

**‘A STUDY ON CUSTOMER SATISFACTION FROM PEEVEES
THANIMA FOODS WITH SPECIAL REFERENCE TO
PATTAMBI MUNICIPALITY ’**

**PROJECT REPORT
SUBMITTED TO
UNIVERSITY OF CALICUT**



In partial fulfilment of the requirement for the award of degree of

BACHELOR OF COMMERCE

Submitted by

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(REG.NO. IGAWBCM059)

Under the guidance of

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IDEAL ARTS AND SCIENCE COLLEGE,

CHERPULASSERY

(Affiliated to calicut university)

(2022-2025)

DECLARATION

I HUSSAIN S do hereby declare that the project report entitled 'A STUDY ON CUSTOMER SATISFACTION FROM PEEVEES THANIMA FOODS WITH SPECIAL REFERENCE TO PATTAMBI MUNICIPALITY' is a fulfilment of the requirement for the award of the Degree of Bachelor of Commerce. This is record of original work done by me during the period of study at IDEAL ARTS AND SCIENCE COLLEGE, CHERPULASSERY, under the guidance of Mrs. **NISHA P.R** Assistant Professor in Department of Commerce and Management Studies. I also declare that this project report has not been previously submitted by me for anybody fully or partially for the award of any degree, diploma or other similar title.

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CERTIFICATE

This is to certify that the Project Report entitled ‘A STUDY ON CUSTOMER SATISFACTION FROM PEEVEES THANIMA FOODS WITH SPECIAL REFERENCE TO PATTAMBI MUNICIPALITY’ is a bonafide work done by HUSSAIN S (Reg. No. **IGAWBCM059**) of 6th semester B. Com computer Application programme (2022-25) of the college under my supervision and guidance for submission to the University of Calicut in partial fulfilment of the requirement for award of degree of Bachelor of Commerce. Further, the Project Report has not formed the basis for award of any degree/diploma/Fellowship or any other similar title to any candidate of any university or other educational institution.

The student is permitted to submit the same for evaluation.

Cherppulassery,

NISHA P. R

Date :

Countersigned by the Head:

External Examiner:

ACKNOWLEDGMENT

I am glad to express my profound gratitude of all who have rendered their valuable time for the completion of the project

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I wish to extend my thanks to all of my friends for their co-operation and all of other staff numbers of the department of the commerce and who helped me directly or indirectly to complete this work.

Cherppulassery

HUSSAIN S

Date :

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

In today's competitive food industry, customer satisfaction is one of the most critical aspects of a business's success. Customers are increasingly becoming more discerning in their choices, and businesses must adapt to their preferences, desires, and expectations to remain viable. This study focuses on examining the level of customer satisfaction with Peevee's Thanima Foods, a well-known food service provider in the Pattambi Municipality, Kerala. Peevee's Thanima Foods has gained popularity for offering a variety of culinary delights, including local specialties and fast foods. The aim of this study is to explore the factors that influence customer satisfaction, understand the key drivers of customer loyalty, and assess the overall customer experience in relation to the services offered by the establishment. Pattambi Municipality, located in the Palakkad district of Kerala, is home to a diverse community with varying tastes and preferences. It is an area that has witnessed rapid urbanization and growth in the number of eateries and food vendors. In this context, businesses like Peevee's Thanima Foods must strive to maintain high standards of quality and customer service to stay competitive. The food industry in Pattambi has witnessed a growing demand for both traditional Kerala cuisine and global food trends, offering an opportunity for local food businesses to thrive. The scope of this study is to analyze the factors that impact customer satisfaction specifically at Peevee's Thanima Foods, including food quality, pricing, service, ambiance, and the overall customer service experience. By gaining insights into these factors, the study aims to provide recommendations that can help the management of Peevee's Thanima Foods enhance customer retention, improve service delivery, and ultimately boost their competitive edge in the market. The significance of this study lies in its potential to serve as a valuable resource for food service providers in Pattambi and similar regions, offering an understanding of customer expectations and helping to improve the operational standards of food

businesses. Furthermore, it aims to contribute to the existing body of knowledge on customer satisfaction within the food service industry in Kerala, providing practical insights for both practitioners and researchers alike. This study is structured in the following sections: first, an overview of the research methodology and data collection methods will be provided, followed by a detailed analysis of the findings, and finally, recommendations based on the conclusions drawn from the study. Through this research, we aim to highlight the factors that influence customer satisfaction at Peevee's Thanima Foods and offer suggestions to enhance its service quality in a competitive food market.

1.2 STATEMENT OF THE PROBLEM

Customer satisfaction is a crucial determinant of business success, as it directly influences customer retention, repeat purchases, and overall brand reputation. In the context of Peevees Thanima Foods, a local food provider operating within Pattambi Municipality, understanding customer satisfaction is of paramount importance to ensure continued growth, competitive advantage, and customer loyalty. Despite the growing number of food service providers and the increasing expectations of customers, there has been little in-depth study or analysis of how well Peevees Thanima Foods meets the needs and expectations of its clientele. The problem faced by Peevees Thanima Foods, like many other food providers, is that the food industry is highly competitive and customer expectations are constantly evolving. While the business has maintained a steady customer base, there has been limited feedback regarding their level of satisfaction, which hampers the company's ability to identify areas for improvement or potential growth. There is a lack of clarity on whether factors such as food quality, customer service, pricing, ambiance, and delivery time are being fully met in the eyes of the customers.

1.3 SIGNIFICANCE OF THE STUDY

Customer satisfaction is a critical component in the success and sustainability of any business. In the context of food businesses, customer satisfaction becomes even more important due to the highly competitive nature of the food industry. Customers are not only looking for quality food but also for good service, reasonable pricing, and a pleasant overall experience. Peevees Thanima Foods, a well-known establishment in the Pattambi Municipality, has become a focal point for study due to its prominence in the local food sector. Understanding the level of customer satisfaction at Peevees Thanima Foods is of great importance for the business to maintain its position in the market, address potential issues, and align its services with customer expectations.

1.4 SCOPE OF THE STUDY

In this study, the researcher made maximum effort to make this study a success, by collecting primary and secondary data directly by meeting the PeeVees Thanima foods customer's and specifying much more time for analysing collected data, even though inadequate time, poor response of respondents, limited number of samples etc. made the scope of this study limited.

1.5 OBJECTIVES OF THE STUDY

- To identify the level of satisfaction of customers
- To identify key factors influencing customer satisfaction
- To understand the key areas for enhancing customer satisfaction

1.6 RESEARCH METHODOLOGY

Research is done for collecting the information that helps to solve certain problem effectively. It is a frame work with a specific logic from the researcher to find out a reasonable solution for a problem, research is a step-by-step activity which needs to be accurate and reliable. It is completed when the researcher gets proper solutions for his task. It aims at definite solutions within a particular per

Research Design

The study is based on descriptive research design

1.6.1 Types of data used

Data are the new materials in which the research works. The task of data collection begins after research problem has been defined and research design chalked out. The data collection is classified as primary data and secondary data.

► Primary data

Primary data are collected directly by way of using questionnaire as well as by meeting the company managers, service head, store keeper and also few sales executives. So, it will be reliable and accurate and can easily by respondent.

► Secondary data

These are data already collected and recorded. Here secondary data were collected from the internet, articles and also from previous works done in the same field

1.6.2 SAMPLING DESIGN

Convenient sampling is used for the purpose of the study

1.6.3 SAMPLE SIZE

Sample size is collected from 50 respondents from Pattambi municipality using questionnaire.

1.6.4 TOOLS FOR DATA COLLECTION

Primary data are collected using questionnaire as tool for data collection.

1.6.5 TOOLS FOR ANALYSIS

For analysis and presentation of the data, tables, bar charts and pie chart are used.

1.6.6 PERIOD OF STUDY

The period which is taken to complete the study is 21 days. Starting from 01/01/2025 to 21/01/2025

1.7 LIMITATIONS OF THE STUDY

- The period of study was not enough to collect analysis data in details.
- The responses from the respondents were not up expected level.
- This study is based on limited no. of samples selected from a specific area. Therefore the results of this may not be accurate while generalizing.

CHAPTER 2

REVIEW OF LITERATURE

REVIEW OF LITERATURE

Abinaya. P, Kanimozhi.S and Subramani. A.K, 2015, "The Role of Emotional Intelligence in Customer Satisfaction" this article examine the Masala products encountered a lot of hurdles, since selling masala powders during those days to the oriental women who are traditionally conservative, it was not easy to sell. It was concept sealing on "Easy Cooking" rather than marketing food products with self-rule and tenacious attempts it was able to get into the kitchens of our country and the rest of the world. The main objective of this research is to identify the customer satisfaction towards PeeVees Thanima chicken masala in Pattambi. Descriptive research was used in this research. The research was based on the customer satisfaction of PeeVees chicken masala and the product preference of the customers to identify the competitors of Thanima.

REFERENCES: <https://scholar.google.com>

Thangamani. S, and Arthi. F, 2015, "The Impact of Service Quality on Customer Satisfaction and Loyalty" The study was undertaken to find out the customer satisfaction level towards PeeVees Thanima Masala. Many management thinkers consider marketing to be the most critical function of a business. In a business organization, the marketing division generates the revenues essential for the survival and growth of the firm, the finance department like R&D, production and manufacturing use them to create products and services. But the real challenge to marketers lies in generating those revenues profitability, by satisfying customers in a socially responsible manner.

