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HYPOTHESES

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FINDINGS

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A STUDY ON HOUSEHOLDS' CONSUMPTION PATTERN OF AAVIN MILK IN ERODE DISTRICT

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ABSTRACT

In India, the dairy sector plays an important role in the socio-economic development, and constitutes an important segment of the rural economy. Dairy industry provides livelihood to millions of homes in villages, ensuring supply of quality milk and milk products to people in both urban and rural areas. India's dairy products import has dipped while exports have increased at a faster rate. The direct consumption of liquid milk by the producer (households) as well as the demand for processed dairy products has increased with the growth of income levels. Reducing the cost of production, development in strategy and infrastructure and focusing on specialty products will aid to meet the needs of target customers. This study examines the household's consumption pattern of avian milk in Erode district. For this study, the data was collected from 200 (sample size) households. Chi-square analysis was employed to measure the relationship between family size, income, households with girl-infant/boy infant and product preference, milk consumption and households' opinion on price etc.

KEYWORDS

Dairy Industry, Dairy Products, Milk Production.

INTRODUCTION

India is the world's largest milk producer and all set to become the world's largest food factory. India's dairy industry is considered as one of the most successful development. Dairy cooperatives account for the major share of processed liquid milk marketed in the India. Milk is processed and marketed by 170 milk producers' cooperative unions, which federate into 15 state cooperative milk marketing federations. Over the years, several brands have been created by cooperatives like Amul, Vijaya (AP), Verka (Punjab), Saras (Rajasthan), Uttar Pradesh, Punjab, Hariyana, Rajasthan, Gujarat, Maharashtra, Andhra Pradesh, Karnataka and Tamilnadu are the milk surplus states in India. The manufacturing of milk a product is obviously high in these milk surplus states. Significant investment opportunities exist for the manufacturing of value added milk products like milk powder, packaged milk, butter, ghee, cheese and ready-to-drink milk products.

India has emerged as the largest milk producing country in the world with present level of annual milk production estimated as 94.5 million tonnes. We expect a production level of 135million tonnes by the year 2015. India has a large livestock population base constituting 278 million livestock including 180.5 million cattle, 82.8 million buffaloes, 4 million sheep and 9.2 million goats. The livestock population is projected to increase to 322 million by the year 2015.

The large livestock population is raised primarily on crop residues and grazing in the common property including basement. The forest area, which was a major source of grazing, is no longer available to livestock breeder's especially landless people. As a consequence, the available feed resources fall short of the nutritional requirement. The shortfall is estimated as 59.9 million tonnes for the green fodder and 19.9 million tonnes for dry fodder. This shortfall is likely to increase by 2015 to 63.5 million tonnes of green fodder and 23.56 million tonnes of dry fodder. Milk was always manufactured and consumed in bulk in India. But with the rise in disposable incomes the demand for milk and related items are on a continuous rise. Milk is said to be among the most important part of the diets of Indian after wheat and rice.

Milk production in India ranges from rural areas to the highly urbanized ones. In the rural areas every farmer having one or two cows or buffaloes yields around 3 litres of milk per animal. India contributes almost 65% of the total world buffalo milk. India is home for the largest milch anima population in the world. India has become the world's largest milk producer after implementation of operation flood schemes. Tamilnadu is one among the major producers of milk in our country. With the policy of hon'ble chief minister of Tamil nadu to create a second white revolution, Tamilnadu is all set to take another big leap forward that aims at a multi fold increase in milk production in the state. In the year 2012 out of total milk produced in our state 12% of milk is consumed at village level by the milk producers. 49% of milk is handled by unorganized sector such as local vending. The remaining 39% of milk is handled in the organized sector. The share of the cooperatives in the organized sector is 24 lakh litres to 29 lakh litres per day. Measures are being taken to augment milk production and focus is being given on improvement in productivity at grass root level.

In order to increase the competitiveness of Indian dairy industry, efforts should be made to reduce cost of production. This can be achieved through increasing productivity of animals, improve animal health care and breeding facilities and management of dairy animals. The government and dairy industry will need to play a vital role in this direction. Indian dairy industry should further develop proper dairy production, processing and marketing infrastructure, which is capable of meeting international quality requirements. A comprehensive strategy for producing quality and safe dairy products should also be formulated with suitable legal backup. Dairy industry in India is unique with regard to the availability of buffalo milk. In this case, India can focus on buffalo milk based speciality products, such as mozzarella cheese, in order to meet the needs of the target consumers.

