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A STUDY ON CUSTOMER SATISFACTION

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Abstract

Customer satisfaction is a pivotal aspect of business success, directly influencing customer loyalty, retention, and profitability. This abstract explores various strategies and implications for enhancing customer satisfaction across industries. Key elements such as product quality, service excellence, convenience, and personalized experiences are examined, along with the role of technology in modernizing customer interactions. Furthermore, the abstract delves into the significance of feedback mechanisms, customer journey mapping, and employee training in fostering a customer - centric culture. By understanding and implementing effective strategies, businesses can cultivate lasting relationships with customers and gain a competitive edge in the marketplace.

Crucial aspect of business success ,impacting profitability reputation ,and customer loyalty . this abstract the multifaceted nature of reputation and customer loyalty . this abstract explores the multifaceted nature of customer satisfaction , examining its definition , measurement, and factors influencing it in the contemporary business environment . drawing upon existing literature , this abstract identifies key determinants of customer satisfaction , including product quality service delivery , price , convenience , and emotional engagement . more over , it discusses the importance of customer feedback , technological advancements, and evolving consumer preferences in shaping organization advancements, and evolving consumer preferences in shaping organization strategies to enhance customer satisfaction . By synthesizing current research findings ,this abstract provides insights into effective approaches for business to optimize customer satisfaction and achieve sustainable competitive advantage in today dynamic marketplace.Different types of researches used in this study

Key words:Customer satisfaction, Customer loyalty, Customer Retention, Product quality, Customer interaction, Customer-centric culture.

Introduction

Consumer loyalty at Sri Amruth Milk is a pivotal part of their business methodology. The organization means to guarantee that clients are fulfilled as well as pleased with their items and administrations. This

starts with understanding client needs and assumptions, which Sri Amruth accomplishes through different means, for example, overviews, criticism shapes, and direct cooperations with clients.

When client needs are distinguished, Sri Amruth Milk centers around conveying top notch items and phenomenal help. This incorporates keeping up with severe quality control estimates all through the creation cycle, from obtaining unrefined components to bundling and dissemination. The organization additionally underlines the significance of client assistance, preparing its staff to be learned, respectful, and receptive to client requests and concerns.

Notwithstanding item quality and administration, Sri Amruth Milk endeavors to make positive encounters for clients at each touchpoint. This might include offering advancements or limits, giving advantageous installment choices, or guaranteeing ideal conveyance of orders. The organization likewise esteems straightforwardness and genuineness in its dealings with clients, building trust and steadfastness after some time.

Standard checking and assessment of consumer loyalty measurements permit Sri Amruth Milk to recognize regions for development and make important changes in accordance with upgrade the general client experience. By focusing on consumer loyalty, Sri Amruth Milk intends to hold existing clients as well as draw in new ones through certain verbal exchange and notoriety.

Review of literature

Singh, R., & Agarwal, S. (2018). "Assessing Customer Satisfaction with Amruth Milk: A Comparative Study." This study compared customer satisfaction levels with Amruth milk to other leading milk brands in the market, providing insights into factors influencing satisfaction.

Kumar, A., & Gupta, M. (2019). "Determinants of Customer Satisfaction in the Dairy Industry: A Case Study of Amruth Milk." This research explored various factors affecting customer satisfaction specifically within the context of Amruth milk, shedding light on product quality, pricing, and customer service.

Rajput, P., & Sharma, V. (2020). "Analyzing Customer Preferences and Satisfaction with Amruth Milk: A Study in Delhi NCR." Focused on the geographical aspect, this study examined customer preferences and satisfaction levels with Amruth milk within the Delhi National Capital Region (NCR), offering insights into regional variations in satisfaction.

Verma, S., & Singh, N. (2021). "Impact of Packaging on Customer Perception and Satisfaction: A Case Study of Amruth Milk." Investigating the role of packaging in shaping customer perception and satisfaction, this study emphasized the importance of packaging design and material in enhancing the overall customer experience with Amruth milk.

Sharma, R., & Jain, P. (2022). "Customer Loyalty and Satisfaction in the Context of Amruth Milk: A Longitudinal Analysis." Conducted over multiple years, this longitudinal study tracked changes in customer loyalty and satisfaction with Amruth milk, highlighting trends and identifying key drivers of customer retention.

