



# International Journal of Research Publication and Reviews

Journal homepage: [www.ijrpr.com](http://www.ijrpr.com) ISSN 2582-7421

## “CUSTOMER SATISFACTION IN THE INDUSTRIAL SECTOR (HALDIRAM)”

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### ABSTRACT :

Customer happiness is emphasized in the abstract as a critical component of organizational performance in the cutthroat corporate world of today, which includes the industrial sector. Established in 1937, Haldiram is a well-known Indian confectionery and snack maker with a global presence in more than 20 countries. Its foundation is quality, innovation, and consumer pleasure. The study's goals are to determine the main determinants of customer satisfaction, gauge customer satisfaction among Haldiram's clientele, investigate the connection between loyalty and satisfaction, analyze customer psychographics and demographics, assess CRM tactics, and pinpoint areas in need of product and service enhancement. With an industrial concentration on the food processing sector and a customer focus on Haldiram's business-to-business (B2B) clients (distributors, wholesalers, and retailers), the geographical scope is centered on the company's clients in North India. Present degrees of contentment and a review of client comments from the last two years are included in the time scope. A mixed-methods approach is used, integrating quantitative and qualitative research via focus groups, interviews, and surveys. Key findings show that Haldiram's product quality is well regarded by customers, who highlight its freshness, flavor, and packaging as advantages. Logistics and delivery were commended for their prompt and effective deliveries. Customer service received great marks for resolving issues and being responsive. Additionally, regular contact was valued. The expense was justified by the quality and service, even though some consumers thought the prices were a little expensive. The company's dedication to quality, service, and connections was credited with the high reported loyalty and retention rates.

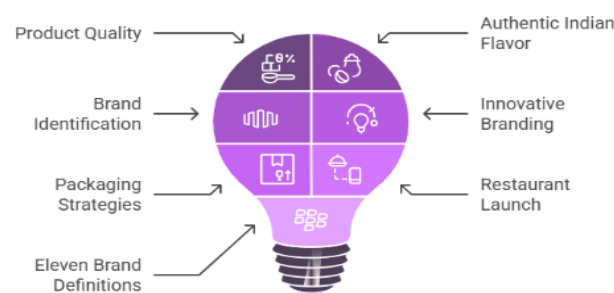
Enhancing online platforms, increasing product choices, and advancing environmental practices were among the suggested enhancements. According to the study's findings, Haldiram's clients are quite pleased with the business's goods, services, and general experience.

### Introduction

The significance of customer contentment in the cutthroat industry environment is emphasized in the introduction, especially in the industrial sector, which encompasses manufacturing, logistics, and food processing. Established During 1937, Bikaner, Rajasthan Haldiram is a well-known Indian confectionery and snack company that has expanded to become a worldwide brand with locations in more than 20 nations thanks to its dedication to quality, innovation, and client pleasure. With 70% of the market for namkeens, the company has expanded into snack foods, biscuits, sweets, syrups, and quickfood. Nearly 60% of Haldiram's overall revenue comes from its Namkeen division, which is the main focus of the project. Haldiram prioritizes the use of premium raw resources that are acquired from all around India.

The Indian food sector is always changing to suit the tastes and preferences of its customers. Haldiram competes on attributes including product quality, authentic Indian flavor, and brand identification through unique packaging. In India, Haldiram is portrayed as a reliable household brand that is necessary for festivities. By developing innovative branding and packaging strategies, the firm extended the shelf life of namkeens. It was also among the first to launch a restaurant in New Delhi that served traditional Indian snack foods to international and non-resident Indians who were concerned about sanitation. Haldiram's "Eleven Brand Definitions" are examined, including mnemonics, brand property, brand equity, products, brands, names, core values, personalities, and characters and brand positioning.

### Haldiram's Strategic Elements



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## Literature Review

The second-largest food producer in the world, India has enormous potential in both the industries of agriculture and food. Concerning production and consumption exports, and growth, India's food processing industry is significant, and the government has made it a priority by providing financial incentives and reliefs to promote the commercialization and value addition of agricultural products. In the upcoming decade, it is anticipated that the overall production of food would quadruple, generating investment opportunities in a range of food processing technologies. Another market that is expanding quickly is health foods and supplements. Fruits, vegetables, consumption, meat, and dairy goods groupings are just a few of the many things that fall under this industry.

