



“Satisfaction Levels of Milk Dealers : A Study of Kurnool District in Andhra Pradesh”

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ABSTRACT

Milk has become the staple food for majority of the Indians. Keeping in view of its nutritional values, the importance for consumption of milk and milk products has gained importance. Intermediaries act as a connecting link between the milk producers (marketers) and consumers. Intermediaries play an important role in pushing a brand or in holding a brand. The preferences of intermediaries need to be known and analysed. Unless our channel partners preferences are met, we cannot expect him to deal with the brand. Their satisfaction levels towards the brand with which they are dealing are more important. If the intermediaries are satisfied, they can promote the product with more confidence and at the same time if they are not satisfied they may not suggest the brand to the consumers and also that they may shift to deal with other brands. Hence, it is at this juncture, an analysis of intermediaries satisfaction levels towards milk brands has been taken up.

Key Words : Brand Satisfaction, Milk Brands, Branded Milk, Milk Brand Intermediaries.

Introduction : Milk has become the staple food for majority of the Indians. Keeping in view of its nutritional values, the importance for consumption of milk and milk products has gained importance. Intermediaries act as a connecting link between the milk producers (marketers) and consumers. Intermediaries play an important role in pushing a brand or in holding a brand. The preferences of intermediaries need to be known and analysed. Unless our channel partners preferences are met, we cannot expect him to deal with the brand. Their satisfaction levels towards the brand with which they are dealing are more important. If the intermediaries are satisfied, they can promote the product with more confidence and at the same time if they are not satisfied they may not suggest the brand to the consumers and also that they may shift to deal with other brands. Hence, it is at this juncture, an analysis of intermediaries satisfaction levels towards milk brands has been taken up.

Review of Literature : A literature review is an account of what has been published on a topic by qualified scholars and researchers. It is a text written by somebody to consider the vital points of current knowledge including supportive findings, as well as theoretical and methodological hand-outs to a particular topic. In this chapter the researcher has reviewed number of articles related to the consumer attitude and their behaviour towards different products as well as milk and milk products. The reviews under this chapter not only concentrated one demographic area, but covered to determine the previous views of researchers on attitude and behaviour of customers towards any products.

Dr. S.P. Savitha (2017)¹, “A study on consumer preference towards ‘AMUL PRODUCT’ in Madurai city”. AMUL (Anand milk produced union limited) formed in 1946, is a dairy co-operative movement in India. India largest food brand trusted Amul product for its quality and product available at affordable price. Amul product enjoying No.1 position in dairy industry this stand to further strength its position. This research is pertaining to find out the present consumer satisfaction of Amul product. Amul product has a good reputation among the consumers in Madurai. So it can be extended to supply rural area also.

Mrs. Sonali Dhawan (2016)²,”A study on consumer behaviour towards various branded and non-branded milk with special reference to Jabalpur district in Madhya Pradesh”. Consumer behaviour can be defined as the behaviour that consumer display in searching for purchasing, using, evaluating and disposing of products and services that they expect will satisfy needs and wants. But there is a lack of awareness among the consumer about milk they are consuming. The campaign has to be run by the companies how they pasteurized the milk and how hygienic it is to use branded milk.

Akhila D and Dr. C. Boopathi (2015)³,”Consumer behaviour on Aavin milk and dairy products in Pollachi of Tamil Nadu”. Tamilnadu state is one of the ten largest milk producing states in India. The aim of the study is reveal consumer perception over Aavin milk products based on their age, education, qualification and monthly income of the consumer’s family. Many people buy Aavin milk for its quality than the price. If the Aavin product is too high than other brands. The aavin take necessary steps to satisfy their consumers.

Elangovan.N and Gomatheeswaran.M (2015)⁴ focused on consumer behaviour towards various brands of milk and milk products. Consumers’ lifestyles are influenced by number of factors. Like culture, subculture, values, demographic factors, social status, reference groups, household and also the internal makeup of the consumer, which are emotions, personality motives of buying, perception and learning. The study was examining the differences in consumer’s behaviour with socio and economic characteristics towards brand selection.

Ananda Kumar. A and Babu.S (2014)⁵ made an attempt to find the factors affecting consumer’s buying behaviour, with the focus on dairy products. The variables include packaging, cost, availability, ingredients,

product popularity, product quality, product taste, etc., that influence the choice of a brand from among those in the consideration list, but may not be the most important and primary determinants for short listing brands. The study is useful to the marketers as they can create various marketing programs that they believe will be of interest to the consumers. It can also boost their marketing strategy.

