

A Revise of Brand Awareness towards milk Product in rural Maharashtra

Dr Prakash Hemraj Karmadkar

MMS, PhD(Management), Research Guide (Management and Commerce), HOD PhD Research Center, PES' Institute of Management and Career Development, Nigdi, Pune (India)

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*Corresponding Author

Email: drkarmadkar[at]gmail.com

ABSTRACT

ABC milk product Pvt. Ltd has better for the dairy business in rural Maharashtra within a very short span of time, Began in 1976 an a modest scale with a small collection center and door to door delivery. ABC Stamp is a trusted symbol of pure Milk and Milk products in millions of households and commercial establishments across rural Maharashtra.

This research found potential of the milk product in this particular area but company has concentrate about their quality and services. It will be help to create brand image and it will be automatically affecting of customer satisfaction.

1. Introduction

India has emerged as the world's largest producer of milk. By 2009, milk production touched the 88 million tones (MT) mark. Their collection of milk was estimated at 84.6 million liters and their earnings were in the region of Rs 50 billion. Twenty-two state federations were affiliated to NDDB. However, except for Amul, most of the state federation brands are regional. These include Verka in Punjab, Nandini in Karnataka, Vijaya in Andhra Pradesh, Saras in Rajasthan, Anchal in Uttaranchal, Mother Dairy in Delhi and Calcutta. Though they dominate the liquid milk market in their own states, due to lack of standardization the value-added products such as butter, cheese, etc. of these brands, have not been able to gain a national presence. Amul and now Mother Dairy are the only two brands that have acquired a national presence.

The Liquid Milk & Milk Products Market-

Out of a total production of 88 Metric ton of milk, 46per cent is consumed as liquid milk. Less than 30 per cent of milk production – i.e. 26.4 Metric ton – is packaged. Currently barely 778 out of 3,700 cities and towns are served by the milk distribution network, dispensing hygienically packed wholesome, quality pasteurized milk. According to one estimate, the packed milk segment would double in the next five years.

The effective milk market is largely confined to urban areas, inhabited by over 25 per cent of the country's population. In urban India, an estimated 50 per cent of the total milk produced is consumed by a population of roughly about 350 million. The expected rise in urban population would be a boon to Indian dairying. Of the three A's of marketing - availability, acceptability and affordability, the dairy sector is at an advantage since Indians are a milk loving people. However what continues to be a challenge is the affordability factor. Volume sales could dramatically increase if small packs of 250 ml or less is made available. Sales of milk powders in mini-sachets, for two cups of tea or coffee, could also help in increasing volumes.

Flavored Milk is increasingly becoming the toast of the milk market. Milk-based drinks are the flavor of the season as consumers seek healthy lifestyles. Nestle's Fruit and Milk and Amrit Foods' Gagan are the two brands that have a significant presence in this segment Diet Milk, Fortified Milk and other such niche categories are expected to grow. Gagan, the Amrit Foods brand, has launched a Diet Milk which is recommended for people with high cholesterol and blood pressure since it has just 0.5 per cent fat content. This is a long shelf life product.

Traditional products, such as paneer, mithai, khoa and khoa-based sweets, which are available in the unorganized market, is a huge segment. Apart from Amul which has launched paneer and its Mithaee brand which offers traditional Indian sweets, the organized sector has not tapped into the potential that this sub-category offers. The dairy industry was de-licensed in 1991 with a view to encourage private investment and flow of capital and new technology in the segment. Traditional products such as khoa and khoa-based sweets which are available in the unorganized market which is a huge segment. Apart from Amul which has launched paneer and its Mithaee brand which offers traditional Indian sweets. The other milk products are cottage butter, ghee, paneer, khoa., butter milk powders, processed cheese, etc.

2. Study Area

ABC Milk Products Pvt. Ltd. has better for the dairy business in Akole District Maharashtra within a very short span of time.

Raw Material-

Which handles 60,000 ltrs. Milk/day, is a veritable showpiece of hygienic milk handling and automatic sterilization facilities for can cleaning. Milk collected from varies collection centers is received and each can of milk is checked for quality before acceptance. Cans move automatically on power driven conveyor and the milk is weighted electronically in a can washer with a capacity of 600 cans/hr. The collected milk is chilled immediately at 4 degree centigrade by plate chillers and stored in stainless steel insulated storage tank.

