Marketing of Branded Diary Milk Products in Gulbarga District in Karnataka – A Survey of Consumers and Milk Vendors

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Abstract

Man and milk animal lived in proximity and their relationship dates back to the origin of civilization. Prior to urbanization, the usual practice was to consume milk in its fresh form or after simple processing. The extra milk used to be converted into short – term conserved products or puddings that were consumed in a phased and leisurely manner. But the urbanization alienated the modern man from the milk animal away from each other resulting in the need for processing and packaging of milk and its products. The place of human dietary system itself indicated the importance of milk as well as its by products. India has a predominant vegetarian population. So milk and milk products have a significant place in diet of many people. As Indian are fully aware of the food value of milk, dairy products occupy a central place in our economy. The Indian dairy sector has an annual production of 70 million metric tones and it is the second largest in the world next to USA. Milk accounts for more than 17 percent of agricultural production and it is also our second largest food expenditure and it forms 7 to 8 percent of the total per capita income.

Introduction

In India there are more than 75,000 dairy co-operative societies which are spread all over the country and their membership is more than 10 million. These co-operative supply more than 3.5 million liters of milk of milk every day to the metropolitan cities viz., Delhi, Kolkata, Mumbai and Chennai and more than 5 million liters of milk to other cities in the country. Marketing also expanded to supply hygienic and fair priced milk to more than 300 million consumers in more than 550 cities and towns. Out of the total milk produced in the country, about 45 percent is being consumed as liquid milk, 32-35 percent is being converted into various dairy products, of which ghee alone accounts of 85 percent and the remaining are in the from of butter, milk powder, ice cream, cheese, condensed milk etc. Milk is used in pharmaceutical industries to produce edible casein, lactose etc.

Marketing is an integral functional activity of all human beings in their day-to-day life. It is a body of knowledge capable of influencing the development of

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individuals and also organization. Presently, marketing has occupied a predominant role in the progress of the country. Even in these days mostly unorganized private traders who turned milk trading into an exploitative market are representing milk marketing.

The consumers play a vital role in the marketing of dairy milk. Several factors influence the consumers in buying the milk and milk products. Based on the experience, it was realized that there was need for an organized dairy. It was felt that a suitable infrastructure must be evolved to help increasing milk production and its availability.

OBJECTIVES OF THE STUDY

The specific objective of the present study is to know the types of brands of Dairy milk marketed in the Gulbarga District and consumer response towards them.

The subsidiary objectives to the study can be quoted as under:

1. To analyze the demand and supply of the dairy milk in Gulbarga.
2. To find out the average sales per day of the various brands of dairy milk.
3. To ascertain the consumers attitude towards the available dairy milk products.
4. To study the factors influencing the respondents to buy a particular dairy milk product.
5. To find most preferable brand among the respondents.
6. To study the level of satisfaction regarding the brand choosed by the respondents.
7. To explain the effective media of advertisement for dairy milk products.
8. To compare Nandini brand with other brands of dairy milk product in respect of price, quality, thickness, quantity, service and freshness.

RESEARCH METHODOLOGY

A) SOURCES OF DATA

i) Primary Data:

In this study, the main source is primary data. The primary data has been collected by conducting field survey with structured questionnaires. The sample consists of retailers numbering in sixty and three hundred consumers in the Gulbarga City only.

ii) Secondary Data:

Even though over study is mainly based on primary data, secondary data also have been used extent. Source of secondary data are Bureau of Indian Published reports and various journals. The sources of such data have been listed out as and where they appear in the report.

iii) Tools used:

In the study Garrets Ranking technique, was used to rank the factors influencing the dairy milk products preferred by consumers and retailers.

According to this technique, the orders assigned to the different factors by the respondents were converted into ranks by using the following formula:

$$\text{Percent positions} = \frac{100\,(R_{ij} - 0.5)}{N_j}$$

Where,

R_{ij} = Rank given to the ith attribute by Jth individual

N_j = Number of attributes ranked by the Jth individual.

b) Period of the study

It is mainly a field study, the relevant data for the study is confined only during the month of August and September, 2006. All types of the respondents are covered simultaneously during this study period. Each of the respondent is personally contacted at their residence or work place. The schedules were either filled by the respondents or filled by the interviewer in consultation with the respondent.

ANALYSIS AND INTERPRETATION OF DATA

TABLE NO. 1

AGE WISE CLASSIFICATION OF RESPONDENTS

Sl. No.	Age	No. of Respondents	% of the total
1.	Below 25	—	—
2.	25-35	54	18
3.	35-45	132	44
4.	45-55	96	32
5.	Above 55	18	6
	Total	300	100

Source: Field survey

Table No. 1 shows that much of the milk demand will be done by the household whose age group is in between 35-45 that is why 44% (132) of the respondents selected were belonging to this age group next to this 32% (96) of the respondents fall in the age group of 44-55 years 18% (54) are in the age group of 25-35 years and 6% of the respondents belonging to the age group of above 55 years.

It can be concluded from the above table that respondents below 25 years are not found in the sample distribution.

