

CUSTOMER SATISFACTION SURVEY ON HALDIRAM

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INTRODUCTION

Customer Satisfaction Survey on HALDIRAM is the working title for this endeavour. In order to gather information for this project, I've been exploring the company's online presence, reading blogs and visiting distributors and retailers. The sum of all chips and namkeens sold in supermarkets, convenience stores, specialty food stores, supermarkets, malls, big bazaars, and other retail establishments is included.

Having worked primarily in the chips and Namkeens departments, I have collected just about everything Haldiram's has to offer. When I looked at the chips and Namkeens sold in stores, I noticed the following.

If our product is sold there and how much it costs.

If not, we checked to see what other brands were out there.

What percentage of total sales this specific counter generates, if any.

How potent is that defense, exactly? This store has a plethora of Namkeen and chip brands to choose from.

To gauge the level of interest from retailers and customers, we would inquire about sales volume, consumer response, and delivery once we received our product.

We talked about ourselves, our products, and the margin difference between us and our competitors if we didn't get our product.

Next, we educated them on our product's additional features and USP to get them ready to sell it. As a result, we expanded demand for Haldiram's offering. After that, we examined the quantity of the competing product and questioned its quality.

We also tallied the number of competitor company signs and Haldiram's stand in the supermarket. After all, I keep track of the retail and dining options in Ghaziabad by compiling daily survey reports. The gathered market data is then analysed. And then draw a conclusion based on what you've learned from your analysis.

Background of the study

Someone who buys from us is not an outsider. He is unquestionably a component of it. A customer does not constitute a disruption to our operations. He is the reason why we do it. When a customer accepts our services, he or she is actually doing us a favour. We're actually doing him a disservice. A customer is not just another number; he is a living, breathing human being with thoughts and feelings just like our own. A customer is not an opponent in a game of wits. He should be treated with respect and courtesy. A client does not have to rely on us. He is crucial to our survival. A shopper brings us his needs. It is our responsibility to ensure that he and we both benefit from our dealings with them. Whether we're truck drivers, factory workers, or office workers, it's the customer's business that allows us to get paid.

According to these definitions, a customer need not be a current buyer to be considered a customer. Customers can be broken down into three distinct categories:

Customers who have used a company's products or services previously are considered "existing customers," and this usage is often time-bound. Customers who have already done business with a company and who provide ongoing value are the most valuable of the three types of clients: existing, potential, and lapsed. Since these customers already know and (ideally) trust the marketer, they should be easy to reach with promotional appeals, and if managed properly, they should be more likely to make additional purchases.

People who have previously interacted with the marketing company, usually by making a purchase, are considered former customers. As a result of the customer's lack of recent purchases or other factors, the marketer no longer considers the customer to be an Existing Customer. Whether or not the previous relationship was satisfying for either the customer or the marketer will determine the group's worth.

Customers who haven't made a purchase yet but who meet the marketer's criteria for Ideal Customers are classified as Potential Customers. Having a requirement for a product, having the means to buy, and having the authority to make a purchasing decision are all necessary conditions for a person to be considered a customer. For two reasons, prospecting for new clients is an ongoing activity. The first is the possibility that some of your existing customers will leave and be replaced by new ones. Second, while repeat business from existing

customers is the most reliable source of revenue, the addition of new customers is what really drives growth.

Now that we know who a customer is, we must examine the meaning of, and the value placed upon, customer satisfaction.

COMPANY PROFILE



In 1935, a small sweet shop opened in Bikaner, Rajasthan, and thus began the saga of HaldiRam's, a name now universally associated with the Indian snacks and sweet food market. By 1982, the company had branches in the thriving commercial districts of Kolkata and Nagpur as well as Delhi's Chandni-Chowk.

HaldiRam has 11 restaurants and cum showrooms in prime locations in Delhi and the National Capital Region, with plans to expand to other parts of Northern India.

First-generation businessmen Mr. M.L. Agarwal and Mr. M. S. Agarwal spearheaded the company, with the help of the Board of Directors (Mr. Pankaj, Anand, Amit, Ashish, and Umesh Agarwal) and the Management Team (Dr. A.K. Tyagi (Pres), P.K. Today, the company's vision and mission are to have a global presence as a Food & beverage company through Mr. A.K. Tyagi, Mr. V.K. Gupta, Mr. Rahul Kathuria, and Mr. V.K. Gupta.

Innovation

Professionalization

Expansion

Planned Methodology

and, Acquiring a Company

Today, Haldiram is an ISO 9001 and HACCP certified company with a global presence in 62 countries (including the United Kingdom, the United States, Germany, Australia, and the United Arab Emirates) and in the world's largest supermarket chains, including TESCO, SOMMERFIELD, SPINNEYS, and CARREFOUR.

What started as a small business in India is now a global phenomenon, and HALDIRAM'S is a staple in the diets of Indians all over the world.

Present

Now in Stock

A 1735.9 cr brand today, Haldiram's can be found on store shelves all over the United States, the United Kingdom, and the Middle East. Along with their goodbyes and memories, non-resident Indians often bring back packets of Haldiram's. And it's this brand they seek out when browsing stores for comforting aromas and recognisable displays.

A total of 50 tonnes of namkeens (56 varieties), 20 tonnes of chips, papad (7 varieties), and fun food, and 5 tonnes of tinned sweets (12 varieties) and soan papdi are produced each day at its four plants in and around Delhi. We'll be able to expand our current offerings and launch brand-new products thanks to the addition of two new factories.

The company has been working to standardise Indian cuisine for over 60 years. It has not been easy, as the people of India have very distinct palates. The brand's name, however, has since become internationally recognised as a symbol of quality and excellence, not just in India.

The story of Haldiram's phenomenal success can be traced back to the company's forward-thinking decision to expand its product offerings to include fresh, homemade versions of traditional dishes. They proved that people in India are willing to pay more for a Western take on packaged food, and they did so in the context of the traditionally female-dominated Indian Household Kitchen category.

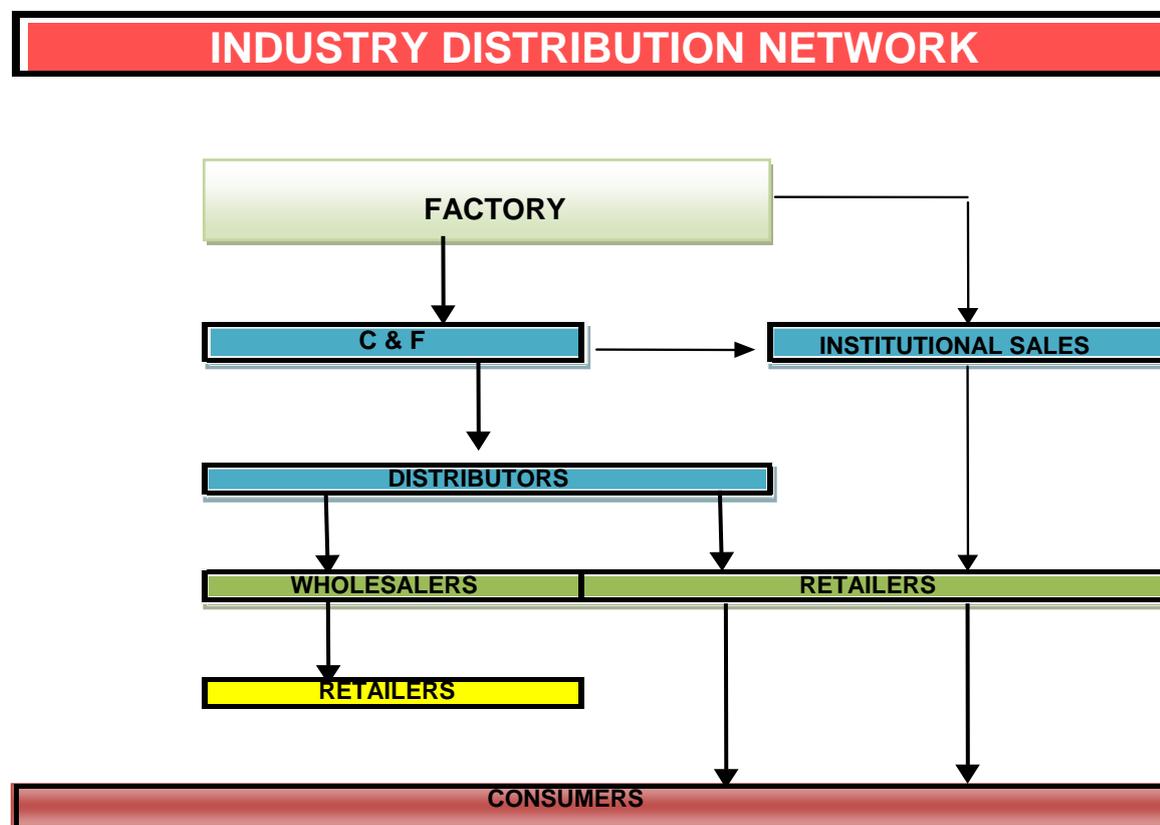
It has also made a sizable investment in a state-of-the-art processing and packaging unit, which allows it to successfully combine heritage with modernity. This is why our product can be found on any store's shelf and still hold its own.

