

A
DISSERTATION
ON
“Retailer perception towards packaging milk with special
reference to Purabi Milk in Guwahati City”

SUBMITTED WITH PARTIAL FULFILLMENT OF M.COM 3RD
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UNIVERSITY



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UNDER THE GUIDANCE OF

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CERTIFICATE

This is to certify that the dissertation report entitled “**A study on retailer perception towards packaging milk with special reference to Purabi Milk in Guwahati City**” submitted to the M.Com department K.C. Das Commerce College, Chatribari, Guwahati under GAUHATI UNIVERSITY in partial fulfillment of the requirements for the degree of **Master of Commerce (M.Com)** is a record of bonafide research done by Mr. **Debargha Sen** bearing **G.U Registration No: 210897 of 2016-17, Roll No: PC1910200074**, under my supervision and guidance. His work is considered to be the outcome of his own effort.

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DECLARATION

I (Debargha Sen), a student of M.Com 3rd Semester of K.C Das Commerce College, Guwahati hereby declare that the dissertation report submitted which is entitled “**A study on retailer perception towards packaging milk with special reference to Purabi Milk in Guwahati City**” is the result of my own research work under the guidance of respected professor Dr. Kukil Borah for the degree of Master of Commerce (M.Com) and it has not been submitted by me earlier to this or any other university.

Date:

Signature of Candidate

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I express my sincere gratitude to the principal Dr. Hrishikesh Baruah and to my academic guide Dr. Kukil Borah without whose support and guidance this dissertation report wouldn't have been possible for me. I also would like to thank our Librarian and other teachers for their constant support and helping me for completing this dissertation report.

I am also grateful to the residents of Guwahati, Assam including all the respondents without whose support this dissertation wouldn't have been completed.

Lastly, I would like to thank each and every person who helped me either directly or indirectly to successfully finish the dissertation report on time.

With Regards,

DEBARGHA SEN

PREFACE

It is a great opportunity for me to have the Masters in Commerce in K.C Das Commerce College, Guwahati under GAUHATI UNIVERSITY. As a part of my M.Com 3rd Semester examination I am submitting a Dissertation Report on “**Retailer perception towards packaging milk with special reference to Purabi Milk in Guwahati City**”. Subject to the limitation of time and resources every possible attempt has been made to study the problems and prospects deeply. The dissertation report is measured through the Questionnaire, the data further analyzed and interpreted and the result was obtained successfully.

The dissertation provides an opportunity to the students to devote his/her skills, knowledge and competencies required during the technical session.

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CHAPTER 1
INTRODUCTION

Part- A

1.1 About the Industry

1.1.1 History

The dairy industry in India has been witnessing rapid growth with liberalization. The main objectives of the Indian dairy industry is to manage the natural resources in a manner to enhanced milk production and upgrade milk processing using innovative technologies. The cross-breed technology in the Indian dairy industry has further augmented with the viability of the dairy units by increasing the milk production per animal. In India dairying has been regarded as an instrument for social and economic development from long back. The countries milk supply came from millions of small farmers dispersed throughout the rural areas.

Milk contributes more to the national economy than any other farm commodity—more than 10.5 billion dollars in 1994-95 (Dairy India 1997). In the context of poverty and malnutrition, milk has a special role to play for its many nutritional advantages as well as providing supplementary income to some 70million farmers in over 500,000 remote villages (Dairy India 1997). More importantly, the farmers earn an average 27.3 percent of their income from dairying, with as high as 53 percent for landless and as low as 19 percent for the large farmers. Annual milk production in India has more than tripled in the last three decades, raising from 21 million tons in 1968 to an anticipated 80 million metric tons in 2001. This rapid growth and modernization are largely credited to the contribution of dairy co-operatives under the Operation Flood (OF) Project, assisted by many multi-lateral agencies including the European

Union, the World Bank, Food and Agriculture Organization (FAO), and World Food Program (WFP). Despite the impressive growth in milk production in the last three decades, productivity of dairy animals remains very low and milk-marketing systems primitive. Currently, more than 80 percent of the milk produced in the country is marketed by unorganized sectors and less than 20 percent by the organized sector.

