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A STUDY ON CUSTOMER SATISFICATION TOWARD ARAVIND MILK FOOD PRODUCTS

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Abstract: Dairy products have become inevitable of habitual diet. This study aims to investigate the consumers' satisfaction towards dairy products so as to provide useful information for the manufacturers which would serve as useful inputs for enriching the quality of products delivered. The study involved consumers of dairy products from various demographical backgrounds across South India. The questionnaire focussed on quality aspects of dairy products and also the service provided. A customer satisfaction model was developed based on various factors identified, with robust hypotheses that govern the use of the product. The developed model proved to be statistically significant as it passed the required statistical tests for reliability, construct validity and interdependency between the constructs. Some major concerns detected were regarding the fat content, taste and odor of packaged milk. A minor proportion of people (15.64%) were unsatisfied with the quality of service provided, which is another issue to be addressed to eliminate the sense of dissatisfaction in the minds of consumers.

Keywords: Challenge, Service, Satisfaction and Trust, Consistency.

I. INTRODUCTION

Dairy farming is a class of agriculture for long term production of milk, which is processed (Either on the farm or at a dairy plant, either of which may be called a dairy) for eventual sale of a dairy product. While cattle were domesticated as early as 12,000 years ago as a food source and as beasts of burden, the earliest evidence of using domesticated cows for dairy production is the seventh millennium BC – early Neolithic era-in north western Anatolia. Dairy farming developed elsewhere in the world subsequent centuries: the sixth millennium BC in eastern Europe, the fifth millennium BC in Africa, and the fourth millennium BC in Britain and Northern Europe. In the last century or so larger farms specializing in dairy alone have emerged. Large scale dairy farming is only viable where either a large amount of milk is required for production of more durable dairy products such as cheese, butter, etc. or there is a substantial market of people with money to buy milk, but no cows of their own. In the 1800s VON THUNEN argued that there was about 100-mile radius

surrounding a city where such fresh milk supply was economically viable. Traditional way of dairy industry those days: ✓ Hand Milking ✓ Vacuum Bucket Milking ✓ Milking Pipeline ✓ Automatic Milker Take- Off ✓ Fully Automatic Robotic Milking Indian dairy industry has imported some milk powder and butter oils as aid between 1970 and 1990, exports from India were insignificantly small and it was until 2000 onwards, when Indian dairy products started having more presence in global markets. Starting in organized milk handling was made in India with establishment of military dairy farms. Handling of milk in Co-operative Milk unions established all over country on a small scale in the early stages. Long distance refrigerated rail-transport of milk from Anand to Bombay since 1945. Pasteurization and bottling of milk on a large scale for organized distribution was started at AAREY (1950), Calcutta (Haringhata, 1959). Delhi (1959), World (1961), Madras (1963). After this thought of establishment of milk plants under the five-year plans for dairy development all over India. These were taken up with the dual object of increasing the national level of milk consumption and ensuing better returns to the primary milk producer. Manufacturers and rural customers has made entire world as a 'Global Village'

Milk Industry Scenario

Milk production in the country was stagnant during the 1950s and 1960s, and annual production growth was negative in many years. The annual compound growth rate in milk production during the first decade after independence was 1.64%; during the 1960s, this growth rate declined to 1.15%. In 1950-51, per capita consumption of milk in the country was only 124 grams per day. By 1970 this figure had dropped to 107 grams per day, one of the FICCI Paper on Development of Dairy Sector in India Page | 6 lowest in the world and well below the minimum recommended nutritional standards. "Our dairy industry was struggling to survive. We produced less than 21 million tonnes of milk per annum despite the fact that we had the largest cattle population in the world. Things were beginning to look grim,"¹ Imports of dairy commodities were often resorted to in the 1950s and 1960s, comprising 50 to 60% of the dairy industry's total requirement. Following the visit of Prime Minister Lal Bahadur Shastri to Anand district of Gujarat in 1964, the National Dairy



