Study on the Evaluation of Customer Disposition towards Nandini Milk and Milk Products

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ABSTRACT

Customer Disposition is a marketing term that measures how products or services supplied by a company meet or surpass a customer's expectation. It'simportant for marketers and business owners because it provides with a metric that they can use to manage and improve their businesses. There are four major dimensions characterize consumer's disposition in dairy product quality: pleasure gratification, health-related, convenience related and process related. The information of the product itself rather than the physiological properties of the product influenced consumer acceptance of dairy product. Classified consumer characteristics of milk consumption and indicated that men, women, middle-aged people, teens, children. People with relatively stronger health concerns consumed more milk products. Evaluated product attributes and demographic factors that influenced purchases of milk and sweet products in Ballari city using consumer survey data. The project titled "A Study on the Evaluation of Customer Disposition towards Nandini Milk and Milk Products" was carried out in the Ballari under the sample unit of KMF ltd,. The main objective of the market research was to find out the level of the consumer gratification and take necessary steps or action, that would help in increasing consumer satisfaction. The Primary data was collected through a structured questionnaire was administered with a sample size of 100 in the city of Ballari. The study reveals that most preferred brand was Nandini milk and are satisfied towards fluid milks as well as sweet product.Majority of respondents came to know about the product from the retailer. Most of the direct users of Nandini milk are all members of the family. Most of the respondents consume milk for both purposes i.e. for tea and for the direct drink.

INTRODUCTION

People have been drinking milk from cows for a great many years. Present day dairy cultivating started in the mid 1900's after purification was created and rehearsed. Sanitization takes into account a more secure item and broadens milk's time span of usability by annihilating waste causing microorganisms through the utilization of warmth.

This procedure permits milk to last more and be sent further. With progressively simpler access to safe milk, request expanded as did the requirement for bigger ranches. These bigger homesteads depend on sound bovines and proficient practices to create bigger measures of milk and dairy items.

While these homesteads have developed and turn out to be progressively proficient, ranchers despite everything centred around decreasing ecological effect, creating safe items and keeping their groups solid. Dairy ranches have developed fundamentally from their unassuming beginnings to fulfil the developing need for dairy items. In spite of the fact that the size of the homesteads has developed they are still family cultivates.

As indicated by the U.S. Branch of Agriculture, 98% of U.S. dairy ranches are still family claimed and worked. In some cases these homesteads are as yet possessed by family members and relatives of the first proprietors! Regardless of whether the ranch is enormous or little, ranchers are focused on creating the most excellent item while dealing with the land they ranch.

As an attributive, the word dairy alludes to drain based items, subordinates and forms, and the creatures and labourers associated with their creation: for instance dairy steers, dairy goat. A dairy ranch produces milk and a dairy industrial facility forms it into an assortment of dairy items. These foundations establish the worldwide dairy industry, a part of the food business.

With industrialization and urbanization, the procuring and selling under different set of brands has turned into a business industry, with specific types of cows being created for dairy, as particular from hamburger or draft creatures.

At first, more individuals were utilized as milkers, yet it before long went to automation with machines intended to do the draining.

Verifiably, the draining and the handling occurred near one another in reality: on a dairy ranch. Individuals drained the animals by hand; on ranches where just little numbers are kept, hand-draining may at present be drilled. The activity of the hand or fingers is intended to shut off the milk channel at the udder (upper) end and, by the development of the fingers, close the pipe continuously to the tip to communicate the caught milk. Every half or quarter of the udder is discharged each milk-pipe limit in turn.

LITERATURE REVIEWS

S Franklin John & S Senith, (2012) conducted their study with the objective of studying the impact on income rangeof the responders on the magnitude that the milk brand possesses. This study was conducted online by forwarding the questionnaires to 500 consumers who are above the age of 18 and use branded milk only. Factors like age, gender, marital status, monthly income etc. were considered and the tools used in the study are SPSS, one-way ANOVA, Standard Deviation and Descriptive statistics. The authors have found that the respondents are highly attached towards branded milk as they can be bought anytime and anywhere which is not possible in case of unbranded milk.

