MEASURING THE LEVEL OF CUSTOMER SATISFACTION: A STUDY ON THE VARIOUS DAIRY BRANDS

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ABSTRACT

Purpose- *The objective of this study was to study customer satisfaction with different dairy brands.*

Theoretical Framework- *However studies have been done related to customer satisfaction and this study is framed to explore whether a company has met the needs of its customers and whether those customers are happy with the service they received from dairy brands.*

Design/Methodology/Approach- *In this study, the researcher used non-probability sampling techniques by judgmental sampling for data collection. By using a survey questionnaire, data were collected from 100 customers using any dairy brand in Haryana. The SPSS version 25.0 is castoff as an analytical tool in this research.*

Findings- *It has been concluded that Vita and Modern dairy products are highly satisfying the needs of customers because they are engaged in the services of customers and producing the goods according to the needs of the markets and it is shown that Vita and Modern dairy gives a clear image that customer feel good about product and service.*

Research, Practical and Social Implications- *Future studies can be considered towards impact and some other gauges for dairy industries and the researchers conduct the study with more sample size, varied location.*

Implications/Originality/value- *It is concluded that customer satisfaction is the one dimension that changes due to the changes in marketing trends.*

Key Words: Customer Satisfaction, Dairy Brands, Marketing Trends.

Introduction:

Customer satisfaction is the crucial part in the success for any dairy brand. Dairy brands need to improve

and ensure that brands measure up to expectations of the customers. The focus of each brand must win the most profit and to upsurge its rummage sale by fascinating more and more new clients. The word 'Customer Satisfaction' means value to the customer imagines of the product and when a customer provided the value then it is termed as the satisfaction of the customer.

The milk production in Haryana reached a capacity of around 11 billion Litres. The state currently represents the fifteenth-largest dairy market in India. The milk production in Haryana mainly consists of cow and buffalo milk. The report's analysis concludes that buffalo milk rules the total milk production, accounting for most of the total share. According to the report, the Haryana dairy market exhibited strong growth during 2015-2020.

The Union's market share is growing progressively and the average growth rate over the last five years has been approximately 7 percent. Currently the union is selling 2.30 lakh liter every day.

Customer satisfaction is the one important concept that talks about what the customer prefers from your brands, which is different and also satisfied their needs and wants (Verma, 2017). The production and marketing of dairy products should consider the variety of consumer demands such as preferences, and choices that stimulate the consumption behavior of households. It has been found that as income increases, the preferences of consumers were highly tilted toward a variety of dairy products (Shree, 2016).

Based on the background, the study's main objective is to examine the impact of dairy marketing practices on customer preferences in Haryana. The present study introduction contains the background of the research, the research problem, and the objectives of the study, and highlighted the significance of the dairy industry. This is followed by the different theories and literature that show the viewpoints of customers' preferences. Finally, the study presents a discussion of the findings, theoretical and practical implications, and limitations of the study with future scope.

LITERATURE REVIEW

An overview and comprehensive examinations of the literature become important for understanding the research topic, including the sample size, sampling techniques and methods employed and some statistical methods used. This section reviews a few kinds of literature about the observations of the study.

Sangeetha and Mohan (2016) aimed the consumer awareness which is focused on the product's brand, price, and quality. It is used for satisfying the customer with the measurement of customer satisfaction, consumer preference for the product, product distribution through channels of distribution, and customer loyalty. In fact, consumerism is a social movement that was founded to protect the rights of consumers. Marketing professionals must pay more attention to safeguarding consumer interests. ***Vyas and Sharma (2019)*** studied the consumer behaviour of all consumer choices based on the purchase, use, and disposal of goods, services, etc. It has been found that collective responses of purchasers are particularly important to selection, evaluation, decision-making, and post-purchase behavior and looks at how people react to products, services, and marketing. It has been recommend that they need to looks at the parameters identified and variables including age, annual income, family size, career, and education. ***Somesh (2020)*** examined customer satisfaction with dairy products. It has been found that 5 percent of respondents consume 200ml of milk and 40 percent of respondents consume 500ml packs of Sangam Dairy, 45 percent consume 1–2-liter packs of milk, and found that consumers are facing leakage problems from the product. It has been suggested that the company needs to follow the best practice for packaging so that the milk leakage problem

