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A STUDY ON CUSTOMER SATISFACTION TOWARDS ITC PRODUCTS WITH REFERENCE TO RAGHAVENDRA TRADERS

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ABSTRACT

Customer satisfaction is a critical factor for the success and sustainability of Fast-Moving Consumer Goods (FMCG) companies in today's highly competitive business environment. The present study, titled **"A Study on Customer Satisfaction Towards ITC Products with Reference to Raghavendra Traders,"** aims to evaluate the satisfaction levels of customers purchasing ITC products through Raghavendra Traders and to identify the key factors influencing their satisfaction and repurchase intentions.

The study is based on both primary and secondary data. Primary data were collected from 100 respondents through a structured questionnaire using a convenience sampling method. The study focused on major dimensions of customer satisfaction, including product quality, pricing and value for money, product availability, brand image, overall satisfaction, and repeat purchase intention. Statistical tools such as Percentage Analysis, Weighted Average Mean, Standard Deviation, and Chi-Square Test were used to analyze and interpret the data.

The findings reveal that the majority of customers are satisfied with ITC products. Product quality emerged as the strongest determinant of customer satisfaction, followed by brand image and product availability. Most respondents perceived ITC products as offering good value for money and expressed a positive attitude toward repeat purchases. The study also found a significant positive relationship between customer satisfaction and customer loyalty, indicating that satisfied customers are more likely to continue purchasing ITC products and recommend them to others.

The study concludes that ITC has successfully established a strong customer base through its quality products, trusted brand image, and effective distribution network. However, further improvements in promotional activities, pricing strategies, and customer engagement initiatives can enhance customer satisfaction levels. The findings provide valuable insights for ITC and Raghavendra Traders in formulating strategies to strengthen customer relationships, improve market performance, and achieve long-term business growth.

KEYWORDS

Customer Satisfaction, ITC Products, FMCG Industry, Consumer Behaviour, Product Quality, Brand Image, Value for Money, Customer Loyalty, Repeat Purchase Intention, Raghavendra Traders, Distribution Network, Marketing Strategy.

INTRODUCTION

The Fast-Moving Consumer Goods (FMCG) sector is one of the most important and dynamic sectors of the Indian economy. FMCG products include packaged foods, personal care products, household care items, stationery products, and other daily-use consumer goods that are purchased frequently and consumed rapidly. The sector plays a significant role in improving the quality of life of consumers by providing products that meet their everyday needs. With increasing competition among domestic and multinational companies, customer satisfaction has become a key factor for achieving sustainable growth and maintaining a competitive advantage in the marketplace.

Customer satisfaction refers to the degree to which a product or service meets or exceeds customer expectations. It is an important indicator of business performance because satisfied customers are more likely to make repeat purchases, remain loyal to the brand, and recommend the products to others through positive word-of-mouth communication. In the FMCG industry, where consumers have numerous alternatives and switching costs are very low, maintaining high levels of customer satisfaction is essential for long-term success.

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ITC Limited is one of India's leading FMCG companies with a diversified portfolio of products across categories such as packaged foods, personal care, home care, stationery, and hygiene products. Brands such as Aashirvaad, Sunfeast, Bingo, Yippee, Savlon, Fiama, Vivel, and Classmate have gained strong consumer acceptance due to their quality, innovation, and value. Through an extensive distribution network, ITC ensures that its products are available to consumers across urban and rural markets.

Raghavendra Traders serves as an important distributor of ITC products and plays a crucial role in making these products accessible to customers. The effectiveness of a distributor directly influences customer satisfaction through product availability, timely delivery, and service quality. Understanding customer perceptions towards ITC products at the distributor level helps identify strengths and areas requiring improvement.

The present study, titled "A Study on Customer Satisfaction Towards ITC Products with Reference to Raghavendra Traders," aims to evaluate customer satisfaction levels and analyze the factors influencing customer preferences and loyalty. The study focuses on important dimensions such as product quality, pricing, value for money, brand image, product availability, and repeat purchase intention. The findings of this study will provide valuable insights for both ITC Limited and Raghavendra Traders in enhancing customer satisfaction, strengthening customer relationships, and improving overall business performance in the highly competitive FMCG market.

REVIEW OF LITERATURE

1. Philip Kotler (Marketing Management)

- Customer satisfaction is the feeling of pleasure or disappointment resulting from comparing a product's perceived performance with customer expectations.
- Satisfaction influences customer loyalty, retention, and repeat purchase behavior.

2. Richard L. Oliver (1980) – Expectation Disconfirmation Theory

- Customer satisfaction depends on the comparison between expectations and actual product performance.
- Positive disconfirmation leads to satisfaction, while negative disconfirmation leads to dissatisfaction.

