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CUSTOMER SATISFACTION TOWARDS AROKYA DAIRY PRODUCTS

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A B S T R A C T

This study aims to measure customer satisfaction towards Arokya Dairy Products, a leading dairy brand in India. The research focuses on identifying the factors affecting customer satisfaction, including product quality, packaging, pricing, and distribution. A mixed-methods approach was used to gather data from a sample of 163 customers who have purchased Arokya dairy products. The data was analyzed using statistical techniques such as descriptive statistics. The findings indicate that product quality, packaging, and pricing are the most significant factors affecting customer satisfaction, while distribution had little impact. The study concludes with recommendations for Arokya Dairy Products to enhance its customer satisfaction and loyalty by improving its product quality, packaging, and pricing strategies.

Keywords: Customer satisfaction, Arokya dairy products, quality, packaging, pricing, taste, availability, loyalty, trust, value for money.

1. Introduction

Customer satisfaction is the final aim of all economic movements. Customers are the major economic group who are precious by public and private economic choice. Customer satisfaction is the last aim of any business. Both continued existence and development depends on customer satisfaction. Customer satisfaction is the association between the customers' anticipation and the mobile perceived performance. When it is beyond them, the customer is extremely satisfied; when it falls short the customer is unhappy. A satisfied customer is more likely to buy the mobile after that time and will say high-quality things about the mobile to others. Customer satisfaction is majorly influenced by customer service and highly impacts customer loyalty

Children and adolescents should been encouraged to consume milk products because this is the period of their lives in which they are building their peak bone mass and developing lifelong habits. A handful of the many benefits to be gained from drinking milk include strong bones and increased muscle mass. A glass of milk can be an excellent source of high quality protein, many vitamins and minerals. Creamy, cool milk is a nutrient- rich and tasty choice that is important to a healthy and balanced diet. Just one serving of milk provides 13 essential nutrients. In addition to its well-known calcium and vitamin D for bone health, milk offers many other beneficial nutrients. It has high-quality protein that helps build and repair muscles, its B vitamins contribute to healthy metabolism and energy, it provides immune-supporting zinc, selenium and vitamins A and D, it's an excellent source of iodine to support baby's brain development during pregnancy, and it offers a good source of heart- healthy potassium all in one glass! The variety of types of milk products available in the dairy case or even on the shelf means you can rely on milk's versatility to benefit your health and delight your palate day after day. From whole milk and low-fat or fat-free options to evaporated and condensed milk, there's a possibility for every type of dish like lactose-free milk,chocolate milk etc..Milk is enjoyed all over the world not only for its taste and nutrition, but for its economic value.

2. Objectives of the Study

1. The primary objective is to study the socio economic profile of the respondents

2. To assess the factor influencing the customer satisfaction Arokya dairy products

3. To evaluate and analyze the customer satisfaction of Arokya dairy products

4. To provide suggestion over Arokya dairy products

3. Scope of the Study

The study aims in assessing the consumer satisfaction and buying behaviour of Arokya milk and dairy products. It also covers the consumer opinion about the packaged milk in Coimbatore city. In the market a cut-threat exist to compete one brand against another. This study made to know the role of packaged milk and dairy products to fulfil the needs and wants of the consumer and to what extent the product is concentrating on quality, quantity, price, availability, sales promotion, and package.

5. Methodology of the study

The study is intended to analyse customer Satisfaction towards Arokya dairy Products in Coimbatore city.

The methodology of the study includes

- ❖ Area of the study
- ❖ Source of data
- ❖ Sample size
- ❖ Statistical tools used .

5.1 Area of the study

The area of the study is confined to Coimbatore City.

5.2 Source of data

The study uses only primary data confined questionnaire have been prepared and collected from various consumers. The Primary research is done to gather original data required for the research. The research is focused on both Qualitative and Quantitative issues. The Secondary data are collected from websites, books, journals, etc.

5.3 Sample size

163 samples have been collected with help of 26 questionnaires from different consumers. Convenient Sampling method is applied.

