

A Study on Customer Satisfaction towards Ponlait

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Abstract: This study examines customer satisfaction towards Ponlait dairy products in the Puducherry region. It focuses on key factors influencing consumer preferences such as quality, price, taste, availability, and packaging. The research is based on primary data collected from 150 respondents using a structured questionnaire and analyzed using percentage and chi-square methods. The findings indicate that most customers are satisfied with Ponlait products, especially in terms of quality and freshness, with curd and buttermilk being the most preferred items. However, the study also identifies areas for improvement, including product awareness, availability, pricing, and packaging. Overall, the study concludes that while Ponlait meets customer expectations to a significant extent, continuous improvements in marketing and service quality are essential for enhancing customer satisfaction and ensuring long-term growth.

Keywords: Customer Satisfaction, Dairy Products, Consumer Behavior, Product Quality.

1. INTRODUCTION

1.1 INTRODUCTION

The importance of dairy development cannot be overstated in our country, where milk and its products provide the majority of the population's growth and vigor. Dairy is an excellent source of small and marginal framers because the feeds required for milk production may be obtained from their limited land resources without incurring significant additional costs. Milk-producing animals are ruminants, which means that the majority of their food comes from green fodder, grass, roughage, and byproducts that humans do not use. In addition to milk, milk animals produce manure for crops. The primary causes of low milk output in rural locations are indigenous cattle breeds, a shortage of green fodder and concentrates, and a lack of marketing tactics. The aforementioned variables are now being considered as part of the country's socioeconomic strategy. To lift the poorer rural population out of poverty, integrated efforts are being made to organize the dairying industry in the country, which will not only increase milk production and producer income but also create a large number of job opportunities in both rural and urban areas. Anand Dairy has set a provocative example for other states in the country. Until around 2000, most international dairy firms did not consider India to be a major importer or exporter of dairy products. During the 1970s, 1980s, and 1990s, India used milk powder and butter oil as an assistance. Exports from India were negligibly little. Beginning in 2000, Indian dairy products, particularly milk powder, casein, whey products, and ghee, began to gain traction in worldwide markets. Whole milk, evaporated milk, dried milk, cream, butter, and cheese are the most common dairy products used in this country; each of these categories includes a variety of kinds and specialty goods. In general, there are many different types of dairy products.

2. OBJECTIVES OF THE STUDY

- To measure the level of customer satisfaction towards the products and services. This helps in understanding how well the products meet customer expectations.

- To identify the factors influencing customer satisfaction such as quality, price, and availability. It highlights the key aspects that affect customer opinions and decisions.
- To analyze customer preferences and buying behavior. This provides insight into what customers like and how they make purchase decisions.
- To evaluate customer perception towards the brand. It helps in understanding the image and reputation of the brand among customers.
- To examine the relationship between customer satisfaction and brand loyalty. This shows how satisfaction influences repeat purchases and long-term commitment.
- To identify areas of improvement in products and services. It helps the organization focus on changes needed to increase satisfaction.
- To provide suggestions for enhancing customer satisfaction. These recommendations support better performance and customer retention.

3. METHODOLOGY

The research methodology adopted for this study on customer satisfaction is designed to systematically collect, analyze, and interpret data related to customer opinions and preferences. The study follows a descriptive research design, as it aims to describe the level of satisfaction among customers and identify the factors that influence their perceptions and buying behavior. Both primary and secondary sources of data are used in this study. Primary data is collected directly from customers through a structured questionnaire, which includes close-ended and multiple-choice questions to obtain accurate and relevant responses. Secondary data is gathered from various sources such as journals, websites, articles, and company records, which provide background information and support for the study. The sampling technique used for the study is convenience sampling, where respondents are selected based on their availability and willingness to participate. A sample size of around 100 to 150 respondents is considered adequate to draw meaningful conclusions. The study is conducted within a specific geographical area, focusing on customers of the selected products. For the purpose of data analysis, simple statistical tools such as percentage analysis, tables, and charts are used.

