Abstract

India had the highest milk production of, 84.6 million tonnes in 2001 in the world, and the organized sector handled about 12.5 per cent of the total milk production which is about 10.6 million tonnes. It accounts for 15 per cent of world’s milk production and its production is growing at the rate of four point five per cent per year as against the world’s milk growth rate of one point one per cent per year. Vijaya dairy has spread its marketing network in the gulf and is exploring the possibility of exporting dairy products like butter, cheese spread, UHT milk and sterilized cream etc, to other countries. The federation has been meeting the tastes of divergent cultures, while ringing back the pleasures of home to non resident Indians. Today APDDCF is in the process of acquiring capabilities to join the big lease in dairy technology from USA, UK, Australia, Newzeland and the Netherlands. Dairying, the procurement of milk from over 8,00,000 dairy formers spread across Andhra Pradesh, and getting it ready for nationwide distribution. it all happens with in the vast dairy plant network of APDDCF through extensive use of high technology and management acumen honed to steer such a wide spread operations and broad prosperity to state many times.
I. INTRODUCTION

India’s dairy sector is expected to triple its production in the next 10 years in view of expanding potential for export to Europe and the West. Moreover with WTO regulations expected to come into force in coming years all the developed countries which are among big exporters today would have to withdraw the support and subsidy to their domestic milk products sector. Also India today is the lowest cost producer of per litre of milk in the world, at 27 cents, compared with the U.S' 63 cents, and Japan’s $2.8 dollars. Also to take advantage of this lowest cost of milk production and increasing production in the country multinational companies are planning to expand their activities here. Some of these milk producers have already obtained quality standard certificates from the authorities. This will help them in marketing their products in foreign countries in processed form. The urban market for milk products is expected to grow at an accelerated pace of around 33% per annum to around Rs.43,500 crores by year 2005. This growth is going to come from the greater emphasis on the processed foods sector and also by increase in the conversion of milk into milk products. By 2005, the value of Indian dairy produce is expected to be Rs 10,00,000 million. Presently the market is valued at around Rs7, 00,000 mn.

Indian dairy sector contributes the large share in agricultural gross domestic products. Presently there are around 70,000 village dairy cooperatives across the country. The co-operative societies are federated into 170 district milk producers unions, which is turn has 22-state cooperative dairy federation. Milk production gives employment to more than 72mn dairy farmers. In terms of total production, India is the leading producer of milk in the world followed by USA. The milk production in 1999-00 is estimated at 78mn MT as compared to 74.5mn MT in the previous year. This production is expected to increase to 81mn MT by 2000-01. Of this total produce of 78mn cows' milk constitute 36mn MT while rest is from other cattle.

1.1 The Indian Market - Consumer Habits And Practices

Milk has been an integral part of Indian food for centuries. The per capita availability of milk in India has grown from 172 gm per person per day in 1972 to 182gm in 1992 and 203 gm in 1998-99. This is expected to increase to 212gms for 1999-00. However a large part of the population cannot afford milk. At this per capita consumption it is below the world average of 285 gm and even less than 220 gm recommended by the Nutritional Advisory Committee of the Indian Council of Medical Research.

There are regional disparities in production and consumption also. The per capita availability in the north is 278 gm, west 174 gm, south 148 gm and in the east only 93 gm per person per day. This disparity is due to concentration of milk production in some pockets and high cost of transportation. Also the output of milk in cereal growing areas is much higher than elsewhere which can be attributed to abundant availability of fodder, crop residues, etc which have a high food value for milch animals.

In India about 46 per cent of the total milk produced is consumed in liquid form and 47 per cent is converted into traditional products like cottage butter, ghee, paneer, khoya, curd, malai, etc. Only 7 per cent of the milk goes into the production of western products.
like milk powders, processed butter and processed cheese. The remaining 54% is utilized for conversion to milk products. Among the milk products manufactured by the organized sector some of the prominent ones are ghee, butter, cheese, ice creams, milk powders, malted milk food, condensed milk infant’s foods etc. Of these ghee alone accounts for 85%.

