

Case Study on Customer Satisfaction on Arokya Dairy Products Towards Coimbatore City

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ABSTRACT

This case study examines customer satisfaction with Arokya Dairy products in Coimbatore city. The study aims to identify the factors influencing customer satisfaction, assess the level of satisfaction, and provide recommendations to enhance customer loyalty and retention. A survey of Arokya Dairy customers in Coimbatore city was conducted, and the data was analyzed to determine the relationship between product quality, price, customer service, and overall satisfaction. The findings of this study will help Arokya Dairy to understand its customers' needs and preferences, and make informed decisions to improve its products and services, ultimately leading to increased customer satisfaction and loyalty.

INTRODUCTION

AROKYA Dairy, a well-known brand in Tamil Nadu, has carved a significant niche in the dairy industry by offering a range of high-quality dairy products. The brand has earned the trust of consumers with its commitment to delivering fresh, nutritious, and safe dairy items such as milk, curd, butter, ghee, and various value-added products. In Coimbatore, a city known for its growing consumer base and diverse preferences, AROKYA Dairy has become a household name due to its consistent quality and availability. Customer satisfaction is a crucial factor in AROKYA Dairy's ongoing success in Coimbatore, where consumers are becoming increasingly discerning about the products they consume. With factors such as freshness, taste, packaging, and price playing a pivotal role in shaping customer experiences, understanding how AROKYA Dairy meets these expectations is essential for both the brand and the broader dairy market. Moreover, the rise in health consciousness and the demand for more natural, preservative-free products has further influenced consumer perceptions and satisfaction levels. In conclusion, customer satisfaction is an ongoing process that demands constant attention and adaptation in response to consumer feedback and market dynamics. For AROKYA Dairy, it is crucial to maintain a close connection with its customers in Coimbatore and deliver products that meet their needs and expectations. By doing so, AROKYA can continue to strengthen its market position and remain a preferred choice among Coimbatore's diverse and discerning consumer base. Over the past few years, dairy products have faced increasing competition from a variety of sources, ranging from local producers to multinational brands entering the market. As consumers become more aware of health concerns, such as lactose intolerance and the demand for organic or preservative-free products, the role of customer satisfaction becomes even more pronounced. AROKYA Dairy, in particular, must constantly align its offerings with consumer expectations and emerging trends in order to stay relevant.

OBJECTIVES OF THE STUDY

- Identity key factors Influencing Satisfaction.
- Compare customer satisfaction across different brands.
- Examine the impact of packing and labelling on satisfaction.
- Investigate the role of price and value perception on satisfaction.

SCOPE OF THE STUDY

Arokyia, a well-established dairy brand under Hatsun Agro Products, has significant scope in Coimbatore due to its strong reputation for quality and freshness. With a growing urban population and a preference for trusted dairy brands, Arokyia's diverse product range, including fresh milk, curd, ghee, and buttermilk, aligns well with the dietary habits of the region. The increasing demand for premium and value-added dairy products, such as flavored milk and probiotic options, provides opportunities for Arokyia to expand its market share. Leveraging Coimbatore's affinity for fresh and reliable dairy, along with its efficient distribution network and focus on quality, Arokyia can continue to thrive and cater to both traditional and modern consumer needs.

METHODOLOGY OF THE STUDY

The study is intended to analyse customer Satisfaction towards Arokyia dairy Products in Coimbatore city.

The methodology of the study includes

- ❖ Area of the study
- ❖ Source of data
- ❖ Sample size
- ❖ Statistical tools used

Area of the study

The area of the study is confined to Coimbatore city.

Period of the study

The research is conducted over a period of 4 months from December 2024 to march 2025.

SOURCE OF DATA

The study uses only primary data confined questionnaire have been prepared and collected from various consumers. The Primary research is done to gather original data required for the research. The research is focused on both Qualitative and Quantitative issues. The Secondary data are collected from websites, books, journals, etc.

RESEARCH TOOLS

- ❖ Percentage Analysis
- ❖ Ranking Analysis

REVIEW OF LITERATURE

➤ **M.Vairamuthu and GokulaKrishnan (2017)**¹, A study on Brand positioning Dairy products in Villupuram, Tamil Nadu set out to study consumer involvement in brand positioning in dairy product categories. Their main objective was to identify the expectation and perception of consumers towards the dairy brand, to learn the 723 factors influencing consumers decision towards product Selection and find out the reason for customers preferring other brand milk

➤ **Ramya. N and SA Mohamed Ali (2018)2**,“A study on consumer buying behaviour towards Amul product with special reference to Coimbatore city” The Buying Behaviour is positive, indicating that the consumer’s purchasing behaviour is strong. The product’s promotional techniques can be modified in order to boost the company's sales significantly. As a result, it has thorough research in a specific field

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➤ **Dr.K.Vanaja(2019)4**, A Study on customer preference towards Hatsun Milk Products with Special Reference to Coimbatore city. Price has a significant and positive impact on customers’ perception and choice in selecting Hatsun products. Generally, the customer changes their behaviour 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 pointed out that milk customers prefer taste over price.

