

A STUDY

On

“CUSTOMER SATISFACTION ON AASHIRVAAD PRODUCTS”

With reference to

ITC COMPANY

Submitted to

SATAVAHANA UNIVERSITY KARIMNAGAR

In Partial Fulfillment of the requirement for the award of the degree of

BACHELOR OF COMMERCE



Submitted

By

A.SANDHYA(20077104402004)

G.ANKITHA(20077104401007)

S.AKHILA(20077104401016)

G.NIKHITHA(200771044 01009)

Under the guide of

Mrs. S. LAXMI

Degree Lecturer



Department Of Commerce
TELANGANA TRIBAL WELFARE RESIDENTIAL
DEGREE COLLEGE FOR WOMEN
THANGALLAPALLY, RAJANNA SIRICILLA
(Affiliated to SATAVAHANA UNIVERSITY
(2020-2023)

DECLARATION

I hereby, declare that this project entitled “ **CUSTOMER SATISFACTION OF AASHIRVAAD PRODUCTS**” have completed successfully towards the partial fulfillment for the award of the degree “**BACHELOR OF COMMERCE**” from “**TELANGANA TRIBAL WELFARE RESIDENTIAL DEGREE COLLEGE FOR WOMEN, RAJANNA SIRICILLA** .This is the bonafide work undertaken by me which is not submitted to any other university or institution for the award of any degree / diploma.

DATE :

PLACE: RAJANNA SIRICILLA

A.SANDHYA(20077104402004)

G.ANKITHA(20077104401007)

S.AKHILA(20077104401016)

G.NIKHITHA(200771044 01009)



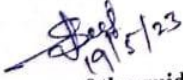
TELANGANA TRIBAL WELFARE RESIDENTIAL
DEGREE COLLEGE FOR WOMEN

Thangallapally, Rajanna Sircilla


(Affiliated To Satavahana University)


CERTIFICATE

This is to certify that the project report title "CUSTOMER SATISFACTION ON AASHIRVAAD PRODUCTS With reference to ITC COMPANY" submitted in partial fulfillment for the award of degree of B.COM programmed of Department of Commerce was carried out by A.SANDHYA-(20077104402004), G.ANKITHA-(20077104401007), S.AKHILA-(20077104401016), G.NIKHITHA-(20077104401009). This has not been submitted to any other Institute or University for the award of any degree.


Signature of the guide


Signature of HOD
Department of Commerce
TTWRDC(W), SIRCILLA
College Code:7104


Signature of the Principal
Principal
T.G.T.W.R.D.C. (W)
THANGALLAPALLY
Dist: Rajanna Sircilla (T.G)


Signature of external examiner

ACKNOWLEDGEMENT

The satisfaction that accomplishes the successful completion of any task would be incomplete without the mention of the people who make it possible and whose constant guidance and encouragement crown all the efforts with success.

It is my privilege and pleasure to express my profound sense of respect, gratitude and indebtedness to my guide **S. LAXMI** Department of Commerce for her constant guidance, inspiration, and constant encouragement throughout his this project work .

We wish to express my deep gratitude to **M.SANDHYA RANI, HOD, Department of Commerce, TELANGANA TRIBAL WELFARE DEGREE COLLEGE FOR WOMEN, RAJANNA SIRICILLA** for her cooperation and encouragement, in addition to providing necessary facilities throughout the project work.

we sincerely extend my thanks to **K.RAJINI, PRINCIPAL, TELANGANA TRIBAL WELFARE RESIDENTIAL DEGREE COLLEGE FOR WOMEN,RAJANNA SIRICILLA.**

We would like to thank all the staff and all my friends for their good helping hand and constructive criticism, wish led the successful completion of this project.

Finally, I thank all those who directly and indirectly helped me in this regard; we apologize for not listing everyone here.

A.SANDHYA(20077104402004)

G.ANKITHA(20077104401007)

S.AKHILA(20077104401016)

G.NIKHITHA(200771044 01009)

CONTENTS

CHAPTER	CHAPTER NAME	PAGE NO.
I	INTRODUCTION <ul style="list-style-type: none">• Introduction• Need for the study• Objectives of the study• Scope of the study• Research methodology• Tools for data analysis	01-02
II	COMPANY PROFILE	03-04
III	DATA ANALYSIS AND INTERPRETATION	05-23
IV	FINDINGS, SUGGESTIONS & CONCLUSIONS	24-25
	BIBLIOGRAPHY	26
	QUESTIONNAIRE	27-28

CHAPTER 1 INTRODUCTION

ITC entered the branded Atta market with the launch of Aashirvaad Atta in Jaipur and Chandigarh on 26 may 2002. The product is now available all over India. Aashirvaad package is PET poly, with the design showcasing the farming process undertaken in the rural heartland of India in the form of a Madhubani painting. Aashirvaad Atta has further built on its leadership position among the National Branded Players with a market share of 56%.Aashirvaad promises the Indian house wife the joy of providing her family with most delightful homemade rotis, made from the finest quality atta. ITC uses the sourcing strength of its e- Choupals to buy wheat directly from the formers deliver happiness to the Indians consumer – Khuah iyyan Chun Chunke. Aashirvaad’ is made from finest quality wheat that ITC has the unique capability to source through its e-choupal network. Premium quality Atta, made from 100% MP ’sharbati’ wheat is also available as Aashirvaad select Atta. The wheat for Aashirvaad superior MP wheat Atta comes from the plush, fertile soil of Madhya Pradesh and then blended using the traditional ‘chakki-grinding’ method to give superior, discerning taste.ITC foods also aims to delight the consumer through superior and innovative packaging. Aashirvaad select Atta (5 kg pack) was awarded the world star Award for Excellence in packaging in the Consumer pack Category. This is one of the most prestigious awards in the world for packaging. The latest offering is designed to provide nourishment for people of all ages and an integrated mix of six different grains wheat, soya, channa, oat, maize & psyllium husk which gives a better and healthier options for the consumers. Aashirvaad Atta with multigrains is an excellent source of vitamins, which is vital in strength. The extra fibre makes food easier to digest and low content of saturated fat keeps the heart smiling all through the day and above all, still retaining the same great taste. This production is available in selected cities.

NEED FOR THE STUDY:

- ❖ To know about the product and behavior of customers.
- ❖ In order to know the effectiveness of sales and customer satisfaction.
- ❖ If the customers are not satisfied they would switch over to the other product.
- ❖ It is very difficult to bring back those customers to make purchase and encourage them to make a word of mouth.

OBJECTIVES OF THE STUDY:

- To examine the awareness levels of customers about Aashirvaad Atta.
- To analysis the perception of different customer of Aashirvaad Atta.
- To know the customer satisfaction levels Aashirvaad Atta.

SCOPE OF THE STUDY:

In this research the has put an effort to understand the satisfaction of the customers towards aashirvaad Atta.

- In this report, first of all given a brief review about Aashirvaad Atta sector as a whole.
- Then has given a review of the findings of some of the research that has already been conducted by various researcher.
- Then has described her research methodology i .e the sample unit, sample size, sample region, sampling procedure that he has used in her report.
- Then has analyzed the data which was collected by a questionnaire.
- Then has concluded the findings of the survey.

Research methodology:

For the present study, a questionnaire was used to collected data. The researcher has prepared well structured questionnaire for collecting the primary data from the customers. Questionnaires were received from customers 50 out of 50 customers after which were filled by them.

Primary Data:

Questionnaire collected from the customers.

