



A Study on Consumer Satisfaction of Aroky Milk Product at Palacode Taluk in Dharmapuri District

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ABSTRACT

Milk and milk products are nutritious food items containing numerous essential nutrients, but in the western societies the consumption of milk has decreased partly due to claimed negative health effects. The content of oleic acid, conjugated Linoleic acid, omega-3 fatty acids, short- and medium chain fatty acids, vitamins, minerals and bioactive compounds may promote positive health effects. Full-fat milk has been shown to increase the mean gastric emptying time compared to half-skimmed milk, thereby increasing the gastrointestinal transit time. Also the low pH in agitated milk may delay the gastric emptying. Hence, it may be suggested that ingesting full-fat milk or fermented milk might be favorable for glycemic and appetite regulation. For some persons milk proteins, fat and milk sugar may be of health concern. The interaction between carbohydrates (both natural milk sugar and added sugar) and protein in milk exposed to heat may give products, whose effects on health should be further studied, and the increasing use of sweetened milk products should be questioned. The concentration in milk of several nutrients can be manipulated through feeding regimes. There is no evidence that moderate intake of milk fat gives increased risk of diseases.

KEYWORDS : Milk, Product, Consumer, Nutrients, Sugar, positive, increase.

INTRODUCTION:

Marketing is an important functional area of business. It is one of the important live activities of a business organization. Marketing is a process or a system of business designed to plan, price promote and distribute product and services to satisfy the wants of the present and potential consumers the success of any firms is largely determined by its success in selling goods to large groups of people. In this context the importance of Marketing function cannot be ignored

"Marketing is the performance of business activities that direct the flow of goods and services from producer to consumer or user"-American marketing association

Milk:

Bovine milk and dairy products have long traditions in human nutrition. The significance of milk is reflected in our northern mythology where a cow named Audhumla was evolved from the melting ice. She had horn and milk was running as rivers from her teats. This milk was the food for Ymer, the first creature ever existing.

Prevention of disease may in the future be just as important as treatment of diseases. Indeed, many consumers of today are highly aware of health-properties of food, and the market for healthy food and food with special health benefits is increasing.

Milk Composition:

Bovine milk contains the nutrients needed for growth and development of the calf, and is a resource of lipids, proteins, amino acids, vitamins and minerals. It contains immune globulins, hormones, growth factors, cytokines, nucleotides, peptides, polyamines, enzymes and other bioactive peptides. The lipids in milk are emulsified in globules coated with membranes. The proteins are in colloidal dispersions as micelles. The casein micelles occur as colloidal complexes of protein and salts, primarily calcium.

Lactose and most minerals are in solution. Milk composition has a dynamic nature, and the composition varies with stage of lactation, age, breed, nutrition, and energy balance and health status of the udder. Colostrums differ considerably to milk; the most significant difference is the concentration of milk protein that may be about the double in colostrum compared to later in lactation.

Aroky Milk:

Aroky is a stable feature of goodness in every household. For over 15

years the Tamil Nadu co-operative milk producers federation Ltd. In Chennai has been servicing the growing dairy product requirements of families all over India. Aroky has get entered in the 21th century with a delicious gamut of hygienically prepared daily products from the state of the art production plants from all over the state bringing together and utilizing the finest milk from all district co-operative producer unions.

Importance of Consumer's Satisfaction

Every consumer has certain expectations, needs and a strong desire to satisfy them. To satisfy the expectations they purchase certain goods under the impression that the goods would satisfy his expectations. If they are satisfied with the product they shall become the customer of the firm and also tell about the product to their friends and others. The advertising improves the effectiveness of the producer and other sales effort. Such factors finally lead to better volume of sales. Satisfaction is important to the consumer because it reflects a positive outcome from the outlay of scarce resources and the fulfillment of unmet needs. Today's market is consumer oriented. Consumer satisfaction is a major element to survive in the marketing field. The milk produced by the producer and services provided by the traders must satisfy the consumer. The service provided by the producer should not only satisfy the existing customers but also attract the potential customers. Thus minimizing dissatisfaction and maximizing satisfaction are seen as important goals for both the firm and the consumer.

REVIEW OF LITERATURE:

(Gupta, 2007) As the largest single dairy producing country, India's output continues to grow strongly in the 3-4 percent range, largely in response to internal demand growth and sustained by increasing productivity India accounts for over half the total milk output of Asia. India is located amidst major milk deficit countries in Asia and Africa. Major importers of milk and dairy products are Bangladesh, China, Hong Kong, Singapore, Thailand, Malaysia, the Philippines, Japan, UAE, Oman, and other gulf countries, all located close to India. There is vast potential for export of dairy products, the cost of milk production in India being the lowest.