1.1.2 Growth

India had tremendous milk production in the last 40 years and has become the world largest milk producing nation with a gross output of 84.6 million tons in 2001. The dairy market in India reached a value of INR 9,168 Billion in 2018. More than 10 million dairy farmers belong to 96000 local dairy co-operatives who sell their products to 170 milk producer's co-operatives unions who in turn are supported by 15 state co-operative milk producer unions.

The Government of India has introduced various schemes and initiatives aimed at the development of the dairy sector in the country. For instance, the “National Dairy Programme” aims to improve cattle productivity and increase the production of milk, expanding and strengthening the rural milk procurement infrastructure and provide greater market access to the farmers. The market is expected to reach a value of INR 21,971 Billion by 2024, exhibiting a Current Annual Growth Rate (CAGR) of around 16% during 2019-2024.

Being one of the primary dairy consumables in India, the increasing demand for milk in the country is owed to the increasing population. As of 2018, 81.1% of the Indian dairy and milk processing market was part of the unorganized sector, which produces milk in unhygienic environments. This reduces the overall quality and nutrition levels of the milk produced. In order to curb this persistent

situation, the Indian government introduced various initiatives to modernize dairy production.

Despite having a significant livestock base of milk animals, India lacks in terms of availability of cold storages which results in wastage of dairy output. Thus, the lack of sufficient storage facilities and inefficient distribution are hampering the growth of the Indian dairy and milk processing industry.

Recurring droughts and floods affect the production of fodder in India. Sufficient quantities of feed and fodder are required for proper animal rearing and milk production. Lack of proper feed and fodder for milch animals, due to high usage of agricultural crop residues by producers of fiberboard, paper, and liquid fuels, affect its availability for dairy production and milk processing.

1.1.3 Current Market Size

As of 2018, India is the leading milk producing country in the world, accounting for 19% of the global market share. 81.1% of the Indian dairy and milk processing market is part of the unorganized sector. Apart from milk, the revenue of the Indian dairy and milk processing industry is generated from several value-added products such as butter, curd, paneer, ghee, whey, flavored milk, ultra-high temperature (UHT) milk, cheese, yogurt and ice-cream etc.

1.1.4 The Road ahead

India's dairy industry is expected to maintain 15% annual growth (CAGR) over 2016-20 and attain value of Rs 9.4 trillion. Going ahead, India's milk production is expected to outperform global production and grow at a similar 4.2% CAGR to 185 million MT per annum, and surpass European Union to emerge the largest dairy producer by 2020. India has a potential of 15-30% plus growth in VADP like cheese, whey, UTH milk over next few years.

Part-B

1.2 Organisation Profile

1.2.1 Inception/Formation

Purabi is the brand name for milk and dairy products manufactured by West Assam Milk Producers' Co-operative Union Ltd. (WAMUL). Approved by FSSAI, it is one of the largest and most active dairy units in entire North East India.

WAMUL came into existence in 1976 as a milk union of Milk Producers' Co-operative of Nagaon, Morigaon, Goalpara, Nalbari and Kamrup districts of Assam. The Union was set-up under the Operation Flood Programme of National Dairy Development Board (NDDB) for dairy development in Assam. Over time, it has gone one to create a symbiotic relationship between milk producers, techno professionals, the market and the consumers.

Today, WAMUL is managed by the National Dairy Development Board (NDDB), and markets a daily average quantity of over 50,000 litres of liquid milk and 7000 litres worth of milk products in Guwahati and towns of Upper and Lower Assam.

MILK ROUTE

COLLECTION

WAMUL collects raw cow milk twice everyday from authorized milk cooperatives located in villages of Upper and Lower Assam. It is collected only from affiliated milk cooperatives called Dairy Cooperative Society (DCS)/Milk Producers Institutions (MPI) that are located in and around Guwahati. While

collecting, tests are done to ascertain whether the quality of milk conforms to the high standards set by WAMUL.

