

REVIEW ON CUSTOMER SATISFACTION IN ORGANIZED AND UNORGANIZED DAIRY INDUSTRY

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ABSTRACT:*-Dairying has been a part of parcel of Indian culture and civilization right from ancient times. It is very difficult to point out when the men of earth started to breed cattle and drinking milk but it is true that the man began using milk and milk product from the time a memorial. Milk and milk product play a vital role in the country's agricultural economy being the second largest contribute to the gross agriculture produce. . Most of the people rear cows and buffaloes along with their occupation of farming and earn additional income by sales and supply of milk. Dairy development in India has been acclaimed as the best example of social and economic consequences of a positive policy for rural rehabilitation. Dairy industry is existed in an unorganized men or in the hands of private readers in the absence of marketing facilities surplus.*

Keywords: Dairy, Milk, Development, Products.

INTRODUCTION

Customer's satisfaction for a readily available, good quality product has led to the increased demand for loose milk. Selling loose milk or milk products like ghee, butter, paneer etc. has possibility of contamination, problem of adulteration, etc. Marketing strategists would greatly benefit from learning more about consumer satisfaction. Consumer's behavior, preferences and attitudes towards consumption of dairy products differs substantially across countries. In the fast-growing world of consumerism, it is necessary for every organization and unorganization to study their customer satisfaction for dairy products to identify the underlying factors for preference of dairy brands as well as make suggestions for the company to take the right market to be a leader in the market to the dairy products. India, world's largest milk producer, accounting for more than 16% of world's total milk production, is the world's largest consumer of dairy products. The total amount of milk produced has tripled from 23 million tons back in 1973 to 95 million tons in 2008 and expected a production level of 135 million tons by 2015 but the projected demand for milk by 2021-22 estimated at 180 million tons which implies that milk production would have to be doubled. Millions of rural small-holder milk producers dominate India's dairy industry, contributing 62 percent of total milk produced in the country. Indian agriculture is an economic symbiosis of crop and cattle population. Livestock plays a vital role in the economy; animal

husbandry is the most important economic activity in rural areas.

REVIEW OF LITERATURE

Joseph O'Donnell (1994), highlights that our industry's greatest need right now is to empower our nutrition research and education and promotion organizations with the ability to access, integrate and synthesize marketing messages based on the nutrition data being generated. The dairy industry has the structure and the data and now must commit to a professional system to communicate these scientifically sound revelations to our industry, to regulatory agencies and to the consumer.

Jagjit S.Punjrath (1995), highlights that packaging plays a very important role in protection of nutrition and saving of wastage besides improving the marketability and development of new products. Proper packaging can help the dairy industry to achieve better returns and pay better prices to the producers. It can increase the milk production. Lot of progress has already been made in developed countries in this area. Many of the innovations already made in developed countries can be easily adopted in India.

Sheeba Chopra (1996), highlights that advertising has progressed from graffiti on walls to jingle bell carts to the video-on-wheels to door-to-door selling to the balloon advertising to the mass media and finally to satellite publicity through the internet. The advertisements of yester years simply informed the customers about the product. Today, advertising is not simply a display of products; it attempts to create an image of the consumer along with the product.

Vinod K. Huria and Achaya (1997), in their study on "Milk as quality food." The author says about the unique quality of milk as protective food and stress the need to formulate strategy to ensure that the milk and milk products reach infant children and nutritionally vulnerable groups like pregnant women and nursing mothers to the desired extend.

Kansal (1998), in his study on "Milk offers dietary calcium in best available form" the author highlights that milk in all its forms is an important source of calcium an essential nutrient for human beings of all age-groups and inclusion of milk in diet improves the

bioavailability of calcium from vegetable foods. Veena Mathur (2000), in her study highlights that the leaking pouches not only lead to an avoidable waste of milk worth crores but also deteriorate the quality of milk. It makes business sense to give importance to the value per pouch of milk, not the kg cost of film, in the overall economics of packaging.

Ramachandra Rao and Mony Sapna (2001), observed that attractive and informative labels on food products help their manufacturers stand out in the market. The consumer also finds labels very useful, while searching for the desired food product.

Deepak Jain (2002), in his study observed that Indian milk is cost competitive, being the fourth lowest in the world as regards cost. Fortunately, there are no subsidies in the Indian dairy industry. Hence, one may say that global opportunity for the Indian dairy industry primarily arises from the availability of large volumes of reasonably priced milk.

