



AN EMPIRICAL STUDY ON CUSTOMER'S PERCEPTION AND ATTITUDE TOWARDS CAMPCO CHOCOLATES(CASE STUDY OF MALE AND FEMALE RESPONDENTS OF HONNAVAR & BHATKAL TOWNS OF KARNATAKA)

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Abstract

The Campco Ltd certainly is a success story of the people, by the people and for the people. Indeed it is fruit of successful implementation of ideas, vision and values of all the founders and farmers of the region. In early 1970's the growers of arecanut were put into hardship and misery as a glut in the market caused the price of arecanut fall down sharply. The solution for this was found in the form of CAMPCO as a saviour of growers which was formed on 11th July 1973 as a multi state co-operative joint venture of the states of Karnataka and Kerala regions. Through the years CAMPCO has developed as a brand which people trust through their own experiences. The topic here is to study and analyze 'Customers perception and attitude towards Campco Chocolates Puttur' which refers to the perception, attitude and behaviour of customers who are satisfied with company's product or not. Basically here the perception of the customers are considered according to their needs to alter modifications and also add additional features to the products that which are offered by the company.

Keywords: *Buying Behaviour, Awareness, Customer Satisfaction, Implementation, Perception.*

Introduction

In today's world to analyse and know the buying behaviour of customers knowing customer perception and attitude towards a particular brand plays a major role. Thus to access the growth of a particular brand it is very much essential to study customer perception. It is quintessential to understand and anticipate what customers think about the product, to know their opinions and also how they compare products and services with competitors etc. As per a recent study conducted by a major chocolate brand in India recently the major consumers of chocolates apart from teenagers and kids are people between ages of 22-35 yrs. Slowly and steadily chocolates in India are substituting the mithai or traditional Indian sweets. Today people prefer gifting well wrapped chocolate packets rather than sweets of festivals and other occasions. Taking advantage of this particular situation top chocolate brands in India including CAMPCO are now concentrating more on packaging and are also introducing well packaged chocolates for specific occasions.

Objectives of the Study

The objective of the study undertaken is to make generalization of consumers buying behaviour, perception and attitude towards purchase of chocolates and also to know variables which affect buyer's decision regarding purchase of CAMPCO chocolates. This study is a step conducted towards generalizing consumer purchasing pertaining to following major set objectives:

1. To evaluate customer opinion on Campco chocolates
2. To analyze the extent to which perception and attitude of customers influence company's performance
3. To evaluate brand awareness of Campco chocolates among consumers
4. To evaluate customer taste and preferences about Campco chocolates

Scope of the Study

By conducting this study company will get to know how customers have rightly positioned Campco chocolates in their mind and what do they feel about their chocolates, level of brand awareness about Campco chocolates, promotional medium chosen by customers to become aware of chocolates etc. By conducting survey with the help of questionnaire valuable suggestion is collected from customers. By conducting the survey any modifications if required can be made based upon customer grievances. The study conducted will also help the company to make necessary changes and also to make the program even more effective and efficient.

Methodology Adopted

Defining the problem in itself is the first step in marketing research process chosen for investigation, this step is a very significant one since it is said and believed that "problem well defined paves a way for research design the next step which becomes easier". Research design is the basic framework which provides guidelines for the rest of the research process. Research design is a map or blueprint according to which research is to be conducted. Research design specifies the method for data collection and analysis of data.



Research Design

A framework or blueprint for conducting the marketing research report is research design. It details the procedures necessary for obtaining the valuable information needed to structure or solve marketing research related problems. In this research descriptive research design and stratified random sampling method is followed and questionnaires are also used to collect information.

Sources of Data Collected

- a. **Primary Data:** To collect primary data questionnaire pertaining to the survey was undertaken for the purpose of study. This certainly helped in direct interaction with the customers. The questionnaire consisted mostly of close ended questions. The entire questionnaire was prepared and edited keeping in line with the objectives of study
- b. **Secondary Data:** It is collected to know the company profile, its performance, achievements and consistency. The data was collected from company records, brochures and by reviewing other articles to meet the obligations of the research study
- c. **Tools of data collection:** Data was collected and analyzed from customers through a structured questionnaire
- d. **Tool for data analysis:** Percentage calculations and statistical analysis were used for the analysis and analyzed data were presented using pie charts and bar diagrams
- e. **Research Plan:** Sample study was conducted for the purpose of study because of limitation of time and also considering huge population

Sampling Plan

- **Sampling Unit:** Customers of Campco chocolates
- **Sampling Size:** Total sample size of 94 respondents
- **Sampling Procedure:** Primary data was collected from customers of Campco chocolates in and around Honnavar and Bhatkal towns. To conduct sampling plan mixture of both judgmental sampling and convenient sampling is used

Review of Literature

Perception in general parlance refers to the ability to see, hear or become aware of something through our senses, way in which something is regarded, interpreted and understood. Attitude refers to a settled way of feeling or thinking about something. It also refers to predisposition or a tendency to respond positively or negatively towards certain idea, person, object or situation. Attitude certainly influences an individual's choice of action and also responses to incentives, challenges and rewards.

