

**A STUDY ON CUSTOMERS' SATISFACTION OF RICH DAIRY  
PRODUCTS (INDIA) PRIVATE LIMITED, NAMAKKAL**

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**ABSTRACT**

This article is focused on Customer Satisfaction of Rich Dairy Products (India) Private Limited, Namakkal. The primary data were collected from the respondents by using well-structured questionnaire through the survey method. The secondary data is collected from the company profiles, magazines, journals, publications and web sites. The sampling technique adopted for the study was convenience sampling. A sample of 110 customers were selected from namakkal. The data collected was classified for the purpose of analysis by using tools like sample percentage analysis and chi-square test, and this research provides a reasonable suggestion.

**KEY WORDS:** Advertisement, Customer, Behavior, Economic Group, Satisfaction.

**INTRODUCTION**

Customer satisfaction is an ultimate aim of all economic activity. Customer is the largest economic group who are affected by public and private economic decision. Customer satisfaction is an ultimate aim of any business. Both survival and growth of depend on customer satisfaction. The customer satisfaction is the relationship between the customers' exception and the mobile perceived performance. If it exceeds them, the customer is highly satisfied; if it falls short the customer is dissatisfied. A satisfied customer is more likely to purchase the mobile next time and will say good things about the mobile to others. According to marketers, "A satisfied customer is our best advertisement."

**REVIEW OF LITERATURE**

Those who buy the goods or services provided by companies are customers. In other words, a customer is a stakeholder of an organization who provides payment in exchange for the offer provided to him by the organization with the aim of fulfilling a need and to maximize satisfaction. Sometimes the term customer and consumer are confusing. A customer can be a consumer, but a consumer may not necessarily be a customer. Another author explained this

difference. I.e. a customer is the person who does the buying of the products and the consumer is the person who ultimately consumes the product (Solomon, 2009, p. 34.).

When a consumer/customer is contented with either the product or services it is termed satisfaction. Satisfaction can also be a person's feelings of pleasure or disappointment that results from comparing a product's perceived performance or outcome with their expectations (Kotler & Keller, 2009, p. 789). As a matter of fact, satisfaction could be the pleasure derived by someone from the consumption of goods or services offered by another person or group of people; or it can be the state of being happy with a situation. Satisfaction varies from one person to another because it is utility. "One man's meal is another man's poison," an old adage stated describing utility; thus highlighting the fact that it is sometimes very difficult to satisfy everybody or to determine satisfaction among group of individuals.

### **NEED FOR THE SYUDY**

In the present era there is a high competition in Textile Industry. There is no substitute for the textiles. Because textile products have high demand in the market. In Karur, there is heavy competition from other more textile brands. Customers are very important for any industry. If customers are satisfied, then the sales of the product increased. Because customer's satisfaction is very important. The customers are satisfied with the Price, Quality, lifetime, Transportation facility, Credit facility, Margins with the product, etc., and then they use more number of products. For this reason, we make a study on the customer satisfaction towards Smart Home Customers are the pillars of any business of the organization. Customer awareness and satisfaction leads to customer loyalty. Which is highly essential. In order to survive in the market, companies have to take care of customer awareness and satisfaction. So the present study is carried bout in the Textile industry regarding the customer preference and satisfaction, for further improvement in the aspects of products, sales...etc.

### **OBJECTIVES OF THE STUDY**

#### **1. PRIMARY OBJECTIVE**

- To assess the awareness of RICH product brand in the market.
- To obtain apparent views regarding quality of RICH brand.
- To study the marketing policy which linked with performance goals

## **2. SECONDARY OBJECTIVES;**

- To assess the kind of recommendations made towards the brand to others.
- To identify the reason for the brand preference over the competing brands.
- To appraise the customer satisfaction level by choosing the particular brand.
- To assess the attractiveness of the RICH brand.
- To capturing the market practicability.

## **SCOPE OF THE STUDY**

- It assists the firm to understand the consumer psychology on choosing the brand stability to the alternatives.
- It also helps to assess the real opinion and mindset of consumers and aids to meet out their expectation in future in turn that will increases the volume of sales.
- The study helps us to know about the Customers brand awareness level towards other competing brands.
- To recognize the drawbacks in the existing system.
- It also helps to find the loyalty of the customers in choosing the brand.
- The study helps to the company to pick the alternatives in marketing the products.
- It helps to scrutinize the interaction among various level of management.
- The project helps to know the efforts taking in future towards the progress of the company.

