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Empirical Study on Consumers Satisfaction Towards Pasteurized Milk - With Special Reference to Dindugal District,Tamilnadu

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ABSTRACT

The market scenario is changing fast. A rise in household incomes has led to a metamorphosis of rural and smaller markets. With globalization and entry of big players in the organized sector, the challenges before the Indian dairy industry is to manage the growth in production, processing and marketing without harming harbinger of this growth the small farmer who is the most competitive milk producer in the world. In rural parts of our country, dairy is the second important occupation after farming. Two key elements of marketing strategy are focus on satisfaction and milk products mix expansion to include UHT milk, cheese, ice creams. Milk is accepted as an essential part of a balanced diet. It is a nutritive and a protective food. Any person from children to old aged people can consume milk safely. Milk is produced by small farmers living in rural areas. Milk produces farmers mostly depend on traditional milk vendors for marketing the milk produced.

INTRODUCTION

India is ranked second in the world after the United States of America in milk production. The future of India dairy industry will have to be built on quantity and quality alone. "Milk is an article of food for mankind antedates the earliest recorded history. Over 150 references to Cows and milk are found in the Old Testament and the Promised Land was described as a land flowing with milk and honey". Milk is accepted as an essential part of a balanced diet. It is a nutritive and a protective food. Any person from children to old aged people can consume milk safely. A balanced diet for an adult Indian should include 10 ounces of milk per day as per the suggestion of the Indian council of medical research. Milk production and agriculture become inseparable parts of life in rural areas, efforts are taken by individuals and co-operatives to increase the production of milk dairying provides continuous employment to the farmers huge product of milk and milk products results in white revolution.

Important of the Dairy Industry

Milk and dairy products rank as the largest single source of income to the formers of the United States. For the country as a whole about 20% of total agricultural income is from milk or cream sold. Approximately one fourth of the total pounds of food consumed per capital, in the United States each year is made up of milk and other delivery products. Milk is also very important from a nutritional stand point. Since if contains nearly all the essential food constituents required in the human diet in about the proper proportions. Home economics for the years 1944 and 1945 show that diary products contained 75 percent of the calcium and 45 percent of the ribo flavin in the total available food supply as well as 24 percent of the total protein, 17 percent of the vitamin A and 17 percent of the calories.

Statement of the problem

The socio- economic profile of milk consumers of Pasteurized Milk, the level of consumer satisfaction, consumers' satisfaction with the function and opinion of Pasteurized Milk .

Research design

Descriptive research design is used in the study which is in-tended to cover Dindugal district. Data for this study were collected from primary as well secondary sources.

Sample design

Finally 150 consumers were selected by using simple random sampling. For the selection of samples suggestion of administrative authorities of K.S milk society was sought.

Objectives of the Study

- To know the socio- economic profile of consumers of pasteurized milk
- To know the consumers level of satisfaction about pasteurized milk
- To know the problem faced by the consumers of pasteurized milk
- To offer suitable suggestions for the improvement of consumers satisfaction

Hypothesis

- There is no significant relationship between gender , age educational qualification ,marital status main occupatiom, monthly income and their level of satisfaction

Analysis and Interpretation
Socio economic profile of employees
Table A

Gender	No of respondents	%	Age	No of respondents	%
Male	71	47	Up to 25 yrs	51	34
Female	79	53	25 to 40 yrs	76	51
Total	150	100	Above 40 yrs	23	15
Educational qualification	No of respondents	%	Total	150	100
Illiterate	19	18	Marital status	No of respondents	%
Up to school level	70	47	Married	73	49
Up to college level	52	35	Unmarried	72	48

Others	8	5	Widow	5	3
Total	150	100	Total	150	100
Occupation	No of respondents	%	Nature of family	No of respondents	%
Agriculture	52	35	Joint	71	47
Business	50	33	Nuclear	79	53
Employees	31	21	Total	150	100
Others	17	11	Monthly income(Rs.)	No of respondents	%

Total	150	100	Up to 5000	29	19
Number of family members	No of respondents	%	5000-10,000	71	48
Up to 4	70	46	10,000-15,000	35	23
4 to 6	80	54	Above 15,000	15	10
Total	150	100	Total	150	100

Relationship between independent variables and level of satisfaction (Chi -square test), Table B

Gender	Level of satisfaction		Total
	High	Low	
Male	60 (40%)	25 (17%)	85 (57%)
Female	59 (33%)	15 (10%)	65 (43%)
Total	110 (73%)	40 (27%)	150 (100%)

Age	Level of satisfaction		Total
	High	Low	
Up to 25 years	35 (23%)	10 (7%)	45 (30%)
25 to 40 years	55 (37%)	20 (13%)	75 (50%)
Above 40 years	20 (13%)	10 (7%)	30 (20%)
Total	110 (73%)	40 (27%)	150 (100%)

Educational qualification	Level of satisfaction		Total
	High	Low	
Illiterate	15 (10%)	5 (3.25%)	20 (13%)
Up to school level	50 (33%)	15 (10%)	65 (43%)
Up to College level	35 (24%)	15 (10%)	50 (34%)
Others	10 (7%)	5 (3%)	15 (10%)
Total	110 (73%)	40 (27%)	150 (100%)

