



A Study on Customer Awareness and Satisfaction of Milma Products with Special Reference to Thiruvananthapuram City

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ABSTRACT: Customer satisfaction is a fundamental marketing construct in the last three decades. In the past, it was unpopular and unaccepted concept because companies thought it was more important to gain new customers than retain the existing ones. However, in this present decade, companies have gained better understanding of the importance of customer satisfaction and adopted it as a high priority operational goal. This study entitled on consumer awareness and satisfaction of Milma products with reference to Thiruvananthapuram city was carried out in lines of the objectives; to know the purchase behaviour and factors considered by customers before purchase of selected dairy products also to find out the perceived importance of attributes responsible for satisfaction and performance after use and to know the process of problem redresses adopted by consumers and feedback mechanism from dairy. From the study, it is found that most of the customers are satisfied of the milma products. The study is based on primary data from hundred and fifty customers collected through questionnaires and personal interview and secondary data collected from journals, company reports, magazines etc.

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I. INTRODUCTION

Milk is an essential commodity and we can't choose any market segment because all people are our targeted customers. Now a days there is a neck to neck competition between different brands of milk producers. Each brand has its own significance and is available with some difference in price, quality and fat content compared to competing brand.

Customer satisfaction and trust are two important factors which influence any market. In this modern age it is very difficult to find a customer who is loyal to a single brand. But still there exist some cooperative companies which can create undivided demand in the market creating a natural monopoly. It is mainly because of the trust the customers put into it. The main objective of this project is to study the performance of MILMA in terms of its market share, satisfaction level of customers and dealers, customer loyalty, and awareness of customers about the homogenization technique.

The brand MILMA stands for milk and a whole variety of milk products which enjoys the confidence of every Keralites for their unmatched quality and taste. The name also signifies the vast organization Kerala Co-operative Milk Marketing Federation (KCMMF) whose units are spread across the villages and towns of the Kerala. It was initially set-up for the successful implementation of the dairy program „Operation Flood“ under the direction of NDDB (National Dairy Development Board). Over the years, KCMMF has developed a long term health perspective for the people of the state, people who suffer from lifestyle diseases such as diabetes and obesity. So MILMA products are ensured balanced nutrition as well as reduced cost of healthcare. Apart from Milk, they also launched a variety of other beverages. Founded on the basis of the great democratic principle „Of the People, By the People and For the People“. The primary concern of MILMA is to provide true and hassle services.

II. STATEMENT OF THE PROBLEM

Even after being a government organization, MILMA is still struggling to find undivided demand in the milk market. Almost 30 other players have entered the market in the last 2 decades and are given a rough time for MILMA's milk supply. This can be either because of the low commission policy provided to the dealers or the absence of a proper promotion channel. Another reason that can be hindering MILMA's total market share would be customer dissatisfaction. Also unawareness of homogenization technique and its benefits

could also be another reason why customers might prefer other brands. Hence divided market share and customer loyalty are the major problems that the company is facing right now.

Significance Of The Study

Milma has a great market share in our market. Acceptability is the hall mark of Milma products. This study is to analyse the customer satisfaction of Milma products and suggest the company to improve the quality of the products. The impact was so wider spread that close to about 83% of the adult cattle of the state got converted to the new breed Sunandini, the milk production increased by over ten times and the per capital availability of milk increased by over seven times with over a million families dependent on milk production. The project has succeeded in integrating better technology and management to the traditional small holder production system. It also demonstrated how the high productive, semi stall fed cows led to spontaneous decline in the total bovine population of the state from 34.6 lakh in 1997 to 21.86 lakh in 2003, when the total bovine population of India went through an upsurge.

Objectives Of The Study

- To find the acceptability of the product.
- To know the reasons for the consumers switching over to competitors product.
- To know the level of consumers satisfaction of the product.
- To find out the factors influencing purchase decision.
- To identify the major issues that are affecting MILMA's market share.

