



## **A STUDY ON CUSTOMER PREFERENCE TOWARDS HATSUN MILK PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY**

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### **ABSTRACT**

*The company sells its milk, ice cream, and other goods during its 2500 odd hatsun daily retail cum distribution points. The sales collections are also credited to hatsun bank account on each day. Whether it is a farmers, distributors, transporters or employees, we don't make or take expenses in cash. The grouping is by bank transfers" says Chandramogan the move to make payments to farmers bank accounts was the real challenge in the institution. Even the district level dairy unions allied to the Gujarat corporative milk marketing federation (Amul) currently border bank transfers to the accounts of primary village society, which in turn, casing out their farmers in cash. There was no effect on sales either.*

*"The required going a step ahead and reaching farmer directly. Its begin the exercise in October 2013 and by 2014 end, 90% of our farmers were covered. Initially, they were reluctant, being used to getting cash. But they were firm with them, since it was a logistical nightmare to assemble for cash and express this to each of our 9800 procurement centers. And it was even more difficult to create exact expenses to each cultivator against varing volumes and fat satisfied of milk supplied", says Chandramogan. When farmers say money actually coming to their bank accounts, the state changed.*



## INTRODUCTION

### Definition of customer

- A person, business or other entity which buys goods and services produced by another person, company or other entity.
- One who regularly or repeatedly makes purchases of a trader, a purchase a buyer?

## MEANING OF CUSTOMER

### PREFERENCE

Customer preference is the study of how citizens buy, what they buy, when they buy and why they buy, It blends elements from psychology, sociology, anthropology and economic. It attempts to understand the buyer decision making process, both individually and in groups. It studies uniqueness of individual customers such as demographics, psychographics and preference variables in an attempt to understand people wants. It also tries to assess influence on the customer from groups such as family, friends, reference group, and society in general. The process of consumption has long been connected with sex and general, it comes as no surprise that customer researches often inspects the effects of these variables on customer preferences.

The term customer preference is clear as the preference that customer display in searching for purchase, using, evaluating and disposing of products and services that they expect will please their wants. Customer preference focuses on how individual make decision to spend their available property (time, money, effort) on consumption consistent items. It includes what they buy, why they buy, where they buy, how often they buy for purchase and the impact of such evaluation on future purchases, and how they dispose.

## MEANING OF PERCEPTION

The ability to see hears or become aware of something through the senses. To understand in sequence and give important to what object approximately us. Perception is the process by which we organize and select information received through the mind and give significance to the objects in the world around us. This is done by our brain. We do not forever do this correctly.

### Definition of customer satisfaction

According to Harold E Edmondson "Customer satisfaction" is defined as " the number of customers, or percentage of total customers , whose reported experience with a firm , its products , or its service (ratings) exceeds particular contract goals".

Customer satisfaction is defined by whether the customer chooses to do business with you or your brand in the future. Many factors play a role in purchaser satisfaction, including customer service, creation excellence and the ease of doing business. Company must consider customer approval as a significant role in the natural existence value of the customer.

Customer satisfaction, a term regularly used in marketing, is determined of how products and services supplied by a company meet are surplus customer anticipation. In a review nearly 200 older advertising managers, 71% respond that they found a customer fulfilment metric very useful in organisation and monitor their businesses.

### Advantage of customer satisfaction

Purchase comments, suggestions and reply about a company's products, business practice and customer examine point of orientation are one of the biggest advantages of customer comment surveys. Serious input and answer can help a corporation to develop healthier customer relation programs.

### Disadvantages of customer satisfaction

Customer response surveys and questionnaires can sometimes be too scientific and methodical to control to compassionate instinct and traits of customer. Exact analysis and interpretation of response and answers provided by customers might not provide the right kind insights that business not to better serve customer.

### Importance of customer satisfaction

Sales are the most significant goal of any commercial enterprise. It becomes necessary to persuade customer for customer satisfaction it is necessary to establish and maintain certain important characteristics like:

- a) Quality
- b) Fair prizes
- c) Efficient delivery
- d) Good customer handling skills
- e) Serious consideration of customer complaints

Satisfaction is the reaction of pleasure or disappointment attained from comparing a product apparent show (outcome) in relation to his or her expectations. The customer is dissatisfied. If the performance matches the belief, the customer satisfied. If the performance exceeds outlook the customer is highly satisfied.

## STATEMENT OF THE PROBLEM

The customer is always right. Customer belongs at the heart of every business becomes without them there is no business. Without their money, there is



no exchange. Therefore for any company, the customer is the primary point that control very progress. Marketing is based on this logic. It is processed by which a company finds out what its customers wants and needs, and then delivery it in a way that makes as much profit as possible.

