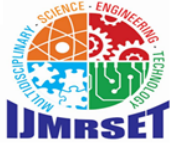# International Journal of Multidisciplinary
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A Study on Customer Experience and Satisfaction with the Reference to Mikymist Product

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ABSTRACT: Customer experience and satisfaction are pivotal drivers of brand loyalty and market success. Customer perceptions, preferences, and satisfaction levels toward Mikymist products are investigated in this study. It delves into the important aspects such as quality, price, packaging, availability, and general customer service. The study uses surveys and feedback analysis to measure consumer opinion. Moreover, it also finds pain points and areas where improvements can be made to optimize brand performance. The research also evaluates the effects of marketing approaches on customer satisfaction. Results will be useful to Mikymist in streamlining its product range and customer interactions. The study seeks to narrow the gap between consumer expectations and brand performance. Finally, it helps deepen insights into customer loyalty in the dairy sector. Results can assist Mikymist in solidifying its market position and consumer confidence.

KEYWORDS: Customer Satisfaction, Brand Loyalty, Consumer Perceptions, Marketing Effectiveness, Product Quality, Dairy Industry

I. INTRODUCTION

Customer experience and satisfaction are a crucial determinant of success for any brand in the competitive marketplace. Mikymist, a popular dairy brand, has become increasingly popular with its products being a series of high-quality dairy items. Knowing what the customer likes and expects can help build brand loyalty and can lead to improved business performance. The research objective is to assess consumer satisfaction with Mikymist products based on taste, quality, price, packaging, and availability. Through a review of customer comments, the research identifies strengths and weaknesses. The investigation further identifies the role of marketing activities in building consumer perception and satisfaction. Patterns of consumer behavior and purchasing decisions will be investigated to gain further insights into trends in the market. A customer-oriented strategy is essential to maintaining brand expansion and competitiveness within the dairy market. The research findings will enable Mikymist to better position its products in responding to customer expectations. Ultimately, this study intends to assist in further knowledge regarding customer satisfaction and its contribution towards brand success.

1.2 STATEMENT OF PROBLEM

Customer satisfaction and experience are the major determinants of the success of a brand in the competitive environment. Mikymist, which is a popular dairy item, has difficulties analyzing consumer attitudes, expectations, and feedback. Regardless of its existing presence, there could be effects of product quality, price, packaging, and availability on the level of customer satisfaction. Also, the influence of promotional actions and brand perception on customer loyalty is not yet known. This research will determine major drivers of customer experience and satisfaction with Mikymist products. Through the analysis of consumer reviews, it will identify gaps between expectations and experience. The results will assist in developing strategies to improve customer satisfaction and brand loyalty.

1.3 OBJECTIVES OF THE STUDY
- ✦ To assess the satisfaction level of the customers with the Milky Mist products in relation to major parameters including quality, taste, freshness, and consistency.
- ✦ To examine the influence of price and affordability on purchasing behavior and brand loyalty towards Milky Mist products.

✧ To evaluate product availability and distribution issues and how they impact customer experience and satisfaction.

1.4 SCOPE OF THE STUDY

This research is aimed at analyzing customer experience and satisfaction with the products of Mikymist. It looks into major aspects like product quality, price, packaging, availability, and customer care. The research collects information in the form of surveys and analysis of feedback to gather consumer opinions. It also looks into how marketing efforts influence customer satisfaction and loyalty to a brand. The research is confined to Mikymist consumers in a given geographical area or target segment. Results will contribute to better product services and more effective customer engagement efforts. Generally, the study intends to make effective recommendations to solidify Mikymist's position in the market.

1.5 RESEARCH METHODOLOGY

This research employs quantitative and qualitative methodologies to examine customer experience and satisfaction with Mikymist products. Surveys and questionnaires for Mikymist consumers are used to gather primary data. Online reviews, company reports, and industry studies are used to gather secondary data. A sample population is chosen via random and convenience sampling methods. Statistical tools are used to interpret customer feedback and satisfaction levels during data analysis. The results will assist in obtaining significant insights for enhancing Mikymist's product offerings and customer interaction.

