

A Study on Consumer Preferences and Customer Satisfaction Towards Premium Flavored Peanut Butter Products: A Case Study of Lagad's Nutrition

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Abstract: *The health and nutrition industry in India has witnessed substantial growth due to increasing consumer awareness regarding fitness, healthy eating habits, and protein-rich diets. Peanut butter has become a popular nutritional product among consumers seeking both health benefits and convenience. This study aims to examine consumer preferences and customer satisfaction towards premium flavored peanut butter products offered by Lagad's Nutrition, specifically Mawa Malai Peanut Butter and Dark Chocolate Crispy Peanut Butter.*

The research investigates various factors affecting customer satisfaction, including taste, product quality, nutritional value, packaging, pricing, availability, and brand image. Data collected through customer surveys and feedback analysis will provide insights into consumer behavior and purchasing decisions. The findings will help identify key determinants of customer satisfaction and offer strategic recommendations for enhancing product acceptance, customer loyalty, and market competitiveness..

Keywords: Customer Satisfaction, Peanut Butter, Consumer Preferences, Nutrition Products, Brand Loyalty, Health Foods, Consumer Behavior, Lagad's Nutrition

I. INTRODUCTION

Customer satisfaction plays a vital role in determining the success and sustainability of any business. In the food and nutrition industry, customer satisfaction is particularly important because consumers increasingly seek products that combine taste, nutrition, convenience, and affordability. Businesses that consistently meet customer expectations are more likely to achieve customer loyalty, positive word-of-mouth promotion, and long-term growth.

The Indian health and nutrition market has witnessed rapid expansion in recent years due to rising health awareness, increasing participation in fitness activities, and changing dietary habits. Among various nutrition products, peanut butter has gained popularity because of its high protein content, healthy fats, and versatility as a daily food product. Consumers are increasingly demanding innovative flavors and premium-quality products that offer both nutritional benefits and enjoyable taste experiences.

Lagad's Nutrition is an emerging nutrition brand that offers innovative peanut butter products such as Mawa Malai Peanut Butter and Dark Chocolate Crispy Peanut Butter. These products are designed to cater to consumers seeking unique flavors while maintaining nutritional value. Understanding customer preferences and satisfaction levels is essential for improving product offerings and strengthening the brand's market position.

Several factors influence customer satisfaction in the nutrition food sector. Taste and flavor remain primary determinants of product acceptance. Product quality, ingredient transparency, nutritional value, packaging design, affordability, and product availability also significantly impact purchasing decisions. Additionally, digital marketing, social media presence, and online customer reviews influence consumer perception and brand trust.



With increasing competition in the health food industry, businesses must continuously evaluate customer expectations and adapt their strategies accordingly. This study focuses on identifying the factors affecting customer satisfaction towards Lagad's Nutrition products and provides recommendations to enhance customer experience, increase brand loyalty, and support business growth.

Importance of the Study

Helps in Understanding Consumer Preferences

This study helps in understanding consumer preferences regarding flavored peanut butter products. It provides insights into customer expectations related to taste, nutrition, packaging, pricing, and product quality.

Improves Customer Satisfaction

By identifying the factors that influence customer satisfaction, Lagad's Nutrition can improve its products and services to better meet consumer needs and expectations.

Supports Better Business Decision-Making

The findings of this study provide valuable information for business owners regarding product development, pricing strategies, marketing activities, and customer engagement initiatives.

Enhances Product Innovation

The research helps identify customer demand for unique flavors and nutritional products. These insights can support future product innovation and diversification within the nutrition food market.

Builds Brand Loyalty and Customer Retention

Understanding customer satisfaction enables businesses to strengthen customer relationships, encourage repeat purchases, and develop long-term brand loyalty.

Encourages Effective Digital Marketing Strategies

The study highlights the role of social media marketing, online promotions, customer reviews, and digital engagement in influencing consumer purchasing decisions and brand awareness.

Creates Competitive Advantage

In an increasingly competitive health and nutrition market, understanding customer preferences can help Lagad's Nutrition differentiate itself from competitors and strengthen its market position.

Contributes to Growth of the Nutrition Industry

The study provides valuable insights into consumer behavior within the health food sector and contributes to the understanding of emerging trends in premium flavored peanut butter products.

Useful for Future Academic Research

The findings of this research may serve as a reference for future studies related to customer satisfaction, consumer behavior, nutrition products, food innovation, and entrepreneurship.

