## A STUDY ON CUSTOMER SATISFACTION TOWARDS   AAVIN MILK IN KANNIYAKUMARI DISTRICT

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## 1.1  INTRODUCTION

Customer satisfaction is a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and part of the four prospective of balanced score card.

Customer satisfaction is an abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate.

### Factors influencing customer satisfaction

The level of satisfaction can also vary depending on other factors the customer, such as other products against which the customer can compare the organization's products. Organizations need to retain existing customers while targeting non-customers. Measuring customer satisfaction provides an indication of how successful the organization is at providing products.

Customer satisfaction with a service by using the gap between the customer's expectation of performance and their perceived experience of performance. This provides the researcher with a satisfaction "gap" which is semi-quantitative in nature. The customer is asked to evaluate each statement in terms of their perception and expectation of performance of the service.

### Customer satisfaction in general

Customer satisfaction in general refers to the general satisfaction is a person feeling of pleasure or disappointment resulting from comparing a products received performances relation to his/her expectations. Customer satisfaction cannot be very difficult after all you either satisfied with the services you received or you are not. If you don't you are not customer satisfaction is a marketing tool and definite value added benefit.

It looks at what is involved from 3 different angles,

➢ The first is from the view of an organization wishing to understand, and measures, how satisfied their customers are with   the products and services they receive from it.

➢ The second is from the perspective of a research agency that has been asked to obtain feedback from customers and about their experiences when dealing with companies.

➢ Finally it considers the issue from the perspective of consumers who participate in surveys, including both business customers and members of general public.

**Customer satisfaction in Public sector business**

Customer satisfaction drives successful private sector business. High performing businesses have developed principles and strategies for achieving customer satisfaction. Customer satisfaction principles and strategies help to improve the quality responsiveness, and possibility of public sector privately provided services in vulnerable communities.

**1.2 OBJECTIVE OF THE STUDY**
1.2.1 To find out the reasons for the preferring Aavin milk.
1.2.2 To analyze the socio – economic profile of the respondents.
1.2.3 To find out the satisfaction level of the respondents.
1.2.4 To give the suggestion and recommendation.

**1.3 STATEMENT OF THE PROBLEM**

Customer satisfaction is the major catalyst which induces the customer to buy the product, because there may be a shortage of production process to deliver the milk to the society, is one of the problem is faced by aavin milk.

**1.4 SCOPE OF THE STUDY**
The scope of the study refers to the area of operation. In this study the initial stage the industry profile has been presented clearly and later on the company profile.
The specific area of study in regular customer of the product Kanniyakumari District Co-Operative Milk Producer Union Ltd related to customer satisfaction.

**1.5 NEED FOR THE STUDY**
Customer satisfaction is one of the important for each and every organization because it is not easy to find out the taste of the customer. If the organization find out the way, about the customer are satisfied the project. It's maintaining good relationship between the customers.

**1.6 SIGNIFICANCE OF THE STUDY**
In the present industrial scenario, the basic aim for every organization to achieve maximum profit. Every customer wants to need quality product but the aim of the company is to achieve maximum adequate profit in high level.

## 1.7 RESEARCH METHODOLOGY
### 1.7.1 Research meaning

According to Clifford Woody "research comprises defining and redefining problems , formulating hypothesis are suggested solutions ; collecting , organizing and evaluating data making deductions and reaching conclusions to determine whether they fit the formulating hypothesis .

Some peoples consider research "as a movement from the known to the unknown. It is actually a voyage of discovery".

Research is a common parlance refers to a search for knowledge. It can also be define research as a scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation. The advance learner's dictionary of current English lays down the meaning of research as "a careful investigation or inquiry especially through search for new facts in any branch of knowledge".

### 1.7.2 Research design

Research design is the specification of the methods and procedures for acquiring the information needed to structure or solve problems. It constitutes the blue print for the collection measurement and analysis of data.

### 1.7.3 Descriptive study

A descriptive study discover to answer the question who, what, when, where and sometimes how. It is already that descriptive study well suited when the administrator has to plan, monitor, evolve or evaluate.

### 1.7.4 Research Instrument

The research instrument used in the study is a structured questionnaire in which there are predetermined questions relating to the aspect for which researcher collect data.

### 1.7.5 Questionnaire design

The questionnaire design in a structured type, which consist of

1. Open ended
2. Close ended
3. Likerts scale

### 1.7.6 Data collection

This is an empirical study based on survey method. The data were collected from both primary and secondary sources.

### 1.7.7 Primary data

Researcher collected data directly, interacting with the customers in co- operative milk producers union ltd. Primary data consist of original gathered data for the specific purpose. Primary data is that, which is collected for the time. Primary data relating to this study was collected through questionnaire.

### 1.7.8 Secondary data

Secondary data refer to the information which already exists. Researcher collected data from classified dairy books, websites, text books etc and from the company management through there available records.

## 1.8 Sample design

The boundary of this study Kanniyakumari Co-operative Producers Union Ltd in Nagercoil.

### 1.8.1 Sample size

The researcher sample size is 50.

### 1.8.2 Sampling area

The sample area of the researcher is Nagercoil town.

## 1.9 SATISTICAL TOOLS ANALYSIS

The data collected were analyzed and interpreted with the help of tables and figures.

1. Chi – Square Test

## 1.9.1 Chi – Square Test

The chi- square test is an important test amongst the several tests of significance developed by tacticians chi – square is a statistical measured used in content of sampling analysis for comparing a variance to a theoretical variance.

## 1.9.1.1 The formula for Chi – Square test is

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

**O** = Observed frequency

**E** = Expected frequency

**Degree of freedom** = (c-1) (r-1)

## 1.10 LIMITAIONS OF THE STUDY

1. The opinions of the respondents are taken as valid.
2. The time allotted for the study was limited.
3. The respondents restricted to buy product

## 1.11 Chapter scheme

This study consists of five chapter. First chapter discuss about the introduction of customer satisfaction in general consider with statement of the problem, need of the problem, objectives of the study, scope of the study, significant of the study, operational meaning of concepts, methodology, sample the design, statistical tools for analysis, period of the study, limitation of the study.

Second chapter deals with the reviews of literature.

Third chapter deals with the company profile.

Fourth chapter deals with the data analysis and interpretation.

Fifth chapter deals with the findings, suggestion and conclusion.

## 2.1 REVIEWS OF LITERATURE

A study on customer satisfaction was under taken by **West Brook**[1] (1990) on explicit conceptualizations of the relationship between personality and customer satisfaction. The findings revealed that customers sentiments of satisfaction with product be viewed as the results of the interplay of the least three distinct factors, a comparison of perceived product , outcome to those desired or expected, generalized evaluative predisposition rooted in personality and temporary effective states varying over time and situation.

**Wood Ruff, Cadotte** and **Jenkins**[2] (1993) made a study on customer satisfaction process; the actual performance and the expected performance of the customers were analyses in their study. The researchers proposed to modify the basis confirmation, disconfirmations paradigm in two ways. Firstly, expectations were replaced with experience based norms as the standards for comparisons of a brands performance. Secondly a zone of indifference was postulated as a mediator between confirmation, disconfirmation and satisfactions.

The study made by **Virendra P.Sing**[3],(Agricultural Situation in India ,Feb 2000) revealed that, after independence, with the systematic initiation of the 5 years plans , dairying has progressively been receiving more and more emphasis and getting greater allocation of funds. The actual expenditure in terms of rupees , on dairy sector in India was Rs77.8 millions during the first five year plan (1951-56) which increased to Rs 1307.51million during the eighth five years plan .The proposed outlay on dairy development in the nineth five year plan (1997-98 To 2001-02) is Rs 4850 millions.

**Raman jam K.N**[4] (2003) studied the "Role of Co-operative in milk Marketing venture" as Indian middle class customers have a craze for milk and its products. As they have good purchasing power, there exists high demand for milk products. As a result, India is emerging as one of the largest and fastest growing customers markets for milk and value added milk products in the world and the ever increasing demand for milk product is a testimony for this. Therefore, only by having on effective and sound system of distribution of milk and milk product, will emerge India as the world's leading dairy nation.

**Periyasami N.**[5] (2006) in the article "milk production in India" said that the cost of production per liter of milk in India has been worked out to be the lowest in the world. Then there will be competitive advantage to increase India's global share of export in the dairy sector. Since Indian dairy sector is one of the least subsidized sectors in the world, it can therefore, afford to take on aggressive stand in its position in world milk production. India became the world leader in milk production. India becomes the world lender in milk production in 201 with a production of 84 million tonner.

**Rajaprabhaker .P.**[6] (2005) in the study 'a study on customer preference of Aavin full cream milk in Kanniyakumari district at Nagercoil aavin dairy '. Explained the products of KDCMPU and the methods of preparation, particularly the full cream milk the researcher found that more than 58% of the people prefer the full cream milk, and so the production increases year after year.

**K.A. Sheeba**[7] (2006) in the study a study on production and marketing of milk in agateeswaram Taluk. Found out that more milk producer's societies have been functioning in the taluk.

**FredReichheld**[8] Publication date: Feb 19, 2008. Conventional customer satisfaction measures have proven inaccurate predictors of actual customer behavior or a company's growth. This chapter recounts the author's development and implementation of a better metric for determining what customers think and feel about the companies they do business with, known as a Net Promoter Score (NPS). This chapter was originally published as Chapter 2 of "The Ultimate Question: Driving Good Profits and True Growth."

**Haemoon Oh, Sara C Parks**[9] There is a desperate need for new research that will advance customer satisfaction (CS) and service quality (SQ) methodologies in the hospitality industry. This comprehensive review of the theories and methodologies reported in CS and SQ studies cited in the hospitality literature provides suggestions for future CS and SQ research in the hospitality field. First, the theoretical and methodological issues are critically reviewed. Next, major developments in CS and SQ research methodologies are discussed. The concept of importance and its role in behavioral models are included as they have been recently applied in hospitality CS and SQ research. The final section of this study is devoted to developing and proposing new directions for future CS and SQ research in the hospitality industry

Satisfaction means happiness, joy, relief, and comfort. "Satisfaction rises out of the flow of time," says **Wendell Berry**[10]

**D.W.Attwood and B.S Baviskar**[11] (Ed) claimed Co-operative dairy development as one of the most effective strategies for helping the poor. It was also asserted that milk production does not require much land but mainly family labour which the poor have empty and such the landless poor can easily and profitability participate in the white revolution, driving employment and additional income for it.

According to **S.I.Makker**[12], dairy Co-operative definitely increase the cattle feed fodder, artificial insemination and veterinary services. It not only provides effective leadership and a team of committed professional but also encourages active participation of producer's which ultimately make the project success.

July 14, 2010 by **Eric Jacques**[13]

Customer satisfaction is defined as "**Customer satisfaction**, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation." But that seems off when you look at the separate definitions of the two words that comprise the term.

**Janet Hunt**[14], Customer satisfaction is defined by whether the customer chooses to do business with you or your company in the future. Many factors play a role in customer satisfaction, including customer service, product quality and the ease of doing business. Companies must consider customer satisfaction as an important role in the lifetime value of a customer.

Customer satisfaction is considered to be one of the most important outcomes of all marketing activities in a market-oriented firm and become the most important predictor of future behavioral intention **Shamdasani** and **Bal Krishnan**[15] 2000.

## 3.1 INDUSTRIAL PROFILE

India is one of the largest cattle rearing countries in the world. It stands first in cattle population. Dispute cattle population, we have not out placed milk production when compared with countries like Sweden, Denmark, Germany, etc…This is due to the fact that our cattle breeds are of poor quality. Governments financial spending towards research and development is not adequate. Many of our five years plans has allocated resources for dairy developments, the outcome is not very much encouraging. "In socialism much poverty and paper co exists."

Even though Indian is trying to emerge as an industrialized nation, still it is considered as an agricultural oriented economy. Majority of our population live in rural areas of the country. Agricultural and dairy farming is one of the most important sectors generating employment for the millions. Many depend on this sectors for their livelihood. Governments may come and go but no one can neglect sectors. Recent failure of the Chandrababu Naidu in Andhra Pradesh election clearly establishes the facts.

