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A STUDY ON BRAND IMAGE WITH SPECIAL REFERENCE TO AAVIN MILK IN THENI TOWN

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ABSTRACT

Dairy Development activities in Tamil Nadu have reached majority of the potential villages of the State through sustained efforts like organization of societies, good animal health care, breeding plan and infrastructure development. It has been observed that 50% of the revenue villages in Tamil Nadu have come under co-operative ambit when compared to 6% in West Bengal and Bihar, 7% in Madhya Pradesh 14% in Uttar Pradesh and 24% in Rajasthan1 The main reason for proper co-operative coverage in dairying activities in the State is due to regular and assured income to the farmers even at times of severe drought and flood. Introduction of Clean Milk Production practices by creating awareness and understanding among the persons handling milk from production point to milk processing and packing point, supported by strict quality assurance has given very good result. Raw chilled milk is brought directly from chilling

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Centers to dairies for processing and the era of milk processing twice has been totally eliminated. In Tamil Nadu, private and co-operative dairies together are procuring 43.45 Lakh Litres per Day (LLPD) of milk. Both the sectors together are marketing 37.82 LLPD of milk. The processing capacity of the cooperative dairy sector is being utilized to the maximum.

Keywords: Dairy, Milk, Production, Cooperatives, Distribution

INTRODUCTION

Tamil Nadu, all along, has been a pioneer in the Indian Cooperative movement. The very first Cooperative Society for dispensation of agricultural credit and that for distributing consumer articles was started here only. Cooperatives serve as key institutions for implementing many important socio-economic development programmes like agricultural credit, market intervention, and price support for agricultural commodities, public distribution etc., for the upliftment of rural population and especially the poor and downtrodden.

The Cooperatives in Tamil Nadu that come under the control of the Cooperation, Food and Consumer Protection Department can be broadly classified in the following five categories.

- Cooperative Credit Societies
- Cooperatives for Agricultural Produce Marketing
- Consumer Cooperatives
- Cooperative engaged in Cooperative, Education, Training and Research
- Other Cooperative Societies.

The activities of these Cooperative Societies seek to promote economic welfare of the people particularly, farmers in the rural areas and consumers in the urban area. Urban Cooperative credit societies and banks cater to the economic need of the general public and small depositors and borrowers by providing all types of banking services. Thus, the policy of the Government is to promote and preserve the spirit of mutual help and cooperation among people in the field of agriculture credit, marketing, consumer welfare and such other areas as to bring about a positive and lasting change in the socio economic sphere in the state.

DEVELOPMENT DEPARTMENT

Tamil Nadu co-operative dairies have catered to the milk needs of national milk grid successfully and had supplied milk and milk products to New Delhi, Kerala, Andhra Pradesh, West Bengal and Pondicherry. Dairy sector has assumed much significance by generating income not only to the rural farmers but also to the urban and' sub-urban population by providing employment opportunities. Further the women folk also have self-employment opportunities. Average milk procurement by Dairy Co-operatives in Tamil Nadu during the year 2000-2001 was 19.94 LLPD. During 2012-2013, the above procurement has increased to 26.10 LLPD registering 31% growths. Milk sale by District Unions and Federation during 2000-2001 was 13.71 LLPD only. In the current year 2006-2007, average milk sales have reached 19.29 LLPD registering 40% growths. On 4.9.2006 the total milk sales reached the highest peak of 22.38 LLPD.

The market share of the Dairy Co-operatives has increased and Aavin brand holds the major market share in Tamil Nadu. During current year 25.37 LLPD of milk was procured on 26.06.2006. This is the highest ever procurement by the unions. This has proved beyond doubt that the millions of small marginal farmers and landless agricultural labourers have taken up dairy activities as a prime alternate income generation activity.

Similarly the highest milk sales by Dairy Co-operatives have also reached the maximum of 10.77 LLPD on 21.2.2007 in Chennai and 12.27 LLPD in Districts on 4.9.2006. Village level Co-operatives have concentrated on milk quality improvement activities, and ensured improved quality milk to the consumers. Global milk scenario is on the declining trend2 due to drought and global warming. Decline in milk procurement was also observed in India. The Co-operatives in Tamil Nadu through sustained efforts and effective market intervention have been able to increase the milk procurement by 5% compared to last year. The total milk sales to the consumers also recorded 11% growth compared to previous year. Compared to other States, the price of Aavin milk is the cheapest in the country.

Tamil Nadu Co-operative Milk Producers' Federation Limited has taken the following measures to maintain procurement.

MILK PRODUCERS' WELFARE

- Uniform milk procurement price chart for the payment of milk cost from the Union to Society and from the Society to the milk producers has been implemented.
- The production in the cattle feed plant is maintained without any interruption and feed bags is being supplied to the producers.
- With the co-ordination of Animal Husbandry Department preventive vaccination is being done for the milch animals belonging to the milk producers.
- More number of 'Kaalnadai Paadukaapu' camps is being conducted regularly.
- Milk producers are at present covered under group insurance scheme with payment of a minimum amount of RS.501- per person. For Crossbred milch animals owned by the milk producers, insurance scheme with 50% premium contribution by milk producers and balance 50% grant by Govt. of India scheme is available through Tamil Nadu Livestock Development Agency in Vellore, Coimbatore, Salem, Namakkal and Erode Districts.

Further the following measures are being proposed for producers' welfare'.

- Action will be taken to extend livestock insurance scheme to other districts.
- Electronic Milk weighing machine at a cost of RS.85001- will be provided with monthly installment for repayment.
- Automatic milking machines will be provided as a pilot project in Coimbatore and Namakkal District Primary Milk Co-operative Societies from out of their own fund.
- Eligible milk producers will be enrolled as members in the Agricultural labour welfare board for any welfare benefits they are entitled to.
- Cattle Feed packed in 30 kg bags will be introduced.
- Technical Monitoring Committee will reconsider the recovery of 0.50 paise per litre of milk from milk producers at Erode, Dharmapuri and Dindigul District unions.

SOCIETY EMPLOYEES' WELFARE

- Productivity linked Bonus of Rs.825/- to all the society employees has been paid.
- Regularization and fixation of scale of pay for the primary society employees will be done as per the provisions of the Act.

- The administrative cost has been restricted to a maximum of 0.10 paise per litre of milk for the Union. Society with recover a maximum of 0.40 paise per litre of milk as administrative cost from the milk producers.

LABOUR WELFARE

- Provision of raincoat, enhancement of stitching charges, night shift Allowances and washing Allowance for the Dairy factory, transport and marketing employees.
- Revision of scale of pay for Electrician grade I, Boiler man grade II and sanction of 5% personal pay and compensatory personal pay to the reinstated workmen who participated in strike.
- Reimbursement of long pending medical reimbursement claim for the employees and their family members who have undergone hospitalization for treatment.
- For the first time in the history of Tamil Nadu Co-operative Milk Producers' Federation (Aavin), Government have formulated a High Level Committee to update the service rules, i.e, recruitment, appointment and promotion as well as formulation of standing orders for the Tamil Nadu Cooperative Milk Producers Federation Limited.

CUSTOMERS' CARE

Customers' requirement and preference are given importance by aavin. Quality products are marketed. Milk is delivered in time. 24 hours consumer care cell is operating at Nandanam in Chennai and complaints are attended immediately. Consumers can approach Aavin through Toll Free No.1800 4253300.

OBJECTIVES OF THE DAIRY DEVELOPMENT SECTOR

- To assure remunerative price to the milk producers.
- To ensure the availability and supply of clean processed milk as per consumers' need and to provide necessary milk products with requisite quality to the consumer at a competitive price.

STRATEGIES ADOPTED TO ACHIEVE OBJECTIVES

1. Veterinary health cover, breeding cover, feed supply etc., are provided to animals owned by the milk producers in co-operative sector.

2. Milch animal's up-gradation and improving their productivity in long run are also undertaken. Improved varieties of fodder are cultivated in union land and distributed to the milk producers.

3. Training to society staff in first aid and artificial insemination are rendered. Modern animal husbandry methods and practices are inculcated to farmers through training and motivation. In addition to that, skill development in cost effective ration balancing technique for efficient and economic feeding is also provided.

4. Initiated milk procurement system with quality testing at village level for milk collected from the members, formation of new milk collection routes to procure milk from the societies, undertake milk transport, processing and packaging in modern dairy plants after observing all quality assurance standards.

5. Establishment of Chilling Centre *I* Bulk Milk Coolers at places where milk is available, provision of Stainless Steel (SS) milk cans, milk-o-testers, liquid nitrogen containers, artificial insemination equipments, automatic milk collection stations and other testing equipments to societies.

6. Conversion of surplus milk into milk products such as Skimmed Milk Powder, Butter and Ghee in Feeder Balancing Dairies.

7. Strengthening of processing plants to handle surplus milk, maintaining the quality assurance (ISO/HACCP) at all stages in Chennai processing plants, adoption of modern processing system, providing necessary infrastructure facilities, thereby enabling supply of quality milk and milk products to the consumers.

8. Government of Tamil Nadu *I* Government of India sponsored Dairy Development schemes are being implemented.

9. Providing financial support to the milk producers' unions to ensure upto date milk payment to the milk producers and support the weaker unions to prevent financial losses.

10. Action is taken to maintain timely payment and to keep the societies economically viable.

11. Manufacturing milk products such as Yogurt, Ice Cream, Khova, Gulab Jamoon, Butter Milk, Curd, Mysore pa, Lassi and introduction of Sugar free ice cream in Chennai.

The Federation co-ordinates the activities of the District Co-operative Milk Producers' Unions and provides technical expertise as and when required and also undertakes planning, erection, expansion and commissioning of Dairy Plants and Bulk Milk Coolers in the milk unions on turnkey basis. Federation helps the unions in marketing their milk products like skim milk powder, ghee, butter, tetra pack products and cheese 1n Tamil Nadu and in other States.

DAIRY DEVELOPMENT DEPARTMENT

Formation of societies, registration of societies, supervision and control of Primary Milk Cooperatives, District Co-operative Milk Producers' Unions and Tamil Nadu Co-operative Milk Producers' Federation are being carried out by the Dairy Development Department.

Dairy Development Department exercises statutory functions like Inquiry, Inspection, Surcharge and Super session, election, Appointment of Special Officers, liquidators and winding up of dormant Societies etc. Commissioner for Milk Production and Dairy Development, Deputy Milk Commissioner. (Co- operation), and circle Deputy Registrars (Dairying) are vested with quasi-Judicial powers in respect of settlement of disputes, appeal, revision and review under various provisions of Tamil Nadu Co operative Societies Act, 1983 and the Tamil Nadu Co-operative Societies Rules, 1988 made there under.

