

CONSUMER SATISFACTION TOWARDS MILKY MIST PRODUCTS

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ABSTRACT: Milk and milky products deliver essential nutrition to all or any of life. It offers livelihood to millions of slight and marginal farmers in the state. Tamilnadu is an agricultural concerned with State and majority of the farmers possesses cattle. Consumer behaviour can be defined as the behaviour that consumers show in penetrating for, purchasing, using, assessing and disposing of products and services that they expect will satisfy consumer needs and wants. To elaborate further, consumer behaviour emphasises on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items. Number of factors influences consumers' lifestyles. Like culture, subculture, values, demographic factors, social status, reference groups, household and the internal makeup of the consumer, which are feelings, personality motives of buying, perception and learning. Consumers are also influenced by the marketing activities. Hence, the study efforts on consumer behaviour towards numerous brands of milk and milk products with special reference to Coimbatore District. This study not only focus on consumer needs and wants, their habits, taste, their likes, their dislike, and it also answer the question like what they buy? Why they buy? Where they buy? Added to this consumer satisfaction, is widely recognized as a key pressure in the formation of consumer' future purchase intention.

Keywords: *Consumer Behaviour, Brand, Milk and Milky Products*

INTRODUCTION:

The food and beverage industry is a consumer-oriented market in which not only consumer wishes for increasingly personalized products and services but also sustainable products and production systems play a major role. India's food processing sector is one of the largest in the world and its output is expected to reach \$535 by 2025-26. The Food Processing sector in India has a quintessential role in linking Indian farmers to consumers in the domestic and international markets. The Ministry of Food Processing Industries (MOFPI) is making all efforts to encourage investments across the value chain. The food processing industry engages approximately 1.93 mm people in around 39,748 registered units with fixed capital of \$32.75 and aggregate output of around \$158.69 bn. Major sectors constituting the food processing industry in India are grains, sugar, edible oils, beverages, and dairy products. Under PMKSY, 41 Mega Food Parks, 353 Cold Chain projects, 63 Agro-Processing Clusters, 292 Food Processing Units, 63 Creation of Backward & Forward Linkages Projects & 6 Operation Green projects across the country have been approved. The key sub-segments of the Food Processing industry in India are Fruits & Vegetables, Poultry & Meat processing, Fisheries, Food retail, dairy industry, etc.

OBJECTIVES OF MILKY MIST:

- To study about the consumer preferences on Milky mist product relating to Fresh paneer, Butter, Curd, etc.
- To measure the level of customer satisfaction towards the Milky Mist product.

SOURCE OF DATA:

PRIMARY DATA:

The researcher collected the first-hand information after confirming the study area. Through well-structured questionnaire, primary data was collected. It was collected from 50 respondents.

SECONDARY DATA:

The secondary data was collected from the study related websites, journals, and magazines. It was collected through the library to facilitate proper understanding of the conceptual framework about the study.

SAMPLE SIZE:

For the purpose of the study, 50 questionnaires were collected. Convenience sampling method is administered in this study.

TOOLS USED IN ANALYSIS:

-  Percentage analysis
-  Chi-Square analysis

REVIEW OF LITRETURE:

Anonymous (2021) in his article revealed that bought a milky mist curd. It is very tasty and every one eat for a milky mist curd. An every summer time has been very useful because then heating level too decrease to all people are forever. So the milky mist curd always good well.

CHUA, VANINA & FONG (2008) in their article shows that for the six years, all sectors in the milk industry have seen a positive movement in value. The Powdered Milk sector remains the uppermost among all the other sectors. Second to this is the Milk sector surveyed by the Flavoured Powdered Milk sector, after which is the Flavoured Milk sector. This trend nonstop and still persevered by 2007.

DATA ANALYSIS AND INTEPRETATION**Table no: 1. Table showing gender of the respondents**

Gender	No.of.Respondents	Percentage
Male	30	60
Female	20	40
Total	50	100

INTERPRETATION:

Above table shows that 60% of the respondents are belongs to male and 40% of the respondents are belongs to female. Thus, the Majority of the respondents are male.

Table No: 2 Table showing the classification of the respondents by income (in Rs.)

