
Customer's Perception on Marketing of MILMA Products with Special Reference to Thiruvananthapuram Regional Co-Operative Milk Producer's Union

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India is the world leader in milk production and the Indian dairy industry stands at a mammoth size. The Indian dairy industry presently contributes about 15 % to the total milk production of the world. The laurels of this position emanate from a huge base of around 11 million farmers organized into about 1 lakh Village Dairy Cooperative Societies. The Indian dairy market is currently growing at an annual growth rate of 7% at current prices. In today's context, a demand supply gap has become imminent in the dairy industry because of the dynamic demographic pattern, changing food consumption habits and the rapid urbanization of rural India. In this backdrop it is inevitable one to analyse the customer's perception on marketing of MILMA products. The present study is a humble attempt in this direction.

Keywords: Market, Customer, Concentration, Milk and Union.

Kerala Co-operative Milk Marketing Federation (KCMMF) popularly known as MILMA was established in April 1980, for the successful implementation of operation flood project in Kerala under the control of National Dairy Development Board (NDDB). NDDB launched this operation flood project in 1970 which was based on Anand pattern which lead to a success of Amul Co-operative in Anand, Kaira district, Gujarat. The objective of this project was to build Anand pattern model milk co-operative societies (APCOS) in all villages that are capable to produce milk. Anand pattern is a three-tier structure which includes: -

- Primary Milk Co-Operative Societies.
- District Milk Producers Union and
- State Federation

Kerala was included in the second phase of operation flood (1980-1987). NDDB under Dr. Varghese Kurian's guidance setup KCMMF in April, 1980 as a part of operation flood programme II in Kerala and the head office was established in Thiruvananthapuram. KCMMF was registered under the Co-operative Societies Act on 21-02-1980. NDDB has been the funding agent for the operation flood projects in Kerala. The mission of KCMMF is "farmers prosperity through customer satisfaction". Which include the activities of collecting the surplus milk from rural and marketing it in semi urban and urban areas.

TRCMPU

The Thiruvananthapuram Regional Co-operative Milk Producer's Union was established in the year 1985 as part of the implementation of the Flood Programme in the State of Kerala. This union covers the southern region of Kerala. The area of operation of the union covers the districts of Thiruvananthapuram, Kollam, Pathanamthitta, and Alappuzha.

Objectives of the study

The present study is undertaken with the objective of examining the opinion of customer towards marketing of dairy products.

Methodology

The study is mainly based on primary data. However secondary data were also made use of for the purpose of providing background information to the study. The primary data are collected from customers with the help of interview schedule. The secondary data were collected from the records and annual reports of TRCMPU and Articles, Newspapers and books related to the area of study.

Sampling Frame

Data were collected from Customers, wholesalers and retailers of the TRCMPU. Since the number of Customers of the TRCMPU is not known, the sample sizes of customer have been fixed at 200 and these customers are selected on the basis of convenient sampling method

The respondents opinion was obtained on the usage of MILMA products, the number of since it is being used, awareness of other branded products, reasons for using MILMA products, their level of satisfaction with the brand image of milk, butter, ghee and curd, their level of satisfaction with the factors like quality, concentration, price and flavour with respect to milk, butter, ghee, curd, their opinion about the availability of MILMA products, opinion on their ranking of the products milk, butter, ghee and curd with respect to attributes like taste, flavour, quality, thickness and packing; the important factors considered while buying MILMA products, opinion on the overall performance of MILMA products, source of information about the product, opinion on the effect of advertisement in creating image of the products, their level of importance with respect to the most effective media of advertising and opinion on the service of MILMA staffs.

Data Analysis

The analytical results are presented in the following sections.

1. Number of years usage of MILMA Products

The respondent's opinion was obtained regarding the number of years of usage of MILMA products. In this respect 9 per cent of the respondents have opinioned that they are using MILMA for a period of less than one year; 32 per cent of the respondents are using MILMA products for a period of in between 1-5 years and 59 per cent are using the products for more

than 5 years. This clearly shows that majority of the respondents are using the MILMA products more than 5 years. This further indicates that the respondents are using the same brand for the 5 years. The following Table depicts the respondent's opinion regarding the same.

