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“A Study on Customer Satisfaction towards Nandini Milk Products, Tumkur”

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ABSTRACT

This paper illustrates A Study on Customer Satisfaction towards Nandini Milk Product, Tumkur. aim of the study is to know whether a company has met the needs of its customers and whether those customers are happy with the service they received and To improve product delivery and customer service, it is useful to ascertain post-purchase feedback from the consumer. Assist a business in establishing enduring relationships with its customers. The analysis carried out based on set objectives of the company, which are resulted in customer satisfaction , customer preference and customer awareness towards Nandini milk product. The study has conducted among the people of different culture, profession and age groups. The study also covers consumers of various brands of milk, which reveals their preference of NANDINI milk, comparing and cons of trading NANDINI milk with its competitors helps to bring out suggestions and what people expect more from NANDINI milk.

Introduction

Customer satisfaction is the key to success for any business. Get our clients to tell us what is good on our products or services, and where we need improvement helps us ensure that our company measures up to their expectations. The focus of each organization must win the most profit, for this purpose, the Business should rise its sales by attracting more and more new customers, and the only way to get more

customers, it is that the Organization must provide the expected to the customers satisfaction. The word customer satisfaction means here 'utility customer expects of the product' and when a customer provided values it is called as the satisfaction of the customer.

The Tumkur Milk Union was officially registered as "Tumkur Co-operative Milk Producers Societies Union Limited" on March 30, 1977, in accordance with the Co-operative Societies Act. The Karnataka Dairy Development Corporation (KDDC) founded the dairy cooperatives in 1976 with the goal of assisting Bangalore market marketing efforts. Consequently, a farm chiller with a 30,000 litre capacity was built. The conversion to a 60 TLPD feeder plant using the ANAND design and a three tier system took place in 1981. The establishment of dairy cooperatives at the village level, milk unions at the district level to handle the buying, processing, and marketing of milk, and federations at the state level to coordinate milk movement marketing at the State level.

In Tumkur district, which union consists of 10 taluks , 2574 revenue villages, the union also owns four chilling units in Sira (20 TLPD), Yediyur (60 TLPD), KB Cross (60 TLPD), and Madhugiri (60 TLPD). In addition, Unions has 641 Automatic Milk Collection Centers and 135 Bulk Milk Coolers. As of March 2020, there were 2,78,359 Members enrolled in total. Currently, 1227 MPCS are operational. The Union currently buys 7.00 lakh kgs of milk per day from 1227 DCS, which has 2.78 lakh members.

The entire Tumkur district and a minor part of Bangalore's urban and rural districts are included in marketing area. Toned Milk, Homogenized Toned Milk, Homogenized Cow Milk, Special Milk, and Shubam Milk are among the sorts of milk sold by the Union. The other line of goods being produced and marketed consists of Peda, Curd, UHT-FP Milk, Ghee, Butter Milk, Mysore Pak, and Cashew Burfi. In addition, the Union offers each item made by Nandini Milk Products, a division of K.M.F. The Union's market share is growing steadily. The average growth rate over the last five years has been approximately 7%. The union is currently selling 2.30 lakh liter every day. The Union sold 2,66,699 litres on January 29th, 2020.

Under the trade name "NANDINI," the Union offers for sale milk and milk-related items.

Review of Literature

1. Sangeetha and Mohan (2016)

According to the author, consumer awareness is mostly focused on the product's brand, price, and quality. The main areas for satisfying the customer are customer satisfaction, consumer preference for the product, product distribution through channels of distribution, and customer loyalty. In fact, consumerism is a social movement that was founded to protect the rights of consumers. Marketing professionals must pay more attention to safeguarding consumer interests.