PROCESSING

WAMUL's fully automated dairy plant located at Panjabari, Guwahati processes 60,000 litres of milk per day. The dairy processing unit currently has a pasteurizer (5KLPH unit and 10KLPH unit), a homogenizer (5KLPH unit) and a cream separator (5KLPH). Apart from that, the plant also has a number of automated machines like can washer, crate washer, milk pumps, storage tanks, boiler, refrigeration plant and automated cup filling machine. The hygiene of the plant is maintained religiously by cleansing it with a caustic soda solution, steam and boiled water twice a day.

PACKAGING

The Purabi product that reaches your table everyday is packed and marketed in perfectly hygienic ways. WAMUL treats the inner layer of its product packaging material with UV rays for sterilization, ensuring zero contamination. Apart from marketing pasteurized and homogenized milk, every milk product is made from the same milk, and packaged through machines to provide maximum purity.

West Assam Milk Producers' Co-operative Union Ltd. (WAMUL)

INITIATIVES

LIQUID MILK PLANT AT PANJABARI, GUWAHATI

Fully automated processing unit with a capacity of 60,000 litres of milk per day. It also has automatic milk product manufacturing section for its high quality milk products such as paneer, cream, ghee, curd, lassi and flavoured milk.

CATTLE FEED PLANT AT CHANGSARI

Situated at a distance of 40 kilometres from Guwahati, it has a processing capacity of 100 metric tonnes of cattle feed per day.

1.2.6 Product/Service Profile

SMART MILK (FORTIFIED)	Standard Milk
Sweet Curd	Cream
Ghee	Paneer
Lassi	Standard Curd



1.2.8 Organization Structure

Organizational Structure of PURABI

Board of Directors

Chairman

General Manager

Assistant Manager

Manager

Deputy Manager

Assistant Manager

Senior Manager

Senior Officer

Senior Assistant

Employees

1.2.9 Quality Policy

Purabi - The motivated and devoted workforce of PURABI are committed to produce wholesome and safe foods of excellent quality to remain market leader through development of quality management systems, state-of-art-technology, and innovation and eco-friendly operations to achieve delightment of customers and betterment of milk producers. They strive to achieve this by improving raw milk quality, applying innovative technology for manufacturing food products, employing quality and food safety management practices to manufacture food products in a eco-friendly environment.

1.2.8 Competitors

AMUL: Amul is an Indian dairy cooperative society, based at Anand in the Indian state of Gujarat. Formed in 1946, it is a cooperative brand managed by a cooperative body, the Gujarat Co-operative Milk Marketing Federation Ltd. (GCMMF), which today is jointly owned by 36 lakh (3.6 million) milk producers in Gujarat. Amul spurred India's White Revolution, which made the country the world's largest producer of milk and milk products.

Kaira District Milk Union Limited (later renamed to Amul) was founded in 1946 through the efforts of three men, Tribhuvandas Patel, Verghese Kurien and Harichand Megha Dalaya. Amul's foundation was a significant contributor to the white revolution in India.

Tribhuvandas Patel under the guidance of Sardar Vallabhbhai Patel became the founding chairman of the organization and led it until his retirement in 70s. He hired Dr. Verghese Kurien in 1949. He convinced Dr. Kurien to stay and help with the mission. Under the chairmanship of Tribhuvandas, Dr. Kurien was initially the general manager and helped guide the technical and marketing efforts of Amul. Dr. Kurien was the chairman of Amul briefly after Tribhuvandas Patel died in 1994.

Kurien, founder-chairman of the GCMMF for more than 30 years (1973–2006), is credited with the success of Amul's marketing. Amul has ventured into markets overseas.

Gujarat Cooperative Milk Marketing Federation Ltd. (GCMMF), is India's largest food product marketing organization with annual turnover (2019-20) **US\$ 5.1 Billion**. Its daily milk procurement is approx 23 million lit per day from 18600 village milk cooperative societies, 18 member unions covering 33 districts, and 3.6 million milk producer members.

