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A STUDY ON CUSTOMER SATISFACTION TOWARDS DAIRY PRODUCTS

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ABSTRACT
This study investigates customer satisfaction towards Milk products, focusing on consumer perceptions, preferences, and behaviours. The research aims to evaluate factors influencing satisfaction, including product quality, packaging, pricing, availability, and taste. Data were collected through structured surveys using a sample size of 120 respondents from various demographic backgrounds. Statistical analyses, including Chi-Square and Correlation tests, were employed to assess the relationship between consumer demographics and satisfaction metrics. The findings suggest that while there is strong brand loyalty and general satisfaction, areas such as product freshness and availability need improvement. Recommendations include targeted marketing, enhanced product innovation, and improved supply chain management to meet consumer expectations and increase market presence.

KEYWORDS
Customer Satisfaction, Dairy Industry, Milk, Product Quality, Market Analysis, Statistical Analysis.

INTRODUCTION
In today's highly competitive and rapidly evolving marketplace, understanding consumer behaviour and effectively positioning a product or service is crucial for business success. This marketing project study aims to delve into the intricate dynamics of consumer preferences and market trends to develop actionable strategies for optimizing marketing efforts.
Our study focuses on [specific industry/market], where [briefly describe the current market conditions, trends, or challenges]. The primary objective is to analyze the factors influencing consumer decision-making and identify key opportunities for businesses to enhance their market presence and competitive advantage.
The research will encompass various aspects, including consumer demographics, purchasing behaviour, brand perception, and the effectiveness of different marketing channels. By employing a combination of qualitative and quantitative research methods, including surveys, focus groups, and data analysis, we seek to gain comprehensive insights into consumer attitudes and preferences.
Ultimately, this study aims to provide valuable recommendations that can inform strategic marketing decisions, optimize promotional tactics, and drive growth. By understanding and leveraging the insights gained, businesses can better align their marketing strategies with consumer expectations and market demands, thereby achieving sustained success in an ever-changing landscape.

REVIEW OF LITERATURE
P. Anuncia Gabriela and Ms. K. Karpagakani - investigates customer satisfaction with milk products in Coimbatore City. Primary data were collected through a structured questionnaire using Google Forms, while secondary data came from books, magazines, articles, and websites. Employing simple random sampling, they gathered responses from 100 participants. The research aims to identify key factors influencing satisfaction, such as quality, price, and brand reputation. The findings offer valuable insights into consumer preferences and expectations. This localized analysis can help dairy companies enhance their products and marketing strategies to better serve the Coimbatore market. Overall, the study provides actionable recommendations for improving

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customer satisfaction in the dairy sector.

Praveen Kumar TM - study on customer satisfaction with Nandini milk products in Tumkur employed both primary and secondary data sources to draw insights. Primary data were collected through direct surveys using questionnaires, with a focus on random sampling to ensure a representative sample. Secondary data were sourced from corporate archives, publications, and the internet, providing additional context and background. The study utilized a convenient sampling method, surveying 90 participants to gather detailed feedback on customer experiences and satisfaction levels. The analysis of this data aims to highlight key satisfaction drivers and areas for improvement, offering actionable recommendations for enhancing the quality and appeal of Nandini milk products in Tumkur.

R. Mayilsamy and Ms. D. Kirubaa Evanjlin - study focuses on consumer satisfaction with Aavin Milk products in Coimbatore City. The primary objective is to gauge the overall satisfaction of consumers, while secondary objectives include identifying factors such as product quality, price, availability, and packaging that influence satisfaction. Additionally, the study aims to evaluate the effectiveness of Aavin's distribution channels within the city. Using convenient sampling, the study surveyed 120 respondents and employed analytical tools such as simple percentage analysis and Likert scale analysis to interpret the data. The results are expected to provide insights into consumer preferences and areas for improvement, helping Aavin enhance their product offerings and distribution strategies to better meet consumer needs in Coimbatore.

Toopalli Sirisha and Nalla Bala Kalyan - study, published in the International Journal of Multidisciplinary Research and Growth Evaluation, explores customer satisfaction within the Indian dairy industry. The research involved the collection of primary data through surveys, interviews, focus groups, and observations to gain direct insights from consumers. Secondary data was obtained from existing sources like research papers, industry reports, and company publications, providing a broader context for the study. The sampling unit consisted of 200 respondents selected through a non-probability sampling method. To analyze the data, the study employed the Chi-Square Test, a statistical tool used to examine the relationship between variables. The findings are expected to shed light on the key factors driving customer satisfaction in the dairy sector and offer recommendations for improving consumer experiences across the industry.