3. Study on Customer Satisfaction towards Hamam Soap

- Examined customer satisfaction in the FMCG soap sector.
- Found that product quality, price, and brand image are the major determinants of customer satisfaction.
- Highlighted the importance of maintaining quality standards in a competitive FMCG market.

4. Sonia and Garima Dalal (2014) – Satisfaction Level of Customers towards Consumer Goods Brands

- Studied customer satisfaction among rural consumers.
- Found that product availability, quality, and affordability significantly influence brand loyalty.
- Concluded that rural consumers increasingly prefer branded FMCG products.

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5. Study on Customer Satisfaction towards Online Shopping (IJFMR, 2024)

- Analyzed customer satisfaction in online purchasing.
- Identified convenience, product variety, and service quality as key satisfaction factors.
- Emphasized the growing role of digital channels in consumer purchasing decisions.

6. Study on Consumer Purchasing Behaviour towards E-Retailing (IJFMR, 2023)

- Investigated consumer satisfaction with e-retailing services.
- Found that competitive pricing, transparency, and product quality affect customer satisfaction.
- Reported that misleading information and defective products reduce customer trust.

7. FMCG Consumer Behaviour Studies

- Product quality remains the most important factor influencing customer satisfaction.
- Price perception and value for money strongly affect purchase decisions.
- Brand image and product availability contribute significantly to customer loyalty.

8. Conclusion from Literature Review

- Previous studies indicate that customer satisfaction is influenced by product quality, price, value for money, availability, and brand image.
- Customer satisfaction has a direct positive relationship with repeat purchase intention and brand loyalty.
- Limited studies have been conducted specifically on customer satisfaction towards ITC products at the distributor level, creating the need for the present study.

NEED OF THE STUDY

1. To understand the level of customer satisfaction towards ITC products among customers of Raghavendra Traders.
2. To identify the factors that influence customer satisfaction, such as product quality, price, brand image, and availability.
3. To examine customer perceptions regarding the quality and value offered by ITC products.
4. To analyze the relationship between customer satisfaction and repeat purchase intention.
5. To identify the strengths and weaknesses of ITC products from the customer's perspective.
6. To help Raghavendra Traders improve customer service and product availability.
7. To provide valuable suggestions for enhancing customer satisfaction and customer loyalty.
8. To support ITC in formulating effective marketing and distribution strategies.
9. To understand changing consumer preferences in the highly competitive FMCG market.
10. To contribute to academic knowledge on customer satisfaction in the FMCG sector and provide a basis for future research.

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SCOPE OF THE STUDY

1.Limited to customers of Raghavendra Traders.

2.Covers 100 respondents.

3.Focuses on ITC product categories such as packaged foods, personal care, stationery, and home care.

4.Examines quality, pricing, availability, brand image, and repurchase intention.

OBJECTIVES OF THE STUDY

1. To analyze the influence of product quality on customer satisfaction.
2. To examine the impact of pricing and perceived value.
3. To study the effect of product availability and distribution efficiency.
4. To analyze the relationship between customer satisfaction and repeat purchase intention.

DATA ANALYSIS & INTERPRETATION

SECTION A DEMOGRAPHIC ANALYSIS

TABLE 4.1 AGE GROUP OF RESPONDENTS

Age Group	Frequency	Percentage (%)
Below 20 Years	12	12.0
20 – 30 Years	38	38.0
31 – 40 Years	28	28.0
41 – 50 Years	16	16.0
Above 50 Years	6	6.0
Total	100	100.0

