

CONSUMER SATISFACTION ON BRANDED PRODUCTS OF DOUBLE HORSE

Submitted by

ASWATHI.K (2015-31-011)

MAJOR PROJECT REPORT

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**Faculty of Agriculture
Kerala Agricultural University**



**COLLEGE OF CO-OPERATION, BANKING AND
MANAGEMENT**

VELLANIKKARA, THRISSUR- 680656

KERALA, INDIA

2017



DECLARATION

DECLARATION

I, hereby declare that this project report entitled **CONSUMER SATISFACTION ON BRANDED PRODUCTS OF DOUBLE HORSE** is a bonafide record of work done by me during the course of project work and that it has not previously formed the basis for the award to me for any degree/diploma, associateship, fellowship or another similar title of any other University or Society.

Place: Vellanikkara

Date:31-10-2017

Aswathi
31/10/17

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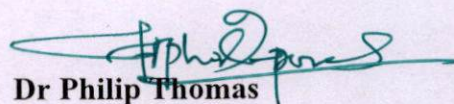
CERTIFICATE

CERTIFICATE

Certified that this project report entitled **CONSUMER SATISFACTION ON BRANDED PRODUCTS OF DOUBLE HORSE** is a record of project work done independently by **Aswathi.k (2015-31-011)** under my guidance and supervision and that it has not previously formed the basis for the award of any degree, fellowship, or associateship to her.

Place: Vellanikkara

Date: 31-10-2017



Dr Philip Thomas

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28th October, 2017

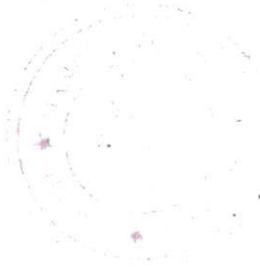
TO WHOM SO EVER IT MAY CONCERN.

This is to certify that Ms. Aswathi K, (Reg No: 2015-31-011) MBA (ABM) student of College of Co-Operation, Banking and Management, Vellanikkara has completed her project in our firm on the topic “Consumer Satisfaction on Branded Products of Double Horse, Thrissur” for a period of 90 days (21.07.2017-31.09.2017). During this project we found her sincere, hard working and having good behaviour and moral character.

This certificate is provided by us to Ms. Aswathi K. This will be strictly used for her academic purposes only.

For Manjilas Food Tech Pvt Ltd,

Stanly Chirayath Junior
AGM-HR & ADMIN



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For any errors or inadequacies that may remain in this work, of course, the responsibility is entirely my own.

ASWATHI.K
(2015-31-011)

TABLE OF CONTENTS

TABLE OF CONTENTS

Chapter no.	Title	Page No
1	Design of the study	1-8
2	Review of literature	9-18
3	Double horse –a profile	19-22
4	Data analysis and interpretation	31-82
5	Summary of findings and Suggestions	83-88
	Bibliography	
	Appendices	

LIST OF TABLES

LIST OF TABLES

Table No.	Title	Page no
4.1	Age wise classification	32
4.2	Awareness on Double horse products	34
4.3	Period of experience with Double horse	36
4.4	Frequency of visit to double horse products	38
4.5	Awareness on categories of double horse products	40
4.6	Awareness on occasionally or normally purchase	42
4.7	Awareness on rice product categories	44
4.8	Preference in instant ready -to- cook(RTC)curry mix category	46
4.9	Preference in Masala product categories	48
4.10	Reason for preferring Double Horse products	50
4.11	Consumer perception on Double Horse products	52
4.12	Factors influencing purchasing Decision of Double Horse riceproducts	54
4.13	Factors influencing purchasing decision of Double Horse Masalas	55
4.14	Factors influencing purchasing Decision of Double Horse RTC	56
4.15	Nature of consumer satisfaction	57
4.16	Level of consumer satisfaction	59
4.17	Improvement needed area in Double Horse	61
4.18	Application of Technologies in Double horse	63
4.19	Awareness on procurement technologies	65
4.20	Awareness in feedback technology	66
4.21	Awareness on payment technology	68
4.22	Awareness on online stores technology	69
4.23	Reordering technology of Double Horse	71
4.24	Awareness on Production technology	72
4.25	Awareness in RTC/RTE technology	74
4.26	Awareness on technology used in Rice products production	75
4.27	Opinion on technology on Double Horse	77
4.28	Most preferred in Double Horse	78
4.29	Recommend of Products to social circle or friends	79
4.30	Reason for association with Double Horse	80
4.31	Awareness on certification of Double horse	81

LIST OF FIGURES

LIST OF FIGURES

Table no.	Title	Page no
4.1	Age wise classification	33
4.2	Awareness on Double horse	35
4.3	Period of experience with Double horse	37
4.4	Frequency of visit to Double horse	39
4.5	Awareness on categories of Double horse	41
4.6	Awareness occasionally or normally purchase	43
4.7	Awareness in rice products	45
4.8	Preference in instant ready –to- coo(RTC)curry mix category	47
4.9	Preference in Masala products categories	49
4.10	Reason for preferring Double Horse products	51
4.11	Consumer perception on Double Horse products	53
4.12	Improvement needed area	62
4.13	Application of Technologies in Double horse	64
4.14	Awareness on procurement technologies	65
4.15	Awareness in feedback technology	67
4.16	Awareness on payment technology	68
4.17	Awareness on online stores technology	70
4.18	Reordering technology of Double Horse	71
4.19	Awareness on Production technology	73
4.20	Awareness in RTC technology	74
4.21	Awareness on technology used in Rice products production	76
4.22	Opinion on technology on Double Horse	77
4.23	Most preferred in Double Horse	78
4.24	Recommend of Products to social circle or friends	79
4.25	Awareness on certification of Double horse	81

DESIGN OF THE STUDY

CHAPTER 1

DESIGN OF THE STUDY

1.1 INTRODUCTION

Consumption of various kinds of goods and services is the part and parcel of human life. Almost every activity, in a human beings life involves the consumption of goods and services. A human being involved in consumption is termed as consumer in marketing lexicon.

Satisfaction is person's feelings of pleasure or disappointment resulting from comparing the products perceived performance (or outcome) in relation to his her expectations .If the performance falls short of expectations, the customer is dissatisfied. If the performance matches the expectations the consumer is satisfied. If the performance exceeds expectations, the consumer is highly satisfied or delighted. Although the consumer – centred firms seeks to create high consumer satisfaction that are not their ultimate goals. If the company increases consumer satisfaction by lowering its price or increasing its services the result may be lower profits. The company might be able to increase its profitability by means other than increased satisfaction. Also the company has many stake holders including employees', dealers 'suppliers and stockholders. Spending more to increase the satisfactions of other "partners". Ultimately, the company must operate on the philosophy that trying to deliver a high level of customer satisfaction subject to delivering acceptable levels of satisfaction to the stakeholders, given in total resources.

There are more than thirty food products based companies in Kerala. Among that Double Horse is the one which produces more categories of food products. Manjilas the mother brand of Double Horse was founded in the year 1959, as a rice milling company selling high – quality rice grains to Malayalees particularly to royal families. The brand on the strength of its commitment to deliver only the best quality products to its customer has witnessed a phenomenal growth over the years. Sri M.OJohn the founder General Secretary of Kerala Vyapara Vyavasayi EkopnanaSamithi, the largest organization ofbusiness owners in Kerala and the president of Chamber of commerce, Thissur, his entrepreneurial skills made him a leader of his times, and his brand the lead for more than 50 years in the market.

Inspired by the support of its consumers and foreseeing the potential for traditional food that's made easy to suit today's busy, modern lifestyle, Manjilas Double Horse started introducing products- from rice powders- breakfast mixes to instant mixes, wheat products, curry powders and condiments made using 'Perfect Blend technology', naturally preserved pickles, health foods, ready-to-cook & ready-to-eat products, traditional preserves, coconut products and more; and is dedicatedly developing new and innovative product ranges, to keep up with its promise to deliver good food and in turn, inculcate a healthy eating habit'. Consumer satisfaction is important because it provides marketers and business owners with metric that they can use to manage and improve their business as well as can retain a big blog of customers. Today Manjilas Double horse its customers the widest variety of good food with more than twenty superior types of rice and 100 premium quality food products in different rang.

1.2 STATEMENT OF THE PROBLEM

It is an era of competition and the company which is able to satisfy the perceived expectation of consumer alone can survive in the market. Therefore the company has to update in all fields of its operation such as production, marketing, cost effectiveness, advertising, quality, product diversification etc. Though company produces many types of products for the consumer, it has to check whether the consumer are aware about these products and the acceptability of these products according to perceived expectation of the consumer in the market. It is important that a company has to apply the most modern technology in all its operation, otherwise it may not be able to compete the on straight of competition in the market. It is noted that so far no systematic study has been done about Double horse products among consumers to know their awareness, satisfaction

levels and the use of technology in the business operations of Double Horse to ensure quality, speed and ultimately to provide good satisfaction to consumers.

1.3 OBJECTIVE OF THE STUDY

The major objectives were:

1. To analyse the consumers awareness of Double Horse products.
2. To examine the consumer satisfaction level of Double horse products.
3. To demonstrate the application of technology in the business operations as well as satisfaction of double horse products

1.4 METHODOLOGY

1.4.1 Selection of organization

In Kerala there are more than thirty registered food products based companies in function. Among those companies Double Horse is the large one which produce about fifteen categories of food products in the state. Hence the Manjilas Food Tech Pvt.Ltd,Thrissur(Double Horse) is selected for the study.

1.4.2 Period of study

21-07-2017 to 31-09-2017

1.4.3 Sampling design

The study is based on primary as well as secondary data. The primary data is collected from group of systematically selected samples from two districts of Kerala- Thissur and Malappuram district. The sample districts were selected based on the criteria that one set of consumers live within 20km radius of Double horsecompany and the other consumers who live above 20km radius of the company. Though the company produces fourteen categories products, three categories of products which were highly demanded, medium demanded and low demanded were considered for the study. While considering these Rice products (high), Masalas (medium) and Instant-Ready-to-cook (low) were selected for the study. All products under these categories were selected for the study. Out of 100 consumers, fifty from Thrissur district and fifty from Malappuram district were selected in samples for the study. Random sampling method was employed to select the sample for the study.

1.4.4 Data collection method

The primary data for the study is collected from the respondents by using pre-tested schedule. The published records of Double horse are used for collecting secondary data for the study. The following observations were been made for the data collection of the study. The observations made were made on:

- a) **Consumer awareness**
 1. Availability
 2. Eco-friendly
 3. Sources of information

4. Variety designs
5. Usage of colours
6. Packing standards
7. Service
8. Satisfaction of all category of people
9. Durability

b) Consumer preference :

1. Quality
2. Availability
3. Brand Loyalty
4. Packing
5. Pricing
6. Products in each category of Rice. Masalas and Ready_to_cook categories
7. Variety designs

c) Consumer behaviour:

1. Consumer perception
2. Age
3. Salary
4. Reference group
5. Family
6. Friends
7. Media

d) Consumer retention:

1. Price
2. Quality
3. Quantity of products
4. Eco-friendly
5. Influence of technology
6. Proximity of retail outlets
7. Variety of designs

e) **Technological adaptability:**

1. Service
2. Feedback
3. Payment facility
4. Production
5. Packaging
6. Payment facility
7. Product availability

1.4.5 Data collection technique

The collected data were analysed by using appropriate statistical tools as percentage analysis and index method. Tables and diagrams were also used for analysis.

Percentage analysis

Percentage analysis is applied to create contingency table from the frequency distribution and represent the collected data for better understanding. Here in this study percentage analysis were done to identify the personal variables and variables related to consumption

pattern percentage analysis was used .The personal variables are age, awareness of double horse products, usage, frequency of usage, awareness on each selected categories as rice products, instant ready-to-cook category and masala category, preference, consumer perception, technological adaptability.

$$\text{Percentage method} = \frac{\text{Number of consumer favourable} * 100}{\text{Total consumers}}$$

Index method

For the construction of the indices the respondents were asked to rate statements representing selected variables on scales of different spans .The opinion of respondents were assigned values of 1 2 3... representing the most negative to the most positive degree of opinion.

The scores are assigned by all the respondents for each statements were summed up to arrive at the total score of each statement .The total score thus obtained by each statement was then divided by maximum possible score of that statement to obtain index of that statement . Similarly total score were summed up and divided by maximum score to calculate the composite index. This method were used for factor on influencing purchase decision of double horse rice products, masalas and ready-to-cook categories. .The following formula used for calculating the index of each statement and composite index.

$$\text{Index of the statement} = \frac{\text{Total score for each statement} * 100}{\text{Maximum score}}$$

Composite index

$$\text{Composite index} = \frac{\sum x}{M * N * S}$$

Where $\sum x$ = sum of the total scores of all statements

M= Maximum score

N= Number of respondents

S= Number of statements

For the purpose of interpretation the indices obtained are classified into different zones as follows

Sl. No	Index	Zone
1	81-100	Excellent (E)
2	61-80	Good (G)
3	41-60	Average (A)
4	21-40	Poor (P)
5	0-20	Very Poor (VP)

Index valued 81-100 are coming under Excellent (E) zone , index valued 61-80 comes under Good (G)zone , index valued under 41-60 comes under Average(A) zone, index values 21-40 comes under Poor(P) zone and index valued under 0-20 comes under very poor (VP) zone

1.5 SCOPE OF THE STUDY

Consumer satisfaction is important in the effective marketing process as it focuses on two activities: retaining of existing customers and adding new consumers. Consumer satisfaction assessment is critical to any product, service or company because consumer satisfaction is a strong predictor of consumer loyalty, product repurchase.

The study on consumer satisfaction towards Double Horse Products aims that how far the consumer aware of double horse products its quality, categories of consumers, the effectiveness of double horse policies is , technical adaptability and its impact on consumer satisfaction for Double horse products.

1.6 LIMITATIONS OF STUDY

1. The study conducted only two districts Malappuram and Thrissur in Kerala.
2. The number of sample is limited to 100 respondents, 50 from Malapuram district and 50 from Thrissur district.
3. The study covered only three categories of the double horse products such as Rice products (high demanded), Masalas (medium demanded) and Instant ready-to-cook (low demanded).

1.7 CHAPTERISATION

The study is presented in five chapters. Chapter one Design of the study covers into introduction, statement of the problem, research objectives, methodology, and scope of the study, limitation and chapterisation. Review of literature and identification of the research gap for the study is presented in chapter two. The third chapter depicts the organization profile of Double horse. The data analysis regards to consumer awareness, consumer satisfaction, and the application of technology in the business operations of Double horse products is shown in chapter four .The last chapters concludes with summary of findings, suggestions and conclusion.

REVIEW OF LITERATURE

CHAPTER II

REVIEW OF LITERATURE

Review of literature is the part and parcel of all scientific investigations which would enable the researcher to understand the research gap and justify the study. Hence any research begins with an enquiry into the studies already conducted in and the related field of study.

Assaari and Karia(2000) in their paper titled, “Churn Management towards Customer Satisfaction; A Case of Cellular operations in Malaysia” have viewed that customer satisfaction and customer service have been critical factors of the cellular industry. Cellular service providers need to ensure about the technology that provides customer service best in the industry. It is stated that investment in people and in technology helps in providing best customer service for today and for the future. One common ground that most carriers and customers agree on is that good customer service can have a key impact on how a customer views firm’s services and company.

Homburg and Giering (2001) in their study on Personal Characteristic as Moderators of the relationship between customer satisfaction and loyalty- an empirical analysis, Psychology and marketing which reveals an idea that women are mostly satisfied with sales process while men satisfied with the impact of the product. Age showed a positive moderating effect and income had moderating influence with high income showing weaker effect and low income, high effect. This helped me study to identify new methodology to measures the women satisfaction level and their loyalty towards products.

Bowen and Chen (2001) reveal that there is always a positive relationship between customer satisfaction and profit maximization of an organization. No one is important than customers and their satisfaction is the ultimate objective through improvement in services in terms of competitiveness and it saves future revenue plus it becomes the cause of cost reduction in future.

Bhave and Ashish(2002) in their article entitled, “Customer Satisfaction Measurement” have found that the opinion that customer’s perception towards service and quality of a product determines the success of that product or service in the market. With better understanding of customers’ perceptions, a firm can determine the suitable actions to meet the needs of customers. Firms can identify their own strengths and weaknesses in comparison with their competitors. Major attributes that influence customer satisfaction are product quality, packaging, delivery commitments, price, responsiveness and ability to resolve complaints and overall communication, accessibility and attitude failing short creates dissatisfaction. Customer loyalty is an important strategic objective for all organizations.

Wang et al., (2002) identified the factors influencing consumer’s perception of advertisement as entertainment irritation, informativeness, credibility, and demographic factors. It is also pointed that the interactivity is a factor that contributes to consumer perception.

VikasSarab (2003) in his study says that brands are successful because the people prefer them to ordinary products. In addition to the psychological factors, brands give the consumers the means whereby they can make choice and judgements. Customers can then rely on chosen brands to guarantee quality and services. People believe that the brand itself is something that changes consumer behaviour.

Kumar (2003) revealed that majority of consumers are highly enlightened and are concerned with the quality of products. The study revealed about uniform distribution of the consumers in the urban and rural areas desire to have quality of products.

Mattzler et al (2003) found that favourable price perception is the most effective in predicting loyalty. Service dimensions in that study is linked closely with customer satisfaction than price perception.

ApoorvaPalkar (2004) made study on topic Determinants of customer satisfaction for cellular Service Providers”, revealed the relationship among the service quality, customer satisfaction and payment equity for services provided by cellular service providers. They ensure through

service performance that determine behaviour intention. The service quality includes elements like coverage, connectivity.

Tung Lai Lai(2004) o Service Quality and the impact of perceived value on intention and usage of short message services(SMS) “revealed how the service quality of the service providers perceived and perceived value of the customer affect customer satisfaction and how customer satisfaction affects their behaviour intention to continue to use sum’s usage in the local context. The major findings of the study is all about the dimensions of the service quality, tangibility empathy and assurance are antecedents of the customer satisfaction and positive relationship exist between customer satisfaction and customer intensions to continue the product.

