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A Study on Consumer Satisfaction of Aavin Milk Diray with Special Reference to Krishnagiri Branch Tamilnadu.

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Abstract

Milk is an essential commodity, which is inevitable in our day to –day life. Is any human being who does not taste milk throughout his life. Right from child hood the consumption of milk becomes a daily affair. The research approach for this study was conclusive research. Conclusive researches are designed to help executives to choose among various possible alternative to make a viable business decision. Further this research was of descriptive type, which is an off shoot of conclusive research. The problem for this research was non-operating in nature the data both primary and secondary data, the source was one hundred fifty respondents

for primary data. For the proper analysis of data simple statistical techniques such as percentage are used. It helped in making more accurate generalization from the data available. The objectives of the study are: To find out the market leader of the milk in Krishnagiri town. To analysis the buying decision of the customer in the competitive environment. To determine the important factors that influences the purchase of the milk by customers. To study the various sales promotional activities under taken by different brands. Statement of the problem is Brand preference is an attempt to understand and predict human action in buying decision. These actions can play a great role in future market potentials of packet milk. Totally 50 respondents have been interviewed and the data have been collected. The area of study has been restricted to Krishnagiri town area totally in 50 respondents were selected at random for the purpose of the study.

Key words: essential commodity, consumption, business decision, problem, market leader

Chapter –I

1.1. INTRODUCTION

Milk is an essential commodity, which is inevitable in our day to –day life. Is any human being who does not taste milk throughout his life. Right from child hood the consumption of milk becomes a daily affair. India being basically an agricultural country, milk and dairy products are the buying - products of several million agriculturalists. Gone are the days when

milk can be purchased only from milk vendors. In these days when almost all items are sold in readymade forms in packets and milk is no more exception. It can be purchased any time from a grocery shop. It is also good from health point of view as it is purified and the cloistral content is removed from it. Several brands are available in the form of packet milk. The Krishnagiri district co – operative milk producer's union ltd., Federation Limited., Chennai has banded over assets and liabilities in the union on 16. 11. 1982.The union is having two milk chilling centers one at Krishnagiri with a capacity of 50,000 liter per day and another one at Denkanikottai with a capacity 10,000 liter per day . The unit is having a feeder – balancing dairy at Krishnagiri with the capacity of 1, 5500 liters per day.Milk is defined as the fluid secreted by female mammals for nourishment of their young ones. For a dairyman milk is defined by the prevention of food adulteration act as milk is the secretion derived from complete milling of healthy animals excluding the milk derived during the first week after calving colcstrull1s.

1.2. OBJECTIVES OF THE STUDY

The objectives of the study are:

- To find out the market leader of the milk in Krishnagiri town.
- To analysis the buying decision of the customer in the competitive environment.
- To determine the important factors that influences the purchase of the milk by customers.

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- To study the various sales promotional activities under taken by different brands.

1.3. STATEMENT OF THE PROBLEM

Brand preference is an attempt to understand and predict human action in buying decision. These actions can play a great role in future market potentials of packet milk.

1.4. PERIOD OF STUDY

A study of customer satisfaction of Aavin Milk in krishnagiri town. Data collected for one month from (04.07.2017 to 03.08.2017)

1.5. LIMITATION OF THE STUDY

The research study has some limitations, which are as follows:

1. Only leading brands in Krishangiri market has been considered for the purpose of the study.
2. The market share estimation is made on the basis of data supplied by the customers.
3. The survey was carried on selected areas only.
4. Not a large number of peoples were interviewed; hence the survey may not be strictly a census survey.
5. The time limitations were one of the major factors in limiting the sample size.

Chapter -II

2.1 RESEARCH METHODOLOGY

The research approach for this study was conclusive research. Conclusive researches are designed to help executives to choose among various possible alternative to make a viable business decision. Further this research was of descriptive type, which is an off shoot of conclusive research. The problem for this research was non-operating in nature the data both primary and secondary data, the source was one hundred fifty respondents for primary data. For the proper analysis of data simple statistical techniques such as percentage are used. It helped in making more accurate generalization from the data available.

2.2.SOURCES OF DATA

Source of data for this project is primary & secondary only. In reference to the theoretical concept as well as information are collected through secondary sources from paper published material i.e., Newspaper, journal and magazine & from printed electronic media i.e. Internet websites. The primary data was collected through questionnaire filled from the respondents.

