CHAPTER – V

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

The major findings of the study are;

It is found that the most preferred micro brands of the respondents in the study area. Among the selected food products, nearly 26 per cent of the respondents prefer edible oil followed by 24 per cent of the respondents frequently used bakery products and snacks. About 16 per cent and 10 per cent of the respondents frequently used pickles and dry vegetables and peppet. Nearly 9 per cent and 5 per cent of the respondents prefers Dairy Products (Milk, Curd, Cheese and Ghee) and Idly, Wheat Powder and other varieties of Flours respectively. Therefore, it can be inferred from the study that Edible Oil and Bakery Products and Snacks are mostly preferred by the customers in the study area.

It is observed from the study that three-fourth of the respondents get product information on the micro brands from friends and relatives, about 16 per cent of the respondents came to know the micro brands from the retailers and 8 per cent of the respondents know the brands through advertisement. Therefore, it can be inferred from the study that words of mouth are an effective medium for promotion of the micro brand in the study area.

The study reveals that the majority of the respondents consume micro brands more than 5 years, 16 per cent of the respondents consume 3-5 years and 5 per cent of the respondents used less than 3 years. Therefore, it can be
understood from the study that even in the competitive market, the micro brand's customers have brand loyalty in the study area.

It is found that the majority of the respondents purchased the micro brands from the retail grocery stores, nearly one-fourth of the respondents purchased the micro brands from supermarket stores, 12 per cent of the respondents purchased the micro brands from petty shop and 07 per cent of the respondents purchased the micro brands directly from the manufacturers. Hence, it can be inferred from the study that the retail grocery stores dominate in the micro brands market in the study area.

The average mean score obtained by all the sample respondents for customer satisfaction regard to product features was 54 per cent. The high mean scores of 76 per cent and 75 per cent for product performance and product availability. The respondents secured low mean score of 27 per cent and 42 per cent in respect of product innovativeness and product attractiveness. It implies that the customers perceive a low level of satisfaction with product attractiveness and product innovativeness.

The study reveals that the mean score secured for satisfaction with product quality was 78 per cent followed by a taste was 77 per cent. The mean score obtained for product fragrance, quality assurance and repeat purchase experience were 43 per cent, 51 per cent and 64 per cent respectively. The overall mean score obtained by the respondents was 63 per cent, which indicates that the customers are satisfied with micro brands in respect of quality.

The respondents have obtained the overall mean score of 39.90 per cent for the price of the micro brands. The respondents have obtained a low mean
score for the statements price charged on micro brands is reasonable, price comparison with competitor products and micro brand is worth the purchase price. Therefore, it can be inferred from the study that the customers perceive poor satisfaction with prices charged by the micro brands manufactures in the study area.

It is observed from the study that overall mean score obtained by the respondents in respect of product packaging was 35 per cent. The respondents have secured low mean score for all the variables, Packaging Quality, Product description, Price printed on the label, Manufacturing and expiry date printed on the label, Package Size and Convenience, Package Color and Labeling, Sales Appeal of Packaging and Flexible Containers. It implies that they have dissatisfied with the product packaging, which is a vital factor for improving promotion of the micro brands.

The overall mean score secured by the respondents for the services of the micro brand manufacturers was 37.93 per cent in respect of services. It is observed from the study that the respondents perceive poor satisfaction with consumer complaints handling, provision of relevant information about the product, wide distribution of brands in the area, prompt and courteous services and getting back defective goods. Hence, it can be inferred from the study that there is a substantial scope for improvement in the services offered by the micro brand manufactures.

The study reveals that the overall mean score obtained by the respondents for the brand was 60 per cent. The respondents have secured high mean score for the parameters, product brand image, loyalty towards product brand, brand
positioning and reputation of the brand. However, the respondents perceive poor satisfaction towards brand management strategy adopted by the manufacturers. The overall perception of the respondents indicates that the micro brand manufacturers have vast potential to improve their market share in the study area.

