



A Study on Consumer Satisfaction on Masqati Dairy Products

Bikkumalla Varsha¹¹, Bhanwal Krish², Zaker Ul Oman³

^{1,2}Student, Department of Commerce, Avinash College of Commerce, Himayat Nagar, Hyderabad, Telangana, India – 500029.

³Assistant Professor of Commerce, Department of Commerce, Avinash College of Commerce, Himayat Nagar, Hyderabad, Telangana, India – 500029.

Abstract. This study aims to determine customer satisfaction levels with Masqati Dairy Products, a supreme dairy brand in India. The research emphasizes identifying the factors affecting customer satisfaction, including product quality, packaging, pricing, and distribution, and enhancing them. To determine how masqati dairy products are different from other dairy products. A mixed-methods approach was used to gather data. The data would be analyzed and interpreted using statistical techniques such as descriptive statistics. The finding could indicate that product quality, packaging, and pricing are the most significant factors affecting customer satisfaction, and identify the areas for improvement within masqati dairy products while distribution had little impact. The study would conclude with recommendations for Masqati Dairy Products to enhance its customer satisfaction and loyalty by improving its product quality, packaging, and product strategies. This can guide strategic decisions to upgrade or improve customer satisfaction, loyalty, trust and thereby strengthening Masqati Dairy's market position.

Keywords: Customer satisfaction; Masqati Dairy Products; Quality; Packaging; Pricing; Customer Loyalty

1. Introduction

This study focuses on analyzing customer satisfaction with Masqati Dairy products, a prominent player in India's vast and competitive dairy industry. Customer satisfaction is critical for Masqati's continued growth and brand loyalty in this dynamic market. The study acknowledges Masqati's reputation for quality products. However, it recognizes that there may be areas where customer satisfaction can be improved. Understanding customer needs and expectations is crucial for Masqati to develop products that meet or exceed these expectations. Influencing customer satisfaction includes product quality, variety, availability, packaging, and taste. Satisfied customers are more likely to recommend Masqati products to others, which can significantly benefit the brand. India's dairy sector has undergone significant transformations in recent times (Kumar, D. R., &

*Corresponding author's email: varshabikkumalla@gmail.com, Tel.: +6285733553883;



Mohan, A. 2018). Advancements in technology, processing techniques, and distribution networks have led to a wider variety of dairy products being available to consumers. This has generally increased customer satisfaction with quality, quantity, variety, and convenience.

However, the industry also faces challenges that can negatively impact customer satisfaction. These challenges include adulterated products, inefficiencies in the supply chain, price fluctuations, and inadequate cold storage facilities (Sirisha, T., & Kalyan, N. B. 2023). Adulteration of milk and dairy products is a major concern, as it breaks down customer trust and confidence in the quality of the products they purchase.

This study aims to leverage customer satisfaction as a tool to identify areas for improvement within Masqati Dairy. By evaluating customer feedback and perceptions, the study will provide practical insights to enhance Masqati's product offerings and elevate the overall customer experience. Understanding the specific aspects that influence customer satisfaction (positive or negative) is essential for Masqati's long-term success. This will allow them to bridge the gap between what customers expect and what they experience. The ability to leverage customer satisfaction data can inform strategic decision-making at Masqati Dairy. Gaining insights into customer satisfaction with Masqati products will provide valuable information about customer preferences and expectations. This will allow Masqati to identify its strengths and weaknesses within its product line and customer service processes. By addressing customer concerns and aligning its offerings with market demands, Masqati can demonstrate a deep commitment to delivering exceptional value and quality to its customers. Through careful analysis of customer satisfaction data and identification of key factors influencing customer perception, Masqati Dairy can refine its strategies to better align with customer needs. Ultimately, increased customer satisfaction can lead to greater brand loyalty, positive word-of-mouth promotion, and a stronger market position for Masqati Dairy in the long run. The study emphasizes that focusing on these key dimensions – brand loyalty, market differentiation, profitability, innovation, and corporate reputation – is essential for Masqati's continued success in the competitive Indian dairy market. By prioritizing customer satisfaction, Masqati can achieve sustainable business growth and differentiate itself from its competitors.

