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A study on customer satisfaction towards R.S dairy farm with reference R.S dairy Uthukuli Tirupur district

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ABSTRACT

It is a recognized fact that the term ‘customer satisfaction’ is generally used in all features of marketing which is essential to any company to quantify the level or depth of satisfaction of the customers of a specific product or service. The researcher of this paper upon a detailed study has understood that reliability, variation of goods or services and to recall the customs under effort. This study can analyse the customer satisfaction of R.S dairy in Uthukuli, Tirupur.

INTRODUCTION

Customer satisfaction, a period usually used in marketing, is a rating of how products and facilities complete by a concern meet or exceed consumer hope. Customer fulfilment is defined as “the amount of customers, whose complete information with a firm, its products, or its facilities exceeds full satisfaction goals”. It is seen as a key presentation indicator within business and is often part of a balance scorecard. In a modest market where businesses contest for customers customer satisfaction is seen a key differentiator and progressively has become a key component of commercial plan.

STATEMENT OF THE PROBLEM

Milk is an essential commodity in life of Indian business. It prefers healthy energy drinks for consumption. Milk and dairy products are easily available. They are offered by number of milk brands the main thing is to select the brand is faced on quality freshness and taste. The success of the milk and milk product depends not only, the marketing but also the customer preference pattern towards their product.

OBJECTIVES OF THE STUDY

- ❖ To know the demographic profile of the respondents.
- ❖ To study the satisfaction level towards R.S milk products.
- ❖ To analyse the factors the influence customers to buy R.S milk products.

SCOPE OF THE STUDY

- ❖ The study will helpful for the future development of the company.
- ❖ The study helps to find out the level of satisfaction of customers towards R.S dairy farm.
- ❖ The study helps to the company to analyze the customers expectations & value creation.

LIMITATIONS OF THE STUDY

- ❖ A sample size is restricted to minimum dependence which affects the generalization of the study.
- ❖ Due to the limitation of time constraint, the overall study of organization was not effective.

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- ❖ Due to illiteracy, the customers were struggled to answer the questions.

LITERATURE REVIEW

Levesque, T McDougall, G.H.G. (1996), the study investigated the major factor of customer satisfaction and future behavioural intentions in the retail banking sector. The study identifies the determinants that include service quality dimensions, service features, service problems, service recovery and products used [1].

Malhotra, M., and arora, S. (1999) the study extends the current understanding of customer satisfaction at the business- to – business level in the Asian banking industry. It corporates guaiac, relationship marketing and the disconfirmation paradigm. The research highlight is importance of relational constructs and disconfirmation paradigm in the influencing customer satisfaction at the business to business level in the industry [2].

Singh S. (2004), analyse the relationship between service quality and customer satisfaction in marketing and five service quality dimensions are selected. A qualitative research approach is used to get a better understanding of this issue. A small quantitative survey has been also conducted to support the results obtained from the qualitative study [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.

Probability sampling

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

process that have all the individuals in the population getting equal chances of being selected.

Simple random sampling method

A simple random sample is a subject of statistical population which each member of the subset has an equal probability of being chosen. A simple random sample is meant to be an unbiased representation of a group.

Size of the sample

The Sample size is **125**

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 preciously. 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

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

Chi-square test

Achi-square test is a statistical hypothesis test where the sampling distribution of the test statistic is a chi-squared distribution when the null hypothesis is true. It is used to determine whether is significant difference between the expected

frequencies and the observed frequencies in one or more categories. The purpose of the test is to evaluate how likely it is that the null hypothesis is true, given the observations.

Formula

$$\chi_c^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

DATA ANALYSIS

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

Table No 1: Demographic profile of the respondents

Details of the Respondents		No. of. Respondents	Percentage
Age	15-20 years	12	9.6
	20-30 years	61	48.8
	30-40 years	43	34.4
	Above 40 years	9	7.2
	Total	125	100
Gender	Male	73	58.4
	Female	52	41.6
	Total	125	100
Occupation	Employee	41	32.8
	Daily wages	65	52.0
	Student	19	15.2
	Total	125	100
Area of residence	Rural	30	24.4
	Urban	74	59.2
	City	21	16.4
	Total	125	100
	Size of family	3 members	28
5 members		79	50
8 members		17	32
Above 8members		01	0
Total		125	100
Monthly income	Not income	15	12.0
	Below Rs.10000	45	36.0
	Rs.10000 to 20000	39	31.2
	Above Rs.20000	26	20.8
	Total	125	100

Interpretation

From this study it is evident that age group of the 9.6% of the respondents fall under the category of 15-20 years, 48.8% of the respondents fall under

the category of 20-30 years,34.4 of the respondents fall under the category of 30-40 years,7.2 of the respondents fall under the category of above 40 years. In gender 58.4% was male, 41.6% was female. Among the respondents 32.8 was

employee, 52% of the respondents are daily wages, and 15.2% of the respondents are student. 59.2% of the respondents fall under the category of urban areas. 18% of the respondents fall under the category of 3 members of family, 50% of the respondents fall under the category of 50 members of family. 12% of the respondents fall under the category of not income, 36% of the respondents fall under the category of below Rs.10000 of monthly income.

Table no 2: Relationship between age of the respondents and factors (FAT)

	Test Statistics	
	AGE	FACTORS (FAT)
Chi-Square	65.112 ^a	65.600 ^b
df	3	4
Asymp. Sig.	.000	.000

- 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 31.3.
- 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 25.0.

Interpretation

It is evident from the result that calculated value is greater than the table value and we reject null Hypothesis that there is a significant relationship between age of the respondents and factors (fat).

FINDINGS

- There is a significant relationship between age of the respondents and factors (fat)
- Age group of the 48.8% respondents fall under the category of 20 -30 years.
- 58.4% of the respondents fall under the gender group of Male.
- 52% of the respondents are occupation on daily wages.
- 59.2% of the respondents are urban areas.
- 36% of the respondents were earn below Rs.10000 per month.

Table No 2: CHI SQUARE

Null hypothesis H0

There is no significant relationship between age of the respondents and factors (fat).

Alternative hypothesis H1

There is a significant relationship between age of the respondents and factors (fat).

SUGGESTIONS

- Information regarding the manufacturing facilities and the hygienic conditions maintained by R.S dairy should be provided to the customers in the form of attractive pamphlets.
- The dairy should arrange for meeting of the distributors and retailers to increase the co-ordination among them.
- Home delivery for supplying milk every day and products needs to increase for enhancing the sale and market.

CONCLUSION

Every company aim is an maintain the long relationship with our customers and the business organizations. In order to the potential customers, demands and needs should be acknowledged a customer satisfaction has a great impact on the entire business operations. The research is carried out helped to customer satisfaction to the company. After analysing the collected data from the questionnaire it is clear that customer satisfaction is the basis of the customer loyalty. The company needs to understand its weakness and work hard the improvement that can meet customers perceived service level.

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