

# **A STUDY ON CONSUMER SATISFACTION LEVEL OF DIMUL PRODUCTS IN DIMAPUR**

**Project report submitted to Nagaland University in partial  
fulfillment for the award of the degree of Bachelor of Commerce**

**RENCHIO NGULLIE**



**Department of Commerce**

**KOHIMA COLLEGE**

**Kohima 797001**

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**The blessing, help and guidance given by him, time to time shall me a long way in the Journey of life which I am about to embark.**

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**RENCHIO NGULLIE**

**B.com 6<sup>th</sup> sem**

**Roll No : CH18050019**



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## **DECLARATION**

**I declare that the project entitled “A STUDY ON CONSUMER SATISFACTION LEVEL OF DIMUL PRODUCTS IN DIMAPUR” submitted by me for the award of the degree of Bachelor of Commerce of Nagaland University is my own work. The project report has been submitted for any other degree of this University or any other University.**

**NAME: RENCHIO NGULLIE**

## **CERTIFICATE**

**We recommend that this is be placed before the examiners for evaluation.**

**NAME OF H.O.D: Miss; Akono Phira**

**NAME OF SUPERVISOR**

**H.O.D department of commerce**

**Ma'am: Racheal**

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## **1.1 INTRODUCTION TO CONSUMER SATISFACTION**

Consumer satisfaction is related to human activity directed at satisfying human wants through the exchange of goods and service.

Satisfying the customer occupies a most important position in business management. Customer satisfaction plays a crucial and critical role as it deals customers and their needs. The major task of organization is to satisfy customer by meeting their needs and wants.

The essence of the organization should be the customer and not the sales and profit for extension and expansion should be the heart of the business . “satisfaction of customer is the basic that cannot be considered as a separate function it is the way whole business seen from the point view of its final results i.e. ...,from the customers pint of view”.

Customer satisfaction with a purchase depend on how well the products performance live up to the customers expectation.customer satisfication is a key influence on the future buying behavior.satisfied customer buy again and tell other about their good experience dissatisfied customer of ten switches to competitors and disparage the product to other.An insurance provider open only to activity duty,retired and separated military member and their immediate families and therefore not include in the rankings,achieved a satisfaction ranking equal to that any insurance company.

Customer satisfaction is a part of customers experience that expose a supplier behaviour on customers expectation.It also depend on how efficiently it is managed and promptly services are provided.The satisfaction could be related to various business aspect like marketing,product manufacturing ,engineering,quality of products and services,response customer problems and queries,completion of project,post delivery services,complaint management etc.

Customer satisfaction is the overall essence of the impression about the supplier by the customer.This impression which a customer make regarding supplier is the sum of total of all the process he goes through,right from communicating supplier before doing any marketing to post delivery options and services and managing queries or compliant post delivery.During this process the customer comes across working environment of various departments and the types of strategies involved in the organization.this help the customer to make strong opinion about the supplier which finally results in satisfaction or dissatisfication.

Customers perception on supplier helps the customer choose among the supplier on basis of money value and how well the delivered products suit all the requirements. The suppliers services never diminishes after the delivery products more efficiently. If he is satisfied with the post marketing services then are good chances for supplier to retain the customers to enhance repeated purchase and make good business profits.

### **1.2 REVIEW OF LITERATURE:**

Customer satisfaction (CS) has attracted serious research attention that, this project review the research on how to measures the level of customer satisfaction, an classify research articles according to the approach and methodologies. This project also tries to supply some insight about the state of measuring customer satisfaction in Dimapur. The main objectives are to provide a conceptual basic to understand existing research method used for measuring customer satisfaction. I don't much refers on other articles, As i did much myself on individual, so a total of 3 articles are reviewed. A number of important research method used for measuring Customer Satisfaction are defined and classified into different approaches based on their nature. Another important contribution of this reports is to suggest some criteria which should be considered to make customer satisfaction measurement as a leading indicators of the financial performance. So, if customer satisfaction with the post marketing services then are good chances for supplier to retain the customer to enhance repeated purchase and make good business profit.

### **1.3 OBJECTIVES OF THE STUDY:**

1. To carry out activities, conducive to the economic and social-economic development of the milk producers by organizing effective production processing and marketing of commodities.
2. To achieve the above objective the union may:
  - i. Purchase ,pools,process,manufacture,distribute and market commodities of the members and others without affecting the intrest of the members.
  - ii. Own or hold on lease or otherwise ,movable or immovable properties and disposed of the same.
  - iii. Purchase and construct building plants and machinery and or ancillary equipments.
  - iv. Organized new milk producers cooperative societies and developed affiliated socityes to the outmost and advice,guide,rectify,control or take over their administrator by the Registrar or the request of the members.
  - v. Organize supervision or affiliated societies and for the purpose fix and collect the supervision charges with the permission of Registrar.

## **FACTORS LEADING TO CUSTOMER DISSATISFACTION**

When the supplier are unable to entertain customer or their strategies fail to build a good relationship with customers, they probably end up with customers dissatisfaction. There can be many reasons for the customers to become dissatisfied. Some of these reasons are

### **1.Not Keeping Promises:**

If you give a promises ensure you keep it. Some promises sound great but if they have not been kept this may lead to compliant complaints, distrust and switching to competitors. Will you order again from a company which did not deliver in times as promises? I think we all know the answer.....

### **2.Poor Customer Services:**

When customer services representative are not trained properly, keep customers waiting for a long time and do not resolve issues, this is called poor customer services. It is very irritating to see rep effort in resolving your issue and at the end having a simple question unanswered or no solution provided. In addition to this, when customer always hear only your voice menu, see offline live chat button and wait about a week for an email reply, they will definitely start complaining. And be sure, they will not complaint to your staff, they will turn to social media because they want to be heard.

### **3.Transferring From One CSR to Another:**

Poor staff training leads to call or chat being transferred from one agent to another. And there is nothing more irritating than telling your story again and again. As you can see a human side of your business can sometimes generate more complaints than your operational side.

### **4.Rude Staff:**

Do you check conversation and chat records of your staff with your customers? It'd be a good strategy to keep an eye on this as sometimes rude attitude, inability to listen and interrupting customer may become one of the main reasons for your customer to complain publicity and tell the world about your customer services quality. There are also people who treat customer as if they interfere into their daily routine. The way they communicate with people is enough to turn the most mild mannered of customers against your company. Do you have such reps in your company? Keep them away from customers!

### **5.Not Listening To Customer:**

Ignoring your customer and not listening to them is one of the biggest mistake a customer services rep can make and one of the reasons for customers to complaint. Just Walk a mile in your customers shoe to see what they fell when they are not listened to.

### **6.Hidden Informationand Cost:**

Play fair with your customers.Keeping some of your fees hidden and uncovering this in the middle of purchasing process is a frequent reasons for a human to complain.The impression given is that your company cheats its customer.

### **7.Low Quality of Products or Services:**

If you promises high quality of your products or services and what you deliver is of lower quality,and then be sure your customer will share this bad experience publicity and most likely complain in social media network.

## **SOME RULES FOR GREAT CUSTOMER SERVICES**

### **1.Commit to Quality services:**

Everyone in the company needs to be devoted to creating experience for the customer.Always try to go above and beyond customer expectation.This can be achieved by ways of undertaking and solving their problems regarding their choice,modification and beautification of the products.

### **2.know your products:**

Convey and articulate an in-depth knowledge of the product and services to win customer trust and confidence,know your company products,services and return policies inside and out.Try to anticipate the type of question that customers will ask.Update and amend your FAQ page frequently.

### **3.Know your customer:**

Try to learn everything about your customer in order to tailor your services approach to their needs and buying habits.Talk to customer about their experience with your company and listen to their complaints,in this way you can get to the root of the customer dissatisfaction.

### **4.Treat People With Courtesy:**

Remember every time you,your employees and your colleagues make contact with customer whether it by email phone written correspondence or a face to face meeting.Let your interaction leave an impression either the customer by way of using conciliatory phrases to demonstrate not only your commitment to customer satisfaction but your dedication to courtesy.



