

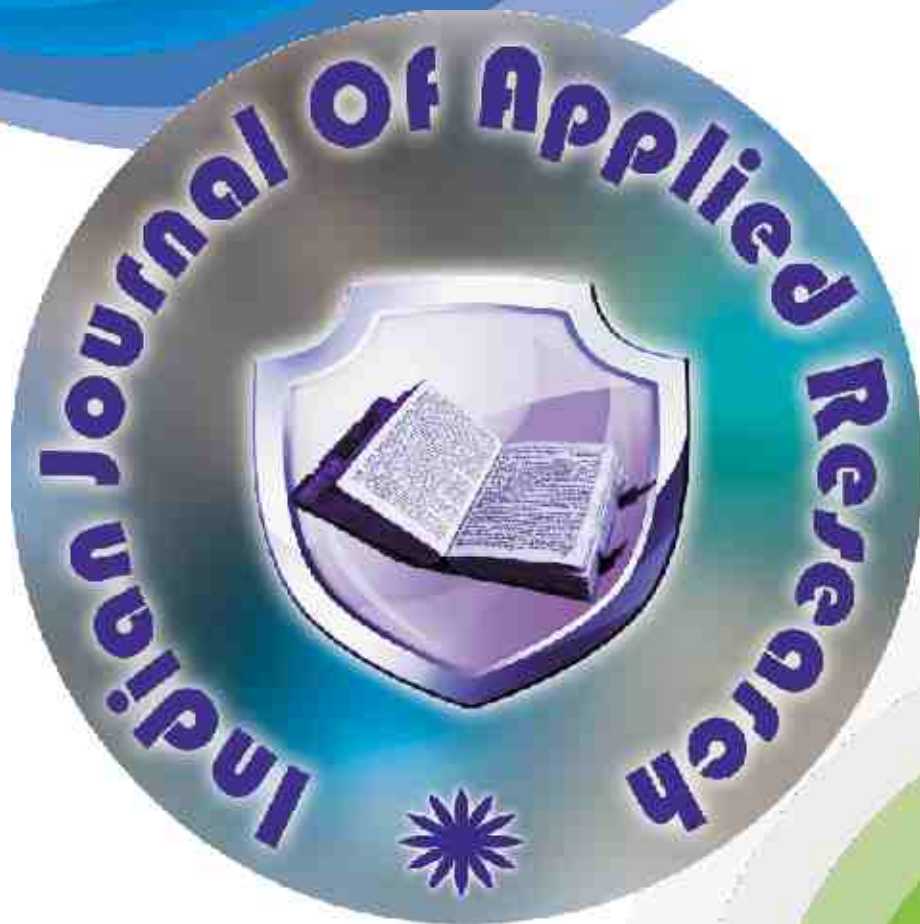
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Index

