ASSEFA MILK PROJECT IN NILAKOTTAI BLOCK – A CASE STUDY

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ABSTRACT
Milk may be defined as the fluid secreted by female mammals for nourishment of their young ones. The main objectives of this study are to evaluate the financial performance and to assess the consumer behaviour of ASSEFA Milk Project in Nilakkottai Block. The present study is based on both primary and secondary data. The main source of primary data has been consumer of Seva milk in Nilakottai Block. To elicit information from the consumers a schedule was designed and administered. Researcher has followed the case study method for the research work and convenient sampling method used for taking the data from the consumer of Seva milk. The general plan of analysis ranges from simple descriptive statistics to chi-square test. For the purpose of testing various null hypotheses regarding association of consumer behaviour with determinant attributes, Chi-square test has been used. In the light of the findings made in the research study, a few suggestions are offered to improve the operational efficiency of ASSEFA. The researcher presents this study with the fervent hope that this will draw the attention of the management of ASSEFA on various issues in respect of the collection and sales of milk.

INTRODUCTION
Milk, nature's most perfect food, is the only source of food for most of the newborn mammals and it is the only source of nutrients for human infant for two to six months. For adults too, milk is important because of three of its ingredients namely protein, calcium and riboflavin. It is the most nearly complete food for humans. In India, milk, the major source of animal protein was woefully deficient in availability 142 grams per capita per day as against the recommended nutritional minimum of 425 grams. The domestication of cattle occurred between 6000 and 10000 years ago. Not much is known about the history of this period, but men probably hunted cattle as wild animals prior to the time that they were domesticated. The oldest written records of the human race are found in the Sanskrit of ancient India. These records date back nearly 6000 years, but milk had already become an important article of food. In fact the cow was so important to the early people of Central Asia that wealth was measured in terms of cattles. Later, the cow was made a sacred animal and still so considered by a part of the population of India.

The cow was also worshiped in Babylonia and in Egypt about 2000 B. C. Hathor, the goddess who watched over the fertility of the land, was depicted as a cow. Over 50 references to cows and milk are found in the Old Testament and the Promised Land was described as "a land flowing with milk and honey".

The soldiers of Genghis khan, the Mongol emperor who conquered Asia and a large part of Europe in their tenth century carried dried milk as a part of their ration. Cheese was an important part of the food supply carried by the Vikings in their voyages, which carried them to the shores of all Northern Europe, and ever across the Atlantic.

From these early days to the present, the cow is continued to be the servant of man, and her importance as a source of food has not been diminished by the thousands of years, which have passed. The first settles in the New World made the mistake of not taking cattle with them. For instance, the Mayflower did not bring cattle, and as a result of lack of suitable food, especially milk, the death rate was very high. In fact, nearly one-half of those who came in the Mayflower, including every child less than two years of age, died during the first winter on this continent. This mistake was recognized and afterward the Governor ordered that cow and two goats should be brought over for each six people. Later, two or three cows always followed settlers and their wagons.

Cattle - breeding was connected with the agriculture activities. Those associated with the tending of cattle

came to be known as Ayar, Kovalar, Idyar and Idaimahan. Each one of the shepherds and cowherds carried a stick with him. The herdsmen played on the flute, which served the purpose of drawing back the cattle towards them whenever they had strayed far away. The term Ayar, Idaimahan and Idaiyar appear to have been used to designate both the cowherds and shepherds. The cowherd class formed an important element in the rural economy. The womenfolk as vendors of milk and milk products played an important role in the economy. It is said that the proceeds were invested by shepherdesses in the purchase of cows and buffaloes and not of gold.

The shepherds and cowherds (Ayar) were very important and large community; in fact they represented the pastoral regions in; the land and cattle was their wealth. They tended the cattle and sheep in the grasslands with the wonted staff in their hands. They supplied milk and milk products like butter, melted butter, buttermilk and curd to householders. There were rich and influential Ayar who supplied milk and curd to the place establishment.