1.6 SOURCES OF DATA

Both primary and secondary data are used in this study. Primary data was collected through survey method using questionnaire to conduct the study successfully. A questionnaire was designed for this purpose.

1.7 TOOLS AND TECHNIQUES
✧ Simple percentage analysis
✧ Chi square test
✧ Ranking analysis

1.8 LIMITATIONS OF STUDY

The study has various limitations that might affect the reliability and generalizability of its results. There is sampling bias, as respondents chosen might not be representative of Mikymist's heterogeneous customers. Self-report bias can also influence data accuracy, as subjects might give desirable responses instead of their actual experience. The research is also subject to dynamic market trends, wherein shifting consumer sentiment and extrinsic economic factors may influence satisfaction outside of the scope of the study. Additionally, its singular emphasis on product quality, price, and customer service ignores factors such as brand reputation and competition. Geographical and cultural variation could further restrict the generalizability of the findings to other regions. Finally, data collection limitations, such as budget, time, and access constraints, could limit the study's depth and breadth.

II. REVIEW OF LITERATURE

Mishra & Kapoor (2025) analyzed how AI-powered customer service affects satisfaction within the dairy sector. Their research indicated that chatbot-based services increase query response time and efficiency. AI-facilitated interactions enhance consumer convenience through immediate feedback and customized care. The study emphasized that automated support minimizes wait time and overall improves customer experience. Their research indicates that AI incorporation within customer service can enhance brand loyalty and participation.

Patel & Verma (2024) conducted research into the effect of digital transformation on customer satisfaction within the dairy sector. They established that online shopping and digital payment systems increase customer convenience and efficiency. The research emphasized that technology-based services enhance accessibility and ease of purchase. Brands embracing digital solutions experience greater customer engagement and loyalty. They conclude that digital innovation is crucial to fulfilling current consumer expectations.

Krishnan & Banerjee (2024) investigated the use of artificial intelligence to improve customer service in the dairy sector. Their research revealed that AI-based recommendations individualize the shopping experience, raising

consumer satisfaction. Chatbots enhanced response times and simplified customer engagement, resulting in increased engagement. The study noted that automation decreases service delays and improves efficiency in query handling. Their research indicates that AI integration can enhance brand loyalty and customer experience

III. SIMPLE PERCENTAGE ANALYSIS

TABLE SHOWING THE AGE WISE CLASSIFICATION OF RESPONDENTS

S.NO	AGE	NO OF RESPONDENTS	PERCENTAGE
1	Below 18	12	10.0
2	18 – 25	56	46.7
3	26 – 35	35	29.2
4	36 – 50	14	11.7
5	Above 50	3	2.5
	TOTAL	120	100.0

INTERPRETATION

The above table provides an age-wise distribution of the respondents. Out of 120 respondents, the highest percentage (46.7%) falls within the 18–25 age group, and the second highest group is aged 26–35, comprising 29.2% of the respondents and the 11.7% of respondents belong to the 36–50 age group, while only 10% are below 18. The lowest representation is from respondents above 50 years, making up just 2.5% of the total.

In this study the above table shows that the maximum of respondent's age is from 46.7%.

TABLE SHOWING THE OCCUPATION WISE CLASSIFICATION OF RESPODENT

S.NO	OCCUPATION	NO OF RESPONDENTS	PERCENTAGE
1	Student	45	37.5
2	Employed	25	20.8
3	Self-employed	27	22.5
4	Homemaker	18	15.0
5	Retired	5	4.2
	TOTAL	120	100.0

INTERPRETATION

The above table reveals the occupational distribution of the respondents. Out of 120 respondents, the highest proportion (37.5%) consists of students, making them the largest group. The second highest category (22.5%) includes

self-employed individuals, followed by employed respondents at 20.8%. Homemakers constitute 15.0% of the total respondents, while the smallest group (4.2%) comprises retired individuals.

In this study the above table shows that the maximum of respondent's occupation is student with 37.5%.

IV. CHI-SQUARE ANALYSIS

TABLE SHOWING THE RELATIONSHIP BETWEEN THE RESPONDENTS BASED ON AGE AND FREQUENCY OF MILKY MIST PRODUCT PURCHASES.

NULL HYPOTHESIS (H_0):

There is a significant relationship between the "Age of the respondents and frequency of milky mist product purchases".