Secondary Data:

In collection of secondary data we used ITC websites, market trend, magazines articles, other related information's to complete the objectives of research journals

Tools Used for data analysis:

As no study could be successfully completed without proper tools and techniques, same was with my project. Basic tools which I used for project are.

- ✓ Bar charts

- ✓ Pie charts
- ✓ Tables

Bar charts and Pie charts proved really useful tools to show the results in a well clear, ease and simple way. Because I used bar charts in project for showing data systematic way. So it need not necessary for any observer to read all the theoretical details, simple on seeing the charts anybody could know that what is being said.

CHATER-2

COMPANY PROFILE

- ITC IS an Indian public conglomerate company headquartered in Kolkata, West Bengal, India. Its diversified business includes four segments: Fast Moving Consumers Goods (FMCG), Hotels, Paperboards, paper & packaging and Agri-business. ITC's annual turnover stood at \$7 billion and markets capitalization of over \$33 billion. The company has its registered office in Kolkata. It started off as the Imperial Tobacco Company, and shares ancestry with Imperial Tobacco of the United Kingdom, but it is now fully independent, and was rechristened to Indian Tobacco Company in 1970 and then to I.T.C. Limited in 1974. The company is currently headed by Mr.Yogesh Chander Deveshwar. It employs over 26,000 people at more than 60 locations across Indian and listed on Forbes 2000.
- Though the first six decades of the company's existence were primary devoted to the growth and consolidation of the cigarettes and leaf tobacco businesses, the seventies witnessed the beginnings of a corporate transformation that would usher in momentous changes in the life of the company.
- ITC's packaging and printing business division, was set up in 1925 as a strategic backward integration for ITC's cigarettes business. It is today Indian's most sophisticated packaging house.
- In 1975 the company launched its hotels business with acquisition of a hotel in Chennai which was rechristened 'ITC-Welcomgroup Hotel Chola'. The objective of ITC's entry into the hotel business was rooted in the concept of creating value for the nation. ITC chose the hotels business for its potential to earn high levels of foreign exchange, create tourism infrastructure and generate large scale direct and indirect employment since then ITC's hotel business has growth to occupy a position of leadership, with 66 owned and managed properties spread across India it also has a marketing and reservation arrangement with the Sheraton corporation, the reputed international hotel chain.
- In 1979, ITC entered the paperboards business by promoting ITC bhadrachalam paperboards Limited, which today has become the market leader in India. bhadrachalam paperboards amalgamated with the company effective March 13, 2002 and became a division of the company, Bhadrachalam paperboards division. In November 2002, this division merged with the company's Tribeni division to form the paperboards & specialty paper division.
- In 1985, ITC set up Surya Tobacco co. in Nepal as a joint venture with the reputed soalte group. In August 2002, Surya Tobacco became a subsidiary of ITC limited and its name was changed to Surya Nepal private limited.

- Also in 1990, leveraging its agri-sources competency, ITC set up the International Business Division (IBD) for exports of agri-commodities. The division is today one of India's largest exporters. ITC's unique and now widely acknowledged e-Choupal initiative began in 2000 with soya farmers in Madhya Pradesh. Now it extends to 6 states covering over 3.1 millions farmers.
- ITC made its entry into the branded and packaged Foods business in August 2001 with the launch of the Kitchens of India brand. A more broad-based entry has been made since June 2002 with brand launches in the confectionery, staples and snack foods segments. In 2002 the mint-o trade mark was acquired and re-launched in orange and mint flavors. In the same year candyman was added to the confectionery range and Aashirvaad atta was rolled out. The Aashirvaad brand now extends to ready to eat foods, ready to cook pastes and salt. In 2003 the candyman range was expanded to included deposited candies and éclairs. In 2003 sunfeast biscuits were launched and mint-o lemon mint flavor was introduced. In 2004 the Kitchens of Indian brand was extended to cooking pastes.
- In 2002, ITC's philosophy of contribution to enhancing the competitiveness of the entire value chain found yet another expression in the safety matches initiatives. ITC now markets popular safety matches brands like ikno, mangal deep, vaxl it, delite and aim.
- ITC's foray into the marketing of Agarbattis in 2003 markets the manifestation of its partnership with the cottage sector. ITC's popular agarbattis brands include spriha and mangal deep across a range of fragrances like Rose, jasmine, bouquet, sandalwood, madhur, sambrani and nagchampa.
- ITC Limited company 100 years on 24 August 2010. ITC has a diversified presence in Cigarettes, Hotels, Paperboards and specialty paper, packaging, agri-business, packaged foods and confectionery, information technology, branded apparel, personal care, stationery, safety matches and other FMCG products. While ITC is an outstanding markets leader in its traditional business of cigarettes, hotels, paperboards, packaging and agri-exports, it is rapidly gaining markets share even in its nascent businesses of packaged foods and confectionery, branded apparel, personal care and stationery.

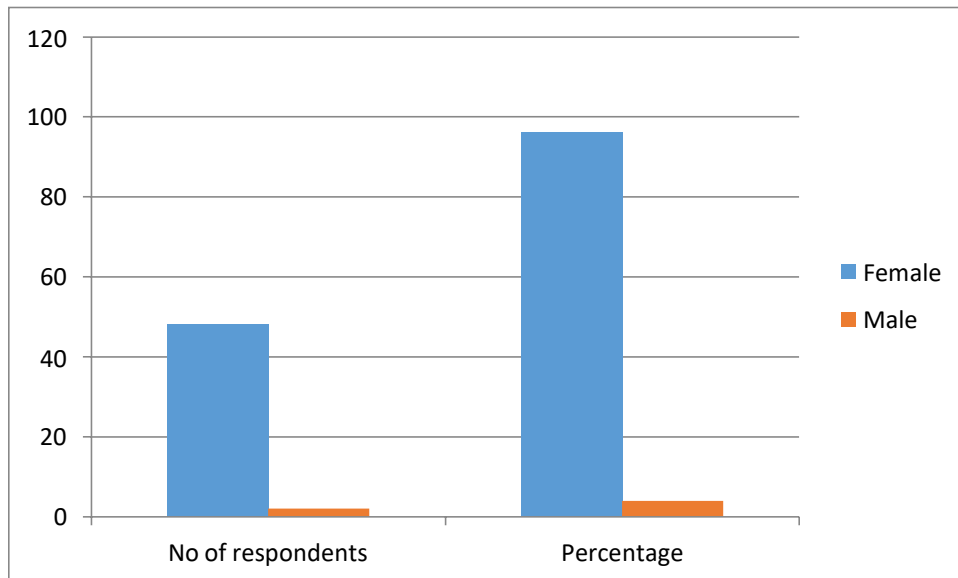
ITC Product line:

- Lifestyle retailing business
- Personal care product strategic business unit
- Educationary and stationary product strategic business unit
- Safety matches strategic business unit
- Agarbattis strategic business unit
- Hotel division
- Paper board and specialty paper division
- Packaging and printing strategic division
- Agri business division