It is the Apex organization of the Dairy Cooperatives of Gujarat, popularly known as 'AMUL', which aims to provide remunerative returns to the farmers and also serve the interest of consumers by providing quality products which are good value for money. Its success has not only been emulated in India but serves as a model for rest of the World. It is exclusive marketing organization of 'Amul' and 'Sagar' branded products. It operates through 61 Sales Offices and has a dealer network of 10000 dealers and 10 lakh retailers, one of the largest such networks in India. Its product range comprises milk, milk powder, health beverages, ghee, butter, cheese, Pizza cheese, Ice-cream, Paneer, chocolates, and traditional Indian sweets, etc. GCMMF is India's largest exporter of Dairy Products. It has been accorded a "Trading House" status. Many of our products are available in USA, Gulf Countries, Singapore, The Philippines, Japan, China and Australia. GCMMF has received the APEDA Award from Government of India for Excellence in Dairy Product Exports for the last 16 years. For the year 2009-10, GCMMF has been awarded "Golden Trophy" for its outstanding export performance and contribution in dairy products sector by APEDA. In 2013-14, GCMMF took giant strides in expanding its presence in International markets. Amul's presence on Global Dairy Trade (GDT) platform in which only the top six dairy players of the world sell their products, has earned respect and recognition across the world. By selling milk powders on GDT, GCMMF could not only realize better prices as per market demand but it also firmly established Amul in the league of top dairy players in world trade.



SUDHA: The Bihar State Milk Co-Operative Federation Ltd. (COMFED) was established in 1983 as the implementing agency of Operational Flood (OF) programme of dairy development on “Anand” pattern in Bihar. All the operations of erstwhile Bihar State Dairy Corporation were handed over to COMFED.

Till the end of programme in March 1997, there were five district level Milk Producers' Cooperative Unions covering eighteen districts of Bihar. The dairy development work continued and at present there are eight district level milk unions covering thirty three districts of Bihar. Comfed develops the districts first in terms of dairy development coupled with capacity development of milk producers to shoulder broader responsibilities and then hands over the entire operations to the representatives democratically elected by the milk producers.

Comfed is serving the consumers of Jharkhand also and there are three dairies at Jamshedpur, Ranchi and Bokaro. These dairies are serving a good number of towns and cities of Jharkhand in Ranchi, East & West Singhbhum, Hazaribagh, Gumla, Khunti, Palamu, Lohardaga, Bokaro, Dhanbad, Giridih etc. Sudha Milk and some products are now available in Delhi/NCR region and Uttarakhand also apart from a number of towns and cities of U.P. and West Bengal.

The Farmer's Training Centre at Patna, Barauni and Begusarai provides training to the milk producers and society functionaries in various aspects of dairying, clean milk production, society operation, artificial insemination etc.

Our products are available in market under brand name "Sudha". These Products are produced keeping in view the taste and preferences of consumers. Our main products are as follows:-

• Sudha Gold	• Ghee
• Sudha Shakti	• Ice-Cream
• Sudha Healthy	• Lassi
• Sudha Smart	• Misti-dahi
• Sudha Lite	• Pedas
• Sudha Cow Milk	• Panner
• Gulabjamun	• Sudha Special
• Plain-curd	• Kalakand
• Balusahi	• Rasogulla



NESTLE: Nestle India Ltd, one the biggest players in FMCG segment, has a existence in milk & nutrition, beverages, prepared dishes & cooking aids & chocolate & confectionery segments. The company is unavailable in the food business. The food business incorporate product groups, such as milk products and nutrition, beverages, prepared dishes and cooking aids, chocolates and confectionery. Nestle India manufactures products under brand names, such as Nescafe, Maggi, Milky bar, Milo, Kit Kat, Bar-One, Milkmaid and Nestea.

The company has also introduced products of daily utilization and use, such as Nestle Milk, Nestle Slim Milk, Nestle Fresh 'n' Natural Dahl and Nestle Jeera Raita. The company's brands include milk products and nutrition, prepared dishes and cooking aids, beverages, and chocolates and confectionery. Their milk products and nutrition includes Nestle Everyday Dairy Whitener, Nestle Everyday Ghee, Nestle Milk, Nestle Slim Milk and Nestle Dahl. Beverages Include Nescafe Classic, Nescafe Sunrise Premium, Nescafe Sunrise Special and Nescafe Cappuccino.

