

**A STUDY ON THE DETERMINING FACTORS TOWARDS  
CUSTOMER PERCEIVED VALUE IN CARGILLS FOOD CITY IN  
BATTICALOA.**



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## Abstract

To overcome the competition the firm offering superior value to their customers regarding the products and service. The key task of the company is retained and satisfies the customer for a long time. Customers are attached through competitively superior offers. Marketing's task is to develop a superior offer and deliver customer satisfaction. Therefore the 'perceived value' is important to each and every firm to delight their customers and build long term relationship.

This study is undertaken to determine the factors towards customer perceived value in super market for which Cargills Food City has been taken for the research. Cargills Food City is one of the leading and famous super markets in Sri Lanka. Cargills is proud to have introduced the latest standards of food production and innovation to Sri Lanka's food manufacturing sector. Our highly-specialized manufacturing units produce meat products, dairy products and fruit/vegetable products under the brands of Cargills KIST, Cargills Magic, Cargills Quality Foods and Cargills Food City, utilizing only the finest home-grown raw materials.

The data were collected mainly through the questionnaires. 200 questionnaires were issued and collected data were analyzed and evaluated as low, moderate, and high level influence of research variables on determination factors toward customer perceived value in Cargills Food City. The analyzed information was presented by the univariate analysis. From the information customers have high perceived value with Cargills Food City. Anyhow, it is concluded that the Cargills Food City offering high perceived value regarding its products, service, staff performance and image. But it has to be improved their processes according to customers expectation in order to ensure long term survival of the company.

Key Words: Perceived value, Product value, service value, personnel value and image value.

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