

# **“A STUDY ON CUSTOMER SATISFACTION LEVEL OF NILGIRIS PRODUCTS”**

PROJECT REPORT

Submitted To

**MAHATMA GANDHI UNIVERSITY, KOTTAYAM**

In partial fulfillment of the requirements for the award of the degree of

**BACHELOR OF COMMERCE**

Submitted by

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DEPARTMENT OF COMMERCE

**ST.PAUL'S COLLEGE, KALAMASSERY**

**2017 – 2020**

# ST. PAUL'S COLLEGE

(Affiliated to Mahatma Gandhi University)

Kalamassery- 683503, Kerala



## CERTIFICATE

This is to certify that the project work entitled “**A STUDY ON CUSTOMER SATISFACTION LEVEL OF NILGIRIS PRODUCTS**” is a bonafide piece of work done by KARTHIKA C.G (Reg.no.170021056487), KRISHNENDU K.(Reg.no.170021056488), LAKSHMI E.J (Reg.no.170021056489),in partial fulfillment of the requirements for the award of degree of Bachelor of Commerce in Mahatma Gandhi University, Kottayam, under my supervision and guidance and that no part thereof has been presented earlier for the award of any other fellowship, associateship etc.

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## **DECLARATION**

We, KARTHIKA C.G(REG.NO.170021056487), KRISHNENDU K. (REG.NO170021056488), LAKSHMI E.J(REG.NO.170021056489) hereby declare that the project report entitled “**A STUDY ON CUSTOMER SATISFACTION LEVEL OFNILGIRIS PRODUCTS**” is a bonafide work done by us under the guidance and supervision of Mr.JOHN MATHEW, Assistant Professor, Department of Commerce, St. Paul’s College, Kalamassery.

We also declare that this work has not been submitted by us fully or partially for the award of any other degree, fellowship, associateship or other similar title of any other university or board.

Place: Kalamassery

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## **ACKNOWLEDGEMENT**

We are extremely grateful to god almighty for being with us to execute this dissertation work. We take this opportunity to express our sincere gratitude to Principal Dr.Sobhana Michael for her encouragement and support during the course of our study.

We further express our sincere thanks to Prof.Teresa Stephen, Head of the Department, Department of Commerce, St. Paul's College, Kalamassery for his direct and indirect assistance for the successful conduction of this work.

We would like to place on record our sincere and whole hearted thanks to our guide Mr.CHRISTY George M.J ,Assistant Professor, Department of Commerce, St. Paul's College, Kalamassery for his valuable guidance, and keen interest taken for the successful completion of this project report.

We also express our heartfelt thanks to respected teachers of our department for the great assistance and co-operation given to us in completing this task.

We take this opportunity to express our sincere thanks to the respondents who spare their valuable time for us.

We are also thankful to our parents and friends for their constant support and encouragement for completing this project work.

We also express our sincere gratitude to all those who have directly and indirectly helped us during the course of our work.

KARTHIKA C.G

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## CONTENTS

<b>CHAPTER</b>	<b>TITLE</b>	<b>PAGE NO:</b>
<b>1</b>	<b>INTRODUCTION</b>	<b>1-4</b>
<b>2</b>	<b>REVIEW OF LITERATURE</b>	<b>5-9</b>
<b>3</b>	<b>THEROETICAL FRAMEWORK</b>	<b>10-18</b>
<b>4</b>	<b>DATA ANALYSIS AND INTERPRETATION</b>	<b>19-34</b>
<b>5</b>	<b>FINDINGS,SUGGESION AND CONCLUSIONS</b>	<b>35-37</b>
	<b>BIBLIOGRAPHY</b>	
	<b>APPENDIX</b>	

## **LIST OF TABLE**

<b>SL.NO.</b>	<b>TITLE</b>	<b>PAGE. NO.</b>
4.1	Table showing the age of respondents	19
4.2	Table showing the gender of respondents	20
4.3	Table showing the monthly income of respondents	21
4.4	Table showing the outlet of respondents	22
4.5	Table showing the consumption of respondents	23
4.6	Table showing the frequency of purchase	24
4.7	Table showing the rating of packing facilities	25
4.8	Table showing the beneficiality of products	26
4.9	Table showing the problems faced by respondents	27
4.10	Table showing the rating of variety of products	28
4.11	Table showing the attractive factors in NILGIRIS	29
4.12	Table showing the rating of NILGIRIS products	30
4.13	Table showing the rating of price and quality of products	31
4.14	Table showing the rating of navigation in stores	32
4.15	Table showing the rating of cashier and sales persons services	33
4.16	Table showing the level of customer satisfaction	34

## **LIST OF FIGURES**

<b>SL.NO.</b>	<b>TITLE</b>	<b>PAGE. NO.</b>
4.1	Figure showing the age of respondents	19
4.2	Figure showing the gender of respondents	20
4.3	Figure showing the monthly income of respondents	21
4.4	Figure showing the outlet of respondents	22
4.5	Figure showing the consumption of respondents	23
4.6	Figure showing the frequency of purchase	24
4.7	Figure showing the rating of packing facilities	25
4.8	Figure showing the beneficiality of products	26
4.9	Figure showing the problems faced by respondents	27
4.10	Figure showing the rating of variety of products	28
4.11	Figure showing the attractive factors in NILGIRIS	29
4.12	Figure showing the rating of NILGIRIS products	30
4.13	Figure showing the rating of price and quality of products	31
4.14	Figure showing the rating of navigation in stores	32
4.15	Figure showing the rating of cashier and sales persons services	33
4.16	Figure showing the level of customer satisfaction	34

**CHAPTER-1**  
**INTRODUCTION**



**CHAPTER-2**  
**REVIEW OF LITERATURE**

## **CHAPTER-3**

# **THEORETICAL FRAMEWORK**

**CHAPTER-4**  
**DATA ANALYSIS AND INTERPRETATION**

**CHAPTER-5**  
**FINDINGS, SUGGESTIONS AND**  
**CONCLUSIONS**

# **BIBLIOGRAPHY**

B

# **APPENDIX**



## 1.1 INTRODUCTION

**Customer Satisfaction** is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation.

**Customer satisfaction** is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services exceeds specified satisfaction goals.

The Marketing Accountability Standards Board (MASB) endorses the definitions, purposes, and constructs of classes of measures that appear in Marketing Metrics as part of its ongoing Common Language in Marketing Project. In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses.

It is seen as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

### PURPOSE

Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty. Customer satisfaction data are among the most frequently collected indicators of market perceptions. Their principal use is twofold:

1. "Within organizations, the collection, analysis and dissemination of these data send a message about the importance of tending to customers and ensuring that they have a positive experience with the company's goods and services."

2. "Although sales or market share can indicate how well a firm is performing currently, satisfaction is perhaps the best indicator of how likely it is that the firm's customers will make further purchases in the future. Much research has focused on the relationship between customer satisfaction and retention. Studies indicate that the ramifications of satisfaction are most strongly realized at the extremes."

On a five-point scale, "individuals who rate their satisfaction level as '5' are likely to become return customers and might even evangelize for the firm. "Individuals who rate their satisfaction level as '1,' by contrast, are unlikely to return. Further, they can hurt the firm by making negative comments about it to prospective customers. Willingness to recommend is a key metric relating to customer satisfaction."

### NILGIRIS SUPERMARKET



**NILGIRIS** is a supermarket chain in South India. It is also one of the oldest supermarket chains in India with origins dating back to 1905 and hence its products are sold under the brand name of "NILGIRIS 1905". It also has a store brand, and produces dairy, baked goods, chocolates, and other products under the same name.

The origin of this supermarket chain can be traced back to ARUMUGAM MUDALIAR of Erode district in Tamil Nadu, who was a mail runner for the British in colonial India. ARUMUGAM MUTHUSAMY MUDALIAR carried letters and cheques for the British from Coimbatore to the hill stations of OOTTY and COONOOR. As he was flooded with requests to carry dairy products and other items, he opened a small shop in 1905, after buying the butter business of an Englishman in VANNARPET and soon, "The NILGIRIS Dairy Farm Ltd." was established.

In 1936, he moved his shop to Brigade Road, Bangalore. The NILGIRIS Dairy Farm Ltd. specialized in dairy, dairy products, bakery and chocolates. In 1962 set NILGIRIS up a specialized dairy plant in Erode. This pasteurization plant was used to manufacture NILGIRIS store brand of dairy product. The produce was supplied to Bangalore on a daily basis from Erode. MUTHUSAMY'S son CHENNIAPPAN expanded the company by setting up a modest store in Bangalore to sell own NILGIRIS brand of products. However after CHENNIAPPAN's visit to U.S. and Europe, he expanded the store into a larger NILGIRIS supermarket. Though CHENNIAPPAN was influenced by the supermarket concept in the U.S. and Europe, he developed the supermarket to fit in with the local culture and set guidelines for its growth. Soon, the NILGIRIS supermarket chain spread to Erode, Coimbatore and Chennai.

In September–October 2008, ACTIS, a UK based private equity investor, invested US\$65 million in the NILGIRIS Group in order to strengthen the group's manufacturing and franchising operations in South India. This investment has given a, ACTIS controlling interest (more than 51% stake) in the NILGIRIS group. On November 21, 2014, Future Consumer Enterprises Ltd. acquired the 98% from ACTIS Capital and other promoters. With that NILGIRIS is a fully owned subsidiary under Future Consumer Enterprises LTD (FCEL), which is a Future Group Company.

## **1.2 OBJECTIVES OF THE STUDY**

- To study the customer satisfaction level of NILGIRIS Products.
- To understand various problems faced by customers of NILGIRIS Supermarket.
- To analyze various offers and discounts, those attract the customer.
- To understand the awareness about the company's product among the customers.

- To determine how the customers suggest NILGIRIS to their family/friends/Neighbors and others.

### **1.3 IMPORTANCE OF STUDY**

Customer satisfaction can be interrupted as a response of the interaction between the organization and their customers .Customer expectations defers from the, person to person. The supermarket should have interest towards them. The benefit of the survey is that it gives the management and education of general level of satisfaction of the customers, to facilitate them to take best decision.

### **1.4 SCOPE OF STUDY**

Customer satisfaction can be interrupted as a response of the interaction between organization and their customer. Moreover customer satisfaction cannot be restricted to the. There is something else that is customer expectations preparations taste and preference buying behavior and income level with respect to the customer

. The scope of study is limited to ERNAKULAM district. The study relies primarily on direct interview and questionnaire method. The questionnaires were distributed among the customers of NILGIRIS Supermarket for data collection.

The study consists of:

1. Direct interview with customers
2. Distributing questionnaires
3. Collection of secondary data from various sources

### **1.5 RESEARCH METHODOLOGY**

Data is collected from primary source as well as secondary sources for the study.

#### **Data collection**

- Primary data were collected using a well prepared questionnaire.
- Secondary data collected from magazines and from the internet.
- Sample size of the study was 50.
- Convenient research methodology method is used to collect data, because there were some limitations in selecting samples.

## **Data analysis**

For analyzing the information obtained through primary data and secondary data statistical tool such as tables, charts, graphs etc. were used and the results were interpreted thereon.

### **1. 6 LIMITATIONS OF STUDY**

1. The sample used for the study was confined to only one district.
2. The bias of the interviewer in the choice of respondent was also present.
3. The study is entirely based on the response given by the respondents.
4. The survey had the core constraints of time.
5. The customers have been too busy to provide information as the data has been collected during busy hours.

## Customer satisfaction

Customer Satisfaction is a term used by the companies that the products or services offered meet or surpass the expectation of their customers.

- ❖ GREENWHEEL and OLIVER (2002) describe customer satisfaction as, the post purchase, judgment, connected with the purchase decision and tendency to return again back for the purchase (2002).” In addition to that, Oliver argued that “customer satisfaction as a psychological behavior and in action.”
- ❖ KOTLER (1997) defines, “customer satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a Product’s perceived performance (or outcome) in relation to his or her expectations.” The relationships between both satisfaction constructs with Brand loyalty have mostly been studied separately. The purpose of this study is to explore the effects of three customer perceptions (brand image, price fairness) on customer satisfaction and Brand loyalty.
- ❖ BROWN (1992) defines customer satisfaction as “The state in which customer needs, wants and expectations throughout the product or services life are met or exceeded resulting in repeat purchase, loyalty and favorable worth-of mouth.”
- ❖ According to ZAIRI (1994), “the key element of competitiveness includes the voice of customer through current and future demands and the voice of the process through establishing the organizational capability to deliver customers' needs and wants.”
- ❖ REICHHELD (1994) argued that “satisfied customers are not necessary loyal”. However, Evidently, REICHHELD and Markey (2000) noted that the customers who said they are 'Satisfied' or 'Very satisfied ' showed that between 60 and 80% will defect in most businesses. The criticisms of relying solely on consumer satisfaction survey (Jones and SASSER,1995; REICHHELD,1994) have deliberately called for a paradigm shift , from emphasis on satisfaction to the pursuit of loyalty as a strategic business goal (Oliver,1999).OLIVER(1999) noted the shift "appeared to be a worthwhile change in strategy for most firms because business understood the profit of having a loyal customer base" (p.33). Therefore it was suggested that those who are measuring customer satisfaction should not stop there (REICHHELD, 1994). The shift to measure loyalty is based on a desire to better understand retention, a component of loyalty which had a direct link to a company's profit (Taylor, 1998).
- ❖ According to WILKIE (1994) “Consumer's buying behavior are physical emotional and mental activities to satisfy the needs and demand of the consumers then people select , buy and use goods and services and discard the products .”
- ❖ The behavior pattern is characterized by the small amount of thought processing that is required before a decision is made to purchase the product. This means that little information about the product is required to make a decision because it is relatively easy to attain this information. This is known as “limited decision-making buying behavior” (SOLOMON 2016).