**5. Always provide what you promises:**

If you guarantee a quote within a days ,hrs or fore night get the quote out by yours words as mentioned so as to win the heart and trust in your company. Apologies to customer and offer some type of compensation such as discount or free delivery if you fail to do so.

**6. Assume that your customer tell the truth:**

Even though it may appear that the customer lies to manipulate situation to their advantages to give the benefits of the doubt. The majority of the customer don't like to complaint, in fact they 'll go out of their way to your competitors to avoid arguments. if you hear unhappy rumbling from your customers, take their complaints to heart and do your best to appease their dissatisfaction.

**7. Focus On Making Consumer Not Sales:**

Some salesman especially those who get paid for commission focus on the volume instead of quality or profit on the sales remember that to keep customer is more important than a close sale. Research shows that it costs six times more to attract new customer than it does to keep an existing ones. moreover happy customer is the best and most effective way to find new customer.

**8. Make It Easy To Buy:**

The buying experience in your store, on your Web Site or through your catalog should be easy as possible. Elimiate unnecessary work and do whatever you can to facilitate transcation.

**1.4 RESEARCH QUESTION:**

The questionnaire of the study is prepared according to the objectives of the study each question in the questionnaire helps in their way to fulfill the objectives of the study .The questionnaire is prepared to those who are buying DIMUL products. the total number of questions is 12.

**1.5 RESEARCH METHOD:**

The whole study and collection of data obtained from personal interview of the customers. the quality and reliability of research study is dependent on the information collected through questionnaire directly to the consumers, suppliers, retailer designed to know their satisfaction level of the products. While the answer of the questionnaire reveals the true perceptions of the consumer toward DIMUL products either of advantages or disadvantages.

## **SOURCE OF DATA COLLECTION:**

All the relevant information is collected through primary and source of information during the project the research problems and interview have been formulated and tested on the basis of research objectives. The Source are:

### **1.PRIMARY DATA:**

Primary data was collected through the following method:

#### **A. QUESTIONNAIRE:**

In our study the main emphasis was on the questionnaire method. We used questionnaire method which consisted of 4 attributes and again they were further divided into 12 parameter. Questions, which were asked were of multiple choice in nature and were of closed ended.

#### **B. INTERVIEWS**

An interview was made with the concerned authority of the organization to gather the relevant sources of information's.

### **2.SECONDARY DATA:**

Secondary source of information's was collected from newspaper, reports, annual reports, prospectus of the organisation, internet, etc.

## **SAMPLING:**

A method of random samplings has been used to circulate to the customers and the retailers of the Nagaland State CO-operative Ltd, Dimapur, Nagaland. Since it is not possible to collect data from entire population and also not flexible I have used simple random sampling selected and interested customers.

### **1.SAMPLING SIZE**

A sampling size of 70 consumers was chosen, but to incompletely filled question and unwillingness on the part of the respondents, I was forced to reduce to 57.

### **2.SAMPLING SIZE:**

A sample of the consumers including regular customer at bakery, in the organization and temporary customers in Dimapur Nagaland.

## **ANALYSIS OF THE DATA:**

On the basis of the data collected through questionnaire, the analysis is drawn on various graphs and charts to draw a meaningful view of the study and also to implicate and find conclusion and suggestion.

### **1.6 LIMITATION OF THE STUDY:**

- The response given by the respondent may not be true
- This study limit to a certain area cover
- Lack of proper information due to short period of time
- Time limitations also one of the drawback of this project
- Through the consumers and sellers wanted to give information, they could not give as it wastes their times.

## **CHAPTER 2**

### **2.1 INTRODUCTION:**

Dimapur District Cooperative Milk producers union Ltd. Known as by its brand name as DIMUL located in 7<sup>th</sup> mile in Dimapur is installed with a capacity of 2,315 kg of milk per days. The union produces toned milk, lassi, dahi, ice-cream and cattle feed. The various products of the union are sold under its brands name at different parts of Dimapur ,Kohima, and also part of Assam.

DIMUL was established as an initiative of Department of Veterinary and Animal Husbandary, Government of Nagaland in the year 1985-86 in Dimapur at Burma camp. It was established under the National Dairy Development Board (NDDB) rural development Programme called “Operational flood” phase 2. vvv

The Union was re-established later in the year 1997 with an installed capacity of 10000 litres at 7<sup>th</sup> mile Dimapur under Indian Dairy Development Project (IDDP). The Union earlier named KOAML.

DIMUL is an autonomous district level co-operative milk whose management and administrative functions are by governed by the provision of its own bye-law framed under the Assam co-operative societies Act 1949 and the ASSAM co-operative rules 1953 now enforced in Nagaland.

As on 1<sup>st</sup> march of 2014, the union organized 51 Dairy co-operative societies (DCS) of which 25 DCS are functional. 1936 milk producers are enrolled as member of DCS. The company also has the latest modern machinery and equipment. This organization is also extensively exploiting the information Technology through application of computer software in the areas of procurements, marketing, production and financial management. The union has embarked upon acquiring ISO-HACCP certification and said certification is expected to be received very shortly.

The brand (DIMUL) is not only well accepted in Nagaland State but well sells well in adjoining Upper Assam including few Railway Milk Parlour. The products have high demand in all seasons. So, their main focus now is on Milk production at the producers level, at the same times provided better quality products to their valued customers.

DIMUL has an increasing demand for its products but due to deficiency of raw materials and technological potholes the organization fails to meet the demand on time. Its distribution channels is done through dealers,retailers or through direct sale force.

## **2.2 PRODUCT OF DIMUL:**

Products that are manufactured by DIMUL are:

A. Ice-cream in various flavours like:

- 1.vanilla
2. chocolate
- 3.mango
- 4.strawberry
- 5.butter scotch
- 6.kesarpista

B. Dahi

C. Lasi

D. Ghee

E. Toned Milk

These various product are available in the district of Dimapur and Kohima and even part of Assam states. The products have been gaining lots of consumers attraction at large since its production and also yield good revenue for the company.

## **2.3 AREA OF SALE**

Main area for DIMUL, operation and sale is Dimapur district and besides it DIMUL also reach partly to Peren and also neighboring districts of Assam such as Bokajan and Hojai. It also operates in Medzhiphema . It also has its own booths in Hojai Railway Platform.

- In Dimapur at total of 119 stores deals in DIMUL products, DIMUL products are available through retail outlets and few DIMUL milk booths and ice cream parlours.

The main areas in Dimapur where DIMUL products are available are:-

*Purana Bazaar, Bank Colony, Nagarjan area, Burma camp, Airport Road, Khermahal, City Tower, Duncan Bosti, Midland, NutonBosti, Kashiram, DC Court, P.W.D Colony, Chmukedima, Nuiland, 4<sup>th</sup> Mile etc.*

- In Kohima at total of 97 stores deals in DIMUL products. The areas where DIMUL products available are:-  
*N.S.T, Super Market R. Point, Tinpatti etc.*
- In Assam, DIMUL products are available in the following parts of the States:-  
*Jorhat, Golaghat, Hojai, Bokajan, Bhilai, Doyapur etc.*

## **2.4 SALES STRATEGY OF DIMUL**

### **❖ ADVERTISEMENT:-**

Advertisement is the most important tool in achieving the objective of the company. DIMUL advertise its product through News Papers, Magazines, Dangers, Signboards, Hoarding etc. The Union participates in exhibition at various level.. Besides, they also promote their sales through sponsorship of events such as beauty pageant, sporting and other cultural activities.

### **❖ MODE OF DELIVERY:-**

For the safety of delivery milk and improve upon the aesthetic and ensure hygienic handling of the product, milk delivery vans and carriage are made mandatory.

Other than thee insulated boxes are provided to all the retail outlets for safety of milk and milk products. The distributors' takes the responsibility for delivering the products.

