

A descriptive Analysis on the Customer Satisfaction on Dairy Products

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Abstract

customer direction originate from those company's reception and usage of the marketing idea. Those customers are the arbiters about fortune to benefits of the business. Over profoundly aggressive investment system, the success, survival and also the development of organizations warrants exact information something like consumers-their conduct –how, why, where, what, when, they buy? Understanding consumer is the urgent undertaking of each marketing supervisor.

1. Introduction

1.1 Why customer Satisfaction is so significant

Consumer satisfaction plays a vital role in increasing the company's goodwill, sales volume and profit. It is very important to every profit making, non-profit making, government and other private organizations.

Some important factor for the significance of consumer's satisfaction:

- a. Consumer satisfaction is significant in the fulfilment of anticipated benefits for the organization.
- b. It is necessary to recognize, first that a consumer's friends are commonly in the same social, income, vocational interest and age group.
- c. It is an essential factor in, increasing the sales volume of an organisation.
- d. Consumer satisfaction ensures reputed purchases.

Need reason distinguishment the beginning stage about purchasing methodology may be those discerned need alternately wish. Need distinguishment is those attention to the have any desire alternately An longing or a utilization issue without whose fulfillment the purchaser feels anxious Furthermore strain charged. That is, he or she feels that An wish alternately need need arisen which need with be fulfilled. Necessities or needs emerge whichever because of inner boost alternately outside boost. A boost is called by advertising masters Similarly as a sign or a signal. It may be force alternately the desperation of have any desire that chooses those pace toward which may be to a chance to be fulfilled. In any case the A large portion Dire needs would pushed of the highest point as those acquiring force of as much or her restricted.

Majority of the data scan is a require stirred Furthermore perceived could be fulfilled just when those result alternately administration is accessible. Customer investment may be shown in the consumer's eagerness should look for further majority of the data regarding item or satisfaction, he searches pertinent majority of the data. Customer need a lot of people elective wellsprings about majority of the data will for example, such that friends, relatives, neighbours, salesmen, dealers, advertisements, bundles Furthermore most importantly customer associations.

Buy choice is those certain expectation of the purchaser that prompts An buy choice. Choice should buy intimates purchaser duty to an item alternately An administration. Practically, it may be the most recent stage in the purchasing transform because, it completes those return procedure. Such An buy might a chance to be a trial or selection. The trial buys would done The point when the purchaser purchases the results alternately benefits to the primary period. This period happens mostaccioli in the event of customer non-durables. In the event that for shopper durables, it will be buy reception over trial because, purchaser tough things can't be bought on trial foundation.

Post-purchase conduct alternately response stands to those self-destructive considerations and conduct of a purchaser then afterward a promise will item need been settled on. This post-purchase experience might be a set of certain alternately negative emotions. Sure feeling alternately fulfillment will bring about repeatable deals or in any event recommending the items or administrations should other, on the different hand, disappointment.

1.2 Objectives of the study

The following are the objectives set for the present study.

- a. To identify consumer's motivating factors that influence the choice of products of company products dairy.
- b. To analyse the channels of distribution of dairy products of company products dairy.
- c. to analyse consumer's opinion regarding quality, price and packaging of company products dairy products.
- d. To analyse the satisfaction level of consumers with regard to products of company products dairy.
- e. To suggest the ways to increase the dairy's consumers in the near future.

2. Review Literature

Hedge. H. G. (2001) pointed crazy that there will be next to no breathing time for indian farmers with face the test about importing drain drain results under WTO. Our farmers are not ready will take care of them great on time. It may be important to decrease the cosset about milk processing Eventually Tom's perusing expanding those benefit of our animals. We likewise requirement to decrease those cosset about taking care of of milk preparing Toward lessening go-between organizations Furthermore by including worth of the transform. The caliber of the drain ought further bolstering a chance to be about worldwide standard which could make enhanced through screening of the animals against imperative infections and keeping up clean surroundings in the dairy ranch.

