

**CONSUMER SATISFACTION AND COMPARITIVE
STUDY OF ANCHOR MILK POWDER AND NESPRAY
MILK POWDER IN AMPARA DISTRICT**



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ABSTRACT

Adopting the customer viewpoint is the essence of success in today's business world, because of the continuous and rapid changing environment and dramatic innovation in the information technology. The purpose of this research study is to identify the consumer satisfaction and comparative study of anchor milk powder and Nespray milk powder in the Ampara District. The marketers' survival depends on consumer perception and their satisfaction of the particular brand. The conceptualization frame for this research study clearly disclosed about the elements included in the consumer satisfaction, elements of marketing mix, other stimuli, buyers' characteristics, consumer perception, and decision making process. The conceptualization model was driven from the objectives of the particular research study. For this research study all 5 Divisional Secretariats Divisions were selected and 200 questionnaires were issued to households in order to collect data to meet the objectives of the research study. Those 200 consumer questionnaires distributed according to the proportion of population in the 5 Divisional Secretariats Divisions. The obtained data were analyzed using the univariate analyses through Statistical Package for Social Science (SPSS). Researcher has come to the conclusion,

When observing over all marketing mix, Anchor means value is 3.235 and Nespray mean value is 3.196. They have little significant differences in these two products brands. In marketing mix 16.4% of anchor respondents and 10% of Nespray respondents are low influence. As well as in respectively 83.6% and 76.7% are high influence. Here over all marketing mix is more influence in two types of categories of brands. When observing over all other stimuli Anchor mean value is 2.898 and Nespray mean value is 2.682. They have little significant differences in these two products brands. In other stimuli 72.2% of anchor respondents and 98.3% of Nespray respondents are low influence. As well as in respectively 21.4% and 1.7% are high influence. Here over all other stimuli low influence in two types of categories of brands. When observing over all buyers characteristics, Anchor mean value is 2.90 and Nespray mean value is 2.40. In buyer characteristics 32.1% of anchor respondents and 98.3% of Nespray respondents are low influence. As well as in respectively 65.0% and 1.7% are high influence. Here over all buyer characteristics is low influence in Nespray brand and moderate high influence in anchor brand.

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