

CUSTOMER SATISFACTION TOWARDS BUTTERMILK AND CURD OF KWALITY FOODS.

Submitted in partial fulfillment of the requirements for the award of
Bachelor of Business Administration

By

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SCHOOL OF BUSINESS ADMINISTRATION



SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of Kavitha.D (38280052) who have done the Project work entitled "**A study on customer satisfaction trends into banking sector**" under my supervision from January 2020 to March 2021.

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Submitted for Viva voce Examination held on _____

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DECLARATION

I MIR FAIZAN ALI (3828062) hereby declare that the Project Report entitled **CUSTOMER SATISFACTION TOWARDS CURD AND BUTTERMILK OF KWALITY FOODS** done by me under the guidance of Ms M JAYASEELY is submitted in partial fulfillment of the requirements for the award of Bachelors of Business Administration degree.

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SIGNATURE OF THE CANDIDATE

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ABSTRACT

The Basic intent of the study is to understand the current scenario of dairy industry in India and various issues of the stakeholders of the industry. This is a review of research articles related to dairy industry. 24 research articles referring data for different states of India are randomly selected. 14 out of 24 papers were based on primary data collected from dairy farmers (members/ non-members of cooperative societies). The major issues revealed were related to lack of fodder and concentrates, scarcity of veterinary and diagnostic services, lack of information and technological awareness. These were common issues faced by dairy farmers in most of the regions of India. Some of the issues were area specific like in Assam milk and milk products were not the components of daily consumption basket of people in the state which is not the scenario in other states of the country. The remaining 10 studies were either related to cooperative and private dairy plants, cooperative federations or general dairy scenario of the relevant state. Procurement cost was found to be the major component of total costs followed by processing cost. These studies evaluated the economic viability of concerned dairy units.

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CHAPTER 1

INTRODUCTION

The wilful efforts of people and government, reflected through successful implementation of programmes like “Operation Flood”, transformed India from its deficit state in milk production to the world’s largest milk producing country. India has the largest cattle and buffalo population in the world. Cows and buffaloes are the main milch animals, contributing 96% of the total milk production of the country. However the average yield of Indian cows is among the lowest, though the yield of Indian buffaloes is modest. The average milk yield of buffaloes and cows put together is much less than the global average. There are significant regional variations in the structure of dairying in the country. There are different issues faced by dairy industry in India, some are area specific while some are common. The present study is intended to understand these issues and Challenges faced by dairy stakeholders.

The dairy industry is an important component of Missouri’s animal agriculture industry. Dairy cow operations are found throughout the state. Many Missouri producers derive their entire income from the dairy industry. The Dairy Industry in Missouri The many phases of the dairy industry—milk production, transportation, processing, packaging, and merchandising— generate valuable economic activity in Missouri. In the last couple decades, the number of dairy farms and cows has decreased in Missouri and many of the surrounding states. Agricultural leaders in the state are hoping to reverse this trend by encouraging producers to implement better technologies and management strategies for dairy operations that will increase efficiency and improve profit margins. In 2006, Missouri ranked seventh among the states in the number of milk cow operations and twenty-first in milk production. About 125,000 head of dairy cows were present throughout the state in 2003. Each of these cows produced an average of 14,620 pounds of milk during the year. The production of milk generated over \$237 million of income in 2003. Dairy producers are primarily located in southwest Missouri around Springfield. As of January 1, 2004, Wright County was the top dairy county in Missouri with 11,500 head of dairy cows. Figure 1.1 illustrates dairy cow numbers in the top ten countries.

INDUSTRY PROFILE

India has been the leading producer and consumer of dairy products worldwide since 1998 with a sustained growth in the availability of milk and milk products. Dairy activities form an essential part of the rural Indian economy, serving as an important source of employment and income. However, the milk production per animal is significantly low as compared to the other major dairy producers.

Moreover, nearly all of the dairy produce in India is consumed domestically, with the majority of it being sold as fluid milk. On account of this, the Indian dairy industry holds tremendous potential for value-addition and overall development. According to the latest report by IMARC Group, titled Dairy Industry in India 2020 Edition: Market Size, Growth, Prices, Segments, Cooperatives, Private Dairies, Procurement and Distribution, the dairy market in India reached a value of Rs 10,527 billion in 2019.

"India's dairy industry is worth Rs 5.4 trillion by value, having grown at 15 per cent CAGR during 2010-16. Going ahead, the dairy industry is expected to maintain 15 per cent CAGR over 2016-20, and attain value of Rs 9.4 trillion on rising consumerism," Edelweiss said in a report. India has progressed from being deficient in milk production at 20 million MT in 1970 to becoming the world's largest milk producer at 160 million MT, accounting for 18.5 per cent of global milk production.

ANCIENT TIME V/S CURRENT SCENARIO

Milk and milk products have been a part of society for most of human history. Regional cuisines from all across the country use dairy to create a variety of dishes for all sorts of occasions. Chai and coffee are integral part of our nations morning and evening routines. The dairy has been in use since prehistoric times. In India, the presence of remnants of cows and goats in excavation sites suggest that dairy may have been in use at least since the Harappan Civilization (3300-1300 BCE). In (1000-1500 CE) dairy-production was still in its nascent stages around this time as the distribution was restricted by socioeconomic status, geographical availability, and cultural preferences.

Some tribal folk considered dairy to be bad for their bodies; their consumption of dairy was nil. In (1600-20th Century) around the time that the British arrived to begin their colonial rule, dairy production had become less sporadic and had spread across the nation. By this time, local unorganised cottage industries emerged across towns and villages. They were also introduced to a beverage that would arguably change daily-routines forever. Tea was consumed for medicinal purposes by tribes in north-east India," and was never considered the beverage that it is today.

The Indian dairy industry has grown consistently ever since the White Revolution of the 1970s, making India, the worlds largest producer of milk with 17% global share. With an

annual production of 146 million tonne of milk India generates approximately US\$70 billion of revenue.

As of 2018, India is the leading milk producing country in the world, accounting for ~19% of the global market share. The milk processing industry in India is expected to expand at a compound annual growth rate (CAGR) of ~14.8% between FY 2018 and FY 2023, and will reach Rs 2,458.7 bn in FY 2023.

Being one of the primary dairy consumables in India, the increased demand for milk in the country is owed to the increasing population. As of FY 2018, ~81.1% of the Indian dairy and milk processing market was part of the unorganised sector, which produces milk in unhygienic environments. This reduces the overall quality and nutrition levels of the milk produced.

State-wise segment insights

Uttar Pradesh, Rajasthan and Gujarat have been the major milk producing states in India. Uttar Pradesh is the largest dairy and milk-producing state because it is home to the highest buffalo population and the second-highest cattle population in the country. The majority of rural population in the state is engaged in livestock rearing and dairying. Gujarat has numerous cooperative dairy milk unions, private dairy plants, and primary milk cooperative societies, which play crucial role in the production of milk in the state.

Value-added product-wise segment insights

Apart from milk, the revenue of the Indian dairy and milk processing industry is generated from several value-added products such as butter, curd, paneer, ghee, whey, flavored milk, ultra-high temperature (UHT) milk, cheese, and yogurt. During the period FY 2016 to FY 2020, the market size of butter is expected to grow by 14.5%, curd by 14.4%, paneer by 14.1% and ghee by 14.1%, among others.

EXPORT- IMPORT

From India, the export of dairy products has increased to countries like Bhutan, Afghanistan, Canada, Egypt and the United Arab Emirates. India has also imported a significant amount of dairy products from countries like France, New Zealand, Ireland, Ukraine and Italy.

Key growth drivers of the market

India's livestock sector is regarded as one of the largest in the world with a bovine population of 299.9 mn, which comprises of cattle, buffalo and yak. The growth of the Indian dairy and milk processing market is ensured by the steady supply of milk which is the primary raw material for this industry.

Key deterrents to the growth of the market

Despite having a significant livestock base of milch animals, India lacks in terms of availability of cold storages which results in wastage of dairy output. Thus, the lack of sufficient storage facilities and inefficient distribution are hampering the growth of the Indian dairy and milk processing industry.

Recurring droughts and floods affect the production of fodder in India. Sufficient quantities of feed and fodder are required for proper animal rearing and milk production. Lack of proper feed and fodder for milch animals, due to high usage of agricultural crop

residues by producers of fibreboard, paper and liquid fuels, affect its availability for dairy production and milk processing.

