

INTRODUCTION

Marketing is the process of identifying consumer needs and preference, developing Suitable products, fixing the prices, physical distribution sales promotion advertisement etc. Today, Marketing is not considered as a mere physical process or set of activities connected with exchange of goods and services. It represents a distinct philosophy of business that has emerged over the recent years. According to this view "the purpose of a business to create a customer".

The first dairy co-operative society started in Denmark in the year 1882. Co-operative dairying occupies a prominent place on the cooperative system of Denmark. A co-operative dairy consist of a number of milk producers associated to process and dispose Dairy is also an additional source of income to the farmers . The small farmers can specially benefit from this industry.

Table 1.1

Table showing the over view of MILMA

Kerala Cooperative Milk Marketing Federation (KCMMF)	
Type	Cooperative
Industry	Diary
Founded	1980
Head quarters	Thiruvananthapuram
Revenue	Rs 705.95 lacks INR
Products	Milk products & cattle feeds
Employees	32000
Web site	www.Milma.com

STATEMENT OF PROBLEM

Milma is a cooperative organisation owned by the farmers of Kerala and built on AnanthPattern of Gujarath. In Kerala the dairy farmers give milks to the cooperative societies which collect the milk for Kerala cooperative milk marketing Federation Ltd. They market this collected milk in the brand name of Milma. The dairy industry in India is not free from problems. The per capital availability of milk is around 246 grams per day, as against the world average of 285 grams also, only 40% of the human products, which is also rather low .A major part of the milk production is treated through unorganized vendors. Only about 15-16% of the total milk get in to the organized marketing channels. The farmers face various difficulties in dairy farming and the society face the problem of proper marketing of Milma difficulties. This sector also faces a lot of problem like insufficient process, heavy lost in dairying, huge losses due to death of cattle etc.In such scenario, the research has attempted to study these problems and end out such solutions

OBJECTIVES OF THE STUDY

- To evaluate the marketing techniques of Nilambur Milma society.
- To analyze the customer perception of Milma products.
- To understand the present marketing channels of Milma products with special reference to Nilambur.
- To know the attitude of customers towards Milma products.

SIGNIFICANCE OF THE STUDY

Today India occupies first position in milk production in the world surpassing us with 50 million tons annually. Now India's contribution to milk production of world is 14%. At the end of third of the five year plan there were more than 9000 supply society's and 126.

Milk supply unions Now in India, there are more than 9700 milk Co.operatives societies in 264 district and their sector growth and the end of 6.5 per annum. In India diary development is witnessing the most successful development programmes.

There is abundant supply of milk and this has to be utilized in a better way. Dairy development providing a lot of employment opportunities in our country and this sector also faces a lot of problems like insufficient process , heavy lost in dairing , huge losses due to death cattle etc...Milk and milk products have good opportunities in both domestic and international market.

RESEARCH METHODOLOGY

SOURCES OF DATA

The research methodology adopted here carry out the study is mainly designed as an empirical work based on both secondary data primary data obtained through pre-tested questionnaire, direct personal interviews of selected persons.

SECONDARY DATA

This study made use of the secondary data from various sources like

- Text books
- Magazines
- Internet
- Company profile

PRIMARY DATA

The study is mainly based on primary data, the primary data for the study is collected from 60 customers,pre-tested questionnaire and direct interview. The primary data has mainly used for evaluating the customer's perception of Milma products on various attributes.

SAMPLING SIZE

The study is conducted on the products of Nilambur ksheerolpadhaka sahakarana sangham. The marketing techniques of their products is analyzed through 60 customers. So the sample size here is 60.

TOOLS USED FOR THE ANALYSIS

The study is carry out as a descriptive one, A total of so samples are selected, giving due consideration to age, sex, occupation, income, qualification and residential area etc. To analyze the primary data, the study itself used the major mathematical and statistical tools.

- Chi square test

TOOLS USED FOR DATA PRESENTATION

- Tables
- Bar diagram
- Pie diagram

HYPOTHESIS

Null Hypothesis (H0)

There is no significant difference in satisfaction level with respect to gender

PERIOD OF THE STUDY

This study was conducted during the period of 3 weeks.

LIMITATION OF THE STUDY

- The main limitation of the study was time factor.
- The study is mainly based on primary sources of data and secondary source was also used. All limitations of using the primary data and secondary data are also applicable here.
- The total number of customers included in the study is limiting to 60.
- The research inadequacy of experience also might have influenced the study to an extent.
- Attitude of the respondents is also a limitation

CHAPTER PLAN

The project is logically divided and presented in 5 chapters.

- The 1st chapter is an introduction, which deals with a board outline of the study. It contains introduction, statement of the problem, objectives of the study, significance of the study, tools used for analysis, limitation and chapter plan.
- The 2nd chapter provides the Review of literature and a brief theory about marketing techniques.
- The 3rd chapter provides a view on Nilambur ksheerolpadhaka saharana sangham and the profile of the product.
- The 4th chapter deals with data analysis and interpretation.
- The 5th chapter contains summary, findings, suggestions and conclusions.

REVIEW OF LITERATURE

EMPLOYEE SATISFACTION REGARDING LABOUR WELFARE MEASURES IN MILMA

(MARIA JOHNSON)

This study was conducted by Maria Johson on the topic employees satisfaction regarding the labour welfare measures in Milma. It reveals that majority of the employees of Ernakulam diary are satisfied with the working conditions , fringe benefits ,allowances , safety measures , first -aid services , training provided , rest hours , lighting facilities , canteen facilities , festival advance , cleanliness and the working of the employee union . The major area in which the employee are dissatisfied is in medical allowances , educational facilities for their children , counseling process and rest room for women workers.

CONSUMER SATISFATION OF MILK AND MILK PRODUCTS OF MILMA(Jayson Rassalam)

For retaining potential consumers of MILMA it is necessary to identify those factors which motivate consumers in purchase of MILMA products. From the study made it is found that quality and brand images are important aspects which motivate consumers to buy MILMA products. The easy availability of MILMA products is an added advantage. More consumer awareness can be created through print and visual media . And to retain the potential consumers, their changing needs and preferences should be able to supply commodities according expectations of the consumers.

A STUDY OF KERALA MILK MARKETING FEDERATION ANDMILK AND MILK PRODUCTS MARKET IN KERALA (LAKSHMANAN PARAYIL PARAMBATH)

In this study, the term ‘competitive advantage’ was taken to measure the competitiveness of MRCMPU. It is a case study as the study is being confined only to MRCMPU Ltd. The study covered the three dairies of MRCMPU Kannur , Kozhikode and Palakkad. The survey of retailers, consumers of Milma brand of milk users of Mlilma brand was also conducted. Models were and developed to analyse efficiency of operations of MRCMPU. More over ‘SWOT’ Analysis was done to identify strengths, weaknesses, opportunities and threats of MRCMPU.

Sharath Joseph(2016),Customer satisfaction and trust are two important factors which influence any market. In this modern age it is very difficult to find a customer who is loyal to a single brand. But still there exist some cooperative companies which can create undivided demand in the market creating a natural monopoly. It is mainly because of the trust the customers put into it. The main objective of this project is to study the performance of MILMA in terms of its market share, satisfaction level of customers and dealers, customer loyalty, awareness of customers about the homogenisation technique and to determine the factors affecting the market share of MILMA. Research methodology employed is Statistical Research and Qualitative Research. Data's were collected from both primary and secondary sources. Questionnaire Method is used to collect data's from customers as well as dealers. Analysing the data collected, it is understood that MILMA have developed a fairly good demand, but being the only cooperative society in Kerala it should have been in a better position than it is in now. The main reasons for this situation are found to be unawareness among people about the homogenisation process to make fat content same, low commission rate for the dealers, and the problem of leakage. If proper measures are taken to ensure proper packaging without leakage and proper commission for the dealers, more dealers could be attracted. Customers should be educated about the homogenisation technique.

LAKSHMANAN PARAYIL PARAMBATH (2010), The Kerala Co-operative Milk Marketing Federation Ltd (KCMMF) is the apex body of the dairy co-operatives in Kerala. Following the Anand pattern, it has a three tier structure consisting of the primary dairy co-operative societies at village level (Anand pattern co operative societies (APCOS), three regional Unions such as Thiruvananthapuram Regional Co-operative Milk Producers Union (TRCMPU), Ernakulam and Regional Co-operative Milk Producers Union (ERCMPU) and Malabar Regional Co-operative Milk Producers Union (MRCMPU). The Federation controls and co-ordinates the activities of both the regional Unions and the APCOS. This study analysed the competitiveness of the MRCMPU with a view to recommend measures to improve its competitiveness

MARKET

The term market has more than one meaning in the ordinary language its refers to gathering of people for purchase and sale of goods and services.

It refers to a place where those who have something to sell can meet those who want things to buy. In economic sense, It does not refer to any particular place where goods are bought and sold, but the whole of any region in which buyers and sellers are such free intercourse with one another that the prices of the same goods tend to equality easily and quickly.

DEFINITION

According to Philip Kotler, "A market is an area for potential exchanges that is a group of buyers and sellers interested in negotiating the terms of purchase and sale of goods and services. The negotiating work may be conducted face to face at a certain place or may be done through other means of communication, such as mail, phone, and cable or through business middlemen"

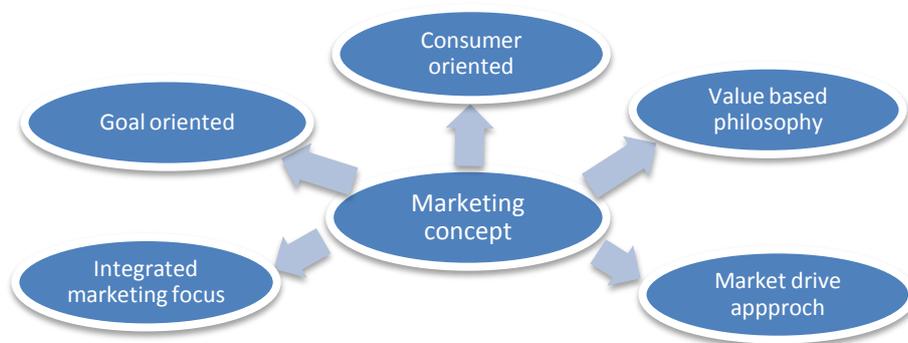
MARKETING

Marketing is a vital function of any business. An enterprise in which marketing is absent or marketing is incidental is not a business. The origin of marketing can be traced to the oldest use of the exchange system, ie, the barter era.

Marketing is the process of identifying consumer needs and preference, developing Suitable products, fixing the prices, physical distribution sales promotion advertisement etc. Today, Marketing is not considered as a mere physical process or set or activities connected with exchange of goods and services. It represents a distinct philosophy of business that has emerged over the recent years. According to this view "the purpose of a business to create a customer"

DEFINITION

Philip Kotler and Gary Armstrong define marketing as “a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others” Subsequently the marketing company era commenced and integrated consumer research and analyse in to marketing concepts, marketing philosophy, customer service, customer satisfaction and relationship marketing. The marketing concept, became a consumer oriented, market driven, value based, Goal oriented and integrated philosophy for a company.