Kumar et al. (1987) examined those factors which cause buying decisions making huge number of respondents for different kinds of food products, FMCG goods. Country, Origin, brand, brand awareness of the products impact well for the most part.

Sabesson (1992) in his studies he declared that brand of processed food is certainly preferred by its quality, taste of the product as well as price of product. These are by far chief factors which affects the criterion for food brand selection

Rees (1992) in his studies explained those factors which persuade consumer selection of food and flavor which includes appearance, food texture, taste and quality but use of microwave and also reduction in conventional cooking are some of the major factors which affect consumer normal practice of buying a product.

Aaker (2000) reviewed in his studies that brand awareness plays a very important role in consumer perception mainly when their buying pattern and motives are not defined. Branded items give the feeling of familiarity particularly when there is low involvement from customers. For products such as soaps, chocolates, shampoos and other day to day usage items, media and advertisement are effectual tools for awareness.

Brown et al (2000) reported through his studies that the need for educating young generation especially those who are in their adolescent age are noticeably rising, given their habitual food eating behaviour and habits. Children who are in their teenage choose food with respect to food nutrients as well as three factors do play very essential role namely home environment, school and school gatherings.

Nandagopal and Chinnaiyan (2003) came to a conclusion through his studies that the mode of purchase of product also effects buying pattern and hence it also affects the perception of consumer.



Vanniarajan and Kubendran (2005) expressed in his studies that consumer perception and usage of several products can be altered due to change in eating food on routine basis. If income and urbanization increases for the consumer then the percentage of income spent on consumption also increases. Consumers in Urban areas frequently like branded products in reality when compared to rural consumers.

Kimura et al. (2012) while concluding his study found that sustainability labelled purchases are not only just influenced by intrinsic motivation for ethical issues but can be affected by extrinsic social factors such as concern for one's own reputation among peers and friends. Through his studies he found that majority of studies suggest that many consumers are motivated to behave sustainably while majority of consumers are ready to translate their motivation and perception into actual sustainable food choice and consumption. It was also concluded at the end of survey that sustainable chocolate products are much more expensive.

Katz and Musek Lesnik (2013) classified attitudes into four different groups based on their functions. These are *utilitarian* which provides general approach or avoidance tendencies, *cognitive* which help people to organize as well as interpret new information, *ego defensive* are attitudes which can help people protect their self esteem and *value-expressive* which is used to express central values, norms or beliefs.

Major Limitations of the study

1. Time constraints is one of the major limitations for study
2. Study are is confined only to Honnavar and Kumta towns
3. Sample size is only 100 and convenience sampling method is used
4. Perception and attitude of consumers differ
5. As the sample is limited it may not represent scenario of all the consumers

Theoretical Background of the study

Consumers of today are lot more educated and demanding as well. Their expectation and quality regarding products and services have been prominent by the prices of higher manufacturers, retailers and dealers who provide variety of products in each assorted category. In making choices, customers drift down to the offerings that best meet up their individual needs as well as expectations making customers play a very essential role in today's marketing circumstances. However a motivated person is always prepared to act. How a motivated person acts in reality is influenced by his/her perception and attitude towards the product and conditions underlying it. Perception is a process by which an individual selects, interprets and organizes the information inputs to produce a significant picture of this world. Perception depends not merely only on physical stimuli's reaction to the surrounding and also within the individuals.

Analysis and Interpretation of Data

Data analysis and interpretation are central steps in research process which involves breaking down of the presented complex factor into certain straightforward parts and also putting the part together in new arrangement and sequence for the purpose of interpretation. Hence the major objective of interpretation is necessarily to summarize the data in such a manner that which provide answer to various questions that the research interprets. Interpretation in general is the research for broader means of research findings from step by step interpretation of meaning wherein implementation becomes apparent.

In support of objectives of the research undertaken for study the primary research is carried through questionnaire administration method in the field through stratified random sampling method covering Honnavar and Bhatkal areas of Uttara Kannada District. Out of 120 questionnaires served 94 responded which consisted of 47 male and 47 females in the area taken for study.

Constituents of Sample Size

Category	Questionnaire	Response	Male	Overall Percentage	Female	Overall Percentage	Total Percentage
Honnavar	70	46	24	52.2	22	47.8	100
Bhatkal	50	48	23	47.9	25	52.1	100
Total	120	94	47	50.00	47	50.00	100

Respondents Perception and Attitude towards Campco Chocolates

To measure and know the perception and attitude of the respondents with regard to consumer behaviour various variables were identified such as quality of product, price, taste, freshness, nutrition value, various flavors, packaging, availability, regularity of supply, cold storage facility and proximity of retail shop of the product. In this aspect I have assigned



+3,+2,+1,0 and -1 for the responses generated from the respondents and “Completely Agree”, “Agree”, “Neutral”, “Disagree” and “Completely Disagree” respectively. Ultimately final scores for each of the above mentioned features were calculated by multiplying the total number of responses by the weights of the corresponding response.

