

**“A STUDY ON CUSTOMER SATISFACTION TOWARDS ITC PRODUCTS IN
DIMAPUR TOWN OF NAGALAND”**



**A RESEARCH PAPER SUBMITTED IN PARTIAL FULFILLMENT OF M.COM
3RD SEMESTER AS PER THE CURRICULUM UNDER GAUHATI UNIVERSITY
SESSION – 2020**

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CERTIFICATE

This is to certify that **ABDUL BASIT** , student of M.COM 3rd semester , K.C. DAS COMMERCE COLLEGE, CHATRIBARI, GUWAHATI- 781006 has submitted his dissertation under my guidance and supervision on the topic “ **A STUDY ON CUSTOMER SATISFACTION TOWARDS ITC PRODUCTS IN DIMAPUR TOWN OF NAGALAND** ”

This dissertation has been prepared under my guidance towards the partial fulfillment of M.Com Degree under Gauhati University. This dissertation has not been submitted to any other institution or university for award any degree or diploma.

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DECLARATION

I, ABDUL BASIT, student of M.Com 3rd semester of K. C. DAS COMMERCE COLLEGE, CHATRIBARI, GUWAHATI-781006, hereby declare that the Dissertation entitled, "A STUDY ON CUSTOMER SATISFACTION TOWARDS ITC PRODUCTS IN DIMAPUR TOWN OF NAGALAND" is prepared by me under the guidance and supervision of Ms. CHAITALI DAS TALUKDAR, Assistant Professor, Department of Management, K.C. DAS COMMERCE COLLEGE in connection with partial fulfilment of Post Graduate M.Com course in Commerce.

For I further declare that this dissertation has not been previously submitted elsewhere the purpose of any other degree or diploma. Due to acknowledgements have been made wherever anything has referred to or cited in the dissertation.

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PREFACE

With the enrichment of technology, the customer preference is changed from one person to another. For the purpose of satisfying customers of ITC products. The study involves in analyzing the satisfaction of customers towards ITC products. Dissertation is indispensable part for a student pursuing M.Com in order to get practical exposure as well as better outlook of the subjects studied in the class room. As a part of my undergoing courses, I could to do a dissertation on the topic "A STUDY ON CUSTOMER SATISFACTION TOWARDS ITC PRODUCTS IN DIMAPUR TOWN OF NAGALAND" under the guidance of Ms. CHAITALI DAS TALUKDAR, Assistant Professor, Department of Management K.C Das Commerce.

In the research, an effort was made to identify the satisfaction level of the customers who are using ITC product. This project Will help to give a sharp picture of the ITC products. In order to make the data and findings easily understandable, effort has been made to present the information in a simplified and in an organized manner. Wherever possible, table and figures have been Incorporated.

DATE:

MS. CHAITALI DAS TALUKDAR

ACKNOWLEDGEMENT

I take this opportunity to place in record my deep sense of gratitude to some persons without whose help this dissertation would not have materialized so widely.

I hereby take this opportunity to thank Gauhati University for giving me a chance to do this dissertation.

I would like to express my sincere gratitude to Dr. Hrishikesh Baruah, Principal, K.C. Das Commerce College for providing me with the opportunity to carry on the dissertation. I also thank my project guide Ms. Chaitali Das Talukdar for the constant monitoring and providing me with all necessary facilities and conducive condition for the project. I also thank the other teachers for their constant support and help in completing my dissertation.

I am also grateful to all the respondents without whose support this dissertation would not have been completed. Lastly my gratitude goes towards my family members and friends who helped me to make this dissertation a success with their constant support and encouragement.

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CHAPTER - I.

INTRODUCTION

- 1.1 INTRODUCTION TO THE TOPIC**
- 1.2 HISTORY OF THE ITCLIMITED**
- 1.3 PRODUCTS OF ITC**
- 1.4 CUSTOMER SATISFACTION**
- 1.5 IMPORTANCE OF CUSTOMER**
- 1.6 PROFILE OF THE ITCLIMITED**
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- 1.9 RESEARCH GAP**
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- 1.16 SURVEY INSTRUMENT AND DATA
COLLECTION**
- 1.17 LIMITATION OF THE STUDY**

INTRODUCTION

ITC has rapidly scaled up presence in its newer FMCG businesses comprising branded packaged foods, Lifestyle, Retailing, Education and stationery products, Personal Care products, Safety Matches and Incense sticks i.e. Agarbatti, at an impressive pace over the last several years, crossing Rs. 7000 cores mark in the year 2014 ITC is one of India's foremost private sector companies with a market capitalization of US \$ 45 billion and a turnover of us \$ 7 billion. ITC is rated among the World's Best Big companies, Asia's 'Fab 50' and the World's Most Reputable companies by Forbes magazine and among India's Most Valuable Companies by Business Today. ITC ranks among India's 10 Most Valuable (company) Brands', in a study conducted by Brand conducted by Brand Finance and published by the Economics Times. ITC also ranks among Asia's 50 best performing companies compiled by Business Week.

The competitiveness of ITC's diverse businesses rest on the strong foundations of institutional strengths derived from its deep customer insights, cutting-edge Research & Development, differentiated product development capacity, brand-building capability, world-class manufacturing infrastructure, extensive rural linkages, efficient trade marketing and distribution network and dedicated human resources. ITC's ability to leverage internal synergies residing across its diverse businesses lends a unique source of competitive advantage to its products and services.

Today ITC is the country's leading FMGC marketer, the clean market leader in the Indian paperboard and Packaging industry, a globally acknowledged pioneer in farmer empowerment through its wide-reaching Agri-Business, the second largest Hotel Chain in India and a trailblazer in 'green hoteliering'. ITC InfoTech, a wholly-owned subsidiary, is one of India's fast-growing IT companies in the mid-tier segment. This portfolio of rapidly growing businesses considerably enhances ITC's capacity to generate value for the Indian economy.

1.1 History of ITC Limited:

ITC Limited is known as the India Tobacco Company Limited, formerly named as the Imperial Tobacco Company Limited. It was incorporated on 24 August, 1910 as a British based company registered in Calcutta (now Kolkata). The company was renamed on 1970 and later on as 'I.T.C. Limited' in 1974. The dots were later on removed and the company was renamed as 'ITC Limited'. The company started its business with agricultural resources and due to this reason it started its business with the farmers of the southern region of India for supplying leaf tobacco in the year 1911. Then later the 'The Indian Leaf Tobacco Company Limited' was formed in Guntur district of Andhra Pradesh in 1912. The first cigarette factory was set up in Bangalore in 1913 under the supervision of the company. Later at 1925, ITC's cigarette factory at Munger was equipped with printing facility, paving way for its first non-tobacco business. At the early age of the company, it focused only on the growth and consolidation of cigarettes and leaf-tobacco businesses. ITC acquired Carreras Tobacco Company's factory at Kidderpore in 1935 to further strengthen its presence. The company acquired the manufacturing business of Tobacco Manufacturers (India) Limited and the complementary lithographic printing business of Printers (India) Limited in 1953. The company as later converted into a Public Limited Company on 27 October 1954. The first step towards Indianization was taken in the same year with 6% of Indian shareholding of the company. The shareholdings went over 60% in 1976. In the year 1986, ITC showed a vigorous movement by opening an Indian restaurant in the city of New York, acquisition and renaming of Vishvarama hotels to ITC Hotels Limited, setting up of two new ventures- ITC Classic Finance Limited and ITC Agro Tech Limited under its umbrella. ITC through the brand 'Wills', sponsored the 1996 Cricket World Cup. ITC Infotech India Limited was also started in 2000. Subsidiaries for ITC Infotech were set up at United Kingdom and USA.¹

1.2 PRODUCTS OF ITC.

* Foods: Aashirvaad Sunfeast Bingo Kitchens of India Sunfeast Yippee B Natural mint-o Candyman Gum on Fabelle Sunbean Sunfeast Wonderz Milk ITC Master Chef Farmland.

* Personal Care: Essenza Di Wills Dermafique Fama Vivel Engage Superia Nimyle Nimwash Savlon Shower to Shower Charmis.

* Education: classmate copy apsara.

* Matches & Agarbatti. ...



1.3 CUSTOMER SATISFACTION:

Customer satisfaction, a term frequently used in marketing, is a measure of how

and 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) specified satisfaction goals." In a survey of nearly 200 senior marketing executives, 71 percent responded that they found a customer satisfaction metric very important in managing and monitoring their businesses.

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.

"Within organizations, customer satisfaction ratings can have powerful effects. They focus employees on the importance of fulfilling customers' expectations. Furthermore, when these ratings dip, they warn of problems that can affect sales and profitability."

Customer satisfaction metrics quantify an important dynamic. When a brand has loyal customers, it gains positive word-of-mouth marketing, which is both free and highly effective."