Commissioner for Milk Production and Dairy Development has been designated as the State. Registering Authority for the State of Tamil Nadu, under the provisions of Milk and Milk Production Order '92. All the Dairy units including private Dairies handling more than 10,000 LPD of milk or Mill Products containing milk solids in excess of 500 metric tones per annum have to obtain registration certificate under the provision of Milk and Milk Products Order'92.
Commissioner for Milk Production and Dairy Development *I* State Registering Authority has been conferred with powers to register the dairy units which have handling capacity from 10,000 LPD to 2,00,000 LPD. Commissioner *I* State Registering Authority, Deputy Milk Commissioner (Co-operation) *I* District Collectors and Deputy Registrars (Dairying) have been authorized to carry out supervision and periodic inspection of the dairies functioning under Milk and Milk Products Order '92.

Centralized Quality Control Laboratory established with Government of India's grant is functioning under the direct control of Commissioner for Milk Production and Dairy

Development at Madhavaram. Milk Samples are being collected from various selling outlets and quality of samples are tested at the laboratory to ensure the supply of quality and clean milk to the consumers.

PROGRESS UNDER DAIRY DEVELOPMENT SECTOR (YEAR 2014-2015)

PRIMARY SOCIETIES

- 352 new Milk Producers' Co-operative Societies (MPCS) have been organized during the year 2012-2013, out of which 113 are women MPCS.
- 7662 MPCS are functioning of which 7129 MPCS are functioning in profit. Steps are being taken to improve procurement and to make the balance 533 MPCS in profit.
- 1210 Women Milk Producers' Co-operative Societies are functioning.

SCOPE OF THE STUDY

As cooperative dairies have emerged as an important income-generating activity and a source of mass employment, this study aims at exploring cooperative dairying in Theni Town by evaluating the performance of Theni Cooperative Milk Producers' Union in terms of its operational, financial and distribution management. It will also throw light on the problems of the farmer members and the thrust areas in which the management should concentrate to serve its mission.

OBJECTIVES OF THE STUDY

The general objective of the study is to probe into cooperative dairying. The specific objectives of the study are as follows:

- To evaluate the Indian Dairy Scenario.
- To analyze the contribution of Theni Town Cooperative Milk Producers'
- Union limited towards the economic development of the region.
- To evaluate the operational performance of Theni Town Cooperative Milk
- Producers Union Limited.
- To access the financial performance of Theni Cooperative Milk Producers Union Limited.

- To study the distribution management strategies of Theni Cooperative Milk Producers' Union Limited.
- To suggest measures *for* improving the performance of the union.

RESEARCH METHODOLOGY

TITLE OF THE STUDY

The topic selection for the present study is 'A study on Brand Image with special reference to Aavin Milk in Theni Town

RESEARCH HYPOTHESIS

- There is significant association between age and periods of using milk.
- There is significant association between age and type of media watching.
- There is significant association between Income and cost of the milk.
- There is significant association between age and attractiveness of brand.
- There is significant association between income and change of brand in future.

RESEARCH DESIGN

The research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. All the research projects must start with exploratory research. This is the preliminary phase and is absolutely essential to obtain a proper definition of problem at hand. The major emphasis is on the discovery of ideas and insights. In this research, the researcher has used exploratory and descriptive cum diagnostics approach.

SIZE OF SAMPLE

This refers to the number or items to be selected from the universe to constitute a sample. The sample size chosen by the researcher is 120 respondents.

DATA COLLECTION METHODS

While deciding about the methods of data collection to be used for the study. The researcher should keep in mind two types of data.

First hand collection of information is primary data. The primary data are those, which are collected fresh and for the first time, and thus happen to be original in character. The secondary data, on the other hand, are those which have already been collected by someone else and which have already been passed through the statistical process.

METHODS OF PRIMARY DATA COLLECTION

Primary data collection in marketing research in the following ways.

- Surveys
- Observation
- Experiments

Survey research is a systematic gathering of data from respondents through questionnaires. The purpose of survey research is to facilitate understanding or enable prediction of some aspects of behaviors of the population being surveyed.

SOURCE OF DATA

The data was collected from the respondents by 'Questionnaire Method'.

Questionnaire is a formal list of questions to be answered on the survey. Here the researcher adopted the personal interview method.

DATA ANALYSIS AND INTERPRETATION

CHARACTERISTIC OF SAMPLE RESPONDENTS

TABLE – 1

DISTRIBUTION OF RESPONDENTS BY THEIR AGE

S.No	Age	No.of Respondents	Percentage
1	Below 20 Years	6	4.99
2	21-30 Years	65	54.16
3	31-40 Years	10	8.36
4	Above 41	39	32.49
Total		**120**	**100**

Source: Primary data

The above table shows that 54.16% fall in the age group of 21 - 30, 32.49% fall in the age group of above 41, 8.33% fall in the age group of 31 - 40, and 4.99% fall in the age group of below 20 years. This table shows that majority of respondent fall in the age group of2l -30 range.

CHART –1

DISTRIBUTION OF RESPONDENTS BY THEIR AGE

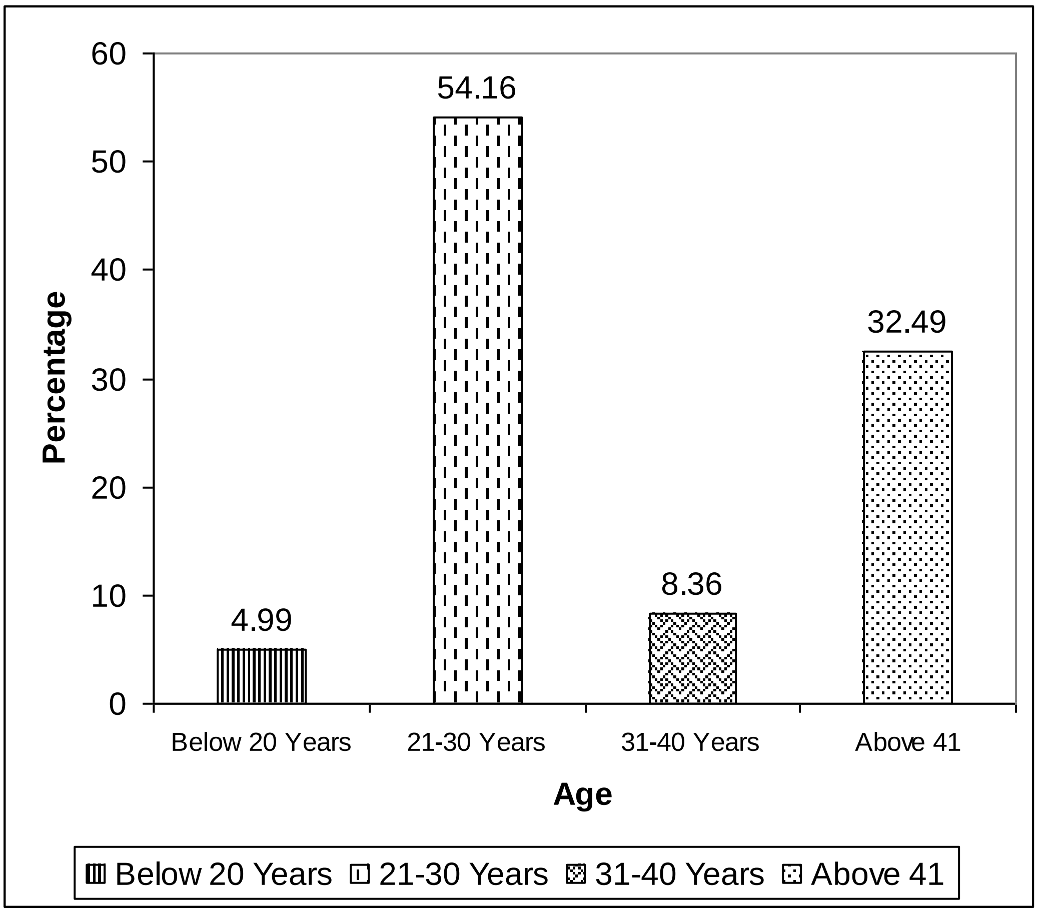


TABLE – 2

DISTRIBUTION OF RESPONDENTS BY OCCUPATION

S.No	**Occupation**	**No.of Respondents**	**Percentage**
1	Private	3	3.38
2	Self Employed	53	44.16
3	Government Employees	13	10.43
4	Others	51	42.03
Total		**120**	**100**

Source: Primary data

The above table shows that 44.16% have self employed, 10.83% are Government Employers 3.38% are private and others 42.49%

CHART –2

DISTRIBUTION OF RESPONDENTS BY OCCUPATION

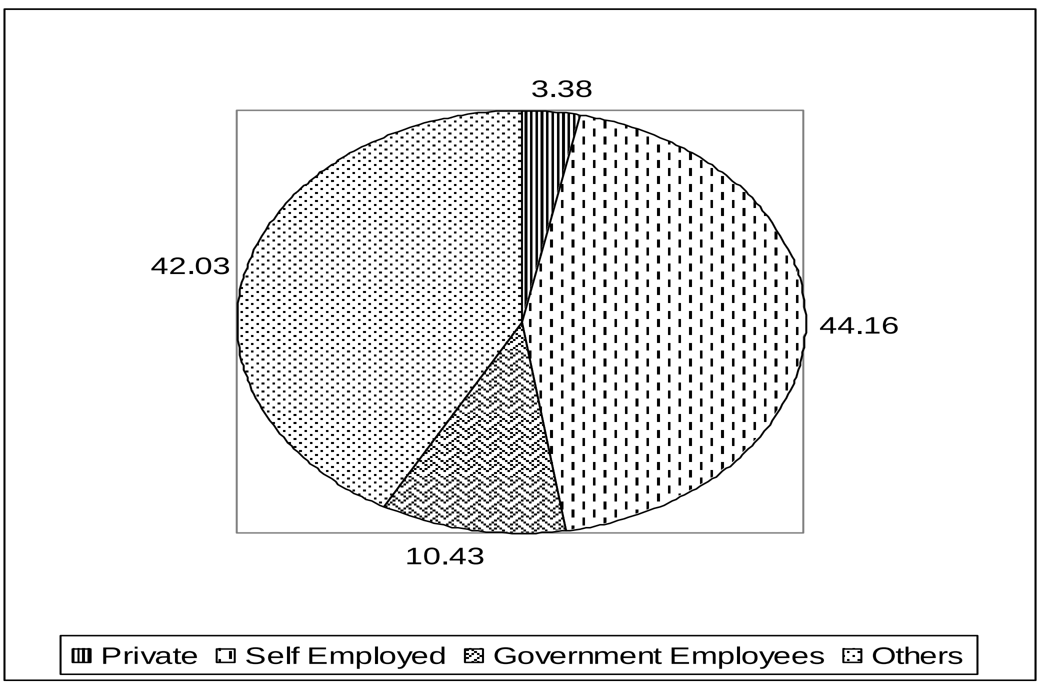


TABLE –3

DISTRIBUTION OF RESPONDENTS BY THEIR EDUCATIONAL QUALIFICATION

S.No	**Educational Qualification**	**No.of Respondents**	**Percentage**
1	Below 10th	27	22.49
2	12th	17	14.16
3	U.G	53	44.16
4	P.G	23	19.16
Total		**120**	**100**

Source: Primary data

The above table shows the educational qualification of the respondents

44.16% of the respondents are under Graduates 22.49% of the respondents is below 10th 19.16% of the respondent are Dost graduates 14.16% of the respondent are 12th.