II. REVIEW OF LITERATURE

According to Philip Kotler and Kevin Keller (2016), customer satisfaction is a key determinant of consumer loyalty and business success. Their research emphasizes that customers are more likely to repurchase products and recommend brands when their expectations regarding quality and value are consistently fulfilled.

Schiffman and Wisenblit (2019) explain that consumer purchasing decisions in the food and nutrition sector are influenced by factors such as taste, perceived health benefits, product quality, brand image, and pricing. These factors play a significant role in shaping customer preferences for nutritional products.

A study by Euromonitor International (2023) highlighted the rapid growth of the health and wellness food market in India. The report indicates that increasing health consciousness and fitness awareness have significantly contributed to the demand for protein-rich and functional food products, including peanut butter.



According to Keller (2013), strong brand positioning and effective marketing communication positively influence customer perception and brand loyalty. Emerging nutrition brands can improve customer engagement through social media marketing, influencer collaborations, and customer-focused promotional strategies.

Research conducted by NielsenIQ (2022) found that consumers increasingly prefer food products that offer a combination of nutritional value, convenience, and innovative flavors. The study suggests that product innovation is a major factor influencing customer satisfaction and repeat purchase behavior.

Solomon (2020) states that packaging design and product presentation significantly affect consumer purchasing decisions. Attractive packaging creates a positive first impression and enhances perceived product quality among customers.

A study on consumer behavior in the health food industry by Kumar and Sharma (2021) revealed that customer satisfaction is strongly associated with product quality, flavor variety, affordability, and product availability. The researchers concluded that businesses focusing on these aspects are more likely to achieve customer loyalty and sustainable growth.

Furthermore, recent studies on digital consumer engagement indicate that online reviews, social media recommendations, and digital marketing campaigns significantly influence consumer trust and purchasing decisions in the nutrition products market. Businesses that actively engage with customers through digital platforms can enhance brand awareness and customer satisfaction.

III. RESEARCH METHODOLOGY

Meaning of Research Methodology

Research methodology means the method or process used to collect and analyze information for the study. It helps in getting correct and useful results.

Research Design

- This study uses a descriptive research design.
- It focuses on understanding customer opinions, preferences, and satisfaction regarding Lagad's Nutrition peanut butter products.
- The study analyzes customer experiences with Mawa Malai Peanut Butter and Dark Chocolate Crispy Peanut Butter sold through website, retail, and wholesale channels.

Type of Data

a) Primary Data

- Data collected directly from customers.
- Collected using surveys and questionnaires.
- Customer feedback collected through website, retail, and wholesale channels.

b) Secondary Data

- Data collected from books, websites, research articles, journals, and industry reports.
- Helps in understanding consumer behavior, customer satisfaction, and nutrition product markets.

Data Collection Method

- A questionnaire is used to collect information.
- Questions are simple and easy to understand.
- Customers give their opinions based on their experience with Lagad's Nutrition products.
- Responses are collected through online and offline methods.

Sample Size

- Around 150 customers are selected for the study.
- This helps in obtaining reliable and meaningful results.

Sampling Method

- Convenience sampling is used.



- Customers are selected based on availability and willingness to participate.
- Tools for Data Collection
- Questionnaire
 - Personal Interaction (if needed)
 - Customer Feedback Collected Through Website, Retail, and Wholesale Channels
 - Online Survey Forms (Google Forms)
 - Customer Reviews and Purchase Feedback
 - Customer Recommendations and Suggestions

IV. ANALYSIS AND INTERPRETATION

Overall Customer Satisfaction

Description	Responses	%
Very Poor	10	6.7%
Poor	20	13.3%
Average	40	26.7%
Good	45	30.0%
Excellent	35	23.3%
Total 150 100%		

Table – Overall Customer Satisfaction

Interpretation

The graph shows that most customers rated their overall satisfaction as good, indicating a positive response towards Lagad's Nutrition products. A considerable number of customers also rated their experience as excellent, reflecting strong acceptance of the products. However, a small percentage of customers expressed dissatisfaction, suggesting opportunities for further improvement in customer experience and product offerings.