The Aryans were the first to domesticate cattle, use them for tilling their land, and obtain milk to be consumed as food. Again, it was the Aryans who priced the milk of a cow more than its mean, forbade its slaughter, created legends about it and even worshipped it. From one of the Kurunthogai poems, one can learn about a shepherd who gave milk and took instead some grains. Shepherdesses exchanged curd and buttermilk for grains. She sold proceeds of milk and milk products of milk and milk products of commodities and not of gold. Thus, the historical facts have evidenced that cow, apart from being worshipped as goddess among other animals, was made as a parameter to indicate wealth of a person and has been the source of food to the people from long back. In the commercial sense, cow has been the source of revenue to the people.

MILK

Milk may be defined as the fluid secreted by female mammals for nourishment of their young ones. For a dairyman, the Prevention of Food Adulteration Act defines milk, as "milk is the secretion derived from complete milking of healthy milch animals, excluding the milk derived during the first week after calving". Milk is a complex substance possessing a number of physical and chemical properties. The chemical compounds in milk include 87% water, 3.6% fat, 3.3% protein, 4.7% lactose (milk sugar), small quantities of minerals (mainly calcium and phosphorus), and vitamins (mainly vitamins A and B). Milk, as an article of food for mankind, is found mentioned in the earliest recorded history. Nature designed milk as a food for the young mankind, thousands of years ago, learned the possibilities of milk and milk products as a food not only for the young but also for the adults. Accordingly, through selection and proper breeding, man has greatly increased the milk-oriducing functions of those animals best adapted as a source of milk for men, especially the cow and the goat. Other animals used as a source of milk for human food are the water buffalo, sheep, camel and small extent, the mare and lama.

REVIEW OF LITERATURE

Many erudite studies have been conducted in the field of Dairy industry. These studies concentrated on their performance in raising production and productivity and the impact of the dairies on the socio-economic conditions of the villages.

Desai and Narayanan (1967) sought to measure the impact of modernization of the dairy industry on the economy of Kheda District in terms of investments, value addition, employment and infrastructure facilities. The scholars could ascertain positive developments in all the above parameters.

Vyas and Chaudhari (1971) examined the impact of Dudhsagar Dairy of Mehsana District of Gujarat on the production of milk, cost of production and employment. The study confirmed improvements in production, yield, income and employment as a result of the Dudhsagar Dairy.

Patel (1975) studied the impact of the dairy co-operatives in terms of production and procurement of milk and transfer of benefits from the co-operatives to the society, especially to the weaker sections. The study covered a sample of 750 milk-producers from Kbeda, Mahsana and Banaskantha District with advanced, middle and initially developed milk-unions. The study found a positive relation between land-ownership and yield of milk. Weaker sections had a longer share of wet milch animals than others and could report better marketable surplus.

Mascernhas (1988) studied the effectiveness of dairy development in India and Karnataka State in particular under operation Flood I and II. He highlighted the success of Anand type in increasing milk production and productivity and contradictions between the goals of dairy development and of animal husbandry.

Nirmal Singh and Subbaiah (1991) evaluated implementation of the programmes of dairy development in Tamil Nadu under Operation Flood I,

II and III in terms of targets and achievements in respect of expenditure, production, productivity and sales.

Abani (1992) evaluated the Uniform Accounting System adopted by the milk unions, founded operation Flood I. According to him the system could not succeed due to lack of expertise, guidance and supervision.

Manikandan (2001) analyzed behaviour of the consumers towards buying of milk in Madurai city. It is found that there is a significant relationship between dependent and independent variables.

Consumer behaviour refers to the acts of consumers in obtaining and using goods and services, and the decision process that determines these acts. Consumer behaviour encompasses a wide area including consumption patterns, consumer preferences and consumer motivation. An under standing of the various factors influencing consumer behaviour is important for the survival and development of a business enterprise. An attempt is made to analyze the opinion of the consumers of seva milk in Nilakkottai Block. In this chapter, the hypotheses, as formulated in the first chapter, have been tested with suitable statistical methods. The data discussed in this chapter have been collected through an interview schedule. As such, this chapter is purely analytical of primary data pertaining to the consumer behaviour with regard to buying of seva milk.

