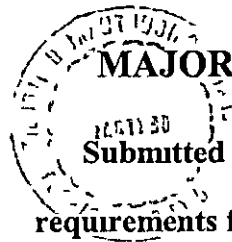


**MARKET POTENTIAL FOR BRANDED DOUBLE TONED CURD TO BE  
INTRODUCED BY ERNAKULAM DAIRY**

1

by

**RESHMA DAS (2015-31-029)**



**MAJOR PROJECT REPORT**

Submitted in partial fulfillment of the

requirements for the post graduate degree of

**MBA IN AGRIBUSINESS MANAGEMENT**

Faculty of Agriculture

**Kerala Agricultural University**



**COLLEGE OF CO-OPERATION BANKING AND MANAGEMENT**

**VELLANIKKARA, THRISSUR-680 656**

**KERALA, INDIA**

**2017**

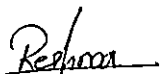
**DECLARATION**

## DECLARATION

We, hereby declare that this project entitled '**MARKET POTENTIAL FOR BRANDED DOUBLE TONED CURD TO BE INTRODUCED BY ERNAKULAM DAIRY**' is a bonafide record of research work done by us during the course of major project work and that it has not previously formed the basis for the award to us for any degree/diploma/ associateship/ fellowship or other similar title of any other University or Society

Vellanikkara

31-10-2017

  
**RESHMA DAS**  
(2015-31-029)

---

**CERTIFICATE**

## CERTIFICATE

Certified that this project report entitled **“MARKET POTENTIAL FOR BRANDED DOUBLE TONED CURD TO BE INTRODUCED BY ERNAKULAM DAIRY ”** is a record of project work done by Miss Reshma Das under my guidance and supervision and that it has not previously formed the basis for the award of any degree/diploma/fellowship or associateship to them

31-10-2017

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---

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*For any errors or inadequacies that may remain in this work, of course, responsibilities entirely mine*

*Reshma Das (2015-31-029)*

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## CHAPTER 1

### DESIGN OF THE STUDY

#### 1 1 INTRODUCTION

Milk and milk products have an important place in the dietary regimen of human beings due to health benefits. Milk is being a complete food had its own important in the day to day life being. Milk cannot substitute with another product. It is essential for the growth of children and it is also an important food for all age group. In our country possess about 18 percentage of the total supply of milk in the world. There are companies in the country to produce milk and milk products.

The exact components of raw milk vary by species, but it contains significant amounts of fat, protein and calcium. In addition to cattle, the milk of buffalo, goat, sheep and yak is used in our country by humans for manufacture of dairy products. In the Western world today, cow's milk is produced on an industrial scale and is by far the most commonly consumed form of milk. The largest producers of dairy products and milk today are India followed by the United States, Germany, and Pakistan.

The success of the dairy industry has resulted from the integrated Co-operative system of milk collection, transportation, processing and distribution, conversion of the same to milk powder and products, to minimize seasonal impact on suppliers and buyers, retail distribution of milk and milk products, sharing of profits with the farmer, which are ploughed back to enhance productivity and needs to be emulated by other farm produce/producers.

##### 1 1 1 Curd

Curd is a dairy product obtained by coagulating milk in a process called curdling. The coagulation can be caused by adding rennet or any edible acidic substance such as lemon juice or vinegar, and then allowing it to sit. The increased acidity causes the milk proteins (casein) to tangle into solid masses, or *curds*. Milk that has been left to sour (raw milk alone or pasteurized milk with added lactic acid bacteria) will also naturally produce curds, and sour milk cheeses are produced this way.

Curd or Yogurt is in great demand, especially in summer season. Curd is used to make multiple Dahi dishes, which have their own significance from health point of view. Curd is consumed as Yogurt rice, Lassi, Chapatis & Dahi, Dahi Bhalla, Beet root raita, Pomegranate raita, Cucumber raita, Bottle gourd raita, Shrikhand,



buttermilk, piyush, vegetable salads, etc. Curd Lassi is quite popular dish in northern India in summer season. Curd, the dairy product, has many health benefits and used as beauty aids to fair complexion. In number of cases, it has been said that curd is more beneficial than milk. The fermentation of milk leads to the formation of curd.

### **1.1.2 Importance of Milk in Diet**

Although milk from the cow is processed, it is not an engineered or fabricated food. It is about 87 percent water and 13 percent solids. The fat portion of the milk contains fat soluble vitamins. The solids other than fat include proteins, carbohydrates, water soluble vitamins, and minerals. These nutrients in milk help make it nature's most nearly perfect food.

Milk products contain high quality proteins. The whey proteins constitute about 18 percent of the protein content of milk. Casein, a protein found only in milk, contains all of the essential amino acids. It accounts for 82 percent of the total proteins in milk and is used as a standard for evaluating protein of other foods. Protein is needed to build and repair body tissues and to form antibodies which circulate in the blood and help fight infection.

Milk also contains the following nutrients: calcium, phosphorus, magnesium, and potassium. The calcium found in milk is readily absorbed by the body. Phosphorus plays a role in calcium absorption and utilization. Phosphorus is needed in the proper ratio to calcium to form bone. Milk provides these two minerals in approximately the same ratio as found in bone. Milk is also a significant source of riboflavin (vitamin B2) which helps promote healthy skin and eyes, as well as vitamins A and D.

### **1.1.3 Contribution to the National Economy**

Dairy enterprise is considered a "treasure" of the Indian economy, particularly for rural systems. It provides nutrition, animal power, organic manure, supplementary income, employment, cash income, and a 'cushion' for the Indian economy. The sector involves millions of resource poor farmers, for whom animal ownership ensures critical livelihood, sustainable farming, and economic stability. Dairying in the recent decades has been considered a vital component in the diversification of Indian

agriculture, where crop farming is beset with stagnating growth and low absorption of unskilled agricultural labourers. In order to alleviate the problem of unemployment/under-employment and to maintain domestic

Tranquillity, diversification of crop production into non-crop enterprises like dairy farming is of vital importance.

The Economic Survey 2015-16 presented in the Parliament by the Union Finance Minister Arun Jaitley emphasizes that the Indian agricultural system is predominantly a mixed crop-livestock farming system, with the livestock segment supplementing farm incomes by providing employment, draught animals and manure.

According to the latest release of the Central Statistical Office, the growth in the agriculture and allied sectors is estimated to be 1.1 per cent in 2015-16. The Twelfth Five Year Plan (2012-13 to 2016-17) had envisaged a growth rate of 4 per cent for the agriculture and allied sectors. During the last five years ending 2015-16, the average annual incremental production of food grain is 2.05 million tonnes. During the same period, the average annual incremental milk production was over six million tonnes. The variation between the growth rate in food grain production and milk production can be partially explained by the volatility factor in agricultural production and robustness in milk production.

India ranks first in milk production, accounting for 18.5 % of world production, achieving an annual output of 146.3 million tonnes during 2014-15 as compared to 137.69 million tonnes during 2013-14 recording a growth of 6.26 %. Whereas, the Food and Agriculture Organization (FAO) has reported a 3.1 % increase in world milk production from 765 million tonnes in 2013 to 789 million tonnes in 2014. Dairying has become an important secondary source of income for millions of rural households engaged in agriculture.

India's estimated milk production in 2015-16 was 155.49 million tonnes, which is about 6.28 per cent higher than last year. Estimated per capita availability in 2015-16 was 337 grams per day, an increase of 4.7 per cent over the previous year.

#### **1.1.4 Dairy Development in Kerala**

Dairy development in India has several distinct characters unique to its economic-socio-cultural and demographic diversity. Dairy development is not a tool but viewed as synonymous with rural development by creating employment

opportunities for disadvantaged groups. For feed requirement of the cattle, farmers mainly depend on agricultural by-products or on grazing. Therefore, there is a close link between dairy development and overall agricultural development in the country. In fact, it is livestock development that has provided the basic foundation for the green revolution. So, dairy development programmes are becoming more popular among all the anti-poverty programmes launched by the Government.

Attempts to organize and develop animal husbandry and dairying in Kerala started only during the First Five Year Plan when the Key Village Scheme was introduced and facilities were provided for artificial insemination. Under the scheme, around 50 artificial insemination centres covering a breedable cattle population of about 5000 were started in the State. During the Second Five Year Plan, 11 Key Village Centres were started to upgrade the breed of local cattle.

Since the Third Five year plan, a comprehensive attempt for improving the cattle wealth of the state was made. During the Third Plan a collaboration project between the Government of India, Government of Kerala and Government of Switzerland, known as the Indo-Swiss project, started with headquarters at Mattupetty in Idukki district. The main objective was to evolve a new species of cross-bred cattle suitable for Indian conditions and to encourage scientific production of fodder. The setting up of a semen bank and liquid nitrogen plant is a landmark in the field of cattle breeding in Kerala. Another major development in the dairy sector of the state during the Third Plan was the establishment of three dairy plants, one each at Ernakulam, Palakkad and Kottayam.

During the Fourth Five Year plan, an Intensive Cattle Development Project was started for improving the quality of cattle and thereby to raise their productivity. The project proposed to cover a population of about one lakh breedable cows and other aspects of cattle development such as breeding, fodder development, balanced feeding practices, effective disease control and marketing of livestock production. At present, there are eight Intensive Cattle Development projects in the state. They are located at Thiruvananthapuram, Kollam, Pathanamthitta, Idukki, Ernakulam, Palakkad, Kozhikode, and Kannur.

As a part of the national programme, 'Operation Flood' project was started in the state in 1980. For implementing this project in the state, the Kerala Co-operative Milk Marketing Federation (KCMMF) was formed on 25th January 1980. The objectives of the Federation are

- [1] To carry out activities of production, procurement, processing and marketing of milk and milk products
- [2] To manufacture balanced cattle feed and supply it to the milk producers through co-operative societies
- [3] To provide veterinary and health service to the milk producers
- [4] To advise, guide, assist and control the primary milk co-operative societies in all aspects of management of the society
- [5] To impart technical knowledge and training, and,
- [6] To provide technical, administrative, financial and other assistance to the member unions and village societies

The primary function of the Federation is to implement the national program of Operation Flood II and Operation Flood III in Kerala. The project area covered the southern revenue districts of Thiruvananthapuram, Kollam, Pathanamthitta, Alapuzha, Kottayam, Idukki, Ernakulam and Thrissur. The programme was implemented by the Federation in collaboration with the National Dairy Development Board.

At present, there are eight Intensive Cattle Development projects in the state. They are located at Thiruvananthapuram, Kollam, Pathanamthitta, Idukki, Ernakulam, Palakkad, Kozhikode, and Kannur. As a part of the national programme, 'Operation Flood' project was started in the state in 1980. For implementing this project in the state, the Kerala Co-operative Milk Marketing Federation (KCMMF) was formed on 25th January 1980.

## **Market potential**

Market potential analysis is a strategic tool to identify market opportunities and invest resources where they will have the greatest return in the long run. Market potential analysis is not used for short term forecasting, but can help to target market with high growth potential in future.

Market potential is the valuation of the sales revenue from all the supplying channels in a market. Market potential is the population that is interested in the product/ service that is being made or offered by an organization. In other words, it is the potential money making capability of a firm if it capitalizes all advantages and everything goes its way. It is a subset of the total population, where market potential is the population, all of whom can be potential consumers of the product or service.

Market potential is the maximum population which would be interested in the product / service, and gives a good insight on the growth possibility as well

## **1 2 BACKGROUND OF THE RESEARCH**

Codex Alimentarius defines a milk product as a “product obtained by any processing of milk, which may contain food additives and other ingredients functionally necessary for the processing” The range of milk products varies significantly from region to region and among countries in the same region, depending on dietary habits, the milk processing technologies available, market demand, and social and cultural circumstances

The per capita consumption of milk and milk products is higher in developed countries, but the gap with many developing countries is narrowing Demand for milk and milk products in developing countries are growing with rising incomes, population growth, urbanization and changes in diets This trend is pronounced in East and Southeast Asia, particularly in highly populated countries such as China, Indonesia and Viet Nam The growing demand for milk and milk products offers a good opportunity for producers (and other actors in the dairy chain) in high-potential, peri-urban areas to enhance their livelihoods through increased production By volume, liquid milk is the most consumed dairy product throughout the developing world Traditionally, demand is for liquid milk in urban centers and fermented milk in rural areas, but processed products are becoming increasingly important in many countries

The Government has focused on improving milk production through various programs and price support policies the study focuses mainly on understanding the market potential of double toned curd to be introduced by milma

## **1 3 STATEMENT OF PROBLEM**

Dairying has been inherent in Indian culture, for centuries Milk and milk products have always been an integral part of our consumption habits In post-independence India, co-operative dairying has been one of our major success stories having a profound impact on the socio-economic development of rural areas The performance of the Indian Dairy sector over the last three decades has been extremely impressive This can be attributed to successful implementation of the Operation

Flood programme and other dairy development programmes implemented by the State and Central Governments

Kerala Cooperative Milk Marketing Federation (KCMMF) was formed in 1980 with the aim of bring about overall development of dairy sector in Kerala. They collect the milk from farmers and after processing distributed to consumers thereby support the farmer and consumer, farmer get better price and consumer get good quality milk and milk products.

**Milma** Ernakulam Region was established in 1985. ERCMPU operates under the three tier - "Anand Pattern" - covering about 980 village level dairy co-operative societies spread across the four central districts of Kerala. The Union channelizes marketable surplus from the rural areas to urban deficit areas to provide assured year round market and maximize return to milk producers while providing quality milk and milk products to the consumers.

The milma has different type of milk product curd is one of the product now they are marketing skimmed curd. The skimmed curd means it does not contain fat content now they planning to introduce a new variety of double toned curd into the market. It contains an average of 1.5 per cent of fat content in it. Therefore, the present study is aimed to explore the market potential for branded curd with following objectives.

#### **1.4 OBJECTIVES OF THE STUDY**

- To analyse the market potential for milma double toned curd to be introduced by Ernakulam dairy.
- To analyse the factors influencing consumers and retailers in the purchase decision of curd.

#### **1.5 SIGNIFICANCE OF THE STUDY**

The study will help the company to get an understanding about the market potential of milma double toned curd and factors that consumers and retailers consider while purchase and select for selling in their stores respectively. Company will get a clear picture about the various purchase behaviour of consumers. It will give a clear picture about the percentage of consumers preferring branded curd and responses towards a new one. So that the company can identify the strong and weak points they have to

concentrate more before introducing the branded curd and can plan their promotional activities accordingly

## **1 6 Area of the study**

The data were collected from different regions under Ernakulam dairy such as thalayolaparambu, vaikom, peruva and piravam

### **1 6 1 Data source**

The study was based on both primary and secondary data for the collection of primary data interview schedule was used Secondary data was collected from journals, annual reports, magazines and books Relevant secondary data has also been downloaded from appropriate website in the internet

### **1 6 2 Sampling design**

- 1 **Location** The location selected for the study was regions under Ernakulam dairy
- 2 **Sample size** The total sample comprises of 50 consumers and 50 retailers
- 3 **Method of sampling**

Convenience sampling was adopted for collecting data from retailers and for finding out consumers

### **1 6 3 Variables selected for the study**

- 1 Socio economic profile of consumers and
- 2 Market potential variables
- 3 Factors influencing purchasing of curd

### **1 6 4 Observations to be made**

- 1) **Socio economic profile of consumers**
  - a) Gender of the consumers
  - b) Age
  - c) Educational qualification
  - d) Occupation
  - e) Monthly income of the family
  - f) Monthly budgets for curd

g) Family size of the respondent

h) Market potential variables

## **2) Market potential variables**

a) Number of potential buyers willing to buy the new brand (n)

b) Average selling price (p)

c) Average annual consumption

## **3) Factors influencing purchasing of curd**

### **Consumers**

a) Quality

b) Price

c) Health factor

d) Availability

e) Quantity

f) Packaging

g) Brand image

### **Retailers**

a) Demand

b) Quality

c) Price

d) Availability

e) Quantity

f) Relation with supplier

g) Commission

h) Additional benefits

## **1 6 3 Statistical tools for data analysis**

The collected Quantitative data were analysed using the statistical software IBM SPSS Version 20 by using,

- Percentage analysis
- Garret ranking
- Kent Wolf method for estimating market potential



### **Garret ranking**

The garret ranking technique is used to rank factors influencing purchase of curd. In this method, the respondents were asked to rank the given problem according to the magnitude of the problem. The order of merit given by the respondents was converted into ranks by using the following formula:

$$\text{Percentage position} = \frac{100 (R_{ij} - 0.5)}{N_j}$$

$R_{ij}$  – rank given for the  $i$ th variable by  $j$ th respondents

$N_j$  – no. of variables ranked by  $j$ th respondent

### **Kent Wolf method for estimating market potential**

$$Y = n \cdot u \cdot p$$

Where

$Y$  = total market potential available to all firms

$n$  = number of potential buyers

$p$  = average selling price

$u$  = average annual consumption

### **1.6.4 The period of the study**

The study was conducted from 21<sup>st</sup> July to October 16, 2017.

### **1.7 Scope of the study**

This study will be conducted to know the market potential of branded curd in the regions under Ernakulam dairy and would help the milma to understand what are the factors that influence the purchase decision of consumers. Identifying the influencing factors in purchase decision may help the company to position their products occupy in the mind of retailers and ultimate consumers in future also.

## **1 8 Limitations of the study**

- 1 The study is confined to some areas of the dairy unit since the result cannot be generalized
- 2 Some of the respondents were unwilling to share information
- 3 Since it is a market potential study, the likelihood potential consumers were explored based on the scope of the product and strong assumptions of the researcher's team

## **1 9 Chapterisation**

### **CHAPTER I**

The first chapter deals about design with the explained introduction, background of the study statement of the problem, objective, scope methodology and limitations of the study

### **CHAPTER II**

The second chapter deals with review of literature

### **CHAPTER III**

The third chapter deals with organizational profile of the company

### **CHAPTER IV**

The fourth chapter deals with the data analysis and interpretation along with the estimation of market potential

### **CHAPTER V**

The fifth chapter deals with summary of findings , suggestions and conclusion

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## REVIEW OF LITERATURE

## CHAPTER II

### REVIEW OF LITERATURE

A literature review is an evaluative report of information found in the literature related to selected area of study. The review should describe, summarise, evaluate and clarify this literature. It should give a theoretical base for the research and help in determine the nature of your research. Work which is irrelevant should be discarded and those which are peripheral should be looked at critically.

In writing literature review, the purpose is to convey to the reader what knowledge and ideas have been established on a topic, and what their strengths and weakness area. The literature review must be defined by a guiding concept. It is not just a descriptive list of the material available, or a set of summaries.

Here reviews are organised under following headings

- i Studies related to dairy sector
- ii Studies related to dairy cooperatives in India
- iii Studies related to marketing of dairy products
- iv Studies related to market potential

#### 2.1 Studies related to dairy sector

**Sidhu and Bullar (2004)** studied the impact of dairy on income and employment in Punjab. The study revealed that the livestock economy especially dairy is considered to be an economically viable alternative for increasing income and employment in the farm sector of Punjab. It is clear that the contribution of livestock economy to the farm sector has increased

over time, whereas the contribution of crop sub-sector to the agricultural growth has declined due to stagnation, fall in productivity of important crops, rise in fixed cost and degradation of soil and water resources. The importance of dairy especially on small and marginal farms has increased, and the proportion of dairy to the total farm business income on these farms has increased. The economic sustenance of these farmers is primarily dependent on dairy enterprise as it helps in utilizing their surplus

30  
family labour, requires less land and water resources and provides cash income to meet their daily consumption needs. The dairy sector has also helped in generating employment on small, marginal and semi-medium farms despite fall in employment in crop production.

**Jha (2004)** studied India's dairy sector in the emerging trade order. He made disaggregated analysis of dairy development in all the states of the country by calculating simple and compound growth rates with the linear and exponential trend equations for the period 1977-78 to 1996-97. He also calculated the coefficient of determination (adjusted  $R^2$ ) for both the equations and has some meaningful inferences that if the exponential equation yields a higher value of  $R^2$  as compared to the linear equations, it could be taken as evidence that the compound rate of growth over the period is not constant but is increasing and vice-versa. The  $R^2$  also helps in understanding the reasons for disparity in the simple and compound rate of growth. He also studied the trends in Dairy Development indicators for the period 1950-51 to 1999-2000. He opined that dairy development in the country presents encouraging trends, in terms of milk production, per capita availability of milk, sources of milk production as also accessibility of milk. A disaggregate analysis of the dairy sector presents a wide disparity in the different indicators of dairy development, and the trend growth in most of the states is encouraging.

**Tuteja and Singh (2004)** conducted a study on employment and income generation through livestock based milk processing units in rural Haryana. The study revealed that the production of milk in Haryana grew at the rate of 4.07 per cent per annum during 1980-81 to 2000-01. Therefore, milk processing on commercial scale has great potential in terms of enhancing the income of the farmers by selling milk products in the expanding domestic and

international markets. The milk processing units on an average generated employment of 8.40 persons in Gurgaon, and 5.86 persons in Jind district. The factories generated the highest employment of about 14 persons in the former and 11 persons in the latter district. The study highlighted that marketing of local products faced severe competition from the multinationals. Hence, promotional policies need to focus on the marketing bottlenecks and devise efficient marketing channels through public and private partnership. Special zones can be created in those areas where raw

material/milk is easily available The alternative way could be formation of cooperatives like Amul

**Palaniappan and Sengottaiyan (2010)** reviewed the increasing demand that puts pressure on production of dairy industry It was argued that the milk and milk products' demand is expected to grow very rapidly with population growth, urbanization, increase in income levels and changes in food habits This increase in demand for the dairy products will put an  
Increasing pressure on dairy production systems

**Negi (2010a)** evaluated the opportunities and challenges in Indian dairy sector The author discussed the key areas of dairy industry such as competitiveness, cost of production, productivity of animals, processing, marketing infrastructure, focus on buffaloes milk based specialty, import of value added products and export of lower value products and operation flood era The study concluded that untapped potential of the dairy sector is immense and opportunity to set up a new dairy venture is great There is enough place for both private and cooperative sectors It is cautioned that entering dairy sector is not going to be a cake walk

**Sundaram (2010)** explored that dairying deserves a better deal It was evaluated that the dairy sector is producing more milk than the requirement and it has become difficult to market dairy production While it commands low prices in the international market, the domestic market is unable to absorb excess supply

**Das (2010)** studied the impact of dairying on rural development For the purpose of drawing the samples, two coastal districts, i.e., Puri and Ganjam in Orissa in view of the high potential in dairy sector, were selected Different selected indicators of dairy households were compared with the corresponding values of non-dairy households with a view to arrive at the changes arising due to dairying The impact of dairying development on rural development

was found considering the primary data obtained from 200 households of 4 villages under 2 blocks in Ganjam district, and 180 households of 4 dairying villages under two blocks in Puri district Both primary and secondary data were used The period of study was from 1st March, 2003 to 31st April, 2004 He used the techniques like time

series analysis, mean analysis, percentage deviation methods and t' test The study concluded that dairy households are better than non-dairy households

**Nishi Sah A K, and Ram Kumar (2011)** assessed the dairy farmers' satisfaction with dairy cooperative societies About one third of the respondents were happy with the functioning of societies Organisational participation, market potential and economic motivation were found to have strong influence on the satisfaction level of farmers

**Annual Report (2010-11) of the department of animal husbandry, Dairing & fisheries of the Government of India** India continues to be the largest producer of milk in the world As a result of different measures initiated by the Government the productivity of livestock and milk production have increased the milk production significantly to the level of 100.9 million tonnes at the end of the Tenth Plan (2006-07) as compared to 53.9 million tonnes in 1990-91

**Malhotra (2011)** assessed the main areas of activities in dairy industry The author in his research article discussed the different activities of dairy industry, i.e., production, processing, job profile, opportunities and personality traits India is the world's largest producer of milk livestock Dairy farming and processing are two of the fastest growing agricultural sectors in the country Milk is the single largest commodity contributing toward India's GDP The spectacular growth of the dairy sector which includes the dairy processing industry and related fields, has churned up a plethora of career opportunities With nearly 600 big and small dairy plants owned by private companies and dairy federations, there is a growing requirement for qualified and well-trained professionals The National Dairy Development Board (NDDB), a multi-locational organization, involved in planning, implementing, financing and supporting farmers owned professional agri-businesses is the core PSU in this field, but almost every state is cloning Amul's cooperative success With the presence of multinationals like Nestle, Cadbury's, Kelloggs, Unilever, Walls, Heinz and Prefetti Van Melle in the Indian market, employment opportunities as well as salaries have escalated Both milk cooperatives and federations like Mother Dairy, Amul, Prang, Vijaya, Milkfed (Verka), and private enterprises such as Milkfood, Dalmia, Dabur,

Britannia, Vadilal, are actively modernising and diversifying their operations and exploring non-traditional channels to boost demand

**Kaur (2012)** reviewed the dairy profession as a change of traditional agriculture. The author, in his research article, made a comparison of traditional agriculture and dairy profession. He mentioned that both professions are inter-related. Even the dairy profession provides a permanent source of income especially to the small farmers and landless farmers. Less capital investment is required in dairy profession as compared to agriculture.