Figure 1 – Overall Customer Satisfaction

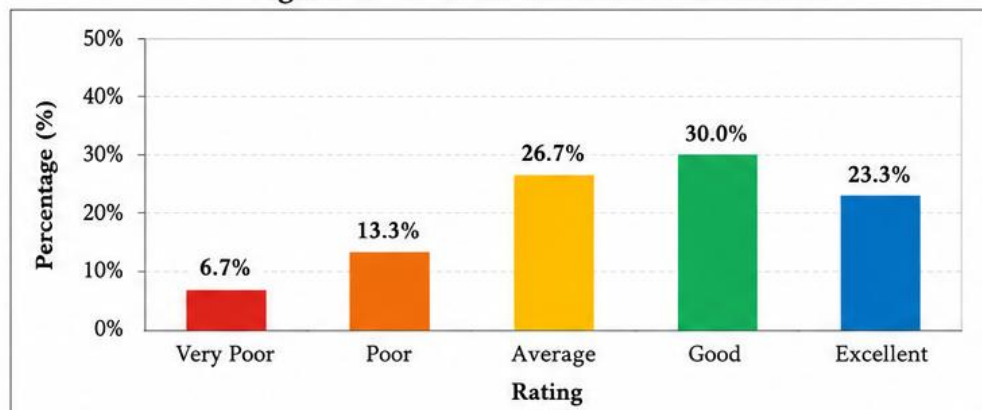


Figure – Overall Customer Satisfaction

Taste and Flavor Satisfaction

Table – Taste and Flavor Satisfaction

Description	Responses	%
Very Poor	8	5.3%
Poor	15	10.0%
Average	35	23.3%
Good	50	33.3%



Excellent	42	28.0%
Total 150 100%		

Interpretation

The graph indicates that most customers are satisfied with the taste and flavor of Lagad's Nutrition products. The Mawa Malai and Dark Chocolate Crispy variants received positive responses, showing that flavor innovation plays an important role in customer satisfaction and repeat purchases.

Figure 2 – Taste and Flavor Satisfaction

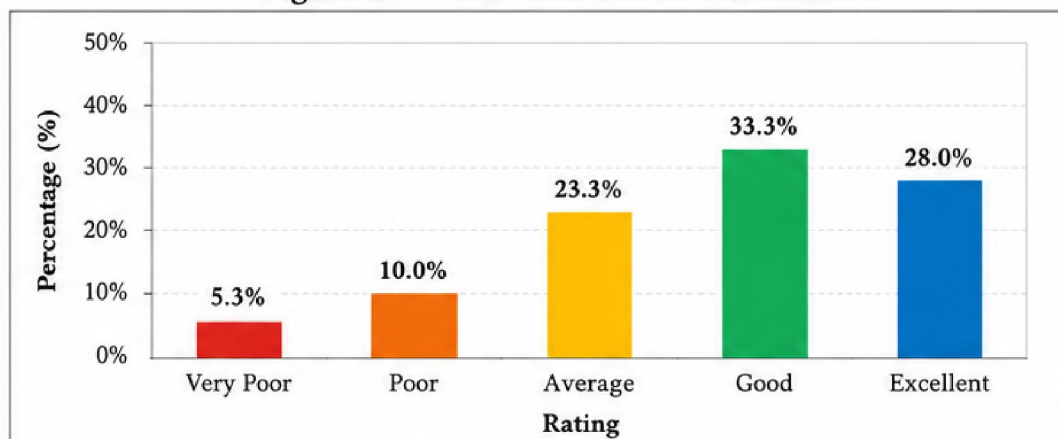


Figure – Taste and Flavor Satisfaction

Product Quality and Nutritional Value

Table – Product Quality and Nutritional Value

Description	Responses	%
Very Poor	5	3.3%
Poor	12	8.0%
Average	33	22.0%
Good	55	36.7%
Excellent	45	30.0%
Total 150 100%		

Interpretation

The graph reflects positive customer opinions regarding product quality and nutritional value. Most respondents rated the products as good or excellent, indicating trust in the quality standards and nutritional benefits offered by Lagad's Nutrition.