5.4 Statistical tool used

- ❖ Percentage Analysis
- ❖ Ranking Analysis
- ❖ Weighted Average Score Method
- ❖ Chi-Square

6. Limitations of the study

- ❖ The study is limited to the customer satisfaction of Arokya Dairy Products in Coimbatore city only and may not be generalizable to the cities or regions
- ❖ The Study Assumes that the information was given by the respondents without bios.
- ❖ The Study is done based on the opinions of the sample taken at random, the size of which is 163

7. Review of Literature

- ➢ M.Vairamuthu and GokulaKrishnan (2017)[1], A study on Brand positioning Dairy products in Villupuram, Tamil Nadu set out to study consumer involvement in brand positioning in dairy product categories. Their main objective was to identify the expectation and perception of consumers towards the dairy brand, to learn the 723 factors influencing consumers decision towards product Selection and find out the reason for customers preferring other brand milk

- ➢ Ramya. N and SA Mohamed Ali (2018)[2],"A study on consumer buying behavior towards Amul product with special reference to Coimbatore city" The Buying Behavior is positive, indicating that the consumer's purchasing behavior is strong. The product's promotional techniques can be modified in order to boost the company's sales significantly. As a result, it has thorough research in a specific field

- ➢ **Angujanani.G.Sreeya(2019)[3]**,"Impact of Brand Loyalty on Consumers Packaged Milk products in Chennai " customers' minds are vital for the growth and survival when it comes to appealing and selling things to customers. For dairy goods,

especially packaged milk, competition is unavoidable. Branded milk such as Aavin, must maintain its current quality and distribution channels. When compared to other milk brands, the Arokya Milk brand needs to adjust its price method.

- ➢ Dr.K.Vanaja(2019)[4], A Study on customer preference towards Hatsun Milk Products with Special Reference to Coimbatore city. Price has a significant and positive impact on customers' perception and choice in selecting Hatsun products. Generally, the customer changes their behavior frequently on the basis of price and quality. However the data shows the customer buy the Hatsun Milk for its quality and taste. It has to be pointed out that milk customers prefer taste over price.

- ➢ Dr.M.P.Kumaran(2022)[5],The consumer satisfaction towards Arokya Milk. It shows a negative attitude towards advertisement, while few of them milk advertisement would play a significant role in order to change their purchasing habits. The brand of milk in advertisement is more is a very important factor and this may change their purchasing behavior. If Arokya Gives more effective advertisement, it will reach high in milk marketing and gain. Consumer reputation more.

7.1 Research Gap

Despite the extensive research conducted on customer satisfaction in various industries, there is a lack of research on customer satisfaction towards Arokya dairy products in particular. There is limited information available on the factors that influence customer satisfaction towards Arokya dairy products, their perceptions of quality, and their loyalty towards the brand. Additionally, there is a lack of comparative analysis with other leading dairy brands and their customer satisfaction levels. This research gap could be addressed by conducting empirical research to explore factors related to customer satisfaction towards Arokya dairy products and to develop strategies to improve customer loyalty and retention

8. Analysis and Interpretation of Data

Analysis and interpretation of data is the process of assigning meaning to collected information and determining the conclusion, significance and implication of the findings. It is an important and exciting step in the process of research. Analysis of data is a process of inspecting, cleansing, transforming and modelling data with the goal of discovering useful information, informing conclusion and supporting decision-making. Data analysis is a process for obtaining raw data and converting it into information useful for decision making buyers. Data are collected and analysed to answer question, test hypotheses or disprove theories.

Stastician John Tukey defined Data analysis as "Procedure for analysing data, techniques for interpreting the results of such procedures, ways of planning the gathering of data to make its analysis easier, more precise or more accurate, and all the machinery and results of statistics which apply to analysing data".

8.1 Percentage analysis

Table No:1

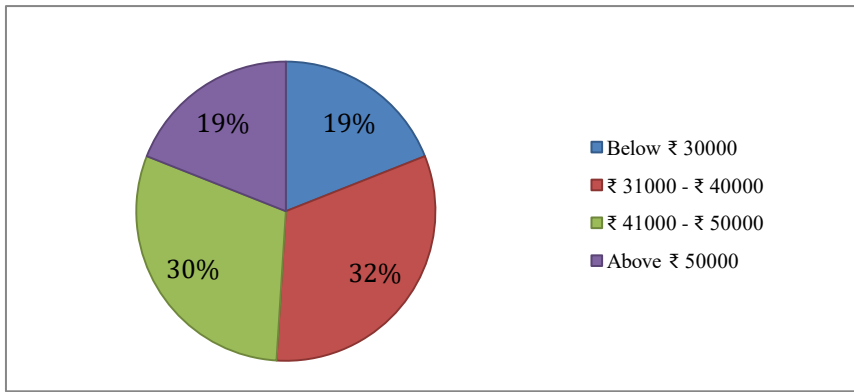Table showing the Family Income of Respondents