**Dhalwal (2012)** studied the reasons leading to Punjab state's dairy sector crisis. The main reasons include falling milk prices, a huge stock of powdered milk and ghee, and milk being procured by private players from neighbouring states like Rajasthan. As of now, Punjab produces one crore litres of milk daily. Of the one crore litres of milk produced, about 11 lakh litres is procured by milk plants operated by Milkfed. About 20 lakh litres of milk is procured by private milk plants and the remaining is supplied to the market through milk vendors. Milkfed is procuring milk at an average price of Rs 390-410 per kg fat, and private milk plants in Haryana were procuring milk at Rs 360 per kg fat. The state dairy farmers blame the Central Government for the crisis. When it was time to export milk products such as milk powder, the central government banned it. This resulted in a huge stock of about 8300 tonnes of milk powder in the country which could not be exhausted even during the lean summer months. The state had about 3000 tonnes of milk powder but the price of the product in the international market had gone down. Milk powder has a limited shelf life. The other state governments like Maharashtra and Karnataka extended a helping hand to milk producers, giving them a subsidy of Rs 2 per kg of milk.

**Dr Koli P A** says in his article "Dairy Development in India and Challenges" about challenges in the nature of entry of private dairies. Low qualities of milk, more passive membership in societies in villages, low investment in Research and Development, undesirable politics etc. He suggested amalgamation of dairy societies in village, develop a self financial model, brand development and quality control etc. He concludes that the dairy



Co- operatives in India are facing several challenges. However the united efforts will help them to service in future. They need to apply scientific and professional management.

## **2.2 Studies related to dairy cooperatives in India**

**Misal Dilip Mohanrao (2003)** conducted research on the topic entitled “Study of Cooperatives Dairy sector in Maharashtra”. Dairy Cooperatives in Maharashtra focus on increase in production volume of milk and milk products, and developed states work on enhancement of milk product, brand, and union of dairy co-operative. He has expressed that Dairy Cooperatives have been getting various opportunities as well as facing different challenges and are going to formulate different types of planning to cope with these challenges and to get success. Plans of Dairy Cooperatives in Maharashtra are, generally to increase production volume of buffalo milk, bring about the internal improvement in Cooperatives societies, reduce cost of production, and provide quality services to consumers through skill, trained and educated manpower, and e-commerce. Plan of Maharashtra is quite different from that of developing States.

**Duhan et al (2004)** conducted a study with reference to 120 respondents scattered in six villages of two blocks in Rewari district of Haryana to analyze the nature of markets and role of cooperatives in marketing of milk. It was observed that on medium and large categories of Farms the milk sold through cooperative society was found to be higher than the disposal through milk vendors and directly to the consumers mainly due to more marketable surplus. While on small farms the disposal was found to be almost equal, i.e., 35 per cent through milk vendors and directly to the consumers, and the disposal of milk through cooperative society was less due to lower marketable surplus owing to smaller herd size.

**Khanna (2005)** assessed the dairy cooperatives in different countries of Asia. In his research article, different types of primary and secondary data were used to explain the type of organisation structure, system and strengthening the dairy farming in

different countries of Asia. The author's main objective is to have a comparative study of dairy cooperatives in different countries of Asia.

**Patel (2007)** in his article assessed the Information System Requirements for implementation of Enterprise Resource Planning (ERP) for dairy Co-operatives. The author discussed the Information System Requirements in different functional areas, i.e., milk procurement, milk production, milk sales and distribution, purchased and stores, quality control, personnel and administration, accounts and finance, plant maintenance and quality assurance. The author has concluded that with integration of the above functional areas, the dairy cooperatives will be in a position to generate various reports required for day-to-day management and to take timely decisions. In spite of above integration activities, it also needs to provide add on support for other important activities like Interfacing of EPBAX and Generation of various reports, Development of RMRD (Raw Milk Reception Dock) and License to use at defined locations, Development of an optimization model for deciding the composition for various types of cattle feed, with an objective to minimize the total cost and generate optimum composition of each cattle feed with the objective of minimizing the total cost. Feed, with an objective to minimize the total cost and generate optimum composition of each cattle feed with the objective of minimizing the total cost.

**Vyas (2007)** in his research article, reviewed the Amul dairy in a detailed manner and development of India's dairy Co-operative movement. The author has discussed the three-tier Amul model, impact of Amul model and achievements of Amul movement. The study has brought out that the future of dairy is bright, but effective infrastructure coupled with sophisticated marketing would be necessary to tap and stimulate the demand for milk and milk products.

**Shankar (2007)** examined India's Co-operatives in a globalised world. In his research article, the author has explored the SWOT analysis technique on Co-operatives in the context of economic reforms and also discussed the steps to enable Co-operatives to face the challenges of economic reforms. In this context, dairy Co-operatives are also discussed. The author's objective is to disclose the most dramatic changes in political, legal and economic order of the world in the Indian context and their effect on cooperative sector during the last thirteen years.

**Ubendhiran and Murugesan (2008)** in their study, have mentioned that popular branded products of Indian dairy Co-operatives are Amul, Vita, Sudha, Him etc. Amul' is the product of for Gujarat Co-operative Milk Marketing Federation, Vita' of Haryana Dairy Co-operative Federation, Sudha' of Bihar State Co-operative Dairy Federation, and Him' of Himachal Pradesh Milk Co-operative Marketing Federation. The authors have used various branding strategies to explain the branding concept in an Indian Co-operatives. The authors have concluded that by means of appropriate branding strategy, the image of the product improves and the marketability is enhanced, and the product features can be effectively conveyed to the public. It also helps to guarantee the quality standards and build brand loyalties among the public towards a particular product.

**Ghanekar (2008)** emphasized on strengthening the dairy cooperatives to tackle the agrarian crisis. The author has concluded that dairy in India is an integral part of the total farming system. Symbiotic relationship exists between agriculture and dairy farming. The agricultural by-products provide feed and fodder for the cattle, whereas cattle provide necessary draught power for various agricultural operations. Hence, promoting cooperative dairy sector by providing policy support will definitely be a right strategy to tackle the agrarian crisis. The objective of the study is to examine the right strategy to tackle the agrarian crisis.

**Asthana (2008)** studied the cooperative dairy sector of Gujarat. The author discussed the origin of AMUL', its organization and structure, financial management system, business management of Co-operative dairy in Gujarat. The article also covers the branding aspect and number of welfare measures taken for dairy Co-operative members. The determinants for the success of dairy sector have also been mentioned in this article. On the basis of success determinates of dairy sector, sustainable model has also been discussed for other sectoral Co-operatives. In brief, we can say that this study provides us the guidelines to make Co-operative dairying successful on the pattern of Gujarat Co-operative Dairy sector AMUL', and explaining the measures for their success.

**Barberini (2009)** evaluated the role of Co-operatives in the case of economic recession. The study quoted the views of Nobel Prize winner for Economics, Amartya Sen maintaining that what we need today, is not the invention of a new capitalism, but the intelligent and humane use of the notion of Co-operative. Sen added that a market economy is heavily dependent on the psychological mechanism of reciprocal trust and Co-operative growth. Ivano Barberini concluded that affirming the social role played by the Co-operative enterprise, ensuring its growth and prosperity, and spreading its culture are essential factors in being a Co-operator. These tasks must be pursued with passion, intelligence, and determination, together with those who wish to develop a responsible form of globalization, a free market based on clear rules and a society based on solidarity.

**Periyansami N (2009)** he has written article on "Co-operative Dairy -A boon to Indian farmers". This paper aims to give a picture of Co-operative dairying in India. India has become number one milk producer in the world. The increase in the quantity of milk production over the period is mainly due to the operation flood program (white revolution) which comes under Co-operative ambit, the number of Co-operative milk societies, number of members and milk production have increased with the implementation of this program. He concluded performance of milk producers, Co-operatives, their role in Co-operative development of rural economy and the benefits, analysis of these societies at micro level has become matter of a considerable interest, dairy Co-operatives have multiple linkages in development of agriculture, employment, income, health and sanitary conditions, nutrition and education level in the rural India. The main objective of rural producer Co-operative societies is to safeguard and protect the interest of milk producers, organize marketing facilities for members and fetch them remunerative prices for milk. Now each village in India probably has milk producer's Co-operative society. Therefore dairy Co-operative are more suitable for rural development in developing countries like India.

**Khanna (2009)** explored the scope of dairy cooperatives with Co-operative development. The author concludes that whenever there is a discussion on setting up milk procurement business, the ideal network that comes to mind is the cooperative pattern. While the government sponsored Co-operatives have learnt to manage and foster dairy Co-operatives, there is not even a single good example of private entrepreneur entering the dairy business through the Co-operative route. It is

not very difficult to find the reason. The existing Co-operative Societies Act is neither farmer-friendly nor business-friendly. The provisions of the Act and the regulations cause more harassment than help to set up Co-operative organizations that would favour the farmers.

**Veerakumaran (2009)** discussed the problems and prospects of the cooperatives in Kerala. It was stated that almost all villages have been covered with the cooperative milk production and marketing network in the state of Kerala. But the problems like escalating cost of production, occupational mobility, and structural and operational setbacks are faced. It also examined the prospects of milk cooperatives, in spite of the problems raised in the article. This sector is having high prospects due to transformation of Homestead farming to Commercial farming.

**Sachdeva (2012)** evaluated the role of Co-operatives and private milk agencies in dairy industry in Punjab. The agencies like Verka, Nestle and others take milk from the farmers at less rate than market rate. This is the main reason that the dairy industry is not profitable in Punjab. Due to this reason, it could not fulfil dairy expenditure.

**Dinesh Kumar Bharati, Chandra Sen** have studied state wise details of primary milk supplying societies in India. They found phenomenal progress in those societies. They conclude, the consistent efforts are needed to achieve the sustainable growth in milk production. The farmer started milk production on commercial base as a result of efforts taken by the dairy co-operatives. They found that there is a greater scope to develop dairy industry as second important enterprise of our country.

**Narayana D** - pointed out that large number of households belonging to the backward castes, being less educated and small holding are not able to participate in dairying on the basis of recent study of two dairy co-operatives in Gujarat, he argued that inequality in land ownership, caste, illiteracy and undemocratic functioning of dairy co-operatives are barriers to entry, illiteracy might not be the factor in Kerala but land ownership could be one of the factors influencing the entry of the farmer in dairying. He revealed that women have devoted considerable time on dairying irrespective of whether they are reported as working or non-working. It shows great role of women in keeping cattle. The initiatives undertaken such as Malabar Rural Development

Foundation for improving the dairy farm are welcome as they go beyond taking care of dairy animals but they cannot address the problems of poor and landless as their participation in dairying is considerably low. This needs to be kept in care of dairy animals but they cannot address the problems of poor and landless as their participation in dairying is considerably low. This needs to be kept in mind while planning welfare interventions.

### **2.3 Studies related to marketing of dairy products**

**Sujatha et al (2004)** studied the market structure, price spread, marketing costs and marketing efficiency for milk in the cooperative and private sectors of Andhra Pradesh. It was found that price spread was less in private sector, and hence, the consumer price was also less. The major constraints identified in milk marketing were high feed cost, inadequate price for milk, poor credit facilities, disease outbreak, etc. Because of delay in the payment for the milk sold to the cooperative society, the farmers approached the private firms. For enhancing the marketing efficiency of milk, infrastructure facilities like chilling plant, pasteurization and dairy products processing plants have to be developed.

**Kango (2006)** studied the milk consumption pattern by different types of consumers. The main objective of the study was to know the type of milk and milk products used by the consumers. To achieve this objective, a survey was conducted on students, family members and employees of the institutions. As many as 675 schedules were selected for consolidation. It was concluded from the study that there was an urgent need to improve the quality of milk and milk products. So, Indian dairy industry should make every effort to improve the quality of milk and milk products.

**Siddaram, Sonnad and Shivashankar (2007)** in their study on Marketing Management of Milk and Milk Products in North Karnataka evaluated and analysed data relating to the Investment and Procurement management of milk for last three years i.e., 2000-2003. The results indicated that the investment in private processing unit was quite high compared to the co-operative sector unit. The performance with respect to economies of scale can be realized through adequate investment. The procurement pattern of raw milk by the private sector unit involved many

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intermediaries like contractors, sub-contractors and there was lack of producers' involvement due to absence of village level producer's societies

**NIIR Board (2008)** provides an overview of milk products made from milk in dairy industry. As the keeping quality of milk is poor, the surplus milk is converted into milk products which can be stored over longer periods and transported to distinct places for sale at convenience. Much of the milk, i.e., 60% produced in the country is converted into various milk products. The products are ghee, dahi, cream, butter, ice cream, milk powder, cheese, khoya, rabri, shrikhand etc. Ghee alone accounts for about two-thirds. The chemical composition of milk products is also discussed in the article.

**Sundaram (2009)** assessed the demand of packaged dairy products. It was concluded that while established names such as Mother Dairy, Amul and Nestle have made deep in-roads into the packaged milk and milk products market, small companies can emulate the model in regional market. A few such as Verka in Punjab and Parag in UP have already made the beginning.

**Narain (2010)** reviewed the price of milk in India. It was examined that there is a gap of demand and supply of milk. In the article, the author has undertaken the cost-benefit analysis to find out the different factors for the rising milk prices in India. Various tools have been used to explain the concept. Both the primary and secondary data are used in the article. It is concluded that rising cost of production is the main reason for rise in milk prices.

**Khanna (2011)** pointed out in his article that high prices of milk are a result of increase in the procurement rate of milk. The author has also described that the dairy milk procurement by Milkfed in Punjab is around 11 lac litres per day. Of this, 8.5 lac litres is sold as milk, while the remaining is processed into other milk products like butter, ghee, curd, lassi and kheer.

## 2.4 Studies related to market potential

Wahlbin & Lekvall (2001) opined that in order for a company to grow and gain market share through the gain of core competencies and/or competitive advantage in a competitive industry, it is vital to discover its potential market opportunities and threats. This is a very important issue when it comes to the survival and future short-term and long-term sustainable growth.

According to Kotler and Armstrong (ninth edition), international markets can be segmented on the basis geographic, economic, political, cultural among other factors. On the basis of geographic, inter market segmentation includes the size of the market, location of the market, etc. Economic segmentation includes the buying power of the consumer whilst cultural segmentation includes the choice of product which the customer buys. For example, in conducting a survey on the buying patterns of a product (wheat), it is necessary to consider the age and sex difference. Large group needs to be divided into strata where appropriate questionnaires can be used in obtaining relevant information for the research.

Yurchisin et al (2004, p 291) stated that "compulsive buyers are individuals who experience and routinely act on powerful, uncontrollable urges to purchase". The usage of wheat in Ghana and the sub-Saharan region can be likened to a compulsory buying behavior because of the need for the product daily. The focus of Yurchisin's research compared to this research is to identify what consumers buy based on for example an apparent and product involvement, perceived product status. Wheat is accepted widely across Ghana and other sub-Saharan countries as a main source of food. Segmenting market in Ghana by regions requires a single or more market mix to meet the target audience since wheat is accepted by most cultures nationwide. The business of segmenting the market is focused on upgrading the value of wheat and an extension in the marketing communication mix of the product sold in the country. Based on segmentation, wheat can be branded and produced into more fine grains targeting households with a lower, middle or higher status. Accra, the capital town and other surrounding cities and its inhabitants have a high level of income. It means that people in the region are more likely to adapt fine wheat for household consumption and vice versa. The adoption of wheat as a major source of food can be



dated back to the late 1980 s when Ghana as a country experienced a great famine Wheat was mainly used to produce bread and pastries This explains the importance of the product in times of need Since then, the consumption of wheat has become popular amongst inhabitants in the country

Andrew Washington (Southern University) et al, questioned that "the effect of demand of U S wheat as against wheat produced from other countries with specific goals on econometrically deriving the demand for imported wheat in Ghana where import are differentiated from the country of origin" The researcher also sought to utilize the empirically estimated import demand parameters that measures the sensibility of demand to changes in total imports, own price, and the prices of cross country substitutes, *ibid*

Charles W L Hill, *Competing in global marketplace* explained that the choice of distribution strategy determines which channel a firm will use to reach a potential customer Population plays a major role in meeting market targets The researcher states that the denser the population, the closer people live together A dense population brings into contacts a large number of people, this helps the entrepreneur mark prospective customers for an extensive marketing mix High profit and large market share is achieved in both short and long term There is ease in verbal and non-verbal communication since inhabitants are like to share a common language High dense population allow for easy research Accra and Tema city are urban cities with a high population density, it is good for marketing a product Marketing mix for wheat is easily understood and accepted when labels are clearly shown revealing the products usage

Hollensen (2007) described the market potential in a different way, namely The gathered data can be classified into internal and external data The internal and external data are further processed into primary and secondary data Each quadrant consists of the mix of the data, which is classified into classes These classes lead to the problem solving and feasible solutions for gathering, analyzing and interpreting data

- 1 Firm Generated Data (Internal/ Secondary Data)
- 2 Macro- economic data for country & Industry (External/ Secondary Data)
- 3 Strengths & Weaknesses (Internal/ Primary Data)
- 4 End customers, Competitors & Intermediaries (External/ Primary Data)

Parfenov (2013) in his Paper Forecasted the vegetable market capacity of Smolensk province explained a method based on calculating production volume, exports and imports was employed to analyse the potential market capacity in Smolensk Province, Russia, for year-round vegetable production The average market capacity in 2011 was 10700 t and forecasts indicate a possible 2-fold increase by 2016 through an increase in domestic production at the expense of imports

Dwyer et al (2014) studied 'The market potential of grape waste alternatives' and stated that during wine production, approximately 25% of the grape weight results in by-product/waste (termed 'pomace' which is comprised of skins and seeds) Currently, most pomace is being composed to be reintroduced into the vineyards to complete the carbon cycle Due to the increasing consumer demand for the use of natural over synthetic compounds, and because of increased attention to sustainability of agricultural practices (Fontana, Antoniolli, & Bottini, 2013), there is a vast array of applications for grape pomace bioactives including functional foods (dietary fiber + polyphenols), food processing (bio surfactants), cosmetics (grape seed oil + antioxidants) pharmaceutical/ biomedical and supplements (grape pomace powder) To date, there has been no assessment as to the market potential for value-added usage of grape pomace This paper seeks to address this gap The annual production of grape pomace along with its multitude of applications, create an opportunity to discover an unexploited market with great commercial potential

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**KERALA CO-OPERATIVE MILK MARKETING**

**FEDERATION (KCMMF) AN OVER VIEW**

## CHAPTER III

### 3 1 Kerala Co-operative Milk Marketing Federation (KCMMF)

The Kerala Co-operative Milk Marketing Federation (KCMMF) or Milma was registered as a co-operative society in 1980 with its head office in Thiruvananthapuram. At present the Milma Federation consists of 8 31 lacs dairy farmers of 2678 village level primary milk co-operative societies organized under three Regional Milk producers unions namely TRCMPU (Trivandrum Regional Co-operative Milk Producers union (TRCMPU), Ernakulum Regional Co-operative Milk Producers union (ERCMPU), and Malabar Regional Co-operative Milk Producers union (MRCMPU)

The three tier system of Anand Pattern is followed in Kerala with slight modification. Instead of the district level milk producers union of the Anand Model, MILMA had developed three regional milk producers unions for the south, central and northern regions of the State of Kerala. It follows a co-operative structure and one of the most profitable cooperatives in Kerala State. In 1983, it took over (absorbed) the production and milk marketing facilities under the Kerala Livestock and Milk Marketing Board. The board was later renamed to Kerala Livestock Development Board.

A few decades ago, Kerala was seen as a dairy unfriendly State and had to depend primarily on the neighbouring States for its milk supply. However, today, Kerala is almost self-sufficient in milk production. The credit for this largely goes to Kerala Co-operative Milk Marketing Federation and its three Regional Co-operative Milk Producers Unions, for the creation of a procurement and marketing network, introduction of quality products, customer friendly policies, modern management and most important of all the integrated co-operative participation by the farmers. The State-wide Network of Dairy Co-operatives now operating is doing yeoman service by assuring a steady market and stable price to dairy farmers for the milk produced by them.

Every success story has a humble beginning and so has been with the Kerala Co-operative Milk Marketing Federation (KCMMF), popularly known as Milma.