HART – 3

DISTRIBUTION OF RESPONDENTS BY THEIR EDUCATIONAL QUALIFICATION

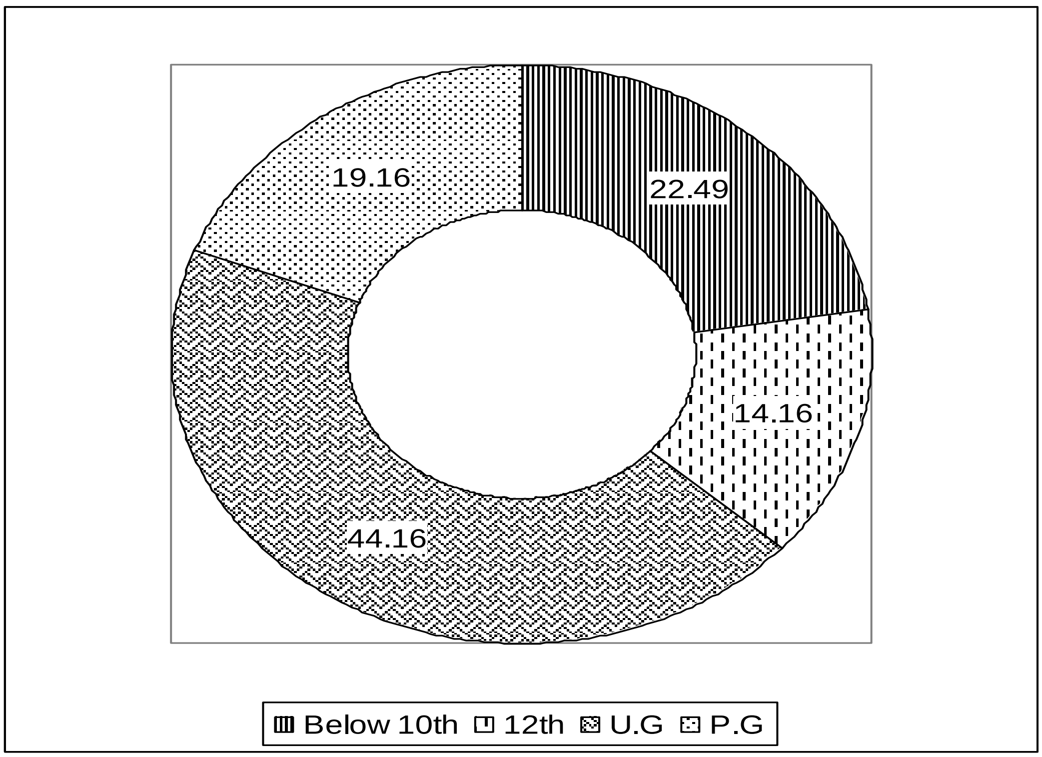


TABLE – 4

DISTRIBUTION OF RESPONDENTS BY THEIR MONTHLY INCOME

S.No	Monthly Income	No.of Respondents	Percentage
1	Below Rs. 3000	8	6.66
2	3001-9000	81	67.49
3	9001-11000	17	14.16
4	Above Rs. 11000	14	11.66
Total		**120**	**100**

Source: Primary data

The above table shows that 7.49% of the respondents are earning between Rs. 3001-9000, 14.16% of the respondents are earning below Rs. 9001-11000, 11.66% of the respondents are earning above Rs. 25000, 6.66% of the respondents are earning between Below Rs. 3000.

CHART –4

DISTRIBUTION OF RESPONDENTS BY THEIR MONTHLY INCOME

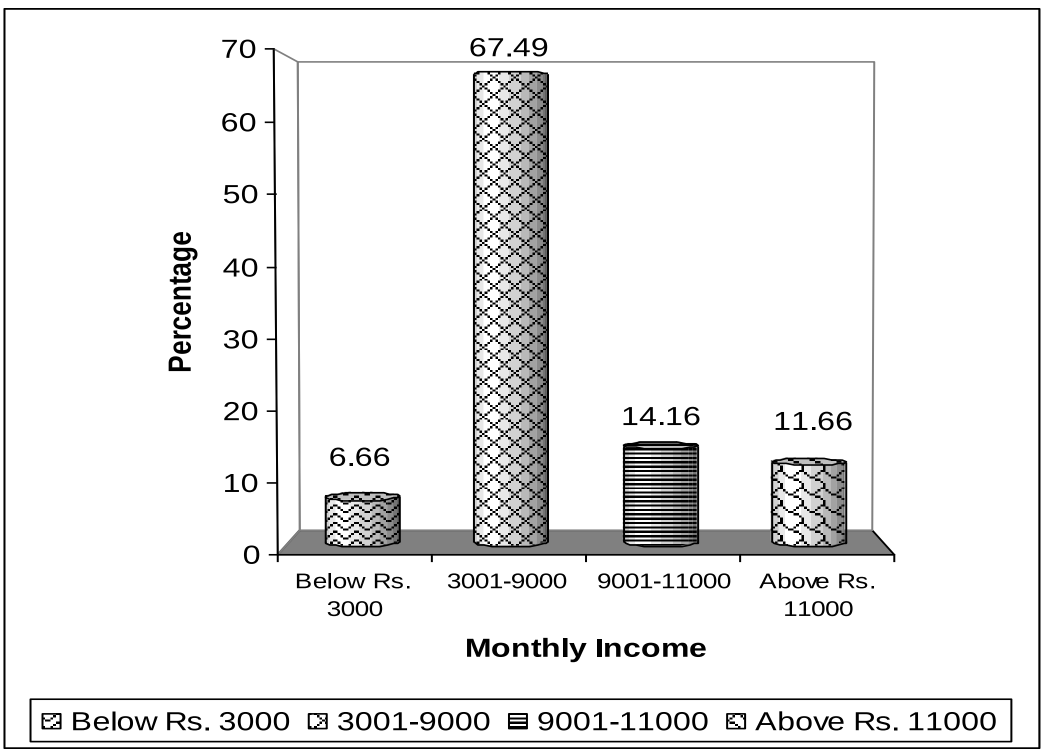


TABLE – 5

DISTRIBUTION OF RESPONDENTS BY THEIR TYPE OF FAMILY

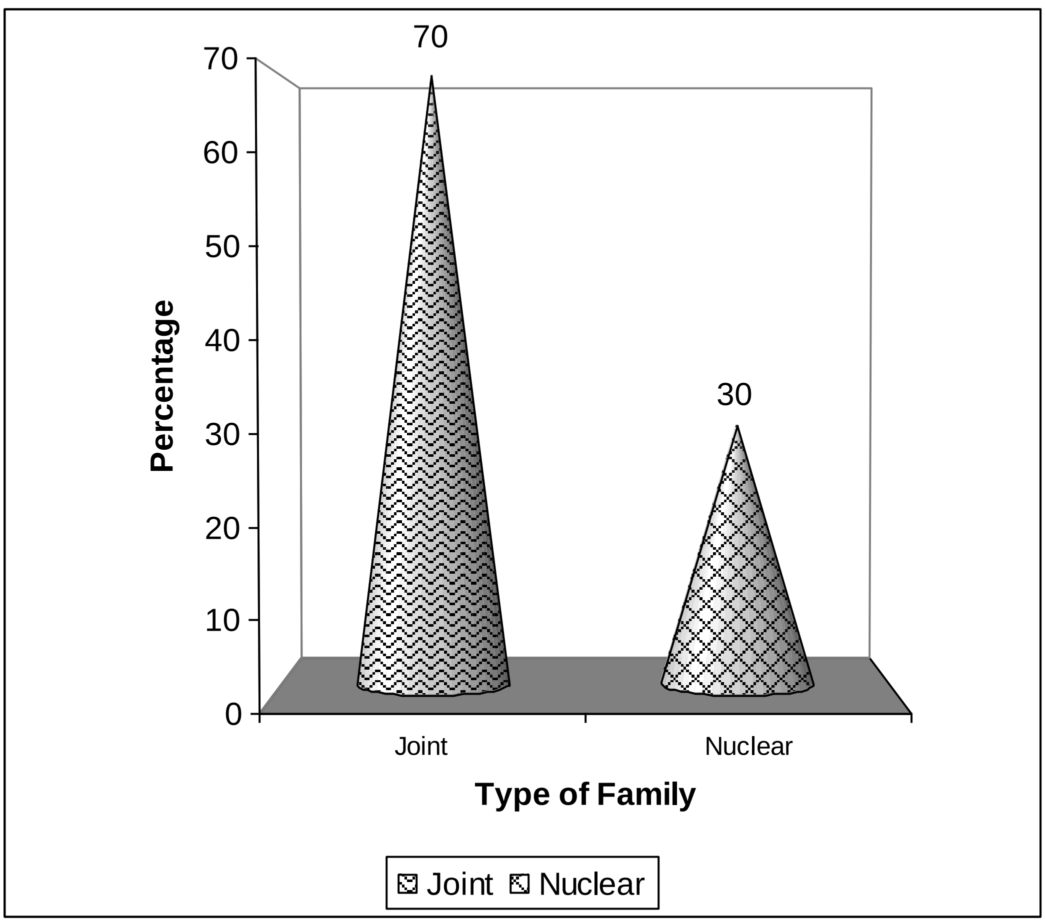
S.No	Type of Family	No.of Respondents	Percentage
1	Joint	84	70
2	Nuclear	36	30
Total		**120**	**100**

Source: Primary data

The above table shows that more than half percentage 70% of the respondents belongs to the joint family 30% of the respondents are *in* nuclear family. Also it can be inferred that in India, joint family is the more in the society.