TABLE NO. 2

EDUCATION LEVEL OF RESPONDENTS

Sl. No.	Education	No. of Respondents	% of total
1.	Illiterate	—	—
2.	Primary	21	7
3.	SSLC	69	23
4.	PUC	57	19
5.	Graduates	120	40
6.	Post Graduates	33	11
	Total	300	100

Source: Field Survey

The educational background of the respondents have great implication in the dairy milk market the rising number of educated people will increase the demand for dairy milk / dairy products.

It can be seen from the table no. 2 is that, out of the total number of 300 respondents 40% (120) of the respondents are graduate followed by 23% (69) who are matriculate respondents, 19% (57) are PUC.

It is interestingly to notice that the respondents of Illiterate are not responding.

TABLE NO. 3

MONTHLY FAMILY INCOME OF THE RESPONDENTS

Sl. No.	Family Income / month	No. of Respondents	% of total
1.	1001-3000	15	5
2.	3001-6000	57	19
3.	6001-9000	63	21
4.	9001-12000	90	30
5.	Above 12000	75	25
	Total	**300**	**100**

Source: Field Survey

The table 3 reveals that the total monthly family income of the respondents we can see that 30% (90) of the respondents have monthly income in the range of 9000 to 12000 and followed by 25% (75) in the income range 12000 and above.

TABLE NO. 4

FAMILY SIZE OF THE RESPONDENTS

Sl. No.	Family size	No. of Respondents	% of total
1.	1-2	—	—
2.	3-4	96	32
3.	5-6	123	41
4.	Above 6	81	27
	Total	**300**	**100**

Source: Field Survey

From table No. 4 it is observed that 41% (123) respondents have a family strength in range of 5-6, followed by 32% (96) in range of 3-4 and 27% (81) of respondents have a family strength above – 6.

TABLE NO. 5

WORKING MEMBERS IN THE FAMILIES OF RESPONDENTS

Sl. No.	No. of working members	No. of Respondents	% of total
1.	1	186	62
2.	2	63	21
3.	3	42	14
4.	Above 3	09	03
	Total	**300**	**100**

Source: Field Survey

From table no. 5 it is observed that 62% (186) of respondents have only one working member in their family followed by 21% (63) having two working members and 14% (42) having three working members.

TABLE NO. 6

DAILY MILK CONSUMPTION OF RESPONDENTS

Sl. No.	Litters	No. of Respondents	% of total
1.	½ liters	32	11
2.	1 liter	63	21
3.	1.5 liter	78	26
4.	2 liter	93	31
5.	Above 2 liter	34	11
	Total	**300**	**100**

Source: Field Survey

Table No. 6 shows that 31% (93) of respondents daily milk consumption is 2 liters 26% (78) of respondents daily milk consumption is 1.5 liter and 21% (63) of respondents daily milk consumption only 1 liters. In this table it is also observed that only 11% (34) of respondents daily consumption in above 2 liters.

TABLE NO. 7

CONSUMPTION PATTERN OF MILK BY THE RESPONDENTS

Sl. No.	Preferences	No. of Respondents	% of total
1.	Always	147	49
2.	More than unpasteurized milk	63	21
3.	Less than unpasteurized milk	48	16
4.	Never	42	14
	Total	**300**	**100**

Source: Field Survey

Table No. 7 it is observed that 49% (147) respondents use always pasteurized milk in this data suggest that 21% (63) of respondents consume more pasteurized milk than unpasteurized milk while 16% (48) of respondents do they way round. Data further reveals that 14% (42) of respondents never use pasteurized milk.

TABLE NO. 8

TYPES OF MILK CONSUMED THE RESPONDENTS

Sl. No.	Types of milk	No. of Respondents	% of total
1.	Pasteurized milk	147	49
2.	Unpasteurized milk	42	14
3.	Both	111	37
	Total	**300**	**100**

Source: Field Survey

Table No. 8 shows that out of 300 respondents 49% (147) of respondents are used pasteurized milk only 37% (111) of respondents consumed both pasteurized and unpasteurized and 14% (42) are family's never used packed milk.

TABLE NO. 9

OCCUPATION OF RESPONDENTS

Sl. No.	Occupation	No. of Respondents	% of total
1.	Govt. Employees	69	23
2.	Private Employees	57	19
3.	Professional	45	15
4.	Business Men	63	21
5.	Others	66	22
	Total	**300**	**100**

Source: Field Survey

Table No. 9 represents the various categories of respondents who use the Dairy Milk and Doodhwala. It is significant to notice that among the 300 respondents 23% consists of Govt. Employees, 22% of others followed by businessmen accounting for 21% and the private employees and professional, respondents were 19% and 15% respectively.

TABLE NO. 10

RESPONSE OF CONSUMER ON NON-AVAILABILITY OF PREFERRED BRAND

Sl. No.	Response	No. of Respondents	% of total
1.	Buy another brand	165	55
2.	Buy unpacked milk	93	31
3.	N. I.	42	14
	Total	**300**	**100**

Source: Field Survey N. I. = Not included

The above table reveals that buying another brand is the reaction of 55% of respondents and buying unpasteurized milk is the response of 33% of total. 14% of respondents are again kept in a separate category who do not prefer pasteurized milk at all.

Brand preference

Market segmentation can be made by different characteristics of buyers. There is no single way to segment a manufacture. A market has to try different segmentation variables singly on in combinations hopping to find on insight market structure.

