CUSTOMER SATISFACTION ON MILLETS AS A DIABETIC FOOD(A STUDY IS WITH REFERENCE TO CHENNAI CITY)

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 Abstract
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 (ratings) exceeds specified satisfaction goals." 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.

Key Words: Millets, Pre Consumption, Post Consumption, ANOVA

Introduction
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Business always starts and closes with customers and hence the customers must be treated as the King of the market. All the business enhancements, profit, status, image etc of the organization depends on customers. Hence it is important for all the organizations to meet all the customers' expectations and identify that they are satisfied customer. Customer satisfaction is the measure of how the needs and responses are collaborated and delivered to excel customer expectation. It can only be attained if the customer has an overall good relationship with the supplier. In today's competitive business marketplace, customer satisfaction is an important performance exponent and basic differentiator of business strategies. Hence, the more is customer satisfaction; more is the business and the bonding with customer.

Customer satisfaction is a part of customer's experience that exposes a supplier's behavior on customer's expectation. It also depends on how efficiently it is managed and how promptly services are provided. This satisfaction could be related to various business aspects like marketing, product manufacturing, engineering, quality of products and services, responses customer's problems and queries, completion of project, post delivery services, complaint management etc.

Customer satisfaction is the overall essence of the impression about the supplier by the customers. This impression which a customer makes regarding supplier is the sum total of all the process he goes through, right from communicating supplier before doing any marketing to post delivery options and services and managing queries or complaints post delivery. During this process the customer comes across working environment of various departments and the type of strategies involved in the organization. This helps the customer to make strong opinion about the supplier which finally results in satisfaction or dissatisfaction.

It is necessarily required for an organization to interact and communicate with customers on a regular basis to increase customer satisfaction. In these interactions and communications it is required to learn and determine all individual customer needs and respond accordingly. Even if the products are identical in competing markets, satisfaction provides high retention rates. For example, shoppers and retailers are engaged with frequent shopping and credit cards to gain customer satisfaction, many high end retailers also provide membership cards and discount benefits on those cards so that the customer remain loyal to them.

Higher the satisfaction level, higher is the sentimental attachment of customers with the specific brand of product and also with the supplier. This helps in making a strong and healthy customer-supplier bonding. This bonding forces the customer to be tied up with that particular supplier and chances of defection very less. Hence customer satisfaction is very important

panorama that every supplier should focus on to establish a renounced position in the global market and enhance business and profit.

Need for Customer Satisfaction
- It's a leading indicator of consumer repurchase intentions and loyalty
- It's a point of differentiation
- It reduces customer churn
- It increases customer lifetime value
- It reduces negative word of mouth
- It's cheaper to retain customers than acquire new ones

Statement of the Problem
Customer Satisfaction is an issue to be addressed in due course of time as it bring in the firm reputation and image. Customer satisfaction assumes to be significant to any business concern irrespective of the nature of business. Many issues have been associated with customer satisfaction. Among them, the most important issue is that as market shrink; companies dealing the products are scrambling to boost customer satisfaction and keep their current customers rather than devoting additional resources to chase potential new customers. It is believed that it costs manifold to get new customers than to hold on to old ones is key to understanding the drive toward benchmarking and tracking customer satisfaction.

There gives rise to customer satisfaction as it meets the demand of customers in the long run. The present study emphasised on the challenges and issues as to customer satisfaction. It is imperative to get to know the amount of satisfaction which a customer has after buying millets products. There are concerns over marketing the millets in current scenario. Due to lack of awareness of millets, it does not garner the warm support of customers. Many brands in millets have come to play in the market but the firm producing the millets fail to address the issues concerning the customers who buy it. While producing the products like millets, satisfaction of customers is at stake as it yields low margin to the seller. Even the quality of it seems to worst as far as customer satisfaction is concerned. Therefore, it is need of the hour to highlight the importance of customer satisfaction on millets as a diabetic food.

Objectives of the Study
The study is taken up with the following objectives
- To evaluate the satisfaction of customers for pre and post consumption of millets as their diabetic food.
- To examine behaviour of consumers towards variety of millets that ultimately bring about changes in consumer behaviour.

