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## CUSTOMER SATISFACTION IN THE INDUSTRIAL SECTOR (HALDIRAM)

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### ABSTRACT :

Title: Customer Satisfaction in The Industrial Sector (Haldiram)

#### Introduction

In the modern competitive market environment, customer satisfaction has become a decisive element in shaping the success and long-term viability of businesses. This is particularly true for the industrial sector, which spans industries like manufacturing, logistics, and food processing. Haldiram, a renowned Indian brand known for its wide range of traditional sweets and savory snacks, stands out in this domain. Established in 1937, Haldiram has evolved into a global brand operating in over 20 countries. Its journey has been powered by a strong focus on quality, innovation, and customer-centric practices.

### Objectives

1. To determine the primary factors impacting customer satisfaction.
2. To evaluate the satisfaction levels of Haldiram's customers.
3. To explore the link between customer satisfaction and loyalty.
4. To analyze customer profiles including demographics and psychographics.
5. To assess the success of Haldiram's Customer Relationship Management (CRM) initiatives.
6. To highlight potential areas for enhancement in Haldiram's products and services.

### Scope of the Study

1. Geographical Scope: Focused on the Indian market, with a particular emphasis on Northern India where Haldiram holds a significant market share.
2. Industry Scope: Concentrated on the food processing segment of the industrial sector.
3. Customer Scope: Targets Haldiram's B2B clients such as distributors, wholesalers, and retail partners.
4. Time Scope: Centers on current customer satisfaction, supplemented by a two-year analysis of historical feedback and complaints.
5. Methodological Scope: Utilizes both qualitative and quantitative methods, including surveys, interviews, and focus group discussions.

### Methodology

#### Research Design

1. Mixed-methods approach
2. Case study approach (Haldiram)

#### Data Collection

1. Structured surveys (both online and offline).
2. One-on-one in-depth interviews.
3. Focus group discussions.
4. Review of secondary data sources such as internal reports and public records.

#### Sampling

1. Purposive sampling
2. Convenience sampling

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### Data Analysis

1. Descriptive statistics
2. Inferential statistics
3. Thematic analysis

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### Key Findings

1. **Product Quality:** Customers expressed high satisfaction with the freshness, taste, and appealing packaging of Haldiram's products.
2. **Delivery and Logistics:** The company's logistics were commended for accuracy and punctuality.
3. **Customer Service:** Haldiram's service teams were recognized for their timely support and problem resolution skills.
4. **Communication:** Customers valued the brand's consistent updates on product launches, deals, and events.
5. **Pricing and Value:** Although some found prices slightly premium, most agreed that the superior quality and service made the cost worthwhile.
6. **Loyalty and Retention:** A strong sense of brand loyalty was observed, supported by Haldiram's emphasis on quality and relationship management.
7. **Improvement Areas:** Customers recommended expanding the product range, refining the online ordering and payment experience, and adopting more sustainable business practices.

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### Conclusion

This research examined the determinants of customer satisfaction within the industrial sector, focusing on Haldiram as a case study. The analysis revealed a generally high level of customer contentment with Haldiram's offerings and service quality. The insights gained highlight the company's strengths and point to areas that can further enhance customer experiences and brand loyalty.

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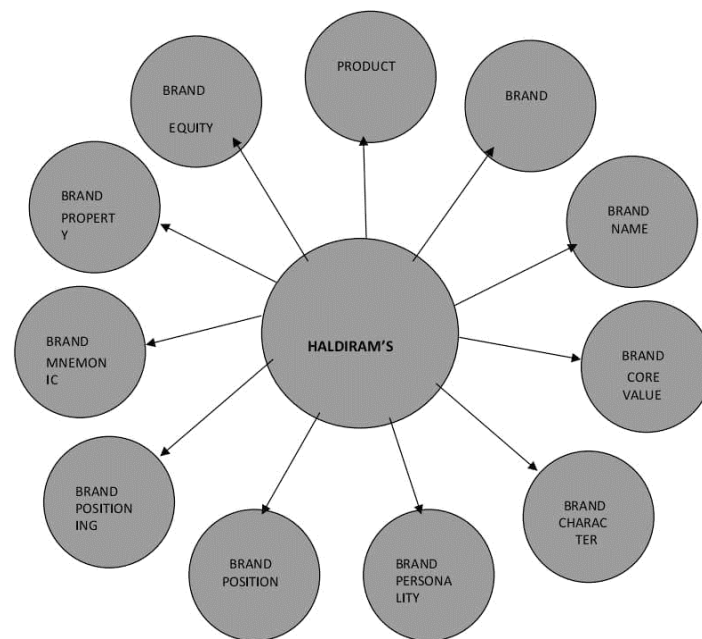
### Introduction to Customer Satisfaction in the industrial (Haldiram) sector

Haldiram is a name that resonates with millions across India and beyond, known for its traditional Indian snacks and sweets. What began as a small enterprise in 1941 in Bikaner, Rajasthan, has evolved into a household brand name, offering a wide array of snack foods, syrups, sweets, biscuits, and quick-service restaurant items. Among its diverse product portfolio, the *namkeen* (savory snacks) segment stands out as the cornerstone of Haldiram's business, accounting for nearly 60% of the company's total revenue and holding approximately 70% market share in the organized sector.