OBJECTIVE OF THE STUDY

The primary objective of the present study is to find out the households' consumption pattern of Aavin milk in Erode district.

REVIEW OF LITERATURE

Vyas and chaudhri (1971) studied 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.

George Shanti (1980) observed that enhanced milk production was observed through the dairy co-operatives from rural areas. The milk producers readily sold their milk to dairy co-operatives which adversely affected the milk consumption by the rural masses in general and milk producers in particular.

Rangarajan et al (1980) analysed the economics of milk production from cross-breed cows and nondescripts in terms of yield, cost of milk production. The main finding of the study was that cross breeds forced for better than local ones in all the aspects

Boopathiraj (2005) concluded that the satisfaction of the members could be increased by making arrangement for the members to visit different leading and successful performance of milk producers co-operative societies.

Elumalai (2005) analysed that India had revealed comparative advantage to export milk powder and butter in the market of SAARC countries. At the global level, India had comparative disadvantage in the export of milk powder, butter, cheese and curd.

Jesse Edward et al (2006) discussed that India's main system of dairy productions involves a smallholder production system in which most of the milk produced is consumed on the farm or distributed through informal channels. This system of production, combined with Indian policies that encourage self-sufficiency and restrict dairy imports, leaves much unused potential in the Indian dairy market.

Sarvesh Kumar and Sirohi Smita, (2008) evaluated the economic performance of dairy industry by using profitability ratios, liquidity ratios, leverage ratios and efficiency ratios. The study revealed that sales and value of output of most firms were increased during 1991 – 1992 to 2000 – 2001. But the Indian firms were suffering from liquidity and profitability crisis due to tight credit policy and their ineffective asset management.

Chawla Anil (2009) analyzed that India has surplus cattle. They maintain on a strategy for enhancing milk production by improving the quality of milch animals without adding to the number and the researcher study the economic relationships at the firm level or the economic impact of dairying.

Meenakshi Gupta and Vikas Sharma (2009) highlighted that India is the largest producers of milk. The overall growth rate of dairy sector was 4% which was almost 3 times the average growth rate of dairy industry in the world.

Bindu hima T. and Subrahmanyam S.E.V (2012) analysed that the performance of Indian dairy sector and operation flood programme established milk producers co operatives in villages and made modern technology will increase the milk production.

Dr. M. S. Ranjithkumar, S. Namasivayam A.Anandhi analysed that the social economic profile of the co-operative milk society. They found that majority of the producers are satisfied with the co-operative milk society because of its measurement, correct testing, market price, payment and bonus. Some producers are not satisfied with the society milk because of its timing, high charges for cattle insurances, lack of training facilities, and lack of loan facilities and high cost of fodder feed.

According to "Indian Dairy Industry Analysis", India is the world's largest milk producer, accounting for around 17% of the global milk production. Besides, it is one of the largest producers as well as consumers of dairy products. Due to their rich nutritional qualities, the consumption of dairy products has been growing exponentially in the country, and considering such facts and figures, their study anticipates that the milk production in India will grow at a CAGR of around 4% during 2011-2015.

Various researchers have analyzed the milk production, factors influencing milk production, social economic profile of the co-operative milk society, performance of dairy industry, modern technology applications and economic impact of milk dairying. There is a research gap found by the researchers after carefully reviewing the research work of various researchers in this milk dairy industry. Not many studies have done in the area of milk consumption hence; the researcher would like to address this research gap by conducting a study on the households' consumption pattern of Aavin milk in Erode district.

METHODOLOGY

This survey based research study was aimed at household's consumption pattern of Aavin milk in Erode district. A comprehensive, structured questionnaire was drafted and pre-tested with help of a detailed review of literature relevant to the current field of investigation and discussion with the households in Erode district. The survey was carried out on 200 sample respondents. After all the questionnaires were collected back, the responses were tabulated. Each answer of the respondent was tabulated to its respective category. Primarily, chi square analysis was used to interpret the data. Secondary data were also used, which were sourced from research papers, journals, magazines and websites.

DATA ANALYSIS AND DISCUSSION

ANALYSIS-1: FAMILY SIZE OF HOUSEHOLDS AND MILK CONSUMPTION (LITRES), PRODUCT PREFERENCE

Null hypothesis (H0)

There is no significant difference among family size of households and milk consumption (litres), product preference.

Alternative hypothesis (H1)

There is a significant difference among family size of households and milk consumption (litres), Product preference.