DEFINITION OF MILK IN INDIA

In India, milk usually refers to that from cow or buffalo or a mixture of these two. However, milk sold without any qualification is taken to be buffalo milk according to the Prevention of Food Adulteration (PFA) Rules, 1955 [Aneja, 2002]. Milk is defined as the whole, fresh, clean, lacteal secretion obtained by the complete milking of one or more healthy milch animals, excluding that obtained within 15 days before (or) five days after calving or such periods as may be necessary to render the milk practically colostrum-free and containing the minimum prescribed percentages of milk fat and milk-solids-not-fat [Su kumar de, 1997]. Milk according to the PFA Rules, is the normal mammary secretion derived from the complete milking of healthy milch animal without either addition there to or extraction there from. It shall be free from colostrums [Aneja, 2002]. According to United States Health Services, the milk has been defined as “The clean and fresh lacteal secretion is practically free from colostrum, pathogenic microorganisms and obtained from healthy cows, properly fed and maintained and excluding that obtained within fifteen days before and ten days after calving by complete milking and containing not less than eight point two five per cent solid-not- fat and three point five per cent milk fat [Jagir Singh, 2005]. Milk drawn from a healthy dairy animal is usually free from any bacteria. It is “sterile.” However, it must be protected against infection as soon as it leaves the udder. Microbes, capable of spoiling the milk, are present in the environment. They multiply rapidly and render milk unsuitable for processing and/or unfit for human consumption. Bacterial growth in milk can be retarded by refrigeration, thereby slowing down the rate of its deterioration. The traditional practice in India of boiling the raw milk within hours of production before its consumption provides a safety net for minimizing occurrence of microbes. However, Pasteurization is designed to destroy relatively more heat-resistant pathogens, namely, mycobacterium tuberculosis and coxiella burnettii [Aneja, 2002].

The traditional dairy products reflect the intimate relationship that our ancestors established with the farm and animal wealth. This relationship, continuing even today, links us with our early ancestors. In ancient India, dairy products had an important bearing on the socio-cultural life of the people. They were indicators of the wealth and status of people. Besides, their use in daily rituals, these products were also liberally served to honor guests in social functions, organized by Kings and Nobility. Some products were also used for medicinal purposes in the ancient Ayurveda as well as

household remedies. Cattle constituted an integral part of India's Vedic culture (1800-600 BC). "Vedic culture literature is full of references to the milk of the cow", states Dr.K.T.Achaya in his classic compilation Indian Food: A Historical Companion. The essence of wealth was cattle, in demand for providing milk and as draught animals. For the Vedic Aryans, the cow was the measure of value and was a very precious commodity." Recent archaeological excavations at Mehrgarh (placed around 6500 BC), located about 150 miles to north-west of Mohenjodaro at the foot of the Bolan Pass in Baluchistan, have revealed signs of domestication of cattle earlier than in other settlements of Western Asia. "Moreover, there is evidence that cattle were more significant to Mehrgarh's inhabitants than any other large domesticated animals- a cultural trait that has been preserved over thousands of years down to the present day." Ashrams and royal establishments had such large supplies of milk that a sizable surplus was left after meeting the people's requirements. The surplus milk was used for making curd or dahi, butter and ghee, besides preparing special items like sweets for visiting guests. Special festivals, festivities for birthdays, victories, so on and religious celebrations of yagna, homa and other sacrificial rituals necessitated the use of these products. Further that the five products from the cow singly or in combination are called panchagavya and are necessary to maintain ritual purity so important to the Hindu. These five products are: milk, curds (dahi), ghee, urine and dung [Aneja 2002].

ORGANIZED SECTOR

In India, the market milk industry may be said to have started in 1950 to 1951 when the Central Dairy of Aarey Milk Colony was commissioned and went into stream. The industry is still in its infancy and barely 12 per cent of our total milk production undergoes organized handling. The term „market milk“ refers to fluid whole milk that is sold to individuals usually for direct consumption. It excludes milk consumed on the farm and that used for the manufacture of dairy products [Sukumar de, 1997]. The organized sector retails five categories of milk named pasteurized toned, standardized milk, full cream milk, double toned milk and UHT-milk [www.aavinmilk.com]. The highly nutritious and ideal food of the Indian is now marketed in brand names. Markets are manifested with several brands, each trying to capture its share in the market by differentiating its product in feature, quality, packing, service and so on.

STATEMENT OF THE PROBLEM

Human life is centered around food, cloth and shelter. Among food products, milk play an important role and also has its own heritage. We use milk in every walk of our life in different forms. Milk is almost an ideal food. It has high nutritive value. It supplies body building proteins, bone-forming minerals and health-giving vitamins and furnishes energy-giving lactose and milk fat. Besides, supplying certain essential fatty acids, it contains the above nutrients in an easily digestible and assimilable form. All these properties make milk an important food for pregnant mothers, growing children, adolescents, adults, invalids, convalescents and patients alike [Sukumar de,1997]. Pasteurization is designed to render milk safe for human consumption and to improve the keeping quality of the milk by destruction of almost all spoilage organism (85 to 99 per cent).The pasteurized and cooled milk is promptly bottled / packaged. So as to serve the dual purpose of protecting the milk against contamination, loss, damage or degradation and helping in the sales and distribution of the milk. The non-branded milk is being distributed without packing through the conventional chain of vendors using metal cans in bicycle. The producers of the branded milk opt for modern methods of packing and distribution. Although the glass bottle is still the traditional packaging medium for retail milk distribution, packaging of milk in plastic packets is increasingly being adopted as it is light in weight, easy to handle, safe, lower distribution costs, tamper-proof and effective carrier of promotional information. Marketing mix represents the total marketing programme of a firm. It involves decisions with regard to product, price, place, and promotion and it serves as the linkage between a business firm and its customers. Thus, marketing mix is a blend of decisions in the four Ps. It is a system comprising the subsystems of price, product, promotion and distribution. These elements of the marketing mix are interrelated because decisions in one area affect the others. Marketing mix is a dynamic concept as it keeps on changing with changes in market. Given this scenario, it becomes necessary to investigate the behaviour of customers relating to how do the customers make a choice of the product? Are they brand conscious or not ? How effective are media in wooing the customers? What are the retailing touch points that drive satisfaction? To what extent, the product features, price, promotional factors and physical distribution factors have an influence in customer purchasing decision. What is customer opinion to the convenient, sophisticate product (UHT- packet milk) with advance features? Do customers prefer to buy the product? If so what factors (variables) which influence the customers to buy the product?

1.3 COMPANY PROFILE

Kwality is one of the leading companies in institutional business segment by supplying to leading FMCG brands, government organizations, religious institutions, and retail chains such as Britannia, Hindustan Unilever, ITC, Mother Dairy, Cadbury's, Canteen Stores Department, Vadilal, Cream Bell, Tirumala Tirupati Devasthanams, Shiromani Gurdwara Parbandhak Committee, Amritsar, and Delhi Sikh Gurdwara Management Committee. Keeping the high growth potential of the retail branded segment in view, Kwality has increased its focus on this segment significantly. The company is working towards brand development, enhancement of product portfolio, and strengthening of retail distribution network. It has also shifted its focus from B2B to B2C and is simultaneously working towards improving the ratio of milk procurement from farmers.

Over the years, Kwality has been churning out quality and innovative dairy products to the Indian market. The company is one of the largest processors and handlers of dairy products in India in the private sector. It mainly market and sells its products under the umbrella Brand, "Dairy Best". Kwality manufactures various dairy products, which include low cholesterol ghee, pure ghee pure cow ghee, butter, instant dairy creamer, dairy mix, skimmed/whole milk powder, milk in pouches, curd (regular, probiotic, meethi dahi, low fat, sugar lite, and raita), paneer, lassi, chaach, tetra pack milk, sterilized flavoured milk, yogurt, cheese etc.

OBJECTIVE OF THE STUDY:

PRIMARY OBJECTIVE

A study on the customer satisfaction on Kwality Milk products

SECONDARY OBJECTIVE

To analyse the influential factor for selecting Kwality Milk products

To identify the consumer perception towards the Kwality Milk products.

CHAPTER II

REVIEW OF LITERATURE

INTRODUCTION

A review of literature is the mirror of earlier studies, which enriches the researcher, and helps to identify the areas for any future research. There were many previous studies dealing with the general structure of the dairy industry, its four Ps, and its satisfaction to the consumers. They are listed here to show to what extent the elements of marketing were explored in empirical research and to improve the methods and techniques adopted for the study.

PRODUCT

Panwar (1984), studied the consumption profile of urban milk consumers and highlighted that there is a mathematical relationship between milk purchased and size and income of a family. He further concluded that there is a high degree of correlation between milk purchased and income of the family, but low degree of correlation between quantity of milk purchased and size of the family.