### 3.1.1 INTRODUCTION ABOUT INDUSTRY

Agriculture still continues to be major sector in India economy. Agriculture is lifeline base for about 70% of the people of India. Indian agriculture is based on mixed farming i.e. crop production through irrigation and rearing live stick. Co-operative dairying grew in the post independent area on the foundation of co-operation. The demand milk and products continues to rise in our country year after do to growing incomes of families. To meet the growing demand of milk and milk products, there is a need to revamp the countries to milk policy and promote manufacture of high quality dairy product. There is very good scope for new entrepreneurs. The dairy industry involves processing raw milk into products such as consumer milk, butter, cheese, yogurt, condensed milk, dried milk (milk powder) and ice cream using processes such as chilling, pasteurization and homogenization.

### 3.1.2 HISTORY OF INDIAN DAIRY INDUSTRY

Dairy is a place where handing of milk and milk products is done and technology refers to the application of scientific knowledge for practical purpose. In India, dairying has been practiced as a rural cottage industry since the remote past. Semi-commercial dairying started with the establishment of military dairy farmers and co-operatives milk unions throughout the country towards the 20, 1st century.

During the earlier years, each household in those countries maintain its family cow or secured milk from its neighbor who supplied those living close by. As the urban population increased, fewer households could keep a cow for private use, the high cost of milk production, population of sanitation etc.., restricted the practiced and gradually the family cow in the city

was eliminated and cattle were all sent back to the rural areas. Gradually farmers with in easy distance began delivering milk over regular routes in the cities. This was a beginning of the fluid milk shed which surround the large cities of today. Prior to the 1850s most of the milk was necessarily produced with in a short distance of the place of consumption because of lack of suitable mean of transportation and refrigeration.

The Indian diary industry has made rapid progress independence. A large number of modern milk plans and products factories have since be established. These organized dairies have been successfully engaged in the routine commercial production of pasteurized bottle milk and various western and Indian dairy products. With modern knowledge of protection of milk during transportation it becomes possible to locate dairies were less expensive and crops could be grown more economically. In India market technology may be considered to have commenced in 1950, with the functioning of the central dairy and dairy milk colony and milk product technology in 1956 with the establishment of AMUL dairy Anand .

### 3.1.3 GROWTH OF INDIAN DIARY INDUSTRY

Today India is 'The oyster' of the goal dairy industry. It offers opportunities galore to entrepreneurs worldwide, who wish to capitalize on one of the worlds largest and growing markets for milk and milk products. A bagful of pearl's awaits the international dairy processor in India. The Indian dairy industry is rapidly growing trying to keep pace with the galloping progress around the world.

India's dairy sector will triple in production in the next ten years in view of expanding potential for export to Europe and the west. Moreover with WIO regulation expected to come into force in coming years, all the developed countries which are among big exported today would have to withdraw the support and subsidy to their domestic milk products sector. Also India today is the lowest cost producer per lire of milk in the world at 27 cents, compared to Japan's 63 cents USS 2.8 dollars. Also to take advantages of this low cost of milk production and increasing production in this country, multinational companies are planning to expand their activities here. Some of these milk producers have already obtained quality standard certificate from the authorities. This will help them in marketing their products in foreign country in processed form.

### 3.1.4 MAJOR PLAYERS

The packaged milk segment is dominated by the dairy co-operatives. Gujarat co-operative milk marketing federation [GCMMF] is the largest player. All other local dairy co-operatives have their local brands e.g. Gokul, warana in Maharashra, saras in Rajasthan, verka in Punjap, Vijaya in Andrapradesh, Aavin in Tamil nadu etc. other private players include JK dairy, heritage foods, and Indian Dairy.

### 3.1.5 GLOBAL OPPORTUNITIES FOR INDIAN DAIRY INDUSTRY

Global opportunities available to the Indian dairy industry arise primarily out of availability of a large quality of competitively priced milk. There is no subsidy in the Indian dairy sector; India only stands to gain from affair implementation of WTO. It may be difficult for

us to access the market of develop countries such as the EU,USA and Japan but India is well situated to supply the milk difficult region of South East Asia, Middle East and Africa. There is also a large expatriate Indian population in the Middle East who recognizes and prefers Indian brands. With a per capita milk consumption of 211 gms, India is still below the developed countries average of 303gms per day. India has a large domestic market which will help in creating a suitable base for export products.

What we have to realize is that if the Indian dairy industry is to encase the global opportunity, then there is no room for fly by night operators. Milk is a perishable commodity and unless one is involve in the complete value chain of production, processing and marketing. We have to make significant improvements in raw milk quality. We have to impose strict standards for adulterants, contaminants and microbiological counts and set up an infrastructure of bulk cooler and insulated tanker at village level preserve the integrity of milk after milking. There has to be a significant movement in the veterinary care services and also people documentation of disease control to enable verification by international agencies.

A part from ensuring quality of milk we will have to create world class processing facilities to meet international specification. The Indian dairy industry has to look at innovative value added product. Many of the traditional products could also be considered for factor processing. Lastly on marketing, a lot needs too be done. First of all we need the government help to give as market access. Our representation on international negotiation forums has been then adequate. The government must involve industry professionals and must ensure a level playing field for India.

As Indian products have a poor quality image we need to have very strict quality control on export. The ministry of commerce, government of India as made it mandatory for all export to be approved by the export inspection agency. This control should be very strictly implemented in that there is improved in the image of Indian product abroad. While the goal dairy opportunity is large.

## 3.2 COMPANY   PROFILE

Kanniyakumari Co-operative Milk Producers Ltd Profile

KDCMPU NO.2946 was  first registered  as Nanjil  Nadu Milk supply  society on 25th January 1949  and started  its functioning  from 7th February 1950. Later it  was elevated  as  Nanjil Nadu Milk  supply co - operative union  by January 1951. During 1961 it was renamed as Kanniyakumari  District  Co -operative  supply  union.  Later it was converted as Kanniyakumari District Co-operative milk  producer  union  on  16th  February 1982. This dairy  is located  at Nagercoil , the  headquarters of this District.

### 3.2.1 Dairy at Glance:

| Sl. No | Contents | Details |
|---|---|---|
| 1. | Date of registration | 25-01-1949 |
| 2. | Date of functioning | 07-02-1950 |
| 3. | Conversion as producers union | 16-02-1982 |
| 4. | Area of operation | Kanniyakumari District |
| 5. | Total no of societies | 111 |
| 6. | Functioning society | 76 |
| 7. | No of societies supplying milk to union | 40 |
| 8. | No of milk routes | 04 |
| 9. | No of societies doing AI | 18 |
| 10. | Dairy Capacity | 2500 Lts |
| 11. | Pasteurization Capacity | 5000 Lts |
| 12. | Milk storing capacity | 50,000 Lts |
| 13. | Boiler | 1.5 ton |
| 14. | Milk kova producing capacity per day | 50 – 60 kg per day |
| 15. | Milk packet machine packing capacity | 7500 Lts / hour |
| 16. | Generator | 70 K.V.A |
| 17. | Milk tanker No | 2 No |
| 18. | Milk purchase rate | Rs.124.32 for 1 Kg of total solids |
| 19. | Milk payment | Every Fortnight ( 15 days) |
| 20. | Brand | Aavin |
| 21. | Address | 317 / A K.P road, Nagercoil |

### 3.2.2 Employees:

| | | |
|---|---|---|
| General Manager | - | 1 |
| Manager | - | 4 |
| Deputy Manager | - | 3 |
| Executive and typist | - | 6 |
| Junior executive | - | 7 |
| Technicians | - | 8 |
| Drivers | - | 7 |
| Senior factory assistance | | - 46 |
| **Total** | | 82 |

### 3.2.3 Working Hours:

For office and administration staff, it is 9.30 A.M to 5.30 P.M. It is general shift for the plant. It functions through three shifts.

- 1$^{st}$ shift      - 6 A.M to 2 P.M
- 2$^{nd}$ shift      - 2 P.M to 10 P.M
- 3$^{rd}$ shift      -10 P.M to 6 A.M

### 3.2.4 Departments:

In KDCMPU there are some kinds of departments. They are as follows.

- Procurement & Input Department
- Administration Department
- Marketing Department
- Accounts Department
- Production Department
- Stores Department
- Quality Control

#### 3.2.4.1 Procurement & Input Department

Procurement and input is an important department in the organization. It deals with procurement of milk and takes it as input for final production. It is headed by the general manager and controlled by manager .

#### 3.2.4.2 Administration Department

It is headed by the general manager and controlled by manager (Administration & IR) and assisted by two executives, one junior executive , one private secretary one junior executive typist and three factory assistance.

It covers all the section of the co-operative in case of overall administration. Department acts as the HR department and takes care that the employees are satisfied with their respective authority . It looks after the welfare schemes of the employees of the whole dairy. It includes some of other section like.

- Recruitment & Selection
- Remuneration & Emoluments

- Perquisites
- Leave & Holidays:
- Services
- Job Satisfaction
- Trade Unions
- Disciplinary Action
- Grievance Handling
- Welfare Measures

### 3.2.4.3 Marketing Department

It is headed by the General manager and controlled by manger ( Marketing ) . He is assisted by two deputy managers. One executive, two junior executive, twenty for senior factory assistants.

- Distribution Of Product
- Advertisement
- Price

### 3.2.4.4 Distribution of Product

Milk is supplied in polythene cover in 500ml and 250 ml. It is marketed by the agents, aavin parlors, self- help groups and milk producer's co-operative societies.

They are selling milk products like peda, flavoured milk ghee, butter milk and cake. They supply milk every day morning and evening. The consumers have to pay one month cost of milk in advance for milk cards which effects from $16^{th}$ of every month to $15^{th}$ of next month. Based on the card the milk will be supplied to the consumers by the agents @ Rs. 23 per liter and Rs. 30 per liter to the other general public.

### 3.2.4.5 Price

Price of the product is fixed by the government.

### 3.2.4.6 Function

- To prepare the marketing plan at the beginning of every year, taking into consideration the demand, sales and production capacity.
- To undertake promotional activities in order to create awareness and to generate sales.
- To ensure proper supply chain management.
- To satisfy individuals and organizational goals.

### 3.2.4.6 Accounts Department

It is headed by the General Manager and controlled by the manager (Accounts) and assisted by one deputy manager, three executives and five junior executives.

### 3.2.4.7 Production Department

It is headed by the general manager and controlled by manager (dairy). He is assisted by a junior manager (engineering), two deputy manager (dairy) two junior executive a technicians, twenty factory assistances and seven drivers.

- **Production Process**

The milk is received from the society and it is tested to check both quality and quantity. In reception the check the weight the milk. After that it goes to pasteurization machine. In pasteurization machine the heat water will boil the raw milk for 74'C to 80'C and it cools for 4'C, the milk will sent to the packing machine, after packing they sent to sales.

### 3.2.4.8 Stores Department

It is headed by the General manager and controlled by manager ( dairy ). He is assisted by one executive. The receipt of the materials is on the basis of intends only under the stores. In the stores department the equipment are purchased from the companies or from the sellers.

### 3.2.4.9 Quality Control & Maintenance Department

It is headed by the General manager and controlled by the manager ( quality control ) and assisted by one Deputy manager ( DC ) and two lab technicians. It is used to test check both quantity and quality of the milk.

### 3.2.4 PRODUCT OF AAVIN MILK

Two verities of milk produced by the company

1. Homogenisated toned milk

2. Standard milk

1. Homogenized toned milk

Toned, milk is the main product of Aavin milk plant. It contains 3% fat 8.5% SNF (Solid Non Milk)

2. Standardized milk

Standardized milk contain 4.5% fat and 8.5% SNF.

### 3.2.5 BY PRODUCT

a) Ghee

b) Butter milk

c) Khoa

**DATA ANALYSIS AND INTERPRETATION**

**4.1 Introduction**

The data after collection has been processed and analyses by the researcher. Technically data processing includes editing the data, coding the data, classification of data and tabulation of data, form analysis refers to the complication of certain measures searching for patents of relationship that exists. This is the process of analysis relationship are difference supporting or conflicting with hypothesis should subjected to statistical test of significant to determine its validity.

In this present chapter the researcher have analyzed the data which collected by means of questionnaire from the Aavin milk plant. The statistical tools used for analysis are simple chi-square test.

