

A STUDY ON CONSUMERS DESIRE AND FULFILMENT WITH REGARD TO BOOST {DAIRY BEVERAGE} WITH PARTICULAR CONSIDERATION TO CHANDRAPUR DISTRICT, MAHARASTRA

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ABSTRACT

Consumer fulfillment is an advertising device and a positive worth added benefit. It is frequently seen by clients as significant as the essential item or consumer loyalty comprises of assumption, execution connection, delight and disappointment, and assessment of the advantages of utilization to investigate the client inclination towards Boost item. In this paper structure of thoughts and utilizing consumer loyalty standards and methodologies to work on the quality responsiveness and plausibility of public area secretly offered types of assistance in important networks is presented.

KEY WORDS: *Consumer Fulfillment, Boost, {Dairy Beverage}, Chandrapur*

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INTRODUCTION

Customer is the ruler in present day. Customer conduct and disposition assists with deciding successful procedure and systems by the advertisers for achieving extraordinary rivalry advantage on the lookout. Customer behaviourable changes make "The previous extravagances are the present necessities". In the cutting edge and cutthroat world individuals should accomplish weighty work both intellectually and genuinely to endure effectively. So that they required more energy and endurance for that they need nutritious and wellbeing drinks. Wellbeing is man's valuable belonging. It impacts every one of his exercises and shapes his fate. A comprehension of wellbeing is the premise of all medical care. Wellbeing is riches. This demonstrates the significance of wellbeing.

Around the globe India is the biggest market of dairy beverage accounts for more than 25% of total usage.

Habitually these dairy beverages are used as another option of milk & marked as additional health requirement used by all age groups and by both genders.

The total market of dairy beverages is about ninety five thousand tones more it is expected to be grow in coming time. The volume of the market is expected not less than Rs. 20,150 million and more the dairy beverages drinks taken for this examination Boost brand only.

MEANING & DEFINITION

Consumer satisfaction is the client's reaction to the assessment of the got inconsistency between earlier assumption and the real execution of the item as seen after its utilization.

Marketing Metrics, Paul Farris defines customer satisfaction as ‘**the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services exceeds specified satisfaction goals**’. In fact, this definition is endorsed by the Marketing Accountability Standards Board as the standard definition of customer satisfaction

Purpose of the Study

- To diagnose the overall behavior of consumers for Boost product in Chandrapur zone
- To examine the brand choices and fulfillment for Boost product in Chandrapur zone.
- To verify the buying behavior of buyers for Boost product..
- To assess any problem faced by buyers with Boost.
- To estimate options available for the consumers.

Area of the Study

This study has focus to find out the consumer fulfillment over the Boost dairy beverages in Chandrapur zone. Number of factors is responsible to choose the consumer fulfillment over the dairy beverages.

There are various deciding factors such as economic, social & cultural background of the buyer and promotional activities for any people to select their dairy beverages. This study is attempted to analyze the consumer fulfillment choose over the dairy beverages. All physical characteristics of the product is examined to find out the consumer fulfillment over the dairy beverages in Chandrapur zone.

- To find out is there any relation between the quality and its brand name.
- The study will be helpful for Boost manufacturer to make required changes in the overall quality of the product.
- To find out is there any specific reason that consumers are attracted towards the brand name of any specific product in the market.
- This study will help to find impact factors of the brand among customers with reference to Boost dairy beverage.
- For taking necessary action for improving and increasing market share this study gives a design about competitors policy.

Limitations

There are some limitations in every research, during different stages of research process some limitations are basic in the research design and some comes in front of the study during running process.

These are the above limitations of the study:

- Only for Chandrapur zone the samples were restricted.
- Not more than 100 respondents were chosen as sample size.
- Due to demographical and other differences the wind-up of the study can be mapped.
- The researcher faced many problems like not showing sufficient interested when filling questionnaire by respondents.

LITERATURE REVIEW

This chapter deals with various aspects related to consumer buying behavior and also the earlier studies made by various authors.

Hsee Differentiate between two types of brand preferences; the liking preferences reflecting the hedonic responses toward the brand and the revealed preferences or the choice reflecting the behavioral responses toward the brand.

Broadbent and Cooper in their study noted that, if the brand is to be successful, images and symbols must relate to and indeed exploit the needs, values and lifestyles of consumers in such a way that the meanings involved give added values, and differentiate the brand from other brands.

Kendall C.L and Russ F.A (April 1979) in their article “Warranty and complaint policies: An Opportunity for Marketing Management”; have felt and expressed that “Warranties and Promises of complaint resolution and they often encourage dissatisfied customers to return. They also concluded that expectations of warranty services are greater for durable goods than non-durable goods”.

Shri Mukul P.Gupta (September 1997) in his article entitled “Tug of War” has made an attempt to elaborate on issue of customer satisfaction and brand loyalty as well as customers defection. According to him, a very thin line divides the loyalty and defection of satisfied customers, so any winning brand promoter must know which side of this line he should stand on.