2. Mr. Rajiv Vyas, Dr. JK Sharma, Dr. R. B. Sharma (2016)

Consumer behaviour is a representation of all consumer choices made about the purchase, use, and disposal of goods, services, etc. The collective responses of purchasers are particularly important to selection, evaluation, decision-making, and post-purchase behaviour. The study of consumer behaviour looks at how people react to products, services, and marketing. The study makes an effort to comprehend many facets of consumer behaviour about the purchase of packaged food goods. This study seeks to pinpoint the elements that are crucial when buying packaged food items. The study also looks at the association between the parameters identified and variables including age, annual income, family size, career, and education, among other variables.

3. Sakshi Modi (2012)

All consumer decisions about the acquisition, usage, and disposal of goods, services, etc. are represented by consumer behaviour. The collective reactions of consumers play a significant role in decision-making, appraisal, and post-purchase behaviour. Consumer behaviour research examines how consumers respond to advertisements, services, and goods. The study attempts to understand a wide range of consumer behaviour related to the buying of packaged food products. This study aims to identify the factors that are essential when purchasing packaged food products. The study also examines the relationships between the parameters found and other factors like age, annual income, family size, career, and education.

4. Mohammad Amin (2009)

The author studied the psychological factors for satisfying products and services. The result of summarizing the mental state is when the reaction around the uncertain outlook is combined with the consumer's prior experience of the investment experience.

5. Donthu & Garcia (1999)

The author defines factors that influence the purchase process, such as friends, relatives, media, and advertisements. These factors affect the customer's purchase of goods. These are powerful forces for becoming potential buyers.

Customer Satisfaction

One of the theoretical elements is customer satisfaction, which includes factors like the value or quality of the specific product and service, the attribute of the service provided at the impression of the location where the manufactured goods or service is purchased, and the price of the product or service within an organisation. If a company provides good customer happiness, it can easily reach its goal. Customer satisfaction is a key component of profit or money. Customer happiness is essential in today's competitive industry.

Customer satisfaction is the key to success for any business. Get your clients to tell you what is good on your products or services, and where you need improvement helps you ensure that your company measures up to their expectations. The attachment contains a survey of customer satisfaction form designed to help collect. This important information is designed to make it easy for the customer to fill in and make it easy for you to quickly customize to exactly match your business activities. It also

includes the suggestion for the distribution of the form ensuring that the client who will return the form and follows up on comments.

The focus of each organization must win the most profit, for this purpose, the Business should rise its sales by attracting more and more new customers, and the only way to get more customers, it is that the Organization must provide the expected to the customers satisfaction. The word customer satisfaction means here 'utility customer expects of the product' and when a customer provided values it is called as the satisfaction of the customer.

Factors Influencing Customer Satisfaction:

Product Quality: Customers are more loyal to companies when they receive high-quality goods and services from them. If a customer is truly satisfied with a brand's product, they won't consider switching to another one.

Money Value: The value of the price set by a company for its goods and services; if the price is reasonable given the value of the product, the consumer will be happier with the business.

Dependability: Once the service provider "delivers the deal" by operating at the same level, the clients are supposed to be satisfied.

Responsiveness: More and more customers expected that their provider would be ready and willing to produce additional service and facilitate when the need arose. We are looking for distinct attention quickness & adaptability.

Access: The customer needs to be prepared to expand access to the supplier or dealer with the least amount of hassle. They must be trained to provide items with accessibility, yet they dislike lengthy delays in getting things done while living according to the 4 criteria and giving somewhat false promise that their clients are valued. They want to talk about family health issues and get answers from the WHO.

Consideration: Customers expect politeness, consideration, thoughtfulness, and kindness from the people they interact with in person and over the phone, as well as when they are sweet-talked with a facility issue.

Message: Customers should be given the appropriate information regarding any changes to policies and the introduction of new styles or brands, as well as updated information on a regular basis.

Trustworthiness: Customers are much more likely to be satisfied if they see a result of knowing that the provider or dealer is dependable, reasonable, and honest. The data, manners, and abilities of the staff to inspire trust and confidence are frequently maintained.