CHART – 5

DISTRIBUTION OF RESPONDENTS BY THEIR TYPE OF FAMILY



Brand Image

The brand image in the minds of chosen sample is largely the image being projected by the manufacturers of Aavin milk. In this projection, Aavin milk has succeeded well. The sample respondents show a high preference for 'Aavin' over other brands and most seem to be influenced by mouth-to-mouth promotion of friends. Most of them cite quality as the best attribute. Television bas a major impact on their minds. The brand name' Aavin' influences sales upwards. The tables and figures show how the consumers view the various attributes of the brand' Aavin'

TABLE – 6

DISTRIBUTION OF RESPONDENTS BY BRAND PREFERENCE

S.No	Brand	No.of Respondents	Percentage
1	Aavin	25	20.83
2	Arokya	81	67.49
3	Taste Ice	6	5
4	Local Vendors	8	6.66
Total		**120**	**100**

Source: Primary data

The above table shows that 67.49% of the respondents prefer Aavin, 20.83% of the respondents prefer Aavin, 11.66% of the respondents prefer Taste Ice 9.99% of the respondent prefer Local Venders milk.

CHART – 6

DISTRIBUTION OF RESPONDENTS BY BRAND PREFERENCE

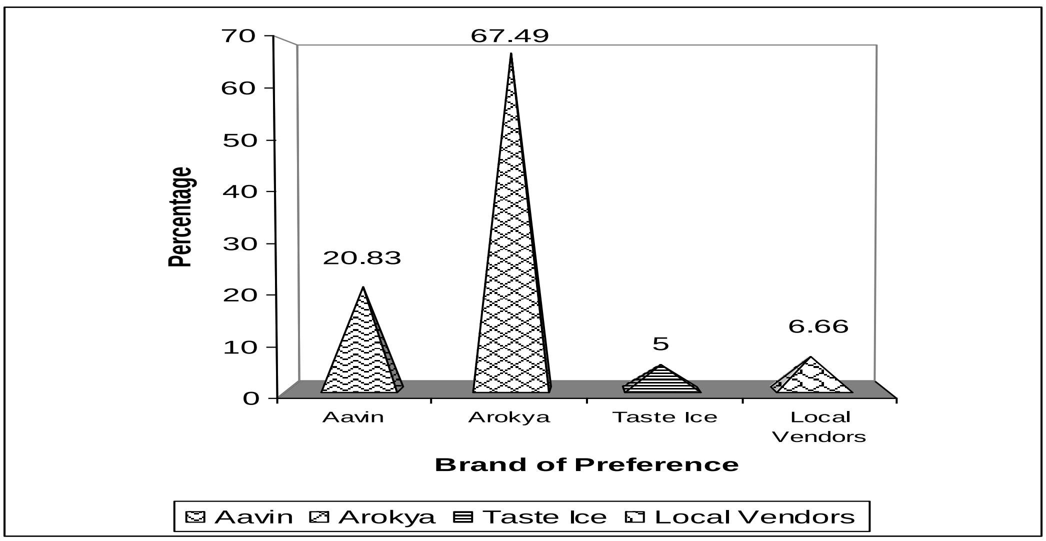


TABLE – 7

DISTRIBUTION OF RESPONDENTS BY PERIOD OF MILK USAGE

S.No	Years	No.of Respondents	Percentage
1	1-5	48	39.99
2	6-10	44	36.66
3	11-15	11	9.16
4	More than 15	17	14.16
Total		**120**	**100**

Source: Primary data

The above table shows that 39.99floof the respondent are using Aavin milk for 1-5 years, 36.66% of the respondents using Aavin milk for 6-10, 14.16% of the respondent are using Aavin milk m(\r~ then 15 years, 9.16% of the respondent using Aavin milk for 11-15 years. It can be inferred that Aavin milk is gaining new customers and at the same time retaining the old customers.

CHART –7

DISTRIBUTION OF RESPONDENTS BY PERIOD OF MILK USAGE

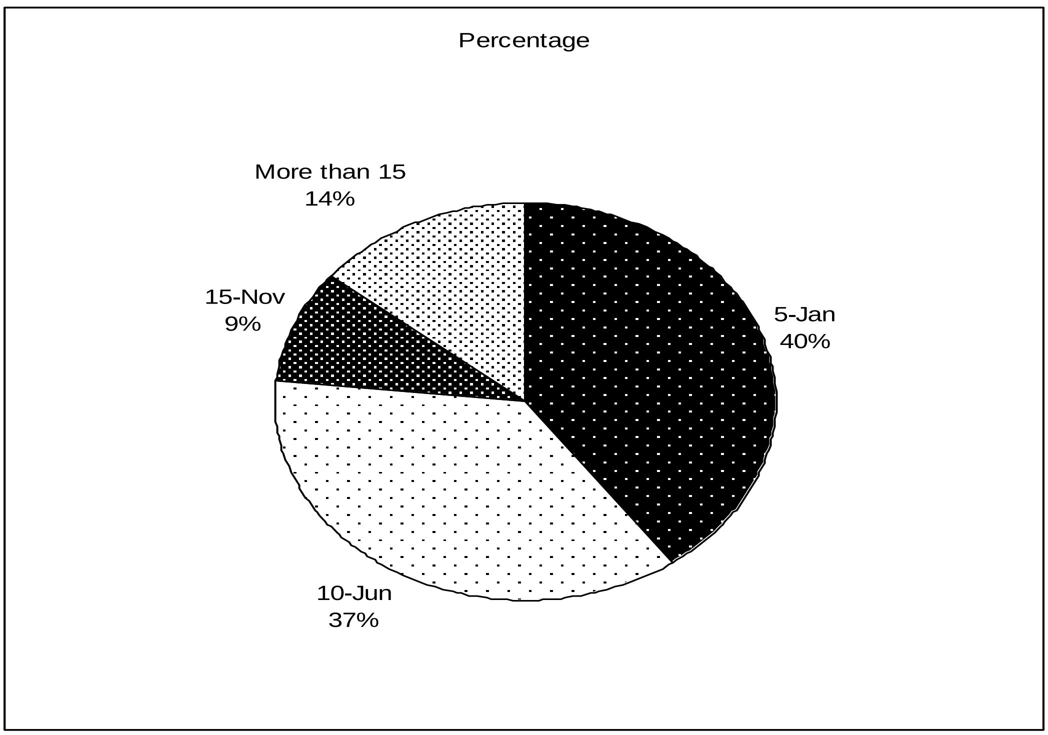


TABLE –8

DISTRIBUTION OF RESPONDENTS BY PERSONS INFLUENCED TO PURCHASE AAVIN MILK

S.No	Influencing Factor	No.of Respondents	Percentage
1	Friends	61	50.83
2	Dealers	33	27.49
3	Whole sellers	16	13.33
4	Retailers	10	8.33
Total		**120**	**100**

Source: Primary data

This table shows that *50.83%* of respondents are influenced to purchase Aavin milk by Friends, 27.49 of the respondent are influenced to purchase Aavin milk by dealers, 13.3% of the respondents are influenced to purchase by wholesalers, 8.33% of the respondent are influenced to purchase by retailer.

CHART – 8

DISTRIBUTION OF RESPONDENTS BY PERSONS INFLUENCED TO PURCHASE AAVIN MILK

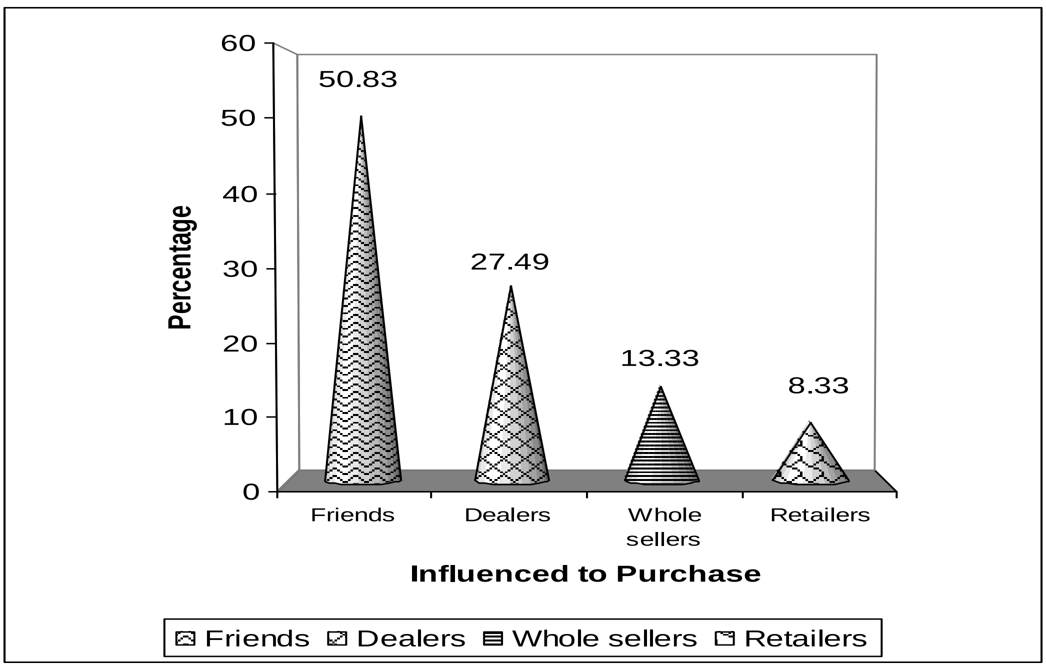


TABLE –9

DISTRIBUTION OF RESPONDENTS BY PREFERENCE OF ATTRIBUTES

S.No	Aspects	No.of Respondents	Percentage
1	Price	29	24.16
2	Quality	72	59.99
3	Packaging	16	13.33
4	Reliability	3	2.49
Total		**120**	**100**

Source: Primary data

The above table shows 59.99% of the respondents preferred Quality, 24.16% of the respondents preferred pric0, 13.33% of the respondents preferred Packaging, 2.49% of the respondents preferred Reliability.