Gitman& McDaniel (2005) examined quality control hypothesis and found that establishments of enhanced quality control of products to boost customer satisfaction and loyalty in the marketplace. While investigating aspects of relationship of product quality and he found that product quality is durability of products that acts as catalyst for consumer demands of safe products and customer satisfaction. These factors provide the ability for businesses to enhance their bottom-line through sustained revenue acquisitions to meet or exceed stated revenue objectives

Venn and fone (2005) in their study on “the influence of socio –Demographic factors on consumer satisfaction revealed that satisfaction varies with age, gender, employment status, and marital status. The study helped to find out that satisfaction is significantly related with increasing age, female gender, unemployment (those at home, disabled and retired) and married patients.

Karjaluoto et al (2005) in their study on “factors Affecting Consumer choice for products in market “revealed the important aspects of uses, services which a customer considers for selecting a specific brand. The authors believe that current study will be helpful to provide right mix of service for each cluster of consumers.

Sandhir Sharma (2005) in his study on “Choice Criteria and satisfaction level of Mobile Phone Service Users in India – A case of Ludhiana city” reveals that service is which measure the satisfaction level and fix a criteria to choose a product. The major finding is the influence of the service quality and satisfaction level.

Ashok Kumar (2006) in his study on satisfaction level of consumer in market revealed the objective of the study focused different factors influencing the consumer satisfaction and to provide frame of reference for evaluating the gap between expectations and perceived performance. The study also summarize the consumer purchase behaviour and identifies the expectations behind the purchase. For fulfilling the stated objectives the researcher used simple random sampling method and the sample restrained to respondents. The finding of the study states that population which is less than 30 years of age is more interested in cookies

Cameroon, Moizer, and Pettinicchio (2010) discovered improving insights of the quality of goods motivate customer satisfaction. Hence, quality impact on customer satisfaction affects higher lifetime value for consumers and businesses.

Sullivan and McCalling (2010) stated that there is a significant effect on the performance of business and returns of shareholders can be increased and value of any business can be maximized through customer satisfaction

Chalotra (2012) researched into consumer satisfaction and customer satisfaction hypotheses found usages of product quality to boost customer satisfaction and loyalty at great lengths to improve revenue acquisitions for businesses

Nayef, Refai and Noor(2014) in their article entitled, “The Influence of the Trust on Customer Satisfaction in Mobile Phone Market: An Empirical Investigation of the Mobile Phone Market” have focused on the impact of trust on customer satisfaction in mobile phone sector. In order to examine the relationship between independent variable (trust) and dependent variable (customer satisfaction), SPSS and Smart (PLS) have been used. For the purpose of this study, the data was gathered from mobile phone subscribers.

Out of 113 questionnaires distributed, number of usable questionnaires received back was 103. The results of the study regarding the impact of independent variable and dependent variable of mobile phone was reinforced in absolute conformity with the resource based view of the past researches that considers the customer satisfaction as a determining factor behind competitive advantage and long term success. The findings of this study have substantiated the significant impact of trust on customer satisfaction in mobile phone market. The paper concludes with discussion, limitation as well as future research insights and venues for the upcoming researchers to explore.

NematSheereen (2014) in his article entitled, "A Study on Customer Satisfaction of BSNL Services in Kerala" has stated that BSNL is one of the leading telecommunication service providers in Kerala. Most of the studies conducted in this area indicate the exploring development of services provided by number telecommunication providers which opened new world to the customer around the world. This paper analyses the customer satisfaction of BSNL services provided in Kerala. Quality of service and maximum network coverage are the most important factor which satisfy the customers in relation to telecommunication.

Nandhini and Sivasakthi (2014) in their article entitled, "A Study on Customer Attitude Perception towards Branded Broad Band" have indicated that the broad band is the new oxygen. It opens up a large box of information with a single click of a button. Get ready to surf the world in the www with a high speed connection like access mails faster, download music, share multimedia instantly, video chat with friends and play games with someone at the other end of the globe. When broadband was first introduced as a method to connect to the web, many companies confidently expected it to capture the majority of the market share, and with good reason. Broadband tends to be faster, more efficient, and less problem-laden than other access methods such as dial-up. As the purchasing power of the people increases, requirements move towards convenience, though the expectations are towards quality, quantity and less price which lead to consumer satisfaction. Challenges are faced by domestic and international market players in investing the money to satisfy the customer. Market research is essential on a timely basis as there can be an attitude change from individual to individual from time to time.

CONCLUSION

The above mentioned review clearly states about the relevance of consumer satisfaction . Consumers are considered asset in every organization. So their satisfaction is very important for every business organization. But so far no other studies have been conducted on topic “consumer satisfaction on branded products of Double horse”. So this study focused the satisfaction level of consumers on the branded products of Double horse.

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Company Profile -Manjilas Food Tech Pvt Ltd.

CHAPTER III

MANJILAS FOOD TECH PVT LTD. -AN OVERVIEW

3.1 History of Company

Manjilas, the mother brand of Double Horse, was founded in the year 1959, as a rice milling company selling high-quality rice grains. The brand, on the strength of its commitment to deliver only the best to its customers has witnessed a phenomenal growth over the years. It revolutionized the food sector in Kerala becoming the first ISO 9001:2000 certified Rice Mill in the state and the first food brand to introduce sortex rice, stoneless rice and colour grading.

When M.O John started Manjilas mill in 1958, he had the only intention of providing the pure rice to malayalees. Years ago the ancestors of M.O John were dedicated to deliver rice for the Royal families. They were doing these processes through buying raw rice from agricultural farms and making transform raw rice to rice . They gave importance to quality because they have to deliver the rice to royal families. Now there were no ruling and Manjilas give that much importance to quality .

Inspired by the support of its customers and foreseeing the potential for traditional food that's made easy to suit today's busy, modern lifestyle, Manjilas Double Horse started introducing products- from rice powders- breakfast mixes to instant mixes, wheat products, curry powders and condiments made using 'Perfect Blend technology', naturally preserved pickles, health foods, ready-to-cook & ready-to-eat products, traditional preserves, coconut products and more; and is dedicatedly developing new and innovative product ranges, to keep up with its promise to deliver good food and in turn, inculcate a healthy eating **habit**.

Today, Manjilas Double Horse offers its customers the widest variety of good food with more than 20 superior types of rice and more than 250 premium quality food products in different ranges. The special feature of double horse product is carefully collected, scientifically, sorted, meticulously monitored, directly distributed and professionally priced. Each and every product from the house of Manjilas has an identity of its own in taste, colour and convenience. Unmatched quality of the rice varieties and raw materials chosen carefully by a team of expert quality control personnel ensures the supreme standard of product range to

the category The utmost care is given in each and every stage of processing and packing assures the best. Double horse have been regularly updating the gadgets and knowhow in tune with the resonances in the international market

3.2 Vision

To become a reliable, reputed and respected name in the Indian food industry.

3.3 Mission

To redefine customer delight and create new industry benchmarks through constant innovation, research and technology and strengthen social commitment by working towards the benefit of the entire community.

3.4 Quality policy

We, at Manjilas are committed to give total satisfaction to our customers through continuous improvement of our product, process and distribution. Today, Manjilas Double Horse offers its customers the widest variety of good food with more than 20 superior types of rice and more than 250 premium quality food products in different ranges.

1.5 Categories of Double horse products

The major categories of products are:

1. Rice Products
2. Rice Varieties
3. Puttupodi
4. Wheat Product
5. Instant Break Fast
6. Kheer Mix (Sweet Dishes)
7. Health Products
8. Instant Ready to Eat
9. Instant Ready To Eat Cup Payasams
10. Instant Ready to Cook Curry Mix
11. Paste
12. Pickles
13. Masalas

14. Condiments and others

3.5.1 The major rice varieties are given below:

(Rice - 5kg, 10kg, 20kg, 50kg, 75kg)

1. Rose Matta (Par Boiled & Double Boiled Red Round Rice)
2. Cherumani (Par Boiled & Double Boiled White Round Rice)
3. JyothiMatta (Par Boiled & Double Boiled Long & Bold Red Rice)
4. Red Raw Rice (For Making Payasam)
5. Matta Broken (Single Boiled Evenly Broken Rice for Making Rice Gruel)
6. Ponni Rice (Single Boiled White Rice for meals)
7. Single Matta (Single Boiled Red Round Rice)
8. Jaya Rice (Par Boiled / Double Boiled Long & Bold White Rice)
9. Idli Rice (Single Boiled Round White Rice)
10. Raw Rice Meals (White Raw Rice for Meals)
11. Ghee Rice (White Small Rice suitable for making Fried Rice)
12. B.T.Meal (White Raw Rice For Making Fried Rice)
13. Jeerakasala Rice

Double horse also produces various rice products. The list of price products are given below:

3.5.2 Rice products

(Rice Products - 500g, 1kg)

1. Easy Palappam Mix
2. Appamldiyappam Pathiri Rice Flour
3. Aval Thick
4. Dosa Mix
5. White Rice Flour
6. Idly Mix
7. Roasted Pathiri Flour
8. Palappam Mix
9. Vattayappam Mix
10. Red Aval
11. White Aval
12. Thick Aval

3.5.3Puttupodi

(Puttupodi - 500g, 1kg)

1. White PuttuPodi
2. Samba Wheat PuttuPodi
3. ChembaPuttuPodi
4. RagiPuttuPodi
5. Corn PuttuPodi

3.5.4 Wheat Products

(Wheat Product - 200g, 400g, 500g, 1kg, 5kg)

- 1.Chakki Fresh Atta
2. Samba Broken Wheat
3. Broken Wheat
4. Wheat Rava
5. Samba Wheat Rava
6. Roasted Rava
7. Vermicelli Roasted (Short Cut)
8. Long Vermicelli

3.5.5Instant Break Fast

(Instant Break Fast - 100g, 200g, 250g, 1kg)

- 1 Instant Idiappam
- 2 Upuma Mix

3.5.6 Payasam&Kheer Mix

(Paysam&Kheer Mix (Sweet Dishes) - 75g, 300g,)

- 1 PaladaPayasam Mix
- 2 Rice PaladaPayasam Mix
- 3 Vermicelli Kheer Mix
- 4 Diet Payasam Mix

3.5.7 Health Products

(Health Products - 250g, 500g)

1. Banana Powder
2. Health Mix
3. Ragi Vita
4. Ragi Powder

3.5.8 Instant Ready to eat

(Instant Ready to Eat - 200g, 300g)

1. ChakkaVaratty (Jack Fruit Dessert)
2. PazhamVaratty (Kerala Banana Jam)
3. Boiled Chinese Potato (Koorkka)
4. Nadan KappaPuzhukku (Kerala Tapioca Curry)
5. Roasted Coconut Gravy

3.5.9 Instant Ready to eat cup payasam

(Instant Ready To Eat Cup Payasams - 250g)

1. Wheat Payasam
2. PaladaPayasam
3. Vermicelli Payasam

3.5.10 Ready to cook curry mix

(Instant Ready to Cook Curry Mix - 100g,125g)

1. Chicken Biryani Mix
2. Kerala Meat Curry Mix
3. Chicken Biryani Mix
4. Kerala Meat Curry Mix
5. Kerala Chicken Curry Mix
6. Kerala Fish Curry Mix
7. Sambar Mix

3.5.11 Paste

(Paste - 100g, 400g, Bulk Packing)

1. Garlic Paste
2. Ginger Paste
3. Tamarind Paste
4. Ginger Garlic Paste

3.5.12 Pickles

(Pickles - 150g, 200g, 400g, 500g, 5kg)

1. Veg Pickles
2. Non Veg Pickles

3.5.13 Masala

(Masalas - 50g, 100g, 200g, 5kg)

1. Sambar Powder
2. Chicken Masala
3. Sambar Powder
4. Chicken Masala
5. Meat Masala
6. Pickle Powder
7. Fish Masala
8. Rasam Powder
9. Vegetable Masala
10. Egg Roast Masala
11. Biryani Masala
12. Garam Masala

3.5.14 Condiments

(Condiments - 100g, 250g, 500g, 1kg, 5kg)

1. Chilli Powder
2. Coriander Powder
3. Turmeric Powder
4. Pepper Powder

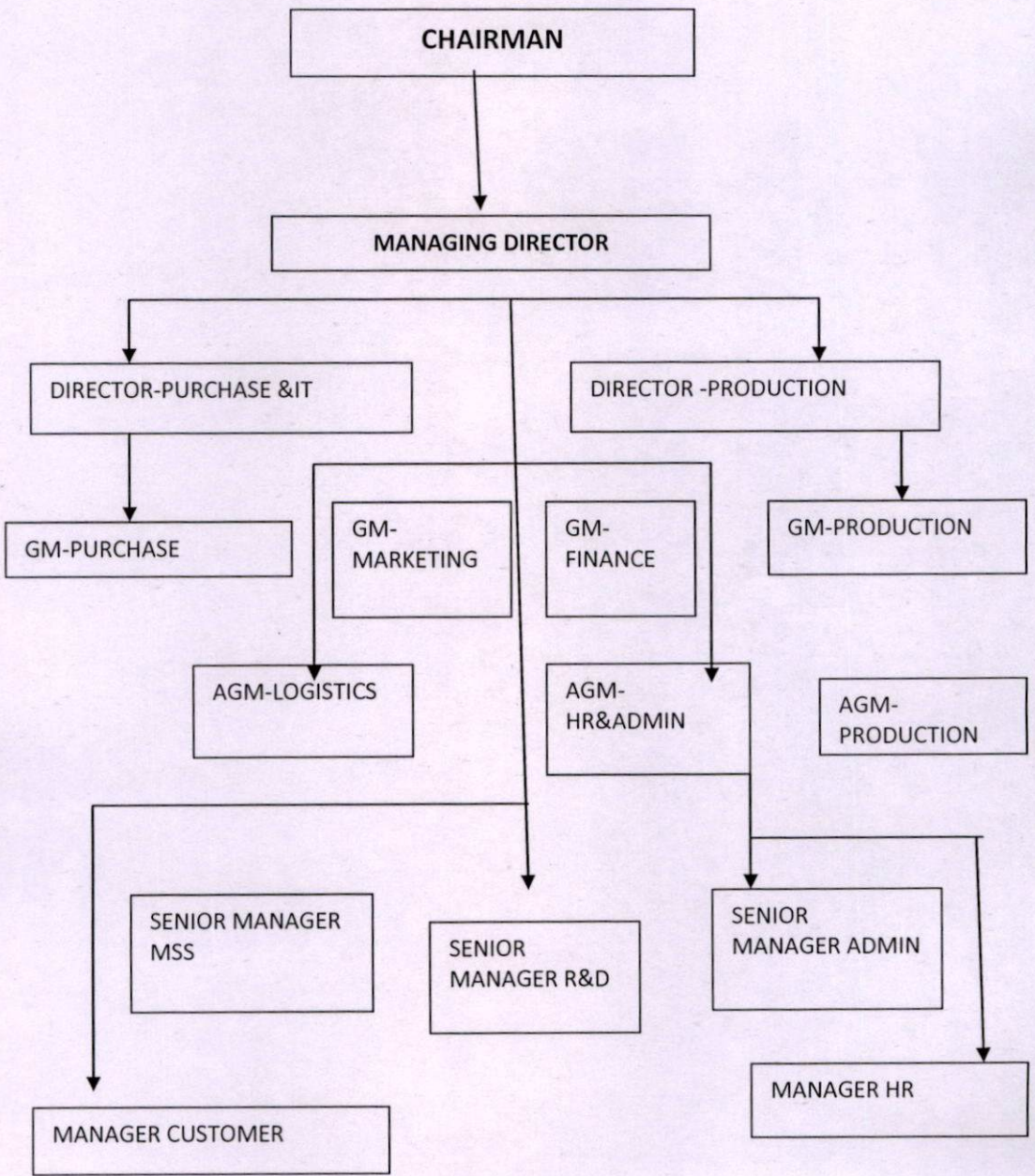
5. Ginger Powder
6. Crushed Chilli
7. Chilli

3.5.15 Other

(Others - 50g,100g, 150g, 200g, 500g, 1kg)

1. Coconut ChammanthiPodi
2. Tamarind
3. Jaggery
4. Coconut Oil
5. Papad
6. Vinegar
7. Soya Chunks
8. Macaroni
9. Black Tamarind
10. Asafoetida Powder
11. Mustard
12. Fenugreek
13. Cumin
14. Fennel

ORGANIZATIONAL CHART



3.6 DEPARTMENTS AND THEIR FUNCTIONS AT DOUBLE HORSE

The entire operations activities of the Double horse is carried by thirteen major departments of Double horse .They are:

1. Production
2. Quality control
3. Research and development
4. Purchase
5. Sales and marketing
6. Warehousing
7. Finance and accounts
8. HR& Administration
9. Marketing support system
10. Customer care
11. IT
12. Logistics
13. Media and designing

1) Marketing Department

Marketing department aims to sell all products of company in all shops. Sales personnel are be able to plan the sales promotional activities needed for their area. As the number of dealers and enduring full coverage of the area. Consumers are more pressurise to purchase more items. Their main duty is to recognise the fast moving and slow moving items with each consumer. They are very eligible to collect feedback from the market and market information are vital for the management in taking timely actions. Department is very efficient to identify competitors activity and new entries new products in the market are to be closely monitored and reported. They do keen observation on sales promotional activities of the competitors and their results are to be closely watched . More priority is to be given to doing sales on a cash basis. Cash discount not given, if the cash is not received within the prescribed time allowed. Dispatching is done based on orders received from respective authority The details on dispatch is get communicated to or time to company accountant in head office. Company accountant shall enter the details of the bill received to the parties based on the dispatch load

2) Quality Control

Staff member have many responsibilities but everything they do contributes to the quality to the end product. Department exist as an audit function within the manufacturing and packaging area. They approve or reject all materials packaging materials, labelling and finished products. They review all the records for accuracy and completeness before approving for distribution.

3) Purchase Department

One role of purchasing department is to procure all necessary materials needed for production or daily operation of the company. They also is charged with continuously evaluating whether it is receiving raw materials at the best possible price in order to maximise profitability

4) Sales Department:

Sales department function is to advice the marketing department based on feedback with customer contact to drive sales. Orders received through phone, fax, email and by post. Sales department people verify the outstanding bills receivable statement of party and confirm with the accountant. They confirms if any points to be clarified and confirm with the manager regarding with dispatch.

Order dispatching as per our rule the company have to receive advance DD or Cash before sending to order. After receiving the payment ,start processing, the order and enter into optional vouchers.