This research focuses on understanding consumer satisfaction with Masqati Dairy Products within a specific target market. It aims to identify areas where Masqati excels and areas for potential improvement to enhance customer satisfaction and loyalty. This study will help to analyze the customer and take necessary steps for improvement of the services by the company. Thus, customers are the real ambassadors for any products. So, the company should be in a position to meet its customer requirements and also should maintain the customer relationship. These days it is very clear that the market is undergoing drastic changes and all the companies are acting according to it to survive in the market. This could be achieved by studying customers opinion and analysing their future requirements. The scope of customer satisfaction with Masqati dairy products comprises a comprehensive investigation of factors that influence consumer perception, experiences, and preferences with the company contribution. Their performance with the other or competitor's standards to identify best practices and opportunities for differentiation. It includes analyzing trends, patterns, and correlations, innovations with customers increasing sales, and finding the market for masqati dairy. It appreciates the



powerful nature of consumer behavior and seeks to modify them. It is also expansive and multifaceted. How it also increases the consumer and retailer's expectations and helps in the expansion of more business outlets.

2. Methods

The research design for this study will be primarily descriptive in nature. Descriptive research is well-suited for exploring consumer satisfaction as it allows for the systematic observation and documentation of consumer perceptions, preferences, and experiences without manipulating variables. Through descriptive research, we aim to provide a detailed understanding of consumer satisfaction levels with Masqati Dairy Products. A structured survey questionnaire will be developed to collect data from consumers regarding their satisfaction with Masqati Dairy Products. The survey will include questions about product quality, taste, packaging, pricing, availability, and overall satisfaction. Surveys will be distributed both online and in-person to reach a diverse sample of consumers. In-depth interviews will be conducted with a select group of consumers to gather qualitative insights into their satisfaction with Masqati Dairy Products. These interviews will provide a deeper understanding of the factors influencing consumer satisfaction, including personal preferences, past experiences, and expectations.

Observation is used to supplement survey and interview data. Researchers will observe consumer behaviors, such as purchasing patterns and product interactions, in retail settings where Masqati Dairy Products are available. Observation will provide additional context and insights into consumer satisfaction. Primary data will be collected directly from consumers through surveys and interviews. This firsthand information will offer unique insights into consumer perceptions and satisfaction levels with Masqati Dairy Products. Secondary data sources, such as industry reports, market research studies, and company documents, will be utilized to provide a broader context for the study. Secondary data will complement primary data by offering insights into market trends, competitor analysis, and industry benchmarks. The study will employ a mixed data approach by integrating both quantitative and qualitative data sources. Quantitative data from surveys will provide numerical measurements of consumer satisfaction, while qualitative data from interviews will offer in-depth explanations and narratives. By combining quantitative and qualitative data, the study aims to provide a comprehensive understanding of consumer satisfaction with Masqati Dairy Products. The methodology outlined above will guide the systematic investigation of consumer satisfaction with Masqati Dairy Products. Through a combination of surveys, interviews, observation, and mixed data analysis, the study will provide valuable insights that can inform product development, marketing strategies, and overall customer satisfaction initiatives for Masqati Dairy.

3. Results and Discussion

3.1. Marketing Strategies of Masqati Dairy Products

Masqati Dairy Products, with its establishment dating back to 1965, boasts a rich tradition and heritage deeply rooted in Hyderabad. Leveraging this longstanding presence, the company can emphasize its commitment to traditional practices, resonating with customers seeking familiar and trusted brands. By highlighting their dedication to heritage, Masqati Dairy can establish a strong emotional connection with consumers, reinforcing loyalty and preference for their products. Understanding the demographics,



preferences, and media consumption habits of their target audience is crucial for Masqati Dairy to effectively tailor its marketing strategies. By employing targeted marketing approaches, such as leveraging local media outlets, community gatherings, and social media platforms, the company can deliver personalized messages that resonate with specific consumer segments. This tailored approach ensures that marketing efforts effectively reach and engage the intended audience, maximizing the impact of promotional campaigns.