Therefore, it is essential for businesses to effectively manage customer satisfaction. To be able to do this, firms need reliable and representative measures of satisfaction.

"In researching satisfaction, firms generally ask customers whether their product or service has met or exceeded expectations. Thus, expectations are a key factor behind satisfaction. When customers have high expectations and the reality falls short, they will be disappointed and will likely rate their experience as less than satisfying. For this reason, a luxury resort, for example, might receive a lower satisfaction rating than a budget motel—even though its facilities and service would be deemed superior in 'absolute' terms.

1.4 IMPORTANCE OF CUSTOMER SATISFACTION:

The importance of customer satisfaction diminishes when a firm has increased bargaining power. For example, cell phone plan providers, such as AT&T and Verizon, participate in an industry that is an oligopoly, where only a few suppliers of a certain product or service exist. As such, many cell phone plan contracts have a lot of fine print with provisions that they would never get away if there were, say, a hundred cell phone plan providers, because customer satisfaction would be far too low, and customers would easily have the option of leaving for a better contract offer.

1.5 Profile of the ITC Limited



| | |
|---------------------|---|
| Formerly | Imperial Tobacco Company of India Limited(19101970), India Tobacco Company Limited (1970-1974), I.T.C. Limited (1971-2001) |
| Type | Public |
| Traded as | BSE:500875 NSE:ITC BSE SENSEX Constituent CNX NIFTY Constituent |
| Industry | Conglomerate |
| Predecessor | W.D.& H.O. Wills |
| Founded | 24 August 1910; 109 years ago |
| Headquarters | Virginia House, Kolkata, West Bengal, India |
| Area served | Indian Subcontinent Gulf Countries |
| Key people | Sanjiv Puri (Chairman & MD) |
| Products | Customer goods, Cigarettes, Apparel, Education, Hotels and Resorts, Paperboards & Specaility Papers, Packaging, Agri-Business, Information Technology |
| Revenue | Rs.52,035crore (US\$7.5 billion) (2019) |
| Operating income | Rs.19,138crore (US\$2.8billion) (2019) |
| Net income | Rs.12,824crore (US\$1.9billion) (2019) |
| Total assets | Rs.71,798crore (US\$10billion) (2019) |
| Total equity | Rs.59,484crore (US\$8.6billion) (2019) |
| Number of employees | 27,279 (2019) |
| Website | www.itcportal.com |

1.6 Recent Developments in ITC Limited

- (a). India's ITC Limited Posts September Quarter Profit of Rs 29.55billion
- (b). ITC Hotels Acquires Park Hyatt Goa Resort and Spa
- (c). ITC Says Supreme Court Upheld Sale Of Park Hyatt Goa Resort & Spa To Company.
- (d). India Government Likely to Sell In Axis Bank Held Via SUUTI- ET NOW, Citing Sources.
- (e). ITC Appoints MD Sanjiv Puri As Chairman, (Monday, 13May 2019).
- (f). Hotel Leela venture Says ITC Filed Petition Against Company For Oppression And Mismanagement.

1.7 REVIEW OF LITERATURE:

A review of literature is an evaluating report of information found in the literature related to your selected area of study. The review should describe, summaries, evaluate and clarified this literature. It should give a theoretical base for the research and help you (the author) determine the nature of your research. Works which are irrelevant should be discarded and those which are peripheral should be looked at critically. A literature review is more than the search for information, and goes beyond being a descriptive annotated bibliography. All works included in the review must be read, evaluated and analyzed (which you would do for an annotated bibliography), but relationship between the literature must also be identified and articulated, in relation to your field of research.

A brief review of literature is presented below:

- Avinash Kapoor (2009) – The study on “Customers' satisfactions: an analytical study of influence of customer emotions and response” here it is found that the Companies are progressively endeavouring to offer clients an affair of accessibility extend, moderate cost, shopping accommodation, and mood. The reason for this paper is to decide the effect of sales rep conduct on inspiration, comprehension, feelings, and reactions of the purchasers and to recognize diverse reactions to deals cooperation as indicated by their distinctive recognitions. The reason for this paper is to address the job of sales rep conduct and inspiration mind-set amid the intuitive deals experience understanding and whether they influence customer satisfactions, feelings, and result practices.²
- ²Vernekar and Wadhwa (2011) – They conducted a study on “Customer attitudes and satisfactions towards eco-friendly products in FMCG sector and their willingness to pay on green products”. The study revealed that the green products have substantial awareness among urban Indian customers and they are willing to pay something more on green products. The majority of customers considered that package is most important element of such products.⁸
- Rainu Tanveer Singh (2012) - “Customer Satisfaction Towards Online Grocery Stores” This study tried to find out the preferences and attitude of the customer regarding the attributes of online shopping websites in India”. With the help of both the primary and secondary data analysis it is found that customer buys goods from the online shopping website on the basis of factors like offers and discounts, variety of product available, free home delivery, website user friendliness and cash of delivery payment option. And to make the business bloom he also recommended that instead of going the regular e-Commerce way of Grocery shopping, the firm should start up by bringing existing retailers online.
- Dr. Surinder Singh Kundu (2013) – In his research “Customer’s Satisfaction towards the Fast Moving Customer Goods in Rural Market” He tried to identify the factors affecting the purchase decisions of customers towards the purchase of FMGCs. The

study used primary data collected with the help of a well-structured questionnaire by following “Foot-in-Door Strategy”. The study found that T.V commercials followed by print advertisement and word of mouth plays a significant role in taking the decision to purchase the FMCGs by the rural buyers.

- Dr. B. Nagaraju and Thejaswini H. D (2014) –A study on “Customers' satisfaction analysis-Market awareness towards Ecofriendly FMCG products in Mysore city” was done to analyze the customers’ satisfaction towards eco-friendly FMCG products and to find out the customer willingness to pay more for eco-friendly FMCG products. They carried out the survey through a structured questionnaire and found that Nearly 93.3% of the respondents are having awareness about the eco-friendly FMCG products. Therefore Mysore district customers are more aware about the product 68.3% of the respondents consider their purchase is correct from the environmental point of view and nearly 65% of the respondents consider their product and its packages are designed to be recycled while making a purchase decision. The study shows they are identifying the eco-friendly FMCG products through the eco-label and therefore it can be considered as a major tool for Environmental marketing.
- Dr. Satnam Ubeja and Ranjana Patel (2014) – In this study “Customer Preference Towards Soft Drinks” they tried to identify the factors affecting the customer preference towards Carbonated and Non-Carbonated drinks in Indore city, India. With the help of factor analysis in the study they have found 6 new factors they are Satisfaction of mental thirst, Price and availability through ambassador and promotion, Relaxation and refreshment on celebration, Brand Positioning, Reliability and cleanness, Taste. This study shows that the average customer of Indore city were not conscious about Carbonated or Non-Carbonated drinks.
- Dr. K. Uma and P. Sasikala (2014) – In the research “Customer's Satisfactions and Buying Behaviour Towards Selected Home Appliances Products in Madurai District” The researcher collected Primary and Secondary data and tried to analyze the

Customer Buying Behaviour towards selected Home Appliance Products in Madurai, Tamilnadu. As a result they found that the “BRAND NAME” plays a dominant role in purchasing the home appliances and now people become more open to the idea of exchanging their old appliances for new ones so the researcher recommended that the home appliances companies have to find the customers preferences regarding promotion scheme in the rural area to attract potential customers.

- Mr. Pratiksinh Vaghela (2016) - A study on “Customer Satisfaction towards online shopping” used a descriptive research to measure the involvement level to know customer satisfaction and behavior towards online shopping . And it is concluded in the study that Customer believed that online shopping is better option than manual shopping still they have belief that online shopping is expensive, delayed in delivery of products and service. Most of the customers are facing problems like return of bad / wrong product, confusing sites and ineffective customer service.
- Manoranjan Das, Alaka Samantaray and Dr. Madhusmita Dash (2016) – A research on “Customer’s Satisfaction towards Organic Food Products” was done on the basis on primary survey of 100 respondents belonging to Odisha state, using a structured questionnaire to study customers' awareness towards organic products and to examine the relationship between customers purchase decision making about organic food and socioeconomic factors. It is found that socioeconomic variables are associated with customer positive attitude towards organic foods. Family, self decision and friends play a vital role in the purchase decision making process of organic foods. The factors eco friendly and chemical or pesticides free factor have a great impact on the decision making process. But it is seen some of the customers are not still aware about the organic food which those sections are yet to derive the benefits of organic food consumption.
- K. Subbulakshmi and P. Geethamani(2017) - A Study On “Customers Satisfaction Towards Cosmetic Items In Patanjali Products With Special Reference To Tirupur City” was done with an objective to study customers awareness level and preference towards patanjali cosmetic products and in the research. In the study it reveals that most of the respondents are aware of the herbal cosmetics and people now are not

considering the cosmetics as luxury, most of the customers feel that there are more chemicals in cosmetics, which cause many side effects, and started switching over to herbal based cosmetics. With descriptive analysis that has been carried out to study the case it is concluded that all the customers are aware of the Patanjali product, and the customers are satisfied with the quality and price of the products.

