

A Study on Customer Satisfaction Towards Aavin Dairy Products in Coimbatore City

Dr M.K. Senthil Kumar¹, Mr Deepak Raja. C²

¹Assistant Professor, Department of B.Com CA, Sri Ramakrishna College of Arts & Science, Coimbatore.

²III B.Com CA, Sri Ramakrishna College of Arts & Science, Coimbatore.

Abstract

Customer satisfaction is key to the success and growth of dairy product companies. Many people consume dairy products like milk, curd, butter, ghee, paneer, and ice cream every day. With more competition, changing consumer preferences, and heightened health awareness, it is crucial for dairy firms to understand customer satisfaction. This study looks at how satisfied customers are with dairy products by examining factors such as quality, price, availability, taste, packaging, and brand image. The research uses both primary and secondary data to evaluate customer perception and satisfaction levels. The results of the study can help dairy companies improve their product quality and customer service. This, in turn, can boost customer loyalty and market performance.

Keywords: Customer Satisfaction, Dairy Products, Consumer Behaviour, Product Quality, Brand Loyalty

INTRODUCTION

The dairy industry is a crucial part of the food processing sector and plays a significant role in the economy. Dairy products are vital for daily nutrition and are commonly consumed by people of all ages. In India, the dairy sector has experienced remarkable growth due to a rising population, urbanisation, higher income levels, and increased awareness of health and nutrition.

Customer satisfaction is the extent to which consumers are pleased with the products and services provided by a company. In the dairy industry, customer satisfaction relies on several factors, including freshness, quality, taste, pricing, hygiene, packaging, availability, and brand reputation. With more organised dairy brands and private players entering the market, competition has intensified, making customer satisfaction essential for survival and growth.

This study aims to examine customer satisfaction with dairy products and identify the factors that affect purchasing decisions and loyalty among consumers.

HISTORY AND DEVELOPMENT OF THE DAIRY INDUSTRY

The dairy industry has a long history that goes back to ancient civilisations, where people used milk and milk products as staple foods. In India, dairy farming has been a traditional practice at the household level for centuries. The organised dairy sector started to grow after independence.

The creation of cooperative movements, like Operation Flood, marked a key moment in the growth of the Indian dairy industry. Operation Flood turned India into one of the world's largest milk producers. Over the years, new technology, better cold storage, improved transportation, and modern processing facilities have helped the dairy sector expand.

Today, the dairy industry provides a wide array of value-added products. It also focuses on quality control, branding, and customer satisfaction to meet changing consumer needs.

OBJECTIVES OF THE STUDY

1. To study the profile of the respondents
2. To identify the factors that influence customer satisfaction with Aavin Dairy Products users
3. To offer suggestions for improving customer satisfaction with dairy products.

RESEARCH METHODOLOGY

The study adopts a quantitative, descriptive, and comparative research design. The primary data were collected from 100 responses through the online questionnaire distributed via Google Forms. A non-probability convenience sampling method was used, targeting Aavin Dairy Products users in Coimbatore city, Tamil Nadu. The secondary data were sourced from brand websites, journals, and industry reports. Percentage analysis techniques are used. The period of data collection spanned four months (Feb to March 2026).

Scope of the Study

The scope of this research is limited to examining the influence of Aavin Dairy Products consumer awareness, brand perception, and buying behaviour within the modern, competitive marketplace.

Limitations of the Study

- The study is limited to Coimbatore city.
- The sample size is restricted to 100 respondents.
- Personal bias of respondents may affect results.

