

## **Customer satisfaction of the healthy meals products by Protein Box**

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MBA in Marketing

By

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Date: April 2023

Examined by: *Teja Khandolkar*



Seal of the School

#### **DECLARATION BY STUDENT**

I hereby declare that the data presented in this Dissertation / Internship report entitled, "Customer Satisfaction of the Healthy Meals Products by Protein Box" is based on the results of investigations carried out by me in the (Management Studies) at the Goa Business School, Goa University under the Supervision/Mentorship of Prof. Teja khandolkar and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities will be not be responsible for the correctness of observations / experimental or other findings given the dissertation.

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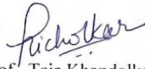
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Place: Goa University

**COMPLETION CERTIFICATE**

This is to certify that the dissertation / internship report "**Customer Satisfaction Of The Healthy Meals Products By Protein Box**" is a bonafide work carried out by **Miss. Aarti Ganesh Gaunker** under my supervision/mentorship in partial fulfillment of the requirements for the award of the degree of **Master of Business Administration** in the Discipline Management Studies at the Goa Business School, Goa University.

  
Prof.. Teja Khandolkar  
Management Studies

Date: 29<sup>th</sup> April 2023

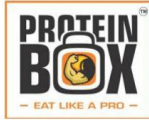


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### INTERNSHIP CERTIFICATE

To whomsoever it may concern,

Date: 26<sup>th</sup> April 2023

This is to certify that **Ms. Aarti Ganesh Gaunker**, Student of **the Goa Business School**, undergoing **Master of Business Administration** has successfully completed Internship **between 1st March 2023 to 26th April 2023 at Protein Box**. She actively participated in the activities during the period of internship and learned the skills needed for various activities such as Market research and customer feedback.

Sincerely,  
Utpal Ghosh  
Founder & MD,  
Protein Box

- Pro Body Building
- Personal Training At Home
- Physiotherapy
- Indoor & Outdoor Batch Training
- Cold Press Juice
- Supplements
- Fat Loss
- Personal Training at Offices & Gyms
- Wellness Camps
- Yoga Sessions
- Diet Consultation
- Gym Maintenance & Repairs
- Online Personal Training
- Corporate Boot Camps
- Massage
- Diet Food & Snacks
- Body Building

Protein Box is a registered trademark & is a part of HealthCode Protein Box Pvt. Ltd.



## **ACKNOWLEDGEMENT**

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Special thanks to **Mr. Amit Bhattacharya** for introducing and guiding me to this opportunity.

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## ❖ COMPANY PROFILE



Protein Box is a registered trademark and a health food company that offers more than 200 nutritious food options on its menu. The numerous benefits of consuming healthy food are frequently overlooked in favour of focusing solely on training and exercise. Diet is important in attaining a person's aim of losing weight or building muscle. Protein Box offers a wide variety of fascinating healthy food options that are not only delicious and fresh, but also incredibly nutritious. Pre-workout and Post-workout Meals and Shakes, Cold Press Juices, Grill section, Healthy Brown Rice Lunch Boxes (vegetarian and non-vegetarian), Vegetarian and Non-vegetarian wraps, Oat meals, Salads, Keto, Vegan, Guilt free Biryani, Low Carb Meals, and a variety of other healthy dishes are available. All meals are prepared using only extra virgin olive oil and no additional colouring or preservatives. The company specializes in high protein,

low carb meals. One can choose between vegetarian and non-vegetarian meal subscriptions, which are great for students, corporations, fitness lovers, or anyone who has made healthy eating a part of their balanced lifestyle.

Protein Box features a number of diet kitchen facilities with online ordering and takeaway that cater to ones nutritional needs, including healthy breakfasts, lunch and dinner. Protein Box is also accessible on popular food delivery platforms such as Swiggy, Zomato, Dotpe, and Magic Pin to meet your food needs if you wish to order food from the comfort of your own home or office.

T-Hub, Hyderabad (the World's Largest Start-up Incubation Centre), has officially backed and trusted Protein Box. T-Hub-incubated start-ups have raised more than \$400 million to far. The approval rate this time was 2%, and Protein Box is one of them. Protein Box, a concept that began in a 70-square-foot room in 2020, has now been presented in a 5,75,000-square-foot start-up innovation centre at THub, Hyderabad.



## **MISSION & VISION**

A nutritious diet is vital for optimal health and nutrition. While there has been an increase in health and wellness consciousness through regular exercise and fitness, there are very few healthy diet food options accessible in the Indian and even worldwide markets. There is also a dearth of understanding about how eating well is the most important step in anyone's fitness journey. People are more concerned with physical activity and exercise than with eating well and hence the main aim of stepping into this to create more awareness and provide consumers with healthy food options readily available.

## ❖ **INTRODUCTION TO CUSTOMER SATISFACTION**

Customer satisfaction refers to a customer's level of satisfaction with a product, service, or overall experience. It is an important part of every business since it has a direct impact on client loyalty, retention, and advocacy. It is measured via surveys, feedback forms, reviews, and other avenues of customer engagement. Customers are a significant asset to the organization, thus their input is vital and should be followed with zeal. The organization should prioritize client input in order to retain customers for a longer amount of time. The organization might engage in direct client interaction to learn about their preferences. Customer satisfaction is critical for developing customer-centric products and services. Customer feedback can be a useful tool for management in determining which areas should be prioritized.

### **IMPORTANCE OF CUSTOMER SATISFACTION**

Customer happiness is important since it can lead to improved revenues and growth for firms. Customers that are satisfied are more likely to make repeat purchases, promote items or services to others, and offer favourable evaluations or comments. Dissatisfied customers, on the other hand, might have the opposite effect by posting negative feedback, lowering repeat purchases, and potentially harming brand reputation.

Businesses must focus on providing high-quality products and services that meet or exceed consumer expectations in order to increase customer satisfaction. This necessitates conducting market research and analyzing feedback to better understand client wants and preferences.

## **BENEFITS OF SATISFYING CUSTOMERS**

Negative word of mouth is reduced when customers are satisfied. Improving existing customers' experiences in order to keep them for the long term will result in customer loyalty and great word of mouth. A high level of customer satisfaction leads to repeat purchases and customers. Customers that are pleased with a service or product are more inclined to return to the company. Customer happiness must be the focal point of the customer strategy in this competitive environment of many brands. If clients are dissatisfied, no amount of marketing or advertising will benefit the business.

Brands with poor levels of consumer satisfaction are doomed to fail in the future. Brands with advocates outperform those without. When a company's clients are satisfied, it will gain brand champions. When customers are pleased, they trust the brand and become loyal. These loyal clients provide brands with repeat business and contribute significantly to income. Customer happiness and higher revenue are inextricably linked. Satisfied customers stick with your brand, connect with it, buy frequently, and suggest it to their colleagues, friends, and family. Losing clients has a significant impact on your company's income and customer turnover figures. As a result, in order to establish a loyal client base for protein box, customer happiness is critical, and it is critical to understand where protein box falls short. Existing consumers who are pleased with the brand believe they can recommend it to their friends and family because of their positive experiences.

## ❖ **LITERATURE REVIEW**

Exploring customer satisfaction with the healthier food options available at fast-food outlets in South Africa by **Melanie Gopaul**.

This study reveals the factors that leads to customer satisfaction. They are food quality, taste, presentation of the food, food variety, nutritional value, temperature of the food, freshness, atmosphere, service quality, Price and value. Respondents regarded food quality as the most essential characteristic, whereas variety and nutritional content of healthy food options earned the lowest satisfaction rating. Gender group and inclination for purchasing healthier food options have a substantial association. It was discovered that male respondents purchased fewer healthier food selections than female respondents. This conclusion could be explained by women being more health-conscious than men.

Modeling repurchase frequency and customer satisfaction for fast food outlets **Agnes K.Y. Law and Y.V. Hui, Xiande Zhao**.