- ❖ According to JONES and SASSER (1995), four basic elements affect customer satisfaction. They are: “The basic elements of the product or service, basic support services, a recovery process for counteracting bad experiences, and extraordinary service.” There are many definitions of the key elements of the services, but this one is considered appropriate in the context of care or after sales services. Satisfaction is a function of perceived performance and expectation. If the performance matches the expectations the customer is satisfied. If the performance exceeds the expectation the customer is highly satisfied and delighted. If the performance does not match the expectations the customer is dissatisfied. Satisfaction is a person’s feelings of pleasure or disappointment resulting from comparing a product perceived. Performance (outcome) in relation to his/her expectation. The link between customer satisfaction and customer loyalty is proportional. Suppose customer satisfaction is rated on a scale from 1-5.
- ❖ Customer satisfaction has shown itself to be an increasingly important determinant of a business’s success and this is arguably more so in relation to the cafe industry. Studies have been undertaken whereby it was concluded that satisfied customers are central to the long term success of a business. It should be mentioned that the linkage between customer satisfaction and customer-behavior (return-customer patronage) has been well documented in marketing literature. Customer satisfaction is defined in Oliver’s (1997) study as the “consumer’s fulfillment response.”
- ❖ It is a judgment that a product or service feature, or the product or service itself, provides a pleasurable level of consumption related fulfillment. In other words, “it is the overall level of contentment with a service/product experience” (ANDALEEB & Conway, 2006).
- ❖ The social identity theory proposed that attitudes are moderated by demographic, situational, environmental and psychosocial factors (HASLAM et al., 1993; JACKSON et al., 1996; PLATOW et al., 1997). According to the social psychological theories, “consumers’ evaluations are moderated, or in some cases mediated, by personal feelings of equity in the exchange, disconfirmation between desires and outcomes, individual preferences, social comparisons, and other complex phenomena.” These theories strongly suggest that differences in these phenomena among consumers influence their attitudes (Williams et al., 1998). Several empirical findings that have shown the relationship between demographic variables and satisfaction include.
- ❖ BRYANT et al. (1996) conducted a study on 400 companies using the American customer satisfaction index (ASCI) and demonstrated that there is significant relationship and consistent differences in the levels of satisfaction among demographic groups: sex – positively related to satisfaction and female customers are more satisfied than the male customers. Female of all ages are more satisfied than the male. Women are more involved with the process of purchase and possibly use the mobile phone more for relational purposes (social network device) while men use it for functional purposes (businesses, sales, etc.). Age – positively related

to satisfaction but the relationship is not a straight line. Satisfaction increase with age. The major increase in satisfaction is seen within the age 55 and over. Income – the higher the income, the lower the satisfaction level. Location (type of area) – positively related to satisfaction. Customers living within metropolitan areas (central city and suburban areas) are less satisfied than those customers in non-metropolitan areas.

- ❖ PLAVIA and PLAVIA (1999) found out that “age is a significant determinant of satisfaction with information technology industry.” OYEWOL (2001) in his research on customer satisfaction with airline services reported also that gender, occupation, education, and marital status have significant influence on customer satisfaction, while age and household income had no significant influence. HOMBURG and GIERING (2001) conducted a study on German car manufacturers using laurel notation and demonstrated that it is important to study demographic variables as determinants of customer behaviors. The results of their study showed that gender has significant moderating effect on satisfaction- loyalty relationship. Women are satisfied with sales process while men are 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. Jessie and Sheila (2001) in their empirical work on patients’ assessment of satisfaction and quality using factor analysis and regression, reported that “age, beneficiary group, location, rank, service affiliation, education, marital status, race, gender, health status and number of visits (socio demographic variables) have minimal influence on satisfaction.”
- ❖ AHAMAD and KAMAL (2002) conducted a study on a commercial bank using a stepwise regression and demonstrated that there is negative significance between age and satisfaction. When age goes up, satisfaction levels are likely to go down. However, occupation and income levels are positively related to satisfaction. Lighter (2003) in his study on online experience using regression expressed that “age is an important factor in determining satisfaction levels and technology perceptions.”
- ❖ VANAMBURG (2004) conducted a study on 200 companies using the American customer satisfaction index (ASCI) and demonstrated that “age has a significant effect on satisfaction. Younger age groups are less satisfied than older age groups across all products and services industries. “
- ❖ ANDERSON and FORNELL (2000) assume businesses exist and compete to create satisfied customers. Investors are attracted to companies that can perform well at satisfying their customers. It emphasizes that business prosperity would not be able to bloom without increasing customer satisfaction. It is not the amount of goods and services a company can produce that leads to its success but how well the business satisfies its customers so they will return and keep the business growing.
- ❖ VENN and FONE (2005) conducted a study on patient satisfaction with general practitioner services in Wales using logistic regression and reported that satisfaction

varied with age, gender, employment status, and marital status. The results obtained indicated that “higher satisfaction is significantly related with increasing age, female gender, unemployed (those at home, disabled and retired), and married patients. However, unemployed - students and those seeking work, reported lower satisfaction. “

- ❖ TUREL and SERENKO (2006) in their study on customer satisfaction with mobile services in Canada using ASCI reported that age has a significant influence on customer satisfaction and lower satisfaction level is found among young adults.
- ❖ Exceeding the value offered by competitors is the key to marketing success. Consumers decide upon purchases on the judgments about the values offered by suppliers. Once the product is bought, customer satisfaction depends upon its perceived performance compared to the buyer’s expectations. Customer satisfaction occurs when perceived performance matches or exceeds expectations. Expectations are formed through post-buying, experiences, and discussions with other people, and suppliers marketing activities. Companies need to avoid the mistake of setting customer expectations too high through exaggerated promotional claims since this can lead to dissatisfaction if performance falls short of expectations. (DAVID JOBBER, Principles and Practice of Marketing, 1995, 12)
- ❖ Customer satisfaction research is focused on company’s current customers to clear up functionality in proportion to customer’s expectations. Amount of or repeatedly happening purchasing doesn’t always tell about customer’s satisfaction. Customer may buy product, because there is not better available, or he / she doesn’t know any other alternatives. In this kind of case, customer is not committed to a company or a product, but moves over to another alternative as soon as it will be available. Research measures total customer satisfaction and also divisions of it, e.g. products, price, quality, customer service etc. Most important is that research is reliable, repeated often, results are analyzed and problematic points are solved (BERGSTOM, LEPP 2003).
- ❖ Customer satisfaction has an influence on marketing strategies of every company. Improving customer satisfaction leads to improved business results of the firm in terms of sales and profitability (MOHAN, 2013 ANGELOVA and ZEKIRI, 2011).
- ❖ Customer satisfaction is an important driver to customer loyalty and to the success of businesses; it is the consumers’ fulfillment response (Oliver, 1997).
- ❖ Customer satisfaction in a retail setting has been linked to a number of important outcomes including sales performance, customer retention and loyalty (WEERASIRI, 2015 for DARIAN et al., 2001). Satisfied consumers display loyalty and a higher repurchase rate, while loyal consumers display satisfaction and come back to repurchase the product (CATHERINE and MAGESH 2017).
- ❖ KHAN (2006) marks that the choice of place of purchase depends on perception, self concept, social and cultural background, age, family cycle, attitudes, beliefs, values,

motivation, personality, social class and many other factors that can be either internal or external.

- ❖ DYNAMIC EFFECT OF CUSTOMER EXPERIENCE LEVELS ON DURABLE PRODUCTS SATISFACTION.PRICE AND POPULARITY MODERATION.( WAN, J. N, DU J., CHIU, Y. L., & LI, J. (2018) )We investigate the dynamic effects of customer experience levels on satisfaction in China's Automobile Industry. Based on Large Scale Sample of 657,300 online reviews, these empirical studies found three meaningful Findings. First, Higher customer experience is associated with a decrease in customer satisfaction. Second, with low- priced cars, satisfaction is higher for high- priced cars and it declines at a slower rate. Third, satisfaction with popular cars, which is often lower than unpopular cars, declines at a faster (slower) rate than satisfaction with unpopular car when they are High- Priced (low- Priced). Therefore, both price and popularity have important moderating effects on the relationship between satisfaction and customer experience level. We discuss the managerial implication of these results, as well as avenues for future research.
- ❖ The early study on customer satisfaction emphasized that achieving high customer satisfaction can generate more new and repeat purchases and favorable word-of-mouth communication, which in turn will lead to higher revenue and profits (TAM, 2011). At early studies, researchers have also found a strong relationship between satisfaction and loyalty as shown by study by BEARDEN and TEELIN 1983 (ANDALEEB &CONWAY, 2006). Study by SZSMANSKI and HENARD in 2001 in their meta-analysis, also indicated 15 positive and significant correlations between the two constructs. However, in fact Jones et al. in 1995 argue that this relationship is not a simple linear one but according to several cause-related attributes.

More recent studies place more focus in exploring more attributes surrounding the customer satisfaction and its impacts on the former. Service quality has been found to be able to predict customer satisfaction more than what customer perceived value does. The study also emphasized that customer value has an indirect effect on customer relationship management performance and brand loyalty mediated by customer satisfaction. Price and quality is an important factor for customer satisfaction which leads to marketing managers' decisions complexity nowadays as markets are becoming more and more complex and overloaded.



## COMPANY PROFILE

**NILGIRIS** is a supermarket chain in South India. It is also one of the oldest supermarket chains in India with origins dating back to 1905 and hence its products are sold under the brand name of "NILGIRIS 1905". It also has a store brand, and produces dairy, baked goods, chocolates, and other products under the same name.



The origin of this supermarket chain can be traced back to ARUMUGAM MUDALIAR of ERODE district in Tamil Nadu, who was a mail runner for the British in colonial India. ARUMUGAM MUDALIAR carried letters and cheques for the British from Coimbatore to the hill stations of OOTY and COONNOR. As he was flooded with requests to carry dairy products and other items, he opened a small shop in 1905, after buying the butter business of an Englishman in VANNERPET and soon, "The NILGIRIS Dairy Farm Ltd." was established.

In 1936, he moved his shop to Brigade Road, Bangalore. The NILGIRIS Dairy Farm Ltd. specialized in dairy, dairy products, bakery and chocolates. In 1962 NILGIRIS set up a specialized dairy plant in Erode. This pasteurization plant was used to manufacture NILGIRIS store brand of dairy product. The produce was supplied to Bangalore on a daily basis from Erode. MUTHUSAMY's son CHENNIAPPAN expanded the company by setting up a modest store in Bangalore to sell NILGIRIS own brand of products. However, after CHENNIAPPAN's visit to the U.S. and Europe, he expanded the store into a larger supermarket. Though CHENNIAPPAN was influenced by the supermarket concept in the U.S. and Europe, he developed the NILGIRIS supermarket to fit in with the local culture and set guidelines for its growth. Soon, the NILGIRIS supermarket chain spread to Erode, Coimbatore and Chennai.

In September–October 2008, ACTIS, a UK-based private equity investor, invested US\$65 million in the NILGIRIS Group in order to strengthen the group's manufacturing and franchising operations in South India. This investment has given ACTIS a controlling interest (more than 51% stake) in the NILGIRIS group. On November 21, 2014, Future Consumer Enterprises Ltd. acquired the 98% from ACTIS Capital and other promoters. With that,

NILGIRIS is a fully owned subsidiary under Future Consumer Enterprises LTD (FCEL), which is a Future Group Company.

## Nilgiris



<b>Type</b>	Privately held
<b>Genre</b>	Supermarket chain
<b>Founded</b>	1905 as The Nilgiris Dairy Farm Ltd. (Coonoor, British India)
<b>Founder</b>	S. Arumuga Mudaliar
<b>Headquarters</b>	Whitefield, Bangalore - Corporate Office
<b>Key people</b>	Muthusamy Mudaliar, Chenniappan
<b>Parent</b>	Future Group
<b>Website</b>	<a href="http://www.nilgiris1905.com/">http://www.nilgiris1905.com/</a>

## Future Group acquires supermarket chain NILGIRIS

The KISHORE BIYANI-led Future Consumer Enterprise (FCE) has bought a 97.97 per cent stake in NILGIRIS, the BANGALURU-based supermarket chain, from ACTIS, a private equity firm in the UK. The deal is valued at an estimated Rs 300 CRORE.