3. Scope of study

To analysis customer satisfaction it is important tools to define marketing strategy to develop market share.The Study made and Data collected is useful for the Project report as a reflect to the picture of Packing Milk in particular region.Project will be help to increase sales & also help to reduce existing drawback.Project suggest to the organization to develop customer relationship management.

4. Product Profile

Packing Milk –

Milk Is the “Nature’s Perfect Food” for all ages. It has almost all the vital nutrients need for the growth and well being of the human body. Milk is the richest natural source of calcium and essential amino acids, which is good for bone formation. It is particularly beneficial for people recovering from sickness, for sportsmen, for old people, for pregnant women and for growing girls and boys. The doctor recommends a minimum daily intake of 250 ml or more for every person.

Normal cow milk has 3% Fat and Buffalo has 7% Fat. There is another important constituent of milk is Solids Non Fat. This (or SNF as) it is commonly called comprises of proteins , minerals, carbohydrates and vitamins. For milk to be nutritionally balanced, it has to contain both Fat and Solids Non Fat in the proportion.

ABC Milk is available in all surrounding areas in Toned, Full cream varieties. ABC Milk strictly confirms to FAT standards. In fact company keeps its standards higher so as to abundantly comply with the legal requirements and to provide wholesome nutritive food to our consumers.

This means that consumers buys ABC Milk they are sure to get the “Nature’s Perfect Food” for their families. Consumers are sure of getting Milk , which has longer life because of superior bacteriological quality and state of art processing technology.

The loose milk available from local vendors often does not confirm to PFA standards. It often has less Fat and less Solid Non Fat then required. besides, it is not uncommon to find artificial preservatives ,which are not permitted by law being added to lose milk.

5. Objectives of the Study

1. To study the brand awareness served market area of ABC milk product Pvt. Ltd Akole city Ahamadnagar, Maharashtra, India
2. To makes the revise about expectations of retailers and customers.

6. Method of Data Collection

Primary Data-

- *Sample Size*:-20 Retailers and 25 Customers of ABC Milks products.

- *Research Approach*: - Qualitative approach
- *Statistical Tools*:-Simple percentage method, Graphical Representation tools like charts, tables etc
- *Location of study* : Akole city Ahamadnagar, rural Maharashtra.

7. Limitations

Survey was conducted in the Akole city only which was given by the company so we can not apply the suggestions and findings to all Akole tahsil the sample selected may not be the representative of whole Akole city to make accurate study of project.

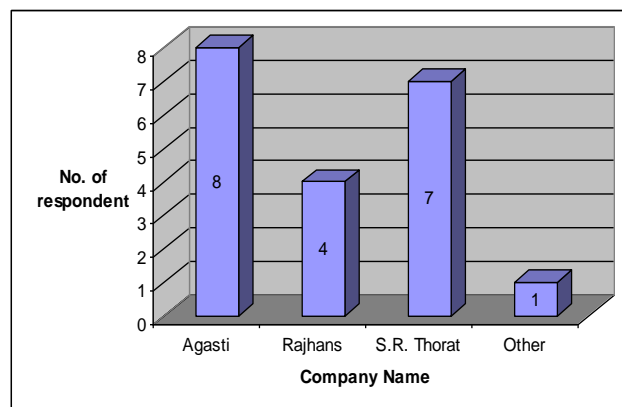
8. Data Analysis & Interpretation

Retailers Perception Analysis

Market Share of ABC Milk in Akole region –

COMPANY NAME	No. of respondent	Percentage %
ABC	8	40 %
Rajhans	4	20 %
S.R. Thorat	7	35 %
Other	1	5 %
Total	20	100

Source : Own Data Calculation



Graph No.1

Interpretation -

The above chart shows that, there is 40 % market share to ABC Milk, 20% to Rajhans milk, 35% to ABC milk, and 5% for Others.

