A STUDY ON CUSTOMER SATISFACTION TOWARDS DAIRY MILK CHOCOLATE WITH SPECIAL REFERENCE TO SUNDARAPERUMAL KOVIL VILLAGE

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ABSTRACT
The study was mainly conducted on general price level, quality & consumer expectation overall satisfaction about CADBURY DAIRY MILK. A sample survey of 100 respondents was undertaken to find out the awareness of CADBURY DAIRY MILK in SundaraPerumal Kovil Village, thanjavur district, tamil nadu. The study adopted ANOVA Technique. The outcome was found that there is no relationship between Price and Taste.

KEYWORS: CADBURY, Satisfaction, Thanjavur District, Tamilnadu

INTRODUCTION
The new milk chocolate was introduced to the british market in 1905 and, with its unique flavour and texture, quickly become 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 particular good – it was very coarse and dry and neither sweet nor milky enough. At the 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 expert 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.

LITERATURE REVIEW:
B. SugandhiShanmugapriya(2016) examined the customer preference towards Cadbury chocolate in Theni. Sample size 240. The researcher use likert scale technique. The researcher concluded that the customer preference towards Dairy Milk was good.
N. Ramya , Akshaya C et.al (2017) studied on the consumer perception towards Cadbury in Coimbatore city. Sample size is 50. The study concentrate on taste, price, quality and overall satisfaction about Cadbury products. The research use percentage analysis. The researcher conclude from the study that Cadbury products need to improve promotional activities to increase their demand.

S. Gopalakrishnan and A. Karthikeyan looked into consumer satisfaction towards Dairy milk with reference to Uthamapalayam. The sample size is 100. The researcher use descriptive statistics for this study. The researcher found the reasons for choosing diary milk.

Lavanya.M (2017) explored on the consumer’s preference towards Cadbury products in Coimbatore. The sample size is 150. For this study the researcher used simple average method. Lavanya reported that the large consumers were attracted towards silk chocolate and market share of Cadbury increases.

S. Mythili, G. Sowmiya (2013) researched on consumer behaviour and brand preference of chocolate in Thanjavur. The sample size is 400. The researcher used Percentage analysis and mean score. The researcher come to know from the research that Chocolate in India are slowly and steadily substituting traditional chocolates.

RESEARCH METHODOLOGY:

OBJECTIVE:

To study the satisfaction level of customers towards dairy milk

VARIABLES:

Dependent variable: Customer Satisfaction

Independent variable: Price, Quality, Advertisement, Package, Availability, Taste.

DESIGN HYPOTHESIS:

Ho : There is no relationship between Price and Taste

H1 : There is relationship between Price and Taste

AREA OF STUDY:

This research is based on the survey of people at sundaraperumal kovil village.

DATA COLLECTION:

PRIMARY DATA : questionnaires collect from people.

SECONDARY : the source of secondary data’s are newspaper, journal, websites and books.

SAMPLING DESIGN AND POPULATION:

ANOVA is adopted for this study. It is based on the survey of 100 respondents in sundaperumal kovil village area through structured questionnaires to know about the customer satisfaction on dairy milk chocolate.

<table>
<thead>
<tr>
<th>Source of Variation</th>
<th>SS</th>
<th>Df</th>
<th>MS</th>
<th>F</th>
<th>P-value</th>
<th>F crit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td>2622.3</td>
<td>4</td>
<td>655.5</td>
<td>19.5</td>
<td>2.09</td>
<td>2.75</td>
</tr>
<tr>
<td>Within Groups</td>
<td>837.66</td>
<td>25</td>
<td>33.50</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>3460</td>
<td>29</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

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INTERPRETATION:

The above table shows that the calculated value (19.56) is higher than the table value(2.75), df=29 and P value(2.09). Hence the null hypothesis is accepted. The researcher attempt to learn the mean value of independent variables. The result shows that variable Price as factor has mean value 8.08 which was highest among the other.

CONCLUSION:

This project is very useful & helpful to my future studies also. I get more information about people preference with their choosing of DAIRY MILK. It helpful to meet some type occupational people and school, college students. I get that how their selecting their DAIRY MILK with various opinion like price of the product, quality of the product, taste of the product, then finally the study purpose is customer satisfaction towers the dairy milk chocolate. The research arrived to a conclusion that there is no relationship between price and taste.

SUGGESTIONS:

- 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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