It is estimated that around 20% of the total milk produced in the country is consumed at producer-household level and remaining is marketed through various cooperatives, private dairies and vendors. Also of the total produce more than 50% is procured by cooperatives and other private dairies. While for cooperatives of the total milk procured 60% is consumed in fluid form and rest is used for manufacturing processed value added dairy products; for private dairies only 45% is marketed in fluid form and rest is processed into value added dairy products like ghee, makhan etc. Still, several consumers in urban areas prefer to buy loose milk from vendors due to the strong perception that loose milk is fresh. Also, the current level of processing and packaging capacity limits the availability of packaged milk.

1.2 Conceptual Frame Work of Customer Satisfaction on FMCGS

Customer satisfaction is the term is the frequently used in marketing is a measure of how products and services supplied y a accompany meet or surpass consumer expectation it is defined as the number of customers or percentage of total customers whose reported experience with a firm its products or its services exceeds specified satisfaction goals.

In a competitive market place where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. It is seen as a key performance indicators indicator within business and is often part of a balanced scorecard within organization; customer satisfaction rating can have powerful efforts. They focus employees on importance of fulfilling customer’s expectation.

In researching satisfaction funds generally ask the customers whether their products or services has met or exceed the expectations, thus the expectations are a key factor behind satisfaction, when the customers have the high expectations and the reality falls short they will be disappointed and will likely rate their experience as less than satisfying. The importance of consumer satisfaction diminishes when a firm has increased bargaining power.

1.3 Measuring of Customer Satisfaction on FMCGs:

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 and services to the market place. Customer satisfaction at individual level but it is almost always reported and aggregate level. It can be and often is, measured along with various dimensions. It is ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product and service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behavior such returns and recommend rate. The level of satisfaction can also vary depending on other options the customers may have and other products against which the consumer can compare the organizations product’s.
II. REVIEW OF LITERATURE

Dr. Neetu Sharma (2013) observed that the brand preference towards FMCG at organized retail stores only. Personal bias by the respondents may have script in while answering the questions. The result of the study is that all the customers around erode city were satisfied with the FMCG products irrespective of brands. And also they need some improvement in the customer service. Next the Satisfaction level of customers towards the company products revealed the customer needs and the quality of the product they require. Majority of the customers give more preference towards the quality of the product followed by the price, design, sales and service etc. so it also deals with knowing the customer requirements and their satisfaction towards the FMCG goods. In general, the study reveals the attributes of the customers towards the FMCG goods and services for their brand preference and satisfactions.

Satnam Ubeja (2014) focused on customer satisfaction process is a complex phenomenon. The purchase of goods or services includes a number of factors that could affect each decision. Customer satisfaction is more complex and even more important for retailers today than in past. The objectives of this study were to investigate the effects of sales promotion mix on customer satisfaction in shopping malls of Indore city The study will help the managers of shopping malls to understand the underlying sales promotion factors on customer satisfaction of the shoppers in the malls and help them to craft their marketing strategies. Profiling customers by their choice of sales promotion mix provide more meaningful ways to identify and understand various customer segment and to target each segment with more focused marketing strategies.

Satnam Kour Ubeja (2015) identified that the Indian retailing sector is on boom and under this sector selling and buying process of goods and services give so much impact on every decision. Customer satisfaction is the process in which number of customers who have purchased the products and given the feedback to the organization of their satisfaction level. Customer satisfaction is more complex and even more important for retailers today than in past. The objectives of this study were to investigate the effects of sales promotion mix and marketing mix on customer satisfaction in shopping malls of Ujjain city and also study the variation of demographic variable. Study has conducted and visited on different malls and collected the data of sales promotion mix and marketing mix for customer satisfaction in Ujjain city.

III. STATEMENT OF THE PROBLEM

The most important activity of marketing is to study customer market and also analyzing of the buying behavior. If the company decides to build a position on quality and service it must first analyze buyer behavior of the customers and the company can analyze their production status of the goods. The entry of various brands in plastic paper industry has made severe cut throat production. All organizations are coming out with new promotional tools on attracting features which has several impacts on sales. In order to retain and capture the market the company wants to study why the customer switches over
to other brands and what can be the factors responsible. By showing the factors the company can easily improve the present activities to reach the expectations of the customer on retaining its position in the domestic market as well as global market.

