



## A STUDY ON CONSUMER SATISFACTION TOWARDS MILMA PRODUCTS WITH SPECIAL REFERENCE TO ERNAKULAM

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### Abstract

India is the world's largest dairy producer. Indian Dairy sector has grown substantively over the years. Dairy products demand in India has increased dramatically in both rural and urban sectors. However, as a larger population is migrating from rural areas to cities. Thus, creates greater demand for dairy products. Kerala state is the one of the ten largest milk producing states in India.

The objective of the study is to evaluate level of consumer satisfaction of Milma Milk products with special reference to Ernakulum district of Kerala. The researcher has collected primary data from the 200 consumer through questionnaire method and adopted convenience sampling.

The researcher has adopted various statistical tools for the purpose of analysing the collected data. Statistical tools such as Simple Frequency, Weighted Mean Score Method, ANOVA test were used. From the study, it is concluded that as far as the consumers buy the MILMA milk for its taste, quality, price and availability. It has to be point out that milk consumers prefer taste over than the quality and price. Many respondents feel that the price and quality of MILMA products is too high than other milk products brands. If the MILMA take essential steps to satisfy their consumers, it creates invariant place in mind of consumers.

### Introduction

Dairying been recognized as an instrumental to bring about socio – economic transformation to strengthen India's rural economy. The white revolution which was brought by Dr V. Kurien in the early sixties has completely changed the scenario of dairy industry. This model came to known as 'Anand Pattern'. The efficiency of the Model was worth replication. The milk and milk products market in Kerala is mainly controlled by the Kerala Cooperative Milk Marketing Federation Limited (MILMA) and other small dairies. The changing food habits and consumer preference of Keralites have opened up new opportunities for marketing of various milk products in the state. MILMA is the leading product in dairy sector in Kerala. They have a wide range of products. Dealers' network is also extensive. Lately they has been entry of a few small players like Govardhan, Nambeesan and newer entrants like Milky Mist, JanathaMilk and Wyanad Milk have also entered the market. In this scenario it is essential to know the awareness of MILMA and its satisfaction details, from the consumer which will be beneficial to MILMA for framing strategies to face the competition.

### Review of Literature

**C. Gnana Desigan (2004)** in his article, "Production and Marketing of Aavin Milk and Milk Products – A Study" has suggested that to improve the economy of the villagers the government should take immediate steps to provide loans at lower interest rate for purchase of milch animals and to compete in the global market. Indian milk producers have to ensure the quality of milk and milk products in international standards. Further he added that to adopt farm coolers for instant cooling of milk at village level.

**E. Sulaiman and Vijaya Chandran Pillai (2006)** in their article, "An Assessment of Quality of Services of Dairy Cooperatives in Kerala with Special Reference to Tiruvananthapuram District" found that even though the dairy cooperatives are rendering services they are not upto expectations. Majority of the farmers are not satisfied with the various efforts of the societies for improving the efficiency in the marketing of milk produced by the farmers. The farmers are still facing problems in the area related to low procurement price of the milk, partial collection of milk, indifferent attitude of the staff, lack of transparency in the quality inspection and delay in getting sales proceeds.

**Elangovan.N and Gomatheeswaran.M (2015)** 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.



### Statement of the Problem

Milk is an essential commodity in life of Indian consumers. They prefer healthy and energy drinks for consumption. Milk and Dairy products are easily available, it offered by number of milk brands. The main challenge for marketers is, to create the consumer loyalty by quality, freshness, odour and taste. Marketers are necessary to know the consumers response towards their own brand milk and dairy products of its availability, acceptability and affordability.

### Objective of the Study

The primary objective of this study is to evaluate the Consumer Satisfaction towards MILMA milk products.

1. To assess the level of consumer satisfaction of Milma Milk products in Ernakulam.
2. To know the reasons for consuming the Milma Milk products.

### Research Design and Methodology

MILMA milk and dairy consumers are selected as samples of the research study. Milk and dairy products are habitué food system of the humans. The reasons for selecting this topic are number of consumers available in the region and also assess the level of consumer's satisfaction of MILMA milk and dairy products.

Collection of primary data's through questionnaire from the consumers of MILMA. The questionnaire relies on one form of questions alone. The various forms complement each other. Secondary data are the data already been collected and analyzed by someone else. Those data may either be published or unpublished. Published data is published MILMA annual report, records, journals, books etc. Unpublished includes diaries, biographies, private individuals etc, are those data used for research. The consumer satisfaction level on MILMA milk and dairy products are analyses based on the questionnaire by the following methods.

The study notches the consumer satisfaction of MILMA milk products. The sample size of this research is 200 respondents have been selected on the basis of convenience sampling method from the study area. Statistical techniques like simple percentage analysis, chi-square analysis, Weighted Mean Score Method, analysis of variance (ANOVA) have been applied.

### Analysis and Interpretation

This section discuss about result and discussion of Consumer Satisfaction towards MILMA milk products. The following table describes the demographic factors of the respondents. There are 200 respondents were considered for this study.

