

Initiative for Introducing Latest Milk Vending Equipments in Rural Areas

J. Kannan, D. Venkatrama Raju

Abstract: The business is predominantly founded on dairy cows, despite the fact that there is a little goat and sheep part to the business. Dairy producers and processors increase the value of the milk and give work in local territories. About 9% of the State's milk generation is expended as drinking milk; the parity is fabricated by dairy organizations into items, for example, ghee, milk powders and spread. Dairy producers and processors legitimately utilize about individuals and the suppliers of merchandise and enterprises to the business create extra work. The Domestic Market Support Scheme and the guideline of ranch entryway market milk costs stopped.

Keywords: Domestic Market system, Dairy Producers

I. INTRODUCTION

The dairy sector has developed through co-operatives in many parts of the State. During 1997-98, the State had 60 milk processing plants with an aggregate processing capacity of 5.8 million litres per day[1]-[5]. In addition to these processing plants, 123 Government and 33 cooperatives milk chilling centre operate in the State. For the development of milk production. Milk Industry is concerned in all aspects with the production, processing and retailing of milk and milk products. An editorial mix of news, articles, interviews, business advice and technical reports provides a source of relevant information for anyone involved in milk production and dairy products processing and retailing.

II. OBJECTIVES

1. To study the comparative Rural marketing strategies of Aavin, Arokya and Cavins milk in chennai district
2. To analyze the level of Rural consumers satisfaction of Aavin, Arokya and Cavins milk.

A. Scope

1. The satisfaction of the Rural consumer regarding Aavin milk, Arokya milk and Cavins milk in the understood through the research.
2. By identifying the expectation and satisfaction level the organization may increase the sales volume.

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III. RESEARCH METHODOLOGY

A. Statement of the Problem

This study also helps to know how specific rural marketing factor such as price, value, quantity, package to produce about different people's tastes, desires, likes, choices, etc. The research would help gain market share awareness for each product, customer-influencing factors preferring a specific brand of milk, and problems they face when using those brands[6]-[10].

B. Sample Design

For this work 100 respondents are selected, and data were collected using the questionnaire.

C. Opinion Of the Respondents

Table – 1 The Rank About Aavin, Cavins And Arokya Milk Of The Respondents

AAVIN	AAVIN		CAVINS		AROKYA	
	Respondents	Percentage	Respondents	Percentage	Respondents	Percentage
I Rank	78	52	12	8	45	30
II Rank	33	22	69	46	56	37
III Rank	39	26	69	46	49	33
TOTAL	150	100	150	100	150	100
Over all weighted score	339		243		296	
Rank	1		3		2	

It is inferred that first rank for aavin milk with over all weighted score 339, second rank for Arokya milk with weighted score 296 and last rank for Cavins milk with a lowest score of 243

IV. RESULTS AND DISCUSSION

- It is analyzed that majority (42%) of the respondents are age between 20-25 years.
- Most of the respondents are 58% in female in gender.
- It is found that majority (62%) of the respondents are belong to unmarried
- It is analyzed that majority (44%) of the assenters are belongs to education in college level.



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- Majority (58%) of the respondents are belongs to occupation in business[11]-[15].
- It is noted that greater part (48%) of the assenters are income between rs 3001-rs 8000.
- Majority (36%) of the respondents are belongs 3-5 members of family size.
- It is analyzed that majority (46%) of the respondents are belongs arokyka milk product.
- It is found that majority (52%) of the respondents are belongs 2-3 litters of milk per day producing.
- Majority (52%) of the respondents are belongs aavin milk of brand.
- It is analyzed that majority (28%) of the respondents are belongs quality of buying reason.
- It is concluded that Majority (48%) of the respondents are belongs advertisement of know about the brand.
- It is found that majority (64%) of the respondents are belongs quantity of influence buying for brand.
- It is analyzed that majority (48%) of the respondents are belongs retails shop of purchase milk.
- It is noted that majority (70%) of the respondents are quality satisfaction level of highly satisfied for Aavin milk.
- It is found that majority (42%) of the respondents are quality satisfaction level of satisfied for cavins milk.
- It is found that majority (40%) of the respondents are quality satisfaction level of highly dissatisfied for Arokyka milk.
- It is found that majority (78%) of the respondents are quantity satisfaction level of highly satisfied for Aavin milk.
- It is concluded that majority (40%) of the respondents are quantity satisfaction level of satisfied for cavin milk.
- It is found that majority (42%) of the respondents are quantity satisfaction level of highly dissatisfied for Arokyka milk[16]-[20].
- It is found that majority (76%) of the respondents are price satisfaction level of highly satisfied for Aavin milk.
- It is concluded that majority (38%) of the respondents are price satisfaction level of satisfied for cavin milk.
- It is noted that majority (46%) of the respondents are price satisfaction level of highly dissatisfied for Arokyka milk.
- It is found that majority (74%) of the respondents are package satisfaction level of highly satisfied for Aavin milk.
- It is found that majority (38%) of the respondents are package satisfaction level of satisfied for cavin milk.
- It is concluded that majority (48%) of the respondents are package satisfaction level of highly dissatisfied for Aavin milk.
- It is found that majority (72%) of the respondents are taste satisfaction level of highly satisfied for Aavin milk.
- It is found that majority (42%) of the respondents are taste satisfaction level of satisfied for cavin milk.
- It is concluded that majority (46%) of the respondents are taste satisfaction level of highly dissatisfied for Arokyka milk.
- It is found that majority (70%) of the respondents are availability satisfaction level of highly satisfied for Aavin milk.
- It is concluded that majority (40%) of the respondents are availability satisfaction level of satisfied for cavin milk.
- It is found that majority (44%) of the respondents are availability satisfaction level of highly dissatisfied for Arokyka milk.
- It is found that majority (80%) of the respondents are freshness satisfaction level of highly satisfied for Aavin milk.
- It is noted that majority (38%) of the respondents are freshness satisfaction level of highly satisfied for cavin milk.
- It is found that majority (48%) of the respondents are freshness satisfaction level of highly dissatisfied for Arokyka milk[21]-[23].
- It is concluded that majority (74%) of the respondents are image satisfaction level of highly satisfied for Aavin milk.
- It is found that majority (34%) of the respondents are image satisfaction level of highly satisfied for cavin milk.
- It is concluded that majority (48%) of the respondents are image satisfaction level of highly dissatisfied for Arokyka milk.
- It is found that majority (74%) of the respondents are image satisfaction level of highly satisfied for Aavin milk.
- It is concluded that the majority of respondents (52%) belong to 1 Aavin milk rank.
- It is concluded that the correlation between age and favorite milk between customers is not important.
- It is concluded that there is no significant relationship between customers between age and preferred milk.

V. SUGGESTIONS

- The consumers feel that the price of the full cream milk should be reduced.
- Should give special discount for cardholders.
- The product feature should be clearly communicated through advertisement[24]-[25].
- The availability of Aavin, Arokyka, cavin milk is good on only urban area but rural people are not enjoy those benefits, so Aavin, Arokyka cavin milk is now develop their availability in both rural and urban areas.

VI. CONCLUSION

In our day - to-day life certain products are very important to us. Milk is one of the products which occupy the major part in our life. We cannot imagine a life without these milk products. Everyone wants that the milk product should be Pure, Quality and Original. So the company should take care



of the need and expectation of the consumers.

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