

Consumers' Satisfaction towards Current Brand of Yasoda Foods Products in Kathmandu Valley

Om Narayan Poudel*

Abstract

This study examines the consumers' satisfaction towards current brand of Yasoda foods products in Kathmandu Valley. Consumer satisfaction is the dependent variable. The selected independent variables are price, taste, quality, packaging, quantity and availability. The primary sources of data is used to assess the opinions of respondents regarding price, taste, quality, packaging, quantity and availability. The study is based on the primary data of 130 respondents. To achieve the purpose of the study, structured questionnaire is prepared. The correlation and multiple regression models are estimated to test the significance and importance of the consumers' satisfaction towards current brand of Yasoda foods products in Kathmandu Valley.

The study showed a positive impact of price on consumer satisfaction. It indicates that affordable price provided by Yasoda foods to consumers' leads to increase in consumer satisfaction. Similarly, the study showed a positive impact of taste on consumer satisfaction. It indicates crunchiness and spicy in taste of current brand leads to increase in consumer satisfaction. Likewise, the study showed a positive impact of quality on consumer satisfaction. It indicates that food quality of current brand leads to increase in consumer satisfaction. In addition, the study showed a positive impact of packaging on consumer satisfaction. It indicates that attractive packaging leads to increase in consumer satisfaction. Further, the study showed a positive impact of quantity on consumer satisfaction. It indicates that huge quantity of product leads to increase in consumer satisfaction. Moreover, the study showed a positive impact of availability on consumer satisfaction. It indicates that availability of current brand products lead to increase in consumer satisfaction.

Keywords: price, taste, quality, packaging, quantity, availability, consumer satisfaction

1. Introduction

Satisfaction is defined as a pleasant feeling that you receive something you wanted, or when you have done something you want to do (Raji and Zainal, 2016). In the food product market, the main differentiating factor is the taste of that product so that the consumer gets attracted and stay satisfied with the quality of products they have been consuming. Mar'ati and Tri (2016) found that price is the most critical part of service providers with consumers who use the services. Pricing policies must consider several factors that are mutually beneficial because price affects the most dominant customer satisfaction. Similarly, Novixoxo (2018) stated that price is the essential element considered by consumers in their intention to make repeated purchases. Likewise, Sudirman *et al.* (2017) argued that affordable price that has implications for purchase intention and loyalty, a survey is first conducted to consumers to obtain perceptions about price, so the price that reaches consumers are a competitive price. This finding stated that price is a sensitive factor for consumers in repurchasing, which has implications for their loyalty. Likewise, Yan *et al.* (2022) found that the packaging design approach taken is a packaging innovation step that considers product safety aspects and packaging colors and images that have an appeal to consumers since it is very important to maintain food quality and safety. The transformation of food supply systems has facilitated a change in national and community food availability (Friel *et al.*, 2020). In addition, Johnson *et al.* (2012) revealed that personal dietary choices are affected by food availability. Similarly, Dake *et al.* (2016) stated that food availability determines the type, quality and quantity of

* Mr. Poudel is a Freelance Researcher, Kathmandu, Nepal.

food residents have access to and are most likely to consume. A good package draws the consumer in and encourages product choice (Poranki and AbulKhair, 2018).

Tirtayasa *et al.* (2022) examined the impact of product quality and price on consumer satisfaction with purchase decisions as an intervening variable (Case Study of Nazwa Assorted Cakes). The study concluded that price has a significant impact on customer satisfaction. Similarly, Chakraborty (2019) examined the customer satisfaction towards food service apps in India metro cities. The study found that there is an insignificant relationship between customer services and satisfaction but there is a positive relationship between quality of food and consumer satisfaction. Likewise, Nguyen *et al.* (2019) investigated the factors affecting customer satisfaction of KFC Vietnam. The study showed that there is a significant and a positive relationship of ambiance, price, service quality, and food quality with customer satisfaction. Further, Unnamalai and Gopinath (2020) examined the brand preferences and level of satisfaction in consuming noodles among working women in Tiruchirappalli district. The study found that brand preferences and level of satisfaction in consuming noodles among working women in Tiruchirappalli district have positive relation with customer satisfaction. In addition, Dewi and Putri (2022) investigated the service quality, customer value, and price to consumer satisfaction at kopi Kenangan coffee shop. The study showed that service quality and price have positive and significant impact on consumer satisfaction. Similarly, Ashari *et al.* (2023) examined the influence of service quality, taste, and perceived price on customer loyalty by mediating customer satisfaction. The study concluded that taste and price have positive and significant impact on customer satisfaction whereas service quality has an insignificant but positive impact on customer satisfaction.

