CHAPTER V

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION
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This chapter is devoted for giving summary of findings made from the study and offering suitable suggestions to improve the quality of branded packaged milk marketed by public and private companies to the consumers in Salem District. The findings are presented on the basis of different tools of analysis such as Percentage analysis, Chi-Square analysis, ANOVA, Multiple Regression analysis, Multi Discriminate analysis and Factor analysis.

5.1 FINDINGS OF THE STUDY

- It is observed that majority (68.0%) of the respondents’ monthly household expense is below Rs.5000. This is mainly due to the low cost of living in Salem district and the conservative spending pattern of the consumers.

- It is found that majority (94.5%) of the consumers are regularly buying milk. Only a few buyers are not buying milk daily.
The study revealed that Aavin (100.0%), Arokya (100.0%) and Komatha (86.3%) brands are enjoying high brand popularity among the consumers in the study area.

From the analysis, it is observed that among the packaged milk brands, Aavin (69.00%) is the most preferred brand and followed by Arokya (22.67%) brand. Komatha (8.33%) brand is the least preferred brand in the market.

It is interesting to note that in majority of the respondents’ (93.5%) home, the meal planners were making the decision in buying milk.

It is found from the analysis that majority (61.3%) of the respondents were influenced by their own personal preferences in preferring and buying a milk brand. It is also found that the role of husband in milk purchasing decision was comparatively less than that of the housewife.

From the analysis, it is observed that significant number of consumers (50.3%) have the habit of adding water to milk and equal number of consumers do not have such habit of adding water to the milk (49.7%).
• The study showed that the consumers are using the milk mostly for drinking as milk itself, preparing curd and preparing beverages like Coffee, Tea etc...

• It is interesting to observe that ‘Freshness’, ‘Thickness’ and ‘Nutritive value’ are the very important attributes of milk that influence the brand preference of the consumers.

• It is found from the analysis that consumers are highly satisfied with the freshness (46.5%) and hygiene (45.5%) factors of the brands that they are using.

• The study showed that suitability of milk types for different preparations, standardized milk contains 4.5% fat, 8.5% SNF and presence of bacteria in milk are the facts that majority of the consumers are aware of. It is interesting to note that majority of the respondents are not aware of other facts about milk which ultimately constitute the base for their preference towards a brand of milk.

• From the analysis, it is observed that Television, Newspapers and Magazines are the most effective media in communicating to target consumers.

• It is found from the analysis that majority of the consumers (81.8%) felt that the milk suppliers are rendering overall satisfactory service,
but the consumers (86.2%) are facing problem in tendering and getting balance money while buying milk.

- From the analysis, it is observed that majority of the respondents are aware of the information about ‘Maximum Retail Price’ and ‘Quantity’ printed on the milk sachet, whereas they have not noted other details printed in the cover.

- From the study, it is observed that majority of the respondents felt that Aavin milk cover designs are not attractive, quality of the cover is poor, the milk cases are not cleaned properly, and the appearance of the Aavin milk kiosks is not impressive. Further it is noted that the respondents felt that, the Arokya milk cover is thick and not prone to leakage and the Arokya Kiosks are clean and creates good image about the product and the company.

- It is also found that majority of the shopkeepers, company agents and door-to-door milk vendors were lacking professional approach in dealing with consumers and consumers’ problems.

- It is found that Television (74.3%) is the most effective and suitable medium for the branded milk advertisements.

- It is interesting to note that consumers buy a particular brand without giving importance to its varieties and normally continue to
buy the same brand of milk as long as the brand is available in the place of their purchase.

- From the analysis, it is noted that there is no close relationship between the level of education and the consumers’ level of brand preference. Further, it is observed that, the respondents with Post graduate level of education have more level of preference to the milk brands.

- From the analysis, it is observed that there is close relationship between the occupation and the level of preference to the milk brands and the respondents who are running own business are having more level of preference towards the milk brands than the consumers who are in private service, government service and daily labour categories.

- It is found from the analysis that there is close relationship between the family size of the respondents and their level of preference to the milk brands. Further, it is observed that the respondents whose family size consist of above 5 members have more level of preference to the milk brands than the respondents whose family size falls into either up to 3 members category or above 5 members category.
• From the analysis, it is concluded that there is close relationship between monthly income of the respondents and their level of preference to the milk brands.