The table 1 shows percentage analysis, out of 200 respondents considered for this study 57 per cent of them belongs to 20-40 years age group, 18.5 per cent of them belongs to 40-60 years age group, 16.5 per cent of respondents belongs to less than 20 years age group and only 8 per cent of them belongs to above 60 years age group. Similarly for gender 63 per cent of the respondents were male and 37 per cent were female. There are four classification interval considered for monthly income out of which majority 34.5 per cent of them were belongs to below Rs.10000 earning group. Similarly for occupation six groups were considered, among the list 33 per cent of them were professionals and 29.5 per cent of them were business persons.

**Table No.1, Demographic Profile of the Respondents**

Age of the Respondents	Frequency	Percentage (%)
Below 20 Years	33	16.5
21 to 40 Years	114	57.0
41 to 60 Years	37	18.5
Above 60 Years	16	8.0
<b>Gender of the Respondents</b>		
Male	126	63.0
Female	74	37.0
<b>Monthly Income</b>		
Below Rs.10,000	69	34.5
Rs.10,001 to 20,000	60	30.0
Rs.21,000 to 30,000	33	16.5
Above Rs.30,000	38	19.0



<b>Occupation of the Respondents</b>		
Govt. Employee	16	8.0
Business	59	29.5
Professional	66	33.0
Labour	27	13.5
Home-maker	28	14.0
Others	04	2.0
<b>Educational Qualification</b>		
School Level	41	20.5
Graduate	94	47.0
Post Graduate	46	23.0
Diploma	16	8.0
No Formal Education	03	1.5

Source: Primary Data

The educational qualification was classified into five categories; 47 per cent of respondents were graduates, 23 per cent of them were post-graduate, 20.5 per cent of the respondents were study school level and 1.5 per cent of them did not have formal education.

**Table No.3, Reasons for Purchasing Milma Milk Products**

Reasons	Mean Score	Ranks
Price	3.2	IV
Availability	3.9	III
Taste	4.7	I
Quality	4.3	II
Product Range	2.6	VI
Purchase Experience	2.3	VII
Usage Experience	3.0	V
Market Strategy	1.9	VIII

Source: Primary Data

The table no.3 exhibits that, the reasons for purchasing of MILMA milk products. According to the Weighted Mean Score method, it could be noted that among the eight reasons taste (mean score 4.7) is the most important factor to purchase milma milk products, it is followed by quality of milk (mean score 4.3), availability of milk (mean score 3.9), price of the milk products (mean score 3.2), usage of experience (mean score 3.0) and it is also understood that the market strategy is the least important reason for purchasing the milk products from MILMA.

**Ho: There was no significant difference in the case of consumer satisfaction as regards the price of Milma milk products.**

**Table No.4, ANOVA Result: Consumer Satisfaction and Price of MILMA Products**

Particulars	Sum of Square	DF	Mean Square	F-Value	Sig.
Between Group	0.987	2	0.493	6.409	0.000
Within Group	15.210	197	0.077		

Source: Primary Data

As per the ANOVA Table the calculated value of significance was 0.000 (Table No.4). As the calculated value of significance was lower than 0.05, hypothesis was rejected, i.e., there was significant difference in the case of consumer satisfaction as regards the price of Milma milk products in the study area.

**Ho: There was no significant difference in the case of consumer satisfaction as regards the Quality of Milma milk products.**



**Table No.5, ANOVA Result: Consumer Satisfaction and Quality of MILMA Products**

Particulars	Sum of Square	DF	Mean Square	F-Value	Sig.
Between Group	0.950	2	0.475	10.795	0.000
Within Group	8.715	197	0.044		

Source: Primary Data

As per the ANOVA Table the calculated value of significance was 0.000 (Table No.5). As the value of significance was lower than 0.05, this hypothesis was rejected, i.e., there was significant difference in the case of consumer satisfaction in terms of quality of Milma milk products in the study area.

### Summary and Conclusion

- It is find that **more** than half (57 per cent) of them belongs to 20-40 years age group.
- It is observed that most (63 per cent) of the respondents were male and 37 per cent were female.
- It is captured that majority (34.5 per cent) of them were belongs to below Rs.10000 earning group.
- It is find that more than one fourth (47 per cent) of respondents were graduated.
- It could be noted that among the eight reasons taste (mean score 4.7) is the most important factor to purchase milma milk products.
- There was significant difference in the case of consumer satisfaction as regards the price of Milma milk products in the study area.
- There was significant difference in the case of consumer satisfaction in terms of quality of Milma milk products.

The paper assessed the Consumer Level of Satisfaction towards MILMA milk products in Ernakulam District of Kerala. Generally, the consumers change their satisfaction behaviour frequently on the basis of new trend, style and fashion. They well know their needs and wants, so gather information about products and also compare its price, quality, taste and other attributes. However the data shows the consumers buy the MILMA milk for its taste, quality, price and availability. It has to be point out that milk consumers prefer taste over than the quality and price. Many respondents feel that the price and quality of MILMA products is too high than other milk products brands. If the MILMA take essential steps to satisfy their consumers, it creates invariant place in mind of consumers.

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