



A STUDY ON CONSUMER SATISFACTION TOWARDS AROKYA MILK IN KUMBakonam TOWN

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KEYWORDS :

STATEMENT OF THE PROBLEM

The success of the Milk and dairy products depends not only the marketing but also the customer's behaviour pattern towards their product. To have better marketing the union needs a maximum inspiration from the customer side. If marketing is done without the execution of customer, it cannot run successfully for a long period of time. So an analytical study is conducted based on customer satisfied with regard to market the milk and it by product.

IMPORTANCE OF THE STUDY

The study is carried out understand the level of satisfaction Aroky milk Users in Kumbakonam Town. The study makes an attempt to know the awareness level of customer about the service. So the study can be useful to know more about the Aroky products and various services provide by it. The study tries to give a detailed picture about the Aroky milk. The information gathered through the study could be useful to the company to the formulate future practices and strategies to attract customers. The geographic scope of the study is limited to Aroky milk in Kumbakonam Town.

OBJECTIVES OF THE STUDY:

The following are the important objectives of the study:

- To study the consumer taste and preference of Aroky milk products.
- To study the consumer opinion about the brand image.
- To know the consumers satisfaction level regarding the Aroky milk.

RESEARCH METHODOLOGY

Methodology is the way to solve the research problems systematically. It may be understood as a science of studying how research is done scientifically. The selected a particular place randomly survey. Fundamental to the success of any format marketing research project is sound research design. A good research has the characteristics viz., problem definition specific methods of data collection and analysis, time required for research project and estimate of expenses to be incurred. The function of a research design is to ensure that the required data are collected. A research design and simply the framework or plan for the study that guides.

DATA SOURCES

Primary Data:

The primary data was collected from the Aroky milk users, through structured questionnaire.

Secondary Data:

Apart from primary data, the secondary data is being collected through Text Books, Reports and websites.

SAMPLING DESIGN

Sample Size:

Most of them were used Aroky milk in day-to-day life. Out of these, the researchers were selected 100 users of Aroky milk.

Sampling Area:

The researcher were collected the primary data from Kumbakonam town. Therefore the researcher adopted convenience sampling for the purpose of collecting the primary data.

Period of the Study:

The study covers the periods of three months from the respondents during December 2016 to February 2017

TOOLS USED FOR ANALYSIS

Instrument:

A structured Questionnaire is used, and the type of questionnaire is the target questions.

Methods:

The researcher was conducted by using contact method through Questionnaire.

Techniques for data analysis:

The data is analysed with "Simple analysis technique". The data tool is Percentage method. Percentage method used in making comparison between two or more criteria. This method is used to describe relationship. Percentage of respondents = $\frac{\text{No. of Respondents}}{\text{total No. of Respondents}} \times 100$, Cross tabulation among the employee background and other welfare factors and Chi square test where also applied.

HYPOTHESIS OF THE STUDY

The following are the important hypothesis of the study.

1. There is no significant relationship between gender of the respondents and overall satisfaction of Aroky milk.
2. There is no significant relationship between reason for using the product and overall satisfaction of Aroky milk.
3. There is no significant relationship between brand features and overall satisfaction of Aroky milk

LIMITATION OF THE STUDY

The following are the important limitation of the study:

- The time limit is one of the main factors to conduct the study effectively.
- The data collection is applicable in Kumbakonam Town only.
- The time period of research was restricted to limited day
- The study was only confined to 100 respondents.
- The reliability of the data may not be dependable.

CHAPTER SCHEME

- The first chapter deals with Research Design. It includes. An introduction. Statement of the problem. Importance of the study. Objectives of the study. Hypothesis of the study. Limitation of the study. Chapter scheme
- The second chapter deals with the Profile of the Aroky Milk.
- The third chapter deals with Consumer Behaviour an Overview.
- The fourth chapter deals with Analysis and Interpretations of the data.
- The fifth chapter deals with Findings, Suggestions and Conclusion.

DATA ANALYSIS AND INTERPRETATION

Table -4.1 GENDER-WISE CLASSIFICATION OF RESPONDENTS

Gender	No. of Respondents	Percentage
Male	46	46.00
Female	54	54.00
Total	100	100.00

Source: Primary Data

The above table shows that the gender wise grouping of the respondents.

Among them, 46 percent of the respondents were male and 54 per cent of them were female of the study.

CHI-SQUARE TEST GENDER AND OVERALL SATISFACTION OF THE AROKYA MILK

In order find relationship between gender of the respondents and overall satisfaction about the Arokya milk, chi-square test is used and results in given below.

Null Hypothesis (H0):

There is no significant relationship between gender of the respondents and overall satisfaction of Arokya milk.

