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Study of detailed brand distribution of milk and milk products brands in the Bangalore city market

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Abstract
First, cost of production has to be reduced through increasing productivity of animals, improve animal health care and breeding facilities and management of dairy animals. Second, Indian dairy industry needs to further develop proper dairy production, processing and marketing infrastructure, which is capable of meeting international quality requirements. Third, India can focus on buffalo milk based speciality products, such as Mozzarella cheese, in order to meet the needs of the target consumers.

Keywords: detailed brand, distribution, milk products, Bangalore

Introduction
India is the world's largest producer of dairy products by volume, accounting for more than 13% of world's total milk production, and it also has the world's largest dairy herd. As the country consumes almost all of its own milk production, India was neither an active importer nor an exporter of dairy products prior to year 2000. However, since the implementation of Operation Flood Programme, the situation changed significantly and imports of dairy products reduced to very small quantities. From 2001, India has become a net exporter of dairy products and after 2003 India's dairy import has dipped while exports have increased at a fast rate. Yet the country's share in global dairy trade still remains at minor levels of 0.3 and 0.4 percent for exports and imports respectively. This is due to the direct consumption of liquid milk by the producer households as well as the demand for processed dairy products that has increased with the growth of income levels, which have left little dairy surpluses for export.

Nevertheless, India consistently exports specialty products such as casein for food processing or pharmaceuticals. The Indian dairy sector is also different from other dairy producing countries as India places its emphasis on both cattle and buffalo milk. In 2010, the government and the National Dairy Development Board have drawn up a National Dairy Plan (NDP) that proposes to nearly double India's milk production by 2020. This plan will endeavour to increase the country's milk productivity, improve access to quality feeds and improve farmer access to the organised market. These goals will be achieved through activities that focus on increasing cooperative membership and growing the network of milk collection facilities throughout India.

Material and Methods
The research methodology used to script the brand distribution was based on the basic processes of research as shown below. To know the performance of dairy in city market, the research objectives were formulated, based on which a descriptive research design was chosen. Primary data was collected using survey method by choosing retailers on one specific geographical cluster at random and a brief interview using questionnaire, was conducted to find out milk products available and their performance in terms of consumer buying preference and retailers selling preference and their valuable suggestion for the company (if any). Based on the survey finding a data interpretation performed to represent the current Nandini position in the market ad reason for it.

Research design
"A research design is a simply the framework or plan for a study, that used as a guide in collecting and analyzing the data."
It is a blue print that is followed in completing a study.

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The research design specifies the methods and procedure for acquiring the information needed. It is the overall operational pattern or frame work of the project that stipulates what information is to be collected from which source and by what procedure.

Research design for brand distribution
- **Descriptive research**

Descriptive research includes surveys and facts findings enquiries of different kinds. The basic reason for carrying out descriptive research is to identify the cause of something that is happening. For instance, research was used in order to find out whether Nandinidairy's, market share differs between geographical regions and to discover how many competitors Nandini have in the market.

A cross-sectional study was carried out on the selected sample population of retailers on the selected routes to understand the brand distribution of milk products in Bangalore mother dairy area.

- **Primary data**

The data is original in nature and collected at first time for specific purpose is called as 'primary data'.

Primary data was collected by asking questions to the owners of the outlet. For that questionnaire was prepared. The questions were prepared in such a way that the answer of the question cover all the information. The answers of the questions were in the form of response and information sought by the outlet owner from the company.

I have made questionnaires for shopee owner. According to questionnaires, the questions were asked to shopee owner and collect necessary information regarding beer.

- **Secondary data**

The secondary data collection was done by research that is by studying company reports and company website. Also collected information about packing, branding, pricing from company outlet. Secondary data as collected from books and the internet website mentioned further in bibliography and references.

- **Sample design**

Sample design is a definite plan for obtaining a sample from sampling frame. It is a technique or procedure determined before any data collected.

