



A STUDY ON CUSTOMERS SATISFACTION TOWARDS AMUL ICE CREAM WITH SPECIAL REFERENCE TO COIMBATORE CITY

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-----ABSTRACT-----

This study is based on the customer satisfaction on Amul ICE CREAM in Coimbatore city in the state of Tamilnadu. The study analysis the growth and performance of the company by using performance ratios. The various tools like simple percentage method and Likert scale were used for the study. The report analyses a brief image of the AMUL ICW CREAM through the report; attempts have been complete to assess the purpose for customers satisfaction of AMUL ICE CREAM. The suggestions given in this study will improve the overall growth of the company. Finally, AMUL ICE CREAM is performing well in terms of performance and it is satisfactory.

KEYWORDS: *company growth, company service, customer satisfaction.*

1. INTRODUCTION

Consumer is the central point and all the marketing activities revolve around him. Manufactures produce what the consumer wants. As the customers' behavior differ from persons to persons, customer purchase an article as a consequence of certain mental and economic forces creating desires or wants, which can be satisfied by the articles afford for purchase. In a market, customer is considered to be king. Their needs and wants are unlimited. Customer's preference depends upon the nature of customer. The customer once purchase a mobile, if it gives satisfaction to them, again they give reference to same mobiles service.

2. STATEMENT OF THE PROBLEM

The study of customer satisfaction is the study on how individuals make decisions to spend their available resources i.e. money, time and effort in consumption related items. It may be noted that customer behavior research now focus mainly on the use of goods that they buy and evaluate those goods after use. At this juncture, it is pertinent to mention that changing customer behavior is major challenges to the manufacturers as it affects their production and marketing decision. Moreover, such studies would provide valid indicators of customer's preferences and accordingly adjust to customer's preferences on products those are changing with an improvement in technologies in the manufacturing process of customer durables and also changes occurred in culture. Therefore the research problem is to find out how people are expected and satisfied towards Amul Ice Cream in Coimbatore. The main reason is this research is to find out how the company has to improve the satisfaction.

3. OBJECTIVE OF THE STUDY

- The main objectives of the study is to reveal the customer satisfaction towards the products of Amul Ice Cream.
- To study the customers satisfaction regarding product quality, price, availability and taste of the products.
- To analyse the factors that influence the customers to purchase Amul Ice Cream



4. RESEARCH METHODOLOGY

Research Design	Descriptive research work
Area of the study	Coimbatore city
Sample Size	120 Respondents
Period of Study	3 Months
Source of Data	Primary and Secondary data
Sampling Technique	Convenience sampling technique

5. STATISTICAL TOOLS

The following are the statistical tools were applied to analyse the statistical data collected for calculation marketing performance analysis:

- Simple Percentage Analysis
- Likert scale

6. REVIEW OF LITERATURE

Andrew Mennie (2017) eGain Ever wondered how much consumer satisfaction is worth? We all know and accept that it is a strategic goal for all organisations involved in the delivery of consumer service. Yet in all my experience as a professional in this arena, I have never come across a consumer services director who could articulate the financial value of consumer satisfaction to their business. Conversely, I have never met a Consumer Service Director who wasn't measured on it. How bizarre. Big business is happy to measure it but doesn't know what it's worth.

Marsha L. Richins (2017) Post-purchase product satisfaction: Incorporating the effects of involvement and time describes changes in post-purchase product satisfaction for a durable goods purchase. Involvement and satisfaction variables were measured in a cross-sectional and a longitudinal study of car owners. Overall, consumers with high product involvement showed slightly greater satisfaction with their cars than low involvement consumers over the term of ownership.

Qianyu Dong and Tohru Futawatari (2017) made a study entitled, "The Study of Low-Carbon Policy Influence on Consumers' Energy Efficiency Household Appliance Purchase Behavior", explains that sequences of low carbon policies are aimed at reducing greenhouse gases and increasing energy efficiency also in the household sector in China.

7. TABLE

Table Showing That Customer Satisfaction Level Towards Honda Bike – Choices Abs Facility

Factors	No. of respondents (f)	Likert scale value (x)	Total score (fx)
Highly satisfied	51	3	153
Satisfied	61	2	122
Not satisfied	8	1	8
Total	120		283

(Source: primary data)

$$\text{Likert scale} = \frac{\sum(fx)}{\text{Total number of respondents}}$$

$$= \frac{283}{120}$$

$$= 2.35$$

INTERPRETATION

From the above table, it shows the level of satisfaction towards the choice of price and quality.

INTERFERENCE

The Likert scale value is 2.35 which is greater than mid-value (2) which shows that the customers are satisfied with the choice of price and quality.



FINDINGS FROM SIMPLE PERCENTAGE ANALYSIS

- 60% of the respondents are belongs to male.
- 41% of the respondents belong to the age group of 36-45.
- 40% of the respondents belong to professional.
- 21% of the respondents are students.
- 48% of the respondents come under the income level of Rs. 20,001- 30,000.
- 50% of the respondents felt the word of mouth is influenced the buying decision.
- 50% of the respondents buy the product at super market.
- 50% of the respondents said that the reason for purchase the product is taste
- 40% of the respondents prefer the brand Amul Ice cream, is due to minimum price with maximum satisfactory.
- 41% of the respondents have been purchasing the products for 3-5 years.
- 41% of the respondents are purchasing the products on daily basis.
- 40% of the respondents are frequently purchased the brand Amul Ice cream.
- 40% of the respondents are satisfied in price.
- 40% of the respondents are satisfied in quality.
- 30% of the respondents are satisfied in package.
- 28% of the respondents are satisfied in taste.
- 80% of the respondents are not preferred to change the brand when the price is increased.
- 47% of them said that quality in consuming the product
- 60% of the respondents need changes in availability of the product.

8. SUGGESTIONS

- Various type of advertisement through various media is necessary for this Amul ice cream.
- It is necessary to create more number of awareness about Amul ice cream to the consumer's side.
- To retain the old consumer and to gain new consumers, the dealer has to improve the service according to consumer's expectation
- The producers may extend the retail outlets
- The concern may utilize some of the sales promotional activities by offering gifts, reducing the price etc.

9. CONCLUSION

Consumers are the important king of the business world. A business which obtains the affectionate relations of the consumers can successfully run its business for ever. From the above findings and suggestions, the subsequent conclusion has been arrived. This study 69 concludes that the usages of products of Amul frozen dessert by the buyer are very high. to extend the sales, the priority has got to consider price of the products.

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