

A Study on Customer Satisfaction towards Milk Products with Reference to Coimbatore City

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Abstract: *This study is based on the customer satisfaction on Milk products in Coimbatore city. The study analysis the growth and performance of the company by using performance ratios. The various tools like percentage method and rank correlation were used for the study. The report analyses a brief image of the milk products through the report. The main objectives of this study to find out the satisfaction of the consumers and factors influencing to buy the milk products. There are of 100 respondents were surveyed for primary data. Using data acquired from the online questionnaire, investigated customer perceptions, understanding, and factors that influence of milk products. The suggestions given in this study will improve the overall growth of the company. Finally, milk products are performing well in terms of performance and it is satisfactory.*

Keywords: Milk Products, Performance, Growth, Service, Customer Satisfaction

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