



A DESCRIPTIVE ANALYSIS ON THE CUSTOMER SATISFACTION ON AROKYA PRODUCTS

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Abstract : India has the world's largest dairy herd with over 300 million bovines, producing over 187 million tonnes of milk. India is first among all countries in both production and consumption of milk. Most of the milk is domestically consumed, though a small fraction is also exported. Indian cuisine, in particular North Indian cuisine, features a number of dairy products like paneer, while South Indian cuisine uses more yogurts and milk. Milk and dairy products play a part in Hindu religious practice and legend. Dairy products, especially milk, were consumed on the subcontinent at least from the Vedic period. In the mid- to late 20th century, Operation Flood transformed the Indian dairy industry into the world's largest. Previously, milk production in India occurred mainly on household farms. This article is showing only Arokyia products focused on factors influencing to purchase, satisfaction and problems faced by the customers. It concluded that to increase the Quality level and suggest reducing the level of price.

IndexTerms - Customer satisfaction, Percentage analysis, Factors influencing, Problems, Satisfaction.

INTRODUCTION

Launched in 1995, Arokyia is the flagship brand of Hatsun Agro Product Limited. We have won the trust of millions of consumers across Tamil Nadu, Andhra Pradesh, Telengana, Karnataka and parts of Maharashtra. The popularity of Arokyia can be attributed to the fact that a whole eco-system has been built around the brand promise "Goodness with care, from our villages". Great care and hygiene goes into the procurement, processing and packaging of Arokyia Milk to ensure it's made available to you in a healthy way. Milk is collected with extreme care from healthy, well-nourished cattle in hygienic cow-sheds spread across well-connected villages. This is then, pasteurized and homogenized following scientific guidelines to meet stringent quality standards.

REVIEW OF LITERATURE

DeepaIngaval and Thakar (2012) made a study on customer preference for milk and milk products. The objectives of their study is to identify the customer preference towards the milk and milk products, to identify the reasons for change in the purchase decision and to find out the most preferred place for product purchase. The study revealed that the customers preferred packaged branded milk and milk products over a period of time from 1991 to 2006. The change in purchase decision was due to marketing factors such as availability, advertisement, product quality and price of the products. It was also revealed that grocery shops, bakeries and sweet markets were the preferred place of purchase of dairy products, some of them preferred to purchase from company outlets and milk shoppers.

Arul and kannan (2013) in their study present the evolution of brand preference of milk among customers in Salem City. Though the price of all branded milks are at par, the customers prefer a particular brand due to some reason. it may be because of the price, quality, service or advertisement provided by branded milks. In order to remain in business an organization must generate enough sales from its products to cover operating costs and post reasonable profits. Considering, therefore, the significance of sales on business endurance and the relation between customers and sales, it is measure for organizations to engage in programs that can influence consumer choice to purchase its products.

PROFILE OF THE COMPANY

Hatsun Agro Product Ltd (HAP), often referred as Hatsun (HAP), is a leading private sector dairy company in India with Head quarters in Tamil Nadu [Chennai](#). It was founded by R. G. Chandramogan in 1970. "World wants India to become a cooperated ltd" was his moto The Company was also awarded "The Fastest Growing Asian Dairy Company". The Dairy product maker has been bagging the Golden Trophy from the Indian Government for largest dairy products exporter for the last many years.

OBJECTIVES OF THE STUDY

- To identify consumer's motivating factors that influencing the choice of products of Arokya.
- To analyze consumer's opinion regarding quality, price and packaging of Arokya products.
- To analyze the satisfaction level of consumers with regard to Arokya products.
- To suggest the way to increase the customers based on the findings of this study.

RESEARCH METHODOLOGY

The study based on primary data. The Non probability convenient sampling technique method is used to select the respondents.

TOOLS FOR ANALYSIS

The following tool is used in this study

- Percentage analysis

LIMITATIONS OF THE STUDY

- The study restricts itself within Tiruppur district.
- The study assumes that the information was given by the consumers without any bias.
- The study is done based on the opinions of the sample taken at random, the size of which is 50.