The Supply Chain is also efficiently managed by a robust network of C&F, Distributors, Wholesalers, and Retailers, allowing the product to reach even the smallest town in the country.

DISTRIBUTION FLOW CHART

Unlike most major FMCG companies, Haldiram's uses an advance RTGS basis when dealing with its wholesale dealers. Keeping all transactions within the supply chain in cash is central to Haldiram's philosophy and helps to reduce dumping.

To cover the time it takes for a shipment to travel from the central warehouse (C&F) to the distributor's location, distributors stock just enough product. The JIT inventory strategy raises the ROI for car dealerships. (ROI). Every Haldiram location uses route planning and dispatches vehicles specifically for customer deliveries.



Operational States: Delhi, Haryana, Punjab, J&K , Rajasthan, Uttaranchal, Uttar Pradesh, Bihar, Jharkhand, North East.

MARKETING MIX OF HALDIRAM

Haldiram's is an Indian-founded, privately held business. It's in the food business, and they make authentic Indian food that's delicious and safe to eat. The business was started by

Gangabhisan Aggarwal in 1937. Its main office is located in Nagpur, India. Since the company's products appeal to people of all walks of life and demographics, marketing efforts have focused on reaching as wide an audience as possible. The following are some of its primary rivals:-

Bikaji

Lehar

Bikano

Product in the Marketing Mix of Haldiram's:

In India, Haldiram's is among the most well-known names in the confectionery industry. It offers a wide variety of authentic dishes, with over a hundred to choose from.

Namkeens like Sev, Mathri, Pancharatan Mixture, Navratan Mixture, Samosa, Gol Kachori, Murukku, Lite Chidwa, Bhel, Aloo Lachha, Dry Fruit Mix, Chana Choor and Salted Kaju

Drinks like Orange Squash, Pineapple Squash and Rose Sharbat.

Sweets like Mango Bite, Peanut Chikki, Rajbhog, Gulab Jamun, Soan Papdi, Kaju Katli and Badam Barfi.

Biscuits like Kaju Butter, Pista Badam and Kaju Nankhatai.

Dairy products like Rassagolla, Sandesh and Chamcham

Kesar sticks kulfi and Ice creams

Pappad

Ready to eat items like Punjabi Choley, Paw Bhaji and Dal Makhni

Place in the Marketing Mix of Haldiram's:

When it comes to quality and flavor, few brands can compare to Haldiram's. It opened its first storefront in Bikaner, Rajasthan, and has since expanded across India and into international markets. Orders for export are fulfilled in a number of countries around the world, including

Thailand, Japan, New Zealand, Australia, the United Arab Emirates, Canada, the United Kingdom, and Sri Lanka. In the domestic market, the company sells its wares through a vast network of grocery, candy, bakery, convenience, grocery, discount, and mass merchandiser outlets. The Kolkata plant was the company's first, with subsequent factories opening in Nagpur, Bikaner, and New Delhi.

CUSTOMER PERCEPTION AND CUSTOMER EXPECTATION

The way consumers feel about a product is crucial to its overall success. Many potentially game-changing products have failed because they were unable to establish a positive image in the minds of potential buyers. Because of its widespread popularity, Haldiram's clientele has high standards for the company's products.

Target Segment	What is Haldiram's for me?
A Family with children	A treat to children, a fun place to be for the children.
Urban customer on the move	Great taste, quick service without affecting the work schedule
Teenager	Hangout with friends, but keep it affordable.

In the eyes of its target audience, the brand must embody all the qualities of comfort and cleanliness, with an air of subtle sophistication. They want the brand to make them feel better about themselves. Feedback from the store in Vile Parle, Mumbai indicated a high level of brand loyalty among locals. Haldiram's has a lot of room for growth, though, because the company isn't fully satisfying the needs of its customers.

LITERATURE REVIEW

According to Sahaya Alexander (2018), a consumer's satisfaction stems from their impression of the product as a whole, and this query reflects that impression. Attitude and contentment go hand in hand. Attitude and satisfaction are psychological concepts that can be defined as

an individual's assessment of an object and their experience with that object. Products can be anything from tangible items to ideas to services to brands that aim to attract customers and satisfy their wants and needs in some way. Services are intangible because they involve the efforts of one person to benefit another. It's a way of lending a hand to those in need.

Gagan Katiyar (2016) argues that despite Haldirams' lack of an efficient visual merchandising strategy, the company is still successful in generating higher sales and, thus, prompt stock replenishment. Frito Lay's merchandising tools were found to be the most effective in increasing product and brand visibility due to increased deployment of these tools in a variety of shapes and sizes at virtually all retail outlets; however, Frito Lay's merchandising strategy was unable to outsell Haldirams during the festival season. This is because Haldirams brand, a direct competitor of Frito Lay, also provided better retailer schemes to push sales during the festival season, as discussed in Factors Affecting the Retailer Perception for the Sale of Snacking Products through Traditional Trade Retail Outlets in India 29 NJMSR V.1 No.1 Issue 1 (2016). When it comes to deploying merchandising tools and providing competitive retailer schemes, ITC and Parle are way behind. (Gagan Katiyar,2016)

This is according to Kotler and Keller's 2012 research. Research and marketing professionals have studied consumer behaviour extensively over the years and continue to do so today. There are a variety of reasons why consumer behaviour has attracted the attention of academics and researchers. One popular theory holds that knowledge of customer preferences now has a significant bearing on a company's bottom line. (Kotler and Keller, 2012). In contrast, one school of thought argues that, in light of the increasingly cutthroat nature of the retail industry, it is more important than ever to have a firm grasp on what motivate (Lancaster et al, 2002). In this chapter, you'll learn about the history of research on consumer behaviour and how it relates to the efforts of marketers and researchers. Additionally, the five stages of the consumer decision making process will be covered in depth.

OBJECTIVES OF THE STUDY

- To investigate the level of contentment experienced by Haldiram product buyers
- Investigate the Haldiram product distribution system.
- In order to: Investigate how people view Haldiram's namkeens and chips in stores and online; and
- Analyze the level of enthusiasm that distributors have for selling Haldiram'snamkeen

- To investigate the Haldiram product distribution system.

SCOPE OF THE STUDY

We define the scope of our project as the geographical area that will be affected by it and the specific benefits it will provide. The level of contentment with Haldiram products was the focus of my project back in the day. I also need to do some forecasting and identify rising and falling products for this project. This project report will show you why and how marketing is crucial to the growth of your company and the happiness of your clients.

For this assignment, I conducted a survey that elucidates the current standing of the company's services in comparison to those of its competitors. And the survey's creators can use the data to make their products and services better and attract more customers.

METHODOLOGY

The term "methodology" is used to refer to the overall research procedures used in the study. All the steps taken to collect and analyse data are part of the research design.

Research Design

Methodology based on the exploration of secondary data. Survey-based descriptive research design Face-to-face interviews were used for this survey.

