



International Journal of Advance Studies and Growth Evaluation

A Study on Customer Satisfaction of Fafodil (AMB Farms and Foods International LLP) among Dindigul

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Article Info.

E-ISSN: 2583-6528

Impact Factor (QJIF): 8.4

Peer Reviewed Journal

Available online:

www.alladvancejournal.com

Received: 12/April/2026

Accepted: 08/May/2026

Abstract

The study aims to analyse the level of customer satisfaction towards Fafodil products and to understand customer perceptions regarding quality, price, packaging, and availability. The research is based on both primary and secondary data. Primary data was collected through a structured questionnaire using a 5-point Likert scale from 105 respondents in Dindigul district. Secondary data was collected from books, journals, and company-related sources. The study adopts a descriptive research design and uses simple random sampling for selecting respondents. Statistical tools such as percentage analysis, chi-square test, and correlation analysis were used to analyse the collected data. The results indicate that the majority of customers are satisfied with the quality and packaging of Fafodil products the findings suggest that while the company has a strong position in terms of product quality and customer trust, there is scope for improvement in areas such as product availability and promotional activities in the Dindigul district.

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Keywords: Customer Satisfaction, Product Quality, Food Processing Industry, Fafodil product

1. Introduction

Customer satisfaction is one of the most important factors for the success and growth of any business organization. In today's competitive market environment, companies must focus on understanding customer needs, preferences, and expectations in order to retain existing customers and attract new ones. Customer satisfaction not only influences repeat purchase behaviour but also helps in building strong brand loyalty and positive word-of-mouth. In the food processing industry, customer satisfaction plays a crucial role because consumers are highly concerned about product quality, safety, hygiene, price, and availability.

Statement of the Problem

In today's competitive market, customer satisfaction has become a critical factor for the success and sustainability of any business organization. Companies operating in the food processing industry must consistently meet customer

expectations in terms of product quality, price, packaging, and availability. Failure to satisfy customers may lead to loss of market share and reduced customer loyalty.

2. Objective of the Study

Primary Objective

- To study the level of customer satisfaction towards Fafodil products of AMB Farms and Foods International LLP in Dindigul district.

Secondary Objective

- To analyse customer perception towards Fafodil products.
- To evaluate the quality of Fafodil products.
- To examine customer satisfaction with price, packaging, and availability.

Need of the Study

In today's competitive business environment, understanding

customer satisfaction has become essential for the growth and survival of any organization. Customer satisfaction helps companies to identify whether their products and services meet customer expectations and requirements.

Scope of the Study

The study defines the boundaries and coverage of the research work. This study focuses on analysing the customer satisfaction towards Fafodil products of AMB Farms and Foods International LLP among customers in Dindigul district.

Hypothesis of the Study

H₀ (Null Hypothesis): There is no significant relationship between demographic factors (such as age, gender, income) and customer satisfaction towards Fafodil products.

H₁ (Alternative Hypothesis): There is a significant relationship between demographic factors and customer satisfaction towards Fafodil products.

Research Design

Research design refers to the overall plan or framework used to collect, measure, and analyze data in a systematic manner. It helps the researcher to conduct the study efficiently and ensures that the research objectives are achieved.

3. Research Methodology

Research methodology refers to the systematic way of collecting, analyzing, and interpreting data to achieve the objectives of the study. It provides a clear framework for conducting the research effectively.

Sampling Design

Sampling design refers to the method of selecting a sample from the population for the purpose of conducting the study. It helps the researcher to collect relevant data in a systematic and efficient manner.

Sampling Size

A total of 105 respondents were selected for the study from Dindigul.

4. Methods of Data Collection

Primary Data

Primary data refers to the data collected directly from respondents for the first time. In this study, primary data was collected from customers in Dindigul district.

Methods Used

- Structured Questionnaire
- Personal Interaction
- Survey Method

Secondary Data

Secondary data refers to data that has already been collected and published by others. It was used to support the study and provide background information.

Sources of Secondary Data

- Books and textbooks
- Research journals and articles
- Websites and online sources
- Company-related information

5. Analytical Tool For The Study

The Tools Used are

- Percentage analysis
- Chi-square test
- Correlation analysis

Percentage Analysis

Percentage analysis is used to express the data in percentage form. It helps in understanding the proportion of respondents for each response.

Chi-Square Test

Chi-square test is used to find out whether there is a significant relationship between two variables such as age and customer.

Correlation Analysis

Correlation analysis is used to measure the relationship between two variables, such as price and customer satisfaction.

Period of the Study

The study was done in the period of 4 months from 07.01.2026 to 30.04.2026.

Limitation of the Study

- The study is based on a sample of only 50 respondents, which may not fully represent the entire population.
- The study is confined only to Dindigul district. Hence, the results cannot be generalized to other regions.

