

Study on Determinants of Customer Satisfaction: A Case of Nandini Milk and Milk Products

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Abstract: Karnataka Co-Operative milk Producers' Federation Limited (KMF) is the apex body for the dairy co-operation movement in Karnataka. It is the second largest dairy co-operative amongst the dairy cooperative in the country. KMF has 14 milk unions covering all the district of the state which procure milk from primary dairy cooperative societies (DCS) and distribute milk to the consumer in various Towns/Cities/Rural markets in Karnataka. In the present scenario the KMF (Nandini) has given utmost importance of doing particular task at fastest time in order to satisfy the consumer and attract new consumer. In this project we will come to know whether the consumer of Nandini and are satisfied with the service provided by them and the determinants for consumers satisfaction project emphasis. The project was undertaken in Karnataka Milk Federation Branch Belagavi it is a 2 months Internship where in an attempt has been made to understand the practically in the company environment. The Business is based on understanding consumer determinants and expectations, providing the kind of product that consumer wants. Knowledge of advertisement methods would help for planning and implementing the marketing strategies. The roof consumer orientation in the marketing concept depends upon how marketing mix adopted to satisfy the consumer. The consumer is principal priority of the business.

Key Words: Customer Awareness, Satisfaction, Customer Perception, Customer Expectation and Generation-Y Customer.

Introduction

This background of the study in this project highlights Determinants of customer satisfaction towards Milk and Milk Products of Nandini. The study conducted in Belagavi city covered the Nandini supply of milk and milk products in the area of operation in the Belagavi city. The objective of the present work includes the study and analysis of determinants of customer satisfaction towards Milk and Milk Products of Nandini. The study has conducted with the several objectives so to study the Nandini products marketability and Nandini brand and its Milk products have deep rooted in Karnataka state milk industry and this industry has good prospective marketing environment. After all, present study reveals that to sustain in the globalized market for long run every business has to conduct marketing analysis along with the changing consumption patterns, styles and determinants of consumers.

Objectives of Study

- To measure the customer awareness and perception towards Nandini Milk
- To identify the factors influencing on the consumer buying decision
- To find out the level of customer satisfaction towards Nandini milk.
- To offer suitable marketing strategies to BEMUL

Harish (2020), Milk industry has tremendous growth opportunities in the current market. Marketing plays a vital role in the success of every business organization. The success of an enterprise stands on effective utilization and implementation of sufficient marketing strategies includes marketing mix strategies, competitive analysis and customer surveys. These strategies are followed by the effective and timely marketing analysis. Hence, the present study was conducted with the following objective. Objective: To study the Nandini products marketability. Findings: Nandini Brand and its Milk products have deep rooted in Karnataka state milk industry and this industry has good prospective marketing environment. After all, present study reveals that to sustain in the globalized market for long run every business has to conduct marketing analysis along with the changing consumption patterns and styles of consumers.

Ajaykumar T S (2019), The customer satisfaction is key to success, getting customer to tell you what's good about your products or services, and where you need improvement helps you to ensure that your business measures up to their expectations. The attached file contains a customer satisfaction survey form designed to help gather. This important information was designed to make it easy for customer to fill out and to make it easy for you to know about the brands. Divyabarati (2018), The purpose of this paper is to study, understand and analyze the consumer awareness and satisfaction towards Nandini dairy products in Karnataka. Design/Methodology: The researcher has applied exploratory and descriptive research design by constructing the structured questionnaire and subjected the questionnaire to 100 consumers who are milk and milk product users in Karnataka. Using convenience sampling for data collection. The collected data has been analyzed using simple tools such as averages, percentages and measurement scales were used to arrive at desired results. Findings: In the research it is entrusted that the awareness level and satisfaction level of consumers towards Nandini dairy products in terms of quality, taste, hygiene, packaging, availability etc. is very high in Karnataka. Most preferred products in Nandini by consumers are milk, curd and ghee and Nandini dealers are influencing them towards the purchase.