-
- Prof. Bhoomi Ahuja (2018) – The research on “Customer Satisfaction towards Online Buying Of Electronic Products from Flipkart and Amazon” indicates that the major e-commerce players in India, Flipkart and Amazon reach more and more customers by their innovative thinking, offers and advertisement and according to the survey its found that Amazon being an international company it understood Indians behavior and made its roots stronger in India and Flipkart being comparatively new in the market it is still giving competition to Amazon.
- K. Mustafa and Dr. C. Yakoob (2018) – They studied “Customer Satisfaction and Usage Experience of Toilet Soaps with Special Reference to ‘Indulekha’ Brand”. They tried to identify the product attributes that influence the purchasing process and to examine the brand switching behavior among respondents. With the help of sampling method they found that the regular users had never felt that their brands were at a high price and they search for the skin protection characteristic while fragrance has the second priority for the brand selection. So new entrants like 'Indulekha' need to devise a marketing strategy and plans to attract and influence the customers of existing loyal brands.
- Syeda Heeba Momena (2019) – A Study on “Customers Satisfaction Towards FMCG of Hindustan Unilever Limited” to study the awareness of the customer towards the company itself through various medium to study various fast moving goods of Hindustan Unilever Limit. With both the primary and secondary data collected it was found that 35% of the respondents who are employed, the main attribute that attracts them when seeing any advertisements of the company are the products itself as well as 28% of the respondents who are professionals. Two out of three Indians consumes HUL products and it is also found that Hindustan Unilever Limited is quite satisfactory. The study also suggested that Hindustan Unilever limited can concentrate

more on selling their other less known brands as compared the fast selling ones like lipton, dove, lakme etc and it can give ads on transport vehicles like auto rickshaws and busses to improve the brand image and product awareness among the public.

1.8 Research Gap:

After going through the above review of literature, it was found that most of the authors concentrated on the various aspects of consumer satisfaction with regard to FMCG products. However few literature have been found with regard to customer satisfaction towards ITC products in Dimapur, Nagaland. Hence an attempt has ben made to fill the gap.

1.9 Objectives:

- To study the customer level of satisfaction towards various ITC products
- To find out the other brand preference over ITC products.

1.10 METHODOLOGY:

To know the customersatisfaction, a descriptive research work is done and was used to gain the insight of the customer satisfaction towards the various ITC products available in the market of Dimapur Town. Close-ended questions and answer in brief questions were asked to the samples and data were collected from them.

1.11 Research Design:

A descriptive research design was used in the study, gathering data that describe the events and organizes, tabulates, depicts, describes the data collections. Descriptive research includes survey and fact findings of different kinds of problem under study. Here in the study, a detail research had been done from the selected sample.

1.12 Sample Design

A sample design is a definite plan for obtaining a sample from a given population. It refers to the techniques or procedure the researcher would adopt in selecting items for the sample. Sample design chosen for the purpose of the study is respondents which are selected randomly from the Church Road, Dimapur town.

1.13 Sample Size:

The target sample of this study is 100(hundred) respondent which was selected randomly from the population present in Dimapur town.

1.14 Survey Instrument and Data Collections:

Primary data were collected for the research, by asking the respondents to answer the questions through questionnaire.

1.15 Limitations of the study

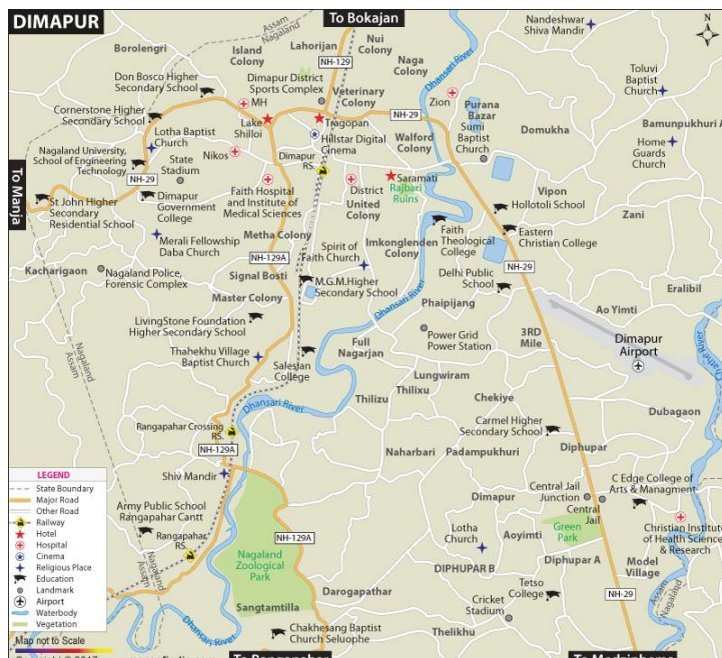
The present study has certain limitations. The few limitations are as follows:

- There was a constraint of time of study.

- The sample of 100 (hundred) respondents were selected from reasonable huge number of respondents.
- There was a constraint with relating to cost associated with the study.
- Lack of proper data from the respondents.

1.16 Period of the study

The data and information were collected within the month of February 2021



CHAPTER-II
DATA ANALYSIS AND INTERPRETATION

2.1 Data Analysis:

Data analysis is a process of inspecting, cleaning, transforming and modelling of data with the objective of highlighting the useful information, suggesting conclusion as and supporting decision making. Data analysis has multiple facts and approaches, encompassing diverse techniques under a variety of names, in different businesses, science and social science domain

2.2 Data Interpretation:

Interpretation refers to the task of drawing inferences from the data collected after an analytical or experimental study. The factors that been observed by the researcher in the course of the study can be better understood through interpretation and also it provides a theoretical conception which can serve as a guide for further researches.

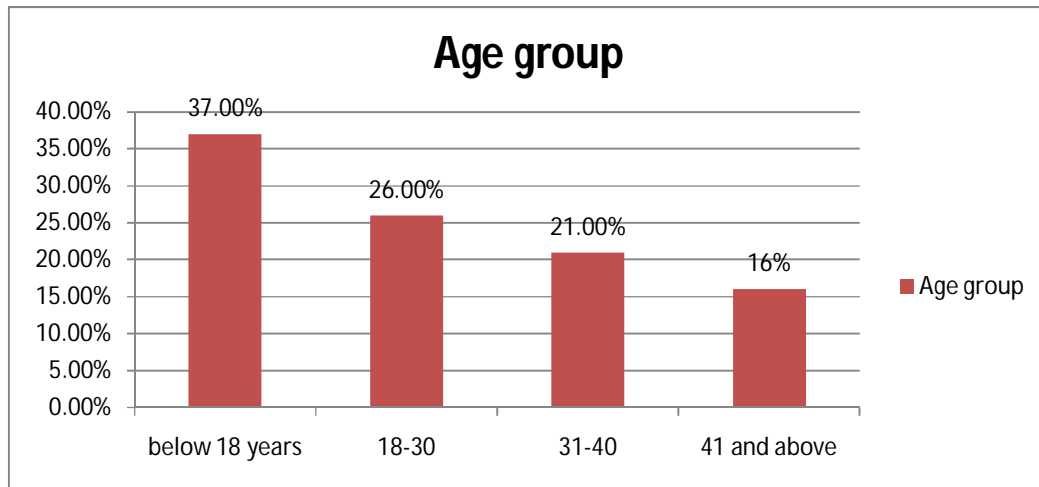
2.3 The analysis can further be explained with the help of tables and graphs drawn below:

2.3.1 Table showing grouping the respondents according to their ages:

| Ages of the respondents between, (in years) | Frequency (in numbers) |
|---|------------------------|
| Below 18 years | 37 |
| 18-30 | 26 |
| 31-40 | 21 |
| 41 and above | 16 |
| Total | 100 |

Source: Compiled from questionnaire.

