

A Study of Customer Attitude Towards Dongrai Milk and Milk Products in Kadegaon City

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ABSTRACT

Buyer conduct alludes to the conduct that shoppers show hunting down acquiring, utilizing assessing and discarding items and administrations that they expect will fulfill their requirements. The investigation on customer conduct is the investigation of how people settle on choice to spend their accessible assets (time, cash, and exertion) on utilization related things. It incorporates the investigation of what they purchase, why they get it, when they get it, where they get it, how frequently they get it, and how regularly they utilize it. Helpful dairies need to comprehend this idea in profound mode as the private players a representing a hardened rivalry to them. The present examination endeavors to investigate the buyer conduct of the clients towards the Dongrai dairy drain and milk items which are situated in a rustic zone of Sangli District, Maharashtra, India. Consumer loyalty was measured crosswise over various properties of the Dongrai dairy drain and milk items and the client's inclination was checked crosswise over various parameters.

Keywords: customers, consumer behavior, customer satisfaction

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INTRODUCTION

This project was undertaken with the objective to customer attitude toward the Dongrai Milk and Milk products and knowing the satisfaction level of consumers regarding Quality, Price, and service provided by Distributors and customer. The study of Customer Attitude towards Dongrai dairy milk and Milk products. To study customer attitude the Promotional Channel. The consumer's preference was studied through using questionnaire [1].

A sample size of 55 respondents was taken for the study, whose responses were studied and interpreted. The sampling design was used convenience sampling. The process of analysis was done through frequency table, percentage analysis, etc.

Objective of the Study

- To study and understand the concept and process of marketing research.

- To know customer satisfaction level towards products provided by Dongrai Milk.
- To understand the marketing activities needed to be done by Dongrai Milk.
- To understand the expectations of customer needs, pricing constraints, response, and service quality.

Statement of the Problem

Taking in the conduct of purchasers stays basic for advertisers to devise promoting techniques. Shopper's state of mind, inclinations and fulfillment is an undermined human brain research that denotes a specific human conduct. In India, dairy industry is a quick developing and prospering in FMCG part. The pretended by the cooperatives in cooking the requirements of rustic individuals and giving them, business are particularly basic [2].

Concentrates on customer's discernment and fulfillment on different brands of drain promoted by the agreeable dairies will guarantee improvement in the field of helpful dairies that at last outcomes into country advancement.

Importance of the Study

- (1) It is matter of every day observation that Dongrai Milk and its Milk products in new added to be sold in the markets that the arrival of existence of these goods must be made know to the consumers.
- (2) So, they can develop interest in these products and if found suitable to their pockets and needs, they can by and enjoy.
- (3) The growth and large-scale production and increasing computation have made it quite and argent necessity to search for new market.
- (4) That is why the manufacture to declare have to take steps for communicating the essential information regarding.
- (5) There goods to the consumers both actual and potential situated for a wide.

Limitations of the Study

- (1) Time factor: the study has been completed during short period of 55 days, so the time factory has become one of the limitations of the project report.
- (2) Since the study topic had a wide area of scope a detailed study could not be carried out.

RESEARCH METHODOLOGY

Under the research methodology the researcher has used primary and secondary source of collection data.

Primary Data

The study has been based on both the primary and secondary data that mainly represents survey of the consumers of the Dongrai Dairy products in the vicinity of Kadegaon City, Districts of Sangli. The data have been collected with the help of

designed questionnaire containing the questions pertaining to the quality of the milk products and their availability etc. A total number of 100 respondents using packaged milk of various brands were interviewed. The selection of customers was done on convenient random sampling technique. In this study, primary source of data collection is also done by Observation made in industry and also the researcher has collected information through discussion with supervisor and workers [3].

Secondary Data

The secondary data have been collected from various published articles, journals, company reports, magazines and also from the websites.

Introduction of Company

With the established of the Dongrai Sahakari Dudh Utpadak Prakriya Sangh Ltd, Raigaon in 2008–2009. The proportion of each farmer, however is hardly 15–20% even in the irrigated about itself that if could not help the majority of framer. In fact, it accentuated the full between haves a note in the rural area itself like that between the cities and villages.

The necessity of on economic development programmer to cover the landless framer, small land holder, landless labors and other weaker section so as to improve their socio-economic condition. The idea of implement a project of dairy development was thus connived to provide years round guarantee market for the milk produced from different remote villages of the area to produce it through organized sector [4].

Transport it to the center dairy process and market milk and products in competitive market and whatever profit margin surplus

remains in these activities should be transferred to the mild producer directly.