- **Population**

All retail outlets, kirana stores and sweet marts in market are considered as population.

Sample size
Out of total population 100 outlets are visited
Routes covered = 8 routes were covered

They are as follow
- Nagawara.
- Hegdenagara.
- Bytarayanapura.
- Sakarnagara.
- Amruthalli.
- Amrutnagara.
- Bhuvaneshwarnagara.

- Kempapura.

Sampling Method: clusters method

Cluster sampling method: in Bangalore city kmf has 2 dairy units I.e. Bangalore dairy and mother dairy. Mother dairy was further divided introutes like Nagawara, Hegdenagar, Bytrayanpura, Amruthalli, Amrutnagara, Bhuvaneshwar nagar, Kempapura, and Sakaragar etc. on each route kirana stores, sweet marts, bakery' setc were chosen personal interviews of store owners or managers was taken to find out the performance of milk products in his area, shop and suggestions if any for improvement of both product and services associated with it.

Method of data collection
- **Questionnaire (Interview)** retailers, kirana stores and sweet homes etc.

Instrument used for data collection
A structured questionnaire was prepared with both closed ended multiple choice questions and open ended questions for suggestions. This questionnaire was used to take personal interviews of store owners/managers.

Drafting of the questionnaire
While drafting a questionnaire for the research the following points were taken into consideration:-
- The main aim of study was to find the consumer demand of milk products brand in the given area.
- To know the retailer satisfaction level.
- To know the consumer response to the quality of the product.
- To know the competitors position in market
- To collect the valuable suggestions of the retailers in terms of quality of product and service.

Field work
30 days market survey was carried out in Bangalore mother dairy area market. The market was further divided into115 routes, 83 morning routes and 32 evening routes. The retailers, sweet marts, bakery's etc on the route assigned were chosen and interview using questionnaire was conducted.

Data analysis technique
The technique that are used for analysis of data are:
- Tabulation of data
- Pie charts analysis of brand distribution survey.
- Bar graphs representing secondary information.

Limitations
The limitations to the study are as follows:-
- The time constraint was a major limitation to the study.
- The information collected solely depends upon the respondents answer and accuracy of information could vary.
- Getting actual information from the respondents was difficult.
- According to the sample size, the findings might only be suggestive and not conclusive.

Results and Discussion

Table 1: Awareness of Nandini milk and milk products in market

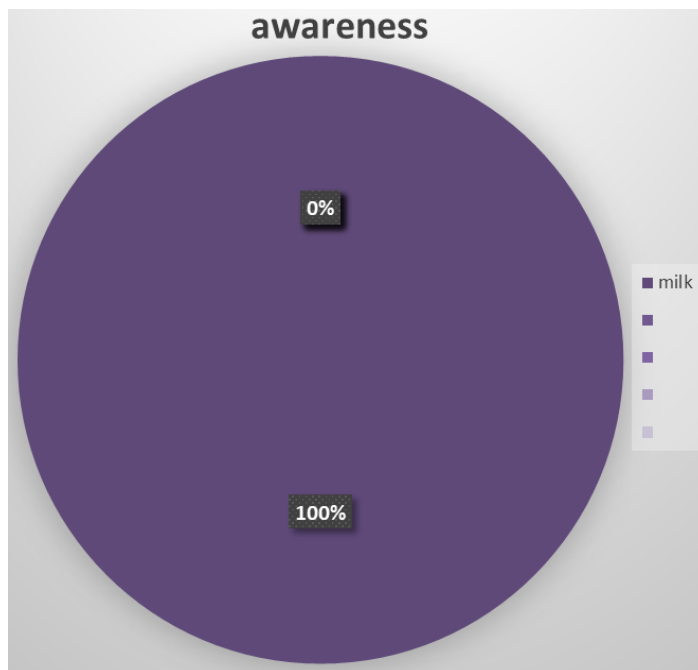| S. No	Products	awareness	Percentage (%)
1	Milk	100	100
2	Flavored milk	100	100
3	curd	100	100
4	Thick curd	40	40
5	Sweet lassi	13	13
6	panner	43	43
7	Table butter	57	57
8	ghee	100	100
9	pedha	100	100
10	mysorepak	85	85
11	Ice cream	90	90
12	yogurt	12	12
13	Nandini special milk (NSM)	50	50

