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# A Comparative Study of Customer Satisfaction in Dairy Industry

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**ABSTRACT:** Customer satisfaction is crucial in the dairy industry. Quality, freshness, pricing, packaging, and reliable service significantly affect consumer loyalty and buying habits. This research looks at customer satisfaction among different dairy brands in the Chikkaballapur district of Karnataka. The study gathered data from 101 respondents through structured questionnaires. Key areas examined include product quality, taste, affordability, packaging, availability, and customer service. The results show that most consumers are very satisfied with product quality and availability, especially with the Nandini brand. Pricing and packaging got moderate satisfaction ratings, indicating areas that need improvement. The research also finds that demographic factors and changing consumer preferences influence satisfaction levels. This highlights the need for dairy companies to innovate and adjust continuously. The findings offer useful insights for dairy producers, marketers, and policymakers. These insights can help them create strategies to improve service quality, build consumer trust, and foster long-term loyalty in a competitive market. This study helps deepen the understanding of customer expectations and provides practical suggestions to strengthen the dairy sector's position in a changing market.

**KEYWORDS:** customer satisfaction, product Quality, freshness, pricing, packaging, customer service, Taste and variety Brand preference, customer feedback.

## I. INTRODUCTION

The dairy industry has long been recognized as one of the most vital sectors of the food economy, playing a central role in nutrition, livelihood generation, and cultural traditions. Milk and milk-based products serve not only as essential sources of protein, calcium, and vitamins but also as everyday commodities that reach households of diverse social and economic backgrounds. As the industry evolves to meet the growing demands of modern consumers, the focus has gradually shifted beyond mere availability of products to the degree of satisfaction experienced by customers. In today's competitive market, where choices are abundant and expectations are constantly rising, customer satisfaction has emerged as a key determinant of brand loyalty, purchasing behaviour, and overall organizational success.

Studying customer satisfaction in the dairy sector is particularly relevant because it is deeply tied to both consumer health and lifestyle. Unlike several other industries, dairy businesses operate in a field where product quality, safety, freshness, and trust directly influence customer perceptions. A consumer who is dissatisfied with the taste, packaging, pricing, or accessibility of dairy products may easily switch to an alternative brand or even to non-dairy substitutes that are increasingly available in the market. This makes it imperative for dairy companies, whether small cooperatives or large multinational brands, to closely monitor consumer preferences and respond proactively to emerging needs.

Moreover, the dairy industry in many countries, especially developing economies like India, carries a social and economic dimension besides business goals. Cooperative movements such as those pioneered by well-known dairy federations have highlighted the dual responsibility of ensuring farmer welfare while meeting consumer requirements in a sustainable manner. This creates a unique context for assessing customer satisfaction, as it is influenced by not only product attributes but also by values such as ethical practices, community development, and brand reputation.

A comparative study is particularly useful in this context because it allows for the identification of similarities and differences across various dairy brands, regions, or business models. By comparing how different companies or cooperatives address customer needs, valuable insights can be gained into best practices and potential areas for improvement. Such analysis not only contributes to academic understanding but also offers practical guidance to industry stakeholders on how to strengthen consumer trust and maintain competitive advantage.

This research, therefore, seeks to explore the levels of customer satisfaction in the dairy industry with a comparative perspective, addressing questions about what factors influence consumer choices, how different brands perform in fulfilling these expectations, and what strategies can enhance overall satisfaction in the future. By delving into these aspects, the study aims to contribute meaningfully to both scholarly discussions on service quality and practical efforts by the dairy sector to sustain long-term consumer loyalty.

## **II. REVIEW OF LITRATURES**

### **Nilesh Jadhav, Dr. Nilesh Anute (2024)**

This research examines customer perception and satisfaction in the dairy industry, with data collected from 190 respondents across rural and urban areas. The study highlights key factors such as product quality, price, technology, service, and brand reputation influencing consumer attitudes toward Govind products. Findings suggest that aligning strategies with consumer needs enables dairy businesses to improve offerings, strengthen relationships, and gain long-term competitive advantage.

### **Priyanka D (2024)**

This study investigates customer satisfaction with milk and milk products in Kerala, focusing on purchase behaviour, key attributes influencing satisfaction, and feedback mechanisms. Data were collected from 150 respondents using questionnaires, interviews, and secondary sources. Findings reveal that most customers expressed satisfaction with the quality and performance of dairy products in the region.

