A STUDY ON CONSUMER PERCEPTION TOWARDS QUALITY AND SERVICE OF DAIRY PRODUCTS: A STUDY WITH REFERENCE TO JERSEY PRODUCTS

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Abstract

Due to the fast development in technology the behaviour of the consumer is very much effected. Every producer tries to attach the consumer through different techniques like advertisement, attractive packaging, brand name and around pricing system. Which has become the true cause of competition? To operate successfully, markets must have a thorough understanding explicit rather than implicit of want makes consumers buy. The study is undertaken to study the customer perception towards jersey products, to analyze the perception of customer towards packaging distribution system and maintained by jersey products, to determine the factors influencing the purchase decisions towards jersey products and to study the customer satisfaction towards the quality maintained by jersey products. In this research, the interaction with the customers of jersey products was on the basis of particular questionnaire was taken 120 customers and their responses are taken into consideration. From this study we can conclude that customers are showing interest to availability of milk with retailers on Jersey Milk and Products, but the company has to improve the service and advertisements, quality and mostly replacement and availability of milk the retailers. So that it would satisfy the customers, and this help the company to get a good market share going for promotional strategies will keep the company at a special place in the market.

Key Words: *Customer, Perception, Quality, Dairy Products*

Introduction

Due to the fast development in technology the behaviour of the consumer is very much effected. Every producer tries to attach the consumer through different techniques like advertisement, attractive packaging, brand name and a around pricing system. Which has become the true cause of competition? To operate successfully, markets must have a thorough understanding explicit rather than implicit of want makes consumers buy. They have to know why they buy, what needs they are tried to fulfil and what outside influences affect their product choices in order to design a marketing strategy that will favourably influences related consumer decision. In analysis of consumer behaviour is pre-requisite for the decision of a plan economy because to enable them to have an understanding of the current and future demand of different commodities and watch supplies with the changing pattern of demands. Consumer behaviour is heavily influenced by the consumer psychology. The consumer

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buying behaviour is reflected by what we perceive of the product. The perceptions are influenced by variety of social cultural and demographic factors.

The perception of consumers is based on the way they interpret, analysed and evaluate the available to them. The consumer perception is also influence by the set of beliefs the consumer which have gone into shaping his thought process. The attitude towards products depends on the beliefs the customer behaviour. The present-day market is characterized by competition in every field, there are variety of Brands. Customer has varied wide of brands to select. It is imperative that Hero Honda has to take care of the customer. In price and quality fluctuation and price and quality variation.

Individuals and react based on their perceptions, not on the basis of objective reality. For each individual, reality is totally personnel phenomenon based on that person's needs, wants, values and personal experiences. Thus, to the marketer's consumers perceptions are much more important than their knowledge of objective reality. It's not what is so, but what consumer think is so, that affects their actions, their buying habits, their leisure habits, so forth. Because individuals make decisions and take actions based on what they perceive to be reality, it is important that marketers understand the whole notion of perception and its related concepts to more reality determine what factors influence consumers to buy. Knowledge of these principles enables marketers to develop advertisement that have a better-than-average chance of being seen and remembered by their targeted customers

Review of Literature
International
Iraz Hasplot Kaya (2016) has investigated the consumer perception towards packaged milk turkey- A descriptive study the sampling tolerance is 1222 consumers were interviewed in person. The collected data summarized using descriptive statistics to analgise the difference between the consumer types the respondents were divided into three groups using the demographic variables and socio economic status age and gender he used a T-test was applied using the SPSS quantum programme (IBM, New York us) consumer should be gained consciousness that their preferences of safe food can be carried out with the use of safe and objective knowledge

Romica Chandra lal, Fritz yambrach and Lucy mc proud (2015) has investigated consumer perception towards packaged designs a cross cultural study presented in this paper involved a web-bas survey of 232 individuals among seven different national groups Brazil, China, France, Germany, Italy, USA and vitenam. The study investigates in future work whether economic growth in the countries studied may affect their cultural association and consumer perceptions

Zenenat Fatima (2015) has investigated the consumer attitude and perception towards green products in this research 70 students are respondents to collect the data sampling techniques are mean rating scale, correlation, pie-chart and bar diagram the attitude of the people towards the eco-friendly products is remarkable this program solicits employee suggestions on how to reduce pollution and recycle material

Horsue Emmauel Nondzor and Yeboah Solomon Tawaih(2015) has investigated consumer perception and preference of fast food a study of tertiary students in Ghana in these research 159 respondents the sampling techniques are descriptive statistics frequencies, percentage , mean and standard deviations tables and chart the studies help to market refers to analyze the behavioural characteristics of consumer with respect to the consumption of fast food

National
Abhishek Dadhick and Kavaldeep Dixit (2017) has investigated consumer

perception towards over the counter and brand medicines of major pharmaceuticals company with special reference to Rajasthan sample size for pilot survey is 100 respondents for non-probability 411 respondents sampling technique are multiple linear regression model the study revealed that consumers are aware of brand OTC medicine and mostly they prefer to treat common alignment like headache, fever, cold and cough.