Figure 3 – Product Quality and Nutritional Value

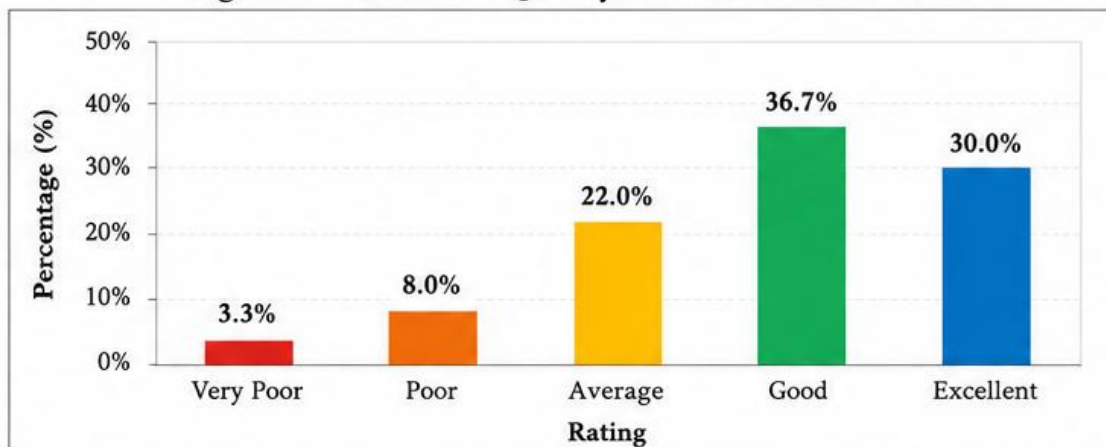


Figure – Product Quality and Nutritional Value

Packaging and Product Appearance

Table – Packaging and Product Appearance				
Description		Responses		%
Very Poor	Poor	10		6.7%
Poor		18		12.0%
Average		40		26.7%
Good		47		31.3%
Excellent		35		23.3%
Total 150 100%				

Interpretation

The graph shows that customers are generally satisfied with the packaging and appearance of the products. Attractive packaging contributes to positive customer perception and strengthens brand image. However, there remains scope for further improvement in design and presentation.

Figure 4 – Packaging and Product Appearance

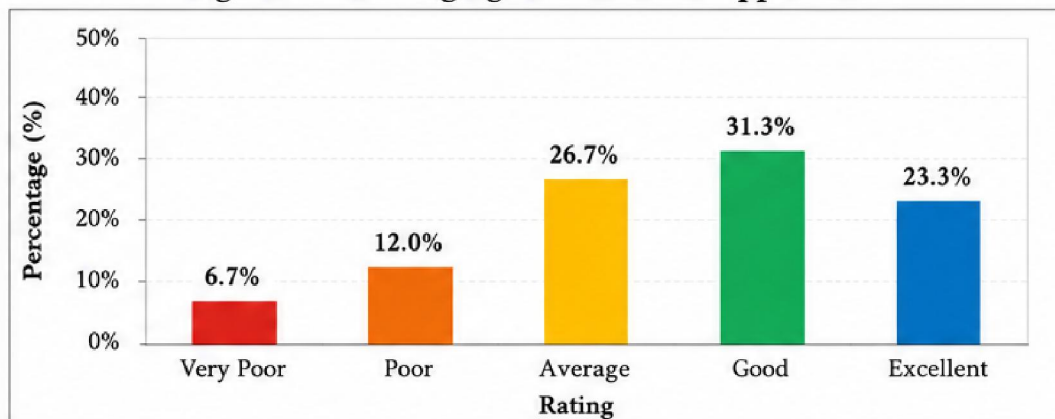


Figure – Packaging and Product Appearance



5. Product Pricing

Table – Product Pricing			
Description		Responses	%
Very Poor		12	8.0%
Poor		20	13.3%
Average		45	30.0%
Good		43	28.7%
Excellent		30	20.0%
Total 150 100%			

Interpretation

The graph indicates that customers perceive product pricing as acceptable. While many customers rated pricing as good, some respondents considered it average. Competitive pricing strategies and promotional offers may further improve customer satisfaction and attract new customers.

