

CONSUMER SATISFACTION AT SARDA DAIRY FOOD PRODUCT LTD

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Abstract - This file investigates consumer pride with Sarda Dairy food Product Ltd., specializing in various factors of its product services. carried out thru a dependent survey allotted to 30 clients, with 17 responses acquired, the study objectives to evaluate pride degrees, possibilities, and regions for development. Key survey questions addressed average delight, product possibilities, and recommendations for improvements.

The findings screen a generally high stage of satisfaction amongst consumers, with 60% indicating they are 'Very glad' with the products, particularly favouring milk as their number one desire. but, 10% of respondents expressed 'neutral' pride, highlighting potential areas for the agency to beautify its services. Open-ended remarks supplied insights into client expectancies, with commonplace hints along with an boom in product range and enhancements in packaging.

The analysis suggests that whilst Sarda Dairy keeps a robust marketplace presence, there are opportunities to further beautify customer experience and loyalty. by way of leveraging patron feedback and implementing strategic enhancements, Sarda Dairy can keep to thrive inside the aggressive dairy market. This document serves as a treasured aid for the corporation to better align its products and services with patron wishes and choices, in the end contributing to sustained growth and consumer satisfaction.

Key Words: Consumer Satisfaction, Dairy Products, Customer Feedback, Product Preferences, Market Analysis, Service Improvement

1.INTRODUCTION

Consumer shopping for behavior is the sum of a patron's attitudes, preferences, intention, and choices regarding their behavior in the marketplace when shopping for a product or service. This lesson explores the elements of purchaser buying conduct and buying styles, in addition to how these choices may be exceptionally understood to broaden a deeper purchaser know-how.

Purchaser conduct: Definition it's miles widely the observe of people, or groups and the strategies clients use to look, select, use and take away merchandise, offerings, revel in, or thoughts to meet wishes and have a look at of its effect at the patron and society.

1.1 Need for Study of Consumer Behavior

The have a look at of purchaser conduct facilitates anybody as all are daily. it is important for marketers everyday recognize clients daily continue to exist and succeed in this aggressive advertising environment. the subsequent motives highlight the significance of studying consumer behavior as a discipline, significance in life.

The reason of studying a discipline is every day assist oneself everyday better respect its contributions. The cause everyday study consumer conduct is every day every day the role it performs within the lives of people. maximum of the unfastened time is spent inside the marketplace region, purchasing or engaging in other sports.

The more time is commonly surpassed in understanding and considering products and services, discussing with buddies about them, and looking classified ads day-to-day them. the usage of them considerably famous our life styles. a majority of these reasons recommend the want for examine. but, the cause can be to attend instantaneous and tangible reasons. Pertinence day-to-day choice Making customer conduct is said every day be an implemented discipline as a few choices are appreciably laid low with their behavior or anticipated movements. the 2 perspectives that are seeking for software of its knowledge are micro and societal perspectives. The micro perspectives contain know-how client for the motive of assisting a company or organization everyday attain its objectives. The humans worried in this field try and understand day-to-day day-to-day be greater powerful at their responsibilities.

1.2 Consumer Decision Making Process

The most crucial surroundings wherein firms perform is their client environment because the simple notion of advertising-oriented company – that the client is the centre around which the enterprise revolves. consequently, advertising humans want to apprehend the techniques that their clients go through whilst making selection. The client selection making technique includes series of related and sequential ranges of activities. The procedure starts offevolved with the invention and reputation of an unsatisfied want or need. It becomes a power. customer begins search for records. This search gives upward push to numerous options and finally the acquisition selection is made. Then buyer evaluates the publish purchase behavior to know the extent of pleasure. The procedure is explained under with the help of diagram.