Chart showing grouping the respondents according to their ages:



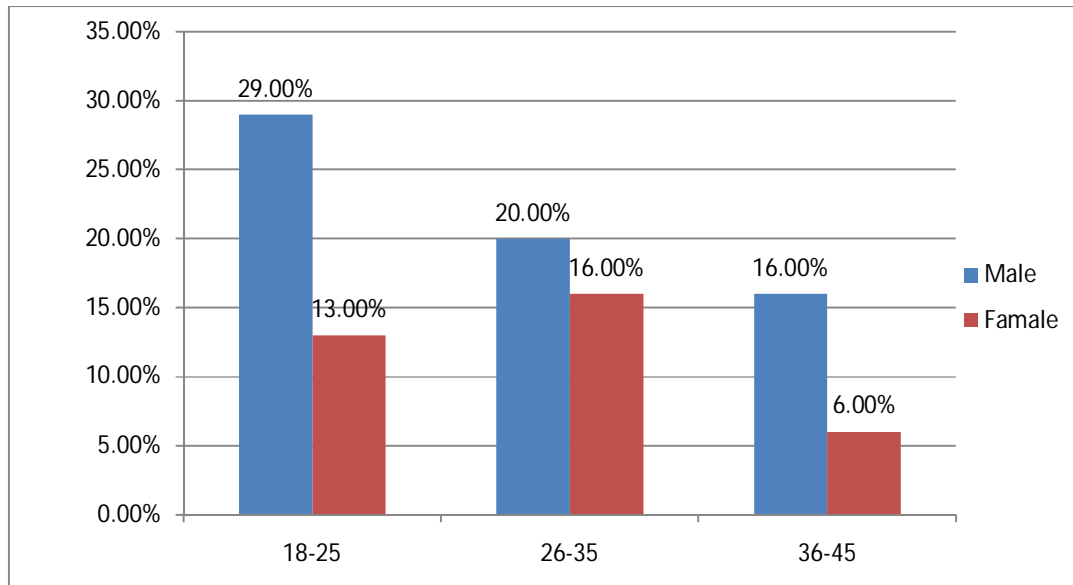
Interpretation: The figure 4.3.1 shows the grouping of the sample used in the research according to their ages out of the 100 respondents. The above table and graph show that the respondents are from the ages of below 18 years to above 41 years. Groups were made in (below 18) years, (18-30) years, (31-40) years and (above 41) years. It has been found out that 37%, 26% ,21% and 16% respondents were from the first second third and fourth group respectively.

2.3.2. Table showing distribution between the number of male and female respondents:

| Ages of the respondents between, (in years) | Male | Female | Total |
|---|-------------|-------------|---------------|
| 18-25 | 29 (29%) | 13 (13%) | 42 (42%) |
| 26-35 | 20 (20%) | 16 (16%) | 36 (36%) |
| 36-45 | 16 (16%) | 6 (6%) | 22 (22%) |
| Total | 65 (65%) | 35 (35%) | 100 (100%) |

Source: compiled from questionnaire.

Chart showing distribution between the number of male and female respondents:



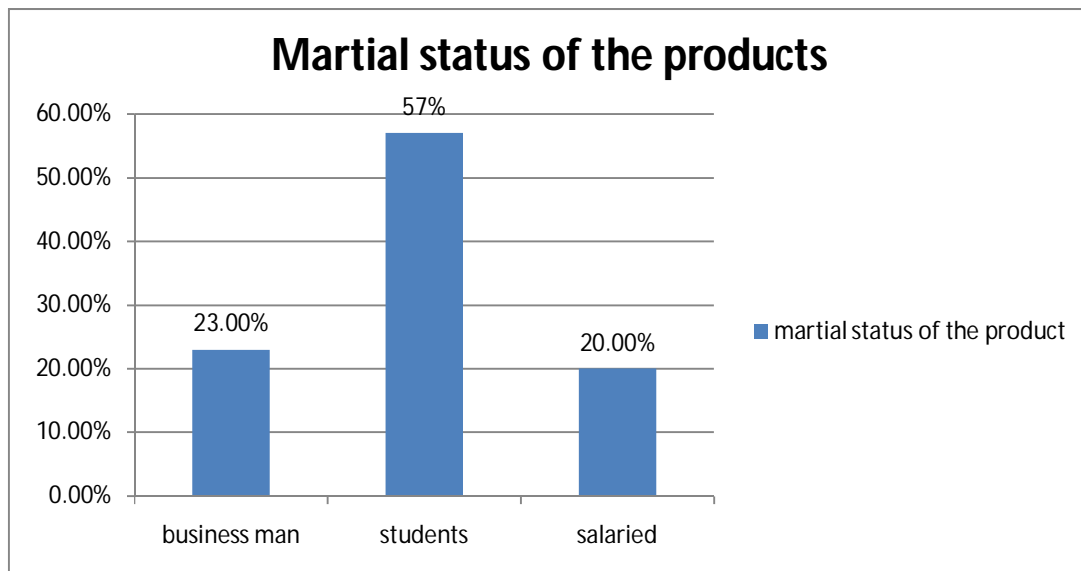
Interpretation: The figure 4.3.2 shows the distribution between the number of male and female according to the age group among the 100 respondents. It has been found out that the maximum number of respondents is from the age group of (18-25)years, i.e. 29% and 13% from the age group of (26-35)years, 20% and 16% of the respondents are from the age group (36-45) and 16% and 6% is the minimum percentage for both male and female which falls in the age group of (36-45)year.

2.3.3 Table showing the martial status of the respondents who buys ITC products the most:

| Martial status | No. of respondents | Percentage |
|----------------|--------------------|------------|
| Business man | 23 | 23% |
| Students | 57 | 57% |
| Salaried | 20 | 20% |
| Total | 100 | 100% |

Source: compiled from questionnaire.

Graph showing the martial status of the respondents.



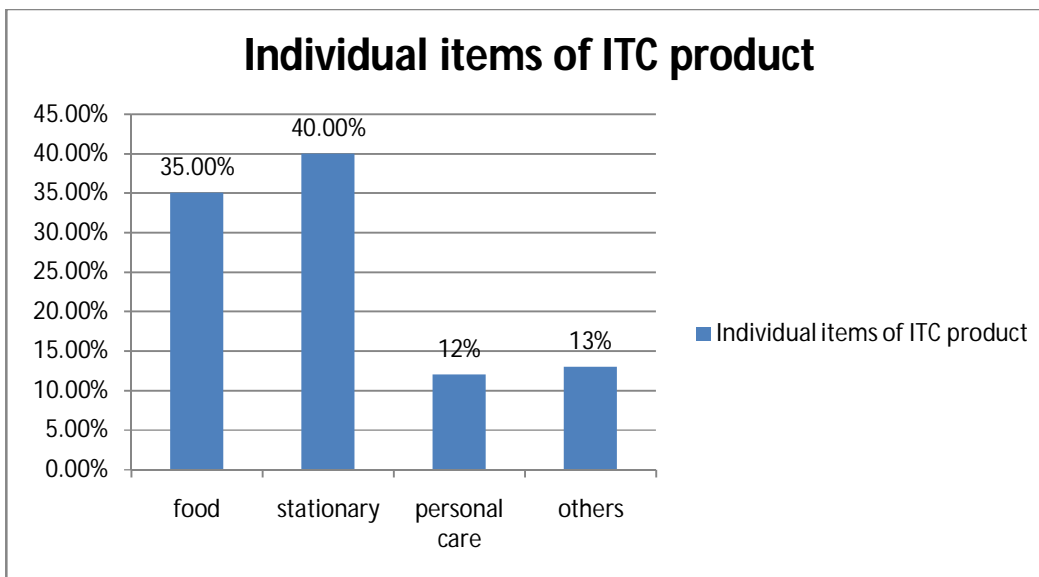
Interpretation: the figure 4.3.3 shows the martial status of the respondents among the 100 respondents it has been found that the maximum number of respondents is students i.e 57% students, 23% businessman and 20% salaried.

2.3.4 Table showing the individual product used by the respondents:

| Items | Number of respondents | Percentage |
|---------------|-----------------------|------------|
| Food | 35 | 35% |
| Stationary | 40 | 40% |
| Personal care | 12 | 12% |
| Others | 13 | 13% |
| Total | 100 | 100% |

Source: compiled from questionnaire.

