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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	A STUDY ON MARKETING STRATEGY OF NANDINI MILK WITH SPECIAL REFERENCE TO TUMKUR MILK UNION LIMITED <i>C. T. CHANDRAPPA</i>	1
2.	INFLUENCE OF FACTORS, BENEFITS AND BARRIERS OF OUTSOURCING: AN EXPLORATORY STUDY OF INDIAN BANKS <i>POONAM RAUTELA, Dr. MADHULIKA P. SARKAR & Dr. REKHA GOEL</i>	5
3.	SECTORAL IMPACT OF COVID-19 PANDEMIC ON INDIAN AUTOMOBILE AND HEALTHCARE SECTOR <i>DHANUSH.L & RAMESH CHANDRA BABU</i>	15
4.	A COMPARATIVE STUDY ON THE WORK LIFE BALANCE OF WOMEN EMPLOYEES AMONG THE HEALTH AND IT SECTOR <i>SERIN SAJAN, RENCY JOSEPH & NEETHA FRANCIS</i>	24
5.	STUDY ON IPO REVIEW AND COMPANY PERFORMANCE: EVIDENCE FROM INDIA <i>RASHI MISHRA & Dr. ANURADHA R</i>	27
	REQUEST FOR FEEDBACK & DISCLAIMER	31

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A STUDY ON MARKETING STRATEGY OF NANDINI MILK WITH SPECIAL REFERENCE TO TUMKUR MILK UNION LIMITED

C. T. CHANDRAPPA

HEAD

DEPARTMENT OF COMMERCE

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TUMKUR**

ABSTRACT

The present study is an attempt to understand the marketing strategies adopted in TUMUL, pricing strategies, product quality strategies, effectiveness of promotional strategies, advertising strategies etc, in order to recognize the potential customers and their opinion about Nandini milk and milk products which helps in developing the products in better way. The main objective of the study is to understand the customers' opinion about the milk and milk products. Other objectives include understanding the marketing strategies adopted by the company, reasons for brand preference, effectiveness of promotional strategies, satisfaction level of customers and their suggestions. This study also serves as guidelines for the respective company. The research method used in the study is Descriptive research method. The data was collected from the customers of TUMUL through personal interview using structured questionnaire. The population for the study is customers of TUMUL and the size of the sample is 100. The data for the study was collected according to the convenience of researcher. From the study it is found that, customers came to know about Nandini milk through advertisement and have chosen TV advertisement as the best promotional strategy which influences them most while purchasing product like milk. The packaging of the product is good and also availability of the product is good. The price of the product is high as compared to competitors. Overall, the customers are highly satisfied with the milk and milk products of TUMUL. TUMUL can increase its sales through various promotional strategies and adequate advertisements. The company has maintained good quality; it should be maintained same in future also. It can adopt any new marketing strategy to give all time supply to retailers. TUMUL should approach the state government through proper channel for enhancing ksheera bhagya scheme to the school children for increasing its revenue. Consumer awareness programmes have to be conducted regularly to make them aware about the goodness of consuming Nandini brand milk and milk products, so that consumers do not shift to other brands. Thus, TUMUL can adopt various strategies to satisfy its customers and fulfill their expectations and requirements because marketing strategies plays a vital role in increasing the company growth and cater to the needs of customers which results in gaining competitive edge.

KEYWORDS

Nandini milk, TUMUL, milk products.

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1. COMPANY INTRODUCTION

The Tumkur Milk Union registered as "Tumkur Co-operative Milk Producers Societies Union Limited" under registrar of Co-operative societies act on 27th June 1977. The dairy co-operatives were established under the ANAND pattern in a three tier system. Formation of Village Level Dairy Co-operatives societies at village level, Milk Unions at District Level to take care of the procurement, processing and marketing of milk and Federation at state level to co-ordinate milk movement and marketing at the State level.