2.3. SAMPLING

Totally 50 respondents have been interviewed and the data have been collected. The area of study has been restricted to Krishnagiri town area totally in 50 respondents were selected at random for the purpose of the study.

2.4. FRAME WORK OF ANALYSIS

The study of brand preference for packet milk has been made through questionnaire method. 50 respondents are selected randomly and were asked to answer the question based upon

their answer the classification of respondents are done and are analyzed and interpreted. Percentages and chi-square test is used while analyzing and interpreting the data.

2.2. REVIEW OF LITERATURE

McGinnis and Jaworski (1989) The concept was elaborated upon by in their seminal piece regarding information processing in advertising: "Cognitive and emotional responses related to imagined product consumption experiences are the strongest determinants of brand attitude. As shown, need for cognition is linked to the development of brand attitude in consumers. When examined in terms of its relationship to time spent processing online, visually rhetorical advertising, need for cognition could prove to be an interesting differentiator within the sample group. In addition to need for cognition, an internal motivation toward the product being advertised should be apparent within driven consumers. This motivation helps push the consumer toward unraveling the visual riddle presented in an open advertisement. Type of motivation, either utilitarian ("goal-oriented") or hedonic ("expressive"), is a diverse and interestingfactor to analyze across consumer groups.

Phillips (2000) Shown in research undertaken by, consumers with utilitarian, goal-oriented motivations are keen *on* evaluating product attributes and therefore less likely to beattracted to open advertisements. Consumers with hedonic or "expressive" goals are more likely to seek out the entertainment value in the open advertisement.

Ketelaar, et al., (2001)

As the flow of online sales increases and more companies begin to move into the digital arena, advertisers and digital designers are forced to stay on the cutting edge in terms of website design and content presentation. In a search to find

Huang (2003) The found that level of attention in consumers is most linked to utilitarian design while both control and interest are linked to hedonic performance measures.

Liu, et al (2002) based.

Zakon (2002) Says that the Web has come to encompass some 38 million plus websites. It is a tossup as to whether any of these websites effectively communicate with their target audience in a manner that is both user-friendly and efficient in terms of brand impact and sales. As most consumer advocates have come to know, digital environments that frustrate users dramatically decrease brand loyalty and can cause consumers to completely abandon a brand community in both real and virtual worlds. In an effort to stem off this flow of frustration, two new digital design techniques provide an intriguing way to increase information flow within digital environments while providing imagery and content that makes users feel intelligent and engaged. These new design techniques are persuasive navigation and open online advertising, respectively. One technique deals with the information architecture of the website.

Bright (2004) The concept of intra-site advertising was tested by him and was found to be effective in terms of increasing information flow on a controlled website. Open advertising has not yet been tested in the online environment, with current studies focusing on print media,

however it presents promises potential as an online persuasion technique. This paper will further explore the application of open advertising in the online context as well as elements of interactivity and design.

Kioumarsi et al., (2009) Say that Personality characteristics impact consumer behavior because they shape the way in which consumers respond to messages at a given time. This response changes minute to minute based upon the unique characteristics of the target consumer and their ongoing life experience. The online environment presents a vast opportunity for companies to interact with consumers on a personal, customized level. Individual differences are an important aspect of this interaction as they provide insight into how people.

Chapter- III

ANALYSIS OF CUSTOMER SATISFACTION LEVEL AND PERSONAL DETAILS

HYPOTHESIS TESTING

Hypothesis testing begins with an assumption called a Hypothesis that we make about a population parameter. A hypothesis is a supposition made as a basis for reasoning.

PROCEDURE OF TESTING HYPOTHESIS

Set up a hypothesis

To test the validity of out assumption. We gather sample data and determine the difference between the hypothesized values and the actual of the sample mean. These hypotheses must be so constructed that if one hypothesis is accepted, the other is rejected and vice versa.

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X^2 DEFINED

The x^2 test (pronounced as chi-square test) is one of the simplest and most widely used non-parametric tests in statistical work. The symbol x^2 is the Greek letter chi. The x^2 test was first used by Karl Pearson in the year 1900. The quantity x^2 describes the magnitude of the discrepancy between theory and observation. It is defined as

$$X^2 = \Sigma ((0 - E)^2/E)$$

Contrary to the common practice of denoting population parameters by Greek letters and sample statistics by Roman letters, this statistic is denoted by the lower case Greek letter x which is pronounced "KI" as in "kite".