Gyanendra K.Goyal (1986), observed that in USA glass bottles for milk are facing elimination. The paper boards for dairy products are also showing decreasing trend in favor of plastics. Americans are avoiding taking high fat dairy products and preferring low fat products. People over there are after convenient packages and do not mind paying little more for the convenience.

Ratnam (1986), in his study on dairy development (demand and supply aspects) in Visakhapatnam city opined that if there is any change in the distribution of income in favour of the poor will have great impact on the demand for milk. He further observed that the household size is having a positive effect on the consumption of milk, but there are no economics or diseconomics of scale in milk consumption. Also the educational level attended by the head of the household is having a significant positive effect on consumption of milk.

Bedi (1987), in his study highlights that the consumption of liquid milk in India is estimated to be very poor. Hardly 40 per cent of the total milk is consumed in this form. The balance 60 per cent is converted into various milk products like ghee, curd, butter and so on. Ghee alone claims around 33 per cent of the aggregate milk supply. Apart from their direct consumption, these items are used for manufacturing many high priced milk products.

Keshavdas (1994), in his study on emerging dairy scenario observed that milk production has grown to about 63 million tones in 1993. And there are 69,383 Anand pattern village milk producers co-operative societies operating in the country, which collectively procure about 10.60 million litres of milk per day. The author observed that our per capita consumption of milk has also increased and demand for indigenous milk products has a forward trend.

Sohal (1994), in his study on futurology of dairying in India observed that the establishment of rural chilling units, the milk is reaching safely in processing plants where from pasteurized and chilled milk can safely travel a distance of 2000 to 3000 km in refrigerated road / rail tankers. In this way, the milk from the high milk producing regions like Punjab, Haryana, U.P., Rajasthan can be transported to distantly located metropolis of Madras, Calcutta and Bombay and many other urban cities. The study further concludes that more and more urban consumers are preferring hygienically – packaged milk.

George K.Mathew, Rajeev Bhanawat, and Khanna (1995), observed that the Rajasthan co-operative Dairy Jaipur Zilla Dugdh Udpatak Sahakari Sangh (JZDUSS) undertook the SWOT analysis of the market as well as the dairy. The success in the marketing front could not have been attained without the continuous striving to raise the satisfaction levels of the dairy customers as well as the consumers and building up the brand image of “Saras.”

Gupta and Harpal Kaur (1995), in their study on consumption pattern of milk and milk products in union Territory of Chandigarh highlights that per capita milk consumption was 590 ml, which was significantly higher than the minimum recommended nutritional level. About 45 per cent of the milk purchased by the households was utilized for making tea, 15 per cent for preparation of curd, 10 per cent for butter and 30 per cent as such. Among the various milk product the highest consumption was of curd and the lowest of ghee.

Jagjit S.Punjrath (1995), highlights that packaging plays a very important role in protection of nutrition and saving of wastage besides improving the marketability and development of new products. Proper packaging can help the dairy industry to achieve better returns and pay better prices to the producers. It can increase the milk production. Lot of progress has already been made in developed countries in this area. Many of the innovations already made in developed countries can be easily adopted in India.

Prakash (1995), observed that future of dairy industry in India depends mainly on the quality of raw material that we produce along with the quantity of milk that should be jacked up with emphasis on hygienic processing, shelf life, suitability of milk and milk

byproducts and utilization of the whey, to produce pollution-free effluents as well as make traditional milk byproducts of international standards, also meeting the health standards. It is important that we now realize the need for such a future thinking in the area of dairy industry with a firm goal to achieve. At the same time we must have a clarity in mind as to what we need to achieve. It is very important to draw a triangular relationship of raw material production-local consumers demand-export oriented products such that there is no imbalance of one against the other.

Rathore (1995), in his study on "Total Quality Management (TQM) in dairy sector," the author observed that total quality management can help dairy sector in producing quality milk foods at competitive prices. If TQM is adopted as a movement in the dairy sector, it can help this sector in assuming world leadership role, in the near future.

Sumita som, Lata Ramachandran and Sukhminder Singh (1996), observed that labeling imparts information to the consumer about the contents of food. The role of nutritional labeling is therefore, extremely important in the context of emergence of cheaper imitation foods, product innovations, vitamin and mineral enriched foods, increased use of additives, preservatives and upcoming fabricated ready-to-eat foods.

Ganguli (1997), highlights that scientific investigations have established that vegetarian diet is much better for health and environmental protection. The structure of human body is more suitable for vegetarian diet. Nutrition experts in India feel that a combination of pulses, cereals, fresh vegetables, milk or curd provide adequate proteins and other essential nutraceuticals. To preserve health and environment, the people prefer a vegetarian diet, with a „touch“ of milk in it, as an essential component.

Jagjit S. Punjraht (1997), in his study highlighted that India is witnessing winds of change because of improved milk availability, a change over to market economy, globalization and the entry of the private sector in the dairy Industry. He also observed that value addition and variety in the availability of milk products are on everybody's agenda. The reason behind this is due to increase in disposable incomes, change in consumer concerns and perceptions on nutritional quality and safety. Finally concludes by saying that future belongs to those who can successfully compete in the race for technological innovations.

Kuldeep Sharma (1997), in his study on "Market milk spurts ahead." The author observed that for a dairy entrepreneur, liquid milk offers a viable option to register his presence in the market. Further the doubling of the urban population during 1971-91 to 218 million has given a fillip to the demand for pasteurized liquid milk in cities.

Mahadevan (1997), in his study on opportunities in marketing reveals that the growth in population and purchasing power along with technological progress offer exciting

prospects for marketing of milk and milk products. This scenario heralds a bright future for the organised sector.

Rakesh Saxena (1997), in his study on demand for milk and milk products found that the share of consumer expenditure on milk is increasing in both urban and rural areas, while that on cereals is decreasing. The study also reveals that among higher income groups, it exceeds that on cereals. All this reflects on the increasing consumption of milk and this would gain further momentum in years to come.

Sharma (1997), in his study on “Consumer acceptance studies”, the author state that in today’s competitive market, consumer is the most important individual who obtains and uses a commodity. Therefore the sensory perception and preference of consumer population is most important for any food manufacturing organization. The organizations, involved in new product development and preservation of traditional and ethnic food products have to conduct consumer population surveys to obtain realistic and homogeneous information on their products.

Sri Hari Rao (1997), in his study found that the introduction of aseptic packaging has given a new dimension to milk marketing in the country. It imparts long shelf-life to highly perishable liquid milk products without the need for refrigeration. He also observed that about 82 per cent of the UHT (Ultra High Temperature) milk consumers belong to upper middle class and they are not price- sensitive. The buyers of UHT milk are relatively more among consumers who are aware of its special features and are ready to pay a premium for them.

Varadrajan (1997), in his study on four Ps of profitable dairying observed that the Indian dairy Industry after delicensing attracted a large number of entrepreneurs. He concluded that success in dairying depends on factors such as efficient, economical procurement network, hygienic, cost effective processing facilities and innovativeness in the market place. He also says to convert the products into commercially exploitable ideas to make money.

Vyas (1997), in his study observed that the milk utilization pattern of the world is different than India. About 51 per cent of the world milk production is utilized as liquid milk, 27 per cent goes into cheese making, five per cent is used for milk powders and only four per cent is utilized as butter whereas in India 45 per cent is consumed as liquid milk 35 per cent goes into ghee, seven per cent as paneer and only four per cent as milk powders. Indian dairy exports are sporadic and in bulk quantities, and there is a need to change the paradigm and to start, brand building exercise. “Made in India” tag should be popularised.

Anand et al., (1998), in their study on “An urgent need of HACCP system for Indian pasteurized milk industry.” The author observed that HACCP system is quite effective in

analysing and checking hazards encountered by food products at various stages during production, transportation and till the consumption by the consumer.

Ganguli (1998), in his study on “Milk production and quality in Asia” found that in terms of both buffalo population and its milk production, Asian countries account for a 96 per cent share of the world's total. The Asian countries would gain immensely from the „Buffalo Bonanza” if they succeed in producing quality milk as per international standards.

Kansal (1998), in his study on “Milk offers dietary calcium in best available form” the author highlights that milk in all its forms is an important source of calcium an essential nutrient for human beings of all age-groups and inclusion of milk in diet improves the bioavailability of calcium from vegetable foods.

Prasad (1998), in his study on “Hygienic and safety aspects of dairy products.” The author observed that strict following of the HACCP principles and applications of Bio-Tech diagnostics would help in rendering food products safe for long periods.