5) Finance

The areas under the purview of the finance department include salary, administration ,bill processing statutory payments like taxes, financial administration, costing and balance sheet preparation.

6) Human Resource Management

The areas under purview of the HRM department include recruitment placement, promotion, salary, increment, welfare medical reimbursement canteen, insurance, security, training...

7) Research and Development

A strong Research & development and special development kitchen is existing in the company, it has helped to launch many innovative products giving novelty to the customers taste and preference.

8) Production Department

Production department are responsible turning inputs into finished outputs. They have certain standards and target for each section of the production process. The quantity and quality of products coming off a production line will be closely monitored.

9) Warehousing Department

Department heads in the warehousing are well better in managing the storage facility. They supply materials when needed to customers. They have good distribution channel so they procure the raw materials from different parts of country especially near states. They have good control on price stabilization.

10) Marketing Support System Department

The main function of this department to explore different scenarios by manipulating already collected data from past events. Department head have information on technology, marketing data system tools and modelling capabilities that enable to predict outcomes from different scenarios and marketing strategies.

10) IT Department

The IT department is responsible for providing the infrastructure for automation. They implement the governance for the use of networks. They help in creating and maintaining operational applications, developing, securing and storing electronic data that belongs to the organization.

12) Logistics

They have good supply chain management that plans, implements and control the efficient effective forward and reverse flow and storage of goods. Van transportation is their main logistic vehicle. They are trying more concentrate to rural areas.

13) Customer care

The member customer care department handles company issue in stores. Double horse customer care department are well in dealing with customers. Their customer service is very effective. They are always ready to provide any kind of information on products, company etc to customer as per requirements.

14) Media and Designing Department

The members in media and designing are very creative. They oversees various creative designs project for the organization. Double horse packing designs are very attractive enough as they are highly influencing people to purchase products. Department managers would well expert in graphic designs, and interior design.

Personal Policy

The intention of the company is to provide a suitable safe and health working environment to each employee of Manjilasgroup . As the policies are the plan of the actions organization needs to evolve personnel policies as they ensure consistency and uniformity in the treating people.

Recent Developments

In today's cut throat competition it is great note that Manjilas group is shining brighter day by day .Even they have started building their selves in the overseas market they are on the top most level. Now just have a look at the overseas market they had representation in Bahrain Jeddah and Dammam Kuwait Qatar and UAE.

Future prospects

1. Covering more areas- from 46-75 countries
2. Manjilas food park in palakkad
3. 50 new products to be launched especially in spices and masalas.

Events and awards

1. Manjilas Food Tech Pvt.Ltd. has received many awards/recognitions during their years of service.Following are a few among the many.
2. Life Time Achievements Awards to the Founder by The Chamber of Commerce, Thrissur
3. Award for Management Excellence 2007 by Trichur Management Association.
4. Entrepreneur of the Year 2007-08 award by Investors Club, Thrissur
5. Energy Conservation Award 2008 by Energy Conservation Society (ECS)
6. Best Entrepreneur of the year 2009 award by The Chamber of Commerce, Thrissur
7. Icon D' Product 2011-Award of Excellence by New Age Business daily
8. The Emerging Entrepreneur Award 2012 by Thrissur Dist.

CONSUMER SATISFACTION ON BRANDED PRODUCTS OF
DOUBLE HORSE-An Analysis

CHAPTER IV

CONSUMER SATISFACTION ON BRANDED PRODUCTS OF DOUBLE HORSE-An Analysis

Data are the materials which are collected and analysed by qualitative research in order to provide answers for problem of the study. Analysis is the process by which sense and meaning are made of the data gathered in qualitative research and by which the emerged knowledge is applied to problem of the study. The study is done analyse the “Consumer Satisfaction on the Brand Products of Double Horse”.Theprimary data for the study is collected from the respondents by using pre-tested schedule. The published records of Double Horse are used for collecting secondary data for the study. Data is analysed by using percentage analysis and index method. Major variables used in the analysis are consumer awareness; availability, Source of information variety designs, service consumerpreference: quality, availability, brand loyalty, packing, pricing, consumer behaviour: consumer perception age salary, consumer retention: eco-friendly, influence of technology, technological adaptability:feedback, payment facility, production

4.1 AGE GROUP CLASSIFICATION OF RESPONDENTS

The respondents are classified according to certain age groups from. The age groups categorized are shown in the table below

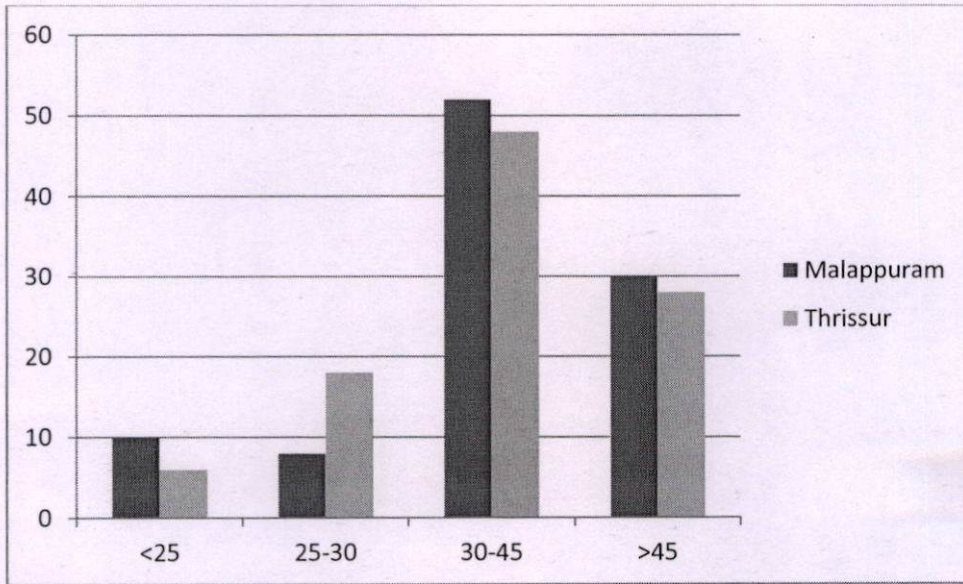
Table.4.1 Age group of respondent from Malappuram and Thrissur districts are:

SL No	Age groups	Number of respondent		Total(Nos)
		Malappuram	Thrissur	
1	<25	5(10)	3(6)	8(8)
2	25-30	4(8)	9(18)	13(13)
3	30-45	26(52)	24(48)	50(50)
4	>45	15(30)	14(28)	29(29)
	Total	50(100)	50(100)	100(100)

Source: Compiled from primary data

Note: Figures in brackets indicate percentage to column total

Fig 4.1 Age group of respondent



Interpretation

From table 4.1 it was inferred that (52 per cent) of respondents in Malappuram and (48 per cent) in Thrissur district are in the age group 30-45. Only (10 per cent) of respondents in Malappuram and (6 per cent) in Thrissur are in age group of <25. Out of the 100 respondents majority (50 per cent) of consumers comes under age group 30-45 and (8 per cent) is the of consumers comes under the age group of <25. Inter comparison of districts conveys that Malappuram district have more number of respondents and intra comparison of districts conveys that majority of respondents are in the age group of 30-45 and less respondents in the age group >25.

4.2 AWARENESS ON DOUBLE HORSE PRODUCTS

Awareness on double horse products were analysed based on certain sources such as of as advertisement, relatives, friends, print media and radio. Source of awareness were different for each consumers and it is mentioned in the table given below.

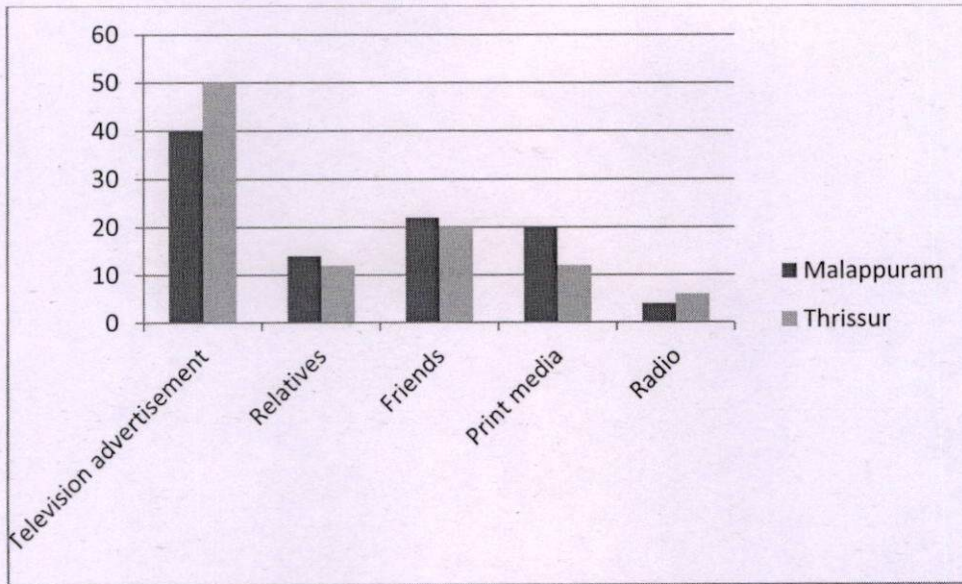
Table4.2 Awareness on double horse products

SI No	Sources of awareness	Number of respondents		Total(Nos)
		Malappuram	Thrissur	
1	Television advertisement	20(40)	25(50)	45(45)
2	Relatives	7(14)	6(12)	13(13)
3	Friends	11(22)	10(20)	21(21)
4	Print media	10((20)	6(12)	16(16)
5	Radio	2(4)	3(6)	5(5)
	Total	50(100)	50(100)	100(100)

Source: Compiled from primary data

Note: Figures in brackets indicate percentage to column total

Fig 4.2 Awareness on double horse products



Interpretation

From table 4.2 it was inferred that (40 per cent) of respondents in Malappuram and (50 per cent) in Thrissur are aware of the products through television advertisement. Only (4 per cent) of respondents and (6 per cent) of respondents in Thrissur are aware of products through radio. Out of the 100 respondents (45 per cent) consumers were aware of double horse products by television advertisement only (5 per cent) of consumers were aware of double horse products by radio. Inter comparison of districts conveys that respondents of Thrissur are more aware of products compared to Malappuram. Intracomparison of districts conveys that effective source of awareness is through television advertisement and less effective is radio.

4.3 PERIOD OF EXPERIENCE WITH DOUBLE HORSE

Consumer's period of experience vary from one consumer to other. Period of experience was analyzed on classifications are given in the table given below

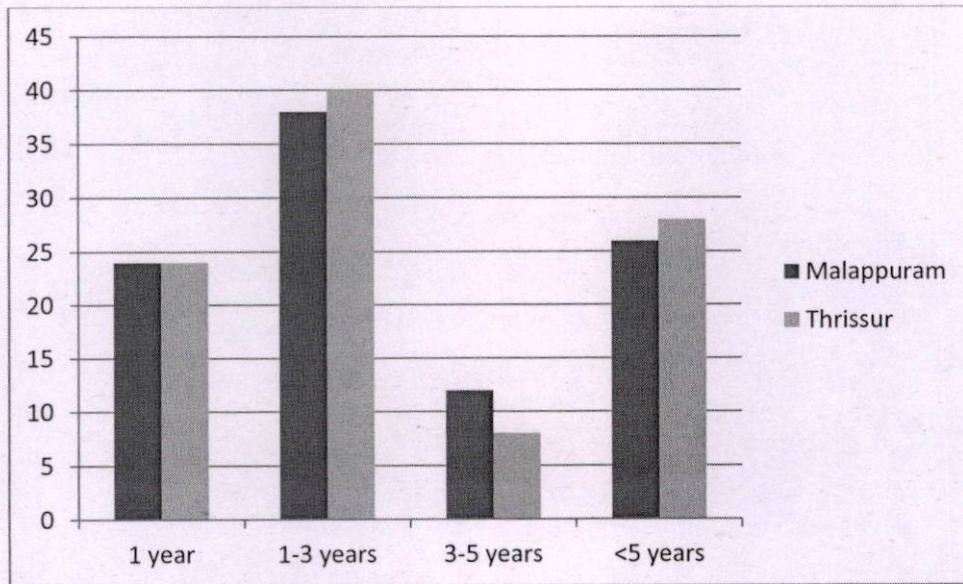
Table 4.3 Period of being a consumer of Double Horse products

Sl. No	Experience in use of Double Horse products (years)	Number of respondents		Total (Nos)
		Malappuram	Thrissur	
1	1	12(24)	12(24)	24(24)
2	1-3	19(38)	20(40)	39(39)
3	3-5	6(12)	4(8)	10(10)
4	<5	13(26)	14(28)	27(27)
	Total	50(100)	50(100)	100(100)

Source: Compiled from primary data

Note: Figures in brackets indicate percentage to column total

Fig 4.3 Period of experience with double horse



Interpretation

From table 4.3 it was inferred that (38 per cent) of respondents in Malappuram district and (40percent) of respondents in Thrissur district period of experience for 1-3years. Only (12 percent) of respondents in Malappuram and (18per cent) of respondents in Thrissur frequency of visit for 3-5 years. Out of the 100 respondents,(39 per cent)of consumers period of experience was in category 1-3 years . Only (10 per cent) of consumers period of experience was in category 3-5 years. Inter comparison of districts conveys that majority of respondents are in Thrissur district. Intra comparison of districts conveys that more number of respondents' period of experience is in between 1-3 years and less respondentsperiod of experience is 3-5 years.

4.4 FREQUENCY OF VISIT TO DOUBLEHORSE PRODUCTS

Consumers frequency of visit to double horse products differ .It was been analysed based four categories they were weekly, twice a month, monthly and occasionally are shown in the table given below

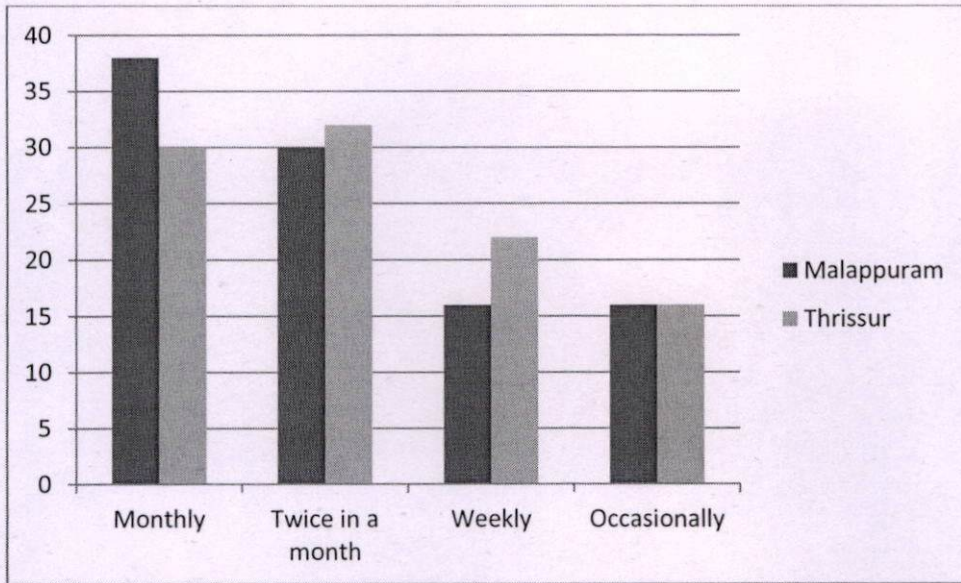
Table 4.4 Frequency of visit to double horse products

Sl.No	Frequency of visit	Number of respondents		Total (Nos)
		Malappuram	Thrissur	
1	Monthly	19(38)	15(30)	34(34)
2	Twice in a month	15(30)	16(32)	31(31)
3	Weekly	8(16)	11(22)	19(19)
4	Occasionally	8(16)	8(16)	16(16)
	Total	50(100)	50(100)	100(100)

Source: Compiled from primary data

Note: Figures in brackets indicate percentage to column total

Fig 4.4 Frequency of visit for double horse products



Interpretation

From table 4.4 we interpret that (38 per cent) of respondents from Malappuram district and (30 per cent) of respondents from Thrissur district purchase products monthly. (16 per cent) of respondents from Malappuram and (16 per cent) from Thrissur purchase products occasionally. Out of 100 respondents (34 per cent) purchase products monthly and only (16 per cent) purchase occasionally. Inter comparison of districts conveys that more respondents who purchase monthly or occasionally are from Thrissur and intra comparison conveys that more respondents were purchasing monthly and less respondents purchase occasionally.

4.5 AWARENESS ON CATEGORIES OF DOUBLE HORSE PRODUCTS

Double Horse have about fifteen major product categories. Awareness on categories are different and have are shown in the table given below.

