



Study on Consumer Satisfaction and Marketing of Milma Milk Variants in Trivandrum City

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ABSTRACT

Consumer satisfaction is an important term used in marketing as it measures how happy the customers are with the products of a company. This helps a company to improve their quality of products and services by understanding the need of consumers. This article is entitled to study the preference of consumers on Milma milk brand, marketing behaviour and to analyze the marketing of Milma milk variants in Trivandrum city of Kerala.

Keywords: Consumer Satisfaction, Marketing Behaviour, Milma Milk Variants.

1. Introduction

MILMA is the only cooperative society of Kerala, which was registered in 1980, as a part of the Operation Flood program which aimed to increase the milk production. Kerala Co-operative Milk Marketing Federation (KCMMF) is a federation which follows a cooperative structure and one of the most profitable cooperatives in Kerala state. This federation has three regional milk unions viz TRCMPU for Thiruvananthapuram region, ERCMPU for Enakulum region and MRCMPU for Malabar region. At the apex level KCMMF functions from the headquarters at Thiruvananthapuram. Thiruvananthapuram Regional Co-operative Milk Producers' Union Ltd (TRCMPU) was registered in 1985, as a Regional Milk Union with 4 Southern Districts of Kerala i.e.; Thiruvananthapuram, Kollam, Alappuzha and Pathanamthitta. At present it creates undivided demand in the market and stand as natural monopoly. Keeping its mission of 'farmer's prosperity through consumer's satisfaction'.

Research Objective of the Study

1. To evaluate the preference of consumers on the Milma milk brand than any other milk brand with special reference to Trivandrum district of Kerala.
2. To study the marketing behavior of different milk variants such as Toned, Double toned and Rich.
3. To analyze the various problems faced by Milma milk brand in the present scenario and to find solutions.

2. Materials

Research Methodology

This research was done by statistical and qualitative methods.

- The data were collected by using questionnaire method from customers as well as dealers.

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- The survey was conducted using Google forms.
- The survey was conducted during the month of December, 2020.
- The study was conducted with a sample size of 76 respondents

Modelling and Data Analysis

The questionnaire has been given to the consumers and the following data analysis were gained.

Questionnaire

1. Is the price of Milma sachet is reasonable?
2. Is this brand satisfied with customer service?
3. Marketing policy should be changed or not?
4. Price hike is necessary or not?
5. Have more customers for which of the following variant?
6. Will you suggest Milma brand to others?
7. Are you aware about the processing done to milk?
8. Milma milk is of good quality?
9. Are you aware about the adulteration test done for milk?
10. Rating given to Milma milk brand

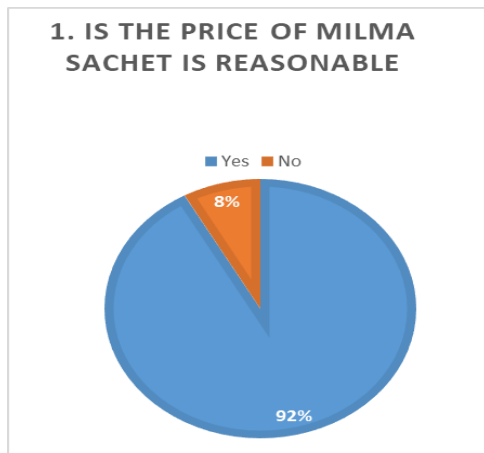


Fig.1 Is the price of Milma sachet is reasonable?

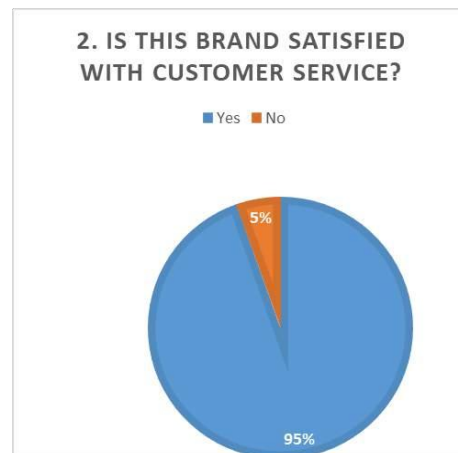


Fig.2 Is this brand satisfied with customer service?