The above five elements of the marketing concept are very important for the success of any business organization.

A consumer techniques means, caring for consumer satisfaction and goal-techniques aims at achieving company goal .A market-driven approach means being aware of the structure of the market place and the value based philosophy means offering goods and service for customer satisfaction.

MARKETING MANAGEMENT

Marketing management represent marketing concepts in actions. In other words, It refers to the pre-planned demand management under customer – oriented marketing philosophy. Marketing management looks after the total marketing system of the business enterprise. It involves planning, implementation and controlling of marketing programs or campaigns include in the process of marketing.

Philip Kotler and Gary Armstrong define “marketing management is the analysis, planning implementation and control programs designed to create, build and maintain beneficial exchange with target buyers the purpose of achieving organisational objectives.

EVOLUTION OF THE CONCEPT MARKETING

Before going in detail to the modern concept of marketing, It is essentially to have a look at the evolutionary stages through which modern marketing has passed.

MARKET TECHNIQUES

Market techniques is an organisational culture dedicated to delivering superior customer value A market oriented culture is manifested in the activities and process of the firm. The root oriented activities and processes of firms are organisation wide generation of intelligence pertaining to customer and competitors and action taken on the basis of the intelligence. Subsequently, the marketing definition of market techniques consist of Six theoretical district components. The six theoretical components, from two symmetric and more general components, customer techniques and competitive techniques.

Market techniques is the organisational culture that most effectively and efficiently create the necessary behaviors or the creation of superior value for buyers and these continuous superior performance for the business. Marketing techniques consist of three behavioral component (Customer techniques, Competitors and inter function and two decision criteria long term focus and probability.)

Customer techniques is the significant and standing of one’s target buyers to be able to create superior value for them continuously. It requires that the seller know the buyers entire value chain. Competitors means that the seller understand the short term strength and weakness and long term capabilities and strategies of both the key current and key potential competitors International techniques is the coordinated utilisation of company resource in creating

superior value for target customer at any and all points in the buyers value chain. Long term focus in relation to profit and in implementing each of the three behavioral components in required to be market oriented. Probability means that the creation of economic wealth is an overriding objective in marketing techniques.

DEFINITION

Marketing techniques is defined as the organisation - wide generation of market intelligence performing to current and future needs of customer and discrimination of intelligence within the organisation and responsiveness to it.

PRODUCT TECHNIQUES

The product techniques is the most tangible and important single components of the marketing programme. The product policy and strategy is the corner stone of a marketing mix. Product decisions are taken first by the marketers and these decisions are central to all other marketing decisions such as price promotion and distribution. Product is the vehicle by which a company provides consumer satisfaction. Product is the engine that pulls the result of the marketing programmes. The product concept has three dimensions.

- Managerial Dimension
- Consumer Dimensions
- Societal Dimensions
- Managerial Dimensions - covers the core specification or physical attributes, related service brand, package, product life cycle and product planning and development
- Consumer dimensions - people buy things not only for what they can do but also for what they mean. A product conveys a message indicating a bundle of expectations to a buyer. Consumer perception of a product is critical to its success or failure.
- Social Dimension - Marketers have to fulfill the following social responsibilities while offering the product to consumer
 - Conservation and the best use of natural resources.
 - Safety to users
 - Long, run satisfaction to consumers.
 - Quality of life, concern for better environment.
 - Eco marked products would be environment friendly

DEFINITION

The product may be goods, services, a goods plus services or just an idea. The product is the bundle of all kinds of satisfaction of both material and non-material kinds, ranging from economic utilities to satisfaction of a social psychological nature.

PRICE TECHNIQUES

Pricing becomes a vital decision area on account of many other factors, besides its crucial role bringing revenues and profits to the business. It is essentially that we get a full picture of the significance of pricing before we proceed with a discussion of the various issues relating to pricing. We know that companies can resort to two broad strategy routes – the price route and non-price route. While non-price factors have, no doubt, acquired increasing importance in marketing over the years, price has not lost its significance. Even when a product or a brand is kept out of price competition through product differentiation and other strategies, the pricing decision still remains crucial. For on the decision relating to the price depend the sales volume and profits of the firm even in the context of such strategies.

Pricing today is perhaps the most important item for a product and every management has to face it. A firm may choose its pricing objective from any of the following

- Maximum current profits and return on investment
- exploits cooperative market
- Balance price other product line

DEFINITION

Kotler and Armstrong define price as 'Price is the amount of money charged for a product or service' Broadly, Price is the sum of values that consumers exchange for the benefits of having or using the product or services.

The following are the important steps for fixing price

- Collecting information
- Estimating sales turnover and profits
- Assessment about competitors' reactions
- Studying internal factors.
- Deciding the price policy and strategy.

- Deciding the price.
- Installing feed back

CUSTOMER TECHNIQUES

Over 35 years ago, Peter F Drucker observed that a company's first task is 'to react customer'. But today's customer face a vast array of product and brand choices, prices and suppliers. Customer satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's expectation. For customer centered companies, customer satisfaction is both a goal and a marketing tool. Companies that achieve high customer satisfaction rating make sure that their target market knows it. Customer satisfaction is something very important in marketing. Marketers must always aim total customer satisfaction. Even a satisfied customer may switch brand when a better marketing offer comes. Hence, high customer satisfaction should be the aim of the marketer.

The following factors are affected by customers in buying decision.

- Cultural factors
- Social factor
- Personal factors
- Psychological factors

Following are the important stages throughout which consumer passes. While making buying decisions

- Need to recognition
- Information research
- Evaluation of alternatives
- Purchase decision
- Post purchase behavior

PHYSICAL DISTRIBUTION

Distribution refers to the activities involved in the physical transfer of goods from the manufacture to ultimate consumers. In marketing, channels of distribution indicate routes or pathways through which goods and services flow or make from manufactures to consume. The

channel includes manufacture, ultimate consumer as well as the intermediaries, these components are linked in the channel system by one or more of the marketing flows, such as transfer of title or ownership, physical movement of the merchandise, transmission of marketing information and the flow of money in the form of payment of prices and other dues.

For consumer goods market, distribution channels have a distinctive role in the successful implementation of marketing plans and strategies. These channels perform the following marketing functions.

- The searching out of buyers and sellers
- Matching goods to the requirements of the market
- Implementing pricing strategies, that would be acceptable to the buyers and
- Ensure effective distribution.
- Offering pre and after sales service to customers
- Offering credit to retailers and customers.

PROMOTIONAL TECHNIQUES

Promotion is a form of communication with an additional element of persuasion to accept ideas, products, services and hence persuasive communication becomes the heart of promotion; helps people know that the right product at right time is available at the right place.

Promotion has following three specific purposes

- It communicates marketing information to users, consumers.
- It persuades and convinces the buyer and influences his/her behavior to take the desired action.
- It acts as a powerful tool of competition.

2.2.9.1 DEFINITION

Promotion is defined as the co-ordinated self-initiated efforts to establish Channels of distribution and persuasion to facilitates or foster the sales of goods or services or the acceptance of ideas .All promotional methods try to influence consumer's attitude, beliefs, ways of living or life style values etc. The following are the commonly used promotional techniques.

- Advertisement
- Publicity
- Personal selling
- Sales promotion
- Direct marketing

COMPANY PROFILE OF MILMA

The Kerala Co-operative Milk Marketing Federation (KCMMF) or Milma started its operation in 1980 with its head office at Thiruvananthapuram. It was started under the Indo - Swiss project. The Project Was launched in 1963 on the basis of a bilateral agreement executed between the Swiss Confederation and the Government of India. The project has made great strides in the improvement of livestock farming in the state. One of them is the development of Swiss Brown, a cross breed suited for the state's conditions. The project is now managed by the Kerala Livestock Development and Milk Marketing Board . It main motive was to implement the Operation Flood programme started by the National Dairy Development Board (NDDB)in Kerala.

The project impact was so widespread that close to about 83% of the adult cattle of the state got converted to the new breed - Sunandini-, the milk production increased by over ten times and the per capita availability of milk increased by over 7times with over a million families dependent on milk production. The project has succeeded in integrating better technology and management to the traditional smallholder production system. It also demonstrated how the high productive, semi stalled cows led to a spontaneous decline in the total bovine population of the state from 34.6 lakh in 1977 to 21.86 lakh in 2003 when the total bovine population of India went through an upsurge. This contributed immensely to environmental sustainability. By demonstrating a growth model for productivity enhancement, the project not only impacted the million small livestock holders in Kerala, but also millions outside the state.

The project demonstrated revolutionary institutional changes beginning with the Indo Swiss project of Kerala, an autonomous institution under the government of Kerala to the Livestock Development and milk Marketing Board and then to the present autonomous company. The kerala Livestock Development Board with the formidable dairy cooperative system under the Kerala Cooperative Milk Marketing Federation (MILMA), under the able guidance of its first managing director Nagarajan IAS, spun off as successful an independent entity..

Kerala's milk demand / consumption per day is 12 Lakhs liters, whereas total production Kerala amounts to 9.46 Lakhs liters per day. Thus, Kerala imports round about 2.54 liters per day of milk from Karnataka, Tamil Nadu and Maharashtra

A Brief History

The name MILMA has been derived from the cumbersome predecessor, Kerala Livestock Development Board and Milk Marketing Board (KLD&MMB).KLD&MMB existed from 1976 to 1981. The name MILMA was coined at the official level by Mr. S. Nagarajan IAS. A 1961 batch Indian Administrative Service (IAS) officer, he took over KLD&MMB as its first chairman. Milk distribution in Kerala was available at only a few locations in Kerala. The distribution and sale was handled by the employees of the Board. The consumers had to purchase coupon booklets in advance and exchange the coupons in exchange for milk. No mechanism existed to tally the sale of milk and the coupons received. Mr. Nagarajan brought about a change in this system by making the consumer pay for milk at the time of purchase instead of the coupon booklet system. Moreover at that time milk was being sold in bottles and for the first time in India he introduced milk in 1/2 liter sachets. He had a prototype machine for packaging milk in sachets installed in Thiruvananthapuram. From the public sector he moved the sale of milk to the private sector. Milk booths permits were issued to private entities for the sale of milk from MILMA.

Procurement of Milk

First and foremost, Milma provides assured milk market and procures milk from even the remotest societies. Twice a day our milk collection trucks go to the societies and collect milk. In areas which are not accessible by road, other means of collections are employed.

Veterinary Service

Our veterinary services are the most popular component of our input activities The veterinary wing operates two types of. veterinary routes, regular and emergency Cattle feed Plants: Balanced cattle feed is the major centralised input provided to the Dairy farmers of the State from the Federation. There is a high level of acceptability for this product in the market.

Training Centre

In keeping with the ideology of placing the instruments of progress in the hands of the farmers themselves. An techniques programme is offered to the farmers to equip them with the basic and the fundamentals of co-operatives, accounting, testing, laws etc. A full-fledged training Centre is functioning at Trichur.