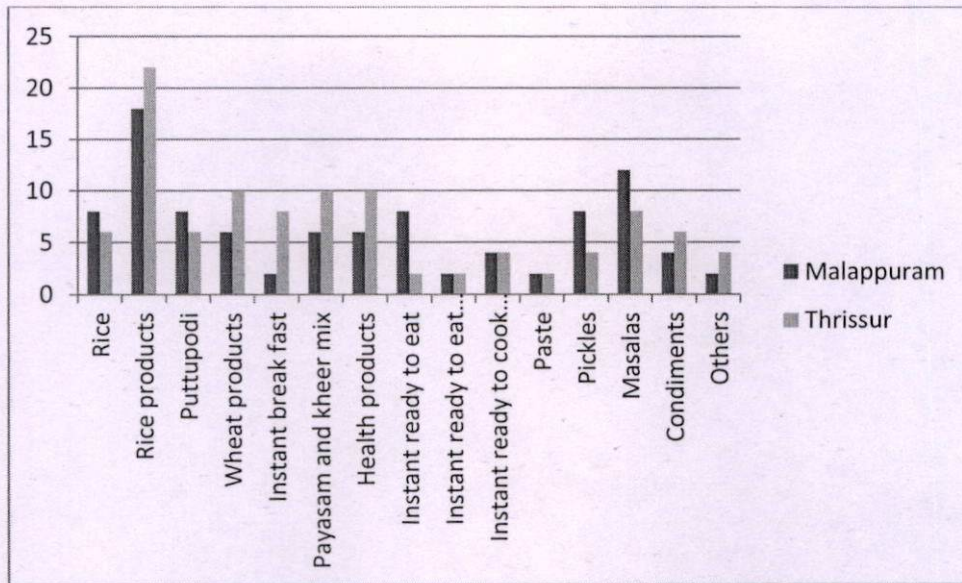
Table 4.5 Awareness of categories of double horse of Product

SL.No	Categories	Number of respondents		Total (Nos)
		Malappuram	Thrissur	
1	Rice	4(8)	3(6)	7(7)
2	Rice products	9(18)	11(22)	20(20)
3	Puttupodi	4(8)	3(6)	7(7)
4	Wheat products	3(6)	5(10)	8(8)
5	Instant break fast	1(2)	4(8)	5(5)
6	Payasam and kheer mix	3(6)	5(10)	8(8)
7	Health products	3(6)	5(10)	8(8)
8	Instant ready to eat	4(8)	1(2)	5(5)
9	Instant ready to eat cup payasam	1(2)	1(2)	2(2)
10	Instant ready to cook curry m	2(4)	2(4)	4(4)
11	Paste	1(2)	1(2)	2(2)
12	Pickles	4(8)	2(4)	5(5)
13	Masalas	6(12)	4(8)	10(10)
14	Condiments	2(4)	3(6)	5(5)
15	Others	1(2)	2(4)	3(3)
	Total	50(100)	50(100)	100(100)

Source: Compiled from primary data

Note: Figures in brackets indicate percentage to column total

Fig 4.5 Awareness on categories of double horse products



Interpretation

From table 4.5 inferred that (18 per cent) of respondents in Malappuram and (22 per cent) of respondents in Thrissur aware of rice products. (12 per cent) of respondents in Malappuram and (8 per cent) aware of respondents aware of Masala and (4 per cent) of respondents in Malappuram and (4 per cent) of respondents in Thrissur aware of instnt ready - to -cook curry mix. Out of 100 respondents.(20 per cent) of respondents aware of rice products, (10 per cent) of respondents aware of masala , and only (4 per cent) aware of instant ready-to-cook curry mix. Inter comparison of district convey that consumers of Thrissurare more aware of three selected products and intra comparison of districts convey that more respondents like rice products only few aware of instant ready-to-cook.

4.6 AWARENESS ON CATEGORY THAT NORMALLY OR OCCASIONALLY PURCHASE

Double horse has fifteen major categories of products. Major categories used for analysis are shown in the table given below.

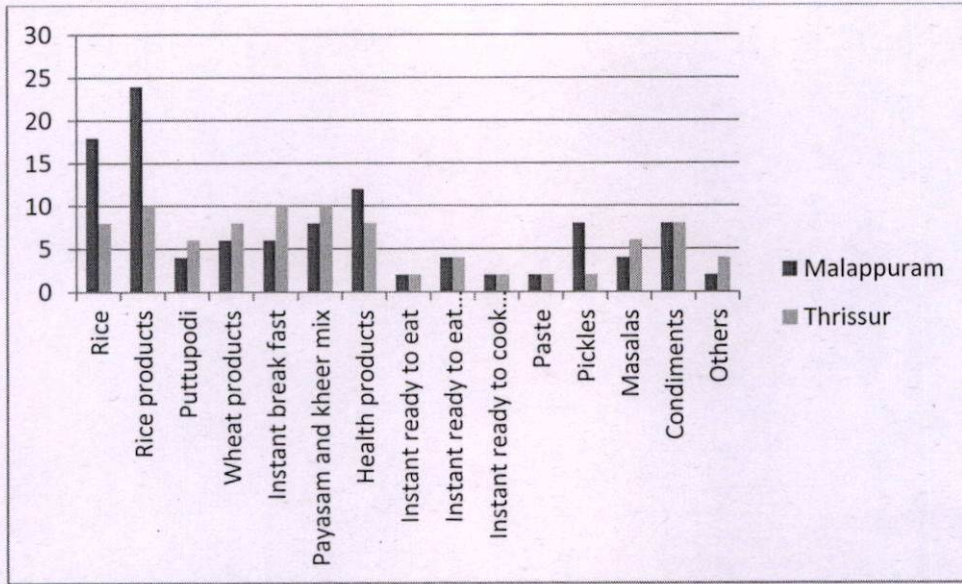
Table 4.6 Awareness of categories that normally or occasionally purchase

Sl. No	Categories	Number of respondents		Total(Nos)
		Malappuram	Thrissu	
1	Rice	9(18)	4(8)	13(13)
2	Rice products	12(24)	5(10)	17(17)
3	Puttupodi	2(4)	3(6)	5(5)
4	Wheat products	3(6)	4(8)	7(7)
5	Instant break fast	3(6)	5(10)	8(8)
6	Payasam and kheer mix	4(8)	5(10)	9(9)
7	Health products	6(12)	4(8)	10(10)
8	Instant ready to eat	1(2)	1(2)	2(2)
9	Instant ready to eat cup payasam	2(4)	2(4)	4(4)
10	Instant ready to cook curry mix	1(2)	1(2)	2(2)
11	Paste	1(2)	1(2)	2(2)
12	Pickles	4(8)	1(2)	5(5)
13	Masalas	2(4)	3(6)	5(5)
14	Condiments	4(8)	4(8)	4(4)
15	Others	1(2)	2(4)	3(3)
	Total	50(100)	50(100)	100(100)

Source: Compiled from primary data

Note: Figures in brackets indicate percentage to column total

Fig 4.6 Awareness on category that normally or occasionally purchase



Interpretation

From table 4.6 interpret that (24 per cent) of respondents in Malappuram and (10 per cent) of respondents in Thrissur occasionally purchase of rice products. (12 per cent) of respondents in Malappuram and (12 per cent) of respondents in Thrissur occasionally purchase of masalas and (4 per cent) of respondents in Malappuram and (4 per cent) of respondents in Thrissur districts occasionally purchase instant ready-to-cook curry mix. Out of 100 respondents (17 per cent) of respondents occasionally purchase rice products. (10 per cent) of respondents occasionally purchase masalas and (4 per cent) of respondents occasionally purchase instant ready-to-cook curry mix. Intercomparison of districts convey that respondents are more in Malappuram districts.

4.7 AWARENESS IN RICE PRODUCTS CATEGORIES

Rice product category is one among the category. Quantity of rice products are available in 500g and 1kg .Awareness about rice product category was analysed based on certain categories are shown in the table given below.

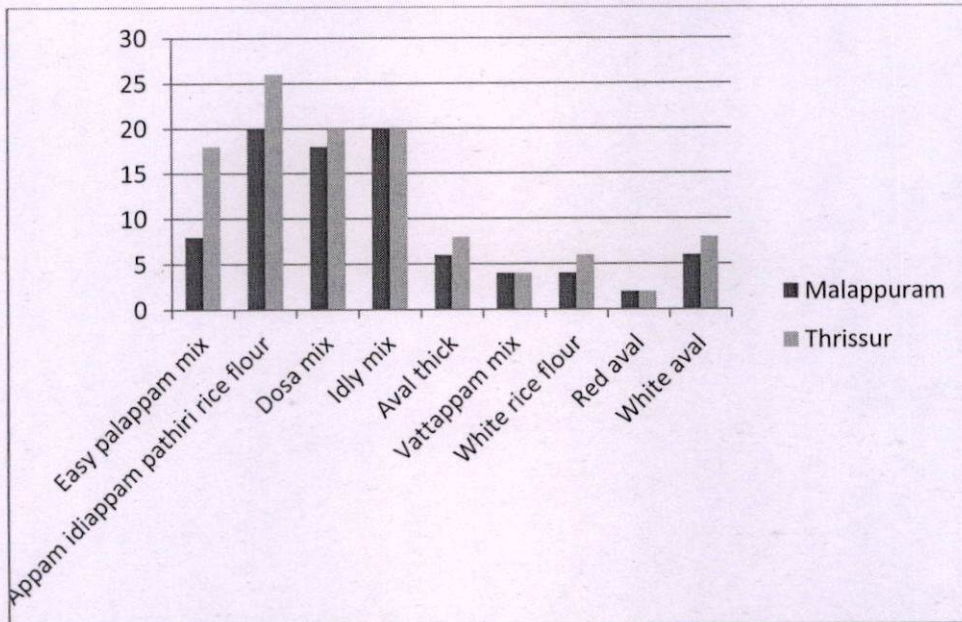
Table 4.7 Awareness in rice products categories

Sl. No	Categories	Number of respondent		Total (Nos)
		Malappuram	Thrissur	
1	Easy palappam mix	4(8)	9(18)	13(13)
2	Appamidiappampathiri rice flour	10(20)	13(26)	23(23)
3	Dosa mix	9(18)	10(20)	19(19)
4	Idly mix	10(20)	10(20)	20(20)
5	Aval thick	3(6)	4(8)	7(7)
6	Vattappam mix	2(4)	2(4)	4(4)
7	White rice flour	2(4)	3(6)	5(5)
8	Red aval	1(2)	1(2)	2(2)
9	White aval	3(6)	4(8)	7(7)
	Total	50(100)	50(100)	100(100)

Source: Compiled from primary data

Note: Figures in brackets indicate percentage to column total

Fig 4.7 Awareness in Rice products categories



Interpretation

From table 4.7 shows that (26 per cent) of respondents from Malappuram districts and (20 per cent) respondents from Thrissur districts purchase Appamidiappampathiri rice flour from rice products. (2 per cent) of respondents from Malappuram and (2 per cent) of respondents from Thrissur districts purchase redaval. Out of 100 respondents (23 per cent) of respondents purchase appamidiappampathiri rice flour and only (2 per cent) of respondents purchase red aval. Inter comparison of districts conveys that more respondents are in Thrissur district. Intra comparison of districts conveys that most demanded product among rice products are appamiddiappampathiri rice flour.

4.8 PREFERENCE IN INSTANTREADY –TO- COOK (RTC)CURRY MIX CATEGORY

Instant RTC one of product category is one among the categories. The products are available in 100g and 125g packets Awareness about RTC product category was analysed based on certain categories, are shown in the table given below

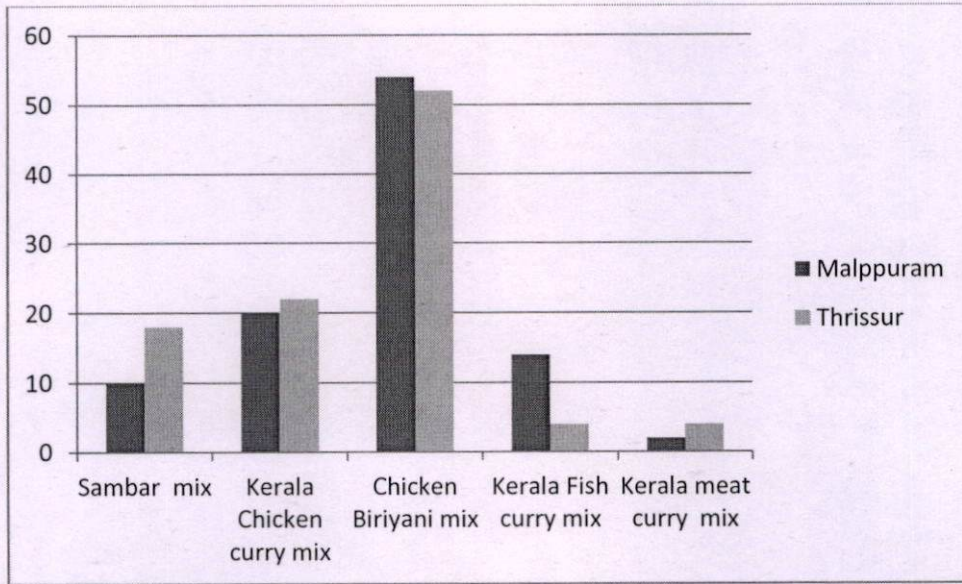
Table 4.8 preference in instant ready –to- cook (RTC)curry mix products category

Sl.No.	Categories	Number of respondent		Total (Nos)
		Malppuran	Thrissur	
1	Sambar mix	5(10)	9(18)	14(14)
2	Kerala Chicken curry mix	10(20)	11(22)	21(21)
3	Chicken Biryani mix	27(54)	26(52)	53(53)
4	Kerala Fish curry mix	7(14)	2(4)	9(9)
5	Kerala meat curry mix	1(2)	2(4)	3(3)
	Total	50(100)	50(100)	100(100)

Source: Compiled from primary data

Note: Figures in brackets indicate percentage to column total

Fig 4.8 Preference in Instant RTC curry mix categories



Interpretation

From table 4.8 found that (54 per cent) of respondents from Malappuram and (52 per cent) of respondents from Thrissur districts purchase Kerala chicken curry mix from RTC curry mix. Only (2 per cent) of respondents from Malappuram and (4 per cent) of respondents from Thrissur districts purchase Kerala meat curry mix. Out of 100 respondents (53 per cent) of respondents purchase chicken biriyani mixes from RTC curry mix. Only (3 per cent) of respondents purchase Kerala meat curry mix. Inter comparison of districts conveys that more respondents are from Malappuram district an intra comparison conveys that more demand is for the chicken curry mix from RTC curry mix.

4.9 PREFERENCE IN MASALA PRODUCTS CATEGORIES

Company has major fifteen product categories. Masalas one of product category is one among the categories. Masalas are available in 50g, 100g, and 200g packets. Awareness about masalas product category was analysed based on certain categories, are shown in the table given below

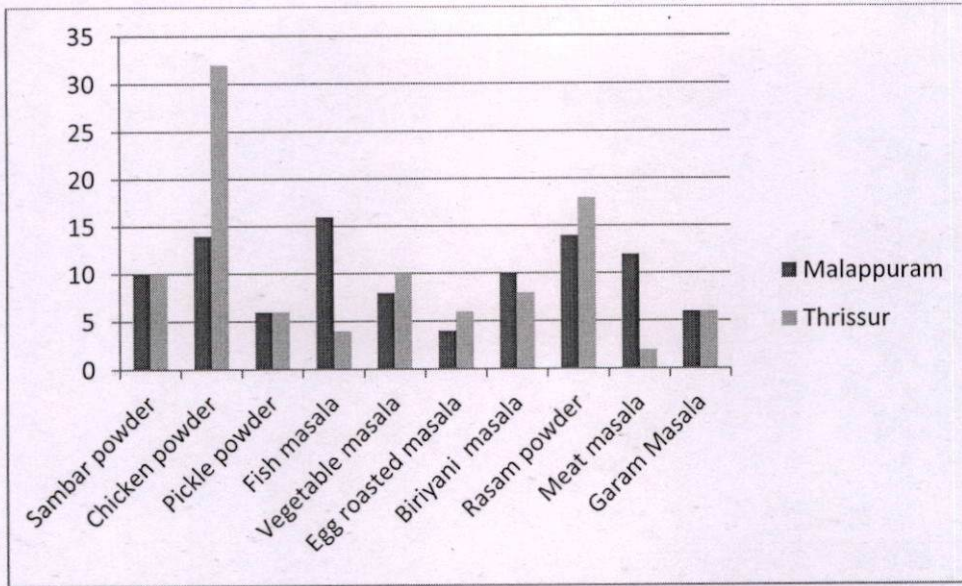
Table 4.9 Preference in Masala products categories

Sl. No	Categories	Number of responder		Total(Nos)
		Malappura	Thrissu	
1	Sambar powder	5(10)	5(10)	10(10)
2	Chicken powder	7(14)	16(32)	23(23)
3	Pickle powder	3(6)	3(6)	6(6)
4	Fish masala	8(16)	2(4)	10(10)
5	Vegetable masala	4(8)	5(10)	9(9)
6	Egg roasted masala	2(4)	3(6)	5(5)
7	Biriyani masala	5(10)	4(8)	9(9)
8	Rasam powder	7(14)	9(18)	16(16)
9	Meat masala	6(12)	1(2)	7(7)
10	Garam Masala	3(6)	3(6)	6(6)
	Total	50(100)	50(100)	100(100)

Source: Compiled from primary data

Note: Figures in brackets indicate percentage to column total

Fig 4.9 Preference in Masala products categories



Interpretation

From table 4.9 found that (14 per cent) of respondents from Malappuram district and (32 per cent) of respondents from Thrissur district purchase chicken powder in masala category. (4 per cent) of respondents and (6 per cent) of respondents in Thrissur districts purchase egg roasted masala in masala category. Out of 100 respondents (23 per cent) purchase chicken powder in masala category and 5 per cent of respondents purchase from egg roasted masala from masala category. Inter comparison of districts convey that majority of respondents from Thrissur district and intra comparison of district conveys that majority of respondents purchase chicken powder in masala category.

4.10 REASON FOR PREFERRING DOUBLE HORSE PRODUCTS

Company has major fifteen product categories. Reason for preferring double horse products are mentioned in the table below.

