A Study on consumer satisfaction towards Nandini Milk products

Ratna Dhar

Assistant Professor MBA, Department of MBA, Sri Venkateshwara College of Engineering Bengaluru

Email – id:ratnadhar\_mba@svcengg.edu.in

\*Charita K S

Final year MBA student, Department of MBA, Sri Venkateshwara College of Engineering Bangaluru

Email:charithaks20052000@gmail.com

\*Anusha M K

Final year MBA Student, Department of MBA, Sri Venkateshwara College of Engineering

Bangalore

Email-id:anushayadavk2@gmail.com

\* Divya B

Final year MBA Student, Department of MBA, Sri Venkateshwara College of Engineering

Bangalore

Email-id: [divyacid007@gmail.com](mailto:divyacid007@gmail.com)

\*Ramya N

Final year MBA Student, Department of MBA, Sri Venkateshwara College of Engineering

Bangalore

Email-id:ramyashilpa1410@gmail.com

# Abstract

The study was on consumer satisfaction towards KMF NANDINI MILK has been carried out with special references to Dharwad Milk Union. The study taught us consumer satisfaction and how it gets change in each consumer expectations and KMF Nandini got huge market share, more number of loyal consumers with lot of competition and KMF Nandini maintained that consistency with its quality since 1974. 14 milk union under KMF and its largest Co-operative Dairy Federation. KMF Nandini has over 2.25 million milk producers in over 12334 dairy co- operative societies and it produce milk and milk products with this it is expected to emerge as a strong force in the global milk dairy market in coming days.

**Keywords**:Challenge, Service, Satisfaction and Trust, Consistency.

# Introduction:

Dairy farming is a class of agriculture for long term production of milk, which is processed (Either on the farm or at a dairy plant, either of which may be called a dairy) for eventual sale of a dairy product. While cattle were domesticated as early as 12,000 years ago as a food source and as beasts of burden, the earliest evidence of using domesticated cows for dairy production is the seventh millennium BC – early Neolithic era-in north western Anatolia. Dairy farming developed elsewhere in the world subsequent centuries: the sixth millennium BC in eastern Europe, the fifth millennium BC in Africa, and the fourth millennium BC in Britain and Northern Europe. In the last century or so larger farms specializing in dairy alone have emerged. Large scale dairy farming is only viable where either a large amount of milk is required for production of more durable dairy products such as cheese, butter, etc. or there is a substantial market of people with money to buy milk, but no cows of their own. In the 1800s VON THUNEN argued that there was about 100-mile radius surrounding a city were such fresh milk supply was economically viable.

# Milk Industry Scenario

The demand of milk and milk products in INDIA is projected to increase to 142.9 million tons in 2015 and further to 191.3 million tons in 2020. At the existing rate of growth in milk production, in next ten years, supply will fall short of the demand. Indian dairy sector contributes the large share in agricultural GDP. Presently there are around 70,000 village dairy cooperatives across the country. The cooperative societies are federated into 170 district milk producer’s unions, which in turn have 22 state cooperative dairy federations. The Government of India has introduced various schemes and initiatives aimed at the development of the dairy sector in the country. On the other hand, the private participation in the Indian dairy sector has also increased over the past few years. Both national and international players are entering the dairy industry, attracted by the size and potential of the Indian market. Looking forward the market is expected to reach a value of INR 25,491 billion by 2025, exhibiting a Compounded Annual Growth Rate of 16% during 2020 –2025.

# Literature Review

**Sundaram Satya (2013)** through his market survey has reported that while India has the largest bovine population in the World, its cattle are the least productive, yielding almost five times less than the global average. Milk yield in India is 800- 1000 liters an animal, per year, against the global average of 7000- 8000 liters a year. The report assumes that things are going to change with the launch of the National Livestock Mission to attract investment and to enhance productivity. It informs that the central budget 2013-14 has made a provision of Rs. 3070 million for the mission. There is also a provision for increasing the availability of feed and fodder.