In India, processed food currently makes up just 2% of the entire food production, which is far less than in Western nations. However, due to shifting consumer behavior and rising income levels, this percentage is predicted to rise to 10% by 2010 and 25% by 2020. While local demand is rising, the Indian food processing business is currently focused on exports. Throughout 2006–07, the industry grew from 7% to 13.1%. The main drivers of growth include dietary changes, food surplus, and the expanding economy. Segments such as dairy, fisheries, grain processing, meat and poultry processing, fruits and vegetable processing, and consumer foods are defined by The Food Ministry Processing.

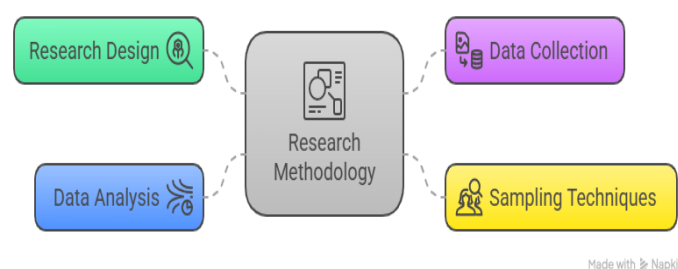
India is the world's greatest fruit producer in the world and vegetables, as well as the top producer and consumer of milk and milk-based products. The market for value-added dairy products is expected to triple by 2014. India is the world's third-largest fish producer.

Consumer food manufacturers have garnered significant investment. Consumption patterns are evolving away from cereals and toward more varied and healthy diets, resulting in more food production diversification.

## Research Methodology

- The study's strategy, encompassing its data and extent sources, is described in the section on research methodology.
- An analytical research design serves as the foundation for the descriptive research design used in this study.
- Direct interviews and a standardized questionnaire were used to gather primary data. Additionally, secondary data from both internal (reports, brochures as well as outside (books, journals, and the internet) sources was used.
- Simple random sampling was used as the sampling technique, and 150 respondents were included in the sample size for the previously described study.
- Convenient sampling was used to reach a sample size of 100 respondents for the current Haldiram study, which was conducted at the NCR.
- Data processing and interpretation required the use of graphs and tables.
- In order to have a better understanding of a topic, the study also discusses exploratory research.

### Research Methodology Overview



## Results

The results of the surveys are shown in the results section.

- Respondents' Gender: Of the 100 respondents, 31% were women and 69% were men.
- Respondents' ages: Half of those surveyed were in the 21–30 age range. 25% were between the ages of 31 and 40, 20% were over 41, and 5% were between the ages of 15 and 20.
- Respondents' occupations: 34% worked for a living, 30% had their own business Professionals accounted for 14% and students for 22%..
- Respondents' marital status: 43.8% of respondents were single, while 56.3% were married.
- Respondents' Income: 46% of those surveyed made between Rs. 10,000 and Rs. 25,999.
- Twenty-nine percent earned less than Rs. 10,000, eighteen percent earned between Rs. 26,000 and Rs. 49,999, five percent earned between Rs. 50,000 and Rs. 1,00,000, and two percent earned above one million rupees.
- Educational Background: 8 percent had other qualifications, 34% had completed high school, 14% had postgraduate degrees, and 44% had graduated.
- Frequency of Restaurant Visits: 40% of individuals dine out once or more every week. Eleven percent eat out every day, 22% occasionally, and 27% once or more every month.

- Restaurant Visit Budget: Most people Spending between Rs. 300 and Rs. 500 every visit. Fewer people spend between Rs. 100 and Rs. 300, and People spend less than Rs. 100.or Rs. 500 or more.
- Restaurant Visit Occasions: 43% of patrons come for a mix of occasions, including birthdays, festivities, tasting new foods, and socializing with friends. Twenty-four percent go to get out with friends, 18 percent try something new, and twenty-five percent attend birthday celebrations and other festivities.
- Friends and family, as well as combinations of these, are the most common companions when dining out.
- Haldiram's endorsement: Of the 100 respondents, 40 thought the endorsement was "good," 35 thought it was "average," and 25 said celebrity endorsements might be improved.