REVIEW OF LITERATURE

1. **Kotler (2017)** has stated that customer satisfaction is a key factor in keeping customers and obtaining long-term profits in the food and dairy industry. He also said that loyal customers are likely to stay with the brand and will recommend it to others. According to Kotler, the quality of the product, the price of the product, and the service provided by the company are all important in meeting customer expectations for dairy products.
2. **Gupta and Verma (2018)** looked at the factors that influence customer satisfaction in terms of dairy products. Their research shows that customers are most affected by the quality and freshness of the dairy products they buy. Customers would prefer dairy products that are pure, nutritious, and safe. Freshness of dairy products was also said to have directly affected the customer's behaviour with repeat purchases. The authors of the study have concluded that it is critical for dairy companies to maintain a high level of quality.
3. **Patel's (2021)** research examined how packaging affects consumer satisfaction through health and how packaging affects how well you feel about the company that makes dairy products. Results showed that clean, beautiful packaging makes dairy customers feel better about dairy, and having clear nutritional information makes dairy customers more health-conscious. Also, proper labelling on food creates trust and confidence in a company or brand. The conclusion of this study supports the conclusion that good packaging is a major factor in increasing consumer satisfaction with dairy.
4. **Sullivan's (2016)** study, Customer Satisfaction with Food and Dairy Products, is based on the consumer's perception of quality and freshness. The study also demonstrated that satisfied consumers are much more likely to continue to buy the same product repeatedly. The authors concluded that maintaining consistent product quality will create long-lasting relationships with customers, and, therefore, customer satisfaction will have a direct impact on the overall performance of a dairy company. Therefore, maintaining a consistent product quality is crucial for any dairy company.
5. **Sharma (2019)** investigated how the image and trust of a brand can affect consumers' perceptions about dairy. In this study, it was determined that when a brand has a strong image, there is a greater level of trust from consumers and greater loyalty among consumers towards the brand. Consumers are more likely to trust dairy brands that are well-established based on quality, safety, and cleanliness. Because of the reputation of a brand, the amount of perceived risk involved when buying dairy products is lower. Thus, there is a significant relationship between trust in the brand and having higher levels of customer satisfaction.

TABLE:1
Profile of the Respondents

Personal Profile	Particulars	No of respondents	percentage
Gender	Male	55	55%
	Female	45	45%
Age	Below 20 years	15	15%
	21-30 years	35	35%
	31-40 years	30	30%
	Above 40 years	20	20%
Educational Qualification	School Level	20	20%
	Undergraduate	40	40%
	Postgraduate	30	30%
	Others	10	10%
Monthly Income	Below 10,000	20	20%
	10,001-20,000	30	30%
	20,001-30,000	25	25%
	Above 30,000	25	25%
Satisfaction with price	Highly satisfied	30	30%
	Satisfied	35	35%
	Neutral	20	20%
	dissatisfied	15	15%
Satisfaction with quantity	Highly satisfied	45	45%
	Satisfied	35	35%
	Neutral	12	12%
	dissatisfied	8	8%

Interpretation

According to the table, the majority of respondents are male (55%), from the ages of 21-30 years (35%). Most of the participants surveyed were undergraduates (40%) earning between ₹10,100 and ₹ 20,000 per month (30%). Participants indicated that they were happy with the price (30%) and availability (45%), which overall displayed positive customer satisfaction.

TABLE:2
Customer Satisfaction with Dairy Products

Particulars	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Strongly dissatisfied
Quality	45	35	12	6	2
Quantity	40	38	12	7	3
Price	30	35	20	10	5
Taste	42	36	12	7	3
Packaging	28	32	22	12	6
Availability	34	36	18	8	4
Value for money	38	34	16	8	4

Interpretation

Most respondents are satisfied or very satisfied with dairy products across all areas, with the most common category being "very satisfied" at 45%, for example, in regard to quality, 42% for taste and 40% for quantity. There is moderate satisfaction for both price and availability; the number of people dissatisfied or very dissatisfied with any of these areas is relatively low. Therefore, dairy products are viewed by customers as being high quality.

TABLE:3
Factors Influencing Customer Satisfaction towards Dairy Products

S.No	Factors	Number of respondents	Percentage%
1	Quality	35	35%
2	Price	20	20%
3	Taste	25	25%
4	Availability	12	12%
5	Packaging	8	8%
	Total	100	100%

Description:

This pie chart shows the main factors that affect customer satisfaction with dairy products.

Interpretation:

The chart reveals that quality, at 35%, is the key factor in customer satisfaction. Taste follows at 25%, and price is next at 20%. This indicates that consumers prefer dairy products that are fresh, tasty, and fairly priced. Availability, at 12%, and packaging, at 8%, have a smaller impact but still influence buying decisions.

TABLE:4

Overall Customer Satisfaction Level

S.No	Satisfaction Level	Number of Respondents	Percentage%
1	Highly Satisfied	40	40
2	Satisfied	35	35
3	Neutral	15	15
4	Dissatisfied	10	10
		100	100

Description:

This bar chart shows how satisfied customers are with dairy products.

Interpretation:

The data reveals that 40% of respondents are highly satisfied, while 35% are satisfied. This indicates a strong level of customer satisfaction. However, 15% of respondents feel neutral, and 10% are dissatisfied. This suggests that dairy companies need to improve areas like consistency, pricing, and availability to boost customer satisfaction further.

