

A Study On Consumer Satisfaction Towards Dairy Milk Chocolate With Special Reference To Uthamapalayam City.

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ABSTRACT: *The present study is based on the awareness of CADBURY DAIRY MILK among the customers. A sample survey of 100 respondents was undertaken to find out the awareness of CADBURY DAIRY MILK in Uthamapalayam city. The study mainly concentrated on general price level, quality & consumer expectation overall satisfaction about CADBURY DAIRY MILK, general awareness and consumer preferences of CADBURY DAIRY MILK.*

I. INTRODUCTION

The new milk chocolate was introduced to the British market in 1905 and, with its unique flavour and texture, quickly became the market leader. Milk chocolate was first made by Cadbury in 1897 by blending milk powder with the basic chocolate ingredients of cocoa butter, cocoa mass and sugar. By today's standards the chocolate wasn't particularly good - it was very coarse and dry and neither sweet nor milky enough. At that time, the Swiss dominate the milk chocolate market with a product of superior taste and texture produced by Daniel Peters of Vevey, using condensed milk rather than milk powder. In the early 1900s, George Cadbury Junior and experts at Bournville took on the Swiss, researching new recipes and production methods. By June 1904, the recipe was perfected and a delicious rich and creamy new milk chocolate was ready for production.

II. REVIEW OF THE LITERATURE

The second of the three bars in the Bliss range, here we have the old classic: hazelnut. The slight difference here is that there are no actual hazelnuts in here, rather a "roasted hazelnut paste (5%)" mixed in with the chocolate truffle. Unsurprisingly Cadbury have used a brown theme along with the purple for this particular edition, and it looks quite nice. Being a big fan of Japanese confectionery I like the cardboard boxes and elaborate over packaging they tend to use, and it's nice to see Cadbury using boxes for these rather than plain foil wrappers. Inside the box is, of course, a foil wrapper though (akin to the kind used in Lindt/Green & Black's/etc), and then ten more big truffle chunks for me to devour. It's nice to eat a hazelnut bar that doesn't leave little pieces in my mouth after I was done with it, but it seemed a little lacking in actual hazelnut taste