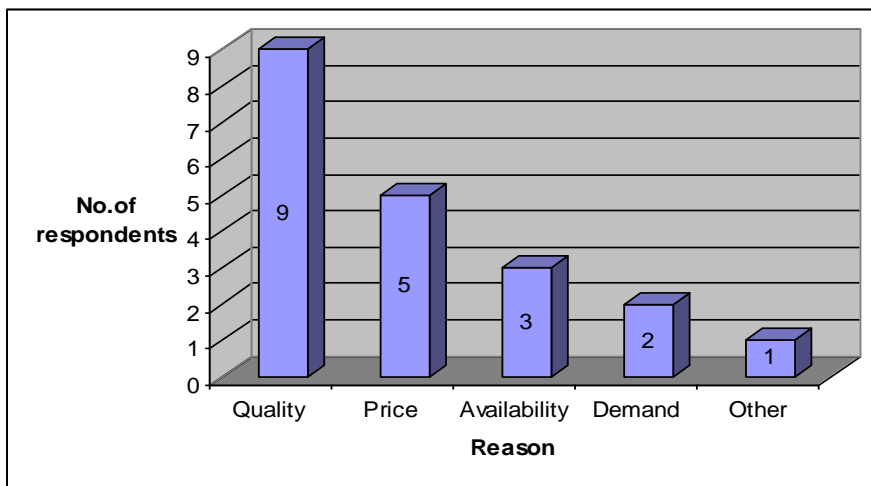
Hence, ABC Occupied 35% market share.

Q.2 Main Reason behind to choose Particular Brand –

Table No.2

REASON	No. of Respondents	Percentage (%)
Quality	9	45
Price	3	15
Availability	5	25
Demand	2	10
Other	1	5
Total	20	100

Source- Primary Data



Graph No.2

Interpretation -

The above chart shows that, respondent's gives 45% remark for quality, 15 % for price, 25% for availability, 10% for demand from customers, and 5% for other reasons.

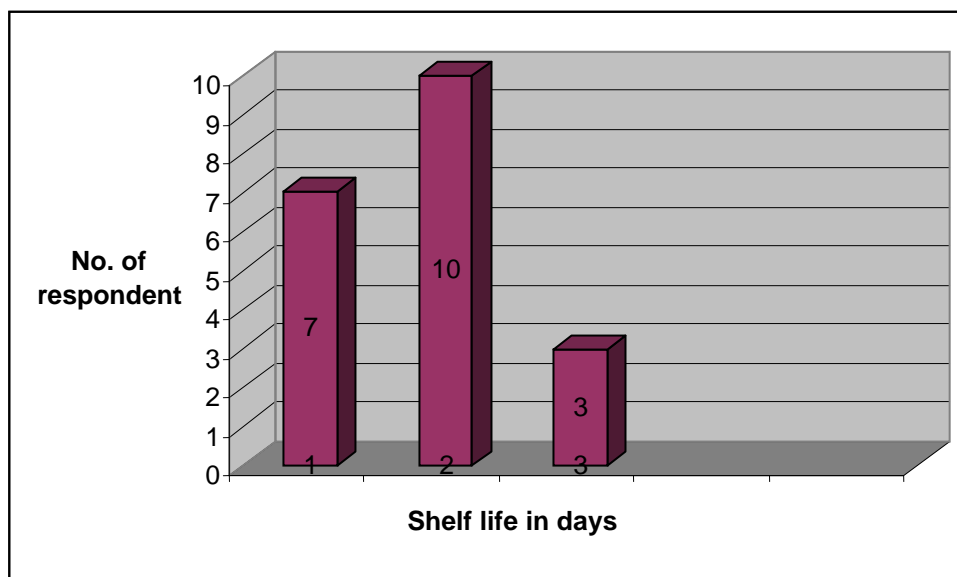
Hence main reason behind choose particular brand is quality.

Q.3 Shelf life of milk from the retailers opinion

Table No.3

NO OF DAYS	NO. OF RESPONDENTS	PERCENTAGE (%)
1 DAY	7	35
2 day	10	50
3 day	3	15
Total	20	100

Source- Primary Data



Graph No.3

Interpretation -

Above chart shows that, there is 35 % retailers respond on 1 day shelf life of milk, 50% responds to 2 days shelf life and only 15 % respond to 3 days shelf life of milk.

Hence shelf life of milk is not more than 2 days.