Karl Pearson (1857 – 1) was born in London, England. His interest in analytical statistics was kindled only in late 1880's after he had become a professor of applied mathematics.

Where O refers to the observed frequencies and E refers to the expected frequencies.

Steps

To determine the value of x^2, the steps required are:

i. Calculate the expected frequencies. In general the expected frequency for any call can be calculated from the following equation:

$$E=RT \times CT / N$$

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ii. Take the difference between observed and expected frequencies and obtain the squares of these differences, i.e., obtain the values of $(O-E)^2$

iii. Divide the values of $(O-E)^2$ obtained in step (ii) by respective expected frequency and obtain the total $\sum[(O-E)2 / E]$. This gives the value of x^2 which can range from zero to infinity. If x^2 is zero it means that the observed and expected frequencies completely coincide. The greater the discrepancy between the observed and expected frequencies, the greater shall be the value of x^2.

iv. The calculated value of x^2 is compared with the table value of x^2 for given degrees of freedom at a certain specified level of significance. If at the stated level (generally 5% levels is selected). The calculated value of x^2 is more than the value of x^2 the differences between theory and observation is considered to be significant.

CHI SQUARE TEST

This test is non-parametric. The main reasons for using this test is because of the sample size are so large. This formula for chi – square test is;

$$\infty$$

$$\mathbf{X^2 = \Sigma ((0 - E)^2/E)}$$

$$\mathbf{n - 1}$$

Here,

O- Refers to the observed frequency

E- Refers to Expected frequency

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(n-1) = Degrees of freedom

First the expected is calculated frequency using the following equation

E=RT*CT / N

Here,

RT – Refers to the rows total for the new containing the cell.

CT- Refers to the column containing cell.

N – Refers to the total number of Observation.

Then the difference between the observed and expected frequencies is calculated on using $(O-E)^2$

The value of $(O-E)^2/E$ is calculated and the total value of sigma gives the chi-square value and it ranges from Zero to infinity.

TABLE 3.1 AGE

I. OBSERVATION FREQUENCY

Age	High	Medium	Low	Total
Less than 20	8	5	9	**22**
Above 20	11	5	12	**28**
Total	**19**	**10**	**21**	**50**

II. EXPECTED FREQUENCY

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Age	High	Medium	Low	Total
Less than 20	9	5	9	**23**
Above 20	10	5	12	**27**
Total	**19**	**10**	**21**	**50**

$$= \frac{\Sigma (0 - E)^2}{E}$$

Frequency	O	E	O-E	$(0 - E)^2$	$(0 - E)^2$
1	8	9	-1	1	0.125
2	11	10	1	1	0.0909
3	5	4	1	1	0.33
4	5	6	-1	1	0.25
5	9	9	0	0	0
6	12	12	0	0	0
Total					**0.7959**

v= (r-1)(c-1)

= (2-1)(3-1)

= 1x2=2=5.99

The table value is more than the calculated value so hypothesis is accepted. There is no difference between age factor and customer satisfaction level.

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TABLE 3.2 GENDER

I. OBSERVATION FREQUENCY

Gender	High	Medium	Low	Total
Male	5	6	4	**15**
Female	10	13	12	**35**
Total	**15**	**19**	**16**	**50**

II. EXPECTED FREQUENCY

Gender	High	Medium	Low	Total
Male	5	6	5	**16**
Female	10	13	11	**34**
Total	**15**	**19**	**16**	**50**

$$= \frac{\Sigma (0 - E)^2}{E}$$

Frequency	O	E	O-E	$(0 - E)^2$	$(0 - E)^2$
1	5	5	1	1	0.2
2	10	10	-1	1	0.1
3	6	6	0	0	-
4	13	13	0	0	-
5	5	5	0	0	-

6	12	11	1	1	0.09
Total					**2.39**

v= (r-1) (c-1)

= (2-1) (3-1)

= 1x2=2=5.99

The table value is more than the calculated value so hypothesis is accepted. There is no difference between gender factor and customer satisfaction level.

