

Consumer Satisfaction at Sarda Dairy Food Product Ltd

AJAY KUMAR SAHU ¹, PROF.(DR.) MONIKA SAINY ²

¹Master of Business Administration Amity University, Raipur, Chhattisgarh

²Head of the Department (MBA) Amity University, Raipur, Chhattisgarh

Abstract- This study examines consumer satisfaction at Sarda Dairy Food Products Ltd. by analyzing key factors such as product quality, pricing, packaging, availability, and overall customer experience. The research is based on primary data collected through a structured questionnaire distributed among 30 consumers, out of which 17 valid responses were analyzed. The objective of the study is to understand consumer perceptions, identify preferences, and highlight areas for improvement. The findings indicate that a majority of consumers are satisfied with the products offered by Sarda Dairy, with 60% of respondents reporting a high level of satisfaction. Milk emerged as the most preferred product category, reflecting its consistent demand and quality. The study also reveals that product quality and availability are major strengths of the company. However, certain areas such as packaging and product variety require improvement to meet evolving customer expectations. Overall, the study concludes that Sarda Dairy Food Products Ltd. has established a strong market presence and positive customer perception. By focusing on innovation, improving packaging, and expanding product offerings, the company can further enhance customer satisfaction and strengthen its competitive position in the dairy industry.

Keywords: Consumer Satisfaction, Dairy Industry, Consumer Behavior, Product Quality, Customer Preference, Packaging, Pricing Strategy, Sarda Dairy, Customer Loyalty, Market Analysis

I. INTRODUCTION

Consumer satisfaction is one of the most important factors that determine the success and long-term sustainability of any business organization. In today's competitive market environment, companies must focus not only on attracting new customers but also on retaining existing ones by providing products and services that meet or exceed their expectations. Consumer satisfaction refers to the level of fulfillment a customer experiences after purchasing and using a product. A high level of satisfaction leads to customer loyalty, positive word-of-mouth, and

repeat purchases, whereas dissatisfaction can result in loss of customers and negative brand perception.

The dairy industry is a significant sector in the Indian economy and plays a crucial role in providing essential nutritional products to consumers. Dairy products such as milk, yogurt, butter, cheese, paneer, and other related items are consumed daily by people across all age groups. With increasing urbanization, rising income levels, and changing lifestyles, the demand for hygienic, high-quality, and value-added dairy products has increased rapidly. As a result, dairy companies are facing intense competition and are required to continuously improve their product quality, pricing strategies, packaging, and distribution systems to meet customer expectations.

Consumer behavior is defined as the study of how individuals or groups select, purchase, use, and dispose of goods and services to satisfy their needs. It involves understanding the various factors that influence buying decisions, including psychological, social, cultural, and economic factors. The consumer decision-making process consists of several stages, including need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Each of these stages plays a vital role in determining whether a consumer will be satisfied with a product or not.

Sarda Dairy Food Products Ltd. is a well-known dairy company that offers a wide range of products such as milk, yogurt, cheese, butter, paneer, and dairy-based beverages. The company has built a strong reputation in the market by focusing on quality, freshness, and customer satisfaction. It follows strict quality control measures and ensures that its products meet safety and hygiene standards. However, with increasing competition and changing consumer preferences, it becomes essential for the company to regularly assess customer satisfaction

levels and identify areas where improvements are required.

This study focuses on analyzing consumer satisfaction at Sarda Dairy Food Products Ltd. by examining key factors such as product quality, pricing, packaging, availability, and customer service. The research aims to understand consumer preferences, identify strengths and weaknesses of the company, and provide practical recommendations for improving customer satisfaction. By understanding consumer expectations and addressing their needs effectively, the company can enhance its market position and achieve long-term growth.

In conclusion, consumer satisfaction is a critical component of business success, especially in the dairy industry where products are used on a daily basis. Companies that focus on understanding consumer behavior and continuously improving their offerings are more likely to succeed in a competitive market environment. This study provides valuable insights into consumer satisfaction and helps in developing strategies to enhance customer experience and loyalty.