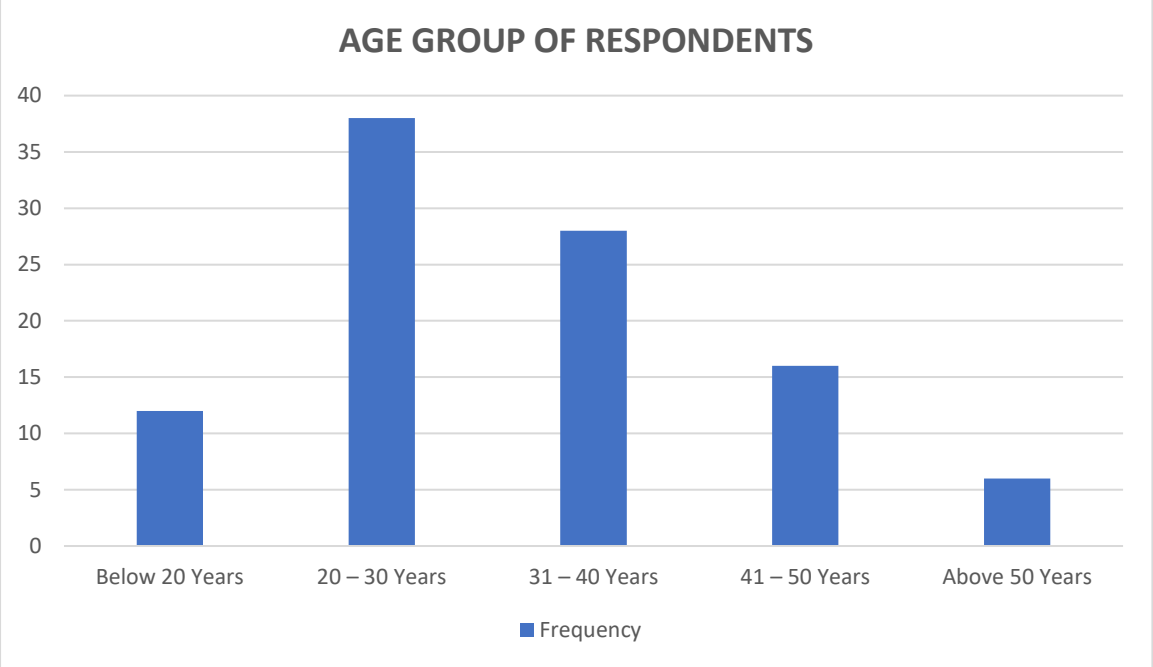
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Interpretation: The 20–30 years age group dominates at 38% confirming that ITC's primary consumer base at Raghavendra Traders is young adults with active consumption patterns. A combined 66% are below 40 years reflecting ITC's strong brand relevance among younger consumer segments driven by Sunfeast, Bingo, Yippee, and Engage products targeting youth. This young demographic profile has significant implications for digital communication and brand loyalty building strategies.

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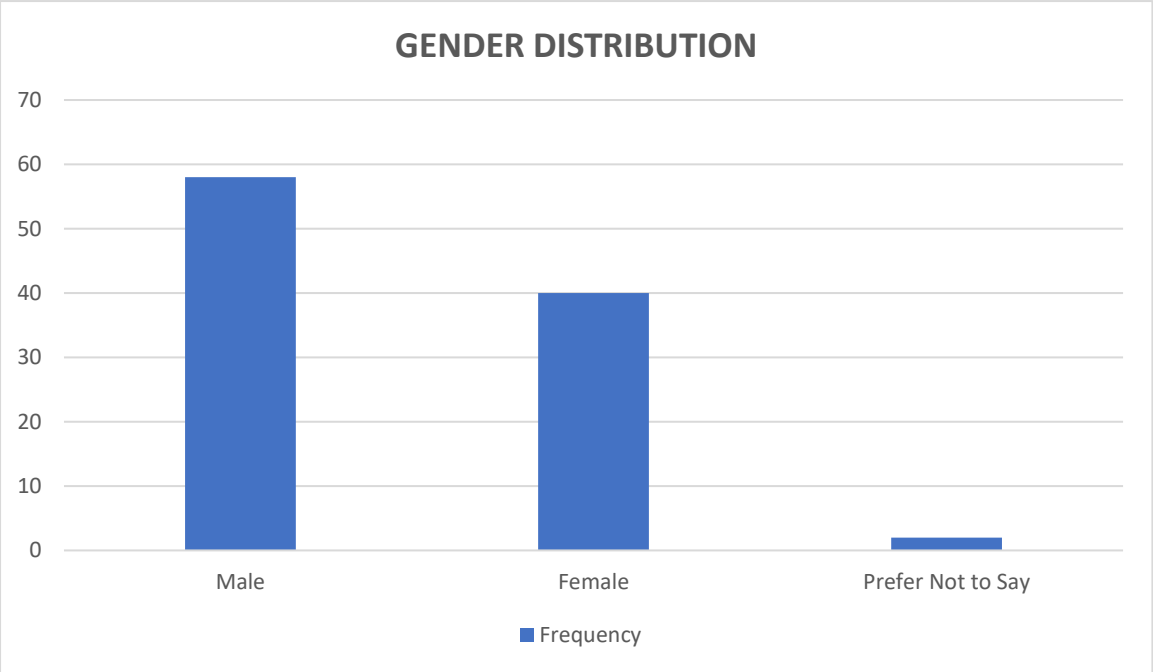
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TABLE 4.2 GENDER DISTRIBUTION

Gender	Frequency	Percentage (%)
Male	58	58.0
Female	40	40.0
Prefer Not to Say	2	2.0
Total	100	100.0



Interpretation: Male respondents constitute 58% reflecting higher male participation in purchasing from distribution points like Raghavendra Traders. The significant 40% female representation confirms meaningful female consumer engagement with ITC's personal care (Fiama, Vivel, Savlon) and packaged food product lines suggesting that gender-differentiated marketing communication and product availability management would improve both female satisfaction and purchase frequency.