Research limitations/implications: The study is restricted to Karnataka. Originality/value: As dairy products are rich in calcium, proteins, vitamins, potassium, magnesium etc. and irrespective of age people love to consume it and it is known to be healthy. In this regard in this research article, we have worked on objectives like to know the Consumer awareness and Satisfaction towards

Nandini dairy products which are one of the important tools to measure the success and sales of the products produced by the organization. Proper awareness to consumer about each product makes them feel valued and wins the trust of the consumers and they remain loyal. Also, a study is carried out to shade the light on the different aspects that the consumers are satisfied about in Nandini Brand.

Sumathi (2018) in his research article titled “The customer perception on towards marketing of different brands of packaged milk”. Intends to study the demographic influence on the buying behavior of different brands of packaged to analyze the customer awareness towards different brands of packaged milk influence. To dominance of informal market agents in marketing of milk & milk products in India is likely to continue in the foreseeable future. Harish (2017), In his research article titled “A study on development & processing in Mysore Milk Union Limited”. Intends to study to understand the production & distribution of Mysore Milk Union Limited. To make an analysis of the various activities adopted by MYMUL. it can be exploring that MYMUL is equipped with fully automated systems which ensure total quality maintenance.

Sreenivasiah (2016), In his research article titled “Role of milk co-operatives in village development of Karnataka state”. Intends to study to understand milk co-operatives facilities available and village development. To understand impact of milk co-operatives on social development. The farmer co-operative system has proved to be an effective vehicle for livestock development in general and for dairy development in particular in rural areas. Abinaya (2018), In his research article titled “A study on customers taste on the dairy products”. Intends to study it values the addition and improved marketing to provide a better price to the farmers. It can be exploring that strengthening infrastructure for quality and clean milk production to strengthen infrastructure facilities & to ensure clean milk production at the village level.

Bharat (2017), In his research article titled “A study on consumer preference towards packed & unpacked fluid milk”. Intends to study the feature milk influence the decision making of the consumer while purchasing packed or unpacked fluid milk. To find the different feature of milk, which is responsible for forming the consumer’s preference. In this research article titled “A study on consumer buying behavior towards Amul products”. Intends to study to identify the brand awareness, problems and level of Amul products. It can be explored that buying behavior of the customers is high

Priyanka (2019) in his research article titled “A study on customer satisfaction towards Sangam Dairy products”. Intends to study to measure the overall satisfaction level of customer and evaluate the reach of end products to consumer. It can be explored that reduce the price of the product. And better to launch take the few decisions on the promotional activities to improve the sales promotion. Vigneswaran (2019). He founds that the sale of dairy products in India would double from the current Rs. 2.6 trillion to about Rs.3.5 trillion by 2016. The paper suggests that to face this situation more focus should be placed on automation for processing of milk. The paper takes into account overall milk production in India, average yield of milk per animal, per capita availability of milk, domestic consumption and marketing, imports and exports of dairy products. Paper also provides suggestions for the improvement of dairy practices in the country. It lays stress on the fact that it is important to keep pace with growing demand or else the country will have to import milk from the international market, which will lead to increase in prices.

Siddhartha (2018), In his research article titled “customer patronage towards brand Sanchi”. Intends to study the factors /determinants influencing the purchase of Milk & Milk products to customer patronage and impact of factors /determinants on forming buying perception. It can be explored that customers have positive perception about Sanchi brand milk products. Customer relation, taste regular, supply, freshness & awareness have created a positive perception about brand Sanchi. It will paint actual gaps and relationships among different attributes and their impressions on company as well as customer decision making.

Hanishkantharaja (2018), In his research article titled “consumer preference towards Aavin brand”. Intends to study to analyze the major factors influencing the customers in buying Aavin milk in Madurai district. It can be exploring that customers change their attitude frequently on the basis of new trend & fashion and availability of good quality product.

Research Methodology

In order to test the objectives, author has collected the primary data from the targeted respondents. All the measurement scale were adopted from the previous studies and all the items used five-point Likert scale. Along with author has also collected the date from the selected Nandi milk and milk products distributors at Belgaum city. The main respondents are all the customers who uses Nandini milk and milk products from the Belgaum city only. Author used convenience sampling method to collect the primary data. A total 115 responses were collected from the respondents but author has not considered five respondents as they were not properly answered for all the measurement scales. MS Excel was used to analyze the data.