With its core focus on *namkeens*, this study primarily explores Haldiram's performance in this segment, while touching upon its broader product categories. The brand sources top-quality raw materials from across the country and employs advanced manufacturing techniques to ensure consistent taste and hygiene.

India's food industry is constantly evolving to accommodate shifting consumer preferences in terms of flavor, affordability, and variety. Haldiram has managed to stay ahead in this dynamic environment by combining deep-rooted tradition with modern innovation. Key competitive strengths include its strong brand image, distinctive and reliable packaging, commitment to quality, and authentic Indian taste.

For over fifty years, Haldiram has served the Indian consumer's palate, establishing itself as an integral part of celebrations and daily life. It is one of the first Indian companies to brand *namkeens* and innovate packaging that extended shelf life significantly—from just a few days to several months. Moreover, it was among the first to establish hygienic Indian snack-food restaurants in New Delhi, catering to both Indian and global customers.

**Figure shows the ‘Eleven Brand Definitions’ Eleven Brand Definitions Fig: Eleven Brand Definitions****Product**

Haldiram is renowned for offering premium-quality Indian snacks, including sweets, *namkeens*, and other ready-to-eat items. Known for combining tradition with technology, the company was among the pioneers in India to implement advanced manufacturing processes for ethnic snack items. This move significantly enhanced both the quality and shelf life of its offerings, setting new benchmarks in the industry.

**Brand**

Across the Indian subcontinent, Haldiram has become synonymous with trust, taste, and tradition. Its products are widely recognized for their consistent quality and authentic Indian flavors, earning it a respected place in the hearts of millions.

**Brand Name**

The name “Haldiram” has its roots in the founder’s family lineage and was initially chosen for personal reasons. Over the decades, however, the name has transformed into a symbol of excellence in the ethnic snack food industry, reshaping how Indian snacks are perceived and consumed.

**Brand Core Values**

Haldiram's values center around:

- Exceptional **quality**
- Rich and authentic **taste**
- A wide **variety** of offerings
- Strong **cultural tradition**
- A deeply **Indian** identity

These principles guide the brand’s decisions and resonate strongly with its customer base.

**Brand Character**

What sets Haldiram apart from global competitors like Frito-Lay is its unwavering commitment to delivering the traditional Indian snack experience. This distinct identity is rooted in flavors that are nostalgic, familiar, and uniquely regional.

**Brand Personality**

Haldiram not only delivers products but also conveys a strong personality—one that reflects Indian tastes, values, and preferences. The brand is perceived as reliable, culturally connected, and quality-conscious, representing the essence of Indian culinary heritage.

**Brand Position**

Haldiram is firmly positioned as a leader in the Indian *namkeen* and sweets market. With around 70% share in the organized *namkeen* sector, it is one of the fastest-growing FMCG brands in India. The brand’s premium-yet-accessible pricing strategy and high consumer recall give it a competitive edge. However, it must continuously evolve its branding efforts to maintain this stronghold in an increasingly dynamic market.

### Brand Positioning

Haldiram has carved out a niche in the premium snack food segment. It emphasizes value for money by offering top-notch quality and consistent taste across its outlets, many of which are located in upscale urban areas. Initially appealing to consumers aged 35 and above with the slogan “*Always in good taste*,” the brand has since broadened its reach. It now targets younger demographics as well, using the vibrant Hinglish tagline “*Every zuban pe*.” With minimal advertising expenses, clever product design, and an expansive distribution network, Haldiram has transformed from a local sweet maker into a nationally celebrated and strategically positioned brand.

### Mnemonic

A brand mnemonic is a visual or auditory trigger that instantly connects the consumer to the brand, independent of its features. While Haldiram has not yet developed a specific mnemonic such as a jingle or mascot, its iconic red-and-white logo currently serves this purpose. The logo alone is often enough to evoke recognition and recall among customers, making it a strong interim mnemonic under consideration for future brand reinforcement.

### Brand Property

Brand property refers to the visual or verbal cues that strengthen a brand's identity in the consumer's memory. For Haldiram, this includes the instantly recognizable red-and-white logo and the catchy tagline “*Every zuban pe*” (On every tongue). These elements encapsulate the brand's heritage, wide appeal, and commitment to traditional flavors, making them effective tools for brand recognition and emotional connection.