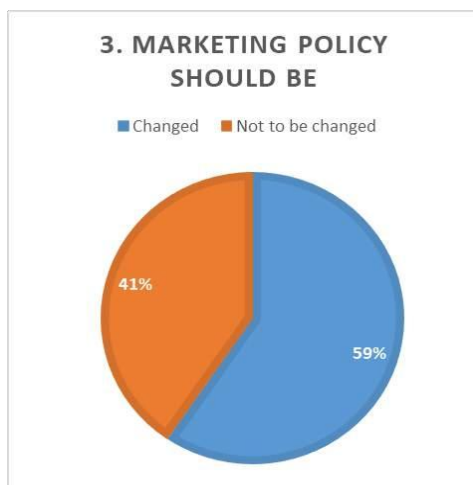


Fig.3 Marketing policy should be changed or not?

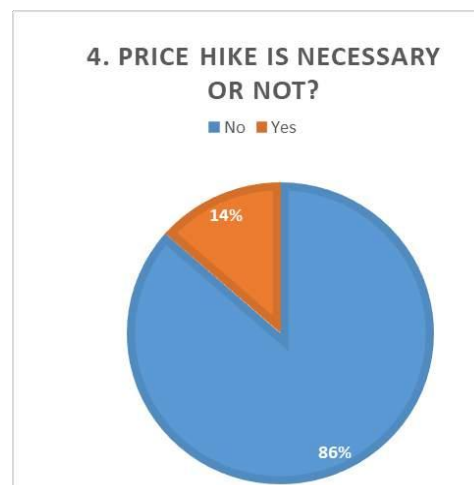


Fig.4 Price hike is necessary or not?

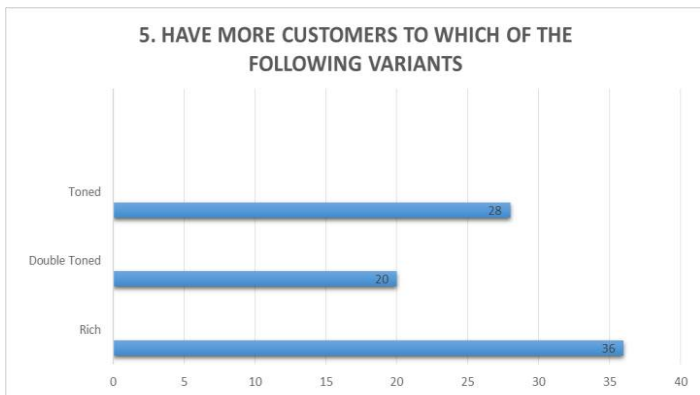


Fig.5 Have more customers for which of the following variant?

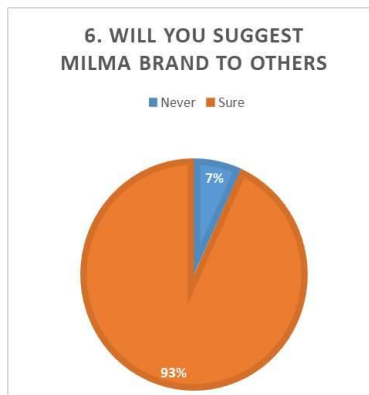


Fig .6 Will you suggest Milma brand to others?

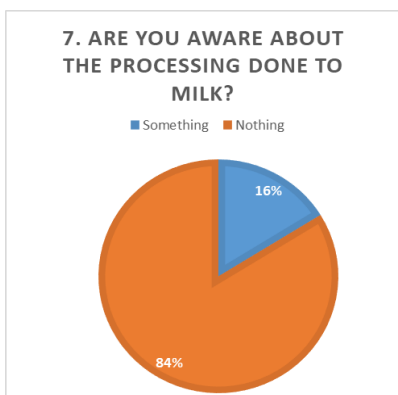


Fig.7 Are you aware about the processing done to milk?

