

A Study on Customer Satisfaction in Shivashakthi Dairy Pvt. Ltd., Chittoor District.

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Abstract- This study focuses on customer satisfaction towards Shivashakthi Dairy Pvt. Ltd. in Chittoor district. The main objective of the research is to understand how customers feel about the company's dairy products in terms of quality, price, packaging, and availability. The study is based on primary data collected from 100 respondents using a questionnaire. A descriptive research design and convenience sampling method were used. The collected data was analyzed using percentage methods, tables, and graphs. The results show that most customers are satisfied with the products, especially milk, which is the most frequently purchased item. Customers appreciate the quality, freshness, and availability of the products. A large number of customers have been purchasing for more than three years, which indicates strong brand loyalty. However, some customers expressed dissatisfaction regarding pricing, packaging, and consistency in quality. A small percentage of respondents also felt that products are expensive or need improvement in packaging standards. Overall, the study concludes that Shivashakthi Dairy Pvt. Ltd. has a good reputation and strong customer base in the market. With improvements in pricing strategies, packaging quality, and product consistency, the company can further increase customer satisfaction and maintain its competitive position.

Index Terms- Customer Satisfaction, Product Quality, Pricing Strategy, Brand Loyalty, Packaging.

I. INTRODUCTION

Customer satisfaction can be defined as the level of contentment experienced by consumers when a product or service meets or exceeds their expectations. It is influenced by various factors such as product quality, price, availability, packaging, and overall service experience. In the context of dairy products, aspects like freshness, hygiene, taste, and timely availability are critical in shaping customer perception and buying behavior.

In today's competitive market, customer satisfaction has become a key factor for business success. Organizations must focus not only on selling products but also on building strong relationships with customers by understanding their needs, preferences, and expectations. Satisfied customers are more likely to make repeat purchases, remain loyal to the brand, and recommend the product to others, thereby contributing to the growth and profitability of the company. Measuring customer satisfaction is also important for organizations to identify strengths and areas for improvement. Companies use various tools such as surveys, feedback forms, and questionnaires to evaluate customer opinions. The insights gained from such studies help businesses enhance their products, improve service quality, and develop effective marketing strategies.

II. REVIEW OF LITERATURE

Ram and Singh (2024) studied that customer satisfaction in the dairy industry is largely determined by the ability of dairy products to meet customer expectations related to quality, freshness, and price. They concluded that when products consistently meet expectations, customers develop higher loyalty and trust towards the brand (Singh & Singh, 2024). This finding is relevant for the present study because it emphasizes the importance of product quality and consistent performance in satisfying customers.

Reddy and Rao (2021) studied consumer preferences towards private dairy brands in Andhra Pradesh. Their study revealed that private dairies are preferred in rural and semi-urban areas due to freshness of milk, affordable prices, and close contact with customers. The study also emphasized the role of local dairies in strengthening rural economies.

Singh & Singh (2014) studied that competitive pricing significantly affects customer satisfaction in rural dairy markets. Customers evaluate satisfaction not only on quality, but on perceived fairness of price.

Kevin Lane Keller (2013) studied that brand trust and positive brand image strengthen customer satisfaction and loyalty. In dairy products, brand reputation regarding purity and hygiene plays a crucial role in influencing consumer preferences and repeat purchases.

Reddy and Kumar (2022), studied distribution channels and product availability significantly affect customer satisfaction in the dairy sector. Their research showed that customers preferred brands that offer convenient access points, such as local retail outlets and home delivery options. Easy availability increased purchase frequency and overall satisfaction (Reddy & Kumar, 2022). This is important to the current study since a majority of respondents indicated a preference for home delivery and local accessibility.

III. NEED OF THE STUDY

Studies dealing with preferences of customers towards a particular brand of a superior quality goods will be immerse 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-

- To find out the consumer brand preferences.
- To find out the consumer awareness impact of advertisement and consumer satisfaction level with respective of Shiva shakti dairy pvt ltd.
- To analyze pricing of Shiva shakti dairy pvt ltd.

The above stated reason has lead to conduct the survey about "A study on customer satisfaction of Shiva Shakti Dairy Pvt Ltd, Sodom".

IV. SCOPE OF THE STUDY

The study was conducted in Chittoor town only. The study focused only the customers, because customers will play the main role in the Company to buy a product. The scope to know the market share of Shiva shakti dairy pvt ltd product segment with regards to its competitors.

V. OBJECTIVES OF THE STUDY

1. The main objective of the study is to find out the level of satisfaction of customers.
2. To know the current satisfaction of suppliers regarding the materials and services they provide.
3. To analyze customer preferences and expectations regarding pricing, packaging, and availability of products.
4. To evaluate the quality of dairy products (milk, curd, etc.) supplied by the company As perceived by customers.