CHAPTER – 3 DATA ANALYSIS AND INTERPRETATION

1. Gender

Gender	No of respondents	Percentage
Female	48	96
Male	2	4

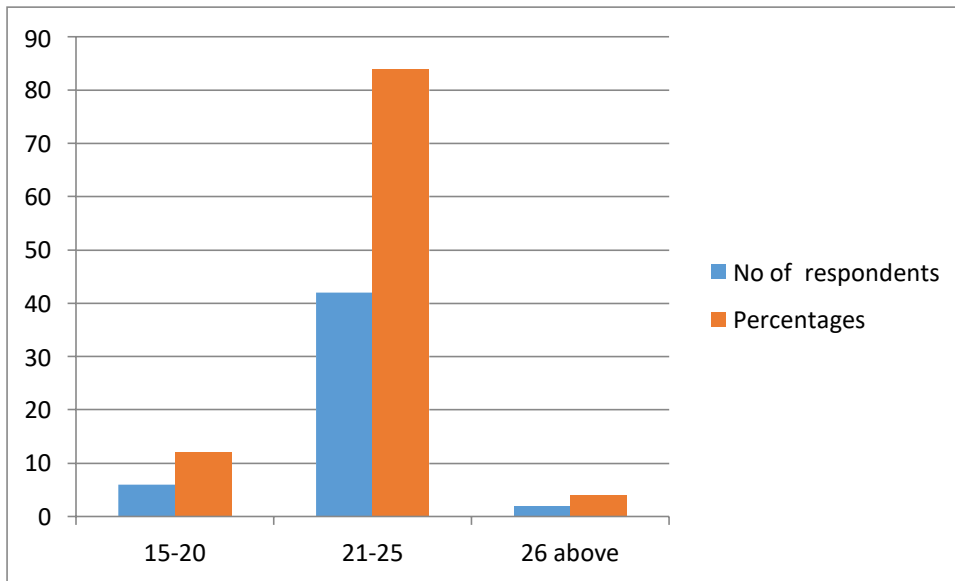


Interpretation:

According to my convenience method I selected 50 consumers of Aashirvaad Atta products, I collected data from 96 % customers are female and 4% customers are male.

2. Age

Age	No of respondents	Percentages
15-20	6	12
21-25	42	84
26 above	2	4

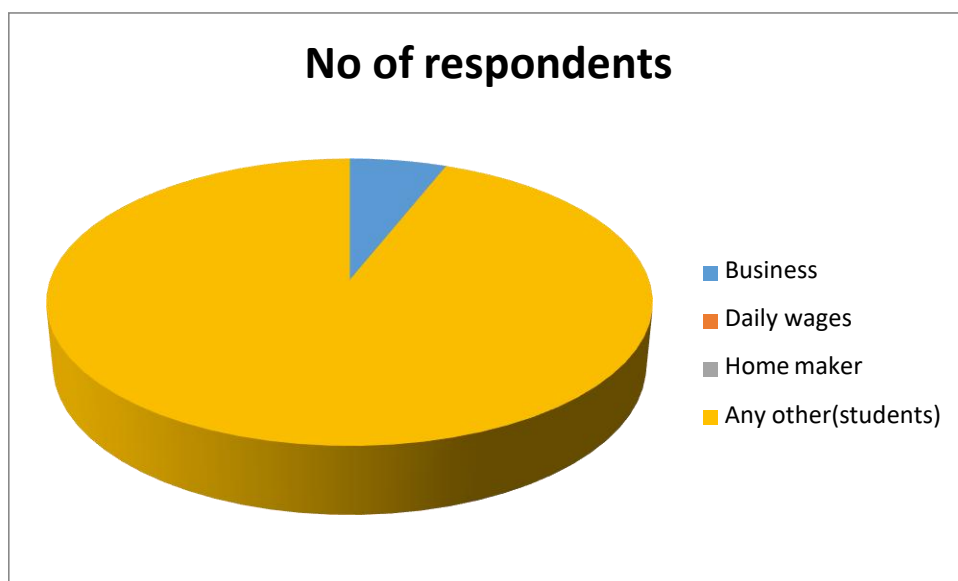


Interpretation:

According to my convenience method I selected 50 consumers of Aashirvaad atta products, I collected data from 12% of 15-20 age group persons, 84% of 21-25 age group persons and 4% of 26 above age group persons.

3. Occupation

Occupation	No of respondents	Percentage
Business	3	6
Daily wages		
Home maker		
Any other(students)	47	94

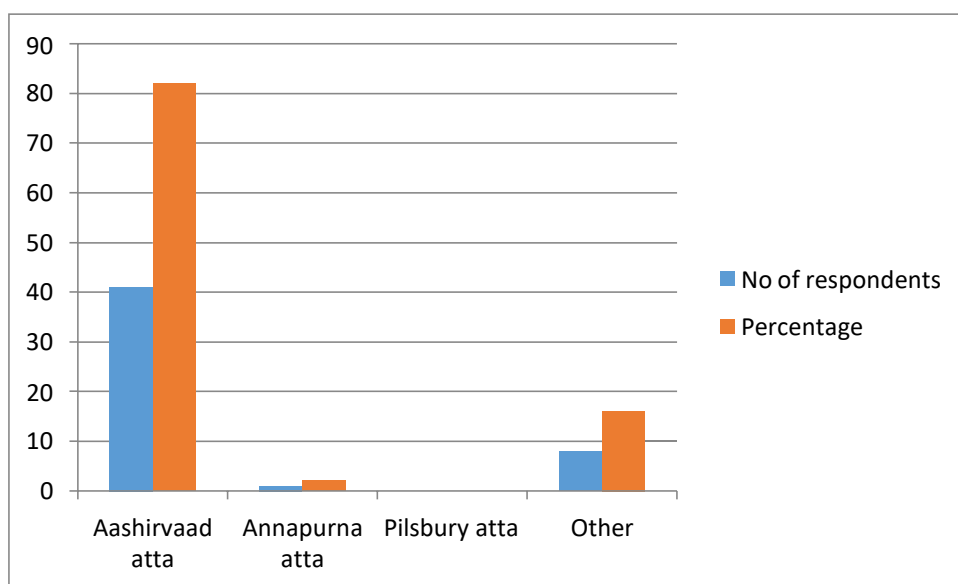


Interpretation:

From the above graph I can be interpreted that 6% of customers are business and 94% of customers are students.

4. What brand of atta did you buy last time?

Brand of Atta	No of respondents	Percentage
Aashirvaad atta	41	82
Annapurna atta	1	2
Pilsbury atta		
Other	8	16

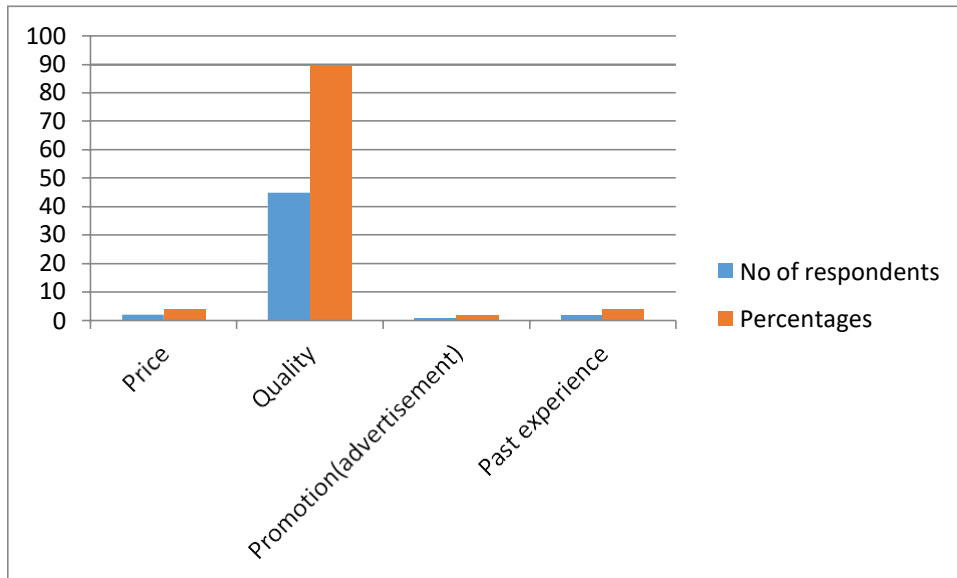


Interpretation:

From the above graph I can be interpreted that 82% of customer bought the Aashirvaad atta, 2% of customers bought the Annapurna atta and 16% of customers bought the other product.