Scope and importance of the Study
This particular paper enlightens various importance that is caused by satisfaction of customers by consuming millet products as a diabetic food. Customers who consume this kind of product are not spared with customer satisfaction. They satisfy themselves by using the product as the product is their top most priority in the modern scenario. A marketer dealing with this product has to choose the ways to get the satisfaction of customers. Marketing of this product requires special skills to deal with the customers. They have to offer the service keeping in mind their satisfaction. Moreover, they have to explain about the benefits of the product accruing to the consumers paving way for the long survival of the business firm in general and retain the customer satisfaction in particular.

Since marketer creates awareness about the availability of this product, consumers need not to run from pillar to post but to get it at stone through away place. Thus, customer enjoys greater satisfaction in the long term.

Review of Literature
Customer satisfaction is an evaluation of difference between prior expectations about product and its actual performance. Customer satisfaction is how customers react towards the state of satisfaction, and how customers judge the satisfaction level (**Hanif, Hafez & Riaz, 2010**).

Customer satisfaction is the reaction of customer toward state of the fulfilment and judgment of customer about that fulfilled state (**Khayyat & Heshmati,2012**).Customer satisfaction is the expectation before consuming a product regarding quality or it is a pre-consumption judgment or expectation(**bae,2012**).

Customer satisfaction has antecedent, mediated and moderated effect on personal connections and enjoyable interactions (**Fathima & Eazzaque, 2013**).

Methodology
Research Methodology
- **Research Design:** The present study emphasizes on customer satisfaction towards millet as their diabetic food product. Research design is thus of descriptive and analytical in nature to achieve the objectives of the study.
- **Research Variables:** The researcher has divided the entire variables into two parts such as dependent variables and independent variables. Dependent variables are named as income level of the customers, and age whereas finger millet, pearl millet, kodo mellet, foxtail millet, little millet and proso millet are taken as independent variables.
- **Sample size:** The sample size of the present study has stood at 100. Of which, 50 customers are of men and another 50 customers are of women.
- **Sample Area:** The researcher conducted his research work in four areas of Chennai city such North Chennai, South Chennai, East Chennai and West Chennai.
- **Sampling Type:** Deliberate sampling has been deployed in the study since it highlights the customer satisfaction on millets as diabetic food in Chennai city.
- **Sources of data:** As far as this study is concerned, the researcher has collected the data by two sources such as primary source and secondary source. Primary data have collected from the respondents through well structured questionnaire whereas secondary data have been collected through magazines, websites, books, and articles etc.
- **Statistical tools:** The art of writing the article rests on the principle of using the effective statistical tools in the research work. The present study carries a number of statistical tools namely Chi Square and Anova.

Data Analysis and Results Discussion
Table 1,Chi – Square test for customer satisfaction for pre and post consumption of millets as diabetic food

Customer Satisfaction for Pre and Post Consumption of Millets		Income				Total
		10000-20000	21000-30000	31000-40000	Above 40000	
Pre Consumption	Yes	5	11	6	8	30
	No	3	6	3	8	20
Post Consumption	Yes	8	12	5	2	27
	No	3	4	4	12	23
Total		19	33	18	30	100

Source: Primary Data

From the above table, it is inferred that customers' satisfaction for Pre and Post Consumption of millets as diabetic food are tested under chi-square test at 5% level of significance. Customers in both the cases have expressed their views towards e-banking services depending on their income.

Chi-Square
To determine whether there is any association between Customers' satisfaction for pre and post consumption of millet as diabetic food and income level.

Null Hypothesis
There is no significant association between Customers' satisfaction for pre and post consumption of millet as diabetic food and income level.

Alternate hypothesis
There is a significant association between Customers' satisfaction for pre and post consumption of millet as diabetic food and income level.

Chi – Square	Value	Df	Significance
Pearson Chi-Square (Pre Consumption)	7.682	3	0.52
Pearson Chi-Square (Post Consumption)	7.987	3	.046

Source: Primary data

In the above table, since the significance value of chi-square is more than 0.05 the null hypothesis is accepted i.e. there is no significant association between Customers' satisfaction for pre and post consumption of millet as diabetic food and income level in Pre Consumption period. Null hypothesis is rejected and it is concluded that there is significant association between satisfaction levels towards Customers' satisfaction for pre consumption of millet as diabetic food in Chennai City.