1.3 Steps In Decision Making Process



Figure 1: Decision Making Process

1. **Need Recognition** whilst someone has an unsatisfied need, the buying technique begins to fulfill the wishes. The need can be activated by using inner or external elements. The depth of the need will indicate the velocity with which someone will flow to fulfill the want. On the idea of need and its urgency, the order of priority is decided. entrepreneurs have to provide required information of selling factors.
2. **Information Search** recognized needs may be glad handiest while desired product is known and additionally effortlessly to be had. specific merchandise are available within the marketplace, but consumer ought to understand which product or emblem offers him maximum satisfaction. And the character has to search out for relevant data of the product, brand or place. purchasers can use many assets e.g., neighbours, pals and family. entrepreneurs also offer relevant records via advertisements, stores, sellers, packaging and income promotion, and window showing. Mass media like news papers, radio, and television offer data. in recent times internet has turn out to be an critical and reliable source of statistics. marketers are expected to provide latest, reliable and ok data three assessment of alternatives this is a important level within the technique of buying. Following are vital factors inside the manner of options evaluation.
3. **Evaluation of Alternatives** This is a critical stage in the process of buying. Following are important elements in the process of alternatives evaluation.
 - I. A product is regarded as a package of attributes. these attributes or capabilities are used for evaluating products or brands. as an example, in washing system patron considers price, ability, era, high-quality, version and size.

II. Factors like enterprise, emblem photo, and distribution network and after-sales service additionally come to be crucial in assessment.

III. Entrepreneurs ought to recognize the importance of those elements with reference to the clients even as manufacturing and advertising their products.

4. **Purchase Decision** final results of the evaluation develops likes and dislikes about opportunity products or brands in consumers. This attitude closer to the logo affects a decision as to buy or not to buy. hence the prospective client heads towards final selection. in addition to all of the above factors, situational elements like finance options, dealer phrases, falling prices and many others., also are considered.
5. **Post- Purchase Behavior** post-purchase conduct of purchaser is extra important as a ways as marketer is concerned. purchaser receives emblem desire only while that logo lives as much as his expectation. This emblem desire obviously repeats income of marketer. A glad purchaser is a silent advertisement. however, if the used brand does now not yield desired pleasure, terrible feeling will occur and a good way to result in the formation of negative mindset closer to logo. This phenomenon is known as cognitive dissonance. entrepreneurs attempt to use this phenomenon to draw customers of other manufacturers to their manufacturers. extraordinary promotional-blend factors can help entrepreneurs to hold his customers in addition to to draw new customers.

2. REVIEW OF LITERATURE

This segment explores present studies associated with operational efficiency, consumer behaviour, and advertising and marketing strategies within the dairy enterprise. The review affords a foundation for know-how the demanding situations and possibilities relevant to Sarda Dairy food products Ltd.

2.1 Trends and challenges within the Dairy industry

The global dairy enterprise is experiencing considerable increase because of growing urbanization, rising disposable incomes, and changing meals choices. According to kumar and singh (2020), the demand for cost-added dairy products together with cheese, yogurt, and flavored milk is increasing, in particular in city areas. But, sharma et al (2019) spotlight that the industry faces challenges along with fluctuating milk buy prices, inconsistent nice of uncooked materials and increasing stress to adopt sustainable practices. To address those demanding situations, aggarwal (2021) emphasizes the importance of innovation in product improvement and deliver chain control, noting that corporations that focus on those regions tend to gain more solid operations and extra competitiveness in the market.

2.2 Operational efficiency in Dairy manufacturing

Green production procedures are essential to reduce expenses and maintain product excellent. Mishra and roy (2021) argue that the integration of automation in the production of dairy merchandise can drastically lessen manual errors and growth the consistency of manufacturing. Similarly, gupta and mehta (2020) argue that the advent of technologies, together with iot (internet of things), permits companies to manipulate real -time manufacturing techniques, for that reason enhancing choice -making and reduction losses. Saxena et al. (2018) we carried out studies of medium dairy producers, and observed that organizations that invest in automation have found 20 % manufacturing performance within 12 months. This highlights the importance of generation adoption to gain operational excellence.

