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## A STUDY ON THE CONSUMERS' SATISFACTION TOWARDS MILK RELATED PRODUCTS IN TIRUPUR TOWN

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### **Abstract**

*As the usage of the milk and milk related products has increased in the cost 5 plus percentage not only in India, but also in south India. It is very much necessary to ascertain the consumers' satisfaction towards milk and milk related products. The number of branch and branched milk and milk related products has increased over a period of time. So in this study an attempt is made to access the consumer satisfaction towards milk and milk products.*

### **INTRODUCTION**

Milk is an opaque white which provides the primary source of nutrition for new-borns before they are able to digest other types of food. Dairy products provide calcium, which is essential for bone growth and development. Bone growth is more essential for teenage years and therefore it is important that people should consume dairy products

About 70 million dairy farmers produce more than 50 per cent of the milk in the country. The country's milk supply comes from millions of small producers, who are dispersed throughout the rural areas. Since money earned through crop production is seasonal, milk production provides a stable income which is a year-round income and also it is an important economic incentive for the small farmer. With an estimated 86.8 million tons of annual milk production from animals managed by nearly 70 million farmers, India is the top-most milk producing country in the world. India had tremendous milk production in 40 years and has become the world's largest milk-producing nation with the gross output of 84.6 million tons in 2001.

The Indian dairy industry has achieved this strength of a producer-owned and professionally-managed cooperative system, despite the facts that a majority of dairy farmers are illiterate and they run small, marginal operations farmers, selling milk in their sole source of income. More than 10 million dairy farmers belong to 96,000 local dairy cooperatives, who sell their products to one of 170 milk producers' cooperative unions who in turn are supported by 15 state cooperative milk marketing federations.

In India, dairy business has been practiced as rural cottage industry over the years. Semi-commercial dairy started with the establishment of military dairy farms and co-operative milk unions throughout the country towards the end of the 19<sup>th</sup> century. Since Independence, this industry has made rapid progress. A large number of modern milk and milk product factories have since been established. The organised dairies in India have been successfully engaged in the routine commercial production of pasteurized bottled milk for Indian dairy products.

India, in the early 1950's was commercially importing around 55000 tonnes of milk powder annually to meet the urban milk demand. Most of the significant developments in dairying have taken place in India in this century only. The Indian dairy industry specializes in the procurement, production, processing, storage and distribution of dairy products. India, as nation stands first in the dairy production in the international scenario.

The Indian dairy industry which is in the developing stage provides gainful employment to a vast majority of the rural households. It employs about 8.47 million people on yearly basis out of which 71% are women.

Many milk products such as ghee, curd and traditional sweets are largely produced and are being distributed to consumers from India. Though many nutritive powders were introduced in market, people rely on Milk and Milk products. So by keeping the above views in mind, the researcher selected the topic "A STUDY ON THE CONSUMERS' SATISFACTION TOWARDS MILKRELATED PRODUCTS IN TIRUPUR TOWN"



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## **STATEMENT OF THE PROBLEM**

Milk is one of the most important items of common vegetarian diet of Indian people. With rapid industrialization, economic growth and 250 million potential economically strong domestic consumers of milk and milk products, there is a very strong potential for future growth of the industry. It is traditionally considered as one of the important nutrition factor by most of the parents. Though various energetic products such as boost, Horlicks were arrived in market, consumption of milk is always stable. But if we consider the satisfaction of customers consuming milk and milk products are seems to be fluctuating throughout the year. Though government implements many strategic plans to overcome this problem, the dealers could not able to receive full satisfaction from the consumers.

Consumption of milk and milk products is deeply rooted in our tradition and it is an essential item during rituals, festivals and other auspicious events. It has now emerged as the second largest agricultural produce next to rice production and contributing substantially towards the importance of agricultural produce in particular and national economy in general. In view of larger consumer of dairy product, Indian dairy has been witnessing rapid growth of liberalization and is considered as an instrument for social and economic development. Like any consumable product, dairy products captured a significant portion in the day to day life of the people. There seem to be a good response from consumers for not only milk which is essential product but also for other dairy products. As the milk and milk products are used frequently by the public, it is necessary to assess the level of satisfaction in the various brands of milk and milk products, hence this study.

