



## CONSUMER SATISFACTION TOWARDS AROKYA MILK

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**Abstract:** Consumer satisfaction is the sum total of a consumer's attitude, preferences, intension and decision regarding the consumer's Growth of marketing of milk had also bought about a new avenue of considering "milk as a product with brand distinction". Milk is the most essential food to humans and contains calcium, proteins, vitamin A and vitamin D. Marketing of fluid milk is different when compare to other consumer goods due to a number of reasons namely product characteristics, variants, usage patterns, consumer perception and behavior, distribution practices and retailer's profile. From the study most of the customers are not aware of the brand. So, if the design of the product and advertisement strategy is improved consumers will consume more in number.

**Key Words:** Consumer satisfaction, Arokya packaged milk, Annuparalayam.

### 1. INTRODUCTION :

"The Purpose of business is to create a customer"

- Peter F. Drucker

The ultimate objective of business is to create customer. Satisfaction of the consumer is the most important goal of business. Till now, the dairy business in India merely means milk production. To sustain and enhance dairy business, firms need to focus its efforts on marketing. The rules of marketing are so frequency changing as it has never been expected by the companies.

### 2. STATEMENT OF THE PROBLEM :

Most of the packaged milk consumers in India are those who lives in cities. Half of them are literate, and it is presumed that they are aware of the components used in processing and packing of milk also potential dangers of consuming packaged milk. However it is often assumed that most of the peoples buy packaged milk because of unavailability of loose milk and also packaged milk is more easy to buy.

### 3. SCOPE OF THE STUDY :

The study aims in assessing the consumer satisfaction and buying behavior of Arokya packaged milk. It also covers the consumer opinion about the packaged milk in Annuparalayam. In the market a cut-threat exist to compete one brand against another. This study made to know the role of packaged milk to fulfill the needs and wants of the consumer and to what extent the product is concentrating on quality, quantity, price, availability, sales promotion, and package.

### 4. OBJECTIVES :

- To study the consumer satisfaction towards usage of Arokya packaged milk.
- To know the source of Information which provides about Arokya packaged milk to consumers.

### 5. RESEARCH METHODOLOGY :

**RESEARCH DESIGN** - It is Descriptive in nature.

#### SOURCE OF DATA

**Primay data** - Data which is collected through questionnaire.



**Secondary data** – Data was collected by going through websites, articles and marketing journals

**SAMPLE SIZE** – 200 Respondents

**SAMPLING METHOD** - Convenient sampling is used in this research.

**AREA OF THE STUDY** – Annuparpalayam.

### **STATISTICAL TOOLS FOR DATA ANALYSIS**

Following tools were applied for this study by using SPSS.

1. Simple percentage analysis;
2. Chi-Square;

### **6. LIMITATIONS OF THE STUDY :**

- Due to time and distance constraints an extensive study was not possible.
- This study is based on the prevailing consumer's preference, but the preference may change according to time, income, technological development.

### **7. REVIEW OF LITERATURE :**

**Angujanani. G, Sreeya. (2019)** "Impact of Brand Loyalty on Consumers Packaged Milk products in Chennai" customers minds are vital for the growth and survival when it comes to appealing and selling things to customers. For dairy goods, especially packaged milk, competition is unavoidable. Branded milk such as aavin, must maintain its current quality and distribution channels. When compared to other milk brands, the Arokya milk brand needs to adjust its pricing methods.

**Ramya. N and SA Mohamed Ali (2018)** "A study on consumer buying behavior towards Amul product with special reference to Coimbatore city" The buying behavior is positive, indicating that the consumer's purchasing behavior is strong. The product's promotional techniques can be modified in order to boost the company's sales significantly. As a result, it has thorough research in a specific field.

**Manish Phuyal (2016)** "A study on consumers perception towards packaged milk products in Panipat, Haryana" examine that many branded milk products have different quality, taste, cost, reliability, etc. hence brand names play a major role in buying a product.