Figure 5 – Product Pricing

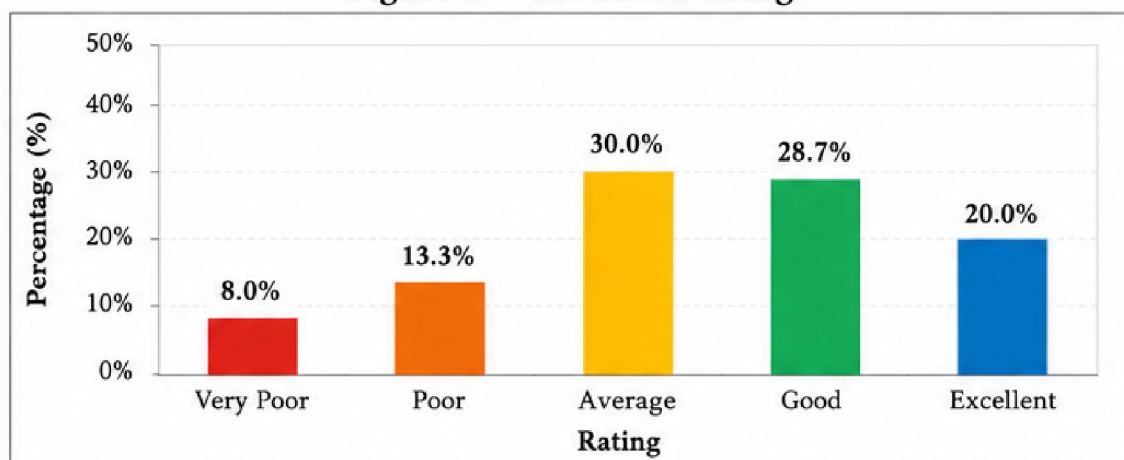


Figure – Product Pricing

Product Availability Through Website, Retail, and Wholesale Channels

Table – Product Availability Through Website, Retail, and Wholesale Channels

Description		Responses	%
Very Poor		8	5.3%
Poor		15	10.0%
Average		37	24.7%
Good		50	33.3%
Excellent		40	26.7%
Total 150 100%			

Interpretation

The graph shows that customers are generally satisfied with product availability through various sales channels. The presence of website, retail, and wholesale distribution channels provides convenience to customers and contributes positively to customer satisfaction. Expanding availability further may help increase market reach and sales performance.



Figure 6 – Product Availability Through Website, Retail and Wholesale Channels

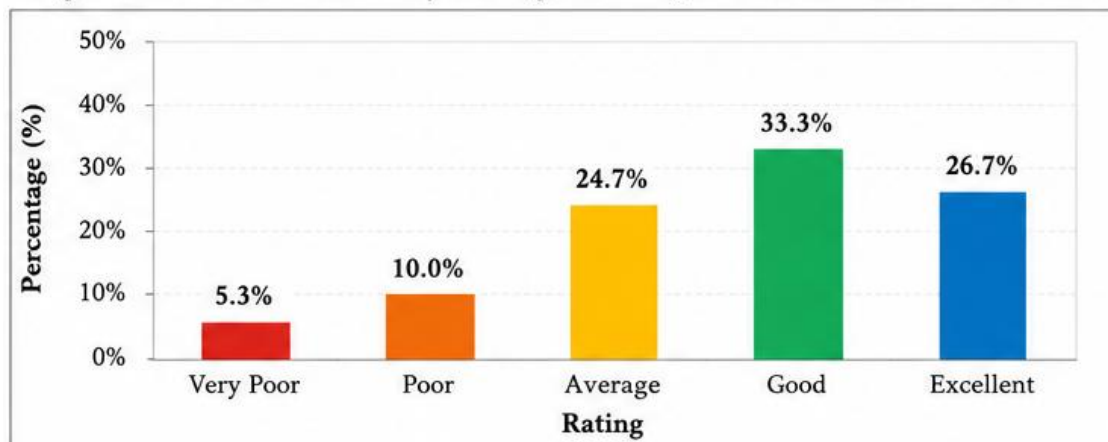


Figure – Product Availability Through Website, Retail, and Wholesale Channels

V. FINDINGS

Positive Overall Customer Satisfaction

The study reveals that most customers rated their overall satisfaction as good (30.0%), followed by average (26.7%) and excellent (23.3%). This indicates that customers are generally satisfied with Lagad's Nutrition products. However, a small percentage of customers expressed dissatisfaction, suggesting that continuous improvements can further enhance customer experience.

Taste and Flavor are Major Strengths

A majority of respondents rated taste and flavor as good (33.3%) and excellent (28.0%). This finding shows that the Mawa Malai Peanut Butter and Dark Chocolate Crispy Peanut Butter variants are well accepted by customers. Unique flavors play an important role in attracting customers and encouraging repeat purchases.

Product Quality and Nutritional Value Receive Strong Ratings

Product quality and nutritional value received the highest positive ratings, with 36.7% of customers rating them as good and 30.0% as excellent. This indicates strong customer trust in the quality standards and health benefits offered by Lagad's Nutrition.

Packaging and Product Appearance Influence Customer Perception

Most customers rated packaging and appearance as good (31.3%) or average (26.7%). Attractive packaging creates a positive impression and contributes to brand recognition. Further improvements in design and labeling can strengthen the brand image.

