

Consumer Contentment and its Significant Impact on Marketing of a Manufactured Goods

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Abstract

Customer direction comes from the organization's appropriation and execution of the advertising idea. The customers are the authorities of fortune in business. In profoundly serious monetary framework, the achievement, endurance and development of firms warrants exact information about purchasers their conduct – how, why, where, what, when, they purchase? Understanding purchaser is the pivotal assignment of each promoting administrator.

1. Introduction

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.

requires acknowledgment the beginning stage of purchasing process is the apparent need or want. require acknowledgment is the consciousness of the need or a craving or an utilization issue without whose fulfillment the buyer feels fretful and pressure charged. That is, the person feels that a craving or need has emerged which must be fulfilled. Needs or needs emerge either because of inside upgrade or outside improvement. An improvement is called by showcasing specialists as a sign or a prompt. It is force or the earnestness of need that chooses the speed at which is to be fulfilled. Anyway the most earnest needs are pushed to the top as the buying intensity of their constrained.

Data search is a need stimulated and perceived can be fulfilled just when the item or administration is accessible. Purchaser intrigue is demonstrated in the customer's readiness to look for additional data about item or fulfillment, he look through applicable data. Purchaser has numerous elective

wellsprings of data to, for example, companions, family members, neighbors, sales reps, sellers, notices, bundles or more all shopper associations.

Buy choice is the positive goal of the buyer that prompts a buy choice. Choice to buy suggests shopper duty for an item or an assistance. Essentially, it is the last stage in the purchasing procedure since, it finishes the trade procedure. Such a buy might be a preliminary or appropriation. The preliminary buys are done when the buyer purchases the items or administrations just because. This time happens for the most part if there should arise an occurrence of customer non-durables. If there should arise an occurrence of customer durables, it is buy selection than preliminary since, shopper tough things can't be bought being investigated premise.

Post-buy conduct or response represents the conduct of a purchaser after a pledge to item has been made. This post-buy experience might be a lot of positive or negative emotions. Positive inclination or fulfillment will bring about recurrent deals or if nothing else prescribing the items or administrations to other, then again, disappointment.

1.1 Objectives of the revision

The subsequent are the objectives are given according to the revision.

- 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) called attention to that there is almost no breathing time for Indian ranchers to confront the test of bringing in milk and milk items under WTO. Our ranchers are not set up to settle them well on schedule. It is important to lessen the expense of milk creation by expanding the efficiency of our creatures. We likewise need to decrease the expense of treatment of milk and handling by lessening middle person offices and by increasing the value of the produce. The nature of the milk ought to be of universal standard which can be improved through screening of the domesticated animals against significant maladies and keeping up clean environmental factors in the dairy ranch.

Rawal and Vikas (2001) broke down that the examination of station, training and land possessions of medium scale ranchers with NMS ranchers focuses to a bigger extent of family units having a place with the regressive rank, being less instructed and holding lower size of land can't take an interest in dairying. An ongoing investigation of two dairy co-agents in Gujarat contended that imbalance in land proprietorship, standing, lack of education and undemocratic working of co-agents are the boundaries to section. Lack of education probably won't be a factor in Kerala yet land possession could be one, as among the lower sixe class of land proprietors littler extent appear to keep dairy cattle.

Gautam Kakaty and Moromi Gogoi (2001) creature farming assumes a critical job in the agrarian economy of India. It is firmly interlinked with the financial lattice of rustic culture. The improvement of domesticated animals part has been accepting huge need in India in the last a few decades. Dairy part contributing essentially in producing business openings and enhancing the pay of little and minimal ranchers giving by them food security.

Babita Bohr opined that dairy cultivating, one of the significant financial exercises in the provincial mountains regions of Uttaranchal, is firmly entwined with cultivating frameworks. Rustic people group affectionately relish dairy items. Dairying again is the principle reason for creature farming in mountain territories. Aside from guaranteeing supplement supplies to the families claiming dairy ranches, dairying likewise offers promising work openings and attractive monetary returns. In Uttaranchal mountains, dairying is particularly a promising monetary action for smallholders who establish most of cultivating networks in the locale. Smallholder dairy cultivating is progressively picking up significance as a wellspring of family salary in mountain regions for very a few. Be that as it may, commitments of smallholder dairy cultivating gathered to the network and cultivating framework are as yet not very much perceived. India's developing as the top milk maker on the planet is to a great extent because of smallholder, instead of serious dairy cultivating connected with the advertising framework.

Narayana (2001) opined that the work status of the grown-up populace has no huge distinction between NMS ranchers and MS ranchers could be watched. Ladies, in any case, dedicated extensive sum for dairying, independent of whether they detailed as working or not working and giving the explanation as housewife. Clearly, the classes of work status and business regularly utilized are not very valuable in catching the work contribution of ladies on dairying. Time removal considers do assist with bringing this part of work and show that ladies' job in cows keeping is incredible. The activities attempted, for example, Malabar Rural Development Foundation for improving the nature of dairy ranchers are welcome as they go past the landless as their cooperation in dairying is low. This needs to be remembered while arranging government assistance intercessions.

Uma Shankari (1989) opined that in the given setting of a drawn out dry spell, in which the little pay they got from dairying went long path in meeting their endurance needs, it is no big surprise that ranchers of Chittor locale in Andhra Pradesh who concentrated here had an uplifting disposition to the crossbreed program. In any case, while the crossbreed dairy animals is a better milch animal than the neighborhood breed and the nearby variety cow is quick getting excess for all classes of ranchers, the way that the bullocks can't be shed drives at any rate the couple of the ranchers to look after bullocks. The misfortunes from the bullocks are made up by the increases from the crossbreed bovines. The landless, notwithstanding, will in general keep up nearby variety dairy animals regardless of whether it implies far lower salary since the ventures and dangers included are smaller.

3. Attitude of the revision

3.1 Data Collection for the revision

For the present revision, 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 revision 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. Gender of the respondents

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

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

Table.2. Age of the Respondents

The 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.

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

Table.3. Marital status of Respondents.

The table 3 depicts that 85% of respondents are married, and the remaining 15% of respondents are unmarried

Opinion	No. of Respondents	Percentage
Taste	36	20
Freshness	81	45
Quality	63	35

Total	180	100
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Table.4. Respondent opinion on the reasons to use Sanagm dairy milk.

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.

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

Table.5. Respondent opinion on quantity of milk did you consume from Company.

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.

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

Table.6. Respondent opinion on period of purchasing milk

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.

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

Table.7. Respondent opinion on variety of milk do they prefer more.

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

Table.8. Respondent opinion on use of dairy milk.

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 respondentsare using milk for all of the above options.

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

Table.9. Respondent opinion on problems facing onpurchasing of Milk.

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

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

Table.10. Respondent opinion on frequent facing of problems.

The table 10 depicts that 18% of respondentsare facing these problems frequently and the remaining 82% of respondentsare 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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