## **SIGNIFICANCE OF THE STUDY**

About 85 per cent of the world's human population prefers foodstuff of animal origin in the form of milk and meat in their regular diet. Due to short span of time, the research area is confined to tirupur city. The milk industry which involved in preparing various milk products in the tirupur town faces huge problems in selling their products. Due to lack of customer satisfaction, they could not get the income to meet the basic requirements needed to run the industry.

The small rural milk producers have several problems. The major problems faced by the farmers include small herd strengths, small land holdings, shortages of green and dry fodder, low productivity of animals, non-availability of timely inputs for breeding, feeding and health care of animals, lack of suitable education/training for skill development for new viable and sustainable technology, inadequate finances, poor rural infrastructure facilities and lack of proper marketing support for their produce. Hence the study on "A Study on the Consumers' Satisfaction towards Milk Related Products" is inevitable in nature.

## **OBJECTIVES OF THE STUDY**

The following are the main objectives of the study

1. To access the level of satisfaction on the various aspects towards the purchase of milk related products.
2. To study the satisfaction of customers on the factors relating to the services of shopkeepers.
3. To offer suggestion to improve the level of satisfaction of the customers in tirupur town.

## **LIMITATIONS OF THE STUDY**

Data were collected from 500 customers and 50 retailers and the study has been confined to tirupur city only.

## **RESEARCH METHODOLOGY**

### **Area of the Study**

Area of the study refers to tirupur city which is known for textile and garments. It is known as the Knit Wear Capital of India and textile city.

### **Sources of Data**

Data were collected from customers who are buying various brands of dairy products by using interview schedule method. For the purpose of the study two interview schedules have been prepared one for customers and another for retailers in a comprehensive and simple manner so that the respondents are able express their views freely and frankly.



### Sampling Design

The study has used primary data only. The data were collected from 500 customers and 50 retailers by using convenience sampling technique.

### Tools for analysis

The following statistical tools were used for analysing the data.

- Percentage analysis
- Average score analysis
- Cross table analysis
- Correlation analysis
- t-test
- Multiple regression
- Analysis of variance

### Period of Study

The research work was carried out for the period of 3 month starting from March 2015 to June 2015. All the statistical tests are performed @ 5% level of significance.

## RESULTS AND FINDINGS

In this section, the results and findings of the study on the consumers' satisfaction towards milk and milk related products is presented based on the sample of 500 respondents slated from tirupur. The data were collected from the respondents through interview schedule comprising of personal favour and study related factors. The collected information was given using the selected tools in tune with the objectives of the study.

- Percentage analysis
- Average score analysis
- Cross table analysis
- Correlation analysis
- t-test
- Multiple regression
- Analysis of variance

### Percentage Analysis

#### Gender

- Out of total respondents taken for the study, 319(63.8%) are female and 181(36.2%) are male.
- The majority (63.8%) of the respondents are female.

#### Age group

- Out of total respondents taken for the study, 278(55.6%) of the respondents are in the age group between 20-40 years, 121(24.2) respondents are in the age group of less than 20 years and 98 (19.6%) of the respondents are in the age group between 40-60 years.
- The majority of the respondents are in group 20-40 years.

#### Educational level

- Out of total respondents taken for the study, 295 (59%) of the respondents completed college education, 102 (20.4%) of the respondents are professionally qualified and 100 (20%) of the respondents have completed their school education.
- The majority (59%) of the respondents have completed college level education.

#### Occupational status

- Out of total respondents taken for the study, 138(27.6%) of the respondents fall under the category business/professional, 106(21.2) of the respondents were private sector employees and 95 (19%) of the respondents are public sector employees.
- From the above table, that most of 27.6% of the respondents fall under the categories business/ Professional.



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**Marital status**

- Out of the total respondents taken for the study, 269(53.8%) of the respondents were married.
- From the study, the most of 53.8% of respondents are married.

**Type of family**

- Out of the total respondents taken for the study, 349(69.8%) of the respondents belong to the nuclear family and 151 (30.2%) of the respondents belong to the joint family.
- The majority (69.8%) of the respondents belong to the nuclear family.