REFERENCES: <https://scholar.google.com>

Poonam Bagal, 2015, “One Solution to Invasive Species” this article analysis that Spices have been an integral part in every Indian food is prepared at home or elsewhere. In recent times, large scale production of spice powders, curry seasonings, masala powders, spice paste etc., has been taken up by many firms. Marketing of these brands has been aggressive since there are several brands firmly rooted in the market. The precise selection of spices for each dish is a matter of national or regional cultural tradition, religious practice and to some extent, family preference such dishes are called by specific names that refer to their ingredients, spicing and cooking methods. The general satisfaction level is very high among people with regards to Chicken Masala. Another heartening trend in market is that people like spices in their daily food for change.

REFERENCES: <https://scholar.google.com>

Manikanda Muthukumar. C, 2014, “Surprising Health Benefits Hiding in Radishes” this article examines that PeeVees Thanima masala the Queen of spices as the household name among the millions today, it was doing Turmeric trading for some time. Later entered into the arena of pure spice powders like Turmeric, Chilly and Coriander. This inquisitiveness lets to enter into masala world with boldness. This masala encountered a lot of hurdles, since selling masala powders during those days to the oriental women who are traditionally conservative. It was concept sealing on "Easy Cooking" rather than marketing food products with self-determination and persistent attempts it was able to get into the kitchens of our country and the rest of the world. The pot holes and the bumps on the way and the stormy inclement weather are known only to producer

REFERENCES: <https://scholar.google.com>

Parasuraman et al., 1988' "A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality" this article examines that The efficiency and friendliness of service also play a significant role in shaping customer satisfaction. show that customers tend to rate service quality based on dimensions like responsiveness, reliability, assurance, empathy, and tangibles.

REFERENCES: <https://scholar.google.com>

Reichheld, 2003, "One Number You Need to Grow" this article examines that metric is widely used to assess customer loyalty and satisfaction. It measures the likelihood of a customer recommending a food establishment to others, which serves as an indirect indicator of overall satisfaction.

REFERENCES: <https://scholar.google.com>

Jang & Namkung, 2009 , "Perceived Quality, Emotions, and Behavioral Intentions: Application of an Extended Mehrabian-Russell Model in a shop Setting" this article examines that the relationship between price and perceived value is central to food industry satisfaction. According to some studies price sensitivity varies, but consumers tend to associate better quality food and service with higher prices.

REFERENCES: <https://scholar.google.com>

Baker et al., 2002, "The Influence of Multiple Store Environment Cues on Perceived Merchandise Value and Patronage Intentions" this article examines that the atmosphere in restaurants, including the interior design, cleanliness, and comfort, also impacts satisfaction. Research indicates that a pleasant environment can enhance the overall dining experience, making customers more likely to return.

REFERENCES: <https://scholar.google.com>

Oliver, 1980, "A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions" this article examines expectation confirmation theory suggests that customer satisfaction arises when their expectations are met or exceeded. If the food and service provided meet or surpass the customer's expectations, they are more likely to report satisfaction

REFERENCES: <https://scholar.google.com>

Dr. R S Bharathi and K Balaji, (2014); "Diaretinopathy database; A gene database for diabetic retinopathy" this article examines satisfaction is very important because the sales can be done only by the dealers and bridge the company and the customers. The dealers possess better knowledge about the local demand and can easily find out the requirements of the customers. If the dealers are dissatisfied with the company can't reach product to the end consumer or customers.

REFERENCES: <https://scholar.google.com>

CHAPTER 3

THEORETICAL FRAMEWORK

CUSTOMER SATISFACTION

Customer satisfaction refers to the degree to which a Customer's expectations of a product or service are met or exceeded by the actual experience. It is a measure of how happy a customer is with a company's products, services, or overall experience

FACTORS INFLUENCING CUSTOMER SATISFACTION

Many factors can influence customer satisfaction, including product quality, service quality, convenience, and personalization.

Product quality:

Customers expect high-quality products and services.

Better product quality can lead to more positive shopping outcomes.

Service quality:

High-quality service can lead to customer satisfaction and repeat business.

Positive customer service experiences can lead to overall customer satisfaction.

Convenience:

Customers are more likely to be satisfied if a product or service is easy to access and use. Convenience influences how customers make decisions about what to buy

Personalization:

Personalized messages from brands can make customers feel important and connected.

Customer understanding:

Loyal customers want to know that a company cares about their best interests.

Other factors:

Competitive pricing, quick response times, clear communication, timely delivery, loyalty programs, and customer appreciation.

KEY AREAS FOR ENHANCING CUSTOMER SATISFACTION

Key areas to enhance customer satisfaction include: understanding customer needs, providing excellent service, clear communication, timely response, personalized experiences, product quality, competitive pricing, loyalty programs, consistent channel support, actively collecting customer feedback, and demonstrating product knowledge; all aimed at building customer loyalty and positive brand perception.

Customer Understanding:

- Actively listening to customer feedback
- Identifying customer pain points and expectation
- Researching customer demographics and preferences

Service Quality:

- Prompt response times
- Efficient issue resolution
- Consistent service across all touchpoints

Personalization:

- Tailored recommendations based on customer data
- Customized communication and offers
- Recognizing returning customers

Communication:

- Clear and concise messaging
- Transparent information sharing
- channel support (phone, email, chat)

Product/Service Quality:

- High-quality products and services
- Competitive pricing
- Reliable delivery

Loyalty Building:

- Loyalty programs and rewards
- Customer appreciation initiatives
- Building long-term customer relationships

Employee Engagement:

- Empowering employees to resolve customer issues
- Training staff on customer service best practice

COMPANY PROFILE

PeeVees Thanima food products was established in 2001. The company is situated in Kulamuk. Pallippuram in Palakkad district. It is food manufacturing industry, they started manufacturing it since 2001. It is one of the biggest manufacturing plant in near locality. The plant produces different food materials like Rice products, spices, wheat products, masala, pulses, etc... The company has its own marketing strategy and influenced market shares which helps them to sell their products in wide landscapes. Plant starts working at 9a.m and closes at 5p.m, employees get regular interval time for refreshment. Relationship between management and employees have a better strength.

COMPANY HISTORY

Thanima Food Industries, established in 2001, is a prominent food production company based in Kerala, India. The company specializes in a diverse range of products, including rice, wheat, pulses, spices, oils, snacks, and beverages. Committed to quality and hygiene, Thanima Food Industries adheres to strict standards to ensure the safety and satisfaction of its consumers. Additionally, the company supports local farmers by sourcing raw materials at fair prices, contributing to the local economy. Their vision is to become a household name in Kerala and beyond by offering delicious and healthy food products that cater to diverse tastes and preferences. While Thanima Food Industries is based in Palakkad, Kerala, there is no specific information available regarding a branch or history of the company in Pattambi. Pattambi is a town in the Palakkad district, and it is possible that Thanima Food Industries operates in the broader Palakkad region, which includes Pattambi.

THANIMA FOOD PRODUCTS

- Steamed Puttu Podi
- Upuma Rava
- Turmeric Powder
- Idli Mix
- Thanima 100% Pure Coconut Oil
- Semi Roasted White Puttu Powder
- Appam, Idiyappam, Pathiripodi
- Easy Vellayappam/Palappam Mix
- Upuma Rava
- Ragi Powder
- Broken Rice
- Broken Wheat
- Dosa Mix
- Gram Flour
- Spices and Masalas
- Turmeric Powder
- Coriander Powder
- Chilli Powder
- Mustard
- Fenugreek
- Fennel
- Cumin

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

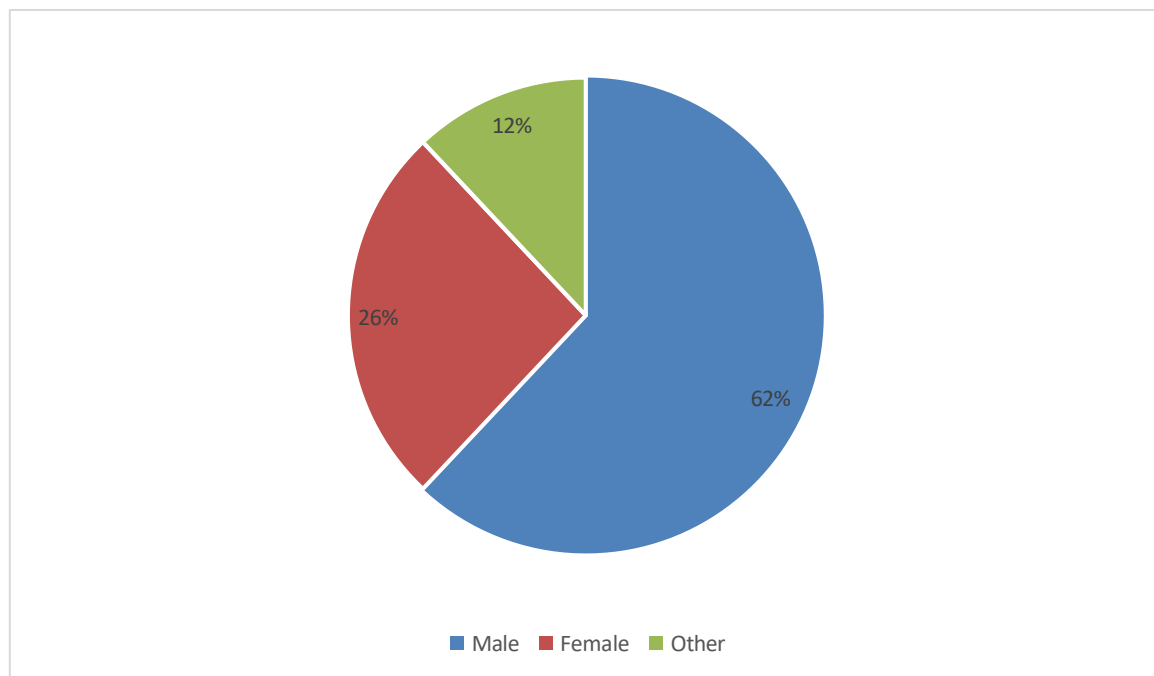
TABLE 4.1

TABLE SHOWING GENDER CLASSIFICATION

GENDER	NO. OF RESPONDENTS	PERCENTAGES
Male	31	62%
Female	13	26%
Other	6	12%
TOTAL	50	100%