Established in 1980 as the implementing agency for Operation Flood II in the State of Kerala, Milma has as its goal

“The socio-economic progress of the dairy farmer through procuring, processing and marketing of milk”

The KCMMF operates on the truly democratic lines of “of the farmer, by the farmer and for the farmer” The Organisation has a three tier structure with the primary milk Co-operative societies at the village level, Regional Milk Producers’ Unions at the middle level and an apex body at the State level which is the Kerala Co-operative Milk Marketing Federation Ltd There are three Regional Co-operative Milk Producers’ Unions operating at present The revenue districts of Thiruvananthapuram, Kollam, Alappuzha and Pathanamthitta come under the jurisdiction of the Thiruvananthapuram Regional Co-operative Milk Producers’ Union (TRCMPU), the districts of Ernakulam, Thrissur, Kottayam and Idukki under the Ernakulam Regional Co-operative Milk Producers’ Union (ERCMPU) and the six northern districts of Palakkad, Kannur, Malappuram, Kozhikkode, Wayanad and Kasaragod under the Malabar Regional Co-operative Milk Producers’ Union (MRCMPU) The three-tier structure ensures that the farmer members are directly responsible for policy level decisions for the marketing of their produce

The farmer memberships which stood at 45000 during takeover of dairies from the erstwhile Kerala Livestock Development & Milk Marketing Board during 1983 has grown to over 80 lakhs through 3100 milk Co-operatives by the end of 2013-14 Similarly, milk procurement has also shown a phenomenal growth from 52,000 litres per day during 1983 to over 10,00,000 litres per day in 2013-14 The success of the marketing network and customer acceptance has been proved by the growth in sales from 55,000 litres per day during 1983 to 12,10,000 litres per day by the end of 2013-14

Keeping pace with development of milk procurement and sale, milma has concentrated on infra structural development with financial assistance from the National Dairy Development Board, Swiss Development Co-operation and other agencies As on date, there are 13 milk processing plants with a combined processing capacity of 12.50 lakh litres per day with further expansion envisaged and 8 Milk Chilling Plants scattered across the State A Milk Powder Plant having a capacity for

production of 10 MT of milk powder per day and two cattle feed plants, one at Pattanakkad (300 MTPD) and other at Malampuzha (300 MTPD) The Pellet cattle feed manufactured in these plants are well accepted by the Dairy farmers and in the open market

The Kerala Co-operative Milk Marketing Federation, in its 34th year of operation, has been one of the successfully run co-operatives of Kerala state The peoples' strength has been seen time and again in the functioning of our organisation and this has helped us to grow as this was run by the dairy farmers for the dairy farmers Kerala Co-operative Milk Marketing Federation is a testimony to the success of co-operative development in the hands of the people themselves

### **3 2Ernakulam Regional Co-operative Milk Producers' UnionLtd (ERCMPU)**

ERCMPU operates under the three tier - "Anand Pattern" - covering about 980 village level dairy co-operative societies spread across the four central districts of Kerala The Union channelizes marketable surplus from the rural areas to urban deficit areas to provide assured year round market and maximize return to milk producers while providing quality milk and milk products to the consumers

Ernakulam Regional Co-operative Milk Producers' Union Ltd (Ernakulam Milk Union), **milma**, was registered on 12 9 1985 with Ernakulam, Thrissur, Kottayam and Idukki Districts in Central Kerala as its area of operation The Union along with its sister unions (TRCMPU & MRCMPU) is affiliated to the Kerala Co-operative Milk Marketing Federation Ltd KCMMF was set up in 1980 as the implementing agency for Operation Flood II in the State of Kerala The goal of KCMMF is "the Socio-economic progress of the dairy farmer through procuring, processing and marketing of milk" The mission of **milma** is "farmers' prosperity through consumer satisfaction" The ERCMPU operates on the truly democratic lines of "of the farmer, by the farmer and for the farmer" The Union has an elected Board and all employees including the Managing Director are its own employees The Union procures milk from farmers through affiliated Anand Pattern Dairy Co-operatives (APCOS) as well as from the traditional societies, which are not affiliated The Union could ensure consistent and remunerative price to milk

producers even when prices of most of other agricultural produces were volatile. The prosperity of 2.90 lakh odd milk producers of the state depends upon the Ernakulam Milk Union's ability to provide an assured and regular market and remunerative price round the year for the milk produced by them.

Ernakulam Milk Union has four dairy plants viz, Ernakulam Dairy at Tripunithura, Thrissur Dairy at Ramavarmapuram, Kottayam Dairy at Vadavathoor and Kattappana Dairy at Nirmala City. In addition, it has a Products' Dairy at Edappally, manufacturing Ghee, Sterilized Flavoured Milk, Peda, Ice cream, Yogurt etc. While milk from nearby societies are procured and processed at dairies, milk from hinterland is procured through 97 Bulk Milk Cooling Units (BMCUs) set up in the Dairy Co-operative Societies (DCS) and chilling centers located at Muvattupuzha and Chalakudy.

In consideration of a common identity for the quality of milk marketed by the Co-operative Sector, **milma** joined hands with NDDB in adopting a common mnemonic logo 'device of drop' and to strengthen the marketing activity of the organization.

### **Milk Procurement**

The Union procures milk from producers through Anand Pattern Dairy Co-operatives (APCOS) and traditional societies not affiliated to the Union. At present there are 877 functional dairy co-operative societies under the Union, supplying around 2.3 lakh litres of milk daily. There are about 291,996 producer members affiliated to these societies under the Milk Union. The Procurement and Input department of the Union is providing assistance in organizing milk societies and carrying out dairy development activities in the villages.

With the intention of improving the chemical and bacteriological quality of milk procured by the village dairy co-operatives, the Union has successfully implemented the GoI scheme "Strengthening Infrastructure for Quality and Clean Milk Production" for Idukki, Kottayam, Thrissur and Ernakulam districts during the period 2004-2009 with a total outlay of Rs 681.66 lakhs with 100% achievement. Bulk milk coolers were installed in 97 societies under the project with a total chilling capacity of 1,96,000 litres per day (LPD). Also Intensive Dairy Development Programme was implemented in Idukki district during 2004 -2009 with a total outlay of Rs 288.15

lakhs with 100% achievement The increase in investments under plan schemes, Centrally Sponsored Schemes (CSS) etc are expected to bring in a sea change in milk production scenario

### **Marketing**

ERCMPU, under the brand name **mulma**, is marketing milk and milk products like Ghee, Butter, Ice cream, Yogurt, Curd, Sambharam, Sterilized Flavoured Milk, Peda, Chocolates, Fruit juice etc, in the districts of Ernakulam, Thrissur, Kottayam and Idukki The current liquid milk sale of the Union is around 3.1 Lakh LPD The distribution has been organized through a network of Dealers/Agents attached to the four Dairies, 7 transporters, 59 area distributors, 38 peripheral re-distributors, 25 wholesalers and 7463 retail agents The Union has increased its liquid milk sales considerably during last four years thanks to various sales promotion programmes undertaken

ERCMPU's present overall market share is about 39% and in the Cochin Metro it is as high as 56% The Union is able to hold the price line of milk in the market just because of the commanding share it has in the urban market Consequent upon capacity augmentation, the dairy is expected to get a commanding share of curd market too

### **Objectives**

- To channelize marketable surplus milk from the rural areas to urban deficit areas and to maximize the returns to the producers and provide quality milk and milk products to the consumers
- To carryout activities for promoting Production, Procurement, Processing and Marketing of milk and milk products for economic development of the farming community
- To provide assured year round market and stable price to the dairy farmers for their produce

### **Mission**

"Farmers Prosperity through Consumer Satisfaction"

## Corporate Quality Policy

ERCMPU is committed to

- Organize and develop milk producers' co-operative societies and encourage production of milk in its area of operation in order to consistently supply safe, hygienic and healthy milk and milk products to the valuable consumers and enhance consumer satisfaction
- Continually improve the quality management systems adopted in this endeavor by arranging training for union employees and the producer members and meeting all the statutory and regulatory requirements of the product

### 3.3 ERNAKULAM DAIRY

The Ernakulam dairy started at functioning first November 1989 situated in Thripunithura has entitled capacity of 100000LPD. The dairy is procuring milk from Ernakulam, Idukki, Part of Thrissur and Kottayam. The dairy sells products in Ernakulam, Idukki and Kottayam districts. It has milk chilling plants at Muvatupuzha, Rajakumari and Chalakudy. Presently Kattapana dairy is under the administrative control of Ernakulam dairy. There are seven departments under Ernakulam dairy.

- 1 Procurement & input department
- 2 Production department
- 3 Marketing department
- 4 Quality control department
- 5 Maintenance department
- 6 Finance department
- 7 Personnel and administration department

#### **Procurement & input department**

##### **Functions**

- 1) Organizing village level milk producing co-operative societies

This is the function of procurement and input department of ERCMPU which identify, organize and promote various village level milk producing co-operative societies (APCOS) for the collection of milk. APCOS is the statutory body with a president and secretary they are elected from farmer group as representatives.

Activities for the promotion of these village level milk producing co-operatives (APCOS) are given below

- Identify the village
- Identify the location
- Feasibility study
- Gramasabha
- First general body meeting

## **2) Organizing the milk rout**

This is the function which ERCMPU detect, formulate and organize well efficient and effective milk channel through which easy and quality procurement of milk from various village localities make possible. These channels will help MILMA to procure milk at right time without any degradation to quality and default properties.

## **3) Supervision and coordination**

Another major function of P&I department of ERCMPU was exercise full coordination and supervision on the procurement and input activities of employees and local sorties and take corrective actions.

## **4) Training to society staff and members**

A common training centre with full fledged facilities was set up at Thrissur for give good and sufficient training for members and employees.

## **5) Collection of milk at the right time**

As we all know every production and processing oriented organization depended mainly on its raw material. The major raw material required for the operation of MILMA is milk, which is perishable in nature makes its operation more risky. When raw material is so perishable the collection of milk must at right time and in right manner which is the top most challenge in those of P&I department.

## 6) Linking milk routes to green channel

Another important function is after collection is transportation of milk from so cities to the Ernakulam dairy for further processing. Here the main channel was linked with small channels. The milk from societies were transferred to dairy in insulated milk tankers. At present two chilling plants are functioning under ERCMPU, Muvattupuzha and Chalakudy.

### Technical input to farmers

Technical inputs are the help given to dairy farmers. These inputs include free veterinary aid, facilities for artificial insemination, free aid and subsidies for cattle feed supply, mineral mixture, technical and financial help for fodder development etc.

The technical input services provided to farmers can be divided into two

- Macro inputs
- Micro inputs

### Micro inputs

Cooperative group formation and promotion activities


Arrange insurance to cattle

Vaccination

Subsidised balanced cattle feed

Free veterinary aid

Facilities for artificial insemination

 Mineral mixture

### Macro inputs

Materials

Equipment to societies

Minerals

Supply of fertilizer

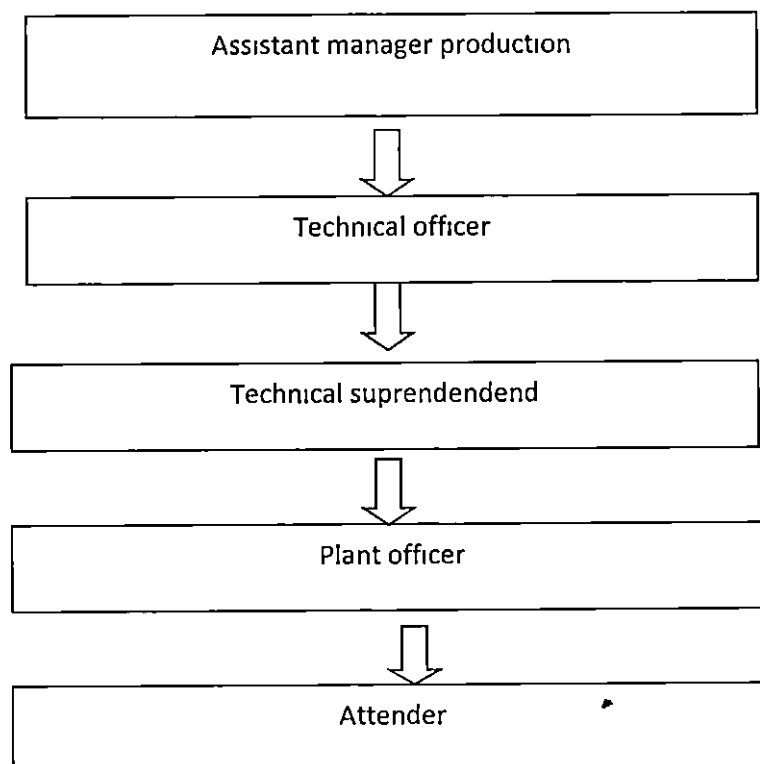
## Production department

One of the main and important department in milma is production department the very next step after procurement of milk is processing and conversion of raw milk into various value added products Since milk is perishable it require great care in transportation and processing The organization gave supreme importance to the manufacturing process and ensures 100% safety during the manufacturing process This ensures only the good quality product that reaches the customers

Functions of production department

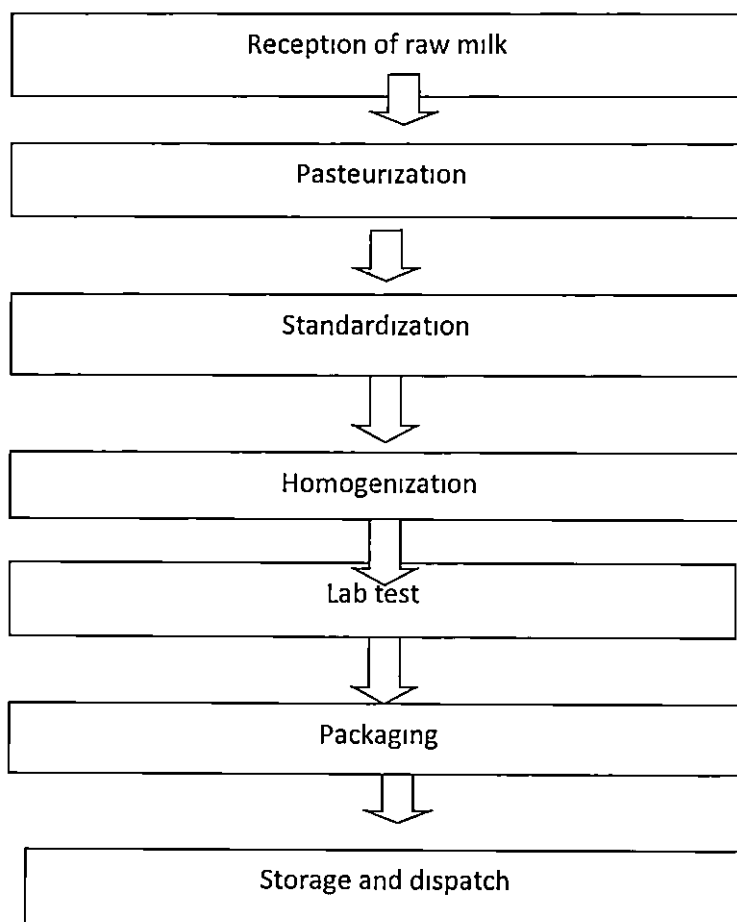
- 1 Receipt of raw milk
- 2 Weighing tanker and local reception
- 3 Processing of milk
- 4 Packing , storage and dispatch
- 5 Safe disposal of effluents
- 6 Maintain hygiene condition in the plant

Structure of the department





## Production process



### Reception of raw milk

The raw milk collected from farmers is kept in bulk milk cooler or BMCs. From every BMC milk was transferred to regional dairy ERCMPU twice in a day by using specially prepared insulated vehicle. The milk is received at ERCMPU in two ways

- **Tanker reception**

The milk from far away APCOS are collected and moved to chilling plants or to BMC. At chilling plant milk is chilled to 4-5 degree Celsius then loaded to insulated tankers and sent to dairies.

- **Local reception**

Milk from nearest APCOS is received directly by dairy after the quality check. This milk was sending for chilling.

## **Pasteurization**

It is the process of improving the quality of milk by eliminating harmful microorganisms which may present in the milk. The machinery needed called pasteurizer.

## **Standardization**

Standardization of milk is the process done to standardize the fat and solid non fat (SNF) percentages in the raw milk.

## **Homogenization**

It is the process of reducing the size of globules by breaking them into smaller ones using homogenizer.

## **Lab test**

As far as MILMA is concerned with a food processing industry. They are giving supreme priority to their final products. The quality was assured by quality control officer through lab test before they send for sale.

## **Packaging**

The standardized and homogenized milk stored in silos. From silos it is pumped into tankers which are kept much above the ground level. From these tanks milk is flown down by gravity to the packaging machine and packed in 500ml. After the packaging the milk packets are shifted in deep freezer for a clean and safe dispatch.

## **Storage and dispatch**

The milk and curd are stored in the deep freezers have the temperature of minus 20 degree Celsius.

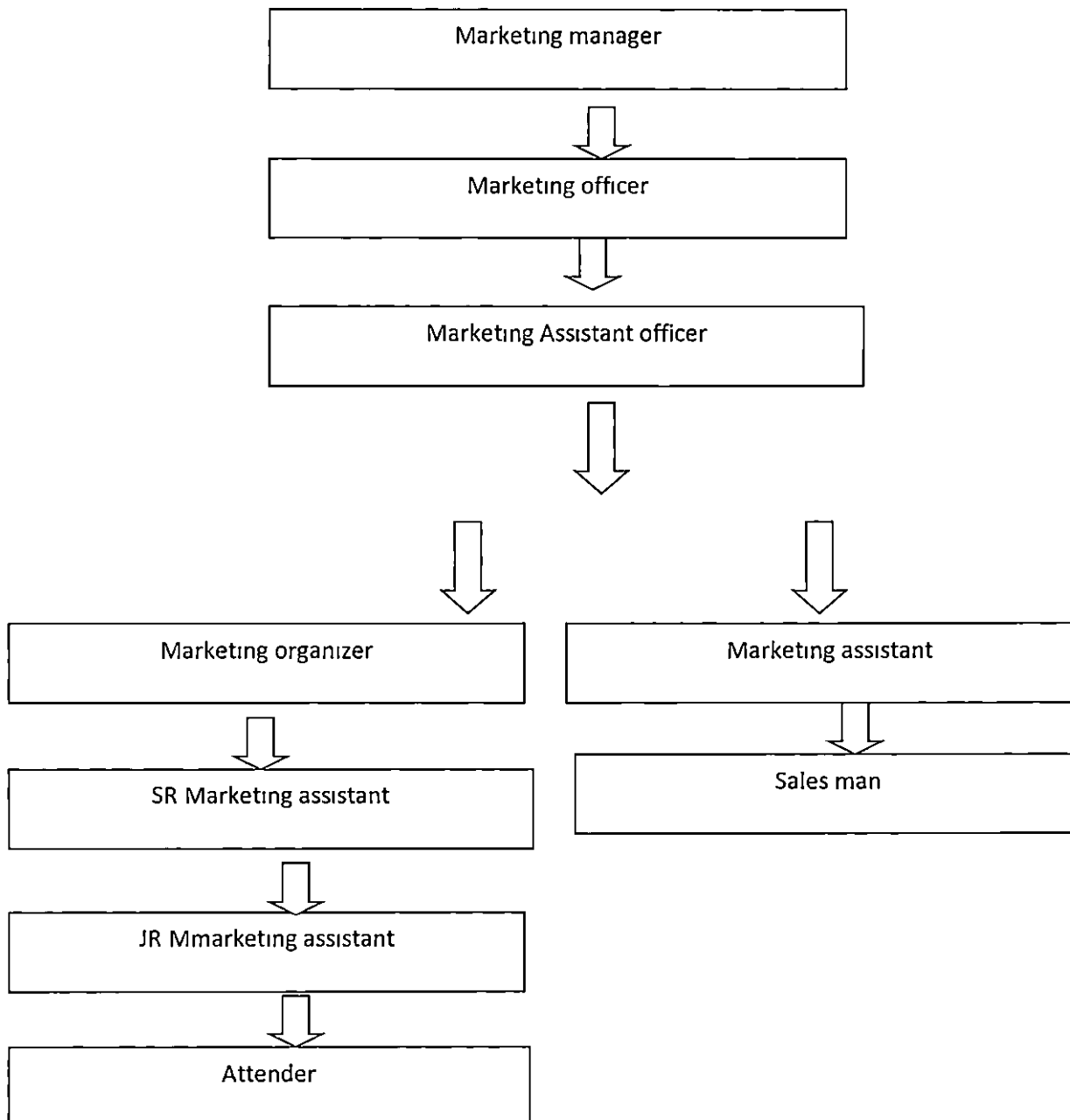
## **Marketing department**

Functions of department

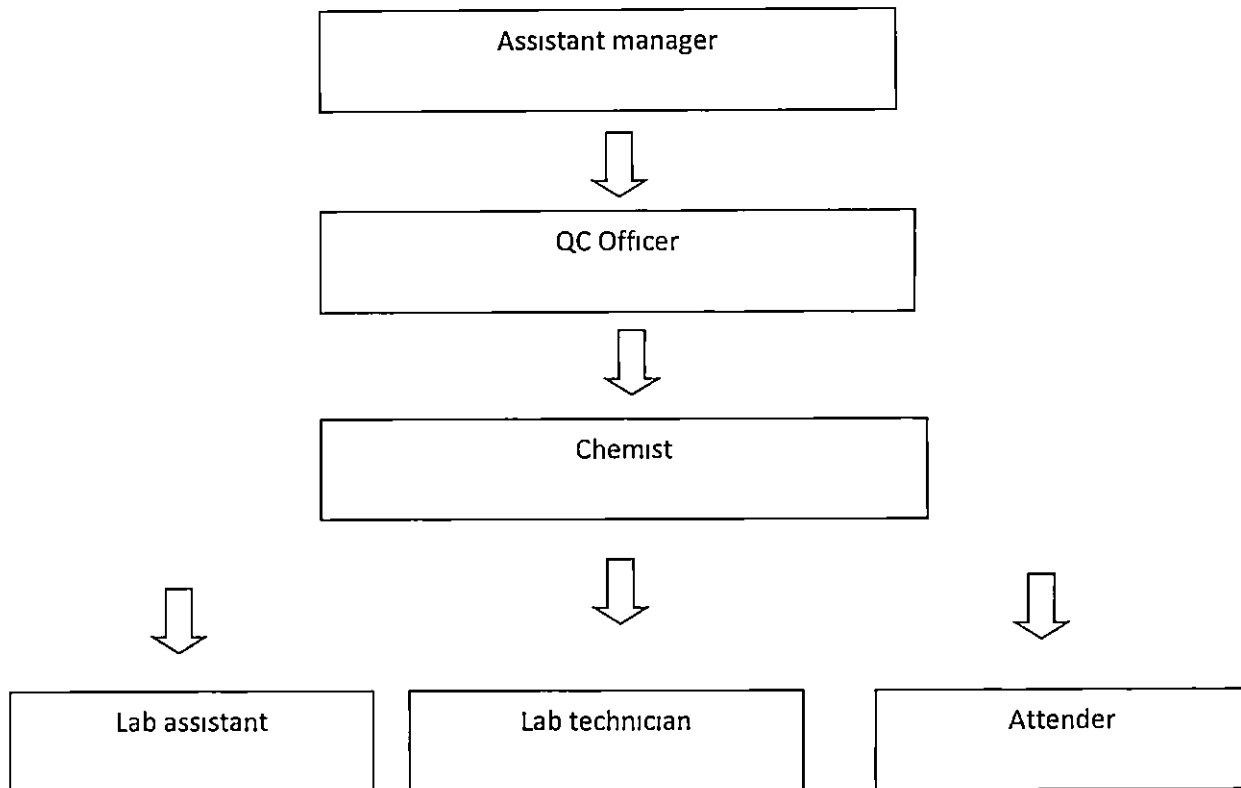
- 1 Brand management
- 2 Institutional supply contracts
- 3 To conduct promotional activities
- 4 Packaging and product development
- 5 Consumer pricing

- 6 Forecast demand as an aid for production
- 7 Customer identification
- 8 Channel of distribution
- 9 Customer grievance handling

