

A Study on Customer Satisfaction at Sangam Dairy, Guntur

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Abstract: Any organization has to listen to its external customers and stakeholders. A number of studies have shown that the long-term success of a corporation is closely related to its ability to create and maintain loyal and satisfied customers, adapt to customer needs and changing preferences. In order to monitor customer satisfaction, and to take action for improving it, a number of different methods have been developed and tested.

Any organization could definitively take advantage of a proven systematic customer satisfaction model. The challenge for organizations is to implement and secure a standardized customer satisfaction process across their playing field; class of markets and geographic markets (countries). Customer satisfaction can be addressed as a strategic business development tool and it does have a positive effect on an organization's profitability. Satisfied customers form the foundation of any successful business as customer satisfaction leads to repeat purchase, brand loyalty, and positive word of mouth. On the bases of my research I recommend organizations to implement a customer satisfaction model to enhance their business development and improve their overall level of quality.

The objective of all customer satisfaction models is to provide results that are relevant, reliable, and valid and have predictive financial capability. Customer satisfaction research should be done with greatest care. Measuring customer satisfaction must be a continuously, consistent, timely, accurate and reliable process. This is where a new customer satisfaction approach becomes a powerful strategic business development tool for organization.

Theory and best practices have proven that sustainable customer satisfaction models needs to be built on well-defined transparent processes and on a consistent approach. The means by which (customer) satisfaction is build may differ from time to time and from customer group/segmentation, whether this is based on geographic zone, business unit, country, product, or demographic culture is not relevant as long as accountable managers and marketers understand the relevance of each model (latent and manifest) variable in relation to the target group. As a consequence of the above, organizations could benefit from a well-defined customer satisfaction model. I recommend organizations to carry out the following strategic proposition; Implement the European Customer Satisfaction Index as used by EPSI. Customize EPSI survey questionnaire & implement NPS attributes Secure process ownership and process managers. Customer satisfaction survey on a monthly base. Standardize process flow and reporting structures.

Keywords: customer satisfaction

1. Introduction

A. Marketing introduction

Marketing is the business function that identifies customer needs and wants, determines which target markets the organizations can serve best, and designs appropriate products, services and programs to serve these markets. However, marketing is much more than just an isolated business function-it is a philosophy that guides the entire organization. The goal of marketing is to create customer satisfaction profitably by building value – laden relationships with important customers. The marketing department cannot accomplish this goal by itself. It must team up closely with other departments In the company and partner with other organizations throughout its entire value – delivery system to provide superior value to customers. Thus, marketing calls upon everyone in the organization to “think customer “and to do all they can to help create and deliver superior customer value and satisfaction.

Many people see that marketing only as advertising or selling. But real marketing does not involve the art of selling what you make so much as knowing what to make! Organizations gain market leaderships the understanding customer needs and finding solutions the delight customers through superior value, quality, and service. If customer value and satisfaction are absent, no amount of advertising or selling can compensate.

Marketing is all around us, and we all need to know something about it. Marketing is used not only by manufacturing companies, wholesaler's retailers, but by all kinds' individuals and organizations. Lawyers, accountants and doctors use marketing to manage demand for their services. So do hospitals, museums and performing art groups. We are learning about how to apply the basic concepts and practices of modern marketing as they are used in a wide variety of settings:

People throughout these organizations need to know how to define and segment market and how to position themselves strongly by developing need- satisfying products and services for chosen target segments. They must know how to price their offerings to make them attractive affordable and how to choose and manage intermediaries to make their products available to customers. And they need to know how to advertise and promote products so customers will know about and want them. Clearly marketers need a broad range of skills in order to sense,

serve and satisfy customer needs.

2. Objectives of the study

The study aims at determining the consumer’s perception in selecting various sources of milk supply in general reasons for brand switching dairy milk users in particular more specifically the study objectives include the following

- To know the satisfaction levels of the Sangam Dairy customers.
- Present scenario of Sangam Dairy in the competitor’s environment.
- To know market strategies of Sangam Dairy
- To know about the Sangam Dairy hierarchy.
- To know the quantity of milk preferred by customers.

3. Need of the Study

Marketing is a key area of all activates penetrating to the business due to change in political, social, legal and international factor in the environment further the customer becomes more alert and not willing to take anything for granted Customer need the best quality price and every organization should come up with uniqueness in marketing their product.