Family Income	Number of Respondents	Percentage
Below₹30000	31	19
₹31000-₹40000	52	32
₹41000-₹50000	49	30
Above₹50000	31	19
Total	163	100

Source**:** Primary Data

Interpretation:
The above Table shows 32% of the respondent's income are from₹31000-₹40000, 30% of the respondent's income are from ₹41000 - ₹50000,19 % respondent's income are below ₹30000 and the remaining 19% of them are Above ₹50000.

Chart showing the Family Income of Respondents

Table No: 2

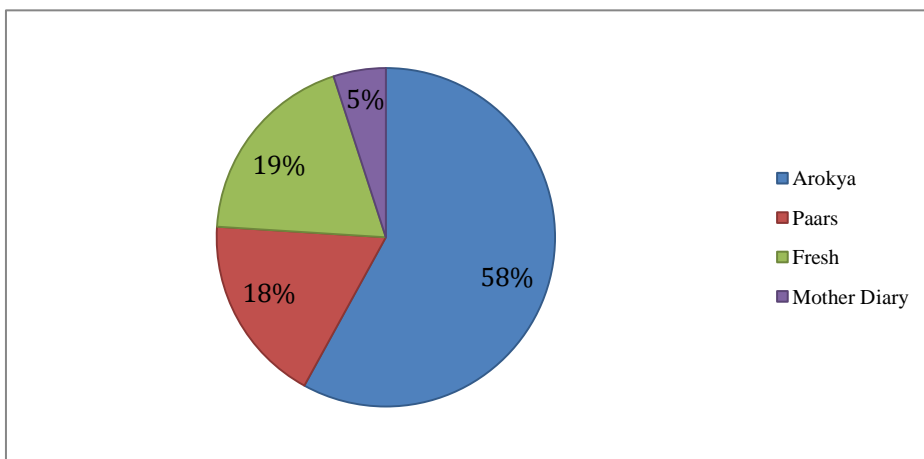Table showing the Preference of Respondents

Dairy Product Preference	Number of Respondents	Percentage
Arokya	94	58
Paars	29	18
Fresh	32	19
Mother Diary	8	5
Total	163	100

Source: Primary Data

Interpretation:

The above Table shows 58% of the respondent are of Arokya,19% of the respondents are of Fresh,18 % respondent is of Paars and the remaining 5% of respondents are of Mother Diary.

Chart showing the Preference of Respondents

Table No: 3

Table showing the Arokya Dairy products that mostly Attracted to customers

Arokya products	Number of Respondents	Percentage
Milk	95	58
Curd	38	23
Paneer	24	15
Others	6	4
Total	163	100

Source: Primary Data

Interpretation:

The above Table shows 58% of the respondents are attracted towards milk, 23% of the respondents are attracted towards curd,15% of the respondents are attracted Towards Paneer, 4 % of the respondents are attracted towards other dairy products.

Chart showing the Arokya Dairy products that mostly Attracted to customers
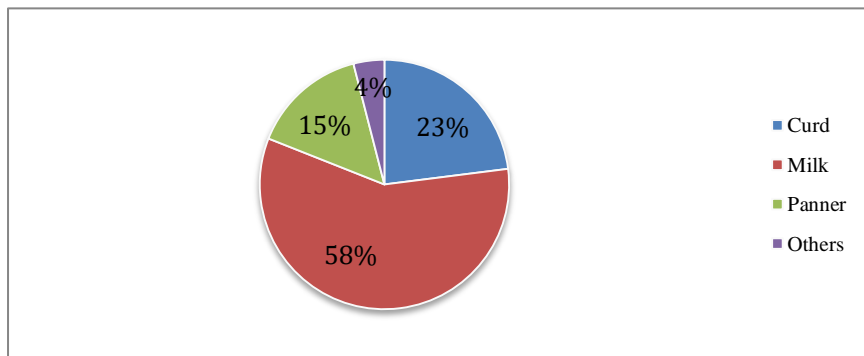
8.2 Weighted Average Score Method

A Weighted average is an average in which each observation in the data set is assigned or multiplied by a weight before summing to a single average value. In this process, each quantity to be averaged is assigned a weight that determine the relative importance of each quantity, to be averaged is assigned a weight that determine the relative importance of each quantity. Weighting is the equivalent of having that many like items with the same value involved in the average.