2.3 Purchaser behaviour and alternatives inside the dairy quarter

Due to growing recognition closer to fitness and sustainability, customer possibilities in the dairy market are rapidly evolving. In line with patel and verma (2020), the enhanced dairy merchandise do not include lactose, which is the call for for natural products, and the improved dairy merchandise are increasing substantially. Their research shows that

sixty five % of customers among the a long time of 25 and 40 select organic merchandise compared to normal options, and are the primary motives for health. In addition, singh and joshi (2019) highlight the importance of packaging and labelling, with 78% of respondents pointing out that sustainable packaging affects their purchasing selection, a trend that suggests the need for groups to adapt their merchandise to fit health- and environmentally-conscious purchaser choices.

2.4 Dairy advertising and marketing techniques.

The effectiveness of advertising and marketing strategies in the dairy industry has modified with the arrival of virtual systems. Das and Kapoor (2021) argue that social media advertising plays a key position in building logo consciousness and attracting a more youthful target audience. They highlight the achievement of campaigns that combine storytelling and promotional gives to create an emotional connection with consumers.

On the other hand, Jain and Nair (2019) factor out that conventional marketing techniques which include in-save promotions and product presentations remain effective in reaching rural and semi-city purchasers. The combination of virtual and traditional strategies ensures a balanced approach to exceptional market segments.

2.5 The function of generation inside the dairy area

Technological improvements are revolutionizing the dairy enterprise with the aid of improving production, supply chain control, and marketplace attain. Bhardwaj and Reddy (2020) endorse that blockchain era can deliver transparency to the dairy deliver chain, thereby growing client self assurance within the excellent of the product, at the same time as Chatterjee et al. (2021) spotlight the position of predictive analytics in forecasting demand, supporting agencies optimize stock control and reduce wastage.

2.6 E-commerce structures have additionally emerged as a good sized increase driving force.

In line with Roy and others. (2022), on-line channels have extended income of dairy products in pandemic by using 15 %, emphasizing the importance of virtual change in the industry. Studies gap

At the same time as current studies with the aid of Kumar and Singh (2020) and Patel and Verma (2020) offer treasured insights into customer alternatives and enterprise strategies, there is little research on medium-sized enterprises like Sarda Dairy food products Ltd. This study pursuits to fill this hole by investigating the combination of superior technology and customized advertising strategies for these businesses, offering sensible insights to improve each operational performance and market positioning.

3. RESEARCH METHODOLOGY

Section A: Research Plan

on this phase, we can outline the research technique used to assess client delight with Sarda Dairy food Product Ltd. The research plan become based to accumulate meaningful insights into consumer stories, choices, and remarks. the subsequent table summarizes the approach taken:

Research Plan Element	Details	Explanation
Research Method Used	Survey Method (Questionnaire)	A survey turned into selected because it permits for the collection of quantitative and qualitative data immediately from consumers in an green way. the usage of a based questionnaire ensured that standardized facts may be amassed from all respondents. This technique is likewise appropriate for assessing satisfaction ranges throughout more than one product attributes including excellent,

		pricing, and availability. The survey format enabled the researcher to acquire data remotely, lowering time and resource constraints.
Research Design	Descriptive Research Design	A descriptive research layout was hired to benefit detailed insights into customer pride degrees with Sarda Dairy products. This design is suitable because it helps describe and recognize the present day nation of customer choices, experiences, and expectations. by way of the use of a dependent survey, the observe aimed to explain key trends, inclusive of the most famous merchandise and areas where consumers preference enhancements. This layout is powerful in expertise and interpreting the pride ranges based totally on real patron responses.
Analysis Technique Used	Descriptive Statistics (Frequency and Percentage Analysis)	Descriptive records were used to analyze the responses of the 17 purchasers who participated in the survey. This method turned into selected as it permits for a straightforward interpretation of the accumulated facts, assisting to summarize the frequency of responses and calculate probabilities. The consequences may be effortlessly visualized and interpreted via tables and charts. using this analysis approach provides a clean view of purchaser delight trends and helps perceive commonplace subject matters or troubles which could need attention.