TABLE:5
Preferred Dairy Products

S. No	Dairy Products	Number of Respondents	Percentage%
1	Milk	45	45%
2	Curd	20	20%
3	Butter	10	10%
4	Ghee	15	15%
5	Ice Cream	10	10%
		100	100%

Description:

This line chart shows how customers prefer different dairy products.

Interpretation:

The chart reveals that milk, at 45%, is the most preferred dairy product, followed by curd at 20% and ghee at 15%. Products like butter and ice cream have a lower preference. This suggests that daily use products are more in demand than occasional dairy products.

FINDINGS

1. Quality was most valued by the survey respondents at 35%. This indicates that overall satisfaction with products is primarily driven by the quality of those products.
2. Taste was the second most valued attribute of food products at 25%, indicating how much of an influence this factor has on consumers making repeated purchases.
3. Price and its impact on consumers who are somewhat sensitive to price accounted for 20% of responses.
4. Availability also provided support for the other three factors at 12%. Therefore, access to and distribution of food products have some impact on consumer satisfaction.
5. Packaging, at 8% of consumer preferences, does not carry as much value relative to the other three attributes.

SUGGESTION

1. Dairy businesses need to continually improve the quality of their products to retain happy customers and ensure repeat business.
2. By regularly making your products better in terms of taste and freshness, you will keep more of your customers.
3. Create pricing strategies designed to attract customers who are price-sensitive by using competitive prices and by offering value-based pricing options.
4. In addition to making it easier for customers to buy your products by providing more options for where they can purchase products from you.
5. Although packaging does not have as major an impact on a customer's perception of a brand, having attractive, safe and sanitary packaging can improve the overall image of your brand.

CONCLUSION

The study finds that customer satisfaction with dairy products is generally high because these products are important in daily life. The results show that product quality, freshness, and taste are the main factors influencing customer satisfaction and repeat purchases. Fair pricing and easy access further improve consumer satisfaction and convenience. Most consumers prefer branded dairy products since they provide consistent quality, safe processing, and dependable packaging. The study also points out that health awareness has made consumers more mindful of nutritional value and product safety. While most customers are satisfied, a small number expressed dissatisfaction due to pricing and availability issues. Therefore, dairy companies should continuously work on improving quality, keeping prices competitive, enhancing distribution channels, and understanding changing consumer preferences to maintain customer satisfaction and promote long-term growth.

REFERENCES

1. A study on customer satisfaction towards dairy products in the dairy industry in India
T Sirisha, NB Kalyan
2. A study on customer satisfaction towards dairy products in the dairy ..., 2023
May 2022 A Study on Customer Satisfaction towards Milk Products with Reference to Coimbatore City Mrs. P. Anuncia Gabriela¹ y MMsK. Karpagakani²
3. July– August 2019, A STUDY ON CUSTOMER SATISFACTION AND BUYING BEHAVIOUR TOWARDS AAVIN MILK PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY
4. A STUDY ON CONSUMERS' SATISFACTION TOWARDS AAVIN MILK WITH SPECIAL REFERENCE TO COIMBATORE CITY DrDr. Mayilsamy, Ms D. Kirubaa Evanjlin
5. MEASURING THE LEVEL OF CUSTOMER SATISFACTION: A STUDY ON THE VARIOUS DAIRY BRANDS, Navjot Singh, Sultan Singh
6. **ON CUSTOMER SATISFACTION AND BUYING BEHAVIOUR TOWARDS AAVIN MILK PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY**
7. MM Vishnu, M Romeo, C Kanimozhi... - Journal of Management ..., 2019
... **ON CUSTOMER SATISFACTION AND BUYING BEHAVIOUR TOWARDS AAVIN MILK PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY**

8. A Study on **Customer Preference towards Aavin Milk Products** with Special Reference to Nilgiri District
P Balakrishnan, S Manimegalai - ... **of Trend in Scientific Research and ...**, 2019
9. **Consumer Buying Behaviour and Perception of FMCG Aavin Dairy Products: A Study with Special Reference to Chennai**
V Rajalakshmi, SAR Golden
10. **CONSUMPTION PATTERN OF MILK AND ITS IMPACT ON AAVIN PRODUCTS**
C Boopathi - Editorial Board, 2016