CHART 4.1

CHART SHOWING GENDER CLASSIFICATION



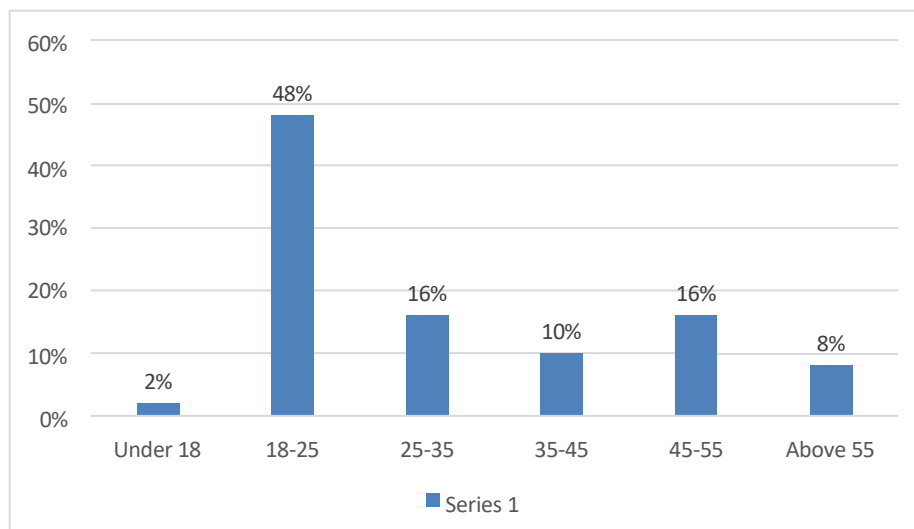
INTERPRETATION

From the above table and chart shows that majority of the respondents are male 62%, 26% of respondents are female, 12% of respondents are other

TABLE 4.2
TABLE SHOWING AGE OF RESPONDENTS

AGE	NO.OF RESPONDENTS	PERCENTAGES
Under 18	1	2%
18-25	24	48%
25-35	8	16%
35-45	5	10%
45-55	8	16%
Above 55	4	8%
TOTAL	50	100%

CHART 4.2
CHART SHOWING AGE OF RESPONDENTS



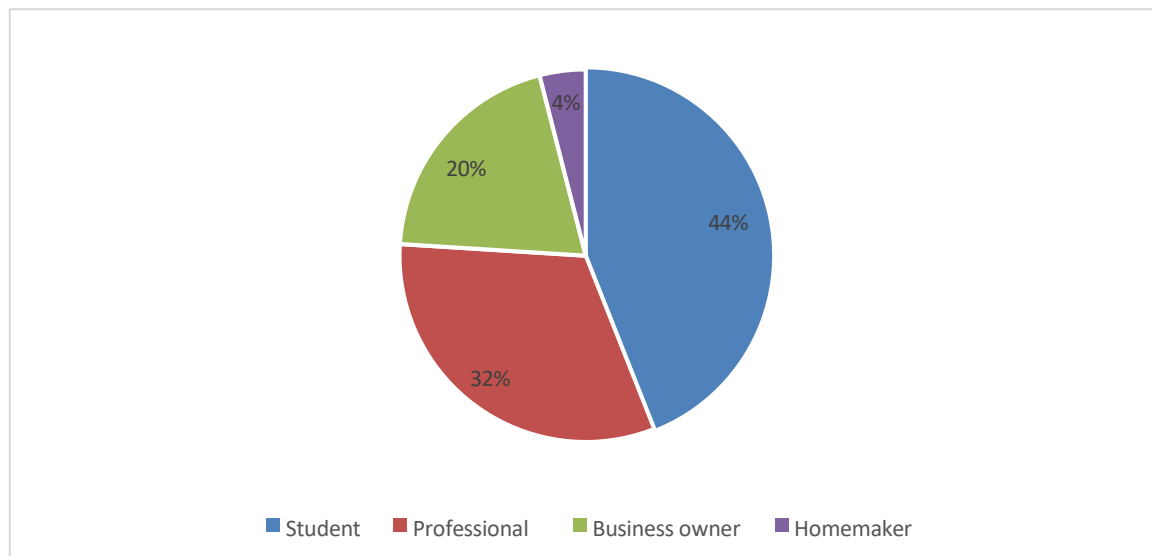
INTERPRETATION

From the above analysis it is found that majority of the respondents in this analysis are in the age group in between 18-25 that is 48%, 2% under 18, 16% at 25-35, 10% at 35-45, 16% at 45-55 and 8% at above 55.

TABLE 4.3
TABLE SHOWING OCCUPATION

OCCUPATION	NO.OF RESPONDENTS	PERCENTAGES
Student	22	44%
Professional	16	32%
Business owner	10	20%
Homemaker	2	4%
TOTAL	50	100%

CHART 4.3
CHART SHOWING OCCUPATION



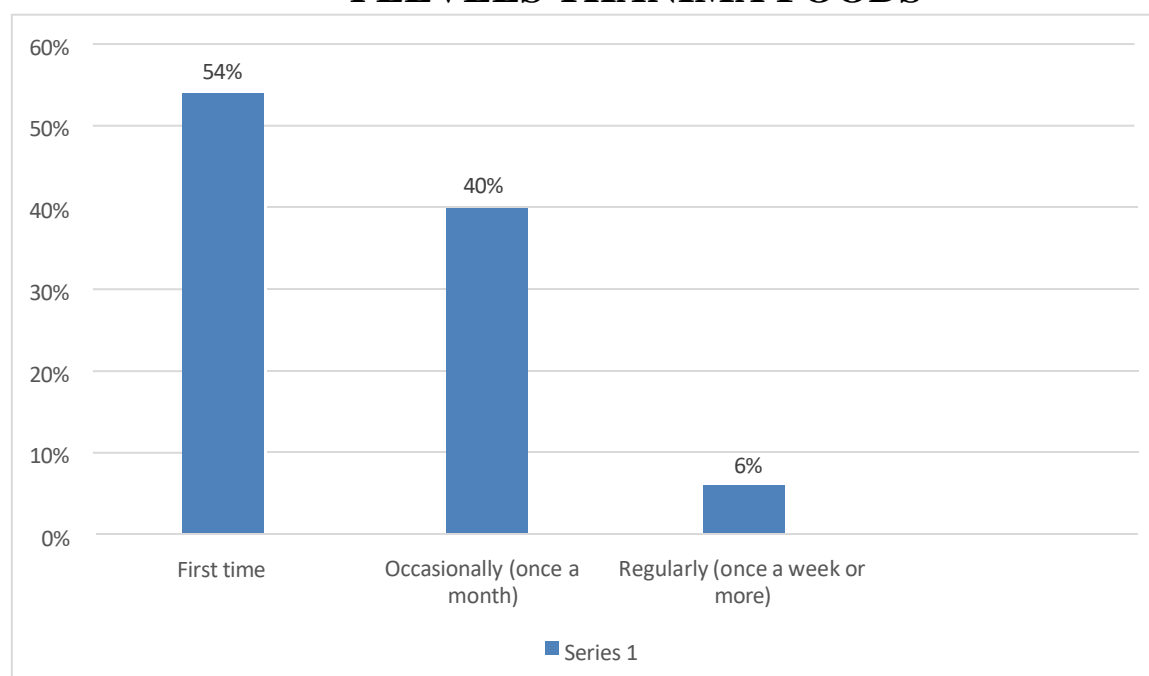
INTERPRETATION

From the above analysis it is clear that majority of the respondents are students that is 44%, 32% are professional, 20% are business owners and 4% are homemakers.