C. Jothi Mary, (2013) conducted her study with the objectives of finding out the consumers' satisfaction, consumers' awareness of various milk brands, ad efficiency and evolving the promotional arena etc. This study was conducted online through survey method where the trial of 120 customers was carefully chosen to recognize their inclinations of lactic solids by means of a well-designed questionnaire. The factors like guarantee, availability, quality and reputation were considered and the tools used in the study were Chi-Square test and Percentile Analysis The author has found that majority of the respondents prefer this brand of milk only because of the sales promotional measures undertaken and also because of the extra quality offered to the consumers.

Sohail Ayyaz, Hammad Badar, & Abdul Ghafoor, (2011) conducted their study with the objective of inspecting levels and bases having customer insight towards crammed milk at Pakistan. This observation was carriedout at Lahore, as well as Multan with the trial containing 120 consumers with the help of intercept interviews. The factors such as safety of food, value, nutrition, price as well as wrapping were considered. The tools such as Milk Quality Response Index, Mean Attribute Score, SPSS and Evocative Figures were used to examine the collected facts. Therefore, the authors have arrived at the findings that state that most of the customershave no access towards packed milk because of the financial constraints as well as inadequate availability.

Michaela Sugrova , Ludmila Nagyova, Martina Soporova, & Filip Tkac, (2018) conducted their study with the objective of inspecting consumer activities on the market of dairy products. The study was conducted in Slovak Republic with a sample size of 215 respondents through a scheduled questionnaire. The factors such as taste, quality, price, brand, advertising, offers, discounts etc. were considered. The tools such as ANOVA, Chi-Square test and Variance were used to analyse the data. The authors have found that age has nothing to do with the buying behaviour as both youngsters and seniors are influenced by health and taste factors and the only difference is based on the perception of health phases which are more important than habits.

Dr. Padma Yallapragada, (2017) conducted her study with the objective of knowing the consumers awareness, attitude and consumption behaviour towards London Dairy dessert. This observation was carriedout at London with the sample size of 150 respondents by way of survey through scheduled questionnaire. The factors considered in the study are taste, freshness, flavours, price and availability. The tool used to interpret the data was percentile analysis. The author has found that most of the respondents choose ice creams as per their taste and flavours and other related aspects of their convenience such as prices, availability.

RESEARCH GAP

The research gap identified from the literature reviews is that the branded dairy products are preferred for consumption by various customers. The reason for this may be their health consciousness, hygienic food habits, quality preferences, ease of availability and so on.

Statement of the Problem
In today's competitive business scenario there are a huge number of brands in dairy products each of which is facing a solid and firm competition from the other competing brands in the dairy market. Therefore Nandini as a brand needs to identify its competitors and develop various marketing strategies in order to sustain in the market in terms of its prominent position as well as to maintain its market share and existing customer base.

This study focuses on customers' perception towards Nandini as a brand and its promotional measures.

Need For the Study:
It is very much essential for the management to understand the perceptions of customers and their level of brand consciousness to arrive at rigorous decisions. Therefore the survey conducted will provide both positive and negative results that bring in several advantages to the management. It helps in structuring the impression of the customers and also enhances the stature of the brand.

Objectives:
1. To evaluate the product quality of RBKMUL Products
2. To analyse the effect of Brand Value and its promotional campaigns on RBKMUL products
3. To evaluate the reliability of product service at retail department
4. To find the interrelationship between the various constructs on the customer disposition

Scope of Study:
This study aims at identifying the consumers' perception towards Nandini as a brand and its promotional measures on the basis of the information that is obtained from the survey through a scheduled questionnaire. It stresses on the fondness, likes and dislikes as well as the faithfulness of customers in the direction of Nandini items. This study was carried out for a period of six weeks with the prime focus on all the regional households and other users of Nandini Milk and Milk Products.

RESEARCH METHODOLOGY

The study is carried out in Bellary with a sample of 100 respondents selected from different areas in the city. The consumers of Nandini products are formed into smaller clusters to obtain the required data. The data is collected by means of a scheduled questionnaire

