

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

I. INTRODUCTION

The success of the Milk products depends not only the marketing but also the customer's behaviour pattern towards their product. To have better marketing the union needs a maximum inspiration from the customer side. If marketing is done without the execution of customer, it cannot run success fully for a long period of time. So an analytical study is conducted based on customer satisfied with regard to market the milk and it by product.

1.1 Objectives of the Study

- To study about the quality of the Milk Products.
- To find out level of satisfaction of the respondents towards Milk products.

II. REVIEW OF LITERATURE

JYOTI (2018)⁹, "Customer Satisfaction in Organized And Unorganized Dairy Industry" Dairying has been a section of parcel of Indian lifestyle and civilization right from historical times. It is very hard to factor out when the guys of earth began to breed cattle and consuming milk however it is actual that the man commenced the use of milk and milk product from the time a memorial. Milk and milk product play a imperative function in the country's agricultural financial system being the 2nd biggest make a contribution to the gross agriculture produce. **ISSN NUMBER: 2395-3152**

Maria Adelina (2018)¹⁰, "Study on Milk and Dairy Products Consumers Behavior and Preferences" Milk and dairy merchandise are some of the most famous and ate up meals products. They can be eaten from an early age and carry a considerable dietary contribution to the fitness of the consumer. The predominant goal of this learns about used to be to become aware of socio-economic and demographic elements that affect client preferences for dairy products. The learn about used to be carried out the usage of a questionnaire and centered two sorts of dairy products: packaged dairy merchandise and unpackaged dairy products. **ISSN NUMBER: 2019-0004**

III. RESEARCH METHODOLOGY

The specification of methods and procedures for obtaining the knowledge needed to organise or solve problems is known as research methodology. The project's general operational pattern or framework specifies what information is to be gathered from which sources and using which procedures.



Research Design: Descriptive Research Design.

3.1 Sources of Data

- **Primary Data:** The primary data were collected based on the structured questionnaire with the help of Google Form.
- **Secondary Data:** The secondary data for the study have been collected from books, magazines, articles and websites.
- **Sampling Technique:** Simple Random Sampling.
- **Sampling Size:** The sample size was collected from 100 respondents.
- **Area of study:** Coimbatore City

Tools used for the Study

The SPSS package used for the study

- Percentage Analysis
- Chi – Square Test

IV. DATA ANALYSIS AND INTERPRETATION

4.1 Percentage Analysis

S. NO	PARTICUALRS	NO OF RESPONDENTS	PERCENTAGE
1	Gender		
	Male	30	60
	Female	20	40
2	Age		
	15 - 25	40	80
	26 – 35	10	20
3	Educational qualification		
	Under graduate	35	70
	Post graduate	15	30
4	Occupation		
	Students	42	84
	Profession	8	16
5	Family		
	Joint family	30	60
	Nuclear	20	40
6	Income per month		
	Below 10000	33	66
	11000 – 15000	8	16
	16000 – 25000	9	18
7	Material status		
	Married	15	30
	Unmarried	35	70
8	Aware of milk products		
	Yes	40	80
	No	10	20
9	Quality of milk products		
	Good	20	40
	Not good	8	16
	Excellent	22	44

**CHI – SQUARE TEST****Comparison between age and Satisfied of Milk Products**

- H₀: There is no significant relationship between Age and Quality of Milk products.
- H_a: There is a significant relationship between Age and Quality of Milk products.

Factors	Calculated value	DF	Table value	Accepted or Rejected	Significant or non significant
Highly satisfied	2.128	3	0.546	Rejected	Significant
Satisfied	2.913	3	0.405	Rejected	Significant
Neutral	0.33	1	0.855	Rejected	Significant
No of Valid Cases	96				

Source: Author's Computation

The P-Value is less than 5% level of significance, so the null hypothesis is rejected.

It is concluded that, there is significant relationship between Age and Quality of Milk Products.

V. FINDING AND CONCLUSION**5.1 Percentage Analysis**

- Majority (80%) of the respondents are age group is between 15 - 25 years.
- Majority (60%) of the respondents are Female.
- Majority (84%) of the Respondents are Students.
- Majority (70%) of the respondents were qualified up to Under Graduation.
- Majority (60%) of the Respondents are Joint Family
- Majority (66%) of the respondent's family monthly income is between below 10000.
- Most (30%) of the Respondents are Married.
- Most (40%) of the Respondents are aware about the milk products..

CHI- SQUARE TEST: The P-Value is less than 5% level of significance, so the null hypothesis is rejected. It is concluded that, there is no significant relationship between Age and level of satisfied of milk products.

VI. CONCLUSION

This project is very useful & helpful for my future studies also. I gathered more information about public preference with their selection of milk products. It was helpful to meet some type of occupational peoples. I gathered that how their choosing their milk products with various opinion like accessibility of the product, assurance of the product, service of the product, user friendliness of the product, quality of the product, etc. Overall from all the factors of milk products, I conclude that the milk products are highly satisfied. In milk products Amul brands is used by large number of people.

REFERENCES

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