TABLE 4.4
TABLE SHOWING FREQUENCY OF VISITS TO
PEEVEES THANIMA FOODS

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGES
First time	27	54%
Occasionally (once a month)	20	40%
Regularly (once a week or more)	3	6%
TOTAL	50	100%

CHART 4.4
CHART SHOWING FREQUENCY OF VISITS TO
PEEVEES THANIMA FOODS



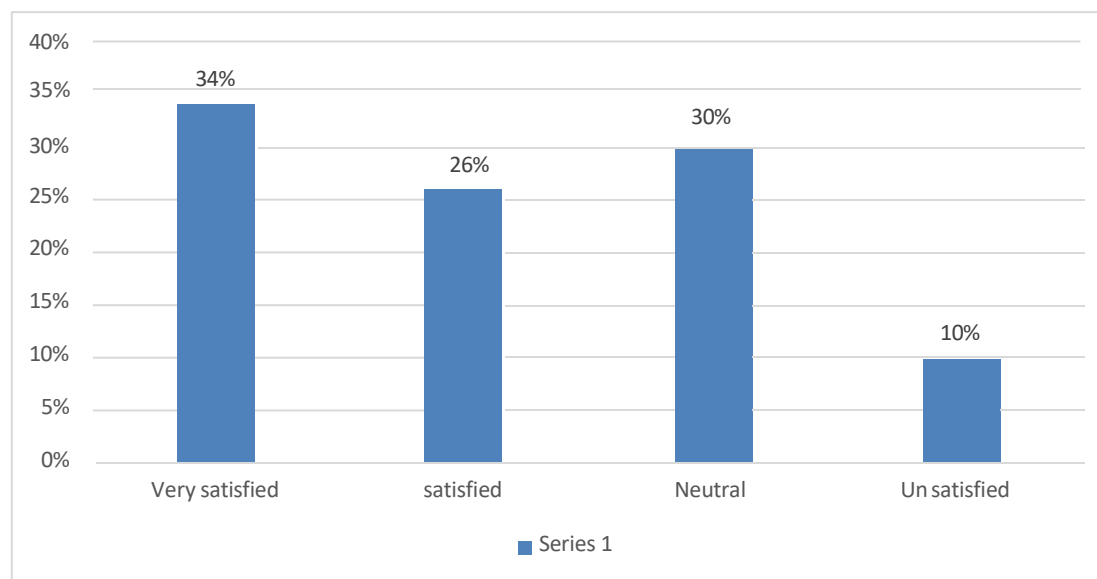
INTERPRETATION

From the above table and diagram shows that majority of the respondents first time visit (54%) to peeves thanima foods, 40% occasionally and 6% regularly to visit peeves thanima foods.

TABLE 4.5
TABLE SHOWING THE VARIETY OF FOOD ITEMS

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Very satisfied	17	34%
Satisfied	5	26%
Neutral	15	30%
Un Satisfied	13	10%
TOTAL	50	100%

CHART 4.5
CHART SHOWING THE VARIETY OF FOOD ITEMS



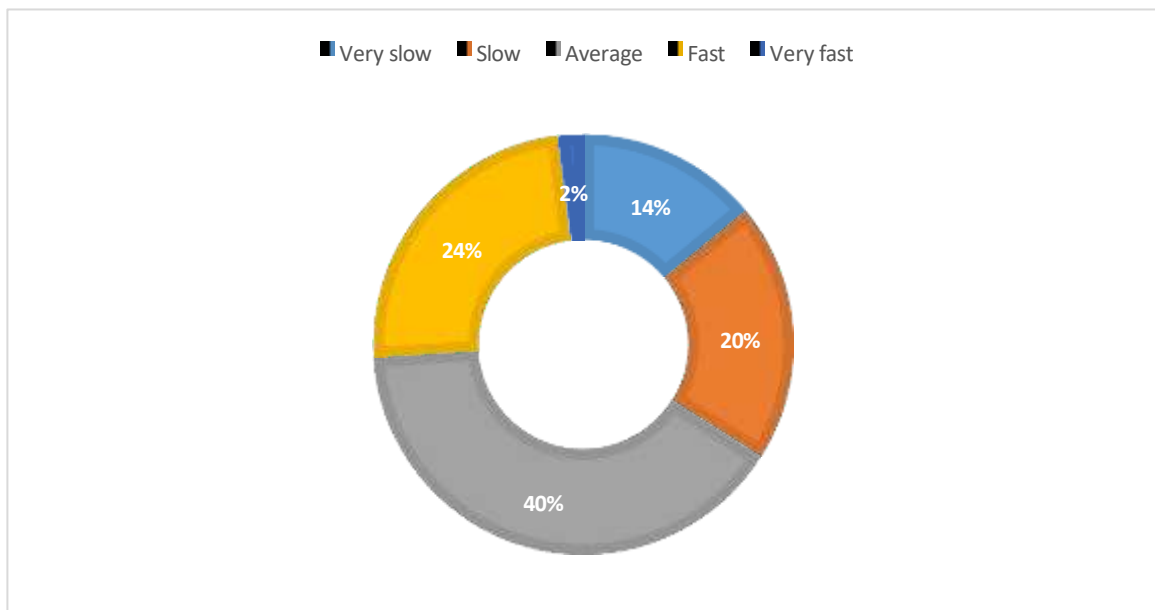
INTERPRETATION

From the above table and diagram shows that variety of food offered at the shop is very satisfied 34%, 26% are satisfied, 30% are neutral and 10% are unsatisfied.

TABLE 4.6
TABLE SHOWING SPEED OF SERVICE

SPEED OF SERVICE	NO.OF RESPONDENTS	PERCENTAGE
Very slow	7	14%
Slow	10	20%
Average	20	40%
Fast	12	24%
Very fast	1	2%
TOTAL	50	100%

CHART 4.6
CHART SHOWING SPEED OF SERVICE



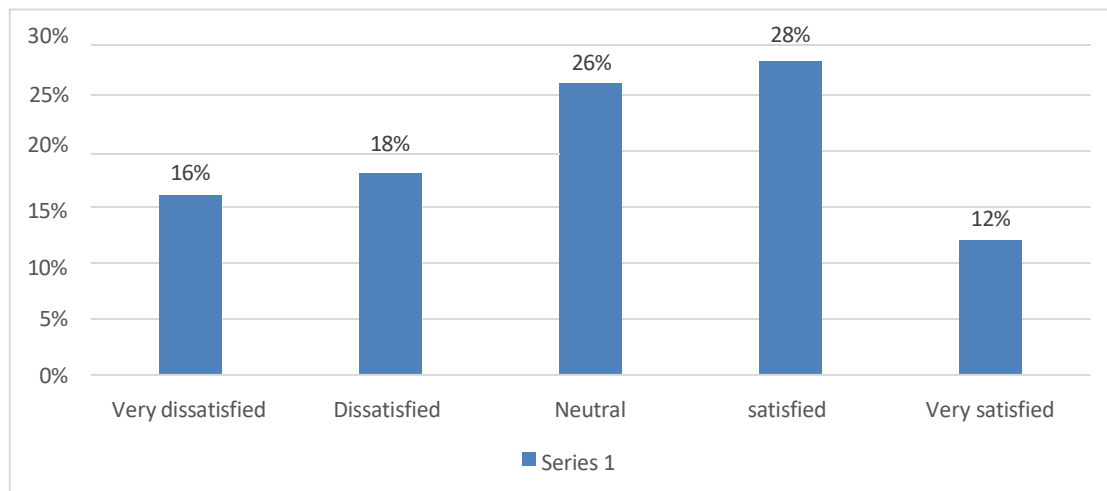
INTERPRETATION

The above table and chart shows that 2% respondents opinion that speed of service very fast, 24% fast, 40% average, 20% low and 14% prefer very slow service

TABLE 4.7
TABLE SHOWING FRIENDLY AND COURTEOUS STAFFS

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Very dissatisfied	8	16%
Dissatisfied	9	18%
Neutral	13	26%
satisfied	14	28%
Very satisfied	6	12%
Total	50	100%

CHART 4.7
CHART SHOWING FRIENDLY AND COURTEOUS STAFFS



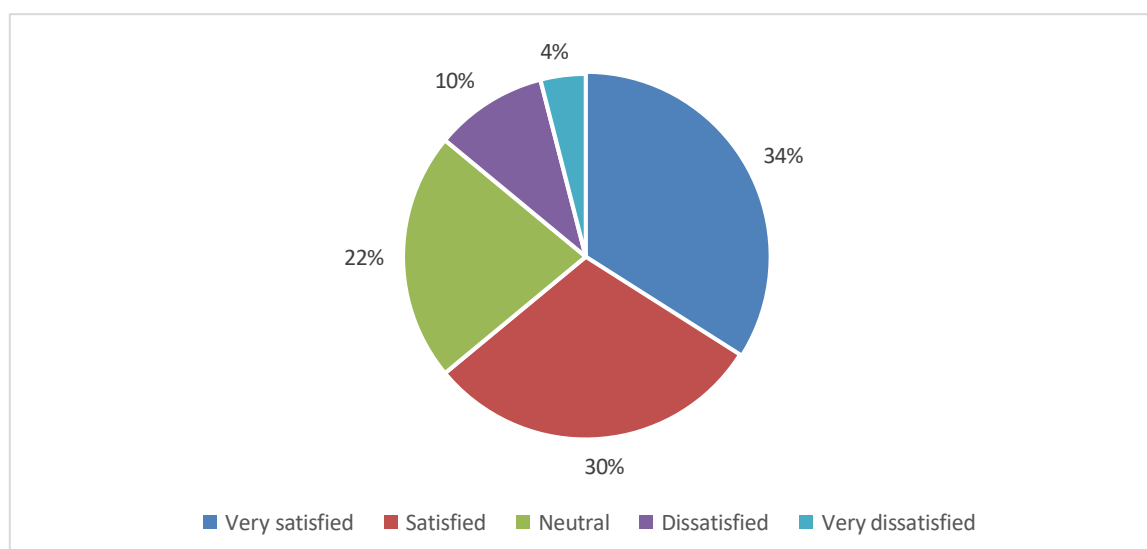
INTERPRETATION

The data reveals that 28% of respondents satisfied staff behavior, 26% of are neutral , 18% of are Dissatisfied , 16% are very dissatisfied , 12% are Very satisfied behavior

TABLE 4.8
TABLE SHOWING CLEANLINESS AND HYGIENE OF
THE SHOP

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Very satisfied	17	34%
Satisfied	15	30%
Neutral	11	22%
Dissatisfied	5	10%
Very dissatisfied	2	4%
TOTAL	50	100%

