



A STUDY ON MEMBERS SATISFACTION OF MILK PRODUCERS CO-OPERATIVE SOCIETIES IN BHAVANI TALUK

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Abstract

This research is mainly focused on to assess the members' satisfaction towards milk producers' co-operative societies in Bhavani Taluk. So, the researcher has selected 200 members randomly from Bhavani Taluk. For examining the satisfaction of the members, the researcher has used questionnaire tool. The collected were subduced into tables with the help of percentage analysis, mean score analysis, correlation analysis, multiple regression analysis. The result of the analysis is found that female middle aged members have more satisfaction in production of milk and services offered by the Bhavani Milk Producers Co-operative Societies. So, it is recommended to the policymakers that they should take necessary steps through offering subsidies to increase for maintaining their livestock that leads to increase the members' satisfaction.

Keywords : Milk Society, member satisfaction, Livestock, Milk Production.

Introduction

The producer markets it twice a day and collects cash weekly. Thus dairying is a tool for wealth building. The domestication of cattle occurred between 6000 and 10000 years ago. Not much is known about the history of this period, but men probably hunted cattle as wild animals prior to the time that they were domesticated. In fact, the cow was so important to those early people from those early days to present, the cow has continued to be the servant of men and her importance as a source of food has not been diminished by the thousands of years which have passed. It is believed that the Aryans were the first to domesticate cattle, use them for tilling their land and obtain milk to be consumed as food.

Co-operative movements was born at the turn of the present century, i.e., in 1904 ever since it was launched, it has been diversified into different economic activities of human life such as credit marketing farming and dairying co-operatives with their economic benefits, democratic character and social aims are considered as introductory for around development of dairy enterprise. In a way, co-operation is a basis tenant of dairy industry. The 14th Dairy Industry conference (1973) reveals that, co-operative organization is the shut anchor of India's dairy development.

Co-operative dairying has turned out to be a major instrument of large scale modernization of dairy sector in the country. In this process, it offered a number of economic changes through its institutional structure, which is unique in the annual of co-operatives in the country. The institutional structure provided by the co-operative dairying becomes the foundation head of other social and cultural changes. Food is the only source of energy for human beings. Our dietary sheet must change according to our requirements of energy. The purpose of food, is thus, to produce energy, facilitate body building and regulate body processes. Therefore selection of food –items should be planned on the basis of their nutritive value.

Importance of the Study

Milk and dairy products rank as the largest single source of income to the formers of the Bhavani Taluk. For the taluk as a whole about 20 percent of total agricultural income is from milk or milk products sold. Approximately one fourth of the total weight of food consumed per capital, in the Bhavani Taluk each year is made up of milk and other delivery products. Milk is also very important from a nutritional stand point. Since it contains nearly all the essential food constituents required in the human diet in about the proper proportions. So, this research is need



Review of Literature

Vyas and Chaudhri (1971) in their study on “Economics of Dairy farming in Mehsana District” have shown that high yield of reduction and low cost of productivity occurred in dairy farming in the co-operative sector. The results are observed based on the comparative study of co-operative and non-co-operative dairy forming. Lakshmi (2001) discussed in their study entitled that “A study on marketing of Aavin milk in Nilgiris district with special references to Ooty” with the objectives of decreasing sales to find out it prices influences the buying behavior of the consumer to find any sales promotional activities. Though the quality of product is superior the products are not sold to the expected level due to the reasons such as higher price, task of attractive package, awareness salesmen behavior and lack of advertisement when compared with the western countries, the dairy consumption of milk per head in our country is low.

Bhuvanewari Ramanujam in her study entitled as “A study on the Marketing Performance of Coimbatore District Co-operative Milk Producers Union Ltd” and it was mainly focused on the seasonal variations of milk and level of consumer satisfaction. The study revealed the marketing performance of the union. But the consumer attitude towards distribution of milk has not been dealt in detail. Also no attempt has been made to study the problems faced by milk depot agents. A study made by V.Kulandaisamy in Erode Milk Shed of Tamilnadu, he has evolved viability norms for dairy co-operatives in terms of average daily milk procurement the number of members per society and the working capital. He has also analysed the benefits derived by members of dairy co-operatives and compared with that of non-members in respect of income level, yield per day. Employment number of dairy animals possessed, artificial insemination and medical services for the cattle and bonus. As directed from the author Chinnadurai.M (2005) that consumer attitude towards milk distribution and analyzed the problems associated with the distribution of milk from the view point of agents and consumers. Also, the researcher Navaneetha Krishna (2011) noticed that future sales of the union with the use of trend analysis. But details of procurement and seasonal variations in procurement have not been studied in detail. Another study conducted by John K. John and Balaji V.S. (2012) that increase in population has created increased demand for milk and has created a ready market. Milk is also utilized for production for of various milk products, such as butter, cheese, ghee, baby foods, ice c reams and milk sweets, Amul butter and cheese are well known milk products.