### **Ankita Tiwari and Ashutosh Chauby (2023)**

Butter is a widely consumed dairy product used to enhance the taste of food. This study presents a comparative analysis of customer preferences between Amul Butter and Gowardhan Butter in the suburban areas of Mumbai. The research aims to identify which brand is more preferred and the reasons behind consumer choices. Data was collected through a structured questionnaire from 104 respondents to understand buying behaviour and brand preference.

### **Dr. Toopalli Sirisha and Dr. Nalla Bala Kalyan (2023)**

This study examines customer satisfaction in the Indian dairy sector using data from 200 respondents collected through structured questionnaires and analysed with percentage methods. It emphasizes the role of dairy as a vital part of India's agricultural economy and explores factors driving customer contentment and loyalty. The insights aim to guide industry stakeholders in enhancing product quality, meeting consumer needs, and ensuring long-term growth.

### **Jocelyn D. Tuliao (2022)**

The study assessed customer satisfaction with CSU Piat's dairy products, surveying 50 purposively selected respondents across the Itawes District of Cagayan. Data on product quality, service, pricing, and problem-solving ability were collected using questionnaires and analysed with statistical tools. Results revealed a high level of satisfaction, with product quality, affordability, and service effectiveness significantly influencing consumer approval.

### **Sanjay Shukla (2015)**

The study focuses on a comparative analysis of Amul and Mother Dairy, providing an overview of both organizations and their product ranges. It employs a structured questionnaire with both open-ended and multiple-choice questions to collect primary and secondary data from retailers and customers. The research highlights consumer and retailer perceptions to understand market trends and preferences between the two brands.



### III. STATEMENT OF THE PROBLEM

Despite being one of the most essential sectors of the food and nutrition industry, the dairy industry faces growing challenges in sustaining customer satisfaction. Consumers today are not only concerned with affordability but also place strong emphasis on quality, freshness, packaging, hygiene, and even the ethical practices behind production. With increased competition among cooperative societies, private brands, and multinational companies, customers now have more choices than ever before. This abundance of options has intensified the pressure on dairy firms to consistently meet customer expectations and retain consumer loyalty.

At the same time, consumer preferences are rapidly changing due to urbanization, lifestyle shifts, and growing awareness about health and sustainability. Many customers are also exploring alternatives such as plant-based products, which further threatens the traditional dairy market. However, customer satisfaction levels vary significantly across brands and regions, signalling that some companies have been more successful than others in understanding and responding to consumer needs.

The problem, therefore, lies in the gap between what customers expect and what is delivered by dairy companies. While quality and trust remain decisive factors, inadequate attention to service, consistency, and innovation can result in dissatisfaction and brand switching. A comparative study of customer satisfaction is thus necessary to identify these gaps, uncover differences in consumer experiences, and suggest strategic improvements for the industry.

#### OBJECTIVES

1. To understand the overall level of customer satisfaction with dairy products and services in different brands or companies.
2. To identify and analyse key factors influencing customer satisfaction such as product quality, taste, price, packaging, and health benefits.
3. To evaluate the role of customer service, brand reputation, and problem-resolution mechanisms in shaping consumer satisfaction and loyalty.
4. To compare customer perception and satisfaction across various dairy brands or sectors to highlight strengths and weaknesses.
5. To analyse the relationship between customer satisfaction and brand loyalty in the dairy industry.

#### SCOPE OF THE STUDY

This study focuses on evaluating and comparing customer satisfaction in the dairy industry with special reference to milk and milk-based products. The research covers multiple factors influencing consumer satisfaction, including product quality, freshness, price, packaging, distribution, and customer service. It also examines how satisfaction impacts consumer loyalty and brand preference.

The scope is limited to selected regions and specific dairy brands, including cooperative, government-owned, and private enterprises, to provide meaningful comparative insights. The study is confined to consumer perspectives collected through structured questionnaires and secondary data sources. It does not include technical aspects of dairy production or supply chain efficiency, as the emphasis is on customer perception and satisfaction.

Findings from this study are expected to help dairy companies, policymakers, and marketers better understand consumer expectations, identify satisfaction gaps, and adopt strategies to improve competitiveness and customer loyalty in the dairy sector.

