IMPACT OF MARKETING MIX ON CUSTOMER SATISFACTION OF DAIRY PRODUCTS IN RAJASTHAN

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ABSTRACT

The purpose of marketing mix is customer satisfaction in return for profit and satisfying customer needs and meet the needs of his efficiency is identify needs, desires, tastes, attitude, expectations and desires of customers in buying. In this study has been studied the relationship between marketing mix and consumer behavior in dairy products. Statistical Society of research is all consumers of dairy products in Rajasthan also chain in rural and semi urban/urban area of Rajasthan. All the independent variables are positively and directly related to customer satisfaction. The relationship between marketing mix and customer satisfaction is significant. Therefore, the company should revisit the controllable marketing mix elements to satisfy the customer. The Statistical sample for this study is consumers of dairy products in Rajasthan the chain Shop of Saras dairy. The Data collection methods is field methods and data collection tool is a questionnaire designed by the researcher. Finally, descriptive and inferential statistical methods used to reject or confirm hypotheses include chi-square, Pearson, and correlation coefficient and Friedman.

KEYWORDS: *Marketing Mix, Marketing Mix, Product, Promotion, Place, Consumer satisfaction.*

Introduction

The dairy industry is one of the most important components of the world food system, and is undergoing dramatic change at the current time. Currently processes of change are being driven by a wide range of forces including shifts to the regulatory environment for dairy production and trade, technological changes to the production of milk and milk-products. The Milk is regarded as the most important source of nutrient, vitamin and mineral provider for people across the world. It is regarded as a sea of calcium which helps people develop stronger bones and muscles. The universal significance of milk has never been under estimated and efforts have continuously been made to augment the production of pure milk for consumption in various forms. Milk contains most of the essential nutrients for the maintenance of the physical wellbeing.

Importance of Milk as Food

The Milk is a dietary item. It is a complete balanced food. The high biological value of milk protein is an advantage not only for infants but also for adults. Milk from domestic animals and milk produced by human are an excellent food for human beings. The energy value of both humans and animal milk is similar. But it varies in its mineral and vitamin contents. It is not only an excellent food but also complements all other diets.

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Dairy Industry in India

India is the world's largest producer of dairy products by volume, accounting for more than 13% of world's total milk production, and it also has the world's largest dairy herd. As the country consumes almost all of its own milk production, India was neither an active importer noran exporter of dairy products prior to year 2000. However, since the implementation of Operation Flood Programme, the situation changed significantly and imports of dairy products reduced to very small quantities. India is the 2nd largest in the emerging economies in the world, with a GDP growth rate of 6.5%, 3rdlargest economy in the world (based on PPP) with a GDP of US $ 4.4 trillion, and according to BRIC report published by Goldman Sachs, India will be the 2 largest economy after China by the year 2035.

The consumption pattern of dairy products in India is quite unique as compared to some of the western countries. Consumption is primarily centered on traditional products; however, westernized products are gradually gaining momentum in the urban areas. Interestingly, buffalo milk accounts for the largest share of the total milk produced (55%) in the country. Since the pricing of milk is based on the fat content, buffalo milk offers higher profit margins as compared to cow milk as it contains higher fat. Despite being the one of the largest milk producing countries in the world, India accounts for a negligible share in the worldwide dairy trade.

Table 1: Showing National Dairy Development Board Annual Report in India-2016)

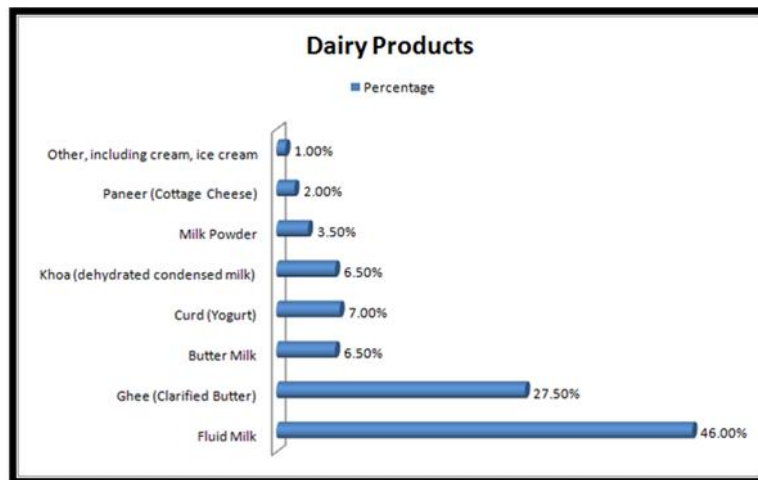| Product	Percentage
Fluid Milk	46.0%
Ghee (Clarified Butter)	27.5%
Butter Milk	6.5%
Curd (Yogurt)	7.0%
Khoa (dehydrated condensed milk)	6.5%
Milk Powder	3.5%
Paneer (Cottage Cheese)	2.0%
Other, including cream, ice cream	1.0%