can be eliminated they also need to advertise the products to enhance the good brand image and they can create the best sale promotion strategies. ***Simranjit (2017)*** assessed the fulfillment level of dairy growers regarding the milk procurement procedure. It has been found that lone 3.11 percent of farmers belonging to these three districts achieved the capability of inspiring milk at their access way while 96.89 percent of farmers transferred milk to the doorsteps of their automobiles. Additionally, 84.44 percent of farmers answered that Verka brand obtained a good quantity of milk produced by them also inclination has been found that there is a deep-rooted milk collection arrangement for milk-fed. It has been suggested that the milk-fed need to focus on the quality of the milk procured and some production capabilities that will enhance the quality and regularity of milk supply.

RESEARCH METHODOLOGY

This study makes use of both kinds of data *i.e.,* primary and secondary. The primary data was collected from the different employees working in dairy brands. It helps the researcher to collect the data in total from 100 respondents.

Research Objective

The main objective of the present study is to study the level of customer satisfaction towards different dairy brands.

Research Hypothesis

H_{01}: There is no satisfaction level exist among the customer towards dairy brands of Haryana.
H_{0a}: There is a satisfaction level exist among the customer towards dairy brands of Haryana.

Population Profile and Sampling method

In this study, the target population is all the customers using dairy brands of Haryana. Slovin's formula was used to find the sample size and the sample size was found to be 100. The convenience sampling method was chosen from the study population, who is effectively suitable for the study.

Data Collection

The data were collected using different research tools and both kinds of data were collected for the study *i.e.,* primary (main) and secondary(minor). The primary data were collected from the respondents of region of Ambala through a questionnaire on a five-point Likert scale and then unloaded the questionnaire into SPSS. On the other hand, the secondary data were collected from recognized journals, various websites and magazines.

Data Analysis Tools

The SPSS software is used for the study to analyze the data collection in order to answer the study questions and hypothesis. Descriptive and inferential statistics were used to test the hypothesis.
The following are the statistical tools used-
1. Differential Statistics (means and standard deviations)
2. Percentage

RESULTS AND DISCUSSION

LEVEL OF CUSTOMERS SATISFACTION

Table shows the level of customers satisfaction towards different dairy brands. According to the viewpoint of the respondents, customers are preferring Modern dairy brand (N=97, Percentage=23.70 percent), followed by Vita (N=85, Percentage=20.80 percent), Kwality Ltd (N=73, Percentage=17.80 percent), Lakshay Foods (N=64, Percentage=15.51 percent), Dairy fresh (N=59, Percentage=14.40 percent), Smriti (N=30, Percentage=7.69 percent),

Table:1.1- Level of satisfaction regarding different dairy brands

Sr. No.	Brands	N	Percentage	Rank
1	Vita	16	20.80	II
2	Kwality Ltd	17	17.80	III
3	Modern Dairies	16	23.70	I
4	Dairy Fresh	15	14.40	V
5	Lakshay Foods	17	15.51	IV
6	Smriti	19	7.69	VI
	Total	100	100.00	

Source: Compiled from Primary Data.

ANALYSIS OF FACTORS AFFECTING THE LEVEL OF CUSTOMERS SATISFACTION

Table-1.2 shows the analysis of the level of customer satisfaction with the different dairy brands. According to the customer's viewpoint towards quality, Modern Dairy is providing good quality products to the customers ($\bar{X}$=3.41, SD=1.28), followed by Lakshya foods ($\bar{X}$=3.07, SD=1.33), Kwality dairy ($\bar{X}$=3.06, SD=1.37), Dairy fresh ($\bar{X}$=2.81, SD=1.22), Smriti ($\bar{X}$=2.79, SD=1.27), Vita ($\bar{X}$=2.71, SD=1.37). On the other hand, Modern Dairy provides health-oriented products to its customers ($\bar{X}$=3.68, SD=1.45) followed by Kwality Dairy ($\bar{X}$=3.59, SD=1.85), Smriti ($\bar{X}$=3.55, SD=1.26), Dairy fresh ($\bar{X}$=3.54, SD=1.13), Lakshya foods ($\bar{X}$=3.52, SD=1.41) and Vita ($\bar{X}$=3.44, SD=1.29).