Sandeep Kaushik (1998), in his study on “Recent innovation in the packaging of liquid milk-fino.” The author observed that the fino aseptic packaging provided a cost effective method in the distribution of liquid milk. This multilayered fibre based, tamper- proof aseptic pack preserves the freshness and extends the shelf-life of UHT treated milk to about 45 days at ambient temperatures.

Vyas (1998), in his study on “Challenges of 2020-Gujarat dairy industry's vision.” The author suggest that the most powerful weapon to tackle the challenges before the dairy industry in the 21st century is the double edged sword of quality and customer focus.

Chawla (1999), in his study on “HACCP system-should it be made mandatory? Emerging global dairy product safety scenario.” The author say that the HACCP system and the ISO 9000 quality certification, if not accepted, will act as non-tariff barriers for our dairy exports. These two have been accepted as international bench-mark of hygienic production of quality dairy foods.

Gurr (1999), in his study on “Milk and health-pros and cons.” The author say that some constituents of milk play a role in protecting against dental decay; others have anticancer properties; yet others reduce blood pressure and have anti-thrombotic effects.

Jain and sharma (1999), in their study ascertained consumer opinion for purchase of milk and milk products based on a sample survey conducted in two different regions of the country. The study reveals the better presence of the organised dairy sector and consumers preference for it in Southern India as compared to the Northern region. He

also observed that this sector's presence is negligible in rural areas of both the regions, where consumers mostly prefer home-made dairy products.

Jerry Dryer (1999), in his study on "Insights-quick and easy thoughts on convenience." The author observed that convenience- minded folks can place orders online (or) through phone or fax. The E-milkman delivers milk in aseptic quarts and half- and- half in aseptic pints. The shelf- stable packaging allows the product to be stored unrefrigerated for months. That way, consumers never have to worry about running out of farmland's pasture perfect milk. He also indicate that office coffee stations don't have to compromise with non-dairy creamer when a convenient dairy alternative is available.

Vina Vani (1999), in her study on "A systematic approach for improving packing process of milk pouches." The author say that the number of leak milk pouches can be reduced by making them withstand the drop failure test. For this, best settings of parameters like thickness of film, sealing voltage, length of pouch and so on have to be evolved experimentally.

Vyas (1999), in his study highlights that Amul is going in for Total Quality Management (TQM) proves that there is nothing Japanese or western about it. The main aim of TQM is continuous improvement in quality keeping the customer at the focus.

Chauhan (2000), in his study found that the Indian dairying is well aware of quality's role in its progress and survival in the face of international competition. And it needs a sincere and continuous efforts at all levels to achieve the best in quality.

Veena Mathur (2000), in her study highlights that the leaking pouches not only lead to an avoidable waste of milk worth crores but also deteriorate the quality of milk. It makes business sense to give importance to the value per pouch of milk, not the kg cost of film, in the overall economics of packaging.

Vikas Nanda and Saxena (2000), in their study observed that the wastage of milk because of poor processing and infrastructural deficiencies costs the nation about Rs.5500 crores. This calls for proper utilisation of milk by following the HACCP system and good hygienic and manufacturing practices.

Amarjit Singh et al., (2001), in their study observed that the 21st century belongs to consumer. Internet revolution, e-commerce and abolition of trade barriers through WTO, has reduced the world to a global village in the true sense. And the consumer has plenty of options now. Therefore, only the best in terms of quality, service and cost is going to last the competition.

Chawla (2001), in his study observed that a very few in the dairy industry realize that the epicenter of safety requirement in case of milk and milk products is the milking

animal. So he suggests that if India is to emerge as a major player in the world dairy market, it should gear up to face emerging OIE (International Office of Epizootics) challenges.

Gopi, Parthiban and Dhanalakshmi (2001), in their study on bacteriological quality of private brands of milk in Chennai city say that the organized dairies supplying branded milks in Chennai city should take utmost care in milk processing, packaging and transport in order to provide quality milk and the local vendors must maintain proper refrigeration facility during storage. Procurement and consumer price is to be fixed based on the bacteriological quality of milk. And there is a need for regular monitoring of bacteriological quality of private milk sold in Chennai.

Nitin Jain (2001), in his study on quality management in dairy industry observe that the implementation of a Quality Management System (QMS) leads to a highly structured and systematic method of Quality Assurance (QA). The QMS is a comprehensive method of QA, wherein good manufacturing practices integrate with HACCP systems and provides a framework for the development and implementation of QMS, with subsequent registration to ISO 9000.

Mahesh Chander (2001), in his study state that converting to organic production may be far easier for Indian farmers in comparison to their European counter parts where conventional production has reached to a very high level of input dependence, overuse of antibiotics, pesticides, feed additives and so on. The low external inputs based Indian dairy sector has better opportunities to convert to organic production. Since, majority of Indian farmers are organic farmers not by choice but by default.

CHAPTER 3

REASEARCH METHODOLOGY

In this research the researcher has used descriptive research design and the geographical area covered is Kquality foods, with a sample size of 150 respondents by adopting convenience sampling for research under non-probability sampling. The researcher selected the respondents based on his convenience. The data was collected through both primary and secondary sources. While the primary data was collected through questionnaire cum interview schedule and the secondary data was collected from the net for industry profile and company profile. To analyse the data Simple percentage analysis is used.

RESEARCH DESIGN:

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

Source of Data:

Primary data

are those which are collected afresh and for the first time and thus happen to the original in character.

Secondary data:

Secondary data, the data that are already available, it refers to the data which have already been collected and analyzed by someone else. The secondary data are collected from company profile and website. Mostly the data used for the project are secondary data.

Survey method:

Questionnaire: —

- A questionnaire is a research instrument consisting of a series of questions for the purpose of gathering information from respondents. Questionnaires can be thought of as a kind of written interview often a questionnaire uses both open and closed questions to collect data.
- Questionnaire is the most common instruction in collecting primary data. A questionnaire consists of a set of question for the respondent for their answers. The form of questions can influence the response questions are four.
- Open ended questions
- Closed ended questions
- Multi choice questions

Sample Size:

The sample is an important of any study in which the goal is to make inference about a population from a sample. The sample size was decided in free consent by the researcher the sample size is fixed as 150

CHAPTER 4

Table 4.1.1 : Age of respondents

S.No	Particulars	No.Of Respondents	Percentage
1	16-20	38	23.6%
2	20-29	108	67.1%
3	30-39	38	5%
4	40 and above	7	4.3%
Total			100%

Source: Primary data

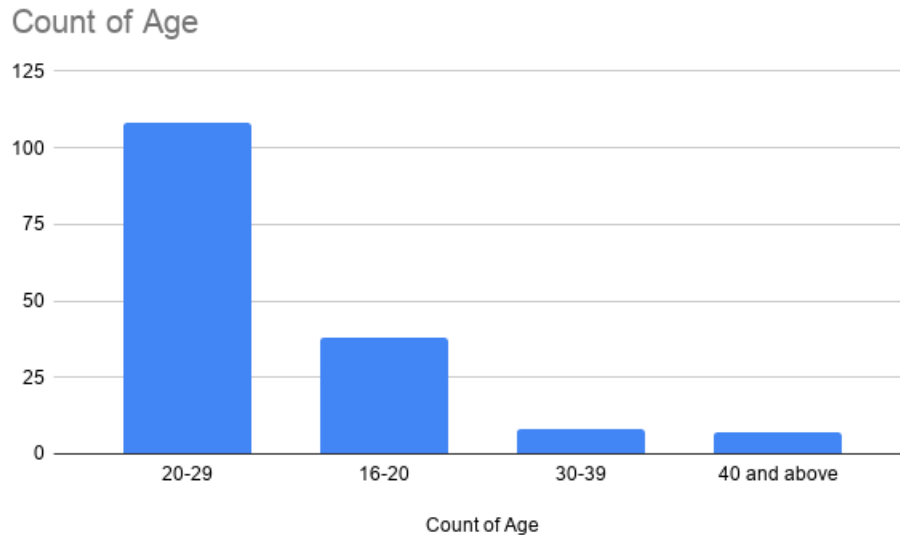


Chart 4.1.1: Age of respondents

Interpretation

From the above table it is interpreted that the number of respondents responded between the age of 16 -20 are 23.6% , 20-29 are 67.1% , 30-39 are 5% , 40 and above are 4.3%

Inference

Majority (67.1%) of the respondents responded are of the age group of 20-29

Table 4.1.2 Gender of Respondants

S.No	Particulars	No. Of Respondents	Percentage
------	-------------	--------------------	------------