5. What were the reasons for purchasing the above mentioned product?

	No of respondents	Percentages
Price	2	4
Quality	45	90
Promotion(advertisement)	1	2
Past experience	2	4

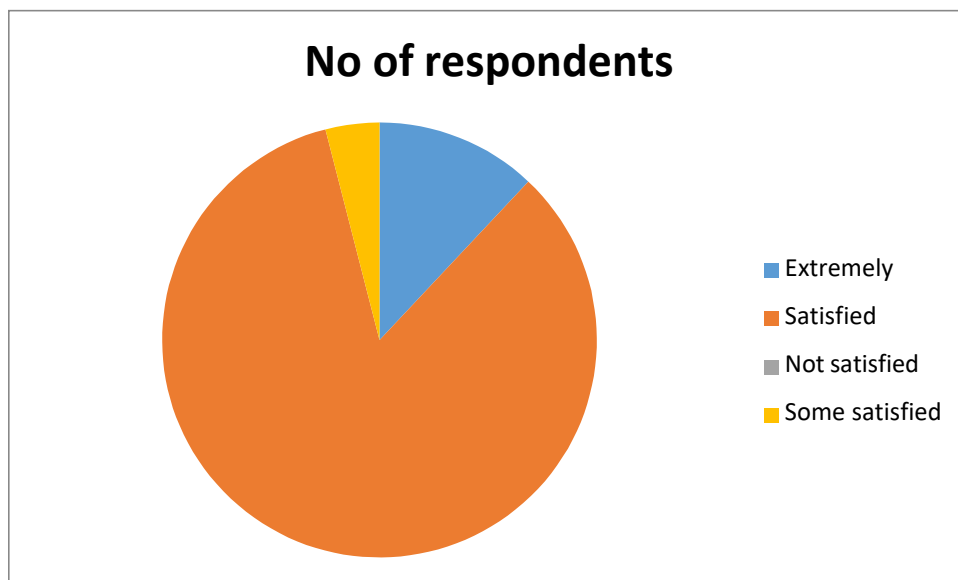


Interpretation:

From the above graph I concluded that 4% of customers are purchasing depending on the price, 90% of customers are purchasing depending up on the quality, 2% of customers are purchasing depending upon the promotion (advertisement) and 4% of customers are purchasing depending upon the past experience.

6. Are you satisfied with that product?

	No of respondents	Percentages
Extremely	6	12
Satisfied	42	84
Not satisfied	-	-
Some satisfied	2	4

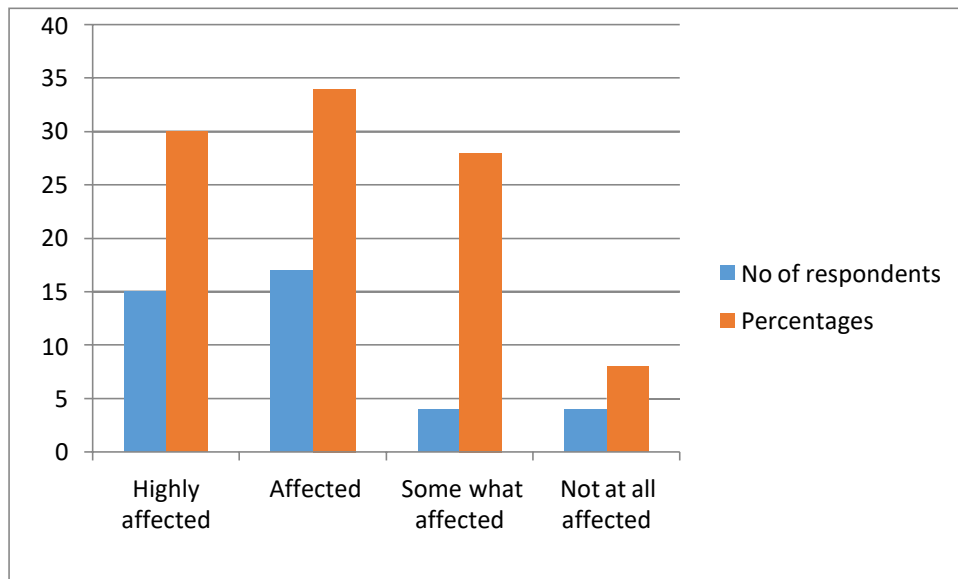


Interpretation:

From the above graph I can be interpreted that 12% of customers are extremely, 84% of customers are satisfied , 4% of customers are some what satisfied .

7. Was your choice affected by the promotion advertisement strategy adopted by the company?

	No of respondents	Percentages
Highly affected	15	30
Affected	17	34
Some what affected	4	28
Not at all affected	4	8

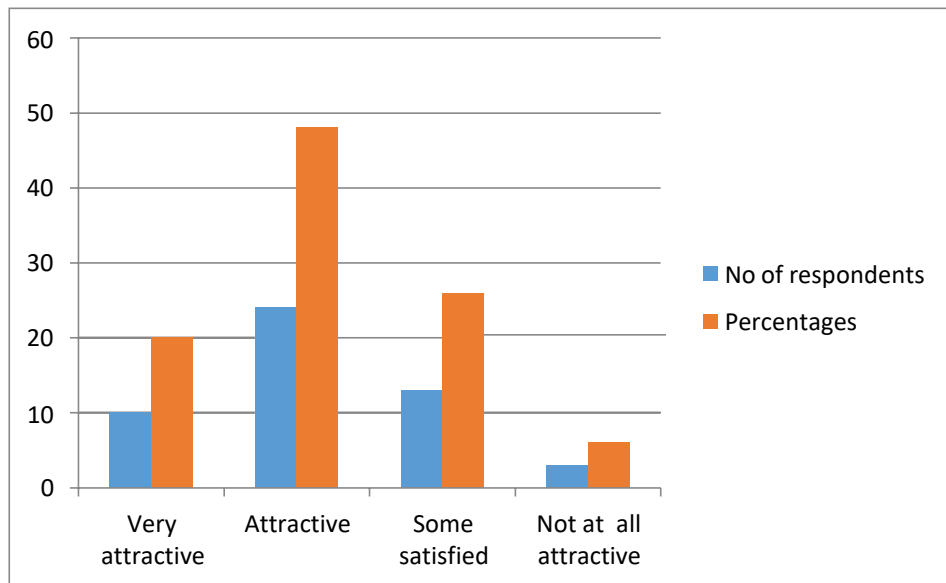


Interpretation:

From the above graph I can be interpreted that 30% of customers are highly affected, 34% of customers are affected, 28% of customers are some what affected and 8% of customers are not at all affected.

8 .What was your opinion about the advertisement and promotional activities adopted by the company?