In the case of durability, Dairy Fresh has more durable products as compared to other brands ($\bar{X}$=3.61, SD=1.14), followed by Vita ($\bar{X}$=3.34, SD=1.46), Lakshya foods ($\bar{X}$=3.22, SD=1.55), Smriti ($\bar{X}$=3.21, SD=1.44), Kwality dairy ($\bar{X}$=3.06, SD=1.48) Modern dairy ($\bar{X}$=2.96, SD=1.42). Whereas, Modern dairy is providing fresh products to its customers ($\bar{X}$=3.76, SD=1.34) followed by Vita ($\bar{X}$=3.74, SD=1.40), Lakshya foods ($\bar{X}$=3.71, SD=1.39), Kwality dairy ($\bar{X}$=3.62, SD=1.33), Smriti ($\bar{X}$=3.50, SD=1.37) Dairy fresh ($\bar{X}$=3.41, SD=1.40).

In the case of quantity, Modern dairy is providing good quantity of products ($\bar{X}$=4.04, SD=1.29), followed by Kwality dairy (X=3.85, SD=1.42), Lakshya foods ($\bar{X}$=3.78, SD=1.43), Smriti ($\bar{X}$=3.64, SD=1.53), Vita ($\bar{X}$=3.53, SD=1.52), Dairy fresh ($\bar{X}$=3.35, SD=1.59). However, customers are highly satisfied with the packaging of Lakshya foods ($\bar{X}$=3.74, SD=1.43), followed by Modern dairy ($\bar{X}$=3.72, SD=1.40), Kwality dairy ($\bar{X}$=3.49, SD=1.40), Vita ($\bar{X}$=3.44, SD=1.47), Smriti ($\bar{X}$=3.32, SD=1.39),

Dairy fresh ($\overline{X}$=3.22, SD=1.43).

In the case of pricing of the products, Vita is providing fairly priced products ($\overline{X}$=3.10, SD=1.44), followed by Lakshya Foods ($\overline{X}$=2.86, SD=1.42), Dairy Fresh ($\overline{X}$=2.80, SD=1.34), Kwality dairy ($\overline{X}$=2.78, SD=1.50), Modern dairy ($\overline{X}$=2.69, SD=1.57), Smriti ($\overline{X}$=2.58, SD=1.40). On the other hand, Lakshya foods are easily available at their location ($\overline{X}$=3.29, SD=1.59), followed by Modern dairy ($\overline{X}$=3.32, SD=1.55), Vita ($\overline{X}$=3.10, SD=1.48), Kwality dairy ($\overline{X}$=32.99, SD=1.54), Smriti ($\overline{X}$=2.89, SD=1.54), Dairy fresh ($\overline{X}$=2.65, SD=1.31).

In the case of loyalty, customers are more loyal towards the Modern dairy ($\overline{X}$=3.43, SD=1.39), followed by Lakshya foods ($\overline{X}$=3.13, SD=1.49), Kwality dairy ($\overline{X}$=2.88, SD=1.35), Vita ($\overline{X}$=2.75, SD=1.35), Smriti ($\overline{X}$=2.65, SD=1.28), Dairy fresh ($\overline{X}$=2.51, SD=1.02). Whereas, customers are satisfied with the offers and discounts of Modern Dairy ($\overline{X}$=3.76, SD=1.29), followed by Kwality Dairy ($\overline{X}$=3.63, SD=1.19), Lakshya Foods ($\overline{X}$=3.57, SD=1.36), Vita ($\overline{X}$=3.53, SD=1.25), Smriti ($\overline{X}$=3.41, SD=1.22), Dairy fresh ($\overline{X}$=3.16, SD=1.17).