Objectives of the Study

1. To study the demographic profile of the members of milk cooperative society in Bhavani Taluk of Erode district.
2. To evaluate the satisfaction of the members on milk cooperative society in Bhavani Taluk.

Research Methodology

Descriptive research design is used in the study which is intended to cover Bhavani taluk. Data for this study were collected from primary as well as secondary sources. For this, 200 members were selected by using random sampling method. A structured questionnaire has been framed and using this, the opinion of the members about the milk cooperative society has collected. Percentage analysis and chi-square analysis has been used for analyzing the collected data.

Results and Discussion

The demographic profile of the members is given in the following table.

Table 1 : Demographic Profile of the Members and their Mean Satisfaction

No.	Demographic Profile	No. of Respondents	%	Mean Score
	Age			
1	≤ 30 years	38	19.0	3.9
2	31-40 years	72	36.0	4.3
3	> 40 years	90	45.0	4.0
	Total	200	100.0	



No.	Demographic Profile	No. of Respondents	%	Mean Score
	Gender			
1	Male	124	62.0	3.8
2	Female	76	38.0	4.2
	Total	200	100.0	
	Educational Status			
1	Below S.S.L.C	41	20.5	3.7
2	S.S.L.C / +2	27	13.5	3.4
3	Graduate	99	49.5	3.8
4	Post Graduate	26	13.0	4.2
5	Professional	7	3.5	4.1
	Total	200	100.0	
	Occupation			
1	Agriculture	95	47.5	3.8
2	Agriculture and small business	62	31.0	4.1
3	Agriculture labour and others	43	21.5	4.2
	Total	200	100.0	
	Monthly Income			
1	Below Rs. 2000	44	22.0	3.6
2	Rs.2001 – 3000	39	19.5	4.2
3	Rs.3001 – 4000	77	38.5	4.0
4	Above Rs.4000	40	20.0	4.1
	Total	200	100.0	
	Experience in Milk Production			
1	1-4 years	36	18.0	3.9
2	5-8 years	58	29.0	4.0
3	9-12 years	67	33.5	4.2
4	Above 12 years	39	19.5	3.7
	Total	200	100.0	
	Length of Membership			
1	Upto 5 years	26	13.0	3.7
2	6 – 10 years	100	50.0	3.9
3	11 – 15 years	43	21.5	4.0
4	Above 15 years	31	15.5	4.2
	Total	200	100.0	

- It is observed from the above table that 19.0 percent of the respondents belong to upto 30 years of age group followed by 36.0 percent of the respondents belongs to 31-40 years of age group and 45.0 percent of the respondents belongs to above 40 years of age group. On the other hand, upto 30 years, 31-40 years and above 40 years aged respondents have perceived the mean satisfaction score 3.9, 4.3 and 4.0 points respectively.
- In Gender, 62.0 percent belong to male and 38.0 percent belong to female. Also, male and female respondents have perceived the satisfaction score at 3.8 and 4.2.
- Educational status of the members noticed that 20.5 percent are studied below SSLC, 13.5 percent are studied at SSLC/+2, 49.5 percent are graduates, 13.0 percent are post graduates and 3.5 percent are professionals. On the other hand, the respondents who educated below SSLC, SSLC/+2, graduate, post graduate and professional got the satisfaction score at 3.7, 3.4, 3.8, 4.2 and 4.1.



- In the case of occupational status of the members, 47.5 percent are purely agriculturist, 31.0 percent are agriculturist along with small businesses and 21.5 percent are agriculture labour and others. On the other hand, the respondents who are agriculturist, agriculturist with small businesses, agriculture labour and others have perceived the satisfaction score at 3.8, 4.1 and 4.2.
- While analyzing monthly income of the respondents, 22.0 percent of the respondents earn below Rs.2000 monthly, 19.5 percent of the respondents earn Rs.2001-3000 monthly, 4.0 percent of the respondents earn Rs.3001-4000 monthly and 4.1 percent of the respondents earn above Rs.4000 monthly. Also, the satisfaction score as 3.6, 4.2, 4.0 and 4.1 for the respondents who earn monthly as below Rs.2000, Rs.2001-3000, Rs.3001-4000 and above Rs.4000 respectively.
- In analyzing the experience in milk production of the members identified that 18.0 percent are having 1-4 years of experience in milk production, 29.0 percent are having 5-8 years of experience, 33.5 percent are having 9-12 years of experience and 19.5 percent are having above 12 years of experience. On the other hand, the satisfaction scores as 3.9, 4.0, 4.2 and 3.7 for the experience of 1-4 years, 5-8 years, 9-12 years and above 12 years of experience.
- For analyzing the length of membership, 13.0 percent are having upto 5 years of membership, 50.0 percent are having 6-10 years of membership, 21.5 percent are having 11-15 years of membership and 15.5 percent are having above 15 years of membership. On the other hand, the mean satisfaction scores as 3.7, 3.9, 4.0 and 4.2 for the respondents whose membership years as upto 5 years, 6-10 years, 11-15 years and above 15 years.