De (1980) Both the fat globules and the smaller casein micelles, which are just large enough to deflect light, contribute to the opaque white color of milk.

NEED OF THE STUDY:

Most of the milk products want to know about the customer satisfac-

tion, because normally they had made huge amount of investment to make the product known to the customer. In order to know the effectiveness of sales and customer satisfaction can be made through the particular survey.

If the customers are not satisfied they would switch over to the other products and it is very difficult to back those customers to make purchase and encourage them a word of mouth.

SCOPE OF THE STUDY:

The area of scope is limited to the segment selected within the palacodu Taluk. Further the scope is narrowed only to the study identified segments. The results drawn from this study expected to benefit the dealers and the company.

IMPORTANCE IF THE STUDY:

Every organization wants to improve its sales. Brand image must be created in the minds of the consumer without creating brand image; the product can be marketed effectively. This study been taken up to know the relationship between brand and sales.

STATEMENT OF THE PROBLEMS:

Milk and milk products are necessary for good health of the people from the infants to the old aged. Palacodu co-operative milk producer union limited is supplying Milk and milk product to the people in Dharumapuri District and other parts of TamilNadu. In this context a need arises for the study of consumers' satisfaction of milk supplied by the union in the brand name of Arokya. In this genuine attempt the following questions arises.

What are the factors influencing the respondents in buying the milk supplied by the union

This trend may partly be explained by the claimed negative health effects that have been attributed to milk and milk products. This criticism has arisen especially because milk fat contains a high fraction of saturated fatty acids assumed to contribute, to heart diseases, weight gain and obesity. Milk is a complex food made up of components, which may have negative or positive health effects, respectively. Milk composition can be altered by the feeding regime. The main aim of this review is to discuss effects of milk components that are of particular interest for human health, and to give an overview of the potential for manipulation of bovine milk by feeding regimes to the lactating cows, thus giving improved nutritional composition of the milk for human consumption.

OBJECTIVES OF THE STUDY:

- To identify the reason for buy the Arokya Milk.
- To find the feature that attracts the customers in Arokya Milk
- To identify customer satisfaction Level.

HYPOTHESIS:

The hypothesis has been framed to test the relationship between the level of satisfaction and factors influencing consumer satisfaction.

H_0 = there is no significant relationship between consumer satisfaction and influencing factors.

H_1 = there is a significant relationship between consumer satisfaction and influencing factors.

RESEARCH METHODOLOGY:

Methodology is a way to solve a research problem systematically. It explains the various steps that are generally adopted by a research to solve a research problem.

RESEARCH DESIGN:

A research design is purely and simply a basic framework or plan for a study that guides the collection & analysis of the data. In this study we have adopted descriptive research design in collecting and analyzing the data

DESCRIPTIVE RESEARCH DESIGN:

Descriptive research design is one that simply describes something such as demographic characteristics or respondents vary with each other. The descriptive study is typically concerned with determining

the frequency with which something occurs. The study is typically guided by an initial hypothesis

DATA SOURCE:

Both the primary and secondary source of data was employed for the study.

Primary data:

Primary data were collected with the help of questionnaire cum schedule in which the researcher had taken down the answers given by consumers. The questions are structured and undisguised

Secondary data:

Secondary data were collected from the company various books, journals, periodical and websites booklets and other books with regard to this study.

Sampling technique:

A selection of 250 consumers was made for collecting primary data using judgment sampling. In this method of sampling the choice of sample items depends exclusively on the judgment of the investigator in other words the investigator exercises his judgments in the choice and includes those items in the sample which he thinks are most typical of the universe with regard to the characteristics under investigation

SAMPLING DESIGN:

Sampling Unit:

It deals with the people to be surveyed. The researcher must define the target population for their survey among the customer of Arokya Milk,

Sample Size:

The sample size of this specific is 250. As this is study of a particular sector, visa.

Sampling Procedure:

Researcher judgment sampling technique is employed for research results and selection of 250 respondents from the total population pool.

LIMITATION OF THE STUDY:

- The observation may not be applicable to the area of other surveyed field.
- The accuracy of the figures and data is subject to the respondents view.
- Owing to limited resource available this study has been limited to surveying only 250 respondents.