In the case of taste, Lakshya Foods is providing good taste products ($\overline{X}$=2.78, SD=1.48), followed by Vita ($\overline{X}$=2.68, SD=1.32), Smriti ($\overline{X}$=2.67, SD=1.36), Dairy fresh ($\overline{X}$=2.66, SD=1.34), Kwality dairy ($\overline{X}$=2.60, SD=1.37), Modern dairy ($\overline{X}$=2.54, SD=1.32). On the other hand, Mother Dairy redresses the complaints of customers quickly ($\overline{X}$=3.37, SD=1.51), followed by Lakshya Foods ($\overline{X}$=3.32, SD=1.51), Vita ($\overline{X}$=3.21, SD=1.69), Kwality dairy ($\overline{X}$=3.12, SD=1.63), Smriti ($\overline{X}$=3.00, SD=1.59), Dairy fresh ($\overline{X}$=2.70, SD=1.61).

In the case of nutritional information, Modern dairy products have good nutritional information ($\overline{X}$=3.62, SD=1.32), followed by Lakshya foods ($\overline{X}$=3.35, SD=1.42), Kwality dairy ($\overline{X}$=3.19, SD=1.45), Vita ($\overline{X}$=2.97, SD=1.37), Smriti ($\overline{X}$=2.89, SD=1.52), Dairy fresh ($\overline{X}$=2.57, SD=1.36). However, Lakshya foods is having good brand image ($\overline{X}$=2.52, SD=1.18), followed by Dairy fresh ($\overline{X}$=2.35, SD=0.85), Smriti ($\overline{X}$=2.35, SD=1.00) Modern dairy ($\overline{X}$=2.24, SD=1.04), Vita ($\overline{X}$=2.21, SD=0.87), Kwality dairy ($\overline{X}$=2.19, SD=0.85).

In the case of exchange policy, Vita is having good exchange policy ($\overline{X}$=4.18, SD=1.06), followed by Dairy fresh ($\overline{X}$=4.07, SD=1.00), Kwality dairy ($\overline{X}$=3.72, SD=1.37), Smriti ($\overline{X}$=3.71, SD=1.34), Modern dairy ($\overline{X}$=3.62, SD=1.39), Lakshya foods ($\overline{X}$=3.03, SD=1.33). On the other hand, Vita is giving a variety of products ($\overline{X}$=3.93, SD=1.31), followed by Modern dairy ($\overline{X}$=3.88, SD=1.29), Kwality dairy ($\overline{X}$=3.82, SD=1.36), Lakshya foods ($\overline{X}$=3.75, SD=1.38), Smriti ($\overline{X}$=3.62, SD=1.43), Dairy fresh ($\overline{X}$=3.48, SD=1.43).

Statistically, the results of ANOVA display that there is a significant difference in the viewpoint of the customers of different dairy brands towards loyalty (p=0.00) and nutritional information (p=0.00) at a 1 percent level of significance; quality (p=0.03), durability (p=0.05), quantity (p=0.04), and offers & discounts (p=0.04) at a 5 percent level of significance; and exchange policy (p=0.07) at a 10 percent level of significance, hence the null hypothesis (H$_{04}$) is rejected.