❖ **HEALTH VALUE:-**

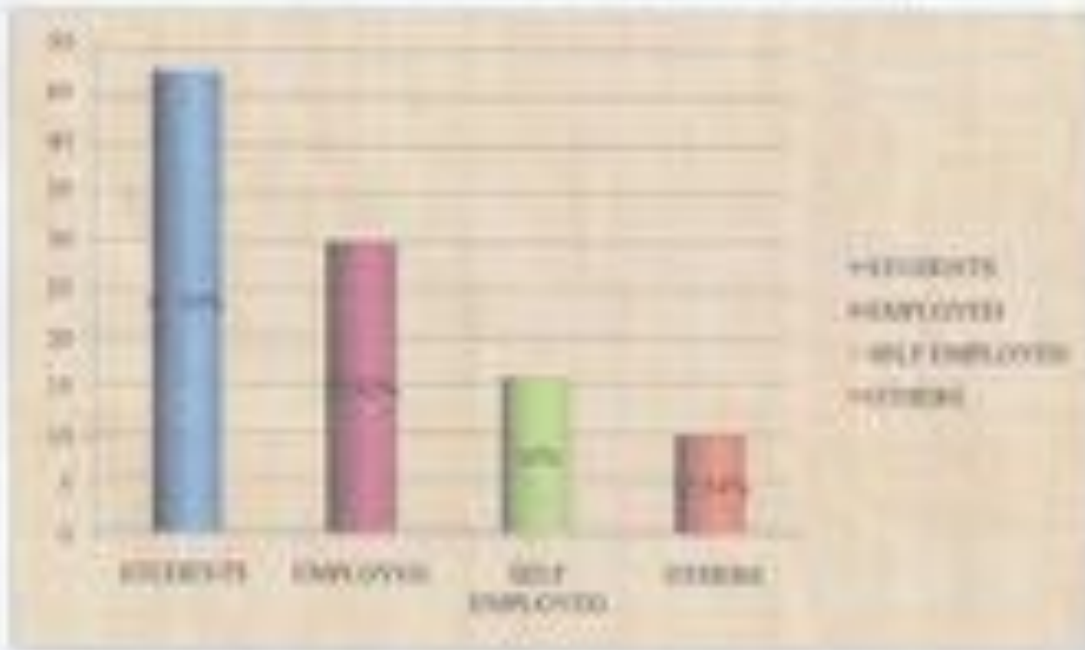
DIMUL follow different process while producing the final product. The most important technique used by DIMUL is pasteurization. In this process milk is first boiled at 76' Celsius and immediately cooled down at 4' Celsius which helps to destroy all the microorganisms, enabling us a safe life. Packaging of DIMUL products are done hygienically in food- graded polythene pouches. DIMUL milk contains a minimum of 3.0% milk FAT and 8.0% SNF (Solid Not Fat) which is n strict conformity to the provisions of preventions of food Adulteration Act and Rules, Government of India.

### DATA ANALYSIS AND INTERPRETATION

Graphical figures represent the age and occupation of the consumer's. A total of 51 consumers.

OCCUPATION	RESPONDENTS	PERCENTAGE%
STUDENTS	27	47.56
EMPLOYEES	17	29.82
SELF EMPLOYED	6	10
OTHERS	10	17.54
TOTAL	51	100

REPRESENTATION OF THE ABOVE TABLE IN A CHART



INTERPRETATION, As from the above table and chart it is clear that most of the consumers are students which is 47.56% followed by employed consumers which is 29.82%, self employed 10% and lastly other of 17.54% occupied people. Thus from the chart it shows an advantage that certain groups can be targeted in the future for particular products.



4 AGE GROUP

AGE GROUP	RESPONDENT	PERCENTAGE
BELOW 20	24	42
20-30	17	30
30-40	8	14
40 AND ABOVE	7	12
TOTAL	57	100

REPRESENTATION OF THE ABOVE TABLE IS A CHART

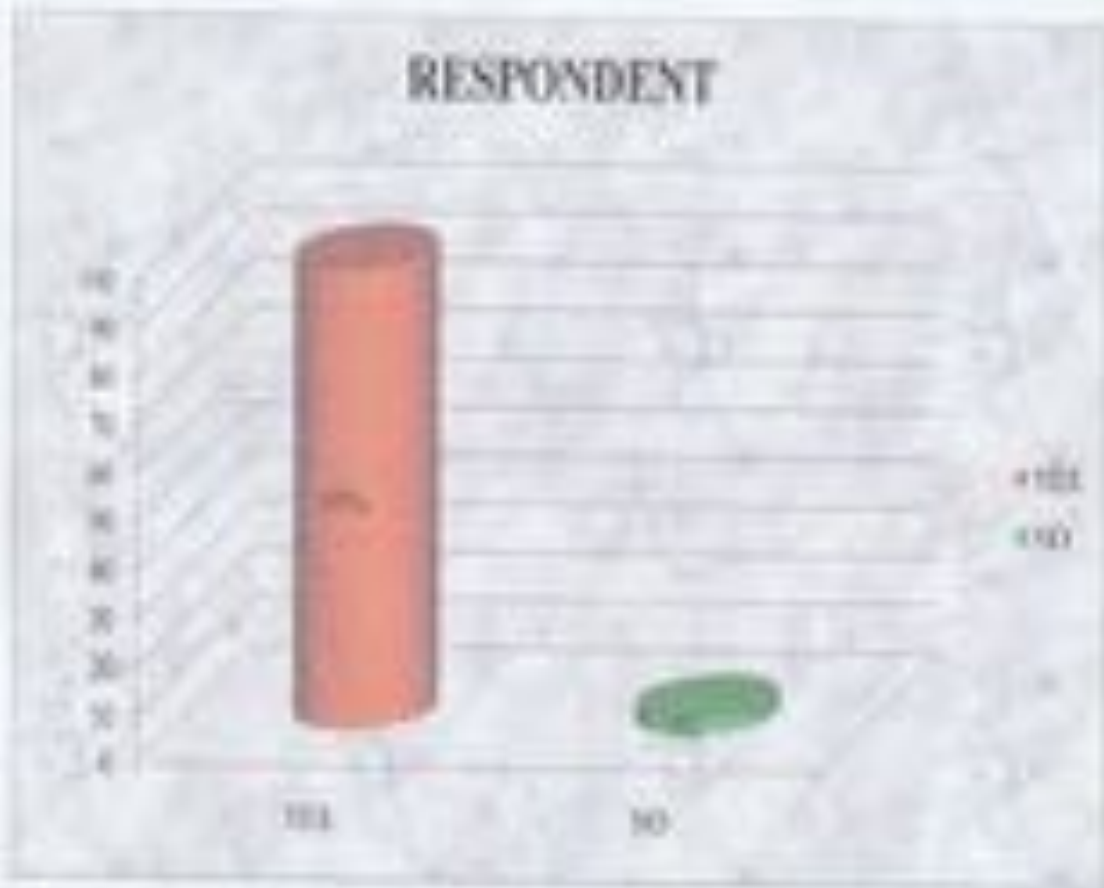


**INTERPRETATION:** The above figure and table represents that the maximum age group of consumers is below the age of 20 which is 42%, it means more a half of the consumer consist of the age group below 20 years, followed by age group of 20-30 with 30%, 30-40 with 14% and lastly 40 and above with 12%, which we see a low consumer as age goes up in the chart.

DO YOU BUY DIMUL PRODUCTS?

