Chapter V

Summary of Findings and Suggestion
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INTRODUCTION

This chapter is devoted for giving summary of findings made from the study and offering suitable suggestions to improve the quality of milk and other milk products supplied by the union and its services to the consumers in and around Erode District.

FINDINGS

Profile of the Respondents

Out of 200 respondents, 39 percent fell under the age group of young up to 30 years:33 percent were of the between 31 and 50 years and the remaining 28 percent were above 50 years old. 24 percent of the respondents were males and 76 percent were females.

As high as 40 percent of the respondents were postgraduates whereas 24.5 percent of them had completed under graduation. The next 19.5 percent of them had schooling but only 5.5 percent of them were diploma holders. There were also 10.5 percent illiterates among the respondents.

Of the total respondents 10.5 percent were agriculturists, 11.5 percent businessmen, 16 percent professionals, 15.5 percent employees, and the remaining 46.5 percents students and housewives.

Among the respondents 66 percent were married and the rest 34 percent were unmarried.
Among the respondents the majority of 52.5 percent had a family size of 4 to 5 members; whereas 31.5 percent above 5 members and the remaining 16 percent up to 3 members.

Among the total respondents 24.5, 36, 25, 12.5 and 2 percents had a family monthly income of up to Rs.5000, from Rs.5001 to Rs.10,000 from Rs.10001 to Rs.15000, from 15001 to Rs.20000, and above Rs.20000 respectively.

A majority of 70 percent of the respondents made a daily purchase of Aavin milk ranging up to 2 liters.

As high as 81.5 percent of them had been buying Aavin milk for a period ranging up to 6 years.

43.5 percent of the respondents were purchasing Aavin milk from agent milk booth whereas 21.5 percent of them from supply union employees and 35 percent of them from private shop.

As high as 68.5 percent of the respondents were buying standardized milk whereas only 31.5 percent of them whole milk. This shows that the majority of 68.5 percent of the respondents used to buy only standardized milk.

According to 26 percent of the respondents Aavin milk was available throughout the day, 30 percent of them only during morning, and 8 percent of them only during evening, but as high as 36 percent of the respondents stated that the availability of Aavin milk was both during morning and evening.

To buy Aavin milk initially, among the respondents as high as 36 percent were motivated by self-realization; another 28 percent by advertisement for Aavin milk; the next 27 percent by advertisement for Aavin 27 percent by the other factors such as quality, etc.
As high as 47 percent of the respondents were purchasing Aavin milk for the purpose of drinking. Whereas 18 percent of them were using Aavin milk to prepare beverages, another 25.5 percent of them for preparing curd & butter milk and the remaining 9.5 percent of them for the other purposes like getting butter/ghee, etc.

The majority of 57 percent of the respondents bought Aavin milk for its quality (balanced nutritive value) and hygiene.

The majority of 59 percent of the respondents had nothing complain about the Aavin milk.

Satisfaction of Consumers Regarding Aavin Milk in Erode Town

Among the respondents who had low level of satisfaction the majority were middle-aged (42.1 percent) and the old (36.8 percent) whereas out of the respondents who had medium level of satisfaction the majority were young (38.1 percent) and middle-aged (33.3 percent) and of the respondents who had high level of satisfaction the majority were of young age up to 30 years (52.6 percent).

There is no any significant relationship between the age and satisfaction of the respondents regarding Aavin milk.

Among the respondents who had low, medium and high levels of satisfaction the majority were the female ones in each case constituting more than 73 percent.

There is no any significant relationship between the gender and satisfaction regarding the Aavin milk among the respondents.
The respondents who held postgraduate degrees were more in number constituting at least 31.58 percent in each case among those who had low, medium, and high levels of satisfaction.

There is no any significant relationship between the level of education and satisfaction regarding the Aavin milk among the respondents.

Housewives and students were the majority constituting at least 41.9 percent in each case among the respondents who had low, medium, and high levels of satisfaction.

There is a significant relationship between the occupation of respondents and their satisfaction regarding Aavin milk.

Among the respondents who had low, medium and high levels of satisfaction the majority were married ones representing at least 56.1 percent in each case.