Company Profile

Established on 30 November 2023, AMB Farms & Foods International LLP was founded as a harmonious confluence of agricultural wisdom and modern food innovation. At its helm is Mr. Mohamed Yusuf Ansari, who's remarkable thirty years of experience in farming, product development and exports has shaped the company's vision and direction. His expertise in growth management, regulatory compliance and international trade provides AMB with a strong foundation of knowledge, leadership and credibility.

Vision

- To become a leading provider of high-quality agricultural and processed food products in domestic and international markets.

Mission

- To ensure customer satisfaction through quality products
- To support farmers through contract farming

6. Data Analysis and Interpretation

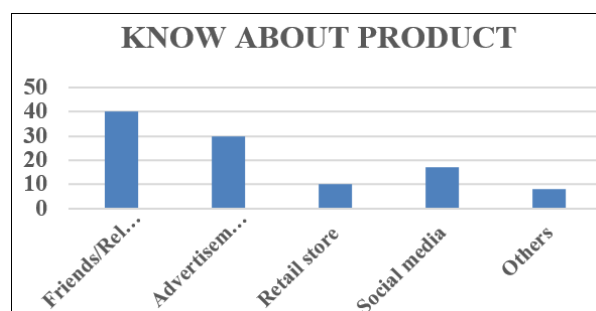


Fig 1: Know Fafodil Products

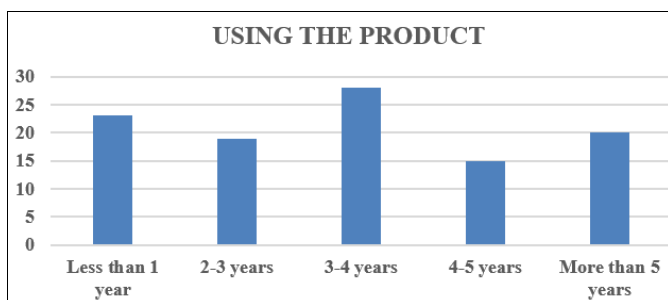


Fig 2: Using Fafodil Product

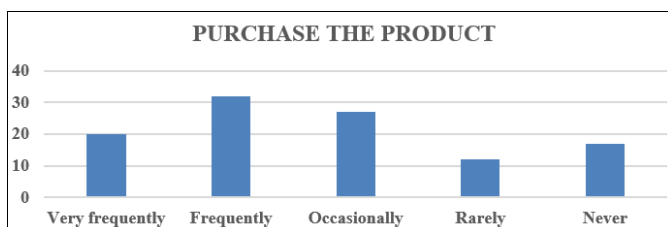


Fig 3: Purchase Fafodil Product

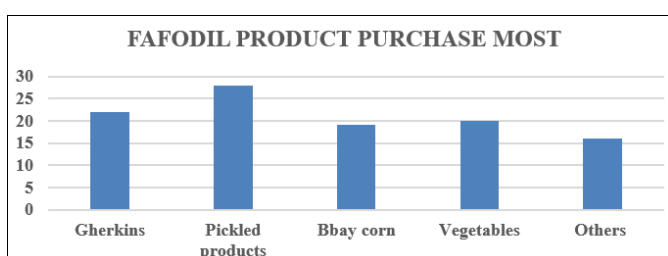


Fig 4: Fafodil Product Purchase Most

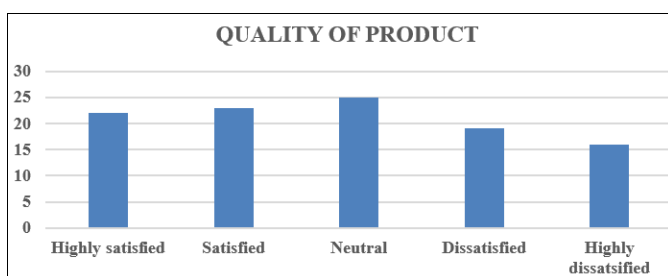


Fig 5: Quality of the Product

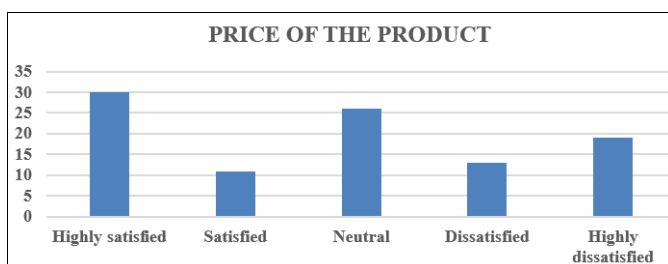


Fig 6: Satisfaction of the Price

7. Suggestion

- The company should increase advertising and promotional activities through the social media marketing and local advertisements.
- The company should collect regular feedback from customer to understand their expectation and improve quality of the product.
- The company should collaborate with local retailers and distributors to improve the availability of products in rural and semi- urban areas.

Conclusion

The study found that customer is generally satisfied with the quality, packaging and availability of fafodil products. The company strictly follows quality standards and sustainable agricultural practices, ensuring that products meet international foods safety requirements. Overall, the study concludes that fafodil has strong potential for growth due to its commitment to quality, sustainability and customer satisfaction.

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