ANSWER	RESPONDENT	PERCENTAGE
YES	34	91
NO	1	3%
TOTAL	37	100

REPRESENTATION OF THE ABOVE TABLE IS A CHART

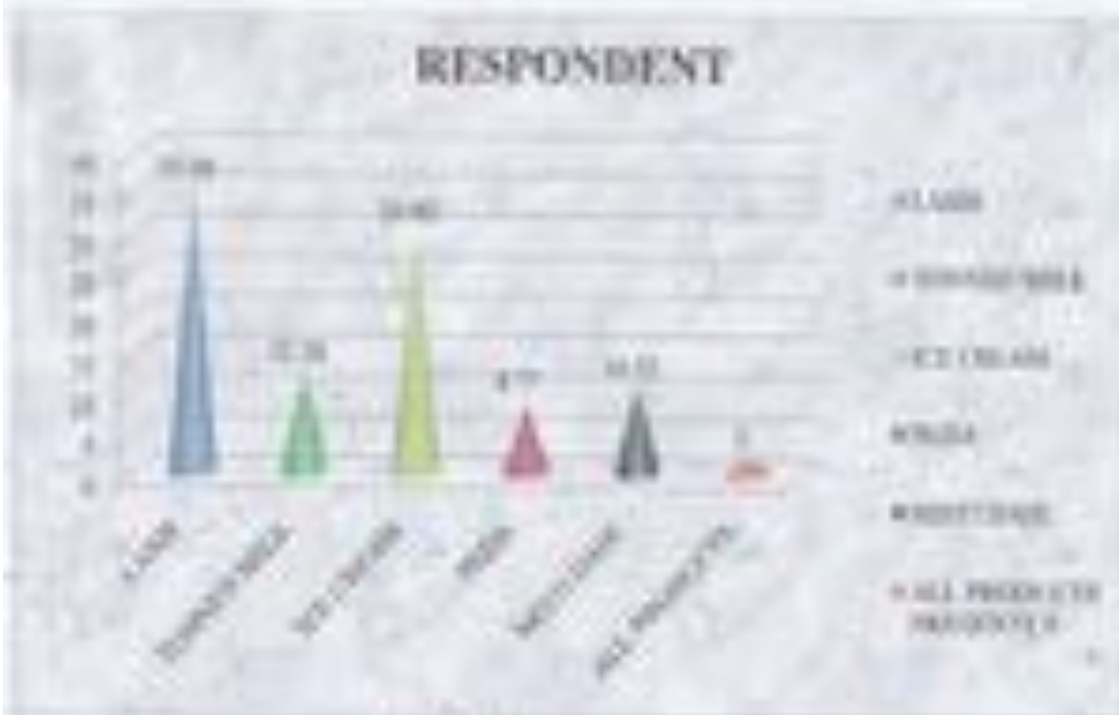


INTERPRETATION: From fig 1.21 we can easily assume that most of the respondent who filled the questionnaire likes DIMUL products. There was just 3% of the respondent who don't buy DIMUL products.

WHAT ARE THE PRODUCTS OF DIMUL YOU BUY FREQUENTLY?

ITEMS	TOTAL NO.	PERCENTAGE %
LASSI	20	51.01
YOGHURT MILK	7	17.50
ICE-CREAM	17	42.47
WHA	4	10.25
MILK SHAKE	6	15.38
ALL PRODUCTS (frequency)	3	7.50
Total	57	100%

REPRESENTATION OF THE ABOVE TABLE IN CHART



INTERPRETATION

From the above figure it shows that most of the respondents prefer lassi more than any other products of DIMUL. It covers a percentage of 51.01% topping the list followed by ice-cream with 42.47% ranked with yoghurt milk and milk shake. Among them 7.50% of the respondents buying all products according to their situations or flavors, this fact needs to be incorporated at their subsequent modifications to attract more consumers or satisfy existing customers.

WHAT IS YOUR MAIN REASONS OF BUYING DIMUL PRODUCTS?

MOTIVES	NO. OF RESPONDENTS	PERCENTAGE
QUALITY	12	31
PRICE	20	48
FEATURES	11	29.30
QUANTITY	14	34.34
TOTAL	57	100%

REPRESENTATION OF THE ABOVE TABLE IN CHART

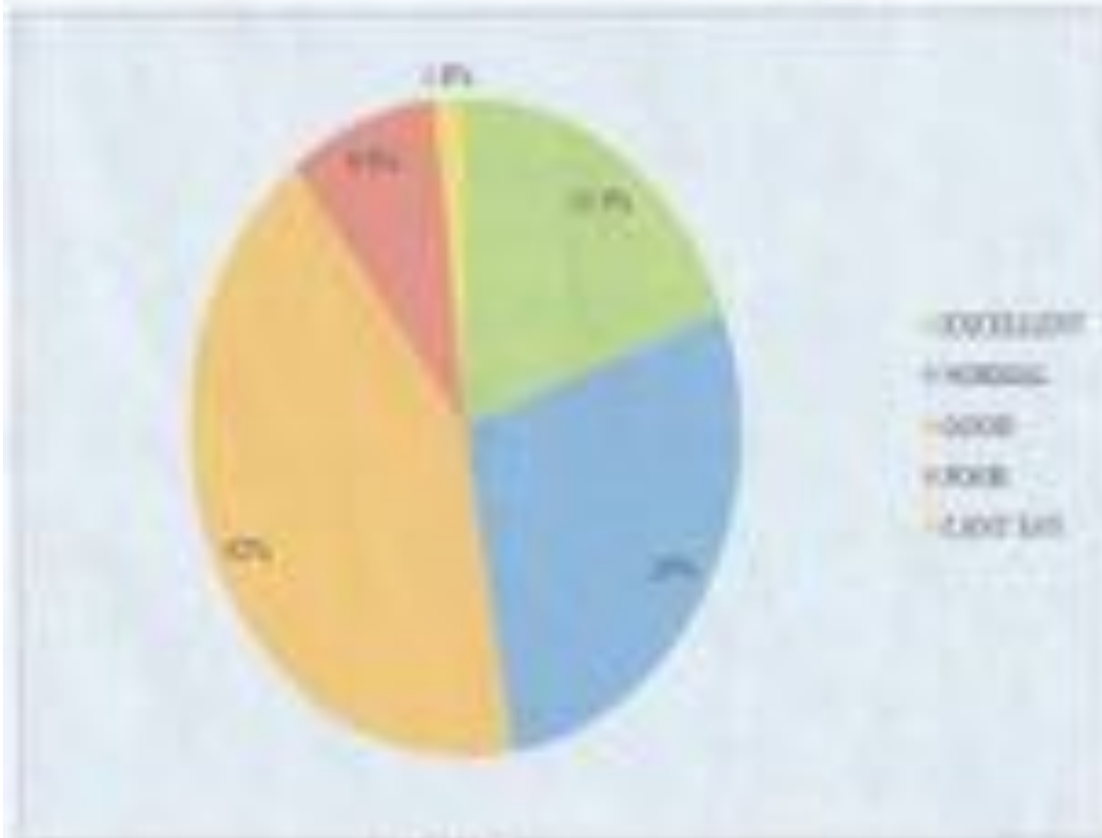


**INTERPRETATION:** From the above table and chart it shows that 31% of the respondent choose DIMUL products because of its low cost and quality. That it can be assumed that convenient like customer and price range of DIMUL. Features such as packing, cover design etc. does not matter customer much since it shows that respondent care only 29.30% of 100%.

HOW IS THE TASTE DIMUL PRODUCTS?

TASTE	RESPONDENT	PERCENTAGE%
EXCELLENT	11	19.3
NORMAL	18	32
GOOD	34	61
POOR	1	1.8
CANT SAY	1	1.8
TOTAL	57	100%

REPRESENTATION OF THE ABOVE TABLE IN CHART



**INTERPRETATION:** when asked consumer about the taste of the products of DIMUL, a good percentage of 19.3% rated excellent, another positive answer is a large portion of 61% rated that DIMUL products is good, only a small 1.8% rated poor.