Q.4 Brand Awareness of ABC Milk –

Table No.4

Awareness	No of respondents	Percentage (%)
Yes	18	90
No	2	10
Total	20	100

Source- Primary Data

Interpretation -

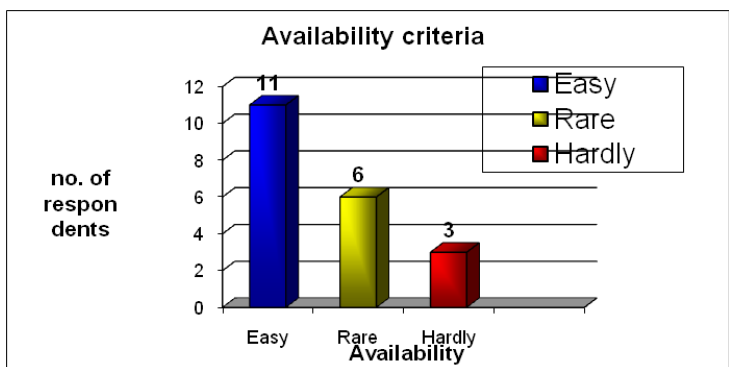
The Above chart shows that there is 90% awareness in retailers about co. name and product. Hence ABC Brand Awareness is excellent in the Akole region.

Q.5 About Availability of ABC Milk –

Table No.5

AVAILABILITY	NO. OF RESPONDENTS	PERCENTAGE (%)
EASY	11	55
Rare	6	30
Hardly	3	15
Total	20	100

Source- Primary Data



Graph No.4

Interpretation -

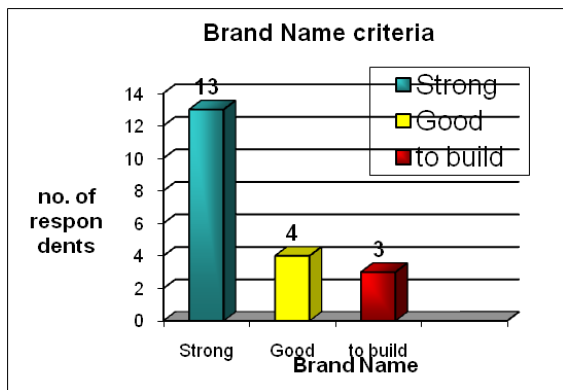
Above Shows that, the ABC Milk availability in served region is easy to 55%, rare to 30 %, Hard to 15%. Hence Availability of ABC Milk is Easy in market.

Q.6About Brand Image of ABC Milk –

Table No.6

BRAND NAME	NO. OF RESPONDENT	PERCENTAGE (%)
STRONG	13	65
Good	4	20
Need to Build	3	15
Total	20	100

Source- Primary Data



Graph No.5

Interpretation -

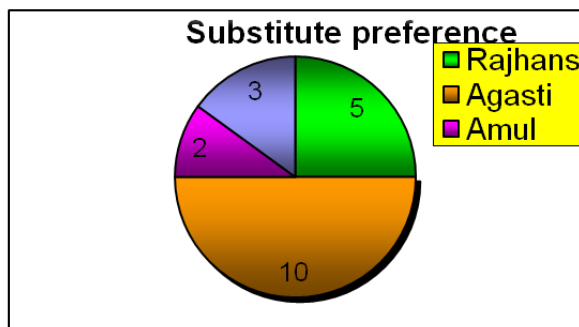
Above Shows that, the ABC Milk Brand Name in served region is Strong to 65%, Good to 20 %, Hardly to 15%. Hence, Brand name of ABC Milk is Strong.