Sr. No	Title	Author	Subject	Page No.
1.	Assay Of Triphenylmethane Reductase Enzyme And PCR-Based Identification Of TMR Gene In Enterobacter Asbriae Strain XJUHX-4TM	Tina Mukherjee, Mounita Bhandari, Manas Das	Biotechnology	1-2
2.	An Analysis Of Growth Of Credit Card Industry	Dr. A. Vinayagamoorthy, K. Senthikumar	Commerce	3-5
3.	Impact Of Pre-Merger And Post Merger On Financial Performance (With Reference To Private Sector Banks)	Dr. Shital Vekariya	Commerce	6-8
4.	Relativity On Climate And Competencies In Human Resource Development With Reference To Neyveli Lignite Corporation Ltd,	S. Jayakumar. Dr. R. Ramachandran	Commerce	9-11
5.	Human Resource Outsourcing: A Strategy For Gaining Competitive Advantage	Dr. Santosh M. Singh	Commerce	12-13
6.	Relationship Between EVA And ROI And MVA (A Case Study Of Ten Manufacturing Industries In India)	Dr. Shivani Gupta	Commerce	14-15
7.	Modeling The Traits Of An Effective Teacher At Higher Education	Dr. Haridayal Sharma	Commerce	16-17
8.	Mahatma Gandhi National Rural Employment Guarantee Act (Mgnrega): Issues And Challenges	Dr. Mohd. Ashraf Ali, Mushtaq Ahmad	Commerce	18-20
9.	Standardisation And Grading	Viram. J. Vala, Dr. Vijay Kumar Soni	Commerce	21-22
10.	Profitability Of Selected Information Technology Companies In India	Dr. M. Jegadeeshwaran, C. Udaya	Commerce	23-25
11.	Emerging Trends In The Indian Media And Entertainment Industry	Dr Mahalaxmi Krishnan	Commerce	26-27
12.	Inventory Management Strategies And Control Techniques: An Empirical Investigation Of Small Scale Industries	Vipul Chalotra, Neetu Andotra	Commerce	28-30
13.	A Study On Performance Indicators Of Commercial Banks	Dr. G. Ganesan, P. Parthasarathy	Commerce	31-33
14.	Improved Approaches To Coreference Resolution In Machine Learning	Kuldeep Singh Raghuvanshi, Ashwini Kumar Verma	Computer Science	34-37
15.	Security Issues & Controls In Cloud Computing	V. Naga Lakshmi	Computer Science	38-40
16.	Human Development Index Of De-Notified Nomadic Castes In Maharashtra Division: A Study Of Jalna And Aurangabad Districts	Dr. Ashok Pawar	Economics	41-43
17.	Public Private Partnership In Rural & Urban Projects In India	Dr. Ashok S. Pawar, Dr. Shankar B. Ambhore	Economics	44-45
18.	Populace Insight On Development In Public Health Sector Of India Subsequent To Functioning Of National Rural Health Mission	Krishnakant Sharma	Economics	46-49
19.	Problems Of Rural Women Entrepreneurs In India: A Conceptual Overview	C. Jeyasri Usha N Devi, Dr. A. Sankaran	Economics	50-52
20.	Poverty Of Banjara And Vanjari Communities In India	Tidke Atish S., Dr. Pawar Ashok S.	Economics	53-54
21.	India And China: Economic Reforms And WTO	Dr. Surinder Kumar Singla, Dr. Kulwinder Singh	Economics	55- 56
22.	Implementing Life Skill Education Strategies In Teaching – Learning Process	R. Kalaiselvi, Dr. A. Palanisamy, Dr. A R. Saravanakumar	Education	57-59

23.	Utilisation Of Modern Technology By The Teachers In Pupil Processing Organisation	Dr. P.Paul Devanesan, Dr A. Selvan	Education	60-61
24.	Impact Of Vocational Training On Students	K.Sudha Rani, G.Umapathi, Dr. T. Ananda,	Education	62-63
25.	A Study On Emotional Intelligence Of Secondary School Teachers	Dr. Umme Kulsum, Prathima H.P.	Education	64-66
26.	The Efficiency Of Feedback Strategy Of Homework On The Development Of 10th Grade EFL Writing Skill In Al-Karak Educational Directorate	Majid Al- Khataybeh, Areej Al-Shourafa`	noitacudE	67-74
27.	Perspectives Of Stress Management In Education System	M. Meenakshisundaram, G. P. Raja, Dr. A R. Saravanakumar	Education	75-76
28.	Attention Regulation Of Meditators And Non-Meditators Of Class IX	G. Madhavi Kanakadurga, Dr. D. Vasanta Kumari,	Education	77-78
29.	Role Of Psychoeducation In Teaching – Learning Process	Dr. A R. Saravanakumar, Dr. A. Balu, Dr. S. Subbiah	Education	79-80
30.	Microcontroller Driven RGB Led System For Tristimulus Surface Colorimetry	T. N. Ghorude, A. D. Shaligram	Electronics	81-83
31.	Pmgsy And Rural Roads Development In India: Economic, Financial And Maintenance Issues	K.C. Manjunath	Engineering	84-86
32.	Routing Packets On A Chip.	Naren V Tikare	Engineering	87-89
33.	Finding The Nearest Neighbors In Biological Databases	Er. Pankaj Bhambri, Dr. O.P. Gupta, Er. Franky Goyal	Engineering	90-92
34.	Factors Affecting The Sustainability Of The Asphalt Roads: A Case Study Of Irbid Inner Ring Road, Jordan	Eng. Nasr Ahmad Dr. Mihai Iliescu	Engineering	93-94
35.	Physical And Chemical Testing Of Compounded PVC	Sapna Dabade, Dr. Dheeraj Mandloi, Deepak Khare	Engineering	95-96
36.	Impact Of Organic Farming On Yield Of Some Common Crops- A Case Study.	Namrata D. Awandekar	Environmental Science	97
37.	Hydrogeologic Settings Of The North And South Brahmaputra Plains In Upper Assam: A Comparative Study	Dr. Uttam Goswami	Geology	98-100
38.	To Study Staffing Pattern In Rajasthan Public Healthcare Delivery System.	Dr. Ashwin G. Modi, Sushman Sharma	Healthcare	101-105
39.	Work And Health: A Situational Analysis Of Factory Workers	Dr. S. S. Vijayanchali, Dr. E. Arumuga Gandhi	Home Science	106-108
40.	Performance Of Camel Kid Hair: Acrylic Blended Yarn And Knitted Fabric	Suman Pant, Anjali Sharma	Home Science	109-110
41.	Impact Of Holistic Nutrition Education Package On Diabetes Mellitus Control In Middle Aged Women	Dr. Anjali Rajwade	Home Science	111-112
42.	Assessment Of Relationship Between Ida And Personal Hygiene, Nutritional Knowledge And Dietary Practices In Adolescent Girls	Dr. Anjali Rajwade	Home Science	113-114
43.	Employee Attrition And Retention In Private Insurance Sector– A HRM Challenge	Dr. J. Senthil Vel Murugan, S.Bala Murugan	Human Resource Management	115-117
44.	A Study On Impact Of Unionism On Industrial Relations In Manufacturing Sector	Jaya Ahuja	Industrial Relations	118-120