NILGIRIS Dairy Farm, operating company of the grocery chain, has become a subsidiary of FCE. Set up in 1905, NILGIRIS is majority owned by ACTIS. Promoted by the MUDALIAR family, NILGIRIS entered ACTIS' portfolio when the latter bought a 65 per cent stake in 2006 for \$65 million and subsequently increased its stake. ACTIS has been looking to exit the investment since 2012.

KISHORE BIYANI group chief executive officer, Future Group, said, "This acquisition is synergistic as it enables strengthening and expanding convenience stores through franchises in an asset-light model as well as brings new manufacturing capabilities and brands within the company."

The acquisition was expected to help the Future Group to strengthen its presence in south India, consultants said. The Future Group has operations predominantly in west and north India. NILGIRIS runs 140 stores in Karnataka, Kerala, Tamil Nadu and Andhra Pradesh. "With this acquisition, the company expects to expand geographically by increasing its footprint of convenience stores in south India," FCE said on Friday.

NILGIRIS Dairy Farm also handles the back-end operations, including procurement, logistics and information technology infrastructure, for the stores and has eight distribution centers with its own fleet of vehicles.

Besides, the deal is also expected to help the Future Group to fend off competition from retailers such as ADHITYABIRLA's More, which has a formidable presence in south India.

FCE said it would channel its private labels, including Sunkist, Tasty Treat, Golden Harvest, Premium Harvest, SACHEKTA, Clean Mate and Care Mate, through the NILGIRIS store network. NILGIRIS branded bakery and dairy products would be sold across the Future Group's outlets, including Big Bazaar, Food hall and AADHAR, and extended to other modern retailers.

The Future Group is expected to apply NILGIRIS knowhow in operation of its convenience store chain, which has outlets in Mumbai, Delhi and other cities.

ARAVIND SINGHLAL, chairman of Techno Pak Advisors, said: "It is a good fit for the Future Group. NILGIRIS is present in three states and has a good supply chain in areas such as dairy products. It will help the Future Group's chains like Big Bazaar in terms of sourcing."

Analysts said the acquisition of NILGIRIS was in continuation of BIYANIS ambitious plans in the foods segment. BIYANI wants to take revenue from the food business to Rs 20,000 CRORE by 2020 from Rs 1,000 CRORE now.

FCE recently launched the group's first mega food park in the country and has signed two more properties for similar projects in Madhya Pradesh and West Bengal. FCE is also in ventures with overseas companies to produce different products.

In 2012, the company had acquired the Delhi-based Express Retail, which operates the Big Apple chain of supermarkets, for an undisclosed amount.

FCE also has rural retail outlets called AADHAR and AADHAR Wholesale, which come under its joint venture with Godrej AGROVET

### **U.K.GROUP stake in NILGIRIS**

In 2006 Actis a UK based private equity investor invested 65 million US dollars in the Nilgiris Group in order to strengthen their franchising and the manufacturing operations. Now Actis has 51% stake in Nilgiris Group. Nilgiris, which turned 100 in 2005, is a big supermarket chain known for its quality dairy, bakery and confectionary products and for meeting the daily needs of custo

mers with a range of products. They went on to pioneer the supermarket concept in India and was the first to introduce bar coding for food retailing in the whole of India.

## **NILGIRIS PRODUCTS**

NILGIRIS have a wide range of products such as fresh fruits, vegetables, groceries, eatable items and dairy products etc. The main goal of NILGIRIS is to provide fresh and superior quality products to the customers and to retain the standards in the competitive market.

- **Fruits and vegetables**

NILGIRIS deliver fresh fruits and vegetables to the customer with superior quality and hygienic condition at low price. The main factor of NILGIRIS is to make a direct deal with the farmer and acquire the fruits and vegetables at low price without agents.

- **Groceries**

NILGIRIS has their own brand of groceries which is manufactured and produced in own firm. The major space allocation in the retail outlet is done by the NILGIRIS own brand products when compared to other competitors in the market.

- **Food and Beverages**

NILGIRIS provides best quality of food product with good hygienic condition and properly preserved in the cooler. It maintains the best standards of food products with the expiry dates.

- **Dairy Products**

NILGIRIS provides best quality of dairy product with superior quality and properly preserved in the cooler. NILGIRIS has its own dairy farm, so that it gives the best quality of dairy products to the customers compare to other products in the market. It maintains the best standards of food with the expiry dates.

## **OWN BRAND NAME**

NILGIRIS has its own brand of products which is circulating to all retail outlets in southern part of India. It sells products under the brand name of "NILGIRIS 1905" which gives the brand image to promote their own products and make familiar to the customers.

For example:

NILGIRIS has its own brand identity using its brand name called as "NILGIRIS 1905" which involves their marketing tactics to popularize their brand name. NILGIRIS consists of integrated brand method by which company purchase all products at low costs and sell to the customer at a lower price. Which increase their sales and promotions.

## **PUBLIC RELATION**

The Company must have a good relationship with consumer by satisfying all customer needs and develop customer relationship day by day. The publicity of product is very important, if

product become familiar to customer, the sales of that product will be profitable. So the company can provide offers and discount on that product.

## **SALES PROMOTION**

Sales promotion is targeted on consumers with free samples, scratch cards, exchange offers, coupons and discounts etc. This type of promotion is used to attract the customer to attract their interest on products.

For example,

To attract the consumer, NILGIRIS offers various sales promotion modes for last 12 months. There are free samples which are used to attain interests of customer and make product supply higher. Scratch cards are provided to regular customer to encourage their shopping happily. Exchange offers makes customer to exchange their purchased products through which the customer can get their willing products and customer satisfaction is necessary for company growth. The Discounts and Coupons will attain the interest of customer on products and many products can be sold with profits and promotion of product and company will grow rapidly.

## **FUTURE MARKETING DECISION OF NILGIRIS**

Retail management is changing fast and environment is growing rapidly. The main factor occurred due to technology developments, political issues, social and cultural approaches and economic factor.

The future decisions of NILGIRIS are as follows:

In next two years, NILGIRIS planning to open 45 retail shops in South India and focusing to attain product sales of 200 Cores by 2012.

They are planning to involve thousands of farmers in agriculture for harvesting and cultivating vegetables for customer sales in the stores. Already NILGIRIS placed hundreds of farmer in agriculture for cultivating vegetables .NILGIRIS planning to implement online shopping which helps customer to purchase of vegetables from home. Through this technology, marketing performance and strategies are increased with profit.

## **POLITICAL ENVIRONMENT FACTOR**

In Macro Environment factors, the first one is the political environment. Generally the Organization market feedback is produced based on political factors. It influences the government decision making and control the business laws for the public serving companies.

The license can be issued by the government, if the companies are following their rules and regulation up to their standards and satisfying needs and wants in different sectors such as Medical, Restaurant and Super market.

I would like to illustrate an example to show that how the political environment factor influenced in the NILGIRIS.

For example,

In South India, the NILGIRIS shop was closed for a month because of the local farmers, traders and retail vendors created a problem that NILGIRIS was selling its own products directly to the customers in a lower price, which affects their business. As a result of this problem, NILGIRIS changed their retail policy and stopped doing their business with the problem making vendors.

Because of this issue, there was a huge demand of products in the market, so the government directly involved in this issue and implemented an act on the farmers and supermarket firm to maintain a good relationship between them. The government formed the committee that organization can have a direct contact with farmers by employing them, and farmer who is not willing to join the organization can sell their cultivated vegetables under government firm called "ULVAR SANATHI".

As a result of this rule, the supermarket has started their business with the government support and has regenerated the shops and started their trading vegetables with the farmers support. So, thus the customers purchase fresh vegetables from NILGIRIS at reasonable prices

## **ECONOMIC ENVIRONMENT FACTOR**

The Economic environment factor denotes that involves in the income and economic growth of the organization. This factor plays a vital role in the marketing environment when needs of the customers increases day by day, the value of the product simultaneously increases day by day. In today's scenario the world market is completely based up on the advertisement done by the organization to promote the product.

For example,

According to my views, i will illustrate an example to show that in today's life how the macro environment factor affects the economic world. In today's market, the price of vegetables is too high because of the intermediaries. So organizations like NILGIRIS were listing low prices particularly on vegetables, because NILGIRIS had a direct contact with the farmers and purchase the vegetables at cheap cost. Nowadays farmers are selling vegetables without aid of any agents and they are implementing farm-fork theory on exchanging of goods and services.

## **3.3 SOCIAL/CULTURAL ENVIRONMENT FACTOR**

This factor involves social responsibility in the society, where society must aware about the increase in the vegetable price. It is the duty and responsibility of each and every organization to be keen on the focus of social responsibility. Each and every organization should take proper precautionary steps to bring down the prices by giving employment opportunities and motivating them by providing proper remuneration rewards.

It is not only task of the organization to employee a farmer and get the benefit out of him. The organization should also teach the illiterate people about the importance of agriculture and for upcoming younger generations.

Example:

I would like to illustrate an example that in South India, harvesting vegetables is very hard because of the bad weather and natural disaster, the crops will be damaged and farmer has to face loss in their investment. So the farmers cultivate vegetables according to seasons

and maintain superior quality in vegetables and all are handpicked from mountains and kept in cool and hygienic places.

These are the following factors where the organization consider for their employee NILGIRIS helping students to educate from government school to corporation schools based on their performance in school, which aid through lions club and education trust.

NILGIRIS provides medical benefits and to the employee and to their family members Farm to Folk hypothesis model Farm to Folk hypothesis model means buying vegetables directly from farmer instead of passing through mediators. The agents will get commission from both side and increase the price of vegetables. To avoid this farmer must have direct dealing to retail stores.

FARM – TO – FOLK MODEL

MANDHI route

RETAILERS IDEAL

Farmer

Farmer

Store

Collection Centre

Aggregator

Agriculture market yard

Processing & Distribution Centre

Wholesaler

Semi Wholesaler

Consumer

Retailer

## **CONSUMER TECHNOLOGY ENVIRONMENT**

Technology appliances are mostly used in retail shop and are growing frequently. In today's modern economic world online shopping plays an vital role. The technology makes human life simpler, more compact and luxuries. The technology consists of more tools such as tractor, billing machine, recycling chain are implemented in harvesting and cultivation.

I would like to illustrate an example to show that how the Technology environment factor influenced in the NILGIRIS.

For example,

They are implementing electronic point sale tool on retail shop to collect data, stock controls, price variation and set up current trading statement.

They implement electronic funds transfers tool used for money transferring from consumer to trader instead of paper work

## **Growth of NILGIRIS Supermarket**

The business was further expanded by CHENNAIAPPAN, son of MUTHUSAMY into the supermarket format. The ambience of the supermarket mainly focuses on the culture e of India ANDHAS stores in various cities and states like Chennai, Coimbatore and Erode, to



name a few. What Growth of NILGIRIS Supermarket. The business was further expanded by CHENNAIAPPAN, son of MUTHUSAMY into the supermarket format. The ambience of the supermarket mainly focuses the culture of India ANDHAS stores in various cities and states like Chennai, Coimbatore and Erode, to name a few. What NILGIRIS Supermarket offers? The products offered by NILGIRIS supermarket solely aims to cater to the needs of household goods, which are very important for our everyday life. The products include dairy products, food grains, toiletries, pickles, beverages, edible oils, pet food, gift articles, cosmetics, greeting cards, ready to eat products, educational CD's, junk jewellery, toys and bakery items. The supermarket also provides dairy products, which include milk, cheese and butter. The company al so offers marketing and packaging of its own products such as rice, flours and spices. Major locations

The supermarkets of NILGIRIS are basically based on a retail sector of the south and are leaders in bakery products. The outlets of Growth of NILGIRIS Supermarket the business was further expanded by CHENNIAPPAN, son of MUTHUSAMY into the supermarket format. The ambience of the supermarket mainly focuses the culture of India ANDHAS stores in various cities and states like Chennai, Coimbatore and Erode, to name a few. What NILGRIS Supermarket offers? The products offered by NILGIRIS supermarket solely aims to cater to the needs of household goods, which are very important for our everyday life. The products include dairy products, food grains, toiletries, pickles, beverages, edible oils, pet food, gift articles, cosmetics, greeting cards, ready to eat products, educational CD's, junk jewellery, toys and bakery items. The supermarket also provides dairy products, which include milk, cheese and butter. The company al so offers marketing and packaging of its own products such as rice, flours and spices. Major locations

The supermarkets of NILGIRIS are basically based on a retail sector of the south and are leaders in bakery products. The outlets of NILGIRIS supermarket are located in almost every area of the South, which comprises BANGLORE, ERODE, CHENNAI, SALEM, COMBAITORE, PONDICHERRY, MYSOOR and supermarket are located in almost every area of the South, which comprises BANGALORE, ERODE, CHENNAI, SALEM, COMBAITORE, PONDICHERRY, MYSOOR and Supermarket offers the products offered by NILGIRIS supermarket solely aims to cater to the needs of household goods, which are very important for our everyday life. The products include dairy products, food grains, toiletries, pickles, beverages, edible oils, pet food, gift articles, cosmetics, greeting cards, ready to eat products, educational CD's, junk jewellery, toys and bakery items. The supermarket also provides dairy products, which include milk, cheese and butter. The company al so offers marketing and packaging of its own products such as rice, flours and spices. Major locations

The supermarkets of NILGIRIS are basically based on a retail sector of the south and are leaders in bakery products.