STATEMENT OF THE PROBLEM

The 'Seva Dairy Milk Firm' is under the control of Association for Sarva Seva Forms (ASSEFA). It is one of the Non-Government Organizations. But the ASSEFA Dairy Development Federation (ADDF) was incorporated in 1995 under the Companies Act 1956. It created awareness in the minds of researcher that how is it possible for a non-profit organisation to establish the company? How they succeed in managing of finance?

Sound Management of Finance is an essential pre-requisite of growth and expansion of a business and serious failure in this front can jeopardize the very survival of the business. Diagnosis of the financial status of the dairy project will greatly help the further growth of this sector and improvement of managerial efficiency. In Nilakkottai Block, people are offered milk of different brands such as Aavin, Arokya, Seva, Sakthi and unbranded, unorganized milk. The preference towards buying of milk by the people is influenced by internal and external factors. In this context, identifying and understanding the consumer behaviour towards buying of milk plays an important role.

OBJECTIVES OF THE STUDY

The main objectives of this study are to evaluate the financial performance and to assess the consumer behaviour of ASSEFA Milk Project in Nilakkottai Block. The specific objectives are:

1. To give the profile of Association for Sarva Seva Farms (ASSEFA).
2. To assess the efficiency in utilization and management of the long-term capital in terms of capital-intensity.
3. To measure the profitability of the federation.
4. To study consumer's preference for seva milk and
5. To offer valuable suggestions on the basis of findings of this study.

METHODOLOGY

The present study is based on both primary and secondary data. The main source of primary data has been consumer of Seva milk in Nilakottai Block. To elicit information from the consumers a schedule was designed and administered. The schedule was pre-tested and suitable modifications were carried out. The schedule has been used for collecting information from the consumers of seva milk. The secondary data are collected from the books, journals, project reports and office of the ASSEFA.

Researcher has followed the case study method for the research work and convenient sampling method used for taking the data from the consumer of seva milk. Out of the 63 villages in Nilakkottai Block, four villages have been selected to be included in the sample as convenient sample basis at the rate of one village from each of the four direction and name of the villages which were selected by convenient is given below:

It was decided to collect information from 180 consumers of Seva milk. The information was collected from 45 consumers from each of the selected villages. Care was taken by the researcher to include all the categories of consumers so that the sampling would represent the characteristics of the population.

FIELDWORK AND COLLECTION OF DATA

The fieldwork for the study was conducted during the month of November 2011 to June 2012. Personal interview by the researcher was the major tool of data collection. Interview schedules were used during the interviews. The filled-up schedules were thoroughly checked to ensure accuracy, consistency and competence. On an average each interview took

about 20 minutes. The analysis of the data has been prescribed with the help of IBM compatible personal computer.

FRAMEWORK OF ANALYSIS

The general plan of analysis ranges from simple descriptive statistics to chi-square test. For the purpose of testing various null hypotheses regarding association of consumer behaviour with determinant attributes, Chi-square test has been used.

ANALYSIS AND INTERPRETATION OF DATA

The results of the analysis of the collected data are presented under different heads.

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

Education grips the mind of the young and the old and has the power to determine for what purpose the Knowledge and the experience will be used. It is expected to expose the consumers to better understanding of physical and chemical properties of milk. It is in this context, this variable is analyzed through the table 1, which gives the distribution of the sample consumers by their level of education.

TABLE 1

It can be observed from the table 1 that 23.33% of the respondents were illiterate and other 76.67% of them literate. However, variation in educational status has also been noticed among them. 43.33% of respondents have obtained primary education, 25% of them have completed high school education, and the remaining 8.34% of them have completed their higher secondary education.

INCOME LEVEL OF THE RESPONDENTS

Income is an economic indicator, which determines not only the levels of living but also the economic status of a family. Ideally, a household annual income is the best indicator of its economic position, because income not only represents the net income of household productive resources and capabilities but also determines the command of the household over the range of available goods and services, which determines the standard of living. The standard of living plays a vital role in deciding the purchase of Seva milk especially in rural areas. The family monthly income of the respondents is shown in Table 2.

TABLE 2

Source: Primary Data

It is observed from the table that majority (75%) of the families earned income above Rs.4,000 per month and it is interesting to note that six respondents get their income, above Rs.10,000 per month, families earning an income of less than Rs.2,000 per month is least 6 respondents. It is also observed that 71.67% (129) of the respondents earned monthly income upto Rs.6,000. Fifty one respondents get their income, above Rs.6,000 per month.