Quality seems to be the most important attribute preferred by consumers.

CHART – 9

DISTRIBUTION OF RESPONDENTS BY PREFERENCE OF ATTRIBUTES

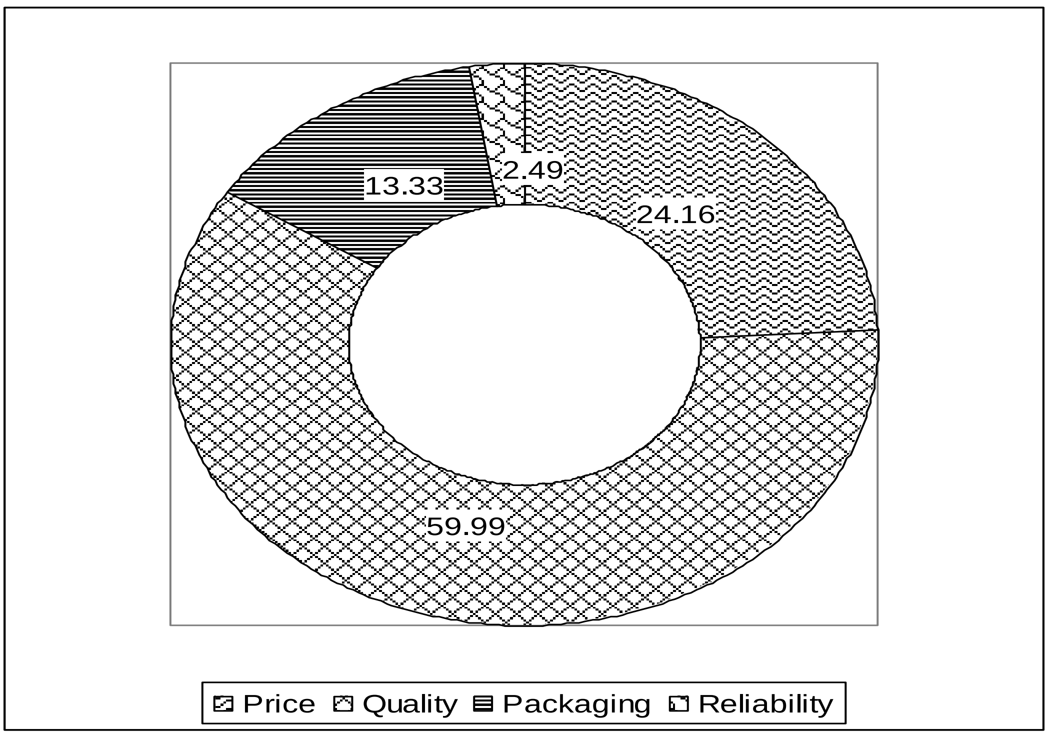


TABLE –10

DISTRIBUTION OF RESPONDENTS BY MEDIA INFLUENCE

S.No	Media	No.of Respondents	Percentage
1	T.V	67	55.83
2	Banners	30	24.99
3	News Papers	16	11.66
4	Magazines	9	7.49
Total		**120**	**100**

Source: Primary data

Inference

The above table shows that 55.83% of the respondents watch TV, 24.99% of the respondents watch Banners, 11.66% respondents read News papers, 7.49% of the respondents read Magazines. Among all the advertising media, television a a major impact on consumers.

CHART –10

DISTRIBUTION OF RESPONDENTS BY MEDIA INFLUENCE

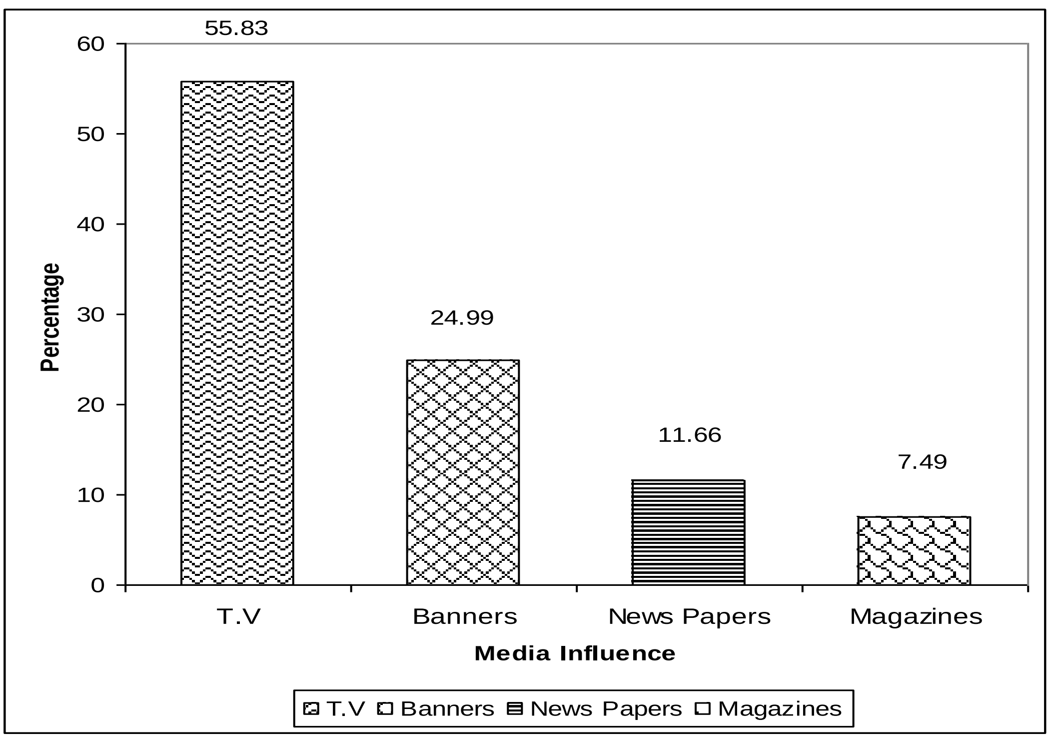


TABLE –11

DISTRIBUTION OF RESPONDENTS BY REMEMBERANCE OF OTHER BRANDS

S.No	Other Brand	No.of Respondents	Percentage
1	Aavin	55	45.83
2	Taste Me	28	23.88
3	Chakra	26	21.66
4	Local Vendors	11	9.66
Total		**120**	**100**

Source: Primary data

The above table shows that 45.83% respondents recalled Aavin, 23.88% of the respondents recalled taste me, 21.66% of the respondents are recalled Chakra, 9.66% of the respondents are aware of ordinary brand local vendors only. Aavin is a major player in the milk market.

CHART – 11

DISTRIBUTION OF RESPONDENTS BY REMEMBERANCE OF OTHER BRANDS

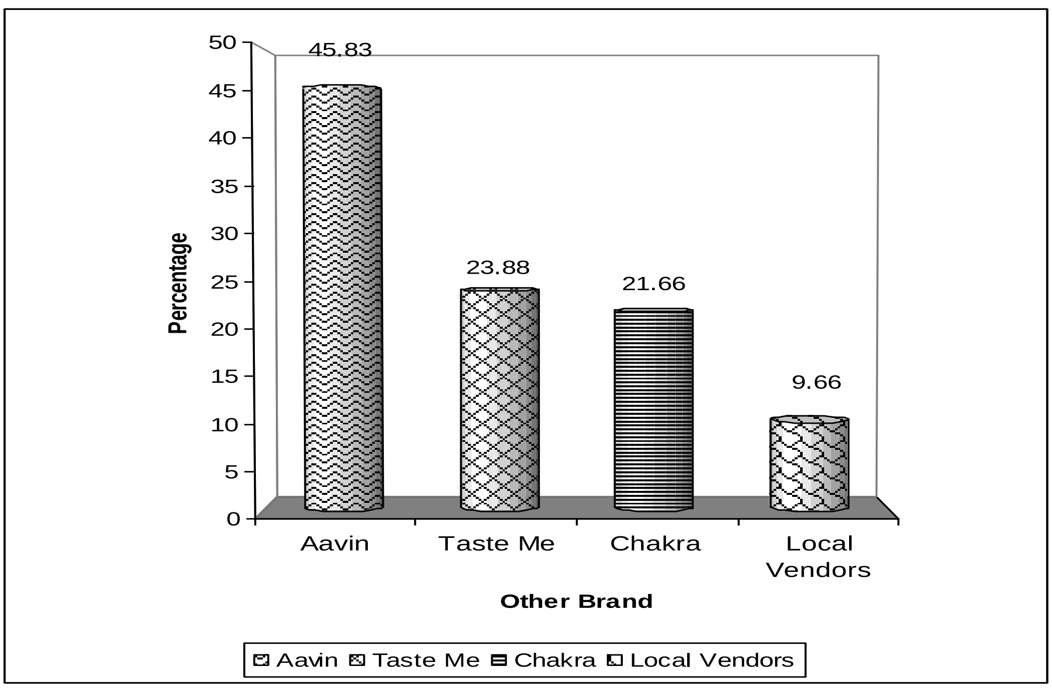


TABLE – 12

DISTRIBUTION OF RESPONDENTS BY THEIR OPINION TOWARDS BRAND NAME

S.No	Factors	No.of Respondents	Percentage
1	Shorter	27	22.49
2	Easy to Pronounce	38	31.66
3	Attractive	36	29.99
4	Familiarity	19	15.83
Total		**120**	**100**

Source: Primary data

The above table shows that 31.66% respondents have said that they like brand name Aavin because easy to pronounce, 29.49% of the respondents said that they like brand name because it is attractive, 22.49% of the respondents that they brand name Aavin because it is shorter, 15.83% of the respondents that they like brand name because of its familiarity.