It is observed from the study that the overall mean score obtained by the respondents in respect of promotion was 31 per cent and the respondents have secured low mean score for the parameters, Advertisement for Micro Brand, Selection of Advertisement Medium, Adequate information in the Advertisement, Advertisement Effectiveness, Product-oriented appeals, Consumer-oriented appeals, Different sales techniques, Provision of Premium and Free Offers and price off. It can be inferred from the study that the customers perceive poor satisfaction with promotion of the micro brands in the study area.

Out of a maximum score of 215, the average mean score obtained by the respondents for overall satisfaction was 44 per cent. The highly perceived satisfaction factor among the customers is quality since its mean score is 63 per cent. The second highest factor perceived by the customer's is brand since their mean score is 60 per cent. The third highest factors perceived by the customers are product features. The respondents perceived poor satisfaction with other factors such as price (mean score 40 per cent), packaging (mean score 35 per cent), services (mean score 38 per cent) and promotions (mean score 31 per cent).

It is observed from the study that as much as 58 per cent of the respondents have moderate satisfaction and 27 per cent of the respondents have low level of satisfaction. About 15 per cent of the respondents have perceived high level satisfaction towards product features of micro brands. Therefore, it
can be inferred from the study that the majority of the customers perceives moderate satisfaction with product features of micro brands in the study area.

It is understood from the study that the majority of the respondents’ perceived moderate satisfaction, about one fourth of the respondents’ perceived low satisfaction and 16 per cent of the respondents perceived high level of satisfaction with quality of the micro brands. It is inferred from the study that the customers in the study area moderately satisfied with the quality of the micro brands.

The study shows that the majority of the respondents have a low level satisfaction followed by 18 per cent of the respondents have moderate level of satisfaction and 13 percent of the respondents have a high level of satisfaction about the price of micro brands. It can be inferred from the study that the customers perceives poor satisfaction towards the price charged by the manufacturers in the study area.

The majority of the respondents have a low level of satisfaction, nearly 23 per cent of the respondents have moderate and a meager portion of five per cent of the respondents has a high level of satisfaction with the packaging of the micro brands. Therefore, it can be presumed from the study that the customers perceive poor satisfaction with packaging quality of the micro brands in the study area.

It is understood from the study that nearly 70 per cent of the respondents perceived low satisfaction followed by nearly 21 per cent perceived moderate satisfaction and a small portion of the respondents perceived high level of satisfaction with the services of the micro brand manufacturers in the study area.
Therefore, it can be inferred from the study that the customers perceive poor satisfaction with the services of the micro brand manufactures in the study area.

About 65 per cent of the respondents perceived moderate level of satisfaction, followed by nearly 19 per cent of the respondents perceived low level of satisfaction and 16 percent of the respondents perceived high level of satisfaction with micro brands in the study area. Therefore, it can be inferred from the study that the customers perceive moderate satisfaction in respect of brand in the study area.

The study reveals that the majority of the respondents have a low level of satisfaction, 21 percent of the respondents have moderate and 8 per cent of the respondents have a high level of satisfaction with promotion of the micro brands. Therefore, it can be presumed from the study that the customers perceive poor satisfaction with promotion strategies followed by the micro brand manufacturers in the study area.

The study reveals that about 60 per cent of the respondents perceived low level of satisfaction followed by nearly 23 per cent of the respondents perceived moderate satisfaction and 17 per cent of the respondents perceived high level of satisfaction with overall satisfaction of the micro brands. Therefore, it can be inferred from the study that the customers perceive poor satisfaction with micro brands in the study area.

It is found that there is a significant difference in the mean scores obtained from the respondents for customer satisfaction with micro brands.
The results of testing the relationship between customer satisfaction factors and overall customer satisfaction display that Price, Packaging, Services and Promotions are positively and significantly related to the overall customer satisfaction. However, Product Features, Quality and Brand are having negative associations with overall customer satisfaction.