1	Male	56	36.8
2	Female	96	63.2
Total			100%

Source: Primary data

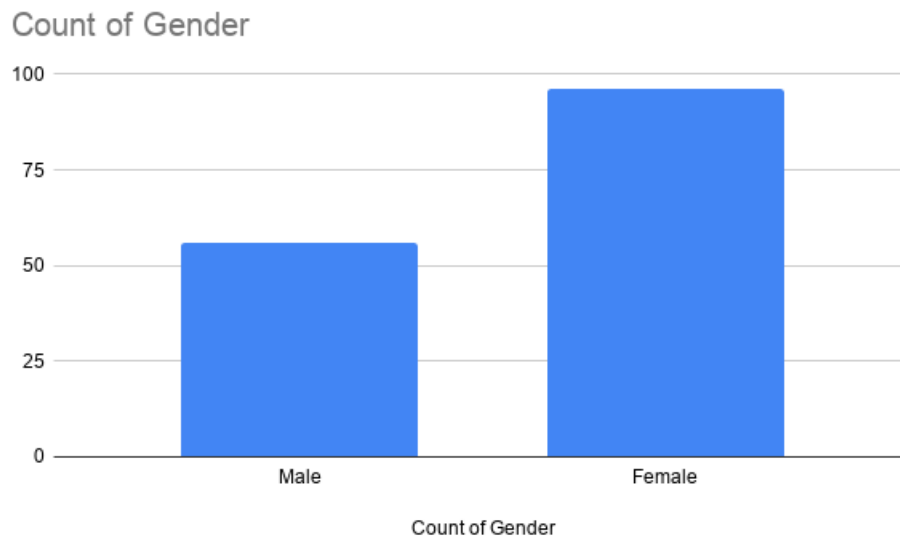


Chart 4.1.2 Gender of Respondants

Interpretation

From the above table it is interpreted that the number of respondents responded are 63.2% female and 36.8% male

Inference

Majority (63.2%) of the respondents responded are female.

Table 4.1.3 Tried the buttermilk

S.No	Particulars	No. Respondents	Of	Percentage
------	-------------	-----------------	----	------------

1	YES	121	76.5%
2	NO	18	15.4%
3	MAYBE	13	8%
TOTAL			100%

Source: Primary data

Count of Have you tried Buttermilk or curd from Kquality Milk Foods Ltd

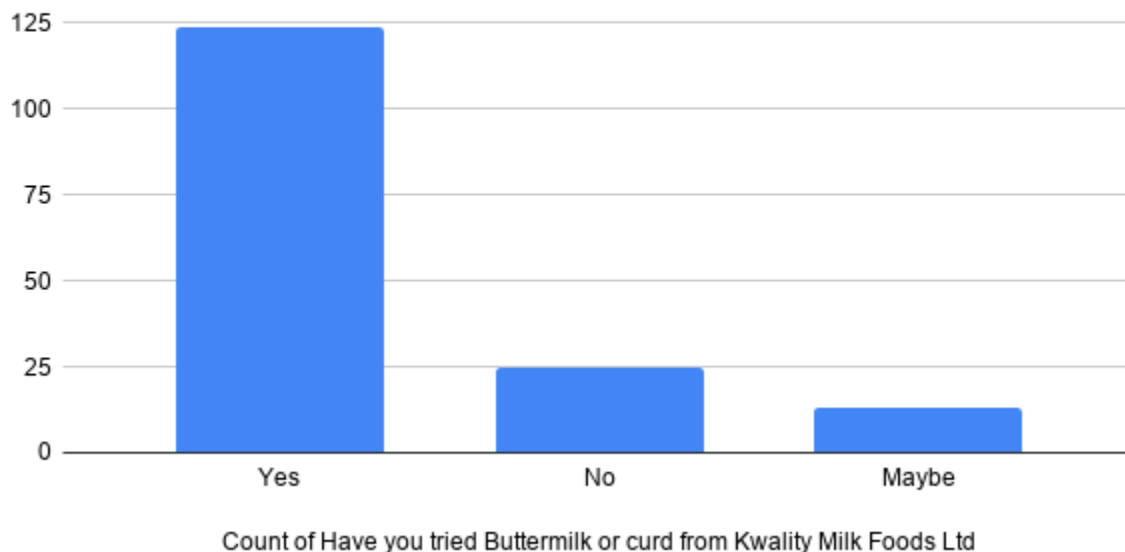


Chart 4.1.3 Tried the buttermilk

Interpretation

From the above table it is interpreted that the number of people that have tried are 76.5% and those have not are 15.4% and maybe tried are 8%

Inference

Majority (76.5%) of the respondents responded YES

Table 4.1.4 Taste and Quality

S.No	Particulars	No. Respondents	Of	Percentage
------	-------------	-----------------	----	------------

1	1	6	1.2%
2	2	9	2.9%
3	3	20	9.2%
4	4	19	11.7%
5	5	98	75.1%
TOTAL			100%

Source: Primary data

How would you rate the quality and taste of the product?

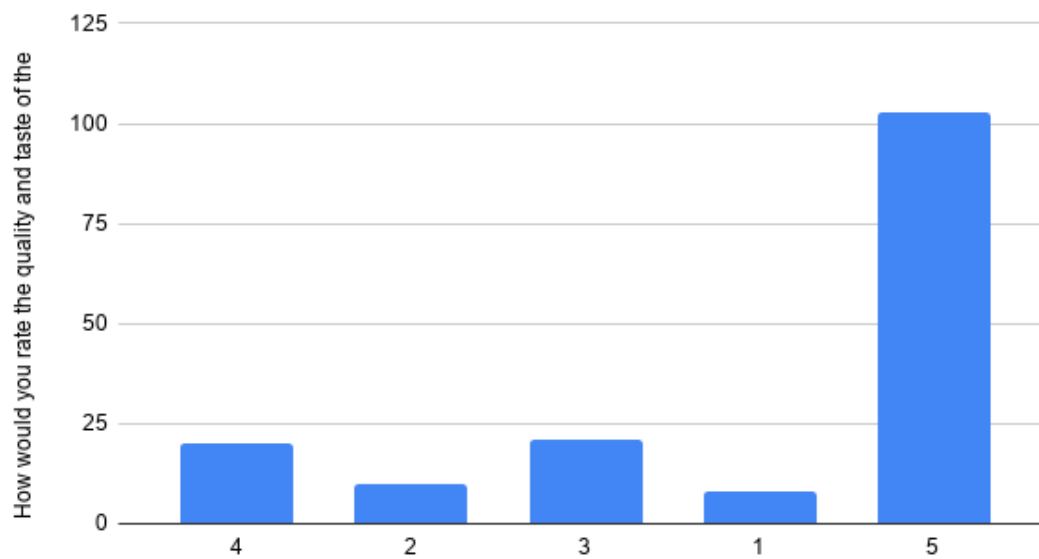


Chart 4.1.4 Taste and Quality

Interpretation

From the above table it is interpreted that the number of people have rated 5 are 75.1% and rated 4 are 11.7% and rated 3 are 9.2% and rated 2 are 2.9% and rated 1 are 1.2%

Inference

Majority (75.1%) of the respondents responded 5

Table 4.1.5 Knowing the company

S.No	Particulars	No. Respondents	Of	Percentage
------	-------------	-----------------	----	------------