4. CONCEPTUAL FRAMEWORK

The conceptual framework of this study explains the relationship between various factors influencing customer satisfaction and the resulting outcomes. Customer satisfaction is considered the dependent variable, which is influenced by several independent variables such as product quality, price, availability, and service quality. In this study, product quality plays a major role as it directly affects customer perception and usage experience. Price is another important factor, as customers tend to compare the cost with the value they receive. Availability ensures that the product is easily accessible to customers whenever needed. Service quality, including customer support and responsiveness, also contributes significantly to overall satisfaction. These factors together shape customer perception, which ultimately determines the level of satisfaction. Higher satisfaction leads to positive outcomes such as customer loyalty, repeat purchases, and positive word-of-mouth. On the other hand, dissatisfaction may result in switching behavior and negative feedback. Thus, the framework establishes that independent variables (quality, price, availability, and service) influence the dependent variable (customer satisfaction), which in turn affects customer loyalty and business performance.

TABLE 1: Gender of the Respondents

S.NO	PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
1	Male	80	53%
2	Female	70	47%
	Total	150	100%

Source: Computing from primary data

From the above table the majority of 53 percent of the respondents are male and 47 percent of the respondents are female who buying milk products at ponlait. The data shows that out of 150 respondents, 53% (80 respondents) are male and 47% (70 respondents) are female. This indicates that male respondents slightly outnumber female respondents in the study.

However, the difference is not very large, suggesting that the sample is fairly balanced in terms of gender. This balance helps in making the study results more reliable and representative of both male and female customers.

TABLE 2: Age of the Respondents

S.NO	PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
1	<25	41	27%
2	25-35	34	23%
3	35-45	24	16%
4	45-55	29	19%
5	≥55	22	15%
	Total	150	100%

Source: Computing from primary data

From the above table 27% of the respondents belong to the age group of bellow 25 years, 23% of the respondents come under the age group of 25-35 years, 16% of the respondents come under the age group of 35-45 years, 19% of the respondents are in the age group of 45-55 years and 15% of the respondents are in the age group of ≥55 years.

The data shows that respondents below 25 years form the largest group, accounting for 27% (41 respondents), indicating higher participation from younger individuals. The 25–35 age group represents 23% (34 respondents), followed by 45–55 years at 19% (29 respondents). The 35–45 age group accounts for 16% (24 respondents), while respondents aged 55 and above make up 15% (22 respondents), being the least represented. Overall, the distribution reflects a fairly balanced representation across different age groups, with a slight dominance of younger respondents.

TABLE 3: Occupation of the Respondents

S.NO	PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
1	STUDENT	25	17%
2	GOVERNMENT WORKER	21	14%
3	PRIVATE WORKER	49	33%
4	BUSINESS	17	11%
5	OTHERS	38	25%
	Total	150	100%

Source: Computing from primary data

From the above table 17% of the respondents are students, 14% of respondents are government workers, 33% of respondents are private workers, 11% of respondents are doing business and 25% of respondents are engaged in other kind of occupations agriculture. The data shows that private workers form the largest group of respondents, with 33% (49 respondents), indicating their major representation in the study. This is followed by others at 25% (38 respondents), showing a significant share of varied occupations. Students account for 17% (25 respondents), while government workers make up 14% (21 respondents). Business respondents are the least represented group at 11% (17 respondents). Overall, the sample includes a mix of occupational groups, with a higher concentration of private employees.

TABLE 4: CONSUMPTION PERIOD OF PONLAIT PRODUCT

S.NO	PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
1	<2Yrs	21	14%
2	2-4Yrs	24	16%
3	4-6Yrs	34	23%
4	≥6Yrs	71	47%
	Total	150	100%

Source: Computing from primary data

From the above table 14% of the respondents are buying Ponlait milk by-product for less than 2years, 16% of respondents are buying Ponlait milk by-product for 2-4 years, 23% of respondents are buying Ponlait milk by-product for 4-6 years and 47% of the respondents are buying Ponlait milk byproduct for more than equal 6Year. The data shows that a majority of respondents, 47% (71 respondents), have been using the product for 6 years or more, indicating strong customer loyalty and long-term usage. Respondents with 4–6 years of usage account for 23% (34 respondents), showing a stable customer base.