**Shruthi G, DayakarRao B and Latika Devi Y (2016)**, "Consumers Perception towards Karimnagar Milk Producing Company Limited Milk and Milk Products", According to the study, quality and shelf life are the two most important factors that have been changed. Ice cream, flavoured milk, and cheese were consumed on a monthly basis by KMPCL customers, whereas ghee and butter were consumed weekly or daily because they were considered part of their daily diet.

**Sumathi (2015)** "A Study of consumer perception towards different brands of packaged milk" Despite the technological advancement resulting in several varieties of packaged milks in market, there is a strong felt need for the marketing managers to focus on creating high awareness among consumers regarding their product range"

### **HISTORY AND PROFILE OF THE STUDY**

Mr. R.G CHANDRAMOGAN, one of the Promoters of the Company established a Partnership firm in the year 1970 under the name M/s.CHANDRAMOHAN & CO., for the manufacture and sale of Ice Creams and Milk and Dairy based Products. The facilities were set up at Madras. The business grew rapidly and the Firm's turnover increased from Rs.1.00 lakh in 1970 to Rs.29.52 lakhs in the year 1986. M/s. Hatsun Foods Private Limited was incorporated on 4th March 1986. On 01.04.86 the Company was admitted as a Partner in M/s. CHANDRAMOHAN & CO. In terms of Deed of Dissolution dt.30.04.1986 M/s. CHANDRAMOHAN & CO. was dissolved and all the assets and liabilities of the Firm (except the Brand Name "ARUN" vested with the Company. The Brand Name "ARUN" vested with Mr. R.G. CHANDRAMOGAN.



In 1987, Mr. R.G. CHANDRAMOGAN allowed the Company to register the Brand Name "ARUN", in the name of the Company subject to a payment of 1% Royalty on the Company's Gross Ice Cream Sales Turnover. The Company has not paid any other consideration for the brand. Till April '95 (04.04.95) the Company was carrying on its manufacturing activities. The Company scrapped its manufacturing facilities at its Tolgate Unit, since the facilities became old and outlived its utilities. The Company is now concentrating only on marketing of Ice Cream and Milk and Dairy based products under the brand name "ARUN". The Company has changed its Name to HATSUN MILK FOOD PRIVATE LIMITED and Certificate to this effect was obtained from the Registrar of Companies, Tamil Nadu, Madras on 07.08.95 and subsequently converted into Public Limited Company by passing Special Resolution in Extra Ordinary General Meeting held on 09.08.95 and Certificate to that effect has been issued on 11th August 1995 by Registrar of Companies, Tamil Nadu. Since it is a Private Limited Company, Converted into Public Limited Company it does not require a Certificate of commencement of Business.

**9. DATA AND INTERPRETATION :**

**SIMPLE PERCENTAGE ANALYSIS**

Simple percentage analysis is carried out for most of all questions gives in questionnaire. This analysis describes the classification of the respondents failing each category. The percentage analysis is used mainly for the standardization and comparisons are support with the analysis.

**TABLE: 1 SATISFACTION**

S.NO	FACTORS	NO. OF RESPONDENTS	PERCENTAGE
1	Good to health	9	4.5
2	Smell	23	11.5
3	Colour	30	15
4	Packaging	25	12.5
5	Brand	31	15.5
6	Price	44	22
7	Regular Supply	22	11
8	Easy Availability	16	8
	<b>TOTAL</b>	<b>200</b>	<b>100</b>

Source: Primary Data

The above table shows that 4.5% of the respondents are satisfied because its Good for Health, 11.5% of the respondents are satisfied because it's Good for Smell, 15% of the respondents are satisfied because its Colour, 12.5% of the respondents are satisfied because its Packaging, 15.5% of the respondents are satisfied because its Brand, 22% of the respondents are satisfied because its Price, 11% of the respondents are satisfied because its Regular Supply and 8% of the respondents are satisfied because its Easy Availability

**TABLE : 2 SATISFACTION ON TASTE**

S.NO	OPINION	NO. OF RESPONDENTS	PERCENTAGE
1	Excellent	20	10
2	Good	106	53
3	Average	68	34
4	Poor	6	3
	<b>TOTAL</b>	<b>200</b>	<b>100</b>

Source: Primary data

The above table shows that 10% of the respondents are saying Excellent for the Taste of Arokyia packaged milk, 53% of the respondents are saying Good for the Taste of Arokyia packaged milk, 34% of the respondents are saying Average for the Taste of Arokyia packaged milk and 3% of the respondents are saying Poor for the Taste of Arokyia Packaged milk.