This paper examines the impact of waiting time and service quality on customer satisfaction and repurchase frequency in fast food outlets. The researchers model the relationships between these factors and analyze their significance in influencing customer loyalty and satisfaction. The study contributes to the service management literature by providing insights into the critical factors that influence customer behavior in the fast food industry. The study was conducted to model the relationships between customer satisfaction, repurchase frequency, waiting time, and other service quality factors in fast food outlets. The purpose of the study was to help managers understand the critical factors that influence customer loyalty and satisfaction in the fast food industry and help them make improvements accordingly. The phenomenon discussed in the study is especially significant for fast food service operations because people who visit fast food outlets mainly do so because they are in a hurry for their

meals. Therefore, waiting time is a significant factor in influencing customer satisfaction and repurchase behavior. In addition to waiting time, restaurant cleanliness and service attitude are also believed to be important determinants of customer satisfaction and of whether or not customers will revisit the restaurant. These factors will also directly affect the profitability of the operations. Therefore it is important to investigate the factors contributing to overall customer satisfaction and repurchase behavior. The methodology of the study involved a diary-recording approach to collect data on customer behavior and perceptions. The study was carried out for two months from October to November 1999 and involved students from the Department of Management Sciences who were employed to participate in the survey. The researchers collected data through a questionnaire survey that was administered to customers at fast food outlets in a university in Hong Kong. The study found that waiting time, staff attitude, environment, seat availability, food quality, and food variety significantly affect customer satisfaction and repurchase frequency in fast food outlets. The significance of the relationship between these factors and customer behavior depends on the timing of the visits. Specifically, waiting time and other service factors such as staff attitude, environment, seat availability, and food quality significantly influence customers' return frequency. Waiting time, staff attitude, food quality, and food variety all significantly affect customer satisfaction. These findings suggest that fast food outlets can improve their customer loyalty and satisfaction by focusing on these critical service factors.

### **A Case Study from Sicily Gandolfo Dominic and Rosa Guzzo.**

This paper examines customer satisfaction in the hotel industry, using a case study from Sicily as an example. The authors evaluate the overall customer satisfaction level for the hotel and for each service supplied, and propose improvements in customer satisfaction management of the hotel. The authors of the paper used a combined use of different interview methodologies to gather information for their empirical study. They analyzed the results to evaluate the influence of customer-oriented business philosophy on customer satisfaction, and to highlight eventual gaps among managers' expectations and results. The paper also discusses effective policies of customer satisfaction and loyalty that can help retain existing customers in the hotel industry. The paper concludes by proposing improvements in customer satisfaction management for the hotel industry. The authors suggest that effective policies of customer satisfaction and loyalty can help retain existing customers, and that managers should focus on improving the quality of services provided to customers. The study also highlights the importance of understanding customers' needs and expectations, and aligning business strategies accordingly to improve customer satisfaction levels.

### **Factors Affecting Customer Satisfaction of Food and Beverage Outlets- A Study of Food and Beverage Outlets between Amritsar and Jalandhar by Sanjeev Kumar Dr. Deepali Bhatnagar**

This study identified indicators for consumer satisfaction based on meal quality, service quality, physical environment of food outlets, hygiene, and cleanliness. The findings revealed that service quality requires extra attention due to the high expectations of clients. Factors like as hygiene and cleanliness, as well as healthful meals, take precedence above service excellence. Food quality, service quality, physical atmosphere, hygienic cleanliness, and customer happiness are the study's variables. According to the findings of this survey, service

quality is the third most significant component in customer happiness. Thus, the physical environment is regarded as the final crucial aspect in consumer happiness.

**Customer satisfaction with Restaurants Service Quality during COVID-19 outbreak: A two-stage methodology Masoumeh Zibarzani , Rabab Ali Abumalloh , Mehrbakhsh Nilashi, Sarminah Samad, Alghamdi, Fatima Khan Nayer, Muhammed Yousoof Ismail, Saidatulakmal Mohd, Noor Adelyna Mohammed Akib.**

This paper examines customers' satisfaction with restaurants and the most important factors that impact customers' satisfaction during the COVID-19 pandemic. The study used a two-step method based on machine learning and survey-based approaches to assess the level of satisfaction among customers in various countries. According to the study, the key factors that impact customers' satisfaction with restaurants include price, value, atmosphere, service, food quality, place, performance, excitement factors, amenities, waiting time, location, brand and experience. These factors were identified based on reviews and feedback from customers. The methodology used in this study is a two-step approach based on machine learning and survey-based approaches. In the first step, the information provided on restaurant websites was examined using a newly proposed method based on machine learning techniques (text mining, clustering, and prediction learning techniques). The numerical ratings of quality aspects and textual reviews of service in restaurants were used to extract big social data from Trip Advisor consisting of 2158 records from 50 restaurants. In the second step, a survey-based approach was used to collect data from customers in various countries to assess their level of satisfaction with restaurant service quality during the COVID-19 outbreak. The key findings of this study are that customers' satisfaction with restaurant service quality during the COVID-19 outbreak is influenced by various factors, including price, value, atmosphere, service, food quality, place, performance, excitement factors, amenities, waiting time, location, brand and

experience. The study also found that restaurant managers could provide differentiated service for each group of customers according to the variations in the impacts of the driving factors on the level of satisfaction. Utilizing the outcomes of the study could help business owners in this sector mitigate easier the changes imposed by the COVID-19 crisis.

### **Measuring customer satisfaction for F&B chains in Pune using ACSI Model Vinit Dani**

The research was conducted to measure customer satisfaction for F&B chains in Pune using the ACSI model. The purpose of this research was to determine how customers perceive service quality and whether they are satisfied with services offered by Café Coffee Day, Barista and Costa Coffee (three mobile F&B players) in order to provide insights on how service quality and customer satisfaction can be improved in the competitive environment of the food and beverage industry. There are several factors that can affect customer satisfaction in the food and beverage industry. These include food quality, timely order delivery, and ambience. The primary research conducted by Vinit Dani found that the overall service quality perceived by the customers was just satisfactory and that customer expectations were higher than what was perceived. The conclusion was that customer satisfaction levels with service quality delivery were just satisfactory and that customer expectations were higher than what was perceived. The study recommended that companies should take into consideration the minimum expectation of parking availability near F&B outlets to give total service delivery. Additionally, more food variety attracts more customers and serves the expectations of many customers.



**Research on influencing factors of customer satisfaction of e-commerce of characteristic agricultural products Xinyi Liu, Zhiping**

The study analyzes five influencing factors that affect customer satisfaction in online shopping of characteristic agricultural products. These factors are per-purchase expectation, product quality, brand image, e-commerce platform and logistics distribution. The study found that per-purchase expectation has no significant negative influence on customer satisfaction, while product quality, brand image, e-commerce platform and logistics distribution have significant positive effects on customer satisfaction. Based on these findings, the study proposes some countermeasures and suggestions for improving customer satisfaction of characteristic agricultural products e-commerce from four aspects. These findings are of certain significance for increasing sales of specialty agricultural products and promoting the development of agricultural e-commerce.