Development Board (NDDB) was created in 1965 with a mandate to support creation of the 'Anand pattern' of dairy cooperatives across the country through Operation Flood (OF) programme which was to be implemented in phases. Verghese Kurien, the first chairman of NDDB, along with his team commenced work on the launch of the project which envisaged the organisation of Anand-pattern cooperatives in milk-sheds across the country from where liquid milk produced and procured by milk cooperatives would be transported to cities. In the late 1960s in Europe, there was over-production of milk which caused accumulation of a huge quantity of dried skim milk and butter oil. The then European Economic Community (EEC) was unable to sell this surplus. A charitable alternative was sought in desperation, and stocks of dairy commodities were offered as a gift to India through 'food aid' of World Food Programme (WFP). However, NDDB in its proposal before WFP had stated the 'donated skim milk powder' would be reconstituted to milk and sold in metros at a price comparable to domestic price. This would build a market for quality milk in key Indian cities. It was the first time in the history of economic development that food aid was used as buffer stock to stabilise market fluctuations as well as to prime the pump of markets that would later be supplied by domestic market. 'The overriding objective of all aid was the elimination of the need for aid,'² . 'The NDDB felt that direct unloading of these dairy commodities onto India's milk market would be destabilising, so some developmental use should be made of them. It was to this end that Operation Flood was designed.'³ . Milk production in 1968-69 prior to the launch of Operation Flood was only 21.2 million tonnes (MT) which increased to 30.4 MT by 1979-80, 51.4 MT by 1989-90 and 84.6 MT by 2001-02. It also transformed India from a milk-deficient nation into the world's largest milk producer, surpassing the USA in 1997-98. In three decades (1980s, 1990s and 2000s), the daily milk consumption in the country rose from a low of 107 grams per person in 1970 to over 226 grams per person in 2002.

Products at Arvind Milk foods

- ✓ Pure Cow Ghee
- ✓ Spices Powder
- ✓ Instant Foods
- ✓ Pickles
- ✓ Masala, Gravy & Rice Variety
- ✓ Flours Varieties
- ✓ Milk Powder
- ✓ Honey

II. OBJECTIVES OF THE STUDY

- ✓ to understand Consumer Satisfaction on various parameters of Arvind Milk.
- ✓ To understand the overall satisfaction with respect to

Arvind Milk.

✓ To Study problems faced by consumers during COVID-19 Lockdown regard availability and service of Arvind Milk expectation.

III. REVIEW OF THE LITERATURE

Veloutsou (2005) describes in his studies regarding customer satisfaction tangible Products and services, there is a distinction. This distinction between tangible and intangible goods

Becomes coz different factors of customer satisfaction, and that is why they should be treated Separate and distinct.

Churcill (1982) Customer satisfaction has overall reaction of expectation of consumption With a product or service on the base of perception, evaluation and psychological reaction. According To Kottler (2000) satisfaction is the sum of attributes of product or services.

Kjellberg (2018) on this topic many practices state caveat emptor let the buyer beware and Argue that consumers can and should act in their own best interest.

JOHN. B. Clark (2000) concluded that the motivation to visit discount store channel lie. With the low price and convenience of location, as the meaning of discount store implies. Service Factor was relatively less important than the merchandise factor.

Siva das & baker privet (2000) suggested that there is a positive relationship between Affective loyalty and cognitive loyalty. If satisfied with purchase at one store, consumers are Likely to have a positive attitude towards that store.

Dixon and Blois (1983) and Grönroos (1989) have highlighted the importance of a customer or market oriented conceptualisation of marketing, in contrast with a production-oriented approach. A marketing philosophy should include "a concern for the customers' needs and wants, an appreciation of the benefits and satisfactions which are looked for" and "a genuine effort to establish a dialogue and build a long-term relationship"

Kelley (2007) states that marketing has always been regarded as "a bit iffy, unethical, amoral." Several empirical studies, based on surveys, have revealed a dominance of negative attitudes and discontent towards marketing amongst consumers.

Rumbo (2002), who describes advertising as colonising public, discursive and individuals' mental spaces, and of exerting control over these spaces. The powerful effect of advertising is facilitated by its intrusive and repetitive character. At the same time, advertising presents a worldview where consumption is presented as a commonplace; it lessens consumption-related guilt and offers an "alibi for self-indulgence"

Pollay (1986) discusses how the language of advertising, the "incomplete information, half-truths and careful deceptions" (p. 22), affects its credibility. Consumers have consistently revealed a lack of confidence in advertising



(e.g. Barksdale and Darden 1972; French et al. 1982; Pollay and Mittal 1993) and further criticised its effects on children **Marion (2006)**, the argument that needs are not constructed but only activated by marketing, frees marketers from related responsibilities. More than this, the notion that marketers “search for unmet needs” and “encourage the development of products and services addressing these needs” is, according to Kotler (2004, p. 35), a reason for marketers to be proud of their.