CONCEPTUAL FRAMEWORK OF RBKMUL, BALLARI
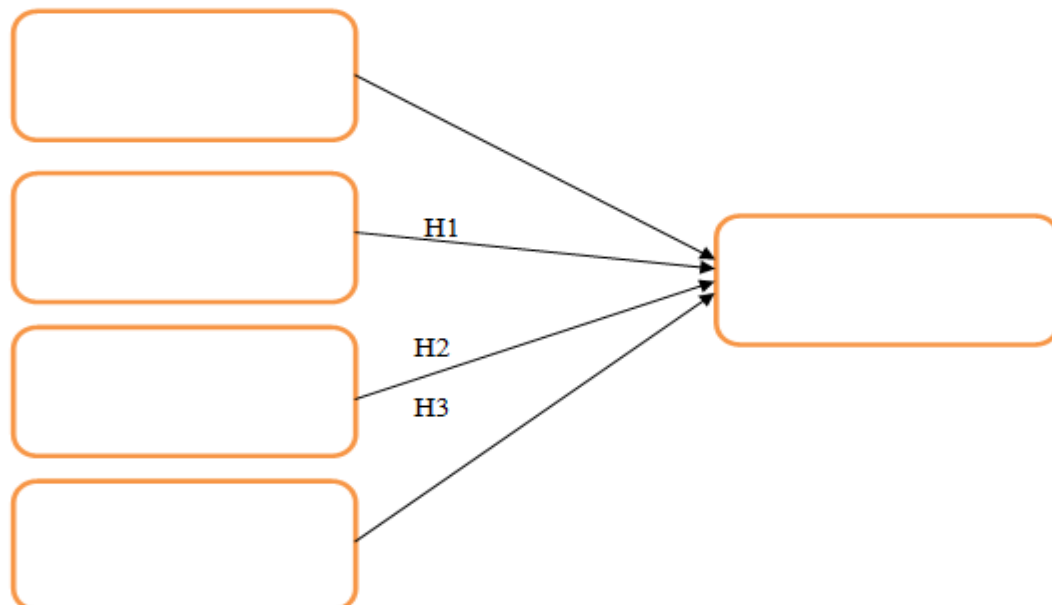
HYPOTHESIS:
H1: The product quality of RBKMUL is not significantly associated with the satisfaction of people of Ballari
H2: There is a significant influence of brand value and other promotional campaigns on products of RBKMUL
H3: The product service is significantly associated with the customer disposition.

The Attitude-Toward-Object Model
The attitude towards object model is especially suitable for measuring attitudes towards a product or service category or specific brands. According to this model, the consumer's attitude toward a product or specific brands of a product is a function of the presence and evaluation of certain product-specific beliefs and attributes. consumers generally have favourable attitudes towards those brands that they believe have an adequate level of attributes that they evaluate as positive, and they have unfavourable attitudes towards those brands they feel do not have an adequate level of desired attributes or have too many negative or undesired attributes.

The Attitudes-Toward-Behaviour Model
The attitude toward behaviour model is the individual's attitude toward behaving or acting with respect to an object rather than the attitude toward the object itself. The appeal of the attitude toward behaviour model is that it seems to correspond somewhat more closely to actual behaviour than does the attitude toward object model.

Theory of Reasoned Action Model
The theory of reasoned action represents a comprehensive integration of the attitude components which is the consumer in this case, that ultimately are the building blocks of preference on multinational milk brand. The model is designed to provide a better understanding of how consumer preference is formed and, correspondingly, to provide the means to accurately predict consumer preference behavior

DATA ANALYSIS

Most preferred varieties under Nandini Brand

Preferred varieties under Nandini Brand			
Categories	Frequency	Percent	Cumulative Percent
Nandini Milk	32	31.4	31.4
NandiniShubham	5	4.9	36.3
Nandini Curd	1	1	37.3
Nandini Ghee	1	1	38.2
All Nandini Products	63	61.8	100
Total	102	100	
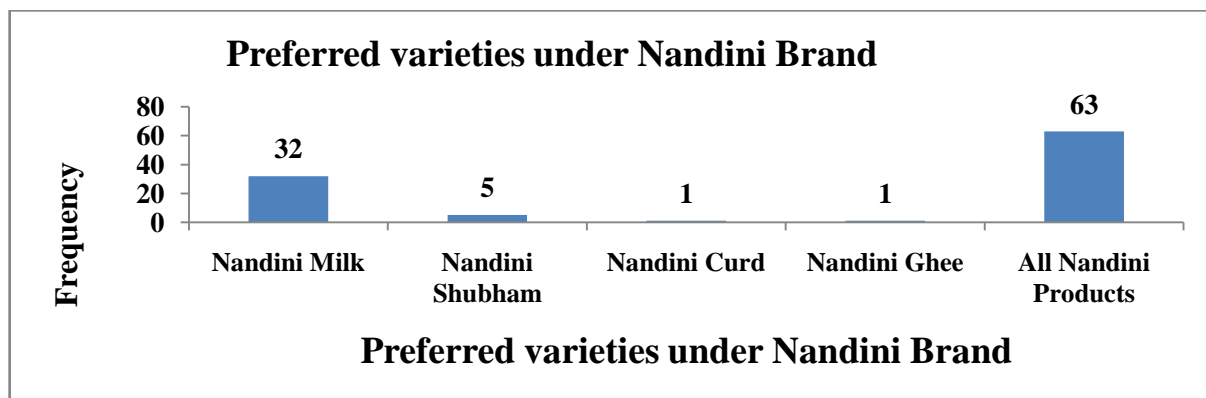
The above bar chart represents the different varieties of Nandini products preferred by the customers of Nandini products. 63 of 102 respondents prefer buying all the products of Nandini Brand forming a percentage of 61.8%. 32 of the respondents prefer buying Nandini Milk forming a percentage of 31.4%, 5 of the respondents prefer Nandini Shubham forming a percentage of 4.9% and Nandini curd and Ghee are preferred by one each forming a percentage of 1% each.