#### AREA OF THE STUDY

This research focuses on the Chikkaballapur district in Karnataka, an area known for its strong agricultural base and significant role in dairy farming. The district features a mix of semi-urban and rural populations, with both cooperative societies and private dairy enterprises operating actively. Its proximity to Bengaluru influences consumer habits by blending traditional and modern consumption patterns. This unique setting allows for a comprehensive examination of customer satisfaction in the dairy industry, reflecting diverse consumer preferences regarding product quality, affordability, availability, and brand trust. For this study, a total of 101 responses were collected through structured questionnaires, ensuring a representative sample of customer perceptions within this region.

#### IV. DATA COLLECTION

The data for this study will be collected using a combination of primary and secondary sources to ensure comprehensive insights into customer satisfaction in the dairy industry.

**Primary data** will be gathered through the use of structured questionnaires administered to a representative sample of consumers in the Chikkaballapur district. The sample method will involve selecting respondents from diverse demographic backgrounds, including different age groups, income levels, and residential areas, to capture varied consumer perspectives. This approach will enable a focused and systematic collection of firsthand information regarding customer experiences, preferences, and satisfaction levels with different dairy brands.

In addition to primary data, **secondary data** will be collected from relevant and credible websites, including industry reports, published studies, and official dairy cooperative portals. This secondary information will support the primary data by providing broader context, trends, and background information about the dairy sector and customer satisfaction indicators.

#### DATA ANALYSIS

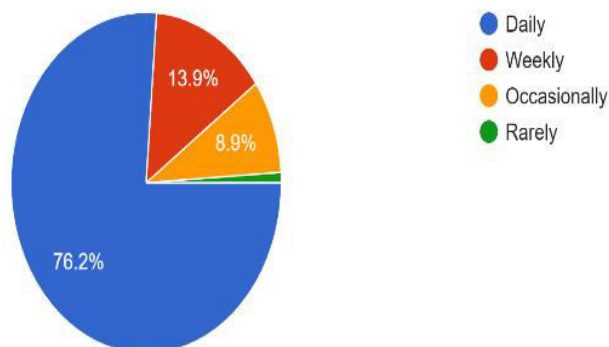


**Survey Question 1:** How often do you consume dairy products?

Response	Frequency	Percentage
Daily	77	76.2%
Weekly	14	13.9%
Occasionally	9	8.9%
Rarely	1	1%

How often do you consume dairy products?

101 responses



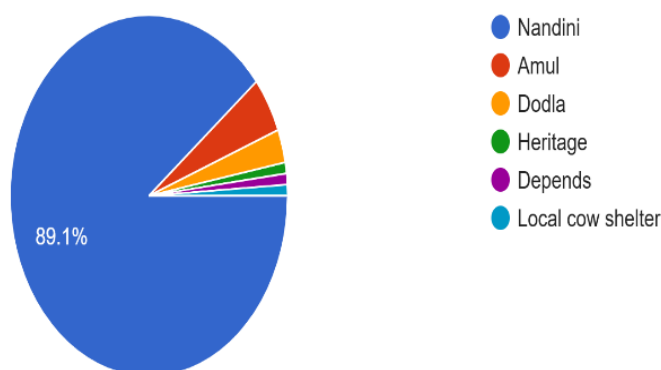
Most respondents—76.2%—reported consuming dairy products daily. A smaller proportion, 13.9%, consume dairy products weekly, while 8.9% do so occasionally, and an even smaller segment does so rarely.

**Survey Question 2:** Which brand of dairy products do you prefer most?

Response	Frequency	Percentage
Nandini	90	89.1%
Amul	5	5%
Dodla	3	3%
Heritage	1	1%
Depends	1	1%
Local cow shelter	1	1%

Which brand of dairy products do you prefer most?

101 responses



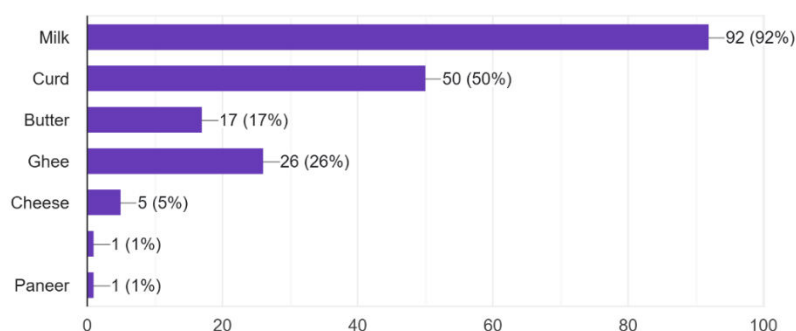
An overwhelming majority—89.1%—prefer the brand Nandini, while the remaining brands (Amul, Dodla, Heritage, Depends, Local cow shelter) are chosen by a small fraction of respondents each.