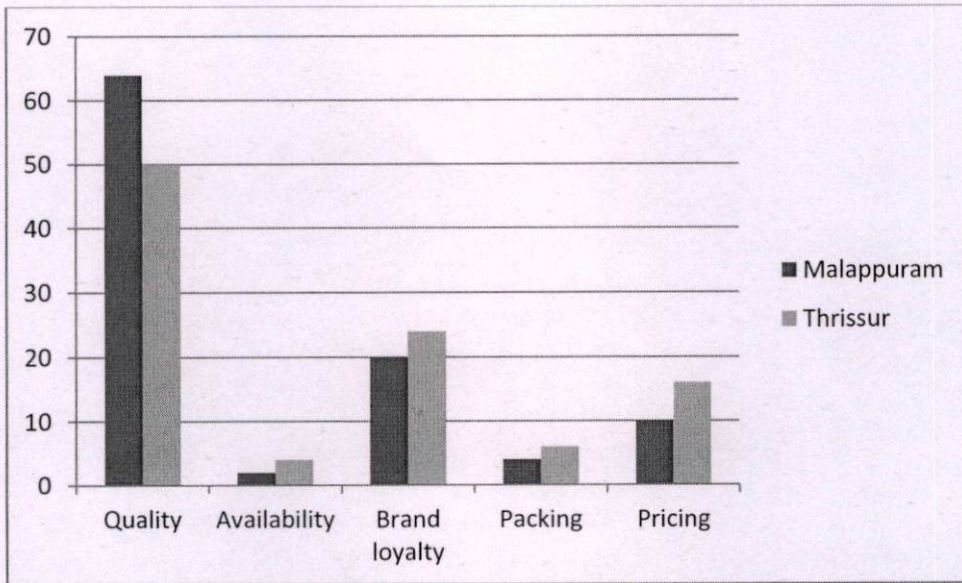
4.10 Reason for preferring Double Horse products

Sl .No	Reasons	Number of respondent		Total(Nos)
		Malappuram	Thrissu	
1	Quality	32(64)	25(50)	57(57)
2	Availability	1(2)	2(4)	3(3)
3	Brand loyalty	10(20)	12(24)	22(22)
4	Packing	2(4)	3(6)	5(5)
5	Pricing	5(10)	8(16)	13(13)
	Total	50(100)	50(100)	100(100)

Source: Compiled from Primary data

Note: Figures in the bracket indicate percentage to column total

Fig 4.10 Reason for preferring double horse products



Interpretation

From table 4.10 found that (64 per cent) of respondents from Malappuram district and (50 per cent) of respondents from Thrissur district prefer double horse for quality. (4 per cent) of respondents from Malappuram and (6 per cent) of respondents from Thrissur districts prefer double horse for packing. Out of 100 respondents (57 per cent) respondents prefer Double Horse for quality and (5 per cent) of respondents prefer Double Horse for packing. Inter comparison of districts conveys that most of respondents are from Thrissur who prefer Double horse for quality. Intra comparison of districts conveys that most of respondents prefer Double Horse for quality .



4.11 CONSUMER PERCEPTION ON DOUBLE HORSE PRODUCTS

Consumer perception differ from one consumer to another consumer. The study was conducted based on the scale which is mentioned in the table given below:

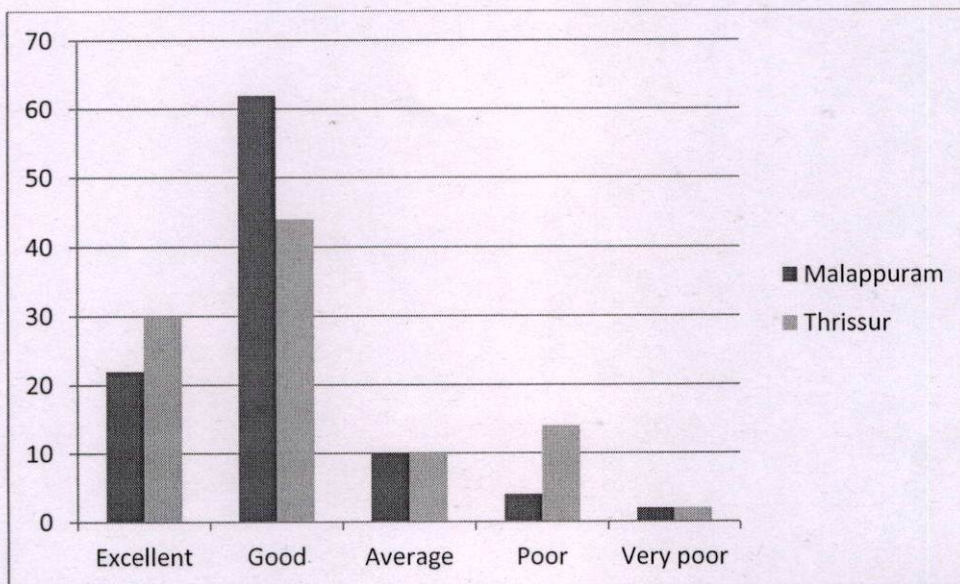
Table 4.11 Consumer perception on double horse products

SI No	Consumers perception	Number of respondents		Total(Nos)
		Malappuram	Thrissur	
1	Excellent	11(22)	15(30)	26(26)
2	Good	31(62)	22(44)	53(53)
3	Average	5(10)	5(10)	10(10)
4	Poor	2(4)	7(14)	9(9)
5	Very poor	1(2)	1(2)	2(2)
	Total	50(100)	50(100)	100(100)

Source: Compiled from Primary data

Note: Figures in the bracket indicate percentage to column total

Fig4.11 Consumer perception on double horse products



Interpretation

From table 4.11 shows that (62 per cent) of respondents of Malappuram and (44 per cent) of respondents in Thrissur perception towards Double Horse products is good. Only (2 per cent) of respondents in Malappuram and (2 per cent) of respondents in Thrissur district perception on Double Horse products is very poor. Out of 100 sample (53 per cent) of respondents perception on Double Horse products is good and (2 percent) of respondents perception on Double Horse products is very poor. Inter comparison on districts conveys that major respondents are from Malappuram districts who perception is good for Double horse products and intra comparison on district conveys that major respondents perception is good for double horse products.

4.12FACTORS INFLUENCING PURCHASING DECISION OF

DOUBLE HORSE -RICE PRODUCTS

Factors influencing purchase decision vary for rice products . It is analysed based on certain variables which is mention in the table

Table 4.12 Factors influencing purchasing decision of double horse- Rice products

SI No	Purchase decision factors	Malappuram		Thrissur	
		Score	Rank	Score	Rank
1	Price	256	11	238	9
2	Quality	440	1	455	1
3	Advertisement	336	6	361	8
4	Discount offers	251	12	358	11
5	Festival season	289	9	243	12
6	Easy availability	420	2	451	2
7	Neighbours	299	8	256	10
8	Shelflife	410	3	420	5
9	Packing	342	7	441	3
10	Roasted products	351	5	369	7
11	Ingredients in pack	254	10	381	6
12	Taste and Varieties	359	4	432	4

Source: Compiled from Primary data

Interpretation

From table 4.12 we can interpret about the important attributes influenced the purchase decision of double horse is quality. In Malappuram is 481 of respondents and Thrissur 467 respondents ranked first for quality. And the least score of 251 is discount offers in Malappuram it is and least score of 243 for festival season in Thrissur. Inter comparison of district conveys that both district gave high rank quality but least rank for discount offers (Malappuram)and festival season(Thrissur).Intra comparison conveys that high for quality and low for discount offer (Malappuram) and festival season (Thrissur)

4.13 FACTORS INFLUENCING PURCHASE DECISION OF DOUBLE HORSE- MASALA

Various factors that include the purchase decision are mentioned in the table given below:

Table 4.13 Factors influencing purchase decision of double horse Masalas

Sl.No	Purchase decisionFactors	Number of respondents			
		Malappuram		Thrissur	
		Score	'Rank	Score	Rank
1	Price	404	7	432	9
2	Quality	465	1	469	1
3	Advertisement	431	4	455	4
4	Discount offers	236	15	324	15
5	Festival season	342	13	356	14
6	Easy Availability	438	2	448	5
7	Neighbours	399	8	401	10
8	Shelf life	396	9	399	11
9	Packing	336	14	463	2
10	Roasted Products	365	11	369	12
11	Ingredients	421	5	425	8
12	Varieties in Masalas	387	10	439	6
13	Colouring	346	12	332	13
14	Taste and Preference	420	6	429	7
15	Harmful	432	3	456	3

Source: Compiled from Primary data

Interpretation:From table 4.13 it was inferred that out of the 100 respondents, highest rank is for quality in both districts and lowest rank is for discount offer in Malappuram(465)for quality. In Thrissur (469) for quality. and lowest rank of 324 for discount offers in (Thrissur) and in Malappuram(236)Inter comparison of district conveys that highest rank for both district is quality but lowest rank for packing (Malappuram) and Thrissur lowest rank for discount offers.

4.14 FACTORS INFLUENCING PURCHASE DECISION OF DOUBLE HORSE- INSTANT READY TO COOK

Table 4.14 Factors influencing purchase decision of double horse- Instant RTC

Sl.No	Purchase decision Factors	Number of respondents			
		Malappuram		Thrissur	
		Score	Rank	Score	Rank
1	Price	439	5	479	2
2	Quality	499	1	482	1
3	Advertisement	392	6	398	8
4	Discount offers	332	14	359	14
5	Festival season	330	15	332	15
6	Easy Availability	372	7	459	6
7	Neighbours	356	11	376	9
8	Shelf life	364	10	346	13
9	Packing	358	9	371	10
10	Roasted Products	329	12	369	11
11	Ingredients	369	8	364	12
12	Time consuming	478	2	469	4
13	Varieties of Mixes	342	13	454	7
14	Taste and Preference	452	4	462	5
15	Harmful	467	3	479	3

Source: Compiled from Primary data

Interpretation: From table 4.14 it was inferred that out of the 100 respondents, highest rank is for quality and lowest for festival season. In Malappuram the score for quality is (499) and in Thrissur (482) and lowest for festival season of Malappuram is (330) and for Thrissur (332). This shows that double more conscious about quality.

4.15 NATURE OF CONSUMER SATISFACTION

Nature of consumer satisfaction varies from one consumer to another. For the purpose, the respondents were asked to rate the statements representing the attributes of Double Horse, and they remarked in following zones as mentioned in the table below

Table 4.15 Nature of consumer satisfaction

Sl.No	Statements	Number of respondents					
		Malappuram			Thrissur		
		Score	Index	Zone	Score	Index	Zone
1	Double horse products are more cheaper	141	56.4	A	151	60.4	G
2	Double horse products are good quality	241	96.4	E	248	99.2	E
3	Products are affordable	132	52.8	A	138	55.2	A
4	Availability of products are proper	215	86	E	145	58	A
5	Double horse products are eco friendly	136	54.4	A	140	56	A
6	Source of information are adequate	162	64.8	G	144	57.6	A
7	Varieties of products available in shop	174	69.6	G	168	67.2	G
8	Users colour not harmful	171	68.4	G	199	79.6	G
9	Products are available in standard packets	146	58.4	A	200	80	G
10	Service done by Double horse	169	67.6	G	171	68.4	G
11	Packing quality is good	185	74	G	184	73.6	G
12	Does not use any colour	179	71.6	G	182	72.8	G
13	Double horse products satisfy all category people	158	63.2	G	146	58.4	A
14	Double horse products are durable in nature	199	79.6	G	200	80	G
	Total	2408			2416		
	Composite Index	68.8			69		

Source: Compiled from Primary data

Table describes the zone and index

SI No	INDEX	ZONE
1	81-100	Excellent(E)
2	61-80	Good(G)
3	41-60	Average(A)
4	21-40	Poor(P)
5	0-20	Very Poor(VP)

Interpretation

From table 4.15 found that highest index is for quality. In Malappuram(96.4) index and zone excellent (E) for quality. and in Thrissur (99.2) excellent for quality. Lowest index for price. In Malappuram (52.8) index and zone average (A) for price and in Thrissur (55.2) index and average (A) for price. Inter comparison of districts convey that highest number of respondents from Thrissur. Intra comparison of districts conveys that highest rank is given for quality and lowest for price.

4.16 LEVEL OF CONSUMER SATISFACTION

Table 4.16 Level of customer satisfaction

Sl.No	Statements	Number of respondents					
		Malappuram			Thrissur		
		Score	Index	Zone	Score	Index	Zone
1	Affordable Price	140	56	G	139	55.6	A
2	Availability of products	211	84.4	E	218	87.2	E
3	Proximity of Retail outlets	156	62.4	G	161	64.4	G
4	Eco Friendly	145	58	A	140	56	A
5	Source of Information	149	59.6	A	142	56.8	A
6	Lon time usage	191	76.4	G	200	80	E
7	Satisfy with variety designs	141	56.4	A	156	62.4	G
8	Quantity of Products	187	74.8	G	212	84.8	E
9	Variety of product	178	71	G	147	58.8	A
10	Influence of Technology	138	55.2	A	134	53.6	A
	Total	1704			1735		
	Composite index	68.1			69.4		

Source: Compiled from Primary data

Table describes the zone and index

SI No	INDEX	ZONE
1	81-100	Excellent(E)
2	61-80	Good(G)
3	41-60	Average(A)
4	21-40	Poor(P)
5	0-20	Very Poor(VP)

Interpretation

From table 4.15 interpret that highest score and index is given for availability. In Malappuram highest index is 84 and zone Excellent (E) for variety of product . In Thrissur highest index (87.2) and zone Excellent(E) for variety of products. .Lowest index and score is for influence of technology. In Malapuram lowest of index(52.2) and zone Average (A)and in Thrissur index (55.6) and zone Average (A)Composite index of Malappuram 68 and Thrissur 69. Inter comparison of districts conveys that highest respondents is from Thrissur. Intra comparison of districts convey that highest index for quality and lowest for influence for technology.

4.17 IMPROVEMENT NEEDED AREA IN DOUBLE HORSE

Consumer have opinion about the improvement needed area of double horse. Improvement needed area is categorized are mentioned in the table given below:

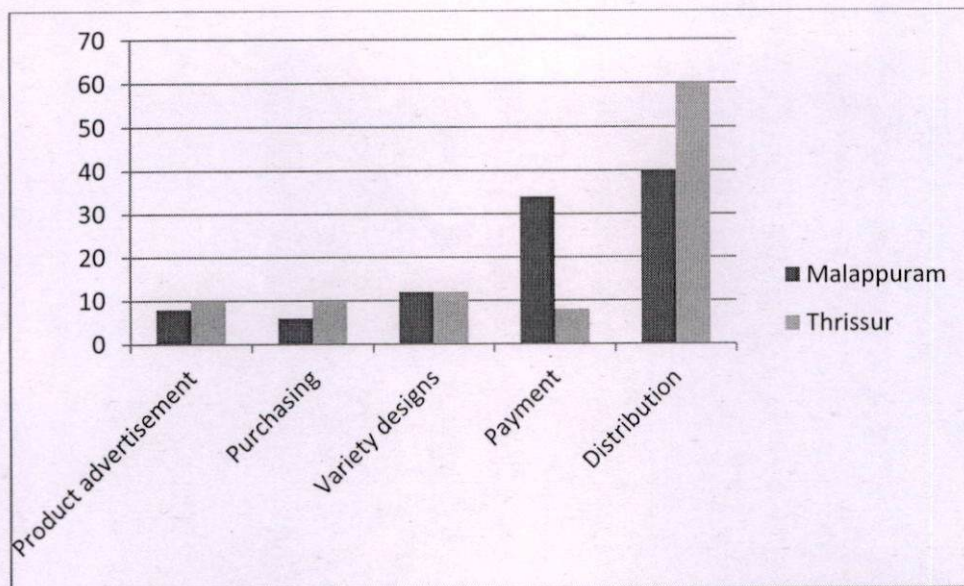
Table 4.17 Improvement needed area in double horse

Sl. No	Improvement needed area	Number of respondents		Total (Nos)
		Malappuram	Thrissur	
1	Product advertisement	4(8)	5(10)	9(9)
2	Purchasing	3(6)	5(10)	8(8)
3	Variety designs	6(12)	6(12)	12(12)
4	Payment	17(34)	4(8)	21(21)
5	Distribution	20(40)	30(60)	50(50)
	Total	50(100)	50(100)	100(100)

Source: Compiled from Primary

Note: Figures in the bracket indicate percentage to column total

Fig 4.12 Improvement need area



Interpretation

From table 4.17 shows that (40 per cent) of respondents from Malappuram and (60 per cent) of respondents from Thrissur needs improvement in distribution. Only(6 per cent) of respondents from Malappuram and (10 per cent) of respondents from Thrissu need improvement in purchasing area. Out of 100 respondents (50 per cent) of respondents need improvement in distribution. And (8 per cent) respondents need improvement in purchasing area. Inter comparison of districts conveys that more respondents are from Thrissur who need improvement in distribution and less for purchasing. Intra comparison of districts conveys that more improvement needed area is for distribution.

4.18 APPLICATIONS OF TECHNOLOGIES IN DOUBLE HORSE

Various technologies are followed by double horse company. Awareness on technologies was analysed based on certain categories:

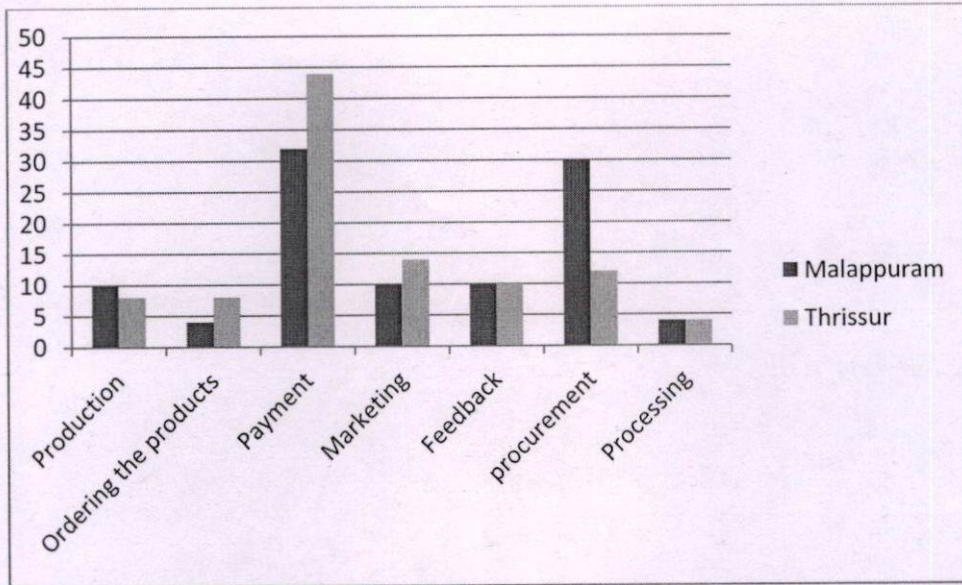
Table 4.18 Applications technologies of double horse

Sl. No	Technologies	Number of respondents		Total(Nos)
		Malappuram	Thrissur	
1	Production	5(10)	4(8)	9(9)
2	Ordering the products	2(4)	4(8)	6(6)
3	Payment	16(32)	22(44)	38(38)
4	Marketing	5(10)	7(14)	12(12)
5	Feedback	5(10)	5(10)	10(10)
6	procurement	15(30)	6(12)	21(21)
7	Processing	2(4)	2(4)	4(4)
	Total	50(100)	50(100)	100(100)

Source: Compiled from Primary data

Note: Figures in the bracket indicate percentage to column total

Fig 4.13 Applications of technologies of Double horse



Interpretation:

From table 4.18 shows that in Malappuram district (32per cent) and in Thrissur district of (44per cent) respondents like payment technology . Only (4per cent) respondents in Malappuram and (4per cent) of respondents in Thrissur aware of processing technology. Out of the 100 respondents majority (38 percent) respondents are aware of payment technology of double horse of double horse products . About (4per cent) noticed or aware processing technology of double horse of double horse products. Inter comparison of districts conveys that more respondents from Thrissur who aware of payment technology and very few about processing technology. Intra comparison of districts conveys that highly noticed technology for payment.

