

A Study on Customer Satisfaction towards Christy Quality Foods at Erode

N.Gowtham

Department of Master of Business Administration,
Sengunthar Engineering College (Autonomous), Tiruchengode, India
gowtham74184@gmail.com

Dr.S.Nandhini 

Assistant Professor, Department of Master of Business Administration
Sengunthar Engineering College (Autonomous), Tiruchengode, India
snandhini.mba@scteng.co.in
<https://orcid.org/0009-0006-8111-5898>



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Abstract: Customer satisfaction plays a vital role in determining the success and sustainability of any business organization. The food processing industry particularly depends on maintaining quality standards and meeting customer expectations. This study focuses on analyzing customer satisfaction towards products offered by **Christy Quality Foods located in Erode. The research aims to evaluate customer perceptions regarding product quality, pricing, packaging, availability, and service. Data was collected from customers using a structured questionnaire and analyzed using statistical tools such as percentage analysis and charts. The findings indicate that product quality and taste are the major factors influencing customer satisfaction. The study concludes that maintaining consistent quality and improving distribution channels can enhance customer satisfaction levels further.

Keywords: Customer Satisfaction, Food Industry, Product Quality, Consumer Behavior, Christy Quality Foods

INTRODUCTION

Customer satisfaction is a key factor that determines the success of any organization in a competitive market environment. It refers to the degree to which a product or service meets or exceeds customer expectations. In the food industry, customer satisfaction is influenced by various factors such as product quality, taste, packaging, price, and availability. Organizations that focus on satisfying their customers are more likely to build strong brand loyalty and maintain long-term relationships with their consumers. Food processing companies in India have experienced rapid growth due to increasing demand for packaged food products. One such company is **Christy Quality Foods, which is well known for producing high-quality flour and food ingredients. The company has established a strong presence in the market by maintaining quality standards and ensuring customer satisfaction. However, understanding customer expectations and continuously improving product offerings is essential to remain competitive. This study focuses on analyzing the satisfaction level of customers towards Christy Quality Foods products in Erode. The research examines different factors affecting customer satisfaction and identifies areas where improvements can be made to enhance customer experience.

REVIEW OF LITERATURE

Kotler and Keller (2016) explained that customer satisfaction is the feeling of pleasure or disappointment resulting from comparing a product's perceived performance with customer expectations. When the performance exceeds expectations, customers are highly satisfied and tend to develop brand loyalty. Their study highlights that organizations should continuously monitor customer expectations to maintain long-term relationships.

Oliver (1997) conducted extensive research on consumer satisfaction and defined it as a psychological state resulting from the confirmation or disconfirmation of customer expectations. According to the study, product quality, value for money, and brand reputation are major determinants that influence customer satisfaction in consumer markets.

Parasuraman, Zeithaml, and Berry (1988) introduced the SERVQUAL model, which explains how service quality influences customer satisfaction. The model focuses on dimensions such as reliability, responsiveness, assurance, empathy, and tangibles. Their research indicates that when organizations provide consistent service quality, customer satisfaction and loyalty increase significantly.

Gupta and Sharma (2018) studied customer satisfaction in the packaged food industry in India and found that product freshness, quality, and packaging design are the most important factors influencing customer preferences. The study also suggested that effective distribution networks and availability of products improve customer satisfaction levels.

Ramesh and Kannan (2019) conducted research on consumer behavior in food product purchasing. Their study revealed that brand image and product quality play a crucial role in influencing consumer satisfaction and purchase decisions. Customers prefer brands that maintain consistent taste and quality over time.

Kumar (2020) analyzed customer satisfaction in the flour and food ingredients market and found that price competitiveness and product reliability significantly affect consumer loyalty. The study emphasized that companies should focus on maintaining high quality standards and transparent pricing strategies to retain customers.

OBJECTIVES OF THE STUDY

1. To study the level of customer satisfaction towards Christy Quality Foods products.
2. To analyze factors influencing customer satisfaction such as quality, price, and packaging.
3. To identify customer preferences regarding food products.
4. To evaluate the effectiveness of product availability and distribution.
5. To provide suggestions to improve customer satisfaction.

