A study on customer satisfaction of Tupperware products

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ARTICLE INFO	ABSTRACT
	Marketing is intensifying as the various sectors recognize the marketing contributes to the improved performance in the market place. The markets offers a variety Tupperware to consumer. The media plays a vital role in helping manufactures to promote and find marke for their products. The focus is trying to capture the market by motivating consumer and not the market. Hence a complete understanding as the consumer's preference their attributes to a particular brand is necessary. This research therefore aims at finding to the reason behind why consumers in the society are willing to use Tupperware brand

Introduction

Tupperware stands for high quality products ensuring healthy lifestyle for its consumers and wide product range available for use. The Unique Selling Proposition (USP) of Tupperware product lies in their special airtight and liquid tight seals, which lock in freshness and flavor. Tupperware products are made from 100% food grade virgin plastic and go through stringent quality checks. The products are stylish and elegant, light weight; non-tonic and comes in beautiful soothing colors. Promise a lifetime guarantee or 10 year guarantee depending on the country, against chipping, cracking or breaking under normal non-commercial use.

Tupperware is known for its Lunch Boxes with their liquid tight seals. Tupperware lunchboxes are termed as the best in the industry. Tupperware is also very famous for its Dry Storage products with their air tight seals. Tupperware storage containers keep grocery fresh for long apart from keeping it pest and rodent free.

Statement of the problem

Marketing is intensifying as the various sectors recognize the marketing contributes to the improved performance in the market place. The markets offers a variety Tupperware to consumer. The media plays a vital role in helping manufatures to promote and find marke for their produts. The focus is trying to capture the market by motivating consumer and not the market. Hence a complete understanding as the consumer's perference their attributes to a particular brand is necessary. This research therefore aims at finding ot the reason behind why consumers in the society are willing to use tupperware brand.

Scope of The Study

The scope of the study is confined only the Thuvakudi area with special reference to highlight the current leading brand of Tupperware preferred by the consumer.

Objectives of the study

- To know the factors influencing customer satisfaction
- To assess their level of satisfaction

Hypothesis

✓ Association between Age of the Respondents and Their Overall Customer Satisfaction
✓ Difference between Marital Status and Their Overall Customer Satisfaction
✓ Difference between Type of Family of the Respondents and Their Overall Customer Satisfaction
✓ Association between Educational Qualification of the Respondents and Their Overall Customer Satisfaction
✓ One-way ANOVAs Difference between Occupation of the Respondents and Their Overall Customer Satisfaction
✓ One-way ANOVAs Difference between Income of the Respondents And Their Overall Customer Satisfaction.
✓ Association between Frequency of Purchase and Their Overall Customer Satisfaction.
✓ One-way ANOVAs Difference between Usage and Their Overall Customer Satisfaction
✓ Association between Types of Personality of the Respondents and Their Overall Customer Satisfaction.

Methodology

The questionnaires were distributed to the respondents during the leisure time and filled in questionnaire were collected. The study is descriptive in nature. Both primary data and secondary data were used in the study. Primary data have been collected by means of well designed questionnaire. Respondents have been selected by using convenient sampling methods to know their preference towards Tupperware. The data collected analyzed through various Tools Techniques such as a table, percentage, charts, diagrams etc. Secondary data were collected from the books, News Paper, Magazine, Journal, and Internet etc. The sample design of the study is based on convinient sampling method. The study covers 200 samples for the research. The study includes Thuvakudi only. Data is collected between April 2012 to June 2012. The data gathered has been processed and tabulated by using MS-Excel software SPSS, Primary data were analyzed through chi-square test, T-test One-way ANNOVA.

Limitation of the study
- The samples taken for the study comprises 200 respondents.
- The Study is applicable to Thuvakudi area only. So findings cannot be generalised to other areas.

Table -1
Association between Age of the Respondents and Their Overall Customer Satisfaction

Age	Overall customer satisfaction		Statistical inference
	Low (n=92)	High (n=108)	
20 to 30 years	49(53.3%)	44(40.7%)	X^2=18.816 Df=3 .000<0.05 Significant
31 to 40 years	14(15.2%)	45(41.7%)	
41 to 50 years	22(23.9%)	17(15.7%)	
51 & above	7(7.6%)	2(1.9%)	

Source-Compiled From Primary Data

Table 1 show that the overall customer satisfaction of Tupperware products is high in the age group of between 31-40 years and the overall customer satisfaction of Tupperware products is low in the age group of above 51 years. P-Value is .000 which is less than the. 005. Hence the hypothesis is accepted. Therefore it is concluded that there is an association between age of the respondents and the overall customer satisfaction

Table -2
Association between Educational Qualification of the Respondents and Their Overall Customer Satisfaction

Educational qualification	Overall customer satisfaction		Statistical inference
	Low (n=92)	High (n=108)	
Up to graduation	14(15.2%)	8(7.4%)	X^2=7.318 Df=2 .026<0.05 Significant
Graduate	29(31.5%)	23(21.3%)	
Postgraduate	49(53.3%)	77(71.3%)	

Source-Compiled From Primary Data

Table-2 shows that the overall customer satisfaction of Tupperware products is high for post graduate holders and the overall customer satisfaction of Tupperware products is low for the respondents who are qualified upto graduation. Table further explains that there is a significant association between educational qualification of the respondents and overall customer satisfaction, since the p-value is.0236 which is lesser than .005.

There is a significant association between educational qualification of the respondents and their overall customer satisfaction.