OBJECTIVES OF THE STUDY

1. To find the customers satisfaction towards NANDINI milk products.
2. To find the customers preference while buying the NANDINI milk products.
3. To find the customers awareness of NANDINI milk products.
4. To compare the price of NANDINI milk products with others milk products.

Scope of the study

The studies assess the customer satisfaction towards NANDINI milk. The study has to be conduct among the people of different culture, profession and age groups. The study also covers consumers of various brands of milk, which reveals their preference of NANDINI milk, comparing and cons of trading NANDINI milk with its competitors helps to bring out suggestions and what people expect more from NANDINI milk.

RESEARCH METHODOLOGY

A research design is a process and method for gathering the data required to address the issue. The fundamental method for data collection or analysis, the research design identifies the kinds of data that must be gathered. The process of gathering sources and data results in solid research.

Methodology Adopted

Descriptive research method is used for this study.

Method of sampling:

Sampling for method used the study is convenient sampling method. The data collected from customers.

Sampling size:

It refers to the number of people surveyed for this topic in this study 90 people were surveyed and based on this responses were drawn.

Data sources:

- Primary data
- Secondary data

Primary data:

It is data that has been gathered over time using questionnaires in direct contact with some customers. This survey was done through Random sampling.

In order to conduct a more serious examination into consumer satisfaction with TUMUL, the primary data are obtained from Nandini milk customers who have bought their milk products from Nandini milk outlets and retailers. It is also obtained through surveys, but there are only 90 responses.

Secondary Data:

It consists of data that has previously been gathered and statistically processed by another party. the information gathered from corporate archives, publications, and the internet.

Tools and techniques used for data collection:

Questionnaire was the tool used to collect the data or information from the selected customers for analysis. The collected data from various sources are carefully classified, tabulated & analyzed and interpreted

HYPOTHESIS

Null Hypothesis (H₀):

Customers not prefer NANDINI milk product.

Alternative Hypothesis (H₁):

Customers prefer NANDINI milk product.

Particular	Respondents	O-E	(O-E) ²	(O-E) ² /E
Taste	21	-12.33	152.03	4.56
Clean	31	-2.33	5.43	0.16
Price	48	14.67	215.21	6.46
TOTAL				11.18

$$E = 100/3 = 33.33$$

$$\begin{aligned} \text{Degree of freedom} &= (n-1) \\ &= (3-1) = 2 \end{aligned}$$

Critical values of the Chi-square distribution with d degrees of freedom

d	Probability of exceeding the critical value			d	Probability of exceeding the critical value		
	0.05	0.01	0.001		0.05	0.01	0.001
1	3.841	6.635	10.828	11	19.675	24.725	31.264
2	5.991	9.210	13.816	12	21.026	26.217	32.910
3	7.815	11.345	16.266	13	22.362	27.688	34.528
4	9.488	13.277	18.467	14	23.685	29.141	36.123
5	11.070	15.086	20.515	15	24.996	30.578	37.697
6	12.592	16.812	22.458	16	26.296	32.000	39.252
7	14.067	18.475	24.322	17	27.587	33.409	40.790
8	15.507	20.090	26.125	18	28.869	34.805	42.312
9	16.919	21.666	27.877	19	30.144	36.191	43.820
10	18.307	23.209	29.588	20	31.410	37.566	45.315

INTRODUCTION TO POPULATION GENETICS, Table D.1
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For 5% level of significance and 2 degrees of freedom the critical value of the Chi-Square test is 5.991. The calculated Chi-Square statistics value for the given problem is 11.18. Since the calculated statistics value is greater than the critical value, the Null hypothesis H_0 is rejected and alternative hypothesis H_1 is accepted