**Are Customers Satisfied With Healthier Food Options at South African Fast-Food Outlets? Michael C. Cant, Ricardo Machado, Melanie Gopaul**

The purpose of the study was to determine the level of customer satisfaction with the food quality of healthier food options available at fast-food outlets in South Africa. The data collection was done by distributing 400 self-administered questionnaires directly to students at the University of Pretoria in South Africa. The questionnaire contained a total of 8 closed-ended questions, 3 open-ended questions, and 2 scaled response questions. The sampling methodology utilized was that of non-probability, convenience sampling. The study used a quantitative research approach, and the data was collected through a self-administered questionnaire. The questionnaire was distributed to 400 respondents who had visited fast-food outlets in South Africa and had purchased healthier food options. The data was edited, coded, cleaned, and descriptive statistics (frequency counts) were used to describe the findings fast-

food outlets need to ensure that the healthier food options are lower in fats and oils and that their target market is educated and well aware of the nutritional content of these options. The study found that South African consumers are highly satisfied with the food quality of the healthier food options at fast-food outlets

**Impact of Service Quality on Customer Satisfaction in Food Products-A Study M. VELRAJ Ph. D , Dr.C.THANGALAKSHMI , Dr.A.ASOK**

This paper examines the impact of service quality on customer satisfaction in food products, specifically in the Thoothukudi district of Tamil Nadu state in India. The purpose of the study is to establish the impact on customer satisfaction of service quality factors that are tangible and are tangible in five dimensions, and to find out whether these perceptions affect their satisfaction with the service. According to the information provided in the PDF, several factors can affect customer satisfaction in the food industry. These factors include the physical environment, food quality, price, service quality dimensions such as responsiveness and assurance, and overall satisfaction with the restaurant experience. The study found that both food quality and service quality played an important role in customers' satisfaction, but that food quality had a stronger impact on customer satisfaction than service quality. Additionally, the study found that responsiveness and assurance dimensions of service quality were particularly important to customers in this context.

**Determination of factors affecting customer satisfaction towards “maynilad” water utility company: A structural equation modeling-deep learning neural network hybrid approach** Ardvin Kester S. Ong, Yogi Tri Prasetyo, Mariela Celine C. Sacro, Alycia L. Artes, Mariella Phoemela M. Canonoy, Guia Karyl D. Onda, Satria Fadil Persada, Reny Nadlifatin, Kirstien Paola E. Robas.

This paper examines the factors affecting customer satisfaction towards “maynilad” water utility company in the Philippines. It uses a hybrid approach of structural equation modeling and deep learning neural network to determine the key factors that influence customer satisfaction. The factors analyzed in this study are Reliability, Assurance, Tangibles, Empathy, Responsiveness, Performance, Expectations, Confirmation, Water Consumption, and Satisfaction. These factors were evaluated using the Structural Equation Modeling (SEM) Deep Learning Neural Network (DLNN) hybrid to determine their impact on customer satisfaction towards “maynilad” water utility company. The results of the study showed that having an affordable water service, providing accurate water bills, on-time completion of repairs and installations, intermittent water interruptions, and professional employees contribute to the general satisfaction of customers. The study also suggested that future studies should utilize probability sampling methods and conduct interviews to determine more factors affecting customer satisfaction.

**Satisfaction and revisit intentions at fast food restaurants** Amer Rajput and Raja Zohaib Gahfoor The purpose of this study is to determine the positive relationship between food quality, restaurant service quality, physical environment quality, and customer happiness and customers' intention to return to fast food restaurants. The findings supported the favourable relationship between meal quality, restaurant service quality, physical environment quality, and customer happiness and customers' inclinations to return to fast food restaurants.

This study reveals revisit intention's positive association with all the above mentioned factors based on stimulus-organism-response (S-O-R) theory.

**Factors Affecting Customer Satisfaction and Loyalty in Online Food Delivery Service during the COVID-19 Pandemic: It's Relation with Open Innovation. Yogi Tri Prasetyo, Hans Tanto, Martinus Mariyanto , Christopher Hanjaya, Michael Nayat Young, Satria Fadil Persada, Bobby Ardiansyah Miraja and Anak Agung Ngurah Perwira.**

The goal of this study was to use the extended theory of planned behaviour (TPB) approach to identify factors influencing customer satisfaction and loyalty in OFDS during the new normal of the COVID19 pandemic in Indonesia. According to the findings, hedonic motivation has the greatest impact on customer satisfaction, followed by pricing, information quality, and promotion. Surprisingly, this study discovered that usability characteristics such as navigational design (ND) and perceived ease of use (PEOU) had no effect on customer happiness and loyalty in OFDS during the new COVID19 normal.

## ❖ **RESEARCH OBJECTIVE**

### ➤ **Primary objective**

- The primary objective of this study is to determine overall customer satisfaction with the healthy meals products by protein box

### ➤ **Secondary objectives**

- To determine the level of customer satisfaction with the food quality
- To determine the level of customer satisfaction with the service quality
- To determine the level of customer satisfaction with the price and value of the food products

## ❖ **RESEARCH METHODOLOGY**

### ➤ **PRIMARY DATA COLLECTION**

A quantitative survey will be conducted for the existing customer base through a survey with a sample size comprising of 70 customers. Customer satisfaction is a measure of how people feel when interacting with your brand. It can be influenced by any number of factors, such as: perceived product quality, perceived product value, convenience, customer expectations, communication, and complaint handling.

### ➤ **SECONDARY DATA COLLECTION**

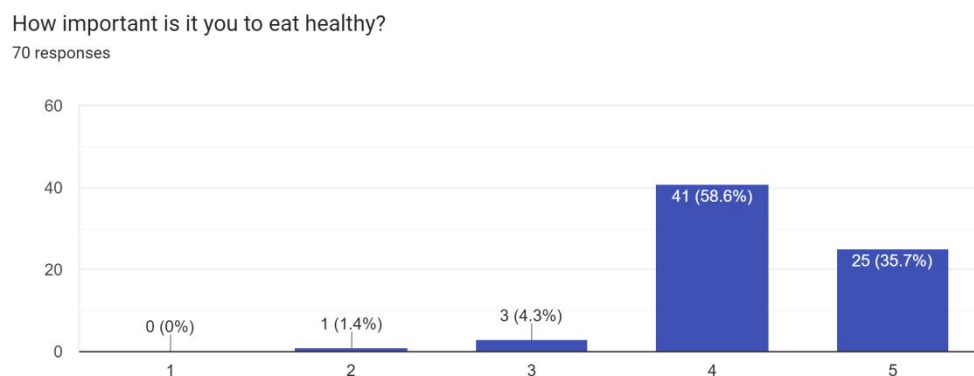
Secondary data is collected through internet sources, Articles and research papers. Data is analyzed using SPSS software.

## ❖ RESEARCH GAP

To find out whether the existing customers are satisfied with the Proteins box products and services offered and how much are they willing to recommend the products to others.

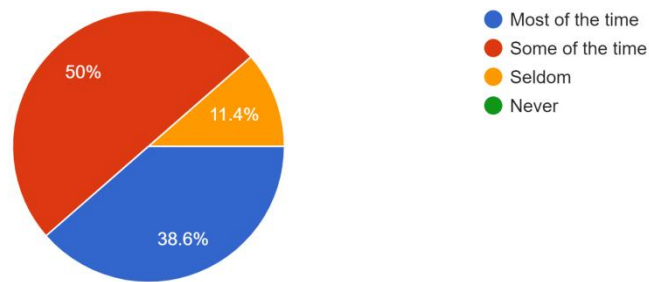
## ❖ DATA ANALYSIS AND DISCUSSION

The frequencies of all the questions is displayed as well as interpreted in the form of charts and tables below:

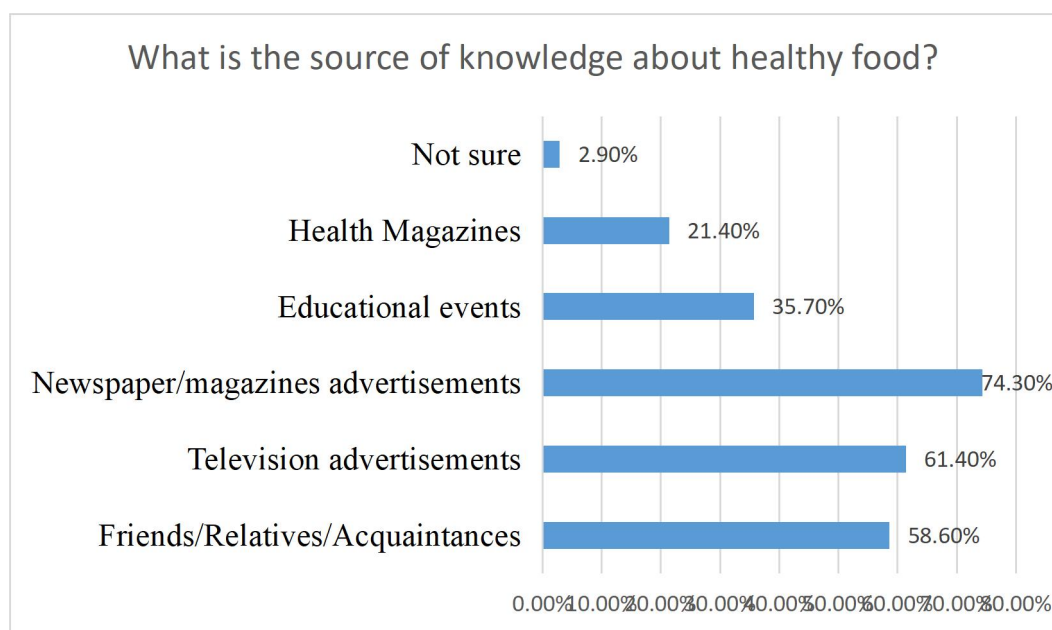


- This bar graphs reflects on respondents importance of eating healthy food. 58.6% respondents considered eating healthy food as very important, whereas 35.7% considered it as extremely important, 4.3% considered as important and 1.4% as somewhat important. Hence we can conclude majority of respondents consider eating healthy very food as important aspect in their lives.

Do you have easy access to healthy meals in the market?  
70 responses

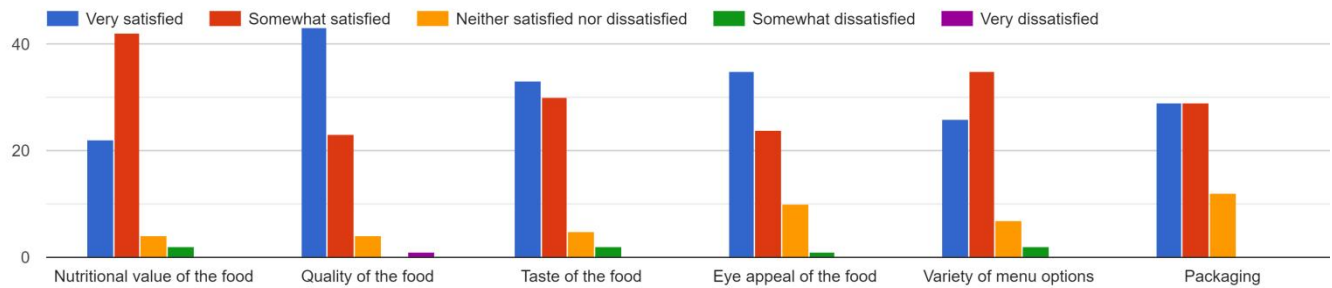


- The above pie chart depicts that 50% of the respondents have access to healthy food for the some of the time, 38.6% have access to it for most of the time and 11.4% has access to healthy meals in the market rarely.



- From the above chart it can be concluded that newspapers/magazines advertisement, friends/relatives/acquaintances and television advertisement are the main source by which the consumers get the knowledge about healthy food. Followed by educational events and health magazines.

## FOOD QUALITY



**Nutritional value of the food**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid dissatisfied	2	2.9	2.9	2.9
neither satisfied nor dissatisfied	4	5.7	5.7	8.6
satisfied	42	60.0	60.0	68.6
very satisfied	22	31.4	31.4	100.0
Total	70	100.0	100.0	

- The above bar chart and the frequency table depicts that 42 (56.8) % customers are somewhat satisfied with the nutritional value of the food where as 22 (29.7%) customers are very satisfied, 4 (5.4%) are neither satisfied nor dissatisfied and 2 (2.7%) are somewhat dissatisfied.



**Quality of the food**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very dissatisfied	1	1.4	1.4	1.4
neither satisfied nor dissatisfied	4	5.7	5.7	7.1
satisfied	23	32.9	32.9	40.0
very satisfied	42	60.0	60.0	100.0
Total	70	100.0	100.0	

- From the above chart and table it can be concluded that 42 (94.6%) customers are very satisfied with quality of the food whereas 23 (3.1%) are somewhat satisfied, 4 (5.4%) are neither satisfied nor dissatisfied where as 1 is very dissatisfied.

**Taste of the food**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid dissatisfied	2	2.9	2.9	2.9
neither satisfied nor dissatisfied	5	7.1	7.1	10.0
satisfied	30	42.9	42.9	52.9
very satisfied	33	47.1	47.1	100.0
Total	70	100.0	100.0	

- From the above frequency table it can be concluded that 33(46.6%) are very satisfied with taste of the food by Protein Box, 30(40.5%) are somewhat satisfied, 5 (6.8%) are neither satisfied nor dissatisfied and 2.7% are somewhat dissatisfied.

**Eye appeal of the food**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	dissatisfied	1	1.4	1.4	1.4
	neither satisfied nor dissatisfied	10	14.3	14.3	15.7
	satisfied	24	34.3	34.3	50.0
	very satisfied	35	50.0	50.0	100.0
	Total	70	100.0	100.0	

- It can be interpreted from the above table that 35 (47.3%) are very satisfied with the presentation of the food, 24 (32.4%) are somewhat satisfied. 10(13.5%) are neither satisfied nor dissatisfied and 1 is somewhat dissatisfied.

**Variety of menu options**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	dissatisfied	2	2.9	2.9	2.9
	neither satisfied nor dissatisfied	7	10.0	10.0	12.9
	satisfied	35	50.0	50.0	62.9
	very satisfied	26	37.1	37.1	100.0
	Total	70	100.0	100.0	

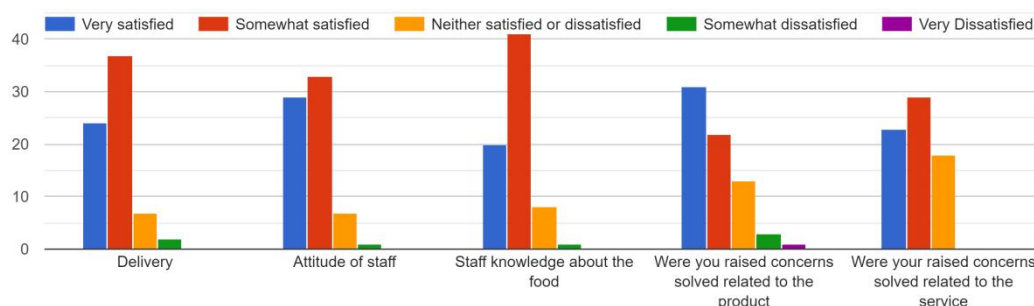
- The above table depicts that 26 (35.1%) are very satisfied with variety of menu options provided by Protein box, 35(47.3%) are somewhat satisfied, 7 (9.5%) are neither satisfied nor dissatisfied, 2 are somewhat dissatisfied.

### Packaging

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neither satisfied nor dissatisfied	12	17.1	17.1	17.1
	satisfied	29	41.4	41.4	58.6
	very satisfied	29	41.4	41.4	100.0
	Total	70	100.0	100.0	

- It can be concluded that equal percent of customers that is 39.2% are very satisfied and somewhat satisfied with the packaging of the meal boxes where as 16.2% are neither satisfied nor dissatisfied.

