



A STUDY ON PROBLEMS FACED BY DAIRY WHOLESALERS IN SALEM CITY, TAMILNADU

KEYWORDS

Dairy Wholesalers, problems, commission.

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ABSTRACT Wholesalers are in crucial role in India, especially in dairy industry. Wholesalers are help to reach the product to retailers and ultimate consumers. This study was conducted in Salem city. The objective of the study is to find out the problems of the wholesalers while getting the Dairy product and selling the product. The survey research method was applied for the purpose of collecting primary data. The sample size was taken 100 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 like chi-square, weighted average were used. The findings were recorded suggestions and recommendations were then presented. From this study is understanding of wholesalers problems in terms of their needs and wants as well their expectation, primary problems is low commission and advance payment of the product.

INTRODUCTION

India today is the world's largest and fastest growing market for milk and milk products. Milk is considered to be one of the excellent foods for the people. It is the important source of First class proteins. It is an essential food for the new born babies. Traditionally, Dairying and Pasturing activity was done according to the domestic requirement. Due to urbanization, the demand for milk in urban area has increased. This necessitated procuring, processing and distribution of milk in scientific manner. This resulted in organized dairying activities for service of the society as well as improving rural economy. A wholesaler occupies a very important position in the channel of distribution, provides information and advisory service to manufactures and retailers, and he assembles the goods from many sources for the consumer to buy. The wholesaler is the important link in the chain of Distribution between the manufacturer retailers and the ultimate consumer.

OBJECTIVES OF THE STUDY:

The present study has been carried on with the following objectives

- To analyze the problems faced by dairy Wholesaler in Salem city.
- To analyze the expectation and satisfaction level of dairy wholesaler in Salem district.

LIMITATIONS OF THE STUDY:

The study has certain limitations

- Only 100 respondents are in the part of the study
- This study was limited in Salem city only.

RESEARCH METHODOLOGY:

The research is, descriptive nature, based on the primary and secondary data has been collected from various sources as per the requirement. The target population of the study included 100 dairy wholesaler in Salem city. A Non-Probability, convenience sampling technique was used to survey. To obtain

information, a structured questionnaire was formulated .Simple percentage, Chi-square and weighted average tool has used in this study.

HYPOTHESIS:

- There is no significant relationship between the age and purchasing time of milk.
- There is no significant relationship between the income and satisfaction level of wholesaler.

Table :1 Association between age and purchasing time of milk.

AGE/ CHOICE	NO OF RESPONDENTS		TOTAL
	YES	NO	
Below 25	21	4	25
26-35	20	2	22
36-45	13	2	15
Above 46	36	2	38
TOTAL	90	10	100

CALCULATION OF χ^2

Observed Frequency (O)	Expected Frequency (E)	(O - E) ²	(O - E) ² / E
21	22.5	2.25	0.1
4	2.5	2.25	0.9
20	19.8	0.04	0.002
2	2.2	0.04	0.018
13	13.5	0.25	0.018
2	1.5	0.25	0.166
36	34.2	3.24	0.094
2	3.8	3.24	0.852
			2.15

Therefore, Tabulated $\chi^2 = 7.815$
 The calculated value is less than the table value. So the null hypothesis is accepted. There is no significant relationship between age and purchasing time of milk.

TABLE:2 problems faced by wholesalers while purchasing milk from the Manufacturer

Factors	R1	R2	R3	R4	R5	Weighted Score	Rank
Transport problem	23	21	20	19	17	3.14	III
Manufacturer does not take return wastage of milk packet	26	24	20	15	15	3.31	II
Advance cash payment of milk	32	28	26	4	10	3.68	I
Not provided sufficient milk	9	12	18	20	41	2.28	V
Time problem	10	15	16	42	17	2.59	IV

Source: survey data

Inference: From the above table it is inferred that most of the respondents were facing Advance cash payment of milk problem. Secondly Manufacturer does not take return wastage of milk packet problem, they were giving III rank to Transport problem, respondents had given IV rank Time problem and Manufacturer does not provided sufficient milk is V rank.