A. Scope of the study

The scope of this study was to know the consumers about the various factors such as company image, quality and also used to know their awareness. Further it also help to know the effective media to advertise the product. The study also used to know customer satisfaction level about price, discount basis, quality etc. thus the main scope of the study was to identify the customer satisfaction and consumer expectations about the company and its products. So the study concentrates to know the customer potential for products in the customer area.

4. Research methodology

A. Research design

A research design is the logical and systematic planning and direction of a piece of research.

“A research design is the arrangement of condition for collocation of data in a number that aims to combine relevance to the research purpose with economy in procedure.” “It constitutes the blue print for the collection, measurement and analysis of data”

5. Type of data collected

The study carried with the co-operating of the management who permitted to carry on the study and provide the required data. The data is collected from the following sources. A study of this kind is dependent on primary data to large extent. The primary data for studies are generated through the personal canvassing of a questionnaire.

- The primary data used to collect information from Sangam dairy users. Secondly from street vendors

milk users lastly from the other brand users. Users are contacted by random sampling.

- The secondary data from the study are collected from the company records. Through various text books, journals various issues of annual reports published by sangam dairy.

A. Data collection

“Data collection is done through random sampling”

B. Sample size

“The sample size in this case taken is 100 respondents”

C. Target population

“The target population for the research project is the number of customers in Guntur using dairy products”.

D. Action plan for data collection

“The secondary data has collected from different websites and other human resources and management books the primary data has collected by using questionnaire and getting them filled personally.”

E. Analytical tool

Percentage method

“Percentage method is total number of respondents divided by the total sample size and then multiplied by hundred “

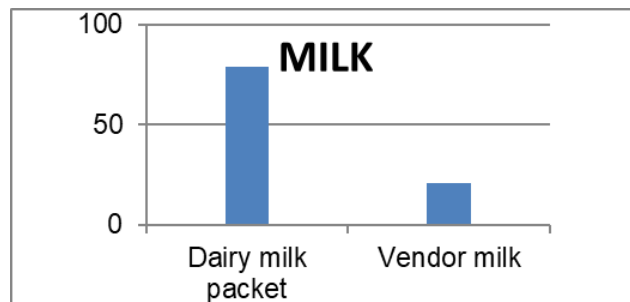
F. Presentation tool

“Bar diagrams have been used for percentage the results of survey”.

6. Data analysis and interpretation

1. Which Type of milk you are using?

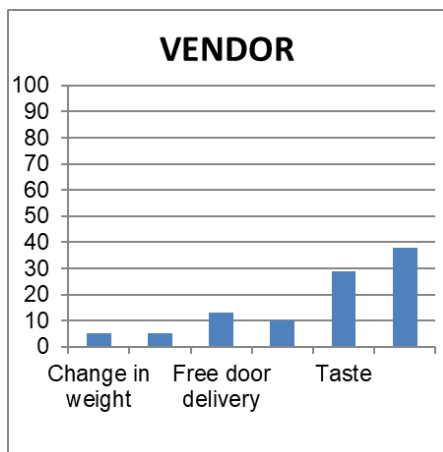
S. No.	Choice	No. of Respondents	Percentage (%)
1	Dairy milk packet	79	79%
2	Vendor milk	21	21%
	Total	100	100%



Interpretation: From the above table it can be interpretation that out of 100 respondents 79 respondents approaching dairy milk and 21 Respondents approaching vendor milk.

2. Why you buy on vendor?

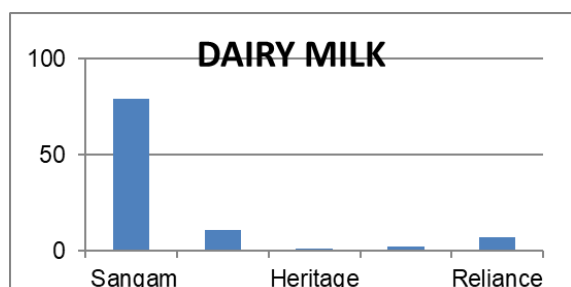
S. No.	Choice	No. of Responders	Percentage (%)
1	Change in weight	1	5%
2	Not getting of dairy milk	1	5%
3	Free door delivery	3	13%
4	Debt facility	2	10%
5	Taste	6	29%
6	fresh	8	38%
	Total	21	100%



Interpretation: From the above table it can interpreted that out of 21 respondents (1) approached for change in weight (1) approached for not getting the dairy milk (3) approached for free door delivery (2) approached for debt facility (6) approached for taste (8) approached for Fresh availability.