Explanation of Each Section:

- Research Method Used:** The Survey method the usage of a established questionnaire became decided on to allow for direct engagement with the customers of Sarda Dairy products. Surveys are green and practical for collecting client feedback, in particular when assessing subjective aspects including pleasure. Given the constrained time for facts collection and the remote nature of the respondents, the survey became an ideal choice for accumulating complete statistics.
- Research Design:** The Descriptive studies layout turned into deemed suitable because the objective of the examine changed into to describe the present day level of delight among Sarda Dairy's clients. This design enabled the study to gather unique facts factors on consumer experiences, examine traits, and make interpretations approximately satisfaction with out manipulating variables or trying out causality.
- Analysis Technique Used:** Descriptive data were hired to analyze the facts. Frequency distribution and percentage evaluation assist interpret the consequences efficaciously, presenting a clean know-how of how many consumers are satisfied, what products they decide upon, and which regions want development. This technique makes the facts clean to recognize and report in the findings phase.

Section B: Sampling Plan

on this segment, we provide details of the sampling plan used to collect records for the have a look at on client pride with Sarda Dairy food Product Ltd. The sampling plan turned into designed to accumulate relevant remarks from a targeted organization of purchasers, making sure the results are representative and useful for evaluation.

Sampling Plan Element	Details
Tools Used for Data Collection	Questionnaire: A dependent questionnaire changed into used to accumulate records from purchasers. The questionnaire covered a mixture of more than one-choice questions, Likert scale scores, and open-ended responses to accumulate special feedback on various aspects of Sarda Dairy's merchandise. The device turned into selected for its capability to seize each quantitative and qualitative records effectively.
Data Collection	The statistics become gathered with the aid of distributing the questionnaire to 30 customers of Sarda Dairy products. The distribution become executed electronically via electronic mail and messaging systems, bearing in mind brief and clean get right of entry to for respondents. purchasers have been given a deadline of seven days to reply, with reminders sent out after three days to inspire participation.
Sample Size	Sample Size: 30 Consumers (17 Responses Received): Out of the 30 purchasers who received the questionnaire, 17 replied, imparting feedback for evaluation. despite the fact that not all responses had been amassed, the sample length of 17 respondents is considered adequate for the exploratory nature of the have a look at, supplying insights into client pleasure tendencies.

Explanation of Each Section:

- Tools Used for Data Collection:** The Questionnaire turned into the number one tool for statistics series, designed to cowl numerous components of patron delight, which includes product satisfactory, pricing, packaging, availability, and customer support. The tool allowed for each near-ended responses (for ease of analysis) and open-ended comments (for in-intensity insights).
- Data Collection:** statistics series involved electronically distributing the questionnaire to 30 focused customers who frequently purchase Sarda Dairy products. The digital layout (electronic mail and messaging structures) changed into selected for its comfort and efficiency, permitting respondents to participate with out geographical limitations.
- Sample Size:** The study aimed for a sample length of 30 consumers, of which 17 responses have been received. at the same time as the reaction price become decrease than the target, the data from those 17 purchasers turned into nevertheless precious for knowledge key satisfaction traits, because the respondents represented a numerous pass-segment of Sarda Dairy's purchaser base.

Section C: Hypothesis of the Study

on this section, the hypothesis of the examine is printed. The hypothesis is formulated primarily based on the key objectives of the research, which specializes in evaluating client satisfaction with Sarda Dairy food Product Ltd. The

speculation sets a foundation for analyzing whether the organization's merchandise meet client expectations in terms of fine, pricing, packaging, and overall satisfaction.

Null Hypothesis (H_0):

there may be no substantial distinction inside the degree of purchaser pride throughout exclusive product categories (e.g., milk, yogurt, paneer, and so forth.) provided by using Sarda Dairy meals Product Ltd.

Alternative Hypothesis (H_1):

there's a tremendous difference in the degree of client pleasure throughout exceptional product classes supplied by Sarda Dairy meals Product Ltd.