## DATA ANALYSIS AND INTERPRETATION

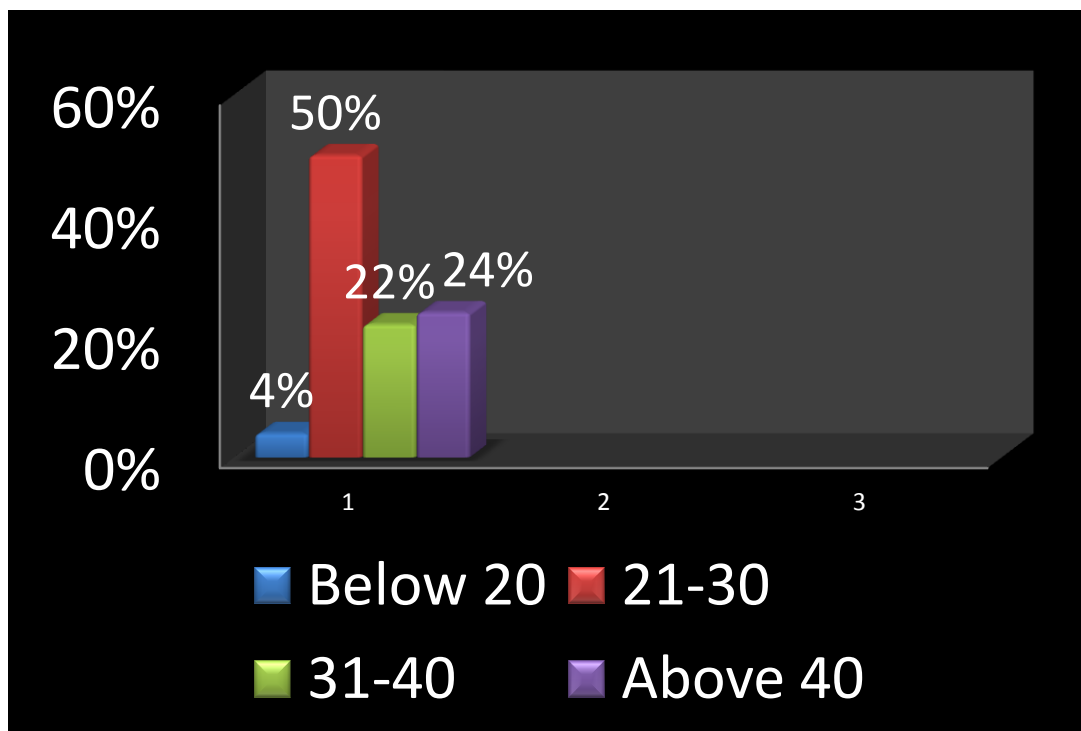
A questionnaire with multiple choice questions is used to collect data. This questionnaire is filled up from 50 customers who are selected randomly from nearby places in ERNAKULAM district

**Table 4.1**

### RESPONDENTS IN AGE WISE

AGE ( YEARS)	PERCENTAGE	NO. OF RESPONDENTS
Below 20	4 %	2
21-30	50%	25
31-40	22%	11
Above 40	24%	12
<b>TOTAL</b>	<b>100%</b>	<b>50</b>

**Figure 4.1**



## INTERPRETATION

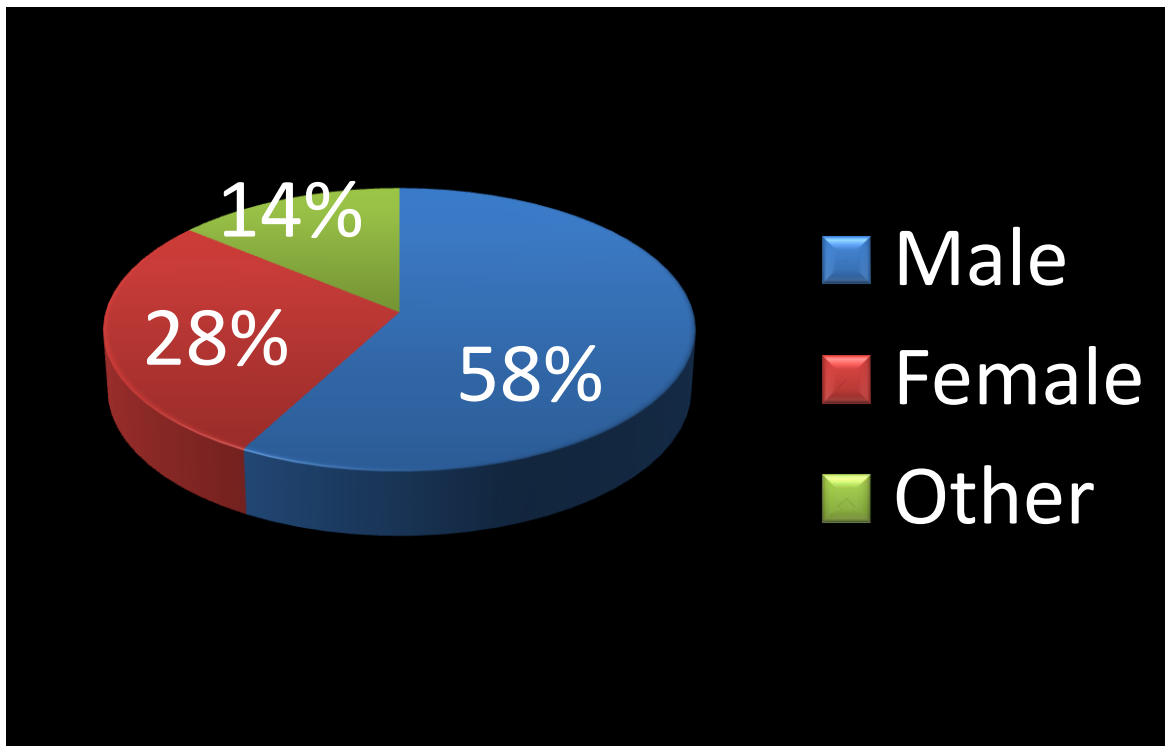
From the above table, it is inferred that 4% of the respondents are below 20 years, 50% of the respondents are 21-30 years, 22% of the respondents are 31-40 years and 24% are above 40 years .It reveals that majority of respondents are 21-30 years.

**Table 4.2**

**RESPONDENTS IN GENDER WISE**

<b>GENDER</b>	<b>PERCENTAGE</b>	<b>NO. OF RESPONDENTS</b>
male	66%	33
Female	32%	16
other	2%	1
<b>TOTAL</b>	<b>100%</b>	<b>50</b>

**Figure 4.2**



**INTERPRETATION**

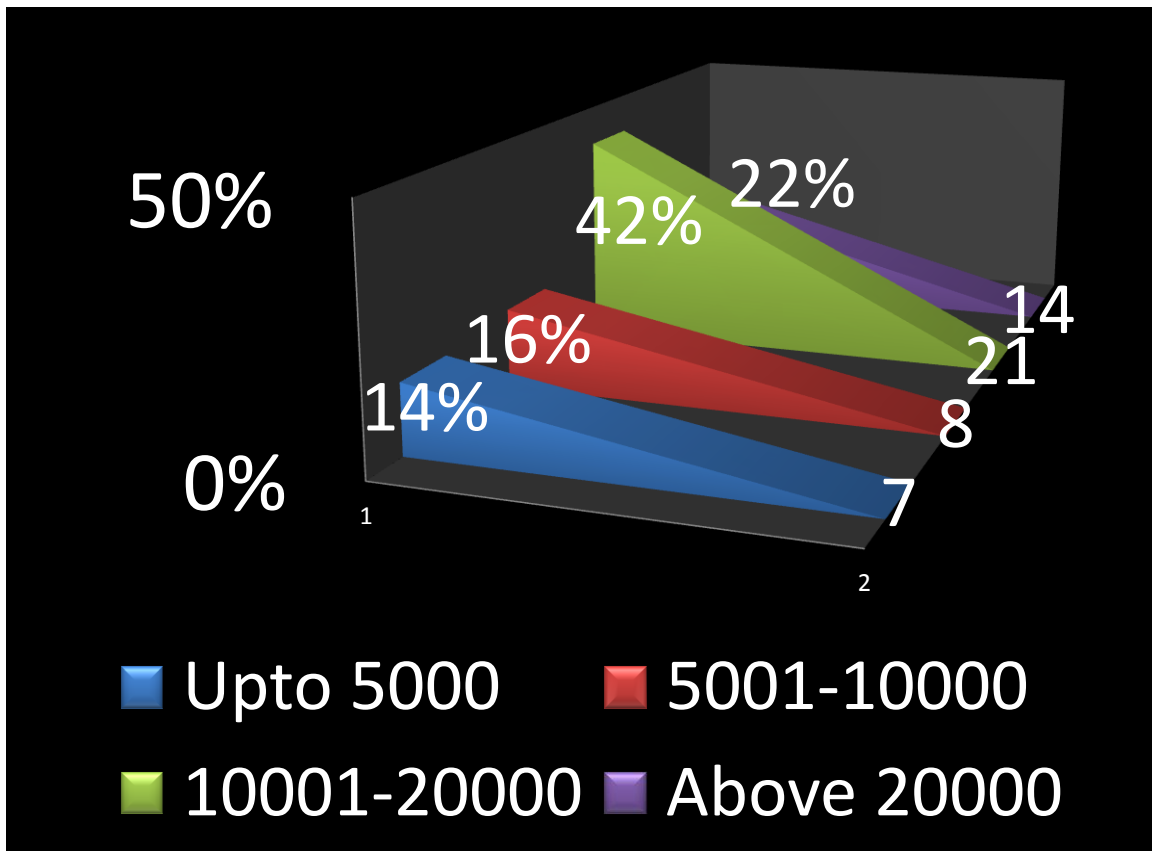
The table 4.2 depicts that, out of 50 respondents, 58% are male, 28% are female and 14% are others. Majority of respondents are male. Minority of respondents are other.

Table 4.3

RESPONDENTS IN MONTHLY INCOME WISE

INCOME	PERCENTAGE	NO.OF RESPONDENTS
Upto5000	14%	7
5001-10000	16%	8
10001-20000	42%	21
Above 20000	22%	14
<b>TOTAL</b>	<b>100%</b>	<b>50</b>

Figure 4.3



INTERPRETATION

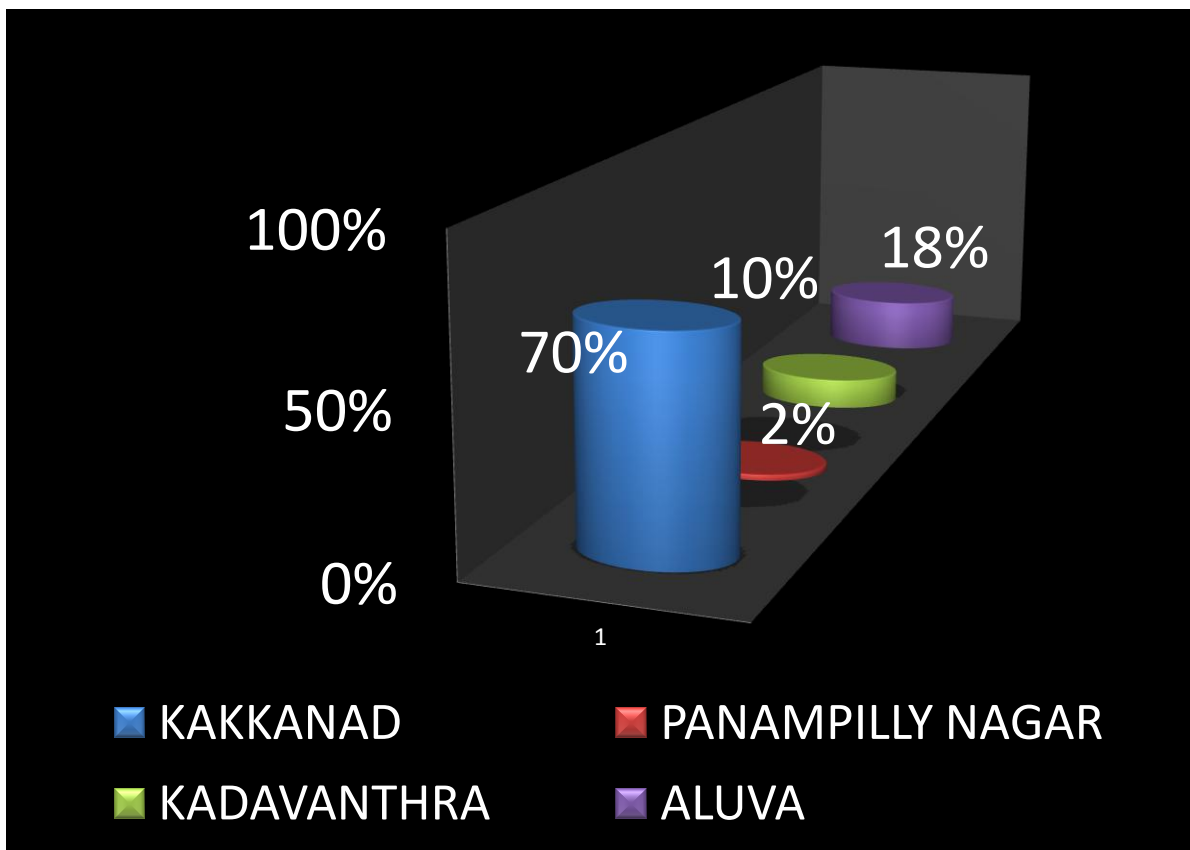
It is clear from table 4.3 that 14% of respondents have the income upto5000, 16% and 22% have an income above 20000. whereas majority falls in the income group of 10001-20000