	No of respondents	Percentages
Very attractive	10	20
Attractive	24	48
Some satisfied	13	26
Not at all attractive	3	6

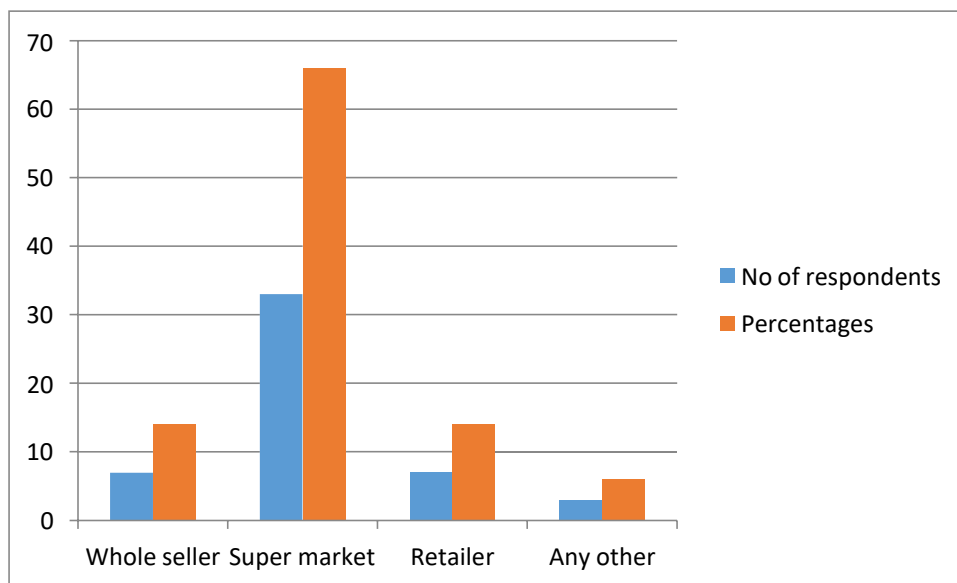


Interpretation:

From the above graph I can interpret that 20% of customers are very attractive, 48% of customers are attractive, 26% of customers are some satisfied and 6% of customers are not at all attractive.

9 .Where did you the buy product?

	No of respondents	Percentages
Whole seller	7	14
Super market	33	66
Retailer	7	14
Any other	3	6

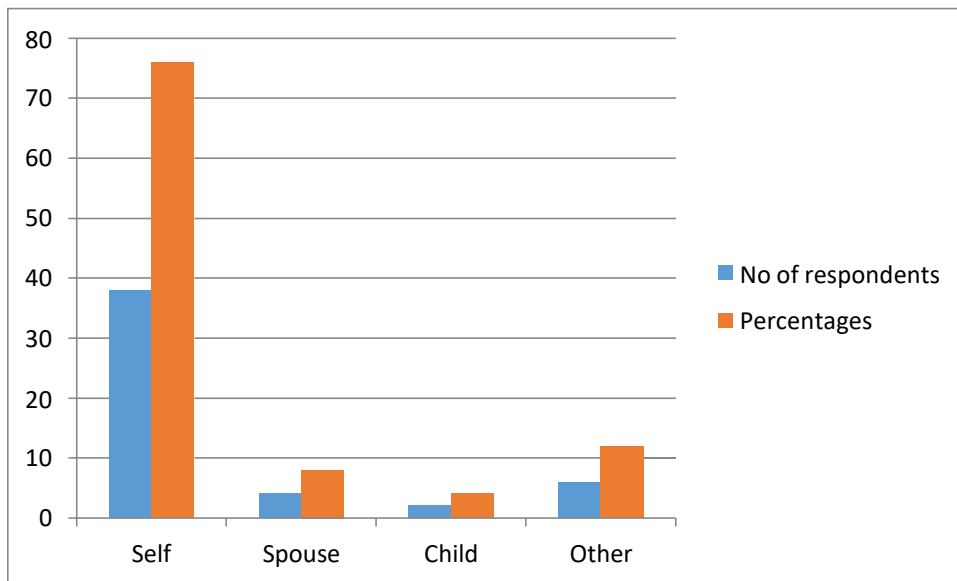


Interpretation:

From the above graph I can be interpreted that 14% of customers are buying product in whole seller, 66% of customers are super markets, 14% of customers are retailer and 65% of customers are any other.

10 .Who is the decision maker?

	No of respondents	Percentages
Self	38	76
Spouse	4	8
Child	2	4
Other	6	12

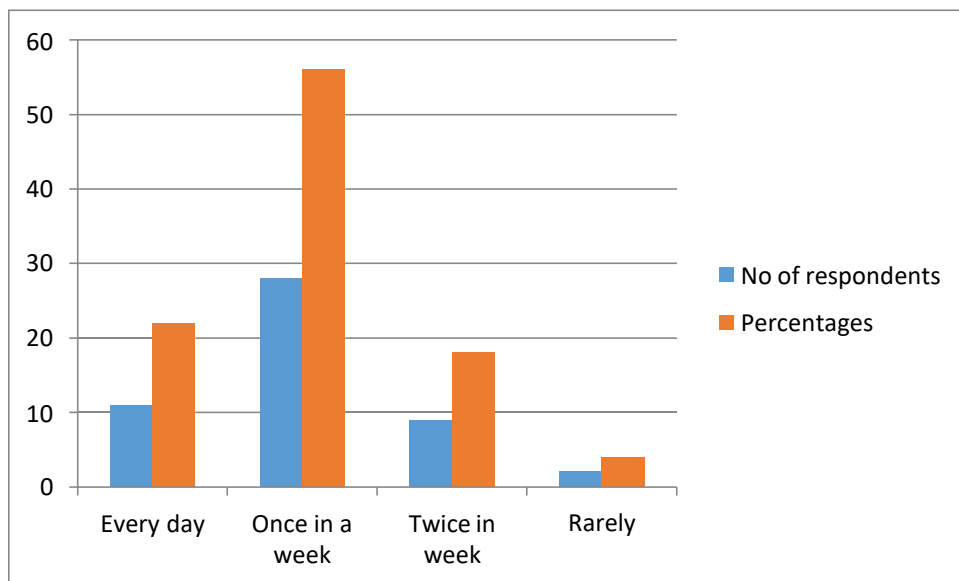


Interpretation:

From the above graph I can be interpreted that 76% of customers are the decision makers, 8% of customers are taking decision from their spouse, 4% of customers are taking decisions from their children's and 12% of customers are taking decisions from others.