DATA ANALYSIS AND INTERPRETATION

Percentage Analysis

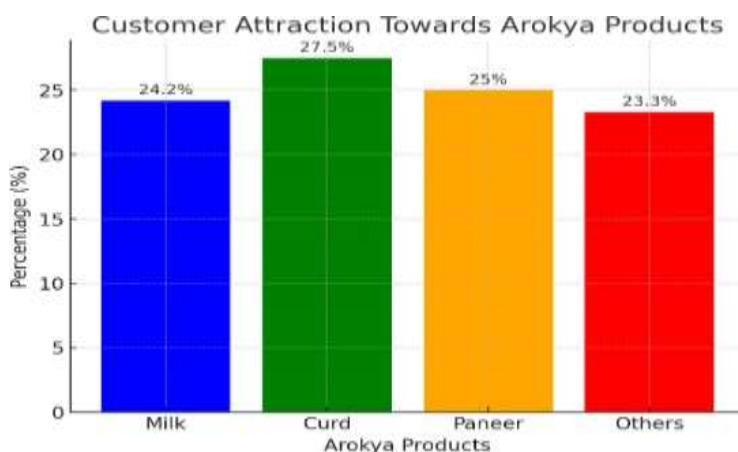
Percentage analysis is a financial and statistical tool used to examine data by expressing figures or numbers as a percentage of a total or base value. This method simplifies complex data sets, making it easier to identify trends, proportions, and relationships.

TABLE 1

Products that attracted customer

Particulars	Frequency	Percentage
Milk	29	24.2
Curd	33	27.5
Panner	30	25
Others	28	23.3
Total	120	100

BAR CHART



INTERPRETATION

- **Curd (27.5%)** is the most popular product, attracting the highest number of customers.
- **Paneer (25%)** follows closely as the second most preferred product.
- **Milk (24.2%)** is also a major attraction but slightly behind curd and paneer.
- **Other products (23.3%)** have a considerable customer base but are the least preferred among the given options.

Ranking Analysis

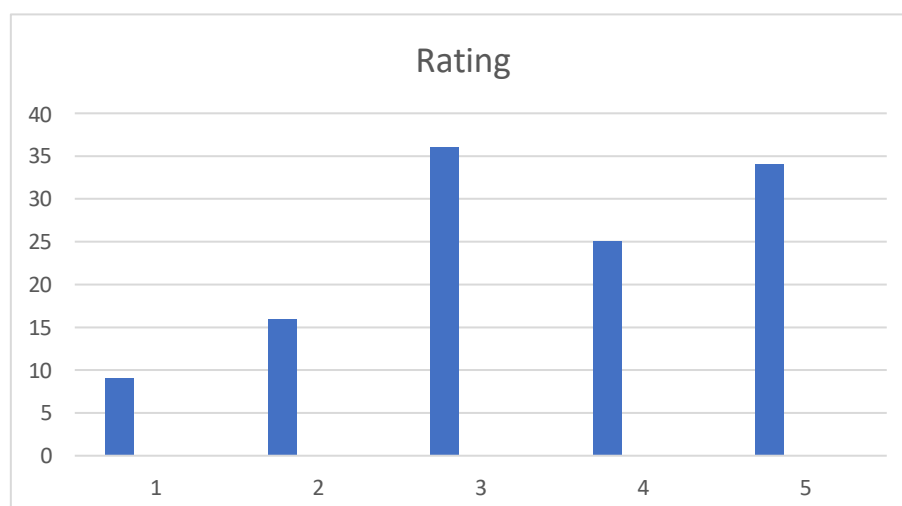
Rank analysis is a method used to prioritize, compare, or evaluate entities by assigning them ranks based on specific criteria or attributes. It helps in organizing data in a meaningful order, often from highest to lowest or vice versa.

TABLE 2

Raring for the service provided by Arokya Dairy Products

Particulars	Frequency	Percentage
1	9	7.6
2	16	13.4
3	36	30.3
4	25	21
5	34	27.7
Total	120	100

COLUMN CHART:



INTERPRETATION

- **48.7%** (i.e., nearly half of the respondents) rated customer service as either **Good or Excellent**.
- This indicates a generally favorable perception of Arokya Dairy's customer service.
- **30.3%** of customers felt that the service was **neither good nor bad**.
- This suggests a significant opportunity for improvement to shift neutral customers toward a more positive experience.
- **21%** of respondents rated the service as **Poor or Very Poor**.
- While not a majority, this is a notable percentage and suggests that some customers are dissatisfied.

Rank Analysis (Highest to Lowest):

Rank	Category	Value (Approx.)
1st	3	~37
2nd	5	~35
3rd	4	~25
4th	2	~15
5th	1	~5

CONCLUSION

Arokya Dairy Products enjoys strong word-of-mouth marketing and overall customer satisfaction. However, enhancing digital marketing, diversifying products, improving customer service, and increasing engagement with dissatisfied customers can significantly boost brand loyalty and sales. Arokya Dairy Products must enhance quality, optimize pricing, and increase convenience to improve customer satisfaction and loyalty. By expanding payment options, focusing on best-selling products, and strengthening marketing efforts, Arokya can attract more customers and retain them long-term.

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