Nestle India is a secondary of Nestle S.A. The company has attendance across India with 7 manufacturing facilities and four branch offices extend across the region. The four branch offices in the country help facilitate the sales and marketing of its products. They are in Delhi, Mumbai, Chennai and Kolkata.

The company's four factories were awarded the internationally predictable external certification ISO 14001 for adherence to environmental processes and OSHAS 18001 for Health and Safety. In the year 2008, the company launched Nestle Nesvita Pro-Heart Milk with Omega-3 in Mumbai. Nestle Nesvita Pro-Heart is part of daily diet and has Omega-3 heart friendly nutrients scientifically known to help manage cholesterol. As part of their ongoing dedication to offering best in class nutrition products to Indian consumers, the company launched NESTLE NAN 3, a follow-up formula for older infants. During the

year, MAGGI PICHKOO Tomato Ketchup was launched in a unique easy to handle day pack to drive affordability, taste and convenience for a larger number of consumers.

Production department of NESTLE

Production process:

Milk collection: Milk collection system of nestle milk pak is excellent. According to this system milk is collected farmer area of about 72000 km. Village milk center 2273, Sub centers 583, Main centers 23. Nestle acquire milk directly few farmers, there is no middle man. On milk centers price is paid according to percentage of fats. If the quality of fat is less than required (6%) than price will be accordingly. In milk collection centers temperature of milk is kept at 4 C.

Reception: From milk collection centers milk is collected and delivered to factory daily seal of tankers are correctly decided. Receiving capacity of milk is 60000 liters.

Standardization: All the animals are different composition of fats in their milk in different seasons. Standardize milk according to the recipe milk is given temperature of 72 c for 15 second to reduce bacteria in milk, this process is called thermization life of milk is increased by this process and standardization composition is fats.

Decreaming: In this process of descreaming solid non fat and cream is divided, milk is given temperature of 60 c and 60000 rpm in de- cremer, so that dirt particles cream can be estranged Dirt is drained after 30 seconds milk is send for further processes.

Pasteurization: In this process milk is heated at 92 c for 5 seconds to remove remaining bacteria. After pasteurization milk is treated for conversion into powder.

Evaporation Low hit treatment: Milk is intense at high pressure of 889 mille bar so that it starts boiling at about 70 c.

4 effect falling film: Milk is evaporating in 4 consequence system. Milk is evaporating about 56%, 62%, 67% and 75% after 1 st, 2 nd, 3 rd and 4 th effect respectively.

Spray drying: In this process there are 5 creative high pressure nozels which exert high pressure on milk after that their which exert high pressure on milk after that that area about 50% water and 50% solids in milk.

Cooling: After spray drying there is a cooling process, in which powder is cooled before storing.

Packing: Milk is packed in different packing according to the weight required, from tote tilting station from selling.



MOTHER DAIRY: Mother Dairy Fruit & Vegetable Pvt Ltd is an Indian food processing company that manufactures markets and sells milk, milk products and other edible products. Its milk products include cultured products, ice cream, paneer and ghee under the Mother Dairy brand. The company also sells edible oils, fresh fruits and vegetables, frozen vegetables, and processed

food like fruit juices, jams, pickles, etc. Mother Dairy was founded in 1974, as a wholly owned subsidiary of the National Dairy Development Board (NDDB).

History-Mother Dairy was commissioned in 1974 as a wholly owned subsidiary of the National Dairy Development Board (NDDB). It was an initiative under Operation Flood, a dairy development program aimed at making India a milk sufficient nation. Mother Dairy sources a significant part of its requirement of liquid milk from dairy cooperatives and village level farmer centric organizations. The company originally focused on Delhi and other parts of the National Capital Region (NCR). It later expanded to other regions in India.