45.	Augmentation Of India's Foreign Exchange Reserve: An Analysis	Dr.S P.Mathiraj, Ar.Annadurai	International Business	121-123
46.	Films – A Techno Literary Art Form	Dr. Dipti Mehta	Literature	124-125
47.	Indirect Models Of Reading To Develop Descriptive Writing	Dr. K. Madhavi	Literature	126-128
48.	Ramkrishna Mishra Ke Upanaso Me Rajnetaik Chetavni	Dr. Sanjay Rathod, Dilip Jhadav	Literature	129
49.	Hindi Kavita Me Nari Jivan Ka Badla Swarup	Dr. Sanjay Rathod	Literature	130
50.	Impact Of IPL Sponsorship On Consumer Buying Behavior With Reference To Nagpur City	Chandrima Das	Management	131-135
51.	Crowd Sourcing –A New Management Mantra	Devi Premnath, Dr. C. Nateson	Management	136-137
52.	Small Scale Industries In India: An Evaluation Of Productivity In The Post-Liberalized Scenario	Dr. Gaurav Lodha,	Management	138-139
53.	Comparative Analysis Of Milk Products With Respect To Its Competitors With Special Reference To Karnataka Milk Federation (KMF) – At Dharwada City, Karnataka, India	Dr. N. Ramanjaneyalu	Management	140-143
54.	A Study On Work Stress In Women Employees In Coimbatore District	R. Maheswari, N. Brindha	Management	144-145
55.	Accounting For Carbon Credits	Dr. Gaurav Lodha	Management	146-148
56.	A Literature Review On The Relationship Between Training (As A Core Responsibility Of HRM) And Firm Performance.	Priya Sharma, Dr. S. L. Gupta	Management	149-152
57.	A Study On Agricultural Marketing Practices And Constraints With Special Reference To Paddy / Rice.	CM Maran, Dr Raja Pranmalai	Management	153-156
58.	Performance Of Share Price Of Indian Public Sector Banks And Private Sector Banks - Comparative Study	V. Prabakaran, D. Lakshmi Prabha	Management	157-158
59.	Intuitionistic Fuzzy Primary And Semiprimary Ideal	Dr. M.Palanivelrajan, S.Nandakumar	Mathematics	159-160
60.	Significance Of Umbilical Artery Velocimetry In Perinatal Outcome Of Fetuses With Intrauterine Growth Retardation.	Dr G S Shekhawat	Medical Science	161-163
61.	Large Adult Sacrococcygeal Teratoma: A Case Report And Review Of Literature.	Dr.Yavalkar Pa, Dr. Naik Am.	Medical Science	164-165
62.	Epidural Steroid In Low Back Ache	Dr. B. L. Khajotia, Dr. Neelam Meena	Medical Science	166-167
63.	A Comparative Study Of Second Trimester MTP With Use Of Vaginal Misoprostol And Extra Amniotic Instillation Of Ethacridine Lactate.	Dr. Ketaki Junnare, Dr. Sameer Darawade, Dr. Priyamvada Shah, Dr. Swati Mali.	Medical Science	168-169
64.	A Novel Surgical Approach For Treatment Of Sui –TVT Obturator Tape	Dr. Ketaki Junnare, Dr. Durga Karne, Dr Neelesh Risbud.	Medical Science	170-171
65.	Advantage Of Fallopian Tube Sperm Perfusion Over Intra-Uterine Insemination When Used In Combination With Ovarian Stimulation For The Treatment Of Unexplained Infertility.	Dr G S Shekhawat, Dr Pushpalata Naphade	Medical Science	172-175