### Brand Equity

Haldiram enjoys significant brand equity, especially within the Indian snacks and sweets market. Holding an estimated 70% market share in the organized *namkeen* segment, it stands as an industry leader. The brand has earned this position through consistent quality control, adherence to traditional Indian tastes, and widespread consumer trust built over decades. Its products successfully balance a deeply Indian flavor profile with adherence to global quality standards, making Haldiram a benchmark in the ethnic snack food category.

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## CONSUMER BEHAVIOUR ANALYSIS OF HALDIRAM'S NAMKEENS

With the growing preference among Indian consumers for branded and hygienically packaged *namkeens*, the snack food market has witnessed a surge in new entrants. Despite the increasing competition, Haldiram continues to hold a dominant position in this segment. However, with an abundance of choices now available, understanding customer preferences and behavior has become crucial.

To gain insights into the evolving buying habits of consumers, a structured consumer behavior study was conducted focusing on Haldiram's *namkeen* products. This analysis helps identify current trends, purchasing motivations, and future expectations.

### The objectives of the study undertaken are to analyze:

- To determine which *namkeen* products are most preferred by customers
- To identify the key factors that influence the purchasing decisions of consumers
- To explore the types of buying behavior exhibited by customers
- To assess the level of brand loyalty among Haldiram's consumers
- To examine whether customers view competing products as viable substitutes
- To understand the expectations customers have from Haldiram going forward

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## OBJECTIVES

- To study Haldiram Product and Customer Satisfaction on service quality towards haldiram's in Delhi.
- To study the marketing mix of Haldiram's
- To study the Haldiram's as a brand and define various brand attributes related to Haldiram's

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## LITERATURE REVIEW

India ranks as the second-largest food producer globally and possesses the potential to become the largest, owing to the scale and diversity of its agricultural sector. The country's food processing industry is a significant contributor to production, consumption, exports, and employment generation. Recognizing this, the Indian government has implemented various fiscal incentives and policies aimed at encouraging value addition, reducing post-harvest losses, and attracting investment.

Projections indicate that India's total food output is expected to double within the coming decade. This anticipated growth presents substantial opportunities for investment in food technologies, packaging solutions, refrigeration, and thermal processing, especially in sectors like dairy, canned goods, and ready-to-eat meals.

Health foods and dietary supplements are emerging as high-demand segments, driven by increased awareness and a more health-conscious population. The Indian food processing industry encompasses a wide range of sub-sectors including fruits and vegetables, dairy products, meat and poultry, seafood, grain-based products, alcoholic beverages, and convenience foods such as snacks, confectionery, and packaged water.

Despite its vast production capabilities, only around 2% of India's total food output undergoes processing—a stark contrast to the higher percentages in developed countries. However, with growing incomes and shifting consumer preferences, processed food consumption in India is steadily increasing. In earlier years, the sector was predominantly export-driven, but domestic demand is now rising due to economic development and urbanization.

The industry has been recognized as a “sunrise sector” due to its growth potential. Between 2006 and 2007, the sector recorded a significant jump in growth—from 7% to 13.1%. Factors contributing to this growth include a surplus in food production, a rising middle class, and a notable shift in dietary patterns—from traditional cereals to more diverse and nutritious options.

The Ministry of Food Processing Industries (MOFPI) classifies the sector into several segments:

- Dairy and dairy-based products
- Fruits and vegetables
- Grains and cereals
- Meat and poultry
- Fisheries
- Beverages and packaged foods, including bottled water

India is the second-largest global producer of both fruits and vegetables, contributing 10% and 15% respectively to global production. The dairy sector, a cornerstone of India's food industry, leads the world in both production and consumption. Though the proportion of processed dairy products is currently low, demand for value-added items such as flavored milk, ghee, cheese, and infant milk food is increasing rapidly. The dairy market was expected to triple from ₹4,000 crore in 2009 to ₹12,000 crore by 2014.

The fisheries industry also plays a significant role, making India the third-largest producer of fish globally and second in inland fish production. With an extensive coastline of over 8,000 kilometers, this segment contributes over 1% to India's GDP.

The consumer food industry includes a wide variety of items such as pasta, noodles, bakery products, breakfast cereals, ready-to-eat and ready-to-cook meals, and biscuits. This sector has drawn significant investment—approximately ₹128,000 million—highlighting its robust potential.

Changing consumption habits reflect a shift away from cereals toward higher intake of fruits, vegetables, milk products, and protein-rich foods. This transition has encouraged diversification in food production and increased focus on meeting modern consumer demands.

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## RESEARCH METHODOLOGY

### *Research Methodology of the study*

The research methodology section outlines the structured approach adopted to conduct the study. It describes the overall framework, including the research design, data sources, sampling methods, and analytical tools used to gather and interpret information. This chapter provides clarity on the research scope, objectives, and techniques employed, helping ensure transparency and reproducibility of the findings.