II. NEED FOR THE STUDY

The need for studying consumer satisfaction has become increasingly important in today's highly competitive business environment, especially in the dairy industry where products are consumed on a daily basis. With the availability of multiple brands offering similar products, consumers have a wide range of choices, making it essential for companies to understand their expectations and preferences. This study is conducted to analyze the level of consumer satisfaction with Sarda Dairy Food Products Ltd. and to identify the factors that influence customer perceptions and purchasing decisions.

One of the primary reasons for conducting this study is to evaluate how well the company's products meet customer expectations in terms of quality, pricing, packaging, and availability. Consumer satisfaction is directly linked to customer retention and loyalty. If customers are satisfied with a product, they are more likely to continue purchasing it and recommend it to others. On the other hand, dissatisfaction can lead to

switching behavior, where customers move to competing brands. Therefore, understanding the level of satisfaction is crucial for maintaining a strong customer base.

Objectives of Study

- To assess consumer satisfaction levels with the products offered by Sarda Dairy Food Product Ltd., focusing on key attributes such as quality, pricing, and availability.
- To identify consumer preferences and experiences with Sarda Dairy products, highlighting the most popular products and areas requiring improvement.
- To gather feedback on product attributes and understand consumer expectations to provide actionable insights for enhancing customer satisfaction.
- To analyze trends in consumer satisfaction through descriptive statistics, identifying key themes or patterns in the collected data.
- To evaluate the effectiveness of current product offerings and services based on consumer feedback, helping the company align its strategies with customer needs.

Importance of the Study

The study holds significant importance for organizations, consumers, and researchers as it provides valuable insights into consumer satisfaction and behavior in the dairy industry.

- It helps the company understand the level of consumer satisfaction with its products and services, enabling better decision-making.
- It provides insights into key factors influencing consumer preferences such as product quality, pricing, packaging, and availability.
- It assists management in identifying strengths and weaknesses, helping in improving product offerings and customer experience.
- It supports the development of effective marketing and distribution strategies to enhance customer reach and brand positioning.

- It contributes to long-term business growth by improving customer loyalty, retention, and overall competitive advantage in the dairy market.

REVIEW OF LITERATURE

- Dhruvi Rathwa (2024) in the study titled “A Study on Consumer Awareness Regarding Non-Dairy Products” found that consumers show a positive attitude toward non-dairy products. The study suggests that improved promotional strategies can increase awareness and sales, especially with the rising demand for ready-to-eat and convenience food products due to lifestyle changes.
- Vikas Kulkarni (2023) in “Pricing Strategies and Profitability in the Indian Dairy Market” observed that tiered pricing and discount strategies significantly increase sales without affecting brand value. The study recommends dynamic pricing and value packs to attract price-sensitive consumers.
- Sneha Verma (2022) in “Role of Digital Marketing in Dairy Product Promotion” highlighted that digital platforms, especially WhatsApp marketing, are highly effective, with 62% engagement, suggesting the importance of mobile-based promotion strategies.
- Arjun Patel (2023) in “Retailer Engagement and Sales Performance in Tier-2 Cities” found that retailer training and incentive programs improve product recommendation rates. The study suggests better communication between distributors and retailers to boost sales.
- Nisha Sharma (2024) in “Consumer Preference for Flavored Milks in Semi-Urban India” revealed that consumers prefer flavored milk due to health benefits. The study recommends introducing health-focused variants and conducting sampling activities.
- Rahul Singh (2021) in “Supply Chain Efficiency and Cold Chain Management in Dairy Distribution” highlighted that improved cold storage reduces spoilage and enhances product quality. The study suggests expanding cold-chain infrastructure.
- Priya Desai (2022) in “Brand Equity and Consumer Loyalty in India’s Dairy Sector” found that product quality and packaging are key drivers of

customer loyalty. The study recommends loyalty programs and branding strategies.