The study is to identify the customer service towards HATSUN MILK PRODUCTS. This study focus on primary data and secondary data. This study aims towards knowing the customer opinion about the HATSUN milk products. Due to time constraints only the 250 customers of HATSUN milk products are taken as respondents. This study will help us to understand the customer satisfaction level and their expectations and their performance.

### SCOPE OF THE STUDY

The scope of the study is to identify the customer performance and satisfaction of hatsun milk products in Coimbatore city only and its only considering the attitude of the local customer. This study is based on primary data and secondary data. Through the Main objective of this study extends to the following related aspects viz, brand awareness of customer about the milk products of HATSUN, customer preference and satisfaction regarding the products. To analyze the factors influencing the customer to buy the particular brand of HATSUN PRODUCT and the problem faced by the customer in purchasing and using of HATSUN milk products.

This study aims towards knowing the customer opinion about various products in HATSUN MILK PRODUCTS. This study will help us to understand the customer's satisfaction level and their performance for the hatsun milk products.

### OBJECTIVES OF THE STUDY

- To identify the brand awareness of the respondents to purchase the brand of hatsun milk products.
- To assess the level of the customer preference of hatsun milk products.
- To analyses the major factors influencing in buying "HATSUN "Products.
- To study the customer satisfaction towards using hatsun milk products.
- To study the problems faced by the respondents in using hatsun milk products.

### RESEARCH METHODOLOGY

Research is an academic activity which comprises of defining and redefining problems, formulating hypothesis of suggested solutions, collecting, organizing and evaluating data, making deductions and conclusions.

### RESEARCH DESIGN

A research design is the understanding of conditions for collections and analysis of data in a manner that aims to combine relevant to the research purpose with economy in method. The best design on the research question as well as orientation of researcher.

#### Sampling Type

In this study the researcher used convenience sampling. The sample was chosen according to the convenience of the researcher. A structured questionnaire has been prepared to get the appropriate information from the respondents. The questionnaire consists of a variety of questions offered to the respondents for their despondence.

#### Sample size

In this study the researchers sample size is 130.

#### Data collection

##### i. Primary data

The data was collected through a questionnaire. The questions were in the form of multiple choices. The survey was adopted and the information was collected from 130 respondents.

##### ii. Secondary data

The data that already exists is called as secondary data. This data is collected beforehand by others. The sources are books, magazines, and any published. For the present study the secondary source are also used.

#### Area of the study

The study was conducted with the customers of HATSUN MILK PRODUCTS in the Coimbatore city.

#### Statistical tools used for analysis

- Percentage analysis
- ANOVA
- Chi-square test
- Ranking analysis
- Weighted average

### REVIEW OF LITERATURE

1. Recs(1992)<sup>2</sup> conducted a study on "Factors influencing customer choice" revealed that food were flavour , texture, appearance, advertising, a reduction in traditional cooking, fragmentation of family means and an increase in "snacking"etc . Demographic and household role changes and the introduction of microwave owens had formed changes in eating habits. Vigorous sale of chilled and other equipped foods was related to the large number of operational wives and single people, who require value expediency. Development in retailing with concentration of 80.00 per cent of food sales in supermarkets was also considered to be



important. Customers were responding to messages about safety and enthusiastic drinking. They were disturbed about the way in which food was produced and want safe, “natural”, high quality food at an appropriate price.

2. Singh(1995)<sup>2</sup>conducted a study on “Factors influencing customer preferences for type of milk supply in Hissar city” examined that the milk quality, fitting, availability, a supply in quantity desired, flavour, color, freshness and mode of compensation which showed higher levels of customer satisfaction.

Dhillon(1995)<sup>2</sup>conducted a study on “Food purchase habits and customer awareness of rural and urban housewives in Dharwad” confirmed that the purchase behaviour in Ludhiana, rural and urban respondents rank nearby market(mean score of 1.47 for rural and 2.10)

**DATA ANALYSIS AND INTERPRETATION**

**Simple Percentage Analysis**

The percentage analysis is mainly used to find the distribution of different categories of respondents. As the value are expressed in terms of percentage it facilitates comparison and standardization. The Analysis describes the classification of the respondents falling under each category.

**FORMULA:**

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

**TABLE SHOWS THE DURATION OF PURCHASE OF HATSUN MILK PRODUCT FREQUENTLY**

Duration	No of Respondents	Percentage
Daily	30	26.1%
Twice in a day	33	28.7%
Occasionally	28	24.3%
Two days once	18	15.7%
Once in a week	11	7.2%
Total	120	100%

(Source: Primary data)

**Interpretation**

Table 4.1.8 reveals that 26.1% of the respondents purchase the product Daily, 28.7% of the respondent purchase the product Twice in a day, 24.3% of the respondents purchase the product occasionally, 15.7% of the respondents purchase the product Two days once, 7.2% of the respondent purchase the product Once in a week.