Out of 1-5 with 1 being the lowermost and with 5 as the uppermost how will you rank the Nandini Sweets Products viz., Mysore Pak, Peda, Khova, Rasgulla, Jamun

Sweets Attributes	Ranking Scores	Rank
Sweetness	315	1(lowest)
Creaminess/ Fat	321	3
Texture/ Soft	319	2
Flavor/ Aroma	329	4
Deliciousness	356	5(Highest)
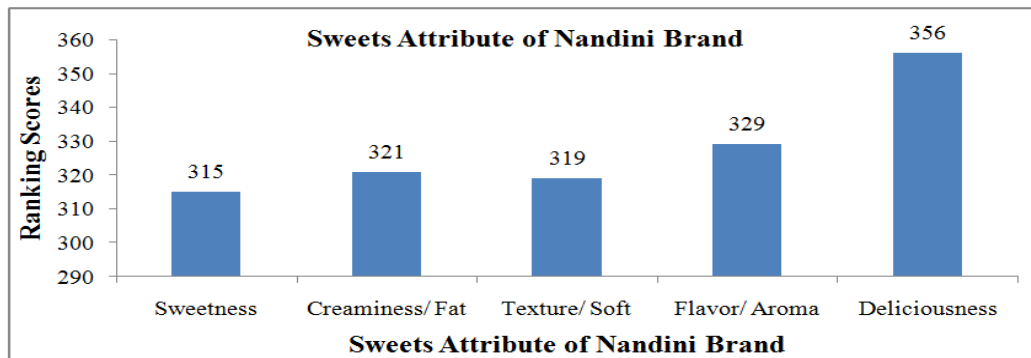
This graph depicts the attributes of Nandini that makes the customers choose Nandini products. A majority of the customers have chosen Nandini products for its deliciousness, and have ranked it highest. The next highest is the aroma, third is the fat content, and second is the texture and lastly sweetness.

Out of 1-5 with one being the lowest and 5 being the highest, rank the attributes of Nandini Milk

Nandini Milk Attributes	Ranking Scores	Rank
Thickness	352	2
Freshness	354	3
Creaminess/ Fat	356	4
Flavor	349	1
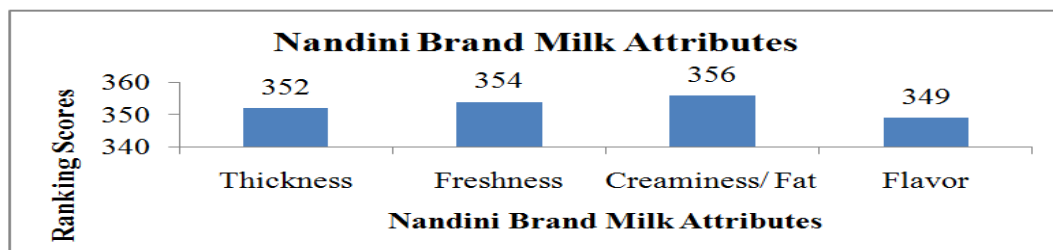
The graph above depicts the customers opinions regarding the milk attributes of Nandini. The majority of customers have ranked that they prefer Nandini milk due to the creaminess in the milk, the next highest majority has ranked freshness as the next attribute for purchasing Nandini milk and the rest of them have ranked that they purchased for the thickness of the milk and a few others for the flavour of the milk.