Statement of the Problem : Review of previous research studies has revealed that some research gap is observed. So the present study helps to explore the satisfaction levels of intermediaries towards milk and milk products.

Need for the Study : Kurnool is the Gate of the Rayalaseema region. After bifurcation of the Andhra Pradesh State, the Govt. of Andhra Pradesh giving more importance to for development of selected cities in Andhra Pradesh, Kurnool District is one among them. In this connection change in the economy and change in the preference of milk brands and milk products in the market by the intermediaries namely dealers, retailers, outlets etc. Therefore, the study on the satisfaction levels of intermediaries towards milk and milk products in Kurnool District.

Objectives of the Study : The following are the objectives of the study

- ✓ To study the existing literature and to find research gap.
- ✓ To examine the satisfaction levels of intermediaries towards their brands of milk and milk products.
- ✓ To offer suitable suggestions for further development of dairy industry.

Research Methodology : Research is a scientific inquiry aimed at learning new facts, testing ideas, etc. It is the systematic collection, analysis and interpretation of data to generate new knowledge and answer a certain question or solve a problem. Kurnool District, the Gateway of Rayalaseema Region in Andhra Pradesh has been selected for the study. For administrative purposes, the Kurnool district is divided in to three revenue divisions. The data collected for the study from the selected Three Revenue Divisions namely Kurnool , Nandyal, and Adoni . The data was collected by survey method with the help of structured questionnaire. The survey method is used to get the opinions of the intermediaries of milk and milk products. The research instrument used for the survey is a well-structured questionnaire consisting of both open-ended and close-ended questions. A sample of 25 consumers from each revenue division has been selected for the study. The total resultant sample size is 75. Out of 75 consumers from each revenue division, 25 consumers were taken from urban area, 25 from suburban area and 25 from rural area representing entire spectrum of the society. After elimination of few partially unfilled questionnaires, the final resultant sample is 72.

Table No. 1 : Details of Sample Size

S.No.	Name of the Revenue Davison	Total
1.	Kurnool	25
2.	Nandyal	25
3.	Adoni	25
	Total	75

Source: Field Survey

Research Design : The study was conducted in Kurnool District. The Research study describes the satisfaction levels of respondents who are dealing with milk and milk products. The researcher employs statistical techniques,

Sources of Data : The study is based on the both primary and secondary sources of data.

Primary Data : The primary data is obtained from the survey conducted in the Kurnool District with help of constructed questionnaire, which consists of open-end and close-end questions.

Secondary Data : The secondary data is obtained from the various previous research studies and articles, business magazines and other sources.

Sample Design : Sample design is a definite plan to obtain a sample from a given population. It refers to the techniques or the procedures the researchers would adopt in selection items for the sample. An attempt was made to make the sample representative to the target market for products under study.

Period of the Study: The study has been undertaken from 2014 to 2019. The period of primary data collection is from January to December 2019.

Statistical Tools and Techniques : For the analysis of the data various graphs and tables are used. The appropriate statistical tools were also used where ever necessary in analyzing quantitative data in order to arrive at logical conclusions and interpretations in a scientific manner, some of the statistical tools used in analyzing the data are : Classification, Tabulation, 't' – Test, 'Chi-Square' – Test etc.,

Data Analysis and Interpretation : Data collected through questionnaire and secondary source about milk and milk products in from Three Revenue Divisions Kurnool district are presenting and analyzing as per required parameter and drawing conclusions of the study.

Table No. 2 Opinion about service rendered by milk producer- Product Quantity

Opinion about service rendered by milk producer- Product Quantity

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Good	35	48.6	48.6	48.6
Good	33	45.8	45.8	94.4
Average	4	5.6	5.6	100.0
Total	72	100.0	100.0	

Source: Field Survey

It can be explained from the Table No. 2 that, with regarding to service rendered by milk producer towards product quantity. 48.6% of the respondents opinion about the services of milk producer towards provided quantity is very good. 45.8% of the respondents' opinion about the services of milk producer towards provided quantity is good, and 5.6% of the respondents' opinion about the services of the milk producer towards provided quantity is average. It can be concluded that majority of the respondents are felt that, the services of the milk producer is very good towards providing the product quantity.