Methods of data collection: - In-depth interviews or other forms of direct contact with respondents can yield this information. The most common methods of information gathering are questionnaires and interviews. Two main categories of information exist:

Primary Data

Secondary Data

Primary data

The study is largely based on the primary data, which has been collected through the structured Questionnaire Method.

Secondary data:

Sources of Collection of Secondary Data in my Research has use:

Internet

Research articles

Newspapers

Journals

Book

Official website

Sample Design

The term "sample design" refers to a predetermined strategy for selecting a subset of a larger population. It is the strategy or method the researcher would use to pick the items in the sample. Because of this inquiry

Sample size: -

For market visit- 100 retail outlet.

For consumer survey – 100 customers

Trending- previous 2 year data

Area of operation: -

For market visit- Pune

Forecasting & trendingsales

Market visit for retail shops

Research on “customer satisfaction”

Sales & Distribution

Promotional strategy

Analytical Tools for each Objectives

Diagrams

Percentage

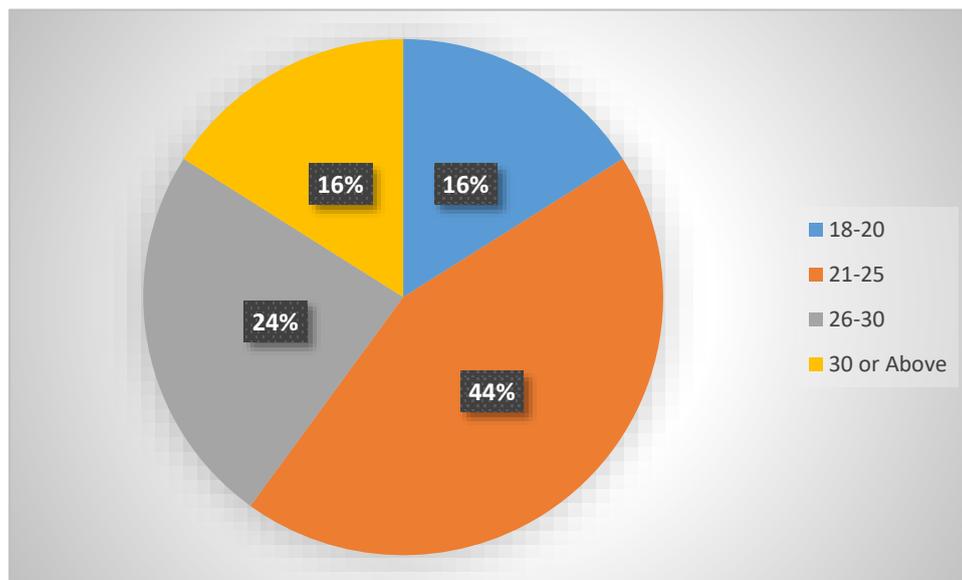
Chart

Graph

DATA ANALYSIS AND INTERPRETATION

Q1. Whatis yourage?

Particular	No. of respondents	Percentage
18-20	8	16%
21-25	22	44%
26-30	12	24%
30 or Above	8	16%
Total	50	100%

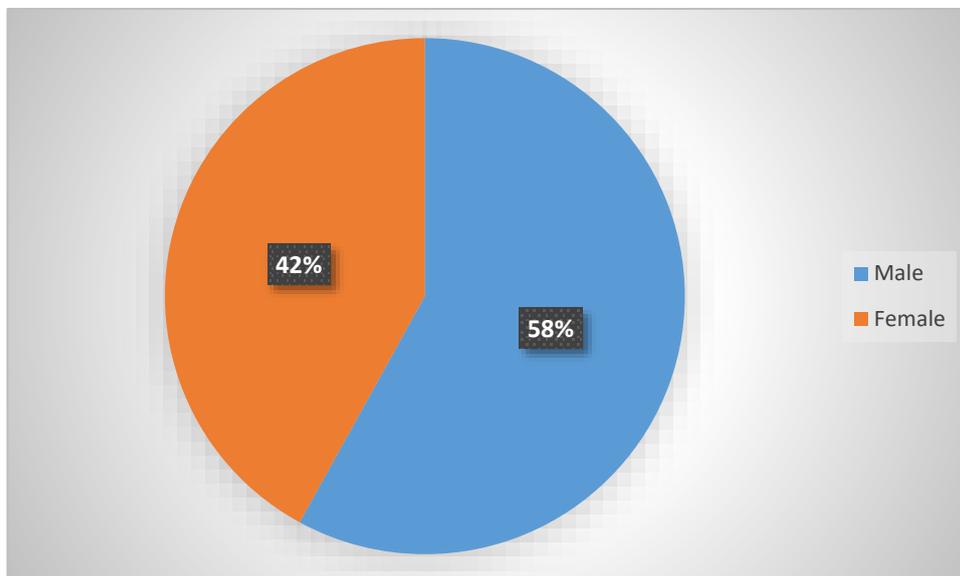


INTERPRETATION

As per above analysis 44% majority of the respondents were in the age group of 21-25 age.

Q2. Whatisyourgender?

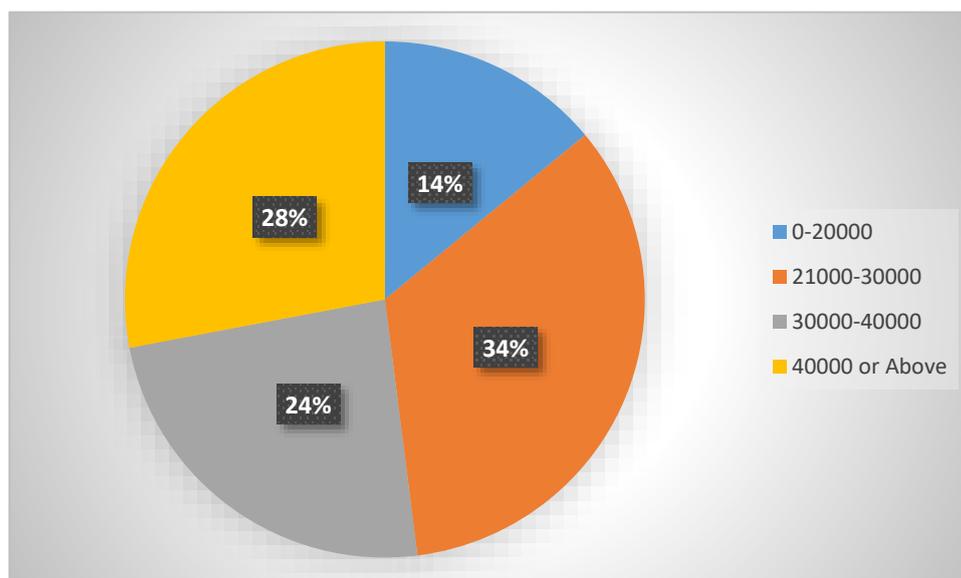
Particular	No. of respondents	Percentage
Male	29	58%
Female	21	42%
Total	50	100%

**INTERPRETATION**

As per above analysis 58% respondents were Male and 43% respondents were female.