A cornerstone of Masqati Dairy's marketing strategy is its unwavering focus on quality and purity. The company prides itself on sourcing high-quality ingredients and implementing stringent quality control measures throughout its production processes. By prominently highlighting these aspects in advertising and packaging, Masqati Dairy can build trust and credibility among health-conscious consumers who prioritize the quality and purity of dairy products. This emphasis on quality not only differentiates Masqati Dairy from competitors but also reinforces its reputation as a reliable and reputable brand. Masqati Dairy's diverse product portfolio, which includes milk, curd, lassi, paneer, ghee, and ice creams, reflects its commitment to catering to diverse consumer preferences and dietary needs. By offering a wide range of options, Masqati Dairy ensures that consumers have access to products that align with their tastes, values, and lifestyle choices. This product diversification strategy allows the company to capture a larger market share and maintain relevance in an increasingly competitive industry.

Establishing a strong brand identity is paramount for Masqati Dairy to differentiate itself and foster brand loyalty among consumers. A clear and consistent brand image, reflected in the quality of products, packaging design, advertising campaigns, and social media presence, is essential for building brand recognition and trust. By maintaining a cohesive brand identity across all marketing channels, Masqati Dairy can reinforce its positioning in the market and create a memorable impression in the minds of consumers. In addition to product quality and branding, promotional activities play a crucial role in driving consumer engagement and sales for Masqati Dairy. Seasonal promotions and discounts, particularly during the summer season when demand for dairy products is high, can attract new customers and encourage repeat purchases. Furthermore, partnering with local businesses or participating in community events provides opportunities to increase brand visibility and support small enterprises, thereby strengthening Masqati Dairy's ties with the local community while expanding its customer base. Through a holistic approach that encompasses tradition, targeted marketing, quality assurance, product diversification, brand identity, and promotional activities, Masqati Dairy can effectively position itself as a leading player in the dairy industry, driving growth and success in the marketplace.

3.2. SWOT Analysis of Masqati Dairy Products

Masqati Dairy possesses several strengths that underpin its position in the market. One of its key strengths lies in its established market position, rooted in a long history of delivering quality products. This legacy not only instills trust among consumers but also provides the company with a solid foundation for sustained growth and brand loyalty. Additionally, Masqati Dairy's healthy product diversity, with 25% of its revenue derived from various products, ensures operational flexibility and mitigates risks associated with relying on a single product line. This diversified portfolio not only caters to diverse



consumer preferences but also enhances operational efficiency by spreading risk across multiple product categories. Furthermore, Masqati Dairy has demonstrated improved business performance, with revenue on an upward trajectory, indicating effective strategic management and successful customer satisfaction initiatives.

However, Masqati Dairy is not without its weaknesses and challenges. The company is vulnerable to fluctuations in milk prices, a critical raw material, which can impact profitability and operational margins. Managing this volatility in input costs requires proactive risk management strategies to ensure financial stability. Moreover, Masqati Dairy faces supply chain challenges due to its reliance on external suppliers for raw materials. This dependence increases the risk of supply disruptions and quality issues, necessitating robust supply chain management practices to mitigate potential disruptions and maintain product quality standards.

Despite these challenges, Masqati Dairy has identified several opportunities for growth and expansion. One such opportunity lies in exploring export markets to increase revenue and expand its global footprint. By leveraging its reputation for quality and reliability, Masqati Dairy can capitalize on growing demand for dairy products in international markets. Additionally, the company has the potential to contribute to employment generation and economic development through the expansion of its operations, creating job opportunities and fostering socioeconomic progress in its operating regions. However, Masqati Dairy also faces threats that could impact its competitive position in the market. Competition from larger firms and new entrants poses a significant threat, potentially eroding market share and pricing power. To counter this threat, Masqati Dairy must focus on continuous innovation, strategic differentiation, and aggressive marketing efforts to maintain a competitive edge. Furthermore, the rapid pace of technological advancements in the food and dairy industry presents a challenge for Masqati Dairy. To stay ahead of the curve, the company must invest in research and development, adopt innovative technologies, and embrace digitalization to enhance operational efficiency and product quality. Failure to adapt to evolving technologies could result in loss of market relevance and competitiveness for Masqati Dairy.