### Structure of the department



## Quality control department

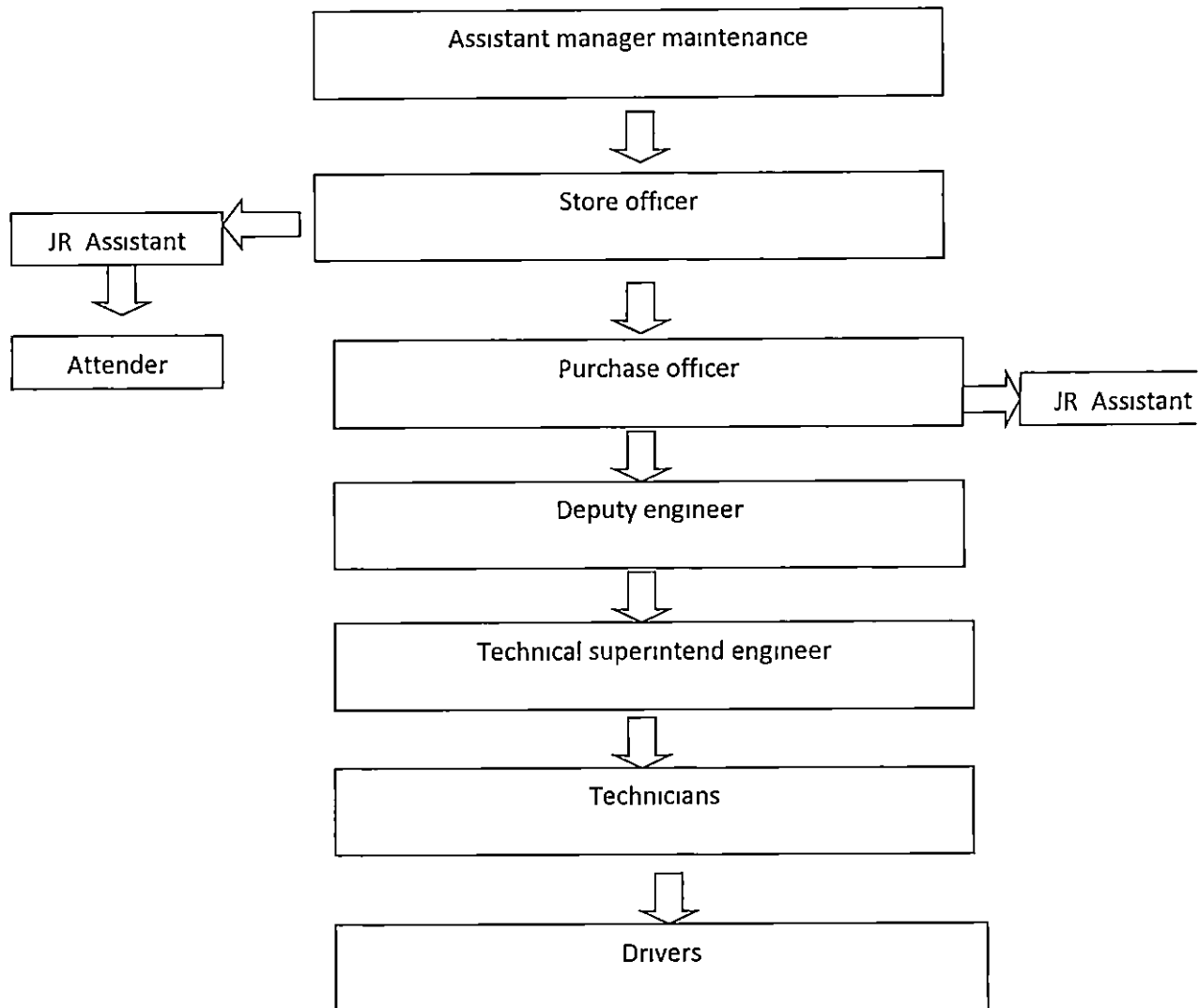


## Maintenance department

### Functions

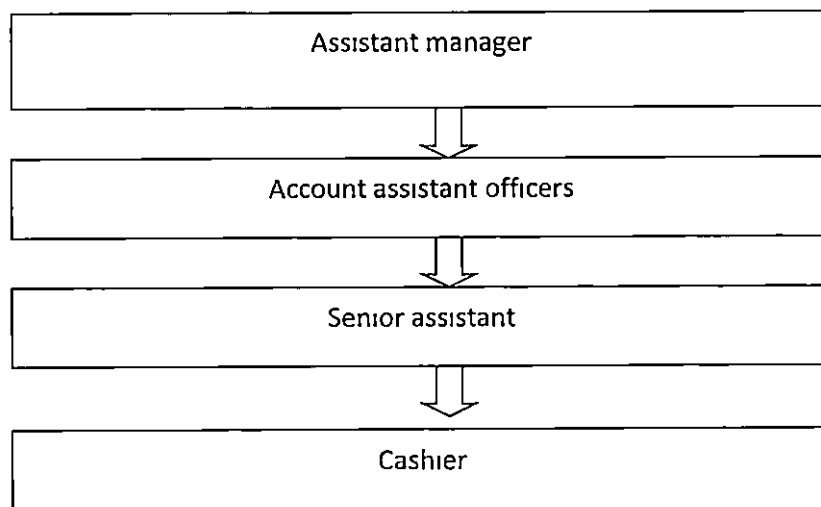
- 1 Maintain store
- 2 Maintain good working area
- 3 Oiling the machines
- 4 Checking the performance of machines
- 5 Ensure the availability of spare parts
- 6 Day to day maintenance of the machines
- 7 Ensures the workers security
- 8 Break down maintenance

### Structure of the department



### Finance department

#### Structure of the department

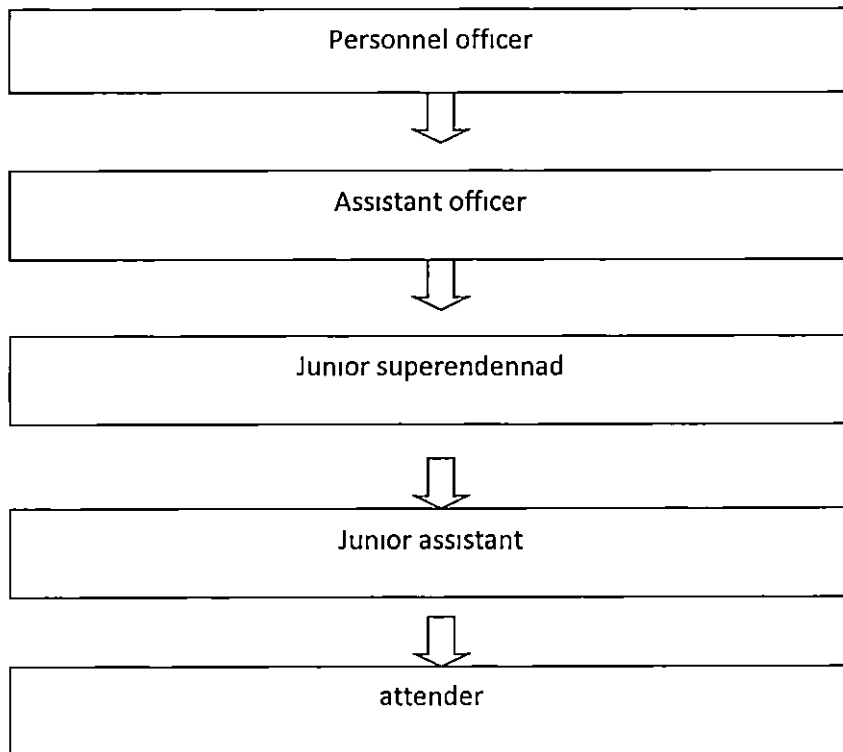


## Personnel and administration department

### Functions

- 1 Recruitment and selection
- 2 Training
- 3 Office time administration
- 4 Salary administration
- 5 Employee state insurance scheme(ESI)
- 6 Employee provident fund
- 7 Allowance
- 8 Leave administration
- 9 Promotion
- 10 Performance appraisal
- 11 Employee welfare measure
- 12 Employee safety measure
- 13 Grievance handling
- 14 Trade union activities

### Structure of the department



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**The main competitors of milma are the following**

Milky mist

Amul

Jeeva

Gopika

PDDP

Sakthi

Gokulam

Pooja





## CHAPTER IV

### DATA ANALYSIS & INTERPRETATION

The study on market potential for branded curd to be introduced by Ernakulam Dairy deals with analysis and interpretation of the results obtained for the following objectives

- To analyse the market potential for milma double toned curd to be introduced by Ernakulam Dairy
- To analyse the factors influencing consumers and retailers in the purchase decision of curd

#### **Socio-Economic characteristics of respondents**

The socio-economic characteristics of the respondents will highlight the details about these backgrounds. The following analysis on various characters of respondents regarding like age, gender, educational qualification, occupation, monthly income of family, monthly budget for curd, family size

**Table 4.1 Socio-economic profile of the respondents (N = 50)**

Particulars	No of respondents	Percentage
<b>Gender of respondents</b>		
Male	12	24
Female	38	76
Total	50	100
<b>Age</b>		
Less than 25	6	12
25-40	18	36
41-60	23	46
Above 60	3	6
Total	50	100
<b>Educational qualification</b>		
Primary		
SSLC	5	10
Higher secondary	13	26
Graduate	20	40
Post graduate	9	18
Total	3	6

	50	100
<b>Occupation</b>		
Government sector	4	8
Private sector	10	20
Self employed	6	12
House wife	30	60
Total	50	100
<b>Monthly Income of family</b>		
<5000	5	10
5001 – 10000	8	16
10001 – 15000	22	44
15001 – 20000	11	22
>20001	4	8
Total	50	100
<b>Monthly budget for curd</b>		
Less than 100	13	40
101-150	18	20
151-200	10	12
201-250	5	10
Above 251	4	8
Total	50	100
<b>Family size of respondent</b>		
less than 3 members	4	8
4 members	20	40
5 members	16	32
Above 5	10	20
Total	50	100

*Source Compiled from primary data*

#### 4 1 1 Gender of the respondents

As per table No 4 1 indicate gender wise classification of respondents The majority of respondents are females It constitute 76 percent 24 percent of respondents were males That indicate the majority respondents participated in the survey were females they were the decision makers in purchase of curd

**Fig 4 1 Gender of the respondents**

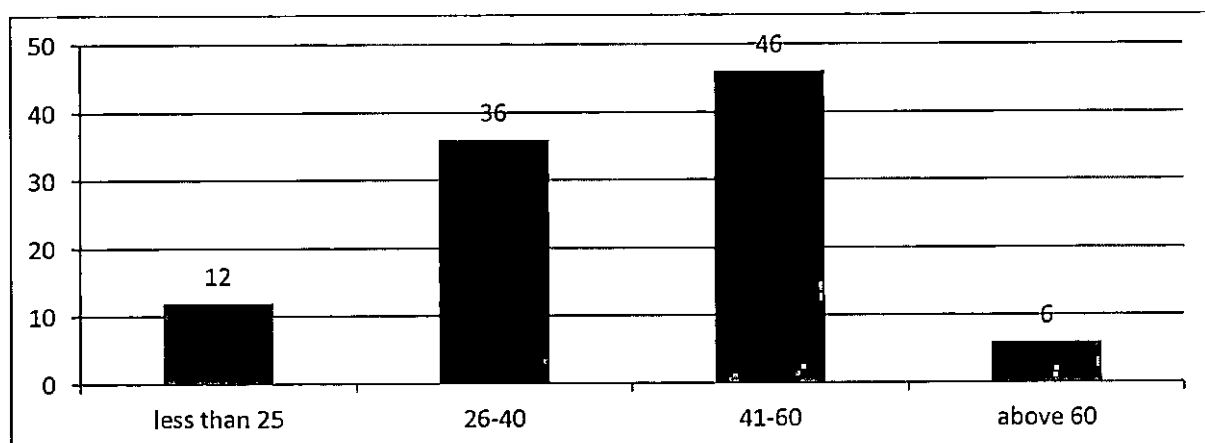


*Source Compiled from primary data*

#### **4 1.2 Age of the respondents**

The table 4 1 show age wise classification of respondents. The age group is classified into four categories as less than 25, 25-40, 41-60, above 60. It indicates that majority of the respondents were from the age group between 41-60. It constitutes 46 percent. 36 percent of the respondents were between the age group of 25-40. 12 percent of respondents were between the age group of less than 25. 6 percent of respondents belong in the category of above 60. Therefore, it is concluded that age is one of the important factor which enables them to think clearly and positively in the direction of setting a unit and commitments increase on the age group. There it is by indicating that the age group 41-60 is the most suitable for venturing into the unit.

**Fig 4 2 Age of the respondents**

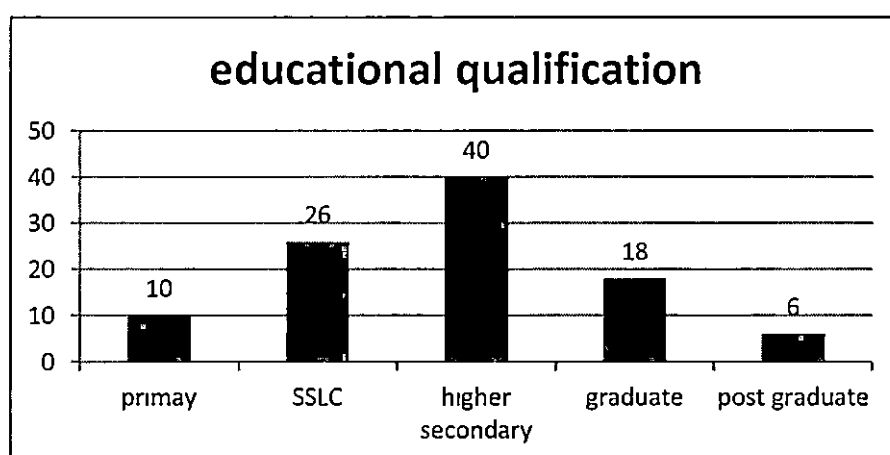


*Source Compiled from primary data*

### 4 1 3 Educational qualification of respondents

The educational qualification of respondents were classified into five types they were primary, SSLC, higher secondary, degree, post graduation. From the table it is clear that majority of respondents belongs to the category of higher secondary. Next major class was SSLC. It constitutes 26 per cent. 18 per cent included in the class of degree. 10 per cent of them were belongs to primary and 6 per cent of them were belongs to post graduation. The higher educational qualification help to take good decisions while purchase products.

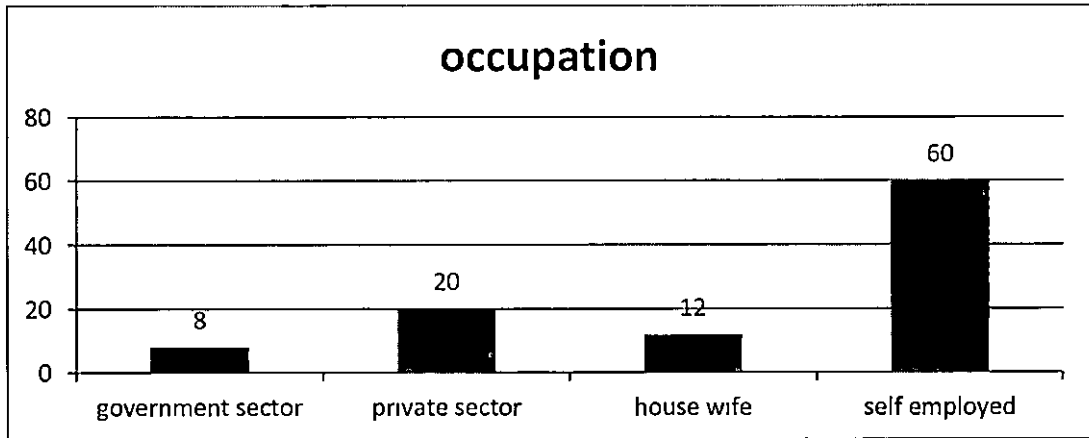
**Fig 4 3 Educational qualification of respondent**



*Source Compiled from primary data*

### 4 1 4 Occupation of respondents

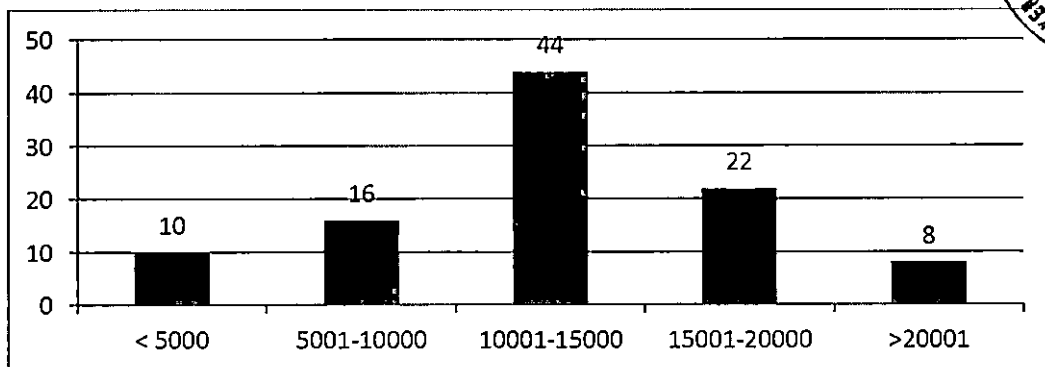
The occupations of respondents were classified into government sector, private sector, self employed, private sector. Thus it is clear that majority of respondents were house wives. It constitutes 60 per cent. 20 per cent of respondents were work at private sector. And 12 per cent of them were self employed and 8 per cent were government employees. Occupations of employees are important factor in taking purchase decision.

**Fig 4 4 Occupation of respondents**

*Source Compiled from primary data*

#### 4.1 5 Monthly income of respondents

The income is an important aspect in determining the economic status of the respondents. The monthly income of respondents were classified into below 5000, 5001-10000, 10001-15000, 15001-20000, above 20000. Thus it is clear that the monthly income of 44 per cent of respondents were between 10001 and 15000. It is the majority. The class 15001-20000 constitutes 22 per cent of respondents. The monthly income of 10 per cent of respondents is below 5000 and 8 per cent of respondents was above 20000.

**Fig 4 5 Monthly income of respondents**

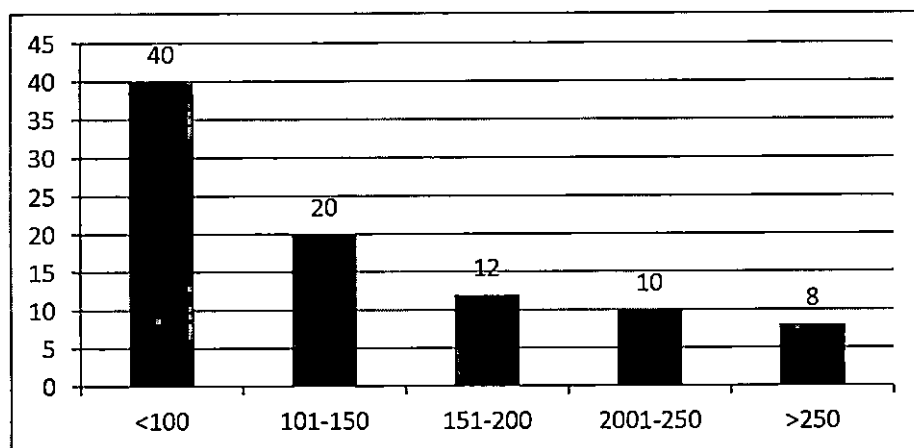
*Source Compiled from primary data*



#### 4 1 6 Monthly budget for curd in a month

The monthly budget for curd were classified into less than 100, 101-150, 151-200, 200-250, above 250 The monthly budgets of 36 per cent of respondents were 100-150 For 20 per cent of respondents 151-200 The monthly budget of 26 per cent of respondents was less than 100 10 per cent of respondents spent monthly income between 200 and 250 for purchase curd Since curd is not a daily using food product so the monthly budget is less

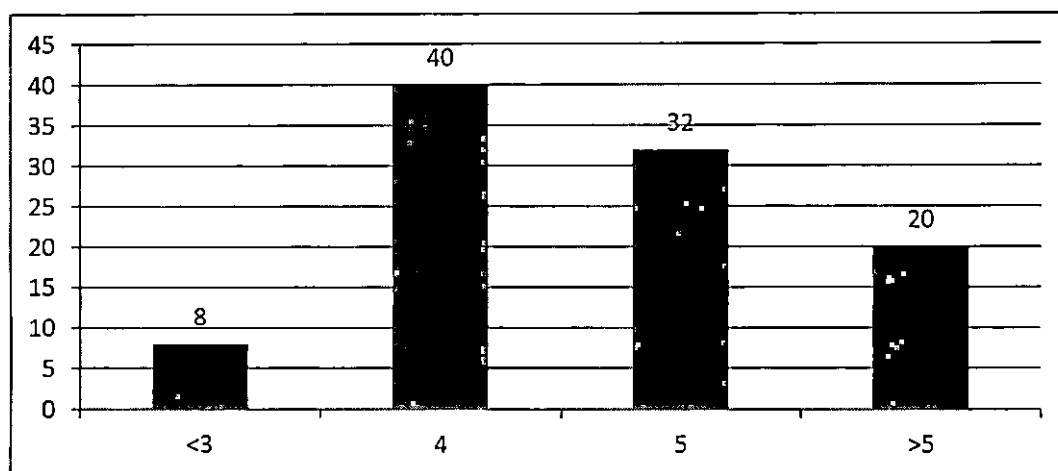
**Fig 4.6 Monthly budget for curd**



*Source Compiled from primary data*

#### 4 1 7 Family size of the respondents

The family size of the respondents was classified into less than 3 members, 4 members, 5 members, above 5 The majority of the family contain 4 members It constitutes 40 per cent 32 per cent of family contain 5 members 20 per cent family contain above 5 members 8 per cent having the family size less than 3 The family size of the respondents depends on quantity they Purchase

**Fig 4 7 Family size of the respondents**

Source Compiled from primary data

## 4.2 Details of purchase of curd

**Table 4 2 Details of purchase of curd (N = 50)**

Particulars	No of respondents	Percentage
<b>Regular user of curd</b>		
Yes	7	14
No	43	86
Total	50	100
<b>Frequency of purchase</b>		
two days interval	3	6
Twice in a week	6	12
Weekly	16	32
Fortnightly	25	50
Total	50	100
<b>Buy products based on availability</b>		
Yes	36	72
No	14	28
Total	50	100
<b>Quantity in a single purchase</b>		
Less than 1	46	82
1 litre	4	8
Total	50	100
<b>Aware of quality standards of curd</b>		
Yes	2	4
No	48	96
Total	50	100

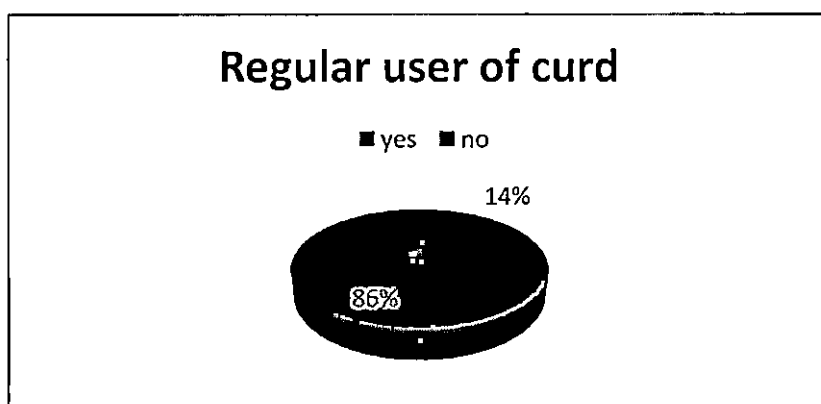
Quality problems of curd		
Yes	18	36
No	32	64
Total	50	100
Package influence in purchase decision		
Yes	37	74
No	13	26
Total	50	100
Source of purchase		
Super market	29	20
Retail shop	12	58
Milma out let	2	14
Others	7	8
	50	100

Source Compiled from primary data

#### 4 2 1 Regular user of curd

The table indicates that how many of respondents were regular user of curd. From the table it is clear that majority of respondents not use curd regularly. It constitutes 86 per cent of respondents. 14 per cent of respondents were use curd regularly. Since curd is not a daily using food item so it does not had regular consumers.