- Manoj Kuldeep (2023) in “Impact of Promotional Schemes on Dairy Sales” showed that promotional offers like BOGO increase short-term sales but require careful cost management.
- Anjali Rao (2024) in “Product Diversification and Market Penetration Strategies” concluded that introducing value-added products increases market share and competitiveness.
- Rohit Mehta (2022) in “Effectiveness of CRM Systems in Dairy Sales Optimization” found that CRM systems improve sales efficiency and customer relationship management.
- Sunita Gupta (2023) in “Influence of Packaging on Purchase Decisions” highlighted that eco-friendly packaging increases repurchase intention, suggesting the importance of sustainable packaging.
- Deepak Joshi (2021) in “Competitive Dynamics between Cooperatives and Private Dairy Firms” found that cooperatives dominate rural markets while private firms lead in innovation, suggesting hybrid strategies.
- Madhavi Nair (2024) in “Role of In-Store Sampling in Enhancing Dairy Product Trials” showed that product sampling significantly increases trial and purchase rates.
- Karan Verghese (2022) in “Assessment of Channel Management Practices in Dairy Distribution” found that route optimization improves delivery efficiency and distribution performance.
- Leena Shah (2023) in “Health Consciousness and Demand for Low-Fat Dairy Products” revealed growing demand for low-fat dairy products due to increasing health awareness among consumers.

III. RESEARCH METHODOLOGY

Research Design

The present study adopts a descriptive research design to analyze consumer satisfaction with Sarda Dairy Food Products Ltd. The descriptive design is used to systematically describe consumer perceptions, preferences, and satisfaction levels regarding various product attributes such as quality, pricing, packaging, and availability. This approach helps in presenting a clear understanding of how

consumers evaluate the company’s products based on their experiences.

Research Approach

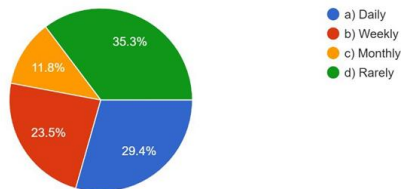
The study follows a quantitative research approach, as it involves the collection and analysis of numerical data obtained from respondents. This approach allows for objective measurement of consumer satisfaction levels and helps in identifying patterns and trends through statistical analysis.

Sampling Framework

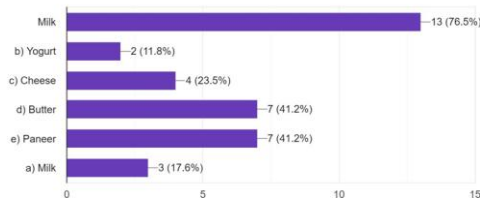
- Sampling Technique: Convenience Sampling
- Respondents: Consumers of Sarda Dairy Food Products Ltd.
- Sample Size: 30 respondents (17 valid responses received)
- Data Collection Tool: Structured questionnaire (including close-ended and open-ended questions)
- Analysis Techniques: Percentage analysis and frequency distribution

Data Interpretation

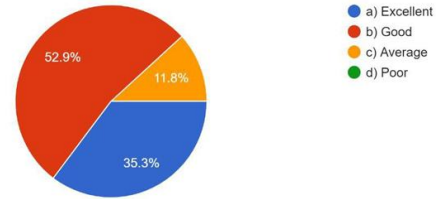
1. How frequently do you purchase Sarda Dairy products?
17 responses



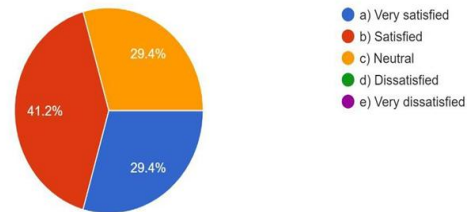
2. Which Sarda Dairy products do you purchase most often?
17 responses



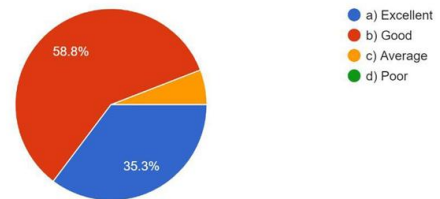
3. How would you rate the quality of Sarda Dairy products?
17 responses



4. How satisfied are you with the pricing of Sarda Dairy products?
17 responses



5. How do you rate the packaging of Sarda Dairy products?
17 responses



Data Collection

The data for the study was collected through a structured questionnaire distributed among consumers of Sarda Dairy products using online platforms such as email and messaging applications. The questionnaire included questions related to satisfaction levels, product preferences, and suggestions for improvement. Out of the 30 questionnaires distributed, 17 responses were received and considered for analysis.