## **LIMITATION OF THE STUDY**

- Time constraints were one of the most important factors that imposed restrictions on conducting the study extensively.
- Some of the respondents were unwillingness to answer the question.
- Some of the respondents were afraid to give true information in some cases.
- The data provided by the respondents may be false at times.
- Privacy or reluctance to disclose confidential data was another important problem.
- Cost constraints.
- Lack of experience of group members.
- The analysis, evaluation, finding and suggestion are made solely on the basis of data provided by the concert. So the accuracy depends on the dada provided.

- During the busy hour's people are not ready to respond.

## **RESEARCH METHODOLOGY**

To fulfill any task, it is necessary to follow a systematic method. Research methodology is the main aspect of research studies. The methodology follow by research is detailed here. In general, "RESEARCH" can be termed as an inquiry in to the nature of, the reasons for, and the consequences of any particular set of circumstances. It is the process of finding solution for a problem after a thorough study and analysis of the situational factors. It tries to solve a complex and complicated problem through use of various tools and techniques. These tools and techniques try to bring out a logical, accurate and scientific solution to given problem.

"METHODODOLOGY" as the name suggests is the method through which the problem or situation is tackled. Managers in organization constantly engage themselves in studying and analyzing issues and hence are involved in some form of research activity as they make decisions at the work place. It involves a lot of factor like the research design, sample size, segment, techniques of sampling, tools used etc all these steps and factors put together to bring out a clear and accurate result.

## **DATE ANALYSIS AND INTERPRETATION**

**TABLE NO: 1**

**TABLE SHOWING SEX OF RESPONDENTS**

<b>S.NO</b>	<b>SEX</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE OF RESPONDENTS</b>
1	Male	56	51%
2	Female	54	49%
	Total	110	100%

Source: Primary data

The above table shows that 51% of the respondents are male and 49% of the respondents are female. Thus the most of the respondents are male.

**TABLE NO: 2**

**TABLE SHOWING AGE OF THE RESPONDENTS**

<b>S.NO</b>	<b>AGE</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE OF RESPONDENTS</b>
1	Below 20	31	28%
2	20-30	7	6.5%
3	31-40	63	57.5%
4	Above 40	9	8%
	Total	110	100%

Source: Primary data

The above table shows that 28% of the respondents belong to the age of below 20, 6.5% of the respondents belong to the age group of 20-30, 57.5% of the respondents belong to the age group of 30-40 and 8% of the respondents belong to the age group of above the age of 40. Thus the most of the respondents belong to the age group of 30-40.

**TABLE NO: 3**

**TABLE SHOWING EDUCATIONAL OF THE RESPONDENTS**

<b>S.NO</b>	<b>EDUCATIONAL QUALIFICATION</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE OF RESPONDENTS</b>
1	Profession	25	23%
2	School level	30	27%
3	Graduate	32	29%
4	Others specify	23	21%
	Total	110	100%

Source: Primary data

The above table shows that 23% of the respondents belong to the profession category, 27% of the respondents belong to school level category, 29% of the respondents belong to graduate category and 21% of the respondents belong to other educational qualification category. Thus the most of the respondents belong to graduate educational qualification.

**TABLE NO: 4**

**TABLE SHOWING SIZE OF THE FAMILY RESPONDENTS**

<b>S.NO</b>	<b>SIZE OF THE FAMILY</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE OF RESPONDENTS</b>
1	Below 3	8	7%
2	3-5 members	65	59%
3	Above 5 members	37	34%
	Total	110	100%

Source: Primary data

The above table shows that 7% of the respondents are below 3 members, 59% of the respondents are 3-5 members and 34% of the respondents are above 5 members. Thus the most of the respondents belong to 3-5 members.

**TABLE NO: 5**

**TABLE SHOWING THE CLASSIFICATION OF THE RESPONDENTS BY PRESENT OCCUPATION**

<b>S.NO</b>	<b>OCCUPATION</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE OF RESPONDENTS</b>
1	Self-employed	25	22%
2	Privately employed	36	33%
3	Govt-employed	12	11%
4	Other if specify	37	34%
	Total	110	100

Source: Primary data

The above table shows that 22.7% of the respondents are self-employed, 32.7% of the respondents are privately employed, 10.7% of the respondents are govt-employed and 33.7% of the respondents are other if specify category. Thus the most of the respondents belong to other if specify category.

**TABLE NO: 6**

**TABLE SHOWING RESPONDENTS OF MONTHLY INCOME**

<b>S.NO</b>	<b>MONTHLY INCOME</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE OF RESPONDENTS</b>
1	Below Rs.5,000	1	0%
2	Rs.5,000-Rs.10,000	20	18%
3	Rs.10,000	16	14%
4	Above Rs.15,000	73	68%
	Total	110	100

Source: Primary data

The above table shows that 0% of the respondents are below Rs.5,000, 18% of the respondents are Rs.5,000-Rs.10,000, 14% of the respondents are Rs.10,000, 68% of the respondents are above Rs.15,000. Thus the most of the respondents are above Rs.15,000 category.