Demographic segmentation is one of the methods of segmenting markets. It consists of dividing the market into groups on the basis of demographic variables such as age, sex, family life cycle, income, education etc. Demographic variables are the most popular basis for distinguishing customer groups.

TABLE NO. 11

SHOWING THE FACTORS INFLUENCING BRAND PREFERENCE OF DAIRY MILK PRODUCT

Sl. No.	Factors	Mean score	Rank
1.	Good Quality	72.75	I
2.	Freshness	62.55	II
3.	Tasty	54.25	III
4.	Punctuality in supply	43.35	IV
5.	Reasonable Price	41.25	V
6.	Brand Name	34.65	VI
7.	Others	23.55	VII

Source: Field Survey

Factors influencing the brand of Dairy milk products in the study area analyzed with the help of Garret's Ranking Technique and found that the Good quality was ranked as first followed by Freshness and Tasty. Good quality and freshness are the main factors, which influenced the consumers of a particular brand of a dairy product. Tasty, punctuality in supply, Reasonable price, Brand name and others (i.e., word of mouth, advertisement) are the other factors influenced the brand of dairy milk products in the study area.

TABLE NO. 12

SHOWING THE PRIMARY REASON TO BUY UNPASTEURIZED MILK

Sl. No.	Reasons	No. of Respondents	% of total
1.	Pastured milk is not good for health	7	17
2.	Comparatively lower price	6	14
3.	Quality is good	14	34
4.	Door Delivery	6	14
5.	Freshness	9	21
	Total	**42**	**100**

Source: Field Survey

Table 12 showed that out of 42 respondents, 14 (34%) respondents argued that quality is the prime reason for buying unpasteurized milk followed by freshness 9 (21%) respondents and 7 (17%) respondent told that pasteurized milk is not good for health because it include chemicals. 6 (14%) respondents told that door delivery is the prime reason for buying unpasteurized milk only 4 (10%) respondents do not use pasteurized milk due to its higher price.

PURCHASE DECISION MAKER

In order to know who takes the decision in purchasing a particular brand of Dairy Milk products, questions were asked.

TABLE NO. 13

SHOWING THE PURCHASE DECISION MAKER WITH RESPECT TO MILK AMONG THE FAMILIES OF RESPONDENTS

Sl. No.	Decision maker	No. of Respondents	% of total
1.	Self	198	66
2.	Parents	36	12
3.	Children	39	13
4.	Collective	27	09
	Total	**300**	**100**

Source: Field Survey

The above table shows the majority of the respondents i.e., 198 out of 300 respondents take purchasing decision by themselves on the purchase of Dairy Milk product. While 39 respondents' takes purchasing decision by their children's 36. (12%) respondents takes purchasing decision by their parents and remaining 27 respondents (9%) of the total respondents takes their purchasing decision with the influence from their collectives, relatives and friends.

CHANGE IN PRODUCT

In this study, respondents were asked whether they want a change in the product attributes or not the following table shows their response towards the products.

TABLE NO. 14

SHOWING THE OPINION OF THE RESPONDENTS REGARDING IN PRODUCT ATTRIBUTE

Sl. No.	Opinion	No. of Respondents	% of total
1.	Needs change	210	70
2.	Does not needs change	48	16
3.	N. I	42	14
	Total	**300**	**100**

Source: Field Survey N. I. = Not included

The above table No. 14 shows that 210 respondents (70%) total respondents felt the need for change in the product attributes while 48 (16%) of the respondents does not want to change the attributes of the product. Their main area of change is size of the packet, lower price, less chemical, less fatness and avoid smell.

TABLE NO. 15

SHOWING THE METHODS OF MILK SUPPLY TO RESPONDENTS

Sl. No.	Alternative method	No. of Respondents	% of total
1.	Home Delivery	186	59
2.	Direct Purchase	114	41
	Total	**300**	**100**

Source: Field Survey.

The sample households expressed dissatisfaction with the present arrangement of milk supply directly from the booths. They suggest the next best alternative methods of supply of milk. These families are classified into two groups on the nature of the alternative suggested viz., the home delivery and direct purchases. It is shown in table no. 15, 186 (59%) of the families felt that the supply of milk through polythene sachets by home delivery is advantageous. They indicated their willingness to pay additional cost incase of supply of milk through home delivery. The remaining 114 (41%) consumer families felt that no additional cost needs to be incurred in the case of delivery. However home delivery of milk by the private vendors strongly influences the house holds choice of buying milk from the private vendors.

TABLE NO. 16

SHOWING THE RESPONDENTS ACCORDING TO THE LOCATION OF MILK BOOTH

Sl. No.	Location	No. of respondents	% of Total
1.	Distant	77	26
2.	Not very distant	127	43
3.	Close to the Residence	96	31
	Total	**300**	**100**

Field Survey

It has been felt that one of the main reason for not purchasing dairy milk is the non-availability of Dairy milk within reasonable distance from the residence of consumer houses. Therefore, those sample families were asked to state their opinions regarding the location of milk booths. The families purchasing milk from dairy were classified according to the nature of answer given. Table no. 16 indicates the details 75% (127) of the families indicated that the location of the milk booths is either close to residence or located within a reasonable distance, 25% (77) of the families indicated that the milk booths are located distantly from their residence. Several households reported that the housewives are unable to collect the milk I person from the milk booths as it involves time and energy. They are forced to employ the servants for the collection of milk from the booths, which involves additional cost and delay.