At present 1115 MPCs are functional. New societies will be organized in the uncovered areas based on milk potentiality, surplus and taking the cost of milk transportation. There are about 206 milk collections centers are working in the milk shed. These collection centers will be converted into societies. To encourage women members, every year it is planned to organize 60 societies. As at the end of June-2016, the Union has 1179 registered DCS and 1160 commissioned DCS. Out of which, 1115 are functional. There are 265 exclusive women DCS functioning. The marketing area includes entire Tumkur district and a small part of Bangalore urban and rural districts. The Union sells varieties of milks i.e. Toned Milk, homogenized toned milk, Homogenized Cow Milk, Samruddhi Milk and Shubam Milk. The other range of the products being manufactured and marketed includes Butter Milk, Curd, Ghee, Mysore Pak and Peda. Besides this, the Union sells all the products produced by Nandini Milk products, a unit of K.M.F. The Union is increasing its market share steadily. The present aggregate growth rate works out to be around 6% for the past 5 years. At present, we are marketing 2.34 lakh litres per day.

As on June-2020 the total Members enrolled was 261230. Out of which 105950 are Small farmers, 65000 are Marginal farmers, 40000 are Landless labour and others 50280. Out of Total Membership 76900 are women members, 25500 Schedule caste and 20720 are the Scheduled Tribe members.

2. OBJECTIVES OF THE STUDY

1. To understand the Marketing strategy of Nandini milk.
2. To identify the reason for preferring specific brand.
3. To understand the effectiveness of promotional strategies adopted by Tumkur Milk Union Limited for making customers loyal.
4. To identify the most preferred brand of milk.
5. To know the level of satisfaction of customers.
6. To provide valuable suggestions for successful marketing strategy.

3. RESEARCH DESIGN AND METHODOLOGY

STATEMENT OF THE PROBLEM

On the basis of the information given by the assistant marketing manager, the sales of Nandini is constant from few years, and there is no great amount of increase. And even customers of Nandini milk are not loyal as per the expectation of the organization. They keep on changing their preference of brand on purchasing Milk.

SCOPE OF THE STUDY

The study assesses the marketing strategies for NANDINI milk. The study has to be conducted among the people of different culture, profession and age groups. The study also covers consumers of various brands of milk, which reveals their preference of NANDINI milk, comparing and cons of trading NANDINI milk with its competitors helps to bring out suggestions and what people expect more from NANDINI milk.

LIMITATIONS OF THE STUDY

- The study is conducted with the assumptions that the information given by the respondents as correct.
- Due to time constraint the sample size is restricted to 100 respondents.
- The method selected is time consuming.
- Consumer preferences always fluctuate when the time passes, so this project may be invalid in future.
- Study is limited to only potential area of Tumkur city due to limitations of time.

RESEARCH METHODOLOGY

To gather the information for fulfilling the objective of the research, descriptive research was conducted. Descriptive study wants to portray the characteristics of individual or situation. Primary source of data is obtained through structured questionnaire. 26 questions were asked. Among which 24 questions were close ended and 2 were open ended questions to the consumers using Likert five-point scale and three-point scale, it has been used to explore the information about promotional strategy and opinion based questions are used to gather information about different parameter such as packing, quality, price and marketing activities.

SOURCE OF DATA

Primary source of data is obtained through structured questionnaire; 28 questions were asked to 100 customers who are consuming various brand of milk in different retail stores of Tumkur.

Discussion with marketing manager, Assistant marketing manager and with employees in Accounts section.

TOOLS AND TECHNIQUE

Sampling Instrumental techniques, such as percentages for generalizing table for analyzing the charts were used in this study.

SAMPLE SIZE

To collect the information, 100 customers are randomly selected from the total population of very huge amount of customers, based on the convenience sampling method depending on the time and location pertaining to the customers.

CONTACT METHOD

The contact method included personnel interviewing with the help of questionnaires.