Krishna K. Kadakol, Gangadhar Sheeri - Study on consumer satisfaction towards Nandini Milk, presented at the International E Conference in Mysuru, utilized a comprehensive approach to data collection and analysis. By focusing on the Dharwad-Hubli region, the study surveyed 200 participants selected through convenience sampling. The data collected through surveys, interviews, and focus groups provided valuable primary insights, while secondary data from industry reports, company publications, and research papers enriched the analysis. The use of SPSS software for graph-based analysis allowed for a detailed examination of consumer satisfaction trends. The study's findings offer actionable insights into the factors driving consumer satisfaction with Nandini Milk, which can help guide future strategies for enhancing customer experience and loyalty in the region.

Vemuri Gopichand, Sekhar Babu Kurapati - Study on customer satisfaction at Sangam Dairy in Guntur, published in the International Journal of Advanced Research in Science, Communication and Technology, employed a detailed methodology to assess consumer experiences. Primary data were collected from Sangam Dairy users, street vendors who use milk, and customers of other brands, using random sampling to ensure diverse input. Secondary data were sourced from company records, textbooks, journals, and annual reports published by Sangam Dairy. With a sample size of 100 customers from Guntur, the study utilized percentage analysis and Chi-Square Test to evaluate the data. The analysis aimed to uncover key factors influencing customer satisfaction and provide recommendations for improving Sangam Dairy's products and services.

V. Rajalakshmi, Athony Rahul Golden - Impact of consumer buying behavior on satisfaction towards dairy products: an empirical study. published in the International Journal of Professional Business Review, involved a comprehensive approach to understanding consumer satisfaction with dairy products. With a sample size of 576 respondents selected through simple random sampling, the research utilized primary data from surveys, interviews, and focus groups to gather direct feedback on consumer behaviours and satisfaction levels. Secondary data from industry reports, company publications, and academic research provided additional context. The analysis, using simple percentage techniques, aimed to reveal how various aspects of consumer buying behaviour affect satisfaction with dairy products. This thorough approach enabled a nuanced understanding of consumer preferences and helped identify key factors influencing satisfaction in the dairy sector.

Dr. Vidhya V and Ms. Kirutisha S - Study on "Customer Satisfaction Towards Arokya Dairy Products,"

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published in the International Journal of Research Publication and Reviews, utilized a robust data collection approach. With a sample size of 163 respondents from Coimbatore, the research employed convenient sampling to gather primary data through surveys, interviews, and focus groups. Secondary data were sourced from industry reports, company publications, and academic research to enrich the analysis. The study used percentage analysis and Chi-Square tests to evaluate the data, providing a comprehensive view of customer satisfaction and uncovering key factors affecting consumer perceptions of Arokya dairy products. The findings offer actionable insights for improving product offerings and enhancing customer satisfaction in the dairy sector.

RESEARCH OBJECTIVES

Primary Objective
- To assess the level of customer satisfaction with Milk's products and services.

Secondary Objective
- To identify factors influencing customer satisfaction with Milk.
- To understand customer preferences and buying behavior regarding dairy products.

SCOPE

The scope of this article encompasses an in-depth analysis of customer satisfaction towards Milk products within the dairy industry context. It evaluates key determinants of consumer preferences, including product quality, packaging, pricing strategies, and brand perception. The study focuses on understanding the impact of these factors on consumer behavior and loyalty. Geographically, the analysis is limited to regions where Milk has a strong market presence, primarily in Coimbatore and Chennai. The findings provide actionable insights that can guide product improvement, targeted marketing strategies, and enhance overall customer experience in the dairy sector. The article also highlights emerging trends and challenges within the dairy industry that can influence customer satisfaction and retention.

LIMITATIONS

Geographical Limitation the study is limited to areas where Milk has a strong presence, mainly Coimbatore and Chennai, which may not reflect consumer behavior in other regions. Sample Size The sample of 120 respondents may not fully represent the broader consumer base, limiting the generalizability of the findings. Response Bias Data collection through surveys may be affected by response bias, where participants may give socially desirable or inaccurate answers. Time Constraint The research was conducted within a short timeframe, possibly overlooking seasonal variations or shifts in consumer preferences over time. Focus on Existing Customers the analysis focuses mainly on current consumers, potentially neglecting insights from non-customers or those who have discontinued using Milk products. Exclusion of External Factors Broader market factors such as economic changes, competitor activities, and unforeseen events (e.g., supply disruptions) were not considered, which could impact customer satisfaction.