A weighted average score takes different scores, or grades, with assigned weights, or percentages. To calculate a weighted average with percentage, each category value must first be multiplied by its percentage. Then all these new values must be added together.

Table no 4

Table showing the influencing factor to purchase Arokya Dairy Products

Factors	Highly Influenced	Influenced	Neutral	Not influenced	Highly not Influenced	Total	Weighted average	Rank
Quantity	106	36	15	3	3	250	1.53	5
Taste	50	86	23	4	0	307	1.88	3
Thickness	62	68	28	4	1	303	1.85	4
Price	43	57	30	20	13	392	2.40	1
Quality	59	58	26	9	11	344	2.11	2

Interpretation:

The above table shows that the Weighted average score of 2.40% for Price and 2.11% for Quality, 1.88% for Taste, and 1.85% for Sweetness and 1.90% for After thickness at least the Quantity percentage is 1.53%.

8.3 Rank Analysis

A Ranking is a relationship between a set of items such that, for any two items, the first is either 'ranked higher than,' 'ranked lower than' or 'ranked equal to;' the second. In mathematics, this is known as a weak order or total pre order of objects. It is not necessarily a total order of objects because two different objects can have the same ranking. The rankings themselves are totally ordered. For example, materials are totally reordered by hardness, while degrees of hardness are totally ordered.

By reducing detailed measures to a sequence of ordinal numbers, rankings make it possible to evaluate complex information according to certain criteria. Thus, for example, an Internet search engine may rank the pages it finds according to an estimation of their relevance, making it possible for the user quickly to select the pages they are likely to want to see. Analysis of data obtained by ranking commonly requires non-parametric statistics.

Table no. 5

Table showing the Arokya Dairy products used by the respondents

Factor	Number of Respondents	Total	Rank
Full Cream Milk	59	29	3
Standardized Milk	62	31	2
Toned Milk	51	25	4
Double Toned Milk	34	17	5
Curd	89	44	1
Paneer	32	16	6

Interpretation:

The above table shows the usage of Arokya products, Highest rank towards Curd, Second rank towards the Standardized Milk, Third rank towards Full Cream Milk, Fourth rank towards the Toned Milk, Fifth rank towards the Double Toned Milk, Sixth rank towards the Paneer.

8.4 Chi-Square Analysis

A CHI-SQUARE is a statistical tool commonly used for testing the independence and goodness of fit. Testing independence determines whether two or more observations across two populations are dependent on each other. Testing for goodness of fit determines if an observed frequency distribution matches a therotical distribution.

Table No: 6

Table Showing the Relationship between the Age with mostly attracted Arokya Dairy Products towards Customers

The respondent's age group and Arokya products that are mostly attracted towards customers are cross tabulated from163 respondents. A cross tabulation of chi-square is requested from SPSS a computer software. The result is shown below as a table.

Age	Which product of Arokya has mostly attracted towards customers				Total
	Curd	Milk	Paneer	Others	
Below20Years	13	32	8	0	53
21-40Years	14	39	12	3	68
41-60Years	9	19	4	1	33
Above 60 Years	2	5	0	2	9
Total	38	95	24	6	163

Chi-Square Tests

	Value	df	Asymp.Sig. (2-sided)
Pearson Chi-Square	12.910[a]	9	.167
Likelihood Ratio	11.615	9	.236
Linear-by-Linear Association	.552	1	.458
N of Valid Cases	163		

a.7 cells (43.8%) have expected count less than 5.The minimum expected count is .33.

Hypothesis:

H0: There is no significant relationship between Age and Arokya products that are mostly attracted towards customers

H1: There is a significant relationship between Age and Arokya products that are mostly attracted towards customers

Level of significance   = 5% or 0.05

Degree of freedom   = 9

Chi-square value X^2 = 12.910

Table value   = 16.919

Interpretation:

In the above analysis, the calculated Chi-square value {12.9}is less than the table value {16.92} at the level of 5% significance. Hence, null hypothesis H_0 is accepted, thus, there is no significant relationship between Age group and Arokya products that are mostly attracted towards customer.

