



A STUDY ON CONSUMER PREFERENCE TOWARDS 'SANCHI PRODUCT' IN INDORE CITY

Varsha Sakargaye

Asst. Prof. , Christian Eminent College Indore .

ABSTRACT

Milk is an essential commodity, which is inevitable in our day-to-day life. Hardly is any human being who does not taste milk throughout his life. The days were gone when milk can be purchased only from milk vendors. In these days when almost all items are sold in readymade forms in packets and milk is no more exception. It can be purchased at any time from a grocery shop. It is also good from health point of view as it is purified and the cholesterol content is removed from it. Several brands are available in the form of packet milk. MPCDF is the apex organization at the top of 3 tier structure of dairy cooperatives in Madhya Pradesh. Underneath there are 5 autonomous regional co-operative milk unions comprising of more than one district. Milk Unions have chilling centers, dairy plants, powder plants and cattle feed plants at different locations. In turn, several village level dairy co-operative societies which procure raw milk and send it to the nearest chilling centre/dairy plant function under each milk union. MPCDF involves in the marketing of different types of milk in different pack sizes (Full cream milk, Standard milk, toned milk, double toned milk, skimmed milk etc.) and Indigenous fresh milk products (ghee, flavored milk, butter milk, shreekhand, sweet curd, mattha, dahi, lassi, peda, chakka, mawa, Paneer etc.) under the brand name of "Sanchi". The study is an attempt to understand and predict consumer behavior. These in formations can play a great role in future market potentials of packet milk. Dairy industry in India is fast growing and expanding one. Studies on consumer behavior in regard to Sanchi milk will definitely help in its future growth and development in the right direction. In this project entitled "analysis of consumer behavior in regard to Sanchi milk in Indore city (M.P.)", is an attempt is made to study the consumer behavior in Indore city.



KEY WORDS : Consumer, Milk, Dairy, Sanchi Product.

INTRODUCTION :

The Indian Dairy Industry holds an inimitable space in the country for its high employment potential and for ensuring the availability of nutritious, yet affordable food for India's ever-increasing population. Getting the tag of largest milk producer was made possible by Operation Flood and the historic dairy cooperative movement; and as production increased, the dairy industry started showing promising growth potential. Rising disposable incomes and growing demand for dairy products are likely to fuel the Indian dairy industry's growth over the next few years. India is the largest producer of milk in the world. It is also one of the largest producers and consumers of dairy products. The Indian dairy industry also offers good opportunities to both domestic and foreign investors for entry and expansion. Due to their rich nutritional qualities, dairy products' consumption has been growing exponentially in the country. India also produces the biggest directory or encyclopedia of any world dairy industry. The dairy sector in the India has shown remarkable development in the past decade and India has now become one of the largest producers of milk and value-added milk products in the world. Projected data suggests that India would even take over European Union by 2020. In India, Uttar Pradesh, Maharashtra, Himachal Pradesh, Punjab, Rajasthan,

Madhya Pradesh, Tamil Nadu are the major production area of Dairy Products in India. India's Export of dairy Products was 66424.34MT to the world to the net worth of ₹ 1205.38 crores during the year 2014-15. Major Export Destination for the Dairy Products were Bangladesh, United Arab Emirates, Pakistan, Nepal and Bhutan etc.

OBJECTIVE OF STUDY :

- To enhance the image of sanchi industry.
- To study the customer satisfaction and preference towards sanchi product.
- To give necessary suggestion on the basis of findings of the study.

RESEACH METHODOLOGY:

To evaluate the success of Organizational Design the two types of data sources are considered. Primary Source as well as Secondary Source.

Primary Data:

The primary data were collected through semi structured questionnaires. Respondents were the target audience for collecting data in the area of research.

Secondary Data :

Secondary data were collected from different institution's website, News papers, Research Papers.

Profile of the Respondents:

The respondents are Sanchi product user of different Age group, Education, Gender, Number of member, Monthly income level, Sales promotional activities.

Age Wise Classification of the Respondents: The respondents were classified on the basis of their age. Age wise classification of the sample respondents is given in the Table.

Age Wise Classification of the Respondents

Age	No. of Respondents	% of Respondents
20-30years	60	60
31-40years	22	22
Above41years	18	18
Total	100	100

It is inferred from the above table 1.1, shows that,60% of the respondents are belong to the age of 20- 30years,22% of the respondents are belong to the age of 31-40years and 18% of the respondents are above 41years.