• From the analysis, it is noted that respondents whose monthly income is between Rs. 5000 and Rs. 10000 have perceived the maximum level of preference to the milk brand.

• From the analysis, it is concluded that there is close relationship between amount spent on milk per month by the respondents and their level of preference to the milk brand.

• The analysis showed that the respondents who spend between Rs. 500 and Rs. 1000 per month for milk have perceived the maximum level of preference to the milk brands.

• From the analysis, it is found that people have maximum level of preference towards standardized milk type rather than Toned and Full Cream types of milk.

• From the analysis, it is concluded that there is close relationship between quantity of milk purchase of the respondents and their level of preference to the milk brand.
• The analysis revealed that the respondents who buy ½ litre to 1 litre milk quantity have perceived the maximum level of preference to the milk brands.

• From the analysis, it is inferred that there is close relationship between place of milk purchase of the respondents and their level of preference to the milk brand.

• From the study, it is found that respondents who buy milk from milk booths have perceived the maximum level of brand preference.

• From the analysis, it is observed that there is no close relationship between mode of payment of the respondents and their level of preference to the milk brands.

• From the analysis, it is found that the respondents who buy milk based on immediate cash payment have perceived the maximum level of preference to the milk brands.

• From the analysis, it is found that the place of purchase and amount spent on milk per month are significantly discriminating the high user and low user respondents groups. These are the variables that account for the largest proportion of inter-group differences.
• It could be found from the analysis that most of the consumers prefer brand image and company’s advertisement factors in the milk promotion and the least preferred factor is the free gifts with the milk.

• From the analysis, it is found that most of the consumers prefer easy availability and regular supply factors in the milk distribution system and the least preferred factor is the payment terms.

• It could be found from the analysis that most of the consumers prefer freshness, thickness and nutritive value factors in the milk product and the least preferred factor is the information given in the label.

• From the analysis, it is found that eight factors namely, nutritive value, customer friendly, social behaviour, trust level, supplier loyalty, timeliness, convenience, and need fulfillment constitute the reasons behind consumers’ preference towards unorganized milk vendors over the branded milk suppliers.
5.2 SUGGESTIONS

Based on the findings made in the study the following suggestions were made

1. As the people from all walks of life have been consuming milk and milk products, company can go for introduction of new, attractive and innovative products like Baby milk, Added nutrition for school going children, Extra nutrition for sports person, Diet milk for pregnant mothers, Calorie conscious milk for patients and aged persons. This will result in increasing the number of new milk consumers and retain the existing consumers.

2. The five underlying factors namely freshness, nutritive value, low price, easy availability, and brand image makeup the measures of consumers’ preference. It is suggested that these dimensions should be the integral components of the Unique Selling Proposition of the dairy industries.

3. Rural marketing is not fully encashed by branded milk companies. Among the rural consumers the consumption of branded milk is very meager. It shows that they rely more on the unbranded milk and are unaware about the processed milk’s usage and benefits.
Hence, branded milk companies should create awareness among consumers about the usage and benefits of processed milk, milk varieties and their constituents.

4. Though advertisements play a dominant role in influencing the milk customers, sales promotion offers could also be introduced by milk companies to a greater extent to influence the customers to purchase the branded milk. The sales promotional tools like organizing road shows, contests for meal planners, contests for school children, point of purchase displays, awareness creation rallies, gifts would be appropriate to attract customers.

5. The price is an important factor that influences the purchase of the milk. Hence, the milk should be reasonably priced. It is suggested to price the milk in full denominations, unlike the current price tags like Rs10.50, Rs. 8.25 Rs 4.75 etc, in order to avoid unnecessary tension among both consumers and vendors over the ‘balance money tendering’ issue. The companies should itself make necessary arrangements to supply required coins to the milk vendors. Designing of price offer in a manner to incorporate flexible payment and credit terms could also be done.
6. Regarding packaging it could be sold in varied sizes to suit buyer’s requirements. The quality of the milk covers should be improved so as to prevent any damage or leakage of the milk. The covers also should be designed in attractive way.

7. Among the milk brands available in the market, most of the consumers purchase Aavin brand. The other brands do not have a good share in the study area. Hence, the other brands of milk should try to get more market share both in urban and rural areas with creation of brand awareness and making the product widely available.

8. The milk companies should create brand awareness with the help of mass advertising media, because advertisements are a major source of information for the consumers who come to know of the products through advertisements.