Customers Perception Analysis

Q.1 Preference of customer in choosing substitute product–

Table No.1

Substitute Preference	No. of Respondents	Percentage (%)
Rajhans	5	25
ABC	10	50
S.R. Thorat	2	10
Other	3	15
Total	20	100



Graph No.1

Interpretation -

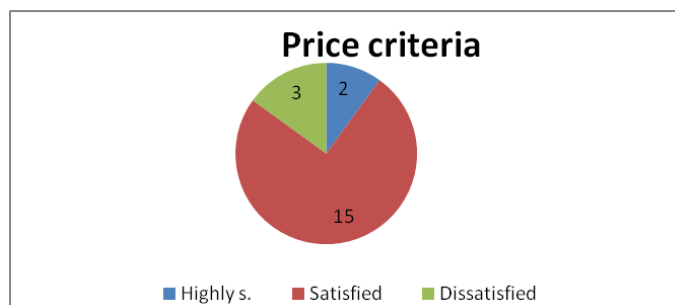
From the above graph it is clearly shown that, there is ABC is the main Substitute product for the ABC Milk in this region. 25% respondents gives vote to Rajhans then,50% to ABC ,10 % for S R throat and 15% for other or loose milk preferred. Hence, The preference of consumer to substitute product is mainly for local milk ABC .

Q.2 Consumer Satisfaction about ABC Milk

Table No.2

SATISFACTION LEVEL	NO. OF RESPONDENT	PERCENTAGE (%)
HIGHLY SATISFIED	2	10
Satisfied	15	75
Dissatisfied	3	15
Total	20	100

Source- Primary Data



Graph No.2

Interpretation -

From the above graph we can say that the majority of ABC milk customer satisfaction is satisfied customers it obtain 75 % for satisfied, 10% customers are highly satisfied and there is 15% customers found dissatisfied about the co. price, shelf life, quality in the survey.

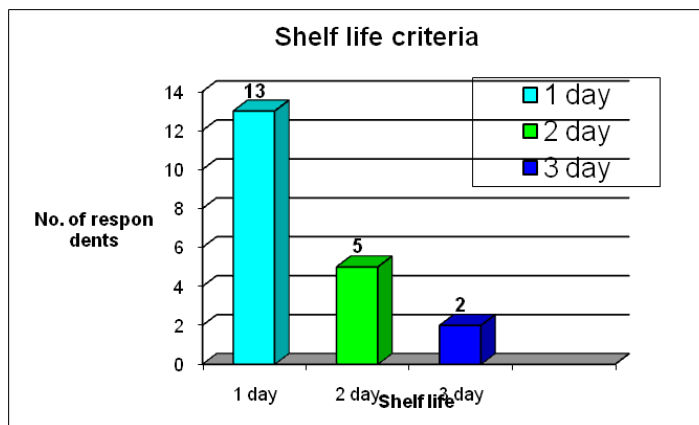
Hence, 75% customers are satisfied with ABC Milk company.

Q.3 Consumer Opinion About - Shelf Life

Table No.3

SHELF LIFE	NO. OF RESPONDENT	PERCENTAGE (%)
1 DAY	13	65
2 days	5	25
3 day	2	10
Total	20	100

Source- Primary Data



Graph No.3

Interpretation -

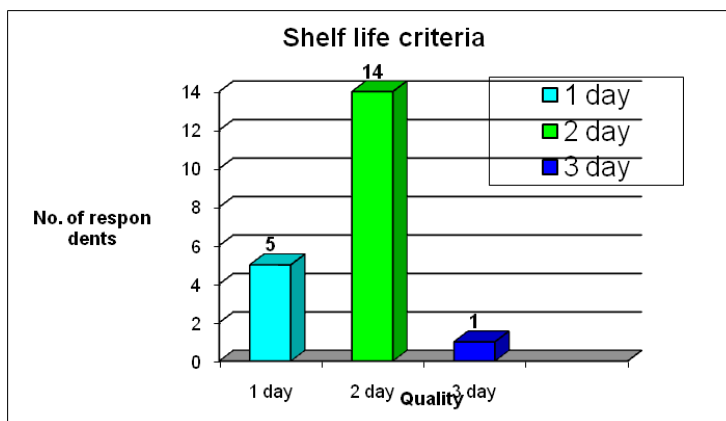
Above Shows that, the ABC Milk shelf life is good. There is 65% consumer respond on 1 day, 25% consumer respond on 2 day and only 10 % consumer tick on the 3 day option.
Hence, Consumers opinion about shelf life of milk is mostly to 1 day.