Particulars	No. of respondents	Percentage of respondents
Below 10,000	5	10
10,001 - 20,000	13	26
20,001- 30,000	25	50
Above 30,000	7	14
TOTAL	50	100

INTERPRETATION:

The above table shows the income of the respondents (in Rs.). 10% of the respondents come under the income level of below 10,000, 26% of the respondents come under the income level of Rs. 10,001 - 20,000 , 50% of the respondents come under the income level of Rs. 20,001 - 30,000 and 14% of the respondents come under the income level of above Rs. 30,000. Thus, the majority of respondents come under the income level of Rs. 20,001 - 30,000.

Table No.3 Table showing the extent of satisfaction in quality

Particulars	No. of respondents	Percentage of respondents
Highly satisfied	15	30
Satisfied	20	40
Neutral	10	20
Dissatisfied	5	10
TOTAL	50	100

INTERPRETATION:

The above table indicates that 30% of the respondents are highly satisfied, 40% of the respondents are satisfied, 20% of the respondents are neutral and 10% of the respondents are dissatisfied in quality. Thus, the majority of the respondents are satisfied in quality.

Table No 4. Table showing the issues faced in consuming the brand

Particulars	No. of respondents	Percentage of respondents
Price	10	20
Quality	19	38
Quantity	9	18
Unavailability	6	12
No problem	6	12
Total	50	100

INTERPRETATION:

20% of the respondents have opined that price, 38% of the respondents have opined that quality, 18% of the respondents have opined that quantity, 12% of the respondents have opined that unavailability and 12% of them have opined that no problem in consuming the merchandise. Thus, the majority of the respondents said that quality is the problem in consuming the product

CHI-SQUARE ANALYSIS:

Level of satisfaction in quality and preference to vary the brand when price increases.

Hypothesis:

Level of satisfaction in quality has no significant relationship with preference to vary the brand when price increases

Personal Factor	Chi-square test	p-value	Significant Value	S/NS
Age	33.201	0.003	0.05	S
Gender	46.163	0.001	0.05	S
Marital status	18.954	0.008	0.05	S
Educational qualifications	32.043	0.004	0.05	S
Occupational status	42.767	0.000	0.05	S
Monthly income	1.021	0.101	0.05	NS
Type of family	70.670	0.041	0.05	S

Note: S-Significant (P-Value<0.05) Ns-Not Significant (P Value>0.05)

From the above table it is found that the hypothesis is rejected (significant) in six cases and the hypothesis is accepted (not significant) in one case.

It is conclude that age, gender, educational qualifications, legal status, occupational status, monthly income, and sort of family have no significant relationship with preference to change the brand when price increases.

FINDINGS:**Percentage Analysis:**

- Majority of respondents are male
- Majority of respondents come under the income level of Rs. 20,001- 30,000.
- Majority of the respondents are satisfied in quality.
- Majority of the respondents said that quality is that the problem in consuming the product

Chi-Square Analysis:

- Age, gender, educational qualifications, legal status, occupational status, monthly income, and sort of family have no significant relationship with preference to change the brand when price increases.

SUGGESTIONS:

- Consumers aren't fully conscious about all the products of milky mist. Therefore, milky mist should advertise the less aware products in order that consumer may become fully aware about each & every products of milky mist.
- Milky mist should emphasis on all the brand of its products. The main target is to increase the product image on its products.
- People also chosen products on the retailer suggestions. Therefore, steps should be taken to promote retailers. Retailers should be given more credit time and credit facility. They might be given incentives, gifts on the massive sale volume and selling of less aware products.
- Most of the people are not attentive of the Flavoured Milk and less attentive of the Milk Powder and buttermilk. Attempt to make them (people) aware by using dissimilar media efficiently.

CONCLUSION:

Customers are the particular king of the business world. A business, which gets the loving relations of the consumers, can positively run its business forever. From the above findings and suggestions, the subsequent conclusion has been inwards. This study accomplishes that the practices of products of milky mists by the buyer are very high. To raise the sales, the priority has to concentrate on price of the products. The satisfaction level of respondents on Milky Mist has been moderately high and it is going to be increased. The advertisement promotion strategies followed by Milky mist are in the satisfactory level. To make it more commercialize, the priority has to publish / telecast some announcement.

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