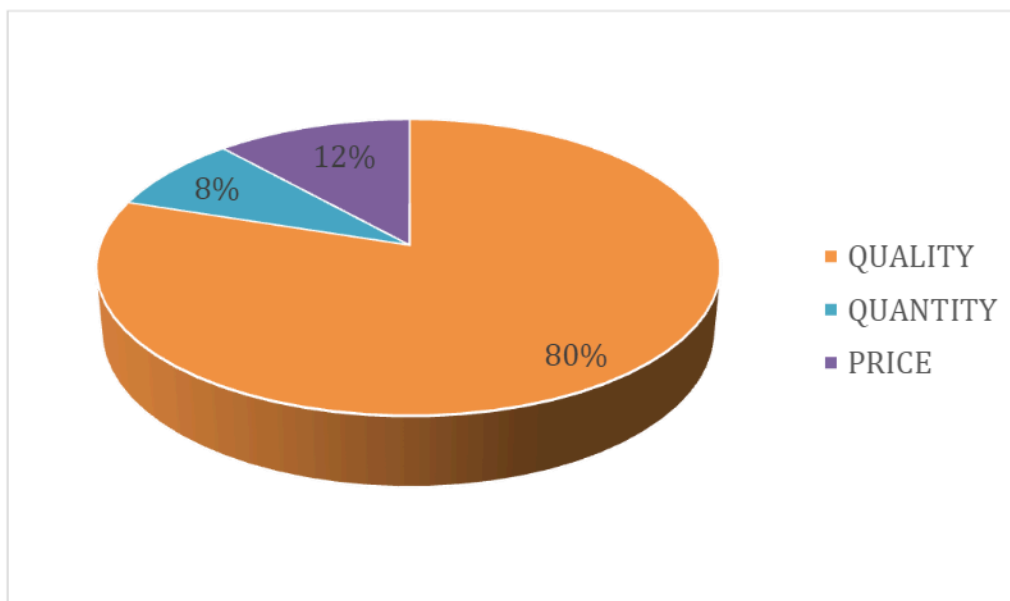


Figure 1 Graph Showing the Product Factor that affect Satisfaction

The data suggests that quality is the most important factor that respondents consider when deciding a percentage of 80%. However, price and quantity are also important to some extent when compared to all other factors that are mentioned above and it is also important that all other factors are equally important and we can't ignore them. (Figure 1)

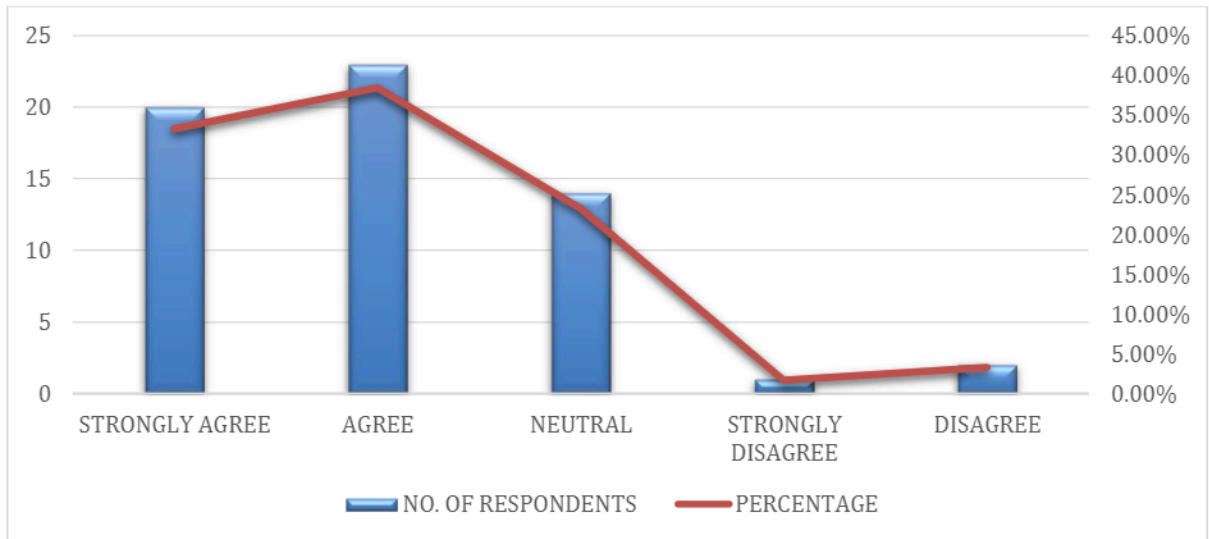


Figure 2 Showing That the Products are Accepted Based On Their Price Interpretation

