



A STUDY ON THE IMPORTANCE OF SOFT DRINKS AND DAIRY PRODUCTS WITH SPECIAL REFERENCE TO CHITTOOR DISTRICT OF ANDHRA PRADESH

Dr. T. Narayana Reddy¹, Dr. M. Vijaya Bhaskar Reddy² and P. Lokesh Muni Kumar³

¹Asst Professor Department of Management Studies JNT University, Ananatapuramu.

²Asst. Professor Department of Management Studies SITAMS College, Chittoor.

³Research Scholar Department of Management Studies, JNT University Anantapuramu.



ABSTRACT

Fast-moving consumer goods (FMCG) are commodities that are sold quickly and almost at low cost. They also include delicacy. CPG is a simple case of low level margin and high amount of trading. It is one of the fastest flying category in the Indian economy and it is also the 4th biggest sector. The retail caliber of CPG in India is likely to expand from US\$ 40 billions in 2011 to US\$ 78 billion in 2018. Advancing lifestyles, improving alertness and high standards of incomes for low level families have been the defectors for the success of industry. The expansion of fast-moving consumer goods (FMCG) can mainly connects to the increase in the buying capability of the Indian population and its sizeable tendered age population. There has been an increase insubstantial revenue both in the urban & rural areas in India. Rural areas are expects to be the major operator for FMCG industry as rural areas saw a growth of 16 per cent against 12 per cent rise in city areas. Industries are running towards creating exact products and particularly targeted for the provincial market. Rural demand is set to rise with high standards of incomes and greater awareness of brands. In the city side also there will be an improvement of buyer's purchasing capacity. So the FMCG industries are eyeing high level in their incomes. Also the Indian population expects a high return value for their capital. So the hit exactly deceit in setting up of changing the value of a product in that point.

KEYWORDS: FMCG, Food and Beverages, Dairy Products, Sales Promotion, Distribution, customer Satisfaction.

INTRODUCTION:

The Indian dairy sectors is float for sudden growth in the coming decade. The population growth, immunization, income improvement, high income adaptability of demand, and advancement in food habits that charge the improvement in milk utilization are normal to continue well into the new upcoming years, creating a Genuine Livestock Revolution. As these shifts spread, not every changes is not perfect, and they have chief assumptions for under development ease, surroundings tenability, public health, and values concerns about the treatment of animals as sentient beings. The rapid increase in demand for dairy commodities in advanced countries has led to the growth of milk-production activities in peri-urban areas, which are essentially isolated from their encouraging land base. The ability for milk and dairy products is improving being met in rural and urban areas by industrial dairy sectors, which often aiding huge supply of waste.

Broadly, milk production in India has been closely unified with crop creation. However, climatic changes expand with the scale and deepness of operations, ranging from the low level worries in general

systems to highly retaining at large-scale sectors. In the commercial production process, a high amount of waste is achieved, which needs to be consider before its use. Doing so requires not only careful before taking an action but also high investments is to create the infrastructure for this economic disposal. The creation of large economical dairy farms in cities may create some social issues. The improvement impulse coming from the strong ability for livestock commodities is not addressed to the rural areas, where it could motivate the rural development, more equality in circulation of income, and poverty mitigation. Small producers find it typical to make competition with high economic units due to policy bias. Milk production in advanced places generates minimum income and job opportunities, which are negatively changed by the growth of economical dairy farms.

REVIEW OF LITERATURE:

Mr. Jyoti Pradhan, Dr. Devi Prasad Misra (2014) in their study highlighted that the rural market has been growing steadily over the years and is now higher than the urban market for CPG but there lies a great state wise imbalance in India in terms of utilizing the pattern. Incite of its development through regional changes from agriculture to manufacturing to service Odisha remains poor state especially in the rural division with a per capita expenses is Rs. 704.781.

Mr. S.Thanigachalam (2014). The major focus of the study is on the achievement of the commitment and wants of the buyers and clearly target the markets more perfect. It mainly concentrate on the consumer preference towards FMCG at Puducherry.

Prof. Sanjeev Kumar & Savitha Maan (2014) in their study expose that online shopping brings optimal convenience to the customers. The study focused on the benefits and issue faced by the consumers in the action of online shopping.

Dr.S.Srividhya & S.Thanasingh (2014) in their study identified that most of the sample size both illiterate and literate groups preferred branded products. They hope that quality is assured by the manufacturers of top most companies. One of the significant attitude is people are not worrying about the value of the commodities are not compromised on the quality and recognized products.

Customers brand choosing represent a initial step in understanding consumer attitude. A deep involvement of understanding of making alternatives can help marketers' good design selling and distribution program and forms a very good relationship with consumers. This accreditations of the study for such exact rural condensing to help business to improvise the efforts of dividing and marketing mix variables to capitalize their efforts to the maximum level in rural markets.

RESEARCH OBJECTIVE

- To study about the importance of dairy and soft drink Products.

RESEARCH METHODOLOGY:

The study is undertaken only on secondary sources of data and information. For secondary sources of data and information mere reliance is placed on available standards literature comprising referred journals, articles, books, magazines, news papers etc.

Discussions about Dairy Products and Soft Drinks:

Dairy Products:

The vigorous efforts towards such accomplishment including concentration, coagulation, desiccation, fermentation and use of certain others ingredients resulted into an array of products which led to a vast arena of products and approximately 150 types of sweetmeats are available in our country.

Indian dairy products and large extent sweets is an integral part of Indian heritage. Depending upon various approaches of refining, it acquires great social, cultural and economic significance. Indian dairy commodities provides a mean for caring precious milk solids for a longer time in addition to the involvement of value increasing to milk and provides a consequential job opportunity especially in undeveloped areas

Soft Drinks:

Soft drinks utilisation has increased substantially over the last 50 years and it has been established that using huge amounts of food and beverages regularly can be detrimental to individual health. A report in the November 2015 issue of the "American Journal of Public Health" states that the average person drinks 14 gallons of soft drink per year.

Conclusion:

Consumption of liquid foodstuffs can have distinct physiological effects when compared to eating of solid foods, as drinking fluids will often not activate the satiety centers of the brain, which leads to increased energy intake.

REFERENCES

- Mr. Jyoti Pradhan, Dr. Devi Prasad Misra (2014)**, " A Study on Rural Brand Awareness and Preferences for Fast Moving Consumer Goods", *"International Journal of Business and Management"*, Volume 16, Issue 16, PP 16-29, e-ISSN: 2278-487X, p-ISSN: 2319-7668.
- Mr. S.Thanigachalam (2014)** "A study on Consumer Behavior towards Fast Moving Consumer Goods in Puducherry", *"Asia Pacific Journal of Research"*, Volume 16, Issue No 1, PP 130-139, ISSN 2320-5504.
- Prof. Sanjeev Kumar & Savitha Maan (2014)** "A Study on Status and Scope of Online Shopping: An Interactive Analysis Through Literature Review", *"International Journal of Advanced Research in Computer Science and Management Studies"*, Volume.2, Issue.12, PP.100-108, ISSN:2321-7782.
- Dr.S.Srividhya & S.Thanasingh (2014)** "A Study on Consumer Behavior towards Selected Fast Moving Consumer Goods in Rural Marketing," *" International Journal of Innovative Research Studies"*, Volume 3, Issue 9, PP 517-533, ISSN 2319-9725.