Q.4 Consumer Opinion About – Quality

Table No.4

QUALITY	NO. OF RESPONDENT	PERCENTAGE (%)
VERY GOOD	5	25
Good	14	70
Average	1	5
Total	20	100

Source- Primary Data



Graph No.4

Interpretation -

Above Shows that, the ABC Quality is good. There is 25% consumer respond on very good option, 70% consumer respond on good option and only 5 % consumer tick on the Average option.

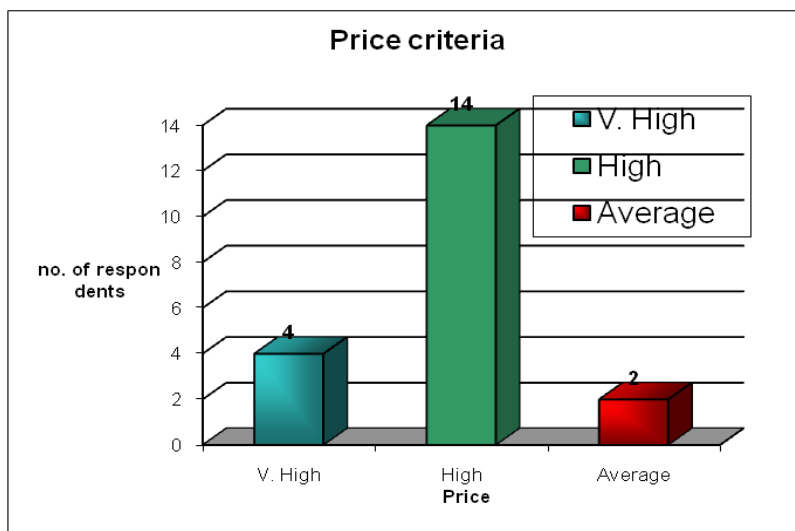
Hence, quality of ABC Milk is good from the customers opinions.

Q.5 Consumer Opinion About – Price

Table No.5

PRICE	NO. OF RESPONDENT	PERCENTAGE (%)
VERY HIGH	4	20
High	14	70
Average	2	10
Total	20	100

Source- Primary Data



Graph No.5

Interpretation -

Above Shows that, the ABC Milk Price in served region there is 20% respondent respond that it is Very high, 70 % response that it is high, and 10% says that it is average like others, nobody says it is low.

Hence, Consumers opinion about price is high.

9. Findings

A) Findings From Retailers Analysis –

In the selected area of Akole region ABC occupied 35% market share. Which is comparatively good than other competitors. Most of the Retailers choose particular Brand from its Quality (45%) and Availability (25%) rather than price, demand and other factors. It is also found that the Shelf life of milk is rarely more than 2 days. It is clear from the respondent given percentage to 1 day 35%, for 2 day 50% and very minor for 3 days 15%.The Brand Awareness of ABC Milk co. is Excellent in this region its 90% retailers responded positively. There is 55% customers tick on easy option, 30% on rare option and only 15% customers tick on the hardly availability option.65% Retailers think that the brand image of ABC milk co. brand name is Strong, 20% think it is good.

B) Findings From Customers Analysis

The consumer have gives the first preference to local brand of ABC milk which is 50%It is also found that the 75% customers are satisfied, 10 % are highly satisfied and only 15% customers are dissatisfied. Shelf life of ABC milk is good. There is 65% consumer remark on 1 day, 25% remark on its 2 days and only 10% remark on 3 days. From the customers opinions it's clear that the Quality of ABC milk is good. There is 70% customers respond on good quality, 25% for very good

option and remaining 5% says it's an average, no one says its poor in quality. Most customer remark that the price of product is high it is 70% and 10% says its price is average like others, 20% customers remark on the very high price option and no one says it is available at low price.

10. Conclusion

It is found that the more customers are The Brand Awareness of Milk is Excellent in this region. From the customers opinions its clear that the Quality of ABC milk is good. Shelf life of ABC milk is good. Retailers are expect for special rewards and customer are expect for give some special scheme and better delivery. Some time milk take perish smell, especially in summer days and also the quality is not constant. i.e.to improved transport facility. The commission for the seller is quit low as compare to other competitor's commission rate. Especially the ABC milk co. gives highest commission on the selling in that region. There is already company. establish good brand name but, it has a chance to improve expansion The company can introduce reward scheme so that person is benefited after the fulfillment and over achievement of the target.

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