III. REVIEW OF LITERATURE

- Rakesh (1997) has found that the share of consumer expenditure on milk is increasing in both urban and rural areas, while that on cereal is decreasing. All this reflects on the increasing consumption of milk which would gain further momentum in years to come (Rakesh Saxena – "Demand for Milk and Milk Products" – Dairy India, 1997).
- Amit Saha (2003) in his article on "Role of patenting in Indian Dairy Industry in the era of Globalisation" observed that if we now make proper planning for the future and take account of implications in respect of product patenting, then Indian share in the International Dairy Market will definitely increase. The increase in the exports of dairy products would speed up the economic development of the country, as a result of which India could easily reach its dream GDP growth rate (Indian Dairyman, September, 2003).
- Jawad Saleem, (2007): Dairy is not a dedicated profession of the people, farmers is associated with dairy and agriculture at the same time, Profitability for the farmers is very less. Infrastructure is not developed, cooling tanks and other facilities are not available, and the large part of milk production is wasted. All these factors are making this industry unattractive for the farmers and the industry is no developing up to the mark. Only 4% of the total milk production is processed and used in urban areas of the country. According to Pakistan Dairy Development Authority.
- Boddu Divya, (2009): A study on the competitive analysis with reference to AMUL. AMUL is the cooperative sector. It is the institution of the farmer, for the farmer and from the farmer. The AMUL gives pleasure to the farmer to change the own price, which was not possible in earlier years. The marketing work is handling by GCMMF. The production department produces the product the product with the help of latest technologies. The production is done according to ISO marks requirement. The milk procurement department gets the milk every day two times from 92 routes and 1084 societies. For the maintenance of qualities of milk there are 167 chilling units.
- CHUA, VANINA & FONG (2008): For the six years, all sectors in the milk industry have seen a positive trend in value. The Powdered Milk sector is the highest among all the other sectors. Second to this is the Milk sector followed by the Flavoured Powdered Milk sector, after which is the Flavoured Milk sector. This trend continued and still persisted by 2007.

IV. RESEARCH METHODOLOGY

A detailed descriptive study was conducted among the customers to extract the details. The data are collected from hundred and fifty respondents. The sources of primary data were direct observation and personal interview with customers. The tools used for collecting primary data are questionnaire and personal interview. The main source of secondary data are journals, magazines, company reports etc.

V. DATA ANALYSIS AND INTERPRETATION

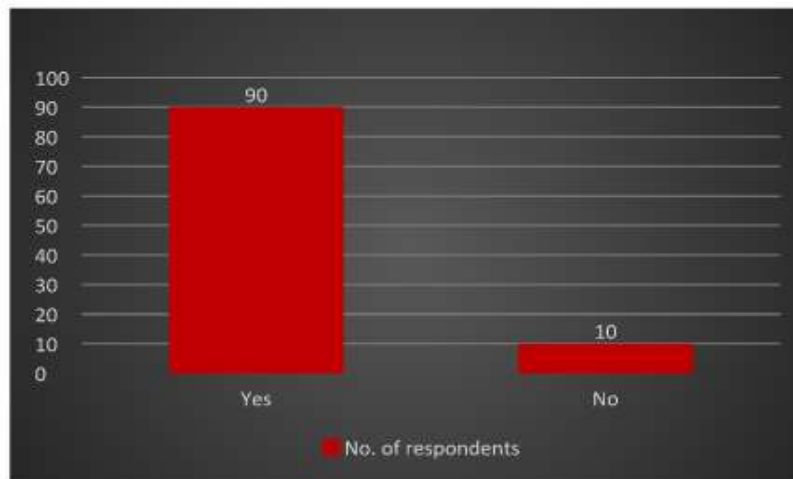
Table 1 Awareness of milma products

Opinion	No. of respondents	Percentage
Yes	135	90%
No	15	10%

Source: Primary data

Interpretation: As per the above table, 90% of the respondents are aware of the products of milma

Graph 1



Awareness of milma products

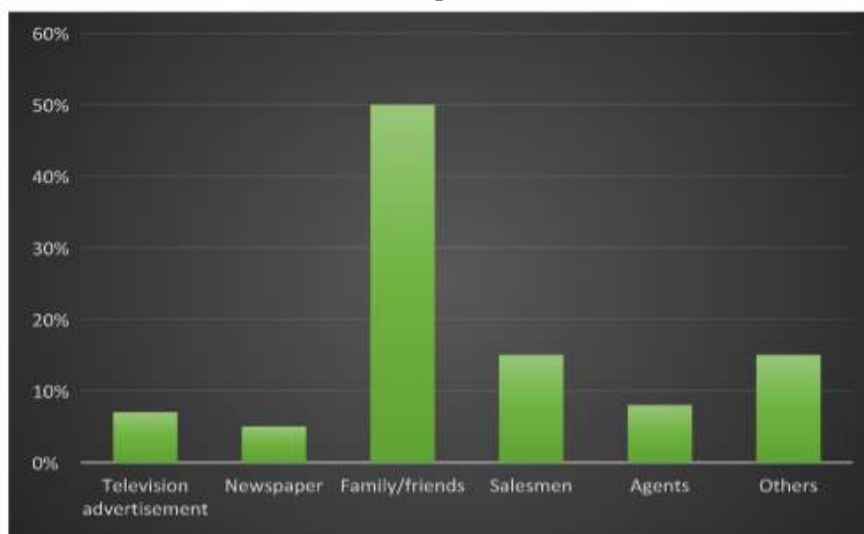
Table 2 Source of information about milma products