TABLE: 3 problems faced by Wholesaler while selling milk to the Retailer and consumer

Factors	R1	R2	R3	R4	R5	Weighted S	Rank
Retailer ask more commission	28	24	32	13	3	3.61	III
Lack of cash payment	36	21	24	15	4	3.70	II
Consumer feels price is high	37	42	12	7	2	4.05	I
Wastage of milk products	26	23	33	15	3	3.54	IV

Source : Survey data

Inference: From the above table revealed that most of the respondents were saying Consumer feels price is high, lack of cash payment, and retailer ask more commission.

TABLE:4 Expectation level from the Manufacturer

Factors	R1	R2	R3	R4	R5	Weighted Score	Rank
Increase the commission	26	32	23	10	9	3.31	II
Provide free refrigerator from company	24	28	21	15	12	3.68	I
Provide credit purchase,	20	26	20	16	18	3.14	III
Reduce the late delivery	15	4	19	42	20	2.59	IV
The damages of the product fully responsible for respective concern	15	10	17	17	41	2.28	V

Inference: From the above table mentioned that most of the Wholesaler were expecting to free refrigerator from company, they were given second rank to increase the commission, 3rd rank to provide credit purchase, 4th rank to reduce the late delivery and 5th rank to the damages of the product fully responsible for respective concern or Wholesaler.

TABLE: 5 Level of satisfaction while receiving the milk & milk product from the manufacturer

Factors	R1	R2	R3	R4	R5	Weighted Score	Rank
Prompt time	25	18	28	14	15	3.15	III
Approaches of vehicle driver	15	22	26	25	12	3.22	II
Exchange of defective items	30	32	18	18	2	3.50	I
Sufficient amount of milk & milk products	10	20	30	30	16	2.97	IV
Commission	20	8	13	13	55	2.16	V

Source: survey data

From the above table revealed that most of the respondents were satisfied to exchange of defective items, approaches of vehicle driver, they have given product at prompt time, sufficient amount of milk & milk products and satisfied in commission.

TABLE:6 Level of satisfaction while selling the milk & milk product to the retailer and consumer

Factors	R1	R2	R3	R4	R5	Weighted Score	Rank
Daily purchase of milk	15	30	35	10	10	3.10	II
Self purchasing	40	25	15	15	5	3.05	III
Approaches of Consumer	10	10	20	40	20	3.35	I
Mode of cash payment	10	10	10	30	40	2.95	IV
No wastage of milk	25	25	20	5	25	2.35	V

Source: Survey data

From the above table revealed that respondent were satisfied among the Consumer approaches, daily purchase of milk and self purchasing.

FINDINGS

The findings are presented on the basis of different tools of analysis such as Percentage analysis, Chi-Square analysis and weighted average.

- It is observed in the studies that, majority of respondents were facing advance payment and time problem while purchasing milk from the Manufacturer.
- It is observed that, majority of the respondents were facing problem like consumer feels price is high
- It is found that, out of 100 respondent's majority were purchasing morning time only. Further the studies revealed that majority of the respondents were Avain wholesaler.
- Most of the respondents were expecting from the manufacturer to installation the refrigerators and increase the commission, respondents were expecting from the

Consumer to reduce the wastage of milk and prompt payment.

SUGGESTION

- New innovative practices for increasing the shelf life of milk have to be found. Frequent price hike needs to be checked.
- It is found that wholesaler gets up to Rs.2 as commission for selling a litre of milk. If the rates are revised and commission rates are hiked upto Rs 3. Wholesalers will try to increase the volume of sales and thereby there will be rise in the satisfaction level.

CONCLUSION

Dairy wholesaler plays a significant role in the distribution of milk, wholesale function is very prominent in dairy industry. Dairy products are highly perishable. Time is a critical factor in the dairy Industry. The wholesaler need to assemble merchandise from many services, The milk products cannot be stored for very long time, Hence cold storage are much in demand, The dairy products from manufacturer needs to be transported to the wholesaler place within the specified time period and intern the wholesaler needs to distribute it to the Consumer, There are occasions when the need for milk and milk products will be more. The wholesalers are facing mostly advance payment problem and Products does not reach correct time from the company. While selling the products cooling charges is high so manufacturers try to increase the commission to the wholesaler.

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