## CHI SQUARE ANALYSIS

**TABLE 3 ASSOCIATION BETWEEN PURCHASE POINT AND AWARENESS**

Purchase Point	Aware of Arokyia Packaged milk					
	Friends and Relations	Advertisement	Sales Person	Internet	Self	TOTAL
Dealers point	0	1	0	0	0	1
Near by Shop	10	30	11	9	2	62
Dairy Booth	12	29	15	12	4	72
Home Delivery	5	19	17	10	4	55
Buying in Online	0	2	5	1	2	10
<b>TOTAL</b>	<b>27</b>	<b>81</b>	<b>48</b>	<b>32</b>	<b>12</b>	<b>200</b>

To find out the association between Purchase Point and Awareness, Chi-Square test is used by the respondents collected by consumers .

## HYPOTHESIS

There is no Association between Purchase Point and Awareness.

Factor	Calculation Value	Degree of Freedom	Table Value	Result
Pearson Chi-Square	16.887 <sup>a</sup>	16	26.30	Rejected

## INTERPRETATION

It is clear from the above table that, the calculated value of Chi-square at 0.05% level is less than the table value. Hence the hypothesis is rejected. So, it can be concluded that

## 10. FINDINGS :

- Majority 30.5% of the respondents are 30 – 40 years.
- Majority, 55% of the respondents are Female.
- Majority, 45.5% of the respondents are Post Graduate.
- Majority, 37.5% of the respondents are Married.
- Majority, 59% of the respondents are Nuclear Family.
- Majority, 43% of the respondents are 3 - 5 members.
- Majority 22% of the respondents are satisfied because its Price

## CHI SQUARE

- There is association between Purchase point and Awareness.

## 11. SUGGESTION :

- AROKYA pouched milk sector should note that extent of purchase decision depends on factors like Quantity, Availability, Brand image, Taste, Quality, Packing Design, Freshness and Availability of range of products.
- Promotion of AROKYA milk in social media must be undertaken which will have an effective and good impact on majority of the population and it can be used as platform for promotion of its new products.
- It should avoid Polythene package of the milk, so it must find alternative for packing the milk

## 12. CONCLUSION :

Consumers are the king of market. A business concern which obtains the affectionate relations of the consumers can successfully run its business for ever. The study is focused on consumer satisfaction towards AROKYA PACKAGED MILK. Most of the customers are loyal to AROKYA PACKAGED MILK. AROKYA PACKAGED MILK is doing well in consumer satisfaction because of their brand name. And the limitation is that they are not giving much advertisement compare to other brands. Generally, the consumer change their satisfaction behavior frequently on



the basis of new trend, style and fashion. They well know their needs and wants, so gather information about products and also compare its price, quality, taste and other attributes. However, the data shows the consumers buy the AROKYA PACKAGED MILK for its taste, quality, price and availability. It has to be point out that milk consumers prefer taste over than the quality and price. Many respondents feel that the price of AROKYA PACKAGED MILK is too high than other milk brands. And AROKYA has to give more advertisement in order to maintain the market in every area, because there is tough competition with the local brands. So the study come to conclude that the consumer shows a negative attitude towards advertisement, while few of them milk's advertisement would play a significant role in order to change their purchasing habits. The brand of milk in advertisement is more is a very important factor and this may change their purchasing behavior. If AROKYA gives more affective advertisement, it will reach high in milk marketing and gain consumers reputation more.

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