Figure 1: Showing Dairy Products worldwide

Dairy Industries in Rajasthan

In 2017, the milk production in Rajasthan reached a volume of 20 Billion Liters, growing at a CAGR of 20% during 2012-2017. The state currently represents the sixth largest dairy market in India. The milk production in Rajasthan mainly consists of cow and buffalo milk. The report's analysis concludes that buffalo milk dominates the total milk production, accounting for around 60% of the total share. According to the report, the Rajasthan dairy market is further expected to grow at a CAGR of 20% during 2018-2023, reaching a volume of 20 Billion Liters in 2023. Figures will become available once the report is purchased.

Marketing Mix

Marketing mix: it express that should be established between components a system and coordinated approach in order to influence and persuade customers. In other words, good product with reasonable price in terms of customers with an appropriate distribution and using appropriate communication methods perform together and if any of these components is inconsistent with others, thereby reducing the effectiveness and efficiency of collection. Facilities and adverse impacts can be collected in four groups of variables that are known to 4p (place, price, product, promotion). The marketing mix is a model of creating and implementing marketing strategies. It stresses the blending of various factors in such a approach that both organizational and consumer objectives are attained. The elements are the marketing tactics, also known as the 'four Ps', the marketing mix elements are price, place, product, and promotion.

Product Decisions

Product combination "the goods and services" that the company offers to their target market and consist of product variety, quality, design, features, branding, packaging, size, service, guaranteed and returns.

Price Decisions

The price is the amount paid for a product. In some cases, especially in business to business marketing this can also include the total cost of ownership (TCO). Total cost of ownership may include costs such as installation and other products required to deliver a complete functional solution.

Place (Distribution)

The Place represents the location where a product can be purchased. It is frequently referred to as the distribution channel. It can include any physical store as well as virtual stores on the Internet. Distribution is about getting the products to the customer.

Promotion Decisions

The promotion represents the various aspects of marketing communication, that is, the communication of information about the product with the goal of generating a positive customer response. Promotion represents all of the communications that a marketer may insert into the marketplace. This can include TV, radio, and print advertising, as well as coupons, direct mail, billboards, and online advertising. One of the less well-defined areas in promotion is the role of a human sales force. On the other hand, consumers may rather purchase the product only when sold through the support of a known salesperson. In this case, the service, perceived or real can be defined as a feature of the product.

Review of literature

Kurien (2017) the father of India's White Revolution state that the future of India's dairy industry will have to be built on quality and quality alone. The Indian dairy industry must have the latest modern technology for milk processing and product manufacture. We must define the standards necessary to achieve and maintain world class quality.

Ganguli (2017) highlights that scientific investigations have established that vegetarian diet are much better for health and environmental protection. The structure of human body is more suitable for vegetarian diet. Nutrition experts in India feel that a combination of pulses, cereals, fresh vegetables, milk or curd provide adequate proteins and other essential nutriceuticals. To preserve health and environment, the people prefer a vegetarian diet, with a touch of milk in it, as an essential component.

Need for the study

In consumable market like fluid milk market where the market is stable and where there is high switching and low involvement and low risk, consumer behavioral measures are not appropriate for predicting future brand loyalty. Consumers are highly complex individuals, subject to a variety of physiological, psychological and sociological needs. Needs and priorities of different consumer segments differ drastically.

Objectives of the Study

The specific objectives of the study are:

- To assess the product and price practices of Saras dairy milk products.
- To explore the place and promotion practices of Saras dairy milk products.
- To determine the influence of price on customer satisfaction.
- To explore the influence of promotion on customer satisfaction. To find out the influence of place on customer satisfaction.

Research Method

This research in term of aim is applied and aspects of mode of data collection is descriptive Statistical population is all consumers of dairy products in Saras dairy Jaipur city. Sampling method in this study is a stratified random sampling method. The sample size was obtained using the formula. Data collection tool is questionnaire. In this study for assessing the validity of the questionnaire is used the content validity of the method. Questions fit to design the theory, supervisor and consultant comments were considered in questionnaire. Cronbach's alpha coefficient was used to determine the reliability of the questionnaire.

Data Analysis

- **Sample Size**

The total population of the study is 540, which ranges between 500 and 1000. Based on the above method of sample size determination a sample size of medium which is 80 respondents will be taken a representative to answer the schedules that will be distributed with the help of enumerators. Customers were selected based on simple random sampling and efforts have been made to have representative sample and the results are considered as representative of the population, since each stratum is more homogeneous than the total population, the researcher is able to get more precise estimates for each stratum.