**Number of earning members**

- Out of the total respondents taken for the study, 244(48.8%) respondents have 1 earning member in their family, 160 (32%) respondents have 2 earning members in their family and 96 (19.2%) respondents have 3 and above earning members in their family.
- From table, the most (48.8%) of the respondents have one earning member in their family.

**Number of children**

- Out of the respondents who have children (430) in their family, 271 (63%) respondents family consists of 2 children, 103 (23.9%) respondents family have 1 child in their family and 56 (13.1%) respondents have 3 and above children.
- The majority (63%) of the respondent’s family consists of 2 children.

**Family monthly income**

- Out of total respondents taken for the study 182 (36.4%) of the respondents’ family monthly income is Rs 30,000 and above, 146 (29.2%) of the respondents’ family income is between 10000-20000 and 112 (22.4%) of the respondents’ family income is between Rs 20,000-Rs 30000, 36.4% of the respondents family monthly income is 30000 and above.
- From the study, the majority 36.4% of the respondents family monthly income is 30000 and above.

**Level of satisfaction towards factors relating to purchase of dairy products**

The table 1 depicts respondents’ level of satisfaction to the factors relating to purchase of dairy products. The level of satisfaction is classified as very high satisfaction, high satisfaction, moderate satisfaction, low satisfaction and very low satisfaction.

**Table 1: Level of satisfaction towards factors relating to purchase of dairy products**

s.no	Factors	Very high satisfaction	High satisfaction	Moderate satisfaction	Low satisfaction	Very low satisfaction
1	Quality	146(29.2)	273(54.6)	78(15.6)	1(0.2)	2(0.4)
2	Health aspect	153(30.6)	144(28.8)	169(33.8)	11(2.2)	23(4.6)
3	Quantity	76(15.2)	256(51.2)	143(28.6)	22(4.4)	3(0.6)
4	Packaging	122(24.4)	208(41.6)	159(31.8)	9(1.8)	2(0.4)
5	Price	65(13)	155(31)	161(32.2)	107(21.4)	12(2.4)
6	Availability	115(23)	226(45.2)	80(16)	77(15.4)	2(0.4)
7	Exchange facility	17(3.4)	41(8.2)	136(27.2)	163(32.6)	143(28.6)
8	Offers and discounts	27(5.4)	33(6.6)	43(8.6)	177(35.4)	220(44)
9	Home delivery	150(30)	84(16.8)	45(9)	104(20.8)	117(23.4)
10	Taste	171(34.2)	145(29)	118(23.6)	33(6.6)	33(6.6)

*Note: The values in brackets are percentages.*

- It is found from the table 1 that out of total respondents taken for the study, 171(34.2%), 153(30.6%) and 150(30%) of the respondents are very highly satisfied with the taste, health aspect and home delivery. Further 273(54.6%), 256(51.2%) and 226 (45.2%) of the respondents are highly satisfied with the quality, quantity and availability of dairy products.



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- From the study, the maximum of 34.2% of the respondents are very highly satisfied with the taste when compared to other factors.

**Level of satisfaction relating to the services provided by retailers/shop keepers**

The table 2 shows level of satisfaction relating to the services provided by retailers/shopkeepers. Their satisfaction level is classified as very high satisfaction, high satisfaction, moderate satisfaction, low satisfaction and very low satisfaction.

**Table 2: Level of satisfaction relating to the services provided by retailers/shop keepers**

Services/level of satisfaction	Very high satisfaction	High satisfaction	Moderate satisfaction	Low satisfaction	Very low satisfaction
Easy availability	289(57.8)	142(28.2)	42(8.4)	26(5.2)	1(0.2)
Helps to make selection	25(5)	270(54)	117(23.4)	83(16.6)	5(1)
Door delivery	104(20.88)	81(16.2)	104(20.8)	163(32.6)	48(9.6)
Courtesy and friendliness	31(6.2)	175(35)	209(41.8)	76(15.2)	9(1.8)
Providing samples of new products	24(4.8)	48(9.6)	77(15.4)	110(22)	241(48.2)

*Note: The values in brackets are percentages.*

- It is understood from the table 2 that out of total respondents taken for the study, 289(57.8%) of the respondents are highly satisfied with the service of easy availability, 270(54.0%) of the respondents are highly satisfied with the service of retailers in helping them to make selection and 209(41.8%) of the respondents are highly satisfied with the service of courtesy and friendliness of the retailers.
- From the study, the majority (57.8%) of the respondents are highly satisfied with the service of easy availability.