9. It is suggested to implement scientific selection of agents, who could able to deliver satisfactory services to the customers in a professional way. Periodical agents training can be organized to train them in acquiring product knowledge, promoting the products and to handle customers and their problems professionally. Performance Appraisal and performance based incentives, regular
surprise visits and periodical inspection to the supply points can be done to improve the performance of the vendors.

10. Distribution points should be expanded to match the requirements of the customers. It is also very important from company’s point of view, to guarantee that their brand is always available in the retail stores and milk booths or else there is every possibility that in an out of stocks situation a customer who regularly buys a brand may change to another brand which is available at all times.

11. To enjoy the substantial competitive and economic advantage provided by a loyal customer base, such as the price tolerance, companies should manage not only the customer satisfaction with the intrinsic characteristics of the brand, but also other more abstract attributes of the brand. Consumers associate branded milk with ‘good quality’. To successfully promote a milk brand and to retain the customer loyalty, the marketer must ensure that the brand image of milk is maintained at high level. This perception would help the customers to feel secured and therefore trust the brand to meet their future expectations.
POLICY IMPLICATIONS

• An institution to impart training in dairy science and technology should be established to meet the manpower requirements of dairy processing and marketing industries.

• Promotion of general awareness to the consumer by encouraging consumer education and supplying information by the way of publishing periodical and milk specific booklets, pamphlets, cassettes, CDs, slides, documentary films and other devices of mass communication for promoting consumer awareness in English and regional languages, highlighting the various facts of the milk and processing of milk.

• Enlighten the business community on its ethical and legal obligations to maintain quality of the milk.

• Offering financial and technical help to milk unions and federations in areas such as sales promotion, consumer education, distribution infrastructure development etc.

• Establish links with educational institutions like universities, colleges, high schools to emphasize the need for improving consumer education about the milk and milk products.
• The cooperatives should be allowed to formulate their own method of promotions rather relying on the common promotional strategies.

• The private sector players also should jointly hold the social responsibility of meeting shortage and selling of milk at controlled prices to the consumers with the co-operatives.

• Introduction and improvement of marketing systems and processes necessary to perform better in a competitive marketplace. Strategic alliance with competitors, to adopt integrated marketing approach with a common brand name to focus on the development of a strong brand and to reduce cost of promotion could be suggested.

• Unorganized sector milk trade needs to be regulated and all organized milk processors and suppliers should be brought under the ambit of quality control officer of the State. Different brands of milk sold in any part of the State should be required to confirm to the standards prescribed by the State.
5.3 CONCLUSION

Globalization and Liberalization are the mantras of the new economy today, which is now on the fast track. Industrial production is rapidly moving forward. The dairy industry is no exception. With the World Trade Organization (WTO) effective from 01 April 2001 and the imports and exports getting liberalized in the global economy, the dairy industry, which includes dairy products, faces both an opportunity for growth as well as a threat for its growth. There is no doubt that there is tremendous scope for the growth of the dairy industry in the new millennium. In this study the researcher has attempted to analyze the buyer behaviour of households in fluid milk purchase and an in-depth analysis was carried out to identify the factors influencing exclusive purchase of branded milk. The results of the study are applicable to organized sector dairies which market pasteurized branded fluid milk. It is suggested that the dairies should analyze their marketing mix elements and improve the marketing efforts so as to maintain loyal customer base and towards achievement of their goals.
A study of this kind will facilitate in understanding the consumption pattern and buying behaviour of the fluid milk consumers. This study is confined to selected consumers in the Salem district. The study offers an extended scope for further research with relevance to other areas of Salem, other districts and other states also. Further, the study was confined to fluid milk alone. There is a scope for research in studying the consumption pattern and buying behaviour of other dairy products like Ghee, Butter, Ice-cream, Milk Powder etc. The behaviour of bulk buying segment in the fluid milk market could also be studied to arrive to replicate and validate the findings of the current research. A study also can be made on milk distribution channels to understand the problems of milk distributors and retailers, and to device suitable distribution strategies for efficient and effective milk distribution system. Further, a study can be made about incorporating the traditional vendors into the organized sector dairies and its outcome could be tried. The researcher would feel amply rewarded if this research work is found to be useful to the dairies marketing branded pasteurized milk in one way or the other. It is further hoped that the dairies would understand the mind of the consumers and direct their marketing efforts to its success.