

A study on customer satisfaction towards aavin milk with special reference to Salem district

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Abstract

Customer satisfaction is the consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs and wants. In India, packet milk is preferred for its hygiene, quality, readily available and so on. It is available in reasonable quantity for the consumers at any time wherever it is needed. Moreover, it is sterilized at a required temperature so that the quality is assured to the potential consumer for ensuring customer satisfaction in the market. In this research study the researcher focuses on a sample of hundred consumers is taken and customer satisfaction towards packaged milk is analyzed through primary data.

Keywords: Customer satisfaction; Packaged milk; Brand preference; Consumers

1. Introduction

Milk is an very useful by the people as vegetarian diet more consumption of milk depend not only on its factor but also on the availability of child and also by practice of drinking coffee, tea etc. The important factors which influence the consumption of milk are availability level of earning of people and rates. Milk is not only important items but also most frequently and most of the people commonly used.

People complaint that fat in milk increases the content of cholesterol in their human body inducing some disease. To get rid of this complaint human being can go for skimmed milk. Already, the availability of cattle farm was more and the population was less. The requirement by a family was met by sufficient supply from their own farmer or a milk vendor.

Due do new technology, Milk is available in packet of fixed needed quantity. Commonly packet Milk is a skimmed milk. Now a days , various brands of packet milks are available. Most of the people like packet milk. Packet milk is available to consumer at any where at anytime whenever it is needed.

2. Percentage of fat in milk

According to the fat and SNF content the type of milk explained in the above table are packed in the blue, green and red colour packet respectively.

- High protein milk fat 3.0% ; SNF 9.0%.
- High fat milk fat 5.0% ; SNF 8.5%.

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Table 1 The fat content in the milk

Milk	Fat percentage	SNF Percentage
Toned milk	3.0	8.5
Standardized milk	4.5	8.5
Double toned milk	2.0	9.0

2.1. Statement of the problem

In the competitive world of ours, each human being is running like a machine life. This makes him to prefer every product to be in such a state which will be easily available to him for consumption and milk is not an exception. Since the time a person wakes up from his bed to till he goes to sleep, milk plays a vital role. Mostly milk is used either adding it to prepare *complan* or *Boost* etc. It is also used to prepare taste in each and every house. The availability of milks in packet is very useful to human being and reducing time. There is no need to wait for the milk man, wherever it is needed for them. Now a day they are more dealer are available can buy according to their requirement.

Objectives

- To analyse the demographic variables of packaged milk customers.
- To study the conceptual background of packet milk in Salem district.
- To examine the brand loyalty and other related concepts.
- To evaluate the factors influencing in using particular brand of packaged milk.
- To offer probable suggestions for improving brand loyalty of packaged milk.

Scope of the study

The research paper aims at probing Customer satisfaction towards Aavin milk with special reference to Salem District. Which is measured on the basis of opinions gathered from the respondents.

3. Research methodology

The present study is based on primary data. The primary data refer to the data. The primary data may unpublished data. The primary data may unpublished data. The unpublished data are obtained from the staff member of the Aavin dairy centre.

3.1. Tools and techniques of the study

In this research paper using Percentage analysis and Mean score Ranking tools are undertaken for the present study.

3.1.1. Percentage analysis

Percentage analysis refers to a special type of ratio. Percentage is used in making comparison between two Percentage analyses two or more series of data. Percentages are used to describe the relationship between the data.

$$\text{Percentage of the respondents} = \frac{\text{Number of Respondents}}{\text{Total Number of Respondents}} * 100$$

3.1.2. Ranking analysis

Ranking is numbering data from higher level to lower level amounting its priorities and improve importance with helps to judge the result. In this method weights of the various factors are obtained by multiplying the rank given with the frequency if gives the weighted score the ranks will be given.

3.2. Limitation of the study

- This study is restricted to Salem (DT) only. So it may not be universally applicable.
- The accuracy of the information depends upon the respondents.
- Due to the shortage of time and other constraints, the study has been limited to 50 respondents only.

- This study used only primary data.

4. Results and Discussion

In this study the research analyzed some of the demographic profile of the respondents which are felt relevant. The variables such as Gender, Educational qualification, marital status, occupation, type of family, family size, food habit and Household income are being studied. All these variables have an effect on customer satisfaction on packaged milk in Salem. These effects are studied through percentage analysis. Percentage analysis and mean score ranking analysis are the statistical measures used to describe the characteristics of the sample or population in totality. It also involves computing measures of variables selected of the study and its finding will give easy interpretation for the reader.