**Personal factor and level of satisfaction towards the purchase of various brands of dairy products**

In this section the results of average score analysis is presented for the respondents under different personal classification on their level of satisfaction towards the purchase of various brands of dairy products.

The various factors considered are

- Quality -G1
- Health aspect -G2
- Quantity -G3
- Packaging -G4
- Price -G5
  
- Availability -G6
- Exchange facility -G7
- Offers and discounts -G8
- Home delivery -G9
- Taste -G10

The table 3 describes the personal factors of the respondents, various factors and their average scores.



**Table 3: Average score - Personal factor and level of satisfaction towards the purchase of various brands of dairy products**

Personal factors		G1	G2	G3	G4	G5	G6	G7	G8	G9	G10
Gender	Male	4.07	3.96	3.82	3.96	3.09	3.35	2.26	1.73	3.39	3.59
	Female	4.15	3.93	3.73	3.83	3.44	3.98	2.36	2.14	3.14	4.15
Age group	Below 20 years	4.37	3.86	3.65	4.03	3.28	4.02	2.38	2.30	3.64	3.92
	20-40 years	4.10	4.04	3.67	3.75	3.38	3.76	2.20	1.97	2.85	4.22
	40-60 years	3.91	3.86	4.16	4.07	3.21	3.43	2.56	1.62	3.72	3.25
	Above 60	3.00	2.00	3.00	3.33	2.33	3.67	1.00	1.00	4.00	3.00
Educational level	School level	3.85	3.89	3.46	3.77	3.14	3.25	1.92	1.75	2.93	3.86
	College level	4.09	3.99	3.84	3.97	3.47	3.86	2.46	1.95	3.50	4.03
	Professional	4.45	3.87	3.80	3.75	3.03	3.94	2.35	2.26	2.85	3.79
	Others	4.33	3.00	4.00	2.67	3.67	4.00	1.67	2.67	3.00	4.67
Occupational status	Agriculture	4.00	3.50	3.00	2.50	4.00	3.50	2.00	2.50	4.50	4.50
	Business/professional	4.22	3.85	3.93	3.62	3.98	2.67	2.00	3.04	4.26	4.06
	Public sector employee	3.89	3.82	4.13	3.15	3.10	1.98	1.46	3.21	3.29	4.24
	Private sector employee	3.72	3.80	3.77	3.02	3.57	2.08	1.98	2.74	3.65	4.14
	Home maker	3.77	3.45	3.58	3.41	3.89	2.21	2.09	3.46	4.51	3.97
	Others	3.92	3.81	3.96	3.32	4.05	2.42	2.24	3.73	3.99	4.07
Personal factors		<b>G1</b>	<b>G2</b>	<b>G3</b>	<b>G4</b>	<b>G5</b>	<b>G6</b>	<b>G7</b>	<b>G8</b>	<b>G9</b>	<b>G10</b>
Marital status	Married	4.06	3.84	3.73	3.74	3.12	3.58	2.21	1.88	3.30	3.75
	Unmarried	4.19	4.04	3.79	4.04	3.55	3.96	2.42	2.08	3.18	4.18
Family type	Joint family	4.27	4.07	3.81	3.83	3.25	3.65	2.22	1.71	3.08	3.77
	Nuclear family	4.06	3.88	3.73	3.88	3.35	3.81	2.35	2.09	3.30	4.04
No of earning members in the family	1	4.07	4.02	3.5	4.05	3.50	3.74	2.38	1.79	3.35	4.00
	2	4.16	3.96	3.59	3.63	2.75	3.61	2.08	2.10	2.81	3.70
	3 and above	4.18	3.61	3.56	3.84	3.80	4.03	2.63	2.36	3.81	4.22