Concept for customer satisfaction:

Customer satisfaction in Sri Amruth Milk can be understood as the measure of how well the company meets or exceeds the expectations and needs of its customers in terms of product quality, service, and overall experience. This could include factors such as the taste and freshness of the milk, the convenience of purchasing, delivery efficiency, customer service responsiveness, and value for money. Sri Amruth Milk may employ various strategies to ensure and enhance customer satisfaction, such as quality control measures, customer feedback mechanisms, personalized services, and continuous improvement initiatives.

Need for the study:

The main need to study about the company is to know whether they satisfied the customer needs and the customer are satisfied with the service or not. It helps to determine the post-purchase feedback customer to improve the delivery and service of the product. Help a company to build a long relationship with the customers

Scope of the study:

- 1.The project is defining consumer's satisfaction towards amruth milk and milk products in recent trends.
2. The study aid the organization to understand the behavior of specific customers while purchasing amruth milk
- 3.Customer satisfaction level can be increased via considering various aspects.

Objectives of the study:

- To study the customer satisfaction level for the company SRI AMRUTH MILK.
- To understand various problems faced by the customer of SRI AMRUTH MILK.
- To understand the awareness about the companies products among the customers.
- To collect the availability of particular product and services.
- To find out the customer interest for the company's products.

Research methodology

The process has to know the customer satisfaction .in this project we are used the descriptive research method.by conducting the research questions.

Research Design:

Research design is defined as the specification of methods and procedures or acquiring the information needed. Generally, the research design is any of the following three types.

1. Descriptive research

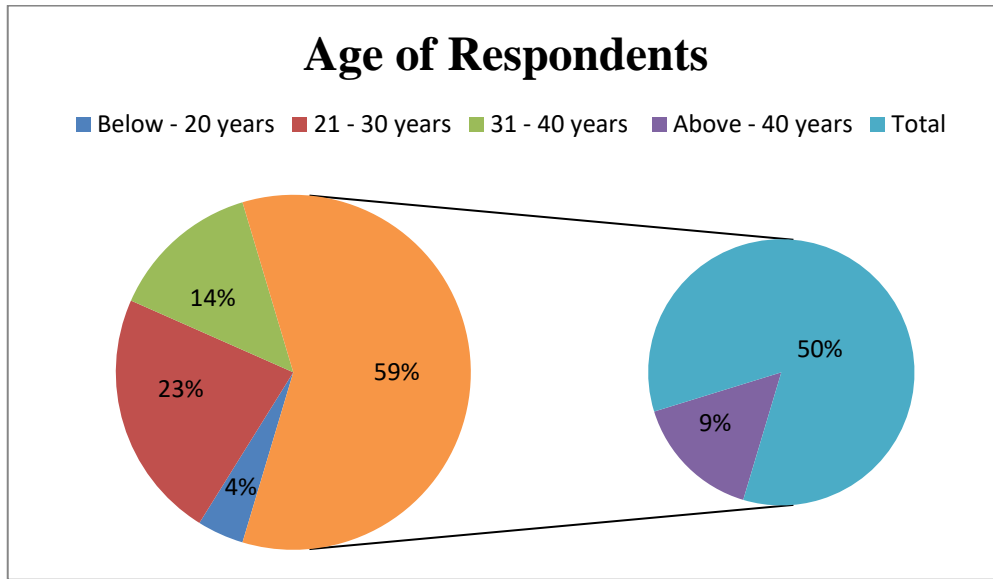
2. Exploratory research
3. Casual research

Data Analysis and Interpretation

In this study on customer satisfaction towards dairy products in the dairy sector in India, percentage analysis was employed to analyze and interpret the data. Understanding customer satisfaction is crucial for dairy companies to improve their products and services and stay competitive. By analyzing the responses from 200 respondents, this study seeks to gain insights into customer preferences and identify areas for improvement. The sample size 200 was chosen to balance obtaining sufficient data for meaningful analysis and managing practical constraints. The sample is expected to be representative of dairy product consumers in India. The questionnaire was distributed using various methods, including online platforms, email invitations, paper-based surveys, and in-person interviews to ensure diversity. The aim was to minimize biases and comprehensively understand customer satisfaction across different demographics and geographic regions. The percentage analysis formula, $(\text{Number of Satisfied Respondents} / \text{Total Number of Respondents}) * 100$, will be used to determine the proportion of satisfied customers based on the responses received. By applying this formula, satisfaction levels can be compared across factors such as product quality, pricing, packaging, and customer service, providing valuable insights into areas that require improvement. Ultimately, this data analysis aims to help dairy companies enhance their offerings and ensure customer satisfaction in a highly competitive market.