66.	"Bilateral Sertoli-Leydig Cell Tumor In Postmenopausal Female" A Case Report	Dr. Priyamvada Shah, Dr. Ketakijunnare, Dr. DurgaKarne	Medical Science	176-178
67.	Pretreatment With Ephedrine For Prevention Of Pain Associated With Propofol Injection.	Dr. Kavita U Adate, Dr. Jyoti A. Solanki	Medical Science	179-181
68.	Does The Structured Teaching Programme Influence The Knowledge About Physical Wellbeing Of School Children? A Quasi Experimental Study.	Dr. S. Valliammal, Dr. Ramachandra, Raja Sudhakar	Nursing	182-184
69.	An Approach For Information Retrieval For Bookstores Using Formal Ontology	Sumit Jain, C.S.Bhatia	Ontology	185-187
70.	Analgesic Activity Of Anacardium Occidentale	A. Devadoss, C. Aparna, K. Parimala, D. Sukumar	Organic Chemistry	188-190
71.	Behaviourism : Science Or Metaphysics	Dr. Jatinder Kumar Sharma	Philosophy	191-193
72.	Multi-Dimensional Perspectives Of Obesity And Its Management	S. Dhanaraj, Dr. A. Palanisamy	Physical Education	194-196
73.	Refractive Index, Density, Excess Molar Volume, Excess Molar Refraction For Liquid Mixtures (Ethyl Ethanoate + Benzene Derivatives) At Different Temperatures	Sheeraz Akbar, Mahendra Kumar	Physics	197-199
74.	Refractive Indices, Densities And Excess Properties For Liquid Mixtures (Cetane + Alkanols) At Different Temperatures	Sheeraz Akbar, Mahendra Kumar	Physics	200-202
75.	Capacity Building For Effective Local Governance: Indian Perspectives	Dr. Pralhad Chengte	Political Science	203-205
76.	Psychological Well-Being: A Study Of Non-Institutionalized Aged	Dr. Pankaj S. Suvera	Psychology	206-208
77.	Women Empowerment Through N R E G S (With Reference To State Of West Bengal)	Dilip Kumar Karak	Social Sciences	209-211
78.	Effect Of Selected Yogic, Aerobic And Laughter Exercises On Blood Pressure Of High School Boys	Dr.Manjappa.P, Dr.Shivarama Reddy. M	Sports	212-216
79.	Association Study Between Lead And Copper Accumulation At Different Physiological Systems Of Goat By Application Of Canonical Correlation And Canonical Correspondence Analyses	Partha Karmakar, Debasis Mazumdar, Seema Sarkar (Mondal), Sougata Karmakar	Statistics	217-219
80.	Development Of Silver -Silica Nanocomposite For Novel Humidity Sensing Application	Surender Duhan	Technology	220-221



Comparative Analysis Of Milk Products With Respect To Its Competitors With Special Reference To Karnataka Milk Federation (KMF) At Dharwada City, Karnataka, India

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ABSTRACT

A study is undertaken for assessing the customer's behavior towards Nandini milk products and to understand the expectations of the customers towards milk products and also the retailers expectations and satisfaction level which will in turn help to take appropriate action by the management for removing the short falls. Most importantly, we have come to realize that high customer satisfaction does not assure continued customer preference. Preference is formed when the customer is bonded to your company through the establishment of a mutual benefit. Successful companies therefore go beyond delivery of a commodity or service; they pursue the development of a relationship with their customers. This bonded relationship will be more likely to survive competitive attacks than the mere purveying of goods or services or an over reliance on aggressive pricing models. We evaluate the performance in light of how well the milk Products, service meets customer preferences and expectations.

