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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 indentify the newly entered brands in the marker 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 conversion 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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Key words : Marker potential, Retailers, Shrikhand, Amarkhand

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 face of around 33% per annum to around Rs. 83,500/- corers by year 2010. This growth is going to come from the greater emphasis on the processed food sector and also by increase in the conversation of milk into milk products.

The main objectives of the study were to study the retailers preference for the milk and milk products, to indentify the newly entered brands in the marker 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 conversion with help of questionnaire. Questions were open ended as well as close ended.

Every marketing research acts as an aid to decision making by providing valuable information. The information provided which organization puts in research activity. Research design plays an important role in collecting useful information in cost effective manner. For the study of retailers behaviour the marketing research is a must. For this purpose, questionnaire was prepared for getting information from retailer.

Data sources and data collection methods:

Primary data:

For primary data collection, questionnaire was used for the retailers. This questionnaire has two types of question techniques:

Close-ended question

Open – ended question

In close- ended question the respondent has to give answer out of the given fixed options and in open-ended question respondent is free to give their views and suggestions.

Secondary data :

The aim of the secondary data was to get the basic idea of different milk and milk products and to gain the conceptual familiarity with the structure of dairy industry. The secondary data are the one which has already been collected by someone else and which has already been passed through the statistical process. It consists at the information collected from commercial research work done before. The data collected from internet, company's brochure, magazines and annual review reports etc.

Retailer survey :

The retailer survey was conducted to confirm and corroborate results of the consumer survey. For the retailer survey, the questionnaire was prepared which was structured and consisted of some open ended questions and multiple choice questions etc. The questions were also asked in depth to the retailers for collecting related data which were transformed into percentage.

FINDINGS AND DISCUSSION

The findings obtained from the present investigation are presented below:

Retailer survey:

Reason of keeping the product :

Table 1 shows that 36% of the retailers stored this product because of the customer demands, 35% of the retailers were storing this product because of the quality of the product, 20% of the retailers stored because of easy distribution and 9% of the retailers were storing this product because of more margins in there view. Conclusion of this table is that most of the retailers were storing this product because of customer demand and quality of product.

Table 1 : Reason of keeping the product

Sr. No.	Cause	Frequency (F)	Percentage (%)
1.	Customer demand	40	36
2.	Quality of product	38	35
3.	Easy distribution	22	20
4.	More margin	10	9
	Total	110	100

Middlemen for distribution :

Table 2 reveals that this milk industry distributes its milk product through two level channels from agents. 37.5% milk product distributes to the agents and 62.2% milk product distributors by agent into the Kolhapur city to the retailers. Conclusion of this table is that most of the retailers get this product through agent not from directly organization.

Table 2 : Distribution channels

Sr. No.	Cause	Frequency (F)	Percentage (%)
1.	Organization	30	37.5
2.	Wholesaler	0	0
3.	Retailer	0	0
4.	Agent	50	62.5
	Total	80	100

Delivery of product :

Table 3 implies that 50% of the retailers stored the product as of regularity in delivery, because it is very easy to retailer to meet the customer demand at their wants. Very regular delivery mostly is concerned with the large retailers who keep the different companies products

Table 3 : Delivery of product

Sr. No.	Delivery	Frequency (F)	Percentage (%)
1.	Very regular	15	19
2.	Regular	40	50
3.	Some times regular	20	25
4.	Irregular	5	6
	Total	80	100

hence it is less than of the regular delivery. 50% of the delivery was regular, sometimes irregular delivery (25%), because of the agents provided low service.

Monthly sales and product :

It is clear from Table 4 that there was huge and continuous demand for Shrikhand and Amarkhand in range of 1-10 kg. Because they have more customers hence they keep the Shrikhand and Amarkhand of 1-10 kg group at high quantity. The product from group of 40-50 kg had lesser demand because of less customer preference and discontinuity.

Table 4 : Sales and demand of product

Sr. No.	Shirkhand		Amrkhand		Weight (kg)
	Pack	(%)	Pack	(%)	
1.	25	42	10	40	1-10
2.	15	25	8	32	20-30
3.	4	7	0	0	30-40
4.	3	5	-	4	40-50

Promotion policy :

Table 5 evidences the mouth publicity has been providing a lot to the company to score their product by retailers because of the quality of product, price and quantity factors which contributed to nearby half *i.e.* 50% mouth publicity and advertisement providing less opportunities than mouth publicity.

Table 5 : Promotion policy

Sr. No.	Promotion policy	Frequency (F)	Percentage (%)
1.	Window shopping	15	19
2.	Mouth publicity	40	50
3.	Advertising	20	25
4.	Other	5	6
	Total	80	100

Satisfaction level of retailer about price and margin:

Table 6 depicts that most of the retailers were satisfied about price and margin because of the small gap between price and margin. 12% retailers were highly satisfied and of the same percentage were neutral about price and margin.

Table 6 : Satisfaction level of retailer about price and margin

Sr. No.	Satisfaction level	Frequency (F)	Percentage (%)
1.	Highly satisfied	10	12
2.	Satisfied	28	35
3.	Neutral	10	12
4.	Dissatisfied	12	16
5.	Highly dissatisfied	20	25
	Total	80	100

Satisfaction level of retailer about distribution :

Table 7 shows that most of the retailers were neutral with distribution channel but to compete with competitor, they must improve the channels of distributors and quick delivery of the product.

Table 7 : Satisfaction level of retailer about distribution

Sr. No.	Satisfaction level	Frequency (F)	Percentage (%)
1.	Highly satisfied	10	12
2.	Satisfied	13	16
3.	Neutral	29	36
4.	Dissatisfied	15	19
5.	Highly dissatisfied	13	16
	Total	80	100

Conclusion:

Most of the agents act as selling agents as well as retailers. More attention should be paid to more agents who keep more than one company. 36% of the retailers stored this product because of the customer demand. 50% of the delivery was regular sometime irregular delivery (25%) was because as the agents provided low service. There was huge and continuous demand for Shrikhand and Amarkhand in range at 1-10 kg. Advertisements provide less opportunities than mouth publicity. Most of the retailers were satisfied about price and margin and most at the retailers were neutral.

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