A Study on Customer Satisfaction Towards Paper Boat Soft Drink with Reference to Coimbatore City

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<u>Abstract</u>

Customer satisfaction plays a vital role in determining the success of any brand in the competitive beverage industry. This study explores customer satisfaction towards Paper Boat soft drinks in Coimbatore city. The research aims to analyses factors such as taste, packaging, pricing, availability, and brand perception that influence consumer preferences. A survey-based approach is adopted to gather data from a diverse group of respondents. The study also examines the impact of traditional flavours and natural ingredients on customer loyalty. The findings provide valuable insights into consumer behaviour and offer recommendations for improving customer satisfaction, thereby enhancing brand growth in the market.

Keywords: Customer Satisfaction, Consumer Preference- Perception-Loyalty,

INTRODUCTION

Customer satisfaction is referred to as the study of when, why, how, where and what people do or do not buy products. It blends elements from psychology, sociology, social, anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual Customer s such as demographics and satisfaction variables in an attempt to understand people's wants. It also tries to assess influences on the Customer from groups such as family, friends, reference groups, and society in general.

Another definition of Customer satisfaction is given by Blackwell, Miniard and Engel. Customer satisfaction involves the activities people undertake when obtaining, consuming, and disposing of products and services. So, in this section the satisfaction and the influencing forces can be analysed.

OBJECTIVES OF THE STUDY

1. To study the factors that influence the consumers to consume Paper Boat Beverage.

2. To study the customer satisfaction towards consumption of Paper Boat.

3. To determine the extent to which consumption of the Paper Boat product is being influenced by the advertising.

REVIEW OF LITERATURE

Paper Boat was launched in **2009 by Hector Beverages**, and it differentiated itself from the competition by offering traditional Indian drinks (such as Aam Panna, Jaljeera, and Thandai) in modern, convenient packaging. The brand quickly attracted attention for its focus on nostalgia and Indian heritage.

Sharma & Chatterjee (2011), Paper Boat's positioning of "reminiscent drinks" aimed to evoke memories of childhood and Indian traditions, which resonated with Indian consumers who valued cultural and emotional connections.

Srinivasan (2012) highlighted that Paper Boat's appeal stemmed from its ability to provide an alternative to the sugary and artificial beverages commonly available in the market, tapping into the growing desire for healthier, more natural products. By emphasizing authentic flavours and traditional recipes, Paper Boat positioned itself as a premium, yet nostalgic, option in the Indian beverage market.

Kumar & Singh (2014) found that Paper Boat's focus on natural ingredients (without artificial colours or preservatives) appealed to health-conscious consumers, especially as the Indian market grew increasingly aware of the harmful effects of sugary drinks.

Rao & Bansal (2015) argued that the brand's creative, emotional storytelling approach in advertisements set it apart from more conventional, product-centric ads in the industry. The campaign "Drink to Remember" became widely recognized for its emotional appeal, which celebrated the simplicity of life and traditional Indian flavours.

RESEARCH METHODOLOGY

INTRODUCTION TO RESEARCH

*   Research methodology is a way to systematically solve the research problems. It may be understood as a science of studying how research is done scientifically. It includes the overall research design, the sampling procedure, data collection method and analysis procedure. The following are the various components that constitute the research methodology.

RESEARCH DESIGN

*   The research design is descriptive studies. Descriptive studies are well structured, they tend to be rigid and its approach cannot be changed every now.

TYPE OF RESEARCH

- The present type of research belongs to the category of 'Descriptive study'. Descriptive study is undertaken when the researcher is interested in knowing the characteristics of certain groups, assessing behavior, making projections or for determining the relationship between one or more variables.

SAMPLING PROCEDURE

- Non-probability sampling method involves a deliberate selection of particular units of the universe for constituting a sample which request the universe. Non probability sampling is any procedure in which elements will not have the equal opportunities of being included in a sample.