Marital status	Level of satisfaction		Total
	High	Low	
Married	50 (33%)	20 (13%)	70 (46%)
Widow	5 (3%)	5 (4%)	10 (7%)
Unmarried	55 (37%)	15 (10%)	70 (47%)
Total	110 (73%)	40 (27%)	150 (100%)

Occupation	Level of satisfaction		Total
	High	Low	
Agriculture	35 (23%)	15 (10%)	50 (33%)
Business	30 (20%)	10 (7%)	40 (27%)
Employee	25 (16%)	10 (7%)	35 (23%)
Others	20 (14%)	5 (3%)	25 (17%)
Total	110 (73%)	40 (27%)	150 (100%)

Monthly income (Rs.)	Level of satisfaction		Total
	High	Low	
Up to 5000	25 (16%)	10 (7%)	35 (23%)
5000 - 10000	45 (30%)	15 (10%)	60 (40%)
10000 -15000	20 (13%)	10 (7%)	30 (20%)
Above15000	20 (14%)	5 (3%)	25 (7%)
Total	110 (73%)	40 (27%)	150 (100%)

Figures in parentheses are in percentage

Table C

No association between	Calculated value	Table value	Degrees of Freedom	Level of Significance	Result
Gender and level of satisfaction	0.7348	3.84	2	5%	Accepted
Age and level of satisfaction	1.1353	5.991	2	5%	Accepted
Qualification and level of satisfaction	1.078	7.815	3	5%	Accepted
Marital status and level of satisfaction	4.136	5.997	2	5%	Accepted
Occupation and level of satisfaction	0.975	7.815	3	5%	Accepted
Monthly income and level of satisfaction	1.386	7.815	3	5%	Accepted

Source: Primary data

Gender and level of satisfaction

The calculated value of x^2=0.7348 is less than the table value of x^2 (3.84) of 2 degrees of freedom at 5% level of significance. Hence null hypothesis is accepted. "There is no significant relationship between gender and their level of satisfaction".

Age and level of satisfaction

The calculated value of χ^2=1.1353 is less than the table value of χ^2 (5.991) of 2 degrees of freedom at 5% level of significance. Hence null hypothesis is accepted. "There is no significant relationship between age and their level of satisfaction".

Qualification and level of satisfaction

The calculated value of χ^2=1.078 is less than the table value of χ^2 (7.815) of 3 degrees of freedom at 5% level of significance. Hence null hypothesis is accepted. "There is no significant relationship between educational qualification and their level of satisfaction".

Marital status and level of satisfaction

The calculated value of χ^2=4.136 is less than the table value of χ^2 (5.997) of 2 degrees of freedom at 5% level of significance. Hence null hypothesis is accepted. "There is no significant relationship between marital status and their level of

satisfaction".

Occupation and level of satisfaction
The calculated value of x^2=0.975 is less than the table value of χ^2 (7.815) of 3 degrees of freedom at 5% level of significance. Hence null hypothesis is accepted. "There is no significant relationship between occupation and their level of satisfaction".

Monthly income and level of satisfaction
The calculated value of χ^2=1.386 is less than the table value of χ^2 (7.815) of 3 degrees of freedom at 5% level of significance. Hence null hypothesis is accepted. "There is no significant relationship between monthly income and their level of satisfaction".

Finding
➢ Majority (52.7%) of the respondents are female.
➢ Majority (50.7%) of the respondents are in the age group of 25 years to 45 years.
➢ Majority (46.7%) of the respondents are up to school level.
➢ Majority (60.7%) of the respondents are agriculture farmers.
➢ Majority (53%) of the respondents are in joint type of family.
➢ Majority (48.7%) of the respondents are married.
➢ Majority (53%) of the respondents have 4 to 6 members in their family.
➢ Majority (47.3%) of the respondents earn Rs. 5000 to Rs.10000 per month.
➢ Majority (57.3%) of the respondent travels 1 to 2 KM to the society.
➢ Majority (57.3%) of the respondents spends Rs.10000 to Rs.15000 to the purchase of cattle.
➢ The total yield per day is below for 72% of respondents.

Suggestion

1. The co-operative milk society are not aware of qualitative and quantities measurement of the milk procurement. Hence the societies should take necessary arrangement for conducting awareness programs to producers as well as consumers.
2. Single window sales system is followed by the milk society for their local sales. It makes so many problems for the consumers such as timing, quantity of buying, availability and so on. Hence it is suggested that the society authorities should take. Some alternative steps like increasing number of counters, door delivery system, separate counter for bulk purchase and

Conclusion
The major factors considered by the consumers before purchasing milk are freshness, taste, quality, quantity, availability, cleanness and timing.

Further the majorities of the consumers are satisfied with the co-operative milk society and milk products because of its good quality, quantity and availability. Some consumers are not satisfied with the society milk because of its high price, lack of choice, inconvenient delivery and timing etc. therefore if slight modification in the marketing channels such as increase dealers and outlets etc. may solve the problems of unsatisfaction.

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