The above data illustrates how many respondents agree with the fact that the masqati dairy products are accepted based on their price. The above information says that most of the respondents are buying the products based on product price 38.4% (20 respondents) agree with this fact some respondents are neutral about the price and very few disagree with the statement. (Figure 2)

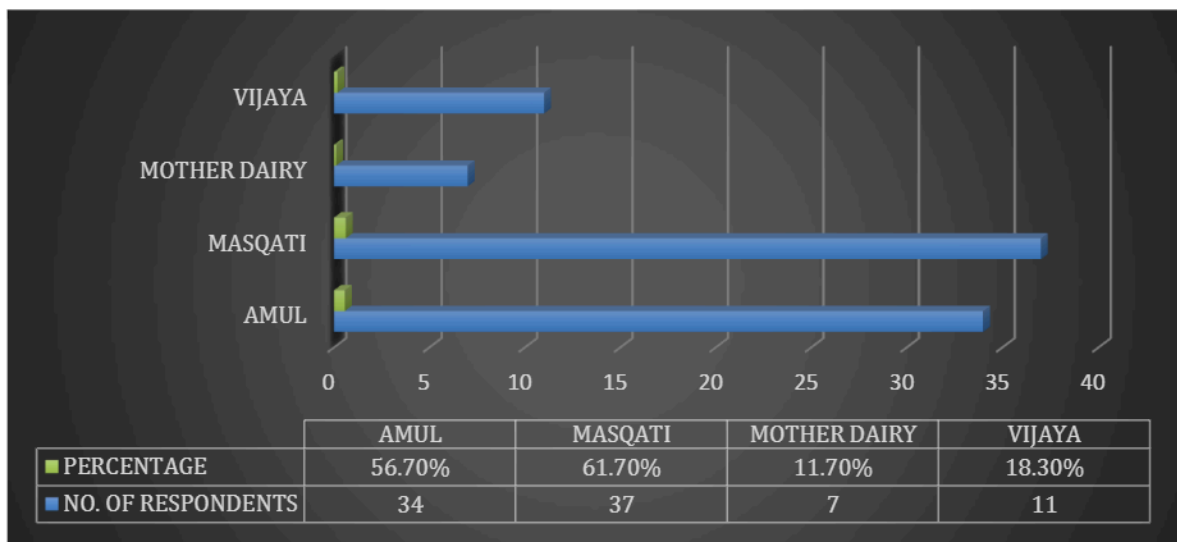


Figure 3 Graph Showing Which Brand of Products Are Mostly Preferred Interpretation

The data given above tells us which brand is preferred by the respondents mostly when compared to all other mentioned brands. By the above data, we can say that



masqati dairy products 61.7% of respondents more than Amul which comes second, and after that all other brands. (Figure 3)

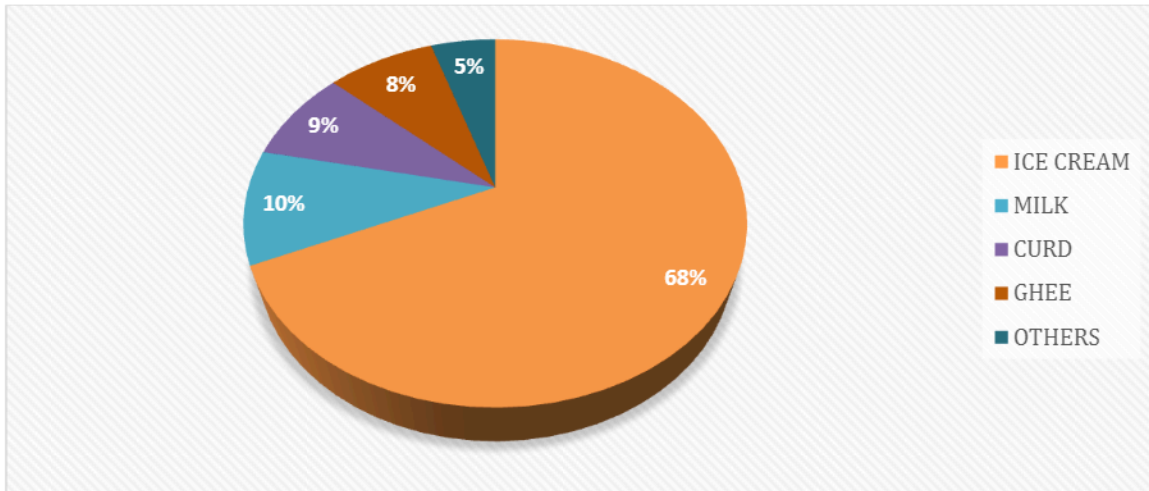


Figure 4 Graph Showing Which Products Attract More Customers of Masqati

The above data shows that A majority of respondents (68.3% or 41 people) indicated ice cream as the product they are most likely to purchase. Milk, curd, and ghee are also chosen by some respondents, but to a lesser extent than ice cream. We can say that ice cream is the most popular product among the Masqati dairy products. (Figure 4)