Table- 4.2 CHI-SQURE TEST GENDER AND OVERALL SATISFACTION OF THE AROKYA MILK

O	E	(O-E)	(O-E) ²	(O-E) ² /E
12	15.64	-3.64	13.25	0.8472
22	20.24	1.76	3.0976	0.153
6	7.82	-1.82	3.3124	0.4236
1	2.3	-1.3	1.69	0.7348
22	18.36	3.64	13.25	0.7217
22	23.76	-1.76	3.0976	0.1304
11	9.18	1.82	3.3124	0.3608
4	2.7	1.3	1.69	0.6259
TOTAL				3.9973

Degree of freedom = (row-1)(column-1)

= (2-1)(4-1)

= (1)(3) = 3

20.05 = 7.815

In chi-square test calculated value is 3.9973. Table value is 7.815. The degree of freedom is 3 and the significance level is 0.005. So the calculated value is less than the table value. Hence the hypothesis is accepted.

We conclude that there is no significant relationship between gender and overall satisfaction of the Arokya milk. From the study it was found that there is no significant relationship between gender and overall satisfaction of the Arokya milk.

Table - 4.3 BRAND FEATURES * OVERALL SATISFACTION (CROSS TABULATION)

		Overall Satisfaction				Total
		Highly Satisfied	Satisfied	Neutral	Dissatisfied	
Brand Features	Thick	22	24	8	1	55
		18.7	24.2	9.35	2.75	55.0
	Thin	3	7	2	2	14
		4.76	6.16	2.38	0.7	14.0
		9	13	7	2	31
	Neutral	10.54	13.64	5.27	1.55	53.0
		34	44	17	5	100
Total		34.0	44.0	17.0	5.0	100.0

Source Primary Data:

In the above table shows that the brand features of the Arokya milk and level of overall satisfaction, out of the total respondents of the study, 44 of the respondents were give satisfied i.e., Thick (24) , Thin(7) and Neutral (13),. Out of 34 of the respondents were given highly satisfied i.e., thick (22), thin (3) and Neutral(9). Out of 17 of the respondents were given neutral i.e., Thick (8), Thin (2), and Neutral (7). And remaining respondents were given dissatisfied about the all brand features of the Arokya milk.

CHI-SQURE TEST REASONS FOR USE AND OVERALL SATISFACTION OF THE AROKYA MILK

In order find relationship between reason for use of the respondents and overall satisfaction about the Arokya milk, chi-square test is used and results in given below.

Null Hypothesis (H0):

There is no significant relationship between reason for use of the respondents and overall satisfaction of Arokya milk.

Table – 4.4 REASONS FOR USE AND OVERALL SATISFACTION OF THE AROKYA MILK

O	E	O-E	(O-E) ²	(O-E) ² /E
22	18.7	3.3	10.89	0.582353
24	24.2	-0.2	0.04	0.001653
8	9.35	-1.35	1.8225	0.19492
1	2.75	-1.75	3.0625	1.113636
3	4.76	-1.76	3.0976	0.650756
7	6.16	0.84	0.7056	0.114545
2	2.38	-0.38	0.1444	0.060672
2	0.7	1.3	1.69	2.414286
9	10.54	-1.54	2.3716	0.225009
13	13.64	-0.64	0.4096	0.030029
7	5.27	1.73	2.9929	0.567913
2	1.55	0.45	0.2025	0.130645
-			TOTAL	6.086418

In the chi square test, the researcher found that the calculated value (6.086418) the table value is 12.6. The degree of freedom is 6 and the significant level is 0.005. Therefore null hypothesis is accepted. So there is no relationship between brand features and overall satisfaction of the Arokya milk.

From the study it was found that there is no significant relationship between brand features and overall satisfaction of the Arokya milk.

Table 4.5 Reasons for Usage * Overall Satisfaction (Cross tabulation)

		Overall Satisfaction				Total
		Highly satisfied	Satisfied	Neutral	Dissatisfied	
Reasons for Usage	Price	6	10	5	1	22
		7.48	9.68	3.74	1.1	22.0
	Quality	17	21	1	0	39
		13.26	17.16	6.63	1.95	39.0
	Availability	4	10	5	1	20
	6.8	8.8	3.4	1	20.0	
	Brand name	7	3	6	3	19
		6.46	8.36	3.23	0.95	19.0
		34	44	17	5	100
Total		34.0	44.0	17.0	5.0	100.0

Out of the total respondents of the study ,44 of the respondents were given satisfied i.e, Price (10), Quality (21) , Availability (10) and Brand name (3). Out of 34 of the respondents were given highly satisfied i.e, Price (6), Quality (17), Availability (4) and Brand name (7) . Out of 17 of the respondents were given neutral i.e, Price (5), Quality (1), Availability (5) and Brand name (6) and remaining respondents were given dissatisfied about the all reasons for usage of the Arokya milk.

**CHI-SQUARE TEST
REASONS FOR USE AND OVERALL SATISFACTION OF THE AROKYA MILK**

In order find relationship between reason for use of the respondents and overall satisfaction about the Aroky milk, chi-square test is used and results in given below.

Null Hypothesis (H0):

There is no significant relationship between reason for use of the respondents and overall satisfaction of Aroky milk.

