

SYNOPSIS

CUSTOMER SATISFACTION OF AMUL DAIRY PRODUCTS

ABSTRACT

Customer satisfaction a business term is measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four perspective of a balanced scorecard. Every human being is a consumer of different produces. If there is no consumer, there is no business. Therefore, customer satisfaction is very important to evary business person.

INTRODUCTION

Customer satisfaction means is a person's feeling of pleasure or disappointment resulting from comparing a products perceived performance in relation to his or her expectation.

If the performance is false short of expectation then customer is dissatisfied. If the performance matches the expectations the customary satisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted.

The link between the customer satisfaction and customer loyalty is not proportional suppose customer satisfaction is rated on a sale from one to five:

1. At a very low level of customer satisfaction, customers are likely to abandon the company and event bad – mouth it.
2. At levels two to four customers are fairly satisfied but still find it easy to switch when a better offers comes along.
3. At level five the customer is very likely to re purchase and even spread good word of mouth about the company.

High satisfaction or delight creates an emotional bond with the brand or company not just a rational preference. Xerox's senior management found out that its "completely satisfied" customers are six times more likely to repurchase the Xerox products over the following eighteen months than its "very satisfied" customers.

IDENTIFIED PROBLEM FOR THE STUDY

First Step in marketing research is clearly state the problem statement, which is stating the management dilemma, its background, its consequences and the resulting management question. Past and presently every organization focus on the customer's feedback, because Customer's feedback it is most important and easy way to increase business. After the get feedback we know what the problem of our customer. On that basis we try to solve their problem and increase business.

After the get feedback we know what is their problem? May be we know customer Problem regarding price, Quality, Quantity, Packing Size, Freshness of product, availability of product, Purchase place, Behavior of Dealer as well as retailer ,any complain etc. and should try to this problem. And know what is customer actually wanted?

In my Research study my topic is **CUSTOMER SATISFACTION OF AMUL DAILY PRODUCTS.**

NEED FOR STUDY

Consumer behavior can be said to be the study of how individual make decision on how to spend their available resources (time, money, effort) on various consumption related items. This simple definition of consumer behavior tells the markets to resolve every activity around the ultimate consumers & gauge their behavior by specially focusing on:

- Who buys products or services?
- How do they buy products or services?
- Where do they buy them?
- How often they buy them?
- Why do they buy them?
- How often they use them?

These questions will help in understanding better what factors influences the decision making process of the customers. The decision making process identifies the number of people who are involve in this process & describes a role to them like users, decides, influences & buyers.

It is believed that consumers or customers make purchase decision on the basis of receipt of a small number of selectivity chosen pieces of information. Thus it will be very important to understand what & how mush them to evaluate the goods & services offerings.

OBJECTIVES OF THE STUDY

1. To study an organization in order to know and understand their business practices, culture and values.
2. To learn various aspects of a market research and associate them with the observed organization.
3. To know about the organization's performance in a sample area and its growth and development.
4. To have a fair idea of the rate of customer satisfaction with respect to the observed organization.
5. To generate ideas for improvement in order to support the products and services offered by the organization.
6. To know the relationship of sales with the advertisement.
7. To know the preference of **Amul Dairy Products** with comparison to other competitive brands.

RESEARCH METHODOLOGY

RESEARCH PROBLEM

- Seek the general perception of consumer towards **Amul Milk**.
- To know the consumer psyche and their behavior towards **Amul Milk** .

Information requirement

- First, I had to know about all the competitors present in the Milk segment (Reputed and well established brands as well as Local brands).
- Before going for the survey I had to know the comparative packs and prices of all the competitors existing in the market.
- Since Milk is a product that used daily hence I had to trace the market and segment it, which mainly deals with people of various age groups.
- The main information needed is the various types of brands available in the market, their calorific value and various other facts.
- As Amul milk advertisements are mainly done through hoardings but on television the advertisement is being telecasted timely and on the proper time or not.

MARKET RESEARCH

Various authors have defined it in different way. Research starts with the question or problem. Its purpose is to find out answer to question through the application or scientific method. It is systematic and intensive study directed to word a more complete knowledge of the subject study. Research can be classified in to two broad categories.

- a. **Basic research**
- b. **Applied research**

Market research is systemic and objective study of problems relating to the market of goods and services. It may be emphasized that is not restricted to many particular area of marketing. But it is applicable to all phase of aspect.

Marketing research is a key of education of successful marketing stretchy of programmed research is used to study competition and analyses the competitors product positioning and how to gain competitive advance stage. It is also an importance tools to study consumer opinion.

“The systematic and objective search for an analysis so information relevant to the identification and solution of any problems in the field marketing”

Marketing research is the systematic design collection and reporting of data and finding relevant to a specific marketing situation facing the company.

❖ **RESEARCH DESIGN**

Research Design is the plan, structure, and strategy of investigation conceived so as to obtained answers to research questions and to control variance.

The definition consists of three importance term plan structure & strategy.

TYPE OF RESEARCH

- 1) Exploratory research
- 2) Descriptive research
- 3) Causative research

On the context of my topic consumer’s opinion survey, I had selected descriptive research.

