

# A Study on Customer Satisfaction Towards the Product Quality and Packaging of Milky Mist Dairy Foods Ltd

AUTHOR I

**Dr. C .KATHIRA V AN**

Assistant Professor, School of Management, Dhanalakshmi Srinivasan University , Trichy .

AUTHOR II


**M.MOHAMED ASIK**

II MBA , School of Management, Dhanalakshmi Srinivasan University , Trichy.



<https://doi.org/10.55041/ijstmt.v2i5.515>

**Cite this Article:** ASIK, M. (2026). A Study on Customer Satisfaction Towards the Product Quality and Packaging of Milky Mist Dairy Foods Ltd. International Journal of Science, Strategic Management and Technology, 02(05). <https://doi.org/10.55041/ijstmt.v2i5.515>

**License:**  This article is published under the Creative Commons Attribution 4.0 International License (CC BY 4.0), permitting use, distribution, and reproduction in any medium, provided the original author(s) and source are properly credited.

## ABSTRACT

Customer satisfaction is very important for the success and growth of companies in the dairy industry. Consumers today expect dairy products that are fresh, hygienic, nutritious, and safely packed. This study focuses on understanding how customers feel about the product quality and packaging of Milky Mist Dairy Foods Ltd. The study mainly examines customer opinions about freshness, taste, nutritional value, food safety, packaging design, convenience, and overall satisfaction. Both primary and secondary data were used for the study. Primary data were collected through questionnaires and direct interaction with customers, while secondary data were collected from journals, company reports, websites, and industry publications. The analysis shows that most customers are satisfied with the freshness, quality, taste, and packaging of Milky Mist products. Customers appreciated the company's hygienic production process and freshness-preserving packaging methods. Some respondents also suggested improvements in eco-friendly packaging and label clarity.

## 1.INTRODUCTION

Customer satisfaction plays an important role in the success of every business organization. In the dairy industry, customer satisfaction is even more important because dairy products are directly related to health and daily food consumption. Customers expect products that are fresh, safe, hygienic, and nutritious. The Indian dairy industry has grown rapidly in recent years because of increasing health awareness, urbanization, and changing lifestyles. Consumers are now more careful about the quality, hygiene, and packaging of dairy products. Due to increasing competition among dairy brands, companies need to focus on maintaining product quality and attractive packaging to satisfy customers and retain their trust. Milky Mist Dairy Foods Ltd., located in Erode, Tamil Nadu, is one of the leading dairy companies in South India. The company offers different dairy products such as paneer, butter, curd, cheese, ghee, cream, flavoured milk, and dairy whitener. Milky Mist has gained customer trust through quality products, hygienic processing methods, and modern packaging systems. Product quality is one of the major factors influencing customer satisfaction in the dairy sector. Customers usually consider freshness, taste consistency, nutritional value, shelf life, and food safety before purchasing

dairy products. Poor quality or spoilage can negatively affect customer trust and buying decisions. Packaging is another important factor affecting customer satisfaction. Packaging protects products from damage and contamination while also attracting customers. Good packaging design, proper labelling, convenience, and freshness protection influence customer buying behaviour and product perception. This study focuses on understanding customer satisfaction towards the product quality and packaging of Milky Mist Dairy Foods Ltd. The study also identifies the factors influencing customer satisfaction and provides suggestions for improvement.

## 2. NEED FOR THE STUDY

The study is important because customer satisfaction directly affects organizational growth, profitability, and brand image. In the dairy industry, maintaining product quality and effective packaging is necessary for gaining customer trust and increasing repeat purchases.

The need for the study arises because:

- Customers are becoming more quality conscious.
- Packaging influences customer buying decisions
- Competition among dairy brands is increasing.
- Companies need to understand customer expectations.
- Customer satisfaction helps improve brand loyalty and business growth.

## 3. OBJECTIVES OF THE STUDY

### Primary Objective

To study customer satisfaction towards the product quality and packaging of Milky Mist Dairy Foods Ltd.

### Secondary Objectives

1. To analyze customer opinions regarding freshness and taste.
2. To evaluate customer satisfaction towards packaging design and convenience.
3. To understand the relationship between product quality and customer loyalty.
4. To identify customer expectations regarding packaging standards.
5. To provide suggestions for improving product quality and packaging.