Table-3
Association between Frequency of Purchase and Their Overall Customer Satisfaction

Often to purchase	Overall customer satisfaction		Statistical inference
	Low (n=92)	High (n=108)	
Once a year	61(66.3%)	69(63.9%)	X^2=.130 Df=2 .937>0.05 Not Significant
Twice a year	24(26.1%)	30(27.8%)	
More than two times in a year	7(7.6%)	9(8.3%)	

Source-Compiled From Primary Data

Table-3 states that the overall customer satisfaction of Tupperware products is high for the respondents who have purchased once a year and the overall customer satisfaction of Tupperware products is low for the respondents who have

purchased more than two times a year. The table also shows that there is no significant association between frequency of purchase of the respondents and their overall customer satisfaction since the calculated value is .937 which is greater than 0.05.

There is no significant association between frequency of purchase of the respondents and their overall customer satisfaction.

Table -4
Difference between Marital Status and Their Overall Customer Satisfaction

Overall customer satisfaction	Mean	S.D	Statistical inference
Unmarried(n=67)	103.19	10.149	T=-2.480 .014<0.05 Significant
Married (n=117)	106.91	9.581	

Source-Compiled From Primary Data

Table-4 depicts that the overall customer satisfaction of Tupperware products is high for married respondents than when compared to unmarried respondents. The table also shows that there is a significant difference between marital status of the respondents and their overall customer satisfaction since the p-value is .014 which is less than .005.

There is a significant difference between marital status of the respondents and their overall customer satisfaction.

Table -5
Difference between Type of Family of the Respondents and Their Overall Customer Satisfaction

Overall customer satisfaction	Mean	S.D	Statistical inference
Nuclear family (n=91)	100.35	14.790	T=-3.330 .001<0.05 Significant
Joint family (n=109)	106.05	9.138	

Source-Compiled From Primary Data

Table-5 reveals that the overall customer satisfaction of Tupperware products is high for joint family respondents than nuclear family respondents. The table also shows that there is a significant difference between type of family of the respondents and their overall customer satisfaction. Since the calculated value less is .001 which is lesser than 0.005.

There is a significant difference between type of family of the respondents and their overall customer satisfaction.

Table -6
Oneway Anova Difference between Occupation of The Respondents And Their Overall Customer Satisfaction

Overall customer satisfaction	Mean	S.D	SS	Df	MS	Statistical inference
Between Groups			998.226	2	499.113	
Private (n=111)	105.26	10.297				
Public (n=63)	102.13	14.618				F=3.354 .037<0.05 Significant
self-employee (n=26)	98.96	13.271				
Within Groups			29315.369	197	148.809	

Source-Compiled From Primary Data

Table-6 explains that the overall customer satisfaction of Tupperware products is high for private employees and the overall customer satisfaction of Tupperware products is low for the self employees. The table also shows that there is a significant difference between occupation of the respondents and

their overall customer satisfaction since the calculated value is .037 which is less than 0.005.

There is a significant difference between occupation of the respondents and their overall customer satisfaction

Table -7
Oneway Anova Difference between Income of the Respondents and Their Overall Customer Satisfaction

Overall customer satisfaction	Mean	S.D	SS	Df	MS	Statistical inference
Between Groups			550.050	3	183.350	
Up to Rs.15000 (n=112)	104.13	11.455				
Rs.15001-30000 (n=74)	103.54	10.753				F=1.207 .308>0.05 Not Significant
Rs.30001-45000 (n=12)	97.08	23.275				
Rs.45001 and above (n=2)	101.00	28.284				
Within Groups			29763.545	196	151.855	

Source-Compiled From Primary Data

Table-7 reveals that the overall customer satisfaction of Tupperware products is high for the respondents who are earning a monthly income of up to rupees 15000 and the overall customer satisfaction of Tupperware products is low for the respondents who are earning a monthly income of between 30001-45000.The table also shows that there is no significant difference between income of the respondents and their overall customer satisfaction since the calculated value is .308 which is greater than 0.005.There is no significant difference between income of the respondents and their overall customer satisfaction.

Table -8
Onaway ANOVAs Difference between Product Range of Tupperware Products and Their Overall Customer Satisfaction

Overall customer satisfaction	Mean	S.D	SS	Df	MS	Statistical inference
Between Groups			4886.825	6	814.471	
Dry storage (n=46)	108.11	9.466				
Tableware (n=26)	91.77	18.943				
Food preparation (n=33)	103.36	7.232				
Microwave containers (n=19)	106.26	13.127				F=6.182 .000<0.05 Significant
Canister (n=14)	106.43	7.703				
Classics (n=3)	108.00	9.539				
Lunch and outdoor containers (n=59)	103.19	10.744				
Within Groups			25426.770	193	131.745	

Source-Compiled From Primary Data

Table-8 reveals that the overall customer satisfaction of Tupperware products is high in case of microwave containers and the overall customer satisfaction of Tupperware products is low in case of The above table shows that there is a significant difference between usage of the respondents and their overall customer satisfaction. Hence, the calculated value less than table value (.000<0.05).

Table-9
Association between Types of Personality of the Respondents and Their Overall Customer Satisfaction

Type of personality	Overall customer satisfaction		Statistical inference
	Low (n=92)	High (n=108)	
Reserve & shy type	23(25%)	52(48.1%)	
Nervous & Low emotional	11(12%)	11(10.2%)	X^2=13.194 Df=4 .010<0.05 Significant
Flexible & Informal	10(10.9%)	4(3.7%)	
Submissive & patience	4(4.3%)	4(3.7%)	
Creative thinker& problem solver	44(47.8%)	37(34.3%)	

Source-Compiled From Primary Data

Table- 9 shows that there is a significant association between types of personality of the respondents and their overall customer satisfaction. Calculated value is less than table value (.000<0.05).

Conclusion

Today there are number of models of Tupperware available in the market and they differ in price, quality, capacity, type etc. in the present marketing area, if can be easily said that all middle class people are also using the Tupperware. Main usage of product is avoiding the spoil of foods. Customers prefer this product even though the price is very high.

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