5. HOW IS PACKING OF DIMUL PRODUCT?

PACKING LEVEL	NO. OF RESPONDENTS	PERCENTAGE %
EXCELLENT	4	15.8
GOOD	21	47.4
NEUTRAL	14	34.4
POOR	1	12.2
TOTAL	21	100%

REPRESENTATION OF THE ABOVE TABLE IN CHART

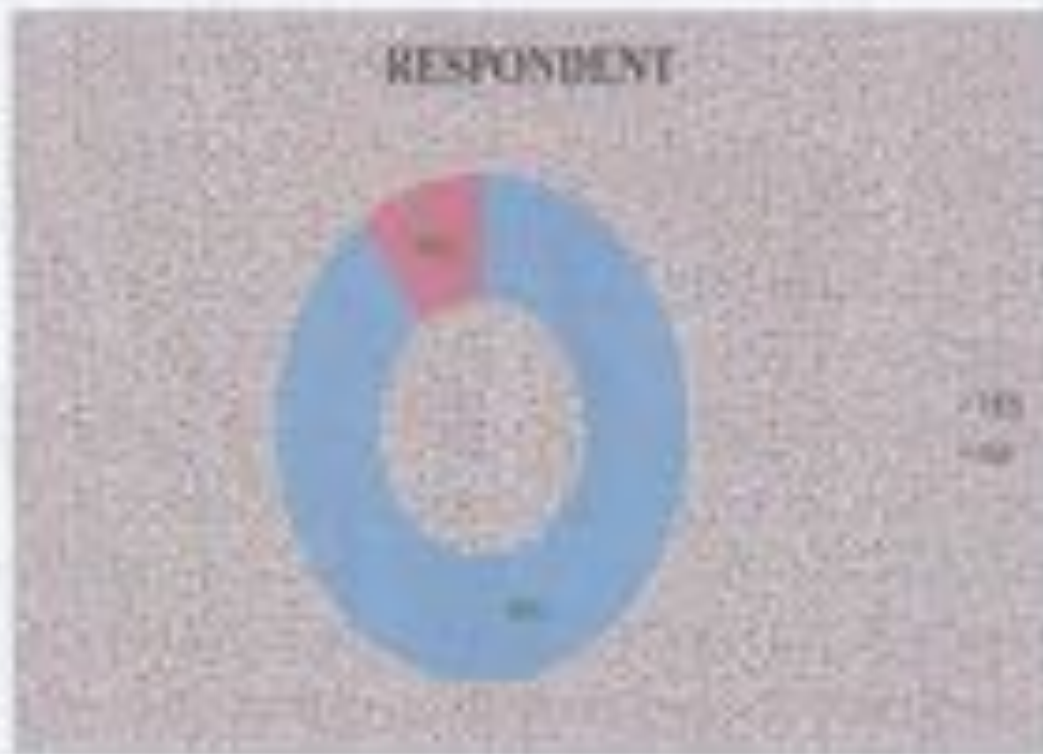


**INTERPRETATION:** As an integral part of consumer market, in today's world, consumers give less attention on packing and design on food and beverage items, what matters is the quality of the products, how durable, satisfying the product is. Respondents rated 15.8% as excellent, 47.4% rated good as it concerns less about package, but still 34.4% are neutral about DIMUL product package.

DO YOU THINK DIMUL NEEDS INNOVATION TO CREATE BRAND ITEMS LIKE CHOCOLATE, SWEETNET,?

QUESTIONS	NO. OF RESPONDENT	PERCENTAGE %
YES	11	80
NO	4	20
TOTAL	15	100%

REPRESENTATION OF THE ABOVE TABLE IN A CHART



INTERPRETATION: When asked consumer about introduction of brand items like chocolate and other related products of agreed and is willingly waiting for launch in the near future as four ratings reached maximum.

SELECT ANY CHANGES YOU WANT DIMUL TO ADAPT

CATEGORY	NO. OF RESPONDENTS	PERCENTAGE
ADDED FLAVOUR	11	11
PERSONALISE TASTES	11	11
AVAILABILITY OF SUPPLY	17	17
TOTAL	39	100

REPRESENTATION OF THE ABOVE TABLE IN A CHART



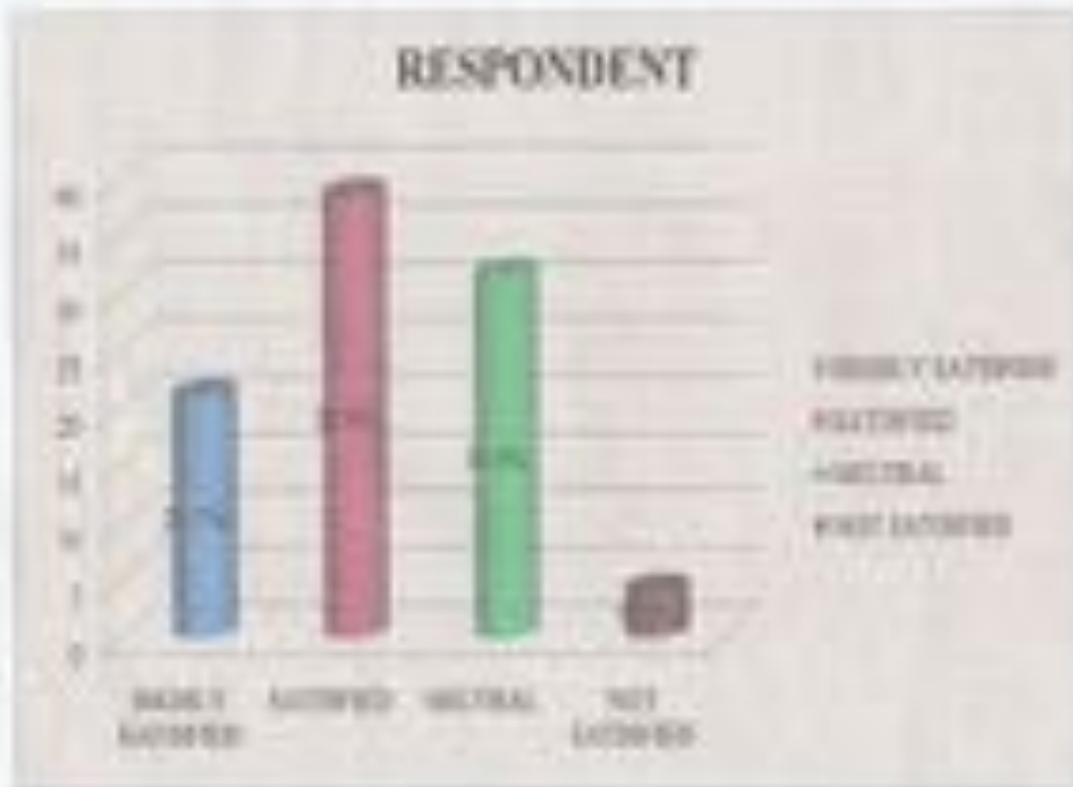
DISCUSSION Long performance should also be one of the factors of beverages not only that but also producing new products in different flavours and made available as and when consumers needed. 17% of respondents said the long performance ability of DIMUL products whereas 11% said for proper supply of their products. The main reason is that most of the others are out of taste and more during continuous drinking consumers to go for other drinks.



HOW SATISFIED ARE YOU USING DIMUL PRODUCTS?

LEVELS-	NO. OF RESPONDENT	PERCENTAGE
HEAVY SATISFIED	17	28.1
SATISFIED	21	35.0
NEUTRAL	18	29.7
NOT SATISFIED	4	6.6
TOTAL	60	100%

REPRESENTATION OF THE ABOVE TABLE IN BAR CHART.



