

**CUSTOMER SATISFACTION TOWARDS DAIRY
PRODUCT IN ILAM DISTRICT**

A Thesis

By

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CERTIFICATION OF AUTHORSHIP

I certify the work in this thesis has not previously been submitted for a degree nor has it been submitted as part of requirements for a degree except as fully acknowledged within the text.

I also certify that the thesis has been written by me. Any help that I have received in my research work and the preparation of the thesis itself has been acknowledged. In addition, I certify that all information sources and literature used are indicated in the reference section of the thesis.

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Kunjani Lama Bamjan

November, 2018

RECOMMENDATION LETTER

It is certified that thesis entitled Customer Satisfaction towards Dairy Product in Ilam District submitted by Kunjani Lama Bamjan is an original piece of research work carried out by the candidate under my supervision. Literary presentation is satisfactory and the thesis is in a form suitable for publication. Work evinces the capacity of the candidate for critical examination and independent judgment. Candidate has put in at least 60 days after registering the proposal. The thesis is forwarded for examination.

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APPROVAL SHEET

We, the undersigned, have examined the thesis entitled Customer Satisfaction towards Dairy Product in Ilam District presented byKunjani Lama Bamjan candidate for the degree of Master of Business Studies (MBS Semester) and conducted the viva voce examination of the candidate. We hereby certify that the thesis is worthy of acceptance.

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Kunjani Lama Bamjan

Researcher

ABSTRACT

The core motive for conducting this study is to assess the customer satisfaction towards dairy products in Ilam districts keeping in view the factors that affect the consumer behavior including to quality improvement, costs of products, metallic packaging, modern machine, preservative, increasing supply. This is survey based research and primary data are collected for this study through a structured questionnaire that comprising various aspects of customer satisfaction towards dairy products including quality improvement, costs of products, metallic packaging, modern machine, preservative, increasing supply. Convenience sampling techniques is used for data collection from the customers of dairy products of Ilam Districts. Total valid number of respondents are 400. Three linear regressions model are used to determine the relationship among quality improvement, costs of products, metallic packaging, modern machine, preservative, increasing supply to examine the customer satisfaction.

The study found a positive impact of customer satisfaction towards dairy products as the significant relationship between independent variable customer satisfaction (CS) and dependent variable including quality improvement, costs of products, metallic packaging, and modern machine, preservative, increasing supply was found that leads to increases sales of dairy product as well. Based on the results of this study, it is recommended that dairy products able to increases needy potential customers. It is further recommended that customer satisfaction should be increased to meet the requirement of dairy products.

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