Number of children in the family	1	3.89	3.88	3.63	3.54	3.15	3.63	2.36	2.28	3.17	3.96
	2	4.15	3.82	3.81	3.95	3.30	3.85	2.28	1.90	3.60	3.85
	3 and above	4.36	3.96	3.46	3.95	2.98	3.43	2.15	1.85	2.84	3.56
Family monthly income	Less than Rs 10000	4.15	3.85	3.33	3.75	2.80	3.37	1.67	1.67	2.42	3.85
	Rs 10000 – 20000	3.92	4.02	3.82	4.07	3.61	3.68	2.37	1.70	2.98	3.74
	Rs 20000 – 30000	4.34	3.78	4.04	4.04	3.44	4.20	2.62	2.25	3.97	4.20
	Rs 30000 and above	4.13	4.01	3.68	3.67	3.18	3.67	2.31	2.16	3.27	3.98

- It is found from the table 65 that the respondents irrespective of their personal classifications have very high level of satisfaction towards quality (G1) followed health aspect (G2), quantity (G3) and packaging (G4) when compared to other factors towards purchase of various brands of dairy products.
- From the study, the respondents have very high level of satisfaction towards quality (G1) when compared to other factors towards purchase of various brands of dairy products.

#### Personal factor and level of satisfaction on the factors relating to the services rendered by the retailers

In this section the results of average score analysis is presented for the respondents under different personal classification on their level of satisfaction on the factors relating to the services rendered by the retailers.

The various factors considered are

- Easy availability -H1
- Helps to make decision -H2
- Door delivery -H3
- Courtesy and friendliness -H4
- Providing sample of new products -H5

**Table 4: Average score - Personal factor and level of satisfaction on the factors relating to the services rendered by the retailers**

Personal factors		H1	H2	H3	H4	H5
Gender	Male	4.21	3.19	3.27	3.16	2.25
	Female	4.48	3.61	3.00	3.36	1.87
Age group	Below 20 years	4.40	3.55	3.55	3.53	2.08
	20-40 years	4.35	3.35	2.81	3.22	1.87
	40-60 years	4.45	3.63	3.37	3.19	2.35
	Above 60	4.67	3.00	3.67	2.33	1.00
Educational level	School level	3.97	3.04	2.95	3.09	1.80
	College level	4.52	3.48	3.15	3.39	1.94
	Professional	4.42	3.77	3.11	3.16	2.40



	Others	4.00	3.67	2.33	3.67	2.67
Occupational status	Agriculture	3.50	3.00	4.00	2.50	3.00
	Business/professional	3.54	2.94	3.39	2.10	3.90
	Public sector employee	3.12	2.79	2.81	1.56	3.20
	Private sector employee	3.49	2.89	3.16	2.29	2.78
	Home maker	3.59	2.86	3.43	2.02	4.00
	Others	3.48	3.79	3.46	1.95	2.76
Marital status	Married	4.39	3.43	2.99	3.17	2.07
	Unmarried	4.38	3.48	3.22	3.42	1.93
Family type	Joint family	4.51	3.77	2.99	2.98	1.87
	Nuclear family	4.33	3.31	3.15	3.43	2.08
No of earning members in the family	1	4.35	3.38	3.22	3.34	1.70
	2	4.28	3.36	2.94	3.11	2.19
	3 and above	4.64	3.79	3.05	3.43	2.48
Number of children in the family	1	4.46	3.55	3.39	3.27	2.41
	2	4.42	3.44	3.25	3.24	1.95
	3 and above	3.89	3.14	2.55	3.30	2.16
Family monthly income	Less than Rs 10000	3.73	2.80	2.43	3.07	1.90
	Rs 10000 – 20000	4.60	3.38	2.54	3.21	1.66
	Rs 20000 – 30000	4.58	3.54	4.07	3.45	1.91
	Rs 30000 and above	4.30	3.68	3.17	3.32	2.38

- It is found from the table 4 that the respondents irrespective of their personal classifications have very high level of satisfaction towards easy availability (H1) service followed by helps to make selection (H2) and door delivery (H3) when compared to other factors towards purchase of various brands of dairy products.
- It is concluded that the respondents irrespective of their personal classifications have very high level of satisfaction towards easy availability (H1) when compared to other factors towards purchase of various brands of dairy products.

### Correlation Analysis

Correlation is a study of finding the relationship between the variables. . If there are only two variables in the study, then it is called simple correlation, otherwise the study is either partial or multiple correlation.in this section the inter –correlation between the various factors relating to the satisfaction of customers in the purchase of dairy products is obtained and presented in the form of correlation matrix further the significance of correlation is also tested for its significance using t-test @ 5% level of significance.