### **Research design:**

The research follows a descriptive and analytical design, aiming to observe and interpret customer behavior and satisfaction without influencing it. This framework allows the study to present data-driven insights while maintaining an objective stance. The research design acts as a blueprint for the entire study, helping in collecting, measuring, and analyzing relevant data to meet the study's goals effectively.

### *Methodology of the project*

To understand consumer perceptions and behaviors, a structured questionnaire was designed and distributed among selected respondents. The study used a simple random sampling method for selection, ensuring equal representation of varied demographics. A total of 150 respondents were approached to participate in the study. The gathered data was compiled, tabulated, and analyzed using descriptive statistics and graphical tools to present meaningful conclusions.

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## METHODOLOGY

**Exploratory research:** this kind of research has the primary objective of development of insights into the problem. It studies the main area where the problem lies and tries to evaluate some appropriate courses of action.

### **NATURE OF DATA**

**PRIMARY DATA:** Collected directly from respondents through structured questionnaires and personal interviews. These firsthand responses provided real-time insights into customer preferences and satisfaction.

**SECONDARY DATA:** Extracted from already published sources such as brochures, company reports, newspapers, academic journals, and online databases. Both internal and external sources were utilized to enrich the study's depth.

#### Data Collection Techniques

- **Structured Questionnaires:** Used to gather quantitative and qualitative data directly from participants.
- **Personal Interviews/Discussions:** Conducted to gain additional insights into consumer motivations and preferences.

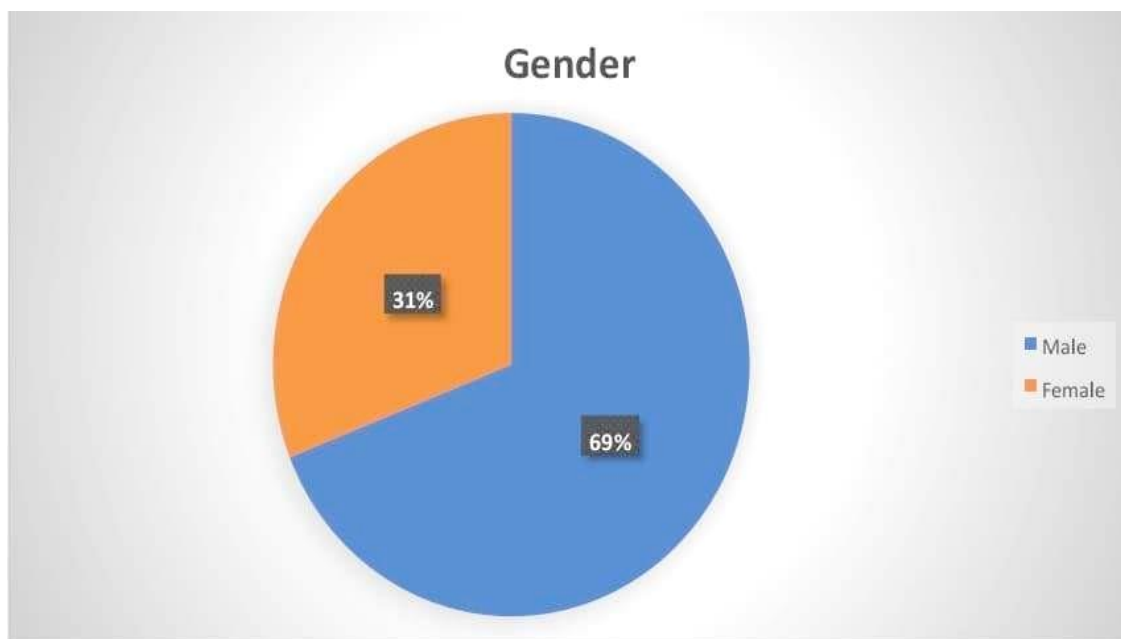
#### SAMPLE DESIGN

- **Research Area:** The study was conducted in the **National Capital Region (NCR)**.
- **Sample Size:** A total of **100 respondents** participated in the primary data collection.
- **Sampling Technique:** **Convenience sampling** was used due to the accessibility and availability of respondents within the research location.