TABLE NO: 1 CLASSIFICATION OF RESPONDENTS ON THE BASIS OF ATTRACTIVE BUYING FACTOR OF THE PRODUCT

S.NO	FACTORS	NO. OF RESPONDENTS	PERCENTAGE
1	Taste	33	13%
2	Quality	34	14%
3	Price	77	31%
4	Quantity	41	16%
5	Package	29	12%
6	Available	36	14%
TOTAL		250	100%

Sources: primary data

From the above table is inferred that out of 250 respondents, 77(31%) of the respondents are like the price of the milk products, 41(16%) of the respondents are like quantity of milk product, 36(14%) & 34(14%) of the respondents are like quality and availability of the milk product and finally 29(12%) of the respondents are like package of milk product. So, the above analysis resulted that 77(31%) of the respondents are accepted the price of the arokya milk product is reasonable to buy compare with other factors.

TABLE NO: 2 CLASSIFICATION OF RESPONDENTS ON THE BASIS OF OPINION OF THE PRODUCT QUANTITY

S.NO	SATISFACTION LEVEL	NO. OF RESPONDENTS	PERCENTAGE
1	Highly Satisfied	41	16%
2	Satisfied	57	23%
3	Neutral	98	39%
4	Dissatisfied	29	12%
5	Highly Dissatisfied	25	10%
TOTAL		250	100%

Sources: primary data.

From the above table inferred that out of 250 respondents, 98(39%) of the respondents are being neutral about milk product, 57(23%) of the respondents are satisfied of the milk product, 41(16%) of the respondents are highly satisfied of the milk products, 29(12%) of the respondents are dissatisfied of the milk product and finally 25(10%) of the respondents are highly dissatisfied of the milk products.

TABLE NO: 3 CLASSIFICATION OF RESPONDENTS ON THE BASIS OF FACTORS INFLUENCE AND LEVEL OF SATISFACTION

FACTORS	Level of Satisfaction					TOTAL
	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	
Taste	4	9	15	2	3	33
Quality	6	9	11	4	4	34
Price	15	17	17	10	8	77
Quantity	6	9	17	5	4	41
Package	4	7	12	3	3	29
Available	6	6	16	5	3	36
TOTAL	41	57	98	29	25	250

Degree of Freedom=20

Table value of χ^2 Test at 5% level=31.410

Calculated value of χ^2 test=3.931

Therefore the calculated value is less than the table value and so, the null hypothesis is accepted that there is no significant relationship between taste, quality, price, quantity, package, available and consumer satisfaction level.

FINDINGS:

- ❖ 60%of the respondents are says that the buyer of the Arokyia milk products belongTwo to Four members in the family.
- ❖ 60% of the respondents are daily consuming the Arokyia milk of 250ml and 500ml of milk.
- ❖ 31% of the respondents like attractive price of the milk products.
- ❖ 34% of the respondent's opinion, the products quality is satisfied and preferred to buy.
- ❖ 45% of the respondent's suggested to improve door delivery system. And35% of the respondents suggest that reduces the price of the products.

SUGGESTIONS:

- To improve the performance of the union it should maintain good relationship with the agents and consumers.
- The union should improve quality of milk.
- The price should be comparatively moderate with other brands.
- The union should increase the numbers of the Arokyia milk package system and expand the door delivery system to increase the sale of the Arokyia milk.
- The union should make arrangements for 24 hours service to the consumers.
- The union may avoid Plaything package of the milk products, so the union must find alternate for packing the milk.
- The union should create awareness about the Arokyia milk products to other areas in Palacode Taluk. Whereas the same are inadequately patronized by the milk consumers.

CONCLUSION:

The project undertaken is titled as customer satisfaction in Arokyia milk products.

If the suggestions given above are followed by the Palacode Taluk co-operative milk products union limited it can supply still better quality milk and milk products to the consumers in and around Palacode Taluk.

Milk contains many important nutrients. A moderate intake of milk fat has no negative health effects. The increasing consumption of milk products added sugar and sugar containing jams should be questioned. It is possible to adjust feeding regimes to develop milk with increased content of healthy components such as selenium, iodine and some fatty acids.

The milk had been producing milk and been supplying to the local people at lesser rate suddenly the government of India has not issued any releasing order all milk factories for sales. So milk is being imported more and less at lesser rates, when compared to our milk. This is the situation prevailing during the consequent year which intern leads to more unsold whereby it ultimately affects the milk groups as well as the workers.

The customer likes product smell, taste, quality, cost, packing all the satisfied to the customer. Butter suspension not for changes in another product to says the customer. Finally Arokyia milk product is mostly using in Palacode Taluk.

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