**Table – 4.1**
**AGE-WISE CLASSIFICATION OF RESPONDENTS**

| Age group | No. of respondents | Percentage |
|---|---|---|
| Below25 | 6 | 12% |
| 25-35 | 11 | 22% |
| 36-45 | 15 | 30% |
| Above45 | 18 | 36% |
| **Total** | **50** | **100%** |

Sources: Primary data
**Interpretation:**
The above table shows that 36% of the respondents are in the age group of above 45 years, 30% of the respondents are in the age group of 36-45 years, 22% of the respondents are in the age group 25-35 and 12% of the respondents are in the age group below 25.
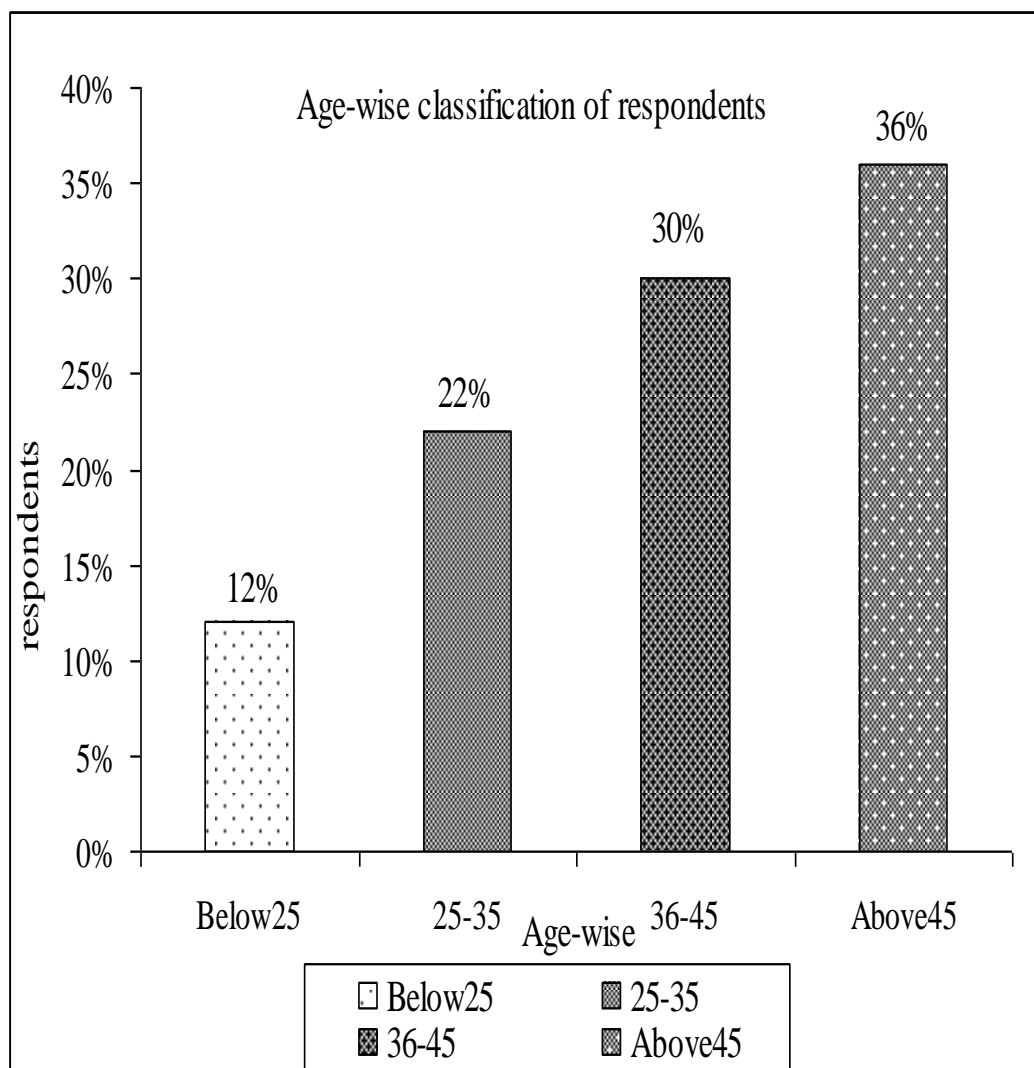
**Fig – 4.1**



Age-wise classification of respondents

**Table – 4.2**
**SEX-WISE CLASSIFICATIO**
**N OF RESPONDENTS**

| Sex | No. of respondents | Percentage |
|---|---|---|
| Male | 34 | 68% |
| Female | 16 | 32% |
| **Total** | **50** | **100%** |

Sources: Primary data

**Interpretation**

The above table shows that 68% of the respondents are male and 32% of the respondents are female.
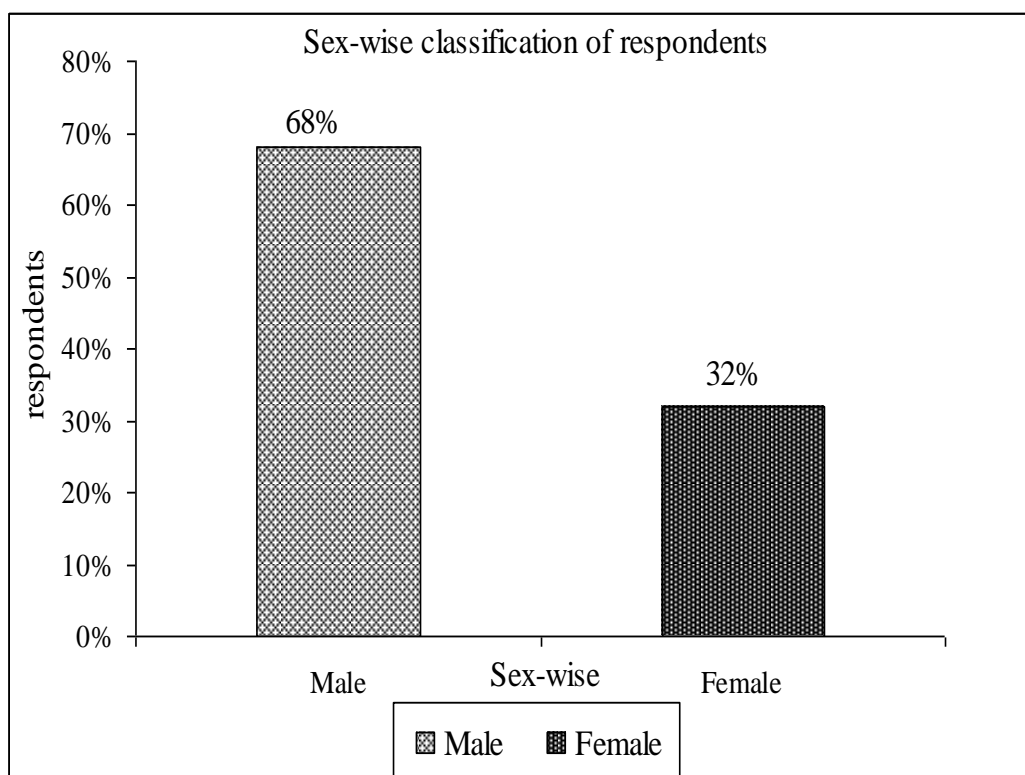
**Fig – 4.2**

**Table – 4.3**
**EDUCATION-WISE CLASSIFICATION OF RESPONDENTS**

| Education group | No. of respondents | Percentage |
|---|---|---|
| Less than SSLC | 6 | 12% |
| SSLC | 8 | 16% |
| HSC | 10 | 20% |
| Degree | 9 | 18% |
| PG Degree | 9 | 18% |
| Professional | 5 | 10% |
| Others | 3 | 6% |
| **Total** | **50** | **100%** |

Sources: Primary data

**Interpretation:**

The above table show that for 20% of the respondents educational qualifications is HSC, 18% of the respondents of PG Degree and 18% of the respondents are Degree.
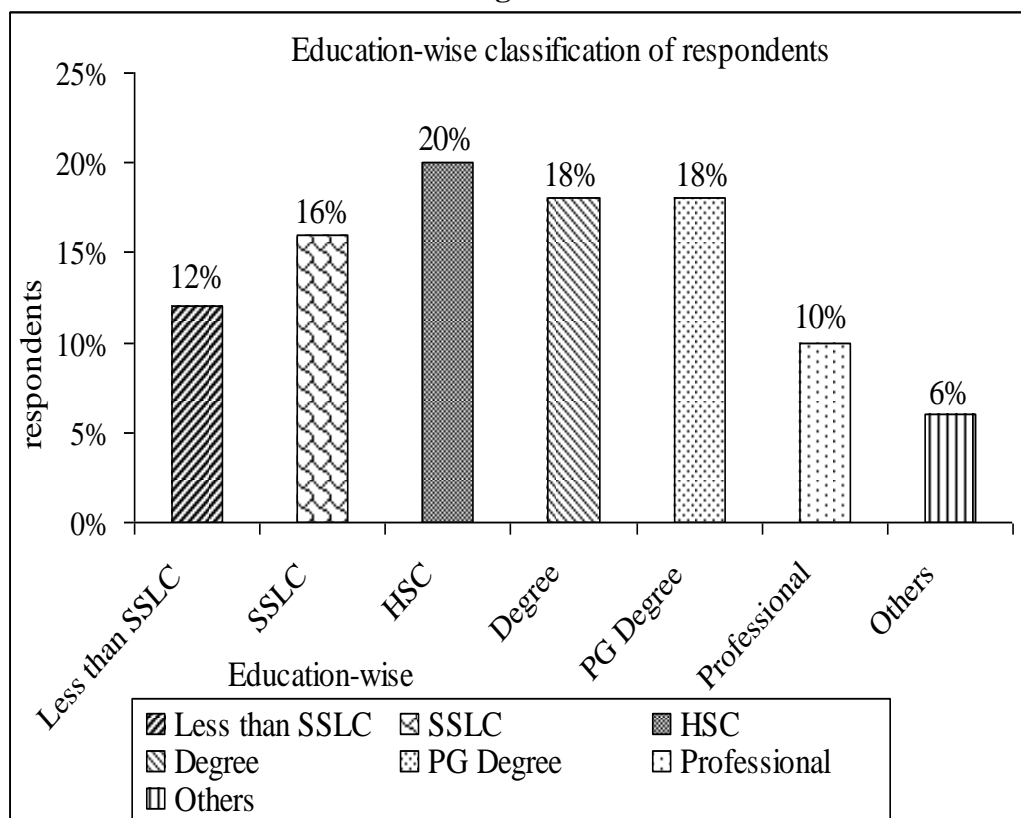
**Fig – 4.3**



Education-wise classification of respondents

**Table – 4.4**

**OCCUPATION-WISE CLASSIFICATION OF RESPONDENTS**

| Occupation | No. of respondents | Percentage |
|---|---|---|
| House wife | 6 | 12% |
| Govt.Employee | 9 | 18% |
| Private Employee | 13 | 26% |
| Student | 4 | 8% |
| Business man | 10 | 20% |
| Others | 8 | 16% |
| **Total** | **50** | **100%** |