## DATA ANALYSIS AND INTERPRETATION

### 1. GENDER OF THE RESPONDENTS.

Gender	No. of Respondents
Male	69%
Female	31%
Total	100%



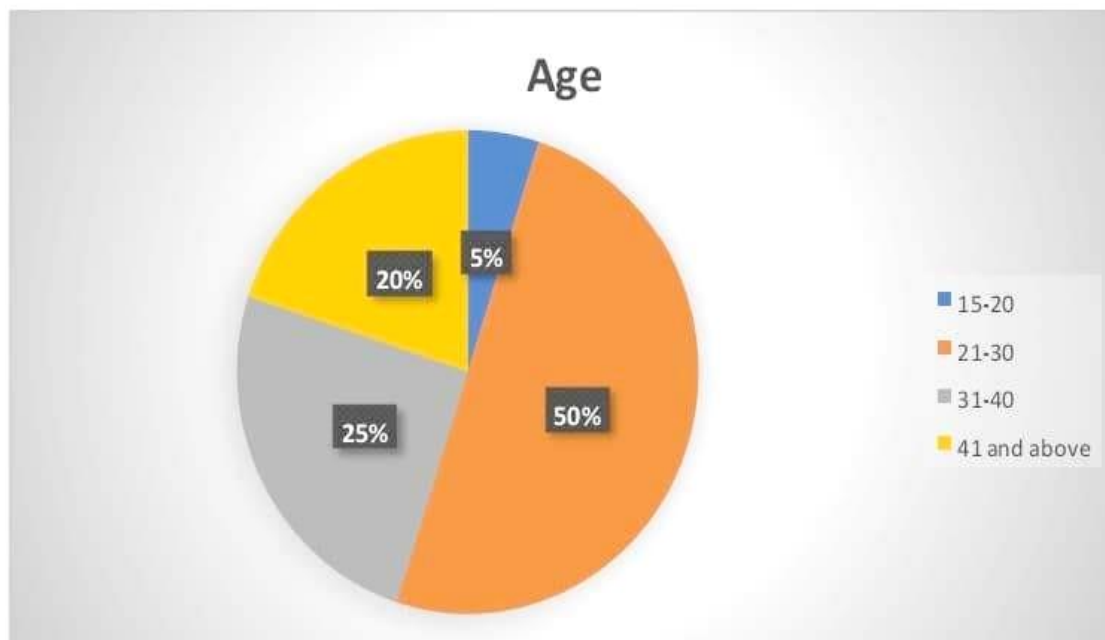
INTERPRETATION: -

Out of 100 respondents, 69% are male Job Seeker and 31% are female Job Seeker in the population of selected Area.

### 2.AGE OF THE RESPONDENTS.

Age	No. of Respondents
15-20	5%
21-30	50%

<b>31-40</b>	<b>25%</b>
<b>41 and above</b>	<b>20%</b>
<b>Total</b>	<b>100%</b>

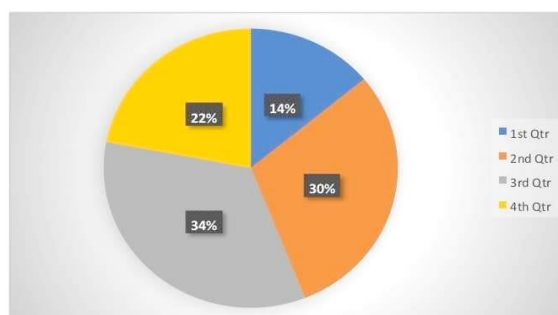


#### INTERPRETATION: -

Out of 100 respondents, 50% peoples are those, they are Adult, or their age are considered 2130. The remaining 50% are collected those, they lie 15-20 is 5%, 31-40 is 25% and 41 or above aged person is 20% are considered.

#### 3.OCCUPATION OF THE RESPONDENTS

<b>1</b>	<b>Professional</b>	<b>14</b>
<b>2</b>	<b>Business</b>	<b>30</b>
<b>3</b>	<b>Employee</b>	<b>34</b>
<b>4</b>	<b>Student</b>	<b>22</b>
	<b>Total</b>	<b>100</b>



**INTREPRETATION**

From the above table, it shows that, 34% of the respondents were employees, 30% of the respondents were Business People, 22% of the respondents were students and 14% of the respondents were professional. It inferred that Majority (34%) of the respondents were employees.

**4.MARITAL STATUS OF THE RESPONDENTS**

Sl. No	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	Married	72	56.3
2.	Unmarried	56	43.8
TOTAL		128	100

**MARITAL STATUS OF THE RESPONDENTS****INTREPRETATION**

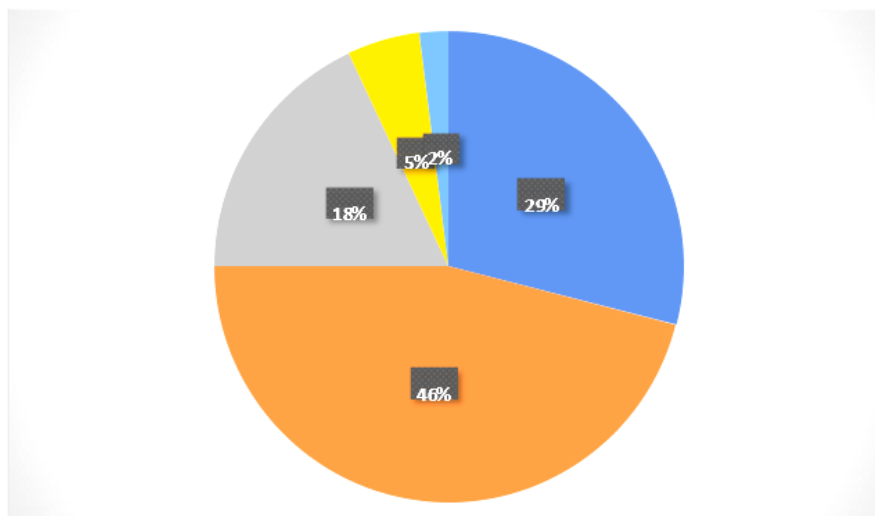
The above table it is inferred that 52.3% of the respondents are married and the remaining 43.8% of the respondents are unmarried