Analysis of variance (ANOVA)
The following ANOVA table explains the difference between respondent's age factor (dependent variable) and the dimensions of Millets (independent variables) (finger millet, pearl millet, kodo mellet, foxtail millet, little millet and proso millet) during pre and post consumption.

Age wise perception – Hypothesis
H0: There is no significant difference between the age variable and the dimensions of independent variables of customer of pre and post consumption.
H1: There is a significant difference between the age variable and the dimensions of independent variables of customers of pre and post consumption.

Table 2,Analysis of Variance (One Way ANOVA) to show significant difference between age and dimensions of independent variables of pre and post consumption of millets

Dimensions of Independent Variables	Sum of squares	Degree of freedom	Means square	F	Sig.
Finger Millet	2.529	3	0.843	2.023	0.116
Pearl Millet	6.426	3	2.154	5.505	0.002
Kondo Millet	2.702	3	0.901	3.391	0.210
Foxtail Millet	1.081	3	0.360	1.216	0.308
Little Millet	5.311	3	1.770	3.344	0.022

Source: Primary data

The above table reveals that there is no significance level is more than 0.05 for finger millet, pearl millet, kondo millet, foxtail millet, and little millet. Therefore, the null hypothesis is accepted that there is significant difference between age group of the respondents and the dimensions of independent variables of customer satisfaction of pre and post consumption of millets as diabetic food.

Analysis of variance (ANOVA)
The following ANOVA table explains the difference between respondent's age factor (dependent variable) and dimensions of Millets (independent variables) (finger millet, pearl millet, kodo mellet, foxtail millet, little millet and proso millet) during pre and post consumption.

Age wise perception – Hypothesis
H0: There is no significant difference between the age variable and dimensions of Millets (independent variables) (finger millet, pearl millet, kodo mellet, foxtail millet, little millet and proso millet) during pre and post consumption.
H1: There is a significant difference between the age variable and dimensions of Millets (independent variables) (finger millet, pearl millet, kodo mellet, foxtail millet, little millet and proso millet) during pre and post consumption.

Table 5,Analysis of variance (One Way ANOVA) on Age Factor

Perception	Sum of squares	Degree of freedom	Means square	F	Sig.
Finger Millet	2.433	3	0.811	1.942	1.280
Pearl Millet	3.170	3	1.057	2.483	0.065
Kondo Millet	0.276	3	0.092	0.317	0.813
Foxtail Millet	1.515	3	0.5.5	1.731	0.166
Little Millet	6.849	3	2.283	4.447	0.006

Source: Primary data

The above table reveals that there is no significance level is more than 0.05 for finger millet, pearl millet, kodo mellet, foxtail millet, little millet and proso millet. Therefore, the null hypothesis is accepted that there is significant difference

between age group of the respondents and dimensions of Millets (independent variables) (finger millet, pearl millet, kodo mellet, foxtail millet, little millet and proso millet) during pre and post consumption.

Suggestions and Conclusion

1. It is important to know the awareness of consumers about the millets products in the market. If it is away from the consumption of the customers, then marketer dealing in this product has to market the product accessible to customers.
2. It is imperative to know about the level of satisfaction of consumers before and after consumption of millets as their diabetic food. Therefore, business involving sale of this product has to conduct market research about their product and take necessary steps to increase the level of satisfaction of customers buying this product.
3. Utmost care has to be ensured by the marketer as and when their product is marketed. Customers of their product have to be informed well in advance about the new arrival of millets.
4. Steps should be taken to curb the adulteration in the millets and supply the commodities to the customers by ensuring their commodities are free from adulteration.

Concluding the study, the researcher has brought out something through his study. This gives proper insights into field of marketing the millets to customers. Firms are given fabulous opportunities to learn what their customers like and supply their commodities based on their taste and preferences. The marketer has to initiate research work in order to highlight the satisfaction of their customers and should increase the customer satisfaction in due course of time.

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