Results and Discussion

From the above chart it is visible that be said almost all people know (100 % of the respondents) are aware of Nandini Milk and milk products. Almost the people are known about Nandini brand because of its availability and word of mouth. And Nandini products are maintaining its quality in all their products so all the people are aware happy to use Nandini Milk and milk products. The above data shows that, 28% of respondents know about Nandini milk through the Newspapers. And 7% of respondents are known about Nandini milk through the Magazines. And 37% of respondents are known about Nandini milk through the TV Add. And no one can don’t know about Nandini through Radio. And 28% of respondents are known about Nandini milk through the others like neighborhoods and word of mouth of people. Due to advertisement people are come to know about Nandini Milk. The TV add is major part of the advertisement.

The study results revealed that 82% of respondents are using Nandini products. And 18% of respondents are not using Nandini products. Maximum people are consumes daily using Nandini Milk and Milk Products. Because of quality, availability, and taste they preferring for Nandini products. Some people are use because of taste as well as durability of the products. Some people know about Nandini brand but they cannot use all the Nandini products. The study outcome demonstrates that, 62% of respondents are agree with reasonable price of Nandini Milk and milk Products, 22% of respondents are strongly agree, and 9% of respondents are Neutral, and 5% of respondents are disagree and 2% of respondents are strongly disagree. The price is also matters to stay in market because some people are only looks for the price of the products. So the reasonable price of the products is also important.

The above table and chart show that, 78% of respondents are buy Nandini Products daily and 12% of respondents are buy Nandini Products Once in two days and 3% of respondents are buy Nandini Products Weekly and 7% of respondents are buy Nandini Products occasionally. All the people are not reaching to buy the milk and milk products daily and twice in a day, some people are buying milk once in two days so it is also one of the factors for the sales of milk and milk products. Study outcome revealed that, 11% of respondents are Strongly Agree, and 61% of respondents are Agree, and 12% of respondents are Neutral, and 12% of respondents are disagree, and 4% of respondents are strongly disagree with availability of Nandini Products everywhere and all the time. In some areas there is no supply of Nandini Milk and milk products. So, the company need to make sure that availability of Nandini Milk and milk products everywhere and all the time to increase the market area. 24% of respondents are using Nandini Products from 1 to 6 Months, and 18% of respondents are using Nandini Products from 6 Months to 1 Year, and 58% of respondents are using Nandini Products from above 1 Year. Some people are not aware about Nandini Milk and milk products in past years so the number of users is less. Almost 52% of respondents are buying Nandini Milk and Milk Products because of Quality. And 4% of respondents are buying because of regular supply, and 8% of respondents are buying because of hygiene, and 12% of respondents are buying because of price, and 10% of respondents are buying because of easily availability, 6% of respondents are buying because of freshness and 4% of respondents are buying because of durability Nandini Milk and Milk Products. More people are trust with the quality, availability and freshness of the Nandini Milk and milk products.

From the above data shown in chart 61% of respondents are well meet with Nandini Milk and its products. 28% of respondents are meet with somewhat, and 11% of respondents are meet with not at all. All the Nandini Milk and milk products are trusted with consumers and well reached with their expectations. Qualities, freshness, tastes of Nandini Milk and milk products are helpful to meet consumers expectations. The study outcome reveals that, 28% of respondents are influenced by family to buy Nandini Milk and Milk Products, and 26% of respondents are influenced by friends and 16% of respondents are influenced by colleagues, and 30% of respondents are influenced by Reference group to buy Nandini Milk and Milk Products. The influence factors are also important for company.