The table 5 describes the results of correlation analysis in the form of correlation matrix in terms of various factors considered, correlation of co-efficient and their significance.





**Table 5: Correlation matrix – correlation between the factors relating to satisfaction**

	Quality	Health aspect	Quantity	Packaging	Price	Availability	Exchange facility	Offers and discounts	Home delivery	Taste
Quality	1.000	0.385*	0.220*	0.116*	0.065	0.304*	0.146*	0.294*	0.060*	0.192*
Health aspect		1.000	0.320*	0.006*	0.223*	0.065*	0.304*	0.285*	0.068*	0.228*
Quantity			1.000	0.362*	0.346*	0.227*	0.352*	0.114*	0.249*	0.047*
Packaging				1.000	0.357*	0.287*	0.288*	0.015	0.358*	0.110*
Price					1.000	0.299*	0.507*	0.278*	0.211*	0.308*
Availability						1.000	0.299*	0.250*	0.381*	0.444
Exchange facility							1.000	0.573*	0.348*	0.326*
Offers and discounts								1.000	0.287*	0.295*
Home delivery									1.000	0.185
Taste										<b>1.000</b>

- It is found from table 5 that among 10 variables considered to find the interrelationship between them the exchange facility has significant inter-correlation with the majority (9) variables followed by quantity consumed, price of the product, availability, offers and discounts and taste have significant inter correlation with 8 variables.
- From the study, the variables/factors consider the exchange facility has significant correlation with most of the variables considered.

### Multiple Regression Analysis

The multiple regression analysis depicts functional relationship between a dependent variable and more than one independent variables. In this section the result of multiple regression is presented between the set of independent variables such as quality, health aspect, quantity, packaging, price, availability, exchange facility, offers and discounts, home delivery and taste and the total score of independent variable as the dependent variable. Performing this analysis one independent variable is introduced at each stage to assess the percentage of explanation provided by the independent variable of the variations of the dependent variable through  $R^2$ , the coefficient of determination. The results are presented in a table with suitable interpretation.

The table 6 describes the results of multiple regression analysis in terms of independent variables introduced at each stage, the coefficient of variation ( R ), the coefficient of determination ( $R^2$ ) and the incremental value in  $R^2$ .



**Table 6: Results of multiple regression analysis – Total satisfaction score as dependent variable**

Factor	Correlation coefficient ( R )	Coefficient of determinant (R <sup>2</sup> )	Incremental value in R <sup>2</sup>
Quality	0.323	0.105	0.105
Health aspect	0.456	0.208	0.103
Quantity	0.601	0.361	0.153
Packaging	0.678	0.460	0.099
Price	0.757	0.572	0.112
Availability	0.845	0.715	0.143
Exchange facility	0.936	0.877	0.162
Offers and discounts	0.960	0.921	0.044
Home delivery	0.987	0.974	0.053
Taste	1.000	1.000	0.026

- It is found from the table 6 that among the variables considered, the variable exchange facility explains a maximum of (16.2%) followed by the quantity with (15.2%), availability with (14.3%) on the variations of the dependent variable.
- From the study, the variables considered the variable exchange facility explain the maximum of (16.2%) on the dependent variable total satisfaction.

**Personal factors and satisfaction on quality**

- It is found that hypothesis is rejected (Significant) in 7 cases and in 2 cases the hypothesis is accepted (Not significant).
- From the study, there exists significant difference between the personal classification of the respondents in respect of age, educational status, occupational status and marital status, type of family, no of children in the family and monthly family income and the level of satisfaction relating to quality aspect in the purchase of dairy product.

**Personal factors and satisfaction on Health aspect**

- It is found that the hypothesis is rejected (Significant) in 5 cases and in 4 cases the hypothesis is accepted (Not significant).
- From the study, there exists significant difference between the personal classification of the respondents in respect of age, educational status, occupational status and marital status, type of family, no of children in the family and monthly family income and the level of satisfaction relating to health aspect in the purchase of dairy product.