IV. OBJECTIVE OF THE STUDY

“To know the customer satisfaction levels about Vijaya milk Dairy products”

V. RESEARCH METHODOLOGY

Research is a systematic process of gathering, recording, analyzing an interpreting the data related to any problem in the field of marketing. Sources of data and information mere reliance is placed on available standards literature comprising referred journals, articles, books, magazines, news papers etc., but primary sources of data have been collected by using a questionnaire through the company Vijaya Dairy Pvt Ltd. A sample of 130 respondents has been collected from the customers. A questionnaire had been prepared to collect the necessary information of the employees and other consumers of Vijaya Dairy Pvt Ltd. The questionnaires were selected in order to establish better understanding between the employees, consumers and researcher using the convenient sampling. The questionnaire consists of questions included to various aspects such as quality, quantity, price, brand, and competitors care was taken to see that information gathered was valid and reliable.

VI. RESULTS AND DISCUSSIONS

6.1 Perception across Brand Name of the Products:

<table>
<thead>
<tr>
<th>Variables</th>
<th>Statements</th>
<th>Highly satisfied</th>
<th>Satisfied</th>
<th>Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Name of the Product</td>
<td>Tirumala brand</td>
<td>50(38.46)</td>
<td>40(30.76)</td>
<td>10(7.62)</td>
</tr>
<tr>
<td></td>
<td>Heritage brand</td>
<td>40(30.76)</td>
<td>30(23.07)</td>
<td>30(23.07)</td>
</tr>
<tr>
<td></td>
<td>Vijaya Brand</td>
<td>70(53.84)</td>
<td>20(15.38)</td>
<td>10(7.62)</td>
</tr>
</tbody>
</table>

The above table no.1 explains that 53.84% of respondents are highly satisfied with purchasing of Vijaya brand products, remaining 15.38% & 7.62& respondents are satisfied and dissatisfied. 30.76 respondents are highly satisfied with the heritage brand 23.07% are completely satisfied and remaining 23.07 are dissatisfied with this brand. 38.46% of the respondents are highly satisfied with the tirumala brand and remaining 30.76% & 7.62 are satisfied and dissatisfied.

6.2 Perception across Customer satisfaction of Dairy Products:

<table>
<thead>
<tr>
<th>Variables</th>
<th>Statement</th>
<th>Highly satisfied</th>
<th>Satisfied</th>
<th>Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer satisfaction</td>
<td>Satisfaction levels of using vijaya dairy products</td>
<td>30(23.07)</td>
<td>45(34.61)</td>
<td>25(19.23)</td>
</tr>
<tr>
<td></td>
<td>Satisfaction levels with price</td>
<td>60(46.15)</td>
<td>20(15.38)</td>
<td>20(15.38)</td>
</tr>
<tr>
<td></td>
<td>Satisfaction levels with quality and quantity</td>
<td>70(53.84)</td>
<td>20(15.38)</td>
<td>10(7.62)</td>
</tr>
</tbody>
</table>
In the above table no.2 explains that 53.84% are highly satisfied with quality and quantity of the dairy products 15.38% of respondents are satisfied 7.62% are dissatisfied.46.15% of the respondents are highly satisfied with the satisfaction levels with the price, 15.38% of respondents are satisfied remaining 15.38% are dissatisfied, 23.07% respondents are highly satisfied by of using Vijaya dairy products 34.61% respondents are satisfied remaining 19.23% are completely dissatisfied.