Sr. No.	Preferences	Vita			Kwality			Modern Dairy			Dairy Fresh			Lakshya Foods			Smriti			F	Sign. value
		N	$\bar{X}$	SD	N	$\bar{X}$	SD	N	$\bar{X}$	SD	N	$\bar{X}$	SD	N	$\bar{X}$	SD	N	$\bar{X}$	SD		
1	Quality	16	2.71	1.37	17	3.06	1.37	16	3.41	1.28	15	2.81	1.22	17	3.07	1.33	19	2.79	1.27	2.48	0.03**
2	Health-oriented	16	3.44	1.29	17	3.59	1.85	16	3.68	1.45	15	3.54	1.13	17	3.52	1.41	19	3.55	1.26	0.33	0.85
3	Durability	16	3.34	1.46	17	3.06	1.48	16	2.96	1.42	15	3.61	1.14	17	3.22	1.55	19	3.21	1.44	2.22	0.05**
4	Freshness	16	3.74	1.40	17	3.62	1.33	16	3.76	1.34	15	3.41	1.40	17	3.71	1.39	19	3.50	1.37	0.99	0.41
5	Quantity	16	3.53	1.52	17	3.85	1.42	16	4.04	1.29	15	3.35	1.59	17	3.78	1.43	19	3.64	1.53	2.25	0.04**
6	Packaging	16	3.44	1.47	17	3.49	1.40	16	3.72	1.40	15	3.22	1.43	17	3.74	1.43	19	3.32	1.39	1.60	0.15
7	Price	16	3.10	1.44	17	2.78	1.50	16	2.69	1.57	15	2.80	1.34	17	2.86	1.42	19	2.58	1.40	0.81	0.54
8	Availability	16	3.10	1.48	17	2.99	1.54	16	3.21	1.50	15	2.65	1.31	17	3.32	1.55	19	2.89	1.54	1.66	0.14
9	Loyalty	16	2.75	1.35	17	2.88	1.35	16	3.43	1.39	15	2.51	1.02	17	3.13	1.49	19	2.65	1.28	5.02	0.00***
10	Offers & discount	16	3.53	1.25	17	3.63	1.19	16	3.76	1.29	15	3.16	1.17	17	3.57	1.36	19	3.41	1.22	2.26	0.04**
11	Taste	16	2.68	1.32	17	2.60	1.37	16	2.54	1.32	15	2.61	1.34	17	2.78	1.48	19	2.67	1.36	0.30	0.91
12	Redressal of problems	16	3.21	1.69	17	3.12	1.63	16	3.37	1.51	15	2.70	1.61	17	3.32	1.51	19	3.00	1.59	1.25	0.28
13	Nutritional Information	16	2.97	1.37	17	3.19	1.45	16	3.62	1.32	15	2.57	1.36	17	3.35	1.42	19	2.89	1.52	5.05	0.00***
14	Brand Image	16	2.21	0.87	17	2.19	0.85	16	2.24	1.04	15	2.35	0.85	17	2.52	1.18	19	2.35	1.00	0.92	0.46
15	Exchange Policy	16	4.18	1.06	17	3.72	1.37	16	3.62	1.39	15	4.07	1.00	17	3.03	1.33	19	3.71	1.34	2.05	0.07*
16	Variety of Products	16	3.93	1.31	17	3.82	1.36	16	3.88	1.29	15	3.48	1.43	17	3.75	1.38	19	3.62	1.43	1.01	0.40

CONCLUSION:

It has been concluded that Vita and Modern dairy products are highly satisfying the needs of customers because they are engaged in the services of customers and producing the goods according to the needs of the markets and it is shown that Vita and Modern dairy gives a clear image that customer feel good about product and service. It has been shown that products chance the needs and provides good quality of product and services. In addition, it has been pragmatic that company need to improve its existing levels performance for better outcome. From the following study, we can conclude that Amul and Modern has been serving its customers to create an excellent image and trust. Most of them are completely satisfied with the brands' products and services. The company can adopt customer friendly methods and train its sales staff to serve customer in the best way possible. Customer retention should be underlines and adopt the best policies to maintain the huge market. A closer connection should be established with clients to circumvent brand turnover and ensure repeat sales.

SUGGESTIONS:

Indian dairy brands emphasize on the satisfaction of the customers and it has been suggested that they need to build the good awareness programmes regarding its products among the consumers to maintain existing image and brand loyalty and also, they need to create proper measure for packing and distribution which have a direct impact on customer satisfaction. It has been suggested that they have to provide some offers, discounts, and new promotional activities. So, this kind of study on consumer preference for dairy products should be repeated at various time intervals to understand the changing pattern and fashion in taste and preference for quality attributes of dairy products, so as to make changes in the dairy production system and the further processing technologies. They have to make required marketing strategies in directive to gain modest advantage over its rivalries.

LIMITATIONS AND FUTURE SCOPE OF STUDY

The limitation lies with the sample size as more or less the sample size would give wide-ranging results. The choice of selected location would bring a difference in the theoretical approach. This study is only limited to the satisfaction-based analysis of customers which also might give different results. There is extensive scope for the researchers to conduct the study with more sample size, diverse location, and with other brands of dairy. Future researchers can also analyze the impact of satisfaction with marketing strategies and on customer choices to get better and more accurate results.

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