IV. RESEARCH DESIGN AND METHODOLOGY

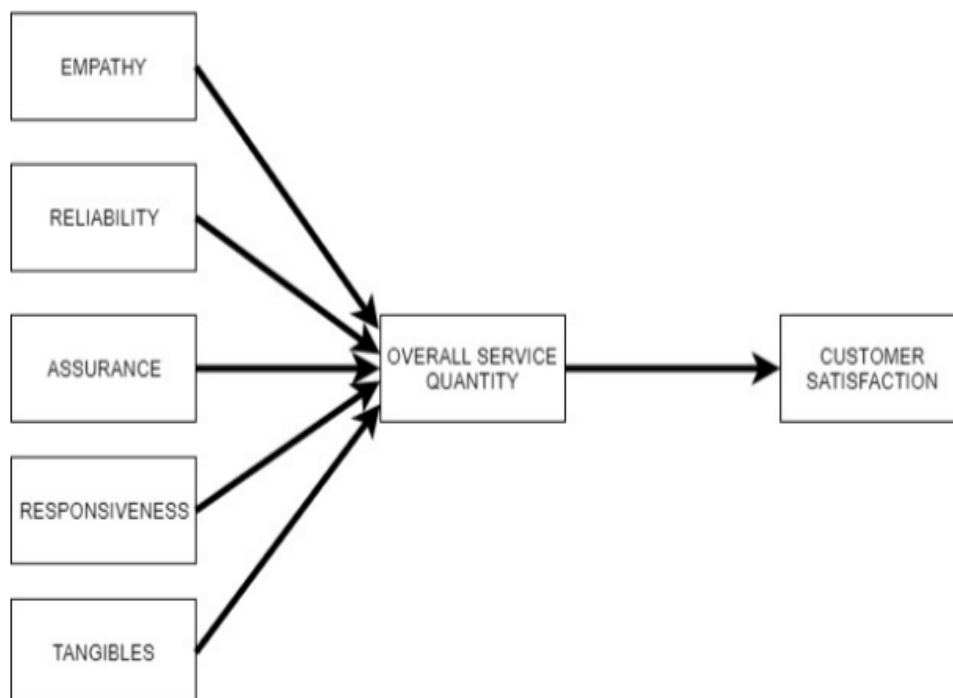
A research methodology is an outline of how a given piece of research is carried out. It defines the techniques or procedures that are used to identify and analyze information regarding a specific research topic. The research methodology, therefore, has to do with how a researcher designs their study in a way that allows them to obtain valid and reliable results and meet their research objectives.

V. TOOLS FOR DATA COLLECTION:

The survey data was collected and analysed using SPSS software (v 25.0) through

- ☐ Simple Percentage method
- ☐ Correlation
- ☐ Regression

MODEL:



CHI SQUARE TEST

Chi square is a method used in statistics that calculates the difference between observed and expected data values. It is used to determine how closely actual data fit expected data.

CORRELATION

A correlation is a statistical measure of the relationship between two variables. The measure is best used in variables that demonstrate a linear relationship between each other. The fit of the data can be visually represented in a scatter plot. Using a scatter plot, we can generally assess the relationship between the variables and determine whether they are correlated or not.

$$r = \frac{\sum (x - \bar{x})(y - \bar{y})}{\sqrt{(\sum (x - \bar{x})^2)(\sum (y - \bar{y})^2)}}$$

REGRESSION

Regression analysis is a set of statistical processes for estimating the relationships between a dependent variable and one or more independent variables.

$$Y = a + bX$$



VI. ANALYSIS AND INTERPRETATION

41.3% are from the age group of above 20, 16% are from the age group of 21-29, 10.7% are from the age group of 30-39, 18.7% are from the age group of 40-49, and 13.3% are from the age group of 50 and above. 65.3% are male and 34.7% are female. 8% are having above 2 years of

experience, 16% are having experience from 3-5 years, 33.3% are having experience from 11-15 years, and 7.3% are having experience above 16 years. 16% have completed their schoolings, 17.3% have completed their higher secondary, 30% have completed their UG, 36.7% have completed their PG.

LEVEL OF ACCEPTANCE TOWARDS OPINION ABOUT SATISFACTION WITH THEIR WORK

	Frequency	Percent	Mean	SD	Variance
Strongly agree	12	8.0	3.91	1.29	1.68
Agree	12	8.0			
Neither agree nor disagree`	24	16.0			
Disagree	31	20.7			
Strongly disagree	71	47.3			
Total	150	100.0			

The above table shows about level of acceptance towards opinion about satisfaction with their work were out of 150 respondents 8% strongly agree, 8% agree, 16% neither agree nor disagree, 20.7% disagree, and 47.3% strongly disagree. It shows that most of the respondents strongly disagree towards opinion about satisfaction with their work.