Descriptive research:-

Descriptive research is carried out to descriptive a phenomenon or market. characteristics of the target market is a descriptive research continuing the above example of services quality are search done on now customer evaluating the quality of competitive services institution can be considered as an example of descriptive research. Generally descriptive research is carried out only when the researcher understand be phenomena or opinions characteristics.

Descriptive study can be divided in to two broad categories cross sectional & longitudinal of the two, the former types of study is more frequently used.

Cross classification has two methods to research.

- 1) Cross field
- 2) Survey

❖ SOURCES OF DATA

There are two types of sources of gathering marketing information namely primary sources and secondary sources.

Primary data:

The primary data are those, which are collected fresh and for the first time, and thus happen to be original in character. Here I have collected the primary data through survey of customer who use products of Amul through questionnaire.

Secondary data:

The secondary data are those which have already been collected by somewhere else and which have already been passed through the statistical process.

❖ RESEARCH APPROACH

Primary data can be collected in the ways observation, focus group research survey and experimental research. In my marketing research survey I had collected primary data through survey research.

Survey best suited for descriptive research and it is only concerned with getting practical knowledge. I had undertaken survey to learn about people's knowledge, beliefs, preference and satisfaction of Amul, Hyderabad and Banas dairy products.

❖ RESEARCH INSTRUMENT

Marketing research has choice of two main research instruments in collecting primary data; questionnaire and mechanical devices. In my marketing research survey I have used a questionnaire for collecting data.

A questionnaire consists of a set of questions presented to respondents for their answers. The questionnaire is the most common instrument used to collect primary data. A questionnaire consists of two types of questions close ended and open-ended questions. Close-ended questions refer to provide two or more possible alternatives to the respondent. And the open-ended questions allow the respondents to answer in their own words. In my marketing research I have used both types of questions in questionnaire.

RESEARCH DESIGN

A Research design specifies the methods and procedures for conducting a particular study. It is a map (or) blue print to which the research is to be conducted. Descriptive research design has been considered as a suitable methodology for present study and for data analysis.

❖ PLACES OF STUDY

The study was conducted at the outlets, stores and eateries in the following commercial areas of Hyderabad.

- Civil Lines
- Katra Bazaar
- Makronia
- Sadar

❖ TOOLS FOR ANALYSIS

Quantitative analysis is performed using the data collected at each outlet to estimate the presence of Amul milk.

Sampling

1. Sampling Design : Non probability sampling
(A non probability sampling technique is that in which each element in the population does not have an equal chance of getting selected)
2. Sample Unit : People who buy milk in retail outlets, superstores, etc

3. Sample size : 100 respondents (Age ranging between **18**yrs to **65**yrs)
4. Method : Primary data collection through questionnaire.
5. Data analysis method : Graphical method and percentage analysis.
6. Area of survey : Hyderabad City.

SCOPE OF THE STUDY

The study can help the company to study the following:

1. This study gives clear information about consumer preferences on different brands of dairy milk.
2. This study gives information about consumer awareness on Amul Dairy.
3. This study gives information about to determine the brand leaders in Hyderabad city.
4. The study is useful to know the consumer preference and their reasons to prefer and not to prefer Amul Dairy.
5. This study is useful to analyze the price position of their choice.
6. This study is useful to know the impact of brand advertisement on consumers.
7. This study is useful to know the satisfaction level with different attributes of Amul Dairy.

NEED & IMPORTANCE OF THE STUDY

Such Studies dealing with preferences of customers towards a particular brand of a superior quality goods will be immense use to the industry as a whole. The Arrival of overall customer's preferences as well as the changes taking place in the customer preferences such a knowledge will help the organizations in determine their product one as well as promotional program. The data as collected from consumers survey to know the following-

1. To find out the consumer brand preferences.
2. To find out the consumer awareness impact of advertisement and consumer satisfaction level with respective of Amul Dairy.
3. To analyze pricing of Amul Dairy.

The above stated reason has lead to conduct the survey about “**A study on consumer satisfaction of Amul Dairy in Hyderabad City**”.

CHAPTERISATION

Detailed/final Project Report will include the following chapters

CHAPTER –I

- Introduction
- Significance of the study
- Need of the study
- Objective and scope of study
- Methodology
- Limitations
- Scope

(Details of methodology used in studying and collecting the data and issue will be described)

CHAPTER –II

- Literature review
- Theoretical study

CHAPTER –III

- Industry & company profile

CHAPTER –IV

Analysis of the topic & Interpretation

(Descriptive work on the topic, this chapter will include analysis and interpretation of data tabulation and categorization)

CHAPTER –V

- Recommendation
- Bibliography
- Appendix

BIBLIOGRAPHY

Web Sites

- Research From Company Web Site:
www.amul.com
www.yahoo.com
[www. google.com](http://www.google.com)

Books

- Marketing Management - Philip Kotler
- Research Methodology - C.R. Kothari
- Marketing Research - Boyd

Company Literature

- Printed Literature obtained from Amul India.
- AMUL Brochures

Magazines

- Business Today
- Business World
- Economic India

Newspapers

- Economic Times
- Business Standards