1	SOCIAL MEDIA	19	13.8%
2	FRIENDS	25	18.2%
3	ADVERTISEMENT	99	64.2%
4	NEWS PAPER	1	3.8%
TOTAL			100%

Source: Primary data

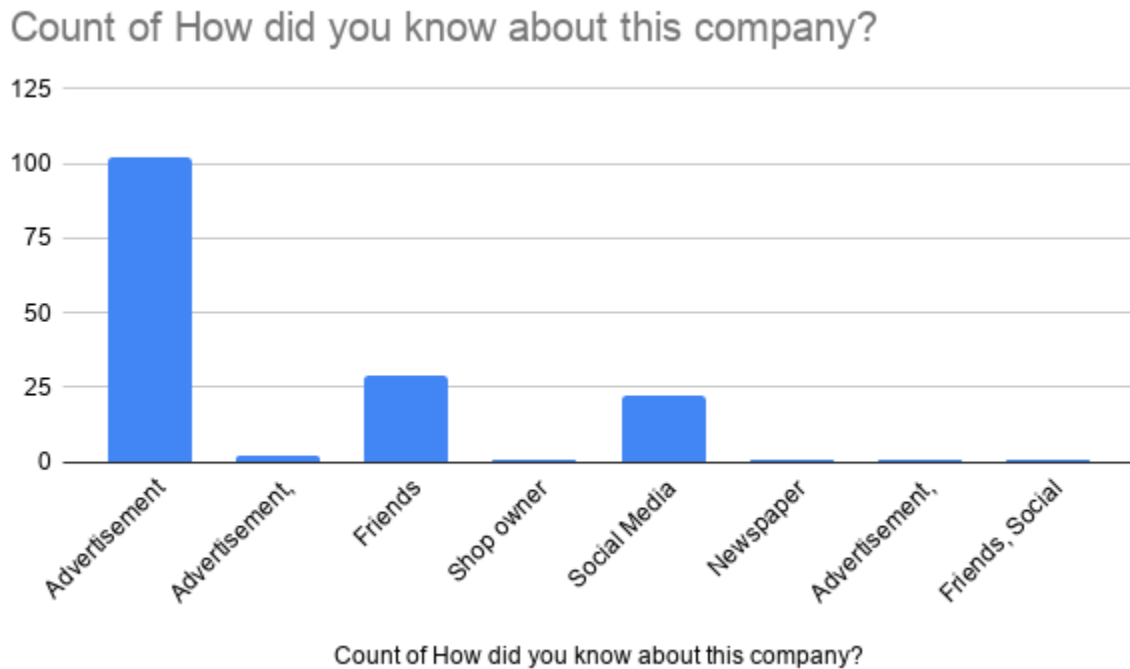


Chart 4.1.5 Knowing the Company

Interpretation

From the above table it is interpreted that the number of have known through social media is 13.8% and through friends is 18.2% and through advertisement is 64.2% and through news paper is 3.8%

Inference

Majority (64.2%) of the respondents are known through advertisement

Table 4.1.6 Consumption the Product

S.No	Particulars	No.	Of	Percentage
------	-------------	-----	----	------------

		Respondents	
1	FREQUENTLY	100	63.6%
2	NOT SO OFTEN	35	24.7%
3	RARELY	17	11.7%
TOTAL			

Source: Primary data

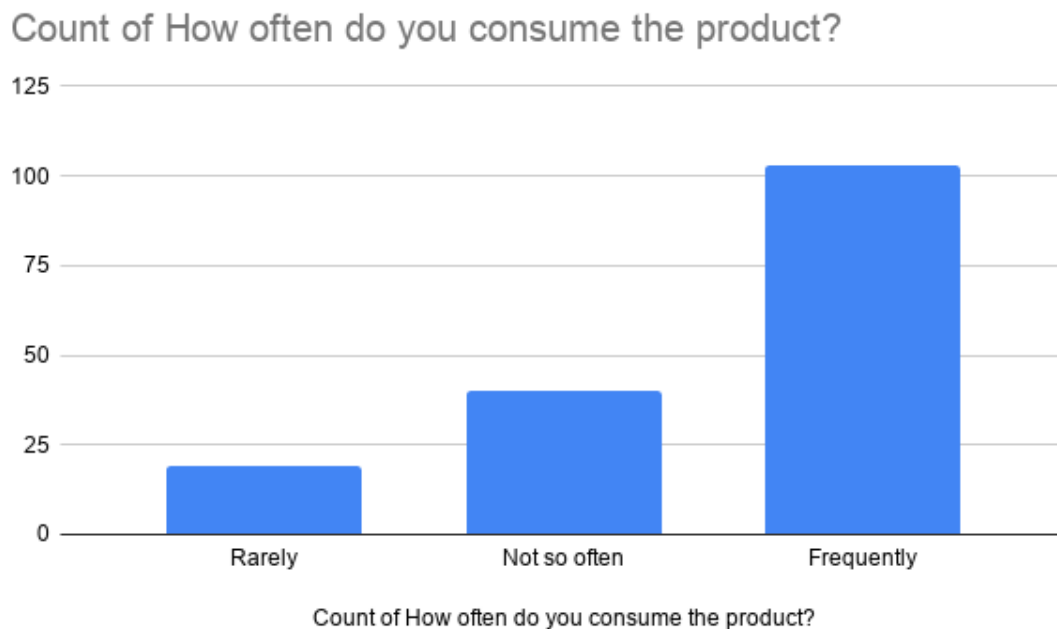


Chart 4.1.6 Consumption the Product

Interpretation

From the above table it is interpreted that the number of respondents have consumed frequently 63.6% and not so often 24.7% and rarely are 11.7%

Inference

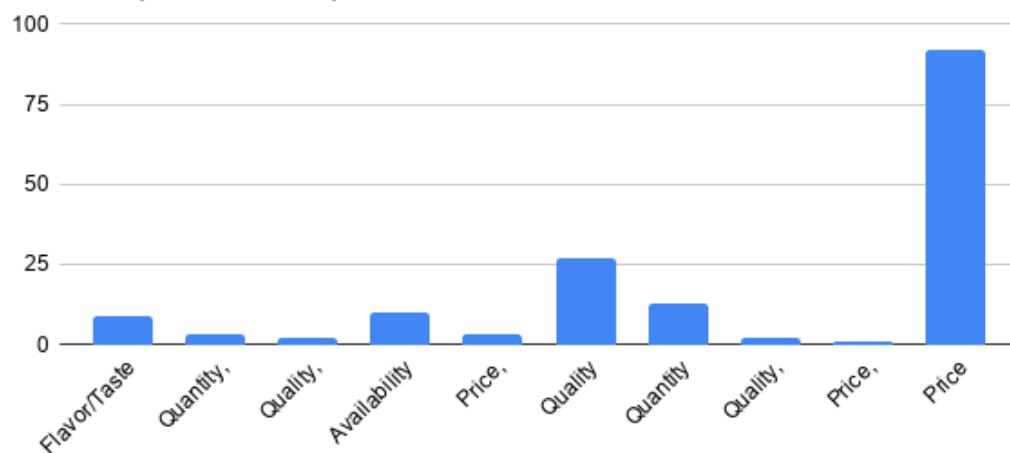
Majority (63.6) of the respondents responded that they have consumed frequently.

Table 4.1.7 Main reason for consumption the product

S.No	Particulars	No. Of Respondents	Percentage
1	PRICE	91	56.8%
2	QUANTITY	11	8%
3	QUALITY	21	16.7%
4	FLAVOUR/TASTE	9	5.6%
5	AVAILABILITY	9	6.2%
TOTAL			

Source: Primary data

Count of What do you think is the main reason for your consumption of the product?



Count of What do you think is the main reason for your consumption of the product?

Chart 4.1.7 Main reason for consumption the product

Interpretation

From the above table it is interpreted that 56.8% of consumers have consumed because of price and 8% for quality and 16.7% for quantity and 5.6% are for taste and 6.2% are for availability

Inference

Majority (56.8) of the respondents responded for price.

Table 4.1.8 Product meeting your needs.

S.No	Particulars	No. Of Respondents	Percentage
1	1	4	4.3%
2	2	10	7.4%
3	3	25	16.7%
4	4	19	11.7%
5	5	94	59.9%
TOTAL			100%

Source: Primary data

On a scale of 1 to 5, how well does the product meet your needs?

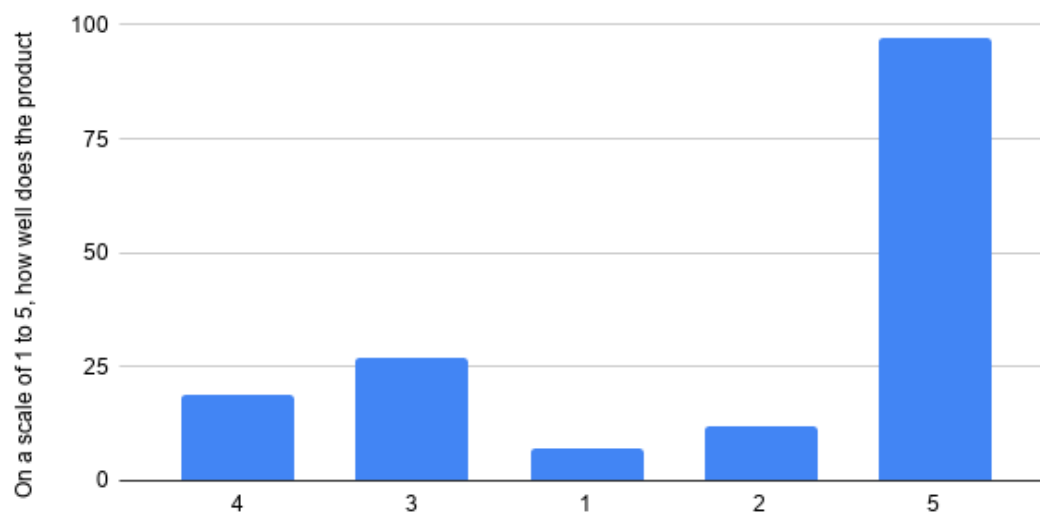


Chart 4.1.8

Interpretation

From the above table it is interpreted that the number of respondents rated 5 are 59.9% , 4 are 11.7% , 3 are 16.7% , 2 are 7.4% and 1 are 4.3%

Inference

Majority (59.9%) of the respondents responded that it has met their full needs

Table 4.1.9 Availability of the Product

S.No	Particulars	No. Of Respondents	Percentage
1	1	4	4.3%
2	2	14	9.3%
3	3	23	15.4%
4	4	15	9.9%
5	5	96	61.1%
TOTAL			100%

Source: Primary data

How would you rate the availability of the product?