Out of 422 respondents who have low satisfaction, nearly three-fourth of the respondents are male and nearly one fourth of the respondents are female. It is inferred from the study that the male customers perceives low satisfaction with micro brands as compared to female respondents in the study area.

Among the respondents who perceives low level of satisfaction, about 34 per cent of the respondents belong to the age group of 40 – 50 years has a low level satisfaction followed by the age group of above 50 years. Nearly 21 per cent of the respondents belong to 30-40 years of age and 15 per cent of the respondents fall in the age group of below 30 years. Therefore, it can be inferred from the table that the customers in the age group of above 30 years are highly dissatisfied with the micro brands in the study area.

It is observed from study that out of 422 respondents who perceived low satisfaction, about 89 per cent of the respondents are married and nearly 11 per cent of the respondents are unmarried. Therefore, it can be inferred from the study that the married customers have perceived low level of satisfaction with micro brands in the study area.

Out of 422 respondents, who are having low level of satisfaction with micro brands, the majority of the respondents is studied up to schooling level and almost 23 per cent of the respondents are undergraduates. About 15 per cent of
the respondents are studied diploma and certificate courses and 4 per cent of the respondents are post-graduates respondents. Hence, it is understood from the study that the customers who are studied up to schooling level dissatisfied with micro brands in the study area.

Out of 422 respondents who perceive low level of satisfaction, about 53 per cent of the respondents are having more than five dependents. Nearly 34 per cent of the respondents are having 3-5 dependents and 13 per cent of the respondents are having less than 3 dependents. Therefore, it can be inferred from the table that the customers belonging to large families have poor satisfaction with the micro brands in the study area.

Among the respondents who experienced low levels of satisfaction, the majority of them are agriculturalists; nearly 28 per cent of the respondents are employees. About 9 per cent, 7 per cent and 3 per cent of the respondents are housewives, businessmen and students respectively. It can be inferred from the study that the agriculturalists perceives low satisfaction with micro brands in the study area.

Among the respondents who perceive a low level of satisfaction majority of the respondents monthly income is below रू 20,000, nearly 34 per cent of the respondents monthly income is रू 20,001 – 30,000 and about 15 per cent of the respondents monthly income is above रू 30,001. Therefore, it can be inferred from the study that the low income customers perceive poor satisfaction with micro brands in the study area.

It is observed from the study that the respondents who experienced low satisfaction with micro brands, nearly 92 per cent of the respondents are residing
in rural areas and a small portion of the respondents are residing in urban areas. Therefore, it can be inferred from the study that the rural customers perceives poor satisfaction with micro brands in the study area.

It is found that the gender, marital status, educational qualifications, number of dependents, occupation, income and residential area have no significant difference in the level of satisfaction with micro brands. However, there is a significant difference between age and level of satisfaction with micro brands.

It is observed from the study that the preferences of the attributes of product quality are ranked first by the respondents with a score of 93 Garrett points. Product taste and product availability are second and third preferences of the attributes of the respondents in the study area with a mean score of 89 and 82 Garrett points respectively.

It is found that the problems of higher price of the micro brands is ranked first with a score of 93 Garrett points, improper package and lesser durability are second and third problems of the respondents in the study area with a mean score of 93.64 and 89.37 Garrett points.

5.2 SUGGESTIONS AND RECOMMENDATIONS

Based on the major findings of this study, the researcher has made several recommendations to increase customer satisfaction and improve performance of the micro brands manufacturers. The recommendations are highlighted in the succeeding pages.
The study reveals the majority of the respondents purchased the micro brands from the retail grocery stores. Therefore, it is suggested that the micro brands marketers should pay attention to other retail outlet particularly supermarkets where the higher income group customer buying their necessaries with easy business term for improving their sales.

It is understood from the study that the most of the respondents get product information on the micro brands from friends and relatives. Therefore, the micro brands manufacturers should disseminates their product features with appropriate and effective medium of advertisements to make the customers aware of the micro brands available in the local market.