4.19 AWARENESS ON PROCUREMENT TECHNOLOGY

Procurement consist is done by using different technologies by double horse .Technologies used for the procurement is categorized in the table given below:

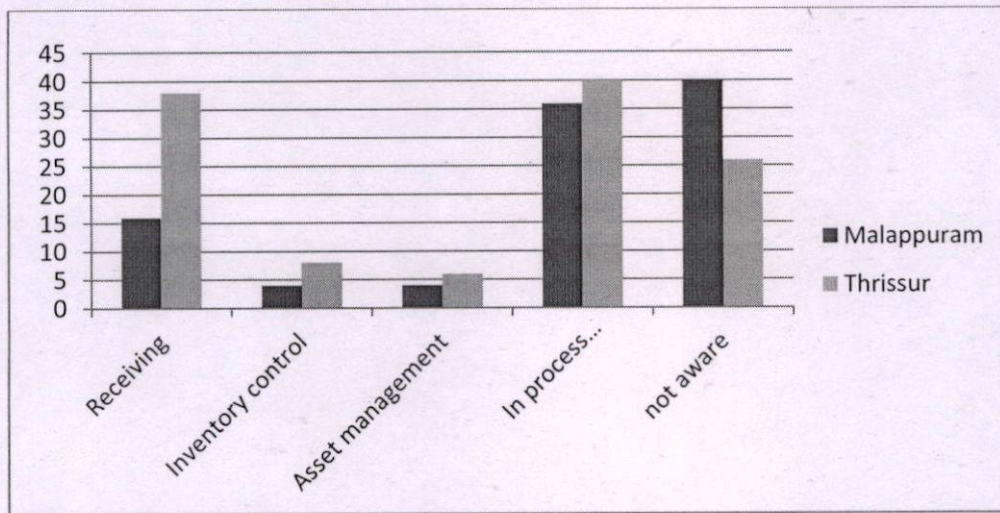
Table 4.19 Awareness on procurement technologies

Sl. No	Procurement technologies	Number of respondents		Total(Nos)
		Malappuram	Thrissur	
1	Receiving	8(16)	19(38)	19(19)
2	Inventory control	2(4)	4(8)	6(6)
3	Asset management	2(4)	3(6)	5(5)
4	In process inspection	18(36)	20(40)	38(38)
5	Not aware	20(40)	13(26)	32(32)
	Total	50(100)	50(100)	100(100)

Source: Compiled from Primary

Note: Figures in the bracket indicate percentage to column total

Figure 4.14 Awareness on procurement technology



Interpretation

From table 4.19. For product payment technology in Malappuram district (36 per cent) and in Thrissur district (4 per cent) aware of in processing inspection technology. Only (4 per cent) in Malappuram and Thrissur (4 per cent) in Thrissur aware of asset management. Out of the 100 respondents majority (38 percent) respondents are aware of in process inspection technology of double horse of double horse products. About (5 per cent) noticed or aware asset management technology of double horse of double horse products. Inter comparison of districts conveys that More respondents are from Thrissur district who know about in processing technology. Intra

comparison of districts conveys that more respondents aware of inprocessing technology and least aware of asset management.

4.20 AWARENESS ON FEEDBACK TECHNOLOGY

Feedback is very important for a company for further improvement in the future. Double follows certain feedback technologies which are mentioned in the table given below:

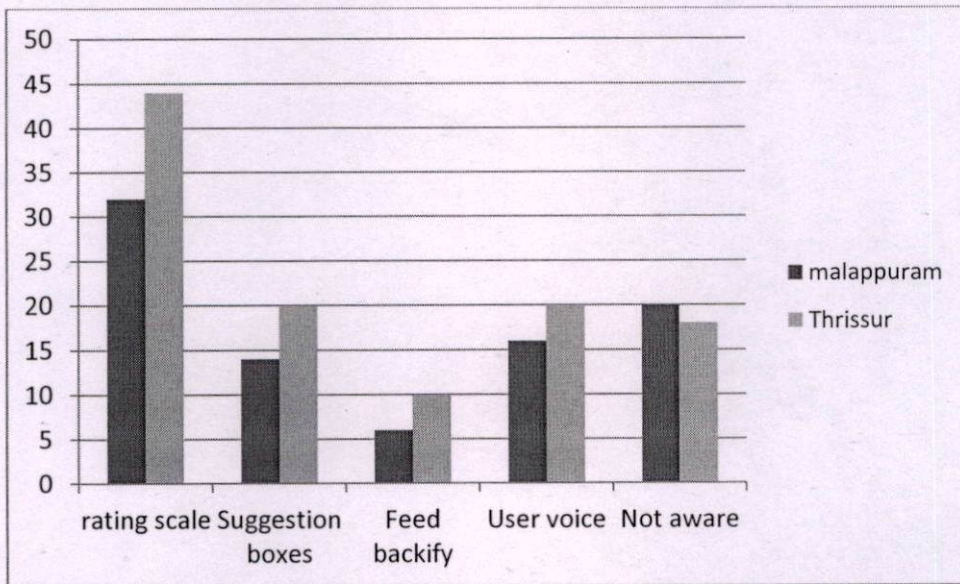
Table 4.20 Awareness on feedback technology noticed

Sl. No	Feedback technologies	Number of respondents		Total(Nos)
		Malappuram	Thrissur	
1	Rating scale	16(32)	22(44)	38(38)
2	Suggestion boxes	7(14)	10(20)	17(17)
3	Feed backify	3(6)	5(10)	8(8)
4	User voice	8(16)	10(20)	18(18)
5	Not aware	10(20)	9(18)	19(19)
	Total	50(100)	50(100)	100(100)

Source: Compiled from Primary data

Note: Figures in the bracket indicate percentage to column total

Fig4.15 Awareness on feedback technology



Interpretation:

From table 4.20 shows that (44 per cent) of respondents in Malappuram district and (32 per cent) of respondents in Thrissur district aware about rating technology . Only (6 per cent) of respondents in Malappuram and (10 per cent) of respondents in Thrissur aware of backify technology. Out of the 100 respondents majority (38 percent) respondents are aware of rating scale technology of double horse of double horse products . About (8 per cent) noticed or aware backify technology of double horse of double horse products . Inter comparison of districts conveys that majority of respondents are from Thrissur district. Intra comparison of districts convey that more respondents are aware of rating scale technology.

4.21 AWARENESS ON PAYMENT TECHNOLOGY

Payment consist of various technologies. The technologies used in payment are categorized in the table given below:

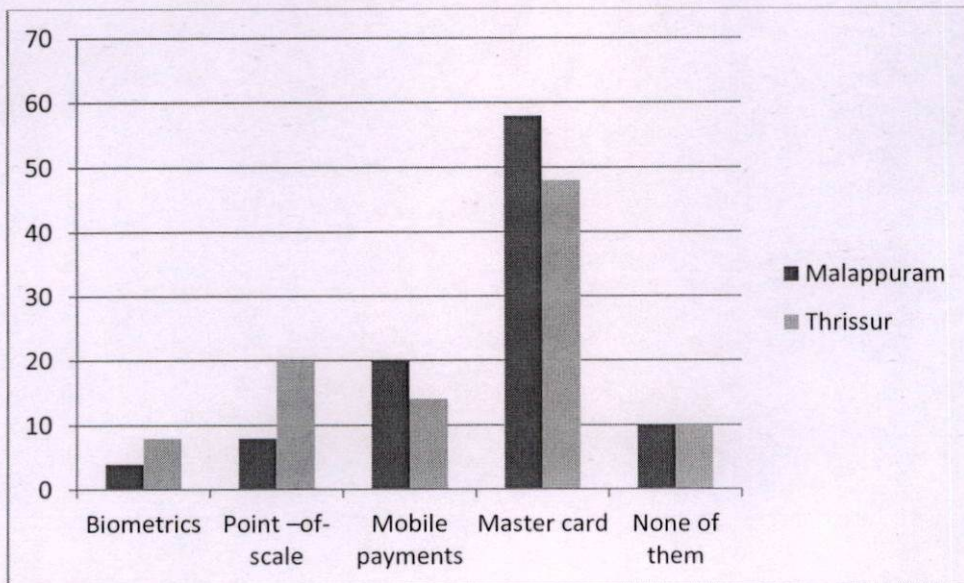
Table 4.21 Awareness on payment technology

Sl. No	Payment technologies	Number of respondents		Total(Nos)
		Malappuram	Thrissur	
1	Biometrics	2(4)	4(8)	6(6)
2	Point –of-scale	4(8)	10(20)	14(14)
3	Mobile payments	10(20)	7(14)	17(17)
4	Master card	29(58)	24(48)	53(53)
5	None of them	5(10)	5(10)	10(10)
	Total	50(100)	50(100)	100(100)

Source: Compiled from Primary data

Note: Figures in the bracket indicate percentage to column total

Fig 4.16 Awareness on payment technology



Interpretation:

From table 4.21 shows that (58 per cent) of respondents in Malappuram and Thrissur district (48 per cent) of respondents from Thrissur uses master card technology. Only (4 per cent) of

respondents from Malappuram and (8per cent) of respondents from Thrissur use biometrics. Out of the 100 respondents majority (53percent) respondents are using ofMastercard technology for double horse of double horse products . About (6per cent) of respondents noticed or aware biometrics technology of double horse of double horse products.

4.22 AWARENESS ON ONLINE STORE TECHNOLOGY

Online purchase is trend in present era. Double horse too use online stores. Categories online stores are mentioned in the table given below:

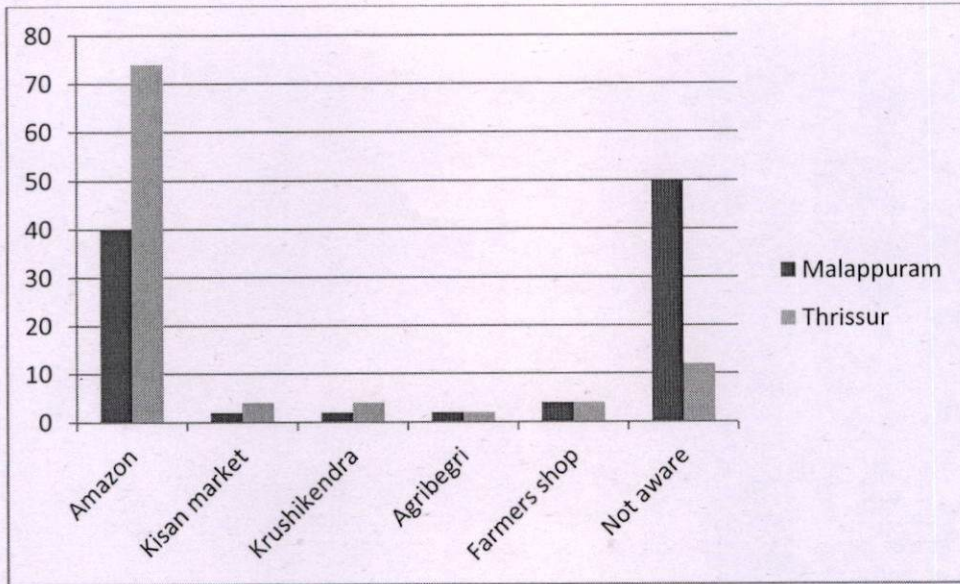
Table 4.22 Awareness on online store technology

Sl. No	Online store	Number of respondents		Total(Nos)
		Malappuram	Thrissur	
1	Amazon	20(40)	37(74)	57(57)
2	Kisan market	1(2)	2(4)	3(3)
3	Krushikendra	1(2)	2(4)	3(3)
4	Agribegri	1(2)	1(2)	2(2)
5	Farmers shop	2(4)	2(4)	4(4)
6	Not aware	25(50)	6(12)	31(31)
	Total	50(100)	50(100)	100(100)

Source: Compiled from Primary data

Note: Figures in the bracket indicate percentage to column total

Fig 4.17 Awareness on online store noticed



Interpretation

From table 4.22. shows that (4per cent) of respondents from Malappuram and (74per cent) of respondents from Thrissur aware about Amazone . Only (2per cent) of respondents in Malappuram and (2per cent) of respondents from Thrissur aware Agribegri.Out of the 100 respondents majority(57percent) respondents are aware of online stores for double horse products. About (2per cent) noticed or aware Agribegri online stores of double horse products. Inter comparison of district conveys that majority of respondents are from Thrissur aware of Amazon. Intra comparison of districts conveys that most of respondents aware of amazon and less respindents aware about agribegri.

4.23 REORDERING FOR DOUBLE HORSE PRODUCTS

Availability of products is a main issue for consumers. Reordering technologies are used to overcome this issue. Categories of technologies are mentioned in the table given below:

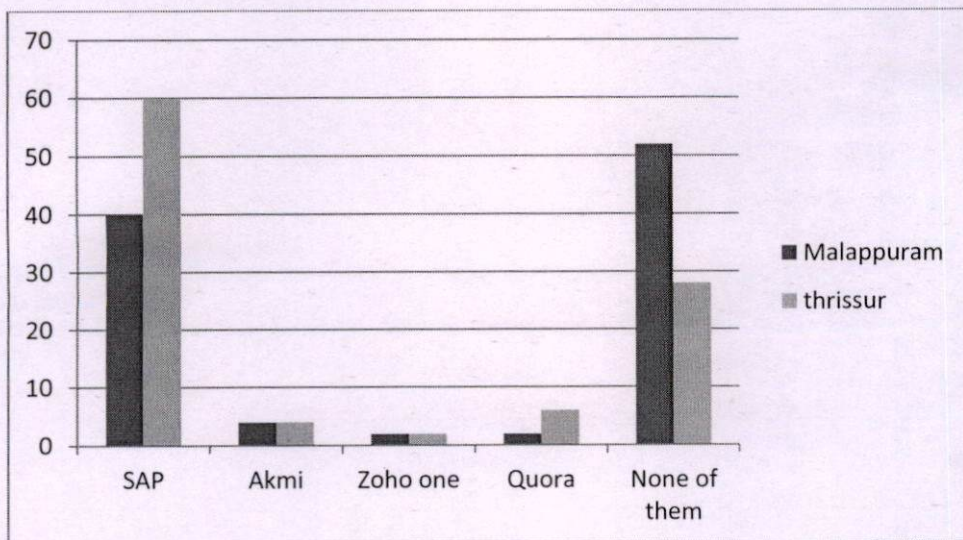
Table 4.23 Reordering For Double Horse Products

Sl. No	Availability of double horse products	Number of respondents		Total (Nos)
		Malappuram	Thrissur	
1	SAP	20(40)	30(60)	50(50)
2	Akmi	2(4)	2(4)	4(4)
3	Zoho one	1(2)	1(2)	2(2)
4	Quora	1(2)	3(6)	4(4)
5	None of them	26(52)	14(28)	40(40)
	Total	50(100)	50(100)	100(100)

Source: Compiled from Primary data

Note: Figures in the bracket indicate percentage to column total

Fig 4.18 Reordering For Double Horse Products



Interpretation:

From table 4.23 .show that (40per cent) of respondents from Malappuram and Thrissur district show (60per cent) of respondents from Thrissur aware of SAP . Only(2per cent) of

respondents from Malappuram and Thrissur (2per cent) of respondents from Thrissur districts aware of zoho one technology. Out of the 100 respondents majority (50percent) respondents are aware of SAP reordering technology for double horse products . About (2per cent) noticed or aware zoho one of double horse products. Inter comparison of districts convey that majority of respondents from Thrissur district aware of SAP technology. Intra comparison of districts conveys that more respondents aware about the SAP .

4.24 AWARENESS ON PRODUCTION TECHNOLOGY

Production process is done through certain technologies. The technology used for production is mentioned in categories in the table given below:

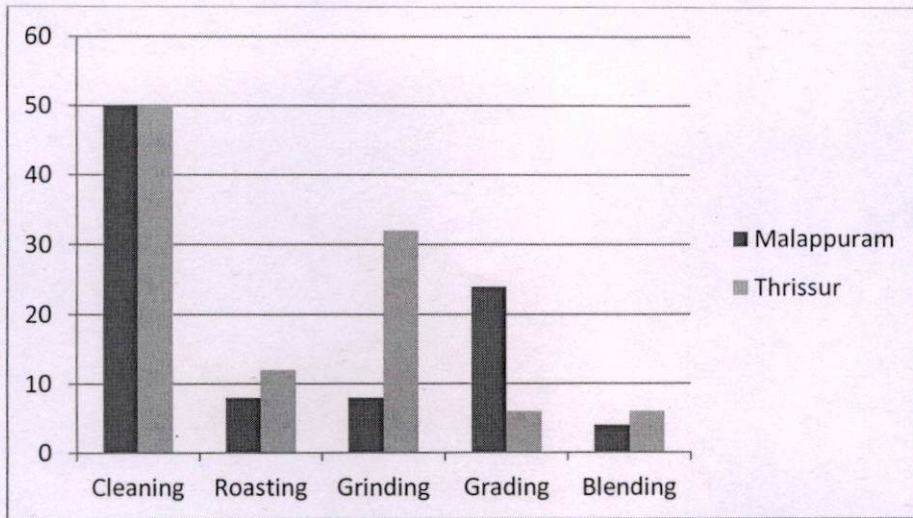
Table 4.24 Awareness on production technology

SI No	Production technologies	Number of respondents		Total(Nos)
		Malappuram	T Thrissur	
1	Cleaning	25(50)	25(50)	50(50)
2	Roasting	4(8)	6(12)	10(10)
3	Grinding	4(8)	16(32)	20(20)
4	Grading	12(24)	3(6)	15(15)
5	Blending	2(4)	3(6)	5(5)
	Total	50(100)	50(100)	100(100)

Source: Compiled from Primary data

Note: Figures in the bracket indicate percentage to column total

Fig 4.19 Awareness on production technology



Interpretation

From table 4.24. shows that in Malappuram district (50 per cent) of respondents in Malappuram and (50percent) of respondents from Thrissur aware of cleaning technology of production technology. Only (4per cent) of respondents in Malappuram and Thrissur (6per cent) of respondents in Thrissur aware of blending technology. Out of the 100 respondents majority (50percent) respondents are aware cleaning for double horse products . About (5per cent) noticed or aware blending technology of double horse products. Inter comparison of districts conveys that major respondents are from Thrissur district who aware of technologies. Intra comparison of districts conveys that majority of respondents aware of cleaning technology compared to other technology.

