

A STUDY ON CUSTOMER SATISFACTION TOWARDS SANGAM DAIRY PRODUCTS

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INTRODUCTION

India's modern dairy sector has expanded rapidly. From an insignificant 200,000 liters per day (lpd) of milk being processed in 1951, the organized sector is presently handling some 20 million lpd in over 400 dairy plants. Already, one of the world's largest liquid milk plants is located in Delhi, handling over 800,000 liters of milk per day (Mother Dairy, Delhi).

India's first automated dairy (capacity: 1 million lpd) — Mother Dairy, Gandhinagar — has been established at Gandhinagar near Ahmedabad, Gujarat, in Western India. It is owned by India's biggest dairy cooperative group, Gujarat Cooperative Milk Marketing Federation (GCMMF) in Anand, with an annual turnover in excess of Rs 23 billion (US \$500 million). Amul-III with its satellite dairies, with total installed capacity of 1.5 million lpd has also been commissioned. India's first vertical dairy (capacity: 400,000 lpd), owned by the Pradeshik Cooperative Dairy Federation (PCDF) has been commissioned at Noida, outside Delhi.

The evolution of Guntur District Milk producers' Co-operative Union Limited started with the generous donation of milk producers of Krishna, Guntur and West Godavari districts for the purchase of 34.46 acres of land at a cost of RS.1.5 lakhs during 1973-74. The Guntur District Milk producer's Co-operative union Limited was registered under the A.P co-operative society Act 1964 in 23-2-1977 and the management of the dairy was handed over to the elected representatives of the Union 1-08-1978 with two milk chilling centers at Narasaraopet, and Gurazala by the APDDC Limited.

People from all walks of life, the young and the old women, men and children of all categories joined in and a movement had begun. The main thrust was not in just producing milk but also giving opportunities to improve the quality of rural life in all angles.

Milk producers' Co-operative Societies were established in the village of facilitating people to mobilize themselves and interact productive Societies and now it has 544 member Societies and 432 collection centers in the district. The Guntur District Milk producer's Co-operative Union Limited has also entered in a challenging task of Co-operative societies Act 1995 and got registered on 1-2-1997 under the name of Guntur District Milk producer's Mutually Aided Co-operative Union Limited. In 1997 the union established a new chilling center at Bhattiprolu and another at Vinukonda in 1998.

The Union now procuring 2.57 lakh liters per day on an average and a highest of 2.77 lakh liters during flush and producing milk products like table Butter, white Butter, Salted Butter, Cooking Butter, Skim milk powder, Whole milk powder, Ghee, Doodhpada, lassi, sterilized Flavored milk, Mango Drink in spite of selling Toned milk, Whole milk and standardized milk in all the urban areas of the district and other states of the country through its renowned brand SANGAM. The Union expanded its processing capacity from 1 lakh liters to 2.5 lakh liters during Operation Flood-II and started Aseptic packing station in the dairy premises and cattle feed plant in the Vadlamudi itself.

The union stated its own marketing in the towns like Hyderabad, Vijayawada, Tirupati, and Chennai besides supplying milk to distant places like Nagpur, Kolhapur, Pune.

The first and foremost essential role of milk marketing in the procurement of milk there are 130 milk collecting centers in the area covered in Sangam dairy nearly about 165 villages are there which are participating in milk procurement to the dairy. 1,14,281 people are actively participating in the milk procurement is above 2 lakh over day for milk procurement on average.

The main feature in this function of the sangam dairy is to avoid malpractice while procuring the milk. In order to remove doubts of the electronic tester which is not only used in the milk producing areas. The procurement of milk by the sangam dairy has increased in a rapid way especially between 1978-98 to a very large extent. Most of the villages in the area of sangam dairy leaves taken up to milk procurement as an important occupation because of momentum given by the sangam dairy. The Co-operative system of the producers has also been based on a degree of economic equality as indicated to be quantum of milk supplied by the producers every day.

At present there are 3 per-pack machines using polythene packs for the supply of milk to the customers on average 40,000 lists of milk are being sold per day in 9 towns. In the coming near future it is planning to sell 80,000 it's per day in these towns.

