

A STUDY ON CUSTOMER SATIFICATION DAIRY FORMS**¹Dr. M Bhuvaneshwari,**¹ Associate Professor, Department of Management Sciences, Hindustan College Of Engineering And Technology Coimbatore India**²T Shanjai**² PG Student, Department of Management Sciences, Hindustan College Of Engineering And Technology Coimbatore India

ABSTRACT:

In sector there has been severe competition between Vijay dairy Milk Company, National and local players. Customer is the king of any business. Understanding Customer needs and wants is important and foremost task of any marketers. Customer satisfaction is a judgment made by the Customers. Customer behaviour can also be defined as those acts of Customers directly involved in obtained using and disposing of economic goods and services, including the decision processes that preceded and determine these acts. The goods are produced only to meet the needs of Customer. So that the analysis of Customer behaviour is one of the foundations on which future marketing is depend. So, research did this survey in Trichy city. Customers have wide variety of choices in the Dairy milk product and they were influenced by many factors both internal and external. Brand loyalty was determined by several distinct psychological processes of the Customers. Product features (taste, quantity and price) is one of the most important factors affecting brand loyalty. In this study is to check whether Customers are satisfied by Dairy milk. In this research have chosen 120 sampling for analysing data SPSS software is used to analyse and interpret data. This would help the company to determine the promotional measures based on the findings.

INTRODUCTION

Vijay dairy milk industry has witnessed strong growth in the past decade. This has been due to liberalization, urbanization, increase in the disposable incomes and altered lifestyle. Furthermore, the boom has also been fuelled by the reduction in excise duties, de-reservation from the small-scale sector and the concerted efforts of personal care companies to attract the burgeoning affluent segment in the middle-class through product and packaging innovations. Unlike the perception that the Vijay dairy milk sector is a producer of luxury items targeted at the elite, in reality, the sector meets the everyday needs of the masses. In India, companies like ITC, HUL, Dabur, and Britannia have been a dominant force in the Vijay dairy milk sector well supported by relatively less competition and high entry barriers.

Distribution is the most important variable in the marketing plans of Vijay dairy milk manufacturers, because managing is such a massive sales and distribution network is in itself a huge task. Firms depend mostly on their marketing channels to generate customer satisfaction and to achieve differentiation over competition. Majority of the companies are incurring huge costs to make their products available in the 3.5 million rural outlets. There are a whole lot of channels involved in the distribution network. Vijay dairy milk distribution has the maximum channel partners in the Indian rural market. The wholesaler is the most important source of information and influenced person for the retailer.

The marketer would try their best to motivate the wholesaler to get the retailer in the rural market and to stock his company's products, particularly the newer products. The extending of credit by retailers to customers depends upon their location and product.

CUSTOMER

A customer is an individual or business that purchases the goods or services produced by a business. Attracting customers is the primary goal of most public facing businesses, because it's the customer who creates demand for

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goods and services. Businesses often compete through advertisements or lowered prices to attract an ever-larger customer base.

BRAND

A brand is a name, term, symbol or design or a combination of them, symbol or design or a combination of them which is intended to identify the goods or services of seller or a group of sellers and to differentiate them from those of competitors.

CUSTOMER

The customer is the one who pay to consume goods and services produced. An end user and not necessary a purchaser in the distribution chain of a goods and services. Customer plays a vital role in the economic system of nation. Without consume demand. Products would lack one of the key motivations to produce to sell to customers. The customer also forms part of the chain of distribution.

What is Customer Buying Behaviour?

Buying Behaviour is the decision processes and acts of people involved in buying and using products. Customer behaviour is the study of customers and the processes they use to choose, use (consume), and dispose of products and services, including customers' emotional, mental, and behavioural responses.

Types of Customer Buying behaviours

Types of customer buying behaviour are determined by:

- Level of Involvement in purchase decision Importance and intensity of interest in a product in a particular situation Buyers level of involvement determines why he/she is motivated to seek information about a certain products and brands but virtually ignores others.
- High involvement purchases--Honda Motorbike, high priced goods, products visible to others, and the higher the risk the higher the involvement.

Types of risk:

- Personal risk
- Social risk
- Economic risk

Factors Influencing Buyer Behaviour

- Situational Influences on the Buying Decision Process
- Situational influences are factors that result from circumstances, time, and location that affect the customer buying decision process.
- Can influence a customer's actions in any stage of the buying process
- Can shorten, lengthen, or terminate the buying process.

OBJECTIVES OF THE STUDY

- To study the Customers that Milk products.
- To study the factors influencing the customers to buy the product.
- To analysis the social, cultural and economic sources of the customers.
- To study the customers who instant of primary goods and products.
- To study the valid suggestion and recommendation of customer awareness in Milk products.
- To identify the factors affecting the innovation in the existing Milk products

SCOPE OF THE STUDY

- The research in this study analysed the data from customers at Trichy.
- The study was consuming the existing customers; however fulfil their needs and wants.
- The scope of the study has ensure that the main frame work of awareness about Vijay dairy milk products.
- The study mainly analyses with the Vijay dairy milk sector wide with day – to – day customers. Then the study is expressing that the customers expectation how to fulfil their needs and wants.

LIMITATION OF THE STUDY

- While surveying researcher encounter with some problems like some people were not willing to respond and few of them who responded were in hurry hence the active participation was lacking.

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- Due to which we faced difficulties in collecting information regarding our questionnaire.
- Another problem which we face was that people were hesitating to give information about their income.
- Except it, the sample size we have taken for survey was small and it's a difficult task to draw accurate conclusion or reach to an exact result on the basis of limited sample size.
- Moreover, our investment was limited and time was also less to go in depth.
- The sample size restrict rural area and taken the data from 110 Respondents only.