**Table 4.4**

**RESPONDENTS IN OUTLET WISE**

<b>OUTLET</b>	<b>PERCENTAGE</b>	<b>NO. OF RESPONDENTS</b>
KAKKANAD	70%	35
PANAMPILLY NAGAR	2%	1
KADAVANTHRA	10%	5
ALUVA	18%	9
<b>TOTAL</b>	<b>100%</b>	<b>50</b>

**Figure 4.4**



**INTERPRETATION**

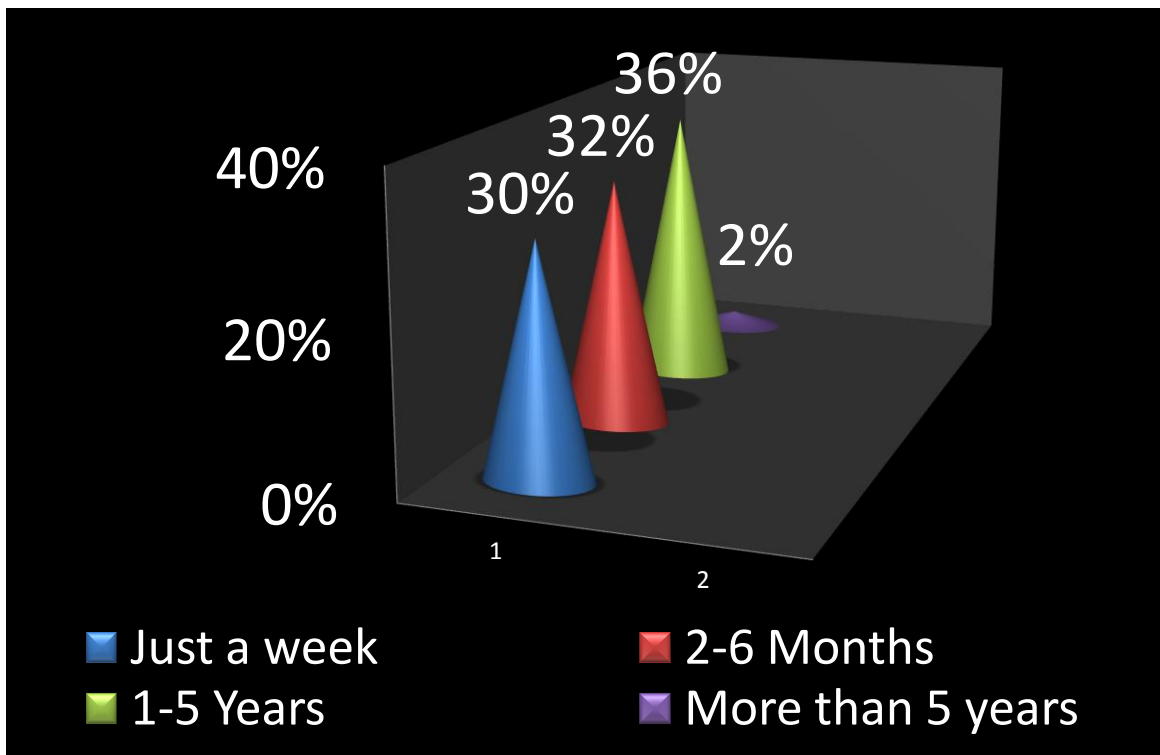
The above table indicates that, 70% of respondents are purchasing from KAKKANAD outlet, 10% are from KADAVANTHRA, 18% are from ALUVA. Only 2% of respondents are purchasing from PANAMPILLY NAGAR Outlet. Majority of respondents are from KAKKANAD

Table 4.5

CONSUMPTION WISE CLASSIFICATION

PERIOD	PERCENTAGE	NO. OF RESPONDENTS
Just a week	30%	15
2-6 months	32%	16
1-5 years	36%	18
More than 5 years	2%	1
<b>TOTAL</b>	<b>100%</b>	<b>50</b>

Figure 4.5



INTERPRETATION

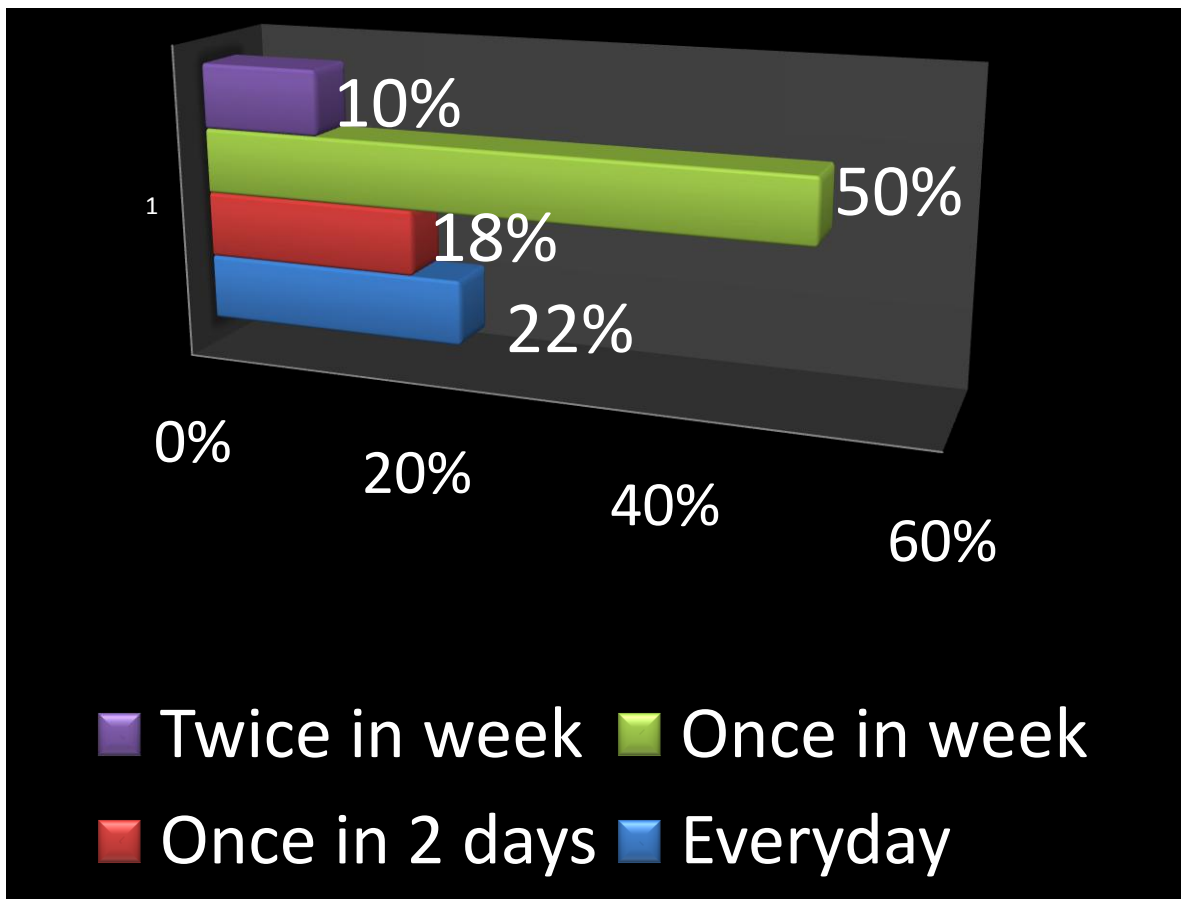
The above table shows that majority of consumers consume NILGIRIS products for 1-5 years, only 2% consumes for more than 5 years.30% of customers purchasing for just a week.32% of customers purchasing for 2-6 months

Table 4.6

RESPONDENTS IN FREQUENCY OF PURCHASE BASIS

PURCHASING TIME	PERCENTAGE	NO. OF RESPONDENTS
everyday	22%	11
Once in 2 days	18%	9
Once in week	50%	25
Twice in week	10%	5
<b>TOTAL</b>	<b>100%</b>	<b>50</b>

Figure 4.6



INTERPRETATION

Table 4.6 indicates that majority (50%) of customers use NILGIRIS products only once in week. Only 10% consumers use products twice in a week. 18% of customer using for once in 2 days. 22% using for everyday

**Table 4.7**

**RATING OF PACKING FACILITIES**

<b>RATE</b>	<b>PERCENTAGE</b>	<b>NO. OF RESPONDENTS</b>
Good	94%	47
bad	6%	3
<b>TOTAL</b>	<b>100%</b>	<b>50</b>

**Figure 4.7**



**INTERPRETATION**

The above table indicates that, majority (94%) of customer are of the opinion that NILGIRIS products have good packing facilities. Only 6% of customer are of the opinion that NILGIRIS products have no good packing facilities.

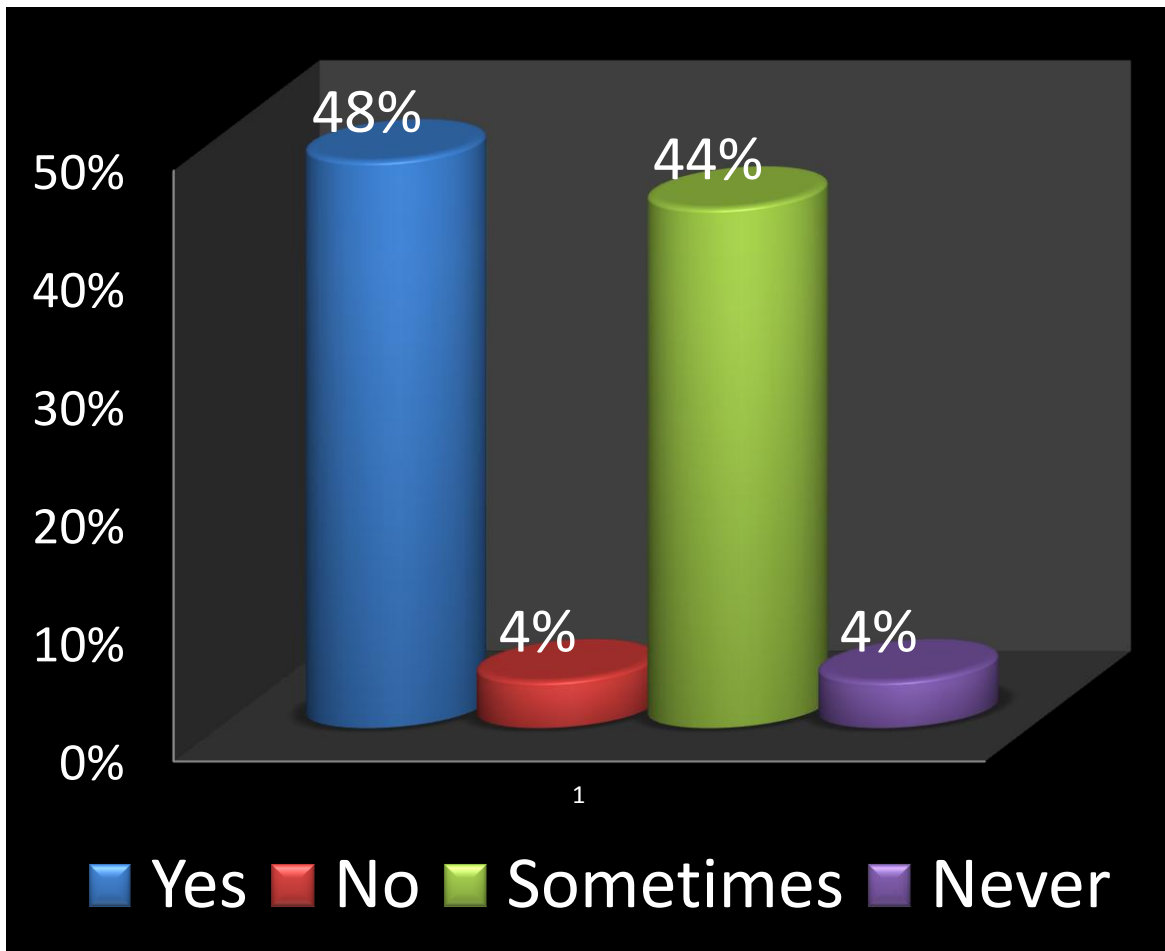


**Table 4.8**

**BENEFICIALITY OF PRODUCTS**

<b>RATE</b>	<b>PERCENTAGE</b>	<b>NO. OF RESPONDENTS</b>
yes	48%	24
no	4%	2
sometimes	44%	22
never	4%	2
<b>TOTAL</b>	<b>100%</b>	<b>50</b>

