

Study On 'Factors Influencing Consumer Satisfaction' In Krishna district Milk Dairies, Andhra Pradesh

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Abstract

This research titled "A Study on Factors Influencing Consumer Satisfaction" was carried out for milk firms in Krishna district. The primary aim of the study is to assess consumer satisfaction with different milk dairies. The survey also seeks to ascertain awareness, influencing variables, customer interactions, and available facilities. The companies will acquire insights into consumer preferences based on the following parameters. Quality, Curing duration, Cost-effectiveness, Accessibility, Packaging, Marketing instruments. This research uses descriptive methodology. Primary data was gathered from 800 consumers of milk companies in the Krishna district using a structured questionnaire method. The study employed a simple random sampling technique. The collected data were examined employing descriptive statistics, percentage analysis, and the chi-square test for analysis.

Keywords: Consumer satisfaction, Cement companies, Influenced factors, Consumer awareness, Consumer relations.

INTRODUCTION:

Consumer happiness is crucial for promoting services and achieving success in any organization. Currently, the market is characterized by intense rivalry and rapidly evolving technologies. To achieve success in the contemporary marketplace, corporate organizations must adopt a consumer-oriented approach and focus on cultivating customer relationships.

Consumer satisfaction is the perceived realization of the consumer's desires following the use of a company's goods. Direct survey methods can quantify this satisfaction. Consumer happiness is of such significance that numerous firms dedicate a substantial percentage of their resources to achieve this goal. Achieving consumer satisfaction can be accomplished by implementing marketing strategies that are formulated based on the identification of consumer expectations, utilizing dimensions such as the four P's and organizational distinctive competencies. Essentially, all marketing efforts are directed toward attracting potential consumers.

REVIEW OF LITERATURE:

Cacippo (2000) Consumer pleasure is fundamentally a psychological state; hence, caution must be exercised when assessing it. Successful competitors in the contemporary global economy acknowledge that.

Assessing consumer satisfaction is essential. This outcome enables industries to retain existing clients and comprehend strategies to acquire new ones more effectively.

Gustafsson (2005) characterizes consumer satisfaction as an overall evaluation of the performance of a product or service by the consumer up to the present time. This total pleasure significantly enhances consumer loyalty expectations across various product and service categories.

Kristensen, K. (2000) defined customer satisfaction as the perception of customers regarding products or services. Customer satisfaction is quantified by the number or percentage of total consumers who indicate that their experience with a firm, its products, or its services is above-predetermined satisfaction benchmarks.

According to Daniel (2001), numerous academics and scholars describe customer pleasure as the perception of benefit attained by the consumer following the sacrifice involved in purchasing a product.

Belin (2002) identifies pleasure as a psychological condition that occurs after the acquisition of a product or the experience of a service, characterized by a transient emotion stemming from the disparity between consumer expectations and actual outcomes. Aligning with the previous duration of the service.

Kotler (2003) Satisfaction is an individual's emotional response of pleasure or disappointment derived from evaluating a product's perceived performance against their expectations. The fulfillment judgment pertains to all experiences associated with a specific business, including its products, sales process, and post-sale service. The customer's satisfaction post-purchase is contingent upon the offer's performance relative to their expectations. Customers develop their expectations based on previous purchasing experiences, recommendations from friends and associates, as well as information and assurances from marketers and competitors.

Objectives of the study:

- .To find out consumer satisfaction through scientific tools like questionnaires and Interviews.
- To identify the satisfaction factors of users of milk products

Scope of the study:

The business will benefit from this research since it will reveal the following details:

- Quality
- Setting time
- Value for money
- Availability
- Packing
- Promotional tools

Since "Consumer satisfaction and Quality maintenance" is Milk Dairy's principal goal, this study's scope is to attain consumer satisfaction.

Limitations of the study:

- Only the Krishna district is included in the study's scope. This suggests that the findings might not generalize to other regions.
- The answers given by the person being surveyed determine the data's validity and dependability.
- There was a time constraint for the researcher.

RESEARCH METHODOLOGY

One approach to methodically resolving research issues is the research technique. Designing the study as a whole, selecting a sample, gathering data, and analyzing that data are all part of it.

Types of research:

- .This study adheres to the standards of descriptive research.
- As an expert factor study, it addresses the current situation and makes use of a variety of research methods, such as surveys and fault-finding inquiries. The researcher has no control over the data collection process.

Collection of data:

Data collected through the questionnaire is quite popular. It is well designed & structured in order to enable collection of data required.

Data source:

For this study, the source of data selected was primary data. Primary data are that which is collected for the first time, and those happen to be original in nature. The researcher has collected the data from there respondents through personal contact using the questionnaire. These secondary data were collected from milk dairy " records, various magazines, journals and various websites.

Sampling design:

Convenience sampling method was used to collect the primary data from respondents. 800 Milk dairy consumers were identified as the small sample size for this research study.