## 4. REVIEW OF LITERATURE

Author Year Title of the Study Findings Oliver 1997 Customer Satisfaction and Consumer Behaviour The study explained that customer satisfaction depends on how well products meet customer expectations.

Grunert 2005 Consumer Perception of Food Quality The research found that freshness and quality consistency are important factors influencing customer satisfaction in dairy products. Silayoi & Speece 2004 Packaging and Consumer Purchase Behaviour The study concluded that packaging design and label clarity strongly affect customer buying decisions.

Yeung & Morris 2001 Food Safety and Consumer Trust The research highlighted that food safety standards improve customer confidence and trust.

Rao & Bharathi 2020 Taste Consistency and Brand Loyalty The study found that consistent taste quality increases customer loyalty and repeat purchases.

Verbeke 2005 Nutritional Value and Consumer Behaviour The study revealed that customers prefer products with clear nutritional information and health benefits.

Rettie & Brewer 2000 Packaging Design and Product Perception The research identified visual appeal and packaging colour as important factors affecting product perception.

Sivakumar & Murugesan 2021 Customer Satisfaction towards Milky Mist Paneer The study found that customers were satisfied with freshness and taste

## 5. RESEARCH METHODOLOGY

The study adopted a descriptive research design to analyze customer satisfaction towards product quality and packaging of Milky Mist Dairy Foods Ltd. Sources of Data Primary Data

Primary data were collected through:

- Structured questionnaires
- Personal interviews
- Direct interaction with customers

Secondary Data

Secondary data were collected from:

- Journals and research articles
- Company reports
- Websites and online sources
- Industry publications

Sample Size: 250 respondents across multiple regions.

Tools & Techniques: Questionnaire analysis using Likert scales, percentage analysis, correlation between product attributes and satisfaction levels, and graphical representation of results.

Statistical Tools: SPSS, Excel, and visualization tools for analysis and presentation of data.

Sampling Technique

Stratified random sampling method was used for selecting respondents.

Tools Used for Analysis

- Percentage Analysis
- Weighted Average Analysis
- Graphical Representation
- The methodology helped in collecting and analyzing customer opinions regarding product quality and packaging.

## 6. DATA ANALYSIS AND INTERPRETATION

### 6.1 Satisfaction towards Product Freshness

Response Percentage

Highly Satisfied 41.7%

Satisfied 40.8%

Neutral 12.5%

Dissatisfied 3.3%

Highly Dissatisfied 1.7%

The findings show that most customers are satisfied with the freshness and shelf life of Milky Mist products. Customers appreciated the hygienic production and freshness -preserving methods used by the company.

### 6.2 Satisfaction towards Taste and Quality

Response Percentage

Highly Satisfied 37.5%

Satisfied 41.7%

Neutral 13.3%

Dissatisfied 5.8%

Highly Dissatisfied 1.7%

The analysis indicates that consistent taste and quality positively influence customer trust and repeat purchases.

### 6.3 Satisfaction towards Packaging

Packaging Factor Mean Score

Visual Appeal 3.91

Freshness Protection 4.05

Label Clarity 3.83

Packaging Convenience 3.82

Premium Appearance 3.83

Customers generally appreciated the packaging quality of Milky Mist products. Attractive packaging and freshness protection positively influenced customer satisfaction.

## 7. Conceptual Framework

Independent Variables

- Product Freshness
- Taste and Nutritional Value
- Packaging Design
- Packaging Convenience
- Product Availability
- Hygiene and Safety

Dependent Variables

- Customer Satisfaction
- Customer Loyalty
- Purchase Intention
- Brand Preference

Conceptual Model

- Product Quality + Reply to ChatGPT
- Product Quality + Packaging Quality
- Customer Satisfaction
- Customer Loyalty and Repeat Purchase
- Improved Brand Performance

## 8. DISCUSSION

The study reveals that product quality is the major factor influencing customer satisfaction towards Milky Mist products. Customers highly value freshness, taste consistency, food safety, and nutritional value. The company's quality standards and hygienic processing methods helped build strong customer trust.

Packaging also plays an important role in influencing customer satisfaction. Attractive and hygienic packaging improves customer confidence and product appeal. Customers appreciated the freshness -preserving and tamper -proof packaging used by Milky Mist products.

