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A study on customer satisfaction towards Hatsun Agro product with special reference to Erode

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ABSTRACT

Today 'customer' is the King in companies management with the power to change their short/time-consuming term policies and strategies. Therefore, enough knowledge of environment, anticipation of client and their needs are very important to find the best solution for facing un-expected behaviours of customer and then behave in such a manner to change the minds of customers in the direction of company's profit Customer satisfaction is vital, as satisfaction influences repurchase intentions, whereas dissatisfaction is seen as a primary purpose for customer defection or withdrawal of purchase. In line with this, consequences of customer satisfaction and dissatisfaction must be considered. Customer retention is a concept gaining more and more attention in today's business.

INTRODUCTION

India now has unquestionably the world's largest dairy industry—in terms of milk production; last year India contributed close to 146.31 million tonnes of milk, 50% more than the United State and three times as much as the much-heralded new development champ, China. Aply, India also produces the largest directory or encyclopaedia of any world dairy sector. The dairy industry in the India has publicised surprising development in the past decade and India has now turn into one of the prime producers of milk and value-added milk commodities in the nation. India has come a long way from being in deficit days to being well embarked to emerge as the world's largest producer and consumer of milk. Globally, the EU, India and the United States are the largest milk and dairy products producers and consumers accounted for 20.3%, 18.4% and 11.9% shares, respectively, in global dairy production in 2014. Every consumer has certain anticipation, needs and a sturdy desire to satisfy the consumers. To satisfy the anticipations they purchase certain goods under the idea that the goods would satisfy his anticipations. When they are satisfied with the produced goods they shall become the customer of

the concern and also tell about the product to their friends and others. The advertising develops the effectiveness of the producer and other sales attempt. Such factors at last lead to better quantity of sales. Satisfaction is key to the consumer because it shows a positive result from the outlay of limited resources and the fulfilment of unmet requirements. Today's market is consumer oriented. Consumer satisfaction is a major constituent to stay alive in the marketing ground. The milk produced by the producer and services provided by the traders must satisfy the consumer. The service provided by the producer should not only satisfy the existing customers but also attract the potential customers. Thus minimizing frustration and maximizing fulfilment are seen as important objectives for both the firm and the consumer.

STATEMENT OF THE PROBLEM

Customer satisfaction is one of the most important issue concerning business organization of all types which is justified by the customer orientation philosophy and the main principles of continuous improvement of modern

enterprises. Customer is an individual or business that purchases the goods or services produced by purchase. Customer satisfaction is important because it provides market and business owners with a metric that they can use to manage and improve their business.

OBJECTIVES OF THE STUDY

- To identify the demographic profile of the respondents.
- To analyse the problems faced by the customers due to the dissatisfaction of Hatsun Agro Product.

SCOPE OF THE STUDY

- The study will be helpful for future development of the company.
- The company will concentrate more on the customer satisfaction with the help of the suggestion.
- The company will increase the awareness about their product quality and other things.

LIMITATIONS OF THE STUDY

- The sample size was limited and restricted.
- Many respondents neglected to respond to the survey in their busy schedule.

LITERATURE REVIEW

Niamatullah, Hayat and Hussain Khan [9] conducted a study on quality and cost relationship of milk products. The objectives of the study were to develop and maintain the quality and cost relationships in terms of economic and market value of milk products/by products of local livestock breed existing in District D.I.Khan. The study found that growth performance of local milk and level of milk consumption in terms of quality A, B and C is recorded as 123%, 177% and 200% respectively. The result of the study further indicated that economic value of milk in terms of high, medium and poor conditions is considered as 170%, 169% and 170% respectively. The study also suggested that existing socio-economic conditions of local community are required to be

improved through campaign of community participation and involvement in productive and constructive activities, otherwise it results in low quality milk but at high cost trends [1].

Lokanathan [30] undertook a study on customer satisfaction towards mothers' dairy products. The objective of the study was to know the customers' ideas, opinion and the satisfaction level towards mother's dairy production. The study found that mother's dairy is a big organization and the market leader in dairy products and has maximum market in milk. The study also found that customers are mostly satisfied with the overall quality of mother's dairy products [2].

Shanthi [15] in her doctoral research attempted to study on buyer behaviour of urban household in fluid milk market with reference to Coimbatore district and attempted to identify the fluid milk consumption and pattern of utilization by the households with respect to price, promotion and distribution of fluid milk. The study found that the higher attitudinal strength was based on the selection of the brand of milk on fat content and other nutritional facts, the lower attitudinal strength had resulted towards lack of assurance on continuous purchase of the same brand in the future. It was also found that the organized sector dairies concentrate in marketing pasteurized branded fluid milk [3].

RESEARCH METHODOLOGY

Research design

A Master plan that specifies the method and procedures for collecting and analysing needed information.

Sample design

Sampling is the process of selecting a sufficient number of elements from the population. A Sample Design is a definite plan for obtaining a sample from the sampling frame. It refers to the technique or the procedure the researcher would adopt in selecting some sampling units from which inferences about the population is drawn.

Non-probability sampling

Non-Probability sampling is a sampling technique where the samples are gathered in a

process that does not give all the individuals in the population equal chances of being selected.

Convenience sampling

Convenience sampling (also known as Availability Sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study.

Size of the sample

The Sample size is 50. (38 male & 12 female)

DATA COLLECTION METHOD

Primary data

These are data which are collected for the first time directly by the Researcher for the Specific study undertaken by him. In this research primary data are collected directly from the Respondent by using Questionnaire cum Enumeration Method.

Secondary data

These are data which are already collected and used by someone previously. The data's are collected from journals, magazines and websites.

STATISTICAL TOOLS USED

To analyse and interpret collected data the following simple percentage and ranking were used.