OCCUPATIONAL STATUS

The respondents are classified into three groups namely Agriculturist, Employee and Business People. The data regarding occupational status of the respondents are furnished in Table 3.

TABLE 3

It is inferred from the table that more than one-third of respondents are agriculturists. Out of 180 respondents, 77 respondents are working in Government and private sectors. 22.22% of the sample respondents are doing different business activities. It is safely concluded that the agriculturists are also very much interested to buy seva milk for their own domestic purposes.

SIZE OF THE FAMILY

The size of the family would include the number of the people belonging to a family. The study of the size of the family would indicate the number of people consuming seva milk in their day-to-day life. The details regarding the number of family members are given in Table 4.

TABLE 4

It is observed from the table that more than one-half of the respondents are in the family size group of 4 - 6. It is apparent that 24 respondents (13.33%) are having at the maximum of 3 members in their families.

DAILY MILK CONSUMPTION

Consumption of milk varies depending upon various socio-economic variables. Table 5 shows the average daily consumption of seva milk by the respondents.

TABLE 5

It can be found from the table that out of 180 respondents, 104 (57.78%) respondents family consume 500 ml to 1 litre milk daily, while 62 (34.44) consume more than one litre milk per day. The quantity of milk the consumers consume may depend on the number of family members and other socio-economic factors.

SIZE OF THE FAMILY AND DAILY MILK CONSUMPTION

The consumption pattern may be analyzed in different ways. It can be done in terms of number of families and in terms of number of members in the family. The details regarding the number of family members and their daily milk consumption are given in Table 6.

TABLE 6

It is observed from the table that out of 180 respondents, 97 respondents having 4-6 family members consume milk at a quantity of more than 500 ml per day. In order to find out the average daily total consumption per family, the following formula may be applied.

Average Daily Consumption =

Consumption of Seva Milk by All Families

Number of Families in the Sample

= 149600 ml 180

= 831.11 ml. (Per Family)

One can be understood from the above analysis that the average daily total consumption per family works out to 831.11 ml and the average daily per capita consumption works out to 181.77 ml.

SOURCES OF INFORMATION

It is an attempt made to analysis the source in which consumers come to know about the seva milk. For this purpose, a question is posed to the respondents and their answers to the question are furnished in Table 7.

TABLE 7

It is observed from the table that 39.13% (108) have opined that the relatives have influenced them and 27.90% (77) respondents have stated that newspaper has influenced them. In other words among the motivating sources, the role of relatives / friends has dominated in the selection of seva milk. It is safely concluded that the Seva milk consumers are satisfied with the quality of the milk as the main source of information is satisfied consumers.

FACTORS INFLUENCING THE CONSUMERS

An attempt is made to trace out the factors, which are responsible in influencing the consumers in buying the seva milk. It is to be noted that a consumer may be influenced by, in certain circumstances, more than one factor. A consumer may buy the seva milk on account of reliability of the shelter, brand name and easily available one. Thus, though there are 180 respondents, the scoring to each factor has accounted for 429. Table 8 shows the factors, which are responsible in influencing the respondents to buy the seva milk.

TABLE 8

It is observed from the table that 120 (27.98%) respondents have stated that hygienic is the main criterion which influences the consumers to prefer seva milk.

ATTRIBUTED INFLUENCING THE RESPONDENTS

In this section, an attempt is made to find out the attributes that influence the consumers to prefer seva milk. The buying preference is also influenced by certain qualities that the milk possesses. The general attributes of the milk are taste, freshness, nutritious, protein content, fat content and digestible aspects. These attributes play an important role in influencing the consumers to buy the seva milk. Table 9 shows the ranking score given by the respondents to the attributes of the milk. It is to be mentioned that the respondents were asked to rank these attributes according to their importance ranging from one to six. If an attribute is given first place, it means that the attribute has secured a score of six and so on.

TABLE 9

It is observed from the table that out of 6 attributed which are the deciding factors for the purchase of seva milk by the consumers, taste occupies the first rank scoring 792 points, freshness is placed in the second place and nutritional aspects has been out in the fourth place. It is safely concluded that taste is the main criterion for the consumers to prefer the seva milk.