TABLE NO. 17

SHOWING THE QUALITY OF MILK SUPPLY

Sl. No.	Quality	No. of Respondents	% of Total
1.	High	27	9
2.	Medium	177	59
3.	Low	96	32
	Total	**300**	**100**

Field Survey

One of the main purposes of this survey is to ascertain the attitudes of the consumers towards the quality of Dairy Milk. This will facilitates the Dairy to bring about necessary changes in the quality and supply of milk to the satisfaction of the consumer. The sample families purchasing milk from the Dairy were asked to state their opinions regarding the quality of milk. On the basis of the information ascertained the sample households were classified according to the type of answers given viz., High, Medium and low quality. According to table no. 17, 177 (59%) of the families expressed that the milk supplied by the Dairy is of medium quality. About 92 (32%) of the families consider that the milk supplied by the Dairy is of low quality and 27 (9%) of families felt the milk as high quality. The quality of the milk is primarily judged on the basis of level of fat content in the milk. Generally the dairy milk is standardized at 3% fat since the opinion of the families in for high quality milk several in the higher income groups expressed that the Dairy milk contains less fat as compared to milk from private vendors. However, that proportion is small in sample.

TABLE NO. 18

SHOWING THE ATTITUDE OF THE RESPONDENTS TOWARD THE DAIRY MILK PRICE

Sl. No.	Attitude Dairy Milk	No. of Respondents	% of Total
1.	Low	054	18
2.	High	174	58
3.	Not very high	72	24
	Total	**300**	**100**

Sourec: Field Survey

The sample consumer household purchasing milk from the Dairy was asked to express their opinions regarding the Dairy milk price. They were asked to indicate whether the price at which the Dairy milk is sold i.e., low, high or not very much high. The sample families were distributed according to the nature of opinions expressed in table no. 18. As per the table it is evident that 174 (58%) of families purchasing milk from Dairy indicated that the price of Dairy milk is relatively higher then the price changed by the private vendors. 72 (24%) of the sample families consider milk price as moderate and 54 (18%) feel that the price is relatively low. They regarded that the price is higher even though the fact content is low when compared to private vendors. However, majority of these expressed serious doubts the regularity of milk supply by the private vendors.

TABLE NO. 19

SHOWING THE REASONS FOR CHANGE OF BRAND OF MILK BY THE RESPONDENTS

Sl. No.	Reasons	No. of Respondents	% of Total
1.	Agent preference	39	15
2.	Varied price	38	15
3.	Inconsistency Quality	140	54
4.	Availability problem	41	16
	Total	**258**	**100**

Field Survey

It is observed in the above table that 140 (54%) respondents have changed the brand of milk because of inconsistent quality of milk followed by 41 (16%) respondents have changed because of its non availability, 39 (15%) respondents have changed due to the change in the agent preferences and 38 respondents have changed because of price variation of the brand of milk.

TABLE NO. 20

MODE OF PAYMENT

SHOWING THE MODE OF PAYMENT FOR PURCHASE THE MILK

Sl. No.	Mode of Payment	No. of Respondents	% of Total
1.	Cash	90	30
2.	Credit	162	54
3.	Advance	48	16
	Total	**300**	**100**

Field Survey

Table no. 20shows that 162 (54%) of respondents purchase the milk on credit basis 90 (30%) of respondents purchase the milk on cash basis and 48 (16%) of respondents make advance payment to purchase the milk.

TABLE NO. 21

SHOWING THE OVERALL SATISFACTION REGRINDING THE DAIRY MILK LEVEL FO RESPONDENTS

Sl. No.	Opinion	No. of Respondents	% of Total
1.	Satisfied	162	63
2.	Dissatisfied	063	24
3.	No. opinion	033	13
	Total	**258**	**100**

Field Survey

Table no. 21 conveys the idea of Satisfaction derived by the 258 respondents with regard dairy milk products. Out of the 258 respondents, 162 (63%) opined that they were satisfied and 63 (24%) of respondents viewed that they were dissatisfied with their product (i.e., quality is not good, High price and bad small etc.)

Above table it is also indicated that 33 (13%) of respondents don't mentioned any opinion about their product regarding the satisfaction the level of dairy milk.

SOURCE OF INFORMATION ABOUT BRAND

The brand awareness among the respondents are made through various sources which pursued them in their purchase.

TABLE NO. 22

SHOWING THE SOURCE OF INFORMATION ABOUT THE BRANDS

Sl. No.	Source of information	No. of Respondents	% of Total
1.	Television	69	27
2.	Friends and Relatives	60	23
3.	Mil vendors	45	18
4.	New Papers and Journals	55	21
5.	Others	29	11
	Total	**258**	**100**

Field Survey

It is observed from the above table that 69 (27%) of respondents got brand awareness through Television, 60 (23%) of the respondents through Friends and Relatives and 55 (21%) of the respondents through New paper and Journal on the other hand only 45 (18%) were come to know about the name of through Milk vendor. Further 29 (11%) of total respondents were aware about the brand they use of others.