Bire *et al.* (2021) investigated the customer satisfaction and quality of service at KFC Kupang. The study revealed that service quality elements such as physical evidence, concern and reliability have substantial impact on customer satisfaction. Likewise, Alqueza *et al.* (2022) examined an empirical-based model for repurchase intention among fast-food consumers in Cebu City, Philippines. The study found that fast-food consumers are satisfied when the product meets a reasonable need, is of good quality, and meets expectations. Similarly, Gogoi (2020) examined the factors influencing choice of fast food outlet. The study found that taste and quality of fast food have significant impact on customer satisfaction. Likewise, Chang *et al.* (2020) investigated the consumer's perception towards street food in Malaysia. The study found that there is a positive and significant relationship of perceived value, food safety, price, environment, and health consciousness with consumer's perception towards street food. Moreover, Dubois *et al.* (2014) analyzed the relative prices, consumer preferences, and the demand for food, asking a cross-sectional comparison of food purchases across countries. The study showed that changes in prices and preferences have significant impact on households' food purchasing behavior. Similarly, Rishad *et al.* (2019) investigated the factors influencing consumer's satisfaction towards Malaysian street food with special emphasis on international tourist's emotion.

In the context of Nepal, Mahato and Goet (2020) examined service quality, customer satisfaction and customer loyalty in Nepalese restaurant industry. The study concluded that service quality has a strong positive impact on customer satisfaction, while consumer satisfaction has a positive and substantial influence on customer loyalty. Similarly, Singh *et al.* (2020) analyzed the consumer preference of fluid milk. The study concluded that there is a significant relationship between taste, satisfaction, quality, availability and price with consumer preference. In addition, Karki and Regmi (2016) examined the consumer response

and the level of satisfaction towards Nepalese coffee. The study concluded that high market price for Nepalese coffee is major reason for less consumption of Nepalese coffee. Karki and Panthi (2018) investigated the impact of the factors of price, service quality, restaurant ambiance and food quality on customer satisfaction in Nepalese restaurants, and the study found that all the factors impacted customer satisfaction. There is a positive relationship between service quality and customer satisfaction (Shrestha and Rawal, 2018). There is a significant relationship between independent variables (taste, price and quantity) and dependent variable (customer satisfaction) through correlation analysis (Rai and Rawal, 2019). Similarly, price has less or no impact on consumer preference for fast food items for the respondents taken under the study. Consumer seems to be satisfied with the wide variety of products being offered, price and quality of those products, allocations arrangements of the product and many other services provided by Bhatbheteni super market Biratnagar (Dhakal and Shiwakoti, 2020). Similarly, Shrestha and Koirala (2012) examined measuring service quality and consumer satisfaction. The study revealed that customer satisfaction is highly affected by service quality. Service also leads to customer retention and brand loyalty.

The above discussion shows that empirical evidences vary greatly across the studies on the consumers' satisfaction towards current brand of Yasoda foods products. Though there are above mentioned empirical evidences in the context of other countries and in Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The major objective of the study is to examine the consumers' satisfaction towards current brand of Yasoda foods products in Kathmandu Valley. Specifically, it examines the relationship of price, taste, quality, packaging, quantity, availability with consumer satisfaction.

The remainder of this study is organized as follows: section two describes the sample, data, and methodology. Section three presents the empirical results and final section draws the conclusion.

2. Methodological aspects

The study is based on the primary data. The data were gathered from 130 respondents through questionnaire. The study employed convenience sampling method. The respondents' views were collected on price, taste, quality, packaging, quantity, availability, and consumer satisfaction. This study is based on descriptive as well as causal comparative research designs.

The model

The model used in this study assumes that consumer satisfaction depends upon current brand of Yasoda foods products. The dependent variable selected for the study is consumer satisfaction. Similarly, the selected independent variables are price, taste, quality, packaging, quantity and availability. Therefore, the model takes the following form:

Consumer satisfaction = $f(\text{price, taste, quality, packaging, quantity and availability})$.