Sources: Primary data

**Interpretation**

The above table shows that 26% of the respondents are employed in private sector and 20% of the respondents are businessman.
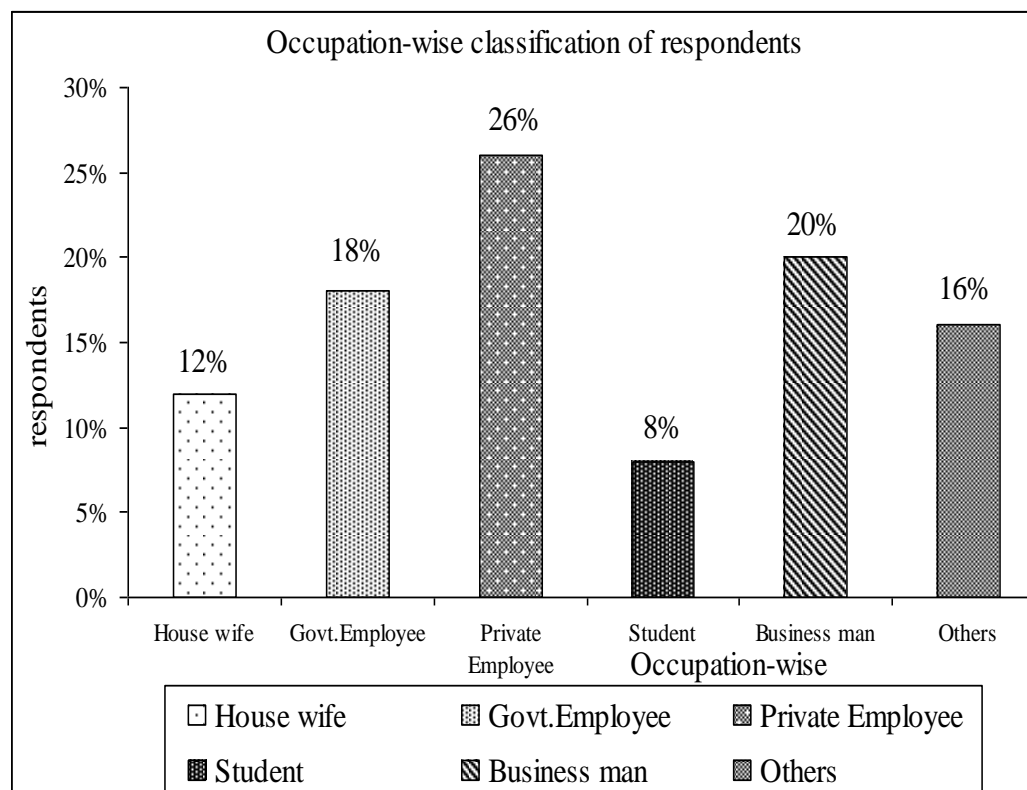
**Fig – 4.4**

**Table – 4.5**
**INCOME – WISE CLASSIFICATION OF RESPONDENTS**

| Income | No. of respondents | Percentage |
|---|---|---|
| Less than 5000 | 6 | 12% |
| 5000-10000 | 16 | 32% |
| 10000-20000 | 16 | 32% |
| More than 20000 | 12 | 24% |
| **Total** | **50** | **100%** |

Sources: Primary data

**Interpretation**

It can be inferred from the above table that 32% of the respondents are in the family income group of Rs.5000-10000and 24% of the respondents are in the family income group of more than Rs.20000.
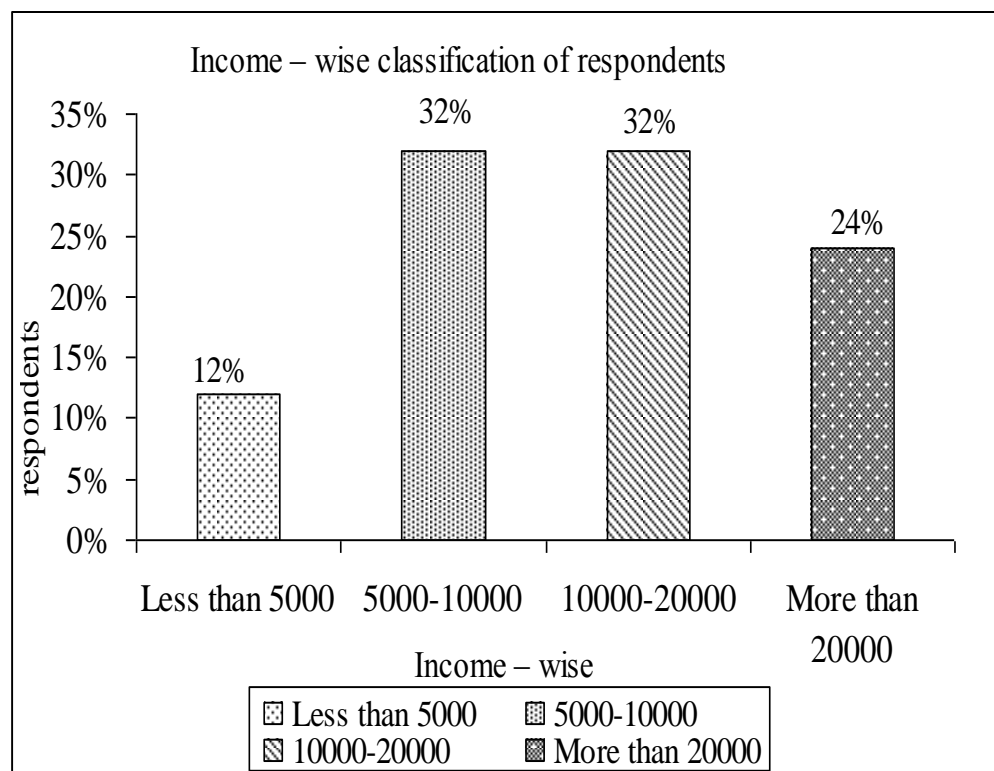
**Fig – 4.5**

**Table -4.6**

**CONSUMPTION PATTERN OF AAVIN MILK BY THE RESPONDENTS**

| Per day consumption | No. of respondents | Percentage |
|---|---|---|
| Less than 1Lrs | 12 | 24% |
| 1-2Lrs | 20 | 40% |
| 2-3Lrs | 7 | 14% |
| Above 3Lrs | 11 | 22% |
| **Total** | **50** | **100%** |

Sources: Primary data

**Interpretation**

It can be inferred from the above table that 40% of the respondents buying 1-2Lrs and 24% of the respondents are in the less than 1Lrs.
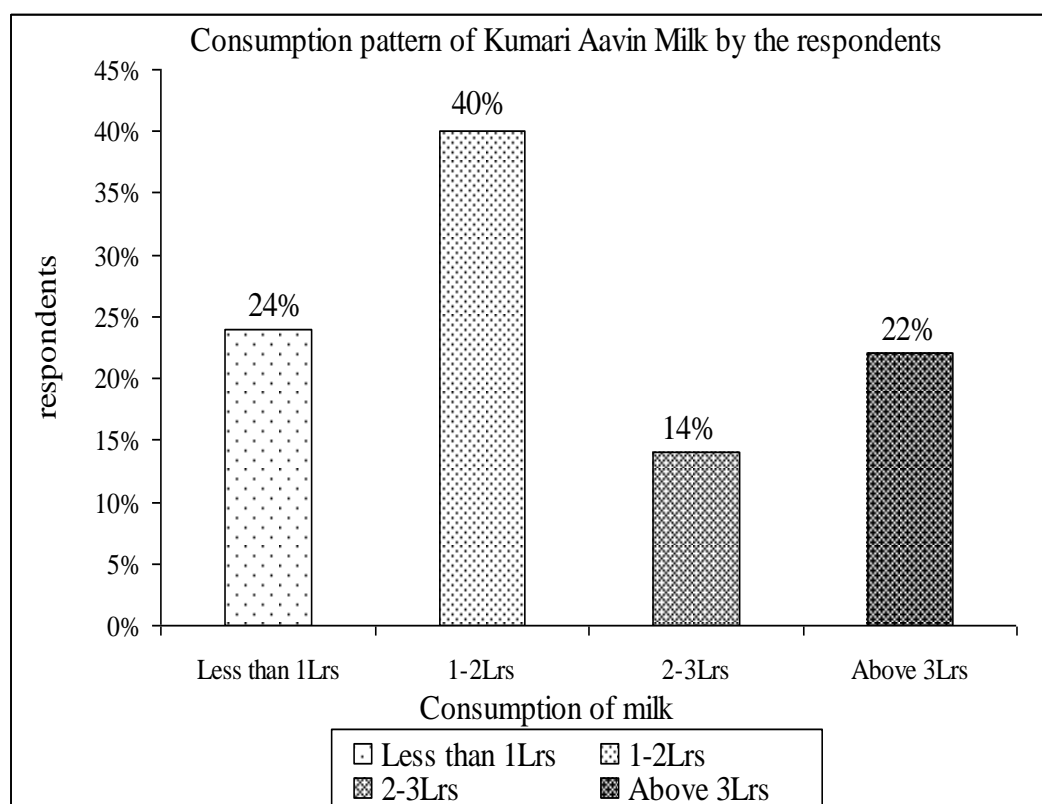
**Fig – 4.6**

**Table – 4.7**
**TYPE OF AAVIN MILK PURCHASED**

| Type of milk | No .of respondents | Percentage |
|---|---|---|
| Toned milk | 4 | 8% |
| Double toned milk | 22 | 44% |
| Standardized milk | 18 | 36% |
| Full cream milk | 6 | 12% |
| **Total** | **50** | **100%** |

Sources: Primary data

**Interpretation**

It can be inferred from the above table that 44% of respondents purchased in double toned milk 36% of respondents purchased in standardized milk.
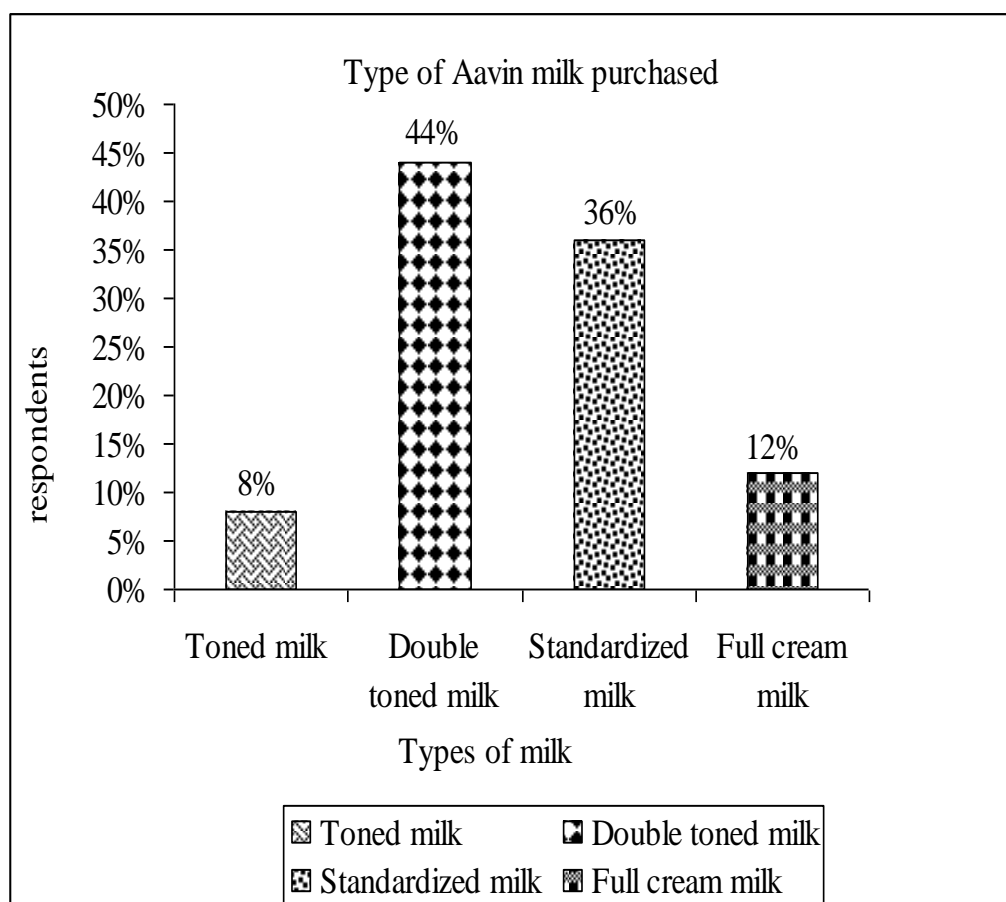
**Fig – 4.7**

**Table - 4.8**
**REASON FOR PREFERRING AAVIN MILK**

| Particular | No. of respondents | Percentage |
|---|---|---|
| Hygienic | 8 | 16% |
| Price | 12 | 24% |
| Availability | 10 | 20% |
| Quality | 20 | 40% |
| **Total** | **50** | **100%** |