INCOME AND ATTRIBUTES

The different income groups of the respondents and ranking scores for different attributes are furnished in Table 10.

TABLE 10

Null Hypothesis: There is no significant relationship among different income groups with regard to ranking of attributed considered for buying seva milk.

As the calculated value (12.795) is greater than the table value (11.070), the null hypothesis there is no significant relationship among different income groups with regard to ranking of attributes considered for buying seva milk is rejected. It is statistically found that there is a significant relationship among different income groups with regard to ranking of attributes considered fir buying seva milk.

EDUCATION AND ATTRIBUTES

The different educational categories of the respondents and ranking scores for different attributed are furnished in Table 11.

TABLE 11

Null Hypothesis: There is no significant relationship among different educational categories with regard to ranking of attributed considered for buying Eva milk.

As the calculated value (32.043) is greater than the table value (18.307), the null hypothesis "there is no significant relationship among different educational categories with regard to ranking of attributes considered for buying seva milk" is rejected. It is statistically found that there is a significant relationship

among different educational groups with regard to ranking of attributed considered for buying seva milk.

OCCUPATION AND ATTRIBUTES

The different occupational status of consumers and ranking scores for different attributes are furnished in Table 12.

TABLE 12

Null Hypothesis: There is no significant relationship among different occupational status of consumers with regard to ranking of attributes considered for buying seva milk.

As the calculated value (31.743) is greater than the table value (18.307), the null hypothesis, "there is no significant relationship among different occupational status with regard to ranking of attributes considered for buying Eva milk" is rejected. It is statistically found that there is a significant relationship among different occupational groups with regard to ranking of attributes considered for buying seva milk.

INCOME AND FACTORS

The different income groups and factors considered for buying seva milk are furnished in Table 13.

TABLE 13

Null Hypothesis: There is no significant relationship among different income groups with regard to factors considered for buying seva milk.

As the calculated value (11.808) is greater than table value (5.991), the null hypothesis 'there is no significant relationship among different income group with regard to factors considered for buying seva milk is rejected. It is statistically found that there is a significant relationship among different income groups with regard to factors considered for buying seva milk.

EDUCATION AND FACTORS

The different educational level of respondents and factors considered for buying seva milk are furnished in Table 14.

TABLE 14

Null Hypothesis: There is no significant relationship among different educational categories regarding factors considered for buying seva milk.

As the calculated value (10.47) is greater than the table (9.49), the null hypothesis 'there is no significant relationship among different educational categories with regard to factors considered for buying Seva milk' is rejected. It is statistically found that there is a significant relationship among different educational groups with regard to factors considered for buying Seva milk.

OCCUPATION AND FACTORS

The different occupational status of respondents and factors considered for buying seva milk is furnished in Table 15.

TABLE 15

Null Hypothesis: There is no significant relationship among different occupational status of consumers with regard to factors considered for buying seva milk.

As the calculated value (10.08) is greater than table value (9.49), the null hypothesis 'there is no significant relationship among different occupational status with regard to factors considered for buying seva milk is rejected. It is statistically found that there is a significant relationship among different occupational status with regard to factors considered for buying seva milk.

INCOME AND ROLE DOMINANCE

The different income groups and their role dominance in product purchase decision are presented in Table 16.

TABLE 16

Null Hypothesis: There is no significant difference among different income groups regarding the role dominance in product purchase decision.

As the calculated value (7.880) is greater than the table value (5.991), the null hypothesis, 'there is no significant difference among different income groups regarding the role dominance in product purchase decision' is rejected. It is statistically found that there is a significance difference among different income groups regarding the role dominance in product purchase decision.

EDUCATION AND ROLE DOMINANCE

The different educational level of respondents and their role dominance in product purchase decision are presented in Table 17.

TABLE 17

Null Hypothesis: There is no significant difference among different educational categories regarding the role dominance in product it purchase decision.

As the calculated value (12.271) is greater than the table value (9.49), the null hypothesis, 'there is no significant difference among different educational status regarding the role dominance in product purchase decision' is rejected. It is statistically found that there is a significance difference among different educational status regarding the role dominance in product purchase decision.