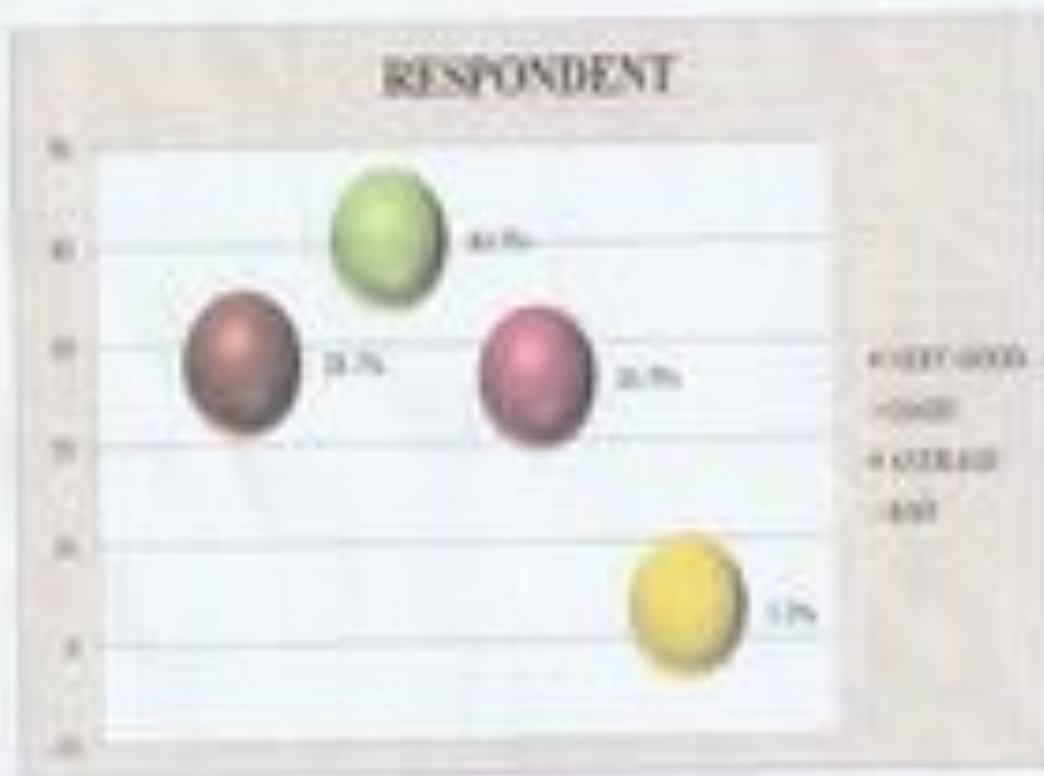
**INTERPRELATION:** Satisfaction level of the consumer is quite high, data shows that 28.5% are satisfied with what DIMUL, producing adding all factors on the other end 11.6% is not neither satisfied nor dissatisfied with DIMUL, products, it may be reason because of substitute commodity beverages. A small portion of 6.6% of respondent is not satisfied with DIMUL, products.

GIVE YOUR RATING OF DIMUL PRODUCT

QUALITY

RATING	NO. OF RESPONDENT	PERCENTAGE (%)
VERY GOOD	8	40%
GOOD	23	60%
AVERAGE	11	25%
BAD	1	1%
TOTAL	43	100%

REPRESENTATION OF THE ABOVE TABLE IN A CHART

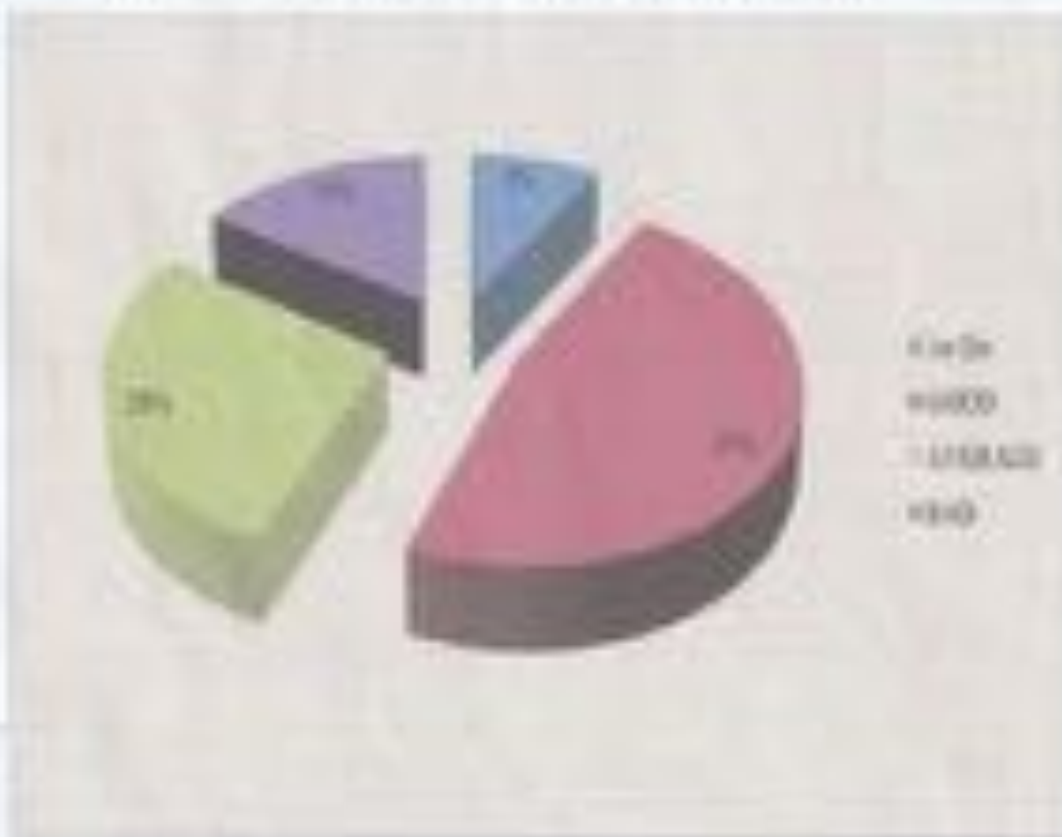


INTERPRETATION: There is a high level of ratings on DIMUL products with regard to quality. From the chart it shows that 40% of respondent rated good not only it shows positive response but 25% rated very good. It shows that many consumers are satisfied and happy with the existing quality level of DIMUL products.

QUANTITY

RATING	NO. OF RESPONDENTS	PERCENTAGE%
VERY GOOD	3	9
GOOD	21	61
AVERAGE	10	29
POOR	4	11
TOTAL	37	100

REPRESENTATION OF THE ABOVE TABLE IN CHART

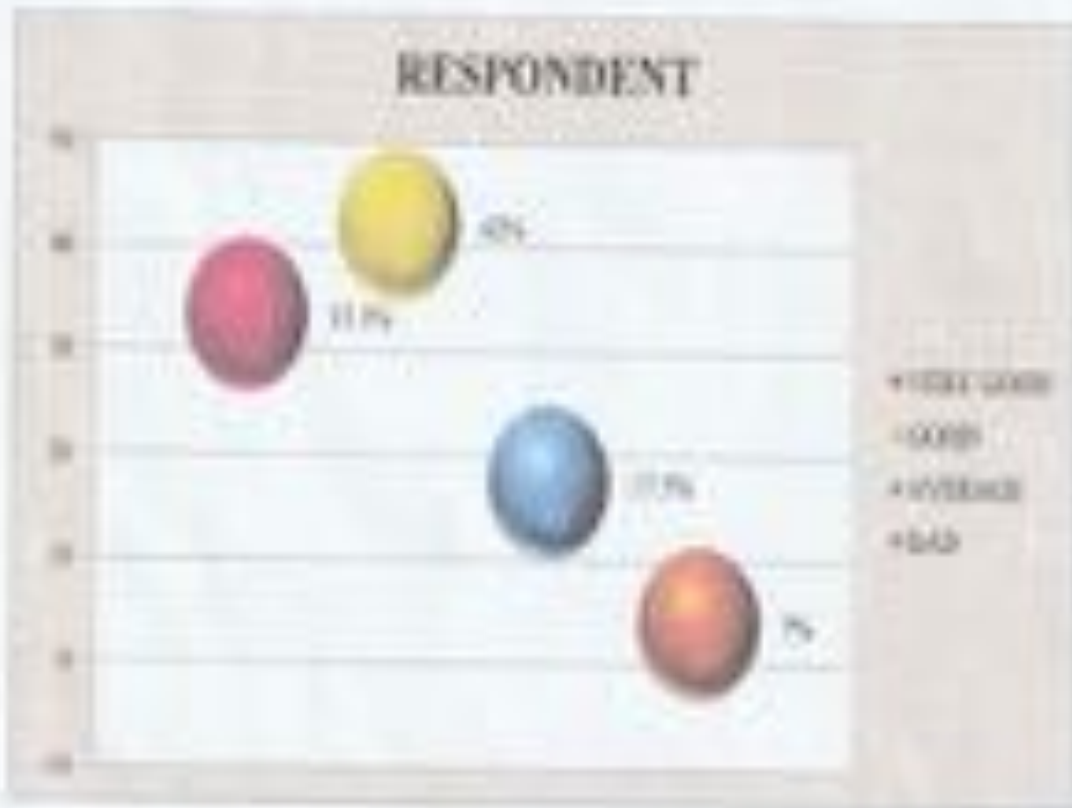


**INTERPRETATION:** Quantity is also one sign of consumer satisfaction level, a large amount of 61% of respondent marked good while 29% rated average which shows that they are okay with quantity level of DIMUL. There's less "very good" consumers it shows only 9% of rating.