### SERVICE QUALITY



### Delivery

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	dissatisfied	2	2.9	2.9	2.9
	neither satisfied nor dissatisfied	7	10.0	10.0	12.9
	satisfied	37	52.9	52.9	65.7
	very satisfied	24	34.3	34.3	100.0
	Total	70	100.0	100.0	

- Analysis of the of the above table is that 24 (34.3%) customers are very satisfied where as 37(52.9%) are somewhat satisfied with the delivery. 10% are neither satisfied nor dissatisfied and 2 are very dissatisfied.

**Attitude of staff**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	dissatisfied	1	1.4	1.4	1.4
	neither satisfied nor dissatisfied	7	10.0	10.0	11.4
	satisfied	33	47.1	47.1	58.6
	very satisfied	29	41.4	41.4	100.0
	Total	70	100.0	100.0	

- From the above frequency table it can be concluded that 29(41.4%) are very satisfied with attitude of the staff by Protein Box, 33(47.1%) are somewhat satisfied, 7(10%) are neither satisfied nor dissatisfied and 1% is somewhat dissatisfied.

**Staff knowledge about the food**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	dissatisfied	1	1.4	1.4	1.4
	neither satisfied nor dissatisfied	8	11.4	11.4	12.9
	satisfied	41	58.6	58.6	71.4
	very satisfied	20	28.6	28.6	100.0
	Total	70	100.0	100.0	

- Interpretation of the above table is that staff knowledge of the food as per 28.6% of customer is very satisfying, 58.6% are somewhat satisfied, 11.4% are neither satisfied nor dissatisfied and 1 is dissatisfied.

**Were you raised concerns solved related to the product**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very dissatisfied	1	1.4	1.4	1.4
	dissatisfied	3	4.3	4.3	5.7
	neither satisfied nor dissatisfied	13	18.6	18.6	24.3
	satisfied	22	31.4	31.4	55.7
	very satisfied	31	44.3	44.3	100.0
	Total	70	100.0	100.0	

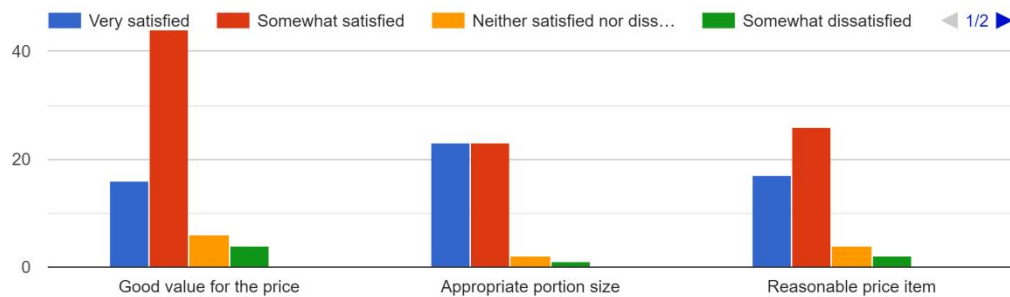
- From the above table it can be concluded that concerns of the customers were solved related to the products of the customers and 44.3% were very satisfied, 31.4% were somewhat satisfied, 18.6% were neither satisfied nor dissatisfied, 3 were somewhat dissatisfied, 1 was very dissatisfied.

**Were your raised concerns solved related to the service**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neither satisfied nor dissatisfied	18	25.7	25.7	25.7
	satisfied	29	41.4	41.4	67.1
	very satisfied	23	32.9	32.9	100.0
	Total	70	100.0	100.0	

- The above frequency table concludes that raised concerns related to the service of customers were solved and 32.9% customers were very satisfied where as 41.4% were somewhat satisfied , 25.7% were neither satisfied nor dissatisfied.

## PRICE AND VALUE



**Good value for the price**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	dissatisfied	4	5.7	5.7	5.7
	neither satisfied nor dissatisfied	6	8.6	8.6	14.3
	satisfied	44	62.9	62.9	77.1
	very satisfied	16	22.9	22.9	100.0
	Total	70	100.0	100.0	

- The frequency table concludes that 22.9% respondents are very satisfied with good value for the price, 62.9% are somewhat satisfied, 8.6% neither satisfied nor dissatisfied and 5.7% are somewhat dissatisfied.

**Appropriate portion size**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	dissatisfied	2	2.9	2.9	2.9
	neither satisfied nor dissatisfied	5	7.1	7.1	10.0
	satisfied	31	44.3	44.3	54.3
	very satisfied	32	45.7	45.7	100.0
	Total	70	100.0	100.0	

- The above table depicts that 45.7% respondents are very satisfied, 44.3% are somewhat satisfied, 7.1% are neither satisfied nor dissatisfied and 2.9% are somewhat dissatisfied with the portion size of the meals offered.

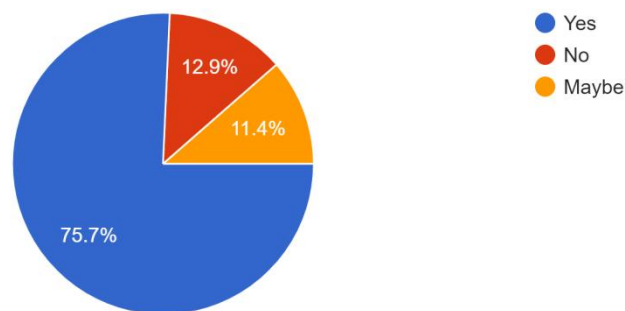
### Reasonable price item

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid dissatisfied	4	5.7	5.7	5.7
neither satisfied nor dissatisfied	7	10.0	10.0	15.7
satisfied	37	52.9	52.9	68.6
very satisfied	22	31.4	31.4	100.0
Total	70	100.0	100.0	

- Analysis of the above table is that 31.4% respondents are very satisfied with items being priced reasonably where as 52.9% are somewhat satisfied, 10% are neither satisfied nor dissatisfied and 5.7% are somewhat dissatisfied.

Did Protein Box helped in your journey towards your fitness goals/healthy diet goals?

70 responses



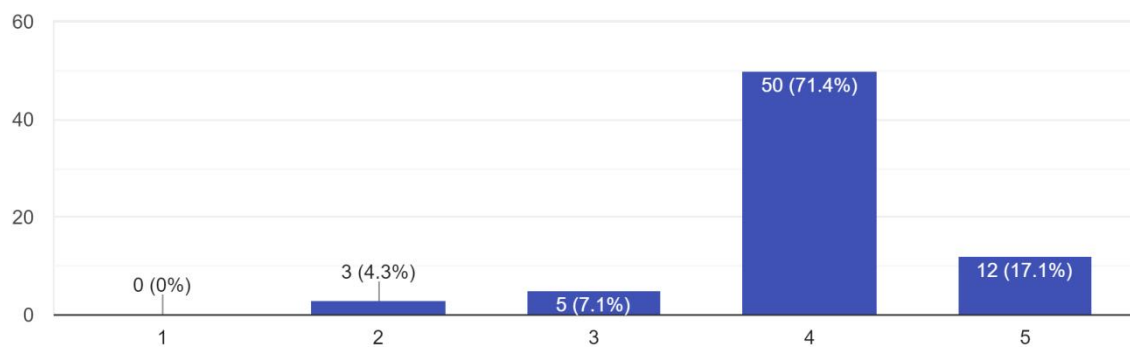
### Did Protein Box helped in your journey towards your fitness goals/healthy diet goals?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	53	75.7	75.7	75.7
no	9	12.9	12.9	88.6
maybe	8	11.4	11.4	100.0
Total	70	100.0	100.0	

- It can be concluded from the above pie chart and frequency table that 75.7% believes that Protein box has contributed towards respondents fitness journey or healthy diet goals and is the highest value where as 12.9% believes that it didn't make any difference and 11.9% felt maybe it contributed towards their journey.

How would you like to rate the overall experience with protein box?