Sources: Primary data

**Interpretation**

It can be inferred from the above table that 24% of respondents price of the Aavin milk 40% of respondents quality of the Aavin milk.
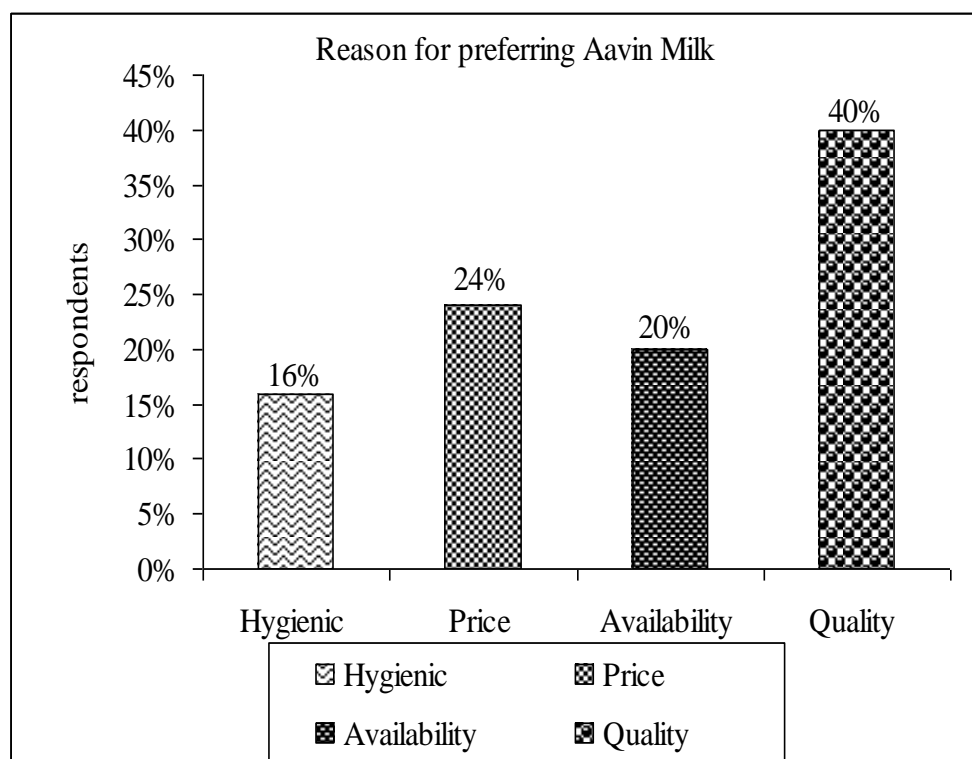
**Fig – 4.8**

**Table – 4.9**
**RESPONDENTS SATISFIED WITH AAVIN MILK**

| Particular | No. of respondents | Percentage |
|------------|--------------------|------------|
| Yes | 44 | 88% |
| No | 6 | 12% |
| **Total** | **50** | **100%** |

Sources: Primary data

**Interpretation**

It can be infer from the above table that 88% of the respondents are satisfied and 12% of the respondents are not satisfied.
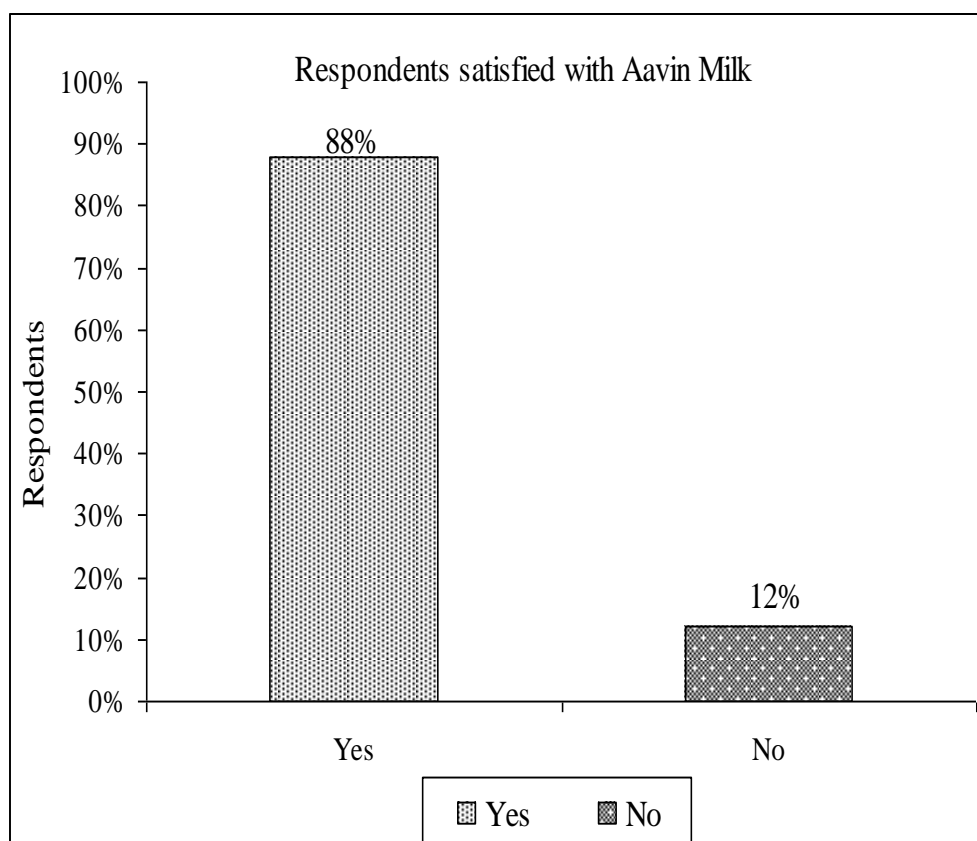
**Fig – 4.9**

**Table -4.10**
**SIZE OF PACKING FOR PREFERRING AAVIN MILK BY RESPONDENTS**

| Particular | No. of respondents | Percentage |
|---|---|---|
| 250ml | 14 | 28% |
| 500ml | 36 | 72% |
| **Total** | **50** | **100%** |

Sources: Primary data

**Interpretation**

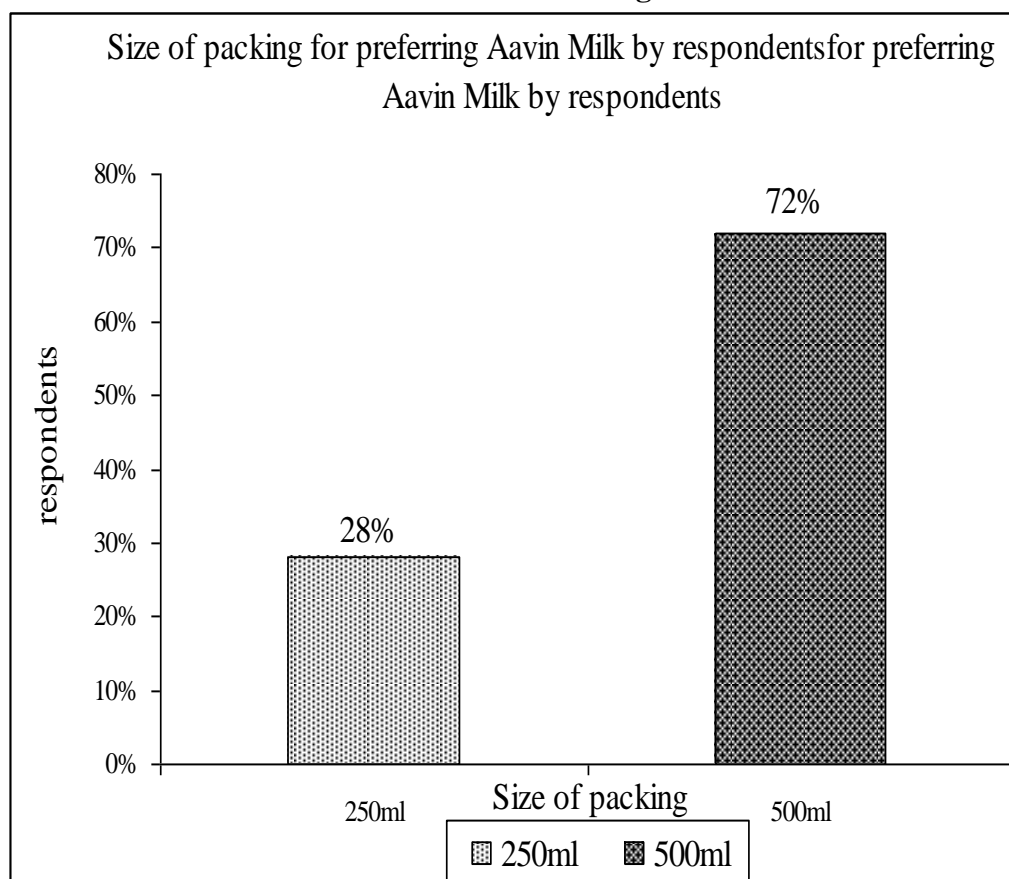The above table that 28% of the respondents prefer 250ml and 72% of the respondents are prefer 500ml.

**Fig – 4.10**



Size of packing for preferring Aavin Milk by respondentsfor preferring Aavin Milk by respondents

### Table – 4.11
### PERIOD FOR WHICH THE RESPONDENTS BUYER OF AAVIN MILK

| Particular | No. of respondents | Percentage |
|---|---|---|
| Below 1year | 7 | 14% |
| 1-2year | 9 | 18% |
| 2-3year | 10 | 20% |
| Above3year | 24 | 48% |
| **Total** | **50** | **100%** |

Sources: Primary data

**Interpretation**

It can be inferred from the above table that 48% of the respondents are buying Aavin for a period of above 3 years and 20% of the respondents are buying Aavin milk 2-3 years.
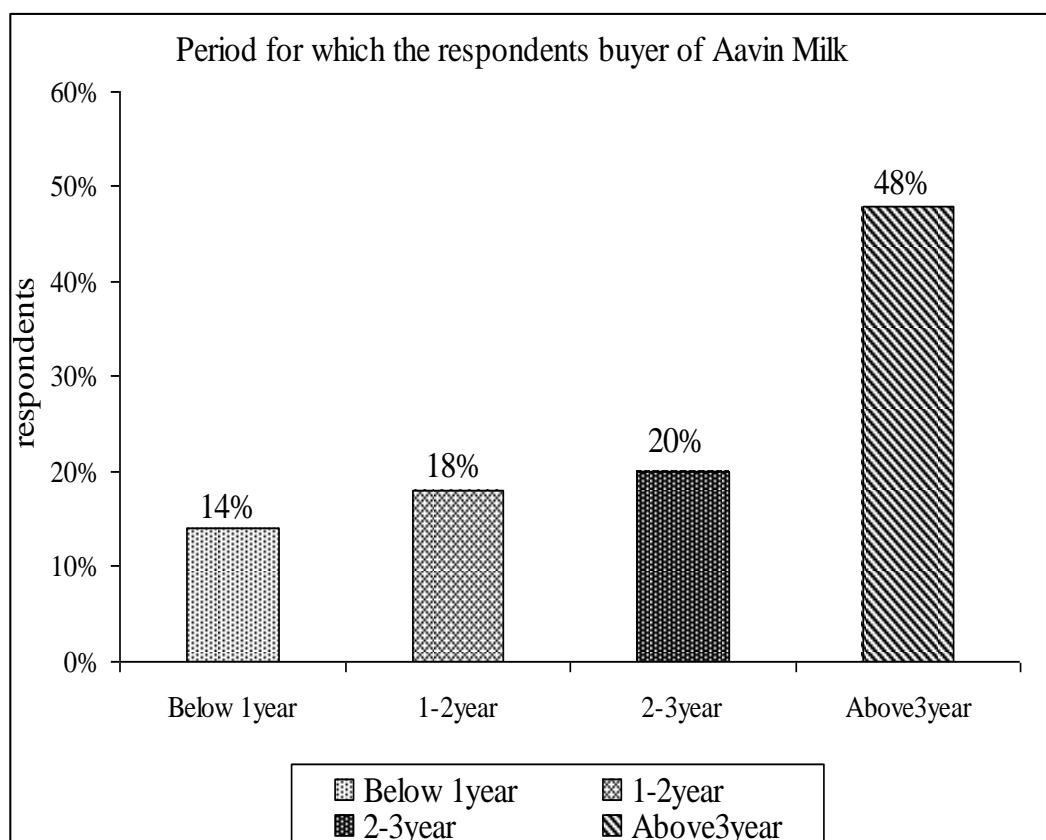
### Fig – 4.11