It is observed from the study that the respondents perceived poor satisfaction with product attractiveness and product innovativeness. Hence, the micro brands manufacturers should take necessary steps to improve product attractiveness and innovativeness through attractive fragrance, package, colour and size of the containers.

The study reveals that the customers perceive poor satisfaction with prices charged by the micro brands manufactures in the study area. Therefore, the micro brands manufactures reduce the price to some extent to attract low and middle income customers to large extent.

It is found that the majority of the customers dissatisfied with product packaging of the micro brands. Therefore, to improve customer satisfaction, the manufacturers should improve packing quality of the micro brands on par with macro brands.
The micro brand manufacturers should clearly print the product description, price, manufacturing and expiry date on the label to enhance the confidence of the customer on micro brands.

The manufacturers should introduce attractive and convenient package and flexible containers so as to induce them to buy the products in the retail outlets and also the manufacturers should improve sales appeal of the packaging of the micro brands to improve their sales.

The micro brand manufacturers should provide effective services with regard to home delivery of goods, complaints, provision of relevant information about the micro brands and getting back of the defective goods to enhance customers satisfaction.

In order to retain the existing customers, the manufacturers should take necessary steps to make wider distribution of the micro brands so as to easy availability of the product to the consumers as and when they need. It may prevent the customers switch over to other brands.

In accordance with local conditions the manufacturers should adopt innovative brand management strategies continuously to maintain brand positioning of the products.

The manufacturers should allocate certain amounts from their profits for promotion of the micro brands, it facilities effective sales promotion through advertisement and selection of appropriate advertisement medium to propagate features of micro brands to improve their sales volume.
In order to attract new customer and retain existing customers, the manufacturers should adopt appropriate promotional strategies such as provision of premium, free offers, price off to their customers.

The micro brand manufacturers should strive to earn customers trust by giving and keeping promises showing concern for the providing product quality, best seller approach, fulfilling obligations to customers, and striving always to enhance customers’ confidence.

5.3 CONCLUSION

Concerning all types of business organization customer satisfaction is the most important issue and considered as more reliable feedback for the excellence of any business organization in general and micro enterprises in particular. Customer satisfaction is the part of marketing and play important role in the market. And for measuring the customer satisfaction this study was conducted to examine the customer satisfaction with product features, quality, price, packaging, services, brand management and promotions of the micro brands and these factors are the key determinant of customer satisfaction with the micro brands.

At the end it could be concluded that the highly perceived satisfaction factor among the customers is product quality. The second highest factor perceived by the customer's is product brand. The third highest factors perceived by the customers are product features. The respondents perceived poor satisfaction with other factors such as price, packaging, services and promotions. The study further reveals that about 60 per cent of the respondents perceived low level of satisfaction followed by nearly 23 per cent of the respondents perceived moderate satisfaction and 17 percent of the respondents perceived high level of satisfaction.
with overall satisfaction of the micro brands, which implies that the customers perceive poor satisfaction with micro brands in the study area.

The study reveals that the customer satisfaction factors price, packaging, services and promotions are positively and significantly related to the overall customer satisfaction. However, product features, quality and brand management are having negative associations with overall customer satisfaction. If the aforesaid recommendations are carried out by the micro enterprises, the micro brands certainly will become macro brands and will reach out to regional and national level in the future.

5.4 SUGGESTION FOR FUTURE RESEARCH

This research focuses on customer satisfaction with micro brands produced by the micro enterprises in one particular district of the country and only in the food products. Therefore further research in other sectors may be necessary before generalization can be made on the entire micro enterprises. Further research should be carried out in order to enhance understanding the concepts of micro brands and customer satisfaction, how they are measured because they are very important for micro and small enterprises in terms of profitability and growth. It is also recommended that similar future research could be conducted in production and marketing areas and taking other States in India with more sample sizes and also study production and marketing practices of micro and small enterprises products.