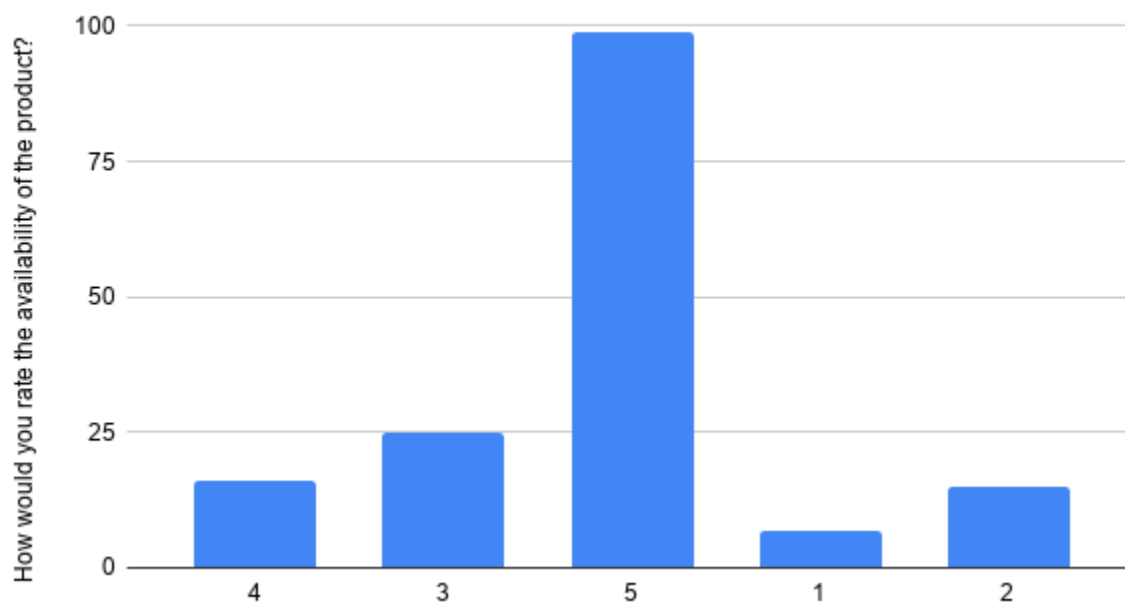


Chart 4.1.9

Interpretation

From the above table it is interpreted that 61.1% of respondents have responded 5 and 9.9% have responded 4 ,15.4% have responded 3 , 9.3% have responded 2 and 4.3% have responded 1

Inference

Majority (61.1%) of the respondents responded 5

Table 4.1.10 Packaging

S.No	Particulars	No. Of Respondents	Percentage
1	1	2	2.5%
2	2	8	4.9%
3	3	15	10.5%
4	4	26	17.3%
5	5	101	64.8%
TOTAL			100%

Source: Primary data

How would you rate the packing?

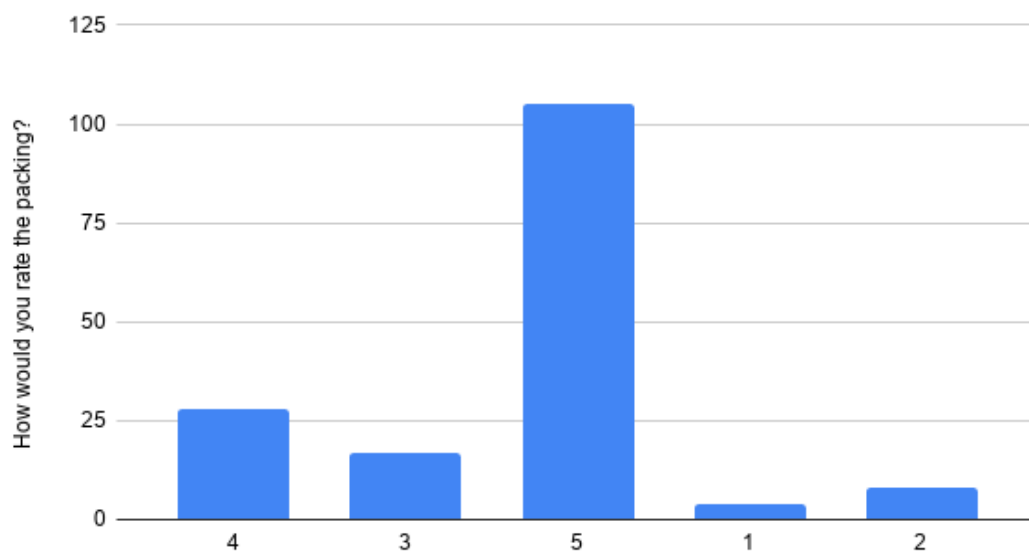


Chart 4.1.10

Interpretation

From the above table it is interpreted that 64.8% of respondents have rated 5, 17.3% respondents rated 4, 10.5% respondents have rated 3, 4.9% respondents have rated 2, 2.5% respondents have rated 1.

Inference

Majority (64.8%) of the respondents have rated 5.

Table 4.1.11 Comparison to our Competitors

S.No	Particulars	No. Of Respondents	Percentage
1	1	2	0.4%
2	2	7	2.5%
3	3	20	8.5%
4	4	22	12.4%
5	5	101	76.2%
TOTAL			100%

Source: Primary data

Compared to our competitors, How would you rate our product?

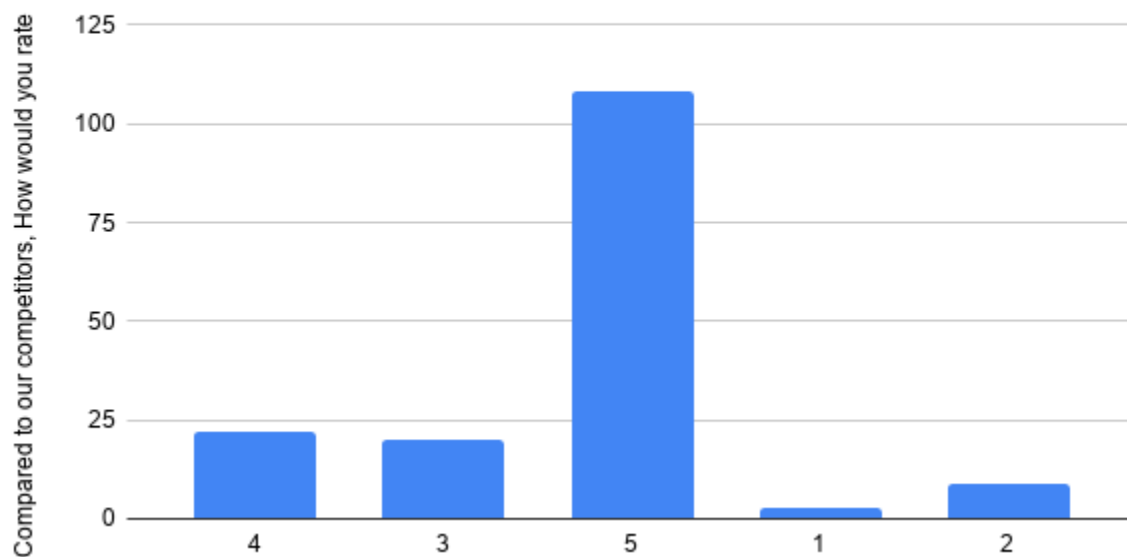


Chart 4.1.11

Interpretation

From the above table it is interpreted that 76.2% have rated 5, 12.4% have rated 4, 8.5% have rated 3, 2.5% have rated 2 and 0.4% of respondents have rated 1.

Inference

Majority (76.2%) of the respondents have rated 5.

Table 4.1.12 Maintaining relation with the company.

S.No	Particulars	No. Of Respondents	Percentage
1	Yes	103	65.5%
2	Maybe	25	18.5%
3	No	24	16%
TOTAL			100%

Source: Primary data

Count of Will you purchase more products from the company?