70 responses

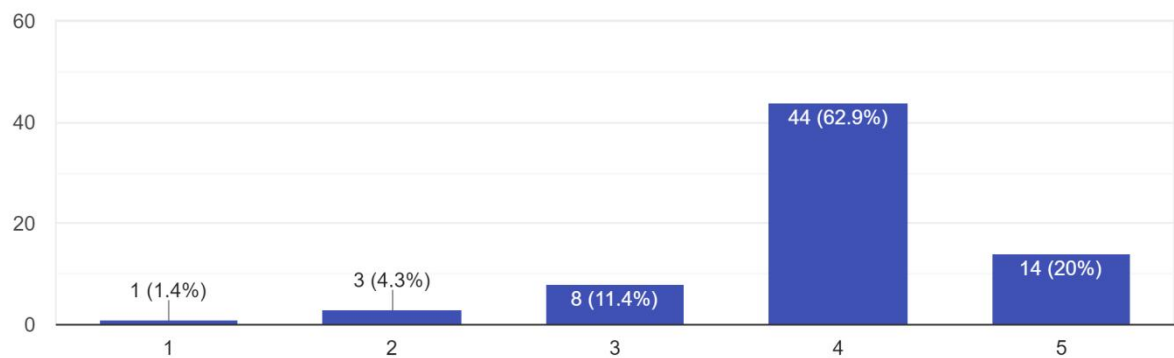


- The overall experience by 71.4% respondents is satisfied which is the highest where as 17.1% are very satisfied, 7.1% are neither dissatisfied or satisfied, 4.3% are dissatisfied.



How likely are you to recommend us to a friend or colleague?

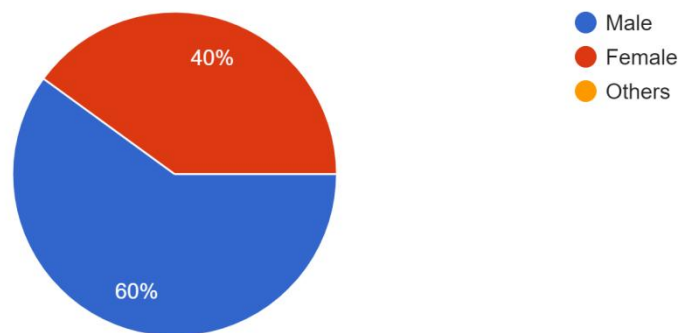
70 responses



- 20% are very likely to recommend Protein box to their friends and acquaintances where as 62.9% are likely to recommend, 11.4% respondents are neutral and 4.35 are unlikely and 1 is very unlikely.

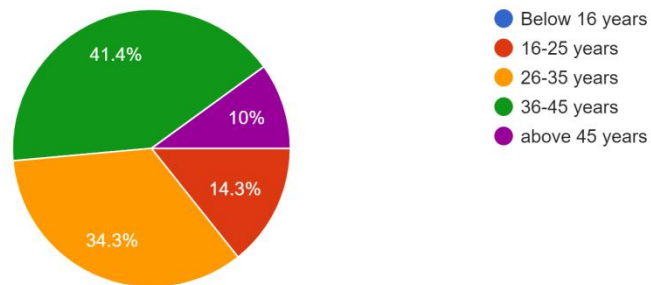
Gender

70 responses



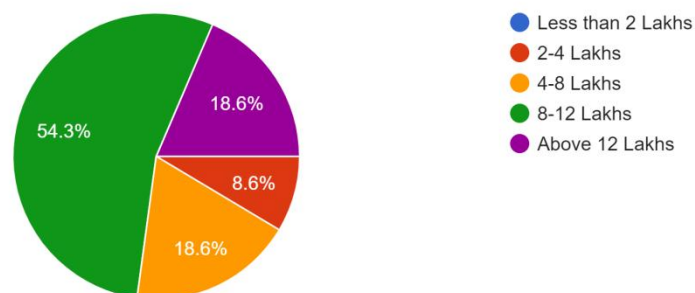
- Out of 70 respondents 60% of them are male and 40% are female.

Age  
70 responses



- From the 70 respondents, 41.45 respondents are in the age group of 36-45 years which is the highest, 34.3% are from 26-35 years age group, 14.3% are from 16-25 year age group and 10% are above 45 years old.

Annual family income  
70 responses



- From the 70 respondents 54.3% has 8-12 lakh annual family income, 18.6% has above 12 lakh and 4-8 lakh income equally annual family income, 8.6% has 2-4 lakh.

➤ **TEST OF RELIABILITY**

The reliability test was done to test the overall reliability of the data. Cronbach's alpha provides with an overall reliability coefficient. The Cronbach Alpha must be beyond 0.6.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.855	22

- From the test the Cronbach's alpha derived is 0.855 which is more than 0.6, which indicates the data is reliable.

➤ **MEAN FINDINGS**

Variables	Mean
How important is it you to eat healthy?	4.29
Nutritional value of the food	4.20
Quality of the food	4.50
Taste of the food	4.34
Eye appeal of the food	4.33
Variety of menu options	4.21
Packaging	4.24
Delivery	4.19
Attitude of staff	4.29
Staff knowledge about the food	4.14
Were you raised concerns solved related to the product	4.13
Were your raised concerns solved related to the service	4.07
Good value for the price	4.03
Appropriate portion size	4.33
Reasonable price item	4.10
How would you like to rate the overall experience with protein box?	4.01
How likely are you to recommend us to a friend or colleague?	3.96

- Five point likert was used that allowed respondents to indicate their positive negative strength of agreement or disagreement /satisfaction or dissatisfaction regarding the question. Where 1 to 5 numerical values mean 1-Very dissatisfied, 2-Dissatisfied, 3-Neither dissatisfied or satisfied, 4-Satisfied, 5-Very satisfied.
- The mean of importance of eating healthy food for respondents accounted for 4.29
- The mean of nutritional value of the food is 4.20, Quality of food is 4.50, taste of the food is 4.34, eye appeal of the food is 4.33, variety of menu options is 4.21, packaging is 4.24.
- The mean of delivery is 4.19, attitude of staff is 4.29, staff knowledge of the food is 4.14, raised concerened solved related to the product is 4.13, raised concerns solved related to the service is 4.07.
- The mean of good value for the price is 4.03, portion size is 4.33, reasonable price item is 4.10.
- The mean of overall experience of the customer is 4.01
- The mean of likelihood to recommend to a friend or a colleague is 3.96.

## ➤ CO-RELATION TEST

Correlation coefficient measures the strength of the relationship between two variables. It indicates that if one value of one variable changes the other variable tends to change in a specific direction.

The tests were run between two scale variables as following :

- H0 = there is no significant relationship between food quality and overall experience of the customer.
- H1=there is a significant relationship between food quality and overall experience of the customer.

**Correlations**

		Food quality Average	How would you like to rate the overall experience with protein box?
Food Quality Average	Pearson Correlation	1	.696**
	Sig. (2-tailed)		.000
	N	70	70
How would you like to rate the overall experience with protein box?	Pearson Correlation	.696**	1
	Sig. (2-tailed)	.000	
	N	70	70

\*\* . Correlation is significant at the 0.01 level (2-tailed).

- Pearson correlation of food quality average and Overall experience is found to be moderately positive and statistically significant ( $r = 0.696$ ,  $p < 0.01$ ) hence H1 is supported. This shows increase in satisfaction with food quality would lead to a higher overall satisfaction.

- H0 = there is no significant relationship between service quality and overall experience of the customer.
- H1=there is a significant relationship between service quality and overall experience of the customer.

**Correlations**

		Service Quality Average	How would you like to rate the overall experience with protein box?
Service Quality Average	Pearson Correlation	1	.544**
	Sig. (2-tailed)		.000
	N	70	70
How would you like to rate the overall experience with protein box?	Pearson Correlation	.544**	1
	Sig. (2-tailed)	.000	
	N	70	70

\*\* . Correlation is significant at the 0.01 level (2-tailed).