TABLE 3.3 MARITAL STATUS

I. OBSERVATION FREQUENCY

Marital Status	High	Medium	Low	Total
Married	14	7	6	**27**
Unmarried	11	6	6	**23**
Total	**25**	**13**	**12**	**50**

II. EXPECTED FREQUENCY

Marital Status	High	Medium	Low	Total
Married	13	7	6	**26**
Unmarried	12	6	6	**24**
Total	**25**	**13**	**12**	**50**

$$= \frac{\Sigma (0 - E)^2}{E}$$

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Frequency	O	E	O-E	$(0 – E)^2$	$(0 – E)^2$
1	14	13	1	1	0.076
2	11	12	-1	1	0.083
3	7	7	0	0	0
4	6	6	0	0	0
5	6	6	0	0	0
6	6	6	0	0	0
Total					**0.159**

v= (r-1) (c-1)

= (2-1) (3-1)

= 1x2=2=5.99

The table value is more than the calculated value so hypothesis is accepted. There is no difference between marital status factor and customer satisfaction level.

TABLE 3.4EDUCATIONAL QUALIFICATION

I. OBSERVATION FREQUENCY

Educational Qualification	High	Medium	Low	Total
Below 10^{th}	8	10	10	**28**
Above 10^{th}	10	6	6	**22**
Total	**18**	**16**	**16**	**50**

II. EXPECTED FREQUENCY

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Educational Qualification	High	Medium	Low	Total
Below 10th	10	9	9	**28**
Above 10th	8	7	7	**22**
Total	**18**	**16**	**16**	**50**

$$= \frac{\Sigma (0 - E)^2}{E}$$

Frequency	O	E	O-E	$(0 - E)^2$	$(0 - E)^2$
1	8	10	-2	4	0.4
2	10	8	2	4	0.5
3	10	9	1	1	0.111
4	6	7	-1	1	0.1428
5	10	9	1	1	0.111
6	6	7	-1	1	0.1428
Total					**1.4078**

v= (r-1) (c-1)

= (2-1) (3-1)

= 1x2=2=5.99

The table value is more than the calculated value so hypothesis is accepted. There is no difference between educational qualification factor and customer satisfaction level.

TABLE 3.5 OCCUPATION

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I. OBSERVATION FREQUENCY

Occupation	High	Medium	Low	Total
Employees	13	8	7	**28**
Others	9	8	5	**22**
Total	**22**	**16**	**12**	**50**

II. EXPECTED FREQUENCY

Occupation	High	Medium	Low	Total
Employees	12	9	7	**28**
Others	10	7	5	**22**
Total	**22**	**16**	**12**	**50**

$$= \frac{\Sigma (0 - E)^2}{E}$$

Frequency	O	E	O-E	$(0 - E)^2$	$(0 - E)^2$
1	13	12	1	1	0.08333
2	9	10	-1	1	0.1
3	8	9	-1	1	0.111
4	8	7	1	1	0.142
5	7	7	0	0	0
6	5	5	0	0	0

Total	0.4363

v= (r-1) (c-1)

= (2-1) (3-1)

= 1x2=2=5.99

The table value is more than the calculated value so hypothesis is accepted. There is no difference between occupation factor and customer satisfaction level.

TABLE 3.6 MONTHLY INCOME

I. OBSERVATION FREQUENCY

Monthly Income	High	Medium	Low	Total
Below 10000	15	11	6	**31**
Above 10000	7	6	5	**18**
Total	**22**	**17**	**11**	**50**

II. EXPECTED FREQUENCY

Monthly Income	High	Medium	Low	Total
Below 10000	14	11	6	**31**
Above 10000	8	6	5	**19**
Total	**22**	**17**	**11**	**50**

$$= \frac{\Sigma (0 - E)^2}{E}$$

Frequency	O	E	O-E	$(0 – E)^2$	$(0 – E)^2$
1	15	14	1	1	0.0714
2	7	8	-1	1	0.125
3	11	11	0	0	0
4	6	6	0	0	0
5	6	6	0	0	0
6	5	5	0	0	0
Total					**0.1964**

v= (r-1) (c-1)

= (2-1) (3-1)

= 1x2=2=5.99

The table value is more than the calculated value so hypothesis is accepted. There is no difference between monthly income factor and customer satisfaction level.