**5.GRAPHICAL REPRESENTATION OF INCOME AMONG RESPONDENTS****Classification on the basis of income**

Description	Frequency	Percentage
< 10,000	128	29%
10,000-25,999	201	46%
26,000-49,999	80	18%



50,000-1,00,000	24	5%
>1,00,000	8	2%



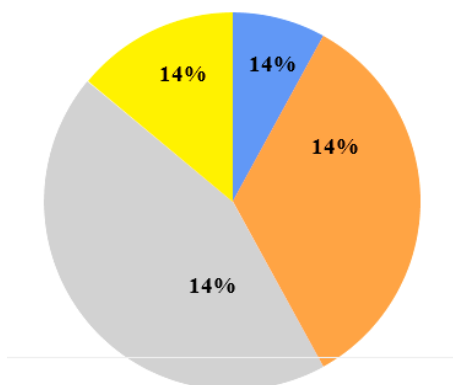
#### INTREPRETATION

The income distribution analysis reveals that **29%** of respondents earn less than ₹10,000 per month. A significant portion, **46%**, falls within the income bracket of ₹10,000 to ₹25,999. About **18%** reported monthly earnings between ₹26,000 and ₹49,999. Meanwhile, **5%** of the participants earn between ₹50,000 and ₹1,00,000, and only **2%** reported incomes exceeding ₹1,00,000. This suggests that the majority of the respondents belong to the low-to-middle income group.

#### 6.GRAPHICAL REPRESENTATION OF EDUCATIONAL QUALIFICATIONS

##### AMONG RESPONDENTS

Description	Frequency	Percentage (%)
High School	147	34
Graduate	195	44
Post Graduate	62	14
Others	37	8



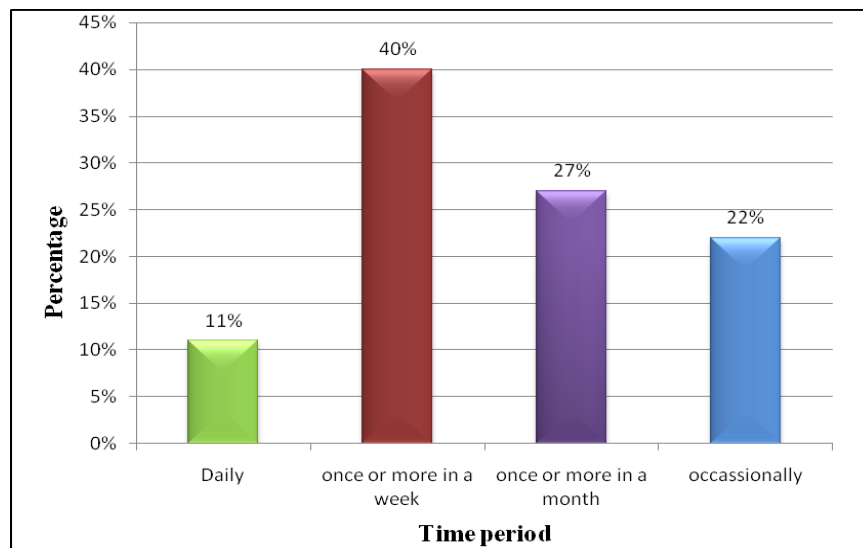
**INTREPRETATION**

The pie chart illustrates the educational qualifications of the respondents. It shows that 8% have qualifications categorized as "other," 14% hold postgraduate degrees, 34% have completed high school, and 44% are graduates.

☐ Daily

☐ Once or more in a week

☐ Once or more in a month

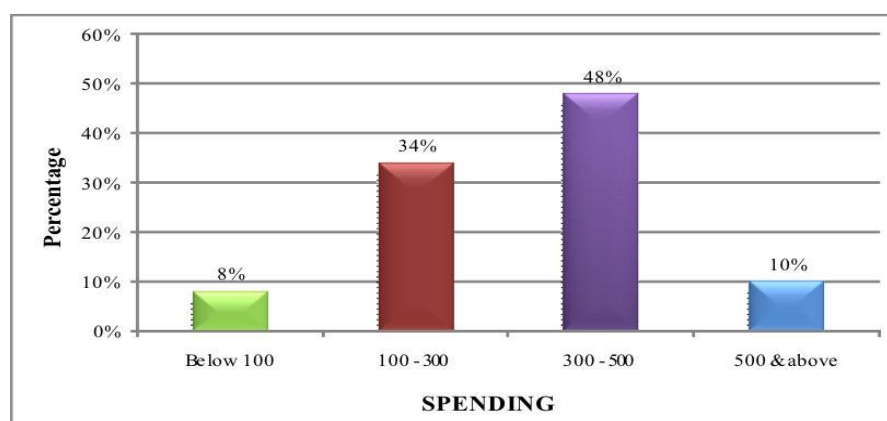
☐ Occasionally
**7.How often do you visit restaurant?****INTERPRETATION**