There is a significant relationship between marital status and satisfaction regarding the Aavin milk among the respondents.

Among the respondents who had low level of satisfaction the majority (52.63 percent) had a family size of above 5 members; but among the respondents who had medium and high levels of satisfaction the majority (at least 53.3 percent) were those who had a family size of 4 to 5 members.

There is a significant relationship between the family size satisfaction regarding the Aavin milk among the respondents.
Among the respondents who had low and medium levels of satisfaction the majority (68.4 percent) were falling under the income group (from Rs.5001 to Rs.15000), but of those who had high level of satisfaction the majority (70.17 percent) had a family monthly income up to Rs.10000.

There is no any significant relationship between the respondents' family monthly income and satisfaction regarding Aavin milk.

Among the respondents who had low level of satisfaction the majority (54.2 percent) of them purchased up to 3 liters of Aavin milk daily whereas out of the those who had medium and high levels of satisfaction the majority (at least 65.7 percent of them in each case purchased up to 2 litres of Aavin milk daily.

There is a significant relationship between the respondents' daily purchase of Aavin milk and their satisfaction regarding the same.

Among the respondents who had low level of satisfaction regarding Aavin milk the majority (47.34 per cent) had a purchasing period of more than 3 and for 6 years, whereas among the respondents who had medium and high levels of satisfaction the majority (atleast84.76 percent) had a purchasing period of less than 3 years and up to 6 years.

There is no any significant relationship between the respondents' duration of buying Aavin milk and satisfaction regarding Aavin milk.

The majority of respondents to the least 73.7 percent were buying Aavin milk through agent milk booth and private shop.

There is no significant relationship between the source of buying Aavin milk and satisfaction regarding the same among the respondents.
Among the respondents who had low, medium and high levels of satisfaction the majority (at least 61.9 percent) purchased the standardized milk of Aavin only.

There is a significant relationship between the type of Aavin milk purchased and satisfaction regarding the Aavin milk among the respondents.

Among the respondents who had low level of satisfaction the majority (65.8 percent) were of the opinion that the Aavin milk was available only during morning and throughout the day; whereas among those who had medium and high levels of satisfaction the majority (68.4 percent) stated that the same was available throughout the day excluding night, and during both morning and evening respectively.

There is a significant relationship between the availability of Aavin milk and satisfaction regarding Aavin milk among the respondents.

Among the respondents who had low level of satisfaction all the four factors namely friends and relatives advice, advertisement, self-realization and any other factors like packing, etc., and among those who had medium and high levels of satisfaction the factors such as self-realization, advertisement and friends and relatives played an important role in motivating them to buy Aavin milk.

There is no any significant relationship between the factors motivating the respondents to buy Aavin milk and their satisfaction regarding Aavin milk.

Among the respondents who had low, medium and high levels satisfaction the majority (at least 36.8 percent) used Aavin milk for drinking making beverages and preparing curd.
There is a significant relationship between the purpose of using Aavin milk and satisfaction regarding Aavin milk among the respondents.

Among the respondents who had low level of satisfaction price, hygiene and quality in terms of balanced nutritive value played their role to make them buy Aavin Milk. Among those who had medium and high levels of satisfaction its quality in terms of balanced nutritive value, hygiene and easy availability were the important reasons for buying Aavin milk.

There is no significant relationship between the reason for buying Aavin milk and satisfaction regarding Aavin milk among the respondents.

SUGGESTIONS

- To improve the performance of the Union it should maintain good relationship with the agents and customers.
- The Union should improve the quality of milk.
- The price should be comparatively moderate with other brands.
- The union should improve the packing of the milk and the package should state the expiry time of the milk.
- The union should increase the number of Aavin milk booths and expand the door delivery system to increase the sale of Aavin milk.
- The union should make arrangements for 24 hours service to the consumers in the booths.
- Polythin package of Aavin milk affect the health of the consumers. So the Union must find the alternate for packing the milk.
- The Union should create awareness about the Aavin milk products in other areas in Erode town, whereas the same are inadequately patronized by the milk consumers.
CONCLUSION

If the 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 and around Erode District.