**Figure 4.8**



**INTERPRETATION**

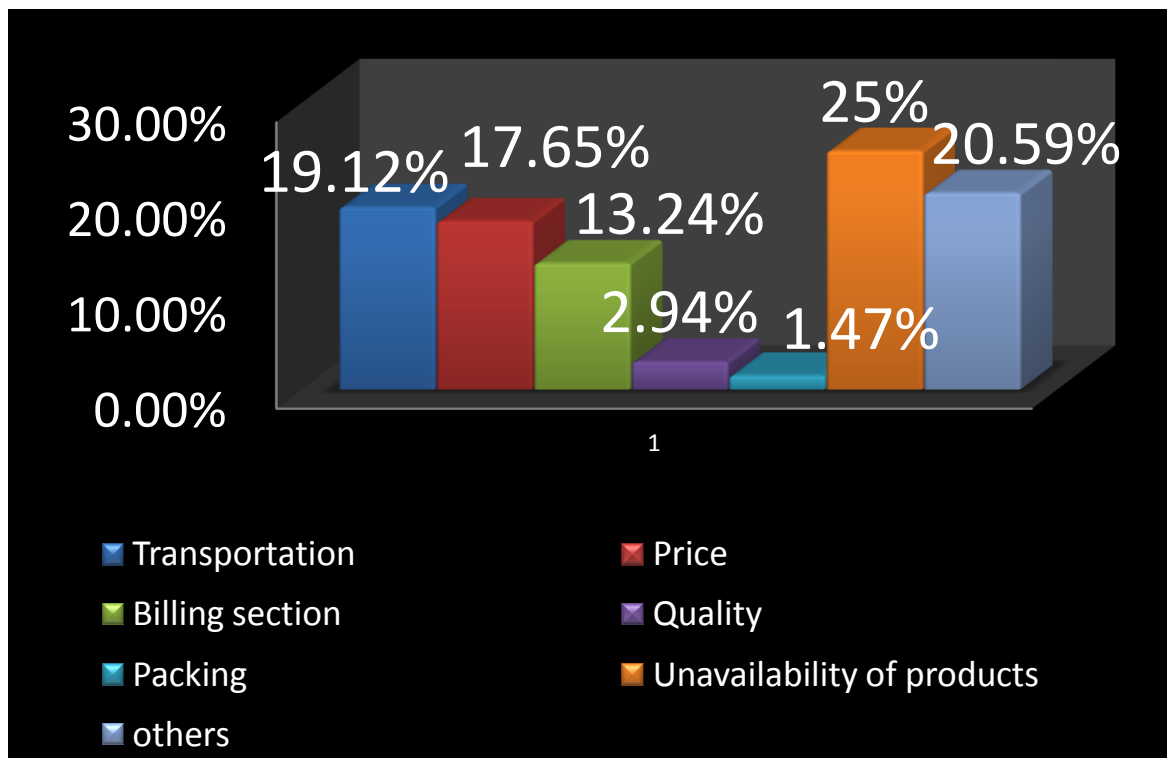
The table 4.8 makes clear that, 48% respondents are benefitted with NILGIRIS products. only 4% of respondents are not benefitted with the products, and never benefitted.44% of respondents stated that they are sometimes benefitted with the products.

Table 4.9

PROBLEMS FACED BY THE CUSTOMERS

PROBLEMS	PERCENTAGE	NO.OF RESPONDENTS
transportation	19.12%	13
price	17.65%	12
Billing section	13.24%	9
Quality	2.94%	2
Packing	1.47%	1
Unavailability of products	25%	17
others	20.59%	14
<b>TOTAL</b>	<b>100%</b>	<b>50</b>

FIGURE 4.9



INTERPRETATION

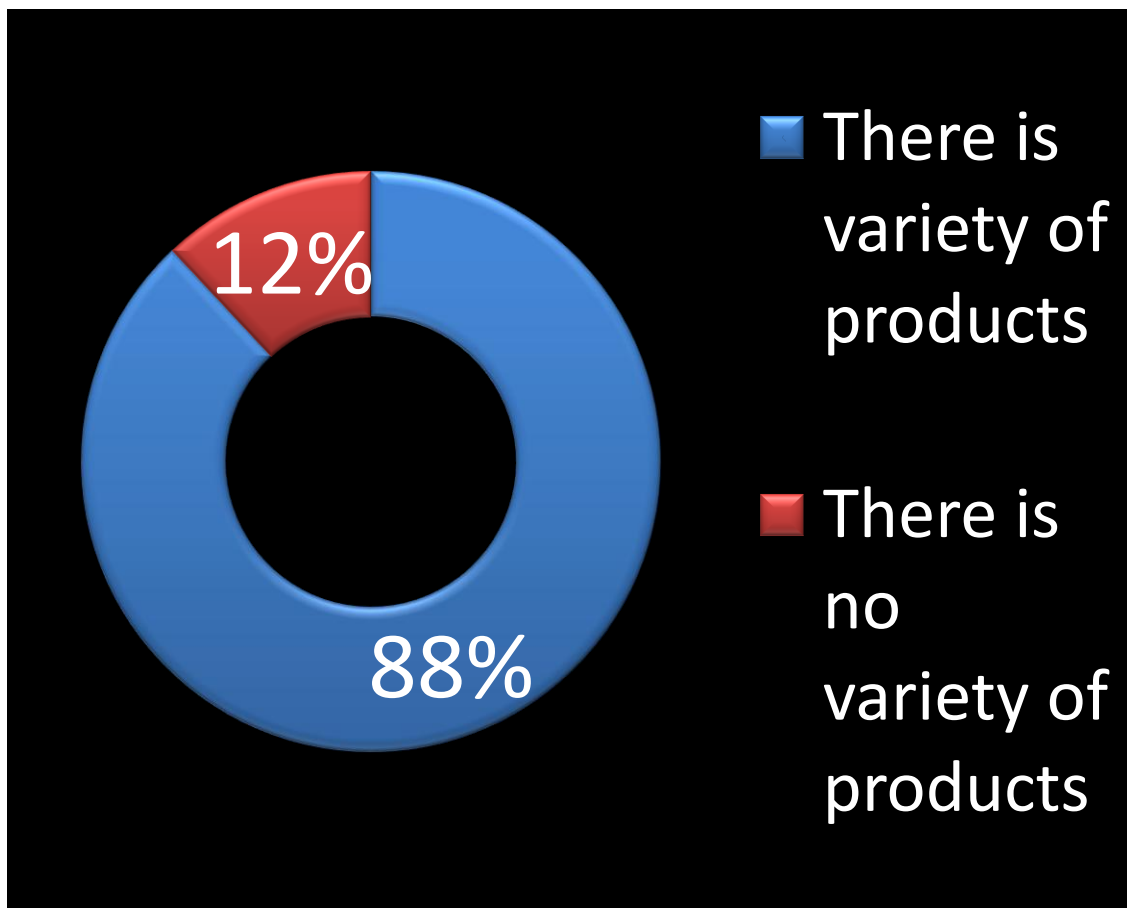
Table 4.9 shows that majority of customers are facing the problem of unavailability of products.19.12% of respondents have transportation problem, 17.65% have price problem, 13.24% have problem with billing section,20.59% have various other problems,2.94% have quality problem and only 1.47% respondents facing the problem of packing.

**Table 4.10**

**RATING OF VARIETY OF PRODUCTS**

<b>RATE</b>	<b>PERCENTAGE</b>	<b>NO. OF RESPONDENTS</b>
There is variety of products	88%	44
There is no variety of products	12%	6
<b>TOTAL</b>	<b>100%</b>	<b>50</b>

**Figure 4.10**



**INTERPRETATION**

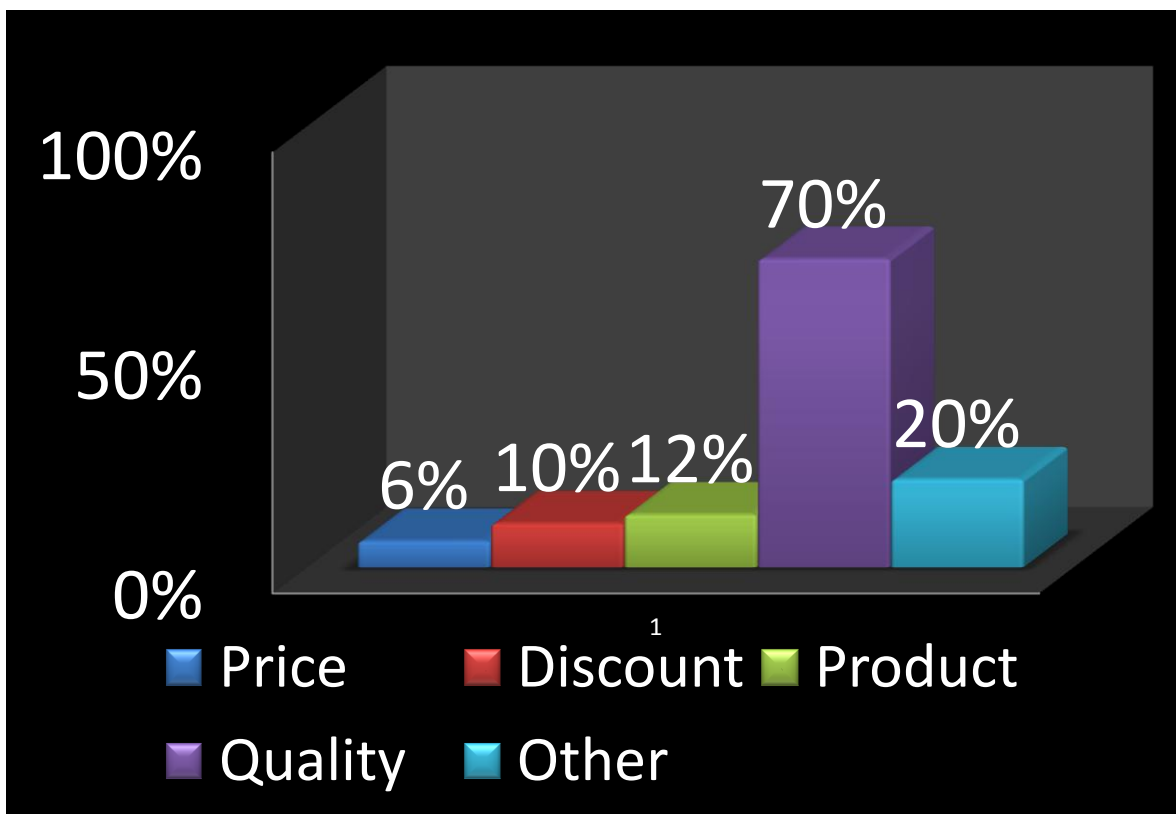
From the above chart, it can be inferred that, 88% of customers are agreed that NILGIRIS have variety of products. Only 12% of customers are disagreed with this.