DATA ANALYSIS AND INTERPRETATION**1. GENDER OF THE RESPONDENTS**

GENDER	NO. OF RESPONDENTS	PERCENTAGE
Male	32	64
Female	18	36
TOTAL	50	100

The above table shows that 64% of the respondents are come under the category of male, 36% of the respondents come under the category of female.

2. AGE OF THE RESPONDENTS

AGE	NO. OF RESPONDENTS	PERCENTAGE
Below 10	8	16
10 – 20	18	36
20 – 30	20	40
Above 30	4	8
TOTAL	50	100

The above table shows that 16% of the respondents are come under the age group of Below 10, 36% of the respondents come under the age group of 10-20, 40% of the respondents are comes under the age group of 20-30 , 8 % of the respondents are comes under the age group of Above 30.

3. MARITAL STATUS OF THE RESPONDENTS

STATUS	NO. OF RESPONDENTS	PERCENTAGE
Married	19	38
Unmarried	31	62
TOTAL	50	100

The above table shows that 38% of the respondents are come under the marital status of Married and 62% the respondents are comes under the marital status of Unmarried.

4. FACTORS INFLUENCING TO USE AAVIN PRODUCTS

FACTORS	NO. OF RESPONDENTS	PERCENTAGE
Taste	19	38
Freshness	11	22
Quality	12	24
Price	8	16
TOTAL	50	100

The above table shows that 38% of the respondents are come under the factors of Taste, 22% of the respondents come under the factors of Freshness, 24% of the respondents are comes under the factors of Quality, 16% of the respondents are comes under the factors of Price.

5. RESPONDENTS OPINION ON PERIOD OF PURCHASING MILK

YEARS	NO. OF RESPONDENTS	PERCENTAGE
0-1 Year	6	12
1-2 Years	11	22
2-5 Years	15	30
Above 5 Years	18	36
TOTAL	50	100

The above table shows that the respondents opinion on period of purchasing milk, 12% of the respondents comes under the category of 0-1 year, 22% of the respondents are comes under the category of 1-2 years, 30% of the respondents are comes under the category of 2-5 years and 36% of the respondents are comes under the category of Above 5 years.

6. PROBLEMS FACED BY RESPONDENTS

PROBLEMS	NO. OF RESPONDENTS	PERCENTAGE
Price	23	46
Quantity	8	16
Spoilage	5	10
Availability	14	28
TOTAL	50	100

The above table shows that 46% of the respondents are facing the problem of Price, 16% of the respondents are facing the problem of Quantity, 10% of the respondents are facing the problem of Spoilage and 28% of the respondents are facing the problem of Availability.

7. SATISFACTION LEVEL

FACTORS	NO. OF RESPONDENTS	PERCENTAGE
Good to health	2	4
Smell	5	10
Color	7	14
Packaging	16	32
Price	2	4
Regular Supply	18	36
TOTAL	50	100

The above table shows that the 4% of the respondents are satisfied under the factor of Good to health, 10% of the respondents are satisfied under the factor of Smell, 14% of the respondents are satisfied under the factor of Color, 32% of the respondents are satisfied under the factor of Packaging, 4% of the respondents are satisfied under the factor of Price, 36% of the respondents are satisfied under the factor of Regular supply.

CONCLUSION

The study reveals that the usage of Arokiya products is Generally, the consumers change their satisfaction behaviour frequently on the basis of new trend, style and fashion. They well know their needs and wants, so gather information about products and also compare its price, quality, taste and other attributes. However the data shows the consumers buy the Arokiya milk for its taste, quality, price and availability. It has to be point out that milk consumers prefer taste over than the quality and price. Many respondents feel that the price and quality of Arokiya products is too high than other milk products brands. If the Arokiya take essential steps to satisfy their consumers, it creates invariant place in mind of consumers.

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