Based on the survey results, nearly half of the respondents eat out at least once a week or more frequently. A portion of the people eat out once a month or more, while some dine out occasionally. A smaller group reported eating out daily, as illustrated in the figure. This suggests that many individuals prefer a break from home-cooked meals on a regular basis.

**8.What is your restaurant visit budget usually?**
☐ Below Rs.100

☐ Rs.100- 300

☐ Rs.300- 500

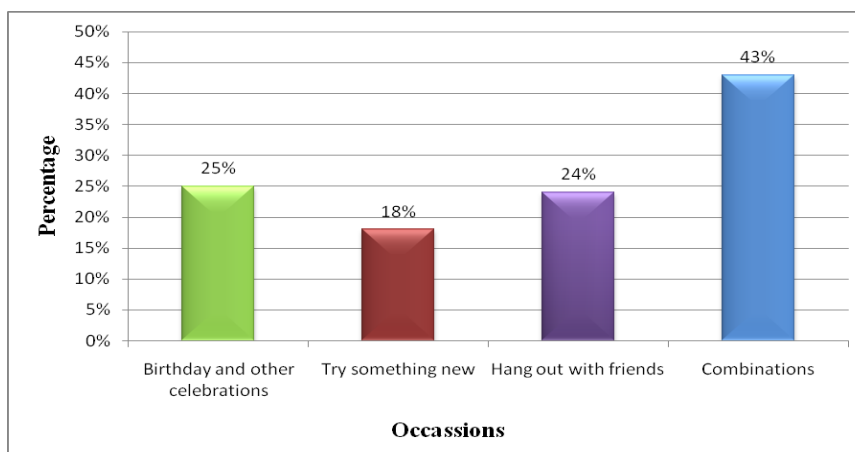
☐ Rs.500& above


**INTERPRETATION**

According to the survey conducted majority of people i.e. nearly half of the people spend between Rs.300 – 500 on per person per visit when they eat out, rest people spend between Rs.100 – 300, very few people spend below Rs.100 or Rs.500 & above which means that people in today's time are ready to spend more for good food.

**9.What are the occasions when you like to have your meals in restaurants?**

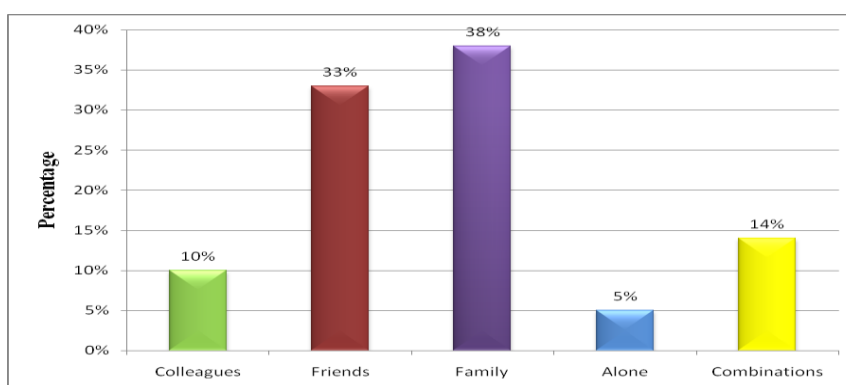
- ☐ Birthday and other celebrations   ☐ Try something new  
☐ Hang out with friends   ☐ Combinations

**INTERPRETATION**

According to the survey conducted, 1/4<sup>th</sup> of people eat out on birthdays and other celebrations, few people eat out just to try something new, nearly 1/4<sup>th</sup> people eat out when they hang out with friends and the remaining people say they eat out in combinations of these occasions as shown in fig So it shows that mostly people eat out on celebrations or when they are out with their friends.