**Survey Question 3:** Which products do you consume regularly?

Response	Frequency	Percentage
Milk	92	92%
Curd	50	50%
Butter	17	17%
Ghee	26	26%
Cheese	5	5%
Paneer	1	1%

Which products do you consume regularly?

100 responses



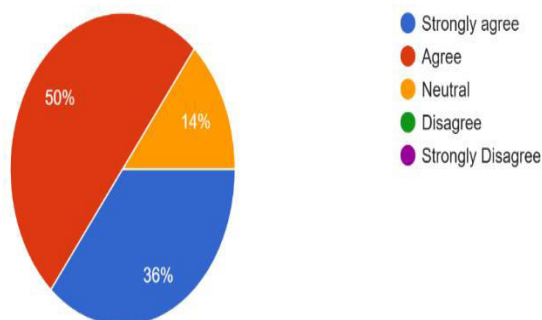
Milk is consumed regularly by the vast majority 92%, followed by curd 50%, while products like butter 17%, ghee 26%, cheese 5%, and paneer 1% have much lower regular consumption rates.

**Survey Question 4:** The quality and freshness of dairy products meet my expectations.

Response	Frequency	Percentage
Strongly Agree	36	36%
Agree	50	50%
Neutral	14	14%

The quality and freshness of dairy products meet my expectations.

100 responses



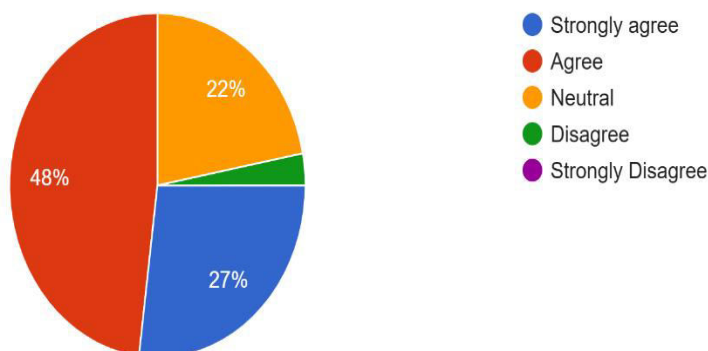
The quality and freshness of dairy products meet my expectations" from 100 respondents. 36% strongly agree, 50% agree, and 14% are neutral, while no one selected "Disagree" or "Strongly Disagree."

**Survey Question 5:** The pricing of dairy products is reasonable and affordable.

Response	Frequency	Percentage
Strongly Agree	27	27%
Agree	48	48%
Neutral	22	22%
Disagree	3	3%

The pricing of dairy products is reasonable and affordable.

100 responses



"The pricing of dairy products is reasonable and affordable," based on 100 responses. 27% strongly agree, 48% agree, 22% are neutral, and 3% disagree.

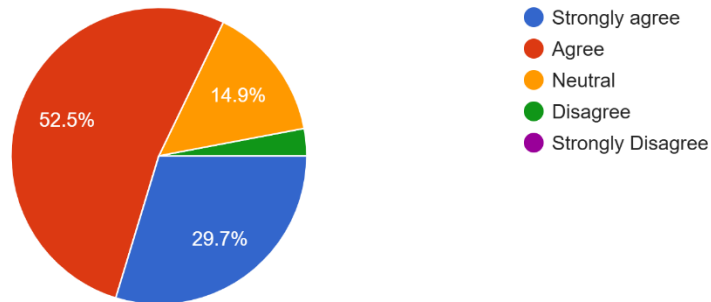
**Survey Question 6:** The packaging of products is hygienic and attractive.

Response	Frequency	Percentage
Strongly Agree	30	29.7%
Agree	53	52.5%
Neutral	15	14.9%
Disagree	3	3%



The packaging of products is hygienic and attractive.