**Shahi Sudhir Kumar (2012)** takes a review of strategies for sustainable dairy farming in India. Sustainable dairy farming is an interaction of many factors that influence production and reproduction, environment, longevity of live and input management. The paper suggests that it is important to plan for dairy development specific to each micro level, viz., a block, a village, a taluka and a district. This planning not only would result in optimum utilization of local resources, but will also ensure better visibility of the programs and higher cost benefits ratio. The paper suggests that sustainable development requires technologies, which demand less capital, less time and minimum operations; requires loans at the lowest interest rates; need for improvement of existing indigenous breeds of animals; Need for Government role in improving the supply of inputs with minimum cost; Need contribution from various nongovernmental agencies to ease the problems of farmers federations like, milk producers cooperative societies at village and district levels, federations, boards and corporations; Need for simultaneous development of cold chain storage and marketing facilities especially for milk and milk products; Need for extensions services from the Government, Agriculture Universities, R&D institutions, federations and corporation, besides mobilization of various input services from various agencies.

**P. Chennakrishnan (2011)** studied the practice of dairy farming in India. It also throws light on milk processing, domestic consumption and national importance of dairy farming. The study further analyses production and scope of dairy farming in India. The study also highlights certain matters of concern for dairy in India such as increasing demand for processed milk and milk products, low productivity of milk cattle, ineffective breeding programs, inadequate feed and fodder, inadequate research in the subject etc. Also, recent increase in prices of dairy products is a major concern.

**Gupta Meenakshi and Sharma Vikas (2009)** in their work through light on the issues of performance of Indian dairy sector over the years, emerging global scenario as compared with Indian dairy scenario and challenges and policy options related to these issues. Some of the reforms suggested in their work are linking import tariff to world prices, enhancing milk productivity by efficient delivery of inputs, negotiation for reduction of subsidies in dairy sector by developed countries, modernizing supply chain

## **Objectives of the study:**

* To understand Consumer perception on various parameters of Nandini Milk.
* To understand the overall satisfaction with respect to Nandini Milk.
* To Study problems faced by consumers during COVID-19 Lockdown regard availability and service of Nandini Milk.

# Scope of the study:

The result of the survey conducted at Dharwad-Hubli region, helps to develop various marketing strategy like Product, Price, Advertisement, Service to provide better service and this same study which also helps to other regions unions to carry and adopt the changes which helps to meet the consumer’s expectation.

# Need and importance of the study:

In the current contemporary market, customer satisfaction among customers plays the majority of the roles in the service turnover of the company. Every business invests heavily in this aspect to build a strong image and gain market share as well as to retain a large number of customers.

Knowing whether a company has met the needs of its customers and whether those customers are happy with the service they received is the major reason to research that company. To improve product delivery and customer service, it is useful to ascertain post- purchase feedback from the consumer. assist a business in establishing enduring relationships with its customers.

# Limitations of the study:

* Study which we carried on secondary data base because of COVID-19 is one kind of limitation.
* As we know the study carried in DHARWAD-HUBBALLI region, so one kind of region limitation.
* Replies from respondents assumes true and fair.
* Next limitation is assuming that respondents are unbiased while answering the questions which are sent.

# Research Methodology:

Research Methodology is a way to study a problem systematically and scientifically. In it we study the various factors causing the problem along with the logic behind them. It is necessary for the researcher know not only the research method and technique but also the methodology. This learning is evocative in the environment. The evocate examine describes the demographics of the customers and help to get clarity on the research. Also principle and derivative data being used to collect a data. Crucial data is the raw data which is been collected from one on one interview, observation, structured questionnaire. So this is how it plays a major role in the research.

# Type of research:

Descriptive Research is adopted for the study.

# Type of Data

Both Primary and Secondary data are used for the purpose of research.

# Data collection method

# Primary data:

Primary data was collected with the assistance of 200 respondents with the structured questionnaire in google forms through online mode.

# Secondary data:

Secondary data were collected from various websites, books, previous year reports, magazine, brochures.

**Data Analysis and Interpretation**

## **From how long you are consuming Nandini milk?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | From past 6 months | 26 | 13.0 | 13.0 | 13.0 |
| From past 1 year | 26 | 13.0 | 13.0 | 26.0 |
| From past 2 year | 21 | 10.5 | 10.5 | 36.5 |
| From more than 2 year | 127 | 63.5 | 63.5 | 100.0 |
| Total | 200 | 100.0 | 100.0 |  |

**Interpretation:**

From the above table that shows 63.5% of the respondents are consuming Nandini milk from more than 2 years and 13% of them are consuming Nandini milk from 6 months and 13% of them also consuming Nandini from 1 year and 10.5% of the respondents are consuming from 2 years