OCCUPATION AND ROLE DOMINANCE

The different occupational status of consumers and their role dominance in product purchase decision and furnished in Table 18.

TABLE 18

Null Hypothesis: There is no significant difference among different occupational status of consumers regarding the role dominance in product purchase decision.

As the calculated value (10.778) is greater than the table value (9.49), the null hypothesis, 'there is no significant difference among different occupational status regarding the role dominance in product purchase decision' is rejected. It is statistically found that there is a significance difference among different occupational status regarding the role dominance in product purchase decision.

INCOME AND QUANTITY

The different income level of consumers and the quantity of milk consumed by their family are furnished in Table 19.

TABLE 19

Null Hypothesis: There is no significant difference between income level of the consumers and the quantity of milk consumed.

Since the calculated value (6.695) is greater than the table value (3.841), the null hypothesis, 'there is no significant difference between income level of the consumers and the quantity of milk consumed' is rejected. As such it is concluded that there is a significant relationship between income level of the consumers and the quantity of milk consumed.

EDUCATION AND QUANTITY

The different educational status of consumers and the quantity of milk consumed by their family are furnished in Table 20.

TABLE 20

Null Hypothesis: There is no significant difference between education level of the consumers and the quantity of milk consumed.

Since the calculated value (6.553) is greater than the table value (5.991), the null hypothesis, 'there is no significant difference between educational level of the consumers and the quantity of milk consumed' is rejected. As such it is concluded that there is a significant relationship between educational level of the consumers and the quantity of milk consumed.

OCCUPATION AND QUANTITY

The different occupational status of consumers and the quantity of milk consumed by their family are furnished in Table 21.

TABLE 21

Null Hypothesis: There is no significant difference among different occupational status of consumers and the quantity of milk consumed.

Since the calculated value (8.368) is greater than the table value (5.991), the null hypothesis, 'there is no significant difference between occupational level of the consumers and the quantity of milk consumed' is rejected. As such it is concluded that there is a significant relationship between occupational level of the consumers and the quantity of milk consumed.

SUGGESTIONS

In the light of the findings made in the research study, a few suggestions are offered to improve the operational efficiency of ASSEFA:

1. It is recommended that the ASSEFA should enlarge their existing markets and penetrate into new markets taking the advantage of raising levels of literacy and burgeoning media services. When ASSEFA succeeds in collection of milk, milk available to the private trades will come down weakening their competitive power in the market for milk.
2. It is found that the rate of return on investment is increasing from 18.87% to 32.46% during the period of study. The study reveals the need for using the long-term funds for expansion of capacity and scale of operation for improvement of the rate of return on investment.
3. It is suggested that the ASSEFA should expand collection and sales to reduce the burden of overhead cost and raise profitability.
4. It is found that the annual growth rate of collection of milk registered a decreasing trend year by year over the period of study. Therefore, it is necessary to increase the collection of milk and this requires loyal co-operation of the milk producers. The milk producers have two complaints against the ASSEFA about price and delay in disbursement. The present study suggests that ASSEFA should come forward to make disbursement once in a week.
5. The study reveals that the milk that is made up of milk powder is also distributed. The consumers are already accustomed to take fresh milk; they do not feel the same sense of freshness in the milk powder made milk. It is strongly advised that the milk powder made milk should not be distributed even in the case of heavy demand for milk.
6. It is suggested that the ASSEFA should come forward to introduce the loose milk especially in the important distribution points.

CONCLUSION

The researcher presents this study with the fervent hope that this will draw the attention of the

management of ASSEFA on various issues in respect of the collection and sales of milk. The researcher humbly states that this study is not a fascinating one to strengthen the academic value. If the study helps the management of ASSEFA in any form for their enlistment and development, the researcher will feel that he is amply rewarded.