Majority (28.7%) of the respondents purchase the Hatsun milk products twice in a day.

**LIKERT SCALE ANALYSIS**

A likert scale analysis is a method of measuring attitudes. Ordinal scale of responses to a statement, ordered in hierarchical sequence from strongly negative to strongly positive. Used behavioral sciences and psychiatry in Likert method, a person’s attitude meet combining (adding or averaging) their responses across all items.

**Formula**

Likert scale = (fx) / number of respondents

F=Number of respondents

X=Likert scale value

(fx) = Total score

**Mid-value**

Mid-value indicates the middle most value of Likert scale.

**TABLE SHOWING THE OPINION ON PRICE OF THE HATSUN MILK PRODUCTS.**

Factors	No of Respondents	Likert Scale Value (x)	Percentage (%)
Very High price	31	5	155
High price	26	4	104
Moderate	46	3	138
Low price	12	2	24
Very low price	5	1	5
Total	120		426

$$\text{Likert scale} = \frac{\sum (FX)}{\text{Total number of respondents}} = \frac{426}{120} = 3.5$$

**INTERPRETATION**

Likert scale value is 3.5 is greater than the mid value (3) so the respondents opinion on price of the hatsun milk product.



## FINDINGS, SUGGESTIONS AND CONCLUSION

### FINDINGS

- Majority (60.3%) of the respondents belong to the age group 18-25 years.
- Majority (77.0%) of the respondents are unmarried
- Majority 83.6% of the respondents are female.
- Majority (66.1%) of the respondents belongs to the Nuclear family.
- Majority (39.8%) of the respondents were completed under graduate.
- Majority (55.2%) of the respondents income were Below Rs.20, 000.
- Majority (34.5%) of the respondents were using Hatsun milk products for more than 1 Year.
- Majority (47%) of the respondent's sources of motivation to purchase this products by milk agent.
- Majority (40%) of the respondents make payment through cash.
- Majority (46%) of the respondents opinion on advertisement in hatsun product is very attractive.
- Majority (28.7%) of the respondents purchase the Hatsun milk products twice in a day.
- Majority (46.6%) of the respondents purchase the Hatsun milk products through Door delivery.
- Majority (28.7%) of the respondents purchase the Hatsun milk products twice in a day.
- Majority (30.4%) of the respondents make payment through cash.
- Majority (24.1%) of the respondents buy quantity of 1 liter milk daily.
- Majority (31.9%) of the respondents buy Hatsun Paneer products frequently.
- Majority (40.5%) of the respondents were attracted towards team of the advertisement.
- Majority (47.8%) of the Respondents source of awareness were milk agents.

### FINDINGS OF LIKERT SCALE ANALYSIS

The respondent's opinion on price of the hatsun milk product.

### SUGGESTIONS

The following recommendation is made for the improvement of customer awareness and brand preference of hatsun product in the Coimbatore city.

- The company should concentrate on various advertisement media.
- Majority of the respondents state that, only sometimes they have come across the advertisement for hatsun milk product regularly in the media. To increase awareness level. To cover the rural people and college students, more models of film or sport stars may be used in advertisement
- Packing of the hatsun milk should be given more importance in order to attract more customer.
- To reduce price and to cover more number of customer

### CONCLUSION

This study was undertaken to examine the customers' perception and satisfaction towards hatsun milk products. The study also reveals that customer are satisfied with the quality of hatsun products. Hence; the research concluded that the price has significant and positive impact on customers' perception and choice in selecting hatsun products. Generally, the customer change their behavior frequently on the basis of price and quality. However the data shows the customer buy the hatsun milk for its quality and taste. It has to be point out that milk customer prefer taste over than the price. Many respondents feel the price of hatsun products is too high than other brands. If the hatsun take required steps to satisfy their customer, it creates invariant position in the mind of customers.

### BOOK REFERENCES

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2. *Statistical methodology*- S.P. GUPTA

### JOURNAL REFERENCES

1. *Recs(1992)<sup>2</sup> conducted a study on "Factors influencing customer choice" revealed that food were flavour , texture, appearance, advertising, a reduction in traditional cooking, fragmentation of family means and an increase in "snacking" etc.*
2. *Singh (1995)<sup>2</sup>conducted a study on "Factors influencing customer preferences for type of milk supply in Hissar city"*
3. *Dillon (1995)<sup>2</sup>conducted a study on "Food purchase habits and customer awareness of rural and urban housewives in Dharwad"*

### WEBSITES

1. [www. Taxiorg.in](http://www.Taxiorg.in)
2. [www. Studymode.in](http://www.Studymode.in)
3. [www. Google.com](http://www.Google.com)