TABLE NO. 23

SHOWING THE CONSUMPTION PATTERN OF MILK

Sl. No.	Consumption pattern	Ranking			Total respondents
		I	II	III	
1	Direct consumption	90	100	110	300
2	Tea/coffee/boruvita	180	90	60	300
3	Others	60	110	130	300
	Total	**300**	**300**	**300**	

Source: Field survey.

Above table it is common to say that much of consumers used milk for tea/coffee/ bournivata. 180 respondents assigned Ist rank, 90 ranked it as second and 60 respondents have given IIIrd rank followed by the direct consumption pattern as 90% respondents assigned second rank and 110 respondents have given IIIrd rank and milk is used in less quantity for other purposes.

TABLE NO. 24

SHOWING THE DISTRIBUTION OF RESPONDENTS VARIOUS BRANDS OF PASTURED MILK

Sl. No.	Brand name	No. of Respondents	% of Total
1	Nandini	120	18
2	Doodh Pandari	46	16
3	Arokya	11	4
4	Rajahansa	22	9
5	Jurcy	20	8
6	S.B.	5	2
7	Ruchira	12	5
8	Others	22	8
	Total	**258**	**100**

Field Survey

Table no. 24 it is observed that of the total pastured milk consumers. The share of Nandini is more i.e., 120 (46%) of respondents are consuming Nandini Dairy Milk, followed by 46 (18%) of respondents are consuming Doodh Pandari and 22 (9%) of respondents are consuming Rajahumsa and others respectively.

TABLE NO. 25

TABLE SHOWING COMPARISON BETWEEN BRAND OF MILK USED AND EDUCATION LEVEL OF OTHER RESPONDENTS

Sl. No.	Education brand	Primary	S. S. L. C.	P. U. C.	Graduate	P. G. & above
1.	Nandani	9 (3%)	16 (6%)	10 (4%)	70 (25%)	15 (6%)
2.	Doodh Pandari	8 (3%)	2 (1%)	3 (1%)	25 (10%)	8 (3%)
3.	Arokya	2 (1%)	4 (2%)	5 (2%)	-	-
4.	Rajahamsa	-	9 (3%)	10 (4%)	3 (2%)	-
5.	Jurcey	-	6 (2%)	12 (4%)	2 (1%)	-
6.	S. B.	-	-	2 (1%)	3 (2%)	-
7.	Ruchira	1	9 (3%)	1	1	-
8.	Others	-	2 (1%)	10 (4%)	10 (4%)	-

Field Survey

It is clear from the above that 3 percent respondents who prefer Nandini and Dood Pandari and 1 percent respondents who prefer Arokya are under category of primary. 6 percent respondents who prefer Nandini 1 percent respondents who prefer Dood Pandari and others Dairy milk, 2 percent respondents who prefere Arokya and Jurcey. 3 percent respondents who prefer Rajahamsa and Ruchira are under category of S. S. L. C. 4 percent respondents who prefer Nandini, Rajahamsa, Jrucey and other dairy milk, 2 percent respondents who prefer Arokya 1 percent respondents who prefer Dood Pandari and S. B. Dairy are under category of P. U. C. 27 percent respondents who prefer Nandini 10 percent respondents who prefer Dood Pandari, 4 percent respondents who prefer other dairy milk. 2 percent respondents who prefer Jurcey dairy milk are under category or Graduate level. 6 percent respondents who prefer Nandini milk 3 percent respondents who prefer Dood Pandari are under category or post graduates.

TABLE NO. 26

TABLE SHOWING COMPARISON BETWEEN USE AND PLACE OF PURCHASE RANKING

Sl. No.	Place of purchase brand	Regularly from vendor	Partly form vendor and partly from outside source	Mainly from outside source
1.	Nandani	82 (32%)	28 (10%)	10 (4%)
2.	Doodh Pandari	33 (13%)	9 (3%)	4 (2%)
3.	Arokya	-	6 (2%)	5 (2%)
4.	Rajahamsa	11 (4%)	5 (2%)	6 (2%)
5.	Jurcey	13 (5%)	4 (2%)	3 (1%)
6.	S. B.	5 (2%)	-	-
7.	Ruchira	8 (3%)	4 (2%)	-
8.	Others	16 (6%)	4 (2%)	2 (1%)

Field Survey

The above table unveils that 32 percent respondents of Nandini, 13 percent respondents of Dood Pandari and 6 percent of other dairy milk are buying milk regularly from vendor, 10 percent respondents of Nandini 1 percent respondents or Dood Pandari and 2 percent respondents of Rajahamsa, Jurcey, Ruchira, Arokya and others are buying from partly from vendor and partly from outside source and 4 percent respondents of Nandini, 2 percent respondents of Dood Pandary, Arokya and Rajahamsa are buying milk mainly from outside sources.