More specifically,

$$CS = \beta_0 + \beta_1 P + \beta_2 Q + \beta_3 QU + \beta_4 T + \beta_5 PA + \beta_6 A + e$$

Where,

CS = Consumer satisfaction

P = Price

Q = Quality

QU = Quantity

T = Taste

PA = Packaging

A = Availability

Price was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Current brand product offers the best possible price plan that meets people needs”, “The price offered in the products are reasonable” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.897$).

Taste was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “The products of current brand are unique in taste”, “Different product of current has different taste” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.712$).

Quality was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Current brand offers variety of items”, “The quality of the new products of current have been improved as compared to past products” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.826$).

Packaging was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “The packaging of Current brand looks attractive”, “The packaging of Current brand looks attractive.” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.787$).

Quantity was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I am satisfied for the quantity that I receive by paying the mentioned price”, “I believe that the quantity of foods in the packets must be increased” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.783$).

Availability was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I can find current products everywhere”, “The availability of the current brand product affects my purchasing decisions.” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.770$).

Consumer satisfaction was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “The taste of the products is satisfactory”, “I am satisfied with the color and information in the packaging of current products” and so on. The reliability of the items was measured by computing the Cronbach’s

alpha ($\alpha = 0.875$).

The following section describes the independent variables used in this study along with the hypothesis formulation.

Price

Price is an exchange rate that can be with money or goods for the benefits obtained from an item or service and has an influence on the amount/level of producer profits. Hanaysha (2016) explored the impact of food quality, price fairness, and physical environment on customer satisfaction in fast food restaurant industry. The study revealed that price fairness has a significant positive impact on customer satisfaction either because consumers tend to do comparisons between diverse brands before or after purchasing in order to form better judgments about the perceived value and conclude their satisfaction level. In addition, Astuti *et al.* (2019) investigated the influence of menu variations and tastes, price perceptions, cleanliness on consumer satisfaction at minang restaurant. The study found that price has a positive and significant impact on consumer satisfaction. Similarly, Arlanda and Suroso (2018) explored the influence of food and beverage quality, service quality, place, and perceived price to customer satisfaction and repurchase intention. The study concluded that customer will be satisfied when the food and beverage is affordable, suitable and at favorable price. Moreover, Prasasti and Putri (2022) revealed that there is a positive relationship between price and consumer satisfaction. Based on it, this study develops the following hypothesis:

H₁: There is a positive relationship between price and consumer satisfaction.

Taste

Taste refers to the sensation perceived by the tongue when consuming food or drink, involving the detection of flavors such as sweet, salty, sour and bitter According to Fryer *et al.* (2011), consumers are attracted towards the product having the better taste, which shows that taste has a positive relationship with consumer buying behavior. Similarly, Causse *et al.* (2010) found that there is a significant and a positive impact of taste on consumer buying behavior. Moreover, Gupta *et al.* (2019) analyzed the preferential analysis of street food among the foreign tourists. The study showed that tourists usually prefer street foods, which are mild in taste and are hygienically prepared. Likewise, Rishad *et al.* (2019) revealed that taste have significant and positive impact on consumer's satisfaction. Based on it, this study develops the following hypothesis:

H₂: There is a positive relationship between taste and consumer satisfaction.

Quality

Quality of service describes a consumer's assessment of the overall superiority of a given service. Foster (2016) examined the impact of price and service quality on consumer satisfaction. The study concluded that quality has a positive impact on customer satisfaction. Similarly, Bomrez and Rahman (2018) examined the factors influencing the service quality on student satisfaction at Management Science University. The study concluded that if the needs, desire and expectations are fulfilled, customers get high satisfaction level and most of the time will be loyal towards the products. Likewise, Vasic *et al.* (2019) explored the influence of online shopping determinants on customer satisfaction in the Serbian market. The study found that quality has a positive impact on consumer satisfaction. Further, Bista (2020) investigated the factors affecting customer satisfaction in restaurant of Kathmandu

Valley. The study found that food quality has a positive and a significant impact on the customer satisfaction. Based on it, this study develops the following hypothesis:

H₃: There is a positive relationship between quality and consumer satisfaction.