CHART –12

DISTRIBUTION OF RESPONDENTS BY THEIR OPINION TOWARDS BRAND NAME

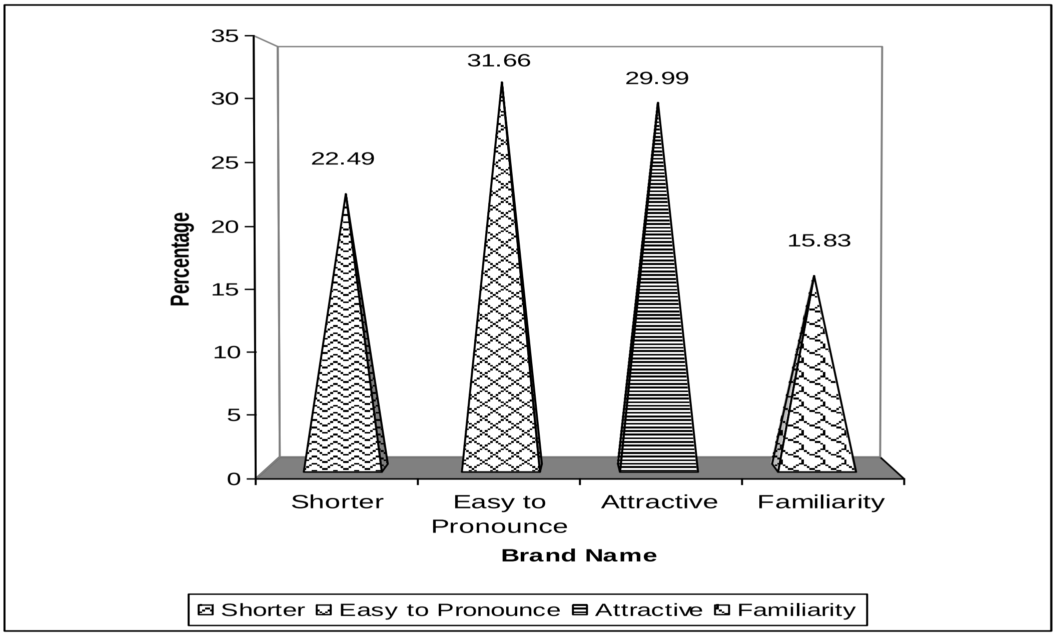


TABLE – 13

BRAND NAME'S INFLUENCE ON SALES OF THE MILK

S.No	Influence	No.of Respondents	Percentage
1	Yes	82	68.33
2	No	38	31.66
Total		**120**	**100**

Source: Primary data

The above table shows that 68.33% of the respondents have felt that brand name will influence the sales, 31.66% of the respondents have not felt brand name not influence the sales.

CHART – 13

BRAND NAME'S INFLUENCE ON SALES OF THE MILK

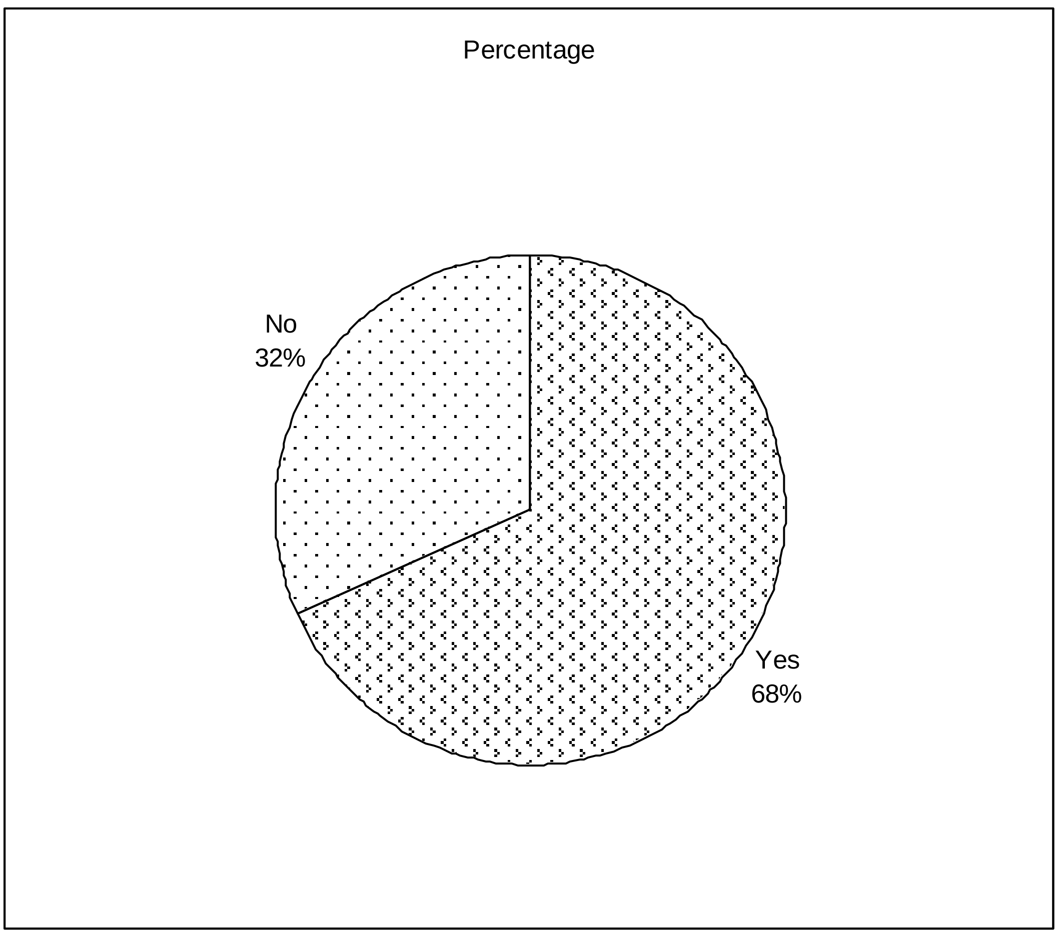


TABLE –14

DISTRIBUTION OF RESPONDENTS BY THEIR FEELINGS TOWARDS QUALITY OF THE PRODUCT INCREASED SALES

S.No	Quality	No.of Respondents	Percentage
1	Yes	81	67.49
2	No	39	32.49
Total		**120**	**100**

Source: Primary data

The above table shows that 67.49% respondents have agreed that quality of the milk influence the sales, 32.49% of the respondents have not agreed that the quality of the milk influence the sales. Quality plays a major role in determining the sales.

CHART – 14

DISTRIBUTION OF RESPONDENTS BY THEIR FEELINGS TOWARDS QUALITY OF THE PRODUCT INCREASED SALES

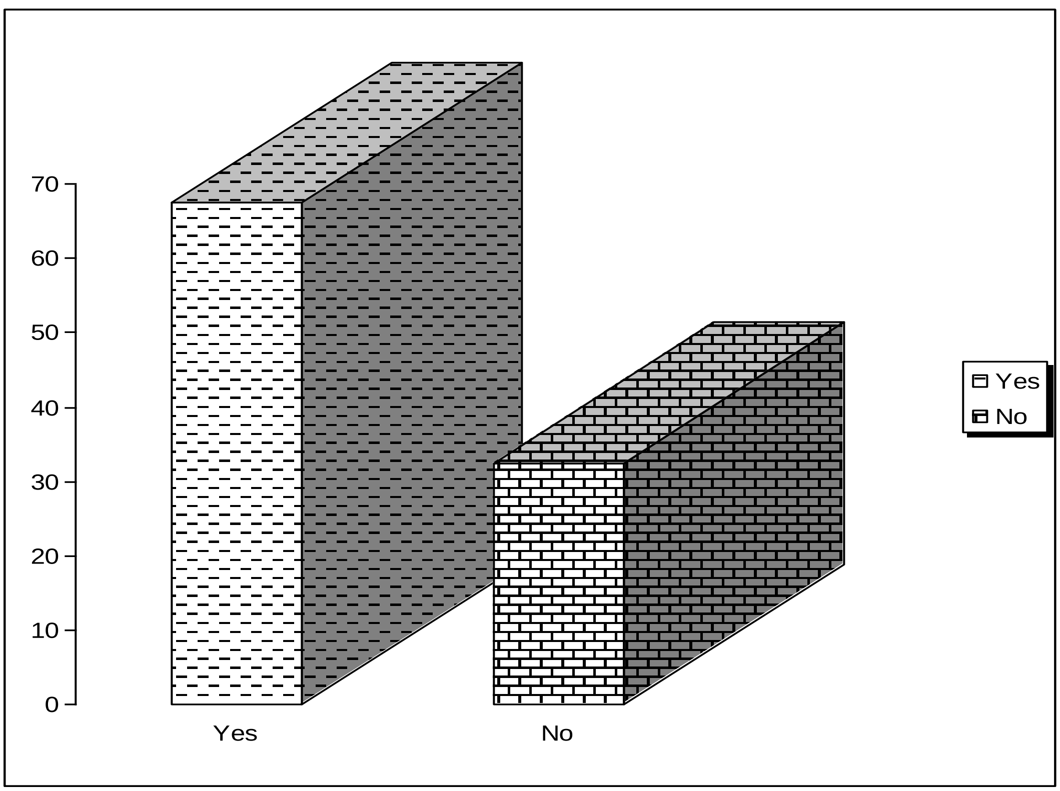


TABLE –15

DISTRIBUTION OF RESPONDENTS BY BRAND LOYALTY

S.No	Response	No.of Respondents	Percentage
1	Yes	63	52.50
2	No	57	47.50
Total		**120**	**100**

Source: Primary data

The above table shows that 52.50% of the respondents have idea to change brand in future, 47.05% of the respondents have not agree change brand in future. In shows that a majority of consumers do not exhibit brand loyalty.