CROSS TABULATION

AGE	FREQUENCY OF PURCHASE				TOTAL
	Daily	Weekly	Monthly	Occasionally	
Below 18	6	4	1	1	12
18 – 25	7	19	20	10	56
26 – 35	5	10	15	5	35
36 – 50	0	4	5	5	14
Above 50	0	0	1	2	3
Total	18	37	42	23	120

CHI-SQUARE TESTS

	VALUE	DEGREE OF FREEDOM(DF)	ASYMPTOTICSIGNIFICANCE (2-SIDED)
Pearson Chi-Square	23.619[a]	12	.023
Likelihood Ratio	22.840	12	.029
N of Valid Cases	120		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .45.

DEGREE OF FREEDOM = (row - 1) * (Column – 1)
= (5-1) * (4-1)
DF = 12
TABLE VALUE = 21.026
CALCULATED VALUE = 23.619

INTERPRETATION

According to Chi-square test calculated table value 23.619 is greater than the table value (21.026) thus the Null Hypothesis is rejected so there is a significant relationship between the "age of the respondents and frequency of milky mist product purchases".According to this table Null Hypothesis is Rejected.

V. RANKING

TABLE SHOWING THE RATING OF KEY ATTRIBUTES OF MILKY MIST PRODUCTS

FACTORS	1	2	3	4	5	TOTAL	RANK
Quality	30	13	23	26	28	369	3
Taste	12	28	36	32	12	364	4
Freshness	15	17	41	26	21	381	2
Consistency	12	23	28	44	13	383	1

INTERPRETATION

The table above illustrates the ranking of the factors on the basis of the ratings awarded by the customers. Consistency is ranked at 1 with a total count of 383, meaning that it is most important as reported by customers. Freshness stands at the rank of 2 with a total count of 381, as it is paramount. Consistency is ranked 3rd with a total of 369, while Taste is ranked 4th with a total of 364, which are moderately significant. The above rankings indicate that customers value Consistency and Freshness most, and then Quality and Taste, as they rate them.

Highest-rated among the factors, Consistency (total 383), is the most significant one in the context of customer satisfaction, pointing towards customers having top priority to sustain similar quality and experience.

VI. FINDINGS

- ✧ In this study the maximum of respondent's age is from 46.7%.
- ✧ The maximum of respondent's occupation is student with 37.5%.
- ✧ The study calculated that the factors rejected so there is a significant relationship between the Age of the respondents and frequency of milky mist product purchases.
- ✧ The rank of the factors based on the ratings given by the respondents.

Consistency is in the 1st rank with a total of 383, indicating it is the most significant factor according to customer feedback. Freshness holds the 2nd rank with a total of 381, highlighting its importance. Quality is placed in the 3rd rank with a total of 369, while taste is ranked 4th with a total of 364, showing moderate significance. These rankings suggest that customers prioritise consistency and freshness the most, followed by quality and taste in their evaluations.

VII. SUGGESTIONS

An evaluation based on consumer comments can aid in quantifying perceptions of product quality, taste, and overall satisfaction of Mikymist. The research can also examine marketing strategy effectiveness and its influence on brand loyalty. A study on the influence of price and affordability on consumer purchases can give insight into competitive advantage. An analysis of packaging, availability, and distribution efficiency can also assist in pinpointing improvement areas. Understanding customer service and complaint resolution impacts on satisfaction levels will provide valuable advice on building brand trust. In addition, examination of consumer tastes for innovative dairy foods, such as organic or lactose-free foods, can inform future product innovation.

VIII. CONCLUSION

In summary, customer satisfaction and experience are essential elements for building Mikymist's brand and market position. Through a focus on affordability, quality, and accessibility of its products, the company is able to improve consumer trust and interaction. Effective marketing communications, competitive product development, and effective distribution channels are key in satisfying customers. The continuous collection and analysis of feedback can be useful in uncovering areas of improvement and fostering ongoing growth. Providing great customer service and quickly resolving consumer complaints will further enhance satisfaction levels. With changing consumer tastes, Mikymist will have to adjust by adopting innovation and sustainability measures to stay competitive in the milk industry.

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