



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

A STUDY ON CUSTOMER SATISFACTION TOWARDS SNP MILK IN MADURAI CITY

Dr.S.Manjula

Assistant Professor

*PG Department of Commerce with Computer Applications,
Mannar Thirumalai Naicker College,
Madurai, Tamil Nadu, India.*

M. Shalini

Student,

*PG Department of Commerce with Computer Applications,
Mannar Thirumalai Naicker College,
Madurai, Tamil Nadu, India.*

S. Sharmila

Student,

*PG Department of Commerce with Computer Applications,
Mannar Thirumalai Naicker College,
Madurai, Tamil Nadu, India.*

Abstract

Customer satisfaction is an important factor that determines the success and growth of any product in the market. Milk is one of the essential food items consumed daily by people of all age groups, and consumers expect good quality, freshness, and reasonable pricing from dairy brands. This study focuses on analyzing the level of customer satisfaction towards SNP Milk in Madurai City. The main objective of the study is to understand consumer perceptions regarding product quality, price, and availability. The research is based on primary data collected from 100 respondents through a structured

questionnaire using the convenience sampling method. Secondary data were collected from journals and related sources. The collected data were analyzed using simple percentage and tabular analysis. The study reveals that most consumers are satisfied with SNP Milk due to its quality and affordability. However, improvements in product availability and promotional activities could further enhance customer satisfaction and strengthen the brand's position in the market.

Keywords

Customer Satisfaction, Dairy Products, SNP Milk, Customer Preference, Promotional Activities



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

1. Introduction

Milk and dairy products are essential parts of the daily diet for people across the world. They provide important nutrients such as calcium, protein, and vitamins that support healthy growth and development. The dairy industry has experienced significant growth due to increasing consumer awareness about health and nutrition. In India, various dairy companies compete in the market by offering quality milk and dairy products at affordable prices. SNP Milk is a well-known dairy brand supplying fresh milk and dairy products in Madurai City and nearby regions. Customer satisfaction plays a vital role in determining the success of any brand. Understanding customer opinions about quality, price, and availability helps companies improve their products and services. Therefore, this study focuses on evaluating customer satisfaction towards SNP Milk in Madurai City.

2. Importance of the Study

Customer satisfaction is a critical factor that determines the success and growth of any business. In the dairy industry, consumers expect products to be fresh, safe, and reasonably priced. By studying customer satisfaction, companies can assess how well their products meet consumer expectations and identify areas for improvement. Understanding consumer opinions helps companies maintain product quality and build trust among customers.

This study on SNP Milk in Madurai City is important because it provides insights into consumer behavior and preferences. It helps the company understand factors such as taste, freshness, price, and availability, which influence purchasing decisions. By analyzing these factors, SNP Milk can make informed decisions to enhance customer satisfaction and loyalty. Moreover, the study is significant for strategic planning and marketing. It assists in designing better distribution systems, promotional strategies, and product improvements. Ultimately, the research aims to strengthen the company's position in the competitive dairy market and ensure long-term customer retention.

3. Statement of the Problem

The dairy market in Madurai City is highly competitive, with multiple brands offering milk and milk-based products. Consumers have a wide range of choices, and their satisfaction depends on factors such as quality, freshness, price, and availability. If a brand fails to meet consumer expectations, customers may easily switch to alternative products, which can affect the company's market share and reputation. SNP Milk, despite being a well-known brand in the region, faces challenges in understanding the exact needs and preferences of its consumers.

There is limited information on how satisfied customers are with the product quality, pricing, and distribution. Without this information, it becomes difficult for the

Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

company to make informed decisions regarding improvements in production, marketing, and distribution strategies. Therefore, it is important to study consumer satisfaction towards SNP Milk in Madurai City. This research aims to identify the level of satisfaction among customers, the factors influencing their purchasing decisions, and areas where the company can enhance its services to meet consumer expectations and strengthen brand loyalty.

4. Objectives of the Study

- To analyze the level of customer satisfaction towards SNP Milk in Madurai City.
- To identify the factors influencing consumers to purchase SNP Milk.
- To suggest measures for improving customer satisfaction.

5. Research Methodology

5.1 Research Design

The study uses a descriptive research design to analyze consumer satisfaction.