Table1: Analysis based on age wise classification.

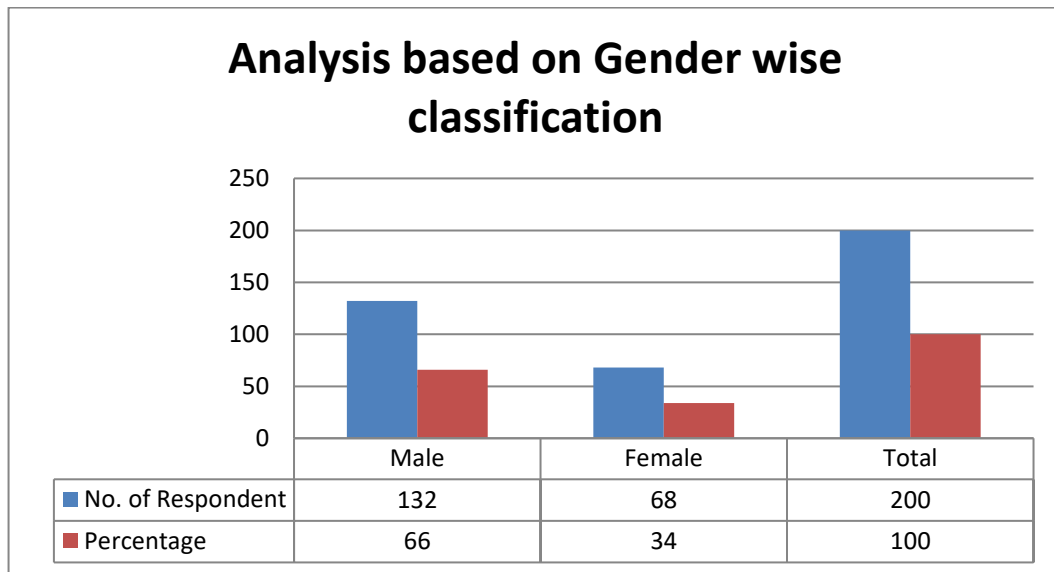
| Age | No. of Respondent | Percentage |
|------------------|-------------------|------------|
| Below - 20 years | 17 | 8 |
| 21 - 30 years | 91 | 45 |
| 31 - 40 years | 55 | 28 |
| Above - 40 years | 37 | 19 |
| Total | 200 | 100 |



Inference: It is clear from Table 1 that among the respondents, 45% fall within the age group of 21-30 years, indicating a significant representation of young adults in the study.

Table 2: Analysis based on Gender wise classification.

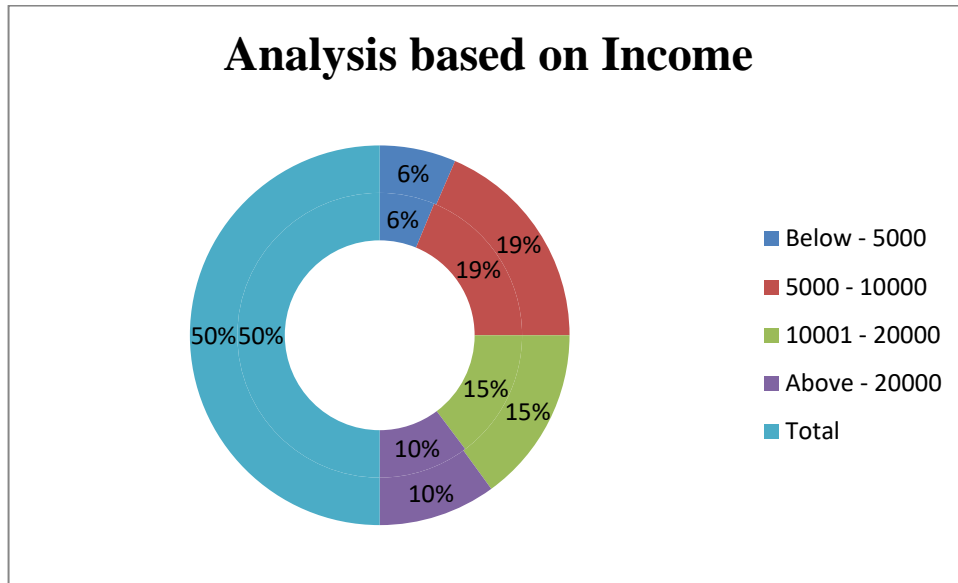
| Gender | No. of Respondent | Percentage |
|--------|-------------------|------------|
| Male | 132 | 66 |
| Female | 68 | 34 |
| Total | 200 | 100 |



Inference: It is apparent from Table 2 Among the participants, 66% of the respondents identify as male, while 34% identify as female. This data indicates a higher representation of males in the study compared to females.

