



A Study on Wholesaler Satisfaction Level of Aavin in Salem City

KEYWORDS

Dairy, Wholesalers, Commission

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ABSTRACT Wholesalers are in crucial role in Distribution, especially in Dairy Industry. Wholesalers are help to reach the product to ultimate consumers. This study was conduct in salem city. The objective of the study is to find out the wholesalers satisfaction level of Aavin in salem city. The survey research method was applied for the purpose of collecting data. The sample size was taken 200 convenience sampling procedure was adopted for the study. A structured questionnaire was used for the data collection. The collected data were tabulated for a clear understanding. The analysis was done using statistical tools, the statistical tool like chi-square weighted average were used. The findings were recorded suggestions and recommendations were then presented. From this study is understanding of Wholesalers satisfaction level in terms of their needs and wants as well their expectation, primary problems is low commission and late delivery of the product. Expectation was providing free Refrigerators.

India, the largest producer of milk in the world, is set to produce over 133 million tonne milk during 2012-13. Several measures have been initiated by the Government to increase the productivity of milch animals, which has resulted in increasing the milk production significantly from the level of 102.6 million tonnes at the end of the Tenth Plan (2006-07) to 127.9 million tonnes at the end of the Eleventh Plan (2011-12). The Annual growth rate for production of milk is about 5% in 2011-12 compared to 2010-11. Over the past decades the dairy industry has stiff competition and the company has to access the satisfaction level of the dealers. Today's customer has tendency to switch to other brand because of higher competition. So the Company has to analyze the satisfaction level and fulfill the expectations of the Dealers. Dealer's satisfaction is very importance because the sales can be done only by the dealers. The dealers have better knowledge about the local demand and they can find out the consumers needs and wants. If the dealers are dissatisfied with the company can't reach product to the end consumer or customers.

SALEM AAVIN PROFILE

The prestigious Salem Dairy complex is situated in about in 46 acres of land bound by Sithanur and Dhalavaipatty villages. It is located just 6 km away from Salem railway Junction on the way to Govt. Medical College and Salem Steel Plant. The Salem District Co-op. Milk Producers' Union Ltd., has been registered on 10.07.1978 and started functioning from 07-10-1978. To begin with, the union

started procuring 33,100 LPD of milk from 227 affiliated primary milk coop societies. Then gradually expanded its activities and now reached a daily average procurement of more than 4.0 lakh liters per day from 1049 functional DCS. It is a Feeder Balancing Dairy i.e converting surplus milk solids into products like butter, ghee and Skim milk powder. The commercial production of products viz. Butter, Ghee and Skim Milk Powder started on 16-08-1983. All the Union activities are fully computerized. The marketing network is managed with 9 milk marketing offices, 491 agent for milk and 11 for products and through the federation throughout the country and abroad.

The Federation also caters to the needs for functions like marriages by booking Special Orders. Standardized milk, Buffalo milk and double toned milk are being sold through 218 Automatic Vending Machines and 185 FRPs to the city consumers.

FUNCTIONS OF DISTRICT COOPERATIVE MILK PRODUCERS UNIONS

- ✓ There are 17 District Cooperative Milk Producers' Unions functioning in the State of Tamilnadu covering 30 Districts.
- ✓ There are 15 Dairies in District Co-operative Milk Producers' Unions with an installed processing capacity of 19.42 Llpd.
- ✓ There are 36 Chilling Centers (Functional) in District Co-operative Milk Producers' Unions with installed chilling capacities of 13.55 llpd.

PRODUCTS OF AAVIN:

<p>MILK:</p> <ul style="list-style-type: none"> ➤ Pasteurized Toned Milk - FAT 3.0% SNF 8.5% ➤ Standardized milk - FAT 4.5% SNF 8.5% ➤ Full cream milk- FAT 6 % SNF 9.0% ➤ Double toned Milk FAT 2.0 % SNF 9.0 % 	<p>GHEE</p> <ul style="list-style-type: none"> ➤ Tins-200gms/500gms/1kg/2kg/5kg/15kg ➤ Carton pack - 500gms/1kg ➤ Sachets - 50gms/500gms <p>CURD</p> <ul style="list-style-type: none"> ➤ 200 ml sachet , 200 GMS Cup 	<p>FLAVOURED MILK</p> <ul style="list-style-type: none"> ➤ Tetra Pak & bottles 200ml 1. Strawberry 2. Cardamom 3. Chocolate 4. Pineapple 5. Pista
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CHEESE ➤ Chipleets- 25gms/250gms	UHT Milk ➤ 1000 ml (Tetra Brik Aseptic Package) ➤ 500 ml (Tetra Fino Aseptic Package)	MILK SWEETS ➤ GulabJamun, ➤ Mysurpa, ➤ Kalakandh, ➤ milk khoa
SKIMMED MILK POWDER ➤ Carton - 500gms ➤ Poly Bag - 1 kg ➤ Bulk Bag - 25 kg	ICE-CREAMS ➤ Vanilla, strawberry, chocolate, pineapple, blackcurrant, pista, badam, chaco risin, mango, butter scotch, tutti fruity.	BUTTER ➤ Salted - 100gms /200gms/500gms / 20kg ➤ Plain - 100gms / 200gms/500gms / 20kg