- Pearson correlation of food quality average and Overall experience is found to be moderately positive and statistically significant ( $r = 0.544$ ,  $p < 0.01$ ) hence H1 is supported. This shows increase in satisfaction with Service quality would lead to a higher overall satisfaction.

- H0=There is no significant relationship between price and value and overall experience of the customer.
- H1=There is a significant relationship between price and value and overall experience of the customer.

**Correlations**

		How would you like to rate the overall experience with protein box?	Price and Value Average
How would you like to rate the overall experience with protein box?	Pearson Correlation	1	.620**
	Sig. (2-tailed)		.000
	N	70	70
Price and Value Average	Pearson Correlation	.620**	1
	Sig. (2-tailed)	.000	
	N	70	70

\*\* . Correlation is significant at the 0.01 level (2-tailed).

- Pearson correlation of food quality average and Overall experience is found to be moderately positive and statistically significant ( $r = 0.620$ ,  $p < 0.01$ ) hence H1 is supported. This shows increase in satisfaction with Service quality would lead to a higher overall satisfaction.



- H0=There is no significant relationship between Overall dimension and overall experience of the customer.
- H1=There is a significant relationship between overall dimension and overall experience of the customer.

**Correlations**

		Overall Average	How would you like to rate the overall experience with protein box?
Overall Average	Pearson Correlation	1	.682**
	Sig. (2-tailed)		.000
	N	70	70
How would you like to rate the overall experience with protein box?	Pearson Correlation	.682**	1
	Sig. (2-tailed)	.000	
	N	70	70

\*\* . Correlation is significant at the 0.01 level (2-tailed).

- Pearson correlation of Overall average of three dimensions that is food quality, service quality and price and value and Overall experience is found to be moderately positive and statistically significant ( $r = 0.682$ ,  $p < 0.01$ ) hence H1 is supported. This shows increase in satisfaction with Service quality would lead to a higher overall satisfaction.

- Quality of food and Overall experience

**Correlations**

		How would you like to rate the overall experience with protein box?	Quality of the food
How would you like to rate the overall experience with protein box?	Pearson Correlation	1	.591**
	Sig. (2-tailed)		.000
	N	70	70
Quality of the food	Pearson Correlation	.591**	1
	Sig. (2-tailed)	.000	
	N	70	70

\*\*. Correlation is significant at the 0.01 level (2-tailed).

- The correlation coefficient (R) value between solved raised concerns and likelihood to recommend Protein Box to customer is 0.591 which shows a moderate positive association between both the variables. The P value is <0.01 which means the relationship is statistically significant and positive. So we can say maintaining the decrease in the quality of food will result in dissatisfied customer hence quality of the food is very important for customer satisfaction.

- Taste of the food and How would you like to rate the overall experience with protein box.

**Correlations**

		Taste of the food	How would you like to rate the overall experience with protein box?
Taste of the food	Pearson Correlation	1	.473**
	Sig. (2-tailed)		.000
	N	70	70
How would you like to rate the overall experience with protein box?	Pearson Correlation	.473**	1
	Sig. (2-tailed)	.000	
	N	70	70

\*\* . Correlation is significant at the 0.01 level (2-tailed).

- The correlation coefficient  $R$  value between solved raised concerns and likelihood to recommend Protein Box to customer is 0.473 which shows a moderate positive association between both the variables. The P value is  $<0.01$  which means the relationship is statistically significant and positive. So we can say maintaining the authentic taste will increase the customer satisfaction.

- Eye appeal and overall experience

**Correlations**

		How would you like to rate the overall experience with protein box?	Eye appeal of the food
How would you like to rate the overall experience with protein box?	Pearson Correlation	1	.568**
	Sig. (2-tailed)		.000
	N	70	70
Eye appeal of the food	Pearson Correlation	.568**	1
	Sig. (2-tailed)	.000	
	N	70	70

\*\* . Correlation is significant at the 0.01 level (2-tailed).

- The correlation coefficient  $R$  value between solved raised concerns and likelihood to recommend Protein Box to customer is 0.568 which shows a moderate positive association between both the variables. The P value is  $<0.01$  which means the relationship is statistically significant. So it can be concluded that presentation of the food affects customer satisfaction and overall experience
- Were you raised concerns solved related to the product and How would you like to rate the overall experience with protein box.

**Correlations**

		How would you like to rate the overall experience with protein box?	Were you raised concerns solved related to the product
How would you like to rate the overall experience with protein box?	Pearson Correlation	1	.439**
	Sig. (2-tailed)		.000
	N	70	70
Were you raised concerns solved related to the product	Pearson Correlation	.439**	1
	Sig. (2-tailed)	.000	
	N	70	70

\*\* . Correlation is significant at the 0.01 level (2-tailed).

- The correlation coefficient  $R$  value between solved raised concerns and overall experience of the customer is 0.439 which shows a moderate positive association between both the variables. The P value is  $<0.01$  which means the relationship is statistically significant and positive. So we can say that solving concerns of the customers will increase in satisfied overall customer experience.
- Were you raised concerns solved related to the product and How likely are you to recommend us to a friend or colleague.

### Correlations

		Were you raised concerns solved related to the product	How likely are you to recommend us to a friend or colleague?
Were you raised concerns solved related to the product	Pearson Correlation	1	.523**
	Sig. (2-tailed)		.000
	N	70	70
How likely are you to recommend us to a friend or colleague?	Pearson Correlation	.523**	1
	Sig. (2-tailed)	.000	
	N	70	70

\*\* . Correlation is significant at the 0.01 level (2-tailed).

- The correlation coefficient  $R$  value between solved raised concerns and likelihood to recommend Protein Box to customer is 0.523 which shows a moderate positive association between both the variables. The P value is  $<0.05$  which means the relationship is statistically significant and positive. So we can say that solving concerns of the customers will increase in satisfied customers which will intern result in customers recommending the product to others.

## ❖ **PROJECT FINDINGS AND CONCLUSION**

- The sample size is 70, out of which all 60% of the respondents are male and 40% are female which concludes male are the highest respondents.
- The highest respondents were from 36-45 year old age group.
- 54.3% respondents annual family income is 8-12 lakh which was the highest.
- 50% respondents have access to healthy food some of the time, concludes that half of the respondents doesn't have access to healthy meals most of the time.
- The source of knowledge about the healthy food of respondents is from newspaper/magazine advertisement, television advertisement and from friends/relatives/acquaintances.
- Satisfaction level in terms of :
  - I. Nutritional value of the food, 42 respondents responded with satisfied which accounts for highest where as 22 respondents responded as very satisfied. The lowest was 2 respondents responded with dissatisfied. The mean of the nutritional value of the food is 4.20, as per the scale define 4 is satisfied so we can conclude that the respondents are overall satisfied with the nutritional value of the product offered.

- II. Quality of the food, the respondents were very satisfied as per 42 respondents which is the highest and the lowest is 1 that is very dissatisfied. The mean is 4.50 which falls between satisfied and very satisfied it can be concluded that customers are almost very satisfied with the taste of the food.
- III. Taste of the food, 33 respondents were very satisfied which is the highest and 2 respondents were dissatisfied which is the lowest. The mean of this is 4.34 which concludes that the customers are overall satisfied with the taste.
- IV. Eye appeal of the food, 35 respondents are very satisfied which is accounted as the highest. The mean 4.33 so it can be concluded that customers are satisfied with the appearance or presentation of the food.
- V. Variety of menu options, 35 respondents were satisfied which is recorded to be the highest and 2 were dissatisfied which is recorded with the lowest. The mean is 4.21, so it can be concluded that the customers are overall satisfied with the menu options available.
- VI. Packaging, 29 respondents were very satisfied and equally 29 respondents were satisfied which recorded to be highest and equal. The mean is 4.24, so it can be concluded that customers are satisfied with the packaging of food.
- VII. Delivery, 37 respondents are satisfied which is recorded to be the highest.
- VIII. Attitude of staff, 33 respondents responded with satisfied which is recorded to be the highest value and 1 is the lowest as dissatisfied.