Co-operative Development Activities

The inherent togetherness brought about by being a part of a Society was seen as a potential platform for dissemination of related information and discussion of various issues that crop up in the normal village life style. Thus was born the idea of a Co-operative Development Wing which held activities that saw the village as a whole and the Society a nodal point, ie these activities went one step ahead by seeing the milk suppliers not merely as a farmer member but went on to see them as a part of the fabric of the village. The issues dealt with human health aspects, nutrition aspect, scientific management techniques of dairying and such varied topic with the help of leading experts in the concerned where discriminated. This is more of a socially motivating exercise than an image building venture.

Embryo Transfer

In an effort to bring the results of research into the field conditions, Embryo Transfer Technology has been introduced to upgrade cattle wealth. ET was started in 1990 and so far, had a commendable 48% success rate which is comparable to the national standards.

MALABAR REGIONAL CO-OPERATIVE MILK PRODUCERS UNION (MRCMPU)

Malabar Regional Co-operative Milk Producers' Union (MRCMPU) Limited is a Union of more than 1000 village level dairy co-operative societies located in the six northern districts of Kerala State in South India and it is owned by the dairy farmers who are members of each affiliated society and who live in the area of operation of these societies. The societies function on the pattern of the societies affiliated to the world famous Anand Milk Union Ltd. (AMUL) at Anand (Gujarat) India and hence are also known as Anand Pattern Co-op Societies or 'APCOS'. The area cooperation of MRCMPU Ltd. comprises of the six revenue districts of north Kerala Kasaragod, Kannur, Wayanad, Kozhikode, Malappuram and Palakkad. The Union is affiliated to the state level apex body-Kerala Co-

operative Milk Marketing Federation Ltd (Operating under the trade name MILMA) along with its sister unions at Ernakulam and Thiruvananthapuram. The head office of the Union is located at Peringolam under Kunnamangalam post office near Kozhikode.

OBJECTIVES

The objective of the Union is to carry out activities conducive to the socio-economic development of the dairy farmers by effectively organizing procurement, processing and marketing of commodities as per the directions of the Kerala Co-operative Milk Marketing Federation Ltd. For achieving this objective, the Union lays particular emphasis on carrying out the following activities on a commercial scale

- The entire volume of milk produced by the farmers is purchased at remunerative prices even in surplus situations.
- Proper processing and packing of the products are carried out in the dairies owned by the Union to guarantee product quality to the consumer.
- Proper marketing of milk and dairy products are carried out on a daily basis to guarantee consumer satisfaction and thus maximize economic returns for the farmer.

FIGURES AT GLANCE

1. Date of starting operation	-	15.01.1990
2. No. of Dairy Plants	-	5
3. Central Products Dairy	-	1
4. No. of Milk Chilling Plants	-	4
5. No. of Milk Chilling Centres	-	2
6. No. of Procurement and Input Centres	-	9
7. No. of Marketing Depots	-	5
8. No. of Human Resource Development Centre	-	1

INITIAL FUNDING

Since the six districts included in the area of operation of MRCMPU Ltd. were not included in the Operation Flood Dairy Development Programme of the National Dairy Development Board of India, initial funding for the project on a part-loan and part-grant basis was provided by the Government of Switzerland through the Swiss Agency for Development and Cooperation (SDC). Once the Union attained a financially sound footing, the SDC withdrew from the scene allowing the organisation to grow and develop independently.

NILAMBUR MILMA SOCIETY

Nilambur Milma selling outlet is established in 2017 all the various Milma products are sold in the Milma selling outlet in Nilambur. It is situated in the Nilambur. Milma is a cooperative organisation owned by the farmers of Kerala and built on AnanthPattern of Gujarath. In Kerala the dairy farmers give milks to the cooperative societies which collect the milk for Kerala cooperative milk marketing Federation Ltd. They market this collected milk in the brand name of Milma. The dairy industry in India is not free from problems.

DATA ANALYSIS AND INTERPRETATION

This chapter deals with the analysis and interpretation of the data collected with the help of interview schedule. The present study intended to analyze customer satisfaction of Milma products with reference to Nilambur. The data is analyzed and presented in the form of the table with necessary interpretation along side, percentages are used. This analysis is supplemented by explanation, tables, ratios, diagrams and graphs. Data is analyzed elaborately on the basis of usage of products in Nilambur area.

CLASSIFICATION OF RESPONDENTS

TABLE 4.01

Group	Status	No. of respondents	Percentage
Gender	Male	23	38.33
	Female	37	61.67
	Total	60	100
Age	17-21	25	41.67
	22-30	13	21.67
	31-45	13	21.67
	45& above	9	15
Occupation	Govt. employee	10	16.67
	Employee	16	26.67
	Businessmen	6	10
	Others	28	46.66
Educational qualification	Below SSLC	5	8.33
	SSLC	12	20
	Plus Two	26	43.33
	Graduate	17	28.34
	Total	60	100

Income	Bellow 5000	13	21.67
	5000-10000	10	16.67
	10000-20000	10	16.67
	20000-30000	16	26.67
	30000 & Above	11	18.33
	Total	60	100

INTERPRETATION

There are 38.33% of Male users according to my research 61.67% of Female users. According to the age level classification the data analyzed was the majority of users are in 17-21 age group and after that the majority is in the age group of 22-30 and 31-45 of 21.67% the least was the group of 45 & above. According to the data collected the occupations of the respondent most (16.67%) are government employees and 26.67% are employees. While 10% constitutes the businessmen and the balance by others

There are 8.33% respondents below SSLC and 20% having SSLC as their qualification. 43.33% have qualification as plus two and 28.34% have graduation. The data collected about income level was that the majority are in income level 10000-20000 and followed by 20000-30000. Only 16.67% getting an income of 5000-10000 and balance 16.67% is getting above 30000.

TABLE 4.02

CUSTOMER SATISFACTION ON QUALITY OF MILMA PRODUCTS

Attributes	No:of respondents	Percentage
Highly satisfied	41	68.33
Satisfied	7	11.66
Neither/nor satisfied	0	0
Highly dissatisfied	4	6.66
Dissatisfied	8	13.33
Total	60	100

INTERPRETATION

The table shows the customer satisfaction quality of Milma products. As we know that the Milma produces various products for their customers. It clearly indicates that 68.33% of customers are Highly Satisfied of the quality of Milma products, and 11.66% are satisfied. Only 13.33% are dissatisfied on the quality of Milma products, while 6.66% are highly dissatisfied.

Chart 4.01 Customer satisfaction on quality of Milma products

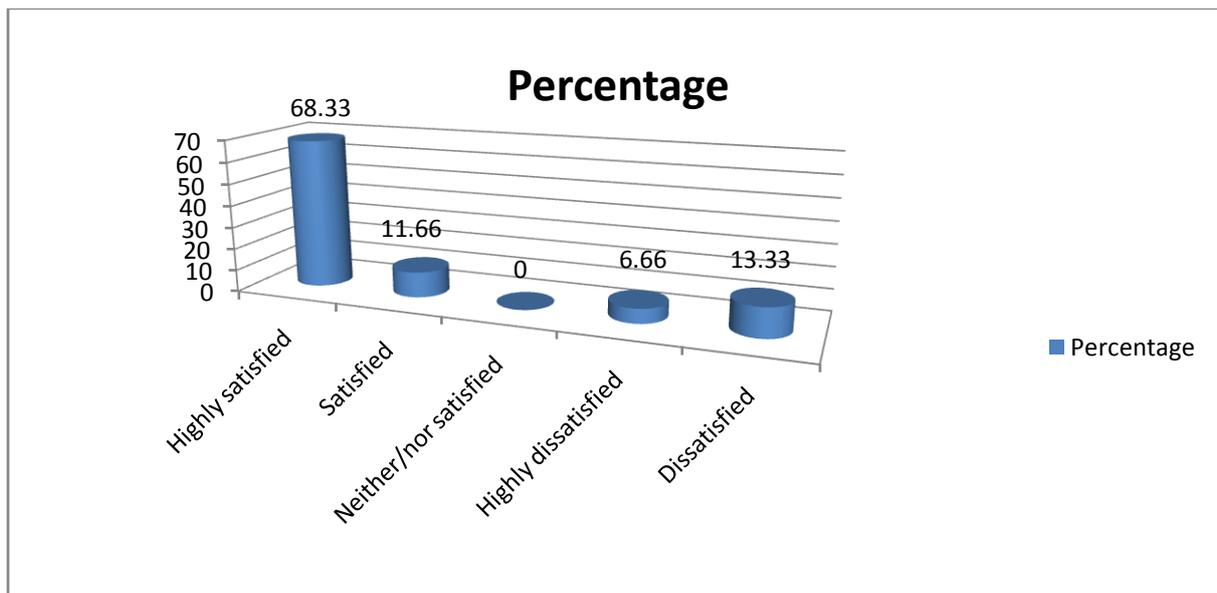


TABLE 4.03

CUSTOMER PERCEPTION IN SETTING PRICES OF MILMA

Attributes	No:of respondents	Percentage
Highly satisfied	28	46.67
Satisfied	21	35
Neither/nor satisfied	6	10
Highly dissatisfied	4	6.66
Dissatisfied	1	1.67
Total	60	100

INTERPRETATION

The table presents the picture of customer perception on setting price of Milma. It clearly indicates that around 46.67% of customers are highly satisfied on the cost of Milma and 35% are satisfied. 10% stood with nor satisfaction or dissatisfaction The dissatisfaction level is around 1.67% in which 6.66% are highly dissatisfied of the cost

Chart 4.02 Customer perception on setting prices of Milma

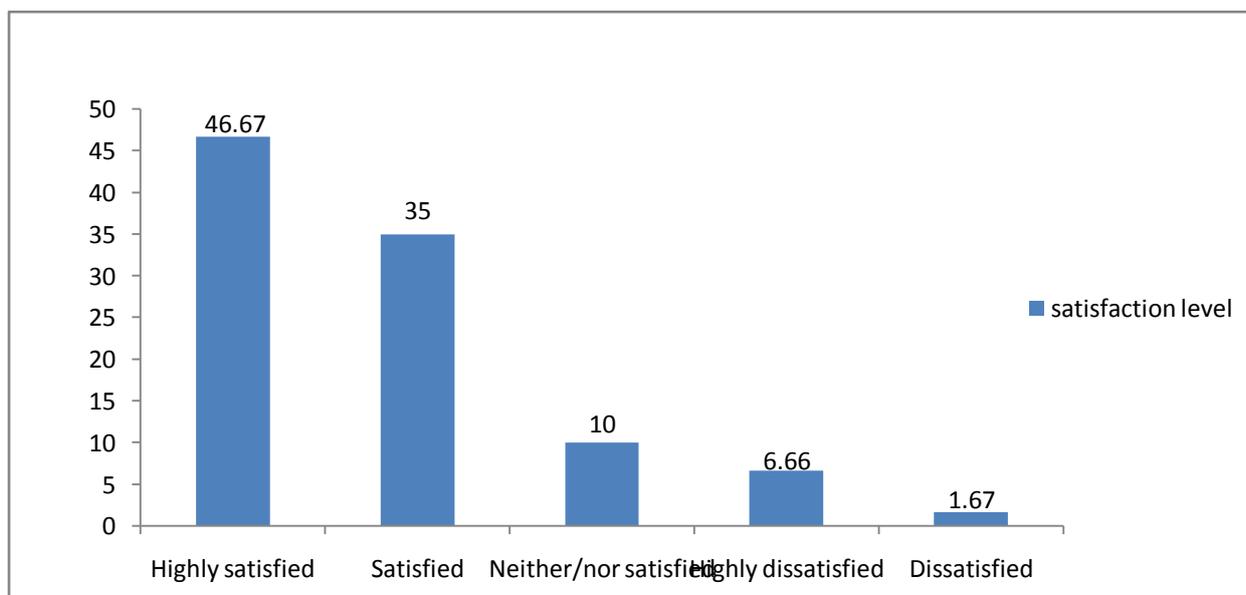


TABLE NO 4.04
TABLE SHOWING CUSTOMER RESPONSE IN SIGNIFICANT
CHANGES

Attributes	No: of respondents	Percentage
Highly satisfied	30	50
Satisfied	18	30
Neither/nor satisfied	8	13.33
Highly dissatisfied	3	5
Dissatisfied	1	1.67
Total	60	100

INTERPRETATION

The table shows the customer response in significant changes. The satisfaction level so received is 50% are highly satisfied with the delivery of bills and 30% of are satisfied. 13.33% stood on no clear opinion. The dissatisfaction level was of 1.67% in and 5% are highly dissatisfied.