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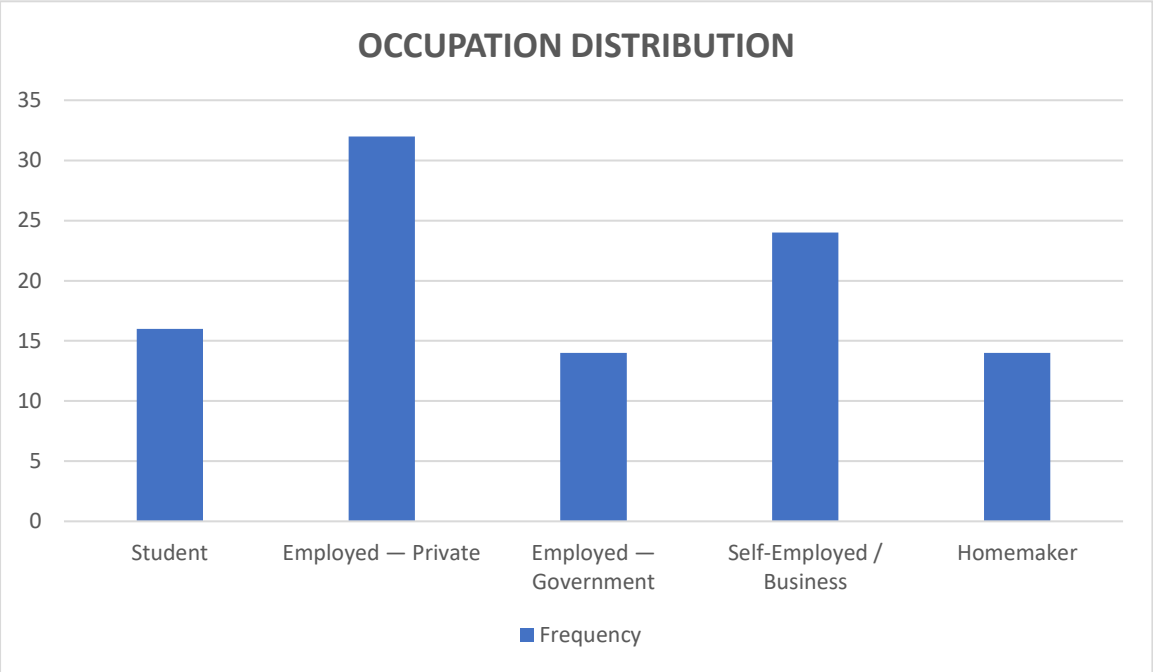
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TABLE 4.3 OCCUPATION DISTRIBUTION

Occupation	Frequency	Percentage (%)
Student	16	16.0
Employed — Private	32	32.0
Employed — Government	14	14.0
Self-Employed / Business	24	24.0
Homemaker	14	14.0
Total	100	100.0



Interpretation: Private sector employees dominate at 32% representing the primary income-earning, regular-purchasing consumer segment. Self-employed and business owners at 24% likely include retail sub-buyers purchasing ITC products for resale confirming Raghavendra Traders' role serving both end-consumers and micro-retailers. Students at 16% confirm ITC's strong youth engagement through biscuits, snacks, and stationery product lines.

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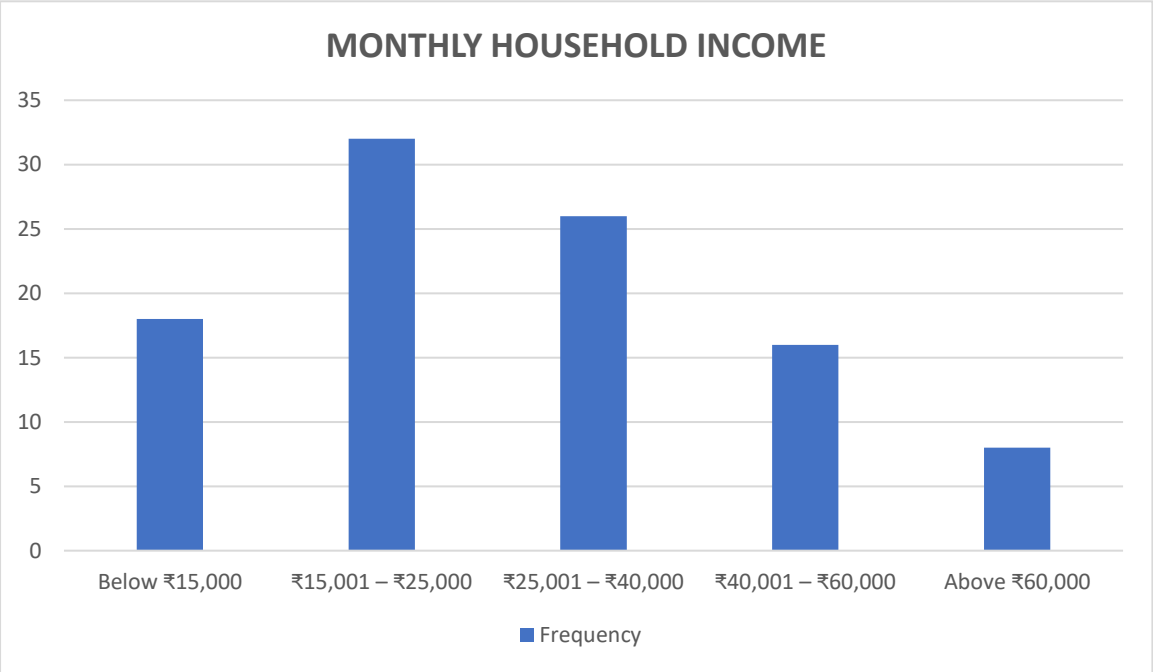
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TABLE 4.4 MONTHLY HOUSEHOLD INCOME