VI. RESEARCH METHODOLOGY

SAMPLING DESIGN: Convenience sampling

Sample Size: 100

SAMPLING Technique: simple random sampling

RESEARCH DESIGN: Descriptive research

Research instrument: Questionnaires

DATA COLLECTION:

PRIMARY DATA

The primary data used for this project was collected using questionnaires. The information was collected from the customers.

SECONDARY DATA

secondary data is collected from:

- Company records
- Books and project reports
- Websites related to dairy industry and customer satisfaction

Data Analysis Tools for Measurement:

1) Statistical Tools:

- Graphs
- Charts

2) Data Collection Tools:

- Questionnaire

VII. LIMITATIONS OF THE STUDY

1. The study was conducted with a limited number of respondents. Therefore, the results may not fully represent the opinions of all customers of Shivashakthi Dairy.
2. The research was conducted only in selected areas of Chittoor Town . Hence, the findings may not reflect customer satisfaction levels in other regions where the company supplies milk.
3. The study was conducted within a short period of time. Due to limited time, it was difficult to collect data from a larger number of respondents.
4. Some respondents may not have given completely accurate answers due to lack of interest, misunderstanding of questions, or personal opinions.
5. The presence of other dairy brands in the market may influence customer opinions, which might affect the accuracy of satisfaction analysis.

VIII. DATA ANALYSIS AND INTERPRETATION

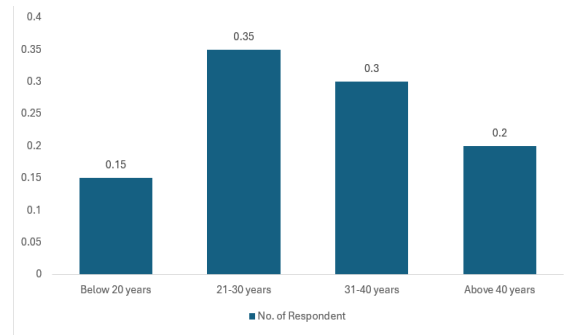
DATA ANALYSIS:

Data analysis is the process of systematically applying statistical and logical techniques to describe, summarize, and compare data collected through questionnaires. In this study, primary data was collected from respondents using a structured questionnaire to measure customer satisfaction towards Shiva Shakti Dairy Private Limited.

Analysis of data in a general way involves a number of closely related operations that are performed with purpose of summarizing the collected data and organizing them in such a manner that they answer the research questions.

1. Analysis Based on Age Wise Classification

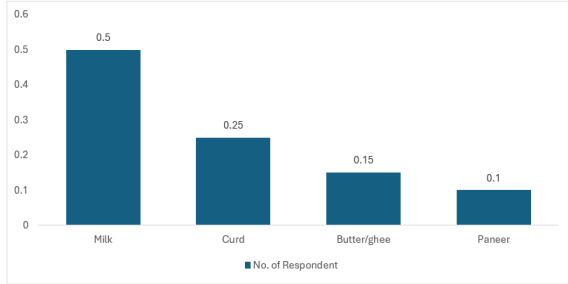
Age (completed years)	No. of Respondent	Percentage
Below 20 years	15	15%
21-30 years	35	35%
31-40 years	30	30%
Above 40 years	20	20%
Total	100	100%



Interpretation: - The majority respondents of 35% belong to the 21–30 age group, followed by 31–40 years 30%, 20% of respondents above 40 years. This indicates that young and middle-aged individuals form the main customer base. Only 15% are below 20 years, showing lower participation from younger consumers.

2. Analysis Based on Respondents Most Frequently Purchased Product

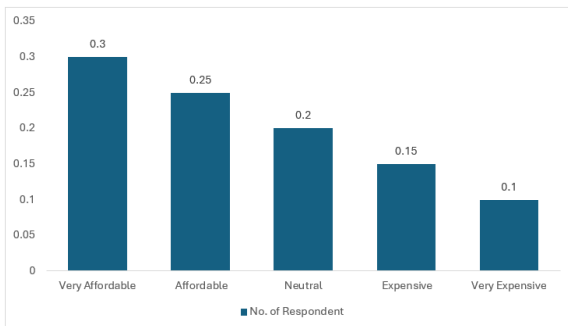
Product	No. of Respondent	Percentage
Milk	50	50%
Curd	25	25%
Butter/ghee	15	15%
Paneer	10	10%
Total	100	100%



Interpretation:- The above graph shows that Milk is the most frequently purchased product with 50% of respondents choosing it. 25% of respondents Curd, 15% of respondents butter/ghee, 10% of respondents and paneer. This shows that milk is the main product contributing to sales.