SAMPLING METHOD

Sampling Technique: Convenience random sampling is done by distributing the questionnaire to respondents home itself and collected back after 1 day.

Instrumentation Technique: Sampling instrumentation techniques such as percentages for generalizing tables for analyzing the charts as pictorial understanding were used in this study.

4. DATA ANALYSIS AND INTERPRETATION**TABLE 1: AGE GROUP OF THE RESPONDENTS**

Description	No. of respondents
Below 20	13
20-30	21
30-40	25
40-50	20
Above 50	21
Total	100

Source: Primary Data.

Interpretation: Among 100 respondents, 13% are of Age group below 20 years, 21% respondents are of age group 20 to 30, 25% of respondents are of age group 30 to 40, 20% of respondents are of age 40 to 50 and 21% of respondents are of age group Above 50 years. Most of the respondents are of age 30 to 40 years (25%).

TABLE 2: THE WAY IN WHICH RESPONDENTS ARE AWARE OF NANDINI MILK

Description	No. of respondents
Advertisement	62
Friends	4
Brand familiarity	34
Total	100

Source: Primary data.

Interpretation: Among the 100 respondents surveyed, 62% of respondents are aware about Nandini milk through advertisements, 4% of respondents are aware about Nandini milk by friends and 34% of respondents are aware about Nandini milk by brand familiarity. Most of respondents are aware about Nandini milk through advertisements (62%).

TABLE 3: AMONG THE PROMOTIONAL STRATEGY WHICH INFLUENCES THE MOST WHILE CHOOSING PRODUCT LIKE MILK

Description	No. of respondents
TV Advertisement	49
News papers	32
Hoardings (bill board)	19
Total	100

Source: Primary data.

Interpretation: Among the 100 respondents surveyed, 49% of respondents choose TV advertisement as the best promotional strategy for the product like Milk, 32% of respondents chooses Newspaper as the best promotional strategy for the product like milk and 19% of respondents chooses Hoardings as the best promotional strategy for the product like milk. Most of the respondents choose TV advertisement as the best promotional strategy for product like milk (49%).

TABLE 4: RESPONDENT'S OPINION ON PACKING OF NANDINI MILK

Description	No. of respondents	Percentage
Good	29	49%
Bad	2	3%
Average	28	48%
Total	59	100%

Source: Primary data.

Interpretation: Among 59 respondents surveyed, 49% of respondent's opinion on packing of Nandini milk is good, 3% of respondent's opinion on packing of Nandini milk is Bad and 48% of respondent's opinion on packing of Nandini milk is Average. Most of the respondent's opinion on Nandini milk's packing is Good (49%).

TABLE 5: RESPONDENT'S OPINION ON PRICE OF NANDINI MILK

Description	No. of Respondents	Percentage
Affordable	9	16%
Reasonable	20	34%
High	23	39%
Low	2	3%
Encouraging	5	8%
Total	59	100%

Source: Primary data.

Interpretation: Among the 59 consumers surveyed, 16% of respondent's opinion on price of Nandini milk is Affordable, 34% of respondent's opinion on price of Nandini milk is reasonable, 39% of respondent's opinion on price of Nandini milk is High, 3% of respondent's opinion on price of Nandini milk is low and 8% of respondent's opinion on price of Nandini milk is Encouraging. Most of the respondent's opinion on price of Nandini milk is High (39%).

TABLE 6: RESPONDENT'S OPINION ON QUALITY OF NANDINI MILK

Description	No. of respondents	Percentage
Lost for longer period of time	4	7%
Hygienic	29	49%
Easily perishable	0	0
Thickness of Milk	13	22%
Suitable for all sorts of consumption	13	22%
Total	59	100%

Source: Primary data.