# During, Present Covid-19 KMF Nandini milk took all safety measures in milk packaging and distribution service

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Strongly Agree | 46 | 23.0 | 23.0 | 23.0 |
| Agree | 96 | 48.0 | 48.0 | 71.0 |
| Neutral | 52 | 26.0 | 26.0 | 97.0 |
| Disagree | 2 | 1.0 | 1.0 | 98.0 |
| Strongly Disagree | 4 | 2.0 | 2.0 | 100.0 |
| Total | 200 | 100.0 | 100.0 |  |

**Interpretation:**

From the above table and graph that shows 48% of the respondents are agree that KMF Nandini milk took all safety measures with packaging and distribution present covid-19 and 26% are neutral and 23% are strongly disagree and 1% are disagree and 2% are strongly disagree.

# Overall Satisfaction towards Nandini milk.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Highly Satisfied | 51 | 25.5 | 25.5 | 25.5 |
| Satisfied | 117 | 58.5 | 58.5 | 84.0 |
| Neutral | 29 | 14.5 | 14.5 | 98.5 |
| Dissatisfied | 3 | 1.5 | 1.5 | 100.0 |
| Total | 200 | 100.0 | 100.0 |  |

**Interpretation**:

From the above table and graph that shows 58.5% of the respondents are satisfied with overall satisfaction with Nandini milk brand and 25.5% of the respondents are highly satisfied and 14.5% of the respondents are Neutral and 1.5% are dissatisfied with this.

# Major Findings of the Study

* It was found that More than 2 years Nandini milk is consuming by Most of the consumers it is good sign to industry and 63.5% of the respondents are consuming Nandini milk so with this we got more loyal consumers and 13% are consuming from 6 months and 13% are consuming from 1 year and 10.5% are consuming from 2 year.
* The next main finding is about Availability of Nandini Milk in this covid-19 Lockdown and its very important and critical situation to KMF Nandini and to make it available to every consumers it’s very important by this 55.0% of the respondents are agree so it show Nandini made available its milk easy to its consumers and 29.0% of the respondents are strongly agree and 13% are neutral about this and lastly 2% are disagree and 1% are highly disagree.
* Here the another most important to Nandini milk is about its milk quality and milk taste and it’s service to the consumers consistently and by this three main aspects 58.0% of the respondents are Agreed and 26.5% of the respondents are strongly agree and 13.5% are Neutral about this and 1.5% are Disagree and 0.5% are strongly disagree with this.

# Suggestions of the Present Study

* Now during, present COVID-19 big challenge to KMF is to make sales to increase as earlier so they can do it by selling bulk milk to Hotels and Hospitals and also to the hostel. This is one kind of strategy which will help KMF to get sales.
* KMF should develop personal selling now to handle this COVID-19 situation and to reach every consumer easily and provide service.
* KMF should Reward the Retailers and Distributors because of them during present COVID-19, the Nandini Milk is reaching to end Consumers and at all location/places so this will increase consumer relationship.

# Conclusion

KMF Nandini Milk is having lot loyal consumers and along with this it’s facing lot of challenges and lot of competition in the market and it should maintain good service so that consumer should not get thought to go for other brand and totally on the base of Factors, service, taste, quality, price, distribution and availability and packing all this should be maintained strongly so that it will be good for company to get more number of consumers. Nandini Brand is well known brand each and every one knows so it’s responsibility and duty to the industry to keep the reputation same in the market and make policies and new changes as per changing market condition and meet every consumer’s expectation. With ever increasing competition in dairy industry it become imperative to understand the preferences and perceptions of customers. Based on the findings, it may be inferred that Nandini dairy has worked well to make people aware about its products in the study area and it is very well proven through the findings. Dairy industry is expected to grow in the coming years as it is growing currently. With the increase in population demand and consumption of milk is also growing. It is clear that there are going to be new emerging markets concentrating on production of milk with long shelf life. With the increasing demand for the dairy products the organization need to upgrade their technology timely so as to meet the demand with proper supply. Nandini is one of the oldest and famous dairy brands. It has loyal member farmer who supply the milk each day. The organization not just strives for the benefit of its members but it also provides various services to keep the cattle of the member farmers healthy. It also provides quality cattle food to its member farmers.

# Bibliography

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