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Sl. No.	Direction	Name of the Villages Selected
1.	East	Ammayanaickanoor
2.	West	Veeralipatty
3.	South	Pallapatty
4.	North	Mallaiya Goundan Patty

TABLE 1
EDUCATIONAL LEVEL OF THE RESPONDENTS

Sl. No.	Educational Level	Number of Respondents	Percentage
1.	Illiterate	42	23.33
2.	Primary	78	43.33
3.	High School	45	25.00
4.	Higher Secondary School	15	8.34
	Total	**180**	**100.00**

Source: Primary Data

TABLE 2
FAMILY INCOME

Sl. No.	Monthly Income	Number of Respondents	Percentage
1.	Below Rs.2,000	6	3.33
2.	Rs.2,001 – Rs.4,000	48	26.67
3.	Rs.4,001 – Rs.6,000	75	41.67
4.	Rs.6,001 – Rs.8,000	30	16.67
5.	Rs.8,001 – Rs.10,000	15	8.33
6.	Above Rs.10,000	6	3.33
	Total	**180**	**100.00**

TABLE 3
OCCUPATIONAL STATUS

Sl. No.	Occupation	Number of Respondents	Percentage
1.	Agriculturists	63	35.00
2.	Employees	77	42.78
3.	Business People	40	22.22
	Total	**180**	**100.00**

Source: Primary Data

TABLE 4
FAMILY SIZE OF RESPONDENTS

Sl. No.	Size of the Family	Number of Respondents	Percentage
1.	Upto 3 members	24	13.33
2.	4 to 6 members	97	53.89
3.	Above 6 members	59	32.78
	Total	**180**	**100.00**

Source: Primary Data

TABLE 5
DAILY MILK CONSUMPTION

Sl. No.	Average Consumption	Number of Respondents	Percentage
1.	Below 500 ml	14	7.78
2.	500 ml – 1 litre	104	57.78
3.	Above 1 litre	62	57.78
	Total	**180**	**100.00**

Source: Primary Data

TABLE 6
SIZE OF THE FAMILY AND DAILY MILK CONSUMPTION

Sl. No.	Size of the Family	Daily Milk Consumption			Total
		Below 500 ml	1 litre	Above 1 litre	
1.	Upto 3 members	9	15	-	**24**
2.	4 to 6 members	5	54	38	**97**
3.	Above 6 members	-	35	24	**59**
	Total	**14**	**104**	**62**	**180**

Source: Calculated from Primary Data

TABLE 7
SOURCES OF INFORMATION

Sl. No.	Sources	Number of Respondents	Percentage
1.	Relatives / Friends	108	39.13
2.	Newspapers	77	27.90
3.	Wall Writings / Posters	42	15.22
4.	Cinema Advertisement	29	10.51
5.	Others	20	7.24
	Total	**276**	**100.00**

Note: Multiple Answers Considered

TABLE 8
FACTORS INFLUENCING THE RESPONDENTS

Sl. No.	Factors	Number of Respondents	Percentage
1.	Brand Name	42	9.79
2.	Easily Available	87	20.28
3.	Relatively of the Sellai	108	25.17
4.	Available in Convenient Quantity	24	5.59
5.	Hygienic	120	27.98
6.	No Fear of Adulteration	48	11.19
	Total	**429**	**100.00**

Source: Calculated from Primary Data

TABLE 9
ATTRIBUTES AND THEIR SCORES

Sl. No.	Attributes	Scores	Rank
1.	Freshness	648	II
2.	Nutritious	612	IV
3.	Taste	792	I
4.	Protein Content	582	V
5.	Digestible	514	VI
6.	Fat Content	628	III
	Total	**3780**	**-**

Source: Calculated from Primary Data

TABLE 10
INCOME AND ATTRIBUTES

Sl. No.	Attributes	Ranking Scores		Total
		Income Below Rs.6,000	Income Above Rs.6,000	
1.	Freshness	482 (464.40)	166 (183.60)	**648**
2.	Nutritious	448 (438.60)	164 (173.40)	**612**
3.	Taste	552 (567.60)	240 (224.40)	**792**
4.	Protein Content	424 (419.97)	162 (166.03)	**582**
5.	Digestible	340 (368.37)	174 (145.63)	**514**
6.	Fat Content	463 (450.07)	165 (177.93)	**628**
	Total	**2709**	**1071**	**3780**

Source: Calculated from Primary Data
(Figures in brackets are shown expected frequencies)