Q3. MonthlyIncome

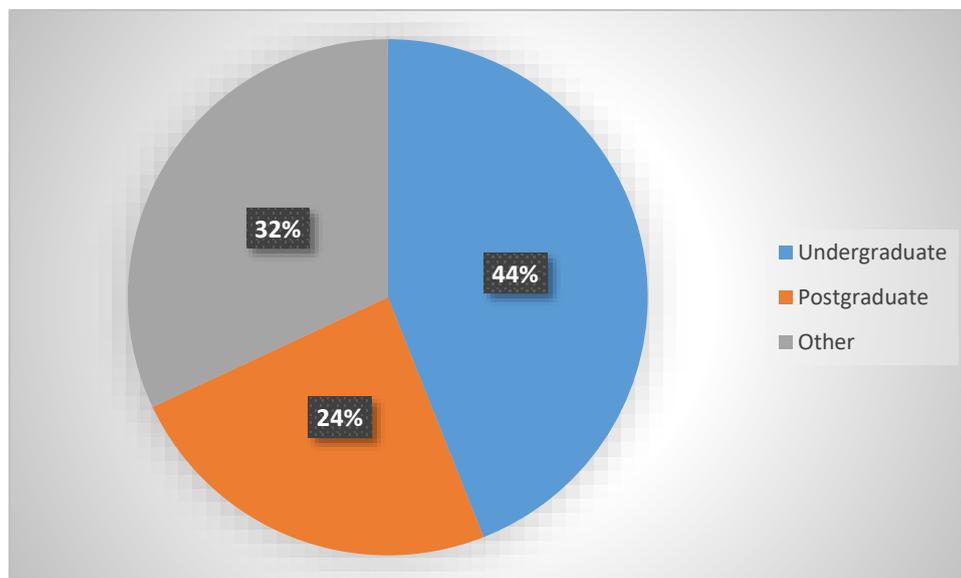
Particular	No. of respondents	Percentage
0-20000	7	14%
21000-30000	17	34%
30000-40000	12	24%
40000 or Above	14	28%
Total	50	100%

**INTERPRETATION**

It can be seen that the majority of 34% respondents have income between 21000 to 30000.

Q4. Educational Qualification

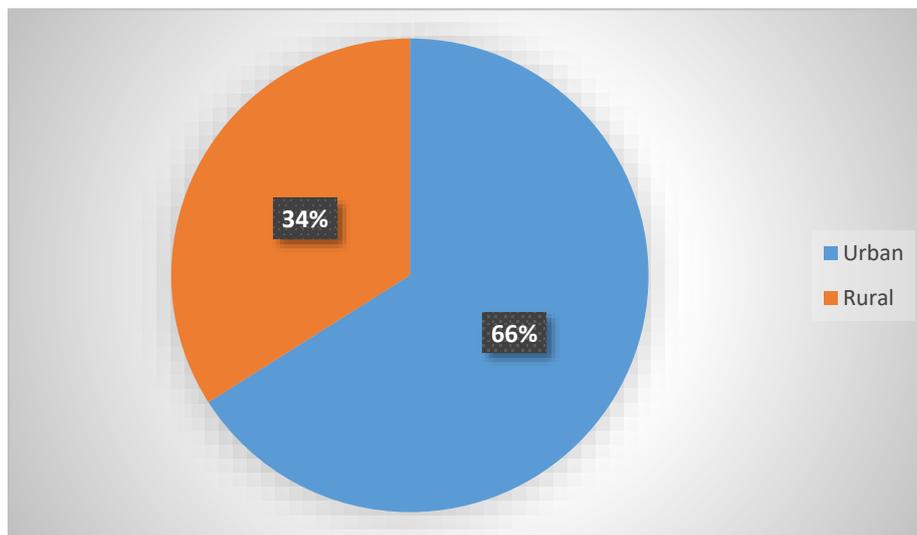
Particular	No. of respondents	Percentage
Undergraduate	22	44%
Postgraduate	12	24%
Other	16	32%
Total	50	100%

**INTERPRETATION**

Undergraduate have got more share during survey. It can be said that majority of undergraduate is larger than other qualified respondents.

Q5. Area

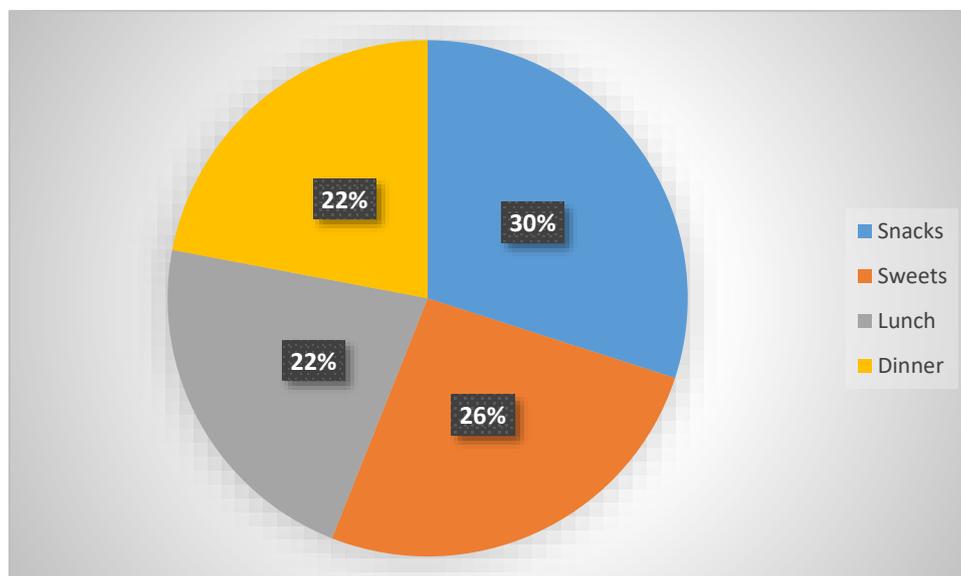
Particular	No. of respondents	Percentage
Urban	33	66%
Rural	17	34%
Total	50	100%

**INTERPRETATION**

In this pie chart it can be observed that 66% respondents belong to urban area. Whereas 34% belongs to rural area.

Q6. Which service of Haldiram restaurant you like the most?

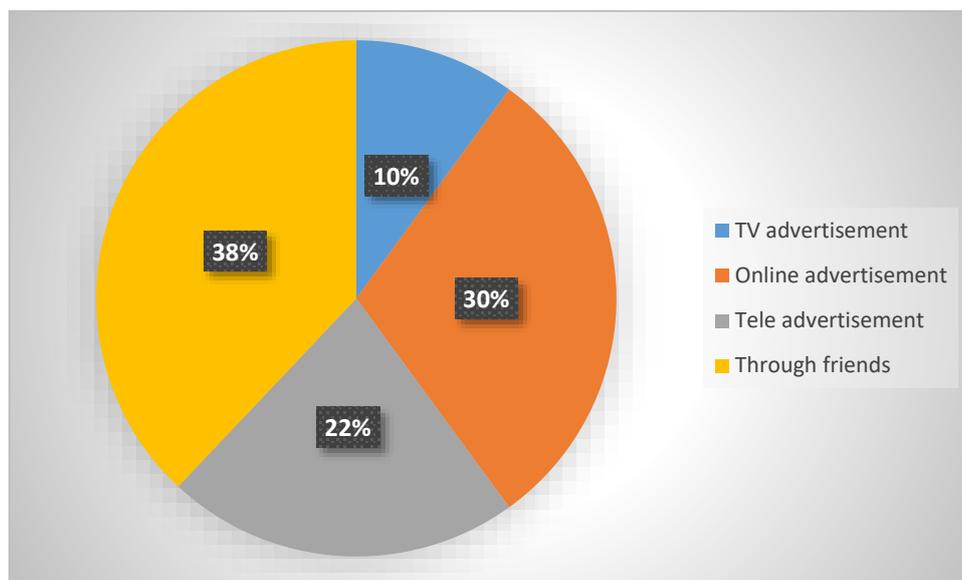
Particular	No. of respondents	Percentage
Snacks	15	30%
Sweets	13	26%
Lunch	11	22%
Dinner	11	22%
Total	50	100%

**INTERPRETATION**

As per above analysis 30% respondents like snacks at Haldiram restaurant, 26% like sweets, 22% like lunch and 22% like dinner at Haldiram restaurant.

Q7. How do you know about Haldiram?