- **Data Analysis**

The questionnaire were developed in five scales ranging from one to five; where 1 represents strongly disagree, 2 disagree,3 undecided,4 agree and 5 strongly agree.

- **Descriptive Analysis**

This descriptive analysis is used to look at the data collected and to describe that information. It is used to describe the demographic factors for more clarification. From the below table 2 information it can be seen clearly about demographic features of the respondents. Majority was under the age group of 36 to 50 years and has Diploma qualification and designated by managers. Majority have monthly income by birr 5000 & above.

Table 2: Showing Descriptions of Responds

Descriptions of Responds	Response		
Gender	Frequency	Percent	Cumulative Percent
Male	52	66.2	66.2
Female	28	33.8	100.0
Total	8O	100.0	
Age			
under 20	1	1.2	1.2
21 to 35	28	35.0	36.2
36 to 50	20	26.2	62.5
51 to 65	18	21.2	83.3
over 65	13	16.2	100.0
Total	8O	100.0	
3) Educational level			
1-HSE Complete	8	10.0	10.0
Certificate	22	27.5	37.5
Diploma	36	45.0	82.5
BA/HSC	10	12.5	95.5
Master	4	5.0	100.0
PhD	0	0	
Total	8O	100.0	
4) Position.			
Senior Manager	19	23.8	23.S
Manager	45	56.2	8O.O
Staff	16	20.0	100.0
Total	8O	100.0	
5. your monthly income			
Below bin- 100D	--3	2.5	2.5
birr 1000-2999	17	21.2	23.S
birr 3000-4999	14	17.5	41.2
birr 5000 & above	47	58.8	100.0
Total	8O	100.0	

Descriptive Analysis of Dairy Products

Table 3: Showing Offer High Quality Products and Price of Product is Reasonable

Scale	Factory Offer High Quality Products		Price of product is reasonable	
	Percent	Mean scale	Percent	Mean scale
Strongly Disagree	1.2		31.2	
Disagree	17.5		38.8	
Undecided	17.5	3.52	10.0	
Agree	55.0		18.8	2.20
Strongly Agree	8.8		1.2	
Total (80)	100.0		100.0	

Correlation between Marketing Mix and Customer Satisfaction

Pearson correlation test was conducted to identify the degree of relationship between the independent variable i.e. marketing mix and the dependent variable i.e. customer satisfaction. The results of the correlation between these variables are shown in table 4.

Table 4: Showing Correlation Analyses between Marketing Mix and Customer Satisfaction

		Marketing Mix	Customer Satisfaction
Marketing Mix	Pearson Correlation Sig. (2-tai led)	1	.769** .000
	N	80	80
Customer Satisfaction	Pearson Correlation Sig. (2-tai led)	.769** .000	1
	N	80	80

Regression Analysis

This regression analysis was conducted to identify by how much the independent variable explains the dependent variable. It is moreover used to understand by how much each independent variable (product, price, promotion and place) explains the dependent variable to facilitate is customer satisfaction. The results of the regression are the following (table 5 and table 6).

Table 5 Showing Regression Analysis Results Marketing Mix and Customer Satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.769**	.592	.587	.714

** Predictors: (Constant), marketing mix

Regression Analysis of Product and Customer Satisfaction

Table 6: Showing Regression Analysis Results Product and Customer Satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.547**	.299	290	.935

Predictors: (Constant), Product

Conclusion

The main purpose of the study was to examine Impact of Marketing Mix on Customer Satisfaction of Dairy Products in Rajasthan. The marketing mix dimensions that were included in this research are product, price, and promotion, place distribution. The Product, price, promotion and place are not the desired outcomes of marketing mix but also the antecedents of customer satisfaction. With regard to the Pearson correlation analysis, it can be clearly seen as that the four marketing mix dimensions namely product, price, promotion and place are positively related to customer satisfaction in company.

Recommendations

In glow of the conclusions made above, the following possible recommendations are suggested as being valuable to dairy for improving controllable marketing mix elements to assure customer satisfaction. To succeed in business the company has to focus on satisfying its customers and gradually increase the level of its customer's satisfaction through having a clear cut marketing strategies and integrating its various marketing activities, the quality of its products in order to win customers' satisfaction and consequently achieve a competitive advantage and long run survival. By having quality of products it is possible to keep customer from switching to other competitor. During holidays, finally the more customers are satisfied with regard to the 4p's of marketing mix, the higher the rewards for the business.

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