4.25 AWARENESS ON RTC/RTE (READY-T-COOK/READY-TO-EAT) TECHNOLOGY

Consumer are very busy in this era. They need healthy and nutritious, easy cooking products. RTC products have gone through several technologies those technologies are given in table below

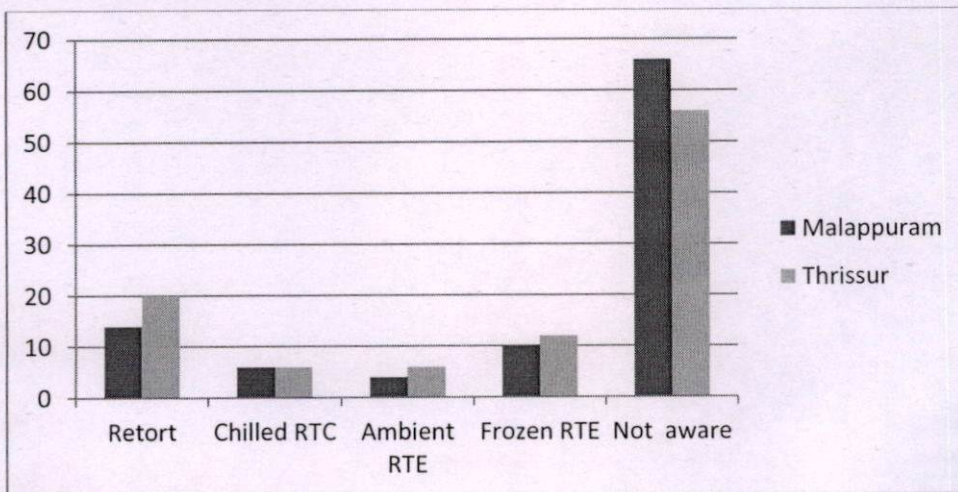
Table 4.25 Awareness on RTC/RTE (ready-t-cook/ready-to-eat) technology

Sl. No	RTC/RTE technology	Number of respondents		Total (Nos)
		Malappuram	Thrissur	
1	Retort	7(14)	10(20)	17(17)
2	Chilled RTC	3(6)	3(6)	6(6)
3	Ambient RTE	2(4)	3(6)	5(5)
4	Frozen RTE	5(10)	6(12)	11(11)
5	Not aware	33(66)	28(56)	61(61)
	Total	50(100)	50(100)	100(100)

Source: Compiled from Primary data

Note: Figures in the bracket indicate percentage to column total

Fig 4.20 Awareness on RTC/RTE (ready-t-cook/ready-to-eat) technology



Interpretation:

From the table 4.25 show that (66per cent) of respondents in Malappuram and (56percen) of respondents in Thrissur not aware of either of technology. . (14per cent) of respondents in

Malappuram and (20per cent) of respondents in Thrissur aware of retort technology used in RTC technology. (4 per cent) of respondents in Malappuram and for Thrissur (6 percent). of respondents in Thrissur aware of ambient RTE technology Out of the 100 respondents majority (61percent) respondents are not aware RTC technology used for double horse for double horse products .About (5per cent) are aware of ambient RTE technology of double horse products. (17per cent) of respondents aware of retort technology of double horse . Inter comparison of districts conveys that majority of respondents who are not aware of either technology are from Malappuram. Intra comparison of districts conveys that majority not aware of technology. Retort is the technology which respondents comparatively know.

4.26 AWARENESS ON TECHNOLOGY USED RICE PRODUCTS

Technologies are used for rice production for improving quality. Those technologies are given in table mentioned below

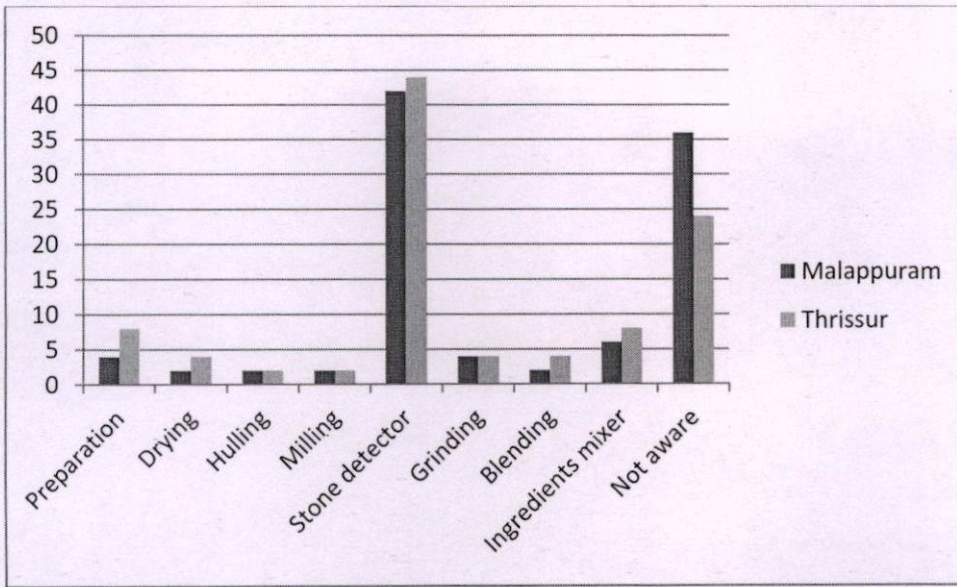
Table 4.26 Awareness on technology used rice products

Sl.No	Technologies	Number of respondents		Total (Nos)
		Malappuram	Thrissur	
1	Preparation	2(4)	4(8)	6(6)
2	Drying	1(2)	2(4)	3(3)
3	Hulling	1(2)	1(2)	2(2)
4	Milling	1(2)	1(2)	2(2)
5	Stone detector	21(42)	22(44)	43(43)
6	Grinding	2(4)	2(4)	4(4)
7	Blending	1(2)	2(4)	3(3)
8	Ingredients mixer	3(6)	4(8)	7(7)
9	Not aware	18(36)	12(24)	30(30)
	Total	50(100)	50(100)	100(100)

Source: Compiled from Primary data

Note: Figures in the bracket indicate percentage to column total

Fig 4.21 Awareness on technology used rice products



Interpretation:

From table 4.26 shows that (42per cent) of rrespondents from Malappuram and (44percen) of respondents from Thrissur aware of stone detector . For hulling and milling in Malapuram (2per cent) and Thrissur (2per cent).Out of the 100 respondents majority (43percent) respondents are aware stone detector technology used for double horse for double horse products . About (2per cent) are aware of hulling and milling technology of double horse products. Inter comparison of districts conveys that major respondents are from Thrissur who aware of the technology. Intra comparison of district conveys that majority of respondents aware of stone detector technology.

4.27 OPINION ON TECHNOLOGY ON DOUBLE HORSE PRODUCTS

Consumers opinion vary from one consumer to other. Opinions are categorized in table given below

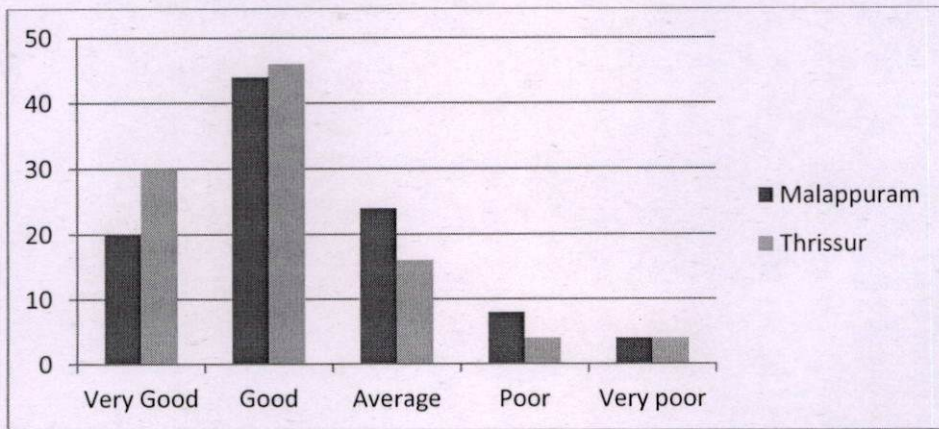
Table 4.27 Opinion on technology on double horse products

Sl.No	Opinion	Number of respondents		Total (Nos)
		Malappuram	Thrissur	
1	Very Good	10(20)	15(30)	25(25)
2	Good	22(44)	23(46)	45(45)
3	Average	12(24)	8(16)	20(20)
4	Poor	4(8)	2(4)	6(6)
5	Very poor	2(4)	2(4)	4(4)
	Total	50(100)	50(100)	100(100)

Source: Compiled from Primary data

Note: Figures in the bracket indicate percentage to column total

Fig4.22 Opinion on technology on double horse products



Interpretation

From the table 4.27 shows that (44 percent) of respondents from Malappuram and (46 percent) of respondents from Thrissur opinion on technology is good. About (4 percent) of respondents in Malappuram and (4 percent) of respondents from Thrissur opinion is very poor. Out of the 100 respondents majority (45 percent) respondents opinion good for double horse products. About (4 percent) respondents opinion very poor technology of double horse products.

4.28 MOST PREFERRED IN DOUBLE HORSE PRODUCTS

Consumers taste and preference change from one consumer to other. Categories of preference are given below in the table

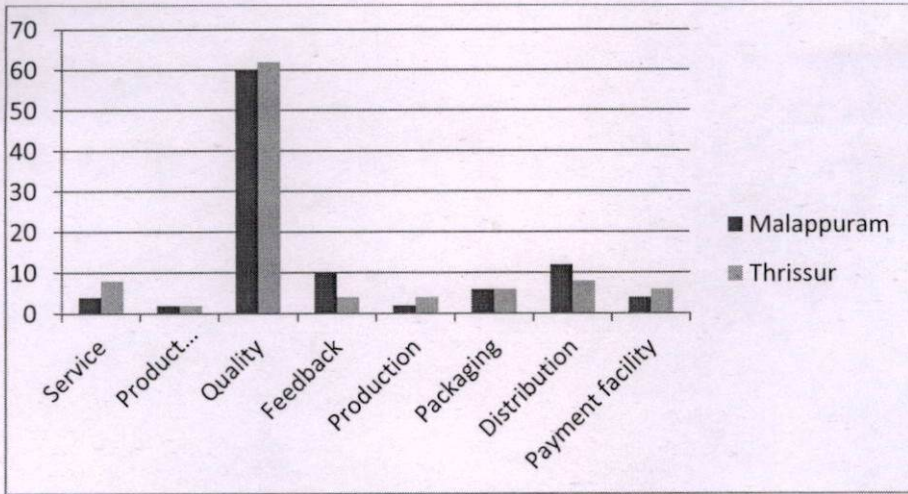
Table 4.28 Most preferring technology on double horse products

Sl.No	Preferring technologies	Number of respondents		Total (Nos)
		Malappuram	Thrissur	
1	Service	2(4)	4(8)	6 (6)
2	Product availability	1(2)	2(4)	3 (3)
3	Quality	30 (6)	31 (62)	61 (61)
4	Feed back	5 (10)	2(4)	7 (7)
5	Production	1 (2)	1(2)	2 (2)
6	Packaging	3 (6)	3 (6)	6 (6)
7	Distribution	6 (12)	4 (8)	10 (10)
8	Payment facility	2 (4)	3 (6)	5 (5)
	Total	50 (100)	50 (100)	100 (100)

Source: Compiled from Primary data

Note: Figures in the bracket indicate percentage to total

Figure 4.23 Most preferred in double horse products



Interpretation:

From table 4.28 we can interpret that (60 per cent) of respondents in Malappuram and (62 per cent) of respondents in Thrissur prefer for quality. Only (2 per cent) of respondents in Malappuram and (2 per cent) of respondents in Thrissur prefer Double Horse for product

availability. Out of 100 respondents majority (61 per cent) respondents like double horse for quality. About (2 per cent) respondents like double horse for product availability. Inter comparison of districts conveys that majority of respondents from Thrissur districts. Intra comparison of districts conveys that majority prefer for quality and least prefer Double Horse for product availability.

4.29 RECOMMEND OF PRODUCTS TO SOCIAL CIRCLE OR FRIENDS

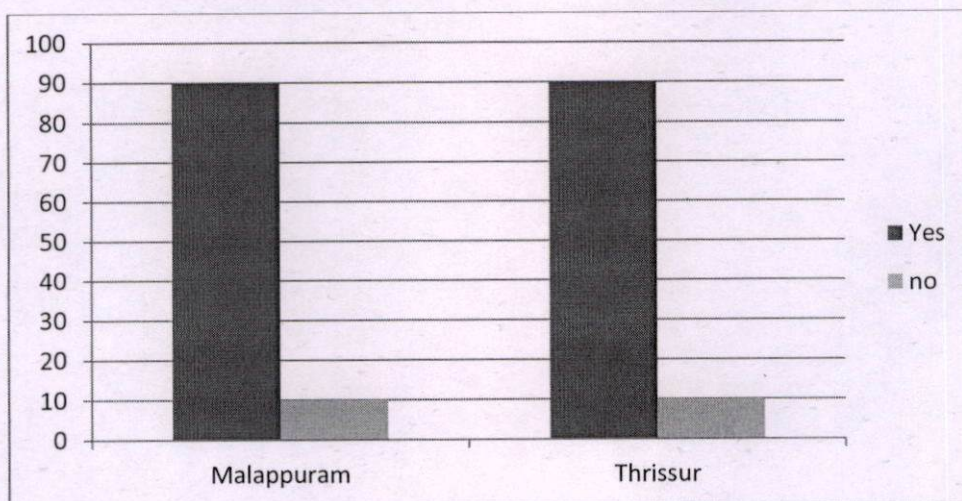
Table 4.29 Recommend of products to social circle or friends

Sl. No	Recommendations	Number of respondents		Total Nos
		Malappuram	Thrissur	
1	Yes	45(90)	45(90)	90(90)
2	No	5(10)	5(10)	10(10)
	Total	50(100)	50(100)	100(100)

Source: Compiled from Primary data

Note: Figures in the bracket indicate percentage to column total

Fig 4.24 Recommend of products to social circle or relatives



Interpretation:

From table 4.29 it was inferred that out of the 100 respondents, majority (90 per cent) of the people recommend products to friends or social groups and remaining (10 per cent) not recommend to social circle or friends. About (90 per cent) in Malappuram and (90 per cent) of respondents in Thrissur recommend Double horse to friends and social circle. Inter comparison of districts conveys that majority of respondents are from Thrissur. Intra comparison of districts conveys that majority of respondents recommend products to social circle.

4.30 REASON FOR ASSOCIATION WITH DOUBLE HORSE

Consumers choose double horse for different reason. The reasons are categorized in the table given below :

Table 4.30 Reason for association with double horse

Sl.No	Reasons	No.of respondents					
		Thrissur			Malappuram		
		Score	Index	Zone	Score	Index	Zone
1	Margin	197	78.8	G	192	76.8	G
2	Demand	184	73.6	G	173	69.2	G
3	Quality	204	82.8	E	198	79.2	G
4	Dealer relationship	172	68.8	G	162	64.8	G
5	Credit Policy	104	41.6	A	143	57.2	A
6	Promotional schemes	174	69.6	G	185	74	G
	Total	1036			1053		
	Composite index	69.06			70.2		

Source : Compiled from Primary data

Table of index and zone

Sl No	Index	Zone
1	80-100	Excellent (E)
2	61-80	Good(G)
3	41-60	Average(A)
4	21-40	Poor(P)
5	0-20	Very poor(VP)

Interpretation:

From table 4.30 highest composite index for Malapuram (70.2) lowest Thrissur(69.6) Both districts given highest index for quality (82) Thrissur and for Malapuram (79).Both have lowest index for credit policy(41.6)for Thrissur and (57.2) for Malapuram.Inter comparison of districts

conveys that Highest rank for quality and it is in the rank excellent in Thrissur and good in Malappuram district. Intra comparison of districts conveys that highest rank for quality.

4.31 AWARENESS ON CERTIFICATION OF DOUBLE HORSE PRODUCTS

Analysis on awareness of certification is done in the study based on few categories of certification, which are mentioned in table given below .