Table No: 6

Table showing the Relationship between the Occupation and Average expenditure on buying Arokya Dairy Products

The respondent's Occupation and Average Expenditure on buying Dairy Products are cross tabulated from 163 respondents. A cross tabulation of chi square is requested from SPSS, a computer software. The result is shown below as a table

Occupation	What is the average expenditure you spend on buying Arokya dairy products?				Total
	Less than or Equal to₹100	₹200-₹300	₹350-₹400	Above₹400	
Businessman	3	10	2	0	15
Employee	13	21	9	4	47
Professional	2	19	13	1	35
Others	27	24	8	7	66
Total	45	74	32	12	163

Chi-Square Tests

	Value	Df	Asymp. Sig.(2-sided)
Pearson Chi-Square	24.685[a]	9	.003
Likelihood Ratio	27.453	9	.001
Linear-by-Linear Association	.296	1	.586
N of Valid Cases	163		

a.6 cells (37.5%) have expected count less than 5.The minimum expected

count is 1.10Hypothesis

H0: There is no significant relationship between respondent's occupation and Average Expenditure on buying Arokya

Dairy Products

H1: There is a significant relationship between respondent's occupation and Average Expenditure on buying

Arokya Dairy Products

Level of significance   = 5%

or 0.05

Degree of freedom   = 9

Chi-squarevalueX^2

=24.685

Table value   =

16.919

Interpretation

In the above analysis, the calculated Chi-square value {24.68} is more than the table value {16.92}at the level of 5% significance, the null hypothesis H_0 is rejected. Thus at 95% of confidence level we accept the alternative hypothesis H_1 that respondent's occupation and Average Expenditure on buying Arokya Dairy Products9. Findings and Suggestions

The Objective of the study was to know about the socio-economic profile of the respondents, Factor influencing and Evaluate and analyse the customer Satisfaction towards Arokya Dairy Products. This study measures the customer satisfaction towards Arokya Dairy Products in Coimbatore city. The study has been analysed using technique of Percentage analysis, weighted average score analysis, Rank analysis, Chi-square. The final chapter is an attempt to summarize the findings of the study based on which few suggestions have been made.

9.1 Percentage Analysis

- 32% of the respondent's income are from ₹31000- ₹40000
- 58% of the respondents prefer Arokya
- 58% of the respondents are attracted towards Arokya milk.

9.2 Weighted Average Score Analysis

The above table shows that the Weighted average score of 2.40% for Price and 2.11% for Quality, 1.88% for Taste, and 1.85% for Sweetness and 1.90% for After thickness at least the Quantity percentage is 1.53**.**

9.3 Rank Analysis

The above table shows the usage of Arokya products, Highest rank towards Curd, Second rank towards the Standardized Milk, Third rank towards Full Cream Milk, Fourth rank towards the Toned Milk, Fifth rank towards the Double Toned Milk, Sixth rank towards the Paneer.

9.4 Chi-Square Analysis

- In the above analysis, the calculated Chi-square value {12.9}is less than the table value {16.92} at the level of 5% significance. Hence, null hypothesis H_0 is accepted, thus, there is no significant relationship between Age group and Arokya products that are mostly attracted towards customer.

- In the above analysis, the calculated Chi-square value {24.68} is more than the table value {16.92}at the level of 5% significance, the null hypothesis H_0 is rejected. Thus at 95% of confidence level we accept the alternative hypothesis H_1 that respondent's occupation and Average Expenditure on buying Arokya Dairy Products

Suggestions

➢ Arokya should ensure that its dairy products meet the highest quality standards.

➢ Un availability of products can lead to customer dissatisfaction Arokya should make sure that its products are readily available in all retail outlets where they are sold.

➢ Most of the Respondents wants to reduce in price of Milk so Arokya should offer fair and competitive pricing for its dairy products, ensuring that customers get value for their money.

➢ Arokya should provide excellent customer service, including prompt responses to customer queries, efficient delivery of products, and prompt resolution of customer complaints.

➢ Arokya should invest in attractive and informative packaging for its dairy products to make them more appealing to customers.

➢ Arokya should constantly improve its products and introduce new and innovative products to cater to changing customer preferences or to build customer relationship.