CHART 4.8
CHART SHOWING CLEANLINESS AND HYGIENE OF
THE SHOP



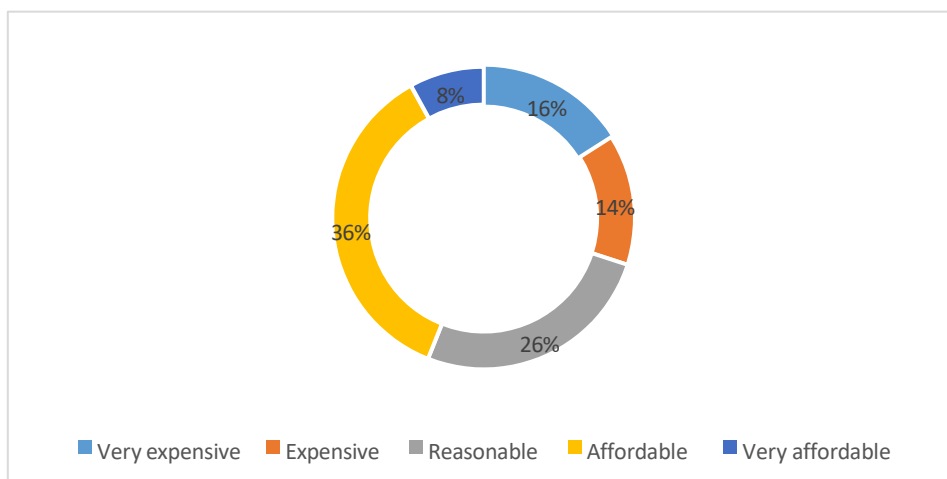
INTERPRETATION

The data reveals that a significant majority (34%) of respondents are very satisfied to the cleanliness and hygiene of shop, 30% are satisfied, 22% are neutral, 10% are dissatisfied, 4% are very dissatisfied.

TABLE 4.9
TABLE SHOWING PRICING OF FOOD IN
RELATION TO THE QUALITY AND QUANTITY

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Very expensive	8	16%
Expensive	7	14%
Reasonable	13	26%
Affordable	18	36%
Very affordable	4	8%
TOTAL	50	100%

CHART 4.9
CHART SHOWING PRICING IN RELATION TO
THE QUALITY AND QUANTITY



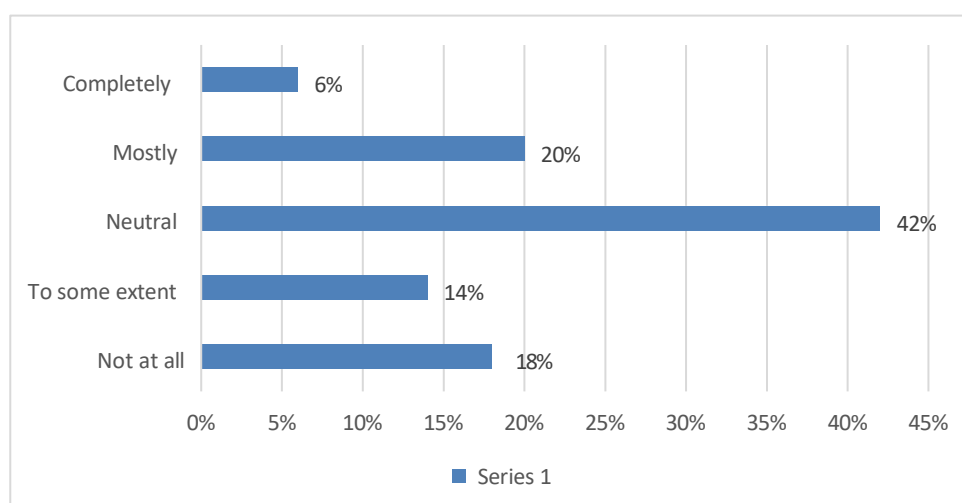
INTERPRETATION

That table and chart shows that almost 36% of respondents affordable to the pricing of food at Peevees Thanima Foods in relation to the quality and quantity, 16% are very expensive, 14% are expensive, 26% are reasonable and 8% are very affordable.

TABLE 4.10
TABLE SHOWING VALUE FOR THE MONEY
SPEND

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Not at all	9	18%
To some extent	7	14%
Neutral	21	42%
Mostly	10	20%
Completely	3	6%
TOTAL	50	100%

CHART 4.10
CHART SHOWING VALUE FOR THE MONEY
SPEND



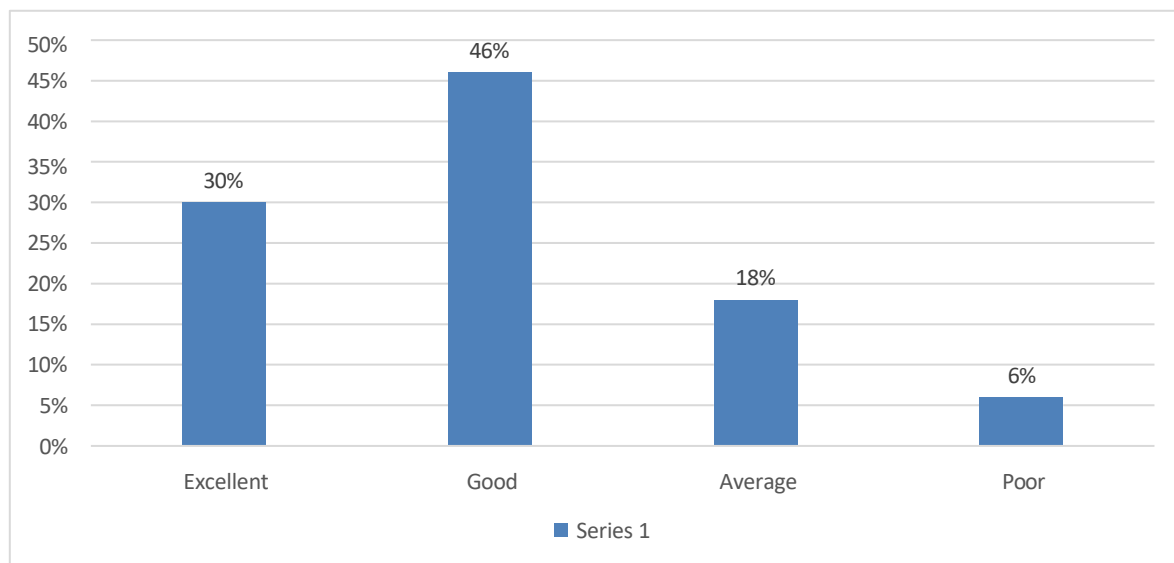
INTERPRETATION

The majority response 42% of respondents are neutral food is value for the money spend, 20% of respondents are mostly food is value for the money spend, 18% of respondents are not at all food is value for the money spend, 14% of respondents are to some extent food is value for the money spend, 6% of respondents are completely food is value for the money spend,

TABLE 4.11
TABLE SHOWING PACKAGING

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Excellent	15	30%
Good	23	46%
Average	9	18%
Poor	3	6%
TOTAL	50	100%

CHART 4.11
CHART SHOWING PACKAGING



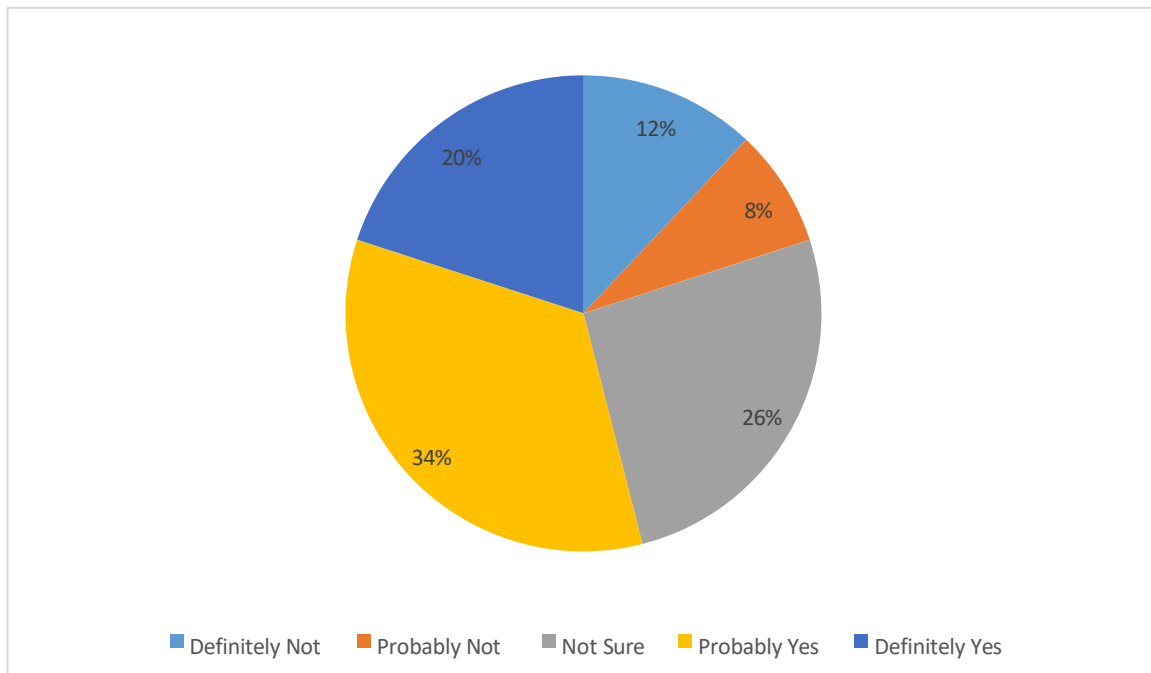
INTERPRETATION

The results show that 46% of respondents opinions that the packaging is good, 30% are excellent packaging, 18% of are average packaging and 6% are respondents the poor packaging.