TABLE 3.7 PLACE OF RESIDENCE

I. OBSERVATION FREQUENCY

Place of Residence	High	Medium	Low	Total
Urban	12	10	7	**29**
Rural	10	5	6	**21**
Total	**22**	**15**	**13**	**50**

II. EXPECTED FREQUENCY

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Place of Residence	High	Medium	Low	Total
Urban	13	9	7	**29**
Rural	9	7	5	**21**
Total	**22**	**16**	**12**	**50**

$$= \frac{\Sigma (0 - E)^2}{E}$$

Frequency	O	E	O-E	$(0 - E)^2$	$(0 - E)^2$
1	12	13	-1	1	0.0769
2	10	9	1	1	0.111
3	10	9	1	1	0.111
4	5	7	-2	4	05714
5	7	7	0	0	0
6	6	5	1	1	0.2
Total					**1.0703**

v= (r-1) (c-1)

= (2-1) (3-1)

= 1x2=2=5.99

The table value is more than the calculated value so hypothesis is accepted. There is no difference between place of residence factor and customer satisfaction level.

TABLE 3.8 FAMILY SIZE

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I. OBSERVATION FREQUENCY

Family Size	High	Medium	Low	Total
Below 4 Members	12	8	7	**27**
Above 4 Members	8	10	5	**23**
Total	**20**	**18**	**12**	**50**

II. EXPECTED FREQUENCY

Family Size	High	Medium	Low	Total
Below 4 Members	11	10	6	**27**
Above 4 Members	9	8	6	**23**
Total	**20**	**18**	**12**	**50**

$$= \frac{\Sigma (0 - E)^2}{E}$$

Frequency	O	E	O-E	$(0 - E)^2$	$(0 - E)^2$
1	12	11	1	1	0.0909
2	8	9	-1	1	0.1111
3	8	10	-2	4	0.4
4	10	8	2	4	0.5
5	7	6	1	1	0.1666
6	5	6	-1	1	0.1666

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Total	**1.4352**

v= (r-1) (c-1)

= (2-1) (3-1)

= 1x2=2=5.99

The table value is more than the calculated value so hypothesis is accepted. There is no difference between family size factor and customer satisfaction level.

Chapter – IV

FINDINGS, SUGGESTION AND CONCLUSIONS

4.1.FINDINGS

The following are the findings of the study

a. Percentage analysis

b. Chi-Square test

PERCENTAGE ANALYSIS

52% of the respondents are in the age group of 20 to 30 years

60% of the respondents are female

72% of the respondents are married

80% of the respondents are above 12^{th}

46% of the respondents are employed

56% of the respondent's family income as more than Rs.10000

78% of the respondent's as urban area

47% of the respondents are 4 to 6 members in family

38% of the respondents are agreed that the quality is the major influenced factor to buy the particular brand of milk.

49% of the respondents were satisfied with their brand price

37% of the respondents were satisfied with their brand quality

36% of the respondents were satisfied with their brand taste

47% of the respondents were satisfied with their brand packaging

37% of the respondents were satisfied with their brand advertisement

32% of the respondents select the other brand due to the same price

75% of the respondents recommend their brand to their friends and relatives.

CHI-SQUARE ANALYSIS

- ✓ The analysis of the survey revealed that there is a significant relationship between age and level of satisfaction.
- ✓ The analysis of the survey revealed that there is a significant relationship between gender and level of satisfaction
- ✓ The analysis of the survey revealed that there is a significant relationship between marital status and level of satisfaction
- ✓ The analysis of the survey revealed that there is a significant relationship between educational qualification and level of satisfaction

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- ✓ The analysis of the survey revealed that there is a significant relationship between family income and level of satisfaction
- ✓ The analysis of the survey revealed that there is a significant relationship between family members and level of satisfaction
- ✓ The analysis of the survey revealed that there is a significant relationship between occupation and level of satisfaction

4.2. Suggestions

Based up on the study conducted the following are the suggestions made to improve the packet milk are:

1. Price should be minimized. The price is the important criteria while selecting the particular brand.
2. Taste plays an important role for using the preferred brand. So all the companies should concentrate the taste and quality of the milk.
3. Manufacturing company can get plastics or other packages used back by introducing discount offer and use it for refilling packet milk.
4. When the packages cannot to reuse the manufacturing company can suggest the users how to destroy/reuse the packages.

4.3CONCLUSION

Milk is a very essential daily using commodity. Milk is useful to all the group of members. According to our study female respondents are more satisfied with the usage of

packaged milk. In krishnagiri the packaged milk is widely used and liked by the respondents. From this study the researcher conclude that the packaged milk is more preferable than the vendor milk in krishnagiri.