Packaging

Packaging is the process of enclosing or protecting products for distribution, sale, storage, or use, often involving design, materials, and labeling for both practical and promotional purposes. Ahmad *et al.* (2012) explored the impact of product packaging in consumer buying decision. The study revealed that packaging and its sub-factors have positive impact on consumer purchase intentions. Similarly, Raheem *et al.* (2014) examined the role of packaging and labeling on Pakistani consumers purchase decision. The study showed that design, quality and color of packaging have strong and positive influence on consumer buying behavior. Further, Wu (2017) examined the influence of interesting food packaging design on consumer psychology. The study found that packaging design is one of the important factors in conveying product information and beautifying products to provide consumers with valuable products. In addition, Cahyorini and Rusfian (2011) examined the impact of packaging design on impulsive buying. The study found that packaging design guide consumers to make a satisfactory choice. Based on it, this study develops the following hypothesis:

H₄: There is a positive relationship between packaging and consumer satisfaction.

Quantity

Quantity refers to the numerical or measurable amount, size, or volume of something, often describing the extent, magnitude, or count of objects, substances, or units within a specific context or measurement scale. Balaji and Poornima (2019) examined the consumer brand perception of fast moving consumer goods in Vellore Town. The study found that higher the quantity of products, higher would be the customer satisfaction. Similarly, Tran (2020) revealed that product quantity has a positive impact on customer satisfaction. Likewise, Hasan *et al.* (2023) found that quantity of the product has a positive and significant impact on customer satisfaction. Further, Golrizgashti *et al.* (2023) showed that quantity of the product is the major factor of measuring the customer satisfaction. Based on it, this study develops the following hypothesis:

H₅: There is a positive relationship between quantity and consumer satisfaction.

Availability

Availability refers to the state or quality of being accessible, obtainable, or present when needed or required. Vasic *et al.* (2019) examined the influence of online shopping determinants on consumer satisfaction in the Serbian market. The study revealed that the availability of information has a positive impact on customer satisfaction. Similarly, Waity (2016) examined the spatial inequality in access to food assistance in Indiana. The study found that there are innumerable ways of studying food accessibility for people. One of these methods is considering food deserts. Likewise, Novioleta and Slamet (2020) found that availability of information regarding the product has a positive and significant impact on customer satisfaction. Further, Vakulenko *et al.* (2022) revealed that availability of delivery options have positive impact on customer satisfaction. Based on it, this study develops the following hypothesis:

H₅: There is a positive relationship between availability and consumer satisfaction.

3. Results and discussion

Correlation analysis

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall's Tau correlation coefficients along with mean and standard deviation has been computed and the results are presented in Table 1.

Table 1

Kendall's Tau correlation coefficients matrix

This table presents Kendall's Tau coefficients between dependent and independent variables. The correlation coefficients are based on 130 observations. The dependent variable is CS (Consumer satisfaction). The independent variables are P (Price), T (Taste), Q (Quality), PA (Packaging), QU (Quantity), and A (Availability).

Variables	Mean	S.D.	CS	P	T	Q	PA	QU	A
CS	3.72	0.7784	1						
P	3.54	0.8410	0.419**	1					
T	3.67	0.6291	0.425**	0.479**	1				
Q	3.57	0.7862	0.469**	0.499**	0.477**	1			
PA	3.59	0.6453	0.380**	0.390**	0.428**	0.416**	1		
QU	3.71	0.7260	0.467**	0.465**	0.388**	0.465**	0.458**	1	
A	3.62	0.6525	0.273**	0.327**	0.446**	0.462**	0.435**	0.392**	1

Note: The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent levels respectively.

Table 1 shows that price is positively correlated to consumer satisfaction. It indicates that affordable price provided by Yasoda foods leads to increase the consumer satisfaction. Similarly, taste is positively correlated to consumer satisfaction. It indicates crunchiness and spicy in taste of current brand leads to increase the consumer satisfaction. Likewise, quality is positively correlated to consumer satisfaction. It indicates that food quality of current brand leads to increase consumer satisfaction. In addition, packaging is positively correlated to the consumer satisfaction. It indicates that attractive packaging leads to increase the consumer satisfaction. Further, quantity is positively correlated to the consumer satisfaction. It indicates huge quantity of product leads to increase the consumer satisfaction. Moreover, availability is positively correlated to consumer satisfaction. It indicates that availability of current brand products increase the consumer satisfaction.