RESEARCH METHODOLOGY

Research configuration is planning of state of assortment and examination of information in a way that organizations pertinence of information to be gathered. The example to be chosen in a way in which the information so gathered is to be coordinated. It establishes the primary collection of the exploration plan. The current review led through a study technique utilizing a well formed furthermore outlined poll. Research configuration is the arrangement and construction of Examination so considered as to acquire replies to investigate question.

Primary Data

- Collected essential information throughout doing tests in a n exploratory research.
- Information is collected through,
- Personal correspondence
- Interview & survey
- And internet communication by using e-mail.

Secondary Data

Auxiliary information implies information that are as of now accessible i.e., they allude to the information which have as of now been gathered and dissected by another person. Secondary data is collected through internet search, local newspapers, journals, research papers and magazines.

Findings

Table 1: Gender Wise Classification

Category	No. of Respondents	Percent
Male	69	69%
Female	31	31%
Total	100	100%

Table 2: Age Wise Classification

Age	No. of Respondents	Percent
Under 15	40	40%
16-30	34	34%
30-45	15	15%
45-60	11	11%
Total	100	100%

Table 3 Profession Wise Classification

Profession	No. of Respondents	Percent
Student	46	46%
Housewife	14	14%
Employee	24	24%
Business	16	16%
Total	100	100%

Table 4 Monthly Family Income {in Rs} Wise Classification

Monthly Family Income {Rs}	No. of Respondents	Percent
Below 20,000	36	36%
20,000-30,000	27	27%
30,000-40,000	23	23%
40,000 and above	14	14%
Total	100	100%

Table 5: Classification based on Consumption

Consumption	No. of Respondents	Percent
Once a day	45	45%
Twice a day	30	30%
Weekly	14	14%
Occasionally	11	11%
Total	100	100%

Table 6: Classification of the Respondents based on Quantity of Purchase for a Month

Quantity	No. of Respondents	Percent
50 gm	34	34%
100 gm	20	20%
250 gm	17	17%
500 gm	29	29%
Total	100	100%

Table 7: Classification of the Respondents Based on Taste

Taste	No. of Respondents	Percent
Good	28	28%
Best	35	35%
Better	22	22%
Satisfactory	15	15%
Total	100	100%

FINDINGS

- 69% of the respondents are male and 31% of the respondents are female.
- 40% of the respondents are below the age of 15, 34% of the respondents are age group of 16 to 30, 15% of the respondents are age group of 30 to 45, 11% of the respondents are age group of 45 to 60.
- 46% of the respondents are students, 14% of the respondents are housewife, 24% of the respondents are employee, 16% of the respondents are from business background.
- 36% of the respondent are having monthly family income of below 20,000, 27% of the respondents are having monthly income of 20,000 to 30,000, 23% of the respondents are having monthly income of 30,000 to 40,000, 14% of the respondents are having monthly income of 40,000 and above.
- 45% of the respondents consume Boost once in a day, 30% of the respondents consume Boost twice a day, 14% of the respondents consume Boost weekly and 11% of the respondents consume Boost occasionally.
- 34% of the respondents buy Boost of 50 grams, 20% of the respondents buy Boost of 100 grams, 17% of the respondents buy Boost of 250 grams, 29% of the respondents buy Boost of 500 grams.
- 28% of the respondents are taste of Boost is good, 35% of the respondents are taste of Boost is best, 22% of the respondents are taste of Boost is better, 15% of the respondents are taste of Boost is satisfactory.
- 100% of the respondents are aware of Boost {dairy beverage}.
- 90% of the respondents say regularly the Boost is available in the market, 10% of the respondents say that the availability of Boost is irregular.
- 12% of the respondents want to change their brand Boost whereas 88% of the respondents not to change their present brand Boost.

CONCLUSION

These days there is by all accounts no immense distinction among metropolitan and country customers in information, mindfulness, brand, and quality and utilization level of the items. This is since contrasted with metropolitan region buyers individuals in the provincial regions additionally have raised their principles in securing high instructive level, utilization of web-based media like web, whatsapp, face book, instagram and so forth Hardly any distinctions lie in the acquiring limit, way of life, way of life and so on among the country and metropolitan regions. Indeed, even presently many individuals are not lashing off wellbeing drinks in these country regions. This is so on the grounds that individuals don't know that wellbeing drinks are valuable for expanding their dietary benefit like to foster their physical and psychological wellness.

Additionally individuals can't bear to address significant expense for consuming marked wellbeing drinks. An achievement of a market depends predominantly on the buyers taste and inclination. It is the fulfillment of the buyers which choose the presence of the item on the lookout. For a buyer to be fulfilled, he should be furnished with the item that meets his assumptions and necessities.

In the occupied and quick rotating world, the customer needs every single item to be in his grasp any place and at whatever point he really wants. So the advertiser needs to choose also plan the different parts of the item and supply so that it meets the request of the customers. It is concluded that the Boost have to see that their product possess the required standard so as to make consumers highly loyal. For the sustainability purpose Boost has to be innovative in terms of product line and brand expansion. The dairy beverage drink section is under constant innovation to cater all the potential consumers.

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