5.2 Sample Size

The sample size for the study is 100 respondents from Madurai City.

5.3 Sampling Method

The Convenience Sampling Method was used to select respondents.

5.4 Tools Used

- Structured Questionnaire
- Percentage Analysis
- Tabular Presentation

6. Limitations of the Study

- The study is limited only to Madurai City.
- The sample size is restricted to 100 respondents.
- The study is based on consumer opinions which may change over time.
- Time constraints limited the scope of data collection.

7. Data Analysis and Interpretation

Table 1: Preference for SNP Milk

Preference	Respondents	Percentage
Yes	72	72%
No	28	28%
Total	100	100%

Source: Primary Data

The table shows that majority (72%) of the respondents prefer SNP Milk while 28% prefer other brands. This indicates that SNP Milk has a good level of acceptance among consumers in Madurai City.

Table 2: Satisfaction Level with Quality

Satisfaction Level	Respondents	Percentage
Highly Satisfied	38	38%
Satisfied	44	44%
Neutral	12	12%
Dissatisfied	6	6%

Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

Total	100	100%
-------	-----	------

Source: Primary Data

From the above table represents that majority of the respondents (82%) are satisfied with the quality of SNP Milk, showing positive consumer perception regarding product quality.

Table 3: Opinion about Price of SNP Milk

Opinion	Respondents	Percentage
Reasonable	58	58%
Expensive	27	27%
Cheap	15	15%
Total	100	100%

Source: Primary Data

The above table indicates that majority (58%) of the respondents feel the price of SNP Milk is reasonable, while 27% consider it expensive. This suggests that pricing is generally acceptable but could be improved for better consumer satisfaction.

7. Findings

- Majority of the customers in Madurai City prefer SNP Milk.
- The majority of respondents are satisfied with the quality and freshness of the product.
- Customers believe that the price of SNP Milk is reasonable.
- Availability of the product is generally good but can be improved in certain areas.

8. Suggestions

- Improve distribution channels to ensure availability in all areas of Madurai City.
- Increase promotional activities such as advertisements and offers.
- Introduce more dairy products like flavored milk and yogurt to attract more customers.
- Maintain consistent product quality to retain customer loyalty.

9. Conclusion

The study on customer satisfaction towards SNP Milk in Madurai City reveals that most consumers are generally satisfied with the brand's products. The majority of respondents appreciate the freshness, quality, and reasonable pricing of SNP Milk, which are key factors influencing their preference. The analysis also shows that customer satisfaction plays a significant role in maintaining brand loyalty and competitive advantage in the dairy market. However, the study also identifies areas for improvement, particularly in product availability and promotional activities. By focusing on better distribution channels, marketing strategies, and expanding product variety, SNP Milk can enhance overall customer satisfaction and strengthen its position in the market. Overall, understanding and responding to consumer expectations will help the company maintain a strong customer base and achieve long-term growth in the competitive dairy industry.



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

References

1. Kumar, R., and S. Babu. "Customer Satisfaction towards Dairy Products in Urban Markets." *International Journal of Marketing Studies*, vol. 9, no. 2, 2017, pp. 45-52.
2. Sharma, P., and R. Singh. "Consumer Buying Behaviour towards Milk Products." *Journal of Marketing and Consumer Research*, vol. 33, 2018, pp. 21-28.
3. Patel, H., and M. Patel. "Customer Perception towards Dairy Brands in India." *International Journal of Business and Management Research*, vol. 7, no. 1, 2019, pp. 55-62.
4. Reddy, K. V. "A Study on Customer Satisfaction towards Packaged Milk." *Asian Journal of Management*, vol. 10, no. 3, 2019, pp. 215-220.
5. Gupta, S., and A. Mehta. "Consumer Attitude towards Dairy Products." *International Journal of Research in Commerce and Management*, vol. 8, no. 4, 2017, pp. 40-46.
6. Verma, N., and S. Kaur. "Factors Influencing Consumer Preference for Dairy Products." *International Journal of Consumer Studies*, vol. 41, no. 5, 2018, pp. 502-509.
7. Singh, J., and R. Sharma. "Customer Satisfaction in Dairy Industry." *Journal of Business and Retail Management Research*, vol. 12, no. 2, 2018, pp. 90-97.