Keywords : KMF, Milk, Dharwad, Customer satisfaction.

Introduction

Karnataka Milk Federation (KMF) products have got their own brand image and the customers. A study on comparative analysis of milk products with reference to KMF and is undertaken for assessing the customer's behavior towards Nandini milk products and to understand the expectations of the customers towards milk products and also the retailers expectations and satisfaction level which will in turn help to take appropriate action by the management for removing the shortfalls. Research into the area of consumer behavior has brought understanding to some of the major issues with standard customer satisfaction research. Most importantly, we have come to realize that high customer satisfaction does not assure continued customer preference. Satisfaction research over the past fifteen years demonstrates that high satisfaction scores, while a measure of organization performance on a set of important criteria, do not adequately explain the composition of preference formation and therefore often serve as insufficient predictors of sustained preference or what is normally referred to as customer loyalty. Loyalty is the preference that (defined as the power or ability to choose one thing over another with the anticipation that the choice will result in greater satisfaction, greater capability or improved performance) has demonstrated the ability to be effectively measured and to provide meaningful insight into the choices consumers make when selecting one provider over another and when determining to continue a relationship over time. Preference is formed when the customer is bonded to your company through the establishment of a mutual benefit. Successful companies therefore go beyond delivery of a commodity or service; they pursue the development of a relationship with their customers. This bonded relationship will be more likely to survive competitive attacks than the mere purveying of goods or services or an over reliance on aggressive pricing models. We evaluate the performance in light of how well the milk Products, service meets customer preferences and

expectations.

Dairy Industry In India

Dairy business is an important and growing occupation in India. Nearly 70% of the people depend on agriculture and is the backbone of the country. Dairy is linked with agriculture industry to a large extent. It is mainly a rural occupation closely associated with agriculture.

Development Of Dairy Industry In India

In 1886 the Department of Defense of the British Government established the dairy farms for the supply of milk to the British troops in Allahabad. Later, in 1920 serious steps were taken by Mr. William Smith, an expert in dairy forming to improve the milk production. There was discrimination done to the Indians hence this led to the rise of the first milk union in India. The Lucknow milk producers' Co-operative union Ltd was established in 1937. In 1946 AMUL (Anand Milk Union Ltd) started in Gujarat to bring up the economic stability of villagers. AMUL as it was rendering a social service to the society, which helped the villagers to come in the national economic stream. National Dairy Development Board formed in 1965 & thus in 1970 he decided to bring a "White Revolution" throughout the country

Karnataka Milk Federation

The first dairy in Karnataka was started at Kudige in Kodagu district in 1955. Further in June 1974: an integrated project was launched in Karnataka to restructure and reorganize the dairy industry on the co-operative principle and to lay foundation for a new direction in dairy development. In 1975 the World Bank aided dairy development was initiated. The present Karnataka Milk Federation (KMF) came into existence in 1984-as a result of merging of Karnataka Dairy Development Co-operation, small co-operatives and Karnataka Milk Production Development and loose vendors.

Karnataka Co-Operative Milk Producers' Federation Limited (KMF)

KMF is the third largest dairy co-operative amongst the dairy co-operatives in the country. KMF representing dairy organizations and also implementing dairy development activities to achieve the following objectives:

- Providing assured and remunerative market for all the milk produced by the farmer members.
- Providing hygienic milk to urban consumers.
- To build village level institutions in co-operative sector to manage the dairy activities.
- To ensure provision of milk production inputs, processing facilities and dissemination of know how
- To facilitate rural development by providing opportunities for self-employment at village level, preventing migration to urban areas, etc.

Dharwad Milk Union

Dharwad Milk Union (DMU) came into existence on 3-3-1986. The Dharwad Milk Union is Co-operative society among the 13 establishment, under KMF. DMU is one of the most modern plants in the country, patterned the AMUL Milk Dairy. It formed 551 milk producer's co-operative societies in Dharwad Gadag Haveri and Uttar Kannada districts. The production capacity of DMU is 21 lakh liters of milk per day and also has the capacity to produce 12 tones of milk powder. 10 tones of butter and 6 tones of ghee per day DMU is collecting 70 thousand liters of milk per day from its societies and sells 60 thousand liters of milk per day and the remaining milk is used for producing milk products.

Competitors

DMU has various competitors in the milk products market such as Shree Krishna, Arokya, Aditya, Ram-Rahim, Bharath Dairy in Dharwad city.