TABLE NO. 27

TABLE SHOWING COMPRESSION BETWEEN THE BRAND OF MILK USED AND THE PERSON DECIDING ABOUT IT

Sl. No.	Persons brand	Housewife	Parents	Children	Collective
1.	Nandani	75 (29%)	17 (17%)	16 (7%)	12 (5%)
2.	Doodh Pandari	30 (11%)	5 (2%)	4 (1%)	7 (3%)
3.	Arokya	9 (3%)	-	2 (1%)	-
4.	Rajahamsa	12 (5%)	6 (2%)	4 (1%)	-
5.	Jurcey	5 (2%)	-	-	-
6.	S. B.	10 (4%)	2 (1%)	6 (2%)	2 (1%)
7.	Ruchira	8 (3%)	2 (1%)	2 (1 %)	-
8.	Others	13 (5%)	2 (1%)	5 (2%)	2 (1%)
	Total	**162**	**34**	**37**	**23**

Field Survey

Table no. 27 reveals that 29 percentage of total respondents have preferred Nandini dairy Milk on their own and 33 percentage of the respondents have chosen remaining brands on their self decision 7 percentage of total respondents opted Nandini dairy milk on the basis of parents decisions and 7 percentage of the respondents have choose on the remaining brand on the basis of parents preference 7 percent of the total respondents selected Nandini dairy milk on children's will and 8 percent of the respondents adopted and all the remaining brands on basis of their children's will. 5 percent of total respondents have selected Nandini brands on collective opinion and 5 percent of the total respondents prepared all the remaining brands.

TABLE NO. 28

TABLE SHOWING THE FACTORS RESPONSIBLE FOR SWITCHOVER AMONG THE VARIOUS BRAND OF MILK

Sl. No.	Reasons Brands	Agent preference	Varied price	Inconsistency quality	Non availability	Others
1.	Nandani	4 (3%)	2 (1%)	35 (23%)	-	9 (6%)
2.	Doodh Pandari	3 (2%)	-	12 (8%)	3 (2%)	2 (1%)
3.	Arokya	4 (3%)	2 (1%)	10 (7%)	4 (3%)	-
4.	Rajahamsa	2 (1%)	1	4 (3%)	8 (6%)	-
5.	Jurcey	-	3 (2%)	2 (1%)	3 (5%)	6 (4%)
6.	S. B. Pail	-	-	-	-	-
7.	Ruchira	1	2 (2%)	2 (2%)	2 (2%)	1
8.	Others	3 (2%)	6 (4%)	5 (3%)	3 (2%)	2 (1%)
	Total	**16**	**15**	**70**	**23**	**19**

Field Survey

It is observed in the above table that majority of respondents have changed the brand of milk due to inconsistent quality of it, it can be seen here 23% of the respondents switched from Nandinin and 24, of the respondents in respect of other dairy milk.

Non-availability is also a factor for change in brand. It is clear from this table 20% of the respondents switched from all the brands except Nandinin which is available through the city.

The Agents who are dealing in the various brands of milk will also influence over the consumption of milk. According to the above data 3% of the respondents have left the consumption of Nandini and 7% of the respondents left the consumption in remaining all the brands put together.

TABLE NO. 29

MILK QUALITY'S COMPARISON OF NANDINI BRAND MILK QUALITY WITH OTHER BRANDS MILK

Sl. No.	Brands	Superior	Moderate	Low	Total	Percentage
1.	Nandini	85	57	00	142	47
2.	Other brands	106	10	00	116	39
3.	Unpasteurized	31	11	00	42	14
	Total	**222**	**78**	**00**	**300**	**100**

Field Survey

It is clear form the above shown table that Nandini milk is having 28% of superior quality 19% of moderate quality if got total 47% and some other bands are 35% if superior quality 3% of moderate quality and low quality is nil they got total 39% of quality and Doodh Walas milk is having 10% of superior quality 4% moderate quality it got total 14% of quality it got total 14% of quality demanded in market this figure shows the consumer given importance for quality.

TABLE NO. 30

TABLE SHOWING THE AGE WISE DISTRIBUTORS OF RETAILERS

Sl. No.	Age group	No. of respondents	% of Total
1.	Below 25 years	12	20
2.	26-35 years	35	58
3.	36-45 years	07	12
4.	46 years and above	06	10
	Total	**60**	**100**

Field Survey

It can be observed frown the above table that major retailers in milk business are in the age group of 26-35 as here 58% (35) of the respondent belong to this group followed by the 20% of the retailers are following in the age group and below 25 years.

TABLE NO. 31

TABLE SHOWING THE NUMBER OF YEARS IN THE BUSINESS OF DAIRY MILK AMONG THE RETAILERS SELECTED

Sl. No.	No. of year	No. of Respondents	% of Total
1.	Below 5	21	35%
2.	5-10	18	30%
3.	10-15	15	25%
4.	15 – above	06	10%
	Total	**60**	**100**

Field Survey

The above table no. 31 reveals that the number of retailers has been increased from time to time. These are only 6(10%) dealing in milk for more than 15 years. 15 (25%) in between 10-15 year 10 (20%) in between 5 to 10 year and 21 (35%) are below 5 years.

TABLE NO. 32

TABLE SHOWING THE QUANTITY OF SALES PER DAY BY RETAILERS

Sl. No.	Liters	No. of Respondents	% of Total
1.	Below 100	8	13
2.	101 – 200	15	25
3.	201 – 300	13	22
4.	301 – 400	12	20
5.	401 – 500	07	12
6.	500 – above	05	08
	Total	**60**	**100**

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Field Survey

It can be said from the above Table no. 32 that 25% (15) of the respondents makes sales of dairy milk in the range of 101-20 less per day, and 22% (13) of the respondents are selling dairy milk in the range of 201-300 liters., per day which is followed by 20%.