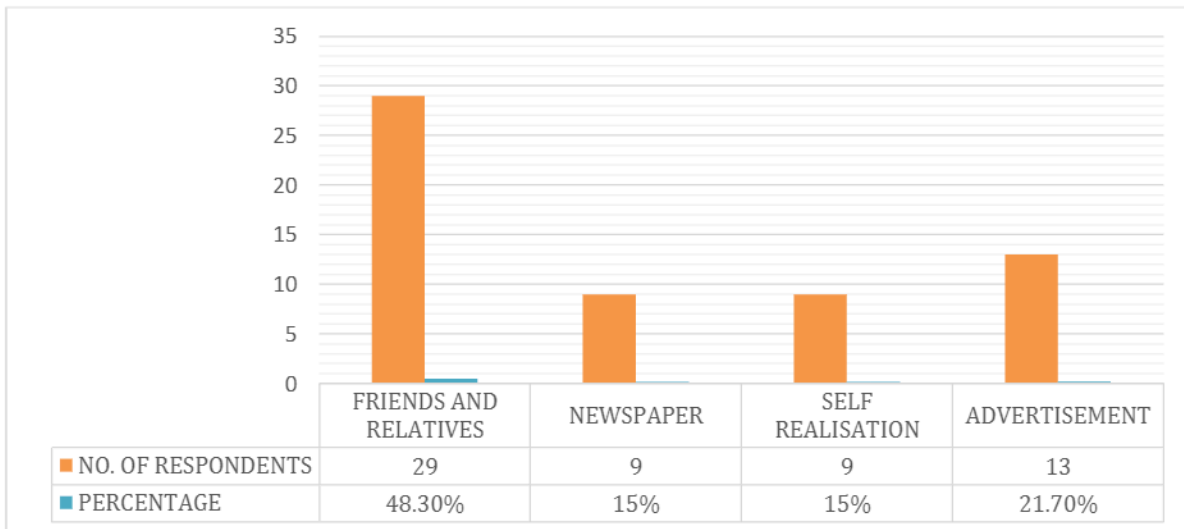


Figure 5 Graph Showing the Factors Influencing Buying the Masqati Dairy Products

The data illustrates that they are buying masqati dairy products through different modes but mostly they are buying the products through the reviews of friends and relatives 48.30% are influenced by relatives and friends and others are influenced through advertisement, newspapers, and self-realization. These all are the factors that influence the customers to buy.