Data Analysis

The collected data was analyzed using descriptive statistical tools, mainly percentage analysis and frequency distribution. These techniques were used to interpret consumer responses and present them in a simplified manner. The analysis helped in identifying satisfaction levels, most preferred products, and key areas where improvements are required.

HYPOTHESIS TESTING

Objective:

To examine the level of consumer satisfaction across different product categories of Sarda Dairy Food Products Ltd.

Hypothesis 1: Consumer Satisfaction and Product Categories

Step 1: Hypothesis

• H₀₁ (Null Hypothesis):

There is no significant difference in consumer satisfaction across different product categories of Sarda Dairy Food Products Ltd.

• H₁₁ (Alternative Hypothesis):

There is a significant difference in consumer satisfaction across different product categories of Sarda Dairy Food Products Ltd.

Interpretation

The analysis of the survey data indicates that consumer satisfaction varies across different product categories. Milk emerged as the most preferred and highly satisfying product, while other products such as yogurt and paneer showed comparatively lower preference levels. This variation suggests that satisfaction is not uniform across all product categories.

Based on the descriptive analysis of responses collected from 17 respondents, it can be concluded that there is a noticeable difference in satisfaction levels among different products.

Conclusion of Hypothesis

Since consumer satisfaction levels differ across product categories, the null hypothesis (H₀₁) is rejected, and the alternative hypothesis (H₁₁) is accepted. This indicates that product type significantly influences consumer satisfaction in Sarda Dairy Food Products Ltd.

IV. FINDINGS

Based on the analysis and interpretation of data collected from 17 respondents regarding consumer satisfaction with Sarda Dairy Food Products Ltd., the following key findings have been derived:

- The study reveals that a majority of respondents are satisfied with Sarda Dairy products. Approximately 60% of respondents reported being “very satisfied,” while 30% indicated they are “satisfied,” reflecting a high level of overall consumer satisfaction.
- Milk emerged as the most preferred product among consumers, indicating its strong demand and consistent quality. Yogurt and paneer were also preferred but to a lesser extent, suggesting variation in product popularity.
- Product quality was identified as the most significant factor influencing consumer satisfaction. Most respondents rated the quality of Sarda Dairy products as “good” or “excellent,” highlighting strong consumer trust in the brand.
- Pricing of the products was generally perceived as reasonable and affordable. However, a small proportion of respondents expressed neutral opinions, indicating slight scope for improvement in pricing strategies or promotional offers.
- Packaging was identified as an area that requires improvement. While consumers found it acceptable, several respondents suggested enhancing packaging design, durability, and user-friendliness.
- Product availability was found to be satisfactory in most areas, especially in urban locations. However, some respondents indicated the need for better distribution in rural and semi-urban regions.
- The majority of respondents reported that they have not faced any major issues with Sarda Dairy products, reflecting a positive overall consumer experience.
- A significant number of consumers expressed willingness to recommend Sarda Dairy products to others, indicating strong customer loyalty and positive word-of-mouth.

RECOMMENDATIONS

Based on the findings of the study, the following recommendations are proposed to enhance consumer satisfaction and strengthen the market position of Sarda Dairy Food Products Ltd.:

- The company should focus on improving product packaging by making it more attractive, durable, and user-friendly. Features such as resealable

packs and better labeling can enhance convenience and customer experience.

- Sarda Dairy should introduce a wider range of product varieties, including flavored, low-fat, and health-oriented dairy products, to meet the changing preferences of consumers.
- The company needs to expand its distribution network, especially in rural and semi-urban areas, to ensure better availability and accessibility of its products.
- It is recommended to strengthen marketing and promotional strategies, including both digital and traditional platforms, to increase brand awareness and customer engagement.
- The company should continue maintaining high product quality standards, as quality is the most important factor influencing consumer satisfaction and loyalty.
- Sarda Dairy can introduce customer feedback systems such as surveys and online reviews to regularly monitor consumer opinions and make improvements accordingly.
- The company should enhance its online presence and delivery services, as consumers increasingly prefer convenient purchasing options through digital platforms.
- Offering discounts, schemes, and loyalty programs can help in attracting new customers and retaining existing ones.
- The company should focus on sustainable and eco-friendly practices, particularly in packaging, to appeal to environmentally conscious consumers.
- Continuous innovation and improvement in products and services should be prioritized to remain competitive in the dynamic dairy market.

