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A STUDY ON REASON FOR CONSUMER PREFERENCE
TOWARDS SUGUNA CHICKEN PRODUCT
(with reference to Salem district)



T. Sarathy

Assistant Professor, PRIMS, Periyar University, Salem.

Short Profile

T. Sarathy is working as an Assistant Professor at PRIMS, Periyar University in Salem. He has completed B.E., M.B.A., Ph.D.

Co- Author Details :

P. Tamilselvan

PhD Research Scholar, RIMS, Periyar University, Salem.



ABSTRACT:

This study revealed that marketing is the area which seems to be neglected because the company products were in great demand. However the scenario is changing, which makes it necessary for the company to establish a full-fledged marketing department inside the company. The company should change its stance from production oriented to marketing oriented. The modern people mainly focusing the fast foods for their time, taste and consumption comfort, in that case the study problem is to find out the reason for preferring the Suguna chicken products around the Salem district. In the Salem district Suguna chicken products especially

meet products were moving in good level compare with competitor products.

KEYWORDS

Consumer preference, Brand preference, Customer satisfaction.

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INTRODUCTION :

All of us are consumers. We consume things of daily use, we also consume and buy these products according to our needs, preferences and buying power. These can be consumable goods, specialty goods or, industrial goods. Consumer behavior can be defined as the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services. What we buy, how we buy, where and when we buy, in how much quantity we buy depends on our perception, self concept, social and cultural background and our age and family cycle, our attitudes, beliefs values, motivation, personality, social class and many other factors that are both internal and external to us. While buying we also consider whether to buy or not to buy and, these societies can afford to buy in greater quantities and at shorter intervals. In poor societies, the consumer can barely meet his needs. The marketers therefore try to understand the needs of different consumers and having understood his different behaviors which require an in-depth study of their internal and external environment, they formulate their plans for marketing.

CONSUMER PREFERENCE

Customer Preference is a concept used in social sciences, particularly economics. It assumes a real or imagined "Choice" between alternatives and the possibility of rank ordering of these alternatives, based on happiness, opinion, satisfaction, gratification, enjoyment, utility they provide more generally, it can they provide more generally, it can be seen as a source of motivation. In cognitive sciences, individual preferences enable choice of objective or goals. Also, more consumption of a normal

COMPANY PROFILE

Over a period of 25 years, Suguna has gone from strength to strength and has become a Rs. 5200 core company that makes it India's No. 1 broiler producer. Along the way, Suguna's pioneering efforts in contract farming helped create thousands of rural entrepreneurs who share the growth successfully. "Poultry Integration" introduced and pioneered by Suguna in the country has energized the livelihoods of farmers in rural India.

REVIEW OF LITERATURE

Hung (1977) " satisfaction is a kind of stepping away from an experience and evaluating it .One could have a pleasurable experience that caused dissatisfaction because even though it was pleasurable, it wasn't as pleasurable as it was supposed to be. So satisfaction / dissatisfaction isn't an emotion, it's the evaluation of the emotion.

Tse and Wilton (1988) define as, "the consumer's response to the evaluation of the perceived discrepancy between prior expectations (or some other norm of performance) and the actual performance of the product/service as perceived after its consumption" (p.204)

RESEARCH METHODOLOGY:

RESEARCH DESIGN: The research design used in this study is descriptive in nature.

SAMPLING METHODS:

The convenience sampling method was adopted because it is easy to reach the sample participants; however, the researcher acknowledges that this type of non-probability sampling method will provide little opportunity to control for biases.

Sample size: 200

DATA COLLECTION: 1. Primary Data 2. Secondary Data

TOOLS USED FOR ANALYSIS: Simple percentage analysis, Chi-square test, Correlation analysis.

STATEMENT OF THE PROBLEM

The modern people mainly focusing the fast foods for their time, taste and consumption comfort, in that case the study problem is to find out the reason for preferring the Suguna chicken products around the Salem district. In the Salem district Suguna chicken products especially meet products were moving in good level compare with competitor products. The focal problem of the study is to find out the reason in what way the people prefer the Suguna chicken products and what kind of benefits and energies consumers getting, what are the strategies, marketing techniques are used to pull the customers, and those were studied through this study. Through this study the problem were analyzed and people will get awareness for preference, usage, issues of Suguna chicken products around Salem district.