**Personal factors and satisfaction on Quantity**

- It is found that the hypothesis is rejected (Significant) in 6 cases and in 3 cases the hypothesis is accepted (Not significant).
- From the study, there exists significant difference between the personal classification of the respondents in respect of age, educational status, occupational status and marital status, type of family, no of children in the family and monthly family income and the level of satisfaction relating to quantity aspect in the purchase of dairy product.

**Personal factors and satisfaction on Packaging**

- It is found that the hypothesis is rejected (Significant) in 7 cases and in 2 cases the hypothesis is accepted (Not significant).



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- From the study, there exists significant difference between the personal classification of the respondents in respect of age, educational status, occupational status and marital status, type of family, no of children in the family and monthly family income and the level of satisfaction relating to packaging aspect in the purchase of dairy product.

**Personal factors and satisfaction on Price**

- It is found that the hypothesis is rejected (Significant) in 7 cases and in 2 cases the hypothesis is accepted (Not significant).
- From the study, there exists significant difference between the personal classification of the respondents in respect of age, educational status, occupational status and marital status, type of family, no of children in the family and monthly family income and the level of satisfaction relating to price aspect in the purchase of dairy product.

**Personal factors and satisfaction on Availability**

- It is found that the hypothesis is rejected (Significant) in 8 cases and in 1 case the hypothesis is accepted (Not significant).
- From the study, there exists significant difference between the personal classification of the respondents in respect of age, educational status, occupational status and marital status, type of family, no of children in the family and monthly family income and the level of satisfaction relating to availability aspect in the purchase of dairy product.

**Personal factors and satisfaction on Offers and discounts**

- It is found that the hypothesis is rejected (Significant) in 8 cases and in 1 case the hypothesis is accepted (Not significant).
- From the study, there exists significant difference between the personal classification of the respondents in respect of age, educational status, occupational status and marital status, type of family, no of children in the family and monthly family income and the level of satisfaction relating to offers and discounts aspect in the purchase of dairy product.

**Personal factors and satisfaction on Exchange facility**

- It is found that the hypothesis is rejected (Significant) in 6 cases and in 3 cases the hypothesis is accepted (Not significant).
- From the study, there exists significant difference between the personal classification of the respondents in respect of age, educational status, occupational status and marital status, type of family, no of children in the family and monthly family income and the level of satisfaction relating to exchange facility in the purchase of dairy product.

**Personal factors and satisfaction on Home delivery**

- It is found that the hypothesis is rejected (Significant) in 6 cases and in 3 cases the hypothesis is accepted (Not significant).
- From the study, there exists significant difference between the personal classification of the respondents in respect of age, educational status, occupational status and marital status, type of family, no of children in the family and monthly family income and the level of satisfaction relating to home delivery in the purchase of dairy product.

**Personal factors and satisfaction on Taste**

- It is found that the hypothesis is rejected (Significant) in 7 cases and in 2 cases the hypothesis is accepted (Not significant).
- From the study, there exists significant difference between the personal classification of the respondents in respect of age, educational status, occupational status and marital status, type of family, no of children



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in the family and monthly family income and the level of satisfaction relating to taste aspect in the purchase of dairy product.

### **SUGGESTIONS**

- Majority of the customers prefer to buy standardized milk and hence the management has to adopt or more satisfied process that will undertake partial fat removal from the milk.
- As the customers are satisfied with the hygienic aspect of their brands it is suggested that the management of the respective brands are to be more conscious.
- About the hygiene aspect in full filling the expectation of the consumers, the customers are very much satisfied about the price level of the product. So it is suggested that the management of the brands are to be doubly conscious in fixing the price band for the products so that it will not affect the farmers as well as consumers.
- As the packaging is another important element which influence the customers to buy the dairy products, it is suggested that the management to go for the packaging material which is harmless to the consumers.

### **Conclusion**

As the usage of milk and milk related products is increasing every year in forms of branded and unbranded products, it is very much necessary to monitor that they do not have more complaints and at the same time fulfil the expectation of the customers. In this study, it is revealed that the customers are satisfied in all aspects considered. In order to sustain the level of satisfaction and further enhancing the level of satisfaction of the respondents in tirupur town, the suggestions given are to be carefully executed. If it is fully implemented by letter and spirit, no doubt the level of satisfaction will reach its new height and management of the brands and products will earn more profits and market share in future.

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