



Asian Journal of Management and Commerce

E-ISSN: 2708-4523

P-ISSN: 2708-4515

AJMC 2024; 5(1): 335-337

© 2024 AJMC

www.allcommercejournal.com

Received: 04-12-2023

Accepted: 07-01-2024

N Hema Sree,

II MBA, Mepco School of Management Studies, Mepco Schlenk Engineering College, Sivakasi, Tamil Nadu, India

Mariappan Gnanaprakash

Assistant Professor, Mepco School of Management Studies, Mepco Schlenk Engineering College, Sivakasi, Tamil Nadu, India

Dr. Jaisun M

Assistant Professor, Department of Business Administration, VHNSN College, Tamil Nadu, India

Corresponding Author:

N Hema Sree,

II MBA, Mepco School of Management Studies, Mepco Schlenk Engineering College, Sivakasi, Tamil Nadu, India

Retailer's opinion on dairy products

N Hema Sree, Mariappan Gnanaprakash and Dr. Jaisun M

Abstract

Dairy products with value added are unprocessed agricultural goods that have undergone modifications or enhancements to increase their market value and shelf life. Cheese, paneer, ghee, yoghurt, and probiotic drinks are examples of value-added products. These goods are produced by modifying and enriching them through the addition of additives, microbial fermentation, or simple mixing with liquid milk. Milky Mist products, which have become standards in the dairy industry. Milky Mist delivers the greatest paneer that is smooth, creamy, and kept fresh in a multilayer thermoforming package and also other products in well fulfilled manner. This study is to determine the retailers' opinion about various dairy products and the high-demand value-added dairy items at Milky Mist Dairy Food Private Limited in Madurai. 147 retailers participated in the survey, which was gathered via a structured questionnaire. Utilizing statistical methods like the Chi square, Crosstab, Multiple Responses, and Frequencies, the data is analyzed. The data reveals that sales of Milky Mist value-added dairy products have pleased the retailers. When buying Milky Mist value-added dairy products, retailers primarily consider quality, prompt delivery, and consumer preference.

Keywords: Retailers opinion, dairy products and brand

Introduction

Retailers are grateful that dairy products may support a healthy, balanced diet by luring consumers who care about their weight. The distribution and sale of dairy products to consumers is mostly dependent on retailers. Retailers have important knowledge and opinions regarding these goods because they act as a bridge between dairy producers and consumers. Their opinions can have a big impact on the marketability and acceptance of various dairy products. Retailers frequently notice that their customers are interested in dairy products. These products are widely sought after by a sizable consumer base and have a substantial market presence. Retailers are thus encouraged to sell a variety of dairy products to satisfy the demands and preferences of their clients. But it's crucial to remember that store perceptions of particular dairy products might change depending on market conditions, regional preferences, and consumer trends. It is crucial to keep in mind, too, that retailer views on particular dairy products may change depending on things like customer trends, regional tastes, and market competitiveness. To meet the rising demand for items that are produced sustainably and ethically, some merchants may concentrate on carrying dairy products that are organic or locally sourced. Others could prioritize foods that meet particular dietary demands, like lactose-free or plant-based alternatives, to appeal to customers with particular preferences.

Objectives

1. To study the Retailer Opinion towards different Dairy brands in Madurai City.
2. To know about Fast Moving products in Milky Mist Value added Products.
3. To study the factor influencing the purchase of Milky Mist products by the retailers.

Source of Data

Primary Data

The information required for this research was collected from the respondents, using a structured questionnaire. The questionnaire contains 5 point scale questions and demographic questions.

Secondary Data

Secondary data for this research was obtained from the journals, literature and the various website.

Sample Size

For the purpose of the study, 147 Questionnaire is collected. Convenience sampling method is administrated in this study.

Tools used in Analysis

- Percentage analysis.
- Chi square analysis.

Review of Literature

(V. Aswin Rajan, Dr. S. Tephillah Vasantham 2022) ^[1] This study tries to pinpoint the variables that affect merchants' preferences for packaged milk brands as well as their satisfaction with delivery services. The analysis showed how retailers draw in packaged milk brands with the fastest moving SKUs.

This study showed how the retailer's satisfaction and behavioral intentions are affected by the distributor's proper logistics management of automobile aftermarket spare parts. The retailer's behavior is also crucial to the supply chain. Retailer satisfaction and behavioral intention were examined together with their evaluation of the distributor's performance in the eight key logistics areas.

(Sameer Mathur, Philip Kaminsky and Mehmet Gumus 2015) ^[2] This study examines how the number of stores and the degree of product substitution in a retailer's assortment affect the potential timing and scope of price reductions. It creates a stylized model of a monopolistic retailer offering two products that can be substituted over time, where the demand for each product in each era depends on the pricing of both products in that period and prior periods as well as the level of substitution between the two periods.

(Rajanikanth. M) The retailer view of local brands in particular FMCG products is revealed by this study. Brand awareness is the ability to identify a brand under various circumstances and to create associations in the mind between the brand name, logo, and other elements. Both brand recall and brand awareness are included. The goal of the current study was to determine why local brands are sold by retailers and how well they perform in specific categories.

(Hotlan Siagian 2020) ^[5] This study focuses on how supply chain management techniques and retailer distribution affect the impact of information technology on retailer satisfaction. It considers the use of information technology, supply chain management procedures, and distributor relationships to look at how to improve retailer satisfaction.