Statement Of Problem

Today every milk union is offering the services which can simplify the union system. KMF milk union is serving the customer community since from several years & has now introduced several milk products. The Management wants to know the Awareness about Nandini Milk and Milk Products, and Impact of Promotional Activities on Creating Awareness. The above mentioned competitors' brands posed severe competition for KMF Nandini brand. KMF wants to know how these competitors' are preferred by consumers over its brand. The Management, in this survey wants to find out the growth percentage of preferences Level of milk Products & with respect to its competitors.

Objectives Of Study

- To understand the attitude of respondents regarding various brands of milk available in Dharwad City.
- To ascertain the various reasons contributing to the purchase of milk by respondents in Dharwad city.
- To find out the satisfaction level of respondents for Nandini milk.
- To analyze the role of the retailers in the sale of Nandini milk in Dharwad city.
- To analyze the strategies of its competitors.
- To understand the behaviour of retailers towards Nandini Milk & its competitors.
- To know the expectations of retailers from their distributors.

Methodology

Primary and secondary data collected to carry out the research work. Primary data: Primary data was collected directly from the consumers and retailers. The data collected through structured questionnaire and face-to-face interview with customers. Secondary data: necessary secondary data collected from newspapers, magazine reviews and Internet information about Processed Milk and Milk products industry.

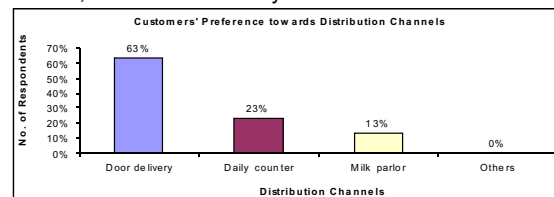
Sampling Method: Sample selected based on simple random sampling method to interrogate customers and retailers. Since the population is undefined a total of 60 respondents (customers) and 20 retailers were considered to elicit the information, which are analyzed, interpreted and placed under with comments, charts and findings.

Analysis & Interpretation

Keeping in view of the objectives, the data were analyzed and the results of the study are presented as below.

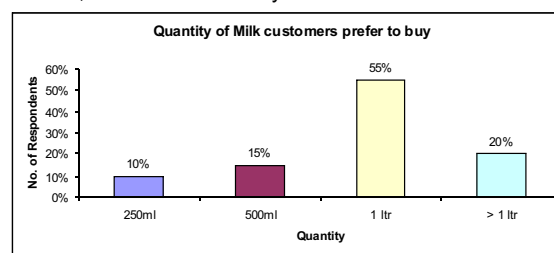
Number Of Respondents Consuming Milk of NANDINI Brand: According to survey 75% of respondents consuming Nandini Milk and only 25% of respondents are consuming other than Nandini Milk such as Aditya, Arokya & others. It means Nandini brand is having 75% market share in Dharwad city.

Chart-1; Source: Field Survey.



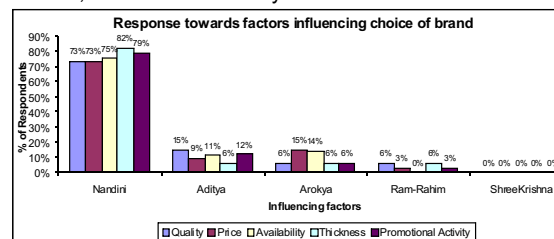
Among the channels of distribution highest (63%) of consumers prefer door delivery of milk and around 24% is from Daily counters and rest is from milk parlor/retail outlet. People do not want to come out of their home just to buy milk, because they do not find enough time, therefore they need milk should be delivered to doorstep.

Chart-2; Source: Field Survey.



Around 75% of respondents prefer to buy/consume 1 liter or more than 1 liter per day however this depends on family size.

Chart-3; Source: Field Survey.