Null Hypothesis

H0: There is no relationship between Attention and patience of the Sales employees and Provides customer's individual attention.

Alternative Hypothesis

H1: There is relationship between Attention and patience of the Sales employees and Provides customer's individual attention.

Correlations

			Attention and Patience of the Sales Employee	Provides Customer's individual attention
Attention and Patience of the Sales Employee	Pearson Correlation	1		.241**
	Sig. (2-tailed)			.003
	N	153		153
Provides Customer's individual attention	Pearson Correlation		.241**	1

Sig. (2-tailed)	.003	
N	153	153

INTERPRETATION:

From the above table the calculated sum value is .241 which was High the level of 0.05%. Hence the Hypothesis of H₀ is truly fit and it is acceptable. H₁ is not accepted.

REGRESSION

Table 4.3.1 Variables Entered/Removed

Variables Entered	Variables Removed	Method
Speed of Responsive to complaints		Enter

a. Dependent Variable: Employees Keep confidential Record within customer's

b. All requested variables entered.

Model	R	R Square	Adjusted R Square	Std. Error of Estimate
1	.659 ^a	.435	.431	.8

a. Predictors: (Constant), Speed of Responsive to complaints

Table 4.4.4 ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	83.139	1	83.139	115.254	
	Residual	108.203	150	.721		
	Total	191.342	151			

a. Dependent Variable: Employees Keep confidential Record within customer's

b. Predictors: (Constant), Speed of Responsive to complaints



VII. FINDINGS, SUGGESTION AND CONCLUSION

Findings :

1. Focusing on their communication is majority 7.8% of the respondents belong to the strongly agree.
2. Attention and patience of the sales employee is majority is 45.1% of the respondents belong to the Neutral.
3. Provides customer's individual attention is majority 41.8% of the respondents belong to the Neutral.
4. Understands Customer's specific needs is majority 40.5% of the respondents belong to the Neutral.
5. Employee give customer attention is majority 37.0% of the respondents belong to the Neutral.
6. Employee Knowledge to provide Customer information about surrounding area is majority 49.7% of the respondents belong to the Neutral.
7. Employee with occupational skills is majority 41.2% of the respondents belong to the Neutral.
8. Employees are Courteous and Polite is majority 38.6% of the respondents belong to the Neutral.
9. Speed of services is majority 38.6% of the respondents belong to the Neutral.
10. Provides services and time is majority 57.5% of the respondents belong to the agree.
11. Solved problem sincerely is majority 32.7% of the respondents belong to the Neutral.
12. Keep confidential record is majority 36.6% of the respondents belong to the Neutral.
13. Speed of responsive to complaints is majority 39.2% of the respondents belong to the Neutral.
14. Concern and desire to assisting is majority 45.5% of the respondents belong to the Neutral.
15. Flexibly according to customer demands is majority 41.2% of the respondents belong to the Neutral.
16. Increased customer's confidence is majority is 31.4% of the respondents belong to the Neutral
17. Latest technology attractive office neat appearing employee's attractive material is majority 38.7% of the respondents belong to the Neutral.
18. Cleanliness, Ambience, maintenance is majority 40.5% of the respondents belong to the Neutral.
19. Visually presented brochures and director's majority 41.5% of the respondents belong to the Neutral.
20. Comfortable facilities and equipment's is majority 49.7% of the respondents belong to the Neutral.

Suggestion:

☐ In addition to the future research suggested above, the following issues merit further investigations first the paper does not distinguish among the sources of expectation because it aimed to examine the impacts of source that elicits the expectation

☐ Collecting data on such variables is likely to enhance our understanding of the problem of customer expectation and to strengthen the findings of the current study

☐ However, it would be more insightful for future research to incorporate and to examine the theory of the study. Accessing the expectation of the customer and to identifying the reason why expectation might grow or diminish

Conclusion:

Customer Satisfaction is one of the Key issues being monitored by every services provider the customer Satisfaction, managing level of a business can ensure a way of knowing what the customer Thinks about their services and what needs to be changed to gain positive customer satisfaction.

The management maintains an good rapport with workers and satisfies them by means of monitory And other benefits practical application of theoretical knowledge is made possible.

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