Regression analysis

Having indicated the Kendall's Tau correlation coefficients, the regression analysis has been carried out and the results are presented in Table 2. More specifically, it shows the regression results of price, taste, quality, packaging, quantity and availability on consumer satisfaction.

Table 2

Estimated regression results of price, taste, quality, packaging, quantity and availability on consumer satisfaction

The results are based on 130 observations using linear regression model. The model is $CS = \beta_0 + \beta_1 P + \beta_2 T + \beta_3 Q + \beta_4 PA + \beta_5 QU + \beta_6 A + e$ where the dependent variable is CS (Consumer satisfaction). The independent variables are P (Price), T (Taste), Q (Quality), PA (Packaging), QU (Quantity) and A (Availability).

Model	Intercept	Regression coefficients of						Adj. R_bar ²	SEE	F-value
		P	T	Q	PA	QU	A			
1	1.462 (6.752)**	0.637 (10.749)**						0.474	0.566	115.536
2	0.927 (2.886)**		0.476 (8.845)**					0.374	0.615	78.228
3	1.123 (5.172)**			0.728 (12.283)**				0.537	0.529	150.86
4	1.432 (4.330)**				0.638 (7.049)**			0.274	0.663	49.688
5	0.884 (3.518)**					0.765 (11.536)**		0.506	0.547	133.071
6	1.842 (5.260)**						0.519 (5.473)**	0.183	0.703	70.995
7	0.726 (2.566)**	0.462 (6.321)**	0.370 (3.792)**					0.520	0.539	70.995
8	0.550 (2.075)*	0.212 (2.451)*	0.241 (2.541)**	0.431 (4.663)**				0.588	0.499	62.309
9	0.381 (1.132)	0.194 (2.232)*	0.209 (2.149)*	0.407 (0.4353)	0.121 (1.408)			0.591	0.497	47.592
10	0.094 (0.330)	0.082 (0.930)	0.222 (2.405)*	0.303 (3.252)**	0.048 (0.572)	0.343 (3.809)**		0.631	0.472	45.091
11	0.267 (0.920)	0.036 (0.646)	0.270 (2.904)**	0.381 (3.911)**	0.097 (1.144)	0.350 (3.953)**	0.519 (5.473)**	0.644	0.465	39.813

Notes:

- i. Figures in parenthesis are t-values.
- ii. The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent level respectively.
- iii. Consumer satisfaction is dependent variable.

Table 2 shows that the beta coefficients for price are positive with consumer satisfaction. It indicates that price has a positive impact on consumer satisfaction. This finding is consistent with the findings of Astuti *et al.* (2019). Likewise, the beta coefficients for taste are positive with consumer satisfaction. It indicates that taste has a positive impact on consumer satisfaction. This finding is consistent with the findings of Rishad *et al.* (2019). In addition, the beta coefficients for quality are positive with consumer satisfaction. It indicates that quality has a positive impact on consumer satisfaction. This finding is consistent with the findings of Vasic *et al.* (2019). Similarly, the beta coefficients for packaging are positive with consumer satisfaction. It indicates packaging has a positive impact on the consumer satisfaction. This finding is consistent with the findings of Cahyorini and Rusfian (2011). Similarly, the beta coefficients for quantity are positive with consumer satisfaction. It indicates that quantity has a positive impact on consumer satisfaction. This finding is consistent with the findings of Hasan *et al.* (2023). In addition, the beta coefficients for availability are positive with consumer satisfaction. It indicates that availability has a positive impact on consumer satisfaction. This finding is consistent with the findings of Novialeta and Slamet (2020).

4. Summary and conclusion

Customer satisfaction refers to the extent to which customers are pleased with the products, services, or experiences provided by a business company. It is a measure of how well a company meets or exceeds the expectations of its customers. Companies are focusing more on the product improvement in all factors like price, taste, quality, packaging, quantity and availability, as there is a tough competition among all the products.

This study attempts to examine the consumers' satisfaction towards current brand of Yasoda foods products in Kathmandu Valley. The study is based on primary data of 130 respondents.

The major conclusion of the study is that price, taste, quality, packaging, quantity and availability have positive impact on consumer satisfaction. The study also concludes that quantity followed by quality and packaging are the most influencing factors that affect the consumer satisfaction of current brand products among people of Kathmandu Valley.

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