TABLE 11
EDUCATION AND ATTRIBUTES

Sl. No.	Attributes	Ranking Scores			Total
		Illiterate	Primary School	High School	
1.	Freshness	154	291	203	**648**
2.	Nutritious	158	252	202	**612**
3.	Taste	172	349	271	**792**
4.	Protein Content	120	244	222	**586**
5.	Digestible	97	227	190	**514**
6.	Fat Content	181	275	172	**628**
	Total	**882**	**1638**	**1260**	**3780**

Source: Calculated from Primary Data

TABLE 12
OCCUPATION AND ATTRIBUTES

Sl. No.	Attributes	Ranking Scores			Total
		Agriculturist	Employee	Business	
1.	Freshness	248	248	152	**648**

Source: Calculated from Primary Data

TABLE 13
INCOME AND FACTORS

Sl. No.	Factors	Ranking Scores		Total
		Income Below Rs.6,000	Income Above Rs.6,000	
1.	Brand & Reliability	97	53	**150**
2.	Easily & Convenience	91	20	**111**
3.	Hygienic and No Adulteration	108	60	**168**
	Total	**296**	**133**	**429**

Source: Calculated from Primary Data

TABLE 14
EDUCATION AND FACTORS

Sl. No.	Attributes	Ranking Scores			Total
		Agriculturist	Employees	Businessmen	
1.	Brand & Reliability	37	74	39	**150**
2.	Easily & Convenience	23	42	46	**111**
3.	Hygienic and No Adulteration	29	88	51	**168**
	Total	**89**	**204**	**136**	**429**

Source: Calculated from Primary Data

TABLE 15
OCCUPATION AND FACTORS

Sl. No.	Attributes	Ranking Scores			Total
		Agriculturists	Employees	Businessmen	
1.	Brand & Reliability	57	62	31	**150**
2.	Easily & Convenience	28	61	22	**111**
3.	Hygienic and No Adulteration	41	95	32	**168**
	Total	**126**	**218**	**85**	**429**

Source: Calculated from Primary Data

TABLE 16
INCOME AND ROLE DOMINANCE

Sl. No.	Role Dominance	Ranking Scores		Total
		Income Below Rs.6,000	Income Above Rs.6,000	
1.	Wife	44	23	**67**
2.	Husband	16	12	**28**
3.	Both	69	16	**85**
	Total	**129**	**51**	**180**

Source: Calculated from Primary Data

TABLE 17
EDUCATION AND ROLE DOMINANCE

Sl. No.	Role Dominance	Ranking Scores			Total
		Illiterate	Primary School	High School	
1.	Wife	13	39	15	**67**
2.	Husband	9	11	8	**28**
3.	Both	20	28	37	**85**
	Total	**42**	**78**	**60**	**180**

Source: Calculated from Primary Data

TABLE 18
OCCUPATION AND ROLE DOMINANCE

Sl. No.	Role Dominance	Ranking Scores			Total
		Illiterate	Primary School	High School	
1.	Wife	22	24	21	**67**
2.	Husband	7	12	9	**28**
3.	Both	34	41	10	**85**
	Total	**53**	**77**	**40**	**180**

Source: Calculated from Primary Data

TABLE 19
INCOME AND QUANTITY

Sl. No.	Income Level	Number of Respondents		Total
		Below 1 litre	Above 1 litre	
1.	Below Rs.6,000	92	37	**129**
2.	Above Rs.6,000	26	25	**51**
	Total	**118**	**62**	**180**

Source: Calculated from Primary Data

TABLE 20
EDUCATION AND QUANTITY

Sl. No.	Education	Number of Respondents		Total
		Below 1 litre	Above 1 litre	
1	Illiterate	34	8	**42**
2	Primary School	45	33	**78**
3	High School	39	21	**60**
	Total	**118**	**62**	**180**

Source: Calculated from Primary data

TABLE 21
OCCUPATION AND QUANTITY

Sl. No.	Occupation	Number of Respondents		Total
		Below 1 litre	Above 1 litre	
1	Agriculturists	49	14	**63**
2	Employees	42	35	**77**
3	Businessmen	27	13	**40**
	Total	**118**	**62**	**180**

Source: Calculated from Primary Data