

# **EXPLORING CUSTOMER SATISFACTION ON CIC CURD PRODUCTS**

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## ABSTRACT

The study was conducted to analyze the customer satisfaction on CIC curd products. While fulfilling the requirement of Sri Lankan consumers. Today CIC Agribusiness is in a strong position among competitors. Their curd products have good reputation in Sri Lankan market. But still some customers are not much aware of all product range of CIC. So it is important to carry out marketing programmes to popularize the curd products as well as to create trustworthy image on customers mind about the CIC. In this study, socio economic and product factors which significantly affect for customer satisfaction on CIC curd products are evaluated. The sample size was 200 consumers who purchase goods from supermarkets, selected from Colombo, Gampaha, Kurunegala and Kandy districts. Primary data were administered using questionnaires. Chi square test and conjoint analysis were used as statistical methods to evaluate the product attributes and socio economic factors respectively. SPSS (Statistical Packaging for Social Sciences) and XLSTAT were used to analyze the collected data. As a finding employment level and income level were identified as most significant socio economic factors. Out of other evaluated factors such as gender, age, marital status and education level. The conjoint analysis indicates that price, product type, fat content, volume and packaging material were most preferable attribute levels which had high utility values among product attributes such as price, product type, fat content, volume and packaging material, price of CIC curds become as most important product attribute while earning highest relative important value. In suggestion by implementing of these finding such as more concerning on competitive price and targeting high income level market segment would be obtain better result than today.

**Key words:** Customer Satisfaction, Conjoint Analysis.