Degree of relationship between selected independent variables and Satisfaction (Correlation Analysis)

The degree of relationship between selected independent variables and dependent variable is discussed in this section. For this, the independent variables like age, educational status, monthly income, experience in milk production, length of membership has been taken. A null hypothesis has framed and tested by using Pearson correlation analysis.

Null Hypothesis : There is no positive significant association of selected independent variables and their satisfaction on Bhavani Milk Producers' Co-operative Society.

Table 2 : Degree of Relationship between Independent variables and Satisfaction

No.	Factors	'r' Value	'p' Value
1	Age	0.876	0.000**
2	Educational Status	0.641	0.006**
3	Monthly Income	0.695	0.003**
4	Experience in Milk Production	0.594	0.011*
5	Length of Membership	0.773	0.000**

Note : ** - Sig. at 1% level, * - Sig. at 5% level,

From the correlation analysis, it could be identified that all the hypotheses are rejected due to positive significant results from the Pearson correlation value. So, it is found that there is a close association of dependent variable satisfaction of the members to Milk Producers Co-operative Society with the selected independent variables age, educational status, monthly income, experience in milk production and length of membership.



Effect and Influence of Independent Variables on Prediction of Satisfaction of the Members (Multiple Regression Analysis)

The relationship between the selected independent variables and the dependent variable members' satisfaction has been found by using multiple regression analysis. The result of the regression between the independent and dependent variables is discussed in the following table.

Table 3 : Members' Satisfaction (Multiple Regression Analysis)

No.	Variables	Coefficient	SE	't' value	'p' value
	(Constant)	7.749			
1.	Age	-0.021	0.036	-0.294	0.769 ^{NS}
2.	Educational Status	0.136	0.019	7.105	0.000*
3.	Monthly Income	0.102	0.020	5.050	0.000*
4.	Experience in Milk Production	0.066	0.023	2.850	0.004*
5.	Length of Membership	0.126	0.028	4.429	0.000*
	R Value	0.916			
	R² Value	0.839			
	F Value	42.077*			

Note : * - Significant at 1% level; NS – Not Significant.

The resulted equation is formulated as follows :

Employee Satisfaction

$$\begin{aligned}
 &= 7.749 \\
 &\quad - 0.021 (\text{Age}) \\
 &\quad + 0.136 (\text{Educational Status}) \\
 &\quad + 0.102 (\text{Monthly Income}) \\
 &\quad - 0.066 (\text{Experience in Milk Production}) \\
 &\quad + 0.126 (\text{Length in Membership})
 \end{aligned}$$

The multiple linear regression co-efficient is found to be statistically fit as R² is 0.839 for members' satisfaction. It shows that the independent variables contribute about 83.9 percent of the variation in the members' satisfaction and this is statistically significant at 1 percent level. It is found from the analysis that the educational status, monthly income, experience in milk production and length of membership are having positive significant association. From the equation, it is identified that members' satisfaction is predicted by the 2.1 percent decrease of age, 13.6 percent increase of educational status, 10.2 percent increase of monthly income, 6.6 percent increase of experience in milk production and 12.6 percent increase of length of membership.

Findings

1. It is found from the analysis that majority of the members are satisfied with the Milk Producers Co-operative Society, Bhavani who belongs to 31-40 years aged, female, post graduate, agriculture labour in their situation, Rs.2001-3000 as monthly income, 9-12 years experience in milk production and above 15 years of membership with the society.
2. From the Pearson Correlation Analysis, it is found that there is a close association of dependent variable satisfaction of the members to Milk Producers Co-operative Society with the selected independent variables age, educational status, monthly income, experience in milk production and length of membership.
3. It is identified from the multiple regression analysis that members' satisfaction is predicted by the 2.1 percent decrease of age, 13.6 percent increase of educational status, 10.2 percent increase of monthly income, 6.6 percent increase of experience in milk production and 12.6 percent increase of length of membership.



Suggestions

1. The middle aged members only have perceived more level of satisfaction towards services offered by the Milk society. So, it is necessary to give more attractive services to other age group of the members through availability of the opportunity in the agriculture field and government support through various subsidies. It leads to increase the satisfaction of the members.
2. More female agriculture labour has perceived more satisfaction than other status of the respondents, because pure agriculturists are having more expenses for growing their livestock. So, it is recommended to the Milk society as well as Government to take necessary steps through giving more subsidies for maintaining the livestock. It increases the satisfaction of the members and increases the milk production.
3. Even though the educational status and membership years is high, the expenses for maintain the livestock is high. So, the members faced more problem in maintaining their livestock and hence, the milk society take necessary steps to give entrepreneurial training to increase their monthly income level through various production in using milk. It also increases members' satisfaction to continue their milk production in the study area.

Conclusion

The research has selected a novel topic and noticeable area agriculture. It is a heart of the India economy. It is a rewarding exercise to the researcher if the policymakers follow the suggestions and recommendations offered by the researcher. So, the policymakers should keenly watch the industry for its proper breath in the study area.

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