3. Which dairy milk you are using?

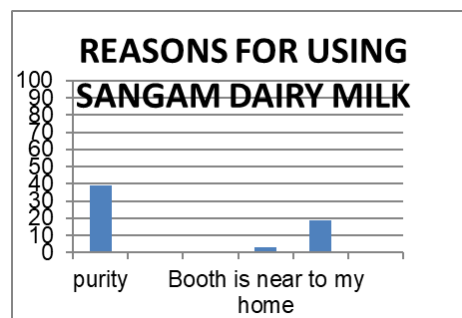
S. No.	Choice	No. of respondents	Percentage (%)
1	Purity	39	63%
2	Doing faschurization	1	1%
3	Not getting any where	0	0%
4	Booth is near to my home	3	5%
5	Good quality	19	31%
6	Facility of door delivery	0	0%
	Total	62	100%



Interpretation: From the above table it can be conclude out of 79 Respondents (62) respondents prefer Sangam Dairy and (8) respondents prefer Tirumala dairy (1) respondent prefer Heritage dairy (2) respondents prefer Dodla dairy and (6) respondents prefer reliance.

4. Why you use Sangam Dairy milk?

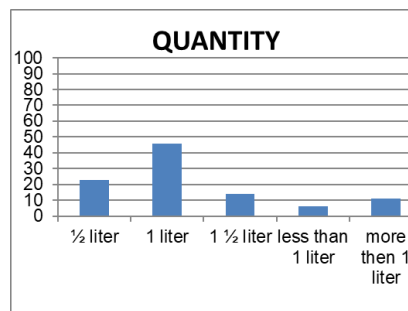
S. No.	Choice	No. of respondents	Percentage (%)
1	Purity	39	63%
2	Doing faschurization	1	1%
3	Not getting any where	0	0%
4	Booth is near to my home	3	5%
5	Good quality	19	31%
6	Facility of door delivery	0	0%
	Total	62	100%



Interpretation: From the above table it can be interpreted out of 62 respondents (39) respondents prefer for purity (1) respondent prefer it is faschurization (0) respondent for no alternative (3) respondents prefer for near to house (19) respondents prefer for good quality (0) respondents for facility of door delivery

5. How many liters you are using per day?

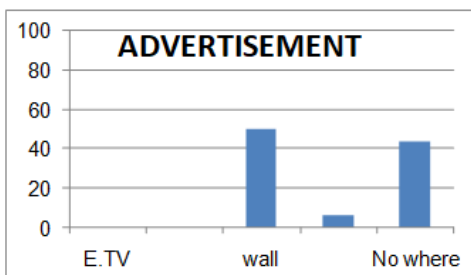
S. No.	Choice	No. of Responders	Percentage (%)
1	½ liter	23	23%
2	1 liter	46	46%
3	1 ½ liter	14	14%
4	Less than ½ liter	6	6%
5	More than 1liter	11	11%
	Total	100	100%



Interpretation: From the above table it can be interpreted out of 100 Respondents (23) respondents consumption level of ½ liter and (46) respondents consumption level of 1 liter and (14) respondents consumption level of 1 ½ liter and (6) respondents consumption level of less than ½ liter and (11) respondents consumption level of more than 1 liter.

6. Where did you find the symbol except Sangam milk packet?

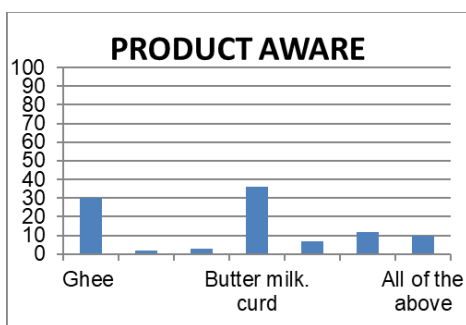
S. No.	Choice	No. of Respondents	Percentage (%)
1	E.TV	0	0%
2	Gemini.TV	0	0%
3	wall	50	50%
4	Hoardings	6	6%
5	No where	44	44%
	Total	100	100%



Interpretation: From the above table it can be interpreted out of 100 Respondents. (0) Respondent did not find the symbol on E.TV (0) respondent did not find the symbol on Gemini. TV (50) respondents find the symbol on the wall (6) respondents find the symbol on the hoarding (49) respondents did not find anywhere.