Table – 1

Number of years Usage of MILMA Products

Opinion	Frequency	Frequency in %
Less than 1 yr	18	9
1 – 5 yrs	64	32
More than 5 yrs	118	59
Total	200	100

Source: Survey Data

2. Awareness of branded products other than MILMA

Regarding the awareness of the other branded products of MILMA, the respondents' opinion shows that 85 per cent of them are aware about various branded products other than MILMA while 15 per cent of the respondents opined that they are not aware of the other branded products. This shows that majority of the respondents in the sample are aware of other branded products. The following Table 2 shows the awareness of branded products other than MILMA.

Table - 2

Awareness of branded products other than MILMA

Opinion	Frequency	Frequency in %
Yes	170	85
No	30	15
Total	200	100

Source: Survey Data

3. Reasons for using MILMA products

The respondent's opinion was obtained regarding the reasons for using MILMA products. Here the variable selected for evaluating reasons for using MILMA products are good quality, price competitive, good flavour/taste and available everywhere. In this regard, out of 170 respondents (4 per cent) of them are using MILMA products considering its good quality; 30 per cent of them considering the price factor; 8 per cent considers good flavour/taste while rest of them are using MILMA products due to its availability in everywhere. From the above analysis it is clear that majority of the respondents are using MILMA products considering the fact that which is available everywhere. This further pin points that the availability of MILMA products

everywhere is the reason behind its preference over the other products. The following Table 3 brings out the views of the respondent's regarding the reasons for using MILMA products.

Table - 3
Reasons for using MILMA products

Reasons	Frequency	Frequency in %
Good quality	7	4
Competitive price	51	30
Good flavour/taste	14	8
Available every where	98	58
Total	170	100

Source: Survey Data

4. Level of satisfaction with the brand image of MILMA products

Brand image of the product is an important criterion for improving sales and for enhancing the satisfaction of consumers. The opinion of customers in this regard is presented in the Table 4. The respondent's level of satisfaction on the brand image of MILMA products – milk, butter, ghee and curd shows that majority of the respondents are partly satisfied (92) with milk; in the case of butter majority of the respondents are satisfied (104); in the case of ghee and curd majority of the of the respondents are partly satisfied (106) and (108). From the above analysis it is clear that the respondents are partly satisfied with the brand image with respect to milk, ghee and curd and they are satisfied with respect to butter. This further indicates that the consumers are satisfied with the brand image of butter and partly satisfied with milk, ghee and curd.

Table - 4
Level of satisfaction with the brand image of MILMA products

<i>Products</i>	<i>HS</i>	<i>S</i>	<i>PS</i>	<i>DS</i>
Milk	10	88	92	10
Butter	18	104	70	8
Ghee	8	80	106	6
Curd	14	66	108	12

HS – Highly Satisfied; S – Satisfied; PS – Partly Satisfied; DS – Dissatisfied;
Source: Survey Data

5. Level of satisfaction with the quality of MILMA products

The respondent's level of satisfaction on the quality of MILMA products – milk, butter, ghee and curd show that with respect to milk, butter and ghee majority of the respondents are partly satisfied and in the case of curd majority of the of the respondents are satisfied. From the

above analysis it is clear that the consumers are partly satisfied with the quality of milk, butter and ghee and satisfied with the quality of curd.

Table - 5
Level of satisfaction with the quality of MILMA products

<i>Products</i>	<i>HS</i>	<i>S</i>	<i>PS</i>	<i>DS</i>
Milk	4	44	136	16
Butter	20	76	100	4
Ghee	16	78	98	8
Curd	56	116	24	4

HS – Highly Satisfied; S – Satisfied; PS – Partly Satisfied; DS – Dissatisfied;
Source: Survey Data

6. Level of satisfaction with the price of MILMA products

The respondent's level of satisfaction with the price of MILMA products is depicted in the Table 6. The opinion of consumers in this regard shows that in respect of milk, majority of the respondents are partly satisfied with price; in the case of butter, ghee and curd majority of the respondents are satisfied. From the above analysis it is clear that the respondents are partly satisfied with price of milk and are satisfied with the price of butter, ghee and curd.