Table No. 3 Opinion about service rendered by milk producer- Packing Quantity

Opinion about service rendered by milk producer- Packing Quantity

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Good	9	12.5	12.5	12.5
Good	52	72.2	72.2	84.7
Average	11	15.3	15.3	100.0
Total	72	100.0	100.0	

Source: Field Survey

It can be analyzed from the Table No. 3 that, with regarding to service rendered by milk producer towards packing quality. 12.5% of the respondents' opinion about the services of milk producer towards provided quality of the packing is very good. 72.2% of the respondents' opinion about the services of milk producer towards provided quality of packing is good, and 15.3% of the respondents' felt about the service of milk producer towards packing of the product is average. It can be concluded that majority of the respondents are felt that, the services of the milk producer is good towards providing the product packing quality.

Table No. 4 Opinion about service rendered by milk producer- Delivery Time

Opinion about service rendered by milk producer- Delivery Time

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Good	24	33.3	33.3	33.3
Good	31	43.1	43.1	76.4
Average	17	23.6	23.6	100.0
Total	72	100.0	100.0	

Source: Field Survey

It can be expressed from the Table No 4 that, with regarding to service rendered by milk producer towards delivery time of the product. 33.3% of the respondents' are opinion about the delivery time of the product is very good, 43.1% of the respondents' opinion about the delivery time of the product is good, 23.6% of the respondents are said that the delivery time of the milk producer is average. It can be concluded that, majority of the respondents are felts about the supply of the product delivery time by the milk producer is good.

Table No. 5 Opinion about service rendered by milk producer- Storage Support

Opinion about service rendered by milk producer- Storage Support

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Good	6	8.3	8.3	8.3
Good	18	25.0	25.0	33.3
Average	34	47.2	47.2	80.6
Bad	14	19.4	19.4	100.0
Total	72	100.0	100.0	

Source: Field Survey

It can be described from the Table No 5 that, with regarding to service provided by the milk producer towards storage support, 8.3% of the respondents are giving opinion about milk producer service towards storage support is very good, 25% of the respondents are giving opinion about milk producer service towards storage support is good, 47.2% of the respondents are giving opinion about milk producer service towards storage support is average, 19.4% of the respondents are giving opinion about milk producer service towards storage support is bad. It can be concluded that majority of milk producer are supporting towards storage of the product.

Table No. 6 Opinion about service rendered by milk producer- Credit Facility

Opinion about service rendered by milk producer- Credit Facility

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Good	20	27.8	27.8	27.8
Average	14	19.4	19.4	47.2
Bad	36	50.0	50.0	97.2
Very Bad	2	2.8	2.8	100.0
Total	72	100.0	100.0	

Source: Field Survey

It can be expressed from the Table No 6 that, with regarding to service provided by the milk producer towards credit facilities. 27.8% of the respondents are said that milk producer providing credit facilities are good, 19.4% of the respondents are expressed their opinion about providing credit facilities by milk producer is average, 50% of the respondents are expressed their opinion about providing credit facilities by milk producer is bad, 2.8% of the respondents are expressed their opinion about providing credit facilities by milk producer is very bad. It can be concluded that credit facilities provided by the milk producer is bad.

Table No. 7 Opinion about service rendered by milk producer- Credit Period

Opinion about service rendered by milk producer- Credit Period

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Good	5	6.9	6.9	6.9
Average	13	18.1	18.1	25.0
Bad	30	41.7	41.7	66.7
Very Bad	24	33.3	33.3	100.0
Total	72	100.0	100.0	

Source: Field Survey

It can be explained from the Table No 7 that, with regarding to service provided by the milk producer towards credit period. 6.9% of the respondents are said that milk producer providing credit period is good, 18.1% of the respondents are expressed their opinion about providing credit period by milk producer is average, 41.7% of the respondents are expressed their opinion about providing credit period by milk producer is bad, 33.3% of the respondents are expressed their opinion about providing credit period by milk producer is very bad. It can be concluded that credit period facilitated by the milk producer is bad.

Scope of the Study : The milk is one of the nature's nearly perfect foods and milk contains proteins, fats, sugars and variety of mineral substances and vitamins. Dairy industry is providing regular employment and income to the people. Intermediaries namely, dealers and retailers play a vital role in selling the brands. The milk is one of the nature's nearly perfect foods and milk contains proteins, fats, sugars. The present study is aimed to examine the satisfaction levels of intermediaries towards milk brand in Kurnool district of Andhra Pradesh.

Limitations of the Study

The following are the limitations of the study.

- The results are based on entirely the survey conducted in Kurnool district region and cannot be generalized as a whole for other geographical regions.
- The respondents are intermediaries dealing with milk brands have furnished fair and true data.
- The study is based on sample. Hence, it may not give a true picture of the entire market.

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