

Research Paper :

A study of marker potential with respects to retailers for Warna Dudh Sangh in Kolhapur (M.S.)

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ABSTRACT

Dairy farmers can add value to their milk by processing and marketing their own products, such as cheeses, yogurt, butter, ice cream, and farm-bottled milk. The study was undertaken with objectives to study the retailer's preference for the milk and milk products, to identify the newly entered brands in the market and to find the milk products brands most preferred by the retailers. The study was conducted in Kolhapur region and adjoining areas in the year 2009-10. The sample size of the study was 160 respondents. It included 80 milk and milk products consumers and 80 milk and milk products retailers/distributors. The respondents in the sample were contacted, through personal conversation with help of questionnaire. Question was open ended as well as close ended. The study revealed that there was huge and continuous demand for Shrikhand and Amarkhand in range at 1-10 kg. Advertisement provided less opportunities than mouth publicity. Most of the retailers were satisfied about price and margin and most at the retailer were neutral. 50% of the delivery was regular, sometime irregular delivery (25%) was because at the agents provided low service.

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India's dairy sector is expected to be triple its production in the next 10 year in view of expanding potential for export to Europe and the West. Moreover with WTO regulations expected to come into force in coming years, all the developed countries which are among big exporters today would have to withdraw the support and subsidy to their domestic milk product sector. Also India today is the lowest cost producer of per litre of milk in the world, at 27%, compared with the US 63% (Sangu, 1994).

Shah *et al.* (1995) stated that dairy farmers can add value to their milk by processing and marketing their own products, such as cheeses, yogurt, butter, ice cream and farm-bottled milk. Many consumers are willing to pay a premium for locally produced, high-quality, farmstead dairy products, organic certification may further enhance the market potential. Developing a product line, production facilities, and a niche marketing strategy will take time, money and commitment. It is unlikely that the enterprise will be profitable in the first three to five years. Additional skills beyond producing milk will be required (Siwach and Dhaka, 1993).

Gupta (1992) is of the opinion that we should take advantage of this lowest cost of milk production and increasing production in the country but multinational

companies are planning to expand their activities here. Some of those milk producers have already obtained quality standard certificates from the authorities. This will help them in marketing their products in foreign countries in processed form.

The urban market for milk products is expected to grow at an accelerated pace of around 33% per annum to around Rs. 83,500/- crores by year 2010. This growth is going to come from the greater emphasis on the processed food sector and also by increase in the conversion of milk into milk products.

The main objectives of the study were to study the retailer preference for the milk and milk products, to identify the newly entered brands in the market and to find the milk products brands most preferred by the retailers.

METHODOLOGY

The study was conducted in Kolhapur region and adjoining areas in the year 2009-10. The sample size of the study was 160 respondents. It included 80 milk and milk products consumers and 80 milk and milk products retailers/distributors. The respondents in the sample were contacted through personal conversation with help of