Interpretation of Data and Analysis

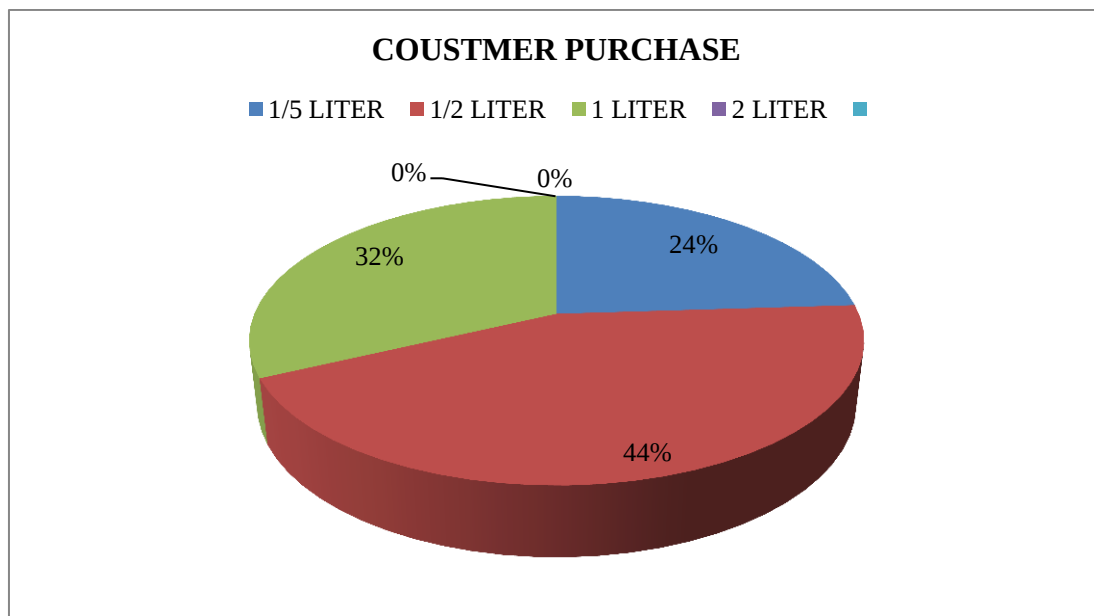
Interpretation

In Graph 1, we observe that 24% customers purchase 1/5 L milk, 44% customers purchase 1/2 liter and 32% customers purchase 1 L milk whereas none of the customers purchase more quantity of milk i.e. 2 L milk. Therefore, we can conclude that generally the customers in the local area prefer half kg milk or one kg milk. So, it is suggested that as majority of

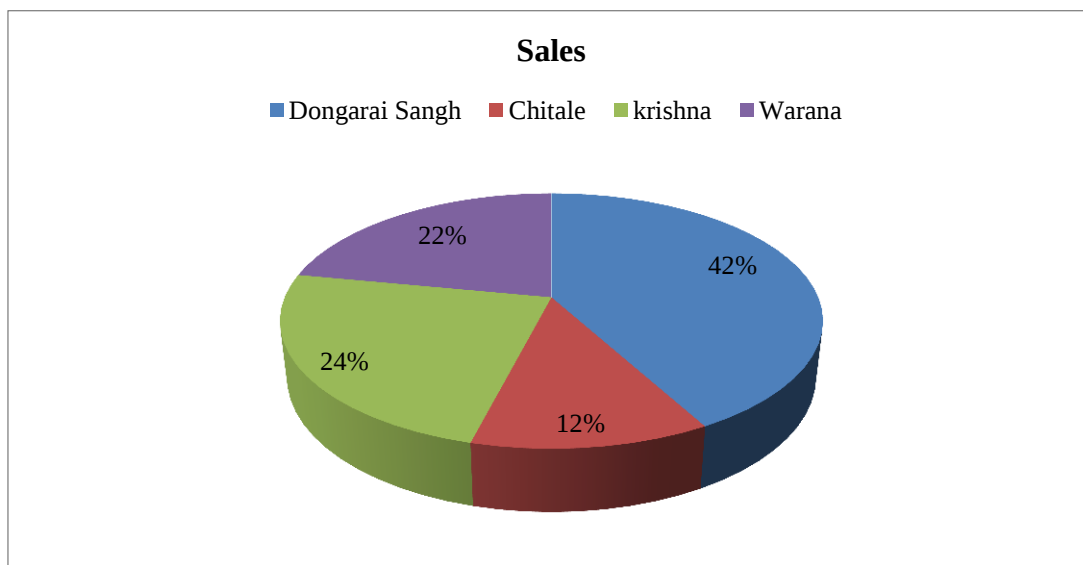
customers prefer 1/2 liter milk, hence firm should concentrate on 1/2 liter packaging.

Interpretation

Graph 1 shows that there is 42% sale of Dongrai Milk products in the area, where as the sale of other competitor products is less as compared to Dongrai Milk. Hence, we can conclude that Dongrai Milk products are doing a good business in the existing market and the local respondent are in the favor of Dongrai Milk products as it is easily available in the market [5].



Graph 1. Data of milk quantity purchased by respondents.



Graph 2. Sales data of competitors milk brands purchased by respondents.

Findings

- It is observed that 44% sale of Dongrai Milk product is greater than other milk products in Kadegaon city.
- It is found that 44% customers purchase ½ liter milk on daily basis.
- From the survey it is found that quality (49%) of Dongrai Milk is very good than other competitive milk brands in the existing market.
- It is observed that Dongrai Milk products are easily available to the customers.

Suggestions

- Dongrai dairy may increase their sales territories by creating awareness about the brand.
- Dongrai dairy should increase milk collection from nearby villages.
- Dongrai dairy should improve their promotional schemes and advertising through local channels so that more and more customer gets attracted towards them.
- Dongrai Milk may also think of concentrating on the urban areas.

CONCLUSION

- (1) From above survey, we found that the market customer approach towards Dongrai milk foundation to provide great satisfaction.
- (2) Above survey we conclude that Dongrai milk can provide good quality and good service availability to the market also provide best platform for voice of customer.
- (3) Dongrai milk organization various ways provide to collect feedback from customer to improve quality and service.

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