Graph showing the individual product by the respondents:



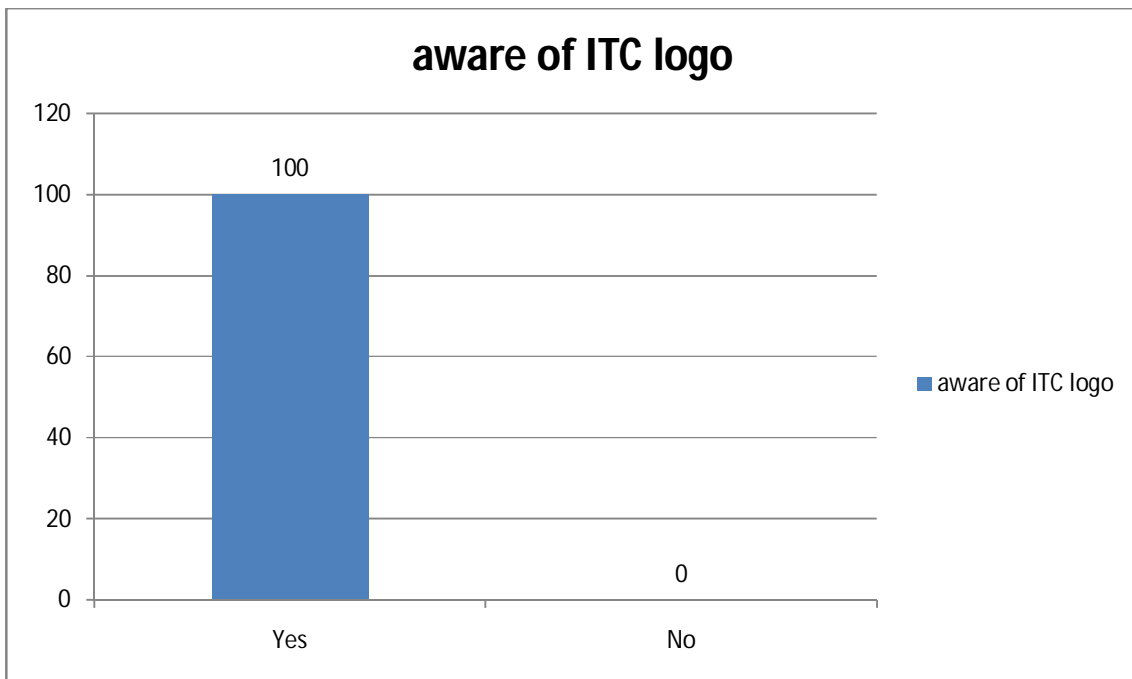
Interpretation: The figure 4.3.4 shows the individual product used by the respondents of ITC products. It has been found that 35% food, 40% stationary, 12% personal care and 13% as others.

2.3.5 Table showing the number of people who can identify the logo of ITC brand.

| Response | No. of respondents | Percentage |
|----------|--------------------|------------|
| Yes | 100 | 100% |
| No | 0 | - |
| Total | 100 | 100% |

Source: compiled from questionnaire.

Graph showing the awareness of the logo of ITC brand.



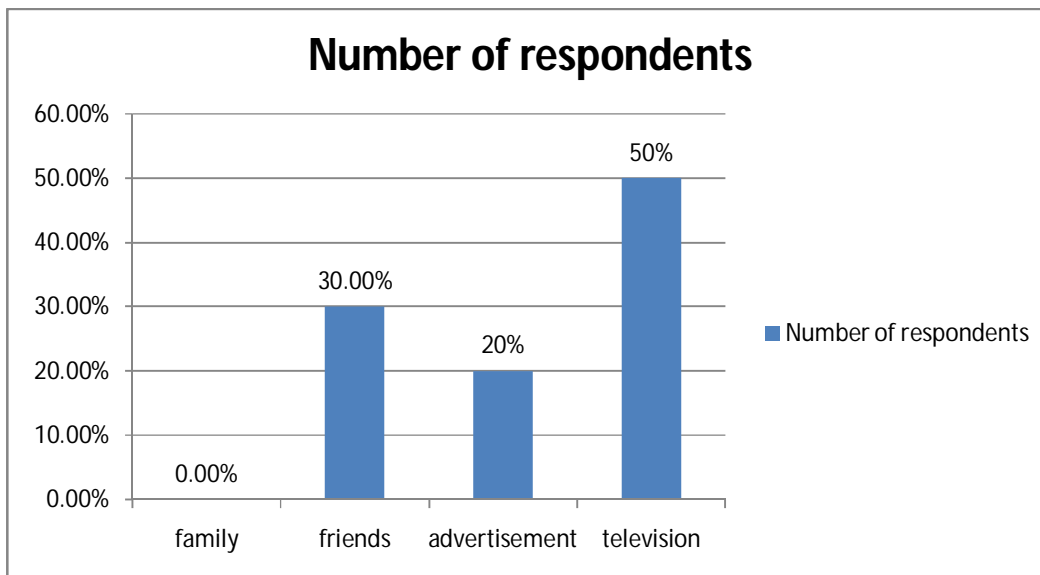
Interpretation: the figure 4.3.5 shows the number of respondents who are aware of and can identify the logo of ITC brand. It has been found out that the 100% of respondents, i.e. 100 respondents can identify the logo of the ITC brand.

2.3.6 Table showing the information of the ITC product:

| Response | Number of respondents | Percentage |
|----------------|-----------------------|------------|
| Family | 0 | 0% |
| Friends | 30 | 30% |
| Advertisements | 20 | 20% |
| Television | 50 | 50% |
| Total | 100 | 100% |

Source: compiled from questionnaire

Graph showing the information of the ITC product.



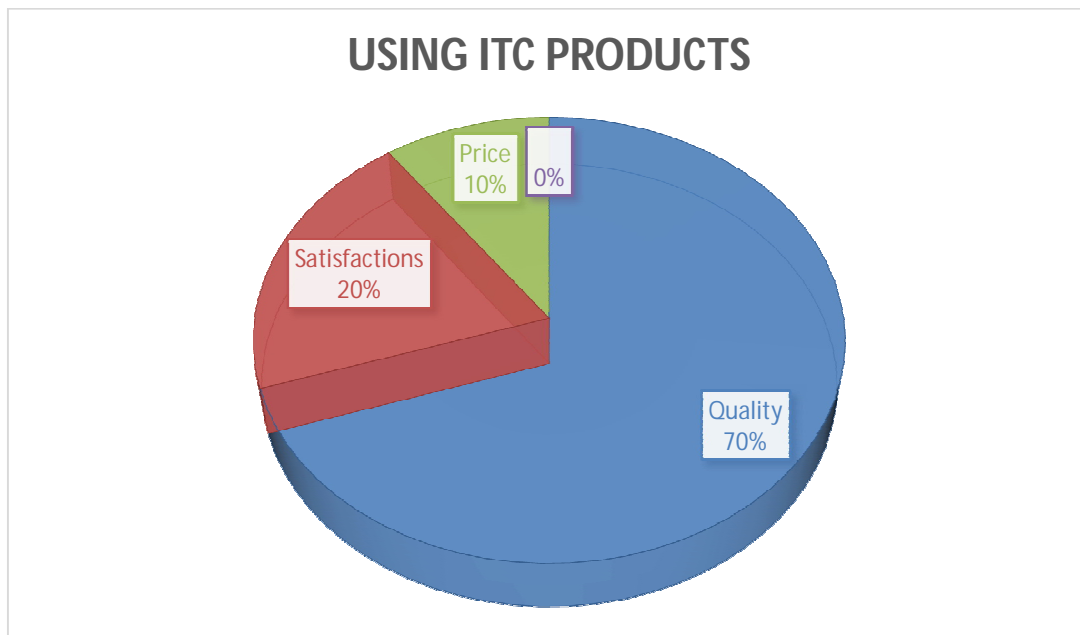
Interpretation: The figure 4.3.6 shows that the 50% of the information was given by television, 30% from friends and 20% from article advertisements.

2.3.7 Table showing the reason for using the product of ITC.

| Items | Number of respondents | Percentage |
|-----------------------------------|-----------------------|------------|
| Quality satisfaction price | 70 | 70% |
| Satisfaction | 20 | 20% |
| Price | 10 | 10% |
| Total | 100 | 100% |

Source: Compiled from questionnaire.

Pie chart showing the reason of using ITC products.



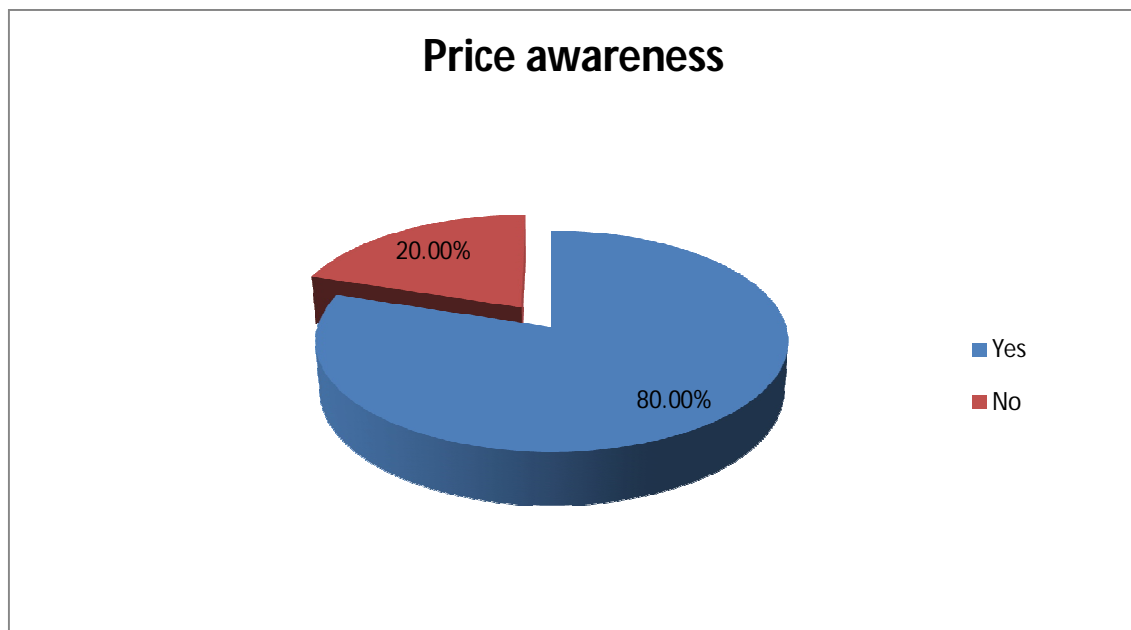
Interpretation : In the above given table and diagram it is shown that 70% of the users looks for the quality, 20% looks for the satisfaction of products and the remaining 10% looks for the price.

