

## **ABSTRACT**

This study investigates customer perception of Shalom Food Products in Dindigul, focusing on consumer preferences, attitudes, and beliefs. It employs both quantitative and qualitative research methods, including surveys, interviews, and focus groups, to gather data on key factors like taste, packaging, pricing, and overall satisfaction. The research analyzes customer behavior and loyalty towards the brand, aiming to uncover the drivers behind their choices. A sample of 120 respondents was surveyed, with percentage analysis and chi-square methods used for data interpretation. The study also explores employee perceptions within the organization, revealing general satisfaction but suggesting improvements in salary, supervisor relationships, and opportunities for new hires. The findings provide actionable insights for improving marketing strategies and understanding consumer behavior in the fast-moving consumer goods (FMCG) sector. The study offers valuable implications for brand positioning and customer retention efforts.