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A STUDY ON CONSUMER PREFERENCE TOWARDS SAKTHI MILK WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

India was the second largest producer of milk after the per capital availability of milk has improved over the year from 107 gm. /day in 1970 to 190 gm. /day in 1994. The recommendation is how ever 220 gm. /day. However, the estimated output will be around two million tones. The country's milk production in 1994-1995 was 63.5 million tones. The processing and marketing of dairy products because milk is an excellent source of proteins, carbohydrates, calcium phosphates. Vitamins and other important ingredients which are essential for physical and mental have assured market for milk.

KEYWORDS

milk production, dairy products, market, recommendation.

INTRODUCTION

In spite of the fact that the Indian cattle in an inevitable element in the agricultural sector as well as in supplying milk it did not receive due recognition till recent years. Though infrastructural facilities are promoted in a large scale still dairying faces many problems which make the progress of the same. Till recent years dairying was not considered as a business and there was no adoption of sciences and technology in either production (or) distribution today science in applied to every aspect of dairying namely in the areas of better production, procuring, storing and distribution without causing any damage (or) spoilage to the quality of milk.

OBJECTIVES

1. To study the consumer opinion and preference for Sakthi milk.
2. To study the consumer satisfaction towards use of Sakthi milk.

SCOPE OF THE STUDY

The study mainly has elicited views from consumers about price, quality, package, availability, sales promotion and encourages of Sakthi milk and enables to ascertain the respondent's level regarding the product; the study has been conducted among consumers at different place of Coimbatore city where Sakthi milk is marketed.

METHODOLOGY

The collected data have been categorized and processed manually as well as through computer. The important tools used for analysis are as follows.

- Percentage wise analysis

LIMITATIONS OF THE STUDY

- The study was limited to in Coimbatore city only.
- Due to time and distance constraints an extensive study was not possible.
- The researcher found that many of the respondents were busy in their work. So, it was difficult to interact with them further.

REVIEW OF LITERATURE

There is hardly any study available on consumers purchase behavior that deals exclusively with milk products. So in reviewing the literature, interest is focused on studies conducted, in India and abroad, delaying not only with milk products but also on such investigations as offers findings related to milk products.

1. **Shiralashetti and Hugar (2007)** in his article titled "Consumer Satisfaction with Special Reference to Milk Consumers in Gadag City" points out that more number of unpasteurized milk consumers' satisfaction level is high compared to pasteurized milk consumers towards quality, price and taste whereas it is the reverse towards supply of milk in the study area.

2. **Akbay and Tiryaki (2008)** in their study entitled "Unpacked and packed fluid milk consumption patterns" suggest that unpacked fluid milk preference is related positively to household size, income and age of the household head, and negatively to education level of the household head and status of the household wife. Similarly, pasteurized and sterilized fluid milk preferences are related positively to income and the education level of the household head, and negatively to household size and age of the household head. Results from these analyses are used to suggest techniques for marketing fluid milk products to specific segments of the consumer population

3. **D. Kalaivani (2015)** in her study focused to know the problems of milk producers towards supply of milk to Coimbatore district milk product union Ltd. The study revealed that for milk union often delayed the payment for milk supplied. They also expressed that all the quality of milk obtained was not purchased by the milk union.

DATA ANALYSIS AND INTERPRETATION**PERCENTAGE WISE ANALYSIS****TABLE 1: AGE WISE GROUP OF THE RESPONDENTS**

S. No	Particulars	Number of respondents	Percentage of Respondents
1	15-20	21	19.09
2	20-30	51	46.36
3	30-40	17	15.46
4	ABOVE 40	21	19.09
	Total	110	100

The above table shows that out of the total respondents taken for the study 46.36% respondents belongs to the age wise group of 20 to 30, 19.09% of them belong to 15-20 years and above 40 years remaining 15.46% of them belong to 30-40 years old.

Inference

The majority (50%) of the respondents are having age group between 20-30 year of their age category.

TABLE 2: OCCUPATIONAL STATUS OF THE RESPONDENTS

S. No	Particular	Number of Respondents	Percentage of Respondents
1	Business	11	10
2	Government employee	12	10.90
3	Private employee	27	24.55
4	Others	60	54.55
	Total	110	100

It is observed from the above table that total respondents taken for the study out of 54.55% of the respondents are others, 24.55% of the respondents are Private Employee, 10.90% of the respondents are Government Employee and 10% of the respondents are Business.

Inference

The above table reveals that among 110 respondents, majority of them are in other (54.55%).

TABLE 3: LEVEL OF SATISFACTION OF SAKTHI MILK

S.no	Particular	Number of respondents	Percentage of Respondents
1	Hygienic	23	21
2	Balanced nutritive value	17	15.4
3	Price	30	27.2
4	Capacity	13	11.8
5	Availability	27	24.5
	Total	110	100

It is observed from the above table that total respondents taken for the study out of 24.5% of the respondents are falls under the category of availability, 11.8% of the respondents are falls under capacity, 27.2% of the respondents are falls under price, 15.4% of the respondents are falls under the category of balanced nutritive value and 21% of the respondents are falls under hygienic category.

Inference

Therefore, it is concluded that, the majority of the respondents (i.e., 27.2%) are in the satisfaction level of price.

TABLE 4: HOW MANY PERSONS ARE IN YOUR FAMILY

S. No	Particular	Number of Respondents	Percentage of Respondents
1	2	8	14.04
2	3	12	21.05
3	4	30	52.63
4	5	7	12.28
	Total	57	100

The above table reveals that out of 57 number of married respondents, 27.27% of the respondents are having 4 members, 10.91% of the respondents are having 3 members, 6.36% of the respondents are having 5 members and 7.27% of the respondents are having 2 members.

Inference

The table 4.6 indices that out of 110 respondents, the majority of 4 number of persons in family.

SUGGESTIONS

1. Most of the consumers suggested that price and quality are the main factor for purchasing milk.
2. They feel that Sakthi price is high. Steps should be taken to reduce it, society price
3. It should adopt aggressive marketing strategies to expand its market size particularly in rural areas and micro towns.

CONCLUSION

A consumer is not someone to argue or match with the needs and satisfaction level differ from individual to individual and no company can satisfy the needs of consumers. Consumer oriented thinking helps the marketer to define consumer needs from the consumer's point of view. The present study attempts to bring out the factors leading to the purchase behaviour and perception of consumers in buying Sakthi milk.

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