Source	No. of respondents	Percentage
Television advertisements	11	7%
Newspaper	6	5%
Family/friends	75	50%
Salesmen	23	15%
Agents	12	8%
Others	23	15%

Source: Primary data

Interpretation: As per the above table, 50% of the respondents came to know about the milma products from friends and family and 15% from salesmen and others.

Graph 2



Source of information about milma products

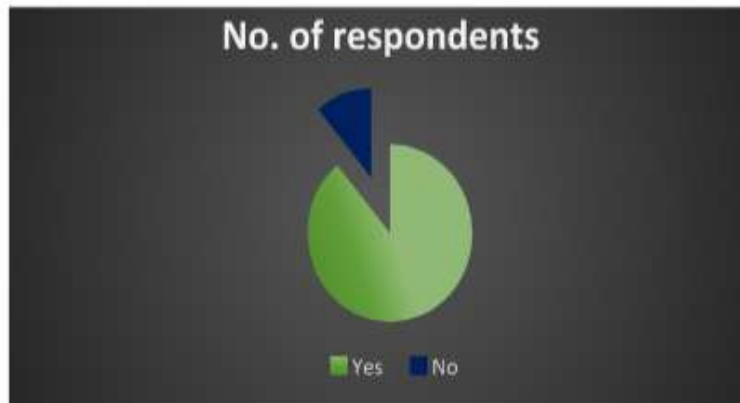
Table 3 Regular customers of milma products

Opinion	No. of respondents	Percentage
Yes	120	80%
No	30	20%

Source: Primary data

Interpretation: As per the above table, 80% of the respondents are regular customers of milma products.

Graph 3



Regular customers of milma products

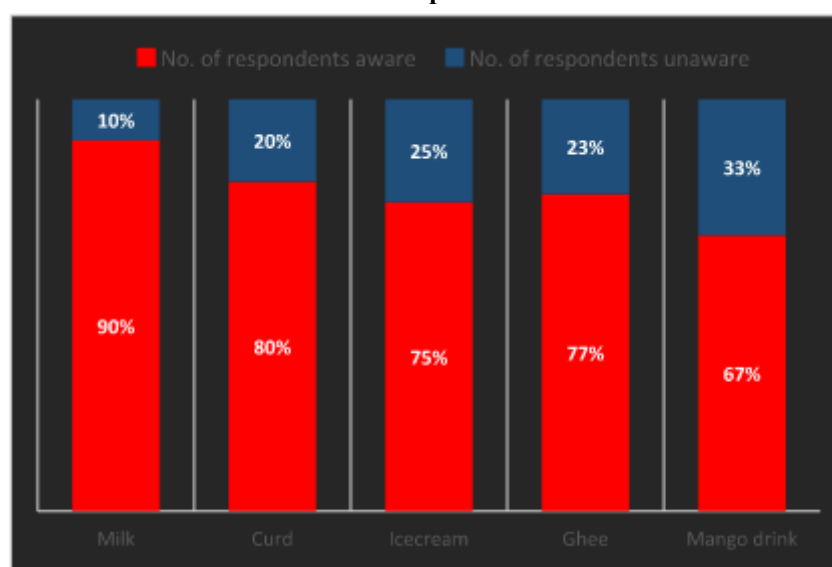
Table 4 Awareness of different milma products

Products	No. of respondents aware of products	Percentage (aware)	No. of respondents unaware of products	Percentage (unaware)
Milk	135	90%	15	10%
Curd	120	80%	30	20%
Ice cream	113	75%	37	25%
Ghee	115	77%	35	23%
Mango drink	100	67%	50	33%

Source: Primary data

Interpretation: As per the above table, 90% of the respondents are aware of milk, 80% of the respondents are aware of curd, 75% of the respondents are aware of ice cream, 77% of the respondents are aware of ghee and 67% of the respondents are aware of mango drink.