6.3 Perception across Prices of the Dairy Products:

<table>
<thead>
<tr>
<th>Variables</th>
<th>Statement</th>
<th>Highly Satisfied</th>
<th>Satisfied</th>
<th>Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price of the dairy products</td>
<td>Rupees 50 to 120</td>
<td>80 (38.46)</td>
<td>10 (7.69)</td>
<td>10 (7.69)</td>
</tr>
<tr>
<td></td>
<td>Rupees 100 to 140</td>
<td>50 (38.46)</td>
<td>30 (20.37)</td>
<td>20 (15.38)</td>
</tr>
<tr>
<td></td>
<td>Rupees 150 to 180</td>
<td>20 (15.38)</td>
<td>20 (15.38)</td>
<td>40 (30.76)</td>
</tr>
</tbody>
</table>

In the above table no.3 explains that 38.46% respondents are highly satisfied with the price of rupees 50 to 120 and 7.69% of the respondents are satisfied remaining 7.69% respondents are dissatisfies with this price 38.46% of respondents are highly satisfied with the price 20.37% of respondents are satisfied and remaining 15.38% of respondents are dissatisfied 15.38% of the respondents are highly satisfied, 15.38% of the respondents are satisfied remaining 30.76% of the respondents are dissatisfied with the price.

6.4 Perception across Quantity of the Dairy Products:

<table>
<thead>
<tr>
<th>Variables</th>
<th>Statements</th>
<th>Highly Satisfied</th>
<th>Satisfied</th>
<th>Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quantity of the dairy products</td>
<td>100-200 ml of the packet</td>
<td>80 (38.46)</td>
<td>10 (7.69)</td>
<td>10 (7.69)</td>
</tr>
<tr>
<td></td>
<td>150-200 ml of the packet</td>
<td>50 (38.46)</td>
<td>30 (20.37)</td>
<td>20 (15.38)</td>
</tr>
<tr>
<td></td>
<td>200-250 ml of the packet</td>
<td>20 (15.38)</td>
<td>20 (15.38)</td>
<td>40 (30.76)</td>
</tr>
</tbody>
</table>

In the above table no.4 explains that 38.46% of the respondents are highly satisfied with the quantity of 100-200 ml of the packet 7.69 % of the respondents are satisfied with the this quantity remaining 7.69% of the respondents are dissatisfied 38.46% of the respondents are satisfied with the quantity of 150-200 ml of the packet remaining 20.37% & 15.38 are highly satisfied and dissatisfied with this quantity.

VII. FINDINGS OF THE STUDY

1. From this study it is observed that 50% of the respondents are the customers of the Vijaya Dairy Products.
2. It is observed that the customers are influenced by own decisions to buy Vijaya Products.
3. The respondents considered quality to choose Vijaya Dairy Products.
4. 80% of the customers are satisfied with quality, quantity, and price of the Vijaya Dairy Products. It is observed that 50% of the respondents consuming the products monthly.
5. 60% of respondents are buying the products through exclusive. 50% of the customers are satisfied with packaging of Vijaya Products.
6. It is found that the customers are not aware of the customers are not aware of the Vijaya Products. 50% of the customers are sometimes using Vijaya dairy Products and 50% of the customers are satisfies with the Vijaya Firm Products. Most of the customers is said vijaya products is very good for use so here the firm is to need to be improved the more than the target products to get desired results with the specific period of time duration.
7. Majority of the customers is adaptable for free home delivery and exclusive aspects.

**VIII. SUGGESTIONS**

1. Company should maintain reasonable prices for huge or bulk purchases of Vijaya Products.
2. Company should provide easy accessibility of Vijaya dairy products to enhance its sales.
3. Company should control leakage in packaging and distribution.
4. Make a wide availability of Vijaya milk products.

**IX. CONCLUSION**

The main objective of the article is to know the purpose of the customers (opinion) satisfaction about Vijaya Milk Dairy Pvt Ltd. The study was conducted in chittoor town to find out the customers opinion about quality, price, packaging, etc., of the products. Most of the customers are very much interested to purchase Vijaya Products. So we need to improve the number of consumers by providing better service and quality and quantity with reasonable price of the products.

**X. REFERENCES**


Dr. T. Narayana Reddy, Dr. M. Vijaya Bhaskar Reddy, P. Loksh Muni Kumar: A Study on FMCGs Customer Satisfaction with Special Reference to Dairy Products