**Table – 4.12**
**OPINION OF THE RESPONDENTS TOWARDS SATISFIED WITH THE TASTE OF AAVIN MILK**

| Particular | No. of respondents | Percentage |
|---|---|---|
| Yes | 42 | 84% |
| No | 8 | 16% |
| **Total** | **50** | **100%** |

Sources: Primary data

**Interpretation**

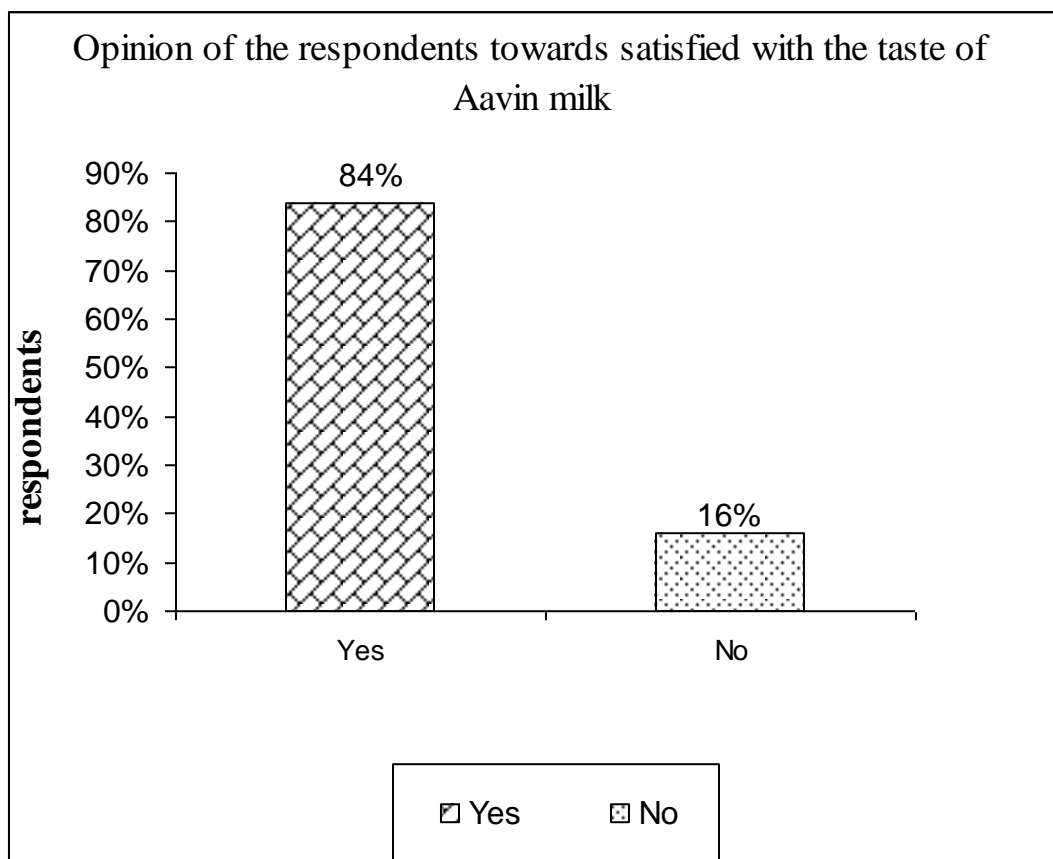It can be inferred from the above table that 84% of the respondents are taste of the Aavin Milk.

**Fig – 4.12**



Opinion of the respondents towards satisfied with the taste of Aavin milk

**Table 4.13**
**ASSIOCIATION BETWEEN THE NON DEMOGRAPHICAL FACTOR AND SATISFIED OF THE MILK**

| Taste | Satisfied of the milk | | Total |
|---|---|---|---|
| | Yes | No | |
| Yes | 38 | 4 | 42 |
| No | 6 | 2 | 8 |
| **Total** | **44** | **6** | **50** |

Source: Primary data

$H_o$ = There is significance relation ship between taste of the product and the customer satisfaction.
$H_a$ = There is no significance relation ship between taste of the product and the customer satisfaction

**Table 4.14**
**THE APPLICATION OF CHI- SQUARE TEST BETWEEN TASTE AND SATISFIED OF THE MILK**

| O | E | $(O-E)^2$ | $(O-E)^2/E$ |
|---|---|---|---|
| 38 | 44*42/50=36.96 | 1.0816 | 0.0293 |
| 6 | 44*8/50=7.04 | 1.0816 | 0.1536 |
| 4 | 6*42/50=5.04 | 1.0816 | 0.2146 |
| 2 | 6*8/50=0.96 | 1.0816 | 1.1267 |
| **Total** | | | **1.5242** |

Calculated Value     = 1.5242
Table Value     = 3.841
Degree of freedom   = 1

In this case, the result reveals that the hypothesis is accepted as the calculated value is less than the table value. Hence it can be conclude that the are not satisfied with customers.

**Table – 4.15**

**OPINION OF THE RESPONDENTS TOWARDS QUALITY OF AAVIN MILK**

| Particular | No. of respondents | Percentage |
|---|---|---|
| High | 36 | 72% |
| Normal | **7** | 14% |
| Low | 2 | 4% |
| None | 5 | 10% |
| **Total** | **50** | **100%** |

Sources: Primary data

**Interpretation**

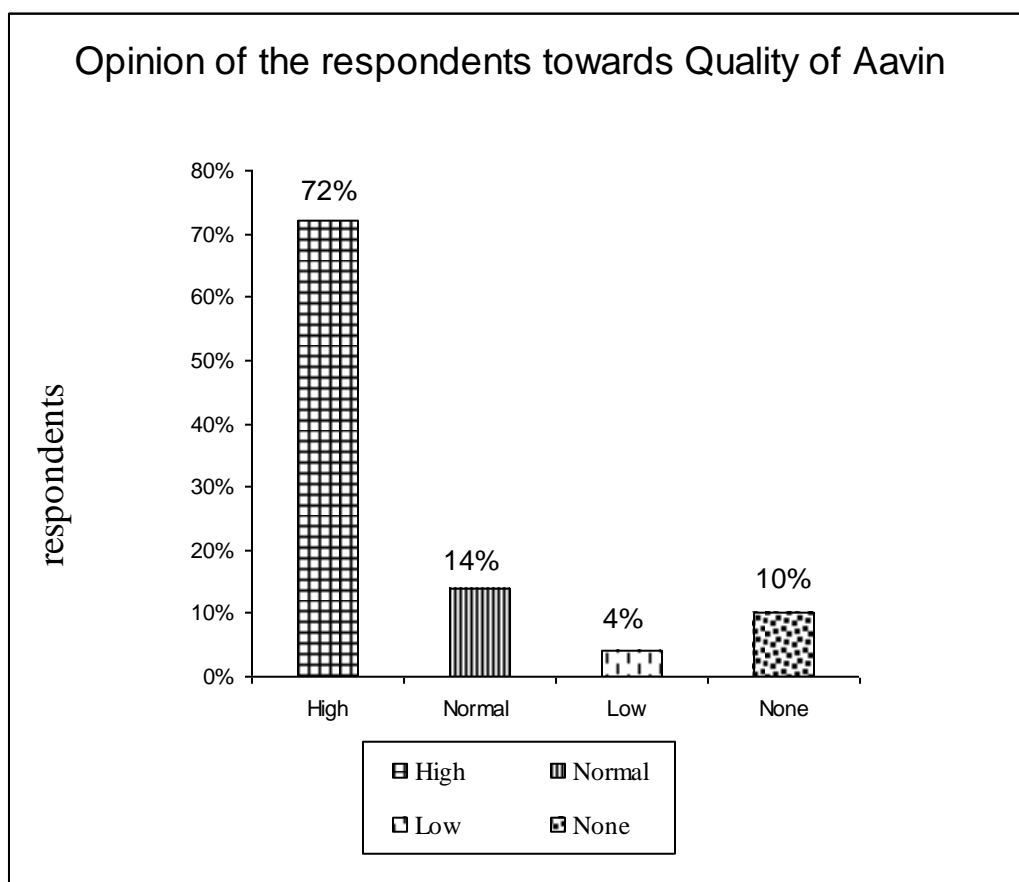It can be inferred from the above table that 72% of the respondents are good quality of Aavin milk.

**Fig – 4.13**



Opinion of the respondents towards Quality of Aavin

**Table – 4.16**

**OPINION OF THE RESPONDENTS TOWARDS PRICE OF AAVIN MILK**

| Particular | No. of respondents | Percentage |
|---|---|---|
| High | 6 | 12% |
| Normal | 41 | 82% |
| Low | 3 | 6% |
| None | - | - |
| **Total** | **50** | **100%** |

Sources: Primary data

**Interpretation**

　　　The above table shows that 82% of the respondent's opinion is normal and 6% of the respondent's opinion is low.
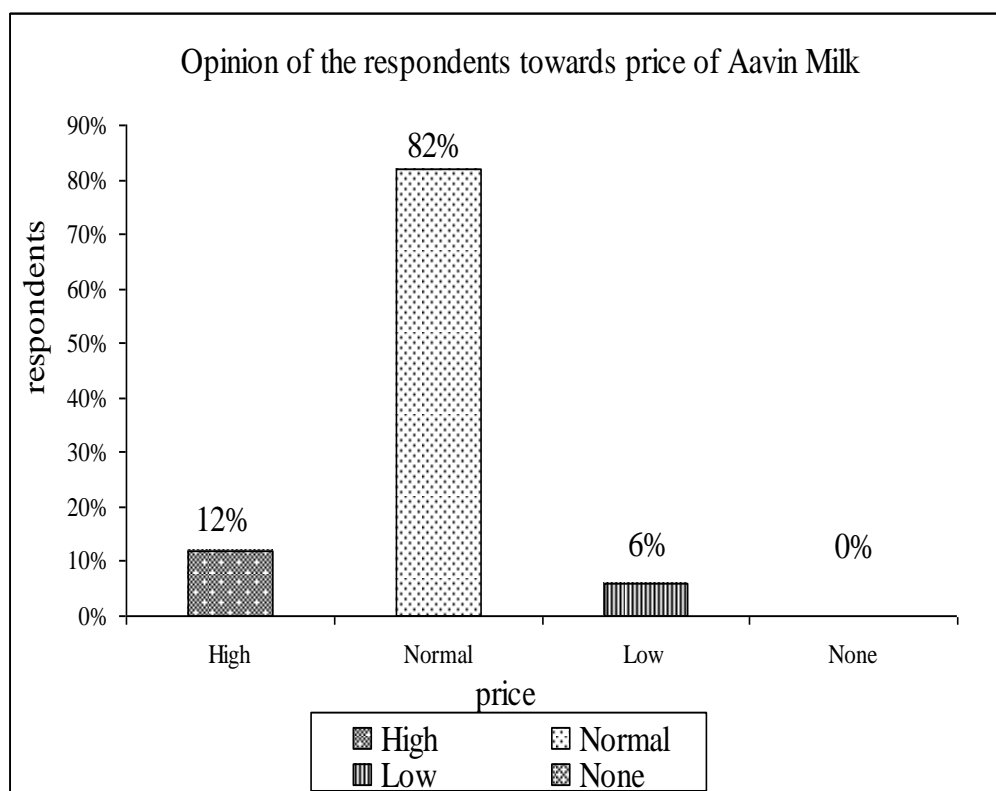
**Fig – 4.14**



Opinion of the respondents towards price of Aavin Milk

**Table 4.17**
**ASSIOCIATION BETWEEN THE NON DEMOGRAPHICAL FACTOR AND SATISFIED OF THE MILK**

| Price | Satisfied of the milk | | Total |
|---|---|---|---|
| | Yes | No | |
| Normol | 43 | 4 | 47 |
| None | 1 | 2 | 3 |
| **Total** | **44** | **6** | **50** |
| | | | |

Source: Primary data

$H_o$ = There is significance relation ship between price of the product and the customer satisfaction.
$H_a$ = There is no significance relation ship between price of the product and the customer satisfaction

**Table 4.18**
**THE APPLICATION OF CHI- SQUARE TEST BETWEEN PRICE AND SATISFIED OF THE MILK**

| O | E | $(O-E)^2$ | $(O-E)^2/E$ |
|---|---|---|---|
| 43 | 44*47/50=41.36 | 2.6896 | 0.065 |
| 1 | 44*3/50=2.64 | 2.6896 | 1.018 |
| 4 | 6*47/50=5.64 | 2.6896 | 0.477 |
| 2 | 6*3/50=0.36 | 2.6896 | 7.471 |
| **Total** | | | **9.031** |

Calculated Value  = 9.031
Table Value      = 3.841
Degree of freedom = 1

In this case, the result reveals that the hypothesis is rejected as the calculated value is less greater  than the table value. Hence it can be conclude that the are  satisfied with customers.