Graph 4



Awareness of different milma products

Table 5

Usage of different milma products

Products	No. of respondents	Percentage
Milk	135	90%
Curd	105	70%
Ice cream	98	65%
Ghee	105	70%
Mango drink	90	60%

Source: Primary data

Interpretation: As per the above table, 90% of the respondents use milk, 70% of the respondents use curd, 65% of the respondents use ice cream, 70% of the customers use ghee and 60% of the customers use mango drink.

Graph 5

Usage of different milma products

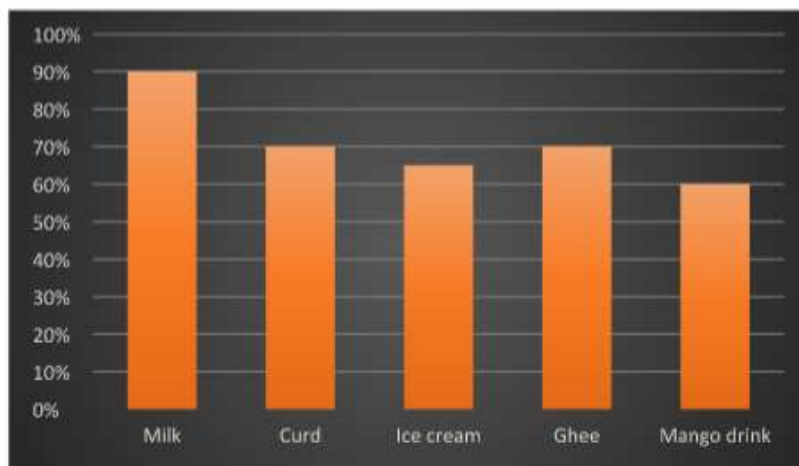


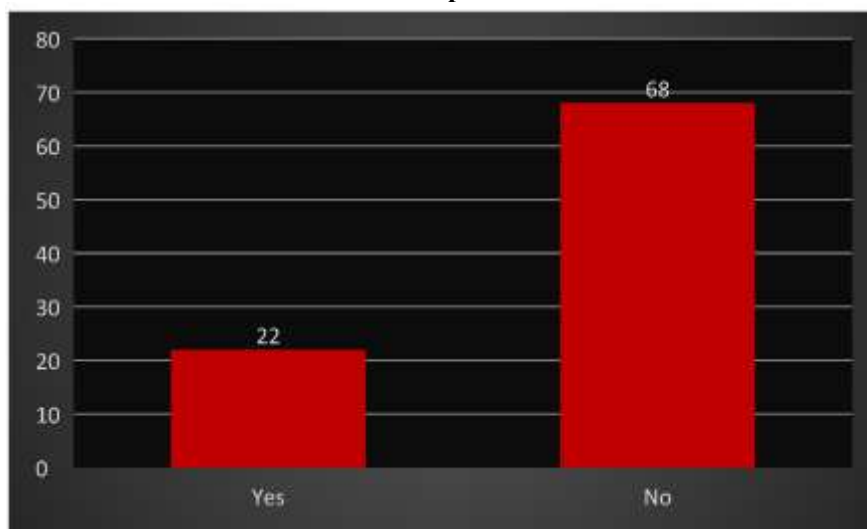
Table 6 Change in consumption pattern with price changes

Opinion	No. of respondents	Percentage
Yes	33	22%
No	102	68%

Source: Primary data

Interpretation: As per the above table, 68% of the customers are of the opinion that they won't change the consumption of milma products with price changes.