TABLE 4.12
TABLE SHOWING RECOMMEND PEEVES THANIMA
FOODS TO OTHER

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Definitely Not	6	12%
Probably Not	4	8%
Not Sure	13	26%
Probably Yes	17	34%
Definitely Yes	10	20%
TOTAL	50	100%

CHART 4.12
CHART SHOWING RECOMMEND PEEVES THANIMA
FOODS TO OTHER



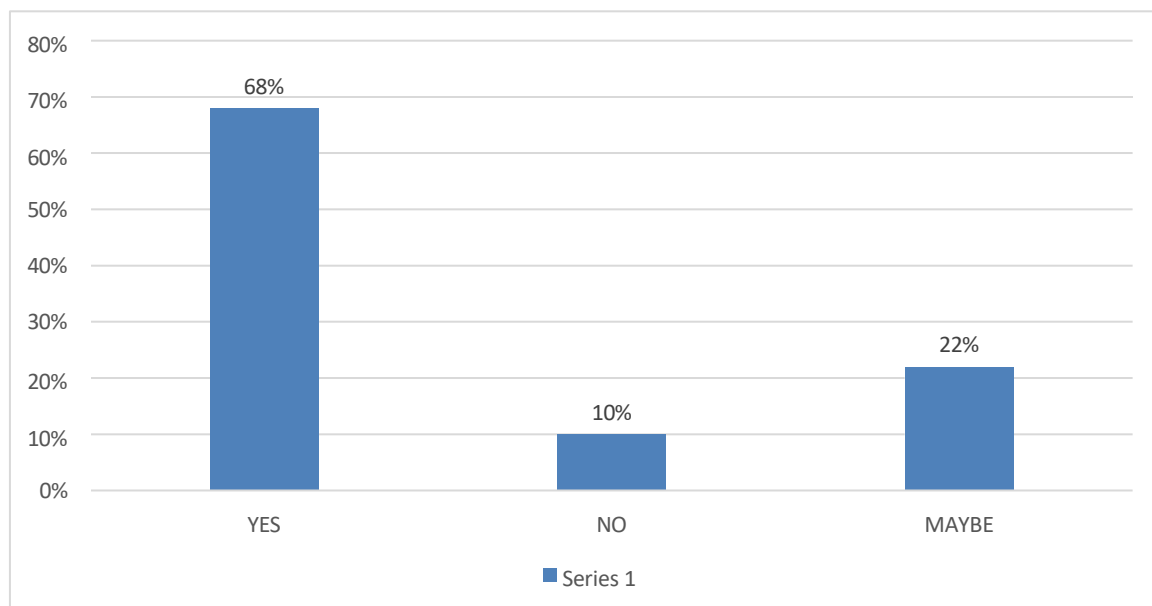
INTERPRETATION

The above table and chart shows that 20% respondents definitely recommend others, 34% are probably, 26% are not sure, 8% are probably not and 12% are definitely not.

TABLE 4.13
TABLE SHOWING HOME DELIVERY
SERVICES

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
YES	34	68%
NO	5	10%
MAYBE	11	22%
TOTAL	50	100%

CHART 4.13
CHART SHOWING HOME DELIVERY SERVICES



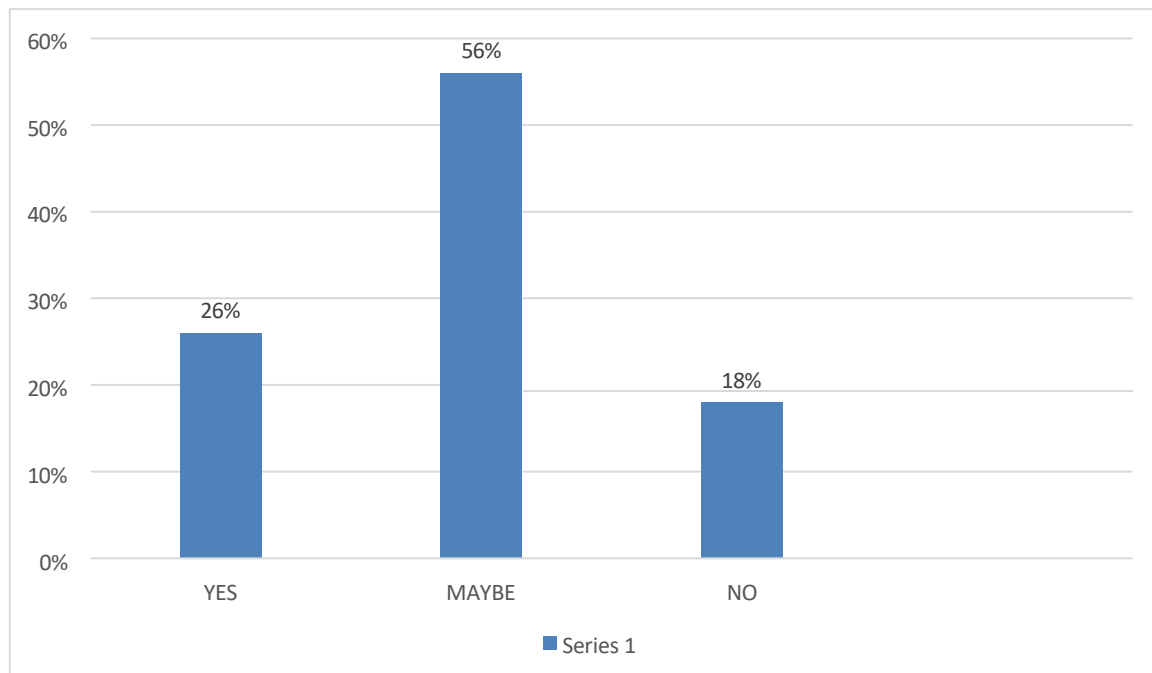
INTERPRETATION

From the above analysis 68% of respondents interested in availing home delivery services for peervees thanima food products, 10% are not interested and 22% are may be.

TABLE 4.14
TABLE SHOWING IMPROVEMENTS

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
YES	13	26%
MAYBE	28	56%
NO	9	18%
TOTAL	50	100%

CHART 4.14
CHART SHOWING IMPROVEMENTS



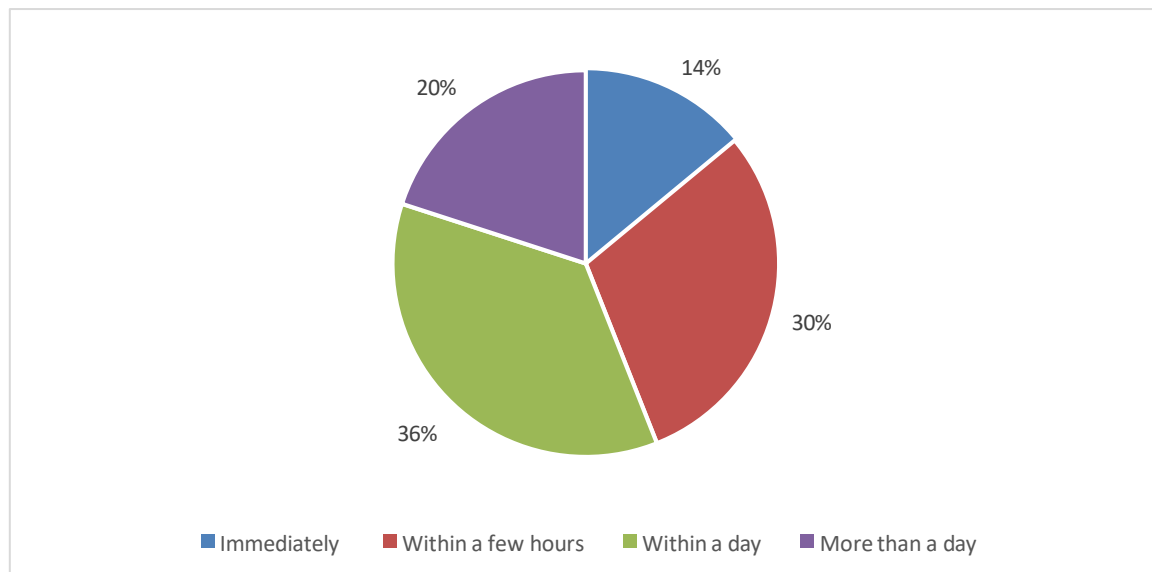
INTERPRETATION

The above table and chart shows that 56% of customers are willing to want any other improvements 26% are ready to improvements and 20% are not interested to make improvements.