DATA ANALYSIS
Table No.01

Category	Frequency	Percent
Age		
Below 18	7	5.8
18-30	48	40.0
30-45	45	37.5
45-55	20	16.7
Total	120	100.0
Educational Qualification		
SSLC	21	17.5
HSC	16	13.3
UG	43	35.8
PG	19	15.8
Others	21	17.5

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Total	120	100.0
Gender		
Male	69	57.5
Female	51	42.5
Total	120	100.0
Annual Income		
Below 10000	30	25.0
10001-50000	55	45.8
50001-100000	28	23.3
Above 100000	7	5.8
Total	120	100.0
How Long You Purchase Mayon Product		
0-5 Month	20	16.7
5-12 Month	40	33.3
1-1.6 Month	43	35.8
1.2 Month	17	14.2
Total	120	100.0
How Often Do You Use Our Product		
Daily	68	56.7
Weekly	37	30.8
Monthly	12	10.0
Yearly	3	2.5
Total	120	100.0
Marital Status		
Single	79	65.8
Marriage	41	34.2
Total	120	100.0
Number Of People In Households		
2	2	1.7
3	16	13.3
4	44	36.7
5	23	19.2
6	21	17.5
7-13	14	11.6
Total	120	100.0

Table No .02
Mean Value for the Statement

SI. N0	STATEMENT	MEAN VALUE
1.	The texture of Milk products is satisfactory.	3.59
2.	The freshness of Milk products is satisfactory.	3.52
3.	Mayon Milk products maintain their quality over time.	3.55
4.	The pricing of Milk products is affordable.	3.65
5.	The price of Milk products is fair for the quantity provided.	3.61
6.	The packaging of Milk products is convenient for daily use.	3.60
7.	The packaging of Milk products keeps the product fresh for a reasonable amount of time.	3.77
8.	The information on the packaging (e.g., nutritional facts, expiry date) is clear and easy to understand.	3.82

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9.	The taste of Milk products meets my expectations.	3.72
10.	I find the taste of Milk products to be better than other brands.	3.62
11.	The taste of Milk products is consistent from one purchase to the next.	3.61
12.	Milk products are easily available in stores.	3.58
13.	The distribution of Milk products meets my needs.	3.70
14.	Milk products are available in convenient sizes and quantities.	3.67

FINDINGS

1. Demographics: The majority of Milk consumers are in the 18-30 age group (40%) and mostly male (57.5%), indicating a younger, male-dominated customer base.
2. Educational Qualification: Most respondents (35.8%) have an undergraduate degree, suggesting an educated and informed customer base.
3. Income: Middle-income consumers (₹10,001-₹50,000) dominate, representing 45.8% of the customer base, while higher-income consumers (above ₹100,000) form a small portion (5.8%).
4. Product Usage: A significant number of customers use Milk products daily (56.7%), reflecting strong brand loyalty.
5. Customer Satisfaction: While satisfaction levels are generally high, packaging clarity and freshness were rated the best, with moderate satisfaction in texture and consistency
6. Correlation Analysis: No significant relationship was found between annual income and product quality, pricing, or taste. However, higher-income customers view product availability more favourably.
7. Household Size Impact: Household size influences product usage frequency, with families of four being the most common customers (36.7%).

CONCLUSION

According to an analysis of consumer satisfaction with Milk products, 56.7% of respondents said they use the brand on a regular basis, placing it firmly in the hands of younger, educated, middle-class consumers. Significant brand loyalty and customer engagement are shown by this high usage frequency. The results indicate that taste and packaging clarity are particularly well-liked, but there is still room for improvement in other areas, including product freshness, texture, and availability.

The correlation study indicates that, in spite of the generally positive response, annual income has no discernible impact on judgments regarding flavor, cost, or quality. However, it does have an impact on thoughts regarding product availability, with higher-income consumers expressing more positive impressions. The findings of the Chi-Square test show a substantial correlation between the size of the household and the frequency of product usage, indicating that marketing methods should be modified to better accommodate different household dynamics. Milk might take into consideration more effectively targeting female consumers and creating loyalty programs for new customers in order to further improve customer satisfaction and reach new segments.

Additionally, resolving issues about product freshness and texture will be vital for maintaining and growing customer happiness. All things considered, Milk is in a strong position to increase its market presence by matching its tactics to the preferences of its customers and growing the range of products it offers to satisfy a wide range of demands.

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