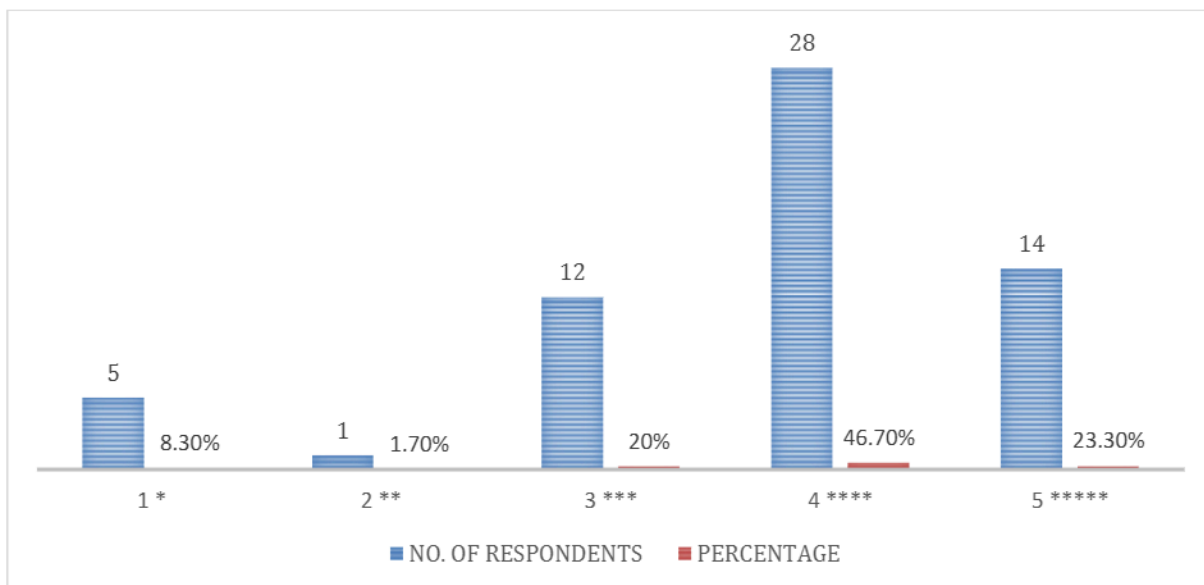


Figure 6 Graph Showing the Satisfaction Level of Masqati Dairy Products

The above data shows the most frequent satisfaction level is 4 (46.7% of respondents). This indicates that a plurality of customers rated the Masqati dairy products as "good". The average satisfaction level is 3.00. This suggests that customers are somewhat satisfied with the Masqati dairy products. Masqati dairy products have a positive reputation among customers. While a small percentage of people were dissatisfied, the majority of respondents were satisfied or very satisfied. (Figure 6).

3.3. Major Findings

The major findings of this study underscore the importance of leveraging customer satisfaction data to drive improvements across various facets of Masqati Dairy's operations. By delving into customer preferences and experiences, Masqati can tailor its product offerings, refine marketing strategies, and enhance overall customer experience. This customer-centric approach not only fosters greater brand loyalty but also generates positive word-of-mouth promotion, ultimately strengthening Masqati's market position and competitive advantage. Masqati Dairy boasts a wide range of dairy products, including milk, curd, ghee, butter, ice cream, paneer, and sweets, catering to diverse consumer preferences and dietary needs. This extensive product portfolio positions Masqati as a one-stop destination for dairy products, appealing to a broad customer base and ensuring market relevance.

Furthermore, Masqati distributes its products through multiple channels, including supermarkets, specialty stores, retail outlets, and online platforms, facilitating convenient access for consumers. This omnichannel presence not only expands Masqati's reach but also enhances its visibility and accessibility, particularly in its stronghold of Hyderabad and its ongoing expansion efforts throughout India. The study highlights Masqati Dairy Products as a well-established company with a strong reputation for quality and customer satisfaction. This positive brand image is a testament to Masqati's unwavering commitment to excellence and its relentless pursuit of customer satisfaction. Moreover, Masqati's emphasis on innovation and continuous improvement underscores its proactive approach to meeting evolving consumer needs and preferences.



Masqati Dairy operates on a four-part business model that encompasses farmers, processors, marketers, and customers, illustrating its commitment to fostering mutually beneficial relationships across the value chain. This collaborative approach not only ensures a sustainable supply of high-quality dairy products but also promotes economic development and empowerment within local communities. With its focus on quality, sustainability, and social responsibility, Masqati Dairy Products is well-positioned for continued success in the future. By staying true to its core values and leveraging customer insights to drive innovation and growth, Masqati is poised to maintain its leadership position in the dairy industry while further solidifying its reputation as a trusted provider of premium dairy products.

4. Conclusions

This report provides a comprehensive analysis of Masqati dairy products based on a customer survey. The findings offer valuable insights into customer demographics, purchasing habits, and satisfaction levels. Quality is the overwhelming factor influencing purchase decisions. The most important factor for customer satisfaction with new dairy products is the best quality. While a slight majority agree the price is fair, a significant portion remains neutral. Offering promotions and discounts can attract price-sensitive customers. Masqati enjoys a solid brand preference. Consideration of product innovation and expansion into new dairy categories can cater to evolving customer preferences and increase market share.

Masqati can leverage these insights to develop targeted strategies aimed at strengthening its brand presence, improving customer satisfaction, and increasing market share in the dairy product industry. Understanding the demographics, preferences, and influences of its customer base is crucial for Masqati's long-term success and growth.

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