Table 1: Data analysis and Interpretation

Demographic of retailers	Retailers Characteristics	Frequency
Location	Urban	120
	Semi-Urban	27
Type of store	Petty Shop	36
	Grocery Shop	73
	Supermarket	38
Years of Existence	Below 3 Years	37
	4-6 Years	30
	7-9 Years	10
	Above 9 Years	70

Interpretation: From the above table we infer that most of the retailers who use value added dairy products is from

Urban.

The reason behind that is retailers in urban area tend to know more about the awareness of dairy products and also consumer usage is high in urban areas when compared to rural areas. Most of the retailers have their retail outlets as Grocery shops and also they have been existing for more than 9 years.

1. Retailers opinion towards different dairy brands in Madurai city

Table 2: Retailers opinion towards different dairy brands in Madurai city

Ranking different dairy brand				
	Paneer	Butter	Cheese	Curd
Milky Mist	1	1	1	3
Hatsun	2	3	3	1
Amul	4	2	2	-
Aroma	5	5	5	-
Others brands	3	4	4	2

Interpretation

Based on the figure, we can deduce that the majority of retailers in the paneer, cheese, and butter product category use Brand Milky Mist in their retail shops. In the category of curd, Hatsun comes in first place as the market leader in this area. Amul comes in second place for cheese and butter, and all other brands come in order after that.

2. Factors influence the retailers to purchase the Milky mist dairy products

Table 3: Factors influence the retailers to purchase the Milky mist dairy products

S. No	Aspects	Percentage
1.	Quality	28.4
2.	Demand	24.4
3.	Timely delivery	16.9
4.	Salesperson relation	11.7
5.	Brand	9.7
6.	Credit policy	8.8

Interpretation

Among the elements, consumers today choose dairy products based on their quality, quality is the primary factor influencing retailers to purchase value-added dairy products. Demand is ranked second after that, then timely delivery, salesperson relationships, etc.

Chi-Square Analysis

Chi square test used to show the association between the demographic factors and factors influencing for dealing with dairy products.

Null Hypothesis

There is no relationship between demographic factors and factors influencing for dealing with dairy products.

Alternate Hypothesis

There is a relationship between demographic factors and factors influencing for dealing with dairy products.

Table 4: Relationship between demographic factors

S. No.	Demographic variables	Factors	Significant value	Null hypothesis
1.	Location	Demand	0.013	Rejected
		Credit Policy	0.045	Rejected
2.	Type of retail Outlet	Brand	0.034	Rejected
3.	Year of Existence	Demand	0.011	Rejected
		Brand	0.045	Rejected

Interpretation

The null hypothesis is rejected based on the chi square test results displayed in the table, where the asymptotic significance is less than 0.05 ($p < 0.05$). Demand and credit policy are correlated with the demographic variable location. Type of retail outlet and demand are correlated with each other, and for years that a brand has been in existence, there is a significant correlation with demand.

Findings

1. Retailers opinion towards different dairy brands

- Milky mist is the most preferred brand among retailers for the product paneer, cheese, Butter, Fresh cream, Yogurt etc. Hatsun is most preferred brand among the retailers for the product curd
- The retailers favor Amul the most for Cheese, Butter
- The majority of the stores also work with other brands, including Akshyakalpa, Subhiksha, Aavin, SNP etc., for dealing paneer.

2. Fast moving dairy product in milky mist

- Paneer is the fast moving dairy product in Milky mist

3. Factors influencing for purchasing the milky mist products among retailers

- Quality and demand of the product is the factor that is highly considered by retailers while buying milky mist products.

Suggestions

- Retailers are concentrating on milky mist products in certain product lines, like paneer, cheese, butter, and curd, but they are not using other products as much.
- Hence, in addition to focusing on advertising to promote other products like yogurt, fresh cream, etc., they should also concentrate on giving gifts to customers who purchase large quantities of goods and on making sales of less popular products.
- In order to improve their sales, they should also concentrate on rural areas, as the population there is not as familiar with the brand.

Conclusion

The people who act as a middleman between the company and its customers are known as retailers. A company can successfully run its operations for eternity if it develops a loving relationship with its retailers. Based on the recommendations and results above, it is evident that buyers practice a very high level of product mistiness. In order to increase sales. The cost of the goods must be the top concern.

References

1. Rajan VA, Vasantham ST. Retailer's preference towards milk brands with special reference to Amirthaa in Erode district. Int. Res. J Modern. Eng. Technol Sci. 2022;4:4378-4381.

2. Gümüs M, Kaminsky P, Mathur S. Theory and data on how product substitution and store capacity affect the timing and scope of price promotions. Int. J Prod. Res. 2015;54(7):2108-2135.
3. Rajendran S, Prasad S, *et al.* The Salem district of Tamil Nadu is a case study of the factors influencing milk producers' preferences for dairy husbandry services. Int. J Livestock. Res., 2018, 1.
4. Ucma T, Karabulut AN, Uzun AC. Understanding consumer behavior via psychological experiments. E-Serv. Cust. Relat. Manag. Mark Adv.; c2014. p. 01-17.
5. Siagian JA. Information technology's impact on retailers' satisfaction Retailer-Distributor Relationship and Comprehensive Supply Chain Management Practices in Modern Retailer. Saurabya J Bus Stud. Int.; c2020.
6. Rajanikanth M. A study on retailer's perception towards local brands of selected FMCG products. Int. J Bus Quant. Econ. Appl. Manag. Res.; c2015.