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A Study on Customer Perception & Satisfaction for the Newly Launched Product in Dairy Industry

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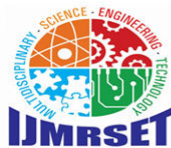
ABSTRACT: The objective of this research paper is to understand Customer Perception and Satisfaction towards Dairy Industry. This research is conducted in rural also urban area and a survey method was used to collect the data from 190 respondents. In the rapidly evolving dairy industry, understanding customer perception and satisfaction has become a key driver for business success. This study explores the critical factors influencing consumer attitudes toward Govind brands, products, and services, focusing on areas such as product quality, pricing, technology, customer service, and brand reputation. Understanding these perceptions helps dairy industries align their strategies with customer demands, improve product offerings, enhance customer experiences, and foster long-term relationships. The study concludes that businesses that successfully adapt to the dynamic needs of consumers in the dairy sector are better positioned for sustained growth and competitive advantage.

KEYWORDS: Customer Perception, Dairy Industry, Product quality, Satisfaction level

I. INTRODUCTION

Understanding customer perception and satisfaction is vital for any business aiming to thrive in a competitive marketplace. Customer perception refers to how customers view and interpret a brand, product, or service based on their experiences, marketing messages, and interactions with the company. It influences their attitudes, preferences, and buying decisions, ultimately shaping their loyalty or aversion to a brand. Customer satisfaction, on the other hand, measures how well a company's products or services meet or exceed customer expectations, directly impacting their overall experience and likelihood of repeat business. By analyzing both customer perception and satisfaction, businesses can gain valuable insights into how customers feel about their offerings and identify areas for improvement. A positive perception and high satisfaction levels lead to increased customer loyalty, positive word-of-mouth, and long-term business success, while negative experiences can harm a company's reputation. Thus, understanding these two elements is essential for businesses to enhance customer experiences, strengthen brand positioning. Milk is one product that is sold by farmers and brings them cash income on a daily basis as compared to say sugarcane or wheat. Besides acting as a stabilizer and insurance against crop failure, milk is the only crop that give farmers 60–70% of the final consumer price while fruits and vegetables producers get only 20%. India's milk production value in 2007–08 was Rs. 1,232 billion. Undefined Dairy cooperatives offer employment prospects for 4 million out of the agricultural families. Undefined 0% of the nation's GDP in total and about twenty-five per cent of the developed nations GDP on average. Consequently, African agriculture should contribute at least 4% of the GDP.

A dairy is a place where milk produced by animals such as cows, buffalo, goat, or sheep is milked, collected and sold for consumption. It is a place where milk & milk products are processed, and technology means the use of scientific information. Dairy technology on the other hand is the branch of dairy science that focuses on the technological aspect of processing milk and other related products. Among others, in its capacity as an attributive, the term "dairy" pertains to products, derivatives as well as processes involved in the preparation and production of milk and its by-products, such as dairy goats, cattle, and workers. Milk is produced from a dairy farm and undergoes various processing stages to produce various dairy products at a dairy factory. These are the businesses that contribute to the country's dairy industry together with the food and animal industries



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The state of the dairy sector worldwide:

According to forecasts, the production of milk on a global scale is going to rise by 2.5 percent to about 710 million tons in 2009 at a much lower rate compared with the earlier years. Countless factors have influenced growth prospects as global markets have adjusted to the twice-in-history high levels of world prices during the past two years. Today, global production of buffalo milk is approximately 83 million tons, which accounts for 13% of the total milk production worldwide, increasing by more than 3% per year on average over the past decade. In the world, India and Pakistan produce approximately 90% of the buffalo milk. It is now expected that milk production in Asia will rise only by 3.5%; this lower growth rate is primarily due to a significant slowdown in China. With a total of 283 million cattle and producing 104.8 million tons of milk in 2007–08, India became the largest producer of milk in the world.

In the modern world, promotion and branding are considered to be crucial parts of the constant business growth and market domination. This paper focuses on the marketing mix that can be employed by Govind Milk & Milk products Pvt. Ltd. to popularize the brand, gain higher market share and consumer loyalty in the chosen dairy market. This is a brilliant example of a dynamic industry, in which customer preferences and trends may act as opportunities and risks for organizations such as Govind Milk. Gaining insight into these dynamics through strategic market intelligence is therefore a crucial foundation for developing relevant and effective marketing communication campaigns in response to competitors' activities. Moreover, this project discusses the process of creating the strong image of the brand Govind Milk & Milk products, including the logo and positioning strategy. This strategic endeavour is not only meant to create a distinctive market niche for Govind Milk amid increasing competition but also build a close-knit emotional bond between the company and consumers to guarantee long-term success. Consequently, this project, through the analysis of the promotion and branding strategies, aims at offering practical recommendations to enhance the endeavours of Govind Milk & Milk products Pvt. Ltd., based on which the company may successfully operate in the dairy industry, ultimately gaining lasting market dominance.