OBJECTIVES OF THE STUDY

- ✦ To know the preference of chicken product.
- ✦ To know the brand preference level.
- ✦ To know the variety of chicken product available.
- ✦ To identify market the chicken product.
- ✦ To know the customer satisfaction level.

SCOPE OF THE STUDY

The study has been undertaken to analyze the factors influencing the consumers to preference of suguna chicken product. The primary data is collected to the consumer preference of suguna chicken product in Salem district. This study focus on the level of consumer preference among suguna chicken product in Salem district. This study is helpful to the suguna chicken to market the product with customer satisfaction.

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LIMITATION OF THE STUDY

- ▲ Due to time limitation and keep the model at a manageable size.
- ▲ The present study concentrates only on influence of consumer preference.
- ▲ The survey was limited to Salem district only.

DATA ANALYSIS AND INTERPRETATION

The study has been made to analyse the consumer's preference of suguna chicken product in Salem district. The poultry industry has witnessed several categories. Consumer preference is useful to make the consumer in a better manner according to their family size income and preference of product selection made through their own desire. In Salem there are several stores to buy the suguna chicken product. People are willing to buy variety of chicken product because of taste and brand name, and quality, daily fresh.

RESPONDENTS HOW OFTEN DO YOU PREFER CHICKEN

S.NO	PARTICULAR	NO.OF RESPONDENTS	PERCENTAGE%
1	Daily	38	19
2	Weekly	157	78.5
3	Monthly	5	2.5
	TOTAL	200	100

Source: primary data

INFERENCE:

The above table deals that most of the respondents 157 are prefer chicken Weekly, 38 of the respondents are prefer daily, 5 of the respondents are prefer chicken Monthly.

RESPONDENTS STIMULATED YOU TO BUY SUGUNA CHICKEN

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE%
1	Taste	52	26
2	Brand	73	36.5
3	Quality	45	22.5
4	Daily fresh	30	15
	TOTAL	200	100

Source: Primary Data

INFERENCE:

The above table deals that most of the respondents 73 are prefer this brand based on brand, 52 of the respondents are prefer suguna based on taste, 45 of the respondents are prefer suguna chicken based on quality, 30 of the respondents are prefer suguna chicken based on daily fresh.

FINDINGS FROM SIMPLE PERCENTAGE ANALYSIS

- ⤴ Most of the respondents strongly agreed select the product on their perception.
- ⤴ Most of the respondents strongly agreed family income determines the purchase of particular brand.
- ⤴ Most of the respondents natural for family member age influence the selection of brand.
- ⤴ Majority of the respondents strongly agreed people are purchase the product according to their residential area.
- ⤴ Most of the respondents said branded products are better than unbranded product.
- ⤴ Most of the respondents highly satisfied in satisfaction level in health of consuming suguna chicken.
- ⤴ Majority of the respondents satisfied with our product packing.
- ⤴ Most of the respondents said price offer promotional offer required for suguna chicken.
- ⤴ There is relationship between the family income and stimulated to buy suguna chicken.
- ⤴ There is no relationship between the size of family and preference of suguna chicken product.

SUGGESTIONS

From the above findings the researcher has developed some of the points as suggestions of the study. The suggestions are mainly focusing that enhancement of consumer preference of suguna chicken product.

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- ▲ Most of the respondents know this brand through advertisement so company should make advertisement regularly.
- ▲ Most of the respondents said product packing good so company continue their packing stiles.

CONCLUSION

This study revealed that marketing is the area which seems to be neglected because the company products were in great demand. However the scenario is changing, which makes it necessary for the company to establish a full-fledged marketing department inside the company. The company should change its stance from production oriented to marketing oriented. Sales through agents are other avenues available to the company. Hence the company may concentrate on direct sales marketing through personal selling or marketing representative follow up with industrial consumers. Based on these observations SUGUNA CHICKEN., should take some effective steps to steady the present market situations. It is always better to find out the various factors which influence the purchasing power attitude of the consumers. Though there are a number of brands being marketed, the preference of suguna chicken product peak while comparing with other brands. The prevailing market condition of suguna chicken product is successful. In the succeeding years it is difficult to exit in the market for suguna chicken product. lot of competition is emerging and at the same time people are also going in for new items. So suguna has to develop suitable marketing strategies for its survival future.

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