2.3.8 Table showing whether the respondents are aware to look for the price tags of the products which are being offered to them by the ITC.

| Response | No. of respondents | Percentage |
|----------|--------------------|------------|
| Yes | 80 | 80% |
| No | 20 | 20% |
| Total | 100 | 100% |

Source: compiled from questionnaire

Pie chart showing the awareness of the price offered to the customers by the ITC products.



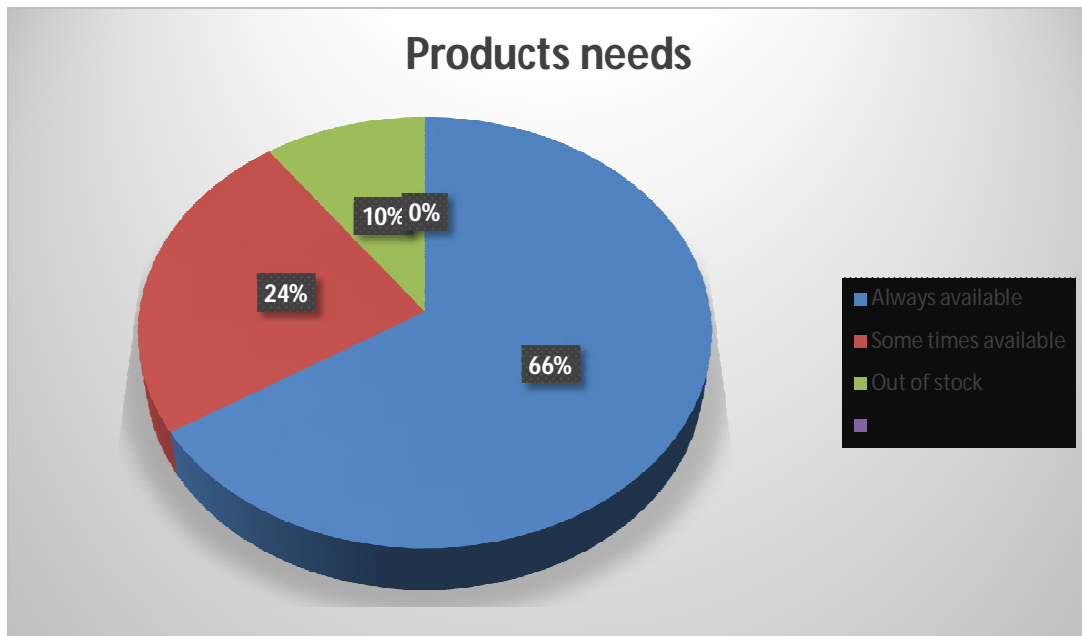
Interpretation: In the above given table and pie chart it shows the relationship between number of respondents who are aware and not aware of the price tags which they are being offered by the ITC products. It has been found that the maximum percentage of the total population, i.e. 80% of the total population is aware of the price tag that is provided to them and they go through it. Whereas, 20% of the population do not bother to check for the prices which are offered to them.

2.3.9 Table Showing whether the products available according to your needs .

| Response | No of respondent | Percentage |
|---------------------|------------------|------------|
| Always available | 66 | 66% |
| Sometimes available | 24 | 24% |
| Out of stocks | 10 | 10% |
| Total | 100 | 100% |

Source: Compiled from questionnaire

Pie chart showing whether the products available according to your needs .



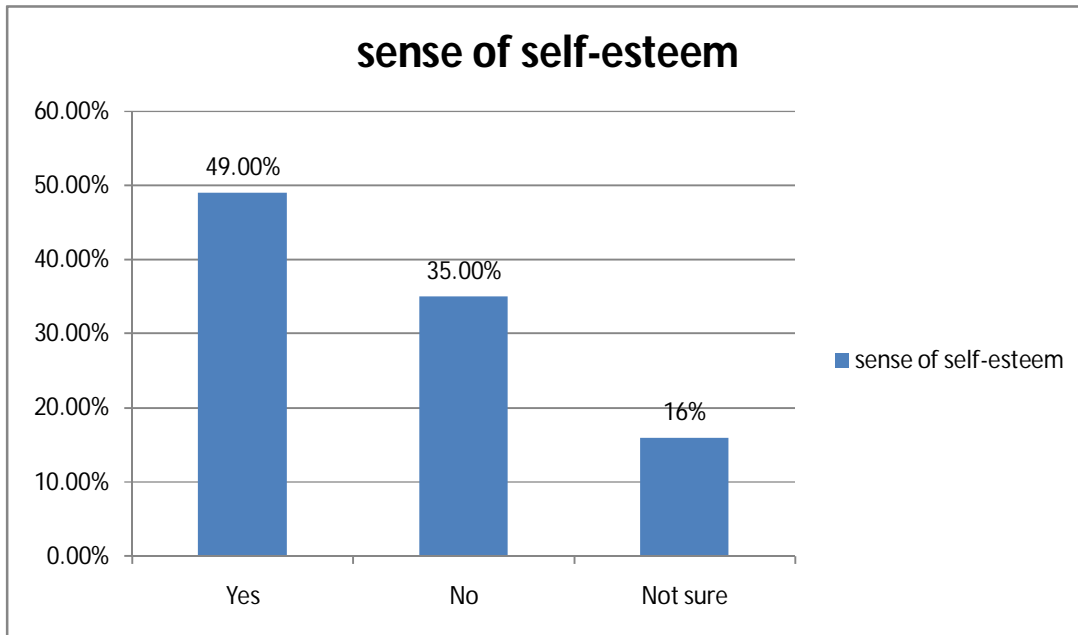
Interpretation : In the above table and pie chart shows that 66% of products are available to our needs , 24% of the products are sometimes available where as 10% of the product are out of stock.

2.3.10 Table showing whether the ITC products provide a sense of self-esteem to the customers.

| Response | No. of respondents | Percentage |
|----------|--------------------|------------|
| Yes | 49 | 49% |
| No | 35 | 35% |
| Not sure | 16 | 16% |
| Total | 100 | 100% |

Source: compiled from questionnaire.

Graph showing the sense of self-esteem provided by the ITC branded products.



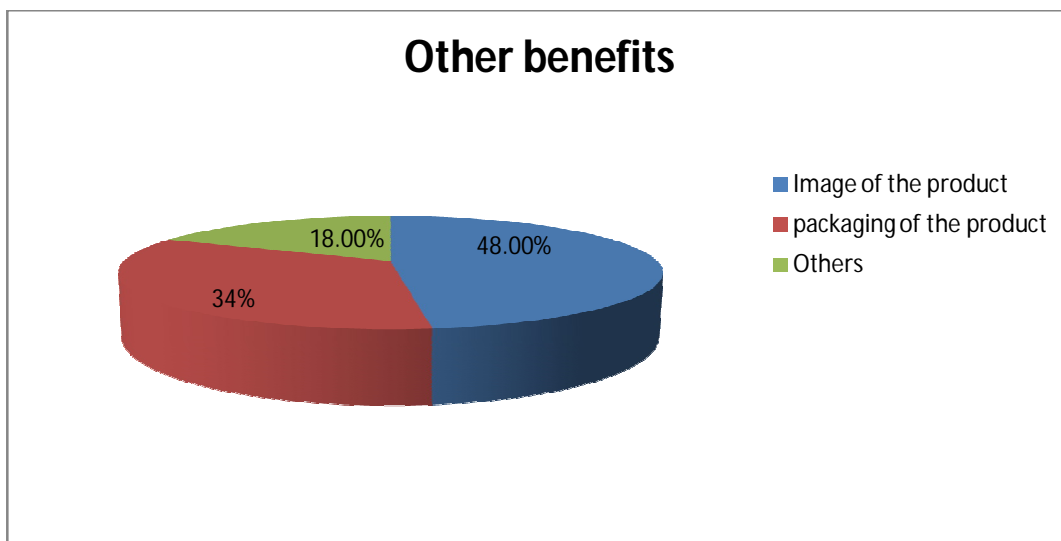
Interpretation: The figure 2.3.10 shows the percentile graph of the sense of self-esteem to the customers by the products of ITC. The above table and graph shows that 49% of the total population are benefited by the product of ITC as it provides a sense of self-esteem to them. While 35% did not agree with it and 16% of the total population are not sure about it.