Chart 4.03 customer responds in significant changes

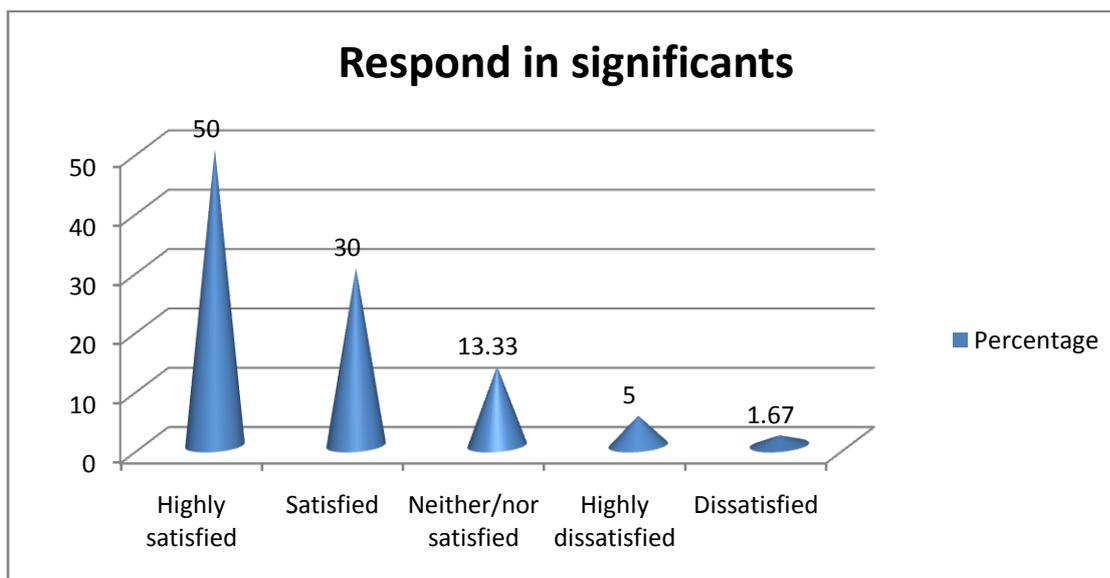


TABLE 4.05

CUSTOMER PREFERENCE TOWARDS MILMA PRODUCTS

Products	No :of respondents	Percentage
Milk	21	35
Curd	23	38.34
Ghee	5	8.33
Sambharam	5	8.33
Other	6	10
Total	60	100

INTERPRETATION

According to study 35% of customers prefer milk 38% prefers curd 8.33% customers prefers ghee, while only 8.33% of customers prefers sambaram and 10% prefers other .we can analyse that in Nilambur area milk is mainly preferred.

Chart 4.04 products which more customers prefer in Nilambur area

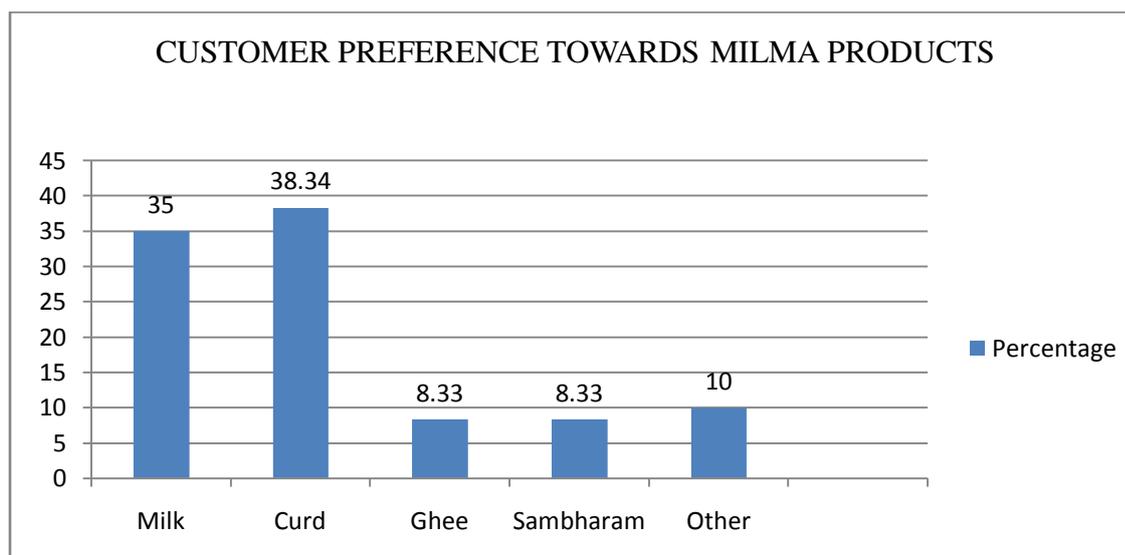


TABLE 4.06

WHICH PRODUCTS WAS MOSTLY USED BY THE CUSTOMERS

Products	No :of respondents	Percentage
Milk	19	31.67
Curd	17	28.33
Ghee	10	16.67
Sambharam	10	16.67
Other	4	6.66
Total	60	100

INTERPRETATION

According to study 31.67% of customers prefer milk 28.33% prefers curd 16.67% customers prefers ghee, while only 16.67% of customers prefers sambaram and 10% prefers other .we can analyse that which products was mostly used by the customers.

Chart 4.05 Which products was mostly used by the customers

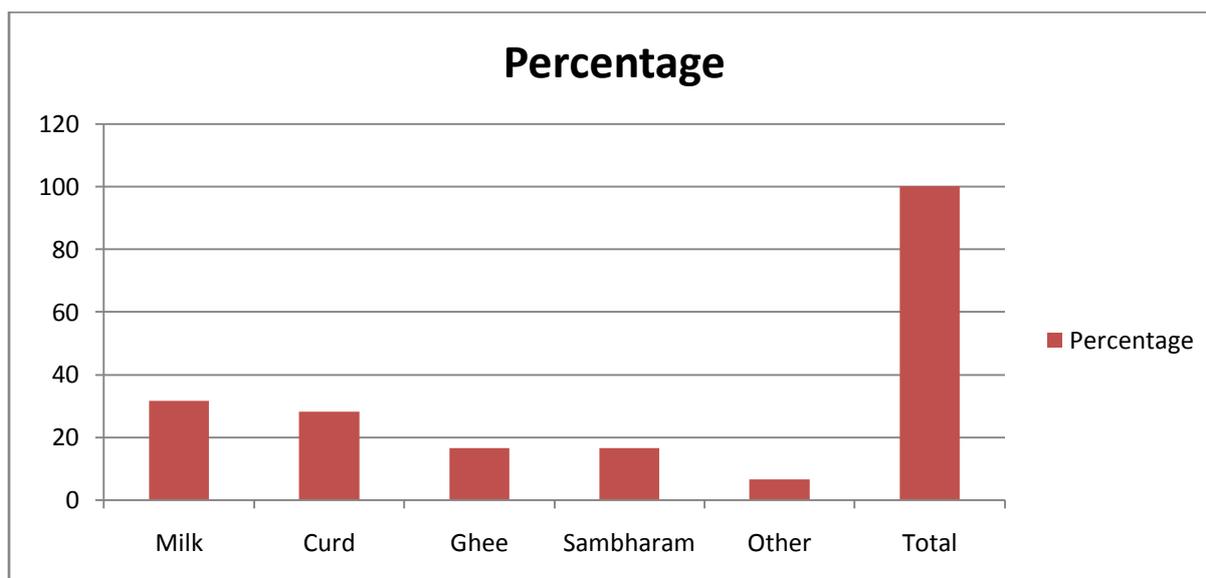


TABLE 4.07

DISTRIBUTED AVAILABLE PRODUCTS IN THE MARKET

Products	No :of respondents	Percentage
Milk	35	58.33
Curd	5	8.33
Ghee	7	11.66
Sambharam	8	13.33
Other	5	8.33
Total	60	100

INTERPRETATION

According to study 58.33% of customers prefer milk 8.33% prefers curd 11.66% customers prefers ghee, while only 13.33% of customers prefers sambaram and 8.33% prefers other .we can analyse that which products commonly seen the market.

Chart 4.06 Which products commonly seen the market.

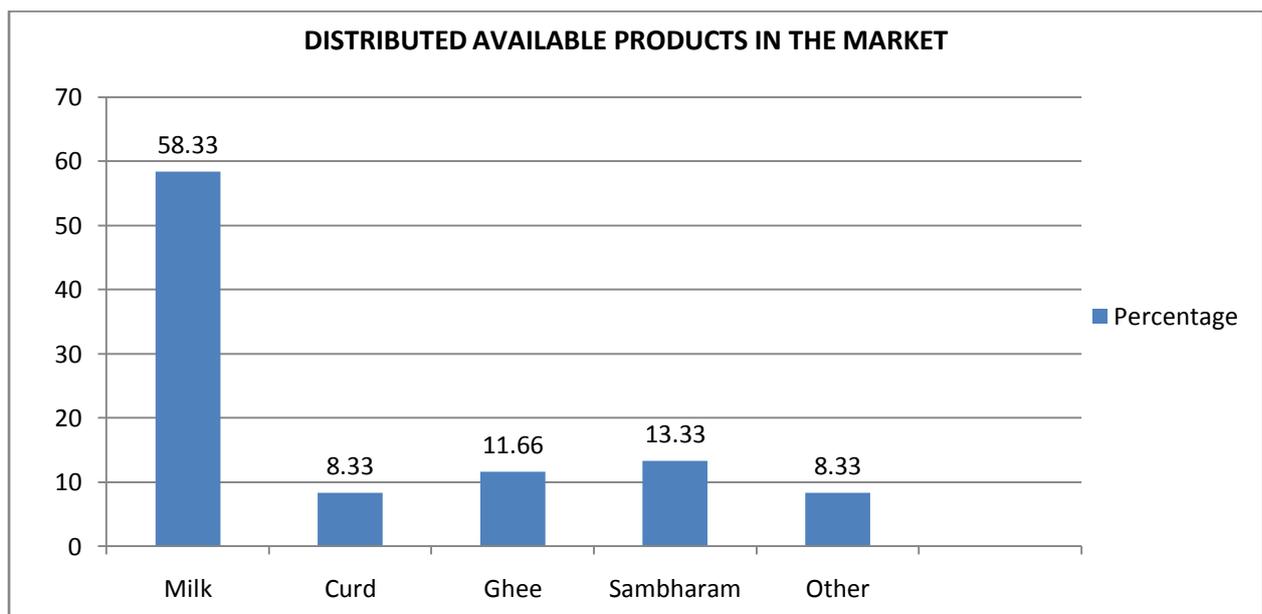


TABLE 4.08

COMMUNICATION OF PRICE CHANGES

Attributes	No:of respondents	Percentage
Highly satisfied	22	36.67
Satisfied	15	25
Neither/nor satisfied	15	25
Highly dissatisfied	3	5
Dissatisfied	5	8.33
Total	60	100

INTERPRETATION

The communication of price changes of Milma is highly satisfied among 36.67 % of customers more than that 5% of customers are dissatisfied on the communication facility. There are 25% customers who don't have any opinion. The overall dissatisfaction level is 8.33%. So we can understand that most of the customers are not satisfied with the communication Milma in price changes.

