



## A STUDY ON MILK MARKETING ENVIRONMENT IN TUTICORIN DISTRICT OF TAMILNADU

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### ABSTRACT

*Dairy sector plays a crucial role in ensuring the welfare of rural population. A substantial percentage of small and marginal husbandmen depend on dairy cattle for their livelihood. Only this noble effort of lakhs and lakhs of men and women has made India as the world leaders in milk production and marketing. The main objective of this paper is to study the milk marketing environment in Tuticorin district of Tamilnadu. Data were collected from both primary and secondary sources. Questionnaire method is used to collect data. The major findings of the study are social factors divide rural and urban milk marketers more than institutional factors that unit them.*

**KEYWORDS:** Milk, milk marketing environment, multiple variable analysis

### 1. INTRODUCTION :

Dairy sector plays a crucial role in ensuring the welfare of rural population. A substantial percentage of small and marginal husbandmen depend on dairy cattle for their livelihood. It provides them with assured employment and income. Major milk producing states including Tamilnadu have established dedicated ministry or department for dairy and livestock development, and strengthened it. In Tamilnadu, the Dairy Development Department was established in 1958. Not only the department maintain administrative and statutory control over all milk cooperatives in the state, but also takes responsibility to monitor, supervise, and regulate dairy activities across the state.

Tuticorin and its parent district, Tirunelveli, share the tradition of being active milk vocation areas, and remain part of this cooperative network, men and women in the nook and cranny of the district convert their vocational diligence into liquid milk every morning and evening. Only this noble effort of lakhs and lakhs of men and women has made India as the world leader in milk production and marketing. In this background, this study makes an attempt to analyse the milk marketing environment in Tuticorin district of Tamilnadu.

### 2. STATEMENT OF THE PROBLEM

Marketing environment of milk should not however lead to the disparaging proposition that milk is produced only to wait for its consumers and desirable price. Nor is it that milk deserves a good marketing network as it cannot be marketed otherwise. It is forthrightly to the contrary. That is, the inseparable association of milk with the daily life of humans can never be challenged. It is an indispensable component in the food habit of humans irrespective of age and status. In numerous biblical verses not only emphasise the vitality of milk to human life, but also exalt it as a symbol of purity, abundance, endearing blood relationship, delicacy, and uncorrupted word of God. Thus milk produced in abundance without commercial obsession is a

necessary value edict of social life in a country. Population growth, urbanization, raising of disposable per capital income, and changes in food habits, to their part, have fuelled the increase in milk consumption, which in turn demands a dependable marketing and logistical network that shall be able to withstand pressures and shocks of demand and supply. Therefore understanding milk marketing and logistics will offer insight into the pros and cons of such an endeavour.

### 3. OBJECTIVES

The main objectives of the study are :

- ❖ To study the social characteristics of the milk marketers
- ❖ To analyses the business structure of the milk marketers
- ❖ To study the environment future of the milk marketers

### 4. RESEARCH METHODOLOGY

#### 4.1 Sampling and Data Collection

This research relies largely on primary data in which the sample milk marketers provide information and opinion regarding every facet of milk marketing. Data was collected from sample respondents and was accomplished through an empirical survey. 124 respondents were selected by convenience sampling method. All the respondents were directly contacted.

#### 4.2 Tools used for analysis

Simple percentage, liker's three point scale and multiple variable analysis of co – variance test are used.

### 5. MAIN FINDINGS OF THE STUDY

The findings that are arrived from the analysis of milk marketing environment are presented below.

#### 5.1 Social characterization of milk marketers

The social characterization shows that milk marketers are almost equally of both the sexes, who are mostly in their middle ages, and essentially are of intermediate educational qualification. While their community based distribution conforms to the study area's demographic mix religion based distribution does not queering to transitions like conversions, adoptions and liberal beliefs and values. Their marital status shows that are in the process of consolidating their family and work, and possibly vying for income augmentation.

#### 5.2 Business Structure

Business structure of milk marketers reveals that milk marketing in Tuticorin is a self – employment or tiny level entrepreneurship effort, which characteristically comprises small retail concerns with little room for expansion and growth. The units are run for the sake of employment with no big profit motive. It is not without occupational opportunities, and is quite a socially relevant marketing structure both making the essential commodity of milk available to consumers throughout the day and giving self employment or employment opportunities to thousands, if not lakhs of families in the district. Moreover, milk retailing in the district is of recent origin which is highly localized to serve the needs of the locality.

#### 5.3 Future of milk marketing

Factors that bear upon the future of milk marketing in Tuticorin is analyzed and the factors identified are explained below

**Table. 1**  
**Future of milk marketing – overall responses.**

S.No	Factors	High	Medium	Low	Total
1	Adulteration	7	39	14	124
2	Price instability	19	58	47	124
3	Opportunism	16	43	65	124
4	Producer highhandedness	72	42	10	124
5	Infrastructure and logistics	62	40	22	124
6	Regime related	29	42	53	124

Table. 1 reveals that producer highhandedness, adulteration and infrastructure and logistics are influencing the respondents most.