TABLE 4.15
TABLE SHOWING SOLVING ISSUE

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Immediately	7	14%
Within a few hours	15	30%
Within a day	18	36%
More than a day	10	20%
TOTAL	50	100%

CHART 4.15
CHART SAHOWING SOLVING ISSUE



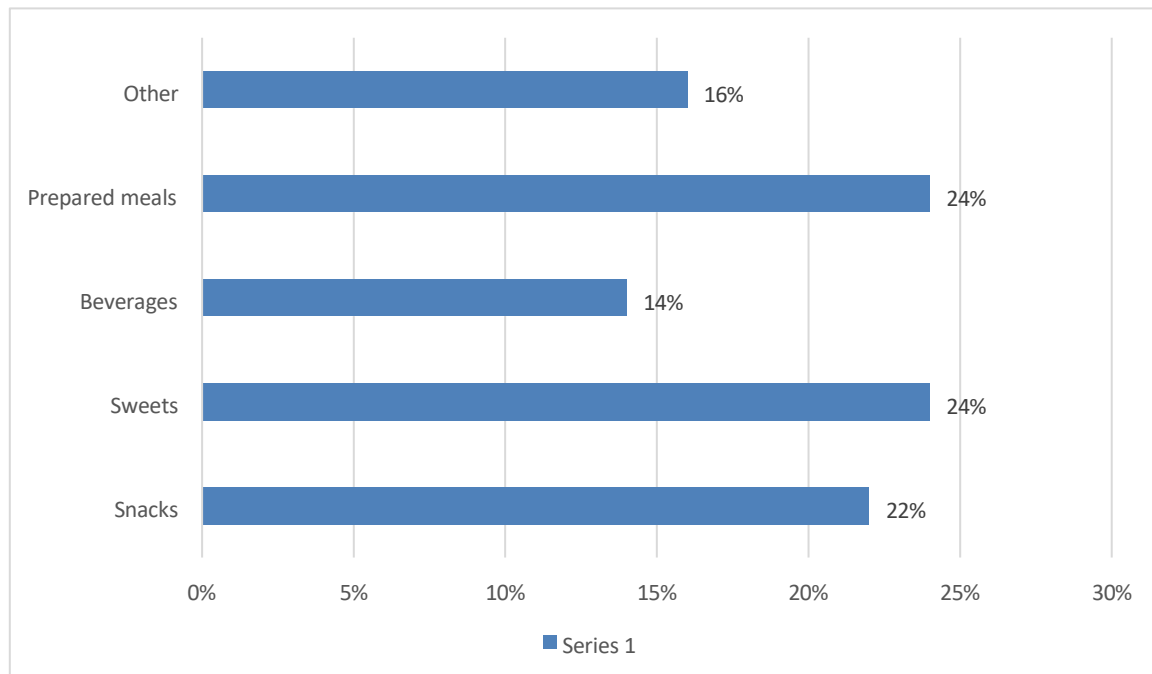
INTERPRETATION

The table and chart shows that 36% respondents solving issues within a day, 30% are within a few hours, 20% are more than a day and 14% are immediately.

Table 4.16
TABLE SHOWING PURCHASING ITEMS

PURCHASING ITEMS	NO.OF RESPONDENTS	PERCENTAGE
Snacks	11	22%
Sweets	12	24%
Beverages	7	14%
Prepared meals	12	24%
Other	8	16%
TOTAL	50	100%

CHART 4.16
CHART SHOWING PURCHASING ITEMS



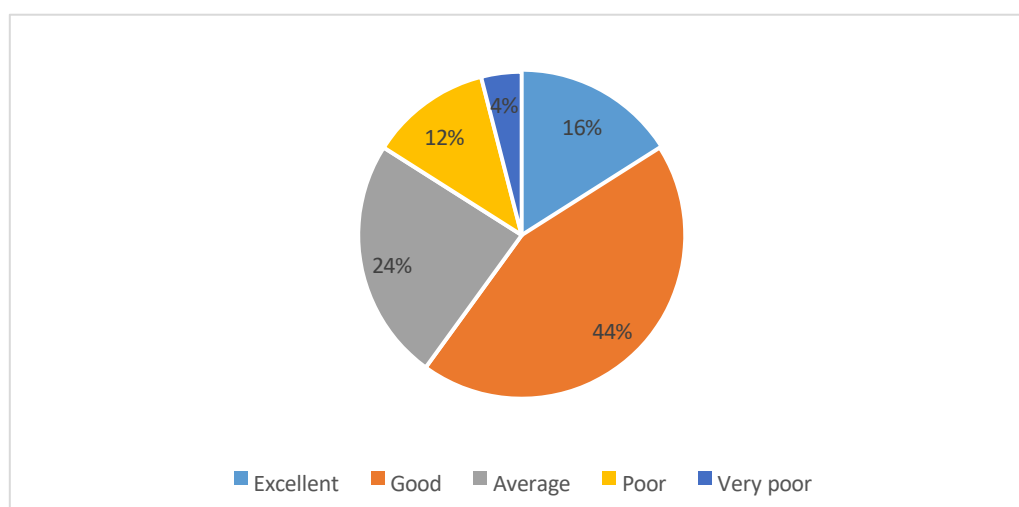
INTERPRETATION

The above table and chart shows that for 24% respondents purchase sweets items, 24% are prepared meals, 16% are other items, 14% customers purchase beverage items and 22% are snack item.

TABLE 4.17
TABLE SHOWING QUALITY OF THE PRODUCTS

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Excellent	8	16%
Good	22	44%
Average	12	24%
Poor	6	12%
Very poor	2	4%
TOTAL	50	100%

CHART 4.17
CHART SHOWING QUALITY OF THE PRODUCTS



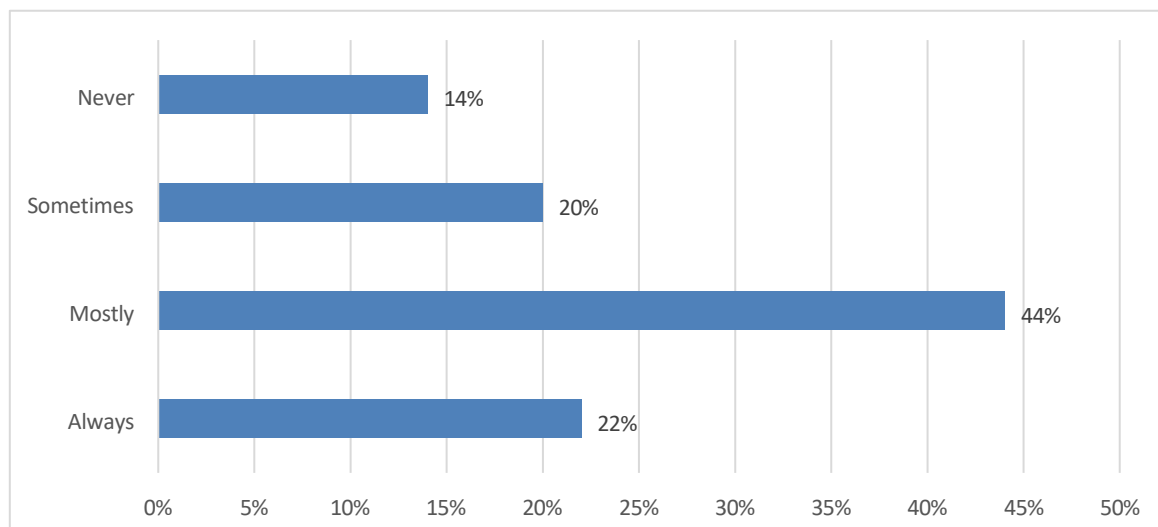
INTERPRETATION

The above table and chart shows that 16% respondents opinions that quality of product is excellent, 44% are good, 24% are average, 12% are poor and 4% are very poor

TABLE 4.18
TABLE SHOWING AVAILABILITY OF FRESH
PRODUCTS

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Always	11	22%
Mostly	22	44%
Sometimes	10	20%
Never	7	14%
TOTAL	50	100%

CHART 4.18
CHART SHOWING AVAILABILITY OF FRESH
PRODUCTS



INTERPRETATION

The above table and chart shows that 22% of respondents opinions that always available fresh food products, 44% are mostly, 20% are some times and 14% are never

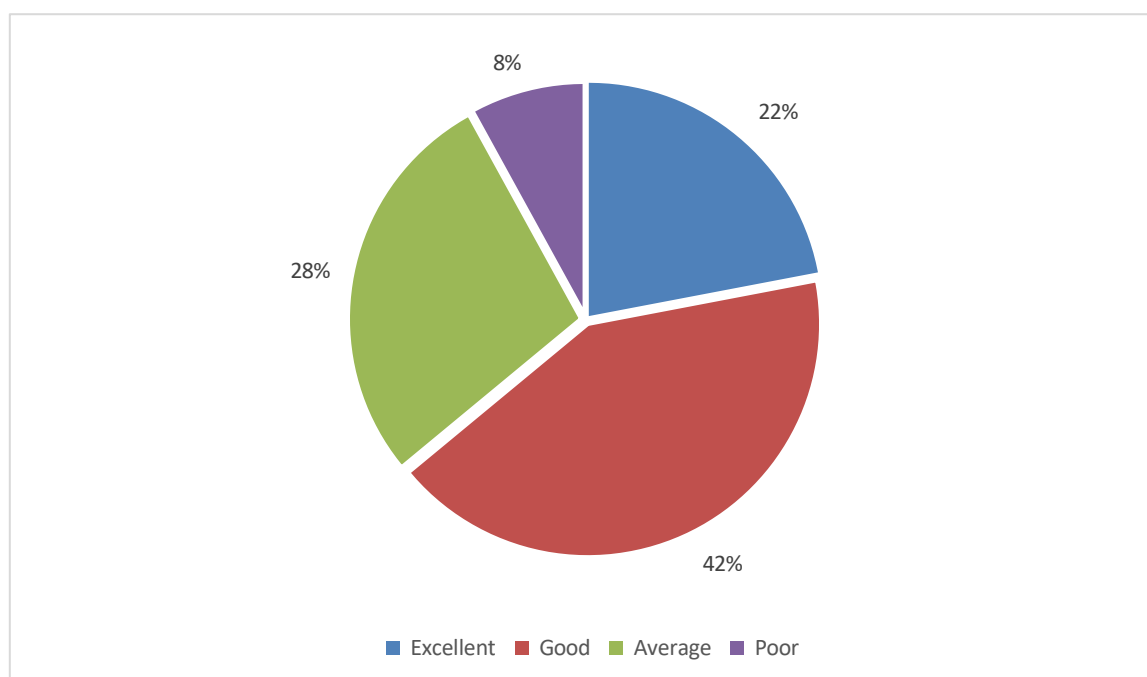
TABLE 4.19

TABLE SHOWING THE AMBIANCE AND COMFORT

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Excellent	11	22%
Good	21	42%
Average	14	28%
Poor	4	8%
TOTAL	50	100%

