

A STUDY ON USERS' SATISFACTION TOWARDS MILKY MIST WITH SPECIAL REFERENCE TO ERODE CITY

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Abstract

A study entitled a study on “users’ satisfaction towards Milky Mist” conducted in Erode City focused on user behavior related to various Milky Mist dairy products, including paneer, butter, and curd. The research aimed to understand consumer preferences, satisfaction levels, and the factors influencing their purchasing decisions. The research aims to identify the key factors influencing purchasing decisions, such as product quality, price sensitivity, brand recognition, and demographic attributes including age, income, and family size. By analyzing these variables, the study seeks to offer strategic insights that can support Milky Mist in enhancing its marketing efforts, boosting brand loyalty and tailoring its offerings to meet the dynamic needs of Erode user base.

Keywords: User Satisfaction, Dairy Product and Research

INTRODUCTION

User satisfaction is an important factor for the success of any business. In today’s competitive market, companies must understand user needs and provide quality products to maintain their position. The dairy industry in India is growing rapidly and customers expect fresh, safe and high-quality dairy products at reasonable prices. Milky Mist is a well-known dairy brand that offers a wide range of products such as milk, curd, paneer, cheese, butter and other value-added dairy items. The company focuses on quality, hygiene, innovative packaging and user satisfaction. Over the years, Milky Mist has built a strong reputation among consumers.

HISTORY AND ESTABLISHMENT OF THE COMPANY

Milky Mist began as a small milk trading business and later developed into a large dairy product company.

Key milestones

1985 – Started as a small milk trading business.

1994 – Began producing paneer.

1997 – Milky Mist brand was introduced in the market.

1999 – Registered as “M.M.D. Dairy”.

2006 – Name changed to Milky Mist Dairy Food.

2014 – Converted into a private limited company.

2025 – Converted into a public limited company.

The company was founded by entrepreneur T. Sathish Kumar, who started the business at a young age and transformed it into a successful dairy brand.

Today Milky Mist is one of the fastest-growing dairy companies in India.

STATEMENT OF THE PROBLEM

In today’s competitive dairy market, user satisfaction plays a crucial role in determining the success and sustainability of a brand. Despite the brand’s growing presence and distribution network, it is important to evaluate whether users are fully satisfied with the quality, pricing, packaging, availability, taste, freshness and overall value of dairy products. User expectations continuously evolve due to factors such as health awareness, product innovation and competitive alternatives in the market. Without a proper understanding of user satisfaction, the company may face challenges in customer retention, brand positioning and long-term profitability.

Therefore, this study aims to examine the level of user satisfaction with Milky Mist products and determine the key factors influencing user preferences and purchase decisions.

OBJECTIVES OF THE STUDY

- To study users buying behavior and frequency of purchase of Milky Mist products.
- To identify the key factors influencing user satisfaction.
- To assess the overall satisfaction level towards Milky Mist products.
- To identify the problems faced by respondents while purchasing or consuming Milky Mist products.

SCOPE OF THE STUDY

This study is limited to analyzing the level of user satisfaction towards Milky Mist products and identifying the factors that influence their overall experience. It examines customer attitudes, preferences and perceptions regarding product quality, pricing, variety, brand image and service availability within the selected study area. The research is based primarily on data collected from users and focuses on understanding satisfaction patterns among different demographic groups.

LIMITATIONS OF THE STUDY

- The study has 130 respondents only, which limits generalization of the results.

- The study duration is short, so long-term effects of dairy consumption cannot be determined.
- The collected data is based only on assumptions and may not be accurate.

REVIEW OF LITERATURE

Mrs S.J. SEMBAKALAKSHMI (2022) “CONSUMER SATISFACTION TOWARDS MILKY MIST PRODUCTS” Hence, the study efforts on consumer behaviour towards numerous brands of milk and milk products with special reference to Coimbatore District. This study not only focus on consumer needs and wants, their dislike and this consumer satisfaction. To raise the sales, the priority has to concentrate on price of the products. The satisfaction level of respondents on Milky Mist has been moderately high and it is going to be increased. The advertisement promotion strategies followed by Milky mist are in the satisfactory level.

Dr. A. R. KANAGARAJ, ANANDAKUMAR K (2025)“A STUDY ON CUSTOMER EXPERIENCE AND SATISFACTION WITH THE REFERENCE TO MILKY MIST PRODUCT” the study focus on Customer experience and satisfaction are pivotal drivers of brand loyalty and market success. Customer perceptions, preferences, and satisfaction levels toward Milky Mist products are investigated in this study. It delves into the important aspects such as quality, price, packaging, availability, and general customer service. Results will be useful to Milky Mist in streamlining its product range and customer interactions. Finally, it helps deepen insights into customer loyalty in the dairy sector. Results can assist Milky Mist in solidifying its market position and consumer confidence.