CHART –15

DISTRIBUTION OF RESPONDENTS BY BRAND LOYALTY

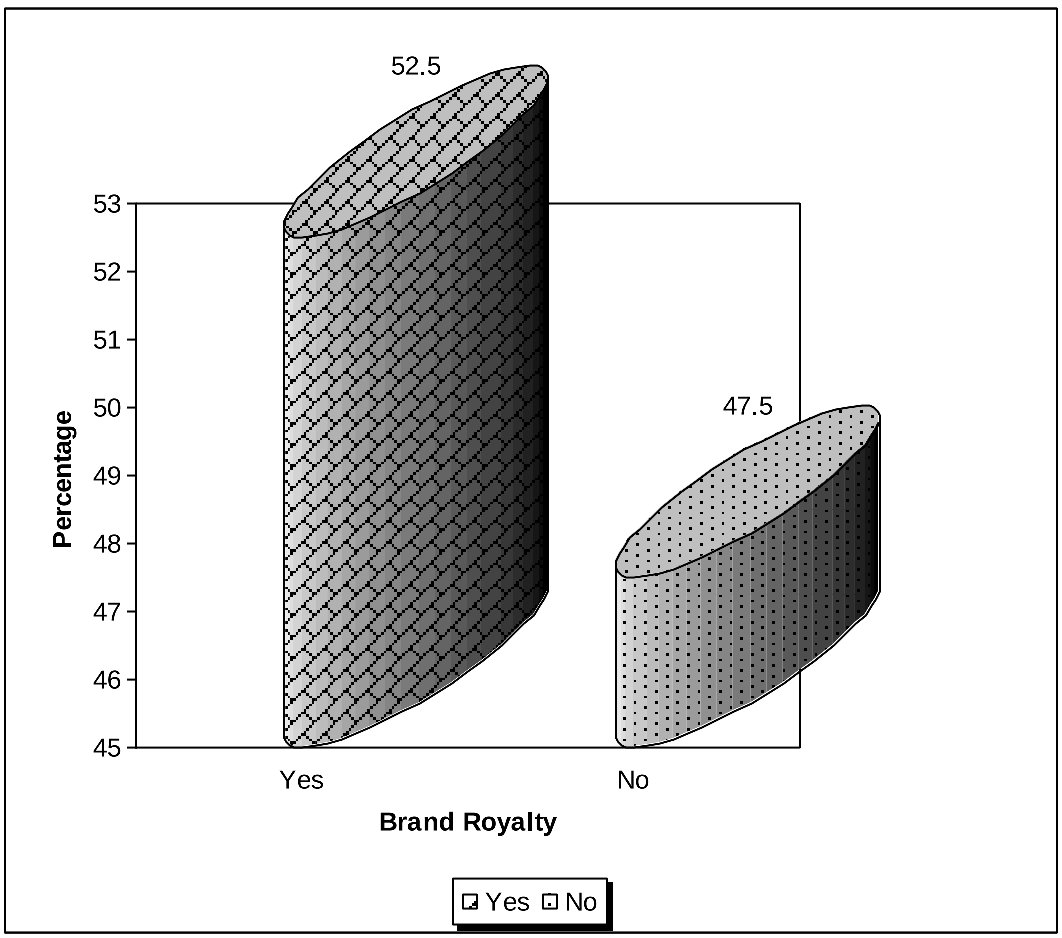


TABLE – 16

DISTRIBUTION OF RESPONDENTS WITH RESPECT TO THEIR AGREEMENTS TOWARDS AFFORDABILITY

S.No	Price	No.of Respondents	Percentage
1	Yes	85	70.83
2	No	35	29.16
Total		**120**	**100**

Source: Primary data

This table suggests 70.83% of the respondents have agreed Aavin milk is affordable, 29.16% of the respondents not agreed Aavin milk is affordable.

CHART – 16

DISTRIBUTION OF RESPONDENTS WITH RESPECT TO THEIR AGREEMENTS TOWARDS AFFORDABILITY

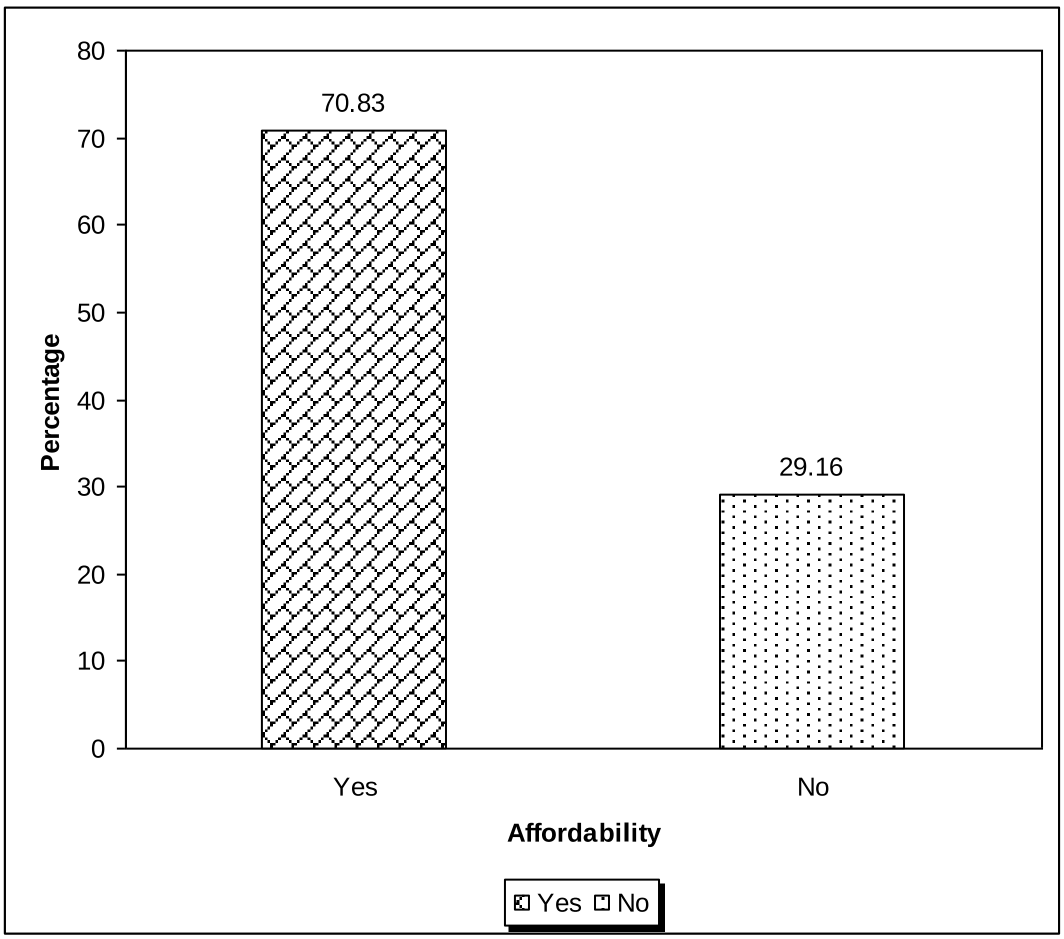


TABLE – 17

DISTRIBUTION OF RESPONDENTS BY ADVERTISEMENT EFFORT

S.No	Advertisement	No.of Respondents	Percentage
1	Yes	81	67.49
2	No	39	32.49
Total		**120**	**100**

Source: Primary data

This table suggests 67.49% of the respondents have agreed that advertisement support the sales, 32.49% of the respondents have not agreed that advertisement support the sales.

CHART – 17

DISTRIBUTION OF RESPONDENTS BY ADVERTISEMENT EFFORT

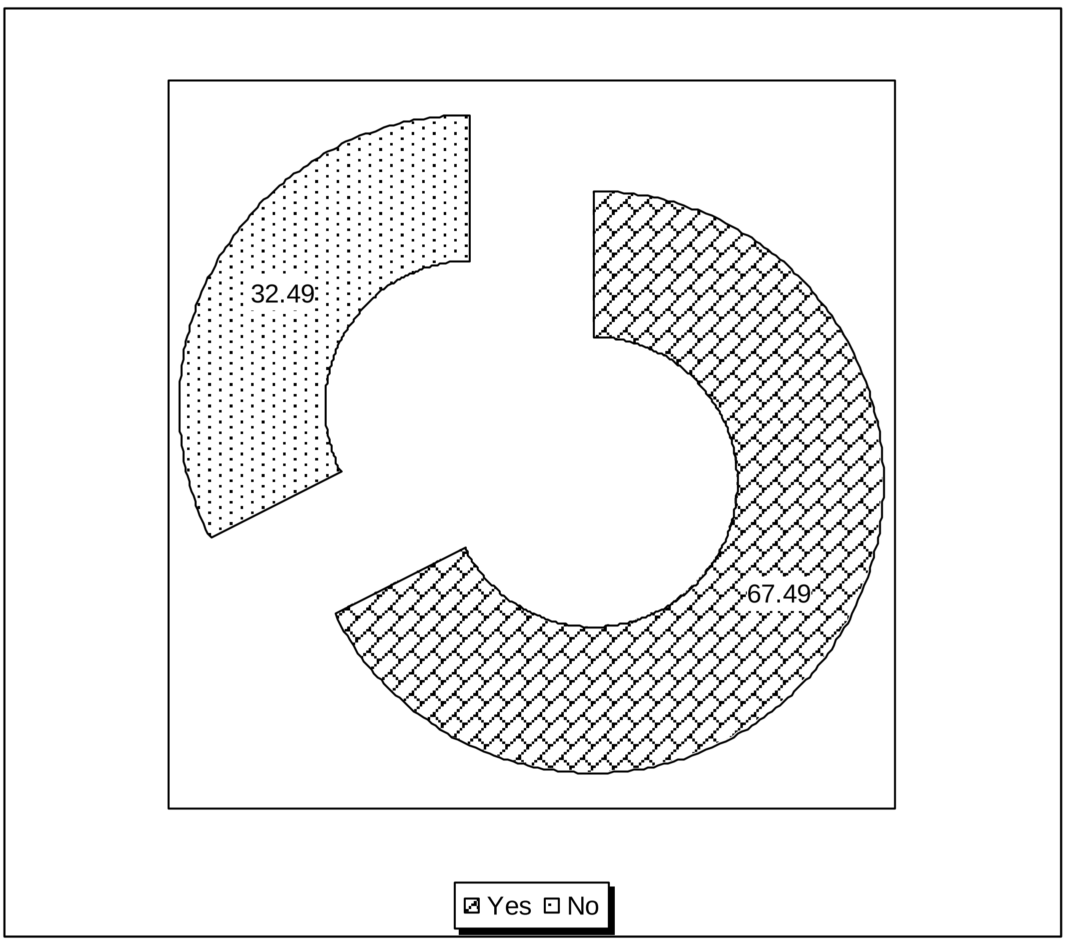


TABLE – 18

DISTRIBUTION OF THE RESPONDENTS BY THEIR SUGGESTIONS FOR IMPROVEMENT

S.No	Quality	No.of Respondents	Percentage
1	Quality	57	47.5
2	Quantity	48	40
3	Packaging	9	7.5
4	Advertisement	6	5
Total		**120**	**100**

Source: Primary data

The above table shows 47.5% of the respondents suggest quality to be improved 40% of the respondents suggest Quantity to be improved, 7.5% of the respondents suggest Packaging to be improved 5% of the respondents suggest to be improved Advertisement.