OBJECTIVES OF THE STUDY

- To assess the consumer awareness towards Sangam Dairy.
- To study channel through which customer is aware of Sangam Dairy.
- To measure the overall satisfaction level of customer towards the organization.
- To evaluate the reach of end product to consumer.
- To study the intermediate role in the distribution.
- To offer findings and suggestions to the organization.

SCOPE OF THE STUDY

- This study is aimed at understanding how customers perceive about Sangam Dairy milk.
- The scope of the study is confined to SANGAM DAIRY milk. The various Parameters of the study are period of purchasing service of the retailer, availability and delivery of milk and impact of ISO certification at the time of purchase.
- The survey was conducted with sample size of 100 customers in GUNTUR. The project will go a long way in identifying the grey area and Address the same in right manner, This study can be of the same consequence of the future research also in the sense that they take this study a basis for future conducting studies in the related area.

RESEARCH METHODOLOGY:

Methodology is the procedure applied to gather the information required for the study. Collection of the data refers to a purposive gathering of information, relevant to the subject matter under depends mainly on the nature.

Accordingly, the data collection can be grouped in the two types i.e primary and secondary. Primary data are the original observations collected by the researcher or his agents for the first time and used by them in their investigation. Once primary data is used it ceases to be primary data and becomes secondary data.

FINDINGS

- There is a significance difference in the age of the customer with respect to the Awareness of the Sangam milk products.
- The price of the Sangam milk products and regular usage of the Sangam milk products are dependent in nature.
- Most of the customers are purchasing the product for house hold purpose.
- The customers of age group between 30-40 are purchasing more percentage of products.
- Female customers are more loyal to Sangam milk products.
- Most of the customers came to know about the product through NEWS PAPER.
- Customers are satisfied with the AVAILABILITY of the product
- Most of the customers are purchasing the product because of good quality of the product.

SUGGESTIONS

- The Marketing department should concentrate more on the areas where the sales are low to increase the sales.
- The Marketing department should be able to get current market trends and demand fluctuations at a particular area so that they can supply the stock to meet the demand.
- The Marketing department should install more number of dairy parlors where market potential is more and to make convenience to consumers convenient.
- The milk producers factory should produce and maintain good quality products that the reasonable prices
- The marketing Department should introduce the door delivery system to increase or to enhance the maximum sales performance.
- The Marketing department should introduce an effective advertisement campaign indifferent types of media i.e., print media. Electronic media etc., which would be the best method or increasing sales.
- Sign boards, banners are install at public places, for the sake of awareness creating among the people.
- People are requesting to introduce the 250 ml packets of milk, it will increase the sales of the milk, because low income group consumers also dare to purchase.
- The sales of the Sangam milk was increased compared to last year because of only low price and effective advertisement.
- Even though we (Sangam) are not loosing our loyal buyers because -of our quality, but we are not increasing our sales or new buyers up to the mark, though we are maintaining quality and moderate price. Try to attract new consumers.
- Most of the people are not aware of the Flavored Milk and less aware of the Milk Powder and butter milk. Try to make them(people) aware by utilizing different media effectively.
- By distributing in cool drink shops certainly we can increase the sales of our flavored milk sales. Simultaneously promotional activities like advertisement should maintain effectively.
- Some of the people had opinion that the dairy people diluting the pure & thick milk in processing. Make them aware by media so that they can change their opinion and purchase the Sangam milk.
- The Marketing department should sponsor some social - welfare activities. So that the organization fulfilled its social responsibility to society as well as the Sangam brand get awareness among the people.

Conclusion

After completion of my analysis, I found the opinion of the customers on the Sangam Dairy products as follows:

Customers want to change the price of the Sangam Dairy.

They felt very good about the quality of the Sangam Dairy.

Most of the customers are attracted by the quality of the product, and appearance of packing.

Finally the customer's satisfaction level is good on the Sangam Dairy product. They want to reduce the price of the product. And better to launch take the few decisions on the promotional activities to improve the sales promotion.

References

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