Pricing is Viewed as Acceptable

Product pricing was mainly rated as average (30.0%) and good (28.7%). This suggests that customers find the products reasonably priced, but some consumers may still be price-sensitive. Competitive pricing and promotional offers can improve satisfaction further.

Product Availability Supports Customer Convenience

Customers generally expressed satisfaction regarding product availability through website, retail, and wholesale channels. Good (33.3%) and excellent (26.7%) ratings indicate that multiple purchasing options improve accessibility and convenience for customers.



Strategies to Improve Customer Satisfaction in Lagad's Nutrition

Maintain Consistent Product Quality

- Ensure high-quality ingredients are used in every batch.
- Maintain strict quality control standards.
- Regularly monitor customer feedback regarding product quality.
- Focus on delivering consistent taste and texture.

Introduce New and Innovative Flavors

- Develop new peanut butter flavors based on customer preferences.
- Conduct product testing before launching new variants.
- Offer limited-edition seasonal flavors to attract customers.

Improve Packaging and Product Presentation

- Enhance packaging design to create stronger shelf appeal.
- Use attractive and informative labels.
- Highlight nutritional benefits clearly on packaging.
- Ensure packaging maintains product freshness.

Maintain Competitive Pricing

- Offer value-for-money products.
- Introduce promotional discounts during festivals and special occasions.
- Provide combo packs and bulk purchase offers.
- Offer special pricing for wholesale customers.

Strengthen Online Sales and Website Experience

- Improve website navigation and ordering process.
- Ensure secure and convenient payment options.
- Provide quick order confirmation and tracking facilities.
- Optimize the website for mobile users.

Expand Retail and Wholesale Distribution

- Increase availability in supermarkets, grocery stores, and fitness centers.
- Develop partnerships with distributors and retailers.
- Expand product reach to new cities and markets.

Utilize Digital Marketing Effectively

- Promote products through Instagram, Facebook, and YouTube.
- Collaborate with fitness influencers and nutrition experts.
- Share customer testimonials and success stories.
- Run targeted advertising campaigns.

Provide Excellent Customer Support

- Respond quickly to customer inquiries.
- Resolve complaints efficiently.
- Maintain active communication through social media and WhatsApp.
- Build strong customer relationships through personalized support.

Collect Customer Feedback Regularly

- Conduct customer satisfaction surveys periodically.
- Encourage customers to share reviews.
- Analyze feedback to identify areas for improvement.
- Implement necessary changes based on customer suggestions.



Introduce Customer Loyalty Programs

- Offer reward points for repeat purchases.
- Provide discounts for loyal customers.
- Create referral programs to encourage word-of-mouth marketing.
- Recognize and reward frequent buyers.

Implementation of Strategies to Improve Customer Satisfaction

Implementation of Product Quality Management

- Maintain consistent quality standards for all peanut butter products.
- Use high-quality ingredients and follow proper manufacturing procedures.
- Conduct regular quality checks before product distribution.
- Monitor customer feedback regarding taste, texture, and product performance.

Implementation of Product Innovation

- Introduce new flavors based on customer preferences and market trends.
- Conduct product testing before launching new variants.
- Collect customer suggestions for future product development.
- Continuously improve existing products based on feedback.

Implementation of Effective Packaging

- Use attractive and durable packaging materials.
- Clearly display nutritional information and ingredients.
- Improve product labeling for better customer understanding.
- Ensure packaging preserves freshness and product quality.

Implementation of Competitive Pricing

- Regularly evaluate market prices and competitor products.
- Offer seasonal discounts and promotional offers.
- Provide combo packs and bulk purchase discounts.
- Offer special pricing schemes for wholesale customers.

Implementation of Product Availability

- Maintain sufficient inventory levels to avoid stock shortages.
- Monitor product demand regularly.
- Expand product availability through website, retail, and wholesale channels.
- Partner with retailers and distributors to improve market reach.

Implementation of Website and Online Sales Improvement

- Maintain a user-friendly website for easy ordering.
- Provide secure online payment options.
- Ensure quick order processing and confirmation.
- Offer customer support through website and WhatsApp.

Implementation of Digital Marketing

- Promote products regularly on Instagram, Facebook, and other social media platforms.
- Collaborate with fitness influencers and nutrition content creators.
- Share customer reviews and testimonials.
- Run online advertising campaigns to increase brand awareness.