Chawla (2003), examined the imperative for building India's global dairy position. The author concludes that the dairy industry needs to gear up and achieve international competitiveness in terms of price, quality and technology.

Ashok Choudhery (2004), observed that the dairy industry's future depends upon expanding and meeting the domestic demand of milk and milk products. He finally concludes that more innovative ideas will be required to produce new products meeting with the aspirations of consumers.

Parekh (2005), highlights that the dairy industry need to improve upon the overall quality of the milk and milk products and to expand into the indigenous milk products manufacture in order to increase the volume processed by it of total milk produced in the country.

Joe Phelan (2007), in his study observed that urbanization and economic development will increase the range and sophistication of products and it will also lead to an increase in the proportion of milk entering the formal channels in developing countries.

Cuma Akbay and Tiryaki (2008) in their study entitled "Unpacked and packed fluid milk consumption patterns" suggest that unpacked fluid milk preference is related positively to household size, income and age of the household head, and negatively to education level of the household head and status of the household wife. Similarly, pasteurized and sterilized fluid milk preferences are related positively to income and the education level

of the household head, and negatively to household size and age of the household head. Results from these analyses are used to suggest techniques for marketing fluid milk products to specific segments of the consumer population

Rena and Vadde (2010) concluded that majority of the consumers are purchasing milk from shops, commission agencies, consumers are satisfied with price, quality, and 74 percent consumers pay by card. Electronic media is playing significant role to advertising dairy products.

Nezakati, Kaun, and Asgari (2011) most of the companies not just only emphasize on their promotion but there are also the brand characteristics which can influence customer loyalty. Price and product quality become the prior elements in customer loyalty in brand characteristics. Customer loyalty develops on the basis of price and quality as these are the initial factors for considering a product for purchase again and again.

Kumar (2015) found that the newspaper is an effective tool of awareness in the area for the company. The Lakshya Milk is a bundle of attributes that encourages the consumers to become loyal. Due to the key attributes like taste, freshness, availability, price and packaging consumers believes that Lakshya milk deserves their loyalty. The overall satisfaction from lakshya milk is very high.

Sangeetha and Mohan (2016) stated that Consumer awareness is mainly focus on quality of the product, price of the product, brand of the product. Consumer satisfaction, consumer preference towards the product, product distribution that is channels of distribution and customer loyalty is the major area to satisfy the customer. Consumerism is essentially a social movement started to secure more rights for the buyers. It requires the marketers to give greater attention to protect the interest of the consumers.

Mary and Bai (2017) conducted a study on a sample of hundred consumers is taken and customer satisfaction towards packaged milk is analyzed through primary data. Various analyses are studied on Descriptive Analysis, and measure of dispersion like mean and standard deviation, and also finding out mean rank of different brands of milk by the consumers are also computed.

CONCLUSION

Studies reviewed focused mainly on customer satisfaction on dairy industry. It was revealed that the studies on customer satisfaction by researchers throughout the work during years. There were

different objectives of the studies regarding the customer satisfaction as per the review of literature:

- ❖ Introduction of milk purchase customer
- ❖ Factors affecting the milk products
- ❖ Comparative study of distribution of organized and unorganized dairy
- ❖ Preference ,satisfaction in dairy milk
- ❖ Analysis and measure of dispersion like mean, standard deviation.

Based upon the review of literature ,these studies analyzed &compared of customer satisfaction dairy milk .The previous studies showed that the customer satisfaction in organized and unorganized dairy milk. Some studies concluded that organized and unorganized milk to positive shocks of the dairy milk. The researchers also suggested that customer satisfaction. A very few studies are focusing for organized and unorganized dairy industry. The researchers also suggested that investors adjust customer satisfaction on organized and unorganized dairy industry. The studies concluded that a customer satisfaction on dairy milk prices, preference ,availability, quality on the basis of past information. Haryana is known as a dairy city. There are many dairies in the city which provide milk and other milk products in the market. In our study we find that a large majority of consumer mostly preferred the unpacked milk because of the freshness of the milk and they believe that the unpacked milk has pure quality. Unpacked milk comes without adding any chemical. So, customer has positive attitude toward unpacked milk. While out many customer prefer to purchase packed milk because they want a standard fat level and standard quality of milk. There is a need for creating awareness, spreading information and educating customer about the importance of pasteurized milk which is provided by the established milk brands in the market. In addition, if organized dairy improves its performance in terms of easy availability and affordability the dependence of people on unprocessed milk will be over. This will give the required boost to the organized sector and the involvement of the organized sector will drive the growth of Indian dairy industry.

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