**TABLE NO: 7**

**TABLE SHOWING THE FREQUENCY OF TYPICALLY USING THE PRODUCT**

<b>S.NO</b>	<b>PARTICULARS</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE OF RESPONDENTS</b>
1	Twice a day	8	7%
2	Once a day	69	63%
3	Two days once	29	26%
4	Weekly once	4	4%
	Total	110	100

Source: Primary data

The above table shows that 7% of the respondents are drinking twice a day, 63% of the respondents are drinking once a day, 26% of the respondents are drinking two days once, 4% of the respondents are drinking weekly once. Thus the most of the respondents are drinking.

**TABLE NO: 8**

**TABLE SHOWING HOW LIKELY CUSTOMER TO BUY THIS PRODUCT AGAIN**

<b>S.NO</b>	<b>PARTICULARS</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE OF RESPONDENTS</b>
1	Definitely will	58	53%
2	Probably will	33	30%
3	Might or might not	18	16%
4	Probably will not	1	1%
5	Definitely will not	0	0
	Total	100	100%

Source: Primary data

The above table shows that 53% of the respondents are definitely will buy, 30% of the respondents are probably will buy, 16% of the respondents are might or might not buy, 1% of the respondents are probably will not and 0% of the respondents definitely will not. Thus the most of the respondents are definitely will buy.

**TABLE NO: 9**

**TABLE SHOWING THE RECOMMENDATION TO FRIENDS**

<b>S.NO</b>	<b>RECOMMENDATION</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE OF RESPONDENTS</b>
1	Definitely will	73	67%
2	Probably will	34	31%
3	Might or Might not	3	3%
4	Probably will not	0	0%
5	Definitely will not	0	0%
	Total	110	100%

Source: Primary data

The above table shows that 67% of the respondents are definitely will recommended, 31% of the respondents are probably will recommended, 3% of the respondents are might or might not recommended, 0% of the respondents are probably will not recommended and 0% of the



respondents are definitely will not recommended to their friends. Thus the most of the respondents are definitely will recommended to their friends.

**TABLE NO:10**

**TABLE SHOWING ABOUT MAINTANENCE OF THE PRODUCT QUALITY**

<b>S.NO</b>	<b>PARTICULARS</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE OF RESPONDENTS</b>
1	Good	89	81%
2	Normal	21	19%
3	Not good	0	0%
4	Poor	0	0%
	Total	110	100%

Source: Primary data

The above table shows that 81% of the respondent's opinion is good, 19% of the respondent's opinion is normal, 0% of the respondent's opinion is not good and 0% of the respondent's opinion poor. Thus the most of the respondent's opinion is good quality maintenance.

**TABLE NO: 11**

**TABLE SHOWING THE FREQUENCY IN TASTINESS OF PRODUCT**

<b>S.NO</b>	<b>PARTICULARS</b>	<b>NO OF RESPONDENTS</b>	<b>PERCENTAGE OF RESPONDENTS</b>
1	Excellent	56	51%
2	Very good	31	28%
3	Good	20	18%
4	Average	3	3%
	Total	100	100%

Source: Primary data

The above table shows that 51% of the respondents are excellent of its tastiness,28% of the respondents are very good, 18% of the respondents are good and 3% the respondents are average of its taste. Thus the most of the respondents are excellent of its taste.

**TABLE NO: 12**

**TABLE SHOWING THAT PREFERENCE OF DIFFERENT VARITIES OF DRINKS**

<b>S.NO</b>	<b>VARITIES</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE OF RESPONDENTS</b>
1	Mango	43	39%
2	Apple	51	46%
3	Lychee	8	7.5%
4	Lemon	8	7.5%
	Total	110	100%

**Source:** Primary data

The above table shows that 39% of the respondents are prefer mango variety, 46% of the respondents are prefer apple variety, 7.5% of the respondents are given preference for lychee, 7.5% of the respondents are prefer the lemon flavor. Thus the most of the respondents are prefer the apple flavor drinks.

**TABLE NO: 13**

**TABLE SHOWING THE RATE OF QUALITY**

<b>S.NO</b>	<b>LEVEL</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE OF RESPONDENTS</b>
1	Excellent	57	52%
2	Very good	33	30%
3	Good	15	14%
4	Average	5	4%
5	Poor	0	0%
	Total	110	100

**Source:** Primary data

The above table shows that 52% of the respondents are excellent quality, 30% of the respondents are very good quality, 14% of the respondents are good, 4% of the respondents are average and 0% of the respondents are poor. Thus the most of the respondents are saying excellent about the quality.