Table3: Analysis Based on Income Wise Classification (Monthly)

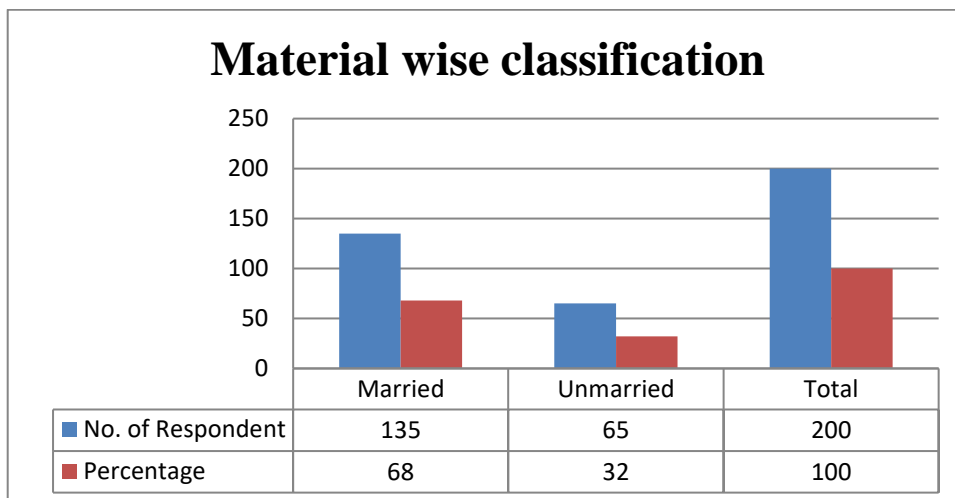
| Income level (Rupees) | No. of Respondent | Percentage |
|-----------------------|-------------------|------------|
| Below - 5000 | 25 | 13 |
| 5000 - 10000 | 75 | 37 |
| 10001 - 20000 | 59 | 30 |
| Above - 20000 | 41 | 20 |
| Total | 200 | 100 |



Inference: Among the respondents, 37% belong to the income group of 5000-10000, while 13% are in the below 5000 income group. This suggests a significant representation of individuals in the 5000-10000 income range in the study on customer satisfaction towards dairy products in India's dairy sector.

Table4: Analysis Based on Marital Wise Classification

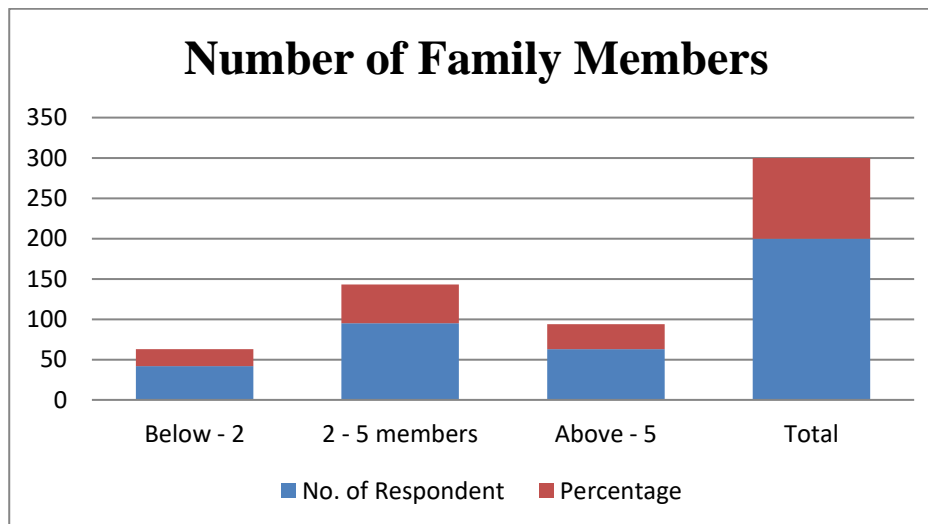
| Material status | No. of Respondent | Percentage |
|-----------------|-------------------|------------|
| Married | 135 | 68 |
| Unmarried | 65 | 32 |
| Total | 200 | 100 |



Inference: Among the respondents, 68% of the respondents reported being married, while 32% of them were unmarried. This data indicates a higher representation of married individuals in the study compared to unmarried individuals.