**Fig 4 8 Regular user of curd**



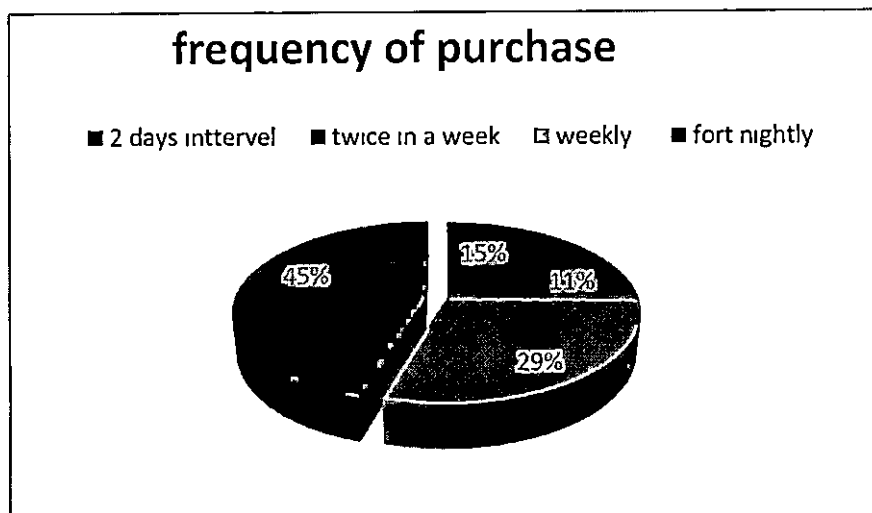
Source Compiled from primary data

#### 4 2 2 Frequency of purchase

From the table 4 2 it is clear that 50 per cent of respondents were buy curd fortnightly. It is the major category. 32 per cent of respondents use curd weekly. 12 per cent respondents use curd twice in a week. Only 6 per cent of respondents use curd two days interval.



**Fig 4 10 Frequency of purchase**

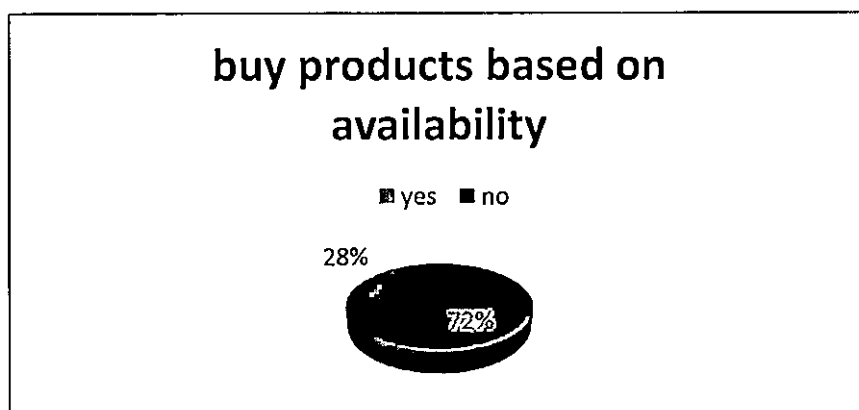


*Source Compiled from primary data*

#### **4 2 3 Buy products based on availability**

The table 4 2 indicates nature of purchase the means what per cent of respondents purchase curd based on availability. Among the respondents 72 per cent of them were buy curd based on availability. 14 per cent of respondents were buying not based on availability.

**Fig 4 11 Buy products based on availability**



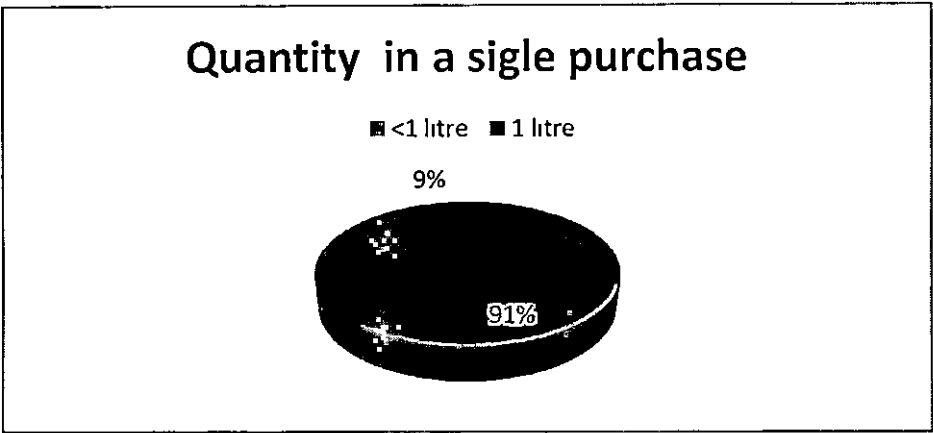
*Source compiled from primary data*

#### **4 2 4 Quantity in a single purchase**

The quantity buy in a single purchase classified into less than 1 litre and one litre. 92 per cent of respondents buy less than 1 litre. 8 per cent of respondents buy 1 litre of curd in a single purchase. Quantity purchase buy in a single purchase depends

on family size From the table 4 1 it is clear that most of family contains four members

**Fig 4 12 Quantity in a single purchase**



*Source compiled from primary data*

**4 2 5 Aware of quality standards of curd**

The table 4 2 indicate per cent of respondents were aware of quality standards of curd fro this table it is clear that majority of respondents were not aware of quality standards of curd It constitutes 96 per cent 4 per cent of respondents were aware of quality standard of curd

**Fig 4 13 Aware of quality standards of curd**

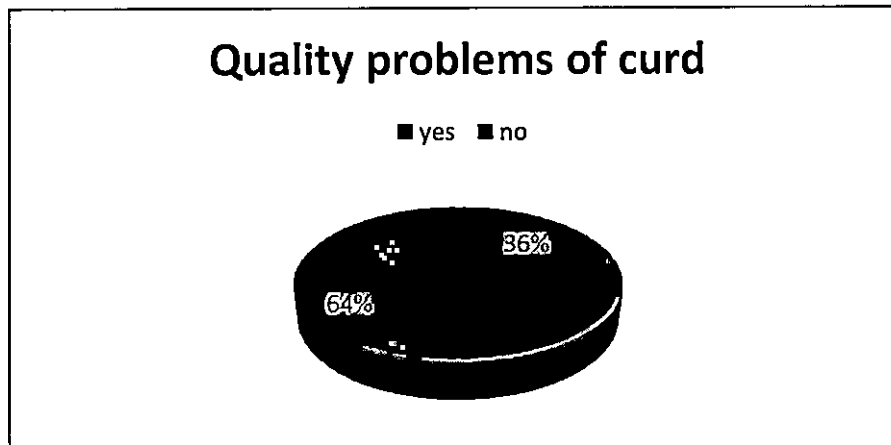


*Source Compiled from primary data*

#### 4 2 6 Quality problems of curd

The table 4 2 indicates the quality problems of curd. From the table it is clear that 64 per cent of respondents were said that there is no quality problems related to curd. According to 36 per cent there were quality problems. Contamination, bulging etc are the main quality problems of curd.

**Fig.4 14 Quality problems of curd**

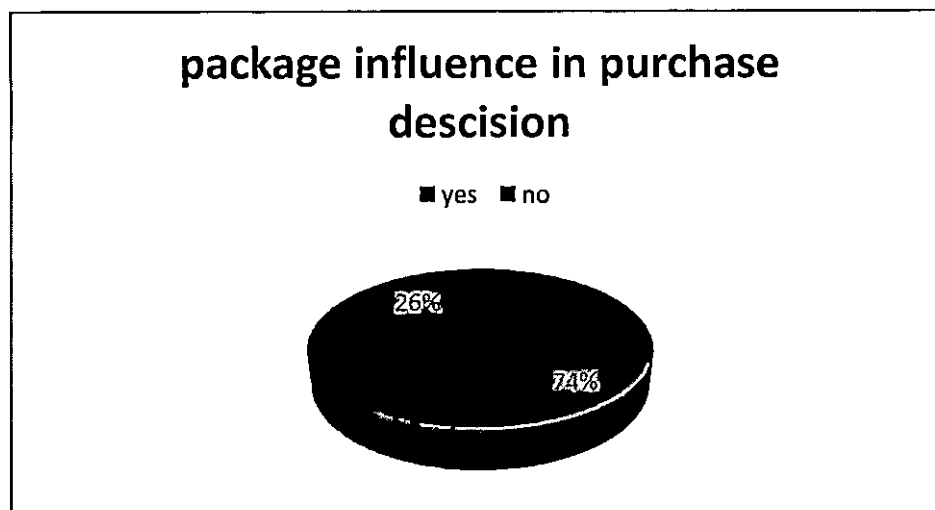


*Source Compiled from primary data*

#### 4 2 6 Package influence in purchase decision

From this table it is clear that majority of respondents consider packaging is important in purchase decision. It constitutes 74 per cent. For 26 per cent of respondents packaging is not important.

**Fig 4.15 Package influence in purchase decision**

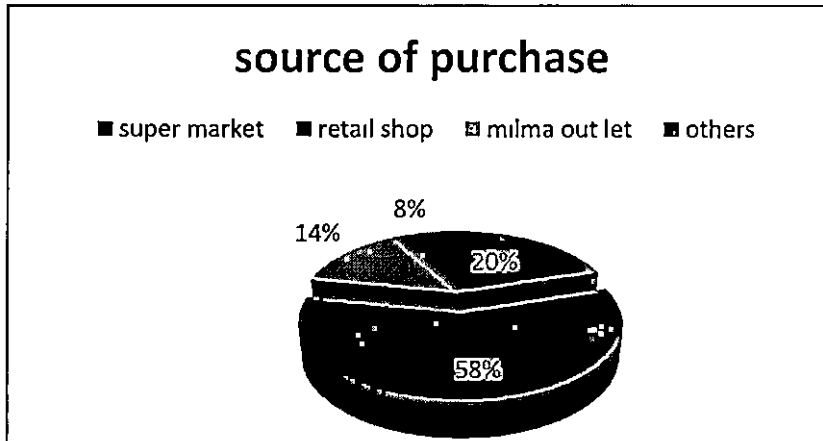


*Source Compiled from primary data*

#### 4 2 7 Source of purchase

The table indicate the source of purchase It is classified into four categories super market, retail shop, milma out lets and others 58 per cent were buy the products from retail shop 24 per cent bought from milma out let 14 per cent of respondents bought from super market and 4 per cent from other stores

**Fig 4 16 Source of purchase**



*Source Compiled from primary data*

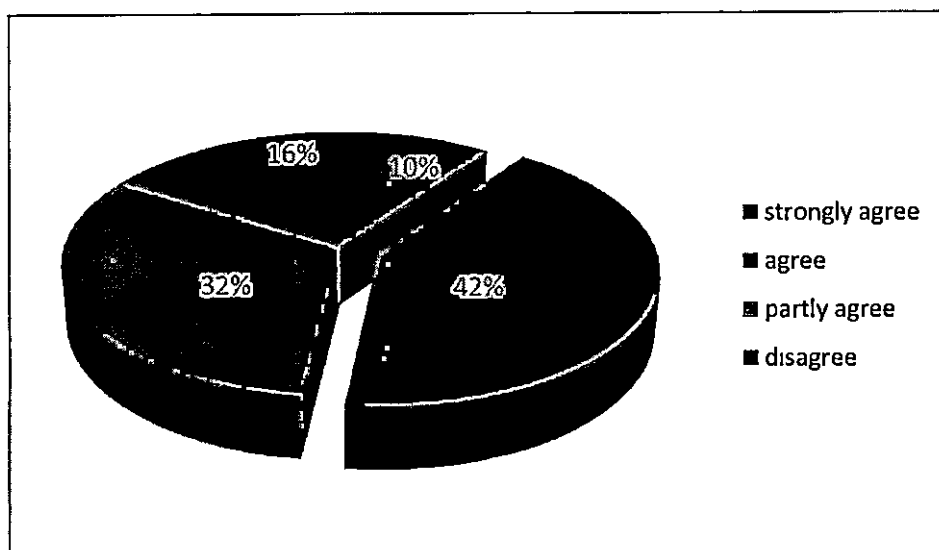
**Table 4 2 1 Available in the preferred quantity packets**

	Frequency	Percent
strongly agree	5	10 0
Agree	21	42 0
partly agree	16	32 0
Disagree	8	16 0
Strongly disagree	0	00 0
Total	50	100 0

*Source Compiled from primary data*

The table indicate curd available in the preferred quantity packets It classified into four strongly agree, agree, partly agree, disagree and strongly disagree 42 per cent were agree with the statements the means available in the preferred quantity packets 32 per cent partly agree 16 per cent disagree and 10 per cent strongly agree There were no respondents in the category of strongly disagree

**Fig 4.17 Available in the preferred quantity packets**



*Source Compiled from primary data*

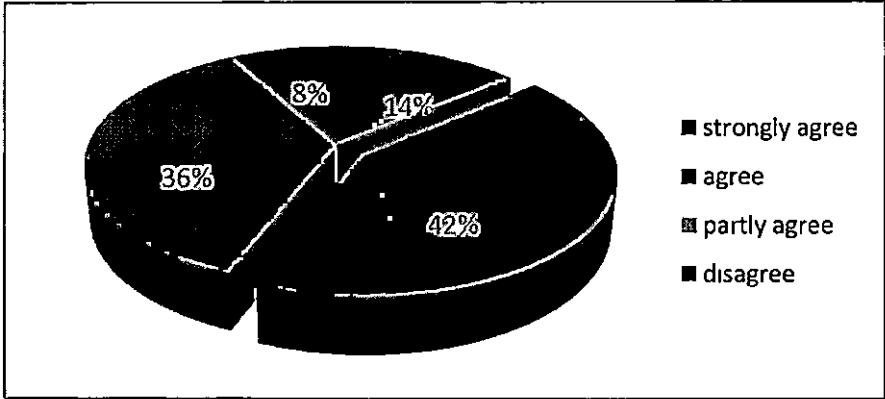
**Table 4 2 2 Quality products for affordable price**

	Frequency	Percent
strongly agree	4	14 0
Agree	20	42 0
partly agree	18	36 0
Disagree	8	8 0
Total	50	100 0

*Source Compiled from primary data*

From this table it is clear that 42 per cent of respondents agree that the products they buy were quality products for affordable price 36 per cent of respondents partly agree with the statement 14 per cent strongly agree and 8 per cent disagree with the statement

**Fig 4 18 Quality products for affordable price**



Source Compiled from primary data

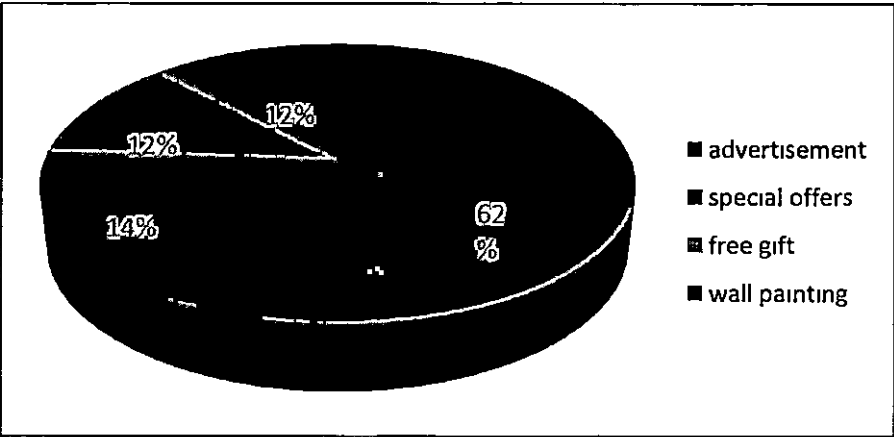
**Table 4 2.3 Method of promotional strategy influenced**

	Frequency	Percent
advertisement	31	62 0
special offers	7	14 0
free gifts	6	12 0
wall painting	6	12 0
Total	50	100 0

Source Compiled from primary data

According to 62 percent of respondents advertisement was the most influential promotional strategy. The promotional methods such as free gifts and wall painting influencing 12 per cent of respondents. For 14 per cent of respondents special offers were important.

**Fig. Method of promotional strategy influenced**



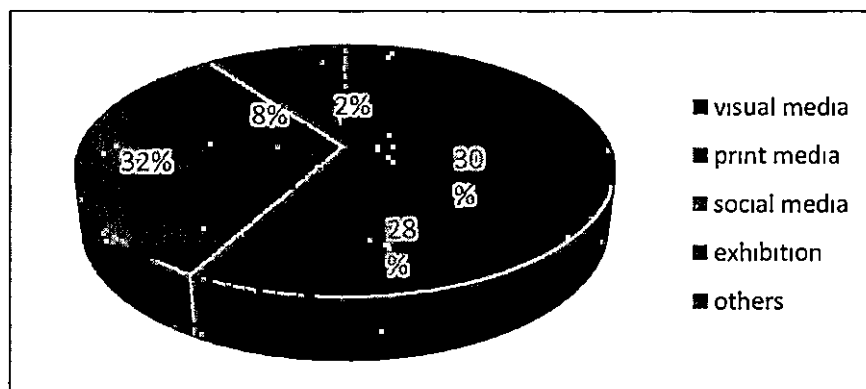
Source Compiled from primary data

**Table 4 2 4 Type of advertisements influenced**

	Frequency	Percent
visual media	15	30 0
print media	14	28 0
social media	16	32 0
Exhibition	4	8 0
Others	1	2 0
Total	50	100 0

*Source Compiled from primary data*

Advertisement are most important method of promotional strategy to know which advertisement is more important it were classified into visual media, print media, social media, exhibition and others 32 per cent of respondents likes advertisement through social media 30 per cent likes advertisement through visual media It is followed by print media It constitutes 28 percent 8 per cent like's exhibition and 2 per cent likes other method of advertisements

**Fig 4 20 Type of advertisements influenced**

*Source Compiled from primary data*

### Garret ranking

To find out the most significant factor which influences the respondent, Garrett's ranking technique was used As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula

$$\text{Percentage position} = \frac{100 (R_j - 0.5)}{N_j}$$

$R_{ij}$  – rank given for the  $i$ th variable by  $j$ th respondents

$N_j$  – no of variables ranked by  $j$ th respondent

**Table 4.3 Factors influencing purchase of curd**

Constraints	Mean score	Rank
Quality	85 42	1
Price	82 57	2
Health factor	52 28	3
Availability	51 14	4
Quantity	46 28	5
Packaging	17 42	6
Brand image	14	7

*Source Compiled from primary data*

The constraint quality received the maximum mean score of 85 42 and it was ranked first, price with the mean score 82 57 and ranked as second constraint The constraint health factor with the mean score 52 28 ranked as the third constraint Availability was the fourth constraint having mean score 51 14 the fifth constraint was quantity it has the mean score 46 28 Packaging is the sixth constraint its mean score was 17 42 the seventh constraint was brand image having mean score 14 It is the last constraint



4 4 Details of purchase of milma curd (N=50)

Table 4 4 1Details of purchase of milma curd (N=50)

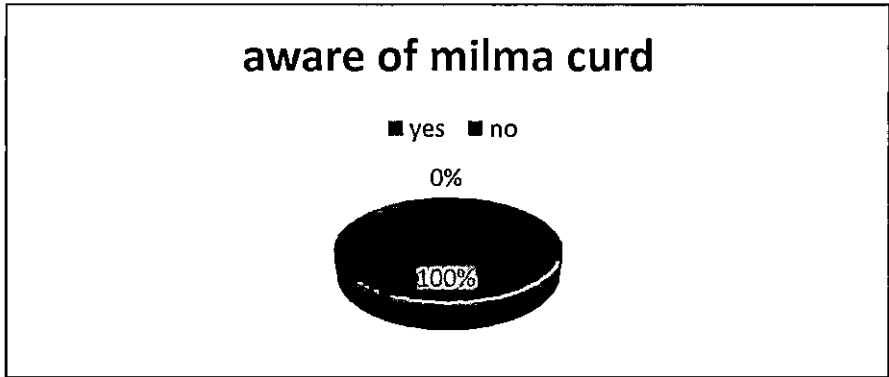
Particulars	Frequency	Per cent
<b>Aware of milma curd</b>		
Yes	50	100
No	0	0
Total	50	100
<b>Know about mila curd</b>		
Advertisement	24	48
Word of mouth	10	20
Family/friends	6	12
<b>Have you used milma curd</b>		
Yes	44	88
No	6	12
Total	50	100

Source Compiled from primary data

4 4 1 Aware of milma curd

The statement indicates the awareness about milma curd since the milma already had a curd variety of skimmed curd From the table 4 4 1 understand that all the respondents were aware of milma curd From this reach the point the milma is a popular brand and most of the consumers were aware of the milma curd

Fig 4 21Aware of milma curd



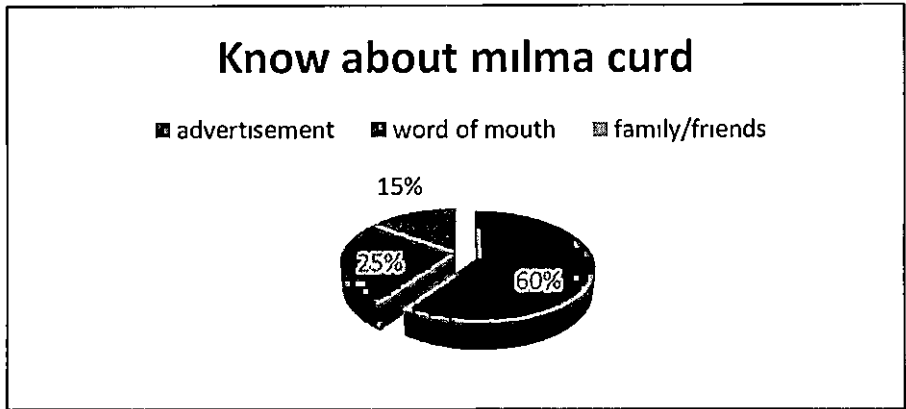
Source Compiled from primary data

4 4 2 Know about milma curd

The table indicate that the way in which the respondents knows about the curd It is classified into four advertisement, word of mouth, family/friends, and social media 48 per cent of respondents were about milma curd through

advertisement 20 per cent of respondents were aware through word of mouth And again 20 per cent of respondents were aware through social media 12 per cent of respondents were aware through family/friends

**Fig 4 22 Know about milma curd**

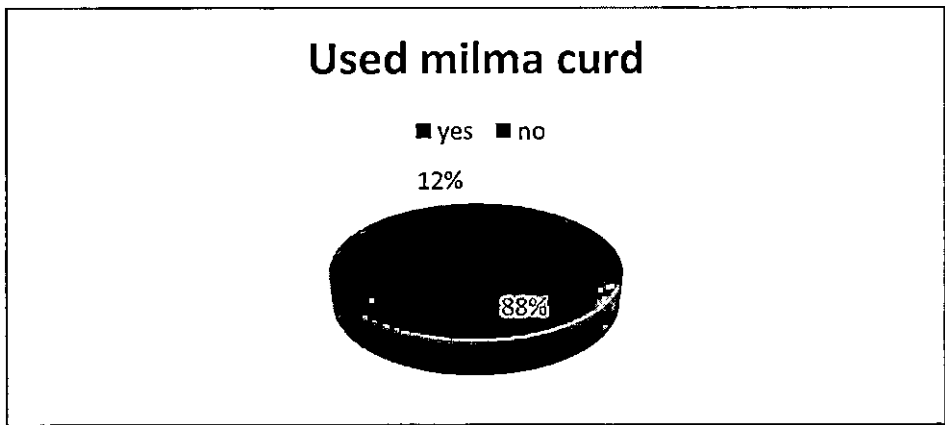


*Source Compiled from primary data*

#### 4 4.3 Have you used milma curd

The table indicate what per cent of respondents use milma curd previously It is clear that 88 per cent used milma curd 12 per cent not used milma curd

**Fig 4 23 Have you used milma curd**



*Source Compiled from primary data*

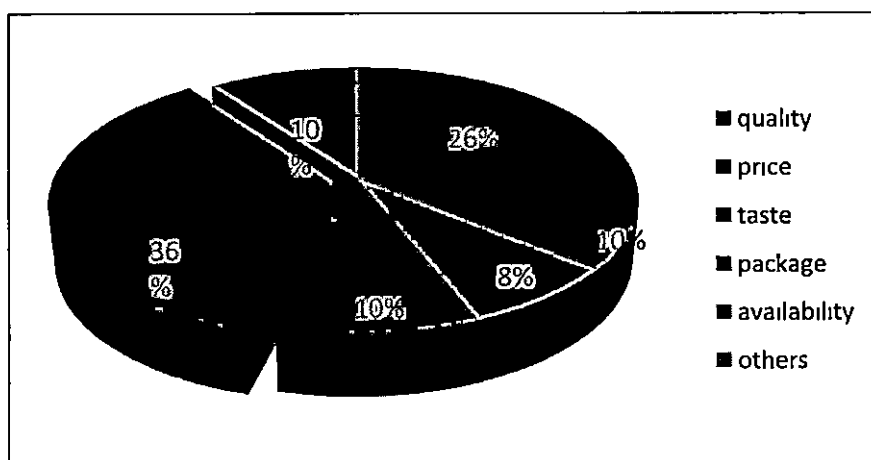
**Table 4.4 2 What comes in mind when hear about milma curd**

	Frequency	Percent
Quality	13	26 0
Price	5	10 0
Taste	4	8 0
Package	5	10 0
Availability	18	36 0
Others	5	10 0
Total	50	100 0

*Source Compiled from primary data*

According to 36 per cent of respondents, availability came in the mind when the heard about milma curd. Quality is come next. It constitutes 26 percent. Price, package and others come in the next position. Price package and other factors came in the mind of 10 per cent of respondents when heard about mila curd. 8 per cent consider taste as the best.