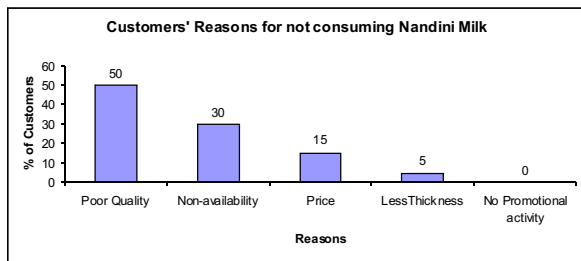


Above chart indicates the comparison of factors that influences the choice of the brand. 73% of respondents prefer Nandini because of quality and rest of others go for other brands. The 82% customers choose Nandini milk because of its availability and rest of other goes to the other brands. The price also favorable for Nandini brand because they have competitive price than its competitors. The thickness factor is important for any dairy products and Nandini is meant for its thickness quality. Most of the respondents are feel that thickness is far better than the other brands. For the daily necessity like milk is required integrated communication channel to educate the customers about the products, the promotional activity is a strong tool to communicate and attract the customers easily. Nandini has the best promotional activity programs.

The Number Of Customers Satisfied: According to survey 75% of the respondents are satisfied with the milk they consume, most of the unsatisfied respondents

are nandini's customers as they want to switch to other brands because the smell and the poor quality enforces to switch over to other brand.

Chart-4; Source: Field Survey



Non users of Nandini milk brand they told that they are not using nandini because 50% of respondents feel that the poor quality forces to switch their brand and the 30% of respondents for non availability and rest of the respondents because of the fat content. As most of the customers told the smell content in the nandini milk forces to buy different brand.

Retailers' Perspective

Seventy of the retailers are selling Nandini Brand and rest of the retailers sell other brands like Aditya , Arokya and others.

Chart-5; Source: Field Survey

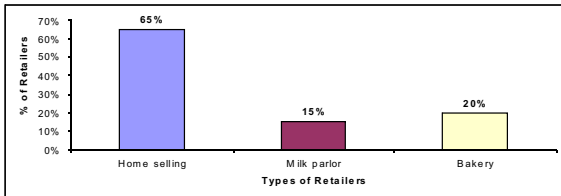
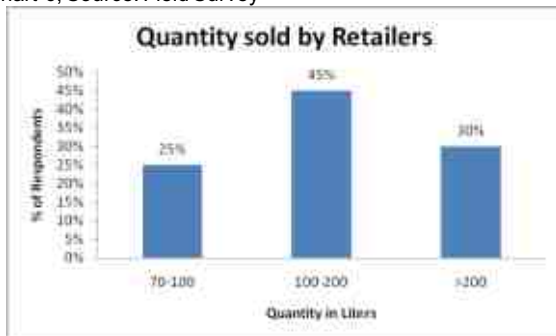
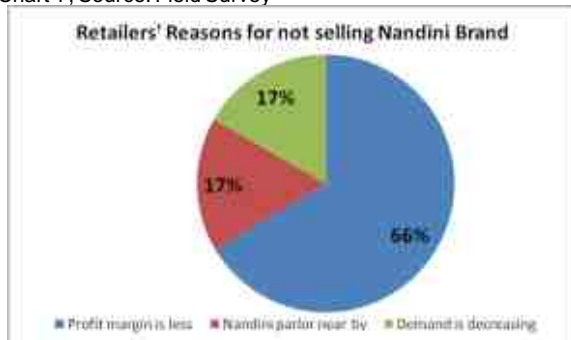


Chart-6; Source: Field Survey



The above chart illustrates the quantity of milk sold by retailers per day. Around 9 retailers can be able to sell 100-200 liters per day whereas 6 retailers are able to sell more than 200 liters per day and only 4 retailers will be able to sell around 70-100 liters per day.

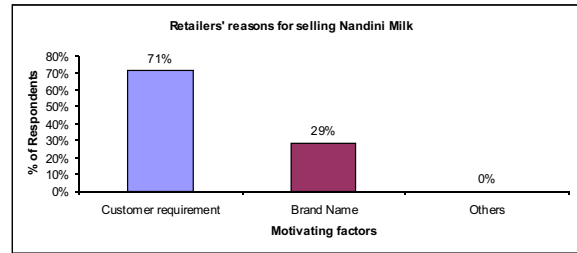
Chart-7; Source: Field Survey



66% of retailers are not selling or associated with Nandini brand because they feel they cannot get the profit margin what

they are expecting. And as the demand is decreasing because of existence of local players like shree Krishna, Ram rahim and others will effect to this.