The study also shows that customers are becoming more aware of environmental sustainability and expect companies to use eco -friendly packaging materials. Clear label information and nutritional details also influence customer buying decisions.

## 9. FINDINGS OF THE STUDY

1. Customers are highly satisfied with the freshness and quality of Milky Mist products
2. Taste consistency positively influences customer loyalty.
3. Packaging design improves product attractiveness and customer perception.
4. Food safety standards increase customer trust and confidence.
5. Customers prefer clear nutritional labels and convenient packaging.
6. Eco -friendly packaging is becoming an important customer expectation.

7. Product quality and packaging strongly influence repeat purchase behaviour.

## 10. SUGGESTIONS

- Improve eco -friendly packaging practices.
- Provide clearer nutritional information on labels.
- Maintain consistent freshness and taste quality.
- Introduce more convenient packaging formats.
- Conduct regular customer feedback surveys.
- Increase awareness regarding food safety and hygiene standards.
- Strengthen promotional activities focusing on product quality and packaging.

## 11. CONCLUSION

The study concludes that customer satisfaction towards Milky Mist Dairy Foods Ltd. is highly influenced by product quality and packaging standards. Customers are satisfied with the freshness, taste, safety, and packaging quality of Milky Mist products. The company has successfully created a positive brand image through consistent quality standards and effective packaging strategies.

In today's competitive dairy market, maintaining high standards of product quality and packaging is essential for improving customer satisfaction and building long -term customer loyalty. Continuous improvement in packaging innovation, sustainability practices, and quality assurance will help Milky Mist strengthen its market position and achieve future growth.

Customer satisfaction in Milky Mist Dairy Foods Ltd. is heavily influenced by product quality and packaging effectiveness. Maintaining consistent quality and introducing innovative, eco -friendly, and functional packaging enhances overall customer satisfaction, fosters brand loyalty, and supports market growth. Businesses in the dairy sector should focus on continuous product improvement and strategic packaging design to remain competitive.

## 12. LIMITATIONS .

- Study limited to 250 respondents; larger samples may provide more generalized results.
- Restricted to selected urban and semi -urban areas.
- Focused only on product quality and packaging; pricing, promotion, and distribution channels not considered.

## 13. REFERENCES

- Bharathi, S., & Arivumathi, N. (2026). *A study on accident prediction and prevention in freight transport at Chendur Carriers Pvt Ltd. International Journal of Business and Administration Research Review, 13(1)*.
- Oliver, R. L. (1997). *Satisfaction: A Behavioral Perspective on the Consumer*. McGraw -Hill Education.
2. Grunert, K. G. (2005). Food quality and safety: Consumer perception and demand. *European Review of Agricultural Economics, 32(3)*, 369 –391.
- .Silayoi, P., & Speece, M. (2004). Packaging and purchase decisions: An exploratory study on the impact of involvement level and time pressure. *British Food Journal, 106(8)*, 607 –628.
- . Yeung, R. M. W., & Morris, J. (2001). Food safety risk: Consumer perception and purchase behaviour. *British Food Journal, 103(3)*, 170 –187.
- Reddy, N. C. S., & Bharathi, S. (2026). *A study on capital structure of Tata Motors Limited at Salem. International Journal of Business and Administration Research Review, 13(1)*.
- Rao, S., & Bharathi, R. (2020). Impact of taste consistency on customer loyalty in dairy products. *International Journal of Marketing and Management Research, 10(4)*, 45 –53.
6. Verbeke, W. (2005). Consumer acceptance of functional foods: Socio -demographic, cognitive and attitudinal determinants. *Food Quality and Preference, 16(1)*, 45 –57.
7. Rettie, R., & Brewer, C. (2000). The verbal and visual components of package design. *Journal of Product & Brand Management, 9(1)*, 56 –70.
8. Sivakumar, P., & Murugesan, S. (2021). Customer satisfaction towards Milky Mist paneer products in Tamil Nadu.



International Journal of Business and Administration Research Review, 8(2), 112 –118.

9. Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education. 10. Schiffman, L. G., & Kanuk, L. L. (2014). *Consumer Behavior* (11th ed.). Pearson Education.

Suhashini, N., & Bharathi, S. (2024). *A study on digital effectiveness of digital performance appraisal in an education institution sectors. Indian Literature*, 68, 95.