➢ Arokya should continuously review and improve its products, services and customer experience based on feedback received from customers, to ensure continuous satisfaction

Conclusion

Arokya dairy products have managed to earn customer satisfaction through their wide range of high-quality products that cater to the needs and preferences of their customers. The company's commitment to ensuring freshness and purity of their products by following strict quality control measures has helped them gain the trust of their customers. Additionally, the company also offers efficient and prompt customer service, ensuring a hassle-free purchase experience. All in all, Arokya dairy products have been successful in meeting the expectations of their customers, thereby establishing themselves as a preferred choice among consumers looking for dairy products.

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Annexure

1. Age:
   a) Below 20 years
   b) 21-40 Years
   c) 41-60 Years
   d) Above 60 Years

2. Gender:
   a) Male
   b) Female

3. What is your Education Qualification?
   a) Upto HSC
   b)UG
   c) PG
   d) Others

4.Occupation:
   a) Businessman
   b) Employee
   c) Professional
   d) Others

5. How many family members in your Family?
   a) 1-2
   b) 2-4
   c) 4-6
   d) Above 6

6. What is your family's Monthly income?
   a) Below 30000
   b) 31000-40000
   c) 41000-50000
   d) Above 50000

7. Which dairy products would you prefer from the following products?
   a) Arokya
   b) Paars
   c) Fresh
   d)Mother Diary

8. In your Family,dairy products are mostly preferred by ?
   a)Children
   b)Teenagers
   c) Adults
   d)Senior Citizen

9. How often do you use consume the product?

Dairy Products	Daily	Monthly	Occassionally	Rarely
Milk				
Ghee				
Curd				
Paneer				

10. Which product do you use in Arokya dairy products?
   - Full cream Milk
   - Standardized milk
   - Toned Milk
   - Double toned milk
   - Curd
   - Paneer

11. Do you agree the Arokya dairy products are worth to its cost?
   a) Strongly Agree
   b) Agree
   c) Neutral
   d) Disagree
   e) Strongly Disagree

12. Which product of Arokya has mostly attracted towards customers
   a) Curd
   b) Milk
   c) Paneer
   d) Others

13. How important you consider nutrients of dairy products meet the health requirement of people?
   a) Important
   b) Moderately important
   c) Little important
   d) Un important

14. What is the source of procurement of Arokya dairy products?
   a) Local shops
   b) Super Market
   c) Arokya Retail outlets
   d) Others

15. Rank the factors that influenced you while purchasing Arokya milk?

Factors	Highly Influenced	Influenced	Neutral	Not Influenced	Highly Not Influenced
Quantity					
Taste					
Thickness					
Price					
Quality					

16. What is the average expenditure you spend on buying Arokya dairy products?
   a) Less than or equal to ₹100
   b) ₹200 - ₹300
   c) ₹350 - ₹400
   d) Above ₹400

17. How long do you use Arokya Dairy products?
    a) Below 1year
    b) 1-3 year
    c) 3-6 year
    d) More than 6 year

18.Which factor influences you to buy Arokya dairy products?
    a) Friends/relatives
    b) Word of mouth
    c) Advertisement
    d) Self Realization

19. What is the quantity consumption per day?
    a) 500ml
    b) 1litre
    c) 2litre
    d) 5litre

20. What are the Essential elements which is to be added to satisfy the customers?
    a) New dairy variety products
    b) Discount/cost reduction
    c) More quantity
    d) Subsidiary products

21. How many times do you buy milk in a day?
    a) 1time
    b) Twice a day
    c) Thrice a day
    d) More than 3times

22. What is your method of payment, while purchasing?
    a) Daily cash basis
    b) Credit basis
    c) Advance payment
    d) Others

23. What are the reason for shifting previous brand ?
    a) Price increment
    b) Quality is not good
    c) Not nearer to home
    d) Not fresh

24.Do you have any dietary restrictions?
    a)Milk allergy
    b)Low sodium
    c)Vegan (no animal product)
    d)Other

25. State your Satisfaction Level:

Factors	Highly Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Highly dissatisfied
Quality					
Quantity					
Varieties of Arokya Products					
Thickness					
Taste					
Nutrition/ Health					
Price					

26. Suggestion to improve the Arokya Dairy Products:

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