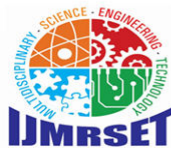
II. LITERATURE REVIEW

Shinde, Rajesh (2012) conducted study on marketing strategies for Gowardhan Milk in Maharashtra state. The author found that the milk supply was centralized to the co-operative milk organization, but this organization was not able to manage the demand and supply. Taking into consideration the need and demand of the people the milk business was open for the private players in 1993 and the increasing and expansion of Gowardhan as a successful entrepreneur is in front of the society.

Quality Control is the mantra of success for the company. To ensure that the products are consistent in taste and nutrition the plant implemented a multistage quality control program through the entire production process. This begins on the farms and ends with a final check of the packaged product. The real pride is that all the efforts have been recognized and accredited by government agencies worldwide. The company is an ISO 9000 certified company and also US FDA registered. The plant is only brand in India to have obtained the ISO 15161 certification from New Zealand.

Varma, Gedela and Ravi, Jaladi (2017) studied marketing strategies in dairy. They found that it is a well-known fact that the dairy sector directly contributes to the economies of a number of communities, regions and countries. An organization's concept combines all its marketing goals into one comprehensive plan. An ideal marketing strategy needs to be drawn from market research and focus on the product mix in order to attain the maximum profit and keep up the business enterprise. Strategy generally referred as innovative technique adapted by organization to increase the profit the marketing strategy is the framework of a marketing plan. They discussed about the marketing strategies implemented in Amul dairy.

Gupta, Rishabh (2018) studied market potential of packaged milk industry in India. The author found that packaged milk is now having a significant dominance in Indian markets. The packaged milk industry has always been dominated by the two leading brands i.e. Amul and Mother Dairy. The author tried to identify the growth potential and marketing strategies of two leading brands. The author also studied the consumer behavior and reasons of satisfaction among the two leading brands. The author also laid down a complete business plan of a new milk product which can break the



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dominance of Amul and Mother Dairy. The study highlights the possible innovative and creative ways through which a company can market its product in packaged milk industry.

Sahu, Preeti (2018), found that marketing strategy is the groundwork of a marketing plan. The main motive of marketing strategy referred as innovational techniques adapted by dairying management to maximization the profit and benefits. Researcher examined the dairy marketing strategies implemented in 'SARAS'.

Kele and Nair (2021) conducted a survey in Nagpur to analyse the marketing strategy for liquid milk and the new product launch plan for a new variety of special milk. The authors focused on marketing strategies used by major liquid milk players in the market like differentiation strategy, low pricing strategy, and focus group strategy, and also figured out how to break into a new market segment with a new liquid milk variety.

III. OBJECTIVE

- To analyse the target market and understanding consumer needs and preferences.
- To study of customer satisfaction on newly launched Govind products.
- To analyze the impact of the new product on overall sales and market share.
- To compare the new product with similar offerings from competitors.
- To identify strengths and weaknesses of Govind products and competitors.
- To collect and analyze consumer feedback to inform future product development and marketing strategies.

IV. RESEARCH METHODOLOGY

• Research Design

According to William Zikmund, "Research design is defined a a master plan specifying the methods and procedures for collection and analysing the needed information".

According to Kerlinger, "Research design is the plan, structure, and strategy of investigation conceived so as to obtain answers to research questions and to control variance".

Research design specifies the methods and procedures for conducting a particular study. A research design is the arrangement of conditions for collection and analysis of the data in a manner that aims to combine relevance to their search purpose with economy in procedure. Research design is broadly classified into three types as:

- Exploratory Research Design
- Descriptive Research Design
- Causal Research Design

• Descriptive Research Design

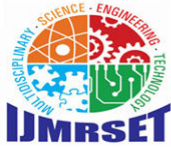
Descriptive research studies are those studies which are concerned with described the characteristics of particular individual. In descriptive as well as in diagnostic studies, the researcher must be able to define clearly, what he wants to measure and must find adequate methods for measuring it along with a clear cut definition of population he want to study. Since the aim is to obtain complete and accurate information in the said studies, the procedure to be used must be carefully planned. The research design must make enough provision for protection against bias and must maximize reliability, with due concern for the economical completion of the research study.

Sampling-

Non probability sampling technique is used to collect the opinion from the online respondents. The total population is social networking user community, but to collect the effective data the sampling is constrained to the target population like young adults, graduates within the age of 15 years to 50 years.