OBJECTIVES OF THE STUDY

- ▶ To find out the Satisfaction level of the Aavin wholesaler.
- ▶ To analyse the satisfaction of the wholesaler on overall performance of the Dairy Products.
- ▶ To find out factors motivating wholesaler to sell Aavin Dairy products.

NEED FOR THE STUDY:

This study helps to make a clear view of the satisfaction level of the wholesalers. And analyze the facilities what they expect from the company. To find out the weather wholesalers are satisfied with the profit margin.

Methodology:

A survey was conducted on wholesalers of Aavin in salem city for better understanding of the wholesalers satisfaction, expectation, and problems. In caring out the present research both primary and secondary sources of data collection was used. The sample population selected for this particular research is the wholesaler of Aavin in salem city.

Sampling:

The sampling frame comprised wholesalers of Aavin in salem city. The sample size was 100, convenience sampling was adopted for data collection.

Limitation of the study

- Considering the time constraint the study is conducted only at salem city.

STATISTICAL TEST USED

1. Chi-square.
2. Weighted Average Method

CHI SQUARE TEST

Relationship between supplies according to the demand and prompt supply will influence to increase the sales.

H₀: There is no significant relationship between Supplies according to Demand and Prompt supply will increase the sales.

H_a: There is significant relationship between the Supplies according to Demand and Prompt supply will increase the sales.

Variable	ψ ² Value	DoF	Table value	Inference
Experience with Aavin Dealership and Expectation from Aavin	5.63	9	23.6	NS

Table shows, that the calculated value is less than the ta-

ble value (9 d.o.f .at 5 % level of significance. Tabulated ψ² = 23.6). So the null hypothesis is accepted. There is no significant relationship between experience with Aavin dealer and expectation from the Aavin.

Weighted Average Method: Satisfaction Factors	W.A	Rank
Brand Image	38.5	IV
Quality	39.2	III
High Demand	42	II
Price	38.1	V
Variety of products	42.4	I

Interpretation

Since 42.4 is the highest average value in level of satisfaction table. It can be concluded that maximum no of the respondents prefers that variety of products as the main variable towards the level of satisfaction.

FINDINGS

1. It was found from the study that Most of the dairy wholesalers sell Aavin dairy products for more than three years. Since the dealership renewal process in aavin is easier.
2. Major competitors for Aavin products are of the product is Hatsun Agro products and Nandha other brands competitive with Aavin
3. It was found that all respondents had made 100% advance payment.
4. Full cream Milk and Toned Milk is highest selling milk variety in Aavin. As the milk fat content in full cream is high compared to other variety milk.
5. Curd and Ghee is the most selling product and Flavored is the least selling because it is not supplied properly.
6. Many dealers are satisfied with present facilities provided by the company.
7. Price level of the products are normal compare to private brand dairy products.
8. Dealers expect Credit facilities and timely supply of the product and discount facilities throughout the year.
9. Overall performance of the Product is good as per dealer's opinion.
10. It is found that profit margin for dealer is less (Rs 1 to Rs 1.50) and hence they are not satisfactory.

SUGGESTIONS

1. Dairy firms need to supply the milk products on time.
2. Many dealers are not satisfied with the profit margin. So company has to take necessary step to increase profit margin
3. Dairy firms need to maximize their facility in order to needs of the dealers.

4. Dealers expect from the dairy firms to provide free refrigerator for chilling process.

CONCLUSION:

It is interesting to note that dealers play a crucial role in the supply chain of Dairy products. Aavin brand possesses a unique status due to its dedicated network lines. Ultimately to be successful in the market dairy firms need to found a sales and more attention needs to be given to dealers, who serve as the link between the manufactures and consumers. It was found that majority of dealers are unhappy with the commission rates and they are demanding refrigerators to preserve dairy products. It is imperative that dairy firms can only be successful if they are able to address the demands of dealers.

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