101 responses



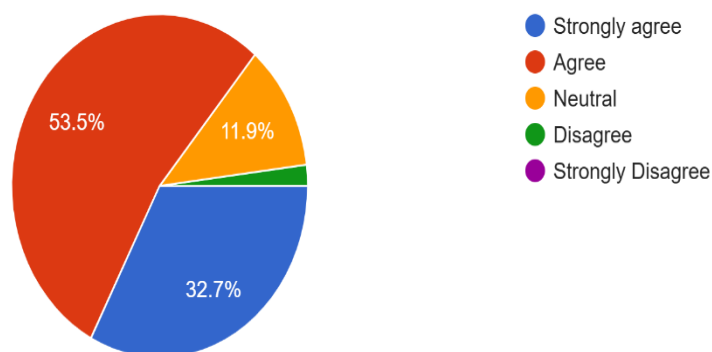
"The packaging of products is hygienic and attractive," based on 101 responses. 29.7% strongly agree, 52.5% agree, 14.9% are neutral, and a very small portion disagrees.

**Survey Question 7:** The products are easily available in nearby outlets.

Response	Frequency	Percentage
Strongly Agree	33	32.7%
Agree	54	53.5%
Neutral	12	11.9%
Disagree	2	2%

The products are easily available in nearby outlets.

101 responses



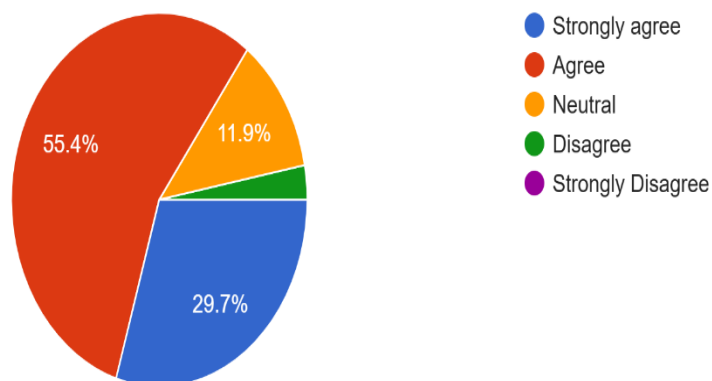
"The products are easily available in nearby outlets," with 101 participants. 32.7% strongly agree, 53.5% agree, 11.9% are neutral, and only a minimal portion disagree.

**Survey Question 8:** The taste and variety of products satisfy my preferences.

Response	Frequency	Percentage
Strongly Agree	30	29.7%
Agree	56	55.4%
Neutral	12	11.9%
Disagree	3	3%

The taste and variety of products satisfy my preferences.

101 responses

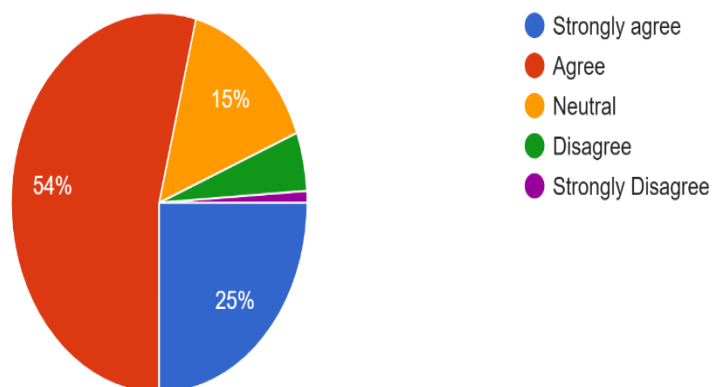


"The taste and variety of products satisfy my preferences," with 101 responses. 29.7% strongly agree, 55.4% agree, 11.9% are neutral, and a very small fraction disagrees.

**Survey Question 9:** Customer service (delivery, staff response, complaint handling) is satisfactory.

Customer service (delivery, staff response, complaint handling) is satisfactory.

100 responses



Response	Frequency	Percentage
Strongly Agree	25	25%
Agree	54	54%
Neutral	15	15%
Disagree	5	5%
Strongly Disagree	1	1%

"Customer service (delivery, staff response, complaint handling) is satisfactory," with 100 total responses. 25% strongly agree, 54% agree, 15% are neutral, and small minorities disagree or strongly disagree.

### **V. CONCLUSION**

The comparative study reveals that customer satisfaction in the dairy industry is largely influenced by product quality, taste, price, packaging, and availability. While each brand has its own strengths, the analysis shows that consumers tend to remain loyal to the brand that consistently meets their expectations in these areas. Overall, the findings emphasize the need for dairy companies to continuously innovate and improve their offerings to enhance customer satisfaction and maintain competitiveness in the market.

#### **Survey findings confirmed that:**

86% of respondents rated product quality as “Very Good.”

75% were satisfied with pricing compared to competitors.

82.2% highlighted packaging as an area for improvement.

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