TABLE NO. 33

TABLE SHOWING FACTORS INFLUENCING BRAND PREFERENCE FOR RETAILERS

Sl. No.	Factor	Mean score	Rank
1.	Brands image	82%	I
2.	Margin of profit	72%	II
3.	Credit facility	54%	III
4.	Punctuality in supply	43%	IV
5.	Other insensitive	41%	V

Field Survey

It is clear from the above table that brand image is an important factor to deal in particular brand of milk followed by margin of profit credit factor punctuality and other incentives.

TABLE NO. 34

SHOWING BRAND PREFERENCE OF THE CONSUMER AS MENTIONED BY RETAILERS

Sl. No.	Brand	Mean score	Rank
1.	Nandini	75%	I
2.	Dhood pandary	70%	II
3.	Jurcey	60%	III
4.	Ruchira	55%	IV
5.	S. B. Patil	51%	V
6.	Arokya	48%	VI
7.	Rajahamsa	48%	VII
8.	Dhood sagar	40%	VIII
9.	Sai	39%	IX
10.	Amrut	38%	X

Field Survey

It can be observed from the above table No. 34 that I rank in the order of consumer preference as expressed by retailers goes to Nandini followed by I, Dhood Pandary II, Jurcey III, Ruchir a IV, S. B. Patil V, Arokya VI, Rajahamsa VII, Dhood Sagar VIII, Sai IX, Amrut X.

TABLE NO. 35

SHOWING PRODUCT ATTRIBUTES HAVING INFLUENCE OVER CUSTOMERS AS EXPRESSED BY RETAILERS

Sl. No.	Product attributes	Mean score	Rank
1.	Quality	80%	I
2.	Price	72%	II
3.	Thickness	69%	III
4.	Freshener	68%	IV
5.	Effective advertent	59%	V
6.	Popularity	56%	VI
7.	Good health	48%	VII
8.	Availability	47%	VIII
9.	Initial offer	42%	IX
100.	Other	39%	X

Source: Field Survey

Various product have influences on the consuming clear given in the above table in the order of their inflames on consumers as expressed by retailers.

TABLE NO. 36

BLE SHOWING TARETAILERS PREFERNCE TOWARDS VARIOUS BRANDS MILK

Sl. No.	Brands	No. of Respondent	% of the total
1.	Nandini	18	30%
2.	Dhood Pandary	15	25%
3.	Arokya	3	5%
4.	Rajahamsa	5	8%
5.	Dhood Sagar	3	5%
6.	Ruchira	4	7%
7.	Jercuy	12	20%
	Total	**60**	**100**

Field Survey

Researcher asks questions to retailers to mention the brands which them want to sale more retailers expressed their opinion as shows in the above table. 30% of the respondents preferred to sell Nandini brand second preference given is to Dood Pandari i.e., 25%.

It can be concluded from the above table is the leading diary product in the market because of its freshness availability and brand image.

FINDING OF THE STUDY

1. It is observed during the field study that main reason for change of brand of milk by the consumers is mainly due to inconsistent quality.
2. The main reasons for varied consumption pattern are mainly due to summer vacation and festivals.
3. The purchase of milk is mainly from the vendors by the consumers.
4. Housewife is the main person in choosing brand of milk.
5. The educational background of the respondents have great implication in the milk market.
6. The requirement of milk per day is 2 liters. In case of 13% (33) of respondents selected.
7. It is observed that 49% (147) respondents preferred pasteurized milk.
8. 37% of the respondents use both pasteurized and unpasteurized milk.
9. During the field study it is observed that 20% of the respondents are Govt. servants.
10. It is realized that 55% (165) of the respondents are ready to switch to other brands on account of non-availability of their preferred brand.
11. Factors influencing the brand of dairy milk products in the study area analyzed with the help of Garnet's Ranking Technique and found that the good quality was ranked as first among the variables.
12. 14% of the respondents have preferred unpasteurized milk. The main reasons here are good quality, door delivery and freshness.
13. Majority (70%) of the respondents felt the need for change in the product attributes like change in size of the packet, lower price, less chemical, less, fatness, and it avoid bad smell.
14. Majority (59%) of the respondent preferred the home delivery for their milk required to avoid the inconveniences and they are ready to bear bit additional cost for home delivery.
15. The main reason for not buying dairy milk is the non-availability of dairy milk within reasonable distance from their residence.
16. Majority (58%) of the respondents felt that the price quoted by the dairy milk price is little bit high.

17. It is observed during the field study that 258 respondents have switched to other brands of this 54% have quoted inconsistency in quality of the milk as reason for their switch over.

18. It is observed the 210 (70%) respondents purchase milk regularly from vendors (agents).

19. 162 (54%) respondents purchase the milk on credit basis.

20. 64% preferred respondents using the dairy milk opined that they have satisfaction regarding the brands chosen by them.

21. It is observed that 27% of the respondents have got the awareness regarding various brands of milk through television advertisement.