**Fig 4.24 What comes in mind when hear about milma curd**



*Source Compiled from primary data*

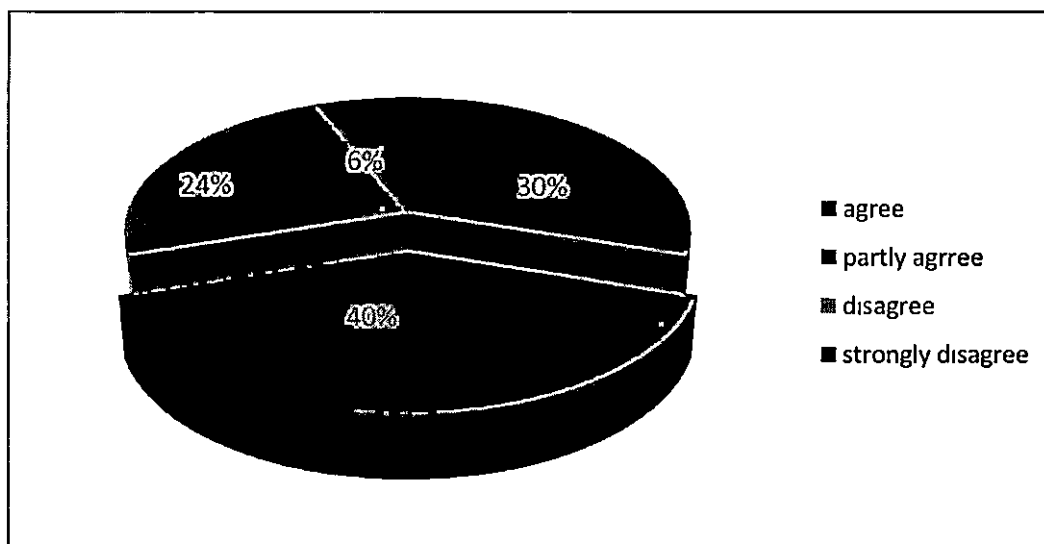
**Table 4 4 3. Price of milma curd is reasonable compared to others**

	Frequency	Percent
Agree	13	30 0
partly agree	22	40 0
Disagree	12	24 0
strongly disagree	3	6 0
Total	50	100 0

*Source compiled from primary data*

From this table it is clear that 40 per cent partly that price of milma curd is reasonable compared to others 30 per cent agree with the statement 24 per cent disagree and 6 per cent strongly disagree that price of milma curd is reasonable compared to others

**Fig 4.25 Price of milma curd is reasonable compared to others**



*Source compiled from primary data*

#### 4 5 Details of market potential of new branded curd (N=50)

#### 4 5 Details of market potential of new branded curd (N=50)

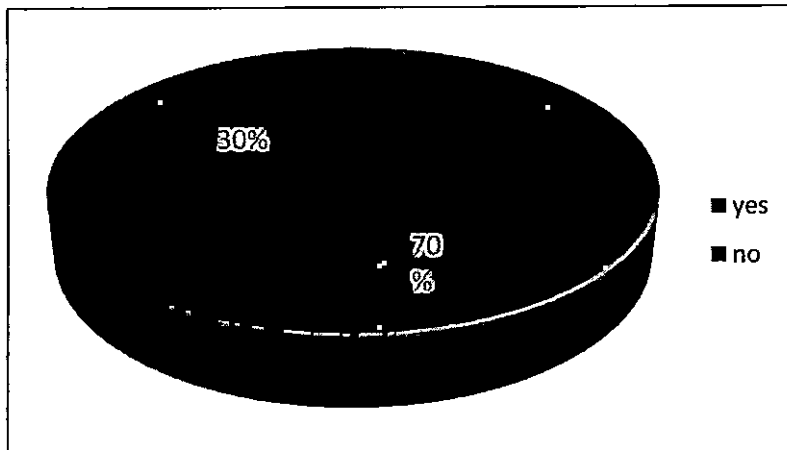
Particulars	Frequency	Per centage
<b>Branding of curd is necessary</b>		
Yes	35	70
No	15	30
Total	50	100
<b>Buy if price increase in future</b>		
Yes	30	60
No	20	40
Total	50	100
<b>Willing to buy new brand</b>		
Yes	32	64
no	18	36
Total	50	100
<b>Regularly available in the nearby shops</b>		
Yes	37	74
No	13	26
Total	50	100
<b>Available in the shops will you buy</b>		
Yes	23	16
No	6	12
Depends	21	42
Total	50	100
<b>Faced any situation of non availability of curd</b>		
Frequently	4	8
Rarely	18	36
Occasionally	13	26
Never	15	30
Total	50	100
<b>Aware of double toned curd</b>		
Yes	4	8
No	46	92
Total	50	100
<b>Used double toned curd</b>		
Yes	4	8
No	46	92
Total	50	100
<b>Liked to be informed about new product</b>		
Advertisement	33	66
Shopkeepers	12	24
Friends and relatives	3	6
Others	2	4
Total	50	100

Source Compiled from primary data

#### 4 5 1 Branding of curd is necessary

According to majority of respondents branding of curd is necessary It constitute 70 per cent 30 per cent of respondents branding is not necessary

**Fig 4.26 branding of curd is necessary**

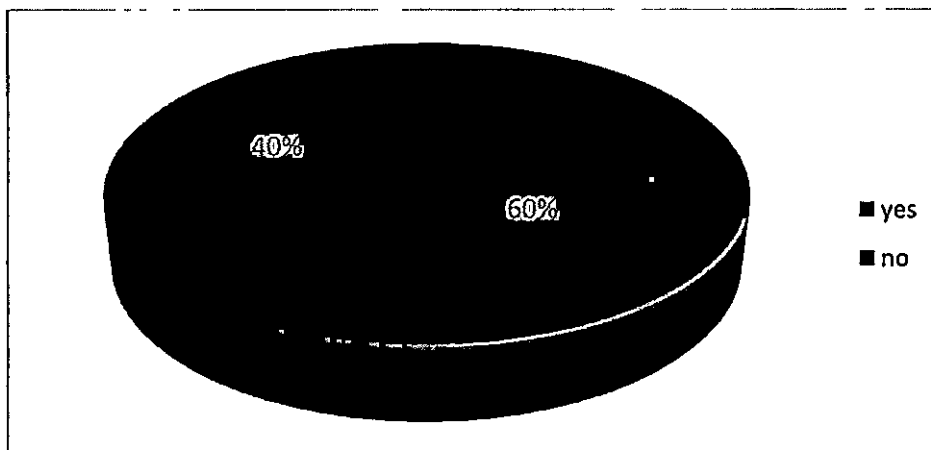


*Source Compiled from primary data*

#### 4 5.2 Buy if price increase in future

From this table it is clear that Per cent respondents will buy curd if the price of curd increased in the future 40 per cent will not buy curd when the price increase

**Fig.4.27 Buy if price increase in future**

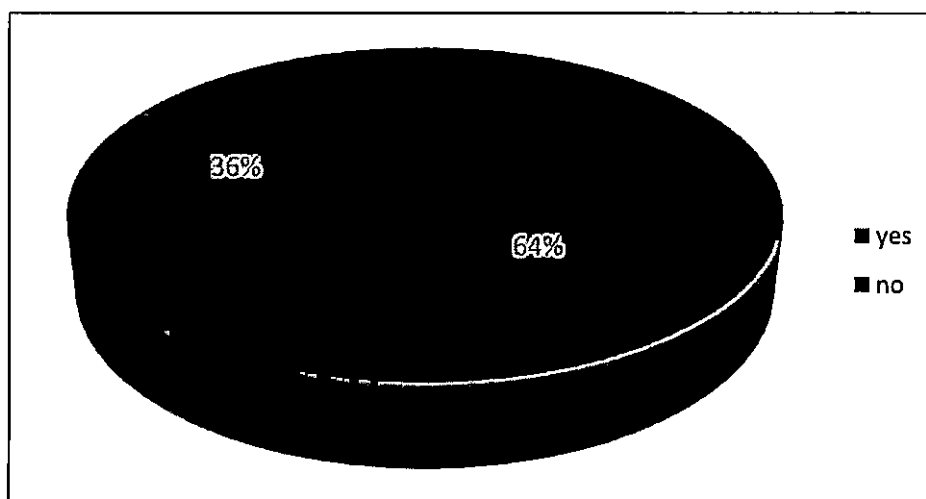


*Source Compiled from primary data*

#### 4 5 3 Willing to buy new brand

According to the table it is clear that 64 per cent of respondents were willing to buy new brand of curd and 36 per cent not ready to buy new one

Fig. 4 28 Willing to buy new brand

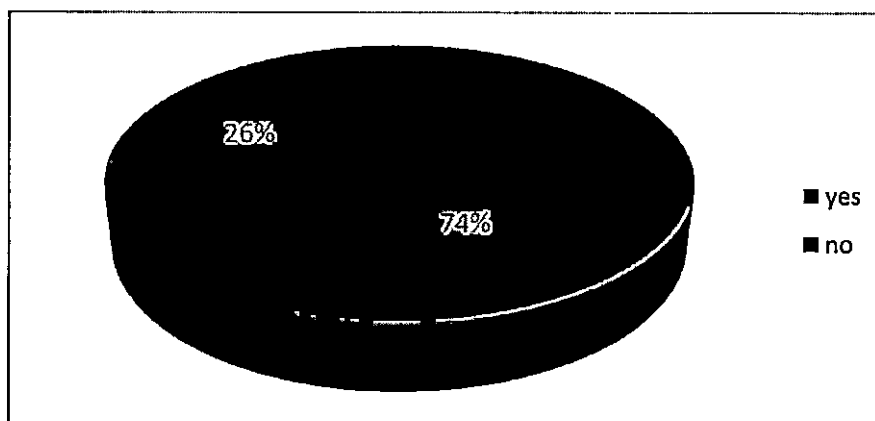


Source Compiled from primary data

#### 4.5.4 Regularly available in the nearby shops

According to 74 per cent of respondents curds were regularly available in the shops and it was the opinion of the majority. In the view of 26 per cent curd were not regularly available in the shops.

Fig.4.29 Regularly available in the nearby shops

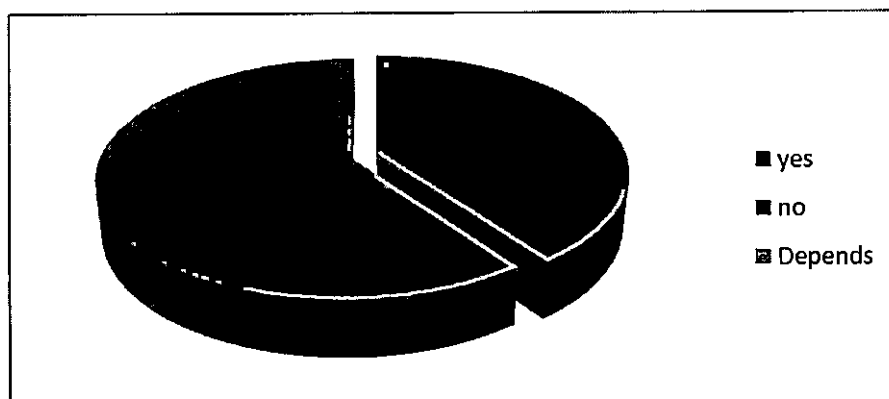


Source Compiled from primary data

#### 4.5.6 Available in the shops will you buy

If the curd is available in the shop, 46 percent of respondents will buy curd, 12 percent of them did not buy, and 42 percent buy sometimes.

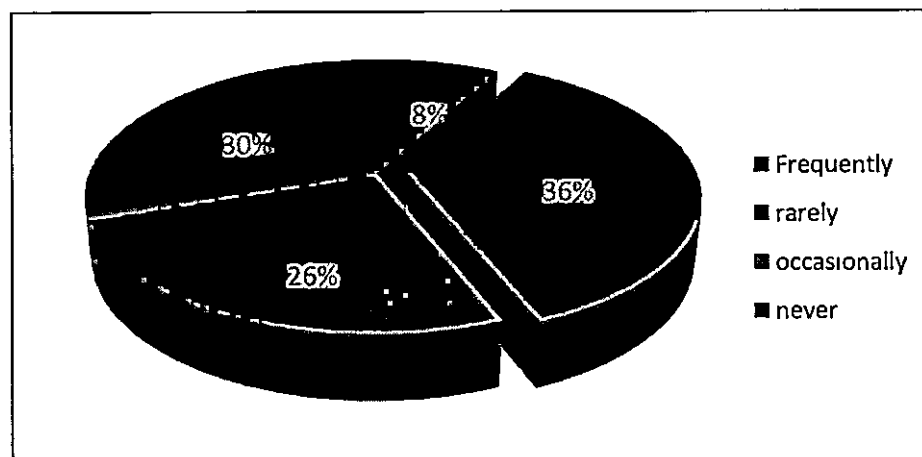
**Fig.4 30 Available in the shops will you buy**



#### **4.5.7 Faced any situation of non availability of curd**

According to the opinion of 36 percent of respondents there were rarely occurred the situation of non availability of curd 30 per cent of respondents there were no such situation of non availability For 26 per cents the problem was occasionally affecting 8 per cent of respondents frequently face such situation

**Fig.4.31 Faced any situation of non availability of curd**



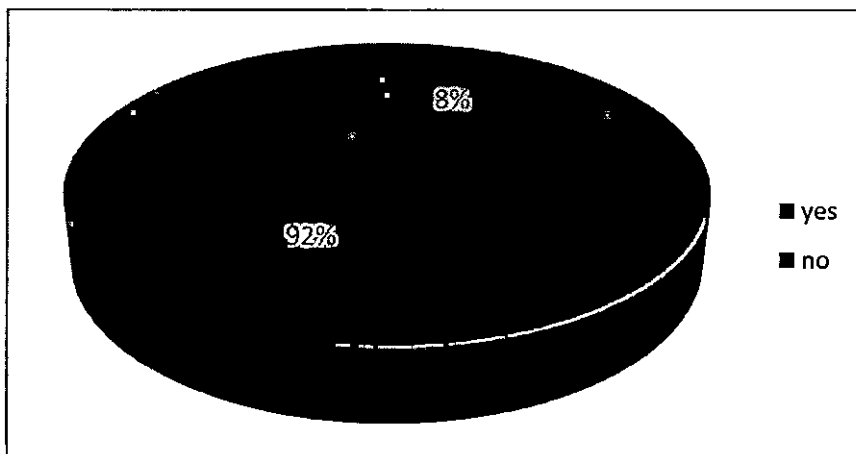
*Source Compiled from primary data*



#### 4.5.8 Used double toned curd

From this table it is clear 88 percent of respondents not used about double toned curd 8 per cent of respondents were used double toned curd

**Fig 4 32 Used double toned curd**

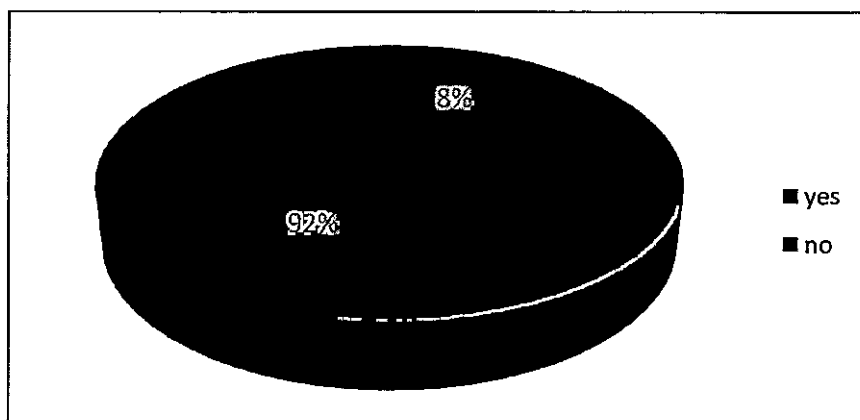


*Source Compiled from primary data*

#### 4.5 9 Aware about double toned

According to this table 90 per cent of respondents were unaware of double toned curd 10 per cent of them were aware about double toned curd

**Fig.4.33 Aware about double toned**

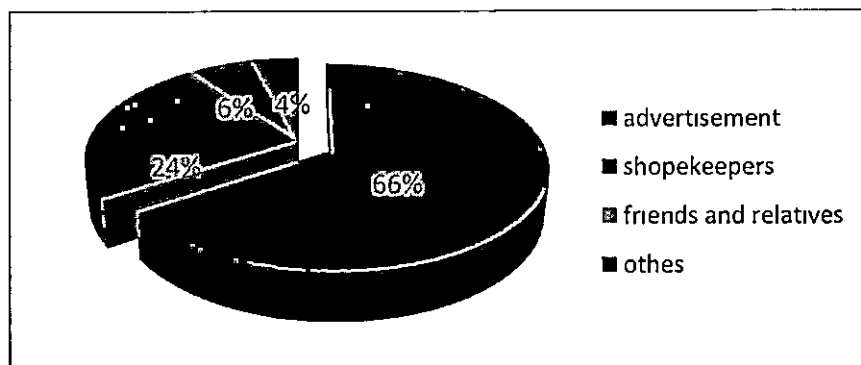


*Source Compiled from primary data*

#### 4.5.10 Liked to be informed about new product

It is clear that 66 per cent of respondents were liked to be informed about the new product through advertisement. According to 24 per cent they want to know about the new product through shopkeepers and 6 per cent wants information from friends and relatives. 2 per cent likes other source for knew about the new products.

**Fig 4.33 Liked to be informed about new product**



Source: Compiled from primary data

#### 4.6 Details about shops

**Table 4.6 Details about shops (N = 50)**

Particulars	No of respondents	Percentage
<b>Classification of shop type</b>		
Retail shop	34	68
Milma shopee	10	20
Supermarket/huper market	6	12
Total	50	100
<b>Varities of curd</b>		
Skimmed	31	62
Double toned	11	22
Others	8	16
Total	50	100
<b>Quality problems of curd</b>		
Yes	19	38
No	31	62
Total	50	100
<b>If yes what are they</b>		
Contamination	3	6
Bulging	4	8

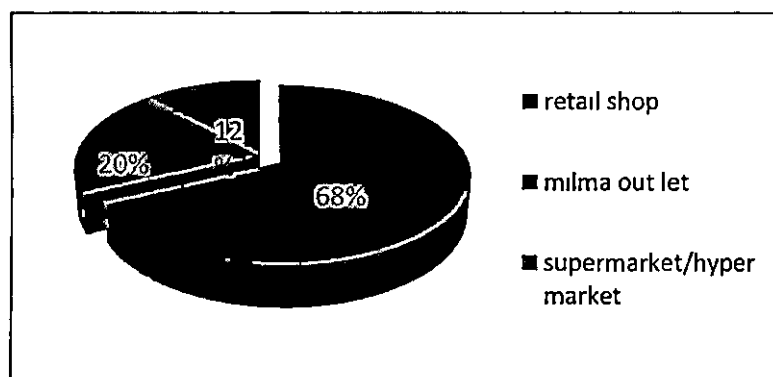
Leakage	8	16
Low quantity	4	8
Missing	31	62
Total	50	100
<b>How often purchase</b>		
Daily	9	18
2 days interval	31	62
Weekly	10	20
Total	50	100

Source Compiled from primary data

#### 4.6.1 Type of shop

To study the market potential of branded curd of 50 retailers the study was conducted among agency shops of milma 34 retail shop, 10 milma shopee, 6 super markets

Fig.4.33 Type of shop

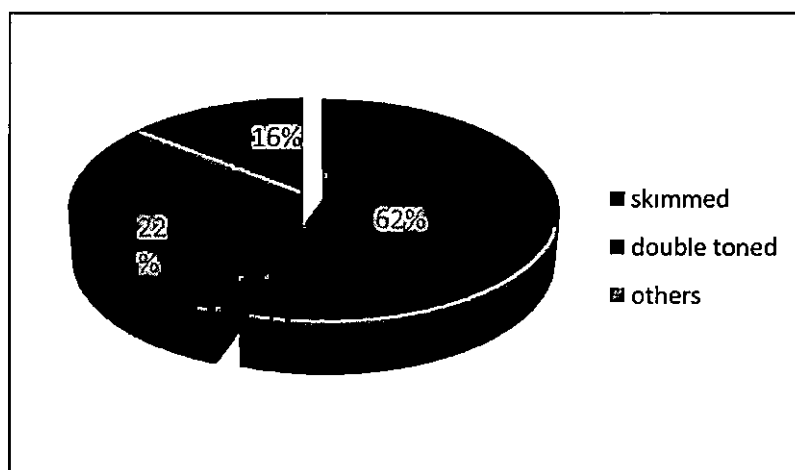


Source Compiled from primary data

#### 4.6.2 Varieties of curd

It is clear that 62 per cent of retailers stock skimmed curd 4 per cent stock double toned and 36 per cent of retailers stock other varieties of curd

Fig.4.34 Varieties of curd

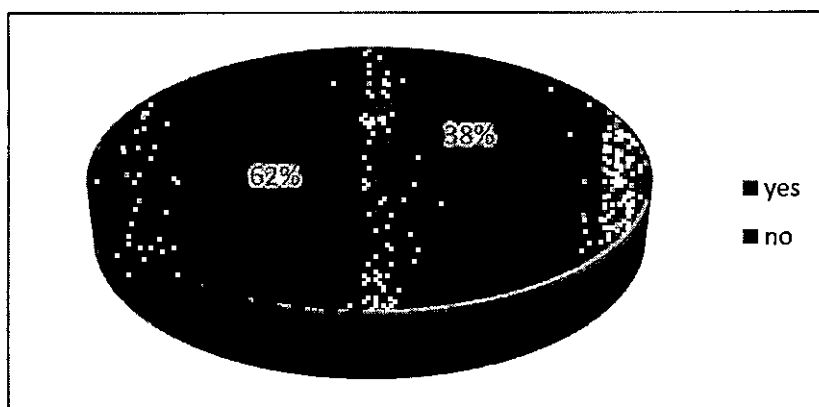


Source Compiled from primary data

### 4.6.3 Quality problems

The majority of respondents said that there were no quality problems regarding the quality of curd. It constitutes 62 per cent. According to 38 per cent there were quality problems.