Sample Size

Sample size refers to the number of observations or data points collected in a study or survey. It is crucial for statistical analysis as it affects the accuracy and reliability of the results. A larger sample size generally leads to more precise estimates and greater confidence in findings, while a smaller sample size can increase the margin of error and reduce



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the ability to generalize results to a larger population. Determining the appropriate sample size involves considerations of the desired level of confidence, margin of error, population variability, and the research design.

- **Sampling Method-**

Sampling methods are techniques used to select a subset of individuals or items from a larger population for the purpose of conducting research or analysis. These methods help ensure that the sample accurately represents the population. Common sampling methods include

Random Sampling: Every member of the population has an equal chance of being selected, reducing bias.

Systematic Sampling: Selection of every nth member from a list after a random starting point.

Stratified Sampling: The population is divided into subgroups (strata) based on shared characteristics, and samples are taken from each stratum.

Cluster Sampling: The population is divided into clusters, and entire clusters are randomly selected for the sample.

Convenience Sampling: Samples are taken from a readily available group, often leading to potential bias.

Purposive Sampling: Participants are selected based on specific characteristics or criteria relevant to the study.

Sampling Methodology-

Researcher has used non probability convenience sampling method to collect the data from respondent. Sampling Method

Sampling Unit

A sampling unit is the individual element or entity from which data is collected in a sampling process. It represents the smallest unit of analysis within a population. For example, in a study of consumer behavior, the sampling unit might be an individual consumer; in a survey of schools, it could be an entire school; or in ecological research, it might be a specific plot of land. The choice of sampling unit is important as it influences the overall design and results of the study.

A study of Assess the effectiveness of digital marketing channels (social media, influencer marketing, email campaigns) in promoting Govind dairy products with reference of Pune.

- **Data Collection Methods**

Primary Data

Primary data is information that is collected directly from original sources for a specific research purpose. This data is gathered firsthand through methods such as surveys, interviews, experiments, or observations. Primary data is valuable because it is tailored to the researcher's specific needs and often reflects the most current information available. It contrasts with secondary data, which consists of information that has already been collected and published by others.

- **Customer Feedback Form**

Secondary Data

Secondary data refers to information that has already been collected, processed, and published by someone else for a purpose different from the current research. This data can be obtained from various sources, including books, articles, reports, databases, and government publications. Secondary data is useful for gaining insights, supporting primary research, or conducting comparative analyses, but it may not always perfectly align with the specific needs of the researcher.

- Company Website
- Internet sources
- Social media platforms
- Data Collection Instrument: Questionnaire was the tool used in this research for data collection. Online survey method is used to collect the data.



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Sr. No.	Particular	Content
1	Research design	Descriptive research design
2	Research method	Non probability Convenience
3	Sample size	190
4	Sampling area	Rural (Phaltan)&Urban (Pune)
5	Data collection method	Primary data collection
6	Data collection instrument	Questionnaire
7	Data analysis tool	MS-EXCEL

Data analysis

Table No.1 AGE OF RESPONDENT

Sr.NO	AGE Group	percentage %
1	18-25	52.9
2	26-35	31
3	36-45	12.6
4	Above 46	3.4
Total	0	100

Q. 2 Do you prefer Govind milk product?

Table No.2 Customers

Sr. No.	Customers	No. of Responses	Percentage
1	Yes	160	84.21%
2	No	30	15.79%
	Total	190	100%



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Q. 3 If yes which of the following products you prefer?

Table No. 3 Products

Sr. No.	Product	No. of Responses	Percentage
1	Milk	40	25.00%
2	Ghee	30	18.75%
3	Curd	20	12.50%
4	Shrikhand	30	18.75%
5	Other Products	40	25.00%
	Total	160	100%

Q. 4. Are you aware about the newly launched Govind milk product (Basundi, Milkshake, Lassi, Gulabjamun mix)?

Table No. 4 Customers responses

Sr. No.	Customers	No. of Respondent	Percentage
1	Yes	130	81.25%
2	No	30	18.75%
	Total	160	100%

Q.5. If yes how did you first hear about the product ?

Table no. 5 sources of customer hear about product

Sr. No.	Source	No. of Responses	Percentage
1	pamphlets	20	15.38%
2	Outlet source	20	15.38%
3	Friends & Relatives	25	19.23%
4	Social Media	65	50.00%
	Total	130	100%



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Q.6. Did the promotion of the product generated your interest in the product.

Table No. 6 customer interest about product

Sr. No.	ProductInterest	No. of Responses	Percentage
1	Yes	90	69.23%
2	No	40	30.77%
	Total	130	100%

Q. 7. How satisfied are you with the quality of our products?

Table No.7 Quality of product

Sr	Quality of product	No. of Respondent	Percentage
1	Very satisfied	50	38.46%
2	satisfied	30	23.08%
3	Neutral	25	19.23%
4	dissatisfied	15	11.54%
5	Very dissatisfied	10	7.69%
	Total	130	100%

Q.8. Are you currently using Paneer of Govind Milk & Milk products.