Calculation of Respondents Perception: Ideal and Least scores

Ideal scores pertaining to the study were calculated by multiplying the number of respondents in each category with (+3) and product with total number of attributes. Least scores were calculated by multiplying the number of respondents in each category with (-1) and the product with number of attributes with respect to questionnaires.

Ideal Score and Least Scores of Respondents Interviewed

Sl.No	Category	Equation	Ideal Score	Equation	Least Score
01	Honnavar (Male)	24x11x3	792	24x11x-1	-264
	Honnavar (Female)	22x11x3	726	22x11x-1	-242
02	Bhatkal (Male)	23x11x3	759	23x11x-1	-253
	Bhatkal (Female)	25x11x3	825	25x11x-1	-275

Major Findings of the Study

Findings of the research conducted are as under. The tables shown below are formed on the basis of the questions contained in the questionnaires designed for study.

Sl.No	Various Attributes	Aggregate Score			
		Honnavar		Bhatkal	
		Male	Female	Male	Female
01	Quality of the Product	30	26	39	35
02	Price of the Product	46	27	47	36
03	Taste of the Product	48	33	34	47
04	Freshness of the Product	44	40	30	43
05	Nutrition Value of the Product	27	32	51	53
06	Flavors of the Product	38	21	41	39
07	Packaging of the Product	44	20	38	30
08	Easy availability of the Product	42	41	37	37
09	Regularity of supply of the Product	43	43	25	38
10	Cold storage facility of the Product	28	30	38	39
11	Proximity of retail shops with Campco Chocolate Products	38	43	37	52
Total Score		428	356	417	449
		(54.04)	(49.04)	(54.94)	(54.42)
Ideal Score		792	726	759	825
Least Score		-264	-242	-253	-275
Total Number of Respondents		24	22	23	25

Interpretation of the data

The overall total scores of male and female respondents in Honnavar and Bhatkal are 428, 356, 417 and 449 respectively. The ideal scores for the same are 792, 726, 759 and 825 respectively. However it can be observed that in no case the total score touches the least score. The percentage as such of total scores of the respondents is 54.04%, 49.04%, 54.94%, 54.42%, 59.32% and 54.69%. It can also be seen that the percentage of ideal scores is more in case of female respondents in Bhatkal and less in case of female respondents in Honnavar. The average score of all these respondents is 52.12%. This indicates that overall behaviour is not that up to mark but just satisfactory enough. Considering this aspect company should go ahead in introspecting their chocolate products in respect to these markets.

Findings of the Study

Some of the major findings from the study conducted are drawn below as follows:

1. It was found that majority of the customers do not consider health implications before buying chocolates
2. Majority of the customers are aware of Campco chocolates through relatives and friends
3. Customers normally preferred to watch advertisements through television
4. Most of the customers were not much aware of Campco chocolates in the region
5. Customers gave more preferences to taste than price, quality and color



6. Customers do not follow any specific pattern or even definite time intervals for buying chocolates whenever they feel like having one
7. Cream, Melto and SnackBar are the most popular brand of chocolates under Campco
8. Many of the customers say that Campco chocolates come to their mind when they hear the word chocolates
9. The study also analyzed the perception of customers who are willing to recommend Campco chocolates to others
10. Majority of the customers surveyed were ready to recognize the brand logo of Campco company
11. It was also found out from the study that Campco chocolates has built good distribution network in Honnavar, Bhatkal and nearby towns of similar kind

Suggestions

Some of the major suggestions pertaining to the research conducted are as follows:

1. Company should give more emphasis and importance on creating brand awareness and also increase quality of product
2. More investments should be done on television and internet advertisements
3. Company should concentrate more on improving the tests of Chocolate products and enhance brand image of the same
4. As Cream, Melto, SnackBar, Treat and Éclairs brand of the Company are popular brands among buying habits of consumers Campco should increase production of these brands
5. Since majority of customers do not follow any specific pattern or time interval for buying chocolates, company can go ahead and introduce loyalty programmes or even special offers to increase the frequency of purchasing the chocolates
6. Company should appoint a popular celebrity as its brand ambassador to increase brand value and brand resonance of the company as well as improve the visual attractiveness of chocolate advertisements
7. Company should focus more on aggressive promotion campaigns and should also try to improve the aspects of other brands of the company in order to make them popular

Conclusion

Precisely speaking growth and expansion of Indian chocolate market in the recent past has been hampered due to stiff excise duties on chocolates and also non availability of quality cocoa in the country. By conducting the study it is opined that customer perception towards the brand is a very important entity to the company as customers are king and no products can taste success without customers. Majority of the customers are happy with the brand and they recognize the brand logo as well recommend the Campco chocolates to others and are also familiar with variety of other brands produced by Campco Company. Hence it can be concluded that customer perception and attitude towards Campco chocolates is good. Campco in coming years can emerge as a major player in Honnavar and Bhatkal regions.

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