Particular	No. of respondents	Percentage
TV advertisement	5	10%
Online advertisement	15	30%
Tele advertisement	11	22%
Through friends	19	38%
Total	50	100%



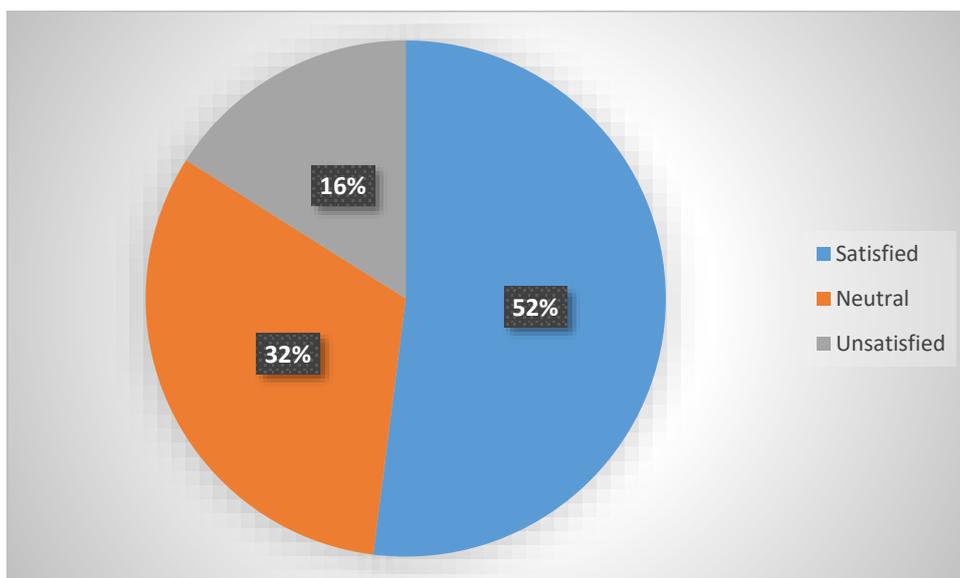
INTERPRETATION

The above table shows that TV advertisement 10%, and 15 people through online advertisement, 11 members through tele advertisement, 19 members through friends.

From this we can know that most of them are came to know through friends.

Q8. Are you satisfied with the products of Haldiram?

Particular	No. of respondents	Percentage
Satisfied	26	52%
Neutral	16	32%
Unsatisfied	8	16%
Total	50	100%

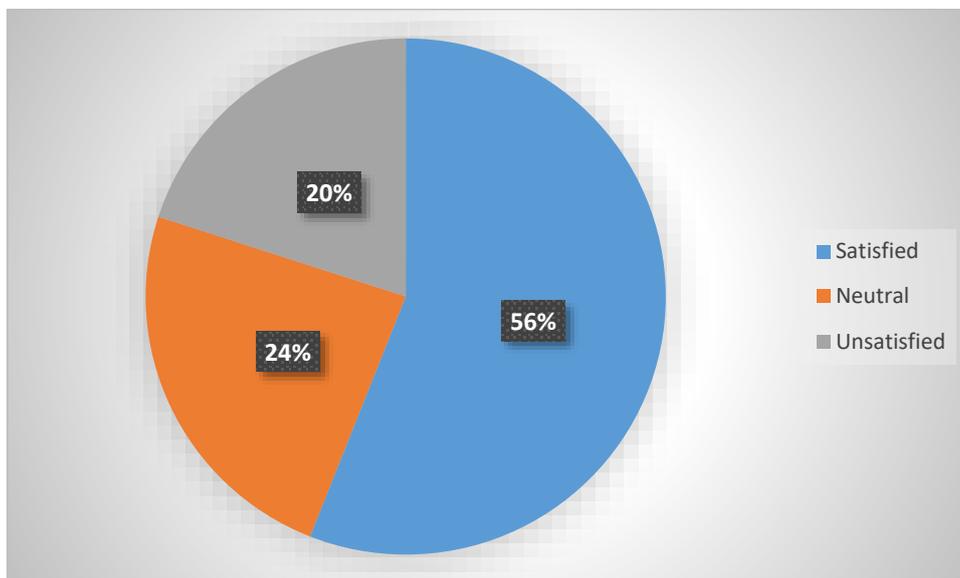


INTERPRETATION:

The above table shows that the majority of 52% respondents satisfied with the products of Haldiram

Q9. Are you satisfied with the promotional strategies of the company?

Particular	No. of respondents	Percentage
Satisfied	28	56%
Neutral	12	24%
Unsatisfied	10	20%
Total	50	100%

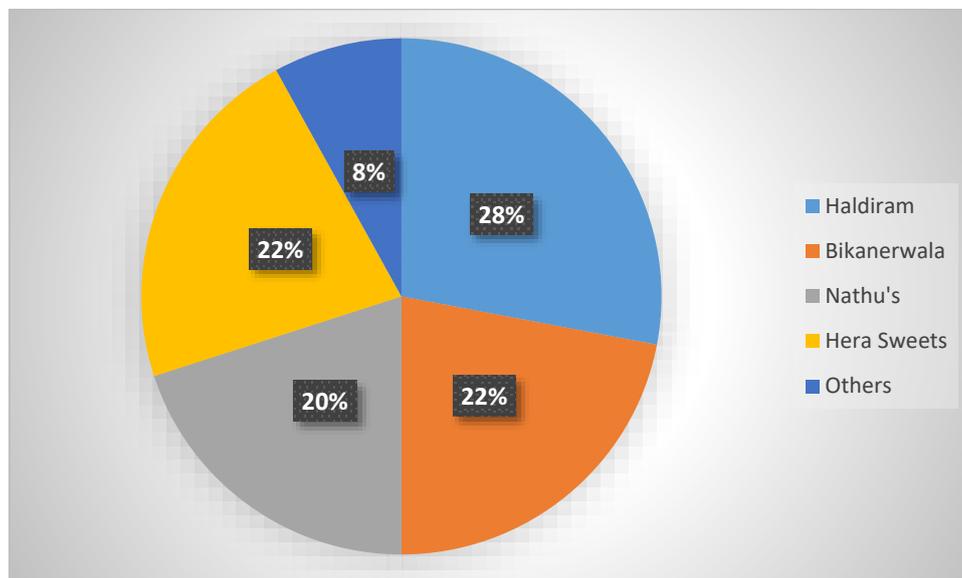


INTERPRETATION

From the above table shows that the majority of 56% respondents were satisfied with the promotional strategies of the company.

Q10. Which company having the better promotional plans?

Particular	No. of respondents	Percentage
Haldiram	14	28%
Bikanerwala	11	22%
Nathu's	10	20%
Hera Sweets	11	22%
Others	4	8%
Total	50	100%

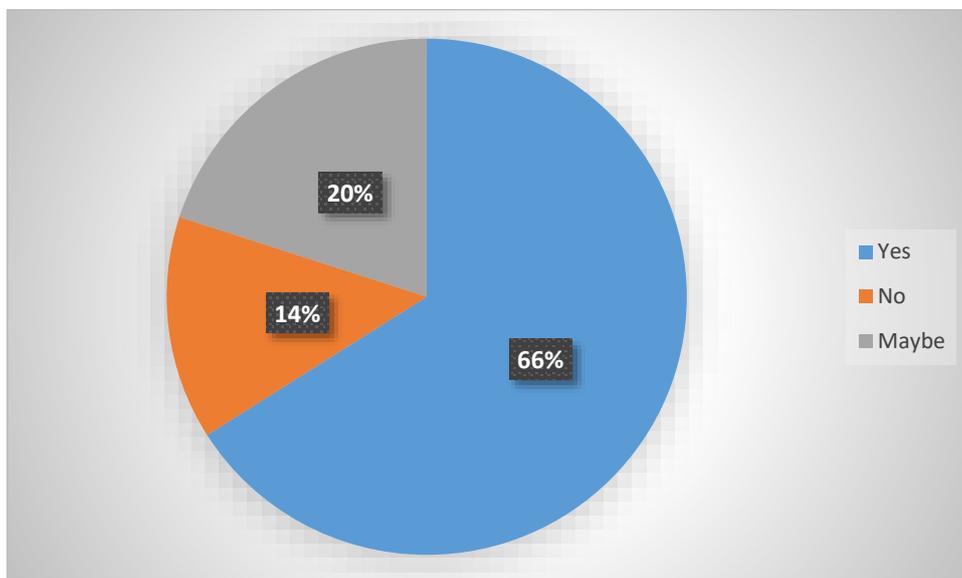


INTERPRETATION:

From the above table the majority of 26 percent in the favor of Starbucks for better promotional plans.