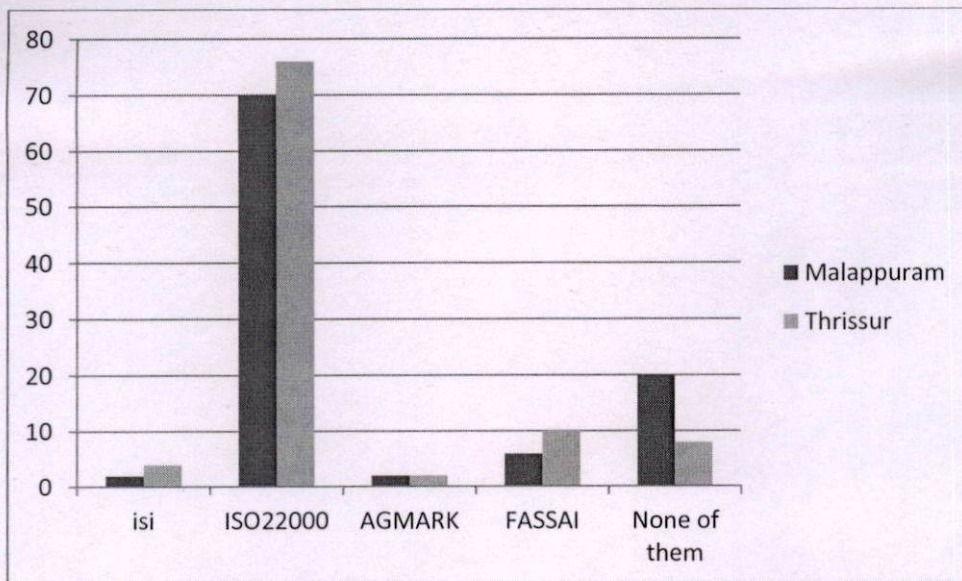
Table 4.31 Awareness on certification of double horse products

Sl.No	Certification	Number of respondents		Total (Nos)
		Malappuram	Thrissur	
1	ISI	1 (2)	2 (4)	3 (3)
2	ISO 22000	35 (70)	38 (76)	73 (73)
3	AGMARK	1(2)	1(2)	2(2)
4	FASSAI	2(4)	2(4)	4 (4)
5	None of them	6 (12)	8 (16)	14 (14)
	Total	50 (100)	50 (100)	100 (100)

Source: Compiled from Primary data

Note: Figures in the bracket indicate percentage to column total

Figure 4.25 Awareness on certification of double horse



Interpretation From table 4.31 shows that (70 per cent) of respondents from Malappuram and 76 per cent of respondents from Thrissur aware of ISO22000 certification of Double Gorse. Only (2 per cent)of respondents and (4per cent) of respondents aware of ISI certification.Out of 100 sample 73 per cent of respondents aware of ISO22000 certification and only 3 per cent of

respondents aware of ISI certification. Inter comparison of districts conveys that majority of respondents are from Thrissur. Intra comparison of districts conveys that majority of respondents are aware of ISO22000 certification.

Summary of findings, conclusion and suggestions

CHAPTER V

SUMMARY OF FINDINGS CONCLUSION AND SUGGESTIONS

Consumer satisfaction measures how products and services supplied by a company. Consumer satisfaction is seen as key differentiator and increasingly has become a key element of business strategy. The present study was an attempt to analyse the satisfaction level of consumers or the respondents towards double horse branded products. The study mainly focus on three categories of products they are Rice products (highly demanded), masalas (medium demanded) and instant ready to cook category (low demanded). In order to evaluate the width of consumption pattern study was conducted in two districts of Kerala. fifty respondents from Malappuram, above 20Km radius and fifty respondents from Thrissur, 20Km within radius. The study also reveals the technological adaptability of double horse products. In order to evaluate brand equity perception of Double Horse rice and rice products, a consumer survey was carried out. For the purpose a sample of 100 product consumers was randomly chosen. The collected data through consumer survey by means of an interview schedule were analysed using appropriate statistical tools like percentages and indices. In order to evaluate the consumer satisfaction building efforts of Manjilas, an interview with the officials with the help of a structured schedule was carried.

6.1 Major Findings:

The findings from the analysis and interpretation of collected data contain both under socio-economic profile of the respondents and consumption pattern of respondents towards double horse in Malappuram and Thrissur districts. The sample comprised of respondents from in Thrissur and Malappuram

1. Out of total sample (100), 50 per cent of respondents were in age group of 30-45. In that 52 per cent of respondents were in Malappuram and 48 per cent of respondents from Thrissur district
2. Consumers were aware about Double Horse through television advertisement. Out of hundred respondents 45 per cent of respondents aware through television advertisement. In that 40 per cent from Malappuram and 50 per cent from Thrissur.

3. Consumers period of experience with double is between 1-3 years. Out of 100 sample 39 per cent were in this category 1-3 years .Among these 38 per cent of respondents from Malappuram and 40 per cent of respondents from Thrissur .
4. Out of 100 sample 34 per cent respondents frequently visit Double Horse products. In that 38 per cent of respondents from Malappuram and 30 per cent of respondents from Thrissur.
5. Out of 100 sample 20 per cent of respondents aware of rice products, 10 per cent of respondents aware of masala and only 4 per cent of respondents aware instant ready to cook curry mix. Among these 18 per cent of respondents from Malappuram and 22 per cent of respondents from Thrissur aware of rice products. 12 per cent of respondents from Malappuram and 8 per cent of respondents from Thrissur aware of masala. 4 per cent of respondents from Malappuram and 4 per cent of respondents from Thrissur aware of instant ready to cook curry mix.
6. Out of 100 sample 17 per cent of respondents occasionally purchase rice products, 10 per cent of respondents occasionally purchase masalas and only 4 per cent of respondents occasionally purchase instant ready to cook curry mix. 24 per cent of respondents from Malappuram and 10 per cent of respondents from Thrissur purchase rice products.12 per cent of respondents from Malappuram and 8 per cent of respondents from Thrissur aware of masala. 4 per cent of respondents from Malappuram and 4 per cent of respondents from Thrissur aware of instant ready to cook curry mix.
7. 23 per cent respondents from total sample (100) prefer Appamiddiappampathiri rice flour among rice products. In this 26 per cent of respondents from Malappuram and 20 per cent of respondents from Thrissur purchase Appamiddiappampathiri rice flour.
8. In instant ready to cook curry mix 53 per cent of respondents purchase chicken biriyani mix. In that 54 per cent of respondents were from Malappuram and 52 per cent of respondent were from Thrissur.
9. Out of total sample(100), 23 per cent of respondents purchase chicken powder from Masala category.In that 14 per cent of respondents from Malappuram and 32 per cent of respondents from Thrissur .
10. Reason for preferring double horse is for quality About 57 per cent out total sample (100) prefer Double horse. In that 64 per cent of respondents were from Malappuram and 50 per cent of respondents were from Thrissur.
11. Consumer perception about double is good. Out of total sample (100) 53 per cent of respondents perception towards Double Horse is good . In that 62 per cent of respondents were from Malappuram and 44 per cent of respondents were from Thrissur .

12. Out of 100 respondents reason to purchase rice product , instant ready to cook curry mix and masalas is Quality . They gave first rank for quality last rank for discount offer.
13. Nature of consumer satisfaction inMalappuram (96.4) index for quality and inThrissur (99.2) index for quality. 52.8 index for price in Malappuram and 55.2 index for price in Thrissur.
14. Level of satisfaction in Malappuram is 84.4 index for variety of products and in Thrissur 87.4 index for variety of products in Thrissur. 55.2 index for influence of technology in Malappuram and 53.6 index for influence of technology in Thrissur.
15. Out of 100 sample 50 per cent of consumer need improvement needed area for the double is the distribution. In that 40 per cent of respondents from Malappuram and 60 per cent of respondents from Thrissur.
16. Out of 100 sample 38 per cent of respondents aware of payment technology of Double horse priducts in that 32 per cent of respondents from Malappuram and 44 per cent of respondents from Thrissur.
17. Awareness on procurement technology is more for inprocess inspection consumers. Out of 100 sample. 38 per cent of respondents aware of in process inspection. In that 32 per cent from Malappuram and 44 per cent from Thrissur.
18. Out of 100 sample 38 per cent of respondents aware of feedback technology. In that 44 per cent of respondents from Malappuram and 32 per cent of respondents from Thrissur.
19. Out of 100 sample 17 per cent of respondents aware of mobile payments . In that 20 per cent of respondents from Malappuram and 14 per cent of respondents from Thrissur .
20. About 57 per cent out of total sample aware about online store names amazon. In that 40 per cent of respondents were from Malappuram and 74 per cent of respondents were from Thrissur district.
21. In reordering technology out of total sample 50 per cent of respodents aware about SAP technology .In that 40 per cent from Malappuram and 60 per cent from Thrissur.
22. In production technology out of total sample 50 per cent aware about cleaning technology. In that 50 per cent of respondents from Malappuram and 50 per cent from Thrissur
23. In RTC production technology out of 100 sample 61 respondents not aware about the either technology. About 17 per cent know about retort technology.
24. In that 14 per cent from Malappuram and 20 per cent from Thrissur .Out of 100 sample 43 per cent of respondents aware about stone detector technology used in rie product production In that 42 per cent of respondents from Malappuram and 44 per cent from Thrissur.
25. Out of 100 sample 45 per cent respondents opinion on Double Horse is good. In that 44 per cent of respondents from Malappuram and 46 per cent of respondents from Thrissur.

26. Most preferred characteristic of Double Horse is quality. Out of 100 sample 61 per cent support it. In that 60 per cent of respondents from Malappuram and 62 per cent of respondents from Thrissur.
27. Out of 100 sample 94 recommend Double Horse to their social circle and Friend. In that 90 per cent of respondents were from Malappuram and 98 per cent from Thrissur.
28. Out of 100 sample 73 per cent aware about ISO22000 certification. In that 50 per cent from Malappuram and 96 per cent from Thrissur.

6.2 Suggestions

From the analysis of collected data and the findings figured out, some suggestion were also drawn out. The respondents to the survey have also put forward many suggestions. Some of the suggestions are listed below:

1. More awareness programs can help a lot in the marketing of various categories branded products.
2. There is a great demand for Double Horse rice products among the fifteen categories. Medium demand for masalas and less demand for Instant ready to cook, instant ready to eat cup payasam, instant ready to eat categories of double horse. It may be suggested to adapt more innovative promotional strategies for other categories of double Horse.
3. The competitive advantage of Double Horse branded products is its superior quality and value for should keep the quality which it possesses.
4. Many of the loyal consumers of Double Horse complained that they are not getting their favourite brand every time similarly. Therefore, it is desirable to modify the distribution strategy. So as to make it available everywhere. It will avoid the brand shifting tendency of Double Horse consumers.
5. Majority of the consumers like the packaging quality of Double Horse. But most of the consumers could not recall the logo and design of the package. So some re-engineering work in packaging and design is needed to make an image in the consumer's mind.
6. The Manillas Food Tech P. Ltd must secure an edge by being closer to what was preferred by the customers. The brand Double Horse must achieve uniqueness within the boundary of the Customers' Preference.
7. Consumers are very smart in this era. They are more conscious about the technologies. As per study consumers have less information on Technological adaptability used by Double horse. Double horse must concentrate on customer relationship management by becoming more transparent to consumer

6.3 Conclusion

In this modern days where the life is at fast pace with the time very valuable to every person "Convenient Foods" play important role in every ones day –to day life. The food habits have changed due to western influence.. It is concluded that Double Horse has good position among the all of its branded products which are preferred by the consumers, there are many loyal consumers for Double Horse, who approach shops only for Double Horse brand products. Most of the consumers prefer rice products the most , then masalas and least prefer instant-ready-to-cook product categories. Comparing to other food product based companies Double horse have wide fifteen varieties of product categories. The quality product of name has got an excellent recall rate among the consumers. There are many Double Horse consumers who have been using the brands for more than 5 years, but majority are using it for 1-3 years indicating their satisfaction towards the brand products. Even though the price of Double Horse are very high, its brand equity is very high for all major products as rice , masalas types products. It is only because of its quality and purity. So Manjilas should utilize these competitive advantages as its strength and should maintain the good bond with customers with different marketing strategies like brand promotion and expansion of the product basket and distribution networks and also on customized service to the consumers.

From the whole study, it can be concluded that the Double Horse is able to satisfy a wide range of customers. By providing them large varieties of products., which can be remarked very positively and also have a bright future where the brand can excel the other competing brands both in terms of quality and market share. The study has also brought out that any few improvement steps on the part of management can bring a lot of benefits to the product in the coming future, since the target market for the product is very high.

The strong brand of Manjilas Food Tech Pvt. Ltd should make a perfect balance between continuity and change. Sustained efforts are necessary to maintain the brand equity of Double Horse in the market. So the company can increase the profit and meet the demand of consumers.

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APPENDIX

APPENDIX 1

KERALA AGRICULTURAL UNIVERSITY
COLLEGE OF COOPERATION BANKING AND MANAGEMENT
VELLANIKKARA, THRISSUR

CONSUMER SATISFACTION ON BRANDED PRODUCTS
A CASE STUDY OF 'DOUBLE HORSE' PRODUCTS

- 1) Name of the respondent :
2) Address:
3) Gender:
4) Age:
5) Location:
6) Education details:

Primary	Secondary	Higher secondary	Graduation	Post-graduation

7) Annual income of the family?

Below 35000 35000-45000 45000-55000 Above 55000

8) Do you ever heard of Double Horse products ? If Yes/No how?

Advertisement Relatives Friends Print media Radio

Television

9) Have you ever used double horse products?

Yes No

10) How long are you using Double horse products?

a) 1 year

b) 1 to 3 years

c) 3 to 5 years

d) 5 years and above

11). How frequently do you purchase double horse food products?

Monthly

Twice in a month

Weekly

Occasionally

12) Have you ever heard on double Horse categories? If yes please tick mentioned below.

Rice products Wheat products Instant products Masalas

Condiments Pickles Health products Rice

Wheat products Payasam&Kheer Mix Paste Upodi

Payasam and kheer mix Instant ready to eat Instant read to cook

Intant ready to eat cup payasam

13) Which category of Double horse Products you normally buy or occasionally buy?

Instant category Masalas Condiments Pickles Wheat
products

Paste Health products Rice and Rice products Puttupodi

Rice products Condiments Rice Payasam and kheer mix

Instant ready to eat Instant read to cook Instant ready to eat cup payasam

Others Instant break fast

14) Are you aware about the products in category of Rice Products ? Tick Yes/No ? If yes which you prefer?

Easy palappam mix Appam, iddiappam and pathiri rice flour

Dosa mix Idly mix Roasted pathiri Flour Aval Thick

15) Name the product you prefer the most in instant variety category and tick them?

Sambar powder mix Chicken powder mix Biriyani powder mix

Egg roasted mix Fish powder mix

16) Which product do you prefer the most in Masalas category? Tick the category?

Sambar powder Chicken powder pickle powder Fish powder

Vegetable masala Egg roasted masala Biriyani masala Rasampowder

17) The reason for preferring the double horse product? If any please specify?

Quality Availability Brand loyalty packing Pricing

18) Consumer perception on packing of double horse product?

Average Good Excellent Not good

19) Factors influencing the purchase decision of double horse rice products?

Sl. No	Factors	Rank
1	Price	
2	Quality	
3	Advertisement	
4	Discount offers	
5	Festival Season	
6	Easy Availability	
7	Neighbours	
8	Shelflife	
9	Packing	
10	Roasted Products	
11	Ingredients in pack	
12	Taste and Varieties	

20) Factors influencing the purchase decision of double horse Masalas ?

Sl. No	Factors	Rank
1	Price	
2	Quality	
3	Advertisement	
4	Discount offers	
5	Festival Season	
6	Easy Availability	
7	Neighbours	
8	Shelflife	
9	Packing	
10	Roasted Products	
11	Ingredients in pack	
12	Varieties in masalas	
13	Colouring	
14	Taste and Preference	
15	Harmful	

21) Factors influencing the purchase decision of double horse ready to cook ?

Sl. No	Factors	Rank
1	Price	
2	Quality	
3	Advertisement	
4	Discount offers	
5	Festival Season	
6	Easy Availability	
7	Neighbours	
8	Shelflife	
9	Packing	

10	Roasted Products	
11	Ingredients in pack	
12	Time consuming	
13	Varieties of mixes	
14	Taste and Preference	
15	Harmful	

22) Nature of Consumer awareness towards Double Horse products?

Sl	Statements	SA	A	No	DA	SDA
1	Double horse products are more cheap than others					
2	Double horse products are good quality products					
3	Products are affordable					
4	Availability of products are proper					
5	Double horse products are eco friendly					
6	Variety products are available in the shop					
7	Uses colour which is not harmful					
8	All products are available in the standard packets					
9	Service done by double horse					
10	Source of information are adequate					
11	Packing quality is good					
12	Does not use any colour					
13	Products satisfy all category of people					
14	Products are durable in nature					

SA- strongly agree A- AGREE NO- No opinion DA- disagree SDA- strongly disagree

23) Level of consumer satisfaction towards Double horse products?

Sl	Statements	HS	S	NO	DS	HDS
1	Affordable price					
2	Availability of Products					
3	Proximity of retail outlets					
4	Eco friendly					
5	Source of information					
6	Long time usage					
7	Satisfy with variety designs					
8	Quantity of products					
9	Variety of products					
10	Influence of Technology					

HS- Highly satisfied S-Satisfied NO- No opinion DS-dissatisfied HDS-Highly dissatisfied

24) According to you which of the given option should be improved

Product advertisement Payment

Purchasing Variety designs

25) Which technology among these you have noticed of double horse?

Production Ordering the products Payment

Feedback Procurement Marketing

26) Have you ever noticed about the technology used in procurement? If yes which process you are familiar?

Receiving Inventory control Asset management Inprocess inspection
None of them

27) Have you ever experienced any technology for feedback from double horse products?
If yes please mention from given one?

Rating scale Suggestion boxes Feed backify
Uservice none of them

28) Have you ever come across any payment technology for double horse products?

Biometrics Point-of-scale mobile payments Mastercard (ATM)
None of them

29) Are you aware about the online store websites for Double horse products? If yes
Please tick among these?

Amazon kisan market Krushikendraagribegri
Farmers shop None of them

30) Have you ever come across any difficulty in availability of products of double horse?
If yes what technology are they using to overcome that?

SAP Akmi Zoho one Quora none

31) Are you aware of production Technology of Double horse masalas ? If yes tick one
mentioned among below?

Cleaning Roasting Grinding Grading Blending Packing
none

32) Are you aware about technology used for instant ready- to -cook (RTC)/Meal-to-
cook(MTE) food products of double horse? If yes tick from mentioned below?

Retort pouches Chilled RTC Ambient MTE Frozen RTE
none

33) Are you aware of technology used in Rice products of double horse? If yes Tick from the mentioned below?

Preparation Drying Hulling Milling stone detector

Blending Grinding Ingredients mixer none

34) What is your opinion technology in case of Double horse products?

Very good Good Average Poor Very poor

35) What do you like the most in technology?

Service Product availability Quality Feedback

Production Packaging distribution Payment facility
none

36) Would you recommend the double horse products to your friends or social circle?

Yes

No

37) Reason for association with Double Horse?

Sl.No	Reasons	SA	A	No	DA	SDA
1	Margin					
2	Demand					
3	Quality					
4	Dealer relationship					
5	Credit policy					
6	Promotional scheme					

Strongly Agree(SA), Agree(A), No opinion (NO), Disagree (DA), Strongly disagree(SDA)

38) Have ever heard of any certification for Double horse products? Tick yes/no If yes please tick one

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