

Retailer Perception and Satisfaction Towards Short Shelf-Life Dairy Products

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Abstract - This study examines retailer perception and satisfaction towards short shelf-life dairy products with special reference to Godrej Jersey. Retailers play a crucial role in maintaining freshness and ensuring last-mile delivery of perishable dairy products such as milk, curd, paneer, and buttermilk. Primary data was collected from 162 retailers operating in Hyderabad and Rajahmundry using a structured questionnaire. Statistical tools such as reliability analysis, KMO and Bartlett's test, factor analysis, and regression analysis were employed. The results reveal that product freshness, delivery frequency, packaging suitability, brand support, and consumer pull have a significant positive influence on retailer satisfaction, which in turn impacts retailer loyalty. The findings provide valuable managerial implications for dairy companies to enhance supply chain efficiency and strengthen retailer relationships.

Key Words: Retailer perception, short shelf-life dairy products, retailer satisfaction, supply chain, loyalty.

1. INTRODUCTION

The Indian dairy industry is one of the largest contributors to the food and beverage sector, playing a significant role in nutrition, employment, and economic development. Short shelf-life dairy products require efficient cold-chain management and rapid distribution due to their perishable nature. Retailers act as the final interface between dairy producers and consumers, making their perception and satisfaction critical for market success. Understanding retailer perspective helps dairy companies reduce wastage, improve logistics efficiency, and enhance brand loyalty. This study focuses on analyzing retailer perception and satisfaction towards short shelf-life dairy products with special reference to Godrej Jersey.

2. Body of Paper

occurring Retailer perception is influenced by several operational and brand-related factors such as product freshness, delivery timeliness, packaging quality, margin structure, and after-sales support. In the context of short shelf-life dairy products, maintaining freshness and minimizing spoilage are critical challenges. Efficient delivery systems and responsive distributor support play a major role in enhancing retailer

confidence. The study identifies these determinants and examines their impact on retailer satisfaction and loyalty using empirical data.

Table -1: Reliability Testing

Cronbach's Alpha = 0.937 for the 24-item instrument, indicating excellent internal consistency. This suggests the items reliably measure their intended constructs and that the scale has high internal consistency (values ≥ 0.70 are generally acceptable; ≥ 0.90 considered excellent).

Reliability Statistics

Cronbach's Alpha	N of Items
.937	24

Reliability test

Interpretation: High alpha suggests homogeneity among items; however, extremely high alpha can indicate redundancy items should measure related but not identical facets.

Sampling Adequacy

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.886
Bartlett's Test of Sphericity	Approx. Chi-Square
	df
	Sig.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin (KMO) = 0.886 — This value is meritorious (values between 0.80–0.90 are "meritorious"), indicating the sample is adequate for factor analysis.

Selected standardized regression weights (items → latent constructs):

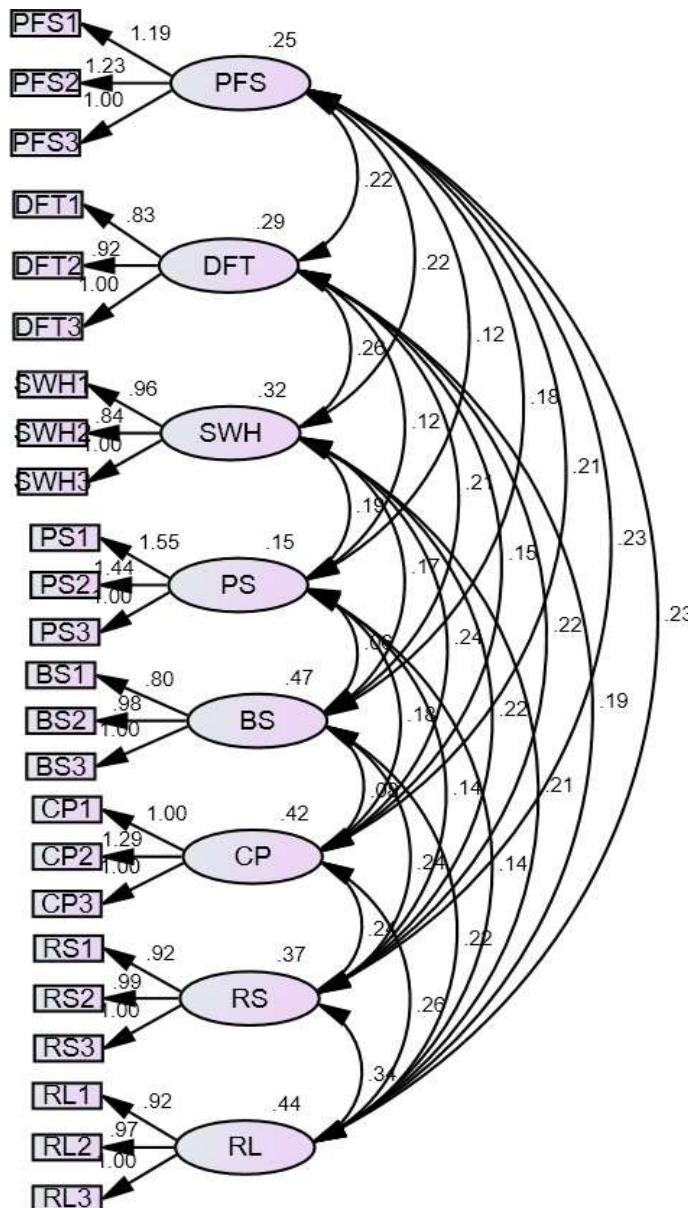


Figure 1: Measurement Model Validation

3. RESEARCH METHODOLOGY

The study adopts a descriptive and quantitative research design. Primary data was collected from 162 retailers through a structured questionnaire using a five-point Likert scale. Convenience and judgmental sampling techniques were used. Data analysis was carried out using SPSS software. Reliability

was tested using Cronbach's Alpha, and factor analysis was conducted to validate the constructs.

4. FINDINGS AND DISCUSSION

The findings indicate that product freshness and delivery frequency are the most significant factors influencing retailer satisfaction. Packaging suitability and brand support also show a positive relationship with satisfaction levels. Retailers who reported higher satisfaction demonstrated stronger loyalty intentions, including continued association and recommendation of the brand. These results highlight the importance of operational efficiency in managing short shelf-life dairy products.

5. CONCLUSIONS

Retailer satisfaction is a key determinant of success in the short shelf-life dairy segment. Dairy companies should focus on strengthening cold-chain logistics, ensuring timely delivery, and providing adequate retailer support to reduce spoilage and enhance trust. Improving these factors can lead to higher retailer loyalty and sustainable business growth.

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