Q11. Do you think company having strong sales promotions to attract customer?

Particular	No. of respondents	Percentage
Yes	33	66%
No	7	14%
Maybe	10	20%
Total	50	100%

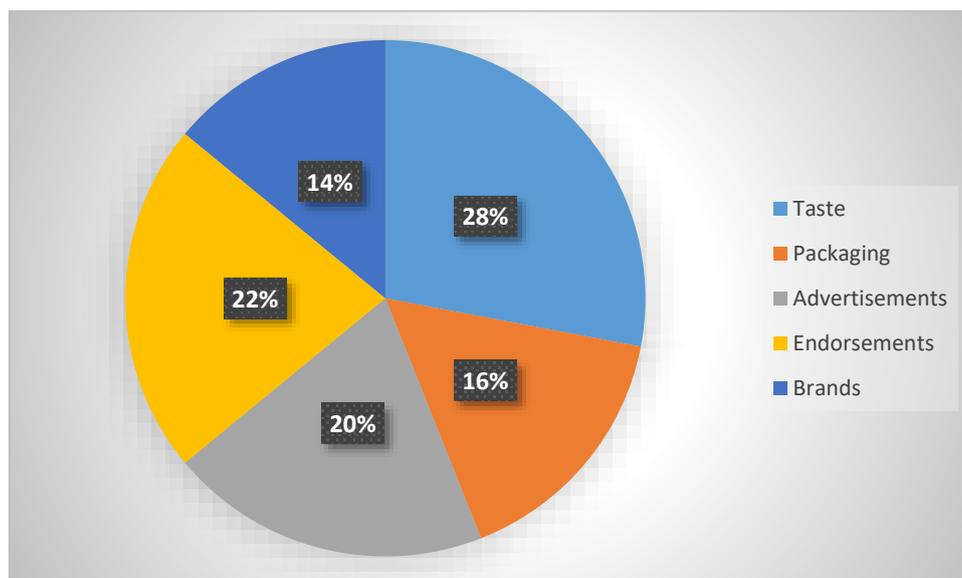


INTERPRETATION:

From the above table shows that 66% of the majority respondents were strongly agree with sales promotion of the company.

Q12.What are the different consequence that Haldiram should add in sales volume?

Particular	No. of respondents	Percentage
Taste	14	28%
Packaging	8	16%
Advertisements	10	20%
Endorsements	11	22%
Brands	7	14%
Total	50	100%

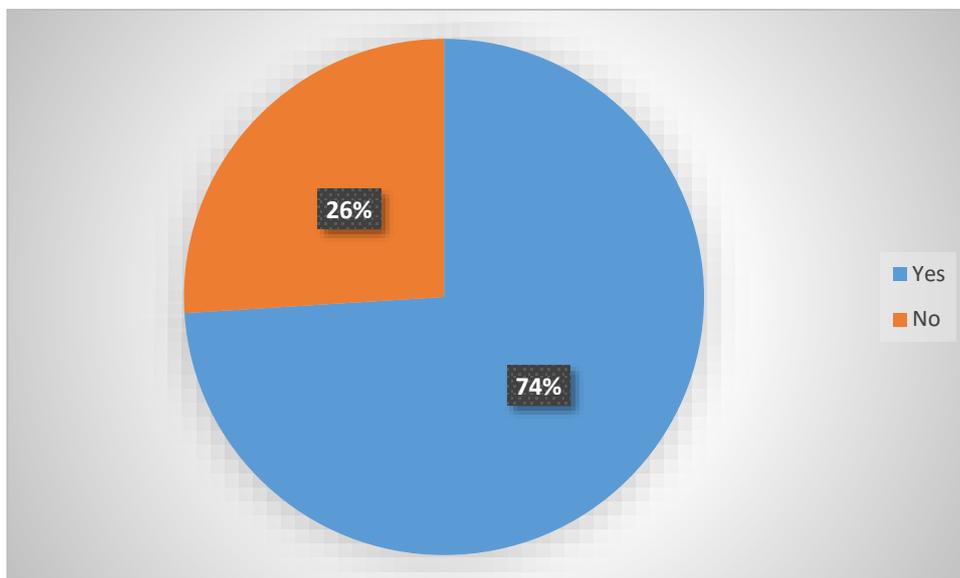


INTERPRETATION

From the above table shows that 14 respondents out of 50 are consequence that Haldiram should work on products taste to add in sales volume.

Q13. Are you satisfied by the current product line or the menu at Haldiram?

Particular	No. of respondents	Percentage
Yes	37	74%
No	13	26%
Total	50	100%

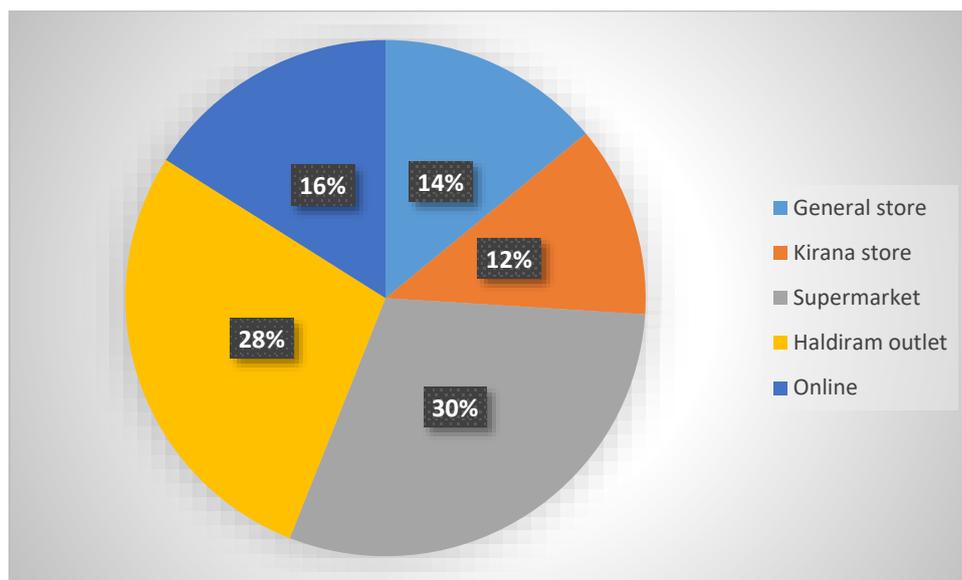


INTERPRETATION:

From the above table shows that majority of 74% respondents were satisfied with the current product line of the menu at Haldiram

Q14. Where do you buy Haldiram's from?

Particular	No. of respondents	Percentage
General store	7	14%
Kirana store	6	12%
Supermarket	15	30%
Haldiram outlet	14	28%
Online	8	16%
Total	50	100%

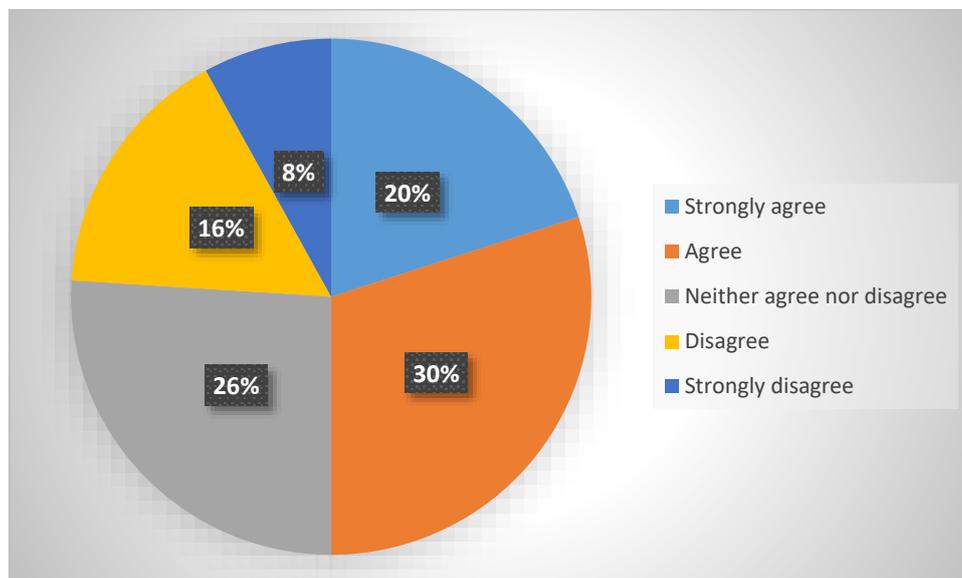


INTERPRETATION:

From the above table shows that the majority of 30% respondents were buying Haldiram products from Haldiram outlet

Q15 Do you feel marketing strategies help well to the company with proper advertising & other marketing schemes?