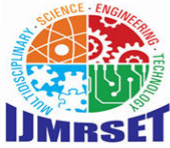
Table No. 8 Customer interest for paneer

Sr.No	Product interest	No. of Responses	Percentage
1	Yes	100	76.92%
2	No	30	23.08%
	Total	130	100%

Q.9. If yes How often do you buy Basundi Product.

Table No. 9 Frequency of customer for buying basundi

Sr. No.	Frequency	No. of respondent	Percentage (%)
1	Daily	50	50.00%
2	Weekly	20	20.00%



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3	Monthly	15	15.00%
4	By annually	10	10.00%
5	Annually	5	5.00%
	Total	100	100%

Q. 10 Which of the following features did you prefer most in products.

Table No. 10 features of the product

Sr No.	Frequency Purchase	No. of Responses	Percentage (%)
1	QUALITY	60	60.0%
2	PACKAGING	20	20.0%
3	TASTE	10	10.0%
4	PRICE	10	10.0%
	total	100	100%

Q. 11. Would you like to Recommended the product to Friends/ Family /Relatives ?

Table No. 11 Recommendation of product

Sr No.	Recommendation	No. of Responses	Percentage (%)
1	YES	120	75.00%
2	NO	40	25.00%
	TOTAL	160	100%

V. FINDING

1. The chart shows the age group distribution of 87 respondents. The majority (52.9%) are between 18-25 years old, followed by 31% in the 26-35 age group. A smaller portion, 12.6%, belongs to the 36-45 age group, and the smallest group, "Above 46," represents a minimal percentage.
2. From the above graph we can say that, 84.21% of the customer prefer have Govind milk product. Majority of customer has alertly experienced product has well well.
3. From above data it's interpreted that 25% of respondents are preferring Milk. Ghee-18.75%, Curd 12.50%.
4. From above data it is concluded that near 18.75% of respondents are not aware about Govind milk and newly launched Basundi, Milkshake, Lassi, Gulabjamun mix.
5. From above data it is concluded that people are awarded about the product i.e 50.00% is from social media and 15.38% from pamphlets



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6. Launched products of Govind From the above data it is concluded that 30.77% of respondents not interested in newly.
7. From the above graph we can say that, 38.46% customer are satisfied with the quality of our products and 23.08% customer are satisfied with the quality of our products. 19.23% customer are satisfied with the quality of our products and 11.54% customer are satisfied with the quality of our products than 7.69%.
8. From the above graph we can say that, 77% of respondents are using Govind milk and products,
9. In the above figure shows that respondents purchase daily are 50 %, Monthly are 15 % and whose purchase weekly are 20 % and remaining are 15 %
10. Quality, 10 % of respondents purchase on the basis of price and 20 % are on the basis of packaging. In the above figure we can see that the 10 % of respondents purchase on the basis of and taste.
11. In the above shows that 25 % respondents not recommended the product to their family and friends and 75% are recommended the product.

VI. CONCLUSION

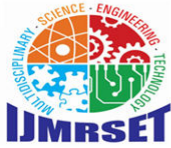
The study of customer satisfaction for newly launched Govind milk products reveals valuable insights into consumer preferences and experiences. Overall, customer feedback highlights strengths such as product quality and taste, while also identifying areas for improvement, such as packaging and pricing. The combination of quantitative data from surveys and qualitative insights from focus groups provides a holistic view of customer sentiment.

To enhance satisfaction and loyalty, it is crucial for Govind to address the concerns raised by consumers and to adapt their offerings based on ongoing feedback. Continuous monitoring and engagement with customers will not only improve product satisfaction but also foster a loyal customer base. Ultimately, prioritizing customer insights will be key to the long-term success of Govind milk products in a competitive market.

Every time a new products comes to the market there will be some difficulties in the beginning. Thus, a good marketing manager should think properly and get over these problems that may appear. Further on, having research the environment, having done a reliable SWOT analysis the firm has fewer chances to fail. The marketing mix analysis is going to be the final project in order to start producing .The product must be design as your target market wants it to be. Moreover, in order to adjust a final price the firm has to search for the economic situation of a country and then decide the level of the price. Additionally, the firm should distribute there, were most people go in order to shop or in areas were firm's target market lives. Finally, promotion is a way of showing new product to the audience and by choosing a slogan that is memorable distinctive and makes your target market feel nice when are using the product, the firm can succeed and joy a healthy business.

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