22. It is observed that of the pasteurized milk consumers the share of Nandini is more i.e., 46%.

23. It is observed that during the study that Nandini and Dhood Pandhari are the old brands and the others brands have entered the Gulbarga milk market during the last 3 years.

24. Only two main milk brands were found as big market players i.e., Nandini and Dhood Pandhari. 16% market was found dominated by loose milk. Nandini's share is found 46% followed by Doodh Pandhari 16%.

25. Nandini milk is dynamic when compared to other brand.

26. During the study period the respondents realized that the main loophole of Nandini milk is not having thickness and bad smell.

27. The educational background of the consumers does not play a vital role with reference to the brand preference. However, amongst the majority of milk users surprisingly prefer Nandini brand.

28. The size of the income of family is not a major factor in using diary milk. Because as per the study, dairy milk is used by all the consumers irrespective of their income. The only point which attracts the attention is that consumers having higher income group are the prefer Nandini milk.

29. In influencing the sale of dairy milk the role of retailers are play a significant factor.

30. Majority of the surveyed retailers informed that wherever the manufactures introduced new products, the surveyed retailers also introduced them in their booth.

31. Majority of the surveyed retailers unformatted that only the manufactures promoted their products through advertisements.

32. More than three fourth of the surveyed retailers unformatted that there was an increase in the sales due to the promotional strategies adopted by their manufacturers.

33. Courteous and good service and offer of varieties of dairy product milk brands respectively report the surveyed retailers as the main reasons for their reputation and success.

34. In order to play the above loopholes in the procurement, processing and distribution of milk and its products.

35. The study reveals that demand for dairy milk is steadily increasing.

SCHEME OF RECOMMENDATIONS

Based on the finding the study the following recommendations are made to manufactures and the government.

1) Target Market While in the case of diary milk. The target group is identified on the basis of income, age sex, education, in the case of consumption of dairy milk such factors have no role to play in determining the target group. Hence, the need to promote the marketing of dairy milk resists on altogether a different factor from that of the factors applicable in the case of during milk.

   In the case, the manufacturers have to concentrate on the general consumer public rather them any specific target group under this peculiar circumstances. It is desirable on the part of the manufacturers to extend greater credit facilities to the retailers' loan to provided maximum incentive to hold the stocks to sale round the clock without locking up their working capital and derive the profit by holding the stock at the expenses of the manufactures.

2) Price: Majority of the consumers feel that the prices charged by the dairy milk is bit high. Hence, to capture the market, it would be better on the part of all the manufactures to reduce the selling price of the dairy milk.

3) The manufactures must be taken into confidence and at least the breakeven cost of the dairy milk pricing of milk and its products should be pragmatic hearing the cost of production.

4) The effective sales promotion campaign has to launched by all the manufacturers on a large sale basis to increase the demand for dairy milk.

5) In order to create awareness among the public about the benefits of the uses of milk, it is necessary to make advertisement effectively in leading newspapers, radio, television and other popular medias of advertisement. So, that it will remain in the minds of housewife.

6) The manufactures should provide door to door service which in turn leads to sales promotion.

7) By reducing the price, we can make offerable to the lower income groups.

8) Avoiding the bad smell of milk.

9) Improving the quality of milk.

10) Reducing the fatness of milk.

11) Reducing the thickness of milk.

12) There are some government schemes to provide employment to the unemployed and more especially the graduates. Therefore, if some unemployed graduates evince interest in starting dairy industry they should be encouraged and maximum assistance in the form of subsidy and long range capital returnable at low interest should be provided.

This will help in not only providing employment but also rehabilitating the educated unemployed and augmenting the production of dairy milk.

13) Market for milk was found quality conscious then price sensitive due to this factor loose milk was found developed strong based branded milk manufactures should take note of it.

14) In comparison to other brand the strength of Nandini brand lies in its quality and availability. Hence, exists opportunity to Nandini to increase market share and overcome the market problem.

15) Quality must be given stress as it is used with help supplement.

16) Marketer must assure to consumers that milk is available anytime at day and also fresh.

17) Expansion of dealership in extending the market share of any branded milk.

18) Stress is to be given to those factors because of which consumers are not satisfied and efforts are to be made in satisfying the consumer.

19) The highlight must be given about the benefit of consumers particular brand of dairy milk.

20) For any product, publicity given new life and brand. Most of the consumers are unaware of the nutritional value and importance of pasteurized milk values and other details of the dairy milk. Hence, manufactures should set out a publicity next work for different milk and milk products.

21) Incentives are to be provided to retailers to enhance sales.

22) Retailers margin is to be increased.

23) Credit facility is to be provided to retailers.

CONCLUSION

From the above study we can conclude that Nandini is the most popular brand with a stiff competition from Dood Pandary and various brands of Maharashtra State which is seen uprising.

To sum up the whole study, it is remarked that Nandini dairy milk pasteurized in Gulbarga does not give full satisfaction to all sections of the consumers particularly in Gulbarga city, they, in one or other way are not satisfied with the price, quality, smell, thickness available in the market etc., on the other hand the entry of brands from Maharashtra through Sholapur. These are significant that it is slowly capturing this brands in Gulbarga dairy milk market.

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