<div align="center">

**Table –4.19**
**OPINION OF THE RESPONDENTS TOWARDS PACKING OF AAVIN MILK**

</div>

| Particular | No. of respondents | Percentage |
|---|---|---|
| Very good | 10 | 20% |
| Good | 35 | 70% |
| Very poor | 1 | 2% |
| Poor | 4 | 8% |
| **Total** | **50** | **100%** |

Sources: Primary data

**Interpretation**

The above table shows that 70% of the respondents of the opinion that it is good and 2% of the respondent's opinion very poor.
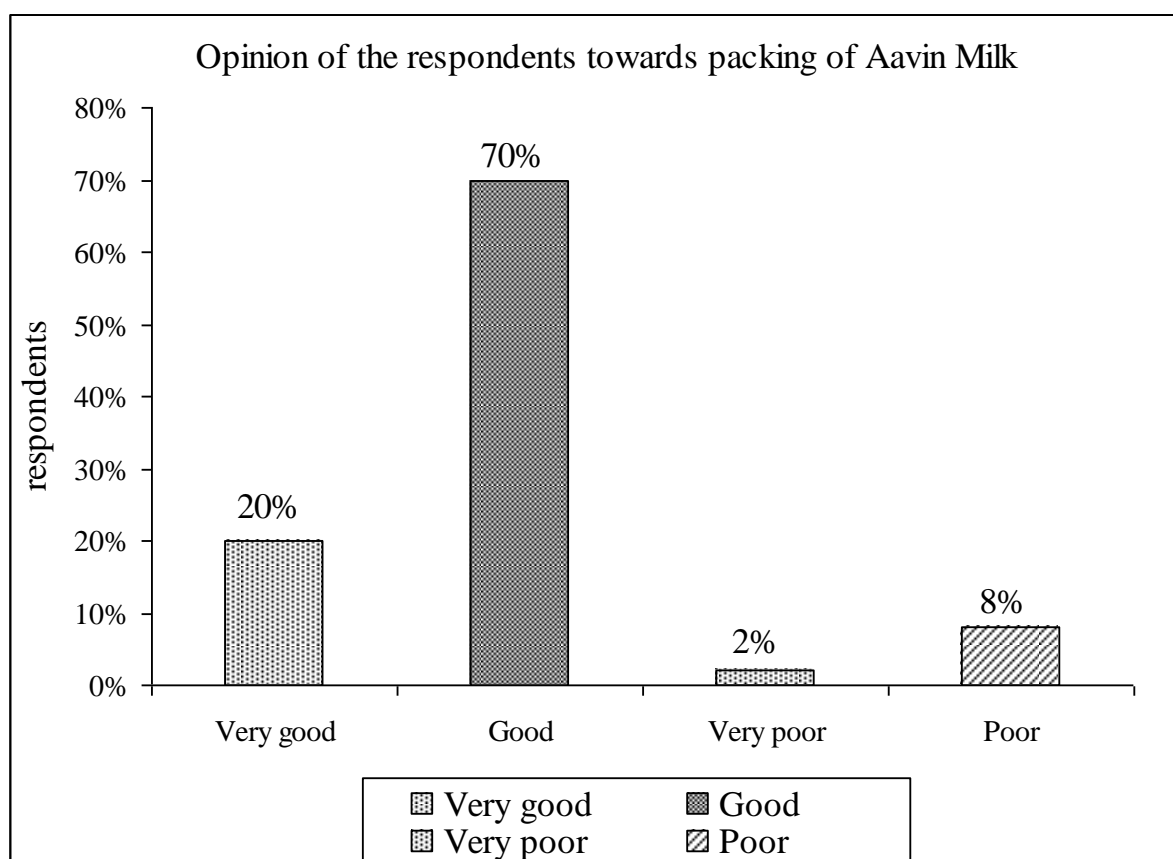
<div align="center">

**Fig – 4.15**

</div>



Opinion of the respondents towards packing of Aavin Milk

**Table – 4.20**
**ASSIOCIATION BETWEEN THE NON DEMOGRAPHICAL FACTOR AND SATISFIED OF THE MILK**

| Packageing | Satisfied of the milk | | Total |
|---|---|---|---|
| | Yes | No | |
| Good | 42 | 3 | 45 |
| Poor | 2 | 3 | 5 |
| **Total** | **44** | **6** | **50** |

Source: Primary data

$H_o$ = There is significance relation ship between packing of the product and the customer satisfaction.

$H_a$ = There is no significance relation ship between packing of the product and the customer satisfaction

**Table – 4.21**
**THE APPLICATION OF CHI- SQUARE TEST BETWEEN PACKAGEING AND SATISFIED OF THE MILK**

| O | E | $(O-E)^2$ | $(O-E)^2/E$ |
|---|---|---|---|
| 42 | 44*45/50=39.6 | 5.76 | 0.146 |
| 2 | 44*5/50=4.4 | 5.76 | 1.309 |
| 3 | 6*45/50=5.4 | 5.76 | 1.067 |
| 3 | 6*5/50=0.6 | 5.76 | 9.6 |
| **Total** | | | **12.122** |

Calculated Value      = 12.122
Table Value           = 3.841
Degree of freedom   = 1

In this case, the result reveals that the hypothesis is rejected as the calculated value is less than the table value. Hence it can be conclude that the are satisfied with customers.

**Table – 4.22**
**OPINION OF THE RESPONDENTS TOWARDS AVAILABILITY OF AAVIN MILK**

| Particular | No. of respondents | Percentage |
|---|---|---|
| Very good | 10 | 20% |
| Good | 34 | 68% |
| Very poor | 1 | 2% |
| Poor | 5 | 10% |
| **Total** | **50** | **100%** |

Sources: Primary data

**Interpretation**

The above table shows that 68% of the respondent's opinion is good and 20% of the respondent's opinion is very good.
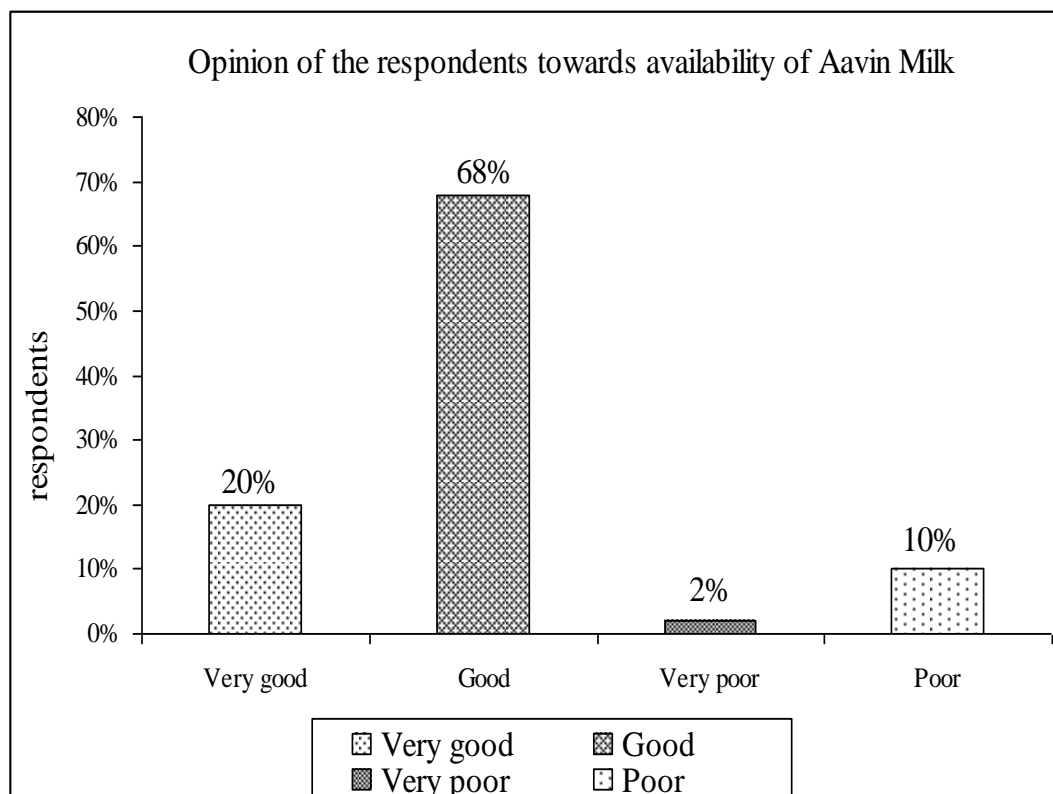
**Fig – 4.16**



Opinion of the respondents towards availability of Aavin Milk

**Table 4.23**
**ASSIOCIATION BETWEEN THE NON DEMOGRAPHICAL FACTOR AND SATISFIED OF THE MILK**

| Availability | Satisfied of the milk | | Total |
|---|---|---|---|
| | Yes | No | |
| Good | 42 | 2 | 44 |
| Poor | 2 | 4 | 6 |
| **Total** | **44** | **6** | **50** |

Source: Primary data

$H_o$ = There is significance relation ship between availability of the product and the customer satisfaction.

$H_a$ = There is no significance relation ship between availability of the product and the customer satisfaction

**Table – 4.24**

THE APPLICATION OF CHI- SQUARE TEST BETWEEN AVAILABILITY AND SATISFIED OF THE MILK

| O | E | $(O-E)^2$ | $(O-E)^2/E$ |
|---|---|---|---|
| 42 | 44*44/50=38.72 | 10.7584 | 0.2779 |
| 2 | 44*6/50=5.28 | 10.7584 | 2.0376 |
| 2 | 6*44/50=5.28 | 10.7584 | 2.0375 |
| 4 | 6*6/50=0.72 | 10.7584 | 14.94 |
| **Total** | | | **19.2731** |

Calculated Value = 19.2731
Table Value = 3.841
Degree of freedom = 1

In this case, the result reveals that the hypothesis is rejected as the calculated value is less than the table value. Hence it can be conclude that they are satisfied with customers.