Fig 6.1

Awareness of Nandini milk and milk products: (Milk, curd, flvrmilk, Ghee, pedha, ice cream) these products are known by all retailers, swt marts, bakery etc.
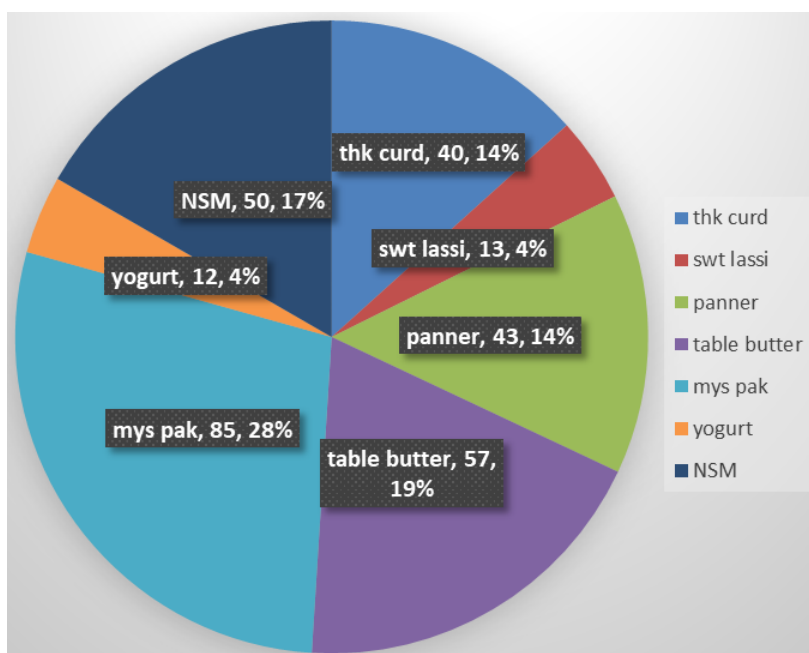

Fig 6.2: Awareness of nandini milk and milk products

Followed by (Myspak, TBL butter, NSM, Panner, THK curd, Swtlassi, Yogurt.)

- All the retailers were aware of nandini milk, curd, flvr milk, pedha, icecream and ghee.
- Nearly 85, 57 people know myspak and table butter.
- Panner, thk curd, swtlassi, yogurt are followed by milk products in awareness.
- Nandini special milk is known only for 50% of retailers.
    - Most of the retailers were aware of Nandini milk and Nandini milk products.
    - Most stocked brands by retailer in the area covered were Nandini 40%, Tirumala20%, Govardhana20%, followed by Doodla, Heritage etc.
    - Most purchased brands in the area covered are dominated by Nandini 90%. The consumers prefer most of Nandini brand only.
    - Retailer stated that maximum amount of milk products are purchased most in their area because consumer prefer to buy products based on their quality, followed by price.
    - The brand sold most by retailers varied based on the retailers satisfaction with the company and consumer demand. The most dominant brand sold by retailers is Nandini with 85% share in market followed by Govardhana and Tirumala respectively.
    - Retailers attributed most of the product sale to consumer demand 90% followed by company service, incentives, and margin offered by the company.
    - 50 to 60% retailers blamed that company giving very less margin and the coverage in the area were routes covered is not satisfied.
    - Some of the retailers suggested to improve the quality of curd. And to improve the quality of tms milk.
    - Promotion is needed to promote the Nandini special milk (NSM), because 50% of retailers don't know about the NSM.
    - One important suggestion from retailers is to increase the margin given by the company.

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