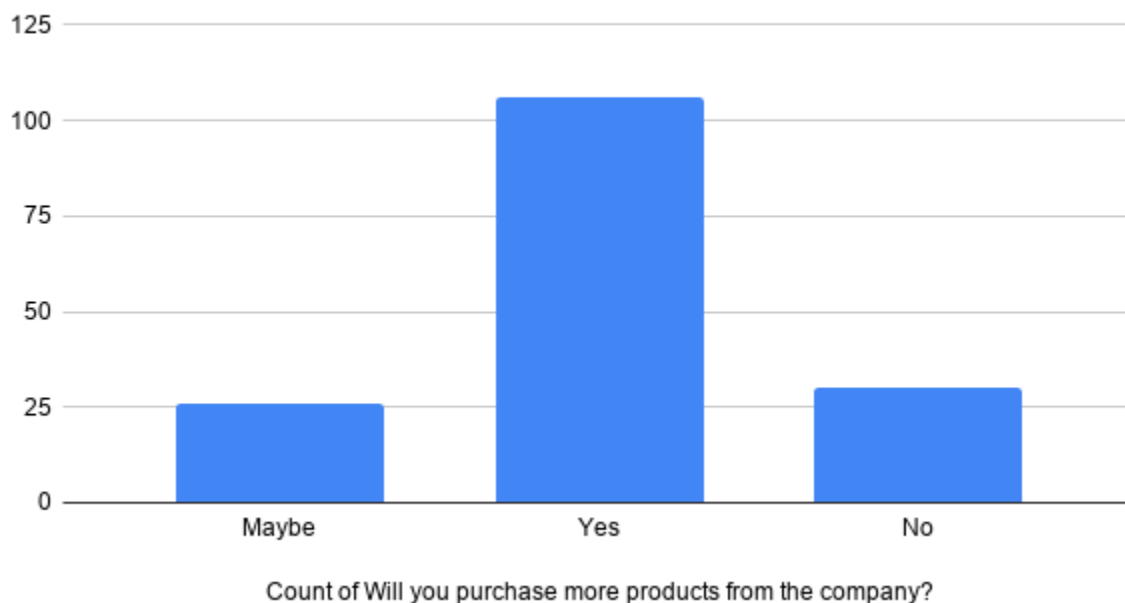


Chart 4.1.12

Interpretation

From the above table it is interpreted that 65.5% of respondents have told yes, 18.5% of them have told maybe and 16% of them have told no.

Inference

Majority (65.5%) of the respondents responded yes.

Table 4.1.13 Overall Rating.

S.No	Particulars	No. Of Respondents	Percentage
1	1	5	1%
2	2	6	2%
3	3	13	5.5%
4	4	27	15.8%
5	5	101	75.7%
TOTAL			100%

Source: Primary data

What would be your overall rating for the product

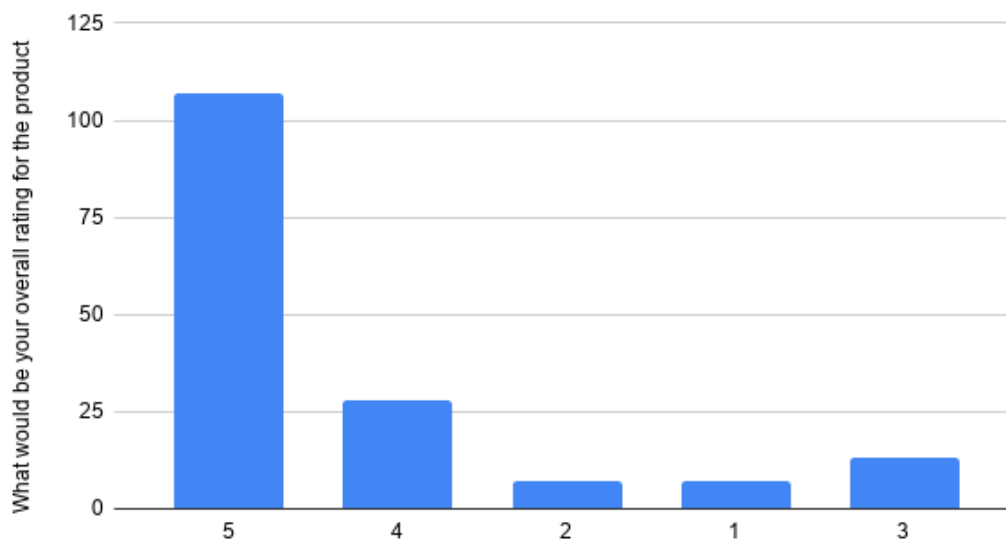


Chart 4.1.13

Interpretation

From the above table it is interpreted that 75.7% have rated 5, 15.8% have rated 4, 5.5% have rated 3, 2% have rated 2 and 1% of respondents have rated 1.

Inference

Majority (75.7%) of the respondents rated 5

CHAPTER 5

5.1 FINDINGS

1. Majority (67.1%) of the respondents responded are of the age group of 20-29
2. Majority (63.2%) of the respondents responded are female.
3. Majority (76.5%) of the respondents responded YES
4. Majority (75.1%) of the respondents responded 5
5. Majority (64.2%) of the respondents are known through advertisement⁶.
6. Majority (63.6) of the respondents responded that they have consumed frequently.
7. Majority (56.8) of the respondents responded for price.
8. Majority (59.9%) of the respondents responded that it has met their full needs
9. Majority (61.1%) of the respondents responded 5
10. Majority (64.8%) of the respondents have rated 5.
11. Majority (76.2%) of the respondents have rated 5.
12. Majority (65.5%) of the respondents responded yes.
13. Majority (75.7%) of the respondents rated 5

5.2 SUGGESTION

Based on the findings, the researcher makes the following suggestions for the improving the satisfaction of consumers on Kwaliti Products. These suggestions have emanated from the discussion, the researcher had with the (women) respondents, retailers, distributors and sales representatives of buttermilk. Suggestions are recommended to improve the satisfaction of consumers, to promote marketing mix practices of dairy industry, to the government to create a healthy citizen, to the producer and to the marketer of buttermilk to discharge their corporate social responsibility to the state, government, society and consumers. Liquid milk marketing must focus on the concept of market segmentation to identify the profile of distinct buyer groups who may require a value – added liquid milk variant. For example, flavoured milk, fortified milk, dietary milk and so on. Which can be targeted at health and fitness, conscious young working people, nutrition conscious households, children and the aged.

5.3 CONCLUSION

Modern dairies should work by judiciously building an efficient system integrating the activities of several factors. The Dairy Council, the Cattle Breeders Association, The Herdbook, veterinary services, insemination services, monitoring of milk, milking parlours and dairies. All the cow's need should be supplied in its immediate environment so that the cow's energy is devoted to milk production. The dairy industry has to integrate the feeding system, genetic data, advanced milking system, milk transport and processing facilities, administrative tasks, and skilled manpower. Up-to-date information on each cow is essential to the achievement of high yield. The data is to be recorded in Herdbook, which contains information on most of the cows, including the genealogy of many generations. The Herdbook is a reservoir of accessible, computersied data,. It is continuously updated by a flow of data about health and sickness, breeding, milk production, physical data and any other information essential to sound dairy monitoring and management. The data bank enables real time retrieval of information

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APPENDIX (QUESTIONNAIRE)

1. Age *

- 16-20
- 21-29
- 30-39
- 40 and above

2. Gender *

- Female
- Male
- Prefer not to say

3. Have you tried Buttermilk or curd from Kwaliti Milk Foods Ltd *

- Yes
- No
- Maybe

4. How would you rate the quality and taste of the product? *

- Very Bad
- Bad
- Average
- Good
- Very Good

5. How likely would you recommend the product to your friends or colleagues? *

- Very Bad
- Bad
- Average
- Good
- Very Good

6. How did you know about this company?

- Advertisement
- Friends
- Social Media
- Other : (if any specify)

7. How often do you consume the product? *

- Frequently
- Not so often
- Rarely

8. What do you think is the main reason for your consumption of the product? *

- Price
- Quantity
- Quality
- Flavor/ Taste
- Availability

9. On a scale of 1 to 5, how well does the product meet your needs? *

- Very Bad
- Bad
- Average
- Good
- Very Good

10. How would you rate the availability of the product? *

- Very Bad
- Bad
- Average
- Good
- Very Good

11. How would you rate the packing? *

- Very Bad
- Bad
- Average
- Good
- Very Good

12.If you could correct one problem with the product, What would it be?

13.Compared to our competitors, How would you rate our product? *

- Very Bad
- Bad
- Average
- Good
- Very Good

14.Will you purchase more products from the company? *

- Yes
- No
- Maybe

15.What would be your overall rating for the product * (On a Scale of 1- 5)