Family Size of households	Calculated value	Table value	Degrees of freedom	Remark
Milk consumption (liters)	63.54	16.919	9	H0 is Rejected
Product preference	39.24	16.919	9	H0 is Rejected

INFERENCE

There is a significant difference among family size of households and milk consumption (litres), product preference.

ANALYSIS-2: NUMBER OF CHILDREN IN THE AGE GROUP OF 5 TO 16 YEARS AND MILK CONSUMPTION (LITRES), PRODUCT PREFERENCE, FACTORS INFLUENCING CUSTOMERS IN BRAND PREFERENCE

Null hypothesis (H0)

There is no significant difference among number of children in the age group of 5 to 16 years and milk consumption (litres), product preference, factors influencing customers in brand preference.

Alternative hypothesis (H1)

There is a significant difference among number of children in the age group of 5 to 16 years and milk consumption (litres), product preference, factors influencing customers in brand preference.

Number of children in the age group of 5 to 16 years	Calculated value	Table value	Degrees of freedom	Remark
Milk consumption (liters)	55.34	16.919	9	H0 is Rejected
Product preference	33.18	16.919	9	H0 is Rejected
Factors influencing customers in brand preference	64.18	16.919	9	H0 is Rejected

INFERENCE

There is a significant difference among number of children in the age group of 5 to 16 years and milk consumption (litres), product preference, factors influencing customers in brand preference.

ANALYSIS-3: HOUSEHOLDS WITH BOY-INFANTS AND MILK CONSUMPTION (LITRES), PRODUCT PREFERENCE, FACTORS INFLUENCING CUSTOMERS IN BRAND PREFERENCE

Null hypothesis (H0)

There is no significant difference among households with boy-infants and milk consumption (litres), product preference, factors influencing customers in brand preference.

Alternative hypothesis (H1)

There is a significant difference among households with boy-infants and milk consumption (litres), product preference, factors influencing customers in brand preference.

Households with Boy-infants -	Calculated value	Table value	Degrees of freedom	Remark
Milk consumption (liters)	29.7	16.919	9	H0 is Rejected
Product preference	23.56	16.919	9	H0 is Rejected
Factors influencing customers in brand preference	53.58	16.919	9	H0 is Rejected

INFERENCE

There is a significant difference among households with boy-infants and milk consumption (litres), product preference, factors influencing customers in brand preference.

ANALYSIS-4: HOUSEHOLDS WITH GIRL-INFANTS AND MILK CONSUMPTION (LITRES), PRODUCT PREFERENCE, FACTORS INFLUENCING CUSTOMERS IN BRAND PREFERENCE

Null hypothesis (H0)

There is no significant difference among households with girl-infants and milk consumption (litres), product preference, factors influencing customers in brand preference.

Alternative hypothesis (H1)

There is a significant difference among households with girl-infants and milk consumption (litres), product preference, factors influencing customers in brand preference.

Households with girl-infants	Calculated value	Table value	Degrees of freedom	Remark
Milk consumption (liters)	26.94	16.919	9	H0 is Rejected
Products preference	72.76	16.919	9	H0 is Rejected
Factors influencing customers in brand preference	40.57	16.919	9	H0 is Rejected

INFERENCE

There is a significant difference among households with girl-infants and milk consumption (litres), product preference, factors influencing customers in brand preference.

ANALYSIS-5: HOUSEHOLDS' INCOME AND MILK CONSUMPTION (LITRES), PRODUCT PREFERENCE, FACTORS INFLUENCING CUSTOMERS IN BRAND PREFERENCE, AVAILABILITY OF REFRIGERATOR, OPINION ON PRICE OF AAVIN MILK, EXPECTATION OF CUSTOMERS TOWARDS OFFERS WHILE PURCHASING MILK, SUITABLE MEDIA FOR ADVERTISEMENT/PROMOTION

Null hypothesis (H0)

There is no significant difference among households' income and milk consumption (litres), product preference, factors influencing customers in brand preference, availability of refrigerator, opinion on price of Aavin milk, expectation of customers towards offers while purchasing milk, suitable media for advertisement.

Alternative hypothesis (H1)

There is a significant difference among households' income and milk consumption (litres), product preference, factors influencing customers in brand preference, availability of refrigerator, opinion on price of Aavin milk, expectation of customers towards offers while purchasing milk, suitable media for advertisement.