11. How often is this product used in the home?

	No of respondents	Percentages
Every day	11	22
Once in a week	28	56
Twice in week	9	18
Rarely	2	4

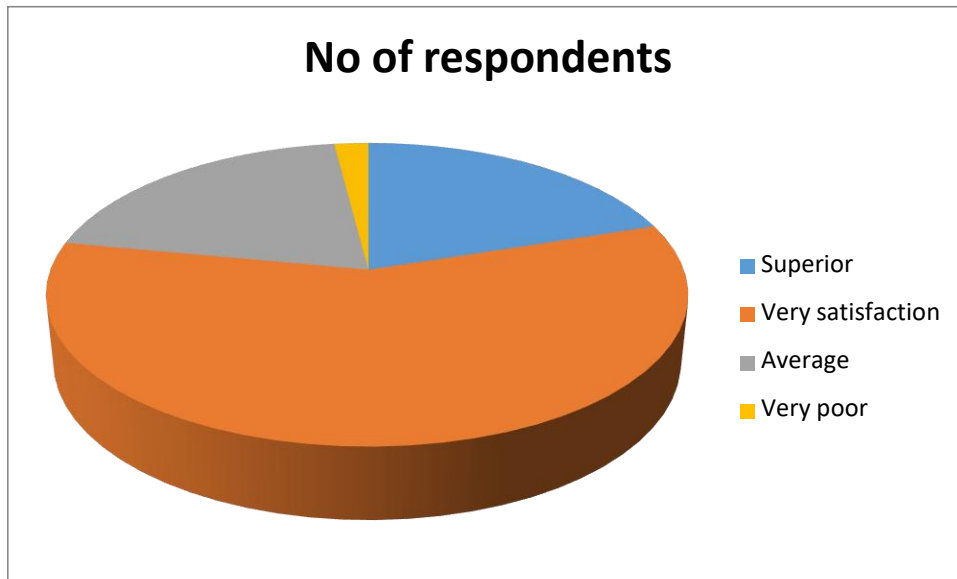


Interpretation:

From the above graph I can be interpreted that 22% of customers are using in the home every day, 56% of customers are using in once in a week, 18% of customers are using in twice in a week, 4% of customers are using in rarely product used in the home.

12 .How was the quality of Aashirvaad Atta?

	No of respondents	Percentages
Superior	10	20
Very satisfaction	29	58
Average	10	20
Very poor	1	2

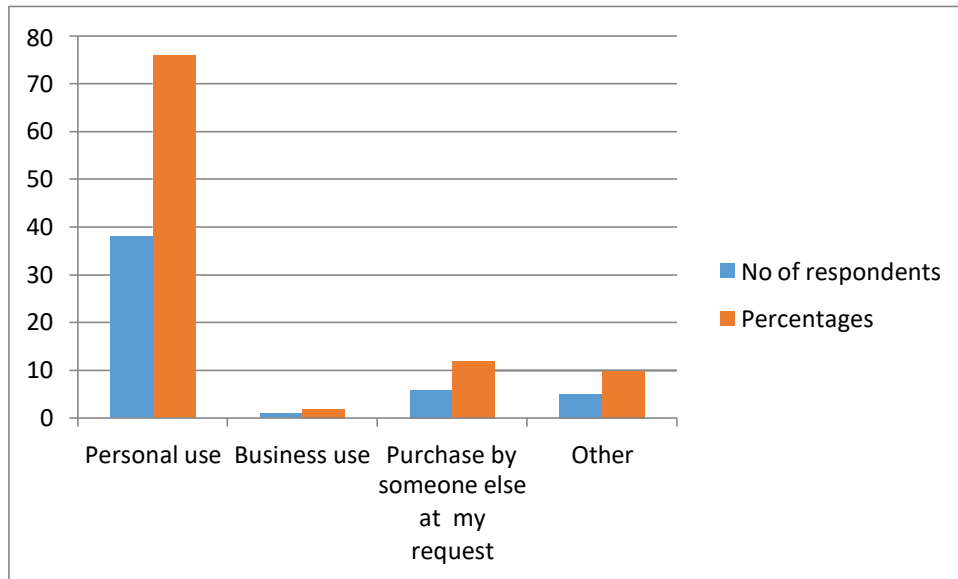


Interpretation:

From the above graph I can be interpreted that 20% of the customers are saying that the quality of aashirvaad atta is superior, 58% of the customers are saying that the quality of aashirvaad atta is very satisfactory, 20% of customers are saying that the quality of aashirvaad atta is average, 2% of the customers are saying that the quality of aashirvaad atta is very poor.

13 .What are the reasons to purchase the Aashirvaad atta?

	No of respondents	Percentages
Personal use	38	76
Business use	1	2
Purchase by someone else at my request	6	12
Other	5	10

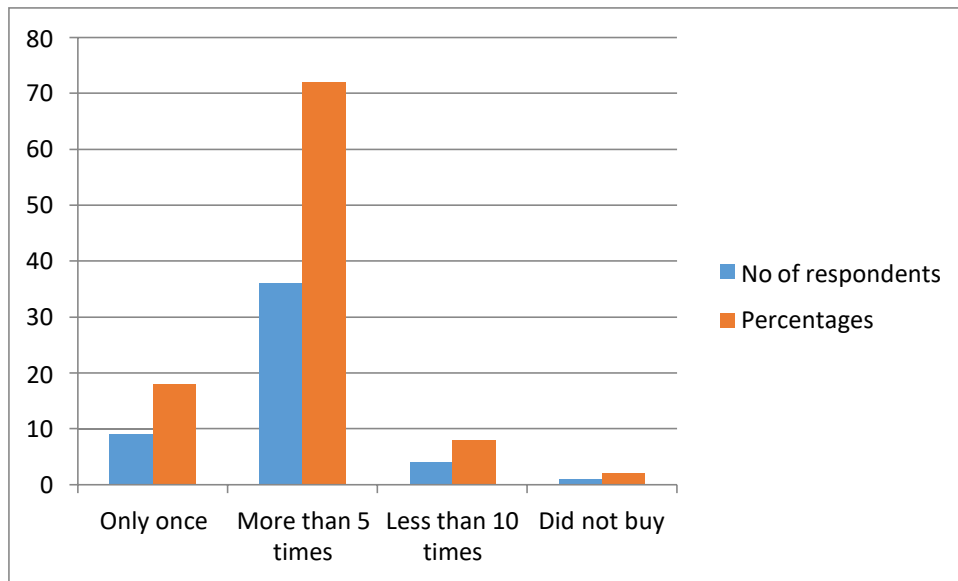


Interpretation:

From the above graph I can be interpreted that 76% of customers are purchasing the aashirvaad atta because personal use, 2% of customers are purchasing the aashirvaad atta because business use, 12% of customers are purchasing the aashirvaad atta because purchases by someone else at my request, 10% of customers are purchasing the aashirvaad atta because other.

14 . How many times have you purchased before?

	No of respondents	Percentages
Only once	9	18
More than 5 times	36	72
Less than 10 times	4	8
Did not buy	1	2

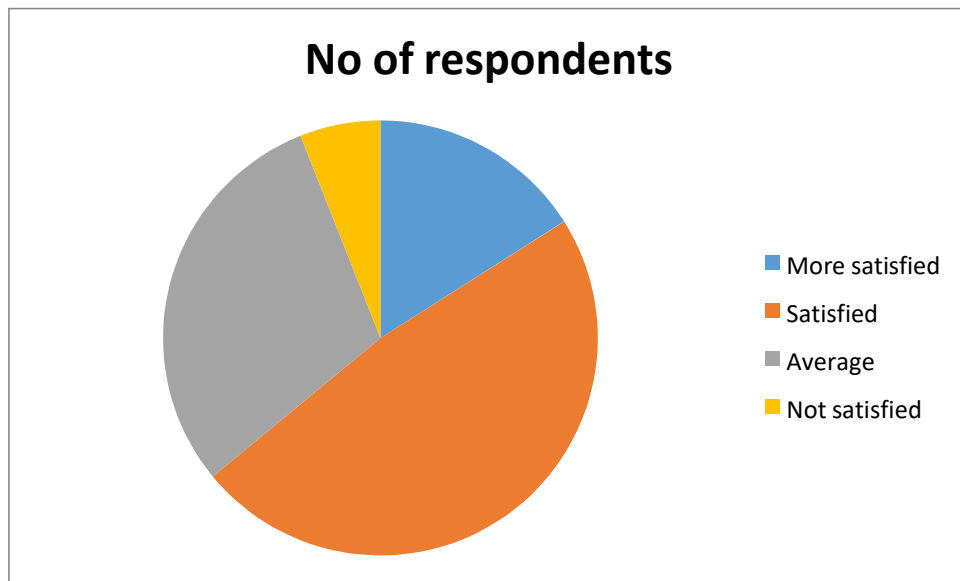


Interpretation:

From the above graph I can be interpreted that 18% of the customers are purchased only once, 72% of the customers are purchased more than 5 times, 8% of the customers are purchased less than 10 times, 2% of the customers are did not buy the product in before.