**Table – 4.25**

**OPINION OF THE RESPONDENTS TOWARDS PROMPT DELIVERY OF AAVIN MILK**

| Particular | No. of respondents | Percentage |
|---|---|---|
| Good | 21 | 42% |
| Moderate | 20 | 40% |
| Bad | 9 | 18% |
| **Total** | **50** | **100%** |

Sources: Primary data

**Interpretation**

It can be inferred from the above table that 42% of the respondent opinion is good and 40% of the respondent opinion that it was moderate.
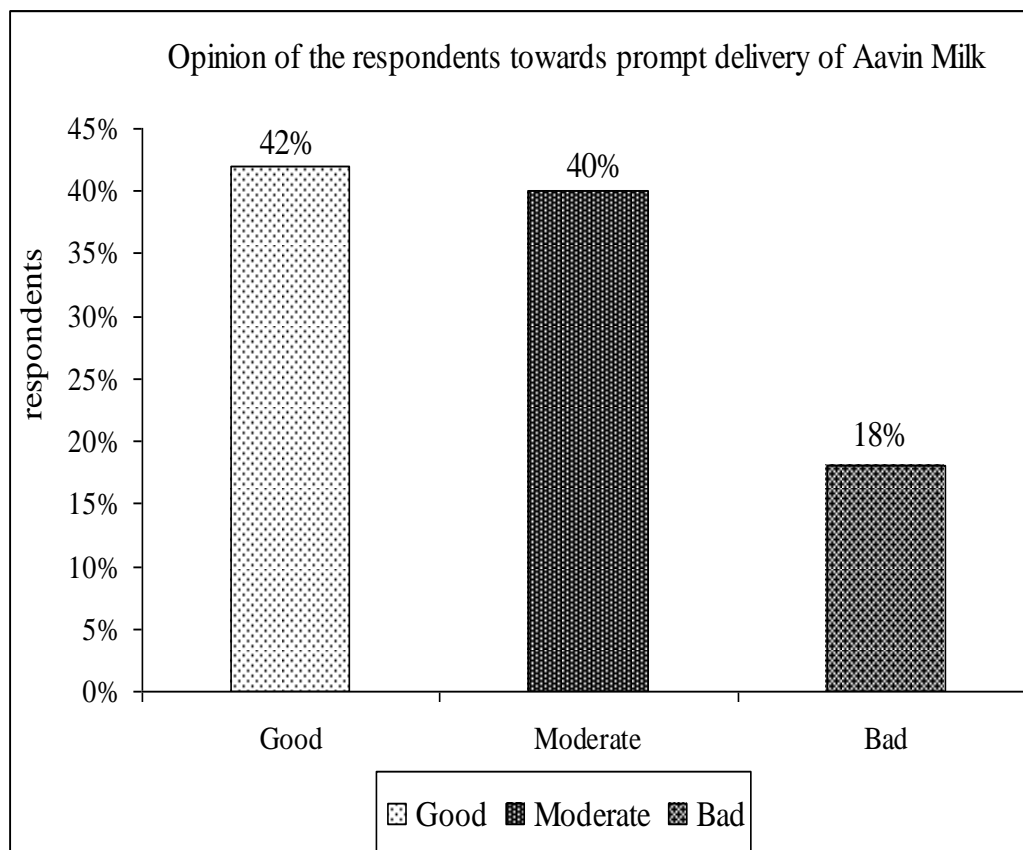
**Fig – 4.17**



Opinion of the respondents towards prompt delivery of Aavin Milk

**Table – 4.26**
**Reason for switching over to other brands by respondents**

| Particular | No. of respondents | Percentage |
|---|---|---|
| Thickness | 12 | 24% |
| Quality | 18 | 36% |
| Price | 10 | 20% |
| Availability in time | 10 | 20% |
| **Total** | **50** | **100%** |

Sources: Primary data

**Interpretation**

It can be infer from the above table that 24% of the respondents are thickness and 36% of the respondents are quality and 20% of the respondents are price.
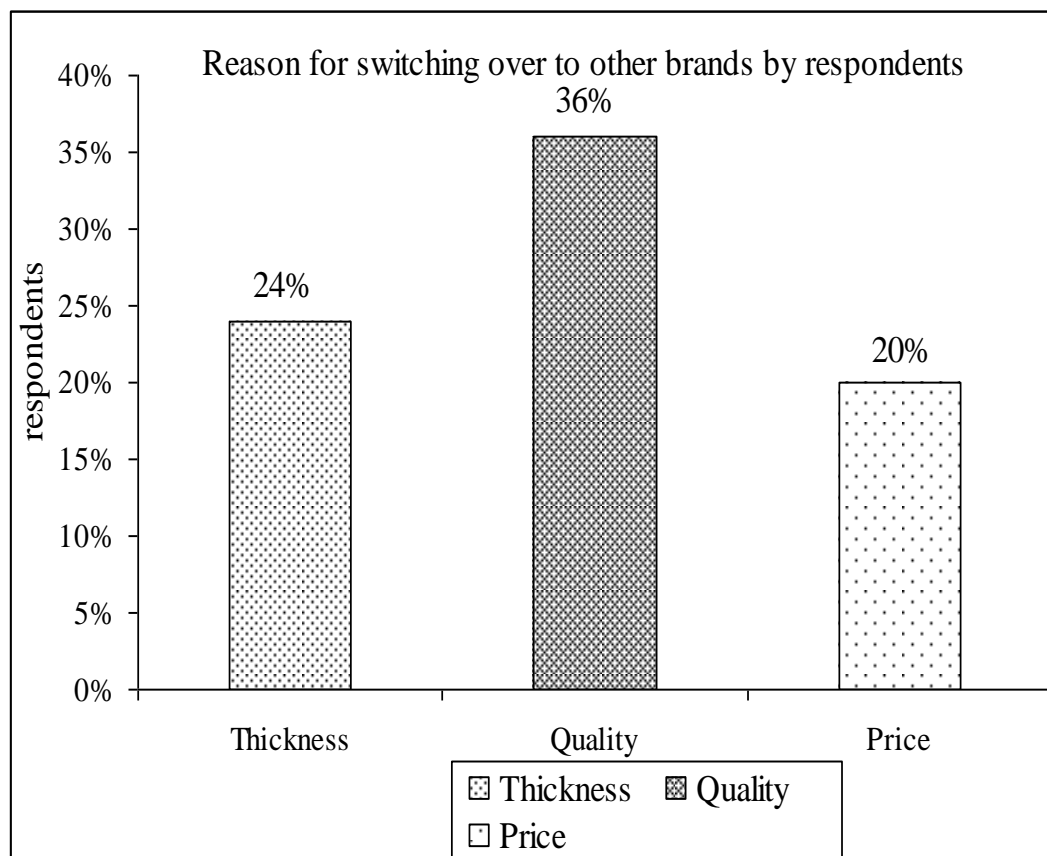
**Fig – 4.18**



Reason for switching over to other brands by respondents

**Table – 4.27**

**Benefit expected by respondents from organization**

| Particular | No. of respondents | Percentage |
|---|---|---|
| Quality throughout the year | 26 | 52% |
| No price fluctuations | 9 | 18% |
| Prompt door delivery | 10 | 20% |
| Prompt spot delivery | 5 | 10% |
| **Total** | **50** | **100%** |

Sources: Primary data

**Interpretation**

It can be inferred from the above table that 52% of the respondents expect the good quality throughout the year and 20% of the respondents expect prompt door delivery.

**Fig – 4.19**
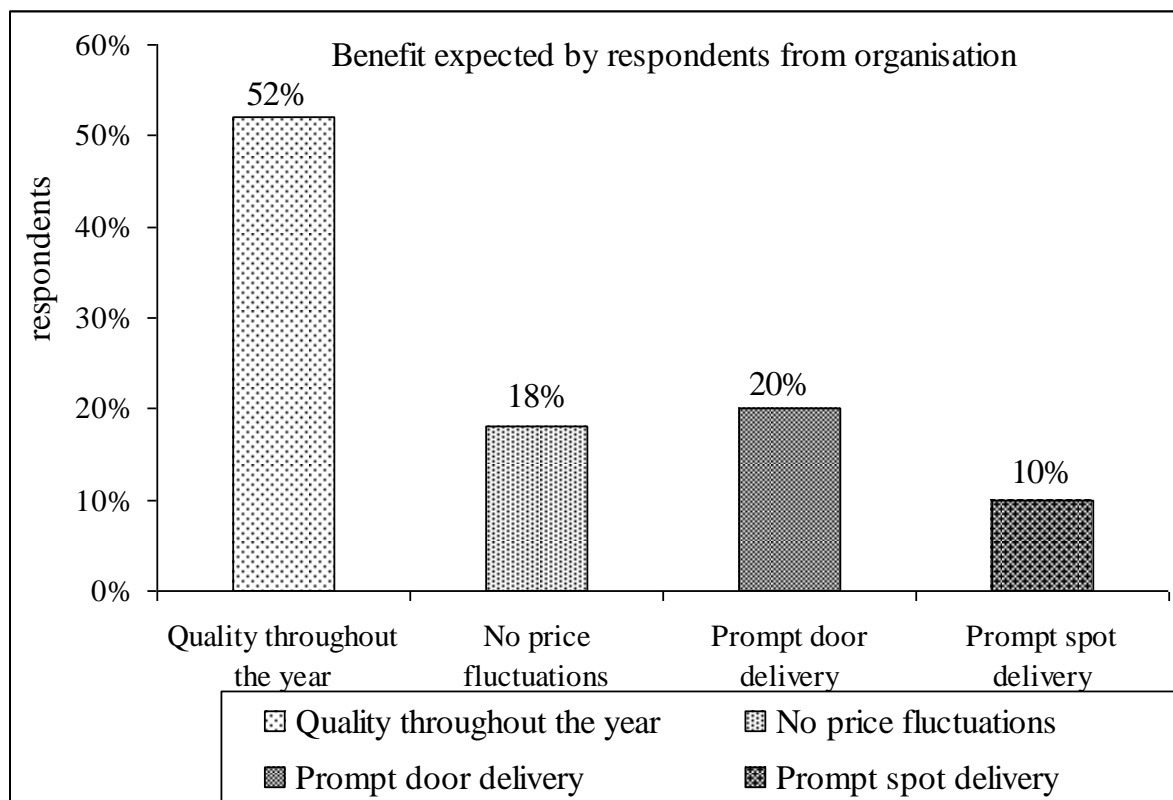


**5.1 FINDINGS**

5.1.1    36% of the respondents are in the age group of above 45 years age and 12% of the respondents are the age group of below 25.

5.1.2    68% of respondents are male and 32% of the respondents are female.

5.1.3    20% of the respondents educational qualifications are HSC, 18% of the respondents are degree and 18% of the respondents are PG degree holders.

5.1.4    26% of the respondents are employed in private sector, 20% of the respondents are businessman and 12% of the respondents are housewife.

5.1.5    24% of the respondents are in the family income group of  more than   Rs. 20000 and 32% of the respondents are in the family income group of Rs.5000-10000.

5.1.6    40% of the respondents buying per day consumption 1-2Lrs and 24% of the respondents are in the less than 1Lrs.

5.1.7    44% of the respondents are buying double toned milk,36% of the respondents standardized milk.

5.1.8    24% of the respondents are price of the Aavin milk,40% of the respondents are quality of the Aavin milk.

5.1.9    88% of the respondents are satisfied and 12% of the respondents not satisfied.

5.1.10    8% of the respondents are prefer 250ml and 72% of the respondents are prefer 500ml.

5.1.11    8% of the respondents are buying Aavin milk for a period above 3 years and 20% of the respondents are buying Aavin milk 2-3years.

5.1.12    4% of the respondents are taste of the Aavin milk.

5.1.13    2% of the respondents are good quality of the Aavin milk.

5.1.14    2% of the respondents' opinion is normal about the price and 6% of the respondents' opinion is low.

5.1.15    0% of the respondents' opinion is good about the packing of Aavin milk and 2% of the respondents' opinion is very poor because leakages are found frequently.

5.1.16    8% of the respondent's opinion is good about the availability of Aavin milk and 20% of the respondent's opinion is very good.

5.1.17    2% of the respondents' opinion is good about prompt delivery of Aavin milk and 40% of the respondents' opinion is moderate.

5.1.18    4% of the respondents are switching to other brands in case of milk thickness and 20% of the respondents due to price.

5.1.19    2% of the respondents expect in the good quality throughout the year and 18% of the respondents expect no price fluctuation.

### 5.1 SUGGESTION

5.2.1    Open more retail outlets among the rural area exclusively for Aavin products.

5.2.2    Co-ordination among the staff and farmers should be stream line.

5.2.3    Mobile vetinary unit should be made effective.

5.2.4    More attention should be made to make the packing effective, because lots of damages are reporting.

5.2.5    Adequate training should be given to agents to improve the sales in their territories by arranging classes in their areas.

5.2.6    They can implement home delivery system also.

### 5.2 CONCLUSION

The research study in this project revealed that most of the respondents are satisfied with the quality, hygienic availability and price. So the respondents preferring Aavin Milk. Also the quality of the Aavin Milk is very good compared to other brands of Milk. Then the price of Aavin Milk is very low compared to other brands of Milk. This project about Aavin Milk has been beneficial to me.

## LIST OF REFERAENCE

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2. Modern Indian thought Richard T.Farmer,
3. Service mgt, Brain and parker, volume:19
4. A key for quality product mgt, Kuo et al,
5. Sales and services, Fran Suzzner,

WEBSITES
1   www.google.com
2   www.yahoo.com