7. What are the products you know apart from Sangam Dairy Milk?

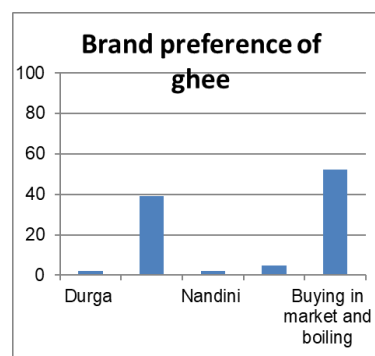
S. No.	Choice	No. of Respondents	Percentage (%)
1	Ghee	30	30%
2	Flavored milk	2	2%
3	Milk powder. butter	3	3%
4	Butter milk. curd	36	36%
5	Basundi doodhpeda	7	7%
6	Mineral water	12	12%
7	All of the above	10	10%
	Total	100	100%



Interpretation: From the above table it can be interpreted out of 100 Respondents. (30) respondents know the product Ghee and (2) respondents know the product Flavored milk and (3) respondents know the product Milk powder and butter (36) respondents know the product Butter milk and curd and (7) respondents know the product Basundi and doodhpeda (12) respondents know the product Mineral water and (10) respondents know All the products.

8. Which brand of Ghee you are using?

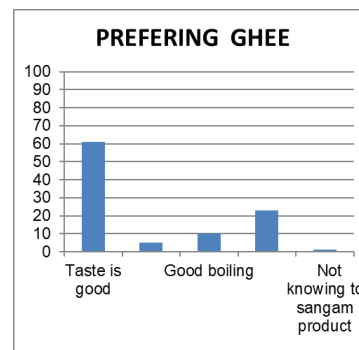
S. No.	Choice	No. of Respondents	Percentage (%)
1	Durga	2	2%
2	Sangam	39	39%
3	Nandini	2	2%
4	Madura	5	5%
5	Buying in market and boiling	52	52%
	Total	100	100%



Interpretation: From the above table it can be interpreted out of 100 Respondents. (2) Respondents using the Durga brand and (39) respondents using the Sangam dairy brand and (2) respondents using the Madhura brand and (52) respondents are using the brands which are available in the market.

9. Why you are using other brands of Ghee! Not Sangam?

S. No.	Choice	No. of respondents	Percentage (%)
1	Taste is good	37	61%
2	Good smell	3	5%
3	Good boiling	6	10%
4	Less price	14	23%
5	Not knowing to Sangam product	1	1%
	Total	61	100%



Interpretation: From the above table it can be interpreted out of 61 Respondents. (37) respondents prefer for taste and (3) respondents prefer for good smell and (6) respondents prefer for good boiling (14) respondents prefer for it is less in price (1) respondent did not know about the product

7. Findings

It has been identified after the survey on customer satisfaction on product depends up on quality, usage of product, quantity level.

- 79% of Respondents approaching Dairy milk.
- 38% of Respondents approaching vendor milk for available in fresh
- 79% Respondents preferring Sangam milk.
- 63% Respondents using Sangam milk for purity.
- 40% Respondents are not using Sangam milk for the reason far of milk booth
- 46% Respondents using the 1Liter milk packets.
- 50% Respondents find the symbol of Sangam Dairy on wall.
- 36% Respondents know the product Butter milk, Curd apart from Sangam Dairy milk.
- 52% Respondents are buying Ghee in the market and boiling.
- 61% Respondents are using Ghee in the market for its taste.
- 48% Respondents eat the Sangam Dairy new product "BASUNDI"
- 77% Respondents are not using Vijaya Sangam dairy mineral water.
- 68% Respondents feel that Sangam Dairy products are good.
- 59% Respondents know the Sangam Dairy is an "ISO" certified company

- 67% Respondents are ware of full range of Sangam Dairy products.

8. Suggestions and conclusion

On careful observation of Sangam Dairy during the training period I have the following suggestions for Sangam Dairy which on proper implementation may provide a big boost to it

- As the advertisement plays a major role in creating awareness. The company should release ads in TV
- The company should re-design the packing so that it is easy to recognizable by the customer.
- The company have a opportunity to ti-up to the retail shopping malls to provide it's in the mall as the retail business is growing in very high in India.
- Implementation of effective marketing strategies because new competitors are entering into the market.
- Advertising should be made in more number of channels about products.
- All information regarding Sangam Dairy and its product should be available on internet.
- Motivation programs for booth and parlor owners.
- Glow sign board should be provided to booth and parlor owners.
- Inspection and frequent check of booths and parlors.
- To popularize "BASUNDI" free sample may be distributed at some public places

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