Simple percentage analysis

To analyse and interpret collected data the following simple percentage and ranking were used.

Formula

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

Henry Garrett ranking

Garrett's ranking technique to find out the most significant factor which influences the respondents; Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula: Percent Position = $100 (R_{ij} - 0.5) / N_j$ Where R_{ij} = Rank given for the i^{th} variable by j^{th} respondents N_j = Number of variable ranked by j^{th} respondents.

DATA ANALYSIS

The Respondents participated in the research are from diversified background with gender, age group, marital status and educational qualification [4].

Table No 1: Demographic profile of the respondents

Details of the respondents	No of Respondents	Percentage	
Gender	Male	60	52.6
	Female	54	47.4
	Total	114	100
Area of residence	City	12	10.5
	village	68	59.6
	Town	34	29.8
	Total	114	100
Occupation	student	30	26.3
	Self-employee	47	41.2
	professional	29	25.4
	service	8	7.0
	Total	114	100

Age	Below 20years	19	16.7
	20-30years	73	64.0
	30-40years	20	17.4
	40and above	2	1.8
	Total	110	100
Monthly income	Below 15000	21	18.4
	15000-20000	70	61.4
	20000-30000	22	19.3
	Above 30000	1	0.9
	Total	114	100
Size of family	Less than 3 members	6	5.0
	3-5members	92	80.7
	5members and above	16	14.0
	Total	114	100

INTERPRETATION

Gender of respondent

From the above table 52.6% of respondents come under gender of male, 47.4% of respondent come under gender of female.

Age of respondent

From the above table 16.7% of respondent come below 20 years, 64.0% of respondent come under 20-30 years, 17.4% of respondent come under 30-40 years, 1.8% of respondent come under above 40 years.

Occupation

From the above table 26.3% of respondents come under student category, 41.2% of respondent come under self-employee category, 25.4% of respondents come under professional category, 7.0 % of respondent come under service

Monthly income

From this above table 18.4% of the respondents comes under Below 15000 categories, 61.4% of the respondents comes under 15000-20000 category, 19.3% of the respondents comes under 20000-30000 category, 0.9% of the respondents comes under Above 40000 categories

Size of the family

From this table 5.0% of the respondents are less than 3members category, 80.75% of the respondents are 3-5members category, 14.0% of the respondent are 5membersand above category

Area of residence

From this table 10.5% of the respondents are city category, 59.6% of the respondents are village category, 29.85% of the respondents are town category

Table No 2: Problems faced by the customer due to dissatisfaction of hatsun agro product by henry Garrett ranking technique

S. No	Problems	Mean Score	Total Score	Rank
1	Non availability	488	1952	5
2	Fat content	468	2808	4
3	Service offered	479	2395	3
4	Sale after expiry date	429	3432	1
5	More sugar	467	3269	2

	content			
6	No-adequate quantity	584	1168	7
7	Poor quality	594	594	8
8	Less taste	571	1713	6

INTERPRETATION

From this evident, it is that henry Garrett ranking, sale after expiry date is ranked as no:1, with the total score of 3432. More sugar content is ranked as no:2, with the total score of 3269, service offered is ranked as no:3. with the total score of 2395, Fat content is ranked as no:4, with the total score of 2808. Non availability is ranked as no:5, with the total score of 1952. estate is ranked as no:6, with the total score of 1713. No adequate quantity is ranked as no:7, with the total score of 1168. Poor quality is ranked as no:8, with the total score of 594 [5].

FINDINGS

1. 52.6% of respondents come under gender of male,
2. 47.4% of respondent come under gender of female. .
3. 64.0% of respondent come under 20-30 years
4. 41.2% of respondent come under self-employee category,
5. 61.4% of the respondents comes under15000-20000 category.
6. 80.75% of the respondents are 3-5members category.
7. 59.6% of the respondents are village category
8. Sale after expiry date is ranked as no:1, with the total score of 3432
9. Sugar content is ranked as no:2,with the total score of 3269
- 10.Service offered is ranked as no:3.with the total score of 2395
- 11.Fat content is ranked as no:4,with the total score of 2808
- 12.Non availability is ranked as no: 5, with the total score of 1959.

SUGGESTIONS

1. The diary should arrange for meeting of the retailers and distributors to increase the coordination among them
2. Home delivery system for supplying milk and products by major proteins of retailers need to increase for enhancing the sale and market
3. In all areas some prime retailer location may be marked and these may be converted to model retailer outlets and treated as whole day milk parlor

CONCLUSION

Customer satisfaction is a core determinant factor for the survival of business organizations in the future. The purpose of the study was to propose a simplistic model that can be implemented to provide customer satisfaction. The research implemented the descriptive qualitative methodology that involved reviewing the relevant literature and conducting a met analysis of findings to draw conclusions on the most fundamental factors of customer satisfaction. The methodology permitted description of the details that are seen to offer the analysis of the customer satisfaction. This used the Meta analysis design tools for the assessment of the survey literature and different scholarly articles on customer satisfaction. The research design allowed the great statistical power, confirmatory data analysis, and creation of abilities through the extrapolation of the general population. An analysis of the research findings indicated that the product quality, customer services and trust positively affected the customer's satisfaction. Product quality is a principal factor established to affect customer satisfaction. Several factors were identified to influence product quality. These include incompetent employees, bad design, and poor materials. The product price affects the customer satisfaction in both negative and positive ways.

Ineffective marketing and cost of materials are two fundamental factors identified to contribute to high pricing of products. In order to create an enhanced customer satisfaction through the pricing policy, organizations should utilize cost-effective methods of production and effective marketing strategies.

The poor nature of service is the other factor determined to affect product quality. The model created provides factors such as long hold times, wrong answers, and fee structure as the determinants of the quality of service. The research generated the customer satisfaction model.

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