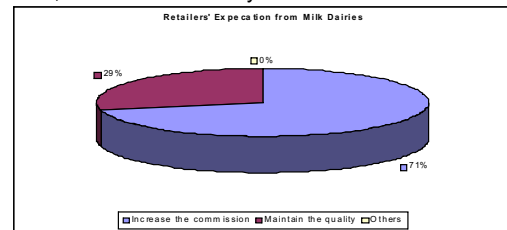
Chart-8; Source: Field Survey



The above graph illustrates most of the retailers are prompt to sell the Nandini milk because of the huge customer requirements. As Nandini is serving since many years the customers don't want to switch over the brand. And rest of retailer thinks that Brand name also influence to the new customers.

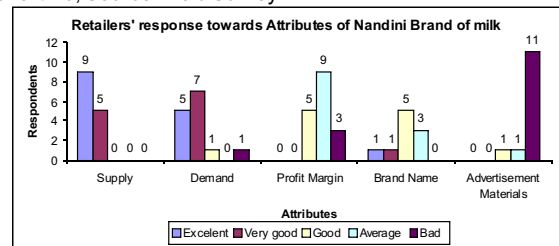
Retailers satisfied by selling Nandini Brand: Seventy percent of the retailers are satisfied with selling Nandini brand and the rest of them are think that they are not getting what they are expecting. As competitors are approaching retailers to sell their product and will get profit margin more than Nandini.

Chart-9; Source: Field Survey



70% of the retailers expecting the profit margin/commission to be increased, the increase in commission charge will boost up the sale and rest is to maintain the quality or improve the quality.

Chart-10; Source: Field Survey



According to retailers, supply of milk and demand for milk of Nandini is excellent but profit margin is not so high and retailers not bothered brand name of Nandini and not satisfied with the ad-materials what KMF provide to them.

Findings Of The Study

- The awareness of Nandini milk Brand is almost 100 %.
- Almost 65% of respondents are get the milk from door delivery as they are charging 1 rupee for 1 liters of milk and rest of them will go to counters and buy the milk.
- 50% of the respondents came to know about that Nandini milk is really fresh and hygienic in the production as KMF conducted awareness campaigns and rest of them feels that it is reliability of brand.

- Almost 100% of the respondents came to know about the different brands of milk available in the market but the usage or preference difference with customers.
- Most (76%) of the respondents look for quality if they want to buy the milk and then thickness, the fat content, the availability preferred by rest of the respondents.
- The remaining 25% of respondents, who are preferring other than Nandini brand told that they switch over from Nandini to other brand because of lack of quality, the smell content is more high than any other brand. And also told that they are not maintaining the quality instead of to improve the quality. They also told that they are very happy by consuming other than Nandini brand. As the quality, availability and price are very good to compare to it.
- Out of 100% of Nandini users 75% of respondents are satisfied with milk they purchase and rest of them feels that they are not satisfied with the milk they purchase because the quality what they are getting is not good and smell content is also high.
- 70% retailers are selling Nandini milk brand and rest of them are selling multiple brands like Aditya, Arokya and other local brands.
- 65% of retailers are having home sales means they receive and store milk packets at home and sell it by door delivery in early morning and rest of them the channel of sales are milk parlors and bakery.
- 30% of respondents are not selling Nandini milk. The main reason is that the profit margin is comparatively less than what the other brands are providing. As the competitors give higher margin with good quality milk the demand for Nandini milk is decreasing.

Suggestions

- Availability of the Nandini milk products is less. So the

customers switch over to competitors milk products easily. If Nandini brand is also made available to customer where ever the customer needed certainly increases the sales of Nandini milk products. The customers expect Quality, taste and availability while purchasing milk products and the company has reached the expectation in case of quality and taste but a small effort is needed to increase the availability.

- The non customers of Nandini say Quality is the major reason for not being consuming Nandini milk. So the company should make an attempt to make them understand the value for money what they get from Nandini in terms of quality, and healthiness of the products.
- Most of the customers switch over to other brand because of smell content and for this decrease the smell content in milk by using the technologies.
- Awareness campaigns have to be conducted occasionally before the festival season as the demand will be high in the festivals, this will impact effectively to the customers.
- And with respect to retailers the profit margin or commission should increase comparatively to its competitors.
- Provide more advertising materials so that retailers can make attraction towards Nandini brand.

Conclusion

The study concludes that the demand of Nandini milk is high but the KMF should improve the quality to tap all the market. The thing is most of the customers expecting to improve the quality of milk. And with respect to retailers they are expecting the profit margin should be increase so that they get motivated and promote the Nandini.

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