TABLE 5: Use of Material Resource Planning for Purchasing

S.NO	PARTICULAR	NO.OF RESPONDENTS	PERCENTAGE
1	GHEE	76	51%
2	CURD AND BUTTER MILK	117	78%
3	STERILIZED FLOWER MILK	68	45%
4	BADHAM POWDER	38	25%
5	SUGARED KHOA	75	50%
6	ICE CREAM	85	57%

Source: Computing from primary data

A majority of respondents (78%) prefer curd and buttermilk. Ice cream (57%) and ghee (51%) are also preferred by a significant number of respondents. Sugared khoa (50%) shows a moderate level of preference. Flavored milk (45%) has a comparatively lower preference among respondents. Badam powder (25%) is the least preferred product. The data shows that curd and buttermilk are the most preferred products, with 78% (117 respondents), indicating high customer demand. Ice cream (57%) and ghee (51%) also have strong preference levels, suggesting they are popular among consumers. Sugared khoa has a moderate preference at 50%, showing average demand. Sterilized flavored milk is preferred by 45% of respondents, indicating comparatively lower interest. Badam powder is the least preferred product, with only 25% (38 respondents), showing minimal demand among customers.

5. CHI SQUARE TEST

Hypothesis Chi-Square

H0: Respondents' level of education has no correlation with their employment in manufacturing.

H1: The respondents' level of education is significantly related to their industrial experience.

Chi-Square

The Chi-square test is used in this study to examine whether there is a significant difference in customer preferences for various dairy products. Since the data is categorical (types of products and number of respondents), the Chi-square test helps to determine if the observed variations in preferences are due to chance or represent a real pattern. This analysis provides a statistical basis to understand customer behavior and supports reliable decision-making.

Table 6: Educational Qualification and Manufacturing

ChiSquare Tests	Value	df	Asymptotic Sig. (2-sided)	Result
Pearson Chi-Square	12.841	6	0.046	Significant
Likelihood Ratio	13.204	6	0.040	Significant
No of Valid Cases	150			

Source: Computing from primary data

With six degrees of freedom and a significance level of 0.046, the Pearson

Chi-Square score is 12.841. The null hypothesis is rejected since the p-value is less than 0.05. Among responders, there is a strong correlation between level of education and production methods. The Pearson Chi-Square value is 12.841 with 6 degrees of freedom and a significance value of 0.046, which is less than the 0.05 level. This indicates that the result is statistically significant. The Likelihood Ratio value of 13.204 with a significance level of 0.040 also supports this result. Since the p-value is less than 0.05, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. This shows that there is a significant association between customer preferences and dairy products. Therefore, the variation in customer preferences is not due to chance, but reflects a meaningful relationship in the data.

Chi-Square Test

H0: Incorporating supply chain management practices is unrelated to one's level of education.

H1: Implementing supply chain management is strongly correlated with educational attainment.

TABLE 7: Educational Qualification and Implementation

Chi-Square Tests	Value	df	Asymptotic Sig. (2-sided)	Result
Pearson Chi-Square	14.532	6	0.024	Significant
Likelihood Ratio	15.018	6	0.020	Significant
N of Valid Cases	150			

Source: Computing from primary data

The null hypothesis is rejected since the p-value (0.024) is less than the significance level of 0.05. The use of supply chain management is significantly correlated with educational attainment. The Person Chi-Square value is 14.532 with 6 degrees of freedom and a significance value of 0.024, which is less than the standard 0.05 level. This indicates that the result is statistically significant. Similarly, the Likelihood Ratio value of 15.018 with a significance level of 0.020 also confirms the significance of the result. Since the p-value is less than 0.05, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. This means that there is a significant association between customer preferences and dairy products.

6. CONCLUSION

The research study on customer satisfaction provides valuable insights into the preferences, expectations, and perceptions of customers towards the products. The findings clearly indicate that customer satisfaction plays a crucial role in determining the success and growth of any organization. From the analysis, it is observed that a majority of customers are satisfied with the products, particularly those that are essential and frequently used in daily life. Products such as curd and buttermilk have received the highest level of preference, showing that customers prioritize quality, freshness, and regular usability. The study also highlights that factors such as product quality, price, availability, and service significantly influence customer satisfaction. Customers tend to prefer products that offer good value for money along with consistent quality. Moderate preference for products like ice cream, ghee, and sugared khoa indicates that these items are also important but may be consumed occasionally rather than regularly. On the other hand, products like flavored milk and badam powder show comparatively lower preference, suggesting that there is a need to improve awareness, quality perception, or accessibility of these items. Furthermore, the study reveals that customer satisfaction is directly linked to customer loyalty and repeat purchase behavior. Satisfied customers are more likely to continue purchasing the products and recommend them to others, thereby enhancing the brand image and market position of the organization. However, the study also identifies certain areas where improvements can be made, such as better product promotion, improved availability, and enhanced customer service.

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