Income Level	Frequency	Percentage (%)
Below ₹15,000	18	18.0
₹15,001 – ₹25,000	32	32.0
₹25,001 – ₹40,000	26	26.0
₹40,001 – ₹60,000	16	16.0
Above ₹60,000	8	8.0
Total	100	100.0



Interpretation: The ₹15,001–₹25,000 income bracket dominates at 32% confirming ITC's strongest consumer penetration in the lower-middle income segment that forms the core target for Aashirvaad, Sunfeast, and Vivel. A combined 50% earn below ₹25,000 monthly establishing price-value perception as a commercially critical satisfaction dimension for the majority of Raghavendra Traders' ITC customer base.

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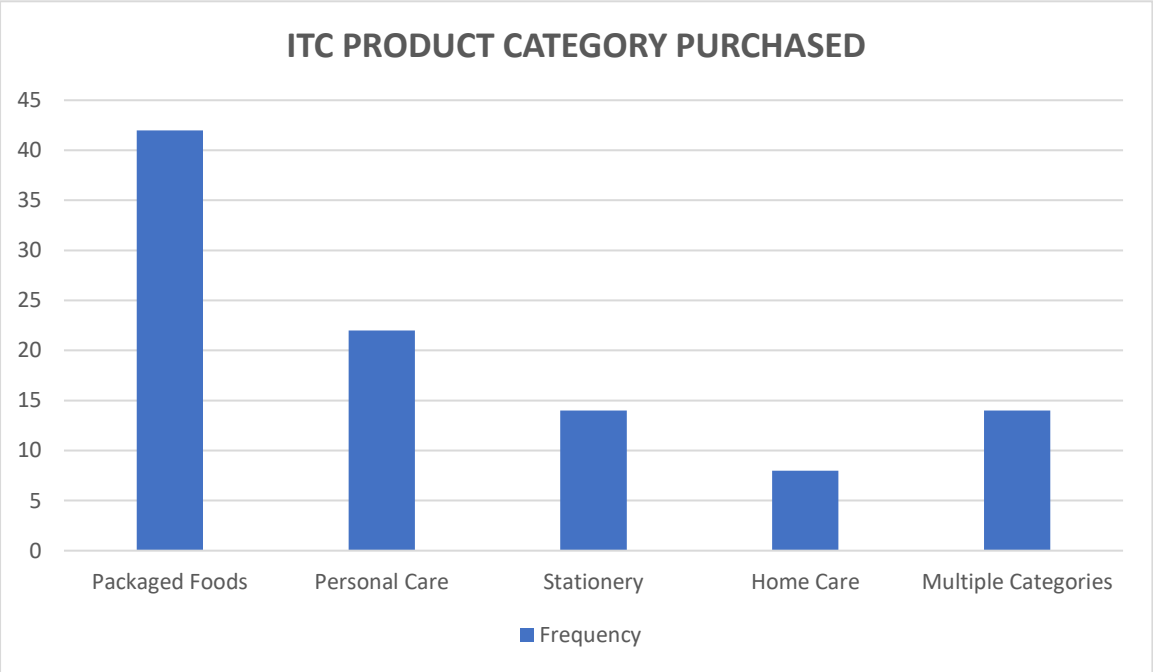
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TABLE 4.5 ITC PRODUCT CATEGORY PURCHASED

Product Category	Frequency	Percentage (%)
Packaged Foods	42	42.0
Personal Care	22	22.0
Stationery	14	14.0
Home Care	8	8.0
Multiple Categories	14	14.0
Total	100	100.0



Interpretation: Packaged foods dominate at 42% confirming ITC's food portfolio (Aashirvaad, Sunfeast, Bingo, Yippee) as the primary revenue and customer relationship driver at Raghavendra Traders. Personal care at 22% reflects growing Savlon and Fiama penetration. The 14% purchasing across multiple categories confirms successful cross-category loyalty a commercially valuable finding as multi-category buyers generate significantly higher customer lifetime value than single-category purchasers.