Chart 4.07 Effectiveness of communication in price changes

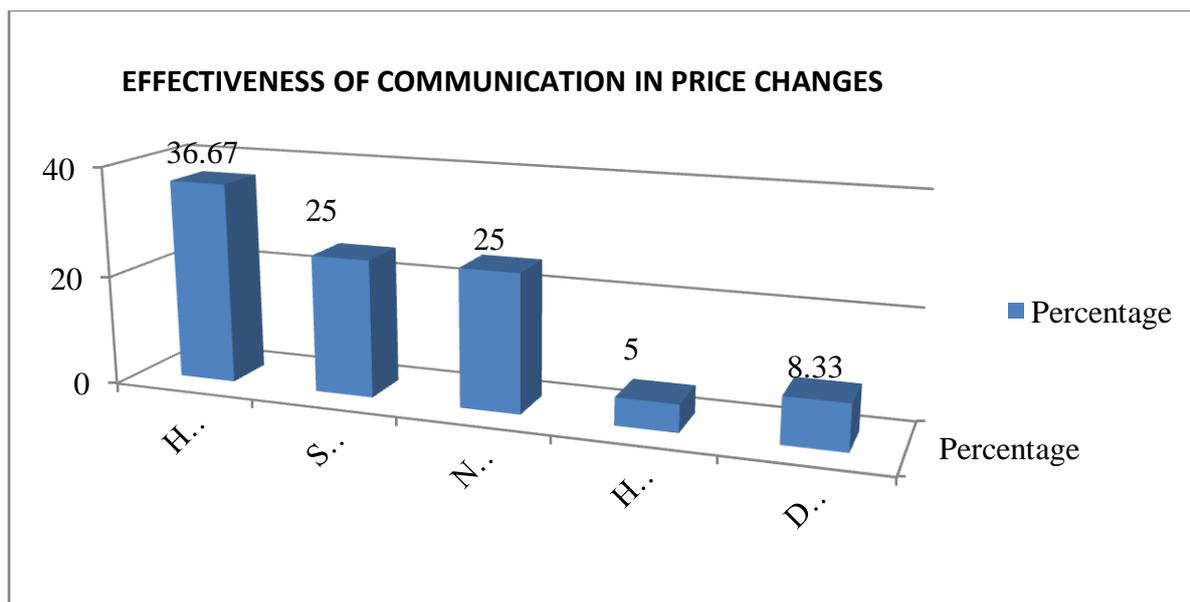


TABLE 4.09

CUSTOMERS VIEW ON PROMOTIONAL TOOLS

Attributes	No: of respondents	Percentage
Strongly agree	16	26.67
Agree	23	38.34
Neither/nor agree	13	21.66
Disagree	6	10
Strongly disagree	2	3.33
Total	60	100

INTERPRETATION

The table presents the picture of customer view on promotional tools of Milma. It indicates that around that 26.67% of customers are strongly agree on the tools of Milma and 38.34% are agree. 21.66% was no opinion. 10% was disagree and 3.33% strongly disagreed.

Chart 4.08 customer view on promotional tools

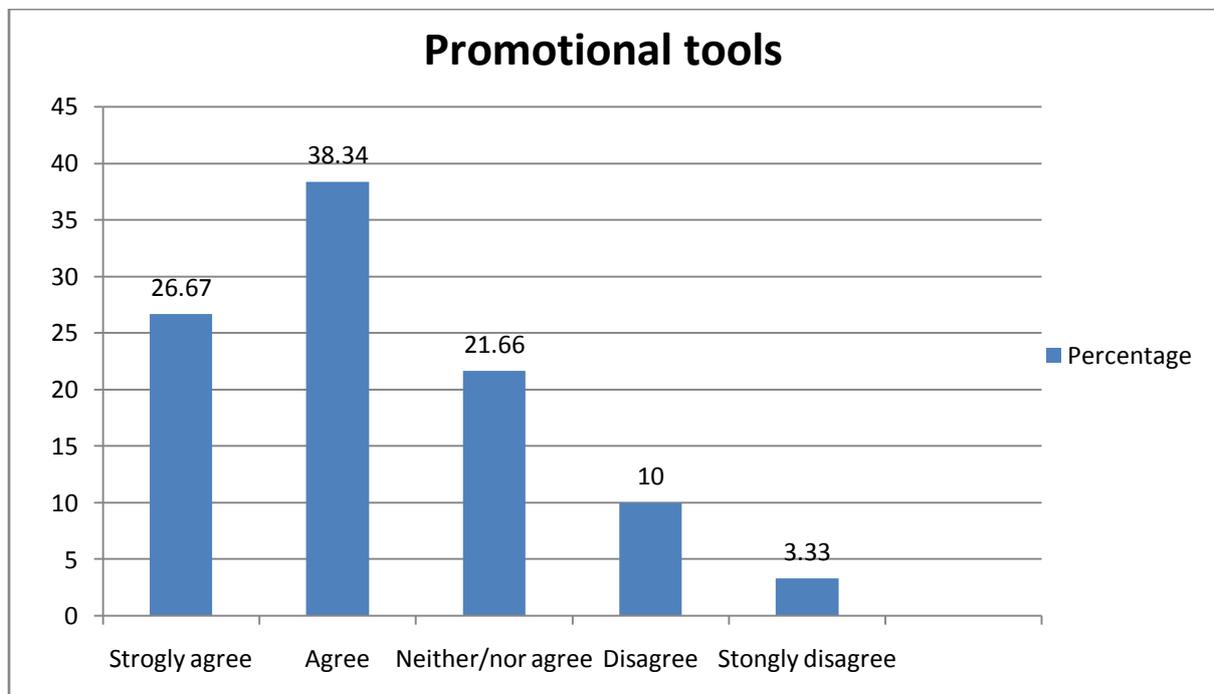


TABLE 4.10

CUSTOMERS VIEW ON DISTRBUTION CHANNEL

Attributes	No: of respondents	Percentage
Whole salers	22	36.67
Retailers	10	16.67
Agent	15	25
Producers	3	5
Consumers	10	16.67
Total	60	100

INTERPRETATION

The table presents the picture of customer view on distribution channel of Milma. It clearly indicates that around 22% of Wholesalers on the tools of Milma and 16.67% are Retailers. 25% Agent with 23.33% was producers and 16.67 are consumers.

Chart 4.09 Customer view on distribution channel

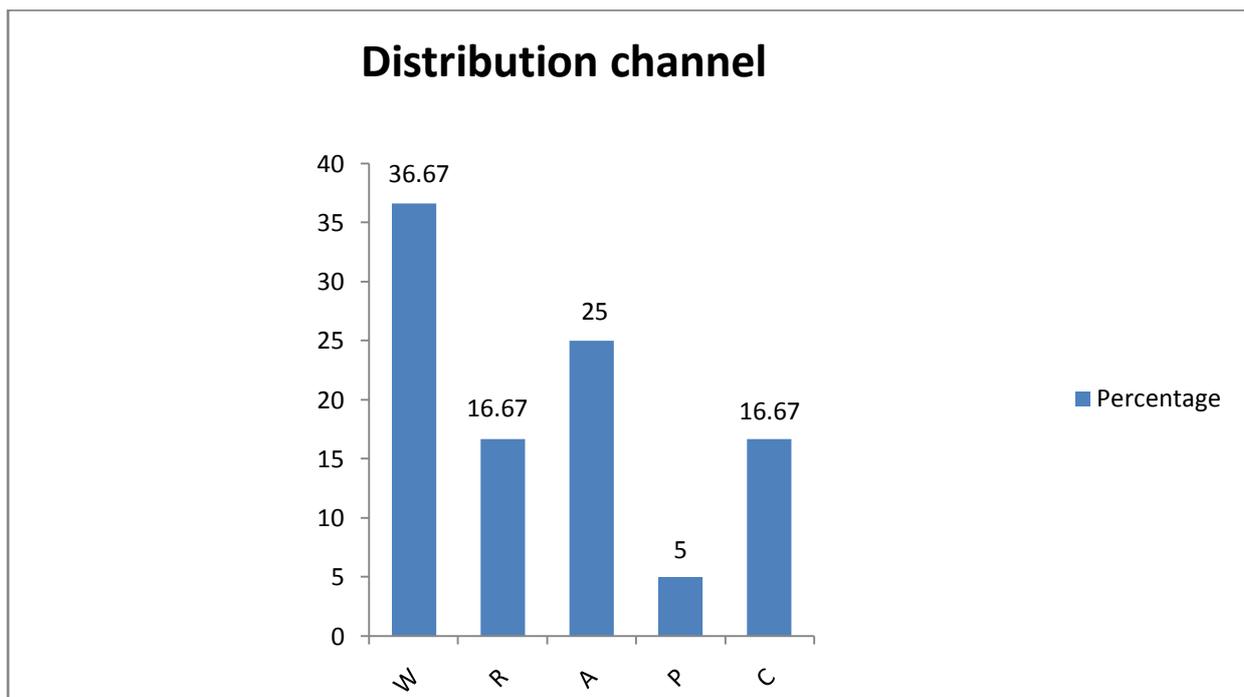


TABLE 4.11

**CUSTOMERS VIEW ON PROFESSIONAL APPROACH MEETING
NEEDS**

Attributes	No:of respondents	Percentage
Highly satisfied	25	41.67
Satisfied	22	36.67
Neither/nor satisfied	9	15
Highly dissatisfied	1	1.67
Dissatisfied	3	5
Total	60	100

INTERPRETATION

The table presents the picture of customer view in professional approach on meeting needs. It clearly indicates that around 41.67% of customers are highly satisfied on the tools of Milma and 36.67% are satisfied. 15 stood with no opinion 1.67% was dissatisfied and 5% was highly dissatisfied.