Explanation of the Hypotheses:

1. **Null Hypothesis (H_0):** The null speculation suggests that all product categories supplied by means of Sarda Dairy (such as milk, cheese, butter, yogurt, etc.) generate comparable degrees of consumer satisfaction. If this hypothesis is supported, it suggests that customer alternatives and delight are steady throughout the special product offerings.
2. **Alternative Hypothesis (H_1):** The alternative hypothesis suggests that patron satisfaction varies substantially throughout the exclusive product categories. this would imply that consumers might also have different satisfaction ranges relying at the product type, including being greater happy with milk however much less satisfied with other products like paneer or flavored yogurt.

Objective of Testing the Hypothesis:

The primary goal of trying out this speculation is to determine whether there are any massive variations in client pleasure across Sarda Dairy's product variety. If the null speculation is rejected, it can factor to areas wherein the organization desires to improve certain product strains to decorate average purchaser pride. then again, if the null hypothesis is standard, it indicates that Sarda Dairy is appearing continually across all product services.

SURVEY AND RESULTS

The survey was designed to assess consumer satisfaction with various products offered by Sarda Dairy Food Product Ltd. The questions were formulated to capture customer experiences, preferences, and areas for improvement.

5.1 List of Survey Questions:

- How satisfied are you with Sarda Dairy products?
 - Very Satisfied
 - Satisfied
 - Neutral
 - Dissatisfied
 - Very Dissatisfied
- Which Sarda Dairy product do you purchase most frequently?
 - Milk
 - Yogurt
 - Paneer
 - Butter
 - Cheese
- What improvements or changes would you like to see in Sarda Dairy products or services?

5.2 Results Overview:

The responses from the survey provided valuable insights into customer satisfaction and preferences:

- **Overall Satisfaction Levels:**
 - 60% of respondents reported being 'Very Satisfied' with Sarda Dairy products.

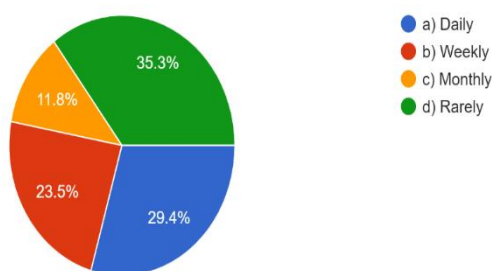
- 30% indicated they were 'Satisfied.'
- 10% of respondents expressed 'Neutral' satisfaction.
- **Most Preferred Products:**
 - 40% of consumers indicated milk as their preferred product.
 - Yogurt and paneer were favored by 25% and 20% of respondents, respectively.
- **Suggestions for Improvement:**
 - Common suggestions included enhancing product variety and improving packaging.

5.3 Detailed Analysis:

- **Satisfaction Levels:** The high percentage of respondents indicating 'Very Satisfied' suggests that Sarda Dairy is successfully meeting customer expectations. However, the 10% neutral responses may indicate some areas where improvements could be beneficial.
- **Product Preferences:** The preference for milk over other products highlights the need for Sarda Dairy to focus marketing efforts on this category, potentially expanding flavors or packaging options.
- **Suggestions for Improvement:** Customers frequently suggested increasing the variety of yogurt flavors and enhancing the packaging for better convenience.
 - **Survey Results**

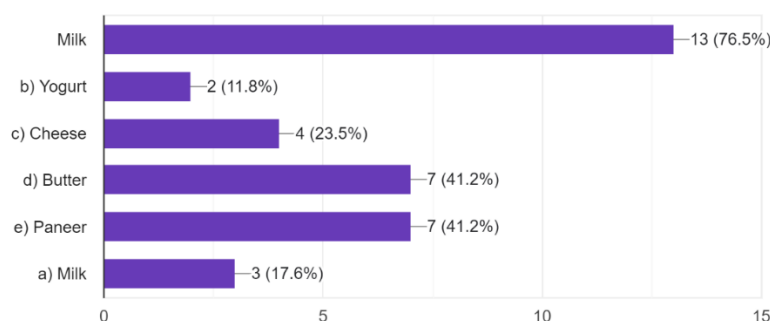
1. How frequently do you purchase Sarda Dairy products?