**10.With whom do you visit restaurant?**

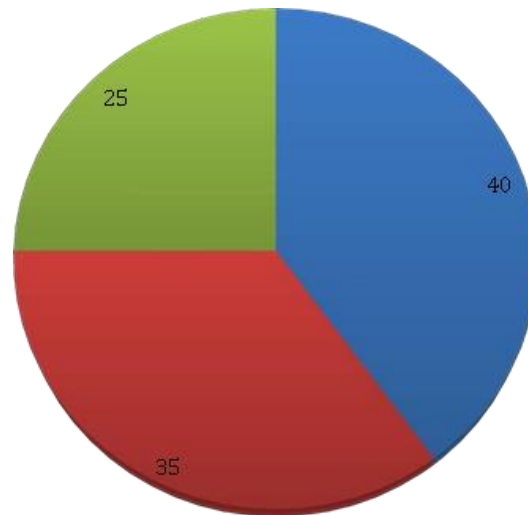
- ☐ Colleagues   ☐ Friends  
☐ Family   ☐ Alone  
☐ Combinations

**Interpretation-**

According to the survey some of the people prefer eating out with colleagues, maximum people prefer to eat out with friends or with their family, just very few people eat out alone and rest of the people eat out in combinations of these like- sometimes with friends, sometimes with family, etc this is shown in fig which means most of the people don't prefer to eat out alone or with their colleagues rather they prefer eating out with their friends and families.

**11.How you rank endorsement of Haldiram?**

Respondents	Good	Average	Should improve
100	40	35	25



This pie-chart depict that 40 out of 100 respondents ranked endorsement of Product good and 35 respondents satisfy with brand endorsement whereas 25 want some improvement in celebrity endorsement.

## FINDINGS AND CONCLUSIONS

### FINDINGS

1. According to age it has been found that maximum people eating out are the youth between the age group 20 – 30. As the people grow older and older they don't eat out much thus it shows people's preference to eat out diminishes in old age because it becomes difficult for them to eat heavy food offered by the restaurants etc. and old age health problems also do not allow them to go out and eat.
2. Most of the people prefer to eat out at least once or more than once in a week. 40% of the total population surveyed said they eat out once or more in a week. Some of the people said that they eat out once or more in a month, very few people said they eat out daily and remaining people said that they eat out occasionally. Thus, this shows maximum number of people prefers to eat out as they get bored with the regular home cooked food and they feel like eating something different so as to have a changed taste.
3. Majority of people said they spend between Rs.300 – 500 on per person per visit when they eat out i.e. 48% of people. This shows that as the income levels of people are increasing and their purchasing power is also increasing so people are ready to spend more if they are getting good food.
4. Most of the people say that they eat out on birthdays and other celebrations, very few people say they eat out just to try something new as they get bored by the home cooked food, few people say that they eat out when they hang out with friends and maximum people eat out on combinations of these i.e. they eat out on birthdays and other celebrations. And they also eat out when they feel like trying something new, etc. So, it has been found that generally people eat out on occasions only.
5. Most of the people i.e. 38% of people prefer to eat out only with their families, 33% of people prefer to eat out only with their friends which shows people prefer the company of friends and family, the most when it comes to eating out.
6. More than half of the people prefer Haldirams for sweets i.e. 59%. Thus, Haldirams is the choice of people for sweets which shows Haldirams is more famous for its traditional sweets.
7. For Indian snacks and food 57% of people say they prefer Haldirams So we can say that Haldirams is preferred.
8. 58% of the people surveyed say they feel Haldirams product quality is better than that of Bikanervala. So, in terms of product quality also people like Haldirams as Haldirams conduct quality checks from time to time and focus more on serving the product fresh.
9. 64% people say that they like Haldirams ambience more so it can be said that in case of ambience Haldirams is people's preference as people like Haldirams interiors and décor more.
10. In case of location and availability 67% people say Haldirams location and availability suits them more as Haldirams has a greater number of outlets in Delhi and NCR which makes it easily accessible by the people.

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  3. [www.google.com](http://www.google.com)
  4. [www.encyclopedia.com](http://www.encyclopedia.com)
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**QUESTIONNAIRE**

**Gender:** M ☐ F ☐ **Marital Status:** Married ☐ Unmarried ☐ **Profession:**

.....

**Children:** -.....

**Note:** - Please tick mark (✓) in the box

1. Which age group do you belong to?

- ☐ 10 - 20    ☐ 20- 30    ☐ 30 - 40    ☐ 40 - 50  
☐ 50 - 60

2. How often do you visit restaurant?

- ☐ Daily week    ☐ Once or more in  
☐ Once or more in a month    ☐ Occasionally

3. What is your restaurant visit budget usually?

- ☐ Below Rs.100    ☐ Rs.100- 300    ☐ Rs.300-500  
☐ Rs.500-1000    ☐ Rs.1000 & above

4. How did you happen to know about this brand? o Through Television o Through Newspaper o Through Magazine o Through Friends

5. Do you consider price factor or service factor while taking buying decision?

- ☐ Service Factor o Price Factor

6. How do you create awareness among customers?

- ☐ Television o Newspaper o Posters &  
Hoardings

7. Do you achieve signed target by selling this product?

- ☐ Yes o No

8. Customers are satisfied with the services of Product?

- ☐ Yes o No

9. What did you like in Haldiram?

- Price o Service o Brand o Picture Qual