(c) PRICE

RATING	NO. OF RESPONDENTS	PERCENTAGE
VERY GOOD	11	33
GOOD	28	87
AVERAGE	10	33
BAD	4	12
TOTAL	53	100

REPRESENTATION OF THE ABOVE TABLE IN CHART

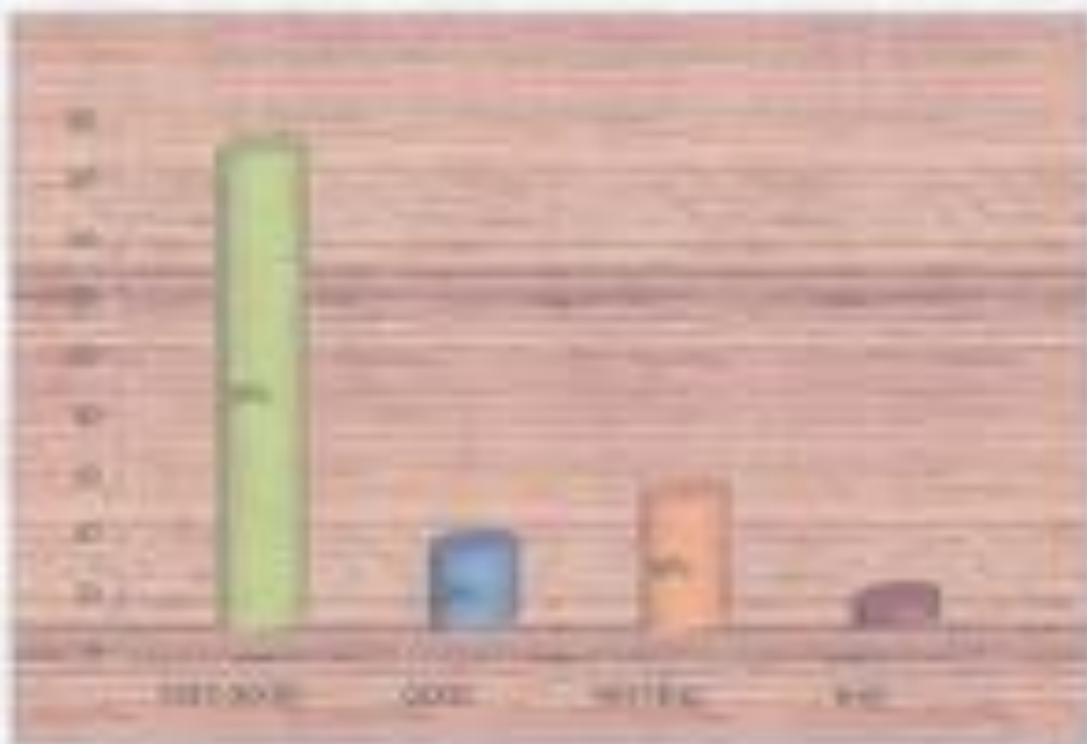


**INTERPRETATION:** The price of a particular product greatly influences the buying capability of the consumer. An affordable price range of the products 42% of the respondent would that it was a good and satisfying price, which 33.3% would very good, there was only 12% of negative response from the consumer that the price system is bad.

**USABILITY**

RATING	NO. OF RESPONDENTS	PERCENTAGE
VERY GOOD	7	18
GOOD	13	28
AVERAGE	25	44
BAD	4	10
TOTAL	39	100%

**REPRESENTATION OF THE ABOVE TABLE IN CHART**

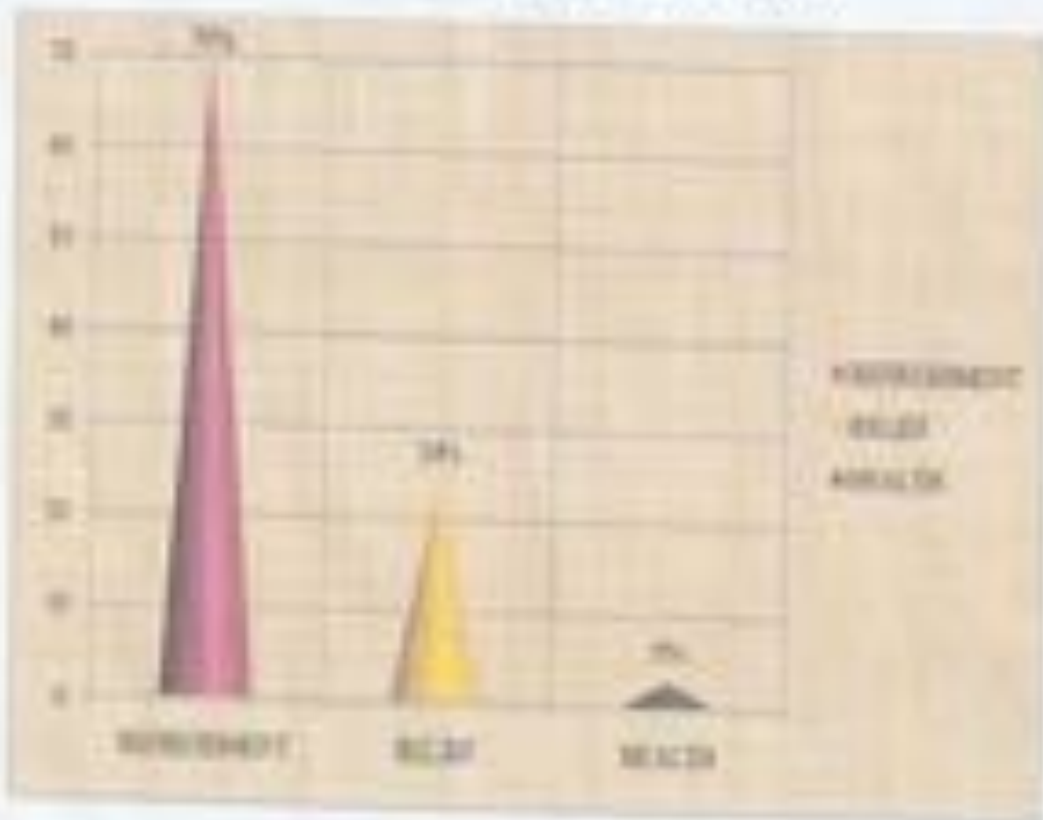


**INTERPRETATION:** usability is another important service of a product since it reaches easily to the customers not only for that but also consumers want it whenever it is required and 18% of the respondents rated as very good as what DIMUL is currently supplying. 28% of the respondents rated either good or fair and 44% are against the supply of DIMUL since to be used cannot be done when it is not used.

HOW WHAT REASNS FOR PURCHASE DIMUL PRODUCT?

PURPOSE	NO. OF RESPONDENT	PERCENTAGE
REFRESHMENT	40	70%
HEALTH	14	24%
BEAUTY	3	5%
TOTAL	57	100%

REPRESENTATION OF THE ABOVE TABLE IN A CHART



EXPLANATION, From the above chart it shows clearly that most of the respondent chose to buy DIMUL because of refreshment and less rather than health or other purposes. It shows 70% of the purposes for buying the product followed by what with 24% and health purposes of only 5% which we assume that consumer want DIMUL products for refreshment.