Degree of liking of different Milk Brands Kindly tick the preference

Comparison of Milk Brands	Ranking Scores	Rank
Nandini	399	5
Gayathri	337	3
Dodla	337	3
Tirumala	319	2
Arokya	277	1
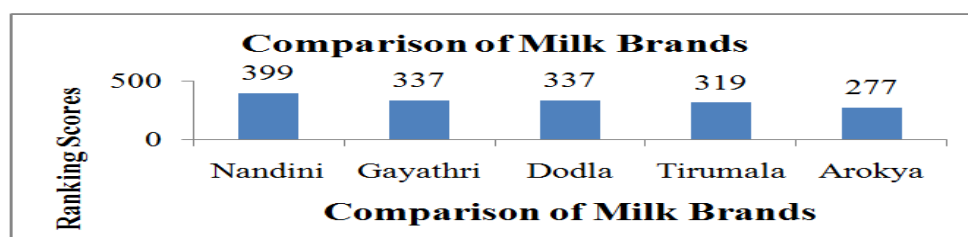
This graph depicts the customers preference of milk brands in comparison with each other. The first and most preferred milk brand of the customers is Nandini. Dodla and Gayathri are ranked second most preferred brands of milk and dairy products, and the lest preferred brand is Arokya making it a least ranked brand of dairy products.

FINDINGS

1. 32.5% of the customers are using Nandini products for its purity, 23.5% of them use for its regular supply, 29.4% of them for the easy availability and 14.7% of them for the reasonable prices.
2. 33.3% of the customers fall under the income of below Rs.5000, 30.4% of the, fall under the income of above Rs.15000, 29.4% of them under Rs.10,000 and 6.9% of the customers fall under the income group of less than Rs.15000.
3. The survey has shown that 61.8% of the customers mainly prefer purchasing all types of Nandini products, 31.4% of them prefer buying Nandini Milk, 4.9% of them prefer NandiniShubham and 1% of them prefer Nandini curd and ghee.
4. In the survey conducted it is evident that the customers prefer various attributes for purchasing Nandini products, A majority of them buy for the deliciousness, some for aroma, creaminess or fat, a few others for texture and sweetness
5. 47.1% of the customers feel that Nandini products are always available, 31.4% of them feel that they are occasionally available, 13.7% of them feel the products are sometimes available and 2% of them feel that they are never available.
6. The other brands of milk that customers prefer are Tirumala, Dodla, local milk vendors, heritage and others in the descending order.
7. The survey has shown that majority of the customers purchase Nandini products for the freshness, some have opined that they buy for the creaminess, a few others for thickness and flavour.

SUGGESTIONS

- The distribution channel should be maintained in such a way that the customers should be able to avail the milk regularly and in a timely manner.
- Creating awareness among the customers is not enough but maintain the image of the company by coming up with influential ads is also very much essential. So the company needs to focus on coming up with creative ads frequently.
- The company should not stick to one particular media like the television media, newspapers, wall paintings etc. but it should focus on communicating through certain other Medias as well.
- The union should also concentrate on motivating the retailers by providing them incentives like refrigerators for bulk milk selling, increase in commission or margins etc.
- The company should try involving the customers in the product decision making like accepting their viewpoints regarding the packaging, odour etc

CONCLUSION

After interacting with the marketing manager, the staff of marketing department and the other employees of RBKMUL, and by conducting a survey in few areas of Ballari city, I have found that the people of Ballari who consume Nandini products mainly purchase because of the freshness, purity, creaminess and other factors which uphold the quality standards of Nandini products. So I would like to conclude that my first objective of evaluating the quality of Nandini products is fulfilled.

The important fact to be noted is that almost all the competitors of Nandini Brand make use of certain chemicals for increasing the consumption life and also to increase the thickness of the milk which is unethical and harmful to the consumers. But Nandini Brand is known not only for its purity in terms of processing milk but it is also widely known for its efforts in offering the milk and milk products without such adulteration and with less shelf life.

The numerous factors to be considered to change the customers' disposition in favour of Nandini products are by influencing their attitude, preferences, their buying behaviour and increasing their level of utility and satisfaction gained from the products. The critical evaluation of all the above factors will enable the union to withstand and flourish in the market.

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