### Survey Respondents' Demographics and Habits

Characteristic	Details
Gender	31% women, 69% men
Age	50% (21-30), 25% (31-40), 20% (41+), 5% (15-20)
Occupation	34% employed, 30% business owners, 14% professionals, 22% students
Marital Status	43.8% single, 56.3% married
Income	46% (Rs. 10,000-25,999), 29% (< Rs. 10,000), 18% (Rs. 26,000-49,999), 5% (Rs. 50,000-1,00,000), 2% (> Rs. 1,00,000)
Education	8% other, 34% high school, 14% postgraduate, 44% graduate
Restaurant Visits	40% weekly, 11% daily, 22% occasionally, 27% monthly
Visit Budget	Most (Rs. 300-500), fewer (Rs. 100-300), some (< Rs. 100 or > Rs. 500)
Visit Occasions	43% mixed, 24% socializing, 18% trying new foods, 25% celebrations
Dining Companions	Friends, family, or both

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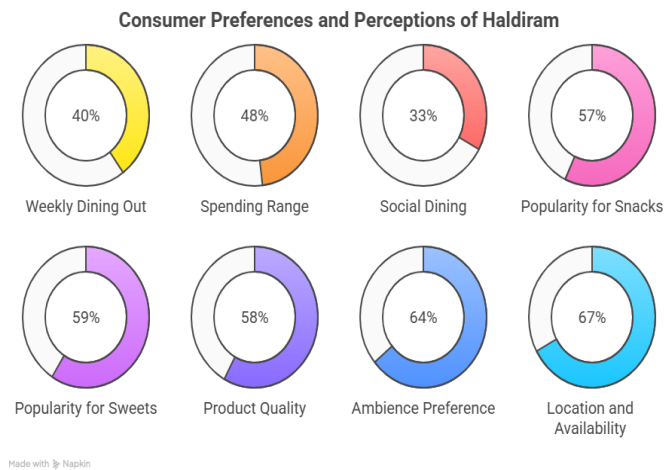
## Discussion

The findings are summarized in the discussion to offer insights into Haldiram's consumer behavior. Young individuals in their 20s and 30s make up the bulk of diners, while older age groups are becoming less likely to do so.

Due to a desire for variation from home-cooked meals, the majority of people (40%) prefer to eat out at least once a week. As income and purchasing power rise, a sizable portion (48%) spend between Rs. 300 and Rs. 500 per person per visit, indicating a willingness to pay more for high-quality cuisine.

Typically, people go out to dine for special events like birthdays, holidays, or get-togethers with friends. Social dining is preferred by the majority, who would rather eat out with family or friends (33%). (38%). The fact that Haldiram is so well-liked for Indian snacks and cuisine (57%) and sweets (59%) shows how well-regarded it is in these areas.

According to 58% of respondents, Haldiram's product quality is superior to that of rivals like Bikanervala, and they attribute this to quality inspections and freshness. Due to a higher number of locations in Delhi and the National Capital Region, 64% of respondents like Haldiram's ambience, and 67% prefer its location and availability.



## Conclusion

Customer satisfaction with Haldiram's goods, services as well as the whole experience is high, according to the study's findings. Product quality, effective shipping and logistics, prompt customer service, and clear communication are important elements that contribute to this satisfaction. Because of the quality and service, many think that the somewhat higher prices are worth it. The business also has great retention and loyalty rates. Increasing product offers, upgrading online infrastructure, and boosting sustainability are some areas that need work.

## REFERENCES :

1. The paper cites a number of sources, including business reports and case studies, interviews with industry experts, and scholarly journals on PE and VC.
2. The books " Kotler, Philip "Marketing Management, Ninth Edition"and "Research Methodology" by C.R. Kothari are specifically mentioned.
3. Among the websites utilized are [www.encyclopedia.com](http://www.encyclopedia.com) [www.wikipedia.com](http://www.wikipedia.com) [www.google.com](http://www.google.com) [www.Haldirams.com](http://www.Haldirams.com).