Table 1 Agewise Classification of respondents

Age	No Of Respondents	Percentage (%)
21-30	16	32
31-40	10	20
41-50	19	38
51-60	05	10
Total	50	100

Source: Primary data

From the above Table 1 Explain that agewise Classification of the respondents, 38% of respondents are in the age group of 41-50 years, 32% of the respondents are in the age group of 21-30 years, 20% of the respondents are in the age group of 31-40 years, 10% of the respondents are in the age group of above 51-60 years.

Most (38%) of the respondents are in the age group of 41-50 years.

Table 2 Gender Wise Classification Of respondents

Gender	No Of Respondents	Percentage (%)
Male	28	56
Female	22	44
Total	50	100

Source: Primary data

The above Table 2 shows that gender of the respondents, out of 50 respondents, 56% of the respondents are male and 44% of the respondents are female.

Majority (56%) of the respondents are male.

Table 3 Occupational level of respondents

Occupational level	No of Respondents	Percentage (%)
Professional	12	24
Business	14	28
Private	08	16
Government	10	20
Other	06	12
Total	50	100

Source: Primary data.

In this Table 3 shows that occupational level of the respondents, 28% of the respondents are Business people, 24% of respondents are under Professional category, 20% of the respondents are under Govt employee, 16% of the respondents are under Private employee and 12% of the respondents are other categories.

It is concluded from the above analysis that maximum 28% of the respondents are under Business people.

Table 4 Monthly Income level of respondents

Income level	No of Respondents	Percentage (%)
Up to 10000	22	44
10001 -15000	12	24
15001-20000	10	20
Above 20000	06	12
Total	50	100

Source: Primary data

Table 4 indicates that monthly income level of the respondents, 44% of respondents are earning income level of upto Rs. 10000, 24% of the respondents are earning income level of Rs. 10001 – Rs. 15000, 20% of the respondents are earning income level of Rs. 15001 – Rs. 20000 and 12% of the respondents are earning income level of above Rs. 20000..

Majority (44%) of the respondents are earning income level upto Rs. 10000.

Table 5 Respondents Opinion about Aavin milk price rate

Opinion	No of Respondents	Percentage (%)
Satisfied	30	60
Not satisfied	20	40
Total	50	100

Source: Primary data

It is identified from the above table 5 shows that satisfaction about price rate, 60 % of the respondents are satisfied and 40% of respondents are not satisfied.

The above analysis shows that majority 60% of the respondents are highly satisfied about the price rate of Aavin Milk.

Table 6 Mean score ranking

s.no	Particulars	Mean score	Rank
1	Reasonable price	4.3	IV
2	Correct quantity	4.7	II
3	Convenient sales point	3.4	VI
4	Availability of adequate quantity	3.8	V
5	Good quality	4.8	I
6	Convenient packing	1.6	VIII
7	Maintenance of quality	4.3	III
8	Flexible purchase policy	1.6	IX
9	Dependable advertisement	1.0	X
10	Adequacy of information of product features	1.7	VII

Based on the study from the above Table -6. It is clearly evident that the prime reason for Customer preference is “Good quality followed by Correct quantity and Maintenance of quality, Maintenance of quality, Reasonable price, Availability of adequate quantity, Convenient sales point. Adequacy of information of product features, Convenient packing, Flexible purchase policy and Dependable Advertisement” fetch the least rank.

4.1. Findings

- 38% of the respondents were belongs to the age group of 41-50.
- 56% respondents were male and the remaining 44% respondents were female.
- 28% of the respondent’s occupation were business.
- Majority of the respondent’s income level up to 10000.
- Majority of the respondent’s opined purchase of aavin milk price rate is acceptable.
- 40% of the respondent’s opined price of the aavin milk is not acceptable.

5. Conclusion

Aavin milk has a good reputation among the customers so it can be extended supplying product towards the customer demand for and availability in markets must maintained for the customer to stay in the same Aavin brand. It gives a positive stand to further strengthen its position. I conclude that “Aavin is the market leader in milk industry

Compliance with ethical standards

Disclosure of conflict of interest

No conflict of interest.

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