- Sampling method – Non-Probability Convenient sampling method

TOOLS AND TECHNIQUES USED

SIMPLE PERCENTAGE ANALYSIS

Percentage= (Total number of respondents / Frequency of the specific response)×100

CHI-SQUARE TEST

$$\chi2=\sum (O-E)^2 / E$$

Where:

O = Observed frequency (the actual data you collected)

E= Expected frequency (the frequency you would expect based on the null hypothesis)

$\sum$ = Summation across all categories or cells

LIMITATION OF THE STUDY

- Due to the time constrain all the consumers were not covered.

- The entire respondents are not willing to provide all the information with regard to their experiences.

- here are some respondents who doesn't have the knowledge of Paper Boats, so gathering the survey seems a difficult part.

- The scope of the study is restricted only to the Coimbatore district, have the result is not applicable to other than the Coimbatore district.

ANALYSIS AND INTERPRETATION

CHI- SQUARE TEST

To find the significant difference age of the respondents and recommendation of paper boat

Hypothesis

Null hypothesis (H_o): There is no statistically significant difference between age of the respondents and recommendation of paper boat.

Alternate hypothesis (H_a): There is statistically significant difference between age of the respondents and recommendation of paper boat.

Age of the respondents		Recommendation of Paper Boat			Total
		Definitely	Maybe	No	
	Less than 18 years	13	4	1	18
	18 - 25 years	29	55	10	94
	25 - 35 years	2	1	0	3
	Above 35 years	0	2	3	5
Total		44	62	14	120

VALUE CALCULATION

O	E	O-E	$(O-E)^2$	$(O-E)^2/E$
13	6.6	6.4	40.96	6.2
29	34.5	-5.5	30.25	0.87
2	1.1	0.9	0.81	-0.29
0	1.8	-1.8	3.24	1.44
4	9.3	-5.3	28.09	18.79
55	48.6	6.4	40.96	-7.64
1	1.55	-0.55	0.3025	-1.25
2	2.6	-0.6	0.36	-2.24
1	2.1	-1.1	1.21	-0.89
10	11	-1	1	-10
0	0.35	-0.35	0.1225	-0.227
3	0.6	2.4	5.76	5.16
				9.923

Level of Significant =5%

Degree of freedom = (R-1) (C-1)

(3-1) (4-1) = 6

Table value at 5% level of significance and df = 6 ($X^2_{0.05}$ = 12.592)

Calculated value = 9.923

Table value = 12.592

Calculated Value < Table Value

Thus, the calculated value is lesser than table value.

There is a no significant association between age of the respondents and recommendation of paper boat.

INTERPRETATION

From the Analysis, Calculated value (9.923) is lesser than the Table value (12.592), so the respondents are not recommending the paper boat. Hence, we infer there is a no significant association between age of the respondents and recommendation of paper boat.

SUGGESTIONS

- They can consider how well their current positioning fits within life style and psychographics of consumers and strengthening the ways in which self – branding connects in its ads.

- Enhance the environment with the respect to the product category and link it up with the involvement levels of brands.

- The main thing to recommend is to develop a greater number of television advertisements, visual merchandising and some emotional story of how paper boat is helping farmers.

- In Quality control and consistency, ensure that consistent taste and quality across all branches and emphasize natural ingredients and health benefits of the drink.

CONCLUSION

Paper Boat achieves high customer satisfaction primarily through its unique nostalgic appeal by offering traditional Indian Flavors, attractive packaging, and effective storytelling, which strongly connects consumers to childhood memories; however, the brand should continue to focus on maintaining quality, ensuring wider availability, and potentially exploring ways to further enhance its perceived nutritional value to solidify its market position.

The most significant driver of customer satisfaction is the strong emotional connection created by reviving traditional Indian flavours and associating them with childhood memories. Paper Boat's customer satisfaction is largely driven by its unique brand identity focused on nostalgia and authentic Indian Flavors, but continuous efforts to address potential concerns regarding nutrition and distribution can further strengthen its market position.

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