Rawal Vikas (2001) analysed that those correlation of caste, training land property about medium scale farmers with NMS farmers focuses should a bigger extent about families having a place of the retrograde caste, continuously lesquerella taught Also holding bring down extent of area would not capable should take part Previously, dairying. A late study about two dairy co-operatives for Gujarat contended that bias Previously, territory ownership, caste, absence of education and undemocratic working for co-operatives need aid those obstructions on entrance. Absence of education could not a chance to be an element clinched alongside Kerala At territory proprietorship Might make one, as Around those more level six population for territory owners more modest extent appear on make keeping cows.

Gautam Kakaty Furthermore Moromi Gogoi (2001) creature farming assumes a critical part in the agraphic economy about india. It is nearly interlinked for the socio-investment grid from claiming country pop culture. The improvement about animals division need been accepting noteworthy necessity to india in the final one two on three decades. Dairy segment helping fundamentally to generating work chances and supplementing those wage for little Furthermore minor farmers giving Toward them sustenance security.

Babita bohr opined that dairy farming, a standout amongst those imperative monetary exercises in the provincial mountains ranges about Uttaranchal, is nearly joined with cultivating frameworks. Provincial groups affectionately relish dairy items. Dairying once more is the principle reason for existing about creature farming On mountain regions. Separated from guaranteeing supplement supplies of the groups owning dairy farms, dairying likewise offers guaranteeing job chances good looking monetary returns. To Uttaranchal mountains, dairying will be particularly a guaranteeing financial movement for smallholders who constitute the greater part about cultivating groups in the area. Smallholder dairy cultivating is progressively putting on criticalness Similarly as An hotspot of gang money clinched alongside mountain ranges to exactly A percentage. However, commitments about smallholder dairy cultivating gathered of the group keeping Furthermore cultivating framework need aid still not great perceived. India's developing By those highest point milk producer in the universe is generally because of smallholder, instead of escalated consideration dairy cultivating interfaced with the promoting framework.

Narayana (2001) opined that those worth of effort status of the grown-up populace need no critical Contrast the middle of NMS farmers ms farmers Might a chance to be watched. Women, however, committed lot for dairying, regardless about if they accounted for Likewise attempting alternately not attempting and providing for those reason By housewife. Obviously, those Classes of worth of effort status livelihood regularly utilized need aid no t vey advantageous in catching the fill in enter of ladies with respect to dairying. Chance transfer investigations would assistance should bring this perspective for worth of effort indicate that women's part Previously, cows keeping may be extraordinary. The activities embraced for example, Malabar country improvemen framework to enhancing those caliber for dairy farmers need aid welcome Likewise they try past the landless Likewise their cooperation over dairying may be low. This needs ot make kept for mind same time arranging welfare intercessions.

Uma Shankari (1989) opined that in the provided for connection of a prolonged drought, in which those little pay they determined starting with dairying went long possibility to get to meeting their survival needs, it may be no wonder that farmers from claiming Chittor region On andesite who concentrated on here needed An certain state of mind of the crossbreed programme. Be that as same time those crossbreed cow may be a predominant milch creature of the neighborhood breed and the nearby breed cow will be quick getting to be excess to every one classifications about farmers, the way that the bullocks can't make apportioned with drives no less than the few of the farmers to administer bullocks. The misfortunes from those bullocks are settled on dependent upon Toward the additions from the crossbreed dairy animals. The landless, however, tend on keep up neighborhood breed bovines regardless of it methods much more level pay since the ventures Also dangers included are littler.

3. Methodology of the Study

3.1 Data Collection for the study

For the present study, data was obtained from internal sources and external sources. Internal sources include collection of data from company records such as sales reports and other information sources. Data collected from external sources include primary data and secondary data. Secondary data was collected

from published literature available on the subject matter and for obtaining primary data a questionnaire was designed, developed and administered.

3.2 Sampling

In Sampling Survey Model the instrument used was Questionnaire. This was administered to daily consumers of dairy, products. A sample size of 180 was considered for the study sample was taken in Mangalagiri town.

