



# International Journal of Research Publication and Reviews

Journal homepage: [www.ijrpr.com](http://www.ijrpr.com) ISSN 2582-7421

## An Analysis of Customer Satisfaction with Dairy Products

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DOI : <https://doi.org/10.55248/gengpi.5.1224.3514>

### ABSTRACT :

Customer satisfaction is a critical factor in the success of any business and understanding the factors that influence it can help companies improve their products and services. This study analyses customer satisfaction with dairy products, aiming to identify key factors that influence consumer perceptions and preferences. Through a mixed-methods approach, including surveys and interviews with a diverse sample of dairy consumers, we examine variables such as product quality, taste, price, packaging, and health benefits. Quantitative data were analysed using statistical methods to reveal patterns in satisfaction levels, while qualitative insights provided depth on consumer expectations and preferences. Findings indicate that quality and taste are primary drivers of satisfaction, while factors like price and brand reputation play significant roles. Health consciousness among consumers has also emerged as a crucial factor, with an increasing demand for organic and low-fat options. The results of this study can inform dairy producers and retailers on strategies to enhance customer satisfaction and loyalty in an increasingly competitive market.

**KEYWORDS :** Customer Satisfaction, Dairy Products, Product Quality, Consumer Behaviour, Brand Loyalty, Customer Experience, Market Analysis, Customer Feedback, Dairy Product Evaluation

### INTRODUCTION :

In recent years, consumer preferences and expectations regarding dairy products have evolved significantly, influenced by factors such as health consciousness, quality standards, and environmental concerns. The dairy industry, traditionally known for staples like milk, cheese, and yogurt, now faces the challenge of meeting diverse consumer demands and maintaining high levels of customer satisfaction. Customer satisfaction in the dairy sector has become a crucial area of study, as it directly impacts brand loyalty, repeat purchases, and market competitiveness.

The concept of customer satisfaction extends beyond basic product characteristics, encompassing aspects such as taste, nutritional value, price, packaging, and availability. Additionally, as consumers grow more aware of health and sustainability issues, factors like organic certification, low-fat options, and environmentally-friendly packaging have gained prominence in their purchasing decisions. Understanding these factors is essential for dairy producers and marketers who seek to remain competitive in an increasingly crowded marketplace.

This study seeks to explore the various factors that influence customer satisfaction with dairy products. By conducting a thorough analysis of consumer preferences and attitudes, we aim to identify the primary drivers of satisfaction and their implications for the dairy industry. This research contributes to existing literature by providing a comprehensive understanding of customer satisfaction in the dairy sector, offering insights that can guide dairy companies in refining their products and marketing strategies to better meet consumer needs.

The findings of this research are expected to be valuable not only for dairy product manufacturers but also for retailers, policymakers, and consumer advocacy groups, as they strive to enhance the consumer experience and adapt to changing market dynamics.

### LITERATURE REVIEW :

A review of literature is the mirror of earlier studies, which enriches the researcher, and helps to identify the areas for any future research. There were many previous studies dealing with the general structure of the dairy industry, its four Ps, and its satisfaction to the consumers. They are listed here to show to what extent the elements of marketing were explored in empirical research and to improve the methods and techniques adopted for the study.

Panwar (1984), studied the consumption profile of urban milk consumers and highlighted that there is a mathematical relationship between milk purchased and size and income of a family. He further concluded that there is a high degree of correlation between milk purchased and income of the family, but low degree of correlation between quantity of milk purchased and size of the family.

George K. Mathew, Rajeev Bhanawat, and Khanna (1995), observed that the Rajasthan co-operative Dairy Jaipur Zilla Dugdh Udpatak Sahakari Sangh (JZDUSS) undertook the SWOT analysis of the market as well as the dairy. The success in the marketing front could not have been attained without the continuous striving to raise the satisfaction levels of the dairy customers as well as the consumers and building up the brand image of "Saras."

Gupta and Harpal Kaur (1995), in their study on consumption pattern of milk and milk products in union Territory of Chandigarh highlights that per capita milk consumption was 590 ml, which was significantly higher than the minimum recommended nutritional level. About 45 per cent of the milk purchased by the households was utilized for making tea, 15 per cent for preparation of curd, 10 per cent for butter and 30 per cent as such. Among the various milk product the highest consumption was of curd and the lowest of ghee.

Jagjit S. Punjra (1995), highlights that packaging plays a very important role in protection of nutrition and saving of wastage besides improving the marketability and development of new products. Proper packaging can help the dairy industry to achieve better returns and pay better prices to the producers. It can increase the milk production. Lot of progress has already been made in developed countries in this area. Many of the innovations already made in developed countries can be easily adopted in India.

Jagjit S. Punjra (1997), in his study highlighted that India is witnessing winds of change because of improved milk availability, a change over to market economy, globalization and the entry of the private sector in the dairy Industry. He also observed that value addition and variety in the availability of milk products are on everybody's agenda. The reason behind this is due to increase in disposable incomes, change in consumer concerns and perceptions on nutritional quality and safety. Finally concludes by saying that future belongs to those who can successfully compete in the race for technological innovations.

Kuldeep Sharma (1997), in his study on "Market milk spurts ahead." The author observed that for a dairy entrepreneur, liquid milk offers a viable option to register his presence in the market. Further the doubling of the urban population during 1971-91 to 218 million has given a fillip to the demand for pasteurized liquid milk in cities.

Mahadevan (1997), in his study on opportunities in marketing reveals that the growth in population and purchasing power along with technological progress offer exciting prospects for marketing of milk and milk products. This scenario heralds a bright future for the organised sector.