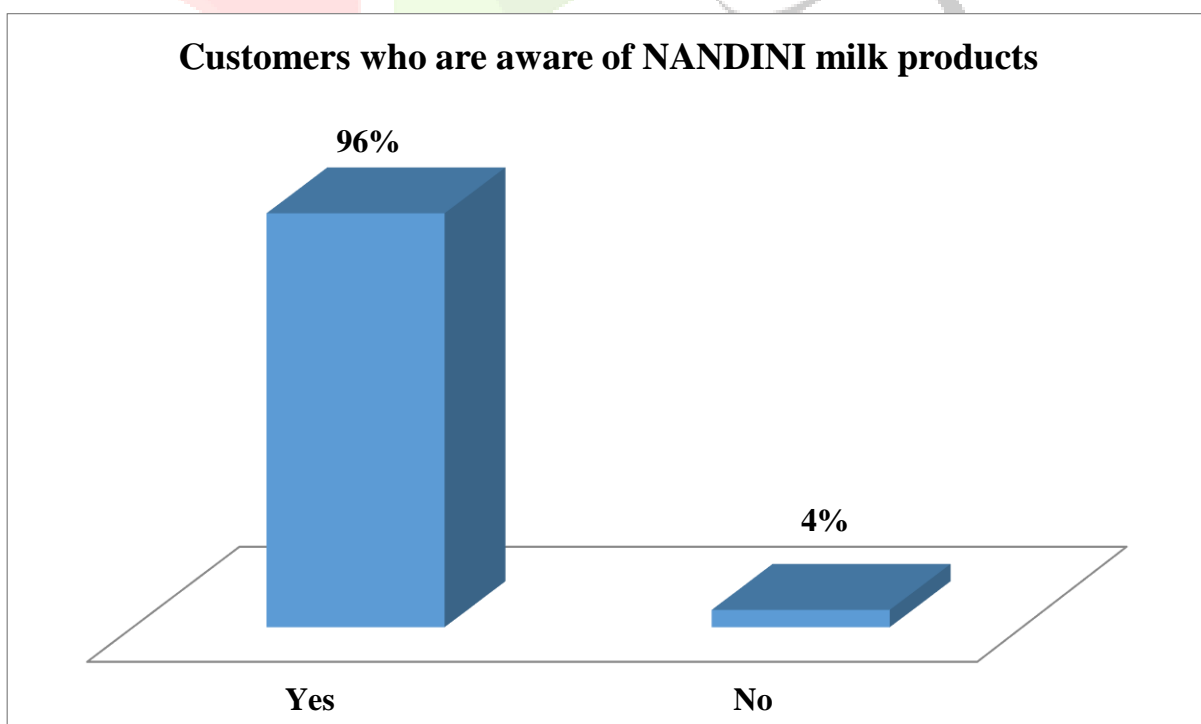
Table showing number of Customers who are aware of the NANDINI milk product.

Response	No. of customers	Percentage
Yes	86	96%
No	4	4%

Analysis:

From the data collected it shows that

- 96% of Customers are aware of NANDINI milk product
- 4% of Customers are not aware of NANDINI milk product.

4.5 Graph showing the customers who are aware of the NANDINI milk products

Interpretation:

Out of 90 customers 96% of customers are aware of NANDINI milk product and 4% are not aware of NANDINI milk product.