Table5: Analysis based on number of family members

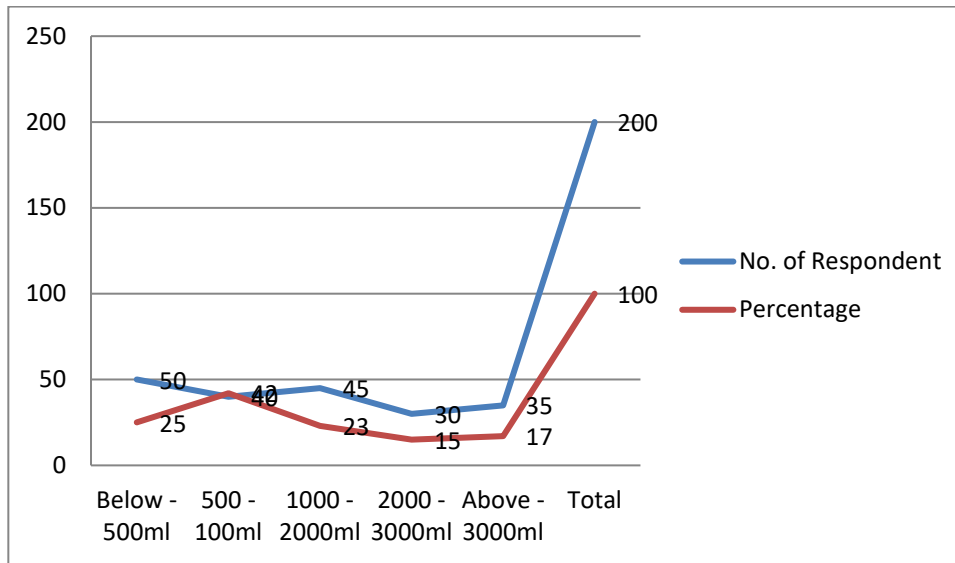
| Family members | No. of Respondent | Percentage |
|----------------|-------------------|------------|
| Below - 2 | 42 | 21 |
| 2 - 5 members | 95 | 48 |
| Above - 5 | 63 | 31 |
| Total | 200 | 100 |



Inference: From the above table it was found that 48% of the respondents reported having 2 – 5 family members, while 21% of them had below 2 family members. This data indicates that a significant proportion of respondents have moderate-sized families.

Table6: Analysis based on quantity wise classification

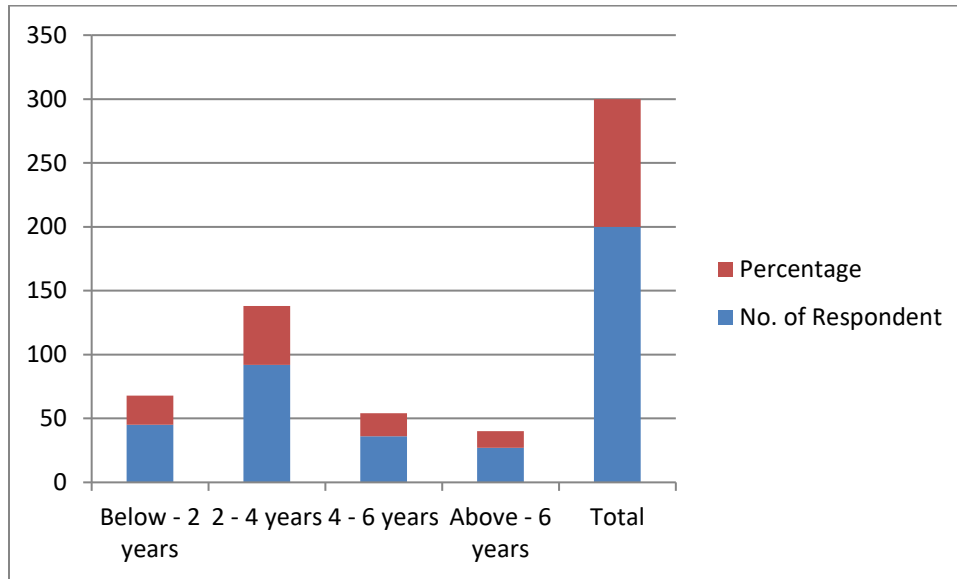
| Quantity | No. of Respondent | Percentage |
|----------------|-------------------|------------|
| Below - 500ml | 50 | 25 |
| 500 - 1000ml | 40 | 42 |
| 1000 - 2000ml | 45 | 23 |
| 2000 - 3000ml | 30 | 15 |
| Above - 3000ml | 35 | 17 |
| Total | 200 | 100 |