Graph 6



Change in consumption pattern with price change

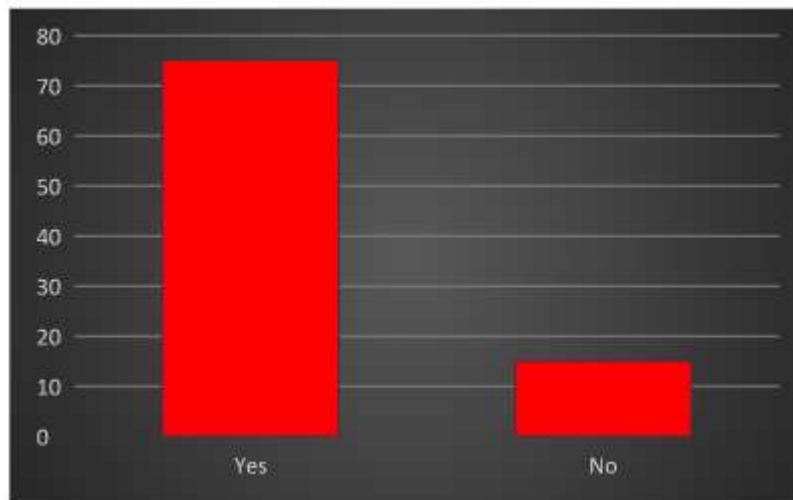
Table 7 Recommendation of milma products to others

Opinion	No. of respondents	Percentage
Yes	113	75%
No	22	15%

Source: Primary data

Interpretation: As per the above table, 75% of the customers opined that they would recommend milma products to others.

Graph 7



Recommendation of milma products to others

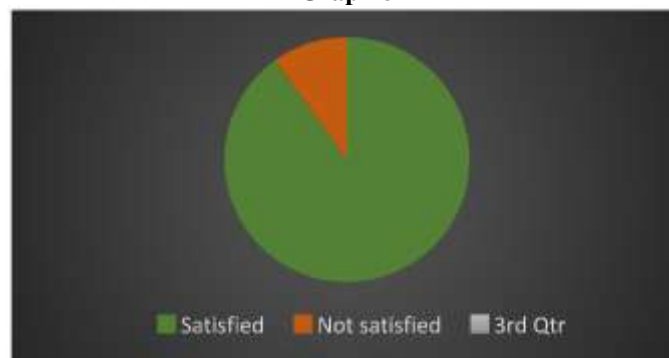
Table 8 Overall opinion about milma products

Opinion	No. of respondents	Percentage
Satisfied	135	90%
Not satisfied	15	10%

Source: Primary data

Interpretation: As per the above table, 90% of the customers are satisfied of various milma products.

Graph 8



Overall opinion about milma products

VI. FINDINGS, SUGGESTION AND CONCLUSION

Findings

- Most of the respondents are aware of various products provided by milma.
- Most of the respondents use various products of milma.
- More than 80% of the respondents are regular users of various milma products.
- Most of the consumers are satisfied with the products of milma.
- Most of the consumers will recommend products of milma to others.
- Most of the respondents came to know about the milma products from their friends, family and salesmen.

- Most of the consumers are not willing to change the consumption pattern with any change in price of milma products.
- Most of the consumers feel satisfied with the quality, price and other features of milma products.

Suggestion

- A more extensive marketing strategy should be adopted by Milma.
- The company should use more aggressive advertisement techniques.
- Make the primary packing more attractive.
- Should establish an online selling system as well as telephone ordering
- Attractive brochures showing the products should be circulated.
- Direct contact with customers should be adopted.
- Customers must be let known that quality and hygiene would never be compromised.
- The MILMA products should be available to the ultimate consumers at the same quality at which they are produced.
- Make provisions to improve the services of middlemen which will ultimately result in more consumer satisfaction.
- As consumer preference and taste fluctuate from time to time, a market analysis should be carried out at regular intervals to monitor the changing needs and taste of the consumers.

Conclusion

MILMA is the first product and inimitable organisation, which created a revolution in the procurement, processing, marketing and distribution of pure milk in the state. 'Your health our concern' has now become a synonym for assured quality. The name "milma" is familiar with each and every house in Kerala.

From the study conducted it is observed that the company has a good market share. From this study conducted the following conclusions can be drawn. In order the dreams to be converted into reality and for turning liabilities into assets one must have to meet the needs of the customers.

The factors considered by the customers before purchasing dairy products are freshness, quality, adulteration, packing, hygiene, taste, availability, dealings, price, brand, and ingredients.

Finally, the conclusion of the project is that, majority of the customers are satisfied with milma products because of its good quality, reputation, easy availability etc. Some are not satisfied due to high price of products, lack of services, spoilage and low shelf life etc. Therefore, if slight modification in the marketing programmes such as dealers and outlets, promotion programmes, product lines etc. are increased definitely company can be as a monopoly and string market leaders and also for retaining potential consumers, it is necessary to identify those factors which motivate consumers in purchase of products. The company must be careful of its competitors and more importantly its customers before making any move.

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