As the next step, respondents are segregated along rural and urban lines, and the two tables carry the responses.

**Table 2**  
**Future of milk marketing – Rural respondents**

S.No	Factor	High	Medium	Low	Total
1	Adulteration	50	9	0	59
2	Price instability	3	27	29	59
3	Opportunism	4	17	38	59
4	Producer highhandedness	33	19	7	59
5	Infrastructure and logistics	27	21	11	59
6	Regime related	10	18	31	59

**Table 3**  
**Future of milk marketing -Urban respondents**

S.No	Factors	High	Medium	Low	Total
1	Adulteration	21	30	14	65
2	Price instability	16	31	18	65
3	Opportunism	12	26	27	65
4	Producer highhandedness	39	23	3	65
5	Infrastructure and logistics	35	19	11	65
6	Regime related	19	24	22	65

The two tables clearly depict the difference between rural and urban milk marketers

Finally, the extent of difference between rural and urban milk marketers is ascertained by way of multiple variable analysis of variance test .

Rural and urban milk marketers in Tuticorin do not significantly differ in evaluating the six factors which affect their business future.

## Difference between rural and urban Milk makers.

Table 4

S.No	Parameter	Factors and Values						
		F1	F2	F3	F4	F5	F6	CV
1	Means							
	Rural	2.85	1.56	1.42	2.44	2.27	1.64	0.77
	Urban	2.11	1.97	1.77	2.55	2.37	1.95	0.70
	Overall	2.46	1.77	1.60	2.50	2.32	1.81	0.00
2	Variances							
	Total SS	58.80	59.68	61.64	51.00	71.10	77.35	188.46
	Between SS	16.93	5.20	3.69	0.40	0.30	2.97	66.46
	Within SS	41.87	54.48	57.95	50.60	70.80	74.39	122.00
	F	49.31	11.64	7.77	0.95	0.51	4.87	
	P	0.00	0.00	0.01	0.33	0.48	0.03	
3.	Structure Correlation	0.90	-0.50	-0.41	-0.15	-0.11	-0.33	
4.	Exact Significances	<b>Value</b>	<b>F</b>	<b>df(n)</b>	<b>df (d)</b>	<b>P</b>		
	Wilks' Lambda	0.65	10.71	6	118	0.00		
	Pillai Trace	0.35	10.71	6	118	0.00		

Table Notes :CV – Canonical Variate, which best represents the six factors, F1 to F6 in differentiating Rural and Urban segregations.

1. Df (n) – Degrees of Freedom for Numerator
2. Df (d) – Degrees of Freedom for Denominator. Table 3 reveals that rural and urban milk marketers differ significantly in evaluating the six factors affecting their business future. Significance probabilities of Wilks' Lambda and Pillai Trace are zero, and thus are small than too common levels of significance of 0.05 and 0.01. With this zero probability, a statistic value equal to or greater than the values of Wilks' Lambda or Pillai Trace, which is analogous to the limit of acceptance, cannot be arrived.

Hence, the null hypothesis that rural and urban milk marketers in Tuticorin do not significantly differ in evaluating the six factors which affect their business future cannot be true.

In summary, social factors divide rural and urban milk marketers more than institutional factors that unite them. This is despite the institutional forces themselves promoting such retailing, speculative and intermediary occupational lines in the sabotage of production and productive ventures.

**SUGGESTIONS :-**

- ❖ The sector can be developed in a qualitative manner in concordance with natural, social and climatic conditions
- ❖ The only goal for rulers and bureaucrats alike is to maintain India's status of being the largest milk producer and marketer in the world. To achieve this goal, the National Dairy Development Board recommends selection of bulls possessing superior milk production traits from western countries.
- ❖ Planning commission, Adopting the various recommendations for dairy development. Put forward by and animal husbandry report They are largely rhetorical and in line with WTO recommendations.
- ❖ Finally there are many areas in which institutions and establishments can be of support. Among them are, providing micro and long-term credit through banks and financial institutions in benevolent interest implementing doorstep delivery of services such as immunization, insemination, health coverage, and market linkage and revision upwards the minimum procurement price of milk.

## 7. EPILOGUE

Dairying is a good occupational line for everyone from the job seeking youth to retired persons needing a way out and from the single woman to joint families needing income augmentation. It provides job, milk, income and acquaintance. In summary, remunerative price and occupational dignity to milk producers, technology and logistics assisted unhindered supply of milk and milk products to milk marketers and quality milk availability at affordable price to all consumers are the cornerstones of milk sector.

## 8. DIRECTIONS FOR FURTHER RESEARCH

- ❖ Any one system of marketing shall be studied in depth
- ❖ Milk consumer opinion shall be additionally analyzed.
- ❖ Comparison of cow and buffalo milk based indicators shall be affected.

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