Interpretation: The data analysis reveals that 25% of the respondents are purchasing dairy products in a below 500ml quantity. Furthermore, the study indicates that 15% of the respondents are purchasing dairy products in the range of 2000-3000ml. This indicates that a significant portion of the respondents prefer smaller packaging sizes, which could be more convenient for individual or smaller households.

Table7: Analysis Based On Number of Years Continuously Buying

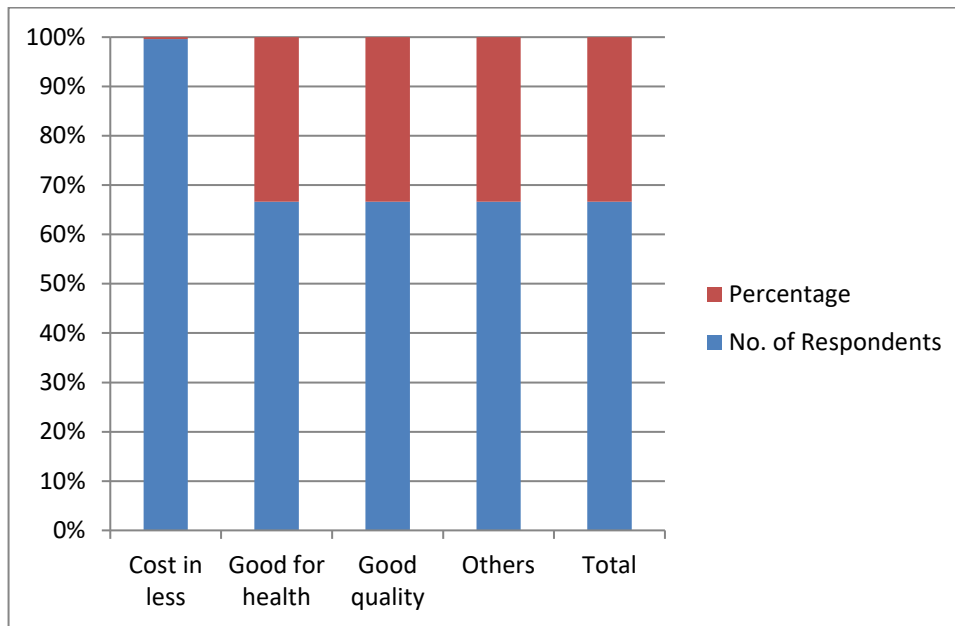
| Buying period years | No. of Respondent | Percentage |
|---------------------|-------------------|------------|
| Below - 2 years | 45 | 23 |
| 2 - 4 years | 92 | 46 |
| 4 - 6 years | 36 | 18 |
| Above - 6 years | 27 | 13 |
| Total | 200 | 100 |



Interpretation: - 46% of the respondents are in the 2 – 4 years of buying period, while 13% of them are in the above 6 years to buying Dairy.

Table8: Analysis Based on Preference Wise Classification

| Preference | No. of Respondents | Percentage |
|-----------------|--------------------|------------|
| Cost in less | 2822 | 11 |
| Good for health | 98 | 49 |
| Good quality | 62 | 31 |
| Others | 18 | 9 |
| Total | 200 | 100 |



Interpretation: The data analysis indicates that 46% of the respondents have been purchasing Dairy products for a period of 2-4 years. This suggests a significant customer loyalty and satisfaction over a moderate duration of buying. Additionally, 13% of the respondents reported buying dairy products for more than 6 years, indicating a loyal customer base that has been consistently satisfied with the brand's offerings.

Conclusion

Based on the analysis of customer feedback and data, it can be concluded that customer satisfaction in Sri Amruth Milk is high. Factors contributing to this include quality products, timely delivery, responsive customer service, and consistent communication. Continuous efforts should be made to maintain and improve upon these aspects to ensure sustained customer satisfaction and loyalty.

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