3. Analysis Of Respondents Opinion On Price Of Rating Dairy Products

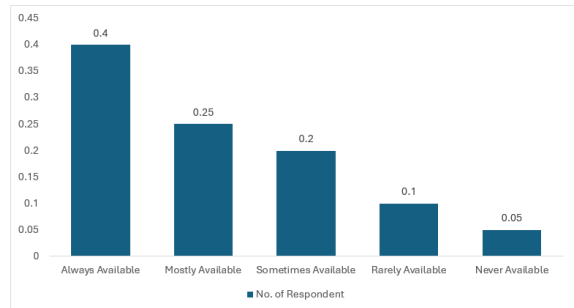
Price Rating	No. of Respondent	Percentage
Very Affordable	30	30%
Affordable	25	25%
Neutral	20	20%
Expensive	15	15%
Very Expensive	10	10%
Total	100	100%



Interpretation: - The above graph shows that 30% of respondents consider the price very affordable, while 25% of respondents affordable, 20% of respondents Neutral, However, 25% of respondents feel the products are expensive or very expensive.

4. Analysis Based on Product Availability In Their Area

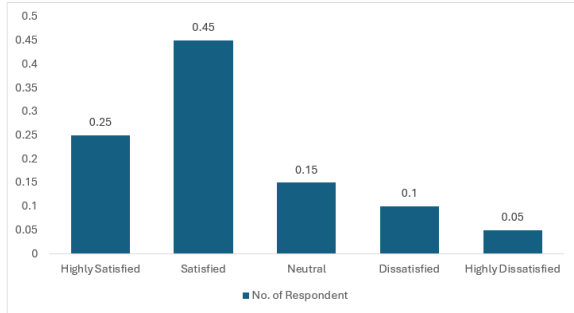
Availability	No. of Respondent	Percentage
Always Available	40	40%
Mostly Available	25	25%
Sometimes Available	20	20%
Rarely Available	10	10%
Never Available	5	5%
Total	100	100%



Interpretation:- The above graph shows that 40% of respondents said the products are always available in their area, while 25% reported that they are mostly available, 20% of respondents said the products are sometimes available, Only 10% and 5% of respondents reported that the products are rarely or never available, indicating that most customers can easily find the products of Shiva shakthi Dairy Pvt. Ltd..

5. Analysis Of Overall Customer Satisfaction Towards Dairy Products

Satisfaction Level	No. of Respondent	Percentage
Highly Satisfied	25	25%
Satisfied	45	45%
Neutral	15	15%
Dissatisfied	10	10%
Highly Dissatisfied	5	5%
Total	100	100%



Interpretation: - The Majority of respondents 45% of respondents are satisfied with the products, while 25% are highly satisfied, indicating a high level of customer satisfaction. 15% of respondents have a neutral opinion, showing moderate satisfaction with the products. Only 10% and 5% of respondents are dissatisfied and highly dissatisfied, The majority of customers Satisfied with Shiva Shakti dairy products.

IX. FINDINGS

1. The majority of respondents 35% belong to the 21–30 years age group, indicating that young adults form the major customer segment.
2. Milk is the most frequently purchased product 50% making it the main product of the company.
3. 30% of respondents feel the price is very affordable, indicating positive perception about pricing.
4. 40% of respondents say the products are always available in their area, indicating good product availability.
5. 45% of respondents are satisfied with the dairy products overall, showing a high level of customer satisfaction.

X. SUGGESTIONS

1. 25% of respondents feel the price is expensive, the company should review its pricing strategy and introduce affordable price schemes or discount offers.
2. As 15% of respondents are dissatisfied with value for money, the company should improve product quality and quantity to increase customer satisfaction.
3. As 20% of respondents would not recommend the products to others, the company should improve

customer satisfaction to increase positive word-of-mouth.

4. Introduce new dairy products like flavored milk, ice cream, and paneer varieties.
5. Increase local advertisements and promotional campaigns. Provide awareness programs about product quality and hygiene.

XI. CONCLUSION

The project work titled “A Study on Customer Satisfaction in Shiva shakthi Dairy Pvt. Ltd.” reveals that the company enjoys a strong position in the local dairy market. The majority of customers are satisfied with product quality, freshness, packaging, pricing, and availability. The study was undertaken by analyzing the performance of four major players in the Milk industry that is Heritage, Nandini, Tirumala, Dodla, & others.

The study revealed that Heritage is the No.1 brand with a very good hold in the market and the retailers survey results also proved the same. It is followed by Heritage occupying the first position in the market.

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