IX. Staff knowledge about the food, 41 are satisfied which is recorded as the highest.

X. Concerns solved related to the product, 31 respondents are very satisfied which is recorded as the highest and 1 as the lowest recorded for very dissatisfied.

XI. Concerns solved related to the service, 29 respondents are satisfied.

XII. Good value for the price, 44 respondents are satisfied which is the highest value recorded, 4 respondents are dissatisfied which is the lowest.

XIII. Appropriate portion size, 32 respondents are very satisfied and 2 are dissatisfied which accounts for highest and lowest value.

XIV. Reasonable price item, 37 respondents are satisfied which is the highest and 4 are dissatisfied.

➤ Reliability test was applied from which the Cronbach alpha value was derived which is 0.855 which is beyond 0.6 which implies data is reliable.



➤ CO-RELATION TEST ANALYSIS:

- There is a positive & significant relationship between food quality and overall experience of the customer.
- There is a positive & significant relationship between service quality and overall experience of the customer.
- There is a positive & significant relationship between price and value and overall experience of the customer.
- There is a positive & significant relationship between overall dimension and overall experience of the customer
- There is a positive & significant relationship between Quality of food and Overall experience
- There is a positive & significant relationship between Eye appeal and overall experience
- There is a positive & significant relationship between Were you raised concerns solved related to the product and How would you like to rate the overall experience with protein box.
- There is a positive & significant relationship between Were you raised concerns solved related to the product and How likely are you to recommend us to a friend or colleague.

- From the above findings the conclusion is Customers are satisfied with overall experience and are likely to recommend the products to their friends/family/colleagues/acquaintances. Factors such as Quality,Taste,Eye appeal and Nutritional Value plays a major role in customer satisfaction with the product followed by the Services provided such as Delivery, Solving concerns and Knowledge and Attitude of staff. Lastly Price and Value of the food also contributes to the satisfaction of the customer.
  
- Only 38.6% of the respondents have access to healthy food for the most of the time, 50% have access to it for some of the time and 11.4% has access to healthy meals in the market rarely which implies there's need of more healthy food option outlets in the market and increase awareness about it.
  
- Co-relation analysis concludes that if food quality, Service quality and price and value quality is maintained and made better it will result in more satisfied customers resulting in repeat purchases and loyal customers. It will also result in positive word of mouth leading to major prospects and increasing sales and strong customer base. From the above analysis it can be concluded that change overall satisfaction of the food quality,Service quality, Price and value will affect the overall experience and likelihood to recommend the products to others. Hence the satisfaction level here is positive which resulted in positive overall satisfied experience with Protein box.Therefore Improving existing customers' experiences is very important in order to keep them for the long term with the company which will result in customer loyalty and great word of mouth.As a result, in order to establish a loyal client base for protein box, customer happiness is critical and as can be seen from the analysis and findings Protein box has build up a strong foundation

and is rapidly growing. It is also working towards satisfying customers to the core. and it is critical to understand where protein box falls short.

- 75 % of Customers also believe that Protein Box has helped them in their fitness goals or diet goals which is a positive feedback and can be used to strengthen the fact that Protein Box is valuable and a needed product in one's life contributing to their health.

## ❖ **RECOMMENDATIONS TO THE COMPANY**

- Highlight nutritional information: Include detailed nutritional information for each meal on the website. This will help customers make informed choices about what they eat and also highlight the nutritional benefits of the meals.
- Optimize the website for SEO: Improve the website's search engine optimization (SEO) to increase visibility in search engine results pages. This could include optimizing the website's meta tags, including relevant keywords, and improving the website's loading speed.
- Expand the menu: While Protein Box already offers a wide variety of healthy food options, consider expanding the menu even further to cater to different dietary needs and preferences. For example, consider adding more plant-based options for customers who follow a vegan or vegetarian diet.
- Focus on the quality of your ingredients: Use fresh, organic, and locally sourced ingredients whenever possible.
- Engage with customers on social media: Use social media to engage with customers, showcase new menu items, and offer promotions and discounts. Encourage customers to share their experiences with Protein Box on social media by offering incentives or running a contest.

## ❖ **WORK DONE AND LEARNINGS DERIVED**

- Conducting market research to help the company understand how much of the customers are satisfied with products and services they offer.
- Conducting surveys or interviews to gather feedback from customers or employee.
- Creating and editing content for the company Social media account.
- Developing and implementing social media strategies to promote the company's brand and engage with customers.
- Handling customer inquiries and complaints in a professional and courteous manner, and resolving issues to the customer's satisfaction.
- Conducting research requires careful planning and preparation. I learned how to design a research plan that addresses the research objectives and questions, identifies the target population, and selects appropriate research methods and tools.
- Data analysis: Collecting data was only half the battle I learned how to analyze and interpret the data to draw meaningful conclusions. I learned how to use statistical tools, such as descriptive statistics, to analyze quantitative data, and how to use qualitative data analysis techniques.

- I learned to use research findings to inform and improve decision-making, policies, and practices. I also learned how to use research insights to identify areas for improvement and to develop strategies for continuous improvement.
- Shadowing and learning from experienced professionals which taught me how to handle the customers and how to work under pressure.
- Listening skills: One of the most important aspects of customer service is listening to the customer's concerns and needs. During my internship, I learned how to actively listen to customers and respond to their questions and concerns in a helpful and empathetic manner.
- Patience and empathy: Dealing with customers can be challenging at times, and it's important to have patience and empathy when working with them. I learned to remain calm and professional in difficult situations and how to put myself in the customer's shoes to better understand their perspective.

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## ❖ **ANNEXURE**

### QUESTIONNAIRE

● How important is it you to eat healthy?

- I. Unimportant
- II. Somewhat important
- III. Important
- IV. Very important
- V. Extremely important

● Do you have easy access to healthy meals in the market?

- I. Most of the time
- II. Some of the time
- III. Seldom
- IV. Never

● What is the source of knowledge about healthy food?

- I. Friends/Relatives/Acquaintances
- II. Television advertisements
- III. Newspaper/magazines advertisements
- IV. Educational events
- V. Health Magazines
- VI. Not sure

● Please rate the following factors as per your experience

● FOOD QUALITY

	Very dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied
Nutritional value of the food					
Quality of the food					
Taste of the food					
Eye appeal of the food					
Variety of menu options					
Packaging					

● SERVICE QUALITY

	Very dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied
Delivery					
Attitude of staff					
Staff knowledge about the food					
Were you raised concerns solved related to the product					
Were your raised concerns solved related to the service					

● PRICE AND VALUE

	Very dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied
Good value for the price					
Appropriate portion size					
Reasonable price item					

- Did Protein Box helped in your journey towards your fitness goals/healthy diet goals?

- I. Yes
- II. No
- III. Maybe

- How would you like to rate the overall experience with protein box?

- I. Very dissatisfied
- II. Dissatisfied
- III. Neither dissatisfied or satisfied
- IV. Satisfied
- V. Very satisfied

- How likely are you to recommend us to a friend or colleague?

- I. Very unlikely

- II. Unlikely

- III. Neutral

- IV. Likely

- V. Very likely

- Gender

- I. Male

- II. Female

- III. Others

- Age

- I. Below 16 years

- II. 16-25 years

- III. 26-35 years

- IV. 36-45 years

- V. above 45 years

- Occupation

- I. Government Service

- II. Private Sector

- III. Self employed

IV. Student

V. Professional services

VI. Unemployed

VII. Retired