Rakesh Saxena (1997), in his study on demand for milk and milk products found that the share of consumer expenditure on milk is increasing in both urban and rural areas, while that on cereals is decreasing. The study also reveals that among higher income groups, it exceeds that on cereals. All this reflects on the increasing consumption of milk and this would gain further momentum in years to come.

Sharma (1997), in his study on "Consumer acceptance studies", the author state that in today's competitive market, consumer is the most important individual who obtains and uses a commodity. Therefore the sensory perception and preference of consumer population is most important for any food manufacturing organization. The organizations, involved in new product development and preservation of traditional and ethnic food products have to conduct consumer population surveys to obtain realistic and homogeneous information on their products.

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## OBJECTIVES OF THE STUDY :

The main objectives of the study are:

1. To examine the key factors that influence customer satisfaction with dairy products, including quality, taste, price, packaging, and nutritional value.
2. To analyze consumer's opinion regarding quality, freshness and taste of products.
3. To analyze the impact of health-conscious preferences, such as organic and lowfat options, on customer satisfaction within the dairy sectors
4. To assess the role of brand loyalty and consumer perception of brand reputation in driving satisfaction and repeat purchases of dairy products.

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## RESEARCH METHODOLOGY :

Research methodology is the way to systematically solve the problem. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them.

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## RESEARCH DESIGN

- A sample size of 210 customer was taken.
- The survey was conducted in the area 3 taluka's are the Shirpur, Sindkheda and Shahada.

### Sampling techniques:

A quota sampling technique was adopted because the sample audience was made out of potential purchasers of the product. The sample was carefully drafted. A lot of care was taken when designing the questionnaire and also when collecting information.

#### Primary data :

The primary data consists of information obtained from the consumer and distributor.

#### Secondary data :

The secondary data is obtained from the information already published in newspaper articles, blogs and books. The websites like dairy products, gauvardaan.in, Scribd. Com, Wikipedia. comet was also useful.

#### Methods Of Data Collection :

The source of the data collected for the research is both primary data and secondary data

#### Primary Data:

##### By Observation Method:

This data was collected by visiting the various households and nearby areas in Shirpur, Wadi, Boradi and by seeing the displayed products in some stores.

The data was collected on the following parameters:

- Price.
- Visibility.
- Shelf Life.
- Discounts Offered.

##### By Personal Interviews:

The data was collected by visiting each and every store and household where Bapu Dairy products are available and also check the availability of the products in the shelf. The information was taken by talking to the purchase managers of the stores as well as the distributors.

The objective of this was to know the preference of the retailers to stores the products, know the problems regarding the delivery, the problems between distributors and retailers.

The questions were open – ended as well as close - ended.

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## DATA ANALYSIS :

### 1. Gender of the respondents :

Gender	No. of Respondents	Percentage
Male	130	62
Female	80	38
<b>Total</b>	<b>210</b>	<b>100</b>

### 2. Age of respondents:

Age	No. of Respondents	Percentage
18-25	108	52
26-35	70	33
36-45	32	15
<b>Total</b>	<b>210</b>	<b>100</b>

**3. Which dairy brand you prefer most ?**

Dairy Brands	Count	Percentage
Bapu	121	57%
Amul	55	21%
Vikas	27	13%
Nirmal	8	4%
<b>Total</b>	210	100%

**4. Income of the respondents (in Rs):**

income	No. of Respondents	Percentage
10000-15000	17	8%
15000- 20000	39	18%
20000- 25000	75	36%
25000- 30000	58	28%
Above 30000	21	10%

**5. Which dairy product gives more satisfaction to you?**

Products	No. of Respondents	Percentage
Milk	23	11%
Curd	19	9%
Ghee	25	12%
Lassi	39	19%
Paneer	27	13%
Taak	9	4%
Shrikhand	37	18%
Basundi	7	3%
Khawa/Pedha	9	4%
Masala taak	15	7%
<b>Total</b>	210	100%

**6. How do you aware of the different dairy products?**

Mode	No. of Respondents	Percentage
Word of mouth	81	39%
Shops	64	30%
Advertisement	48	23%

Company Sales person/Agent	17	8%
<b>Total</b>	210	100%

#### 7. You are buying Bapu dairy products due to its?

Buying Factors	No. of Respondents	Percentage
Price	44	21%
Quantity	34	16%
Taste	73	35%
Quality	40	19%
Branding and Packaging	19	9%
<b>Total</b>	210	100%

#### 8. How often do you consume the dairy product?

Particulars	No. Of Respondents	Percentage
Frequently	103	49%
Not so Often	76	36%
Rarely	31	15%
<b>Total</b>	<b>210</b>	<b>100%</b>

### **FINDINGS :**

#### **CONSUMER RESEARCH:**

Consumer research deals with consumer and their problem and solution to the problem. In this I came to know about the consumer need and expectation levels regarding products and ascertainable levels of consumer satisfaction.

#### **PRODUCT RESEARCH :**

Under product research I came to know about the modification which consumers want as to the quality, packing, shape, color, and quantity etc of the Dairy Brands.

#### **PRICING RESEARCH:**

This includes ability to consume, to consume, to pay for the product, how much a person can spend on his/her favourite milk powder. In this I have tried to find out consumer's price expectations and reactions.

#### **ADVERTISING RESEARCH:**

Under this I have concluded that whether the advertisement appeals the consumer or not. This also includes evaluation.

### **CONCLUSION :**

This study concludes that improved product and process quality will result in customer satisfaction.

It was a wonderful experience for me to be part of Bapu milk for around two months and working on a research project for the company was a tremendously excellent experience that made me learn various aspects of an organization.

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