**TABLE NO: 14**

**TABLE SHOWING THE SATISFACTION LEVEL AFTER USING THIS PRODUCT**

<b>S.NO</b>	<b>LEVEL</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE OF RESPONDENTS</b>
1	Feel very satisfied	86	78%
2	Satisfied	24	22%
3	Not satisfied	0	0%
	Total	110	100%

Source: Primary data

The above table shows that 78% of the respondents are feel very satisfied,22% of the respondents are satisfied, 0% of the respondents are not satisfied. Thus the most of the respondents are feel very satisfied after drinking this drinks.

**TABLE NO: 15**

**TABLE SHOWING THE LEVEL OF PRODUCT PRICE**

<b>S.NO</b>	<b>LEVEL</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE OF RESPONDENTS</b>
1	Reasonable	88	80%
2	Inexpensive	1	1%
3	Expensive	2	1%
4	Ordinary	19	18%
	Total	110	100%

Source: Primary data

The above table shows that 80% of the respondents are saying the price of the product is reasonable, 1% of the respondents are saying the price is inexpensive, 1% of the respondents are saying the price expensive, 18% of the respondents are the product price is ordinary. Thus the most of the respondents are saying the price of the product is reasonable.

**TABLE NO: 16**

**TABLE SHOWING THAT EXPERIENCE PERIOD OF THE PRODUCT**

<b>S.NO</b>	<b>PERIOD</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE OF RESPONDENTS</b>
1	Below one year	10	9%
2	1-2 years	40	36%
3	2-3 years	44	40%
4	5 years	16	15%
	<b>Total</b>	<b>110</b>	<b>100%</b>

Source: Primary data

The above table shows that 9% of the respondents are using below one year, 36% of the respondents are using 1-2 years, 40% of the respondents are using this product 2-3 years, 15% of the respondents are using this product 5 year. Thus the most of the respondents are 1-2 years are drinking this brand.

**TABLE NO: 17**

**TABLE SHOWING THE SATISFACTION OF CUSTOMER WHILE DRINKING OTHER COMPANY COOL DRINKS**

<b>S.NO</b>	<b>LEVEL</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE OF RESPONDENTS</b>
1	Not at all satisfied	62	56%
2	Somewhat Satisfied	43	39%
3	Satisfied	4	4%
4	Very satisfied	1	1%
5	Delighted	0	0%
	<b>TOTAL</b>	<b>110</b>	<b>100%</b>

Source: Primary data

The above table shows that 56% of the respondents are not at all satisfied, 39% of the respondents are somewhat satisfied, 4% of the respondents are satisfied, 1% of the respondents are very satisfied and 0% of the respondents are delighted with other new company cool drinks. Thus the most of the respondents are not at all satisfied with other cool drinks.

## **FINDINGS**

- As per the survey consumers consider quality as the major factor preferring Rich Dairy's products.
- From the survey it was found that most of the consumers are use the Rich Dairy drinks once a day.
- Surveys shows that majority of the respondents are recommend this drinks to their friends.
- From the survey it was found that most of the consumers are definitely will buy the cool drinks again based on their experience.
- From the study we can understand that the demand of apple flavor is higher as compared to other varieties of drinks.
- Survey shows that Rich Dairy quality is good while comparing to other factory cool drinks.
- Survey shows that mango flavor is also preferred by most of the respondents.
- Survey shoes that most of the respondents are rate the quality of Rich Dairy products is excellent.
- Survey shows that majority or respondents are using the Rich Dairy cool drinks 2-3 years.

## **SUGGESTIONS**

- Based on the findings reached the following are made. In order to with stand consumer confidence and also for increasing market share.
- The management should take adequate steps in improving advertisements of the products in local TV channel through celebrities and in newspapers and also increase the frequency of advertisement. This will help to increase the turnover.
- By reducing the price of products, company can able to achieve more sales because it is not affordable to low income group of the society.
- The firm should undertake continuous market research to analyze the problems and improve performance.
- The management should introduce more number of outlets and make the distribution channels more effective and increase sales volume.

## **CONCLUSION**

RICH DAIRY PRODUCYS (INDIA) PRIVATE LIMITED plays an important role to provide varieties of cool drinks with quality. This group of companies has been concentrated in

research and development for the existing standard along with customer satisfaction and to avoid the problems faced by the users of their cool drinks. Hence it is concluded that the “customer focus” is the key factor in the modern market environment. This will lead the satisfaction among all the users and customers of the Rich Dairy products and to enhance the market share.

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### **WEBSITE**

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