Table 4.11

ATTRACTIVE FACTORS IN NILGIRIS

FACTORS	PERCENTAGE	NO. OF RESPONDENTS
Price	6%	3
Discount	10%	5
Product	12%	6
Quality	70%	35
other	2%	1
<b>TOTAL</b>	<b>100%</b>	<b>50</b>

Figure 4.11



INTERPRETATION

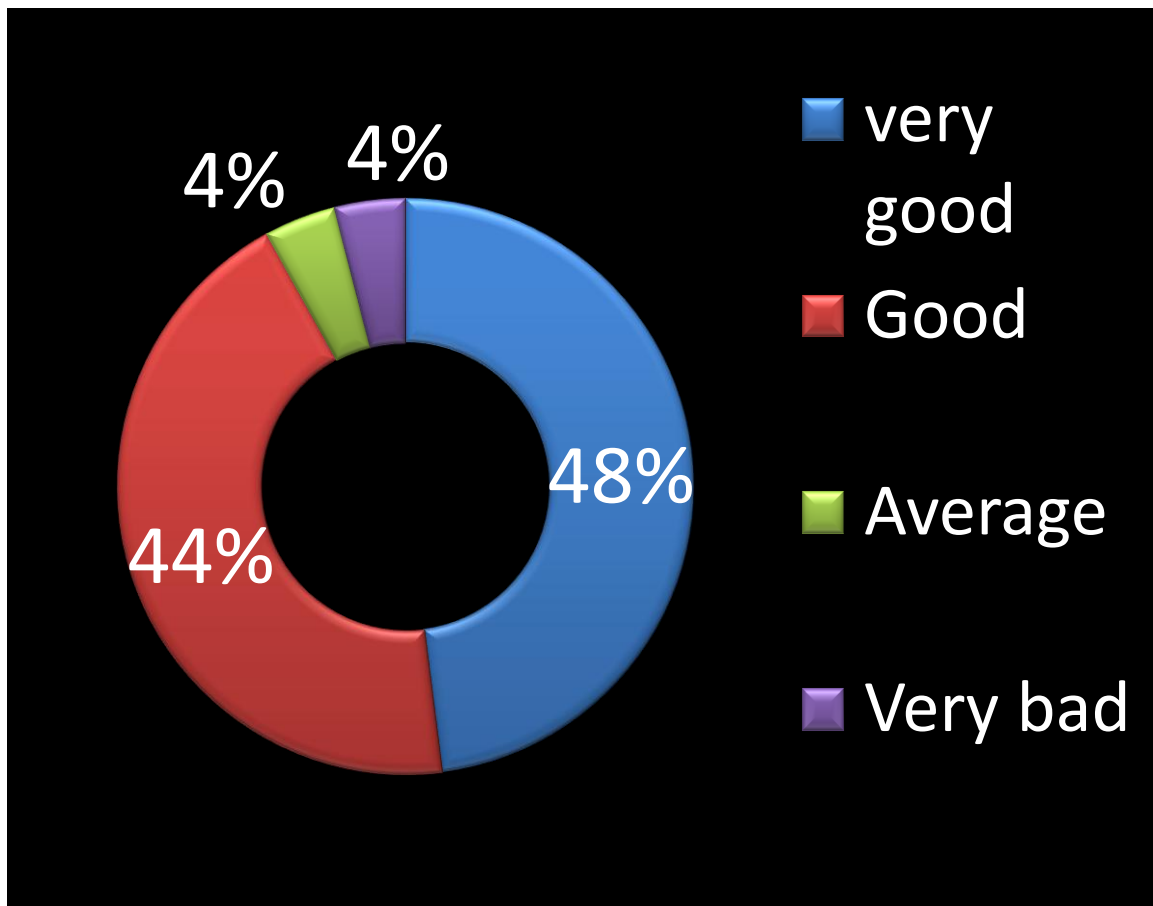
The above table shows that, Quality is the most attracting factor of NILGIRIS products. Other important factors are discount, product and various other factors. Only 6% for price.

Table 4.12

RATING OF NILGIRIS PRODUCTS

RATE	PERCENTAGE	NO. OF RESPONDENTS
Very good	48%	24
Good	44%	22
Average	4%	2
Very bad	4%	2
<b>TOTAL</b>	<b>100%</b>	<b>50</b>

Figure 4.12



INTERPRETATION

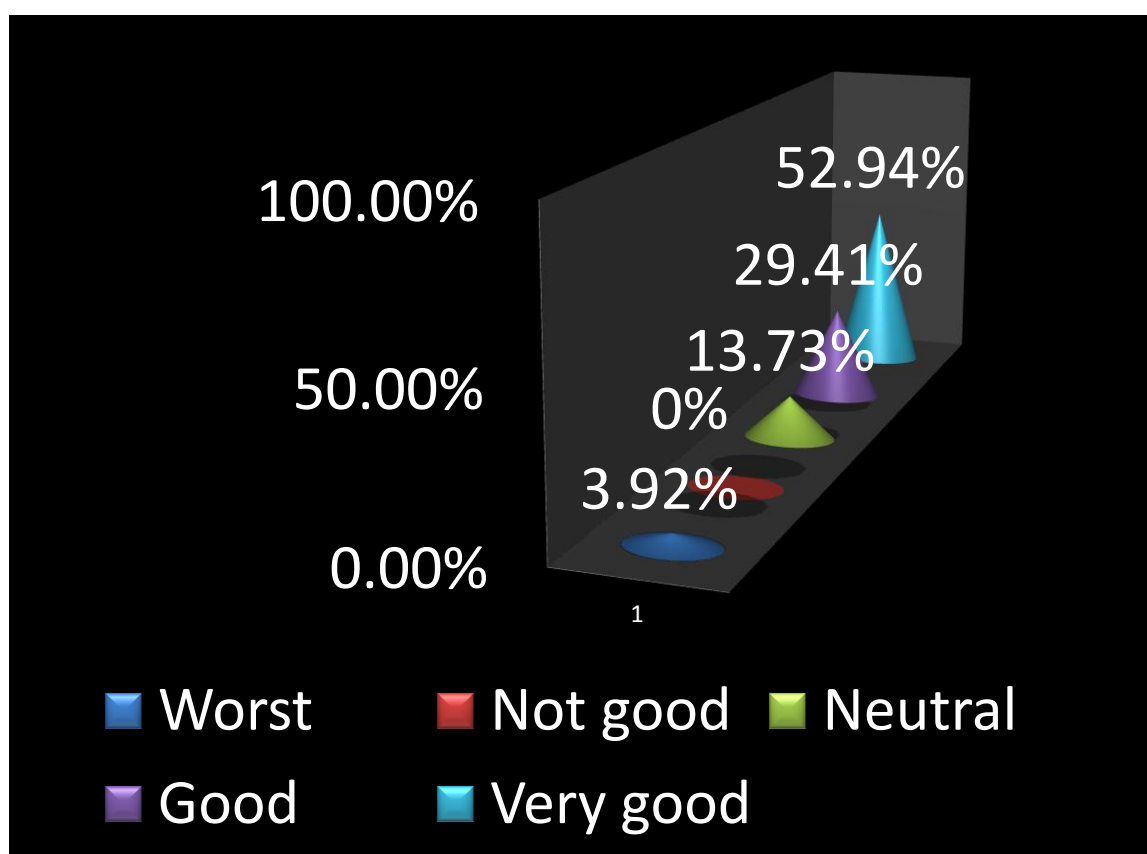
The above chart indicates that, 48% of respondents rates NILGIRIS products as very good, 44% rates it as good, 4% rates it as average and very bad. Majority rates it as very good.

Table 4.13

RATING OF PRICE AND QUALITY OF NILGIRIS PRODUCTS

RATE	PERCENTAGE	NO.OF RESPONDENTS
Worst	3.92%	2
Not good	0%	0
Neutral	13.73%	7
Good	29.41%	15
Very good	52.94%	27
TOTAL	100%	50

Figure 4.13



INTERPRETATION

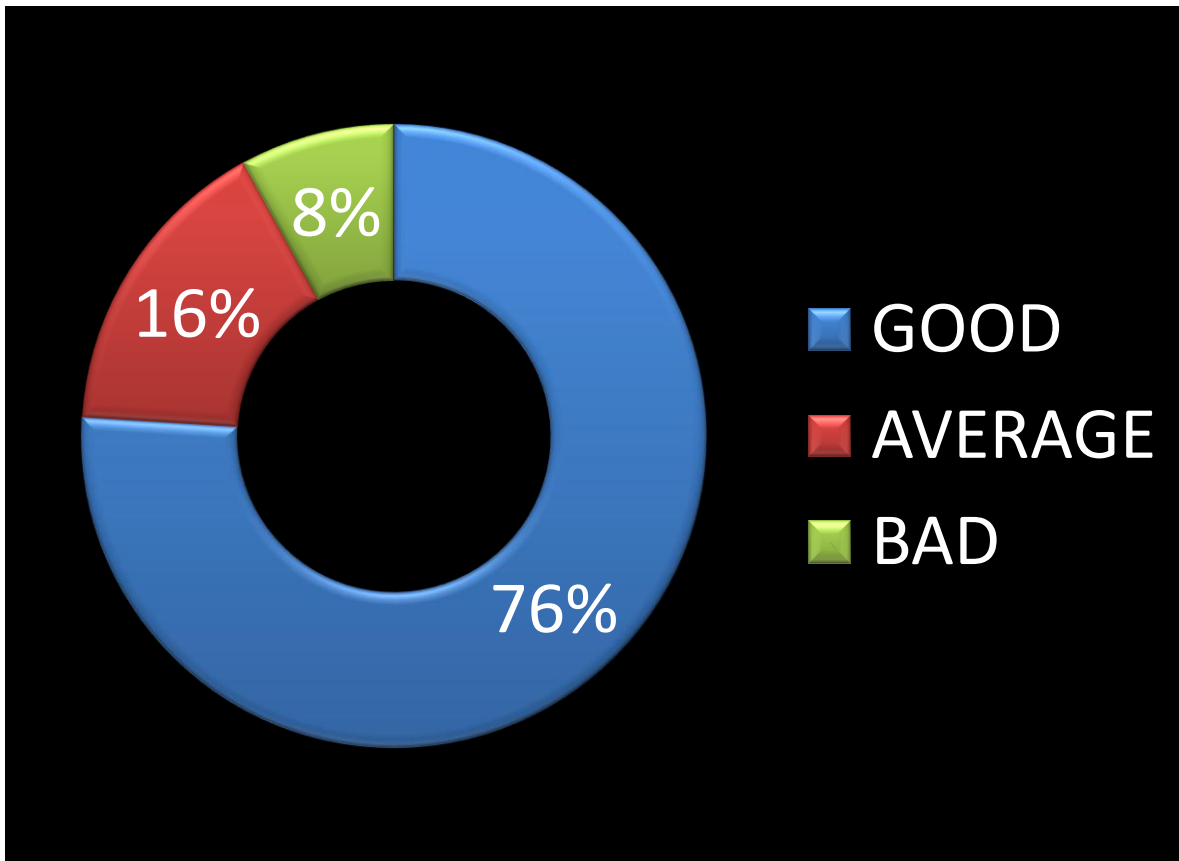
Out of 50 respondents, 3.92% rates quality and price of NILGIRIS products as worst, 13.73% rates it as neutral, 29.41% rates it as good. Majority (52.94%) rates it as very good. Nobody rates it as, not good.

**Table 4.14**

**RATING OF NAVIGATION IN STORES**

<b>RATE</b>	<b>PERCENTAGE</b>	<b>NO.OF RESPONDENTS</b>
Good	76%	38
Average	16%	8
Bad	8%	4
<b>TOTAL</b>	<b>100%</b>	<b>50</b>

**Figure 4.14**



**INTERPRETATION**

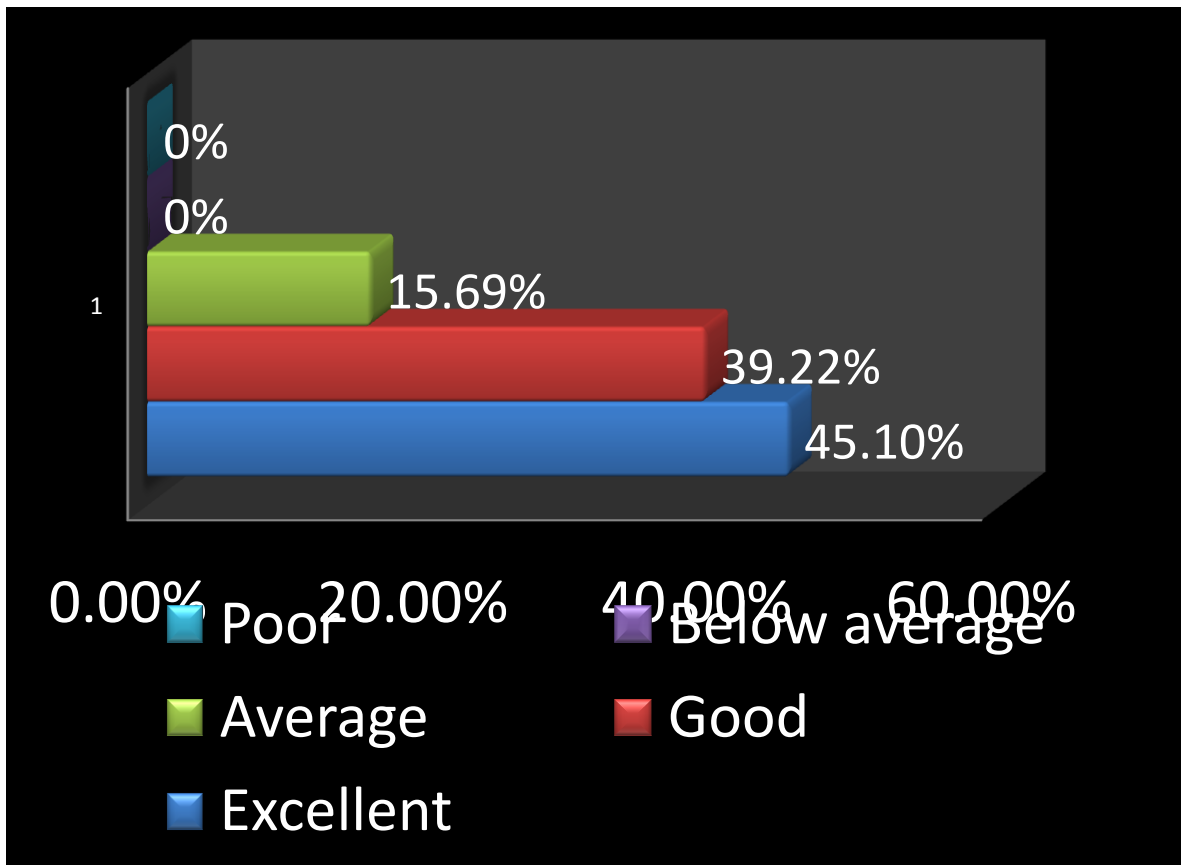
The above table shows that 76% of the respondents appraised the navigation of NILGIRIS stores as good, 16% rate as average and 8% rate the navigation as bad. Majority rate the navigation as good.