Gender Wise Classification of the Respondents: The respondents were classified on the basis of their gender. They were grouped under two categories. Gender wise classification of the sample respondents is given in the table.

Gender Wise Classification of the Respondents

Gender	No. of Respondents	% of Respondents
Male	47	47
Female	53	53
Total	100	100

From the above table 1.2 ,shows that, 53 %of the respondents are female and remaining 47% of the respondents are male.

Type of Family: The respondents were classified on the basis of their family members. They were grouped under two categories family wise classification of the sample respondents is given in the table.

Type of Family		
Type of Family	No. of Respondents	% of Respondents
Joint Family	41	41
Nuclear Family	59	59
Total	100	100

It is inferred from the above table 1.3 , showing that 59% of the respondents live as in nuclear family and 41% of the respondents live as in joint family.

Family Members: The respondents were classified on the basis of their Number of members in a family. They were grouped under four categories. Family member wise of the sample respondents is given in the table.

Family Members		
Family Members	No. of Respondents	% of Respondents
Below 2	12	12
3 to 5	54	54
Above 5	34	34
Total	100	100

It is inferred from the above table1.4, showing that 54% of the respondents having members of 3 to 5, 34% of the respondents having members of above 5 and 12% of respondents having member of below 2.

Income Wise Classification: The respondents were classified on the basis of their Monthly Income. They were grouped under three categories. Income wise classification of the sample respondents is the given in the table.

Income Wise Classification		
Monthly Income	No. of Respondents	% of Respondents
Up to Rs 5000	12	12
Rs5000-Rs10000	21	21
Above Rs.10000	67	67
Total	100	100

It is observed from the Table1.5 , out of 100 respondents 67% of the respondents are earn monthly income Above Rs.10001,21% of the respondents earn an monthly income Between Rs.5001 to Rs.10000 and 12% of the respondents earn an monthly income below Rs.5000.

Aware of the Product: The respondents were classified on the basis of their Awareness of the product. Classification of the respondents based on awareness of the product is given in the table.

Awareness of the Product		
Awareness	No. of Respondents	% of Respondents
Yes	93	93
No	7	7
Total	100	100

It is observed from the above table1.6, shows that, 93% of the respondents were aware of the product and 7% of the respondents were not aware of the products.

Types of Sanchi Product: The respondents were classified on the basis of their Sanchi product. They were grouped under six categories Sanchi product wise classification of the sample respondents is given in the table.

Types of Sanchi Product

Types of Sanchi Product	No of Respondents	% of Respondents
Ghee	21	21
Milk	45	45
Paneer	11	11
Peda	12	12
Curd	7	7
Milk Powder	4	4
Total	100	100

It is observed from the table1.7, out of 100 respondents, 45% of respondents using Milk, 21% of respondents using ghee, 12% of respondents using peda, 11% of respondents using Paneer , 7% of respondents using curd and 4% of respondents using Milk Powder.

Duration of Usage: The respondents were classified on the basis of their usage. Year wise classification of the sample respondents is given in the table.

Duration of Usage

No of Years	No of Respondents	% of Respondents
Below 1 year	54	54
More than 1 year	31	31
More than 5years	15	15
Total	100	100

It is observed from the above table1.8, out of 100 respondents.54% of the respondents are using Sanchi product below 1year, 31% of the respondents are using Sanchi product more than 1 years and 15% of the respondents are using Sanchi product more than 5 years.

Sources of Information: The respondents were classified on the basis of their mode of sources the classification of the respondents is given in the table.

Sources of Information

Sources of Information	No of Respondents	% of Respondents
Television	48	48
Newspaper	24	24
Broucher	15	15
Display	13	13
Total	100	100

It is inferred from the above table1.9, showing that 48% of the respondents knowing information through television,24% of the respondents knowing through news paper 15% of the respondents knowing through Broucher and 13% of the respondents through display.

Place of Purchase: The respondents were classified on the basis of their place of purchase. Place of purchase wise classification of the respondents is given in the table.

Place of Purchase

Places	No of Respondents	% of Respondents
Sanchi Point	51	51
Retail Shop	33	33
Petty Shop	10	10
Super Market	6	6
Total	100	100

It is observed from the above table 1.10, 51% of the respondents are buying Sanchi product from Sanchi Point, 33% of the respondents are buying Sanchi product from Retail shop, 10% of the respondents are buying Sanchi product from Petty shop and 6% of the respondents are buying Sanchi product from Super market.