Brands and subsidiaries

The company sells milk products under the "Mother Dairy" brand. Safal is the fruit and vegetable arm of Mother Dairy. It operates a large number of fruit and vegetable stores in the NCR, and also has a significant presence in Bengaluru. Safal also has a plant in Bengaluru, which produces around 23,000 MT of aseptic fruit pulp and concentrates annually. It supplies to food processing companies such as Coca-Cola, Pepsi, Unilever, Nestle, etc. Safal also has a presence across 40 countries viz., USA, Europe, Russia, Middle East, Asia and Africa and exports Fresh Fruits & Vegetables (Grapes, Banana, Gherkin, Onion, etc.), Fruit Pulp & Concentrate, Frozen Fruits & Vegetables, etc. Mother Dairy is also present into edible oils segment under the brand name Dhara, which was launched under the Operation Golden Flow program of NDDB. Mother Dairy opens first restaurant 'Café Delights' in Noida and plans more outlets in Delhi.

Products

Mother Dairy Dairy Products

Dahi	Mother Dairy Premium Chach
Mother Dairy Ultimate Dahi	Mother Dairy Masala Chach
Mother Dairy Probiotic Advanced Dahi	Mother dairy tadka Chach
Mother Dairy Classic Dahi	Probiotic Milk
Mother Dairy Mishti Doi	Mother Dairy Nutrifit
Mother Dairy Aam Doi	Flavored Milk
Lassi	Mother Dairy Paneer
Mother Dairy Lassi (Sweet, Mango, Strawberry, Mishti Doi Lassi)	Mother Dairy Butter
Chach	Mother Dairy Cheese
Mother Dairy Chach	Mother Dairy Ghee



Part-C

1.3 About the Subject

The research project is undertaken to find the level of satisfaction of the retailers towards Purabi Milk. It is to know the main objectives of retailer's preference among different varieties of Purabi Milk and its other products. By this study it will help the company to introduce new strategies to gain the competitors customers. Customers are highly influence by the image of the retailer outlets, its attributes, product range, variety, service & market strategies. Retailers are the one that includes all the activities involved in selling goods and services directly to consumers for personal use. The main objective is to make aware about the retailers satisfaction and dissatisfaction of Purabi Milk to the company so that they can modify or use new strategies. It will help the company to be ahead from its competitors.

CHAPTER 2
RESEARCH METHODOLOGY

2.1 Title of the Study

“A study on retailer perception towards packaging milk with special reference to Purabi Milk in Guwahati City”

2.2 Statement of the Problem

A problem statement is a concise description of an issue to be addressed or a condition to improved upon. It identifies the gap between the current state and the desired state of a process or product. The first condition of solving a problem is to understand the problem, which can be done by the way of a problem statement. Retailer’s perception is the study of how he purchases, how he sells, how they get feedback from consumers and then come to a conclusion. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics, psychographics and behavioral variables in an attempt to understand people wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general. The study bring undertaken is done with objective of understanding about the perception of the retailers towards Purabi Milk.

OBJECTIVES OF THE STUDY

- To find the retailers preference towards Purabi Dairy Milk
- To find the level of competition faced by Purabi Dairy Milk.
- To study about the channel of distribution adopted by Milk Producer.

2.4 SCOPE OF THE STUDY

- The study throws light on the perception and viewpoint of different retailers towards Purabi Dairy Milk.
- To identify the competitors of Purabi producing similar variety of Dairy Milk.

2.5 TYPE OF RESEARCH

The research design is the framework and plan for the study. It may have specific presentation of various steps in the process of research design. In this study descriptive research has been used. Descriptive research can be explained as a type of research as they are at present with the researcher having no control over the variables. Descriptive research is used to study the characteristics or behavior of the sample population. Descriptive research is closely associated with observational studies. Case studies and surveys can also be specified as popular data collection methods used with descriptive research.

2.6 SOURCES OF DATA

The sources of data for the study - Primary data and Secondary data. The primary data has been collected using a questionnaire. A Questionnaire has been prepared and distributed among the retailers. The secondary data has been obtained from company records, journals, websites and the internet.

2.7 SAMPLE DESIGN

The sampling design that was use is ‘Convenience Sampling’ for a sample size of 50 retailers to analyze and interpret the respondent’s view to the entire study.

2.8 METHOD OF DATA COLLECTION

The primary data is collected using the questionnaire method. A Questionnaire has been prepared and distributed among the retailers and the secondary data was obtained from company records, journals, websites and the internet.

