



PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026  
Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

## A STUDY ON CUSTOMER SATISFACTION TOWARDS AROKYA MILK IN MADURAI CITY

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### Abstract

**A**rogya Milk is a popular toned milk brand marketed by Heritage Foods. It is known for providing high-quality, pasteurized milk with standardized fat content, making it suitable for daily consumption across households. The milk undergoes strict quality control processes, including pasteurization and hygienic packaging, to ensure safety, freshness, and nutritional value.

### Keywords

Arogya Milk is a popular dairy product from Karnataka Milk Federation, marketed under the well-known Nandini brand.

### Introduction

Customer satisfaction is a critical factor for the success and sustainability of any business, especially in the Fast-Moving Consumer Goods (FMCG) sector like dairy products. Arogya Milk, a well-known brand in Tamil Nadu, has established a strong presence by delivering quality dairy products to consumers. This study focuses on understanding the level of customer satisfaction among Arogya Milk consumers in Madurai City. By assessing factors

### Objectives

- To evaluate the level of customer satisfaction towards Arogya Milk products in.

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- To analyze factors influencing customer satisfaction, including quality, price, availability and packaging.
- To identify the preferences and buying behavior of Arokya Milk customers.
- To assess the impact of customer service and delivery on satisfaction levels.

**Research Methodology**

**1. Research Design**

Descriptive research design was adopted to understand customer satisfaction levels and factors affecting it.

**2. Data collection**

- Primary data was collected through structured questionnaires administered to Arokya Milk customers in Madurai.
- Secondary data was gathered from company reports, articles, and previous studies.

**3. Sampling Method**

Convenience sampling was used to select 100 respondents from different parts of Madurai City.

**4. Data Analysis**

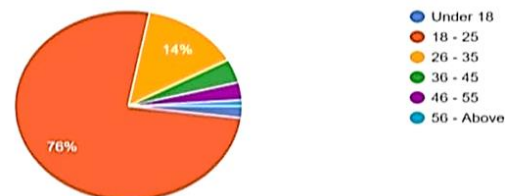
Data was analyzed using descriptive statistics such as percentages and averages. Graphs and tables were used to represent findings visually.

**Data Analysis**

**Table 1: Age Wise Classification of the Respondents**

Age	No of Respondents	Percentage
Below20	30	30
21-30	30	30
31-40	20	20
41-50	10	10
Above50	10	10
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data



**Fig 1: Primary data**

**Interpretation**

Table 3.1 reveals that 30% of the respondents are age 21-30 & Below 20, 20% of the respondents are 31-40, 10% of the respondents are 41-50 and above 50.



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## Findings of the Study

- The majority of 30% of respondents age 21-30 & Below 20
- The majority of 45% of respondents are male
- The majority of 40% of respondents are others of their Education Qualification
- The majority of 30% of respondents Government Employee that is their occupation
- The majority of 30% of respondents are 10001-20000 of their monthly household income,
- The majority of 50% of respondents Yes they are face difficulties locating customer address
- The majority of 40% of respondents Sometimes face issue with restaurant delays,
- The majority of 50% of respondents are says Maybe communicating with customers due to language barriers
- The majority of 25% of respondents prefers Standardized or others

## Suggestions and Recommendations

- Improve product availability by strengthening distribution networks in underserved areas.
- Regularly monitor and maintain product quality to meet customer expectations.

- Implement competitive pricing strategies and offer occasional discounts to enhance customer loyalty.
- Enhance customer service, including timely delivery and complaint resolution mechanisms.
- Introduce new product variants based on customer preferences and feedback.

## Conclusion

The study reveals that customers in Madurai City generally express satisfaction with Arokyamilk's quality and packaging. However, there is room for improvement in availability and customer service. Addressing these areas will help Arokyamilk strengthen its market position and foster greater brand loyalty. Regular assessment of customer satisfaction and responsive strategies will be key to maintaining competitive advantage in the dairy industry.

## References

1. Arokyamilk is a popular milk brand in South India
2. The brand was launched in 1995 and has gained millions of consumers across South India.
3. The milk goes through about 45 quality tests before reaching consumers, exceeding the 32 tests recommended by FSSAI for safety and quality.
4. Full Cream Milk - about 6% fat (richer, creamy).



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5. Standardised Milk – about 4.5% fat (family use).
6. Toned Milk – about 3% fat (balanced nutrition).
7. Double Toned Milk – about 1.5% fat (low-fat option).
8. arogyaformulations.com
9. Ayurvedic Product Manufacturers in India | Arogya January 23, 2025 – +91-9897054150 bd.arogya@gmail.com  
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