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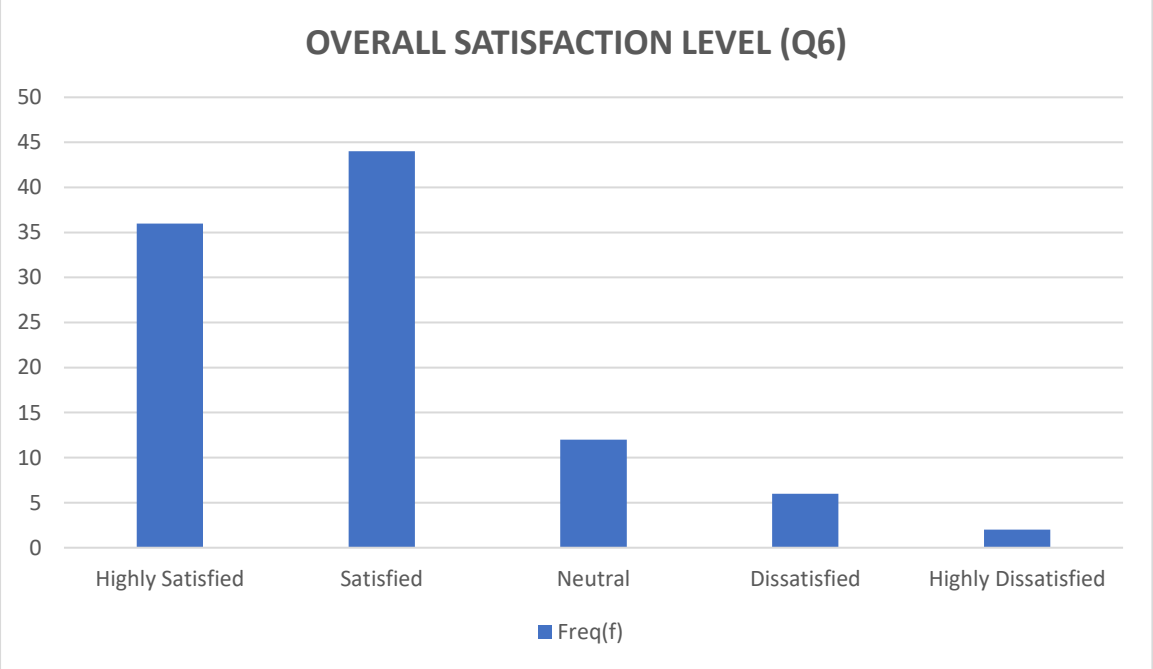
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SECTION B: OVERALL CUSTOMER SATISFACTION

TABLE 4.6: OVERALL SATISFACTION LEVEL

Response	Scale(x)	Freq(f)	f×x	$(x-\bar{x})$	$(x-\bar{x})^2$	$f(x-\bar{x})^2$
Highly Satisfied	5	36	180	0.96	0.922	33.18
Satisfied	4	44	176	−0.04	0.002	0.06
Neutral	3	12	36	−1.04	1.082	12.98
Dissatisfied	2	6	12	−2.04	4.162	24.97
Highly Dissatisfied	1	2	2	−3.04	9.242	18.48
Total		100	406			89.67

Mean = 406/100 = 4.06 | SD = √ (89.67/100) = 0.947



Interpretation: Overall satisfaction records a strong mean of 4.06 with 80% of respondents expressing Satisfied or Highly Satisfied and an impressively low SD of 0.947 confirming consistent cross-segment satisfaction. This strong overall satisfaction validates ITC's brand quality delivery and confirms that Raghavendra Traders effectively maintains the purchase experience standards that sustain ITC's consumer relationships. The 12% neutral and 8% dissatisfied represent an improvement opportunity worth systematic investigation.