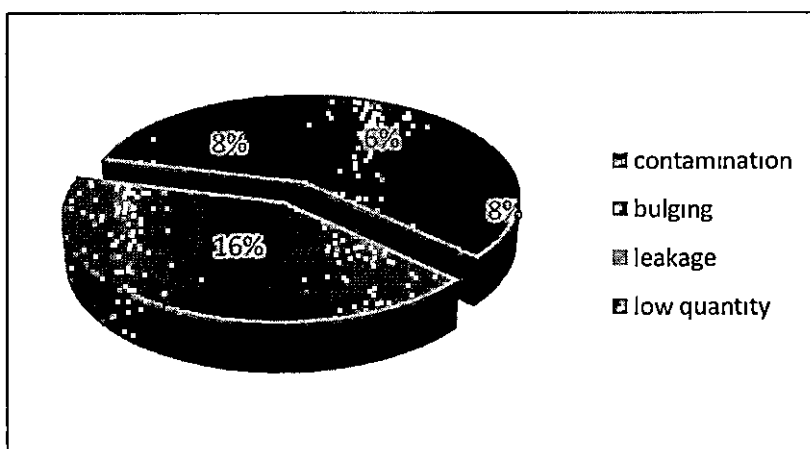
Fig.4.35 Quality problems



Source Compiled from primary data

The main problem is leakage of the cover. It constitutes 16 per cent. It is followed by low quantity and bulging. Contamination was the next problem. It constitutes

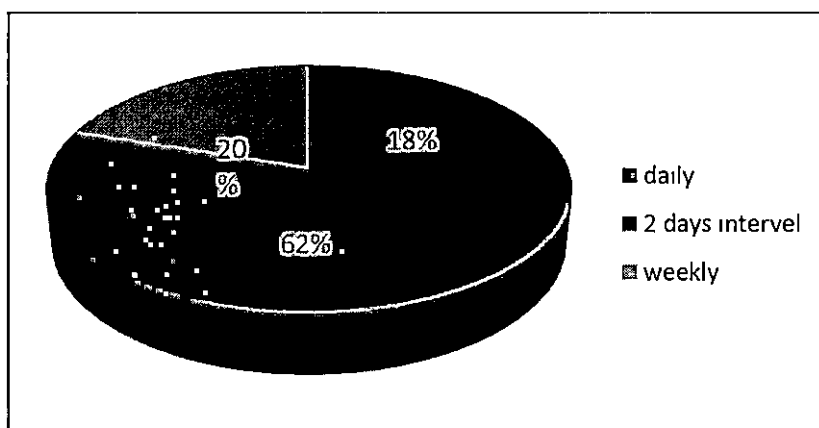
Fig 4.36 If yes what are they



Source Compiled from primary data

### 4.6.4 How often purchase

The table indicate frequency of purchase. 62 per cent purchase stock in 2 days interval. It is the majority. 20 per cent respondents took stock weekly. 18 per cent purchase daily.

**Fig 4 37 How often purchase**

Source Compiled from primary data

#### 4 7 details about milma curd

Table 4 7 1 details about milma curd (N=50)

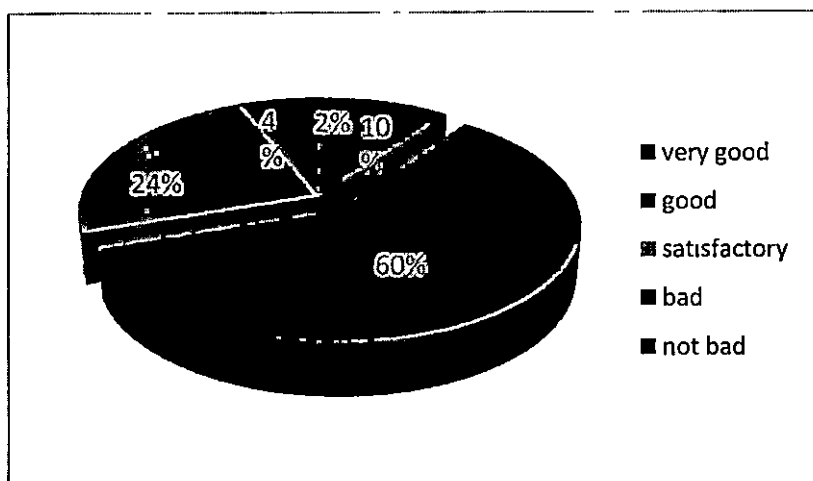
Particulars	No of respondents	Percentage
<b>Quality of milma curd</b>		
Very good	5	10
Good	30	60
Satisfactory	12	24
Bad	2	4
Not bad	1	2
Total	50	100
<b>Milma attracts new customers</b>		
Yes	39	78
No	11	22
Total	50	100
<b>Milma meets customer needs</b>		
Yes	35	70
No	15	30
Total	50	100
<b>Milma is a fast moving brand</b>		
Yes	39	78
No	11	22
Total	50	100
<b>Milma is easily available brand</b>		
Yes	42	84
No	8	16
Total	50	100
<b>Consumer demand of milma</b>		
High	34	68
Medium	12	24
Low	4	8
Total	50	100

Source Compiled from primary data

#### 4.6.1 Quality of milma curd

The table 4.7.1 indicates the quality of curd. According to 60 per cent of respondents quality is good. 24 per cent of respondent's quality is satisfactory. 10 per cent of respondents pointed that quality is very good. 4 per cent of respondent's quality is not bad. 2 per cent of respondent's quality is bad.

**Fig 4.38 Quality of milma curd**

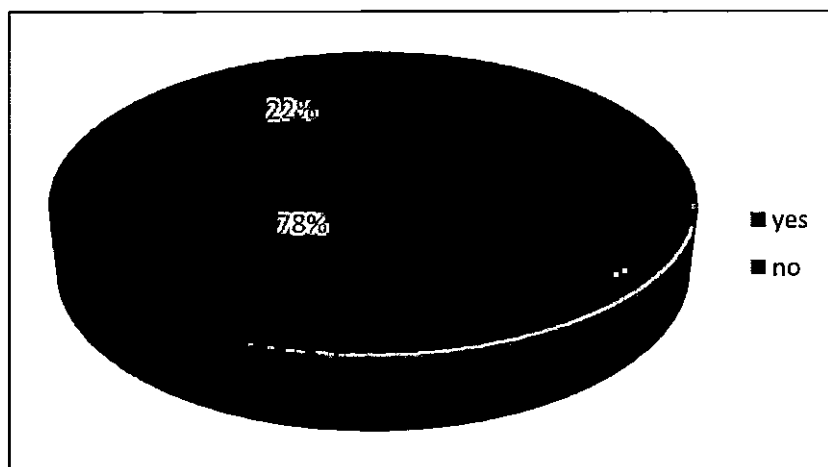


*Source: Compiled from primary data*

#### 4.6.2 Milma attracts new customers

According to the opinion of majority of retailers, milma curd attracts new customers. It constitutes 78 per cent. 22 per cent of retailers pointed that it does not attract new customers.

**Fig 4.39 milma attracts new customers**

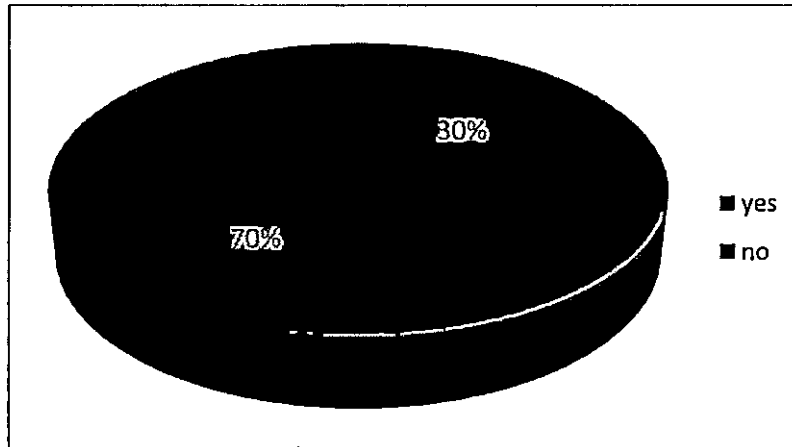


*Source: Compiled from primary data*

### 4.6 3 Milma meets customer needs

According to the opinion of majority of retailers milma curd meets customer needs It constitutes 70 per cent 30 per cent retailers pointed that it does not meet customer needs

**Fig 4 40 Milma meets customer needs**

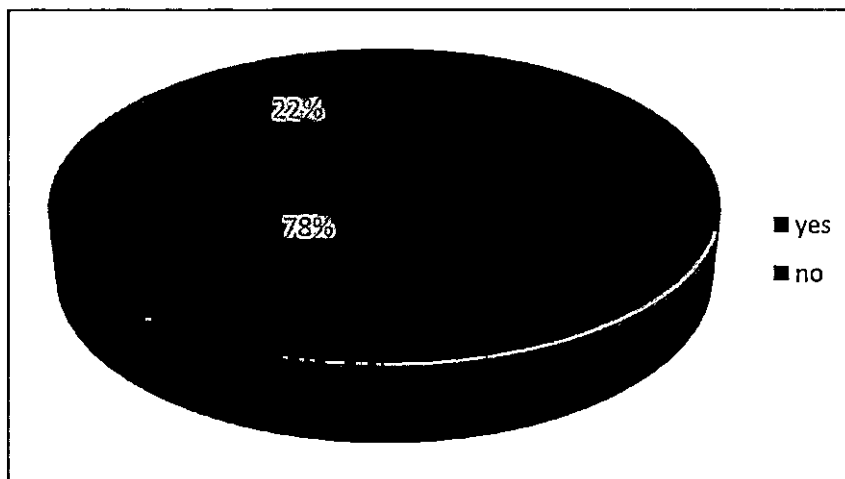


*Source Compiled from primary data*

### 4 6 4 Milma curd is fast moving

According to the opinion of 78 per cent of respondents milma curd is a fast moving product 22 per cent of respondents do not agree with the statement

**Fig 4.41. milma curd is fast moving**

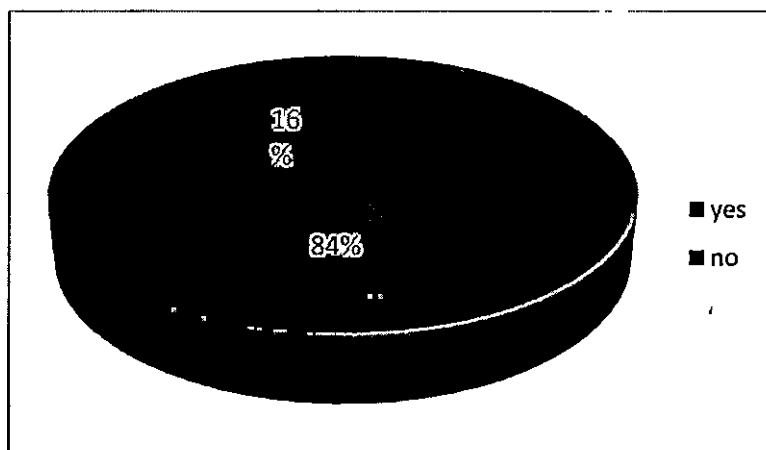


*Source Compiled from primary data*

#### 4 6 7 Milma is easily available

The table 4 7 1 indicates the availability of milma curd According to 84 per cent milma curd is easily available For 16 per cent it is not easily available

**Fig 4.42 Milma is easily available**

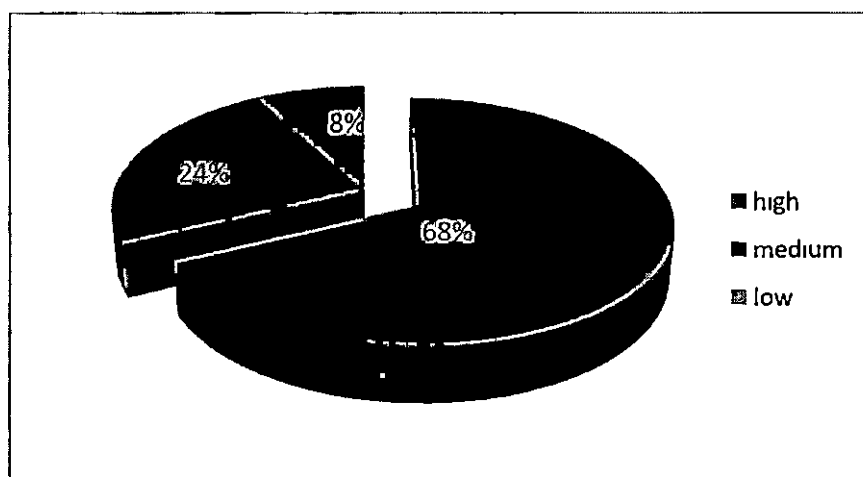


*Source Compiled from primary data*

#### 4 6 8 Consumer demand of milma

The table 4 7 1 indicate consumer demand of milma curd From the data it is clear that milma have high consumer demand According to the majority of consumers milma have high consumer demand It constitutes 68 per cent Medium 24 per cent and low 8 per cent

**Fig 4.43 Consumer demand of milma**



*Source Compiled from primary data*

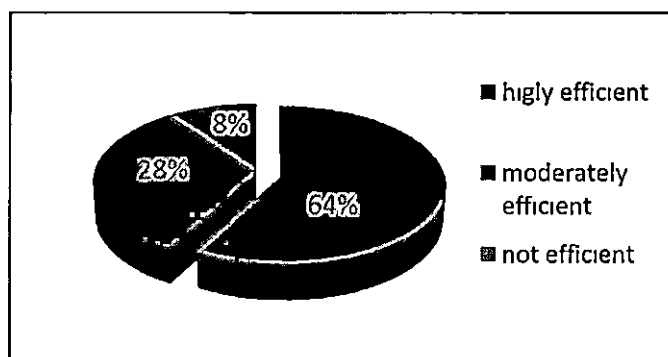


**Table 4 7 2 Promotion is effective**

	Frequency	Percent
Highly effective	4	8 0
Moderately effective	32	64 0
Not effective	14	28 0
Total	50	100 0

*Source Compiled from primary data*

The table indicates effectiveness of promotion According to the opinion of 68 per cent of respondents promotion is moderately effective and it is the majority 28 per cent promotion is not effective 8 per cent respond that it is highly effective

**Fig 4.42 promotion is effective**

*Source Compiled from primary data*

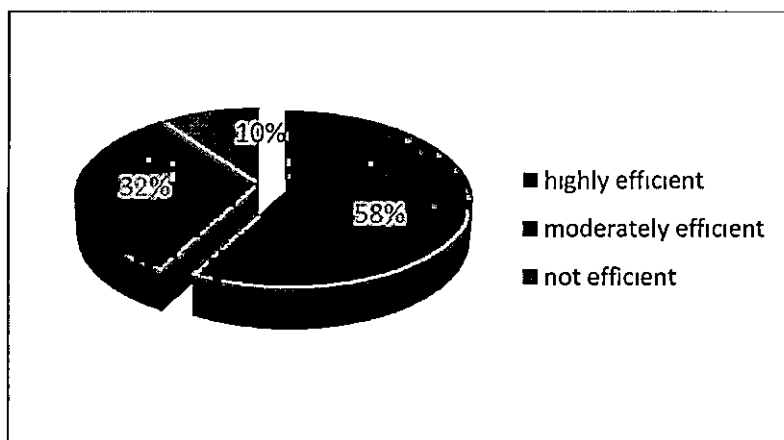
**Table 4 7 4 Distribution is efficient**

	Frequency	Percent
highly efficient	29	58 0
moderately efficient	16	32 0
Not efficient	5	10 0
Total	50	100

*Source Compiled from primary data*

**Fig 4 43 Distribution is efficient**

The table 4 7 4 indicates efficiency of distribution According to the opinion of 58 per cent of respondents distribution is highly effective and it is the majority 32 per cent distribution is not effective 5 per cent respond that it is not efficient



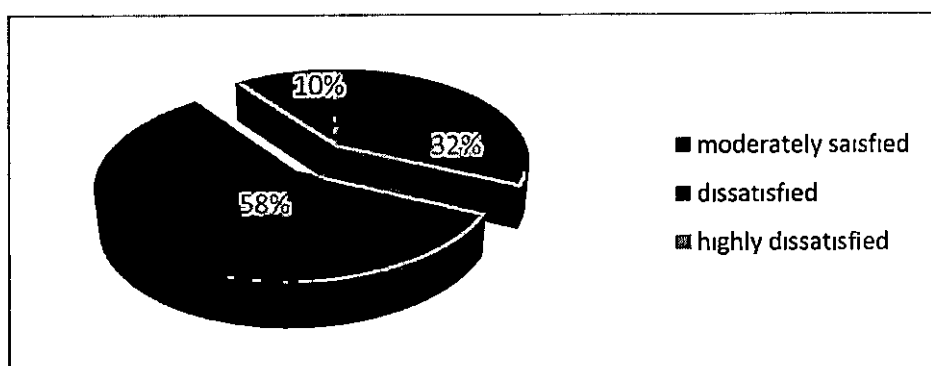
*Source Compiled from primary data*

**Table 4 7 5 Additional benefits**

	Frequency	Percent
Highly satisfied	0	0
Satisfied	0	0
moderately satisfied	16	32 0
Dissatisfied	29	58 0
highly dissatisfied	5	10 0
Total	50	100 0

*Source Compiled from primary data*

The table 4 7 5 indicates satisfaction of retailers in the additional benefits given by milma 58 per cent dissatisfied in the additional benefits 32 per cent were moderately satisfied and 10 per cent highly satisfied

**Fig 4 44 Additional benefits**

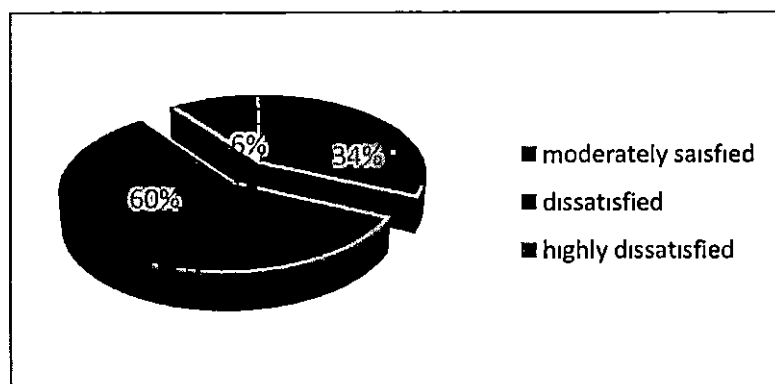
Source Compiled from primary data

**Table 4 7.6 Satisfied with the sale of milma curd**

	Frequency	Percent
highly satisfied	3	6 0
Satisfied	17	34 0
moderately satisfied	30	60 0
dissatisfied	0	0
Highly dissatisfied	0	0
Total	50	100 0

Source Compiled from primary data

The table 4 7 6 indicates satisfaction of retailers in the sale of milma curd 60 per cent of respondents moderately satisfied with sale of milma curd and it was the majority 34 per cent satisfied and 6 per cent highly satisfied There were no retailers highly dissatisfied or dissatisfied with the sale of milma curd

**Fig 4.4.4 satisfied with the sale of milma curd**

Source Compiled from primary data

### Garret ranking

Constraints	Mean score	Rank
Demand	84 25	1
Quality	77 75	2
Price	66 25	3
Availability	65 75	4
Quantity	36 5	5
Relation with supplier	24 5	6
Commission	23 5	7
Additional benefits	21 75	8

*Source Compiled from primary data*

The constraint demand received the maximum mean score of 84 25 and it was ranked first, quality with the mean score 77 75 and ranked as second constraint The constraint price with the mean score 66 25 ranked as the third constraint Availability was the fourth constraint having mean score 65 75 The fifth constraint was quantity it has the mean score 36 5 Relation with supplier is the sixth constraint its mean score was 24 5 the seventh constraint was commission having mean score 23 5 Last constraint was additional benefit having mean score 21 75 and it is ranked as eighth constraint

## Details about market potential of new brand of curd

**Table 4.9 Details about market potential of new brand of curd(N=60)**

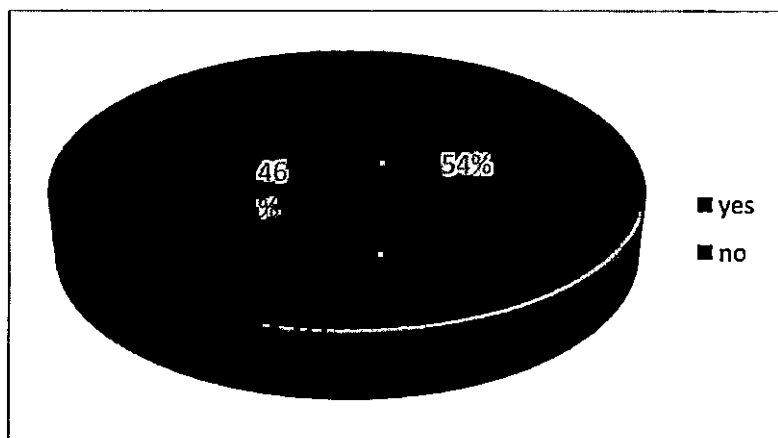
Particulars	No of respondents	Percentage
<b>Willing to sell new brand</b>		
Yes	27	54
No	23	46
Total	50	100
<b>Prefer to purchase if price increase</b>		
Yes	35	70
No	15	30
Total	50	100
<b>Aware of double toned curd</b>		
Yes	2	4
No	48	96
Total	50	100
<b>Willing to purchase if price increase</b>		
Yes	2	4
No	48	96
Total	50	100