CHART 4.19

CHART SHOWING THE AMBIANCE AND COMFORT



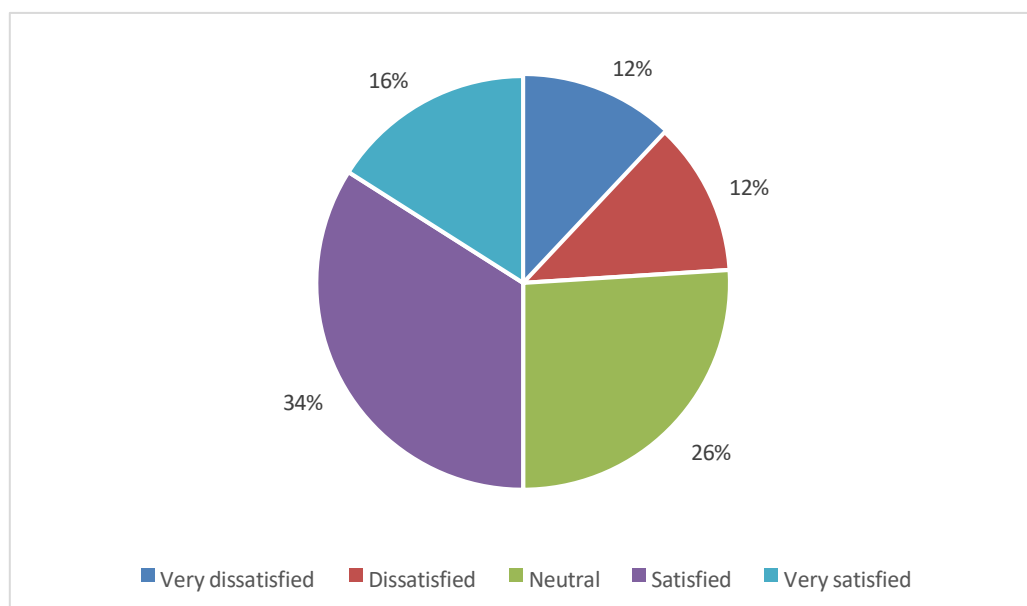
INTERPRETATION

The table and chart showing 42% of response good ambiance and comfort, 28% are average, 22% are excellent ambiance and comfort and 8% are poor ambiance and comfort,

TABLE 4.20
TABLE SHOWING EXPERIENCE AT PEEVEES
THANIMA FOODS

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Very dissatisfied	6	12%
Dissatisfied	6	12%
Neutral	13	26%
Satisfied	17	34%
Very satisfied	8	16%
TOTAL	50	100%

CHART 4.20
CHART SHOWING EXPERIENCE AT PEEVEES
THANIMA FOODS



INTERPRETATION

The above table and chart shows that 34% satisfied experience at peevees thanima foods, 26% are neutral experience, 16% are very satisfied experience and 12% are very dissatisfied and dissatisfied experience

CHAPTER 05
FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- The majority of respondents (62%) are male.
- The majority of the respondents (48%) are in the age group of 18-25.
- That majority of the respondents (44%) are students.
- The majority of respondents (54%) are first time visitors at peevees thanima foods.
- The majority of respondents are very satisfied the variety of food items offered the shop (34%).
- The majority of respondents (40%) are reported that the speed of service is average.
- The majority of respondents (28%) are satisfied by the staff behaviour.
- The majority of respondents (34%) are very satisfied to the cleanliness and hygiene of shop.
- The majority of respondents are (36%) reported pricing of food is affordable.
- The majority of respondents (42%) are neutral to the value of money spend.
- The majority of respondents (46%) are reported that packaging is good.
- The majority of respondents (34%) are probably recommend to others.
- The majority of respondents (68%) are interested in availing home delivery services.
- The majority of respondents (56%) are willing to want other improvements.
- The majority of respondents (36%) are the opinions of problem arising from shop solved within a day.
- The majority of respondents (24%) are purchase sweet items and prepared meals.
- The majority of respondents (44%) are reported that the quality of products is good.
- The majority of respondents (44%) are reported that mostly they get fresh food items.
- The majority of respondents (42%) are good opinion about the ambiance and comfort of shop.
- The majority of respondents (34%) are satisfied the overall experience from shop.

5.1 SUGGESTIONS

- To improve the packaging quality offered by peeves thanima foods
- To improve speed of service
- To Improve clean and hygiene of shop
- Provide maximum fresh products to customers

5.2 CONCLUSION

Overall, customers of Peevee's Thanima Foods in Pattambi Municipality are generally satisfied with the restaurant's food quality, ambiance, and customer service. However, certain areas like service efficiency during peak hours and consistency in product quality need attention. There is significant potential for growth, especially by addressing the identified areas of improvement. By enhancing the online ordering system, improving staff training, and optimizing the pricing strategy, the business can attract a wider customer base and strengthen its position in the market. Recommendation: The restaurant should implement a structured customer feedback system to continually monitor customer satisfaction and make adjustments accordingly. By focusing on customer service, quality control, and operational efficiency, peevee's Thanima Foods can continue to thrive in the competitive market of Pattambi Municipality. These findings and suggestions should be useful for making improvements that could lead to higher customer satisfaction and ultimately boost business performance.

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APPENDIX

A STUDY ON CUSTOMER SATISFACTION FROM PEEVEES THANIMA FOODS WITH SPECIAL REFERENCE TO PATTAMBI MUNICIPALITY

QUESTIONNAIRE

●Name

1.Age

- ☐ Below 18 ☐
- ☐ 18-25 ☐
- ☐ 25-35 ☐
- ☐ 35-45 ☐
- ☐ 45-55 ☐
- ☐ Above 55 ☐

2.Gender

- ☐ Male ☐
- ☐ Female ☐
- ☐ Other ☐

3.Occupation

- ☐ Student ☐
- ☐ Professional ☐
- ☐ Business owner ☐
- ☐ Homemaker ☐

4.Frequency of visit to Peevees Thanima Foods

- First time ☐
- Occasionally (once a month) ☐
- Regularly (once a week or more) ☐

5.How satisfied are you with the variety of food offered at the restaurant?

- Very satisfied ☐
- satisfied ☐
- Neutral ☐
- Un satisfied ☐

6.How would you rate the speed of service at Peevees Thanima Foods?

- Very slow ☐
- Slow ☐
- Average ☐
- Fast ☐
- Very fast ☐

7.How friendly and courteous is the staff at Peevees Thanima Foods?

- Very unfriendly ☐
- Un friendly ☐
- Neutral ☐
- Friendly ☐
- Very friendly ☐

8. How satisfied are you with the cleanliness and hygiene of the shop?

- Very satisfied ☐
- Satisfied ☐
- Neutral ☐
- Dissatisfied ☐
- Very dissatisfied ☐

9. How would you rate the pricing of food at Peevees Thanima Foods in relation to the quality and quantity?

- Very expensive ☐
- Expensive ☐
- Reasonable ☐
- Affordable ☐
- Very affordable ☐

10. Do you think the food is good value for the money spent?

- Not at all ☐
- To some extent ☐
- Neutral ☐
- Mostly ☐
- Completely ☐

11. How would you rate the packaging of take-away orders from Peevees Thanima Foods?

- Excellent ☐
- Good ☐
- Average ☐
- Poor ☐

12. Would you recommend Peevees Thanima Foods to others?

- Definitely not ☐
- Probably not ☐
- Not sure ☐
- Probably yes ☐
- Definitely yes ☐

13. Would you be interested in availing home delivery services for Peevees Thanima Food products?

- Yes ☐
- No ☐
- Maybe ☐

14. Are you want any other improvements

- Yes ☐
- Maybe ☐
- No ☐

15. How quickly was your issue resolved?

- Immediately ☐
- Within a few hours ☐
- Within a day ☐
- More than a day ☐

16. What type of products do you typically purchase from PeeVeeS Thanima Foods? (You can select more than one)

- Snacks ☐
- Sweets ☐
- Beverages ☐
- Prepared meals ☐
- Other (please specify) ☐

17. How would you rate the quality of the products you purchased from PV Thanima Foods?

- Excellent ☐
- Good ☐
- Average ☐
- Poor ☐
- Very poor ☐

18. Are the products fresh when you purchase them?

- Always ☐
- Mostly ☐
- Sometimes ☐
- Never ☐

19. How would you rate the ambiance and comfort of Peevees Thanima Foods?

- Excellent ☐
- Good ☐
- Average ☐
- Poor ☐

20. Overall, how satisfied are you with your experience at Peevees Thanima Foods?

- Very dissatisfied ☐
- Dissatisfied ☐
- Neutral ☐
- Satisfied ☐
- Very satisfied ☐