Method for data collection:

„Questionnaire“ is the tool used for data collection. The questionnaire is designed by keeping the objectives in mind. For this study, various types of questions were framed. They explicitly ask for the information required. Here both the questions as well as answers are restructured and the selected sample area in Krishna region.

Tools used for analysis of data:

- i. Simple percentage analysis
- ii. Chi-square analysis.

Simple percentage analysis:

Percentage refers to a special kind of ratio. Percentages are used to describe the relationship.

$$\text{Percentage} = \frac{\text{Number of response consumers}}{\text{Total number of consumers}} \times 100$$

Chi-square analysis:

The Chi-square test is used to find out whether there is a relationship among various groups. Chi-square can be calculated using the formula.

$$\chi^2 = \frac{\sum (O - E)^2}{E}$$

Where, „O“ refers to the observed frequencies and „E“ refers to expected frequencies.

Analysis and Interpretation

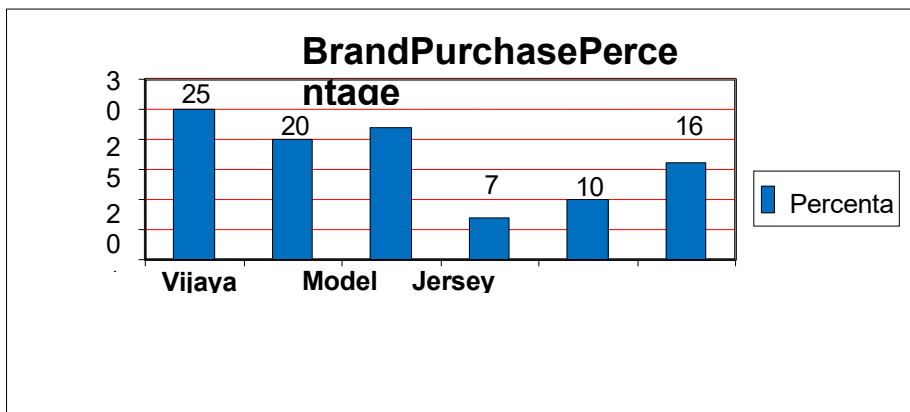
Analysis is the process of placing the data in an ordered form, combining them with the existing information and extracting meaning from them. In other words, analysis is an answer to the question „what message is conveyed by each group of data“. Which are otherwise raw facts and are unable to give a meaningful information. The raw data become information only when they are analyzed and put in a meaningful form.

Table 1: Information regarding to which brand of cement purchased.

S.No.	milkBrand	Respondents	Percentage
1	Vijaya	200	25
2	Model dairy	158	20
3	Jersey	176	22
4	Doddla	61	07
5	Sangam dairy	77	10
6	Others	128	16
Total		800	100

Source: Primary Data.

Figure 1: Information regarding to which brand of cement purchased.



Interpretation:

Table above indicates that the respondents’ preferences for the milk dairy brand have attained a dominant position in the milk dairy market. Vijaya Dairy commands 25% of the market share, leading the sector, followed by Model Dairy at 20%, Jersey at 22%, Doddla at 7%, Sangam at 10%, and other milk brands collectively accounting for 16% in the milk market.

Additionally, it was discovered that the final three firms, Vijaya, Modell, and Others, when compared, indicate that Vijaya and Modell collectively own around 17% of the market. In contrast, other dairy companies account for 16%. Consequently, customers or respondents perceive the milk products of the three dairy firms as less significant compared to those of the other three dairy companies.

Table2: Informationregardintosatisfactionwiththepresentbrandinvariousrespects:

S. No.	Factors	SatisfactionrespondentswithVariousCementBrandFactorsin Percentage				
		Vijaya	Model dairy	Jersey	sangam	Doddla
1	Quality	82	79	77	75	72
2	SettingTime	76	75	71	72	65
3	Valuefor Money	43	46	38	43	22
4	Availability	91	88	86	66	64
5	Packing	79	77	80	70	72
6	PromotionalTools	57	55	49	14	12

Source:PrimaryData.

Interpretation:

i). Quality: Analyzing the “Quality” as the primary criteria reveals that Vijaya ranks first with 82%, followed by Modeli at 79%, Jersey at 77%, Sangam at 75%, and Doddla at 72%, respectively, in the cement market. All companies above maintain high quality, making this feature a significant aspect for them. Consequently, “Quality” is a crucial emblem for every cement industry.

ii). Setting Time: By analyzing the „Setting Time“ factor, it can be concluded that Vijaya Cements are most satisfied at 76%, followed by Model at 75%, Jersey at 71%, Sangam at 72% users of Doddla Cements is least satisfied only 65% confident with its setting time as compared to other brands.

iii). Value for Money: By analyzing the „Value for money“ factor, it can be concluded that Vijaya Milks is most satisfied with 46% of respondents, followed by Model 43%, Jersey 43% and Sangam Milks 38%, users of Doddla are least 22% confident with „Value for Money“ as compared to other brands.