17 responses



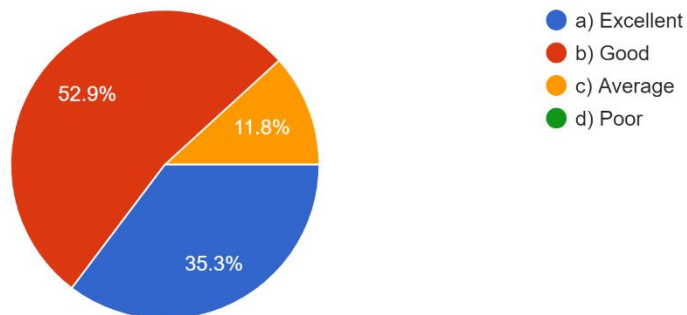
2. Which Sarda Dairy products do you purchase most often?

17 responses



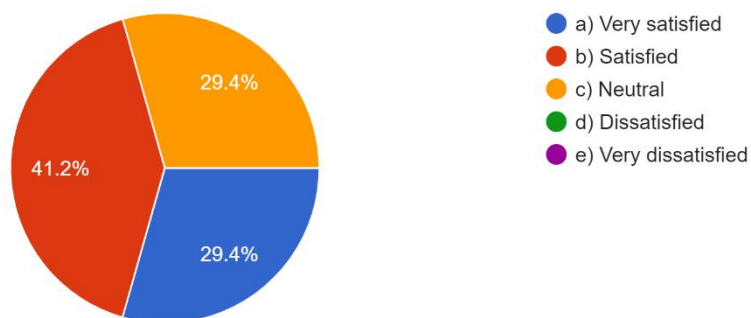
3. How would you rate the quality of Sarda Dairy products?

17 responses



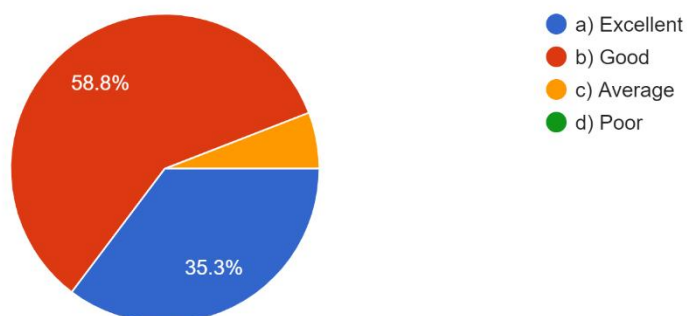
4. How satisfied are you with the pricing of Sarda Dairy products?

17 responses



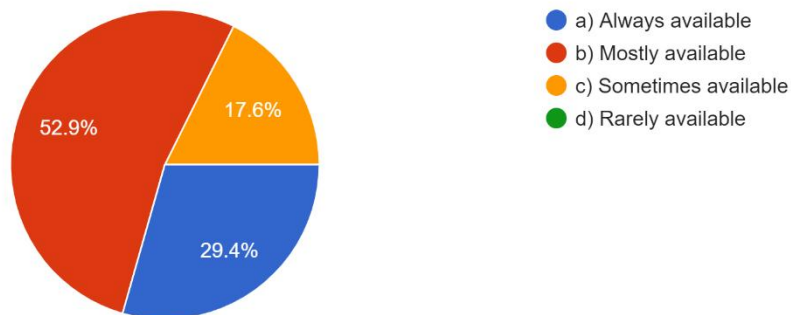
5. How do you rate the packaging of Sarda Dairy products?