2.9 PLAN OF ANALYSIS

Percentage Analysis is used for analyzing the data collected.

CHAPTER 3

DATA ANALYSIS AND
INTERPRETATIONS

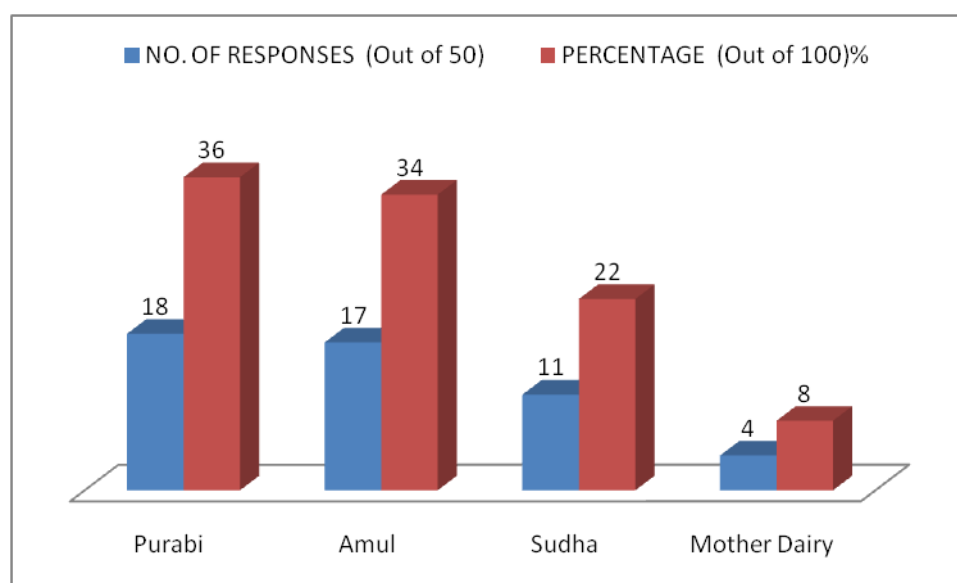
3.1 Retailers brands of Milk.

Table No. 3.1: Different brands of Milk.

PARTICULARS	NO. OF RESPONSES (Out of 50)	PERCENTAGE (Out of 100)%
Purabi	18	36
Amul	17	34
Sudha	11	22
Mother Dairy	4	8

ANALYSIS: It can be interpreted that out of 50 respondents, 36% of the respondents store Purabi, 34% of the respondents store Amul, 22% of the respondents store Sudha, and 8% of the respondents store Mother Dairy.

Figure No. 3.1: Distribution of brands of Milk stored by the Retailers



INTERPRETATION: It can be interpreted from the above graph that out of 50 respondents, 36% of the respondents store Purabi Dairy Milk that is very close to 34% of Amul Dairy Milk. So they are strong competitors of each other.

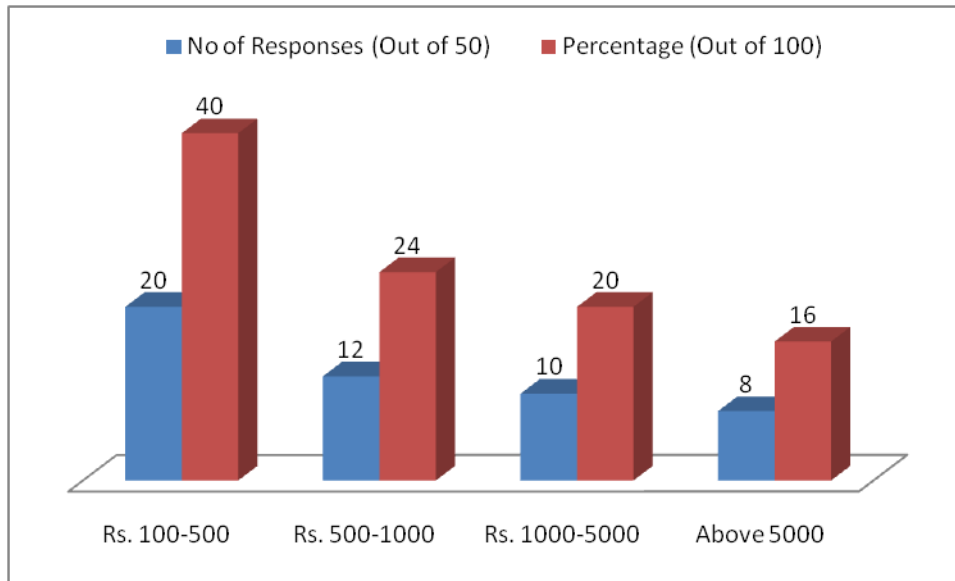
3.2 The average sales figure (per day) of Milk.