Table - 4.6 REASONS FOR USE AND OVERALL SATISFACTION OF THE AROKYA MILK

O	E	O-E	(O-E)^2	(O-E)^2/E
6	7.48	-1.48	2.1904	0.292834
10	9.68	0.32	0.1024	0.010579
5	3.74	1.26	1.5876	0.424492
1	1.1	-0.1	0.01	0.009091
17	13.26	3.74	13.9876	1.054872
21	17.16	3.84	14.7456	0.859301
1	6.63	-5.63	31.6969	4.78083
0	1.95	-1.95	3.8025	1.95
4	6.8	-2.8	7.84	1.152941
10	8.8	1.2	1.44	0.163636
5	3.4	1.6	2.56	0.752941
1	1	0	0	0
7	6.46	0.54	0.2916	0.045139
3	8.36	-5.36	28.7296	3.436555
6	3.23	2.77	7.6729	2.375511
3	0.95	2.05	4.2025	4.423684
			TOTAL	21.73241

In the chi square test, the researcher find that the calculated value is (21.73241) higher than the table value (16.9). The degree of freedom is 9 and the significant level is 5% is > 0.005. Therefore null hypothesis is rejected. So there is relationship between reasons for using the product and overall satisfaction of the Aroky milk.

FINDINGS,

- From the study it was found that majority of the respondents i.e. 40per cent belonged to the age group below 30 years.
- From the study it was found that majority (54%) of the respondents were female.
- From the study it was found that 58 per cent of the respondents got married.
- From the study it was found majority 37 per cent of the respondents were Graduate.
- From the study it was found that 34 per cent of the respondents were Private employee.
- From the study it was found that 45 per cent of the respondents earned monthly income was below Rs.10000.
- From the study it was found that 51 per cent of the respondents was using the standardized quality.
- From the study it was found that Majority 35 per cent of the respondents were consumed the Aroky milk 1 year to 3 years.
- From the study it was found that 50per cent of the respondents was using the 500ml Quantity per days.
- From the study to found that Majority 39 per cent of the respondents were using the milk for good Quality.
- From the study it was found that 45per cent of the respondents accepted the product prices are affordable.
- From the study it was found that majority 55 per cent of the respondents were used thick Aroky milk product.
- From the study found that 47per cent of the respondents was got the product through door delivery.
- From the study it was found that most of the respondent 72 per cent said about accept recommendation of the brand.
- From the study it was found that majority 49per cent of the respondents knew about the brand through advertisement media.

- From the study it was found that out of the total respondent majority (80%) of the respondents were given positive feedback for usage of the brand.
- From the study it was found that majority 78 per cent of the respondents were given overall satisfaction about the Milk
- From the study it was found that majority of the respondents of the people were given first, rank to distribution channel.
- Out of the total respondents of the study, 34 of the respondents were given highly satisfied i.e., the male (12), female (22),.Out of 44 respondents were given satisfied i.e., the male (22) female (22),.17 of the respondents were given neutral i.e, the male (6) female (11) and remaining respondents were given dissatisfaction about all gender category.
- In chi-square test calculated value is 3.9973. Table value is 7.815. The degree of freedom is 3 and the significance level is 0.005. So the calculated value is less than the table value. Hence the hypothesis is accepted.
- We conclude that there is no relationship between gender and overall satisfaction of the Aroky milk.
- Total respondents of the study, 44 of the respondents were give satisfied i.e, Thick (24) , Thin(7) and Neutral (13),. Out of 34 of the respondents were given highly satisfied i.e, thick (22), thin (3) and Neutral (9). Out of 17 of the respondents were given neutral.i.e, Thick (8), Thin (2), and Neutral (7). And remaining respondents were given dissatisfied about the all brand features of the Aroky milk.
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- In the chi square test, the researcher find that the calculated value is (21.73241) higher than the table value. The degree of freedom is 9 and the significant level is 5% is > 0.005. Therefore null hypothesis is rejected. So there is relationship between reasons for using the product and overall satisfaction of the Aroky milk.

SUGGESTION

- Out of the 100 respondents, majority of the people using thick quality of Aroky milk in their day to day life. Therefore, the producer more concentrates with producing thick quality of the Aroky milk to compare the other quality.
- Majority of the respondents give positive feedback about the product. So, must maintain the same level quality in their product. Distribution of Aroky milk was also extended to rural and all areas.
- To concentrate on starting number of milk booth for distribute the product to final consumers. It will decrease the distribution cost.
- Out of the total respondent some respondent feel about to increase the quantity of the milk at the same price level.

CONCLUSION

Aroky milk has a good reputation among the customers so it can be extended to supply rural also. From various respondents the researcher has gathered lot of information about Aroky Milk's buying behaviour. Aroky milk is already enjoying Number one position in Milk Industry; this gives a positive stand to further strengthen its position. The researcher concludes that "Aroky is the market leader in milk Industry".

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