The sample also covered persons having different educational qualifications and respondents in different age groups. The sample also covered government employees and self-employed and people employed in private organizations

4. Data Analysis and Interpretations

Gender of the Respondents

Opinion	No. of Respondents	Percentage
Male	115	64
Female	65	36
Total	180	100%

Table.1. depicts that 64% of respondents are MALE and the remaining 36% of respondents are female.

Age of the Respondents

Age	No. of Respondents	Percentage
18-25	153	85
25-35	25	14.2
35-45	2	0.8
Total	180	100%

Table.2. depicts 84% of respondents are the age of 18-25, 14.2% of respondents are the age of 25-35, 0.8% of respondents are the age of 35-45.

Marital status of Respondents.

Status	No. of Respondents	Percentage
Married	153	85
Unmarried	27	15
Total	180	100

Table.3 depicts that 85% of respondents are married, and the remaining 15% of respondents are unmarried.

Respondent opinion on the reasons to use Sanagm dairy milk.

Opinion	No. of Respondents	Percentage
Taste	36	20
Freshness	81	45

Quality	63	35
Total	180	100

The table 4. depicts that 20% of respondents are consuming for Taste, where as 45% of respondents are consuming for Freshness, and the remaining 35% of respondents are consuming for Quality.

Respondent opinion on quantity of milk did you consume from Company.

Opinion	No. of Respondents	Percentage
200 ml	9	5
500 ml	72	40
1-2 liters	81	45
More than 2 liters	18	10
Total	180	100

The table 5 depicts that 5% of respondents are consuming 200 ml of dairy milk, where as 40% of respondents are consuming 500 ml of Sanagm dairy milk, 45% of respondents are 1-2 litres of dairy milk, and the remaining 10% of respondents are using more than 2 litres of dairy milk every day.

Respondent opinion on period of purchasing milk.

Opinion	No. of Respondents	Percentage
0-1 years	36	20
1-2 years	70	39
2-5 years	43	24
More than 5 years	31	17
Total	180	100

The table 6 depicts that 20% of respondents are using COMPANY milk from less than 1 year, where as 39% of respondents are using from 1-2 years, 24% are using from 2-5 years, and the remaining 17% of respondents are using from more than 5 years.

Respondent opinion on variety of milk do they prefer more.

Opinion	No. of Respondents	Percentage
Toned milk	124	69
Whole milk	56	31
Total	180	100

The table 7 depicts that 31% of respondents are using Toned milk, and the remaining 69% of respondents are using Cream milk.

Respondent opinion on use of dairy milk.

Opinion	No. of Respondents	Percentage
Curd	58	32
Butter Milk	43	24
Ghee	13	7
Tea / Coffee	31	17
All	35	20

Total	180	100
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The table 8 depicts that 25% of respondents are using for Curd, Where as 30% of respondents are using milk for Butter Milk, 21% of respondents are using milk for Ghee, 7% are using for Tea/Coffee and the remaining 7% of respondents are using milk for all of the above options.

Respondent opinion on problems facing on purchasing of Milk.

Opinion	No. of Respondents	Percentage
Spoilage	72	40
Leakage	32	18
Others	76	42
Total	180	100

The table 9 depicts that 18% of respondents are facing the problem of Spoilage, where as 40% of respondents are facing the problem of Leakage and the remaining 42% of respondents are facing other problems.

Respondent opinion on frequent facing of problems.

Opinion	No. of Respondents	Percentage
Frequently	32	18
Rarely	148	82
Total	180	100

The table 10 depicts that 18% of respondents are facing these problems frequently and the remaining 82% of respondents are facing these problems rarely.

5. Conclusion

During survey it was found that some of the consumers are facing leakage problem so the packing should be done in efficient manner. Advertising should be increased to upgrade the image of company dairy in the change environment where private dairies are growing rapidly. Spoiled milk should be replaced with dairying. Sales promotion committee has to implement new market strategies to complete with competitors.

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