Saravanam.M and Sajitha (2016) has investigated consumer perception towards online advertisement in Coimbatore the sample size is 50 respondents sampling tool is percentage analysis the report provides an in depth and very comprehensive picture on consumer perception towards online advertisement target audience includes people with money to spend the internet is the perfect place for any advertisement.

Jaganathan.A.T, Suresh Kumar Sakthivel.M and Mohanraj.M(2016) has investigated a study on consumer perception towards online shopping nammakkal in this research 150 respondents are used for sample size the sampling techniques are simple percentage analysis and anova the result of this study reveals thee customers are intake in the future online shopping through internet websites like ebay, flipkart.

Objectives

- To study the customer perception towards jersey products
- To analyze the perception of customer towards packaging distribution system and maintained by jersey products
- To determine the factors influencing the purchase decisions towards jersey products
- To study the customer satisfaction towards the quality maintained by jersey products

Research Methodology

The data was obtained through primary and secondary sources in order to answer the research question. The Primary Data was collected through the questionnaires administered to different types of selected sample respondents. The secondary information's were collected from different sources like newspapers, magazines, journals, books, and websites and so on. In this research the interaction with the customers of jersey products was on the basis of particular questionnaire was taken 120 customers and their responses are taken into consideration. A sampling method is a procedure for selecting sample members from a population the sampling method is purposive sampling method. These are the types of questionnaire are used in these study, they are Likert scale and Multiple-Choice Questions.

Data Analysis

The detailed analysis is presented below:
        Insert table 1 & graph 1
Table 1 shows that majority of the respondents are females i.e., 69% and male respondents are 31% .
        Insert table 2 & graph 2
Table 2 shows that majority of the respondents i.e,50% belongs to 20-30 age group , 45%belongs to 31-40, 4% belongs to 41-50, 1% belongs to above 50 Age Group.
        Insert table 3 & graph 3

From the above table, it shows that majority of the respondents i.e,28% are self employed and 27% are students, 22% are private organizations and 22% are government organization.

Insert table 4 & graph 4

From the above table it shows that majority of the respondents i.e,48% belongs above 50000, 37% belongs to 25001-50000, and 14% belongs to upto-25000

Insert table 5

Fail to Reject Null Hypothesis:
BA has no significant relationship with the satisfaction with $\beta=0.178$, $t=-1.359$. In Brand association it is greater than 0.05 means there is no relationship between Brand association and satisfaction.

Reject Null Hypothesis:
PQ has the significant relationship with the satisfaction with $\beta=0.006$, $t=2.794$. In perceived quality it is less than 0.05 means there is a relationship between perceived information and satisfaction.

Fail to Reject Null Hypothesis:
BL has no significant relationship with the satisfaction with $\beta=0.165$, $t=1.402$. In Brand loyalty it is greater than 0.05 means there is no relationship between service quality and satisfaction.

Reject Null Hypothesis:
PI has the significant relationship with the satisfaction with $\beta=0.000$, $t=4.222$. In Purchase intention it is less than 0.05 means there is a relationship between Purchase intention and satisfaction.

Suggestions

❖ Company should maintain reasonable prices for huge or Bulk purchase of jersey Products.
❖ Company should provide easy accessibility of jersey products to enhance its sales.
❖ Company must control leakage in packing and Distribution.
❖ Make wide availability of jersey Products for all customers of service sector
❖ The company should maintain their market position and try to increase their customers.
❖ Enough stock should keep in stockiest place & retailers place.
❖ To enable the customers to get in touch with the customer service and provide more free samples and also provide the toll-free number to give solutions of customers and also

retailers feedback and suggestion then
❖ The company should provide more services based on the customer preferences,
❖ Company should take immediate solutions about the customer's problems.
❖ The company should implement some attractive offers when benefits the customer.
❖ The company must be aware of to lose their loyalty customers.
❖ The Company provides better services compare to other milk companies.
❖ It is mainly follow the media and newspaper see that choose the best brand in the global market.
❖ Company should maintain the data base of the customer to increase the turn on regular basis

Conclusion
Management needs to know the customer to know the customer preference information in order to make sound decisions. Surveys on customer preference can produce favourable or unfavourable result but bringing a number of benefits to management. A study on customer preference helps to understand the performance of the organization and the behaviour of the customers. The study of customer preference of the organization and the behaviour of the customers preference helps to understand the loyalty of the customer towards the products. The management finds a possible way to fulfil the expectations of customers and attracts new customers.

From this study we can conclude that customers are showing interest to availability of milk with retailers on Jersey Milk and Products, but the company has to improve the service and advertisements, quality and mostly replacement and availability of milk the retailers. So that it would satisfy the customers, and this help

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the company to get a good market share going for promotional strategies will keep the company at a special place in the market.

