Original Research Paper

Management

INTERACTION EFFECT OF INCOME AND CONSUMER PERCEPTION ON CONSUMER SATISFACTION WITH REFERENCE TO DAIRY PRODUCTS, COIMBATORE

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ABSTRACT In the recent years, the Indian Dairy company has undergone dramatic changes and is expected to achieve significant growth in the near future. The present study attempted to understand the interaction effect of income and consumer perception on consumer satisfaction and the impact of customer Perception on Customer Satisfaction among people of Coimbatore region. The primary objective is to study the impact of study variables such as Brand name and Trust of the Coimbatore people on Dairy Product. The descriptive method of research was adopted for this study. Primary data was collected using an online survey questionnaire. The study was conducted during the period of January 2022 to April 2022. The questionnaire captured the Demographic factors, Customer Satisfaction and Customer Perception –Brand name and Trust of the respondents. Snowball sampling method is used to collect data from the respondents. The sample size consists of 402 respondents.

Statistical tools like Frequency analysis, T-test, ANOVA test and Regression analysis is done using SPSS software and Moderator analysis is done using Interaction Software and it is used for the study to understand the interaction effect of income and consumer perception on consumer satisfaction. The study provides empirical evidence on the significant relationship between the determinants of the conceptual model. Mostly the consumers prefer to buy the products which have good brand image and trust.

KEYWORDS : Brand image, Trust, Consumer perception and consumer satisfaction

INTRODUCTION

India is predominantly an agrarian society where animal husbandry acts as a backbone of the national economy. Dairying provides millions of small and marginal farmers with regular income. India has to critically assess the changing global scenario for the nation's dairy industry to consolidate the opportunities for the faster growth.

Dairy is one of the booming industries in Tamil Nadu. Dairy Industries all over the world are focused on sustaining and excelling in the market. Profit maximization is the main aim of the company. The global competition of the dairy business has forced the Dairy Industries all over the world to face a number of challenges and these challenges make them to analyse their strategies once again. Dairy Industries organizes their plans and actions accordingly to retain themselves in the competitive environment. The company cannot be successful in the market without the satisfaction of its customers.

Customers are very health and price conscious and not ready to compromise. Hence, every company strives hard to pool their own loyal customers. To create strong consumer base, the company should understand the consumers' perception and behavior which help to predict and plan the business strategies.

REVIEW OF LITERATURE

Iraz Haspolat Kaya (2016) conducted a descriptive study on Consumers' Perception and Attitudes toward Packaged Milk in Turkey. This study was conducted to analyze the data regarding the packaged. 1222 consumers were interviewed in person to collect the primary data. The statistical tool used for analysis is SPSS Quantum programme. The lifestyle and habits has to be the main tool to inform consumers and increase their awareness.

Antony and Jerome (2019) conducted a study on Customer Perception towards Aavin Products with special reference to Chennai District, Tamil Nadu. The study focuses on identifying the level of satisfaction, brand loyalty, brand image and the factors influencing the purchase of Aavin products. Primary data is collected through convenience sampling method from the 200 Aavin customers in Chennai with the help of a

structured questionnaire. From the findings of the study, it is clear that the customer perception is linked with various factors like product features, price, quality, variety, and services etc.

Sumathi (2015) conducted a study on the Customer Perception towards Marketing of Different Brands of Packaged Milk. The study focuses on the identifying the demographic influence on the buying behaviour of different brands, the level of satisfaction regarding various aspects of branded Milk and analyse the influence of customer awareness towards different brands of packaged milk. The study was carried out in Coimbatore and included the data from primary and secondary sources. The sample size is 100 and the analyses used are Percentage analysis, Chi-square analysis, Average rank analysis and 5 point scaling techniques. The research finding showed that quality has a very high level of satisfaction among consumers for different brands of Packaged Milk.

RESEARCH OBJECTIVES

- To analyse the demographic profile of the consumers in the Coimbatore region
- To find out the difference in the consumer satisfaction based on gender
- To find out the difference in the consumer satisfaction based on age
- To study the impact of brand name on consumer satisfaction
- To study the impact of trust on consumer satisfaction
- To examine the impact of consumer perception (brand name and trust) on consumer satisfaction
- To check the influence of monthly income and consumer perception (brand name and trust) on consumer satisfaction

NEED FOR THE STUDY

- This study will be helpful in providing insight on consumer perception as well as its level of satisfaction.
- This study focuses on implementing the strategies to improve the satisfaction level of the consumer to promote impulse buying and ultimately increase profitability.
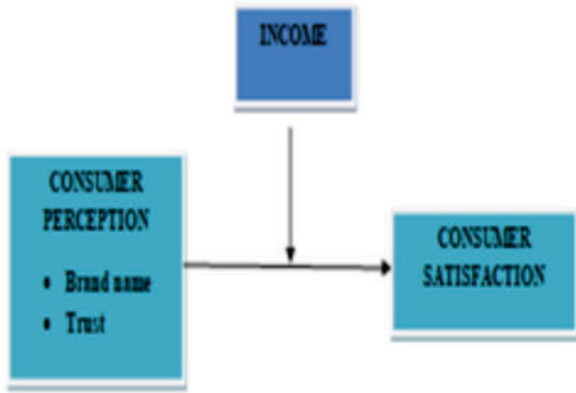
CONCEPTUAL MODEL

Figure 1: Conceptual Model

SCOPE OF THE STUDY

The major purpose of this study is to find the impact of consumer perception (brand name and trust) on consumer satisfaction and the influence of monthly income and consumer perception (brand name and trust) on consumer satisfaction. It also identifies the relationship and the factors which satisfies the consumers of Coimbatore region. It helps the organization to take measures to increase the satisfaction level of the consumer.