11. DO YOU REMEMBER ANY DISCOUNTS OR OTHER RELATED SALES PROMOTIONS DONE BY DIMUL?

PARTICULARS	RESPONDENT	PERCENTAGE
YES	9	9
NO	91	91
	100	100

REPRESENTATION OF THE ABOVE TABLE IN A CHART

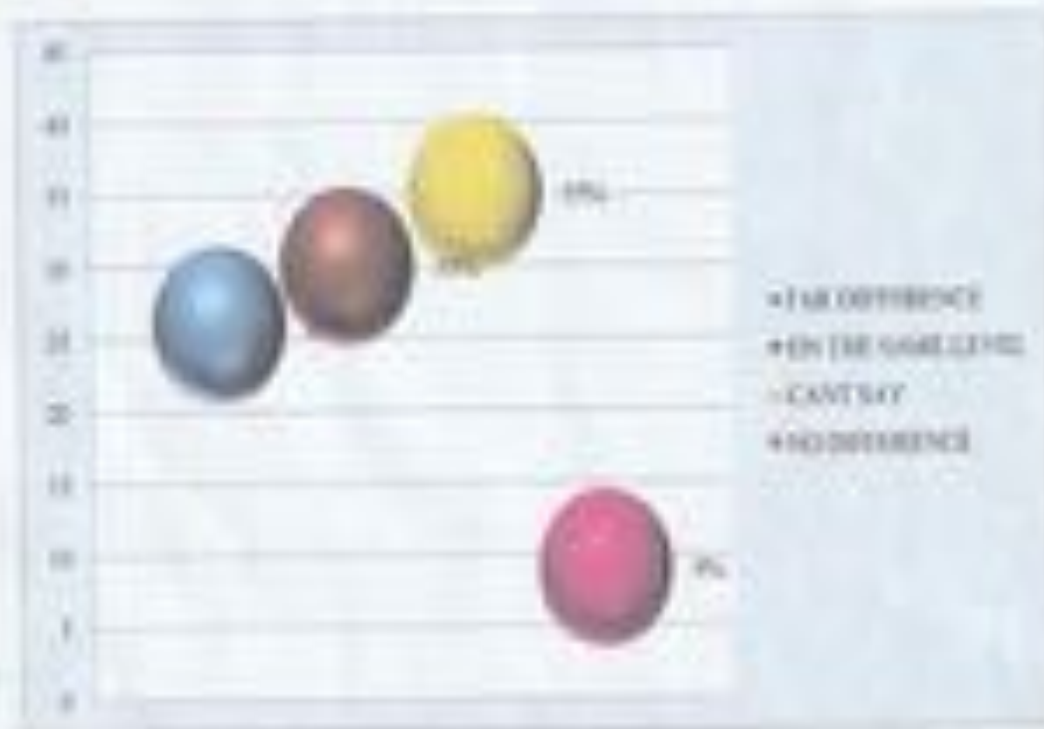


**INTERPRETATION:** From the above table we can easily interpret that the sales promotion or consumer satisfaction activities undertaken to keep proper track of consumers or attract new consumers.

IT CAN YOU DIFFERENTIATE DIMUL PRODUCTS WITH OTHERS BEVERAGES?

LEVEL OF DIFFERENCE	RESPONDENTS	PERCENTAGE%
FAIR DIFFERENCE	13	29
ON THE SAME LEVEL	17	36
CANT SAY	26	57
NO DIFFERENCE	1	2
TOTAL	57	100

REPRESENTATION OF THE ABOVE TABLE IN A CHART



INTERPRETATION, the above figures show us how consumers differentiate DIMUL products with other beverages. 29% of the respondent is of the opinion that there is fair good difference with other products which is a good witness. 36% is of the opinion that it is on the same level. 57% cant differentiate the products and 2% is of the opinion that there is no difference.



## **2.5 FINDINGS:**

- Majority of the respondents know about DIMUL products.
- Majority of the consumers are of the age group of below 20 and 21-30
- From the survey it found out that most of the consumers prefers lassi and dahi more than new products of DIMUL, it is because the consumers are yet to know more about their new products or expecting some changes in their other product. Products like peda, ghee, etc are not fully awarded to the consumers.
- Almost 90% of the respondent agreed to see DIMUL coming up with new innovative brands item like flavoured drinks, sweet, chocolate in the coming future.
- Production promotion done through advertisement newspaper and magazines is less effective at present.
- Consumers suggested for long preserve ability of the products for storage ability.
- There are no proper cells to redress consumers grievances
- Most of the consumers prefers DIMUL products because of its affordable prices ranges and are satisfied buying the product with the present price.
- Majority of the consumers like the features of DIMUL like cover design, packing, etc.
- Most of the respondent voted happily that are highly satisfied or satisfied with the product of DIMUL at present times.
- Most of the consumers who buy the products buy it for refreshment purpose.
- Some few consumers agreed that DIMUL is far good ahead of others company beverage which is a positive response.

## **CHAPTER 3**

### **SUGGESTION:**

- The organization should target consumers group in the coming years to gain more customers. Eg: introduction of choco flavoured lassi may attract consumers at the age group below 20.
- Most of the customers change their products frequently due to non availability of stock during summer; hence proper flow of supply be considered by the company for satisfying the consumers needs.
- Product quality and prices of the products are till now excellent but other alternative tools like word to mouth promotion, personal selling, direct marketing etc can be introduced to promote products.
- There should be more executives so that the problems of consumer can be solved quickly so as to satisfy the unsatisfied customer with the help of the existing customer.
- The organization should enhance proper research and development department so as to satisfy fully or attractive new customers by introducing new products in the market.
- Consumers satisfaction can be achieved only by means of proper attention to customer which the organization lack response for customer cell.
- To satisfy existing customer, sales technique like discount ,offer etc should be offered at times in order to attract customer from buying alternative of DIMUL products like frooti, pepsi, amul,etc.
- Proper study of consumers and their behaviour in selecting the product must be done so as to attach consumers and prevents from choosing other alternative products.

## **CONCLUSION:**

Every business organization success or failure depends on the consumers, without customers marketing cannot exist. Even though consumers satisfaction cannot be achieved at cent level proper precautions and suggestion among employees and consumers must be taken into consideration for proper management and relation with existing customer. There is no such things in business which runs not for profit but consumers while achieving sales target, it means at times sales promotion activities must be undertaken to motivate customer to buy more.

Price setting is the most Important advantages and tools in winning customers keeping aside advertisement, till to date consumer are highly satisfied in term of prices set by the company because of its affordability ranges customers are also influenced and satisfied with the quality of the products but on the other end they are not very well satisfied with preservability of the products.

Supply is one role that indirectly plays a very important role in keeping customers intact and not letting them choice other substitute products, ensuring proper flow of supply of the product will satisfy the customer more.

Therefore, the study is solely aimed to find out how customers are satisfied with all aspects on the product of DIMUL and to bring out comments on changes from the customers so as to give the best services to the customers by the organization in the coming future.

## **BIBLIOGRAPHY**

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**QUESTIONNAIRE**

➤ NAME \_\_\_\_\_

➤ AGE \_\_\_\_\_

➤ GENDER:  
(MALE) \_\_\_\_\_ (FEMALE) \_\_\_\_\_

➤ EDUCATIONAL QUALIFICATION:  
(a) below 10 (b) below 12 (c) graduate and above

➤ OCCUPATION  
\_\_\_\_\_

➤ Do you buy DIMUL products?  
(a) yes (b) No

➤ What are the products of DIMUL, you frequently buy?  
(a)lassi (b) toned milk (c) ice creams  
(d) pista (e) misoi date

➤ What are your main reasons of buying DIMUL products?  
(a) quality (b) price (c) features  
(d) quantity

➤ How is the taste of DIMUL products?  
(a) excellent (b) good (c) neutral  
(d) poor

➤ How is packing of DIMUL?  
(a) excellent (b) good  
(c) normal (d) poor

➤ Mostly in which season you buy the product?  
(a) summer (b) winter  
(c) autumn (d) spring  
(e) throughout the year

➤ Do you think DIMUL need innovation to create items like chocolate flavoured drinks in the near future?

(a) yes                      (b) no

➤ Select any changes you need DIMUL to adopt?

(a) added flavour              (b) preservative ingredients

(c) availability

➤ How satisfied are you using DIMUL products?

(a) highly satisfied              (b) satisfied              (c) neutral

(d) not satisfied.

➤ Give your ratings on DIMUL?

	Very good	Good	Average	Bad
(a) quantity	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
(b) quality	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
(c) price	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
(d) packing	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

SET (B)