Implementation of Customer Support Services

- Respond promptly to customer inquiries and complaints.
- Provide product guidance and nutritional information.
- Maintain communication through WhatsApp, email, and social media.



- Ensure customer issues are resolved efficiently.

Implementation of Customer Feedback System

- Conduct regular customer satisfaction surveys.
- Collect feedback through website reviews and social media.
- Analyze customer suggestions and complaints.
- Implement improvements based on customer feedback.

Implementation of Customer Loyalty Programs

- Introduce reward points for repeat purchases.
- Offer referral benefits for existing customers.
- Provide exclusive offers to loyal customers.
- Encourage long-term customer relationships through membership programs.

VI. CONCLUSION

This study shows that customer satisfaction towards Lagad's Nutrition peanut butter products is generally positive. Most customers expressed satisfaction with the products, particularly in terms of taste, flavor, quality, and nutritional value. The findings indicate that Lagad's Nutrition has successfully created products that meet customer expectations and preferences.

Some factors such as product quality, unique flavors, and availability through website, retail, and wholesale channels emerged as strong points. Customers appreciate the nutritional benefits, innovative flavors like Mawa Malai Peanut Butter and Dark Chocolate Crispy Peanut Butter, and the convenience of multiple purchasing options. These factors contribute significantly to customer satisfaction and brand acceptance.

However, there are also areas that require continuous improvement. Product pricing, packaging, and market availability can be further enhanced to attract a wider customer base. Some customers rated these aspects as average, indicating opportunities for improvement in order to strengthen customer satisfaction and brand loyalty.

Another important finding is that customers show a positive intention to repurchase and recommend Lagad's Nutrition products to others. This reflects growing trust in the brand and highlights the potential for long-term customer relationships and business growth.

In simple terms, Lagad's Nutrition is performing well in meeting customer expectations but still has opportunities to improve its products, services, and market reach. By focusing on product innovation, attractive packaging, competitive pricing, effective digital marketing, and excellent customer service, the company can further strengthen its position in the nutrition products market.

Overall, understanding customer needs and continuously improving product quality and customer experience will help Lagad's Nutrition increase customer satisfaction, build strong brand loyalty, and achieve sustainable growth in the highly competitive health and nutrition industry.

Suggestions & Recommendations

Improve Product Quality Consistency

- Maintain consistent quality standards across all product batches.
- Use premium-quality ingredients for manufacturing.
- Conduct regular quality inspections and testing.
- Monitor customer feedback regarding product taste and texture.

Enhance Product Innovation

- Introduce new and innovative peanut butter flavors.
- Conduct market research to identify changing customer preferences.
- Launch limited-edition products to attract new customers.
- Continuously improve existing products based on customer suggestions.



Improve Packaging and Product Presentation

- Use attractive and durable packaging materials.
- Display nutritional information clearly on product labels.
- Improve packaging design to increase shelf appeal.
- Ensure packaging maintains product freshness and quality.

Offer Competitive Pricing

- Maintain reasonable and transparent pricing policies.
- Provide promotional discounts and festival offers.
- Introduce combo packs and bulk purchase discounts.
- Offer special pricing schemes for wholesale customers.

Strengthen Product Availability

- Maintain adequate stock levels to avoid shortages.
- Expand product availability through website, retail, and wholesale channels.
- Partner with additional distributors and retailers.
- Improve inventory management systems for better stock control.

Improve Website and Online Shopping Experience

- Make the website user-friendly and easy to navigate.
- Provide secure online payment options.
- Ensure fast order processing and delivery updates.
- Optimize the website for mobile users.

Enhance Digital Marketing Activities

- Increase brand promotion through social media platforms.
- Collaborate with fitness influencers and nutrition experts.
- Share customer testimonials and success stories.
- Conduct targeted online advertising campaigns.

Strengthen Customer Service

- Respond quickly to customer inquiries and complaints.
- Provide product guidance and nutritional information.
- Maintain communication through WhatsApp, email, and social media.
- Focus on building long-term customer relationships.

Collect Customer Feedback Regularly

- Conduct periodic customer satisfaction surveys.
- Encourage customers to submit reviews and suggestions.
- Analyze feedback to identify improvement opportunities.
- Implement corrective actions based on customer recommendations.

Introduce Customer Loyalty Programs

- Provide reward points for repeat purchases.
- Offer referral benefits to existing customers.
- Give exclusive discounts to loyal customers.
- Develop membership programs to encourage long-term engagement.

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