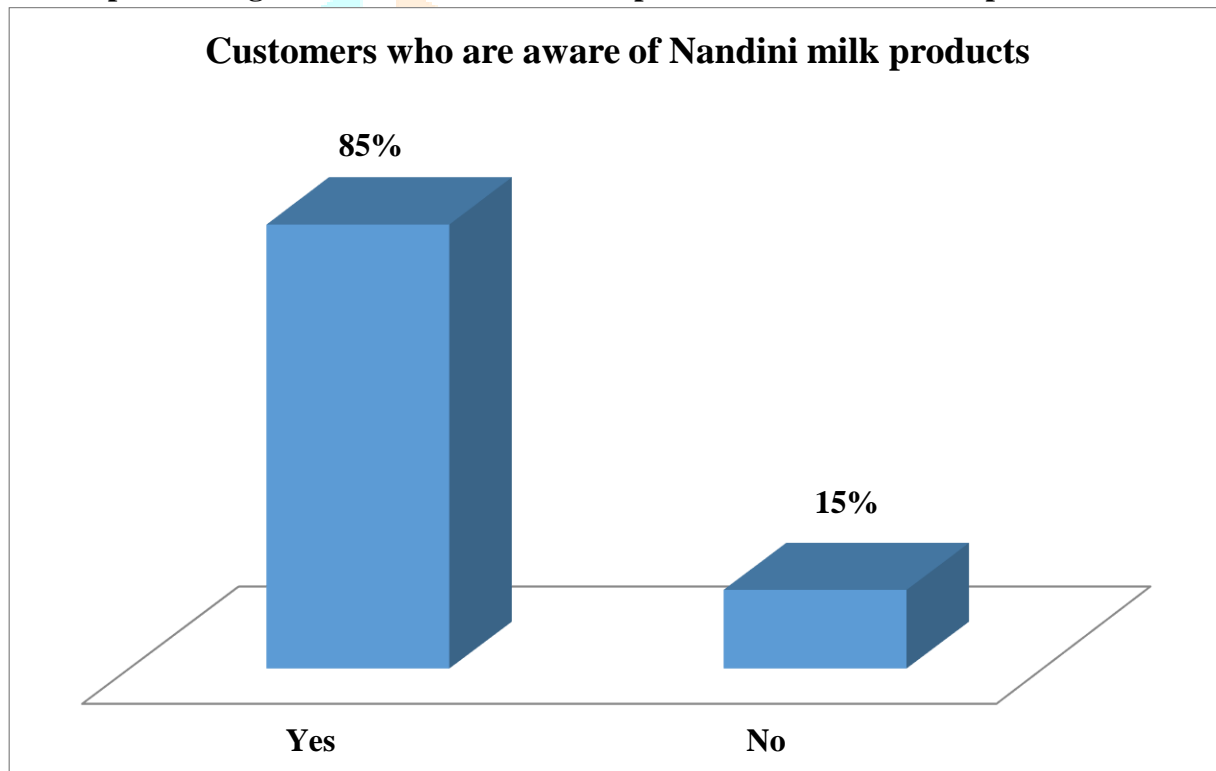
4.6 Table showing number of customers who purchase NANDINI milk product

Response	No. of customers	Percentage
Yes	76	85%
No	14	15%

Analysis:

From the data collected it depicts that

- 85% of Customers purchase NANDINI milk product
- 15% of Customers not willing to purchase NANDINI milk product.

4.6 Graph showing number of customers who purchase NANDINI milk product.**Interpretation:**

Out of 90 customers 85% of them purchase NANDINI milk product this shows that a positive outcome for the organization.

Table showing Customers opinion on quality of NANDINI milk product

Description	No of customers	Percentage
Excellent	43	48%
Very Good	25	28%
Good	13	14%
Average	8	9%
Not Good	1	1%

Analysis:

From the above table it is clear that

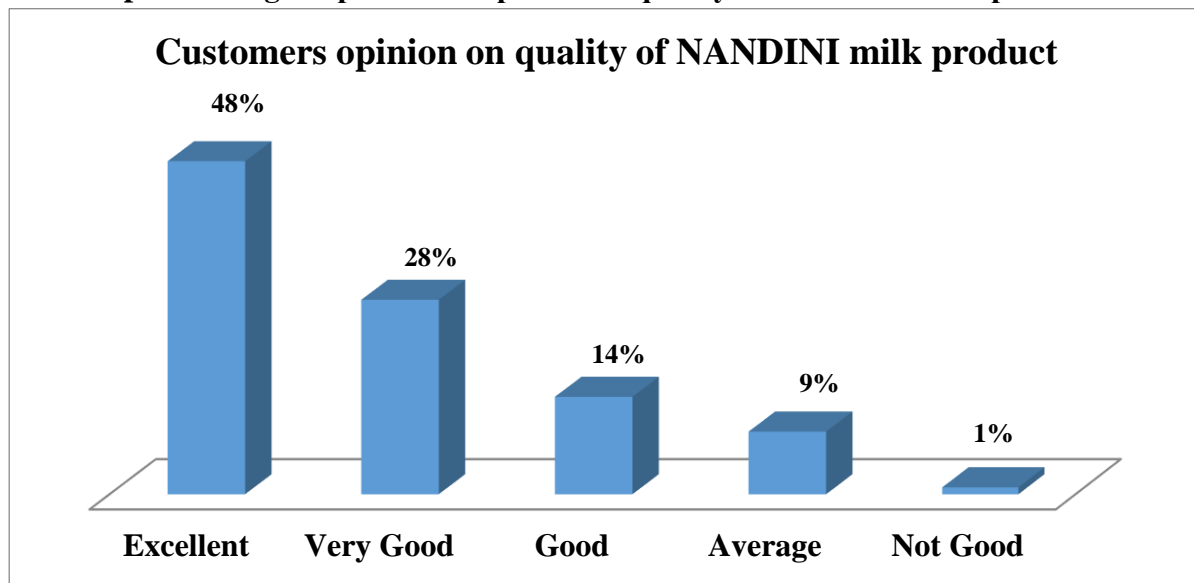
48% of the customers rated Excellent.

28% of the customers rated Very Good.

14% of the customers rated Good.

9% of the customers rated Average.

1% of the customers rated Not Good.

4.14 Graph showing Respondent's opinion on quality of NANDINI milk product.**Interpretation:**

Among the 90 customer surveyed, 48% of the customer rated on quality of NANDINI milk is Excellent, 28% of respondent's opinion on quality of NANDINI milk is very good and 14% of customers rated on quality of NANDINI milk is Good. Most of the customers rated on the quality of NANDINI milk is Excellent.

Table showing customer's rating the price of NANDINI milk products?

Description	No. of customers	Percentage
Costly	17	19%
Reasonable	52	58%
Affordable	21	23%

Analysis:

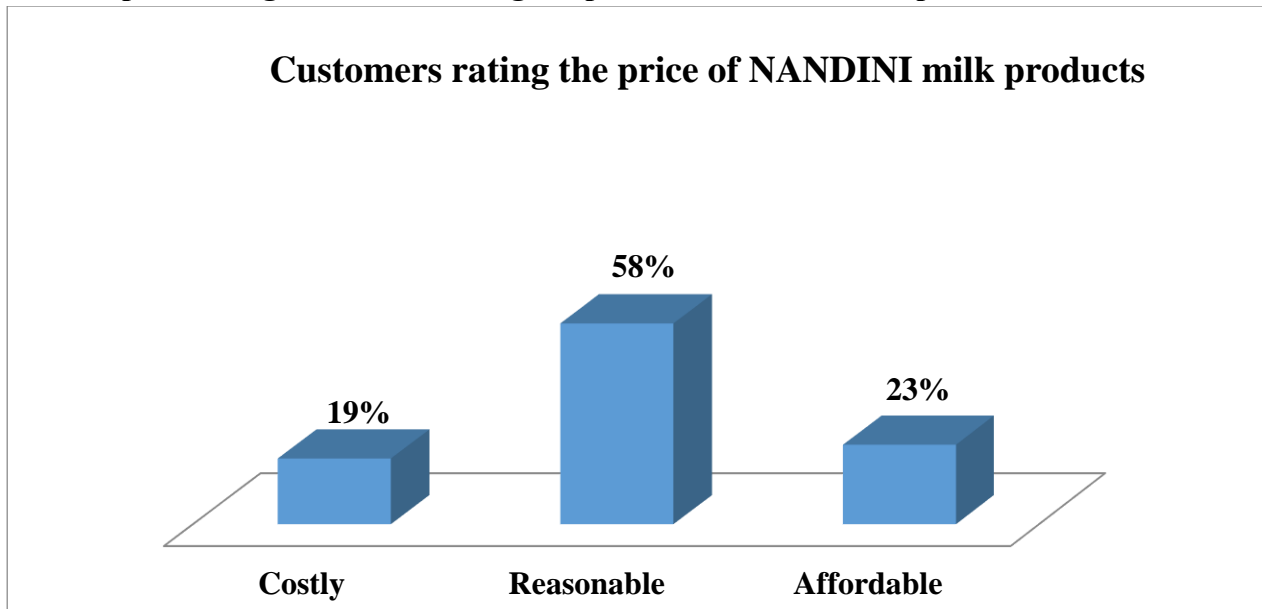
From the above table it is clear that

19% of the customer's say the price of Nandini milk products is costly.

58% of the customer's say the price of Nandini milk products is reasonable.

23% of the customer's says the price of Nandini milk products is affordable.

4.15 Graph showing customer's rating the price of NANDINI milk products



Interpretation:

With reference from the above graph, it is clear that this data shows that most of the customers reveal that the price of Nandini milk products is reasonable. Only few customers feel that the price is costly and the rest feel that the price of the products is affordable. Out of 90 customers more than 58% of the respondents say that the price of Nandini milk products are reasonable, this shows that standard of the milk union among the consumers. Most of the customers reveal that the price of Nandini milk products is reasonable.

FINDINGS:

- Out of 90 customers 96% of customers are aware of NANDINI milk product.
- Majority that is 85% of them purchase NANDINI milk product this shows that a positive outcome for the organization.
- 93% of the customers responded yes regarding the availability of the NANDINI milk products.
- 34% of the customers are highly satisfied and 54% of the customers are satisfied and only 2% of the customers are dissatisfied to the taste of the products.
- 48% of the customer rated on quality of NANDINI milk is Excellent, 28% of customer's opinion on quality of NANDINI milk is very good and 14% of customers rated on quality of NANDINI milk product are good. Most of the customers rated on the quality of NANDINI milk is Excellent
- 58% of the respondents say that the price of NANDINI milk products is reasonable.
- 32% of the customers purchase NANDINI milk product because of the reason that it is easily available, 12% of the customers purchase for having attractive packaging, 26% of the customers of the customers purchase for having regular supply of product, 23% of the customers purchase because of the product available at reasonable price and 7% of the customers prefer the product because it is safety for consumption.

- 21% of the customer prefers NANDINI milk products because of its unique and good taste, 48% who prefer Nandini milk products because of its comparatively lower price and 31% prefer the product because of cleanliness.
- 98% of the customers believes that NANDINI milk products are safety and healthy where as 2% believes that there might be some issues towards health and safety.

SUGGESTIONS:

In this project the main suggestion are as follows:

- Management should build up a good awareness regarding its products among the consumers to maintain existing image and brand loyalty.
- Proper measure need to be taken regarding the packing and distribution which have a direct impact on customer satisfaction.
- Management can provide some offers, discounts and it also need to adopt new promotional activities.
- Nandini milk products need to maintain the same quality.
- Making necessary marketing strategies in order to gain competitive advantage over its rivalries.
- Pricing strategies need to be adopted to achieve proper balanced cost as well as profit.
- Frequent training and development should be provided for making employees multi-skilled and making organization able to cope with uncertainties in future

CONCLUSION:

On this study I tried to find out satisfaction level of the customer towards NANDINI milk product offered by TUMUL .This study has given a clear image that customer feel good about product and service. We can clearly say products meet them and company provides good quality of product and services. In addition it has been observed that company need to improve its existing levels performance for better outcome.

From the following study, we can conclude that TUMUL has been serving its customers to create an excellent image and trust between customers exceptionally well Most of them are completely satisfied with the company's products and services.

The company can adopt customer friendly methods and train its sales staff to serve customer in the best way possible. Customer retention should be Emphasizes and should adopt policies to maintain reservations. A closer relationship should be developed with customers to avoid brand turnover and ensure repeat sales.

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