2.3.11 Table showing what a customer of ITC products will look for other than the direct benefits of the products.

| Response | No. of respondents | Percentage |
|--------------------------|--------------------|------------|
| Image of the product | 48 | 48% |
| Packaging of the product | 34 | 34% |
| Others | 18 | 18% |
| Total | 100 | 100% |

Source: compiled from questionnaire.

Pie chart showing the number of respondents who will look for the benefits other than the direct benefits of the products.



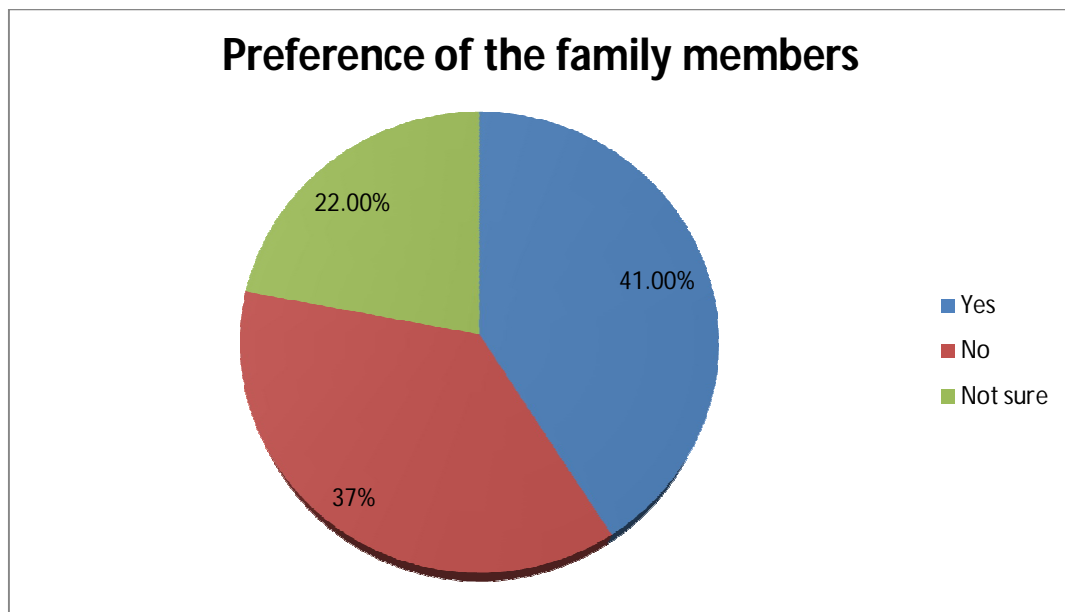
Interpretation: The figure 2.3.11 shows the interest of the customers on the benefits of the ITC products other than the direct benefits which are linked with the products. It has been found out that the maximum of the total population go with the image of the product i.e. 48% of the respondents prefer to see the image of the product. Whereas, 34% of the respondents go with the packaging of the product and 18% of the total population selected the third option i.e. others.

2.3.12 Table showing the preference of the customer’s family members to use the products of ITC.

| Response | No. of respondents | Percentage |
|----------|--------------------|------------|
| Yes | 41 | 41% |
| No | 37 | 37% |
| Not sure | 22 | 22% |
| Total | 100 | 100% |

Source: compiled from questionnaire.

Pie chart showing the preference of the customer’s family members to use the ITC branded products.



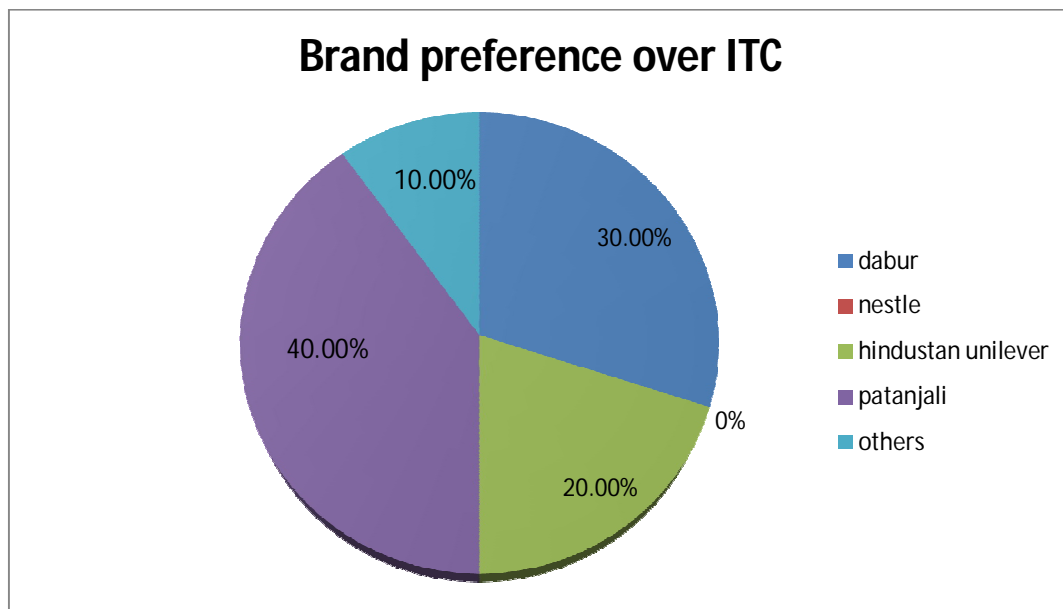
Interpretation: The above figure and table 2.3.12 shows the number of respondents’ family members who prefer to use the products of ITC. It is found out from the survey that 41% of the total respondents do not know whether their family members use the products of ITC or not. Whereas, 37% said that their family use the products of ITC and 22% said that their family members do not use the ITC branded products.

2.3.13 Table showing the brand preference over ITC products.

| Response | No. of respondents | Percentages |
|--------------------|--------------------|-------------|
| Dabur | 30 | 30% |
| Nestle | 0 | 0% |
| Hindustan unilever | 20 | 20% |
| Patanjali | 40 | 40% |
| Others | 10 | 10% |
| Total | 100 | 100% |

Source: compiled from questionnaire.

Pie chart showing the brand preference over ITC products.



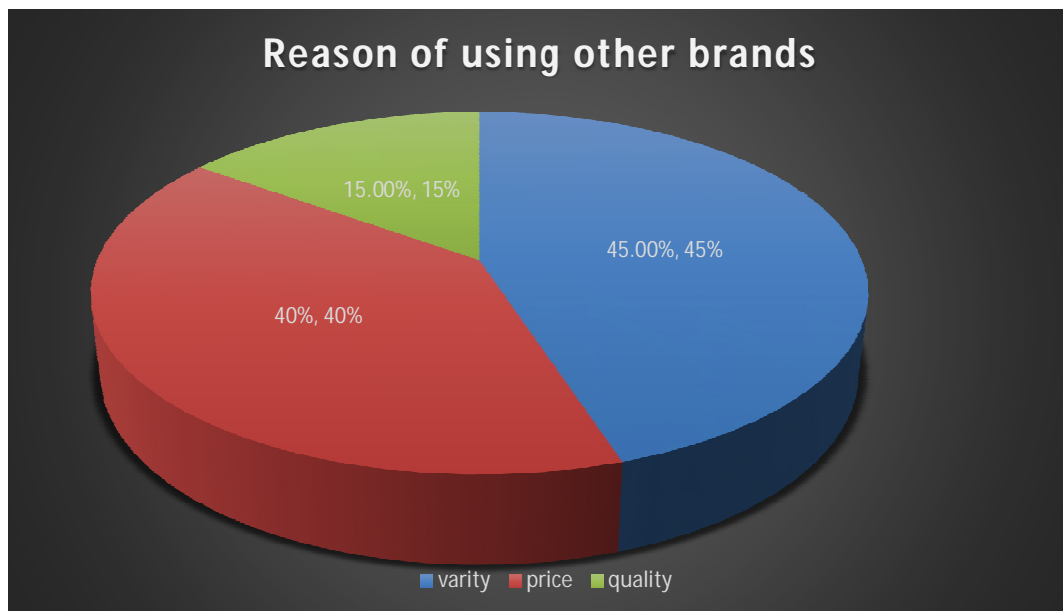
Interpretation: The above figure and table 2.3.13 shows the number of customers out of the total respondents that is 100, prefers other brand rather than ITC. It is found that 40% of the respondents prefers Patanjali, 30% prefers Dabur, 20% prefers Hindustan Unilever and the remaining 10% prefers other products.