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Table 1 -- Gender of Respondents

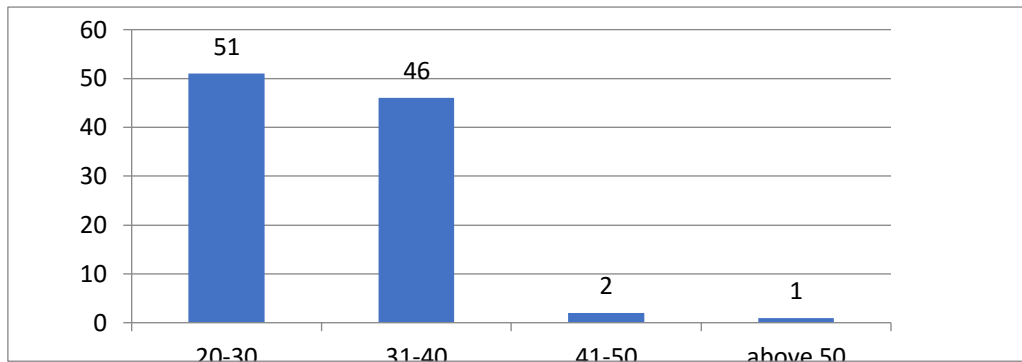| Gender	No. of Respondents	Percentage
Female	69	69%
Male	31	31%

Graph 1 - Gender of Respondents
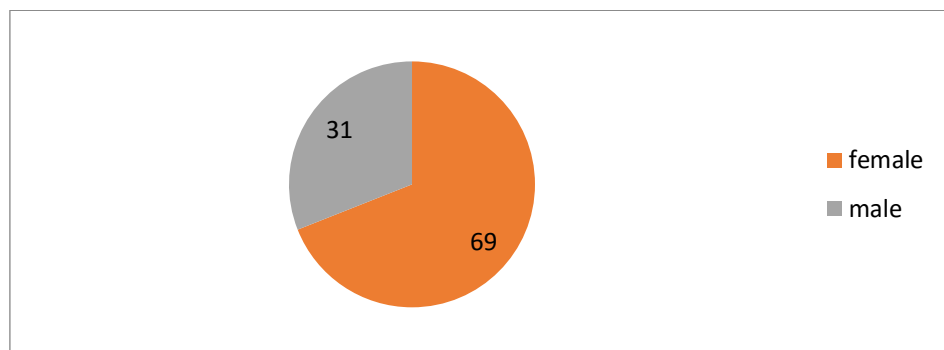
Table 2 - Age of Respondents

Options	No. of Respondents	Percentage
Above 20	51	51%
20-30	46	46%
31-40	2	2%
Above 50	1	1%

Graph 2 - Age of Respondents

Source: Primary Data

Table 3 - Occupation of Respondents

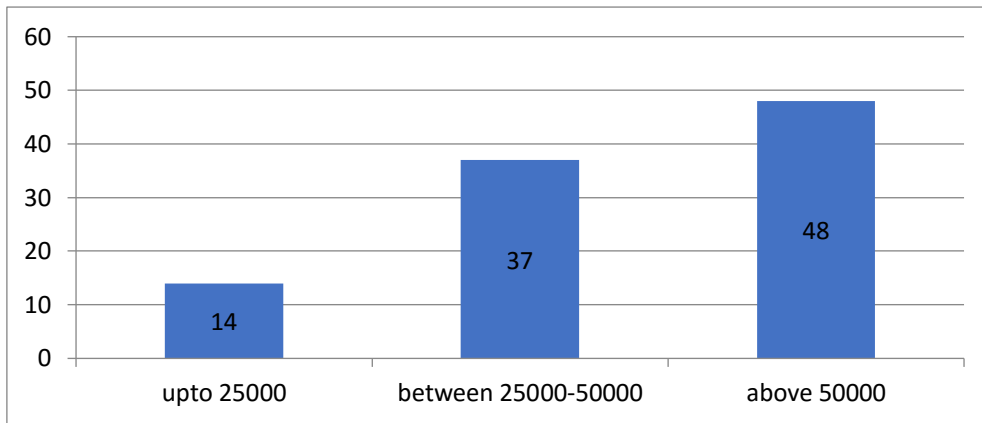| Options	No. of Respondents	Percentage
Private organization	22	22
Government organization	22	22
Self employed	28	28
Student	27	27

Graph 3 -Occupation of Respondents

Table 4 - Monthly House Hold Income

Options	No. of Respondents	Percentage
Up to 25000	14	14%
Between 25000-50000	37	37%
Above 50000	48	48%

Graph 4 - Monthly House Hold Income

Table 5 - Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.340	.932		1.437	.154
	BA	-.075	.055	-.107	-1.359	.178
	PQ	.207	.074	.323	2.794	.006
	BL	.095	.068	.165	1.402	.165
	PI	.287	.068	.422	4.222	.000

a. Dependent Variable: ST