Almost, 64% of respondents are feel difference between Nandini Products and Other Products. And other 36% of respondents are not feel any difference between Nandini Products and Other Products. There is always difference between brands, it may include quality, taste, durability, price and so many factors. So, the people feel difference between Nandini Products and Other Products. From the above data shown in chart 12% of respondents are feel price is the difference between Nandini Products and Other Products. And 28% of respondents are feel quality, and 19% of respondents are feel taste, and 24% of respondents are feel regular availability, and 5% of respondents are feel Regular Supply, and 12% of respondents are feel other reasons. Maximum consumers like quality of the products and taste of the products as well. Some other factors are also differing from other brands. The study outcome demonstrates that, 38% of respondents are aware of Mobile van Services provided by Nandini Milk. And 62% of respondents are not aware of Mobile van Services of Nandini. It means that some recent technologies need to the companies to promote the service strategies. If the company implements such type of technologies there may increase of awareness about Nandini Milk and Milk Products. The above data shows that 14% of respondents are purchase Nandini Milk at Door Delivery, and 8% of respondents are in Bakery, and 12% of respondents are in dairy, and 19% of respondents are buy in Grocers Shop, and 47% of respondents are buy in others like milk parlors. Maximum people are buying Nandini Milk and Milk Products in milk parlors so it helps to customers buy easily buy the Milk and Milk Products nearby them. Almost 26% of respondents of Nandini Milk and Milk Products users are satisfied with excellent, and 49% respondents are satisfied with very good, and 22% respondents are satisfied with good, and 3% respondents are poor satisfied.

After using the Nandini Milk and Milk Products the customers feel all Products are very good for use. Maximum products are good quality and taste as well. So, the people feel that Overall satisfaction towards Nandini Milk and Milk Products is very good. 9% of respondents are rated with Highly Satisfied, and 44% of respondents are rated with satisfied, and 39% of respondents are rated with neutral, and 8% of respondents are rated with Dissatisfied, and 9% of respondents are rated with Highly Dissatisfied. Nandini is well competing with other brands. So, the users are well rated with Nandini brand and well satisfied towards Nandini. Because of quality and taste, and availability it is highly acquiring the market. The above chart shows that, 10% of respondents are Strongly Disagree, and 8% of respondents are disagree, and 22% of respondents are Neutral, and 47% of respondents are agree, and 10% of respondents are Strongly Agree with Quality of the. Nandini providing better quality of milk and milk products compared to others. So, the all products are really good with other brands Nandini Milk and Milk Products is really good when compare to other brands. The study outcome demonstrates that, chart 6% of respondents are Strongly Disagree, and 9% of respondents are disagree, and 17% of respondents are neutral, and 47% of respondents are agree, and 21% of respondents are Strongly Agree with Nandini offers better quality milk and milk products. Nandini also offering maximum all types of the milk and milk products. And it also maintaining its quality with difference products so the consumers feel that. Nandini offers better quality milk and milk products. The above table and chart show that, 4% of respondents are Strongly Disagree, and 16% of respondents are disagree, and 54% % of respondents are agree, and 26% of respondents are strongly agree with totally satisfied with Nandini Milk and Milk Products. The people who are using Nandini Milk and Milk Products they almost all are totally satisfied because they may feel the good quality, quantity, taste etc. the total satisfaction is important factor for company because in future they success with other products developments.

Findings

The study found that the consumer awareness level towards Nandini Milk is very high because the promotional activity of the NANDINI is really good. Most of the people came to know about Nandini milk and milk products through the TV advertisement and newspapers. But Nandini is not using magazines advertisement and radios. Most of the respondent are using Nandini Milk and Milk Products because of the brand and verity of fresh products. As per Nandini users' response, reasonable Price of the Nandini Milk and Milk Products is one of the main reasons for buying the products. Nandini Products are available everywhere and all the time. Therefore, it is easy for the marketers to capture more market and retaining them for the long term. Most of the customers have stuck to Nandini products since more than 1 year. The quality of the Nandini milk and milk products are main reason for

purchasing Nandini products. And also, freshness and hygiene are also matters to consumers to purchase the products. The study found that, the main differences are quality, taste, and availability of the milk and milk are major differences when compare to other brands. Overall, satisfaction towards Nandini Milk and Milk Products is good. Overall, the maximum customers are satisfied with Nandini milk and milk products.

Suggestions

Nandini has to give more advertisement on their products to create awareness and capture more market. Nandini has to come up with new innovative promotional strategies which can grab the attention of the generation Y and generation Z. Some customers are aware of Nandini Milk and Milk Products but through, others do not know about the products. Hence, Nandini care must be taken to create brand awareness among prospective customers. Nandini may improve the quality and taste as per the customers' requirements. Also maintain the little more freshness and hygiene to become the products more durable. Nandini should focus on customer satisfaction. Which will have more impact on the customers retention and overall growth.

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