Chart 4.10 Professional approaches on meeting needs

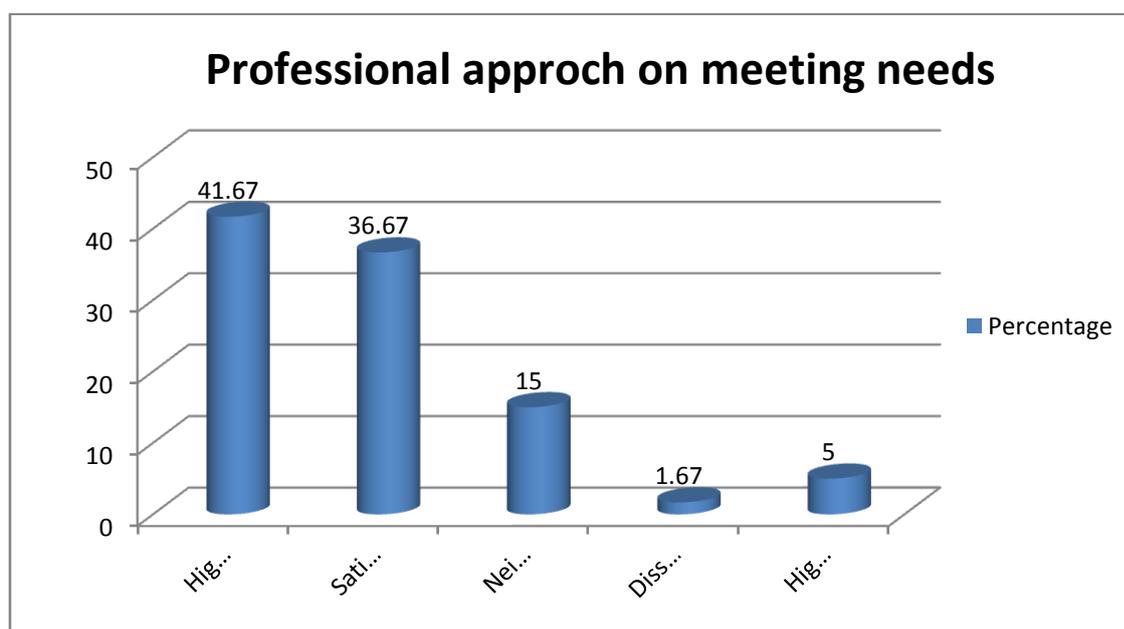


TABLE 4.12

CUSTOMER PERCEPTION IN PRICE OF MILMA

Attributes	No:of respondents	Percentage
Highly satisfied	27	45
Satisfied	18	30
Neither/nor satisfied	5	8.33
Highly dissatisfied	5	8.33
Dissatisfied	5	8.33
Total	60	100

INTERPRETATION

The table presents the picture of customer perception on price of products of Milma. It clearly indicates that around 45% of customers are highly satisfied on the cost of Milma and 30% are satisfied 8.33% Neither/ nor satisfied. The dissatisfaction level is around 8.33% in which 8.33% are highly dissatisfied on cost.

Chart 4.11 Customers view on price of Milma

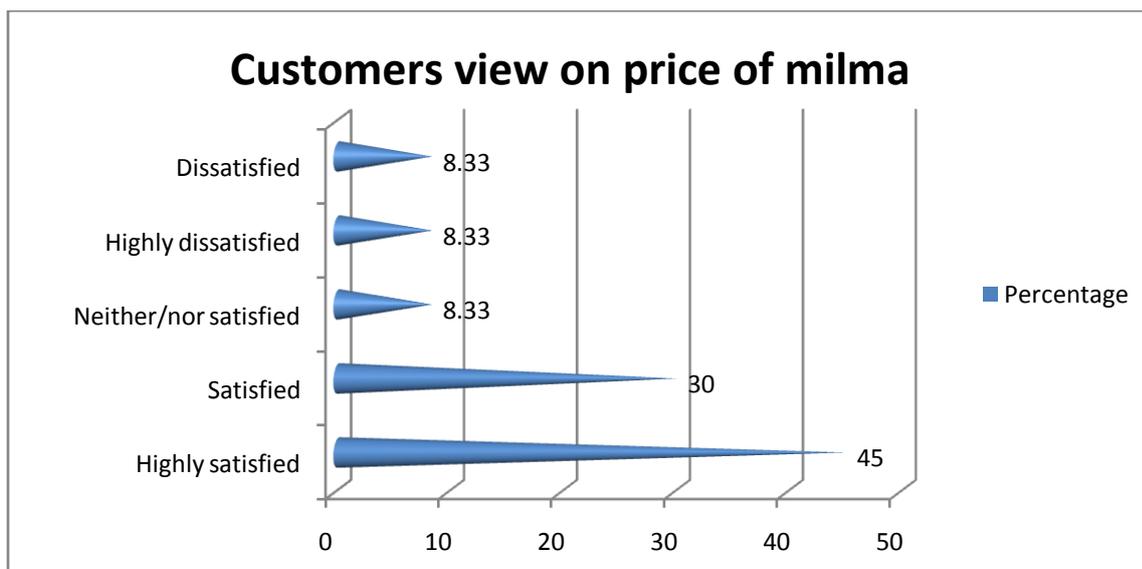


TABLE 4.13
CUSTOMER PERCEPTION IN AVAILABILITY OF MILMA
PRODUCTS

Attributes	No:of respondents	Percentage
Highly satisfied	30	50
Satisfied	18	30
Neither/nor satisfied	6	10
Highly dissatisfied	3	5
Dissatisfied	3	5
Total	60	100

INTERPRETATION

The picture below shows the customer respond in availability of Milma products. The satisfaction level so received is 50% are Highly satisfied with the delivery of bills 30% are Satisfied 10% have neither/nor satisfied. 5% are dissatisfied and 5% are Highly dissatisfied.

Chart 4.12 Customer responds in availability of Milma products

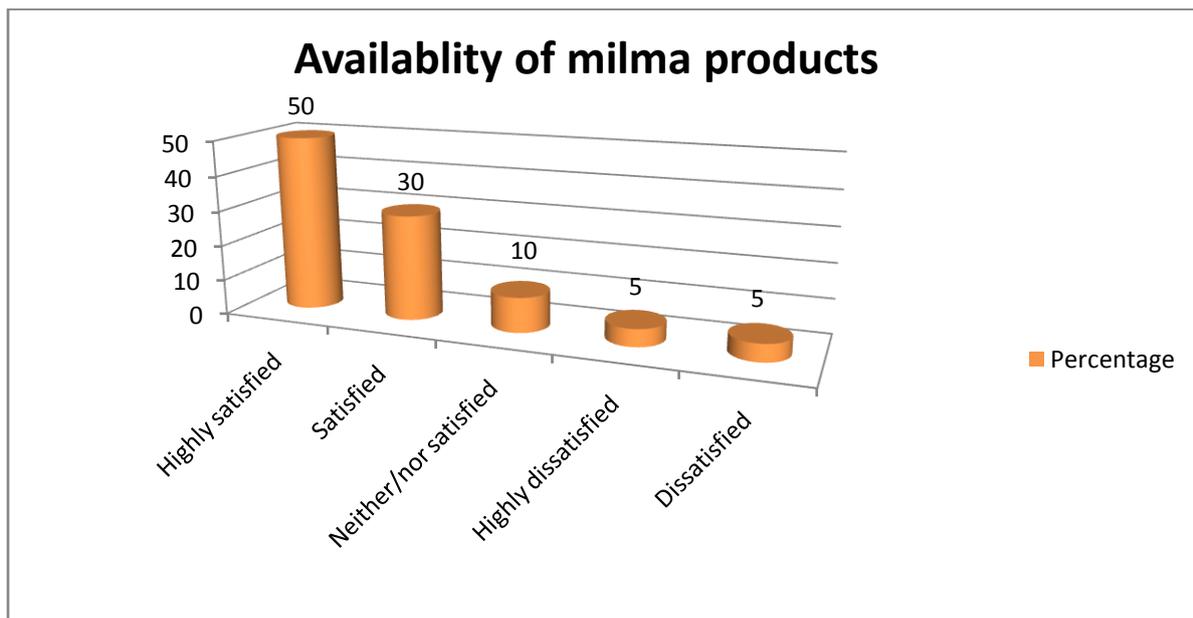


TABLE 4.14

CUSTOMER PERCEPTION IN SERVICE OF MILMA

Attributes	No:of respondents	Percentage
Highly satisfied	34	56.67
Satisfied	14	23.33
Neither/nor satisfied	7	11.67
Highly dissatisfied	3	5
Dissatisfied	2	3.33
Total	60	100

INTERPRETATION

The table presents the picture of customer perception on service of Milma. It clearly indicates that around 56.67% of customers are highly satisfied on the cost of Milma and 23.33% are satisfied and 11.67% of peoples have no opinions .The dissatisfaction level is around 5% and 3.33%are Highly dissatisfied.

Chart 4.13 Customer perception on service of Milma

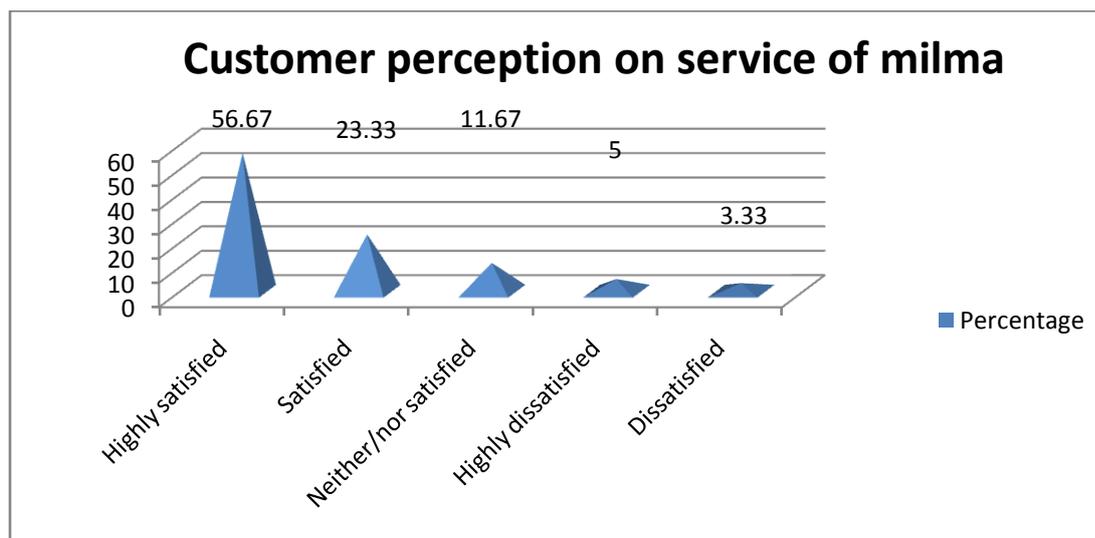


TABLE 4.15

CUSTOMER PERCEPTION IN BRAND ASSURANCE OF MILMA PRODUCTS

Attributes	No: of respondents	Percentage
Highly satisfied	26	43.33
Satisfied	15	25
Neither/nor satisfied	9	15
Highly dissatisfied	3	5
Dissatisfied	7	11.67
Total	60	100

INTERPRETATION

The picture below shows the customer responds in brand assurance of Milma products. The satisfaction level so received is 43.33% are Highly satisfied with the delivery of bills and 25% are satisfied. 15% stood on no clear opinion. The Dissatisfied level was 5% and also 11.67% are Highly dissatisfied.