*Source Compiled from primary data*

### 4.9 1 Willing to sell new brand

The table indicates retailer's willingness to sell the new brand of curd 54 per cent of respondents were willing sell and 46 per cent not willing to sell new brand

**Fig.4.44 Willing to sell new brand**

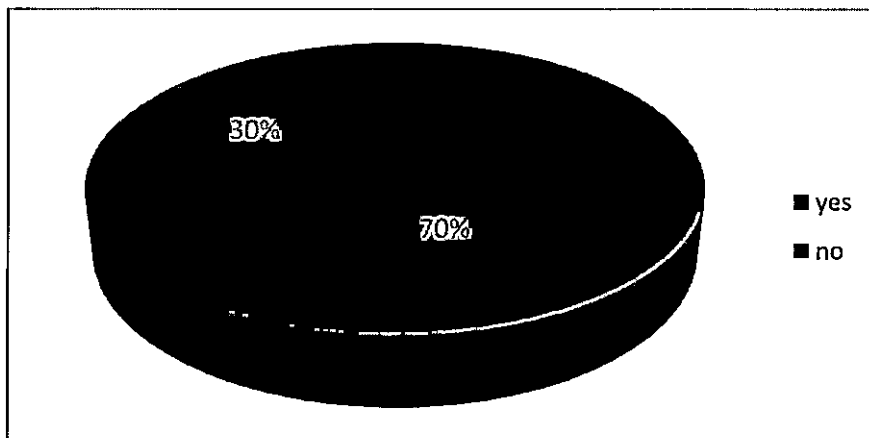


*Source Compiled from primary data*

#### 4 9.2 Prefer to purchase if price increase

From the table it is clear that majority of respondents were purchase curd if the price increase in the future It comprise 70 per cent of respondents 30 per cent of respondents not ready to purchase curd if price increase in the future

**Fig 4 45 Prefer to purchase if price increase**

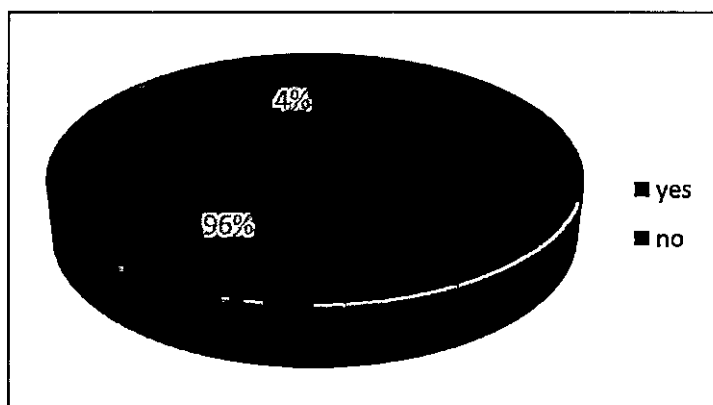


*Source Compiled from primary data*

#### 4 9 3 Aware of double toned curd

The table indicates awareness about double toned curd The majority of respondents were unaware about double toned curd it constitute 96 per cent 4 per cent of respondents were aware about double toned curd

**Fig .4.46 aware of double toned curd**



*Source Compiled from primary data*

## ESTIMATION OF MARKET POTENTIAL

Market potential is the entire size of the market for a product at a specific time. It represents the upper limits of the market for a product. The study on market potential of branded curd helps to identify the demand for the product for a particular period of time.

### 4.9 Estimating market potential (among general consumers)

#### Market potential of double toned milma curd

Estimating market potential, Kent Wolf formula (From Rajan Sexena text named Marketing Management, 4<sup>th</sup> edition)

$$Y = n \cdot u \cdot p$$

Y = total market potential available to all firms

n = number of potential buyers

p = average selling price

u = average annual consumption

Sample size	Consumers willing to buy (n)	Percentage of consumers willing to buy	Price they prefer to pay (Rs/500g) (p)	Average quantity they prefer to buy per annum(500ml) (u)	Market potential $Y=n \cdot u \cdot p$ (Rs)
50	32	64	25	49.68	39744

Source: Compiled from primary data

### Market potential of branded pulses (among retailers)

Sample size	Retailers willing to buy (n)	Percentage of retailer willing to buy	Average Price (Rs/500g) (p)	Average quantity they prefer to sell per annum(500ml) (u)	Market potential $Y=n*u*p$ (Rs)
50	27	54	25	134.4	90720

*Source compiled from primary data*

The analysis above reveals that new brand of double toned curd has market potential of Rs, 39744 and Rs 90720 among retailers per year. This analysis shows that the product has fairly good demand during initial stages in the market and it can fetch increasing sale during future.



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**SUMMARY OF FINDINGS, CONCLUSION**  
**AND SUGGESTION**

## CHAPTER V

### SUMMARY OF FINDINGS, CONCLUSION AND SUGGESTIONS

#### 5.1 Summary of findings

##### Major findings based on consumers data

- 1 The study focused only consumers of milma
- 2 The majority of respondents were females. It constitutes 76 per cent and 24 per cent were males
- 3 Among the respondents 46 per cent belong to the age group of 41-60 years followed by age group of 25-40 years. It constitutes 36 per cent. 12 per cent belongs to less than 25 and 6 per cent of them in the age group of above 60
- 4 The 40 per cent of respondents studied up to higher secondary. It is the majority educational qualification. Educational qualification of 26 per cent of respondents were SSLC. 18 per cent of respondents were graduates. 10 per cent had primary education and 6 per cent were post graduates
- 5 The 60 per cent of respondents were housewives. 20 per cent of respondents were work at private sector. 12 per cent of them were self employed and 8 per cent were government employees
- 6 Thus it is clear that the monthly income of 44 per cent of respondents were between 10001 and 15000. It is the majority. The class 15001-20000 constitutes 22 per cent of respondents. The monthly income of 10 per cent of respondents is below 5000 and 8 per cent of respondents was above 20000
- 7 The monthly budgets of 36 per cent of respondents were 100-150. For 20 per cent of respondents 151-200. The monthly budget of 26 per cent of respondents was less than 100. 10 per cent of respondents spent monthly income between 200 and 250 for purchase curd
- 8 The majority of the family contain 4 members. It constitutes 40 per cent. 32 per cent of family contain 5 members. 20 per cent family contain above 5 members. 8 per cent having the family size less than 3
- 9 Majority of respondents were not the regular users of curd. It constitutes 86 per

- cent rest of 14 per cent were the regular users
- 10 Among the respondents 50 per cent purchase curd fortnightly, 32 per cent weekly, 12 per cent twice in a week and 6 per cent purchase in 2 days interval
  - 11 72 per cent of respondents purchase curd based on the availability and rest of them consider other factors also
  - 12 Majority of respondents bought less than 1 litre of curd in a single purchase It constitutes 92 per cent and 8 per cent of respondents purchase 1 litre of curd at a time
  - 13 The 96 per cent of respondents were not aware of quality standards of curd Only 4 per cent were aware
  - 14 According to the majority of respondents there were no quality problems regarding to the curd It constitutes 64 per cent
  - 15 The majority of respondents bought curd from retail shop It constitutes 58 per cent 24 per cent bought from milma out let and 14 per cent purchase from super market
  - 16 Majority of respondents agree that curd available in the preferred quantity packets It constitutes 42 per cent 32 per cent partly agree and 16 per cent disagree that curd available in the preferred quantity packets
  - 17 According to 42 per cent of respondents agree that they the product they got were quality product for affordable price 36 per cent partly agree and 14 per cent strongly agree
  - 18 According to 62 per cent of respondents most influencing promotional strategy was advertisement Next influencing strategy was special offers It constitutes 14 per cent Free gift and wall painting influence 12 per cent of respondents
  - 19 The advertisement through the visual media was the most influencing and next was advertisement through social media they constitute 32 and 30 per cent respectively Print media was the third influencing advertisement media 28 per cent likes advertisement through print media
  - 20 According to Garret ranking on the statement factors influencing purchase decision of curd quality came first The quality obtained the maximum score of 85.42 price with the mean score 82.57 came in the second position The constraint health factor with the mean score 52.28 ranked as the third constraint Availability was the fourth constraint having mean score 51.14 The fifth constraint was quantity it has the mean score 46.28 packaging is the sixth

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constraint its mean score was 17.42 the seventh constraint was brand image having mean score 14

- 21 The majority respondents that mean 100 per cent aware of milma curd
- 22 It is clear that 88 per cent used milma curd 12 per cent not used milma curd
- 23 The majority of respondents aware about milma curd through advertisement It constitute 48 per cent 20 per cent knew through social media and word of mouth
- 24 The majority of respondents had used milma curd It constitutes 88 per cent
- 25 Availability came in the mind of respondents when they heard about milma curd It constitutes 36 per cent Quality was second, price and package others came in the third position It constitutes 26 and 10 per cent respectively Taste came in the forth position it constitutes 8 per cent respectively
- 26 The 40 per cent of respondents partly agree that the price of milma curd is affordable compared to other curd brand and 30 per cent partly agree 24 per cent of respondents disagree

#### **Market potential**

- 27 According to the opinion of the majority branding of curd is necessary For 30 per cent branding is not necessary
- 28 The majority of respondents will buy curd if the price increase in future and it constitute 60 per cent 40 per cent of respondents will not buy if the price shoots
- 29 The majority of respondents were willing to buy a new brand of curd and it constitutes 64 per cent 34 per cent of respondents will not buy new brand
- 30 According to the opinion of 74 per cent of respondents curd regularly available in the shops
- 31 According to the 46 per cent of respondents they would bought milma curd if the curd available in the shop According to 42 per cent the purchase may depend 12 per cent will not buy
- 32 According to the opinion of 36 per cent of respondents they faced rarely the situation of non availability of curd in the market 26 per cent occasionally faced and 30 per cent never face such a situation
- 33 The majority of respondents not used double toned curd only 8 per cent were used double toned curd
- 34 The majority of respondents were not aware about double toned curd
- 35 According to 66 per cent of respondents advertisement is the best method to know

about the new brand of curd 24 per cent likes knowledge through shopkeepers 6 per cent likes information through friends and relatives and 4 per cent likes other methods

- 36 From the Kent wolf analysis it is clear that new brand of curd has market potential of 39744 and 90720 among consumers and retailers respectively

### **Major findings based on retailer's data**

- 1 The study conducted among 34 retail shop, 10 milma Shoppe and 6 supers market
- 2 The data collected only from the agency of milma
- 3 Shopkeeper's stock different varieties of curd such as skimmed, double toned etc the major item was skimmed curd
- 4 According to the opinion of majority of respondents there were no quality problems regarding curd Rest of 38 per cent had quality problems regarding curd
- 5 Leakage was the main problem according to the majority respondents It constitutes 16 per cent It followed by low quantity and bulging It constitutes 8 per cent each For 6 per cent of respondents contamination was the problem
- 6 Majority of respondents purchase curd in 2 days interval and it constitutes per cent 20 per cent weekly and 18 per cent daily purchase
- 7 According to the opinion of 60 per cent of respondents quality of milma curd was good For 24 per cent quality was satisfactory and for 10 per cent very good According to 4 per cent not bad and 2 per cent bad
- 8 According to the opinion of majority of respondents milma attracts new customers it constitutes 78 per cent
- 9 According to the opinion of majority of retailers milma curd meets customer needs It constitutes 70 per cent 22 per cent retailers pointed that it does not meet customer needs
- 10 According to the opinion of 78 per cent of respondents milma curd is a fast moving product 22 per cent of respondents does not agree with the statement
- 11 According to 84 per cent milma curd is easily available For 16 per cent it is not easily available
- 12 According to the opinion of the majority it is clear that milma had high consumer demand

- 13 According to the opinion of 68 per cent of respondents promotion of milma curd was moderately effective and it is the majority 28 per cent promotion is not effective 8 per cent respond that it is highly effective
- 14 According to the opinion of 58 per cent of respondents distribution is highly effective and it is the majority 32 per cent distribution is not effective 5 per cent respond that it is not efficient
- 15 According to Garret ranking on the statement factors influencing purchase decision of curd demand came first The demand obtained the maximum score of 84.25 Quality with the mean score 77.75 came in the second position The constraint price with the mean score 66.25 ranked as the third constraint Availability was the fourth constraint having mean score 65.75 The fifth constraint was quantity it has the mean score 36.5 Relation with the supplier is the sixth constraint its mean score was 24.5, the seventh constraint was commission having mean score 14 Last constraint was additional benefits with mean score 21.75
- 16 The majority of respondents were unaware about double toned curd it constitute 96 per cent 4 per cent of respondents were aware about double toned curd
- 17 54 per cent of respondents were willing sell and 46 per cent not willing to sell new brand
- 18 Majority of respondents were purchase curd if the price increase in the future It comprise 70 per cent of respondents 30 per cent of respondents not ready to purchase the curd if price increase in the future
- 13 According to the opinion of 78 per cent of respondent's milma curd is a fast moving product 22 per cent of respondents does not agree with the statement
- 17 58 per cent dissatisfied in the additional benefits 32 per cent were moderately satisfied and 10 per cent highly satisfied
- 18 60 per cent of respondents moderately satisfied with sale of milma curd 34 per cent satisfied and 6 per cent highly satisfied

## 5.2 Conclusion

Milk and dairy foods are highly nutritious foods They contain a unique "package of nutrients" that are an essential part of a healthy eating plan Milk is not easily replaceable with other foods, the substitutes are not the same Research continues to identify positive ways that milk impacts health In addition to

dairy building healthy bones, consuming milk, cheese and yogurt can boost immunity, lower blood pressure, reduce risk of diabetes, reduce risk for some cancers and help maintain your weight. Milk is an excellent source of high-quality protein, which is important throughout life and specifically for athletes and the elderly.

The present study on market potential of branded curd to be introduced by Ernakulam dairy revealed that curd products have a never decreasing demand in the markets. Primary data required for the study were collected from both consumers and retailers.

From the consumer response analysis it was observed that more than half percent of the purchases are made through retail shops. Majority of consumers were not the regular users of curd. Also the analysis reveals that new brand has potential of 39744 among consumers and 90720 among retailers per year. This analysis shows that the product has fairly good demand in the market and it can fetch increasing sales during future.

In order to capture the market and increase their market share, new policies regarding strategic marketing, distribution and sales of the products should be adopted by the new comers. More promotional measures are to be framed by the new firms in order to increase their publicity and popularity. Sales promotion techniques like participation in exhibitions, trade fair etc could be made by the newcomers in order to promote the brand. Innovative thinking from top level management is the only way for both new and old firms to become leaders in the agro-processing sector. These firms have a bright future in the field, provided they understand the consumer and stay with them.

### 5.3 Suggestions

1. Conduct awareness programmes for consumers and retailers thereby increase the brand awareness.
2. To capture the market easily, the company can adopt a comparative pricing strategy for their new product.
3. For getting the increased satisfaction from retailers, company can think about the increment in their profit margin and other benefits since word of mouth through retailers is very important for a newly introducing product.

- 4 Since the product is a brand of dairy product it will be better to concentrate the marketing on urban areas than rural areas during the initial stages
- 5 The brand popularity can be done through promotion at the introducing stage of branded curd
- 6 Company can employ field workers who can market the brand and introduce to new retailers
- 7 Conduct awareness programmes for consumers and retailers thereby increase the brand awareness
- 8 By giving promotion through different type of Media during the initial stages Company can place the brand name in the mind of consumers
- 9 After the initial stages grand promotions can be reduced and it help to reduce the cost This reduced cost can be used as margin for retailers



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## **APPENDIX**

COLLEGE OF CO-OPERATION, BANKING AND MANAGEMENT  
KAU VELLANIKKARA

MARKET POTENTIAL FOR DOUBLE TONED MILK CURD TO BE  
INTRODUCED BY ERNAKULAM DAIRY

INTERVIEW SCHEDULE FOR CONSUMERS

1 Name & Address

2 Gender

Male ☐ Female ☐

3 Age

Less than 25 ☐ 25-40 ☐ 41-60 ☐ above 60 ☐

4 Educational qualification

Primary ☐ SSLC ☐ Higher secondary ☐ degree ☐ PG ☐

5 Occupation

Government sector ☐ Private sector ☐ Self employed ☐

housewife ☐

6 Monthly income of consumers

< 5000 ☐ 5001 - 10000 ☐ 10001 - 15000 ☐ 15001- 20000 ☐

above 20000 ☐

7 Monthly budget for curd in a month

<100 ☐ 101-150 ☐ 151-200 ☐ 200-250 ☐ above ☐

250

8 Family size of the consumers

less than 3 members ☐ 4 members ☐ 5 members ☐ above 5 ☐

Details of purchase of curd

6 Are you a regular user of curd?

Yes ☐ No ☐

7 If so nature of purchase

Daily ☐ two days interval ☐ twice in a week

Weekly ☐ fortnightly ☐

8 Do you buy products based on availability?

Yes ☐ no ☐

9 How much quantity you buy in a single purchase

Less than 1 ☐ 1litre ☐

10 Are you aware of quality standards of milk curd?

Yes ☐ No ☐

11 Which is your preferred curd brand?

Brand	Quantity	Price

12 Why do you use this brand?

Quality ☐ Price ☐ Availability ☐ taste ☐

Brand image ☐

13 Do you ever experienced any type of quality problems while purchase and use of curd?

☐ ☐

Yes No

14 Does the packaging influence in purchase decision

Yes ☐ No ☐

15 Source of purchase

Super market ☐ retail shop ☐ milma out let ☐ others ☐

16 Does the curd available in the preferred quantity packets

Strongly agree ☐ agree ☐ partly agree ☐ Disagree ☐  
strongly disagree ☐

17 Do you think the products you get is quality products for affordable price

Strongly agree ☐ agree ☐ partly agree ☐ Disagree ☐



Strongly disagree ☐

18 Which method of promotional strategy influenced you

Advertisement ☐ special offers ☐ user trials ☐ free gifts ☐

Wall painting ☐

19 Which type of advertisement you give importance?

Visual media ☐ print media ☐ social media ☐ Exhibition ☐ others ☐

20 Factors influencing purchase of curd (rank your answer)

Quality ☐

Quantity ☐

Easy availability ☐

Reasonable price ☐

Packaging ☐

Brand image ☐

Health factor ☐

### Details of purchase of milma curd

21 Are you aware of milma curd?

Yes ☐ no ☐

22 How did you know about the milma curd?

Advertisement ☐ word of mouth ☐ family/friends ☐

23 Have you used milma curd

Yes ☐ no ☐

24 What comes in your mind when you hear about milma curd?

Quality ☐ price ☐ taste ☐ package ☐ Availability ☐ others ☐

25 Do you think the price of milma curd is reasonable compared to other brands

Strongly agree ☐ agree ☐ partly agree ☐ disagree ☐

Strongly disagree ☐

**Market potential for branded milk curd**

26 Have you ever felt branding of curd is necessary?

Yes ☐ no ☐

27 Do you prefer to buy curd if the price increases in future?

Yes ☐ no ☐

28 Is the curd regularly available in your nearby shops?

Yes ☐ no ☐

29 If the curd is available in these shops will you buy?

Yes ☐ no ☐ depends ☐

30 Are you willing to purchase a new brand of milma double toned good quality curd?

Yes ☐ no ☐

31 Have you have faced a situation of non-availability of curd in market?

Always ☐ frequently ☐ occasionally ☐ rarely ☐ never ☐

32 Are you aware of double toned curd?

Yes ☐ no ☐

33 Have you used double toned curd?

Yes ☐ no ☐

34 How would you liked to be informed about the new products?

Advertisement ☐ shopkeeper's ☐ friends and relatives ☐

Exhibitions and demonstrations ☐ others (specify)

35 Do you have any suggestions regarding the new product development?

**COLLEGE OF CO-OPERATION, BANKING AND MANAGEMENT  
KAU VELLANIKKARA**

**MARKET POTENTIAL FOR DOUBLE TONED MILK CURD TO BE  
INTRODUCED BY ERNAKULAM DAIRY**

**INTERVIEW SCHEDULE FOR RETAILERS**

- 1 Name of the shop
- 2 Retailer name
- 3 Area
- 4 Type of the shop
- 5 Do you stock milk curd in your shop

Yes ☐ no ☐

- 6 If yes, what varieties of curd do you preferred to store?

Skimmed ☐ double toned ☐ others ☐

- 7 If No, specify the reason

a) High price ☐

b) Low demand from customers ☐

c) Non-availability of curd ☐

Low quality ☐

Others ☐

- 8 How much quantity of curd you use to stock in a week?

No	Brand	Quantity

- 9 Do you ever experienced any type of quality problems while purchasing the stock or during storage

Yes ☐ No ☐

- 10 If yes what are they?

Contamination ☐ bulging ☐ leakage ☐ low quantity ☐

11 Do you sell milma curd?

Yes ☐ No ☐

12 Do you have loyal customers for curd?

Yes ☐ no ☐

13 How many brands do you sell

1-3 ☐ 4-6 ☐ >6 ☐

14 What are they

No	Brand	Quantity	Price

15 Which is the brand that have more sales

16 How often do you purchase the stock from milma

Daily ☐ 2 days interval ☐ weekly ☐

17 Which factor influenced you while purchase of stock(rank your answer)

Quality ☐

Quantity ☐

Price ☐

Demand ☐

Availability ☐

Commission ☐

Relation with supplier ☐

Additional benefits ☐

18 Does milma attracts new customers

Yes ☐ no ☐

Does it meet the customer needs?

Yes ☐ no ☐

19 Are you aware of double toned milk curd

Yes ☐ no ☐

20 Were you willing to sell a new brand of milma double toned good quality curd

Yes ☐ no ☐

21 Do you prefer to buy curd if the price increases in future?

Yes ☐ no ☐

22 Is milma products are fast moving

Yes ☐ no ☐

23 Promotion method of mila is effective

Highly Effective ☐ partially effective ☐ not effective ☐

24 Is milma products are easily available

Yes ☐ no ☐

27 Customer demand for milma curd

High ☐ low ☐ moderate ☐

28 Distribution is efficient

Highly efficient ☐ moderately efficient ☐ not efficient ☐

29 Do you get any additional benefits from milma

Highly satisfied ☐ satisfied ☐ moderately satisfied ☐ dissatisfied ☐  
highly dissatisfied ☐

30 Are you satisfied with the incentive structure of milma

Highly satisfied ☐ satisfied ☐ moderately satisfied ☐ dissatisfied ☐  
highly dissatisfied ☐

31 Are you satisfied with the sale of milma curd?

Highly satisfied ☐ satisfied ☐ moderately satisfied ☐ dissatisfied ☐  
highly dissatisfied ☐

35 Do you have any suggestions regarding the new product development?