15 . Are you satisfaction with the price of Aashirvaad atta product compare to the brand products?

	No of respondents	Percentages
More satisfied	8	16
Satisfied	24	48
Average	15	30
Not satisfied	3	6

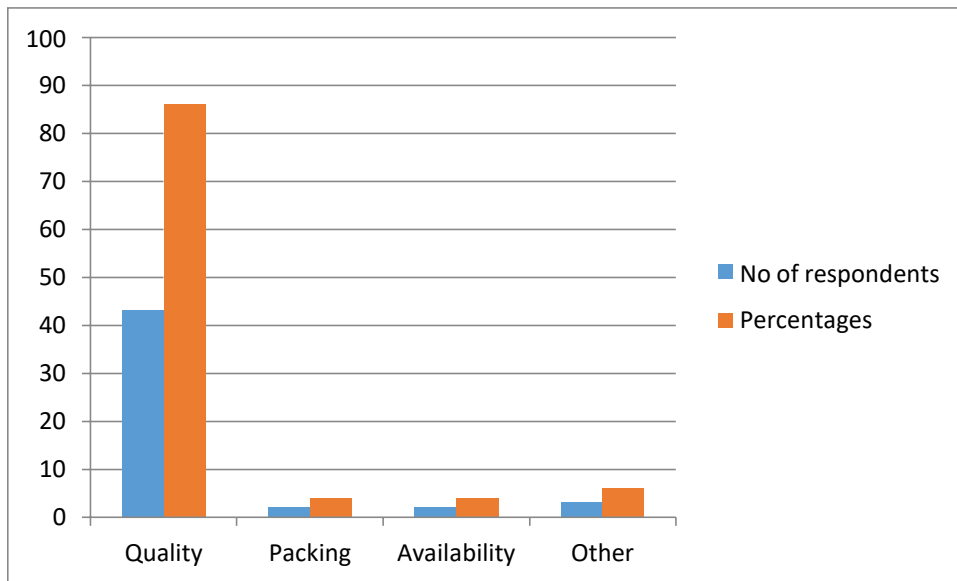


Interpretation:

From the above graph I can be interpreted that 16%of the customers are more satisfied, 48% of the customers are satisfied, 30% of the customers are average, 6% of the customers are not satisfied the price of aashirvaad atta product compere to the other brand products.

16 . What customer expectation from Aashirvaad atta?

	No of respondents	Percentages
Quality	43	86
Packing	2	4
Availability	2	4
Other	3	6

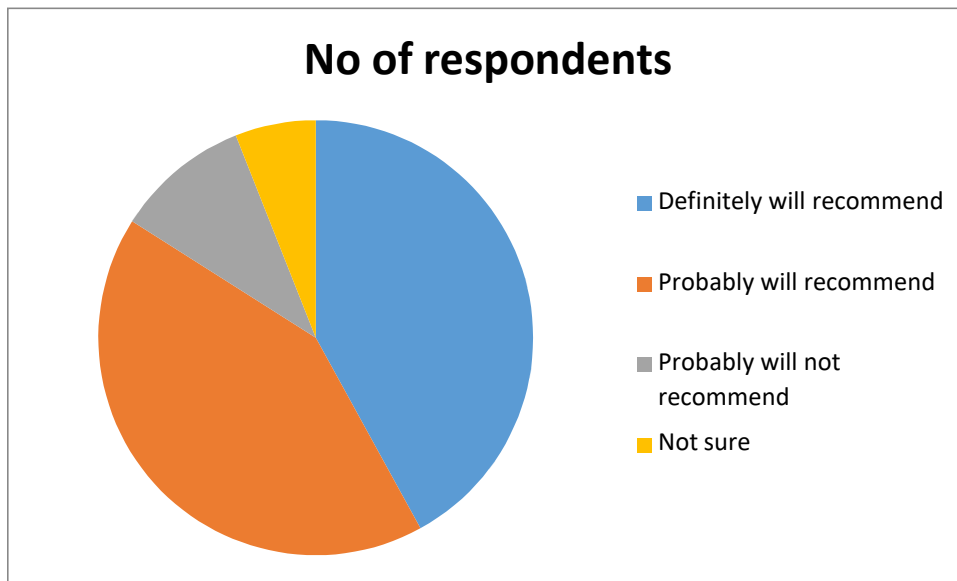


Interpretation:

From the above graph I can be interpreted that 86% of the customers are expecting quality from aashirvaad atta, 4% of the customers are expecting packing from aashirvaad atta, 4% of the customers are expecting availability from aashirvaad atta, 10% of the customers are expecting other from aashirvaad atta .

17 . Would you recommend Aashirvadd atta to other?

	No of respondents	Percentages
Definitely will recommend	21	42
Probably will recommend	21	42
Probably will not recommend	5	10
Not sure	3	6

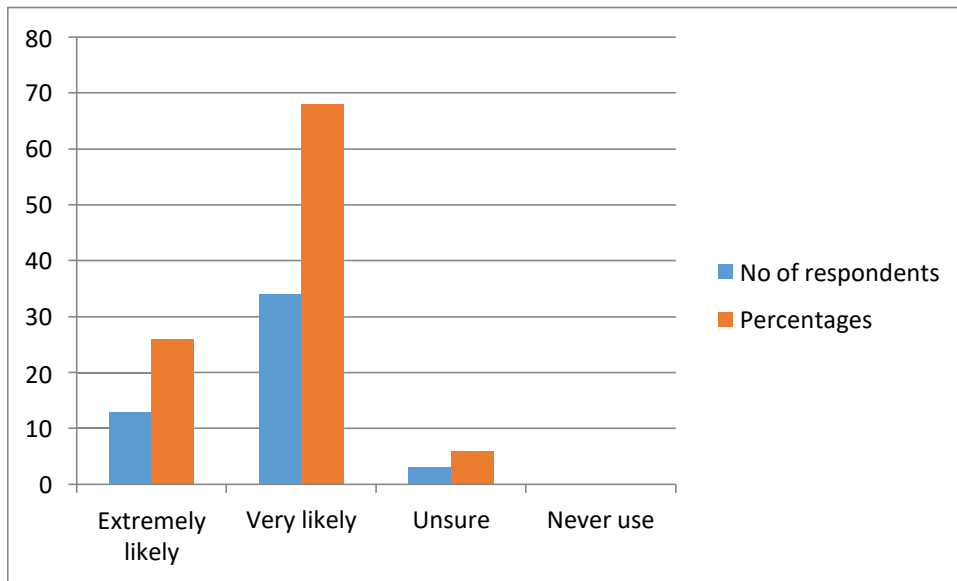


Interpretation:

From the above graph I can interpreted that 42% of the customers are definitely will be recommend aashirvaad atta to others, 42% of the customers are probably will recommend aashirvaad atta to others, 10% of the customers are probably will not recommend aashirvaad atta to others, 6% of the customers are not sure recommend aashirvaad atta to others.