Particular	No. of respondents	Percentage
Strongly agree	10	20%
Agree	15	30%
Neither agree nor disagree	13	26%
Disagree	8	16%
Strongly disagree	4	8%
Total	50	100%

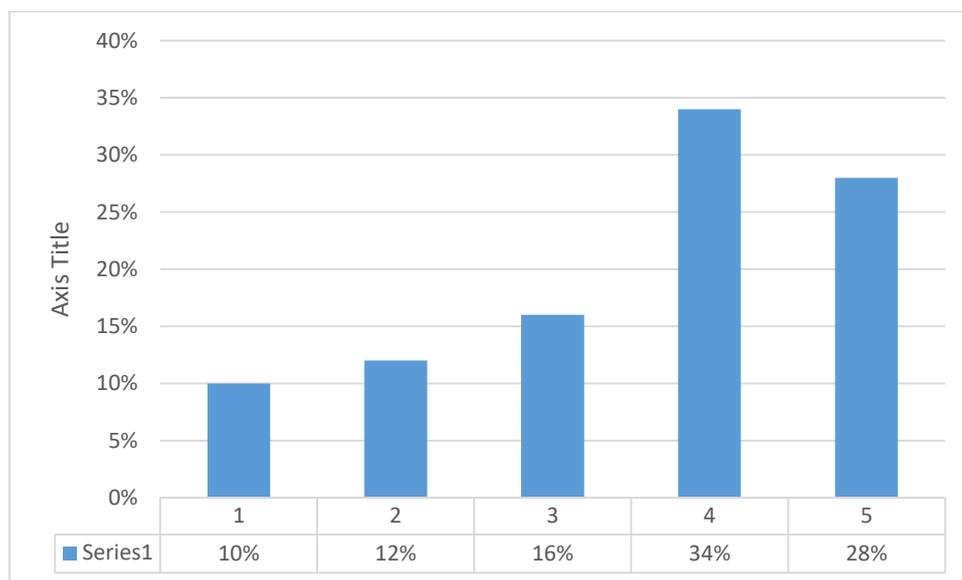


INTERPRETATION:

From the above table shows that the majority of 30% respondents feel that marketing strategies help well to the company with proper advertising & other marketing schemes.

Q16. How do you rate employee’s attitude while taking your orders?

Particular	No. of respondents	Percentage
1	5	10%
2	6	12%
3	8	16%
4	17	34%
5	14	28%
Total	50	100%

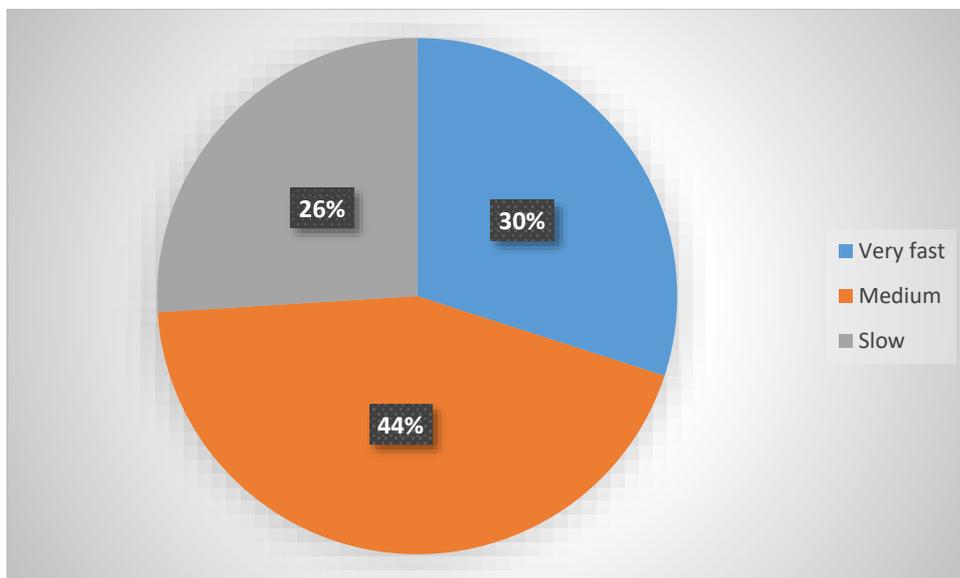


INTERPRETATION:

As per the above analysis the majority of 34% respondents give 4 star rating to the employees attitude while taking the orders.

Q17. How fast was the delivery of food?

Particular	No. of respondents	Percentage
Very fast	15	30%
Medium	22	44%
Slow	13	26%
Total	50	100%

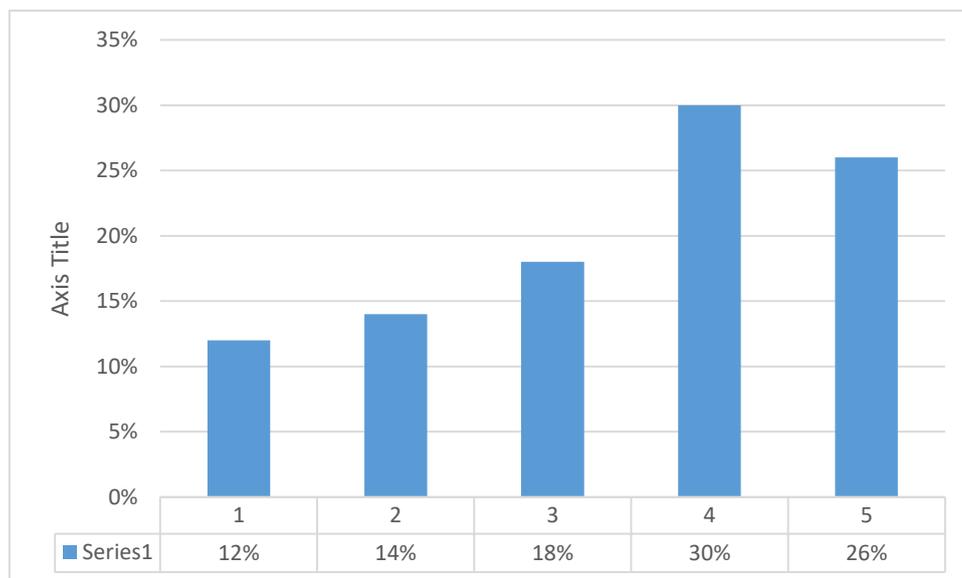


INTERPRETATION:

As per the above analysis the majority of 44% respondents says the delivery of the food was with a medium speed.

Q18. How do you find the ambience of the Haldiram restaurant?