Chart 4.14 customer responds in brand assurance of Milma products

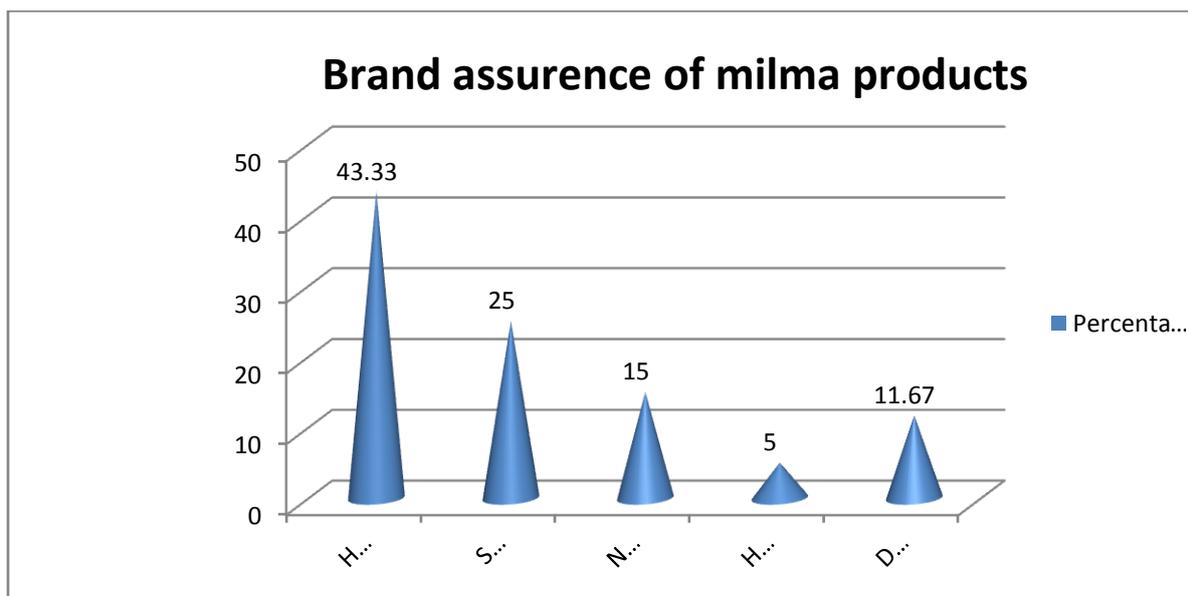


TABLE 4.16
COMPARISON OF PRICE OF MILMA WITH OTHERS

Attributes	No :of respondents	Percentage
Cheap	11	18.33
Very cheap	17	28.34
Moderate	8	13.33
Costly	14	23.33
High costly	10	16.67
Total	60	100

INTERPRETATION

According to the survey 18.33% respond that Milma products are cheap and 28.34% stands very cheap with 13.33% moderate. While 23.33% opinion was that it is costly and 16.67% is with Milma products are high costly.

Chart 4.15 customer responds in comparison of Milma products

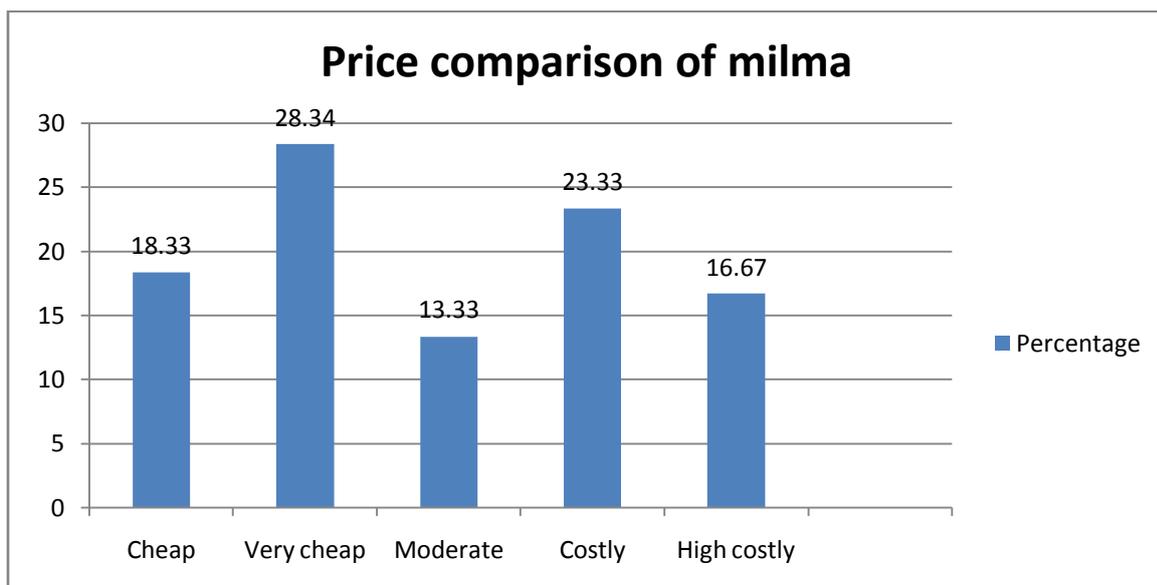


TABLE 4.17
CUSTOMERS OPINION ON TASTE

Attributes	No: of respondents	Percentage
Very good	39	65
Good	7	11.67
Average	5	8.33
Poor	6	10
Very poor	3	5
Total	60	100

INTERPRETATION

According to the research the result though analyzed is 65% of customers say that Milma products tastes very good and 11.67% was supporting with products are good and 8.33 % average. While 10% stands with poor and 5% very poor. So we can analyze that Milma products tastes are good.

Chart 4.16 Customer opinion on taste of Milma

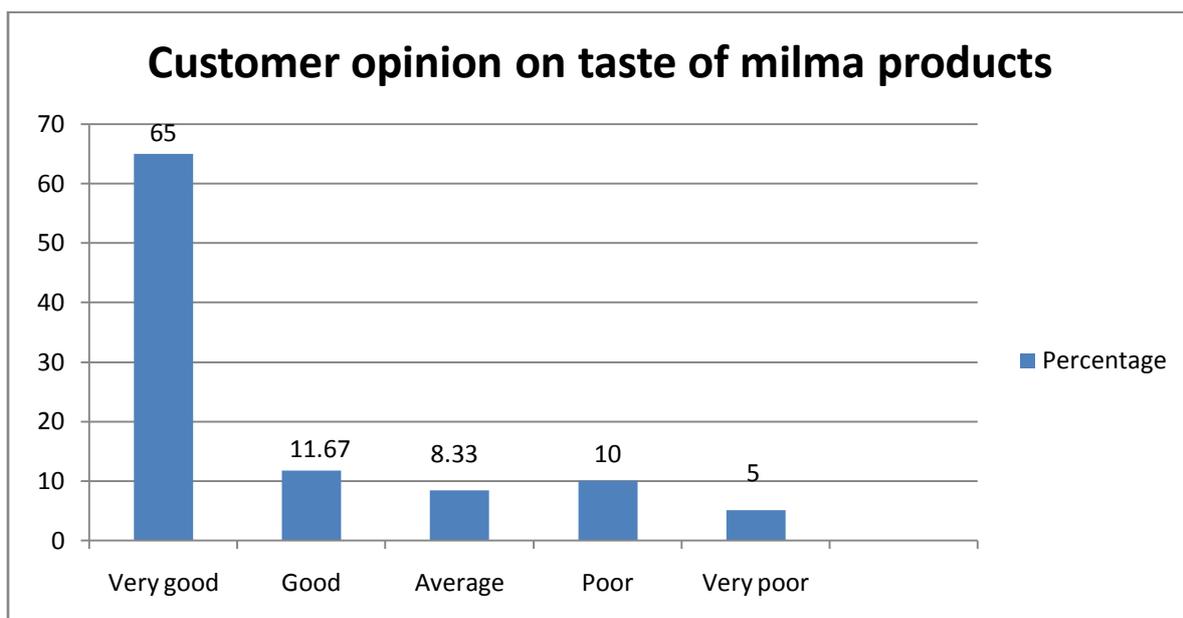


TABLE 4.18
CUSTOMER OPINION ON THICKNESS OF MILMA

Attributes	No: of respondents	Percentage
Outstanding	17	28.34
Excellent	15	25
Very good	12	20
Good	9	15
Satisfactory	7	11.67
Total	60	100

INTERPRETATION

According to the research the result though analyzed is 28.34% customers responded that the thickness of Milma is Excellent 25% and very good, 20% responded that they are good .About 15% said that they are poor and 11.67% said it is Very poor. So we can analyze that Milma products thickness are good.