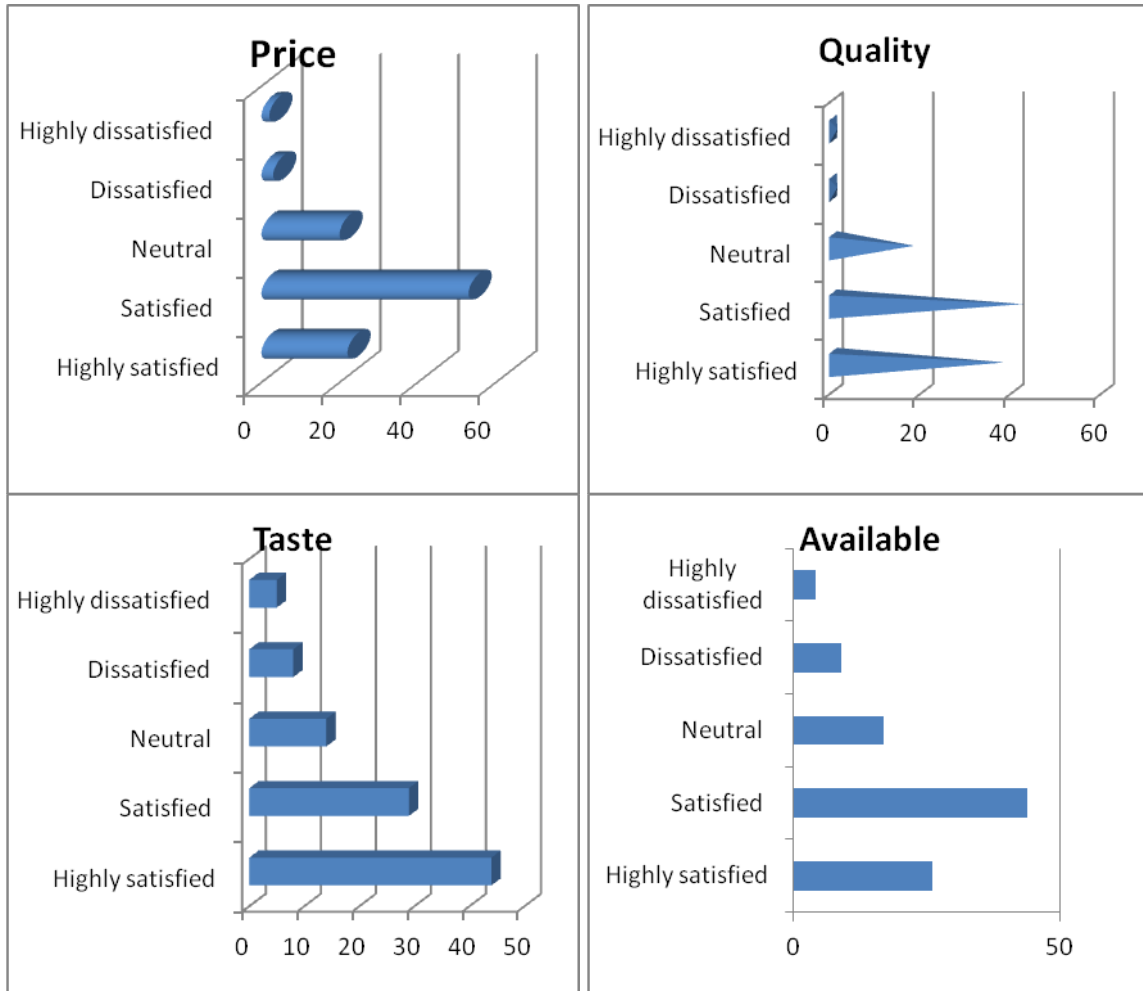
III. RESEARCH METHODOLOGY

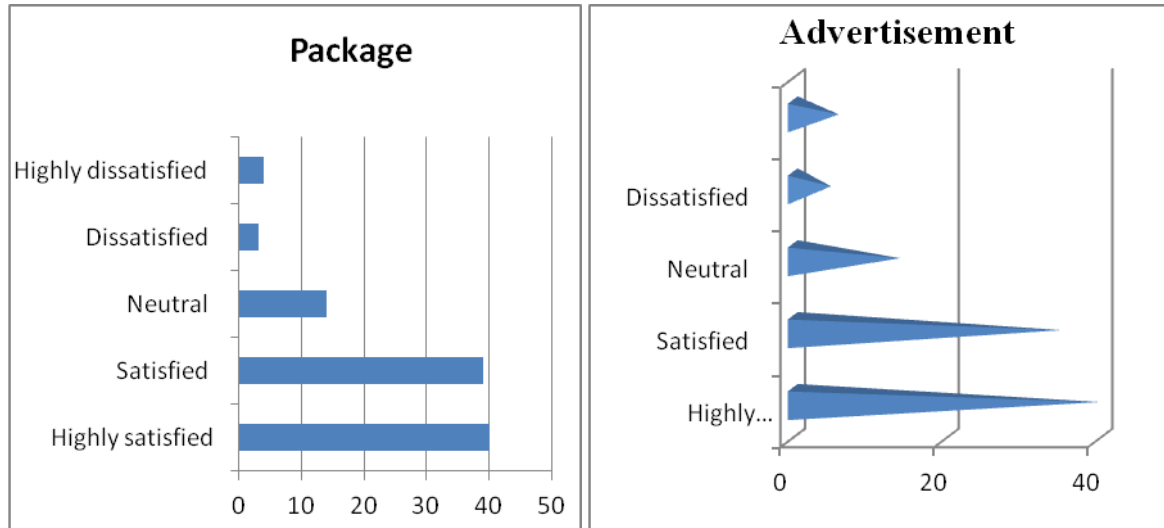
Researcher adopted the descriptive research for the study. Research design is the basis of defining the research problem. The preparation of the design of the project is popularly known as research design. It was used in primary data was collected directly from the faculty through the questionnaire method. The probability Sample techniques are used to Simple random sampling and the sample size is 100. in this study Respondents were asked to reveal their agreeableness and disagreeableness for the statement whereas 5. Highly Satisfaction 4. Satisfaction 3. Neutral 2. dissatisfaction 1. Highly dissatisfaction.

IV. OBJECTIVE

- ❖ To study the satisfaction level of customers towards dairy milk.

Particulars	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
Price	22	53	20	3	2
Quality	38	42	18	1	1
Taste	44	29	14	8	5
Available	26	44	17	9	4
Package	40	39	14	3	4
Advertisement	40	35	14	5	6





Satisfied with price * satisfied with taste Cross tabulation

Count		satisfied with taste					Total
		highly dissatisfied	dissatisfied	neutral	satisfied	highly satisfied	
satisfied with price	dissatisfied	0	0	0	0	4	4
	neutral	2	4	2	4	8	20
	satisfied	2	2	10	20	18	52
	highly satisfied	2	2	2	4	14	24
Total		6	8	14	28	44	100

Hypothesis:

Ho= there is no relationship between price and taste.

H1=there is relationship between price and taste.

Inference:

The above analysis resulted that the calculated value is greater than the table value (18.589> .099) Reject the Ho Hence, there is no relationship between the price and taste.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.589 ^a	12	.099
Likelihood Ratio	19.229	12	.083
Linear-by-Linear Association	.039	1	.844
N of Valid Cases	100		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .24.

Degree of freedom = (Column-1) X (Row-1) = (4-1) X (4-1) = 3 X 3=9

Critical value for chi-square distribution 3'' = 18.589, calculated value .099

So calculated value is greater than table value (18.589> .099). Hence, Reject the Ho

FINDINGS

- ❖ 53% of the respondents are satisfied in price of dairy milk.
- ❖ 42% of the respondents are satisfied in quality of dairy milk.
- ❖ 44% of the respondents are highly satisfied in taste of dairy milk.
- ❖ 44% of the respondents are satisfied in available of dairy milk.
- ❖ 40% of the respondents are highly satisfied in package of dairy milk.
- ❖ 40% of the respondents are highly satisfied in advertisement of dairy milk.

V. CONCLUSION:

This project is very useful & helpful to my future studies also. I gather more information about public preference with their selection of DAIRY MILK. It helpful to meet some type occupational peoples. I gather that how their choosing their DAIRY MILK with various opinion like accessibility of the product, assurance of the product, service of the product, user friendliness of the product, quality of the product, etc.

SUGGESTION:

- The company should maintain the awareness among CADBURY DAIRY MILK.
- The company should provide more varieties of a product.
- It reduces the cost and increases the offers.

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- [3] Research methodology –C.B.Gupta

WEBSITES:

- www.google.com
- www.cadburydairymilk.com