V. CONCLUSION

The present study highlights the importance of consumer satisfaction in determining the success and growth of Sarda Dairy Food Products Ltd. In a highly competitive dairy industry, understanding customer preferences and meeting their expectations is essential for maintaining a strong market position. The research was conducted to analyze consumer satisfaction levels and identify the key factors influencing purchasing decisions.

The findings of the study indicate that Sarda Dairy has achieved a high level of consumer satisfaction. A majority of respondents reported being either “very satisfied” or “satisfied” with the company’s products, reflecting a positive brand image and strong customer trust. Milk emerged as the most preferred product category, emphasizing its consistent demand and quality. Product quality was identified as the most significant factor influencing satisfaction, highlighting the company’s strength in maintaining high standards of freshness and taste.

However, the study also identified certain areas where improvement is required. Packaging was highlighted as a key area needing enhancement, particularly in terms of design and convenience. Additionally, there is a need to increase product variety and improve availability in rural and semi-urban regions. These improvements can further enhance customer satisfaction and expand the company’s market reach.

The study also confirms that product attributes such as quality, pricing, packaging, and availability play a significant role in influencing consumer satisfaction. By focusing on these factors, Sarda Dairy can better align its offerings with customer expectations. The results of hypothesis testing further support the conclusion that consumer satisfaction varies across product categories and is significantly influenced by product quality.

In conclusion, Sarda Dairy Food Products Ltd. has successfully established itself as a reliable and trusted brand in the dairy sector. However, continuous improvement, innovation, and effective customer engagement are essential to sustain growth and remain competitive. By implementing the recommended strategies, the company can strengthen customer loyalty, improve its market position, and achieve long-term success.

REFERENCES

- [1] Kumar, R., & Singh, S. (2020). Trends in value-added dairy products: Opportunities and challenges. *International Journal of Dairy Science*, 15(6), 231–248.

- [2] Sharma, M., Gupta, R., & Verma, S. (2019). Challenges in the dairy industry: Fluctuating prices, raw material quality, and sustainability pressures. *Journal of Dairy Economics*, 9(1), 57–68.
- [3] Aggarwal, P. (2021). Innovation in product development and supply chain management in the dairy industry. *International Journal of Operations and Supply Chain Management*, 10(3), 120–134.
- [4] Mishra, D., & Roy, S. (2021). The role of automation in enhancing production consistency in the dairy industry. *Journal of Industrial Automation*, 14(2), 150–165.
- [5] Gupta, R., & Mehta, A. (2020). The impact of IoT on operational efficiency in dairy manufacturing. *Journal of Technological Advancements*, 12(5), 311–324.
- [6] Saxena, A., Gupta, V., & Choudhary, K. (2018). Automation and its impact on production efficiency in medium-sized dairy enterprises. *Journal of Food Processing Technology*, 13(4), 295–308.
- [7] Patel, A., & Verma, N. (2020). Health and sustainability: Consumer preferences for organic and lactose-free dairy products. *Journal of Consumer Behavior*, 8(4), 178–192.
- [8] Singh, T., & Joshi, P. (2019). Sustainable packaging and its impact on consumer buying decisions in the dairy sector. *Journal of Sustainable Business Practices*, 6(2), 67–78.
- [9] Das, A., & Kapoor, R. (2021). Social media marketing in the dairy sector: Strategies for engaging younger consumers. *Journal of Digital Marketing*, 7(1), 45–60.
- [10] Jain, V., & Nair, P. (2019). Traditional marketing techniques in the dairy industry: Reaching rural and semi-urban markets. *Journal of Rural Marketing*, 5(3), 90–102.
- [11] Roy, S., et al. (2022). Impact of e-commerce on dairy product sales during the pandemic. *Journal of Retail and Consumer Studies*, 11(2), 88–102.
- [12] Chatterjee, P., et al. (2021). Role of predictive analytics in demand forecasting in the dairy sector. *Journal of Business Analytics*, 6(3), 145–160.