SCOPE OF THE STUDY

The scope of the study is limited to customers who purchase products of Christy Quality Foods in Erode. The research focuses on understanding customer opinions regarding product quality, pricing, packaging, and availability. The findings of this study will help the company improve its services and develop strategies to enhance customer satisfaction. The study also contributes to understanding consumer behavior in the food processing industry.

RESEARCH METHODOLOGY

Research Design

The study uses a descriptive research design to analyze customer satisfaction levels.

Data Collection

Primary Data:

Primary data was collected through questionnaires distributed to customers who regularly purchase Christy Quality Foods products.

Secondary Data:

Secondary data was collected from company websites, journals, articles, and previous research studies.

Sample Size

The study was conducted with 100 respondents in Erode.

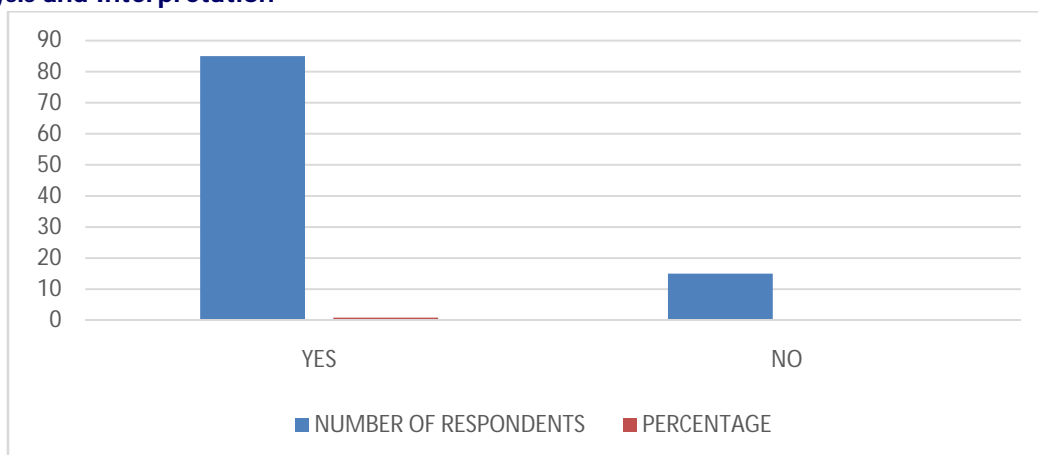
Sampling Method

Convenience sampling method was used to collect responses from customers.

Tools Used for Analysis

- Percentage Analysis
- Pie Charts
- Bar Charts

Data Analysis and Interpretation



Customer Awareness about Christy Quality Foods

Response	Number of Respondents	Percentage
Yes	85	85%
No	15	15%

Interpretation:

The majority of respondents (85%) are aware of Christy Quality Foods products, indicating strong brand recognition in the market.

Satisfaction Level towards Product Quality

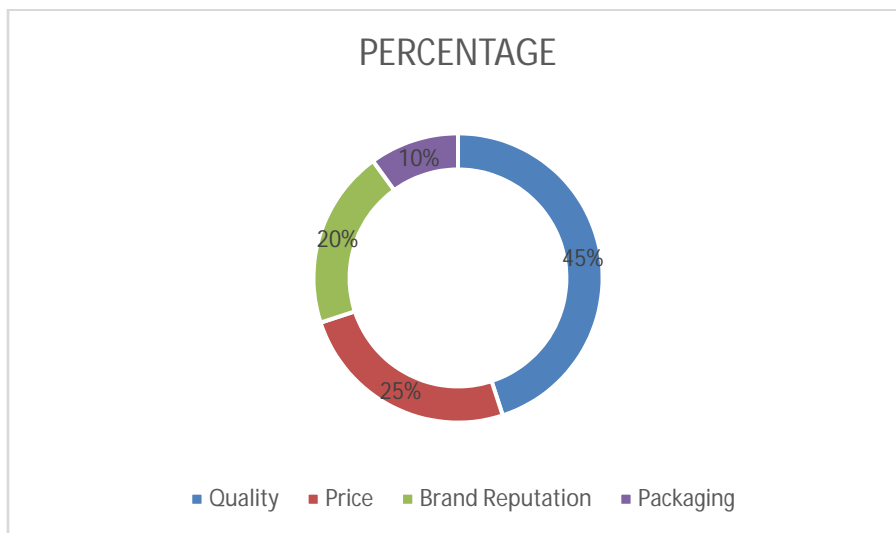
Satisfaction Level	Respondents	Percentage
Highly Satisfied	40	40%
Satisfied	35	35%
Neutral	15	15%
Dissatisfied	10	10%