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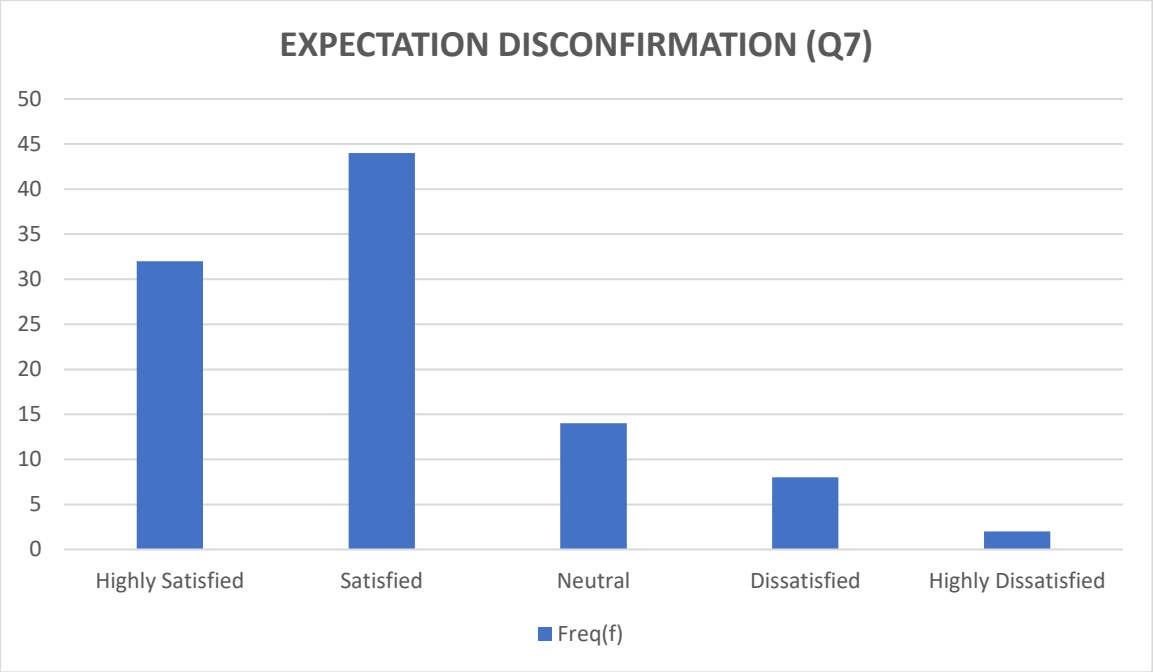
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TABLE 4.7 EXPECTATION DISCONFIRMATION

Response	Scale(x)	Freq(f)	f×x	$(x-\bar{x})$	$(x-\bar{x})^2$	$f(x-\bar{x})^2$
Strongly Agree	5	32	160	0.92	0.846	27.08
Agree	4	44	176	−0.08	0.006	0.30
Neutral	3	14	42	−1.08	1.166	16.33
Disagree	2	8	16	−2.08	4.326	34.61
Strongly Disagree	1	2	2	−3.08	9.486	18.97
Total		100	396			97.29

Mean = 396/100 = 3.96 | SD = √ (97.29/100) = 0.986



Interpretation: A mean of 3.96 with 76% agreement confirms that ITC products consistently meet or exceed customer expectations validating Oliver's Expectation-Disconfirmation Theory in the ITC context. The near-unity SD reflects strong cross-segment consensus on expectation fulfilment. The 14% neutral and 10% disagreement indicate a segment where expectation-performance gaps exist likely in premium-priced product lines where elevated price-point expectations are occasionally unmet.

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SECTION C PRODUCT QUALITY SATISFACTION

TABLE 4.8 PRODUCT QUALITY SATISFACTION (Q8)

Response	Scale(x)	Freq(f)	f×x	$(x-\bar{x})$	$(x-\bar{x})^2$	$f(x-\bar{x})^2$
Highly Satisfied	5	38	190	0.96	0.922	35.02
Satisfied	4	44	176	−0.04	0.002	0.06
Neutral	3	12	36	−1.04	1.082	12.98
Dissatisfied	2	4	8	−2.04	4.162	16.65
Highly Dissatisfied	1	2	2	−3.04	9.242	18.48
Total		100	412			83.19

Mean = 412/100 = 4.12 | SD = √ (83.19/100) = 0.912



Interpretation: Product quality records the highest mean in the study at 4.12 with 82% satisfaction (HS+S) and the lowest SD (0.912) — confirming that product quality is ITC's single greatest strength in customer satisfaction generation and the most consistently experienced positive dimension across all customer segments. This finding validates ITC's sustained R&D and quality investment strategy — confirming that quality excellence is both the primary satisfaction driver and the foundational competitive advantage sustaining ITC's FMCG market position.

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TABLE 4.9 QUALITY CONSISTENCY

Response	Scale(x)	Freq(f)	f×x	$(x-\bar{x})$	$(x-\bar{x})^2$	$f(x-\bar{x})^2$
Strongly Agree	5	34	170	0.96	0.922	31.34
Agree	4	42	168	−0.04	0.002	0.06
Neutral	3	14	42	−1.04	1.082	15.14
Disagree	2	8	16	−2.04	4.162	33.29
Strongly Disagree	1	2	2	−3.04	9.242	18.48
Total		100	398			98.31

Mean = 398/100 = 3.98 | SD = √ (98.31/100) = 0.991



Interpretation: Quality consistency records a mean of 3.98 with 76% agreement — confirming that ITC's manufacturing quality control systems successfully deliver consistent product standards across purchase occasions. The 14% neutral and 10% disagreement suggest occasional batch variation experiences — particularly in perishable food products where cold chain management and shelf life affect freshness consistency. Raghavendra Traders' storage and inventory management directly influences this consistency dimension.