REVIEW OF LITERATURE

Wong, Saunders (2021) Differentiating in the same store from PCWorld or Currys is a daunting task and customer buying these products may encounter dissonance reducing buying behaviour, as electronics are usually expensive and self-expressive. Customer may easily assume that the available electronics brands in the store/market within a certain price range to be of the same quality. Then if the product does not meet customers' expectations, it will result to customer to experience post purchase dissonance (after sales discomfort)

Kotler (2021) suggested that Customer buying behaviour have a huge impact in a firm marketing decision making process every year. There is a risk that what a customer does will inflict on his or her behaviour and generate consequences. The user and the purchaser can be different person, in some cases; another person may be an influencer providing recommendations for or against certain products without actually buying or using them

Dubois (2021) describes that Customer are expected to apply their cognitive resources in creating 'beliefs' (cognitive part) about the attribute of a product, which may result of the progression of an overall feeling (affective part) in the sense of liking/disliking product. Retailer with a positive 'attitude' to a product are expected to be more willing to consider purchasing in (cognitive part) than Retailer with less positive attitude to the same product.

Watson (2022) Based on the level of informational and utilitarian reinforcement a grid can be composed that divides customer buying behaviour in four broad categories, Maintenance purchases are characterized by necessity; therefore this category can be compared to the physiological level in Maslow's hierarchy of needs, which stands for the basic requirements for human survival. Accumulation purchases refer to customer buying behaviour related to certain kinds of collecting, saving and instalment buying. Hedonism or pleasure purchases refer to the consumption of popular entertainment.

RESEARCH METHODOLOGY

RESEARCH DESIGN

It refers to the process used to collect information and data for the purpose of making business decision. The methodology may include publication research, interview, surveys and other research techniques, and could include both present and historical information.

DESCRIPTIVE RESEARCH DESIGN

To make the research systemized the researcher has to adopted certain method. The method adopted by the researcher for completing the project is called research methodology. The research has been defined as "A careful investigation or enquire especially through search for new facts in any branch of knowledge". To give more additional to the old research new ones are conducted.

SAMPLING TECHNIQUES

Convenience sampling techniques has been used in sampling due to the following reasons

- It provides information about parts of the all the area of Trichy
- It provides help in gaining precision through customer satisfaction on Vijay dairy milk products

SAMPLING SIZE

A sample size of huge customers was chosen, but due to incompletely filled questionnaires and unwilling and carelessness on the part of the respondents, we were forced to reduce the sample size to 120. This sample size was based upon time and affordability approach.

DATA COLLECION

The following techniques were adopted for data collection.

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Primary data - Primary data was collected through face to face interviews while filling up questionnaires.

Secondary data- The information was gathered from magazines, newspapers that formed the secondary data.

STATISTICAL TOOLS

- Percentage analysis
- Chi-square analysis
- Correlation analysis
- Anova

FINDINGS

- Thus the majority 66.7% of the respondent are Male.
- Maximum 33.3% of the respondents are in the age group of 26-30 years.
- Maximum 37.5% of the respondents are Diploma.
- Majority 75% of the respondents are Below 15,000 income.
- Majority 75% of the respondents are Nuclear family.
- Maximum 35% of the respondents are 3- 5 members.
- Maximum 39.2% of the respondent are buy the retailers.
- Majority 71.7% of the respondents said that they have brand consciousness for Vijay dairy milk product
- Majority 40.8% of the respondents are mostly preferred by Skimmed Milk Powder for buying.
- Maximum 31.7% of the respondents to buy Attractive packing.
- Maximum 41.7% of the respondents are induces to buy Promotional Policy.
- Maximum 28.3% of the respondents are preferred to Prizes on the Bottle Cup.
- Majority 85% of the respondents are price difference between rural and urban retail stores
- Maximum 41.7% of the respondents are promotion of customer contact
- Maximum 46.7% of the respondents are Attractive to good advertising.
- Maximum 42.5% of the respondents are prefer to Good promotional scheme
- Maximum 35.8% of the respondents are influencing to buy Easy availability.
- Maximum 31.7% of the respondents are select the Trade Mark.
- Maximum 64.2% of the respondents are opinion for always good quality of products
- Maximum 39.2% of the respondents are mostly consumed by Personal care products.
- Maximum 35% of the respondents are satisfaction on Availability.
- Majority 50% of the respondents are highly satisfied in competition.
- Thus the majority 35% of the respondents are highly satisfied with service quality

SUGGESTIONS

- The Vijay dairy milk retail companies should design & develop products & services keeping in a view the requirement of customers, particularly low income of the customers.
- Vijay dairy milk companies should control various cost at the time of producing goods & services. These can lead to the best competitive price, which can improve customer's satisfaction.
- Its equal importance to all customers so that the customer will not feel that they are forcing to buy a particular product & service. The Vijay dairy milk retail sector should take necessary steps to increase existing physical facilities, which can lead to indirect customer's satisfaction.
- The Vijay dairy milk sector should open more branches in rural & semi-urban areas to give excellent customer services.
- Its should increase the number of billing counters for better customer service. The training & orientation programs should be provided to employees to increase their efficiency to serve customers in an excellent way.

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- Its take necessary steps to increase the space to facilitate the existing customers. Vijay dairy milk retail sectors should be connected with E-commerce to increase revenue and as well as customers satisfaction.

CONCLUSION

Vijay dairy milk products have turned out to be really significant in our daily lives. So assessing rural customer satisfaction on Vijay dairy milk products is really important in today's market scenario. The present study concluded that demographic variables though very prominent in the customer decision-making process but except gender; other demographic variables have no effect on customer satisfaction. It is also disclosed from the study that variables like service quality, product quality and perceived value have high significations to customer satisfaction whereas financial benefit is found to be insignificant variable to customer satisfaction.

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