Table 4.15

**RATING OF CASHIER AND SALES PERSONS SERVICES**

RATE	PERCENTAGE	NO. OF RESPONDENTS
Excellent	45.10%	23
Good	39.22%	20
Average	15.69%	8
Below average	0%	0
poor	0%	0
<b>TOTAL</b>	<b>100%</b>	<b>50</b>

Figure 4.15



**INTERPRETATION**

From the above table, 45.10% of respondents rates, the cashier and sales persons services of NILGIRIS as excellent, 39.22% rates it as good, 15.69% rates it as average. Nobody rates it as poor and below average.

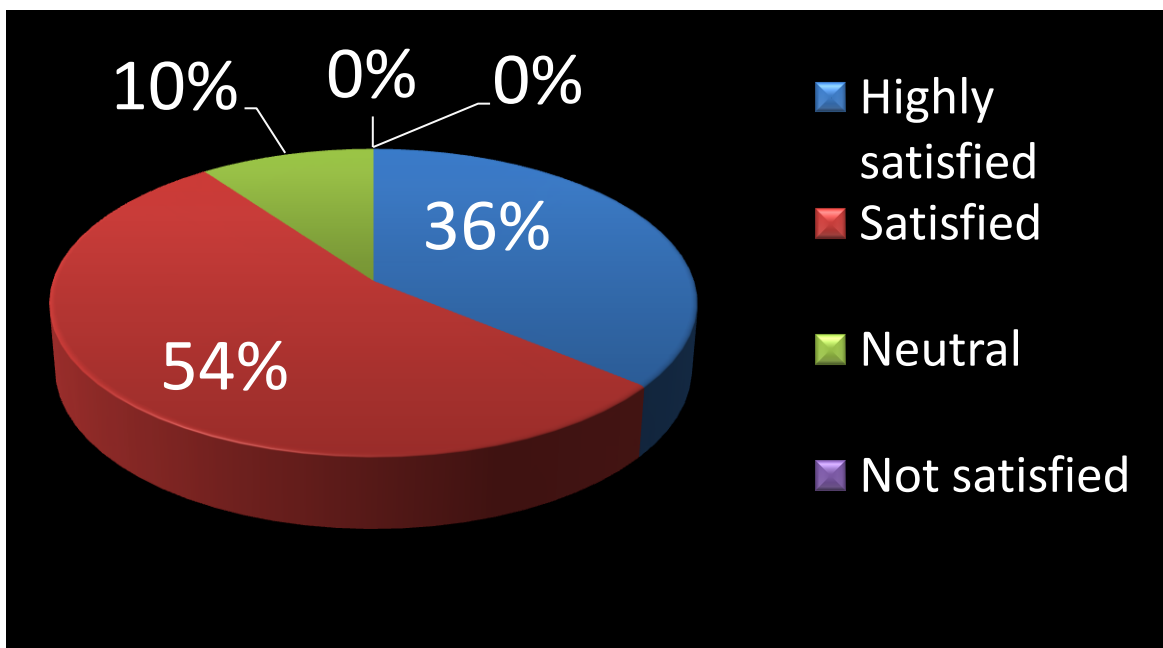


**Table 4.16**

**LEVEL OF CUSTOMER SATISFACTION**

<b>SATISFACTION</b>	<b>PERCENTAGE</b>	<b>NO. OF RESPONDENTS</b>
Highly satisfied	36%	18
Satisfied	54%	27
Neutral	10%	5
Not satisfied	0%	0
Very satisfied	0%	0
<b>TOTAL</b>	<b>100%</b>	<b>50</b>

**Figure 4.16**



**INTERPRETATION**

Out of 50 respondents, 36% is highly satisfied with NILGIRIS products. 54% is satisfied and 10% choose neutral in the case of their satisfaction. Nobody choose not satisfied and very satisfied.

**A study on customer satisfaction level of NILGIRIS products** was conducted to have an overview about general level of satisfaction of customers, and to facilitate the management to take best decisions towards their business. The perception of customer towards this project was also studied with the help of questionnaire. 50 respondents were taken as sample for the study from ERNAKUAM district. Both primary and secondary data were collected and used for the study. Primary data collected and analyzed with the help of various graphs, tables, percentage etc. We take secondary data from internet and various other sources. The analysis revealed certain interesting findings.

### **FINDINGS OF STUDY**

- From the data collected we can assume that transportation, pricing, inconvenience in billing sections and non-availability of products are the common problems faced by the customers.
- Almost half of the respondents have rated 'very good' for the price and quality of NILGIRIS products. It shows that the customers are satisfied with it.
- About 76% of the customers have rated 'good' for the navigation within the stores.
- It has been found that 70% of the customers are attracted by the quality factor of NILGIRIS.
- The data collected reveals the fact that most of the customers are satisfied with NILGIRIS and 36% of respondents were highly satisfied.
- It is understood that everyday customers are comparatively low (22%).
- It has been found that most of the customers are satisfied with cashier and sales person's services. Almost 45% of respondents rated as it good.
- Product quality is the prime factor, which attracts the customers rather than discounts and low price.
- Good packing facilities and variety of products are the other factors which influenced the customer satisfaction level.
- The data reveals that services of store staffs were also made an impact on satisfaction level of customers.
- From the data collected we can assume that the way of treating customers in respect of quality and services were the factors which resulted in better satisfaction level.
- The data shows that most of the customers are between the age group of 21-30.
- It is clear from the data that majority of the respondents were from male gender.

- Outlet situated at KAKKANADU was the most commonly preferred store among the respondents.
- The data depicts that NILGIRIS have customer base. About 36% of respondents have been customers of NILGIRIS for a period of 1-5 years and 32% were 2-6 months.
- The data analysis shows that half of the respondents uses, NILGIRIS products once in a week.
- It has been found that the customers are well satisfied about packing facilities of NILGIRIS.
- From the data it is understood that most of the respondents earns a monthly income between 10001 -20000.
- Most of the respondents were rated 'very good for NLGIRIS products.
- The offers and discounts of NILGIRIS are beneficial to the customers as most of the respondents agree with it.
- It is clear from the data that the availability of variety of products has made an impact in increasing their customer satisfaction. About 88% of the customers are satisfied with it.

## **Conclusion**

Now a days it is not easy to sustain in the market only with the brand name, because customer expects more benefits for which they pay. There are dozens of factors contributing to the success of a business, customer satisfaction is one of them. It is important to track this factor and work on improving it in order to make the customers more loyal and eventually turn them into brand ambassadors.

The project is aimed to analyse the customer satisfaction level of NILGIRIS. The project has brought out the various factors influencing the satisfaction level of customers. The study has covered the general profile and the shopping habits of the respondents, along with an enumeration of their opinion on the various factors that trigger satisfaction to the service provide. Most f the respondents prefer NILGIRIS supermarket because of the quality of products offered by them.

Customers give priority to their expectations, if the expectation of the customer are properly identified a healthy bonding with the customers can be established. The brand established this bonding by providing variety and quality products according to the customer expectation. They concentrate on these two factors rather providing discounts and price cuts. Employees of the stores are the main source of informant to the management, they see and feel the customers' expectations while they shop. Customer

expects a friendly atmosphere and volunteering employees. The information derived from the project shows that NILGIRIS tried to provide such an atmosphere as the respondents are satisfied with the services of the store staffs. The management should take keen interest on factors such as availability of products and pricing in order to increase the customer rating. The organisation has got loyal customers and it helps in positive word of mouth about the company which is proved as most of the customers will recommend others to visit NILGIRIS outlets. In order to improve or expand this condition the store should constantly take stock of the satisfaction level of the customers. The store should accommodate changes in the retail business and invoke necessary measures to sustain their business and draw more customers in this competitive scenario.

### **Suggestion**

On the basis of findings of the present study the following are the suggestions made to increase and gauge the bonding and satisfaction with customers by concentrating on various aspects.

- A majority of respondents belong to middle age group and hence the retail shop must gear up to the needs, taste and expectations of this age group.
- Most of the users are middle income group who always value for the money spent. Hence the retail shop should take care of the quality and price at which they offer.
- A huge number of respondents prefer a particular shop for convenience of easy accessibility hence the location occupy a predominant role in success of a store. When a prominent location coupled with trustworthiness, right price and good combinations of brands can help to be successful.
- Most of the respondents preferred to shop once in a week. The store has to maintain sufficient stock of groceries and perishables preferably during the beginning of the week.
- The availability of sufficient cash counter has to be ensured which will help in faster check out. If customer had to wait beyond a reasonable time at this point all the benefits provided to them from entry till exit will be in vein. Hence the stores has to arrange for faster checkout.
- The selling of combination or necessary products at low price also help to increase the sales

## WEBSITES

1. History of NILGIRIS supermarket :

[www.wikipedia.org/wiki/kerala NILGIRIS history](http://www.wikipedia.org/wiki/kerala_NILGIRIS_history)

2. Company profile of NILGIERIS :

[http://www.scribed.com/doc/company profile manufacturers](http://www.scribed.com/doc/company_profile_manufacturers)

3. Company profile of NILGIRIS :

[WWW.NILGIRIS/profile.php](http://WWW.NILGIRIS/profile.php)

4. [www.google.com](http://www.google.com)

5. [www.wikipedia.com](http://www.wikipedia.com)

6. [www.slideshare.com](http://www.slideshare.com)

7. [www.askme.com](http://www.askme.com)

8. [www.yahoo.com](http://www.yahoo.com)

## QUESTIONNAIRE

### “A STUDY ON CUSTOMER SATISFACTION LEVEL OF NILGIRIS PRODUCTS “

- NAME :
- AGE :  below 20  21-30  31-40  above 40
- GENDER :  male  female  transgender
- MARTIAL STATUS :  married  unmarried
- OCCUPATIONAL STATUS :  business  self employed  house wife  
others
- INCOME (MONTHLY) :  upto5000  5001-10000  above10001
- NUMBER OF MEMBERS IN FAMILY :  upto2  3-5  above6

1)Which outlet you buy the groceries from?

Kakkanad  Panampilly nagar  kadavanthra  aluva

2) How often do you use NILGIRIS products?

Daily  once in 2 days  once in week  twice a week

3)How long have you been the customer of NILGIRIS products?

Just a week  2 years  3-5 years  more than 5 years

4)Are you satisfied with NILGIRIS products?

Satisfied  not satisfied  highly satisfied  less satisfied

5) state how you would rate Nilgiris products?

Very good  good  average  bad  very bad

6) Do you think this store has good parking facility?

Yes  no

7)How would you rate the following in our products?

- Choice :  good  bad  average

- Price :  good  bad  average
- Quality :  good  bad  average

8) How would you rate the navigation in our store( within the store) ?

Good  bad  average

9) Is the offers and discounts of NILGIRIS are beneficial to you?

Yes  no  sometimes

10) What are the suggestions you can give to improve customer satisfaction?

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11) How would you rate the following in our store?

- Cashier interaction : good  bad  average
- Cashier speed : good  bad  average
- Check out counter : good  bad  average
- Customer service desk : good  bad  average
- Sales promotions : good  bad  average
- Sales persons : good  bad  average

12) What are the problems you faced while purchasing from NILGIRIS?

Transportation  price  billing section  quality

Parking  lack of products

13) What comes to your mind when you think about NILGIRIS?

Discount  product  offer  quality  price

14) Do you feel you find product varieties in NILGIRIS?

Yes  no

15) Would you visit NILGIRIS again?

Sure  may be  no