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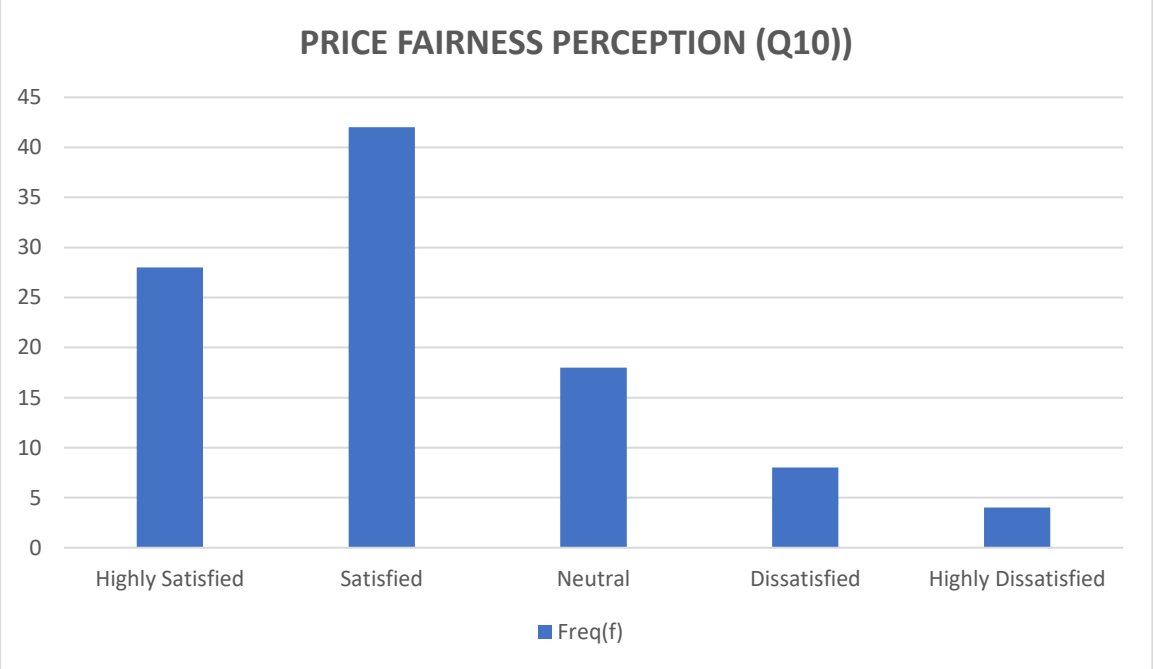
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SECTION D — PRICING AND VALUE SATISFACTION

TABLE 4.10 — PRICE FAIRNESS PERCEPTION (Q10)

Response	Scale(x)	Freq(f)	f×x	$(x-\bar{x})$	$(x-\bar{x})^2$	$f(x-\bar{x})^2$
Strongly Agree	5	28	140	0.84	0.706	19.76
Agree	4	42	168	−0.16	0.026	1.07
Neutral	3	18	54	−1.16	1.346	24.22
Disagree	2	8	16	−2.16	4.666	37.33
Strongly Disagree	1	4	4	−3.16	9.986	39.94
Total		100	382			122.32

Mean = 382/100 = 3.82 | SD = √(122.32/100) = 1.106



Interpretation: Price fairness records a mean of 3.82 with 70% agreement — a positive finding but with the study's second-widest SD (1.106) indicating greater price perception variation than quality dimensions. The 18% neutral and 12% disagreement — concentrated in lower-income segments — confirm price sensitivity as a satisfaction risk factor for ITC's value positioning in competitive FMCG categories. Promotional offers and economy pack availability are the primary tools for sustaining price satisfaction in this income-sensitive customer base.

FINDINGS

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1. Overall customer satisfaction towards ITC products is high.
2. Product quality is the strongest factor influencing satisfaction.
3. Brand image enjoys strong customer acceptance.
4. Customers perceive ITC products as offering good value for money.
5. Product availability is generally satisfactory.
6. There is a significant positive relationship between customer satisfaction and repeat purchase intention.
7. Promotional activities and distributor service quality require improvement.

SUGGESTIONS

1. Improve distributor and retailer service quality.
2. Increase promotional offers and customer engagement programs.
3. Strengthen inventory management to avoid stock shortages.
4. Introduce customer loyalty and referral programs.
5. Enhance communication of value-for-money benefits.
6. Focus on continuous quality improvement across product categories.

CONCLUSION

The study concludes that customers are highly satisfied with ITC products sold through Raghavendra Traders. Product quality, brand image, and value for money are the major contributors to satisfaction. The significant association between satisfaction and repeat purchase intention indicates strong customer loyalty. By improving promotions and service quality, ITC can further enhance customer satisfaction and long-term business performance.

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