Households income	Calculated value	Table value	Degrees of freedom	Remark
Milk consumption (liters)	75.25	6.919	9	H0 is Rejected
Product preference	40.35	16.919	9	H0 is Rejected
Factors influencing customers in brand preference	22.24	16.919	9	H0 is Rejected
Availability of Refrigerator	16.68	7.815	3	H0 is Rejected
Opinion on price of Aavin milk	25.72	21.026	12	H0 is Rejected
Expectation of customers towards offers while purchasing milk	29.94	16.919	9	H0 is Rejected
Suitable media for advertisement	38.19	16.919	9	H0 is Rejected

INFERENCE

There is a significant difference among households' income and milk consumption (litres), product preference, factors influencing customers in brand preference, availability of refrigerator, opinion on price of Aavin milk, expectation of customers towards offers while purchasing milk, suitable media for advertisement.

LIMITATIONS OF THE STUDY AND SCOPE FOR FURTHER RESEARCH

The scope of the study is restricted to Erode and its surroundings only.

Time constraint and resource constraint in view of this fact the results of the present study holds good for the market of Erode only.

Another possible limitation of the present study is that the sample being too small, the results as it provides might at best be signals rather than precise conclusions.

The analysis and findings are recommended only from the primary data of 200 persons so it is not that much accurate, but we can find out the mentality of the retailers in general.

Hence in the foreseeable future, in most of developing countries milk and milk products will not play the same roll in food as in the wealthy societies of developed countries. Pricing of the products and packaging is enabling to increase sales. A reduced price has been widely practiced in developing countries. Policies need to be brought in Indian Dairy scenario may be another area for future research studies.

FINDINGS

The study found that in the geographical area where the research was carried out, majority of the households have

- a) 3 to 5 members in their family
- b) 1 child in the age group of 5-16 years
- c) no boy-infant less than 5 years old
- d) no girl-infant less than 5 years old
- e) a refrigerator in their home.

The research also found that most of the households in the area earn a monthly income of Rs.10001 to 15000, consume 1-2 litres of milk, like the taste of Aavin milk, prefer buttermilk, and have been buying for the last 10 years but they have watched more Hatsun (competitor) advertisement than Aavin advertisements. The research also found that most of the households were highly satisfied towards availability, packaging, taste and freshness of milk but dissatisfied with the price of the milk.

The chi-square analysis highlights the following findings.

1. There is a significant difference among family size of households and milk consumption (litres), product preference.
2. There is a significant difference among number of children in the age group of 5 to 16 years and milk consumption (litres), product preference, factors influencing customers in brand preference.
3. There is a significant difference among households with boy-infants and milk consumption (litres), product preference, factors influencing customers in brand preference.
4. There is a significant difference among households with girl-infants and milk consumption (litres), product preference, factors influencing customers in brand preference.
5. There is a significant difference among households' income and milk consumption (litres), product preference, factors influencing customers in brand preference, availability of refrigerator, opinion on price of Aavin milk, expectation of customers towards offers while purchasing milk, suitable media for advertisement.

SUGGESTIONS

Majority of households prefer buttermilk of Aavin Therefore, Aavin should try to focus on cross selling of buttermilk to its milk consumers (households). The consumers buy Aavin milk for its taste. It has to be noted that milk consumers prefer taste over other requirements. Therefore, the taste of milk should be maintained through appropriate handling process.

Majority of consumers have been purchasing and consuming Aavin milk for more than 10 years. It shows that they are brand loyalist. This group of consumers should be recognized in the form of "membership schemes", gifts etc., so that positive word-of-mouth communication can be created.

The consumption pattern of consumer with children in the age group 5-16 years, boy-infants, girl-infants and consumers with varied income exhibit heterogeneous character. Therefore, special marketing strategy needs to be evolved to target these consumer groups.

More road shows and exhibitions could be conducted to demonstrate the positive impact of milk on health.

The company (Aavin) has to increase television advertisements since most of the households watch only other milk brand advertisements.

RESULTS AND CONCLUSION

Milk and Milk products are rated as one of the most promising sectors in food processing industry. The milk is used for the preparation of various milk products including milk sweets. In today competitive business environment, brands play a vital role. A key factor for the success of Branded Milk is mainly concerned with High Quality and Product Safety. The message will reach the people only through good advertisements. In this modern competitive world, customer mainly prefers taste and new style of package. Available data suggests that the share of consumer expenditure on milk and milk products is increasing both in urban and rural areas of India and this increase in consumption would again further enhance the momentum in the year to come. If suggestions given above are followed by the Erode District Co-operative Milk Producers' Union Limited, it can supply still better quality milk and milk products to the consumers in Erode District.

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