Table - 6
Level of satisfaction with the price of MILMA products

<i>Products</i>	<i>HS</i>	<i>S</i>	<i>PS</i>	<i>DS</i>
Milk	12	60	118	10
Butter	22	116	56	6
Ghee	28	122	42	8
Curd	32	128	36	4

HS – Highly Satisfied; S – Satisfied; PS – Partly Satisfied; DS – Dissatisfied
Source: Survey Data

7. Opinion on the overall performance of the MILMA products

The respondent's opinion was obtained about the overall performance of the MILMA products. In this respect, 7 per cent of the respondents' have the opinioned that the overall performance of MILMA products are very good; 38 per cent have the opinion that the performance is good; 26 per cent of respondents opinioned that the overall performance is average; 12 per cent of respondents opinioned that the overall performance is poor and 3 per cent of them have the view that the overall performance is very poor. This clearly shows that majority

of the respondents in the sample have the opinion that the overall performance of MILMA products are average only. This further indicates that the consumers are just satisfied with the overall performance of MILMA products. The following Table 7 depicts the respondent's opinion on the overall performance of MILMA products.

Table - 7
Opinion on the overall performance of the MILMA products

Opinion	Frequency	Frequency in %
Very good	14	7
Good	52	26
Average	104	52
Poor	24	12
Very Poor	6	3
Total	200	100

Source: -Survey Data

Statistical Tests

Annova Table Test

To find the relationship between the level of satisfaction and the quality of MILMA products using ANOVA Table.

Table - 8
Level of satisfaction with the quality of MILMA products

<i>Products</i>	<i>HS</i>	<i>S</i>	<i>PS</i>	<i>DS</i>	<i>Total</i>
Milk	4	44	136	16	200
Butter	20	76	100	4	200
Ghee	16	78	98	8	200
Curd	56	116	24	4	200

HS – Highly Satisfied; S – Satisfied; PS – Partly Satisfied; DS – Dissatisfied
Null Hypothesis: The consumers' level of satisfaction remains the same with the quality of MILMA products

Table - 9
ANOVA Results

<i>Sources of Variation</i>	<i>Sum of squares</i>	<i>Degrees of Freedom</i>	<i>Mean square S</i>
Between the samples	19,565	3	6,522 (S ₁) ²
Within the samples	10523	12	877 (S ₂) ²
Total	30,088	15	

Table - 10
ANOVA Results

Degree of freedom	Significance level	Calculated value	Table value
15	5	7.44	3.49

Here the Table value of 'F' at 5% level of significance at Degrees of Freedom (3; 12) is 3.49. Thus, the calculated value of 'F' is greater than the Table value, therefore the null hypothesis is rejected. Hence the consumers' level of satisfaction changes with the quality of different products of MILMA like Milk, Butter, Ghee and Curd.

Likert's Score

$$\begin{aligned}
 \text{Likert's Score} &= \frac{\text{Total weighted score}}{\text{Total number of respondents}} \\
 &= \frac{644}{200} \\
 &= 3.22
 \end{aligned}$$

Table - 11
Opinion on the overall performance of the MILMA products

Opinion	No. of Respondents	Weightage given	Weighted Score
Very good	14	05	70
Good	52	04	208
Average	104	03	312
Poor	24	02	48
Very Poor	6	01	06
Total	200	15	644

Source: Survey Data

The Likert's score of 3.22 is above the weighted average score of 3, which indicates that, the overall performance of the MILMA products is average; i.e. the products are satisfactory.

Findings

The major findings of the present study are presented in the following sections.

- Majority of the respondents are using the MILMA products for more than 5 years.
- The majority of the respondents are aware of other branded products other than MILMA. Most of the Respondents are using MILMA products considering the fact that it is available everywhere.
- Majority of the consumers are opined that they are satisfied with the brand image of butter and partly satisfied with milk, ghee and curd
- Most of the consumers are partly satisfied with the quality of milk, butter and ghee and satisfied with the quality of curd. The ANNOVA Table Test shows that the consumers' level of satisfaction changes with the quality different products of MILMA like Milk, Butter, Ghee and Curd
- With respect to price, the majorities of the consumers are partly satisfied with milk and satisfied with butter, ghee and curd.
- Majority of the consumers are just satisfied with the overall performance of MILMA products and this is also confirmed by Likert's Score.

Conclusion

The objective of the company is to transform the dreams of the consumers into reality. This necessitates a sound product strategy, which simplifies the process of generating the impulse for buying. The various product offered to target market should satisfy the consumer in the mounting competition in and around, it is essential that the company should adopt a product strategy which suit the need, preference, habit, attitude, taste and flavour of the potential

consumers. At the outset it is essential that the product management process should be managed properly, so that the pruning and adding operations can be optimised.

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