Chart 4.17 Customer responds on thickness of Milma products

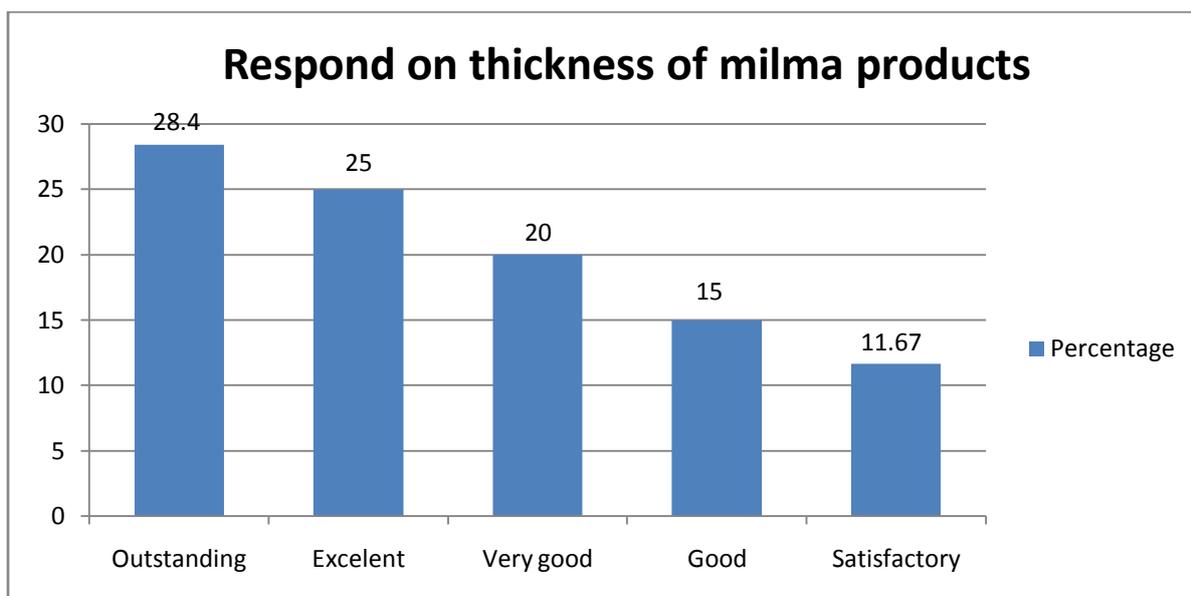


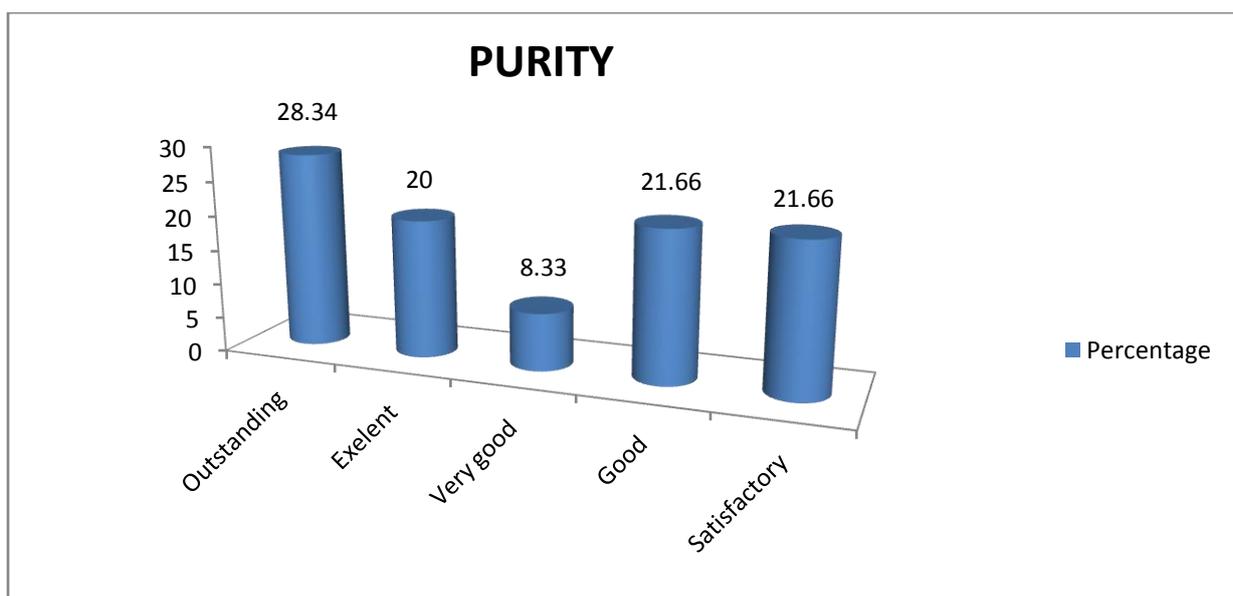
TABLE 4.19
CUSTOMERS OPINION ON PURITY OF MILMA PRODUCTS

Attributes	No :of respondents	Percentage
Outstanding	17	28.34
Excellent	12	20
Very good	5	8.33
Good	13	21.66
Satisfactory	13	21.66
Total	60	100

INTERPRETATION

According to the research the result though analyzed 28.34% says that purity of Milma products are Outstanding, 20% of customers opinion is they are Excellent and 8.33% very good. while 21.66% stands with Good and 21.66% with satisfactory. So we can analyze that purity of Milma products are good.

Chart 4.18 Customer opinions on purity of Milma products



CHI-SQUARE

Chi square test is a test which explains the magnitude of difference between observed frequencies and the theoretical or expected frequencies under certain assumptions. This test was first used by Karl Pearson.

A measurement of how expectations compare to result. The data used in calculating a chi square statistic must random, raw, mutually exclusive, drawn from independent variables and be drawn from a large enough sample.

Goodness of fit test based on frequency of occurrence and used in determining how well the data obtained from an experiment matches the expected data. Applicable both to quantitative attribute and quantitative variable, it helps ensure the experimental results are statistically significant and has not been caused by chance events.

$$\text{Chi square} = \sum \frac{(O-E)^2}{E}$$

Test of Level of satisfaction among different gender

H_0 : There is no significant difference in satisfaction level with respect to gender.

H_1 : There is significant difference in satisfaction level with respect to gender.

Table 4.20

	Gender		Total
	Male	Female	
Satisfied	18	30	48
Not satisfied	5	7	12
Total	23	37	60

Calculation of Chi square:

O	E	O-E	(O-E) ²	(O-E) ² /E
18	18.4	-0.4	0.16	0.009
30	29.6	0.4	0.16	0.005
5	4.6	0.4	0.16	0.034
7	7.4	-0.4	0.16	0.022
Total				0.07

Degree of Freedom $(C-1)(r-1) = (2-1)(2-1) = 1$

Level of significance is 5%

Table value is 3.841

Interpretation

Calculated value is less than the table value. So, we accept the null hypothesis.

So, there is no significant difference in satisfaction level with respect to gender.

SUMMARY

To understand the multi dimensions of marketing technique of Milma products, the study has been conducted by collecting primary data from 60 customers. To support the analysis, it is mainly based on the observation. The study has also considered the secondary data from various sources. For getting the ultimate result from the collected information, various statistical and mathematical tools were also used in this study

Presentation of the report has been visualized in such a way that, the first chapter provides an introduction, statement of the problem, objectives, significance of the study, limitations of the study and the chapter plan.

The second chapter contains review of literature and theoretical view of marketing techniques. The third chapter deals with the industrial and company profile of the products. Fourth chapter deals with data analysis and interpretation and last and fifth chapter consists of the summary, findings, suggestions and conclusion of the research.

FINDINGS

- The quality of the Milma products is highly satisfied among the 68.33% of the customers.
- There is not much difference in satisfaction level of Milma products with respect to gender.
- The study observe that the customers show satisfaction on the quality parameters of the Milma.
- The communication in price changes by Milma creates a satisfaction among the customers around 18% of the customers are satisfied.
- The service offered by Milma is satisfied among the customers.
- The opinion towards the response of Milma in significant changes creates dissatisfaction among the customers. 1.67 % of customers are dissatisfied.
- Most of the customers given priority to the milk, curd and ghee respectively.
- Milma products was mostly used by customers given priority to the milk , curd, ghee and sambharam.
- 58.33% of customers are responds milk is commonly seen the market.
- The prices of Milma products is satisfied by 35% of customers.
- 30% of customers are Agree with the availability of Milma products at the right time.
- The services offered by Milma is Neither/nor satisfied among the 11.67% of the customers.
- 11.67% customers agree that Milma tastes good.
- The promotional tool simple mented by Milma is strong enough to promote the products of Milma 38.44% of customers agree on this.
- The distribution channel of Milma products is satisfied among the customers 36.67% of customers are Wholesalers on this.
- Professional approache maintained by Milma on meeting needs is satisfied by the customers 36.67%.
- The brand assurance of Milma creates a satisfaction of 25 % among the customers.
- A Milma product is cheap in its rate while comparing to other products.

SUGGESTIONS

- Milma should modify their products according to the customers opinion
- The promotional policies issued by Milma should be reviewed increase the scope.
- The quality parameters especially thickness should be increased
- The service offered by Milma is to be increased so as to promote products.
- More attention should be given to handle the grievances of the customers
- Professional approach maintained by the Milma is to be increased
- The brand assurance is comparatively low, so necessary step should be taken to increase.

CONCLUSION

In the era of globalization and liberalization ,foreign milk products are also available in Indian market. So this industry is in the stream to compete with the multinational companies. At present there is a competition between other states because the production cost is high in Kerala and leads to higher price, but in other states as lower cost of production makes them to enter into Kerala's market easily. One of the main threats to milk industry of Kerala is that this affects the source of regular income to farmers.

However with the activities of the Milma , the milk production in Kerala is growing fast, cattle rearing also help to solve unemployment in villages partially. .Through the study of market techniques it only included the customer perceptions of the Milma product and promotional tools are identified and studied. Still there are many areas such as overall marketing strategies, product innovation strategies and many other areas have been left out from the preview of the study. These areas can be further explored as a scope for further research.

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- Milma.com

QUESTIONNAIRE

Dear respondent,

I, **SIJAS** currently pursuing my **M.COM** course in **Sahya Arts and Science College Wandoor**. As a part of curriculum, I am required to do a project work. I will be very pleased if you could kindly spend few minutes for filling up the questionnaire. Whatever information provided by you will be kept confidential and used for the purpose of my study.

1. Name

2. Gender Male female

3. Age: Between17-21 22-30
 Above 31

4. Occupation

Govt. employee profession

Business others

5. Marital status

Married unmarried

6. Qualification:

a) Below SSLC

b) SSLC

c) PLUS TWO

d) GRADUATE

7. Income:

- a) Below 5000 b) 5000 – 10000 years
c) 10000- 20000 d) Above 20000

8. What is your opinion about quality of Milma product?

- a) Highly satisfied
b) Satisfied
c) Dissatisfied
d) Highly dissatisfied

9. What is your opinion in setting prices of Milma?

- a) Highly satisfied
b) Satisfied
c) Dissatisfied
d) Highly dissatisfied

10. What is your respond in significant change in Milma?

- a) Highly satisfied
b) Satisfied
c) Dissatisfied
d) Highly dissatisfied

11. Which product you more prefer in Milma?

- a) Milk
b) Curd
c) Ghee
d) Others

12. Which Milma product was mostly used by the customers?

- a) Milk
- b) Curd
- c) Ghee
- d) Others

13. Which Milma product commonly seen in market?

- a) Milk
- b) Curd
- c) Ghee
- d) Others

14. What is your opinion of communication in price change of Milma?

- a) Highly satisfied
- b) Satisfied
- c) Dissatisfied
- d) Highly dissatisfied

15. What is your view on promotional tools of Milma?

- a) Strongly agree
- b) Agree
- c) Disagree
- d) Strongly disagree

16. What s your view on distribution channel of Milma?

- a) Wholesalers
- b) Retailers
- c) Agent
- d) Customers
- e) Producers

17. Opinion about Milma's professional approach on meeting needs of consumers?

- a) Highly satisfied
- b) Satisfied
- c) Dissatisfied
- d) Highly dissatisfied

18. What is your opinion in perception in price of Milma?

- a) Highly satisfied
- b) Satisfied
- c) Dissatisfied
- d) Highly dissatisfied

19. What is your opinion about availability of Milma product in your locality?

- e) Strongly agree
- f) Agree
- g) Disagree
- h) Strongly disagree

20. What is your opinion about service offered by Milma?

- a) Highly satisfied
- b) Satisfied
- c) Dissatisfied
- d) Highly dissatisfied

21. Opinion about brand assurance of Milma product?

- a) Highly satisfied
- b) Satisfied
- c) Dissatisfied
- d) Highly dissatisfied

22. What is your opinion about taste of Milma products?

- a) Very good
- b) Good
- c) Poor
- d) Very poor

23. What is your opinion about price of Milma compared with others?

- a) Very cheap
- b) Cheap
- c) Costly
- d) High costly