Size of Packet: The size of the packet categorized into four is given in the table.

Size of Packet

Size	No of Respondents	% of Respondents
Small Pack	43	43
Big Pack	23	23
Normal Pack	34	34
Total	100	100

It is observed from the above table 1.11. 43% of the respondents are using small size packet, 34% of the respondents are using Normal size packet, and 23% of the respondents are using big size packet.

Duration of Purchase: The respondents were classified on the basis of their purchase duration. They were grouped under four categorized. The classification of the respondents is given in the table.

Duration of Purchase

Duration	No of Respondents	% of Respondents
Daily	49	49
Weekly	23	23
Monthly	21	21
Quarterly	7	7
Total	100	100

It is inferred from the above table 1.12, showing that 49% of the respondents are purchasing Sanchi product daily, 23% of the respondents are purchasing Sanchi product on weekly basis, 21% of the respondents are purchasing Sanchi product monthly and 7% of the respondents are purchasing quarterly.

Preference to Buy Sanchi Product: The respondents were classified on the basis of their preference. They were grouped under three categories. Classification of the respondents is given in the table.

Preference to Buy Sanchi Product

Preference of Product	No of Respondents	% of Respondents
Price Off	41	41
Free Sample	32	32
Discount	27	27
Total	100	100

It is inferred from the above table 1.13, showing that 41% of the respondents are prefer Sanchi product due to price off, 32% of the respondents are prefer Sanchi product due to free sample and 27% of the respondents are prefer Sanchi product due to discount.

Recommendation of Product: The respondents were classified on the basis of their recommendation of Sanchi product. They were grouped under two categories. Recommendation wise classification of the sample respondents is given in the table.

Recommendation of Product

Recommendation	No. of Respondents	% of Respondents
Yes	64	64
No	36	36
Total	100	100

It is observed from the above table 1.14, 64% of the respondents were recommended Sanchi products and 36% of the respondents were not ready to recommend the Sanchi products to others.

Level of Satisfaction on the Basis of Sanchi Product: An attempt has been made to analyze the satisfaction towards Sanchi product. % are used to analyze the satisfaction level.

HS - Highly Satisfied; S – Satisfied; N - Neutral; DS - Dis Satisfied; HDS - Highly Dissatisfied;

Level of Satisfaction Towards Sanchi Product

Parameters	HS	S	N	DS	HDS
Price	50	47	3	0	0
Quality	71	24	1	3	1
Available	70	27	2	1	0
Package	71	24	4	1	0

It is observed from the above table 1.15

- From analysis it is observed that 70% of population are highly satisfied with availability of sanchi product and 27% of respondents are satisfied.
- After analysis it is observed that same % of respondents are highly satisfied and satisfied by packaging and quality of sanchi product and the % is 71% and 24% respectively.
- According to survey analysis it is observed that 50% of respondents are highly satisfied by the price of sanchi product and 47% of respondents are satisfied and remaining 3% are neutral.

SUGGESTION:

The analysis, findings and observation during the customer satisfaction survey is the basis for suggestion. These have been made after considering the percentages.

- Most of the respondents purchasing milk and peda so it should be motivated to buy other product also like shrikhand, milk powder etc.
- The respondents who earn an income above Rs. 10000 purchasing Sanchi product. So it is suggested to provide various offers so that middle class people can afford it.
- Sanchi should improve its publicity sector like display and brochures, hording, advertisements etc so that its sale can be increase in rural and urban areas both.
- With regard to the level of satisfaction in package and quality people are highly satisfied. So it is suggested that product should be offered at various price level so customer can take fully advantage of sanchi product.

- Product variation of sanchi product should be increase like ice creams, chocolates etc so that children's and adult's get attracted toward sanchi.

CONCLUSION:

Sanchi product has a good reputation among the customers in Indore. So it can be extended to supply rural area also. From various respondents the researcher Students has gathered lot of information's among Sanchi product's buying behavior. Sanchi product already enjoying No.1 position in dairy industry in Indore District (MP) , this gives a positive stand to further strengthen its position. It was concluded that "Sanchi product is the market leader in dairy industry".

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