CHART – 18

DISTRIBUTION OF THE RESPONDENTS BY THEIR SUGGESTIONS FOR IMPROVEMENT

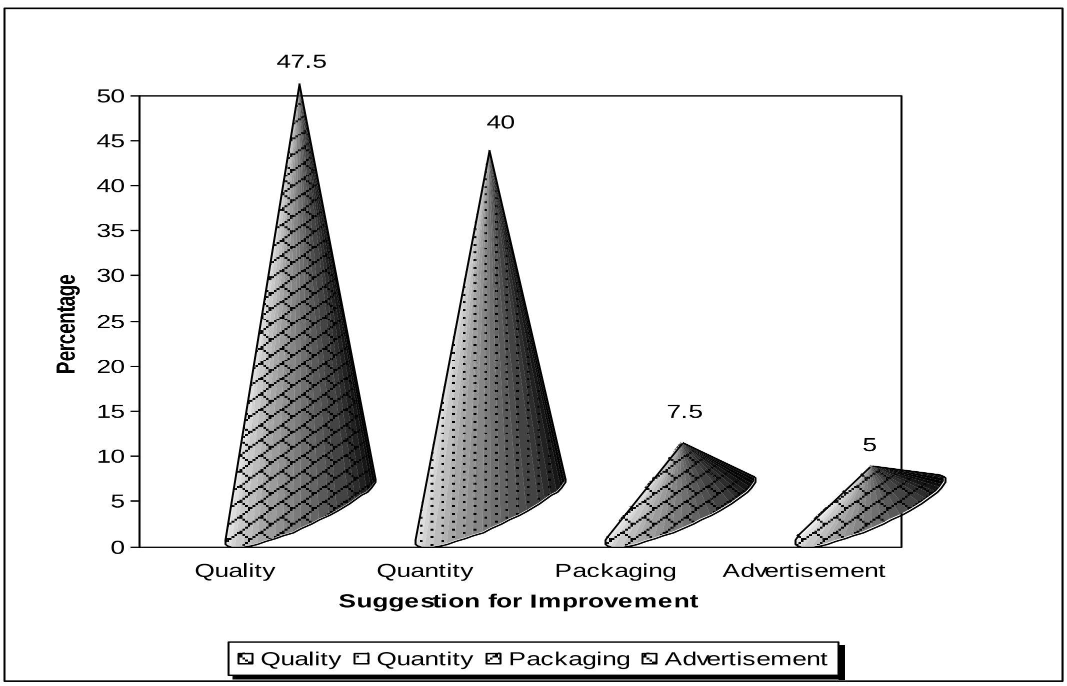


TABLE – 19

DISTRIBUTION OF THE RESPONDENTS BY THEIR FEELING TOWARDS CONNECTION OF QUALITY OF PRODUCTS AND BRAND IMAGE

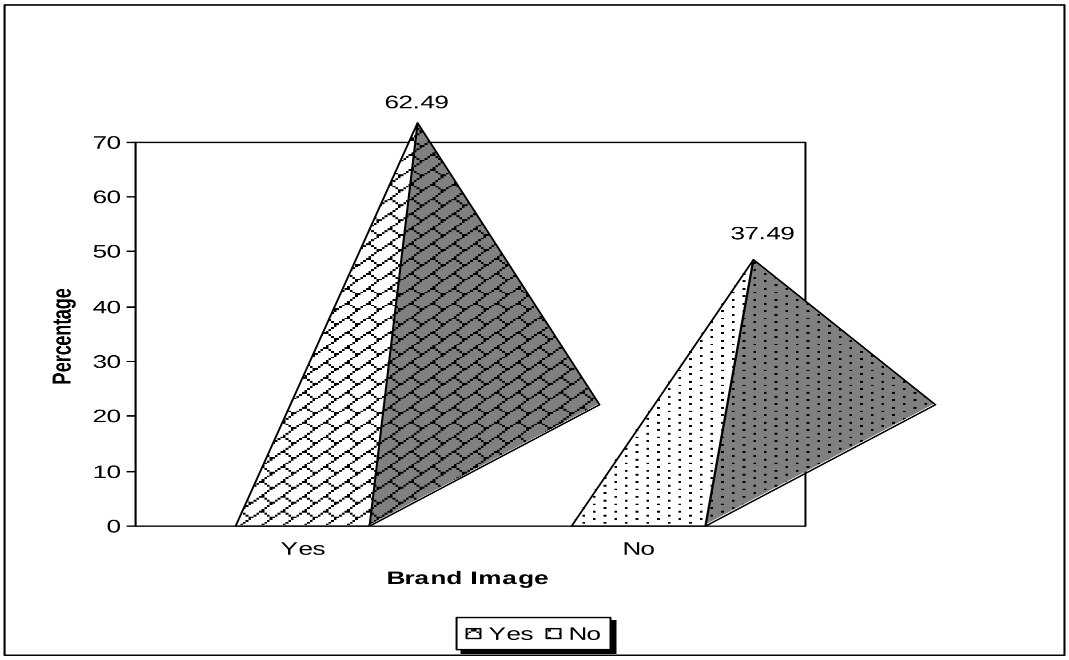
S.No	Brand Image	No.of Respondents	Percentage
1	Yes	75	62.49
2	No	45	37.49
Total		**120**	**100**

Source: Primary data

This table shows that 62.49% of the respondents have agreed that the quality of the product affect the brand image, 37.49% of the respondents not agreed that the quality of the product affect brand image.

CHART –19

DISTRIBUTION OF THE RESPONDENTS BY THEIR FEELING TOWARDS CONNECTION OF QUALITY OF PRODUCTS AND BRAND IMAGE



ASSOCIATION BETWEEN AGE AND YEAR OF USING

S.No	Age	Years of Using that milk				Statistical Inference
		1-5 Years	6-10 Years	11-15 Years	More than 15 Years	
1	Below 20	4	5	1	6	$X^2 = 7.368$ DF= 9 P<0.05 Not Significance
2	21-30	28	25	8	11	
3	31-40	3	5	3	3	
4	More than 41	8	6	2	2	

Source: Primary data

There is no significant association between age and year of using. So the Null Hypothesis is accepted.

ASSOCIATION BETWEEN AGE AND MEDIA WATCHING

S.No	Age	Watching Media				Statistical Inference
		TV	Banner	News Paper	Bit Notice	
1	Below 20	7	40	1	0	$X^2 = 65.78$ DF= 9 P<0.05 Significance
2	21-30	2	19	5	4	
3	31-40	15	3	4	6	
4	More than 41	10	1	3	0	

Source: Primary data

There is significant association between age and watching media. So the Alternative Hypothesis is accepted.

ASSOCIATION BETWEEN AGE AND ATTRACTIVENESS OF THE BRAND

S.No	Age	Attractiveness of the brand				Statistical Inference
		Easy to Pronounce	Attractive	Familiarity	Shorter	
1	Below 20	3	5	9	2	X^2 = 17.365 DF= 9 P<0.05 Not Significance
2	21-30	13	20	7	18	
3	31-40	4	4	5	12	
4	More than 41	5	5	5	5	

Source: Primary data

There is no significant association between age and attractiveness of brand. So the Null Hypothesis is accepted.

ASSOCIATION BETWEEN AGE AND MEDIA WATCHING

S.No	Income	Response		Statistical Inference
		Yes	No	
1	Below 3000	24	16	X^2 = 4.028 DF= 3 P>0.05 Not Significance
2	3001-9000	38	16	
3	9001-11000	8	4	
4	More than 12000	13	2	

Source: Primary data

There is significant association between income and cost of the brand. Hence the Alternative Hypothesis is accepted.

FINDINGS SUGGESTION AND CONCLUSION

FINDINGS

- Majority of the respondents fall in the age group of 21-30.
- Majority of the respondents fall in occupation level in self employed category.
- Majority of the respondents fall in the educational qualification in UG level.
- Majority of the respondents fall in the income level of3001-9000.
- Majority of the respondents are joint family.
- Majority of the respondents preferred Aavin milk.
- Majority of the respondents are using Aavin milk for last 5 years
- Majority of the respondents feels that TV advertisement is best for their locality.
- Majority of the respondents like brand name of the product.

FINDINGS RELATED TO HYPOTHESIS

Research hypothesis I

There is a significant association between age and year of using that milk.

Null hypothesis

There is no significant association between age and year of using that milk

Statistical test used

'Chi-Square' test was used.

Findings II

There is no significant association between age and year of using that milk.

Null hypothesis is accepted.

Research hypothesis II

There is significant association between age and media watching.

Null hypothesis: II

There is no significant association between age and media watching.

Statistical test used

'Chi-Square' Test was used.

Finding III

There is a significant association between age and media watching. Hence

Alternative hypothesis is accepted.

Research hypothesis III

There is a significant association between age and attractiveness of brand.

Null hypothesis III

There is no significant association between age and attractiveness of brand.

Statistical test used

Chi-Square test was used to test above hypothesis.

Finding: IV

There is no significant between age and attractiveness of brand.

Research hypothesis: IV

There is a significant association between Income and cost of the milk.

Hypothesis: IV

There is no significant association between Income and cost of the milk.

Statistical test used

Chi-Square test was used to test above hypothesis.

Suggestions

- Special attention like free gifts should be given to capture the attention of lower and middle. Income group to retain them because they try to maximize their money value by testing different brands.
- Quality is the main factor while preferring milk so the firm must concentrate in quality aspects of the product.
- Consumer company interrelationship could be strengthened more.

CONCLUSION

Income from crop production is seasonal. But, dairying provides a stable, year round income which is an important economic incentive for the small farmer to involve in dairying. Dairying, as a subsidiary source of income, is a real relief to most of the farmers in Theni Town region as the crop production depends on rain and is prone to both drought and floods, rendering agricultural income uncertain. The Theni Town dairy industry must build infrastructure, innovate new products and processes and earn a sustainable market share. It should take all possible steps to regress from dependence to self-reliance. The future of Indian dairy industry as a sustaining enterprise in the national and international market is promising and its growth potential is high. Indian dairy industry is highly competitive but must be protected from distorted and unfair trade competition in the liberalizing economy environment. Since cooperatives carry major share of the dairy business in India, it is imperative that the Government should take effective steps to let them become financially viable and resurgent business organizations. Looking ahead, the Indian dairy industry has a very large agenda, whose prime objectives are productivity enhancement, institutional and structural change, quality up gradation and making an impact on global trade. The future of India's dairying will no doubt be a high-tech one, although its base will continue to be in the hands of vast number of small rural producers, scattered across the country. In keeping with the proverbial saying that,

"THE JOURNEY OF A THOUSAND MILES BEGINS WITH ONE STEP"

The cooperatives can start their promising march into the future with the first step of promoting a single cooperative brand all over the country to become financially viable and resurgent business organizations providing a fair return to the milk producers who are basically the poor farmers.

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