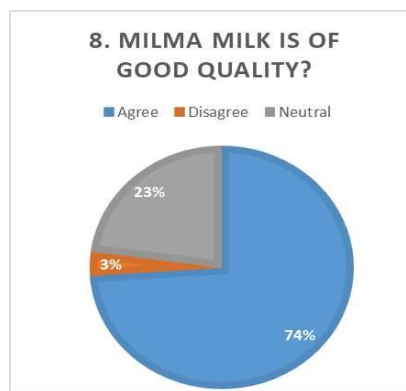


Fig.8 Milma milk is good quality

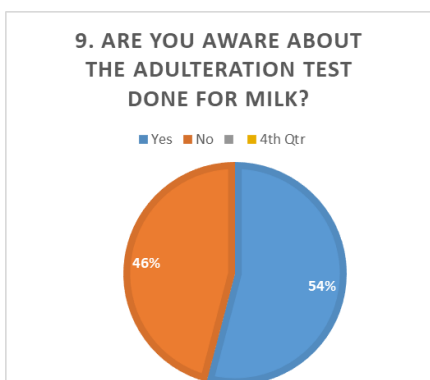


Fig.9 Are you aware about the adulteration test done for milk?

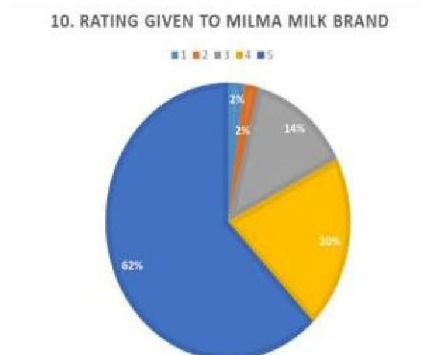


Fig.10 Rating given to milma milk brand

3. Result and Discussion

Findings

The objective of the research was to analyze the various factors responsible for consumer satisfaction. A market survey was conducted among the consumers of different age groups. Initially a questionnaire was prepared. The survey was conducted via Google forms. From the survey it was evident that Milma brand is still the number one among consumers. Even though many suggest for a change in marketing policy, majority of the consumers prefer the same marketing techniques. But suggestions includes making people aware of the milk collection practices (Anand pattern) as many people are unaware of milk collecting procedures and to make people aware about the adulterations that can be done in local brands and their detection methods. And also about the processing techniques of UHT milk and other milk variants. Furthermore market should be expanded to remote areas. Advertisements and promotions adds up to the marketing techniques of Milma. Rich milk variant being the choice of many customers. Promotions should be done to rise the market sale of other variants too. Finally it is evident that no other brand can replace Milma milk brand and still continues its journey

4. Suggestions

1. Regular market study and time bound changes should be made in the marketing policies to prevent the consumer attraction to other brands.
2. Online marketing technology should be widely used for advertising the Milma milk brand.
3. Mobile Applications should be developed for easy access to product by consumers.
4. Awareness should be given to identify superior quality and inferior quality milk in market.
5. Promotions and advertisement play a great role in attracting consumers.
6. Frequent market check and customer care services should be well maintained.
7. Processing techniques and adulteration tests done to milk should be made aware to the consumers.
8. Seasonal offers and rewards should be provided to the customers.

5. Conclusion

This market study revealed that Milma the milk brand is still the customer friendly brand. However many local brands are becoming the competitors by bringing inferior quality milk at low rates to market. Majority consumers are satisfied with the brand service. Marketing policies should be changed regularly in correspondence with customer choices. Milma Rich variant have higher customer acceptability. Customers have less awareness about adulteration and processing techniques and this should be considered. Milma continues its journey by providing good and healthy milk to its consumers.

Acknowledgments

I wish to extend my special thanks to Rajesh G, Marketing Manager, Milma, Trivandrum for his guidance throughout the article and also I would like to thank Hariharan G, Senior Manager, Milma, Trivandrum for granting permission to do this research article.

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