iv). Availability: By analyzing the „Availability“ factor, it can be concluded that Vijaya milk is most satisfied with its availability at 91% and, followed by Model at 88%, Jersey at 86%. However, users of Sangam (66%) and Doddla (64%) cement exhibit the lowest satisfaction with availability in comparison to other brands.

v). Packing: An analysis of the “Packing” component reveals that users across all brands exhibit nearly identical responses about their satisfaction levels with packaging. Sangam milk leads in packaging satisfaction at 80%, followed by Vijaya at 79%, Model at 77%, Doddla at 72%, and lastly, Sangam at 70% of respondents.

Promotional Tools: While considering „Sales promotional tools“ factors, 57% of consumers were satisfied with Vijaya Dairy. The remaining Model 55%, Jersey 49%, Sangam 14% and Doddla 12% satisfied their consumers, respectively. Upon careful examination of this element, Sangam and Doddla enterprises must focus on it appropriately.

Hypothesis–Chi-SquareAnalysis

NullHypothesis(H0):Thereisnosignificantrelationshipbetweenthecurrentmarketpracticesand consumer satisfaction.

AlternativeHypothesis (H1): Thereis asignificant relationship between thecurrent market practices and consumer satisfaction.

Table 3: Summary of Chi-Square test based on satisfaction with the present brand in various respects

Chi-Square value	P-value	Factors in Percentage					
		Quality	Setting Time	Value for Money	Availability	Packing	Promotional Tools
154.15	11.07						
Vijaya		82	76	43	91	79	57
Model		79	75	46	88	77	55
Jersey		77	71	38	86	80	49
Sangam		75	72	43	66	70	14
Doddla		72	65	22	64	72	12

Source: Primary Data.

Interpretation:

Find The Chi-Square test results indicate a significant relationship between current market practices and consumer satisfaction in the cement industry, as the calculated Chi-Square value of 154.15 exceeds the table value of 11.07, with a significance level of 0.05. The chi-square value above the p-value signifies the acceptance of the Alternative Hypothesis (H1) and the rejection of the Null Hypothesis (H0), indicating a strong association between present market practices and consumer happiness in the cement business.

Findings:

The majority of users do not have any issues relating to quality. They were pleased with the quality of the cement they utilized. Consumers of Vijaya, Model, and Jersey milk dairies expressed more satisfaction with the quality of their milk compared to consumers of other milk brands.

2. Regarding the “setting time” of dairy products, it has been noted that customers of Vijaya and Model dairy brands exhibit more satisfaction compared to consumers of other milk product brands.

The majority of consumers across all brands are dissatisfied with the Value for money. Consumers of alternative cement brands, namely Jersey, Sangam, and Doddla, have reported a diminished satisfaction level regarding Value for money, whereas milk consumers have indicated a heightened satisfaction in this regard.

Consumers of Vijaya, Model, and Jersey milk have demonstrated a greater level of satisfaction with product availability compared to consumers of other cement brands.

The majority of consumers do not have any issues relating to packaging. They are content with the packaging of the current brand of cement they utilize. Consumers of Jersey, Sangam, and Doddla milk express more satisfaction with the packaging compared to consumers of other milk brands.

The majority of consumers across all brands have exhibited diminished satisfaction regarding the “sales promotion tools” provided by various cement companies. Consumers of the Sangam and Doddla brands have exhibited the lowest satisfaction with the sales marketing tools offered by the companies.

7. Overall, customers of all brands exhibit more satisfaction with characteristics such as Quality, Availability, Setting time, and Packaging, in contrast to factors like Value for money and Promotional tools.

Numerous factors significantly influence brand choices, with the point of purchase being one of them. Companies must guarantee compelling and attention-grabbing promotion of their products.

Consumers possess varying perspectives on the quality of milk products, as there is no universally accepted concept of quality in their thoughts. They purchase cement based on their perceived perceptions of the quality of different brands. Therefore, enterprises must cultivate a superior perception of “quality” in the eyes of consumers.

Companies have demonstrated a lack of expertise regarding product quality and cement grades in contemporary construction operations. Milk dairies should endeavour to provide knowledge to their consumers regarding the various grades of milk products intended for specific construction uses.

CONCLUSION:

Consumer satisfaction significantly influences the brand image of a cement company. Numerous factors significantly influence brand choices, with the point of purchase being one of them. The majority of cement purchasers lack enough understanding regarding the quality of cement goods. Cement businesses should initiate new operations, such as mobile testing vans, to enhance their satisfaction with the quality of cement products. We aim to successfully attain our company objectives by retaining existing dealers and consumers while augmenting our clientele through consistently meeting and surpassing their needs and expectations. Continuous assessment of dealers and consumer satisfaction is crucial.

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