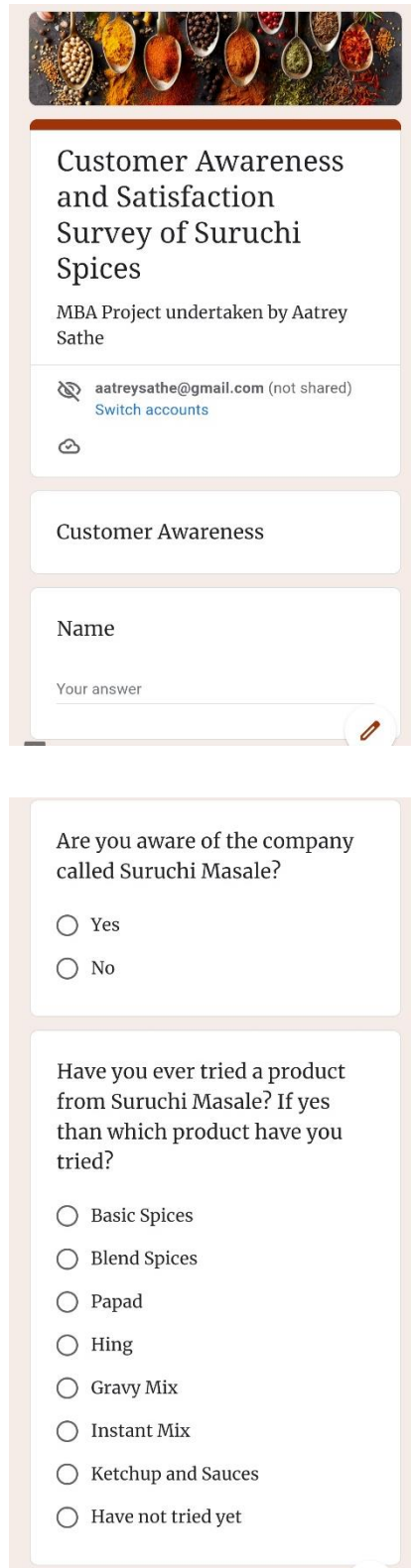
### Books:

- Marketing 4.0: Moving from Traditional to Digital by Philip Kotler, Hermawan Kartajaya and Iwan Setiawan
- The Marketing Mix: Master the 4 Ps of marketing by 50MINUTES
- Brand Leadership by David A. Aaker and Erich Joachimsthaler
- Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know by Mark Jeffery

**Journals:**

- SpringerPlus
- Tour. Hosp. 2022
- Nicotine & Tobacco Research

## 11. Annexure



**Customer Awareness and Satisfaction Survey of Suruchi Spices**

MBA Project undertaken by Aatrey Sathe

[aatreysathe@gmail.com](mailto:aatreysathe@gmail.com) (not shared)  
[Switch accounts](#)

Customer Awareness

Name

Your answer

Are you aware of the company called Suruchi Masale?

Yes

No

Have you ever tried a product from Suruchi Masale? If yes than which product have you tried?

Basic Spices

Blend Spices

Papad

Hing

Gravy Mix

Instant Mix

Ketchup and Sauces

Have not tried yet

What is the first thing that comes to your mind when you hear the name Suruchi Masale?

Your answer \_\_\_\_\_

Can you distinguish the Products of Suruchi Masale from other Brands just by the appearance?

- yes
- No

Do you remember the Logo of the Brand

- Yes
- No
- Not neatly



Do you know tagline of Suruchi Masale

- Yes
- No

Who is the current Brand Ambassador

- Alia Bhat
- Deepika Padukone
- Sonali Bendre
- Madhuri Dixit

What as per you is the most famous product range from Suruchi?

- Spices
- Papad
- Instant Mixes
- Gravy Mixes
- Pickles

From where did you you came to know about Suruchi Masale?

- Family
- Friends
- Print Media
- Social Media
- Events

Where is Suruchi Masale located

- Nagpur
- Amravati
- Yavatmal
- Wardha

If not used before would you like to try products from Suruchi Masale

- yes
- no

**Customer Satisfaction**

**Taste of the Product**

1 2 3 4 5  
okay ○ ○ ○ ○ ○ great

**Packaging of the Product**

1 2 3 4 5  
okay ○ ○ ○ ○ ○ great

**Product Appeal**

1 2 3 4 5  
okay ○ ○ ○ ○ ○ great

**Marketing approach of the Brand**

1 2 3 4 5  
poor ○ ○ ○ ○ ○ good

**Product range offered by the Brand**

1 2 3 4 5  
insufficient ○ ○ ○ ○ ○ sufficient

**Television Advertisements**

1 2 3 4 5  
unappealing ○ ○ ○ ○ ○ appealing

How Frequently do you use the products by Suruchi Spices

1 2 3 4 5

rarely      usually

What character would you like to relate with the Brand

- Good Quality
- Attractive Packaging
- Reasonable Price
- Good Taste
- Good Customer Service

Would you like the Brand to improve any of the following

- Product Quality
- Product Packaging
- Marketing Strategies
- Introduce more products

 Page 1 of 1

Submit

Clear form