Particular	No. of respondents	Percentage
1	6	12%
2	7	14%
3	9	18%
4	15	30%
5	13	26%
Total	50	100%

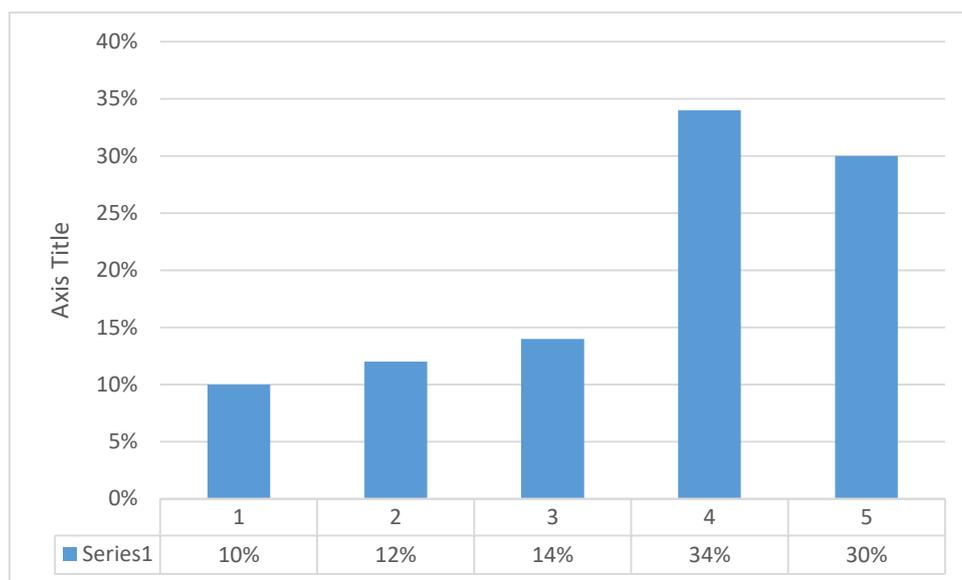


INTERPRETATION:

As per the above analysis the majority of 30% respondents give 4 star rating to the ambience of the Haldiram restaurant.

Q19. How do you rate the cleanliness of the Haldiram restaurant?

Particular	No. of respondents	Percentage
1	5	10%
2	6	12%
3	7	14%
4	17	34%
5	15	30%
Total	50	100%

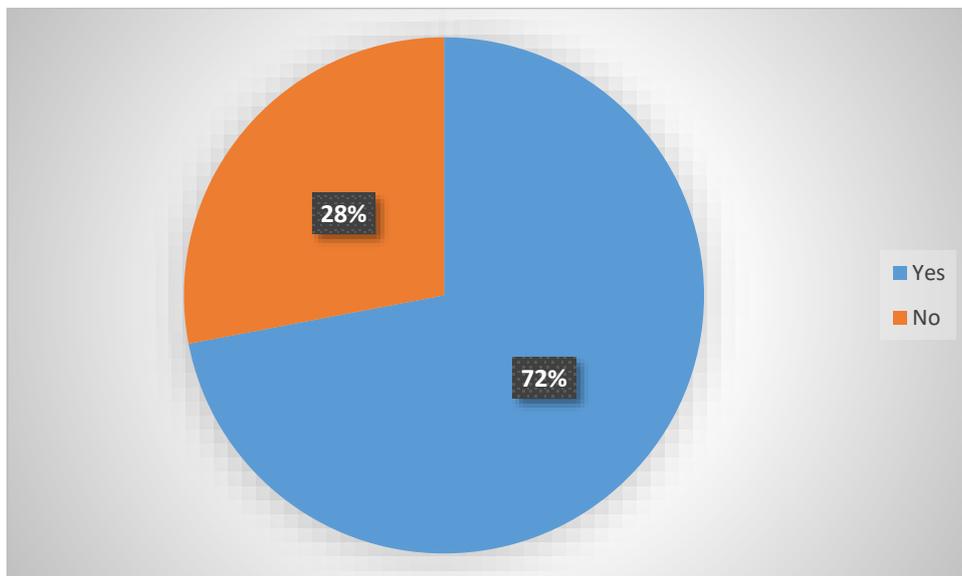


INTERPRETATION:

As per the above analysis the majority of 34% respondents give 4 star rating to the cleanliness of the Haldiram restaurant.

Q20 Would you like to recommend Haldiram others

Particular	No. of respondents	Percentage
Yes	36	72%
No	14	28%
Total	50	100%



INTERPRETATION:

As per the above analysis 72% respondents were agree to recommend Haldiram to others and 28% not like to recommend.

FINDINGS

According to the data presented above, the majority of respondents (44%) were in the 21-25 age bracket.

According to the data presented above, 58% of respondents were male and 43% were female.

- It's clear that between \$21,000 and \$30,000 is the sweet spot for the majority of respondents (34%).

The undergraduate population is more well represented in surveys. Undergraduates can be considered a sizable majority compared to other qualified respondents.

The majority of respondents (66%) are city dwellers, as shown by the urban slice of the pie. And 34% of the population lives in rural areas.

- Based on the data presented above, 30% of people enjoy Haldiram's snacks, 26% enjoy their sweets, 22% enjoy their lunch, and 22% enjoy their dinner.

According to the data presented above, 10% of new members are recruited via television ads, 15% are recruited via online ads, 11% are recruited via telephone ads, and 19 are recruited via personal connections. This suggests that most of them were introduced by mutual acquaintances.

52% of respondents are satisfied with Haldiram products, as shown in the above table.

- The data in the table above demonstrates that 56 percent of respondents found the company's marketing efforts to be successful.

- The above data shows that 26% of people think Starbucks has the superior marketing strategy.

We can see that the vast majority of respondents (66%) are in favour of the company's sales promotion in the table above.

14 of 50 respondents (35%) agree that Haldiram needs to improve the quality of its products in order to increase its sales.

- The above data demonstrates that 74% of customers are happy with Haldiram's current menu offerings.

Table 1 shows that 70% of respondents who bought Haldiram products did so from a Haldiram store.

- The data in the table above indicate that 70% of respondents think that effective advertising and other marketing strategies help their company.

- The survey results show that 34% of customers rate the service they receive when placing an order as "excellent," the highest possible rating.
- Based on the data presented above, 44% of customers believe the food was delivered at a medium pace.
- As can be seen from the data presented above, 30% of diners rate the ambiance at Haldiram as excellent.

According to the data cited above, 34% of patrons at the Haldiram restaurant find it to be very clean.

- According to the data presented above, 72% of customers would recommend Haldiram to friends and family, while 28% would not.

SUGGESTIONS

- The staff at Haldiram should be trained to provide superior service to customers.
- Service and cleanup should begin on the diner's left. However, please pour and refill your drinks from the right side of the glass.
- Retailers and cafeteria owners have legitimate concerns that the company needs to address.
- Distributors' issues are the company's responsibility.
- It is necessary for a different executive to mediate disputes, such as those involving late payments or incorrect commitments.
- Because the executive of another company is the source of the problem, a stand should be given to struggling merchants.
- Each and every counter that sells the company's products should be provided with display stands and racks.
- The company should make sure the distributors don't mess with each other's territories.
- The business must stop underselling in the market.
- The company is responsible for preventing the widespread disruption.
- The incentives should be offered as a supplement to the executives' base pay.
- The business should pay attention to and value the sales executive.
- The business should acknowledge the market's issues.

- Market research and understanding the advantages and disadvantages of rivals are essential tasks.

CONCLUSION

Retailers reported being pleased with the services provided by the Haldiram sales representative. In addition, 78 percent of retailers reported receiving their orders on time and in the correct quantity, and 58 percent said their sales representatives were helpful in resolving any issues that arose. A daily visit from a salesman was a standard practise for 80% of retailers, and 43% of those businesses were happy with the service they received from their Haldiram's representative. About half of all stores do their ordering once a week. According to a survey of retailers' attitudes towards new discount programs, nearly 40% express complete satisfaction. The study also revealed that 48% of retailers were unhappy with the credit options available to them. Haldiram's seasonal display schemes were well received by retailers. Both the stock delivery and the emergency order were well received by the stores. Similarly, 44% of retailers said they were happy with Haldiram's distribution network, and 49% said they were happy with the company's meetings.

Restaurant delays have been identified as a major irritant that contributes to subpar service. Delays in any of these areas—from seating customers to presenting menus to taking orders to delivering food to presenting the bill—can have a negative impact on the business. The wait times in a restaurant should be accurate in order to provide a high level of service.

Customers should be informed if there is already a line of people waiting and it could take up to an additional hour to seat everyone. It's better to take customers by surprise with a shorter wait time than to let them down with a longer one. If a dish is going to take a while to prepare, the server is expected to inform the patrons of this fact in advance.

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