RESEARCH METHODOLOGY

The research design in the grand plan for conducting a market survey at motivational research on user attitudes the necessary data are collected analyzed, evaluated and presented in an effective manner preparing a project report. This states the complete detail of the project including the area covered and limitation undergone during the study. Methodology is a systematic way to solve the problem. The aim of the researcher is to analyse the users’ satisfaction towards the Milky Mist.

Sample Size

The total sample size selected for the study is 130 respondents in Erode.

STATISTICAL TOOLS USED

- Percentage Analysis
- Chi- Square Test

ANALYSIS AND INTERPRETATION OF DATA

GENDER OF THE RESPONDENTS

S.NO	GENDER	NO OF RESPONDENTS	PERCENTAGE (%)
1	Male	77	59.2
2	Female	53	40.8
	Total	130	100

Source: Primary Data

INTERPRETATION

The above table shows that out of 130 respondents, 59.2% of the respondents are belongs to male and 40.8% of the respondents are belongs to female.

Majority (59.2%) of the respondents are belonging to the category of male.

AGE OF THE RESPONDENTS

S.NO	AGE	NO OF RESPONDENTS	PERCENTAGE (%)
1	Below 20 years	79	60.8
2	21-30 years	38	29.2
3	31-40 years	11	8.5
4	Above 40 years	2	1.5
	Total	130	100

Source: Primary Data

INTERPRETATION

The above table shows that out of 130 respondents, 60.8% of the respondents are belongs to the age group of Below 20-years, 29.2% of the respondents are belongs to the age group of 21-30 years, 8.5% of the respondents are belongs to the age group of 31-40 years and 1.5% of the respondents are belongs to the age group of above 40 years.

Majority (60.8%) of the respondents are belonging to the category of Below 20 years.

OCCUPATION OF THE RESPONDENTS

S.NO	OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Business	12	9.2
2	Students	85	65.4
3	Private Employee	31	23.8
4	Homemaker	2	1.6
	Total	130	100

Source: Primary Data

INTERPRETATION

The above table shows that out of 130 respondents, 65.4% of the respondents are belongs to the category of students, 23.8% of the respondents are belongs to the category of the category of private employee, 9.2% of the respondents are belongs to the category of the business and 1.6% of the respondents are belongs to the category of homemaker.

Majority (65.4%) of the respondents are belonging to the category of students.

RELATION BETWEEN AGE AND USAGE PERIOD OF MILKY MIST PRODUCTS

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Missing	N	Percent	N	Percent
Age * Usage Period	130	100.0%	0	0.0%	130	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	174.515 ^a	9	.001
Likelihood Ratio	184.667	9	.000
Linear-by-Linear Association	95.221	1	.000
N of Valid Cases	130		

a. 8 cells (50.0%) have expected count less than 5. The minimum expected count is .35.

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * Factors	130	100.0%	0	0.0%	130	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	107.472 ^a	3	.001
Likelihood Ratio	144.419	3	.000
Linear-by-Linear Association	99.987	1	.000
N of Valid Cases	130		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 2.85.

H0: There is a significant relationship between gender and factors influencing by Milky Mist products.

H1: There is a no significant relationship between age and factors influencing by Milky Mist products

INTERPRETATION:

As Chi- Square test was conducted to analyses the relationship between gender vs Factors influenced by Miky Mist products. As per the table, the result of the Pearson Chi-Square test is .001 with significant value of 107.472 which is below the threshold of 0.05. As a result, it indicates there is no significant relation between age vs factors influence by Milky Mist products. This suggests that gender significantly influences by the factors.

FINDINGS:

- Majority (59.2%) of the respondents are belonging to the category of male.
- Majority (60.8%) of the respondents are belonging to the category of Below 20 years.
- Majority (65.4%) of the respondents are belonging to the category of students.

SUGGESTIONS

- Most of the respondents are students and young people, so marketing strategies should focus more on youth-oriented promotions.
- Quality and taste should be consistently maintained, as taste is the main factor influencing purchase decisions.

- The company should introduce more variety in dairy products, Flavors, combo packs and family packs to encourage purchases among families and attract new customers.

CONCLUSION

The study on user satisfaction towards Milky Mist products shows that the majority of respondents are aware of the brand and regularly use its products. Most consumers prefer milk and curd products. Taste and quality play an important role in influencing customers' buying decisions. The findings also reveal that many respondents are satisfied with the products. However, some problems were identified. Therefore, improving product availability, maintaining quality and offering better promotional schemes will improve customer satisfaction and increase its market position.

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