2.3.14 Table showing the reason of using other brand.

| Response | No. of respondents | Percentages |
|----------|--------------------|-------------|
| Varity | 45 | 45% |
| Price | 40 | 40% |
| Quality | 15 | 15% |
| Total | 100 | 100% |

Source: compiled from questionnaire.

Pie chart showing the reason of using other brand.



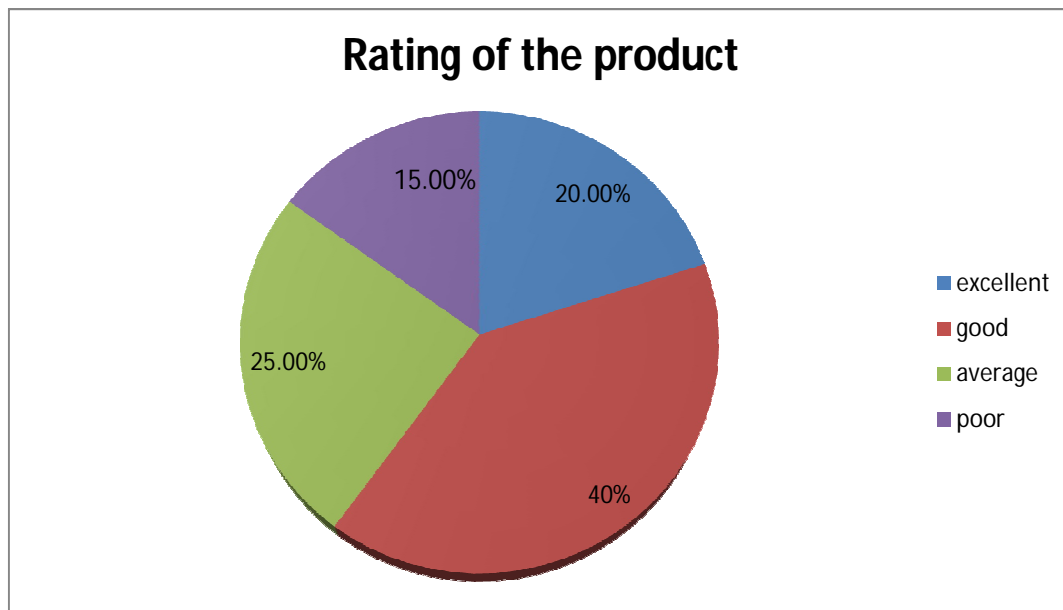
Interpretation: The above figure and table 2.3.14 shows the reason of using other brand. It has been found that 45% of the respondents buy the product for its variety, 15% for quality and the remaining 40% for price.

2.3.15 Table showing rating of the product.

| Response | No. of respondents | Percentages |
|-----------|--------------------|-------------|
| Excellent | 20 | 20% |
| Good | 40 | 40% |
| Average | 25 | 25% |
| Poor | 15 | 15% |
| Total | 100 | 100% |

Source: compiled from questionnaire.

Pie chart showing rating of the product.



Interpretation: The above figure and table 2.3.15 shows that 40% of the respondents rated good, 25% rated average, 20% rated excellent and 15% rated poor.

CHAPTER-III.

FINDINGS, SUGGESTION AND CONCLUSION

3. FINDINGS, SUGGESTION AND CONCLUSION:

3.1 FINDINGS:

- Some of the major findings after the analysis and interpretation of the data are:
 - From the study the researcher had found that out of the total number of 100 respondents which includes both male and female who use the products of ITC brand between the age group of below 18 to 41 and above. Groups were made in below 18years, (18-30) years , (31-40) years and 41 and above .It has been found out that 37%,26%,21% and 16% respondents were from the first, second ,third and the forth group respectively.
 - From the study the researcher had found that the 23% of the respondents are businessmen, 57% of the respondents are students and the rest 20% are salaried.
 - From the study the researcher ad found that the respondents mostly use the stationery products of ITC i.e 40%, 35% of the respondents use the food products of ITC ,12% of the respondents use the personal care of ITC and the rest 13% use the other products of ITC.
 - From the study the researcher had found out that the100% of respondents, i.e. 100 respondents can identify the logo of the ITC brand.
 - From the study the researcher had found that the 50% of the respondents got the information of ITC products from television, 30% from the friends and the rest 20% from the advertisement.
 - From the study the researcher had found that from the 100 respondents the 70% of the respondents use ITC products for the quality, 20% for the satisfaction and the rest 10% is for price.

- From the study the researcher had found that maximum percentage of the total population, i.e. 80% of the total respondents are aware of the price tag that is provided to them and they go through it. Whereas, 20% of the population do not bother to check for the prices which are offered to them.
- From the study the researcher had found that from the 100 respondents 66% of the respondents says that ITC products are always available, 24% says that it is sometimes available and the rest 10% says that it is out of stock.
- From the study the researcher had found out that family members of 41% of the respondents use the products of ITC , 37% of the respondents says that their family members do not use ITC products and the rest 22% are not sure.
- From the study the researcher had found that 40% of the respondents use Patanjali as it has many varieties, 30% of the respondents use the Dabur products,20% of the respondents use the products of Hindustan Unilever and the rest 10% prefers the other products.

3.2 SUGGESTIONS:

Based on the study, the following suggestions are given. The ITC Limited Company may look into these suggestions to increase the overall satisfaction of the customers according to their level of importance of Church Road Dimapur town of Nagaland.

- Price of the products must be lower.
- Advertisement of the products must be increased.
- Quantity must be increased as per the price charged.
- They should provide offers and discounts in their products.
- Introduce more products of food and personal care.
- Awareness of the products of ITC must be spreaded in rural areas.
- Products must be more influenced by the trend.
- Products must be more accessible through online platforms.

3.3 CONCLUSION:

A survey has been conducted to find out the satisfaction of the customers towards the products of ITC in Dimapur town of Nagaland. The survey has been done keeping in mind the various factors which a customer looks for in a product before buying it and to know the level of importance and satisfaction of the customers regarding the various choice factors of the products of ITC limited. A sample size of hundred respondents is selected for the survey. Due to lack of time, money and proper data from the respondents the study has faced some limitations.

The analysis of the study is done with the help of tables, graphs and charts. It is then interpreted as per the percentages or numbers obtained from the diagrams. From the study done it is found that respondents are very price conscious and they want more discounts and offers in the products. They also suggested that the company should introduce a better way of advertisement. As it is found that the factors which the customers look for in a product are not satisfied by the company equally, thus it is highly important for the company to look after each and every factor so as to satisfy the customers and provide them a better service.

ANNEXURE

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QUESTIONNAIRE

Dear respondent,

I Abdul Basit, a student of M.Com. 3rd semester, Department of Commerce, K.C. DAS COMMERCE COLLEGE. I have undertaken a dissertation entitled “A STUDY ON CUSTOMER SATISFACTION TOWARDS ITC PRODUCTS IN DIMAPUR TOWN OF NAGALAND”. Please kindly spare some time to fill up the questionnaire. The information collected shall be kept confidential and will be used only for academic purposes.

Thank you.

Please tick any one of the following option which is applicable according to you.

1. Name: _____

2. Age:-

(a) Below 18 years []

(b) 18-30 years []

(c) 31-40 years []

(d) 41 and above []

3. Gender

(a) Male []

(b) Female []

4. Martial Status of the Respondents?

(a) Businessman. [] (b) Students. [] (c) salaried []

5. Do you use the product of ITC brand if yes than what?

(a) Food. [] (b) stationery []

(c) personal care [] (d) others []

6. Can you identify the logo of ITC brand?

(a) yes [] (b) No [] (c) Not sure []

7. From where do you got the information of ITC products.

(a) Family [] (b) friends []

(c) Advertisements [] (d) Television []

8. What is your reason for using the products of ITC?

(a) Quality [] (b) satisfaction [] (c) price []

9. Do you go thoroughly towards the price tags of ITC products ?

(a) yes [] (b) No []

10. Are the products available according to your needs

(a) Always Available [] (b) sometimes Available [] (c) out of stocks []

11. Does an ITC products provide a sense of self stem to you ?

(a) Yes [] (b) No []

12. If you are a permanent user of ITC products. What do you look for in the products besides the direct benefits?

(a) Image of the products []

(b) packaging of the products []

(c) others[]

13. Do your family members prefer to use the products of ITC?

(a) Yes [] (b) No[] (c) Not sure []

14. Which brand will you prefer over ITC products?

(a) Dabur [] (b) Nestle []

(c) Hindustan Unilever(d) Patanjali [](e) others []

15. Why will you prefer other brands instead of ITC products ?

(a) Variety. [](b) price [] (c) Quality []

16. How will you rate the ITC products?

(a) Excellent [] (b) Good []

(c) Average [] (d) poor []