- 18 . Based on your experience with Aashiraad atta how likely are you to againuse/buy an Aashirvaad atta?

	No of respondents	Percentages
Extremely likely	13	26
Very likely	34	68
Unsure	3	6
Never use	-	-

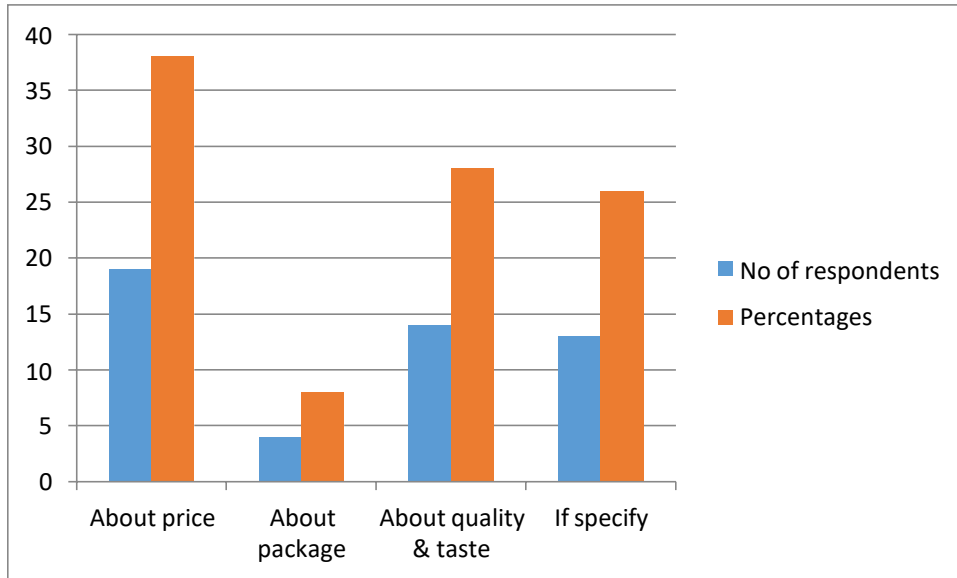


Interpretation:

From the above graph I can be interpreted that 26% of the customers are extremely likely to buy/use an aashirvaad atta, 68% of the customers are very likely to buy/use aashirvaad atta, 6% of the customers are unsure to buy /use aashiraavd atta .

19 . Do you have any complaints on these products? What are they?

	No of respondents	Percentages
About price	19	38
About package	4	8
About quality & taste	14	28
If specify	13	26



Interpretation:

From the above graph I can be interpreted that 38% of the customers are complaints about price, 8% of the customers are complaints about package, 28% of the customers are complaints about quality and taste and 26% of the customers are complaints are specified.

CHAPTER-4

FINDINGES AND SUGGESTIONS

After the completion of this research survey I found some problems which are helpful to make some necessary decision which are beneficial for the aashirvaad products.

- ❖ Generally, I found that most of the customers used aashirvaad atta as a primary product.
- ❖ Most of the customers use aashirvaad products for self use only.
- ❖ Mainly customers purchase the product for the super markets.
- ❖ Most of the customers are very satisfied with the quality of aashirvaad atta.
- ❖ Most of the customers are satisfied with price of aashirvaad atta product compare to other brand products.
- ❖ Most of the customers are purchasing aashirvaad atta because of quality.
- ❖ Most of the customers are expecting quality from aashirvaad atta.
- ❖ Most of the customers are very likely to use/buy on aashirvaad atta.
- ❖ 42% customers are definitely recommending aashirvaad atta to others and 42% customers are probably recommending aashirvaad atta to others.

CONCLUSIONS

“Aashirvaad atta will be outstanding marketing organization, with specialization in marketing of staple foods and instant mixes products.

ITC entered the brand of atta in Jaipur and Chandigarth on 26 may 2002. Aashirvaad products are available in Delhi, Chennai, Hyderabad, Bengaluru, Kolkata, Ahmedabad, Mumbai, and Pune at grocery outlets.

Aashirvaad products is now available all over India. Aashirvaad products for its quality and product available at reasonable prices. And more customers are satisfied using this aashirvaad products.

BIBLIOGRAPHY

Websites:

- Research from company Websites:
 - www.aashirvaad.com
 - www.google.com
 - www.scribd.com

- Books:
 - Marketing Management – Philip Kotler
 - Research methodology _ C.R.Kothari
 - Marketing research _ Boyd

- Company literature:
 - Printed literature obtained from Aashirvaad India.
 - Aashirvaad brochures.

QUESTIONNAIRE ON CONSUMER SATISFACTION OF AASHIRVAAD PRODUCTS ON THE CASE STUDY OF AASHIRVAAD ATTA

This questionnaire is administered to you as a part of **project work on customer satisfaction of aashirvaad products**. Data collected will be kept confidential will be Used only for academic purpose. I thank you in advance for your kind cooperation and support.

1. Name: ()
2. Gender: ()
 - a. Male
 - b. Female
3. Age: ()
 - a. 15-20
 - b. 21-25
 - c. 26&above
4. Occupation ()
 - a. Business
 - b. Daily wages
 - c. Home maker
 - d. Any other
5. Which brand of atta did you buy lasttime? ()
 - a. Aashirvaad atta
 - b. Annapurna atta
 - c. Pilsbury atta
 - d. Other
6. What was the reason for purchasing the above mentioned Product ? ()
 - a. Price
 - b. Quality
 - c. Promotion (advertisement)
 - d. Past experience
7. Are you satisfied with that product? ()
 - a. Extremely
 - b. Satisfied
 - c. Not satisfied
 - d. Some satisfied
8. Was your choice affected by the promotion advertisement strategy adopted by the company? ()
 - a. Highly affected
 - b. Affected
 - c. Some what affected
 - d. Not at all affected
9. Was your opinion about the advertisement and promotional activities adopted by the company? ()
 - a. Very attractive
 - b. Attractive
 - c. some satisfied
 - d. Not at all attractive
10. Where did you buy the product? ()
 - a. Whole seller
 - b. Super market
 - c. Retailer
 - d. Any other
11. Who is the decision maker? ()
 - a. Self
 - b. Spouse
 - c. Child
 - d. Other
12. How often is this product used in the home? ()

- a. Every day
- b. Once in a week
- c. Twice in a week
- d. Rarely

13. How was the quality of aashirvaad atta ? ()
a. Superior b. Very satisfactory
c. Average d. Very poor

14. What are the reasons to purchase the Aashirvaad atta? ()
a. Personal use b. Business use
c. Purchase by someone else at my request d. Other

15. How many times have you purchased before? ()
a. Only once b. More than 5 times
c. Less than 10 times d. Did not buy

16. Are you satisfied with the price of Aashirvaad atta product compare to the other brandproducts? ()
a. More satisfied b. Satisfied
c. Average d. Not satisfied

17. What customer expectation from aashirvaad Atta? ()
a. Quality b. Packing
c. Availability d. Others

18. Would you recommend aashirvaad atta to other? ()
a. Definitely will recommend
b. Probably will recommend
c. Probably will not recommend
d. Not sure

19. Based on your experience with aashirvaad atta how likely are you to again use / buy an aashirvaad atta? ()
a. Extremely likely b. Very likely
c. Unsure d. Never use

20. Do you have any complaints on these products? What are they? ()
a. About price b. About package
c. About quality & taste d. If specify