Interpretation: Among the 59 consumers surveyed, 7% of respondent's opinion on quality of Nandini milk is lost for longer period of time, 49% of respondent's opinion on quality of Nandini milk is Hygienic, none of the respondent's opinion on quality of Nandini milk is easily perishable, 22% of respondent's opinion on quality of Nandini milk is thickness of milk and 22% of respondent's opinion on quality of Nandini milk is it is suitable for all sorts of consumption. Most of the respondent's opinion on quality of Nandini milk is it is Hygienic (49%).

TABLE 7: AVAILABILITY OF NANDINI MILK AT ANYTIME

Description	No. of respondents	Percentage
Yes	29	49%
No	30	51%
Total	59	100%

Source: Primary data

Interpretation: Among the 59 consumers of Nandini milk, 49% of them told that Nandini milk will be available at any time and 51% of the respondents told that it is not available at any time. Majority of respondents told that it is not available at any time (51%).

TABLE 8: SATISFACTION OF RESPONDENTS TOWARDS NANDINI MILK

Description	No. of Respondents	Percentage
Yes	55	93%
No	4	7%
Total	59	100%

Source: Primary data

Interpretation: Among the 59 consumers surveyed, 93% of respondents are satisfied with Nandini milk and 7% of respondents are not satisfied with Nandini milk. Most of the respondents are satisfied with Nandini milk (93%).

5. FINDINGS AND RECOMMENDATIONS

FINDINGS

- Most of the consumers of Nandini milk belong to the age group of 30 to 40 years.
- Majority of respondents came to know about Nandini milk through Advertisements.
- Most of the respondents choose TV advertisement as the best promotional strategy which influences them most while purchasing product like milk.
- Most of the Nandini milk consumer's opinion on packaging of Nandini milk is good.
- Most of the Nandini milk consumer's opinion on price of Nandini milk is high.
- Most of the Nandini milk consumer's opinion on quality is Hygienic
- Most of Nandini milk consumers have told that Nandini milk will be available at any time.
- Majority of Nandini milk consumers are highly satisfied with it.

RECOMMENDATIONS

- TUMUL can concentrate more on TV advertisement, according to respondents, it is best promotional strategy which influences most while purchasing product like Milk.
- Consumers are influenced by quality factor more while purchasing Milk, TUMUL has maintained good quality, it should be maintained same in future also.
- TUMUL should concentrate more on packing of Milk, because some of respondent's opinion on packing is average.
- TUMUL can adopt any new marketing strategy to give all time supply to retailers, where majority of non-satisfied Nandini consumer's opinion is that, it is not available when they are needed, especially in odd times.
- TUMUL should approach the state government through proper channel for enhancing Ksheera Bhagya scheme to the school children from 3 days to 5 days for increasing its revenue.
- TUMUL instead of supplying milk to some other states for making milk powder and butter, it should take necessary steps for establishment of their own plants for making milk powder and butter, so that it helps in generating employment opportunities and also increasing profits.
- As cost of production and distribution of milk and milk products increases continuously, it is advisable to increase the prices of milk and milk products from 3 to 5% every year.
- TUMUL is advised to innovate and introduce some new milk based products to satisfy the varied needs of the customers.
- Consumer awareness programmes have to be conducted regularly to make them aware about the goodness of consuming Nandini brand milk and milk products, so that consumers do not shift to other brands.

6. CONCLUSION

In current scenario, TUMUL (Nandini Milk) is one of the leading brand in milk and milk products in the market. Marketing strategies plays a very important role to gain competitive advantage.

From this survey, it was found that majority of the consumers are satisfied with the milk and milk products of TUMUL. The factors like quality, packaging, promotional strategy, advertisement, availability etc has helped in creating customer acceptance towards Nandini Milk products. As such, consumers expect the company to adopt desirable price strategy, receive and implement customer suggestions which thereby leads to higher customer satisfactions towards Tumkur Milk Union Limited.

Thus, it is concluded that by implementing best marketing strategies which includes pricing strategy, promotional strategy, packaging, quality etc., the TUMUL can gain more market share and become a market leader over its competitors.

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