17 responses



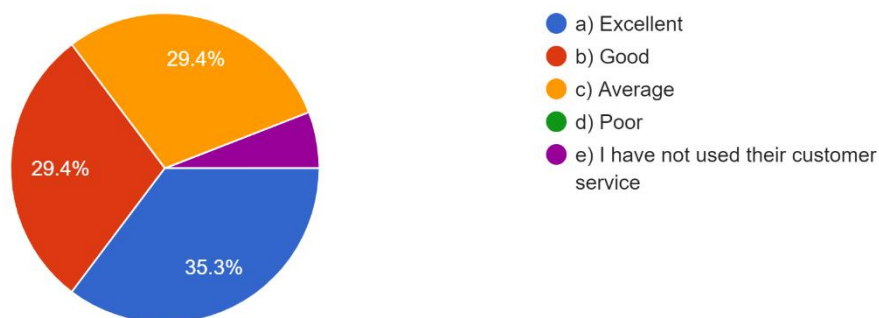
6. How easily available are Sarda Dairy products at your preferred stores?

17 responses



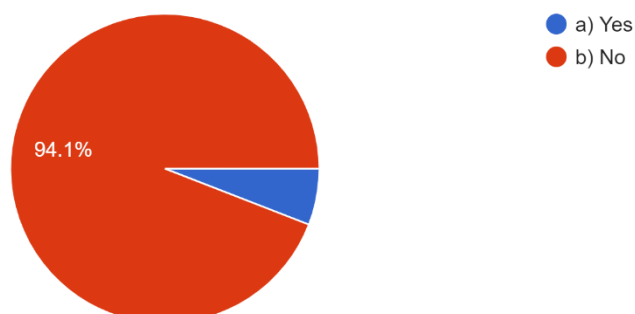
7. How would you rate your overall experience with Sarda Dairy's customer service?

17 responses



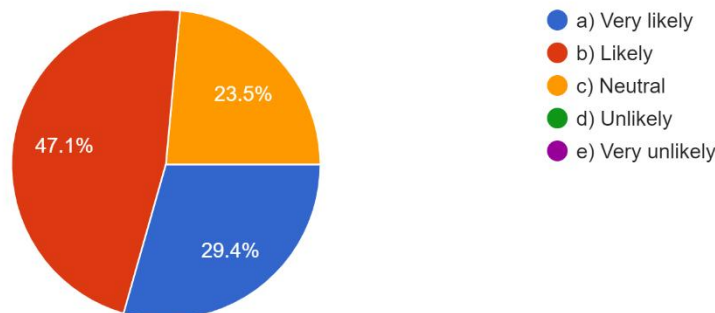
8. Have you ever faced any issues with Sarda Dairy products?

17 responses



9. How likely are you to recommend Sarda Dairy products to others?

17 responses



CONCLUSIONS

In end, this internship file offers a complete analysis of customer delight with Sarda Dairy meals Product Ltd. through a established survey carried out among a numerous organization of clients. The number one objective of the study became to understand the levels of satisfaction associated with Sarda Dairy's product offerings, identify customer preferences, and highlight areas for potential improvement.

The findings from the survey reveal a commonly excessive level of pride amongst customers, with 60% of respondents indicating they're 'Very happy' with Sarda Dairy products. Milk emerged as the maximum favored product, suggesting a robust marketplace presence on this category. however, the information also indicated that 10% of respondents expressed 'neutral' pleasure, pointing to unique regions where the organization could beautify its services.

customer remarks accumulated thru open-ended questions provided valuable insights into client expectancies. hints for improvement included growing product range and enhancing packaging, specially for yogurt and other dairy gadgets. Addressing those suggestions could not simplest increase client pride but additionally improve Sarda Dairy's aggressive position inside the market.

typical, the take a look at underscores the importance of actively attractive with clients to benefit insights into their options and desires. by means of leveraging the findings of this report, Sarda Dairy food Product Ltd. can implement strategies aimed toward enhancing product quality, expanding offerings, and enhancing patron experience. This, in flip, will foster extra customer loyalty and make contributions to the organization's persisted boom and success inside the dairy enterprise.

The insights garnered from this studies will function a precious useful resource for destiny strategic decision-making, permitting Sarda Dairy to stay attentive to its clients and adapt to changing market dynamics.

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