Interpretation:

Most customers are satisfied with the quality of products offered by the company.

Factors Influencing Purchase Decision

Factor	Percentage
Quality	45%
Price	25%
Brand Reputation	20%
Packaging	10%

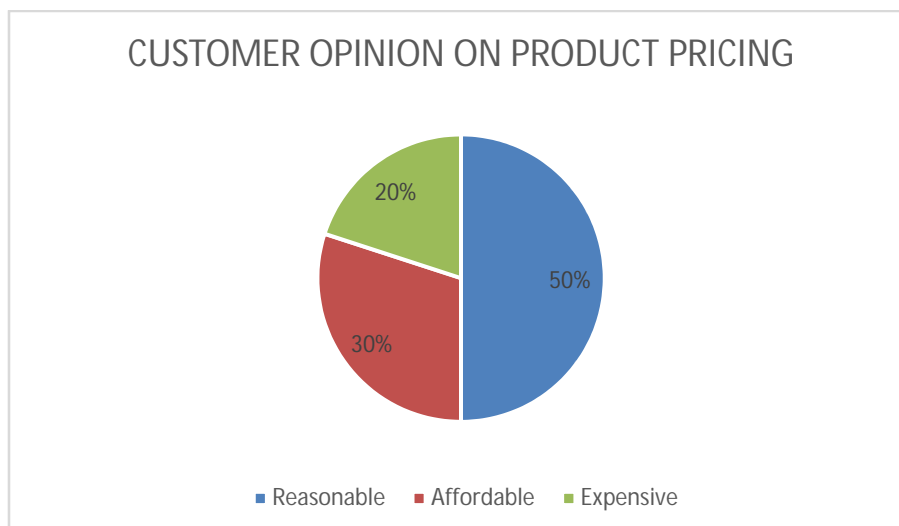


Interpretation:

Quality is the most important factor influencing customer purchase decisions.

Customer Opinion on Product Pricing

Opinion	Percentage
Reasonable	50%
Affordable	30%
Expensive	20%



Interpretation:

Most customers feel the pricing of Christy Quality Foods products is reasonable.

FINDINGS

1. Majority of customers are aware of Christy Quality Foods products.
2. Most respondents are satisfied with the quality of products.
3. Product quality is the main factor influencing purchase decisions.
4. Customers find the pricing to be reasonable.
5. Brand reputation plays an important role in attracting customers.

SUGGESTIONS

1. The company can improve marketing strategies to increase product awareness.
2. Introducing new varieties of food products can attract more customers.
3. Improving product availability in rural areas can increase sales.
4. Attractive packaging can enhance customer appeal.
5. Conducting regular customer feedback surveys can help the company understand consumer needs better.

CONCLUSION

Customer satisfaction is essential for the growth and sustainability of any organization in the competitive food industry. This study highlights that most customers are satisfied with the products offered by Christy Quality Foods. Product quality and brand reputation are the main factors influencing customer satisfaction. However, improving product availability and introducing innovative product varieties can further enhance customer satisfaction levels. By focusing on customer needs and maintaining high-quality standards, Christy Quality Foods can strengthen its market position and achieve long-term success.

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