RESEARCH METHODOLOGY
- Research design: Descriptive research
- Research method: Survey method
- Research instrument: Structured questionnaire
- Sample size: 402
- Sample area: Coimbatore district, Tamil Nadu
- Tools used: SPSS and Interaction software

ANALYSIS AND DISCUSSION
TABLE - 1
ANALYSIS

factors	Particular	Frequency (n)	Percent (%)
Gender of the respondent (2)	Male	157	39.1
	Female	245	60.9
Age of the respondent (5)	Below 25 years	183	45.5
	25-35 years	77	19.2
	35-45 years	50	12.4
	45-55 years	39	9.7S
	Above 55 years	53	13.2
Marital status (2)	Single	203	50.5
	Married	199	49.5
Monthly Income in rupees (4)	Below 25,000	154	38.3
	25,000 - 50,000	139	34.6
	50,000 - 75,000	53	13.2
	Above 75,000	56	13.9
Type of family (2)	Nuclear	276	68.7
	Joint	126	31.3

ANOVA
Consumer Satisfaction and age
H_0: There is no significant difference in the consumer satisfaction based on age

The mean value of the consumer satisfaction of respondents above the age group of 55 years is higher than the other age group respondents. The ANOVA Test gives F-value of 3.208 with the significance value of 0.013. The significance value is found to be lesser than 0.05. So, the null hypothesis is rejected. Therefore, there is a significant difference in the consumer satisfaction based on age.

T-Test

H_0: There is no significant difference in the consumer satisfaction based on gender

The mean value of the consumer satisfaction of male is higher than the consumer satisfaction of female. The T-Test gives F-value of 0.609 with the significance value of 0.436. The significance value is found to be greater than the value 0.05. So, the null hypothesis is accepted. Therefore, there is no significant difference in the consumer satisfaction based on gender.

Regression analysis
TABLE-2
REGRESSION ANALYSIS

Hypothesis	Significance value	Findings
H0: There is no significant impact of brand name on consumer satisfaction	0.000	There is a significant impact of brand name on consumer satisfaction
H0: There is no significant impact of trust on consumer satisfaction	0.000	There is a significant impact of trust on consumer satisfaction
H0: There is no significant impact of consumer perception on consumer satisfaction	0.000	There is a significant impact of consumer perception on consumer satisfaction

Moderator analysis
H_0: There is no significant influence of monthly income and consumer perception (brand name and trust) on consumer satisfaction

This interaction effect indicates that the relationship between dependent variable - consumer satisfaction and independent variable - consumer perception which includes brand name and trust. Interaction effects indicate that a third variable income influences the relationship between an independent variable and dependent variable. The combined effect of monthly income and consumer perception (brand name and trust) on consumer satisfaction indicates high interaction effect.

FINDINGS
The demographic factors like Gender, Age, Marital Status, Monthly Income in Rupees and Type of your Family are interpreted in this study.
- **Gender of the respondent:** Majority of the respondents are female (i.e.) 60.9% of the respondents are female and 39.1% of the respondents are male.
- **Age of the respondent:** Majority of the respondents are below 25 years age (45.5%), followed by the respondents of 25 – 35 years age group which has a 19.2%. the respondents above 55 years accounts for 13.2%, the respondents of age group 35-45 years accounts for 12.4% and the least respondents is under the age group of 45 – 55 years which accounts for 9.7%
- **Marital status :** The respondents whose marital status is single accounts for 50.5% and the respondent whose marital status is married accounts for 49.5%
- **Monthly Income in rupees:** Monthly incomes of the majority of the respondents are below 25,000 which accounts for 38.3%, followed by the respondents who has a monthly income of 25,000 – 50,000 which accounts for 34.6%. it is interpreted that 13.9% of the respondents has a monthly income of above 75,000 and 13.2% of the respondents has a monthly income of 50,000 - 75,000.
- **Type of family:** Majority of the respondents belong to nuclear family which accounts for 68.7% and 31.3% of the

respondents belong to joint family.

CONCLUSION
With the increasing competition in dairy industry it became imperative to understand the preferences and perceptions of the customers. Based on the findings, it may be inferred that dairy industry has worked well to make people aware about its products in the particular study area (Coimbatore) and it is very well proven through the findings. Despite the availability of other dairy brands in the market, large number of people is purchasing its products. Brand name and trust builds the value of brand. Consumer perception and consumer satisfaction is studied often to find the various dimensions that people look for in a certain product and get satisfied. This study discovered that customer satisfaction is significantly related with perceived brand name and trust. It is evident that consumer perception plays a vital role in improving the satisfaction of the consumer which also helps the company to change according to the expectation of the consumer and increase the profit. This study discovered that consumer perception is significantly related with customer satisfaction. If organisation wants to enhance customers' satisfaction, it would be more valuable for them to the influencing customers' perceptions of the product.

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