Table No. 3.2: Average sales figure (per day) of Milk.

Particulars	No of Responses (Out of 50)	Percentage (Out of 100)
Rs. 100-500	20	40
Rs. 500-1000	12	24
Rs. 1000-5000	10	20
Above 5000	8	16

ANALYSIS: From the above table out of 50 respondents, the average sales (per day) of Milk between Rs 100-500 is 40%, that of between Rs 500-1000 is 24%, that of between Rs. 1000-5000 is 20% and 16% of the respondents sale is above 5000.

Figure No. 3.2: Percentage of average sales figure (per day) of Milk



INTERPRETATION: So from the above bar graph, it can be concluded that 40% of the respondents have average sales between Rs. 100-500 per day.

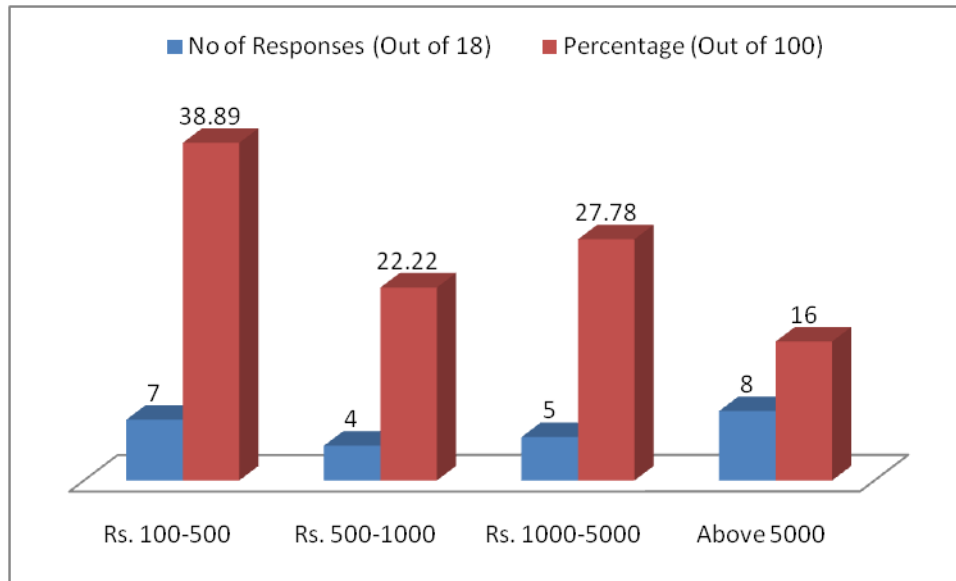
3.3 The Average sales figure (per day) of each brand.

Table No. 3.3.1: Average sales figure (per day) of Purabi Dairy Milk

Particulars	No of Responses (Out of 18)	Percentage (Out of 100)
Rs. 100-500	7	38.89
Rs. 500-1000	4	22.22
Rs. 1000-5000	5	27.78
Above 5000	2	11.11

ANALYSIS: From the above table out of 18 respondents, the average sales (per day) of Purabi Dairy Milk between Rs. 100-500 is 38.89%, that of between Rs. 500-1000 is 22.22%, that of between Rs. 1000-5000 is 27.78% and 11.11% of the respondents sale is above Rs. 5000.

Figure No. 3.3.1: Percentage of average sales figure (per day) of Purabi Dairy Milk.



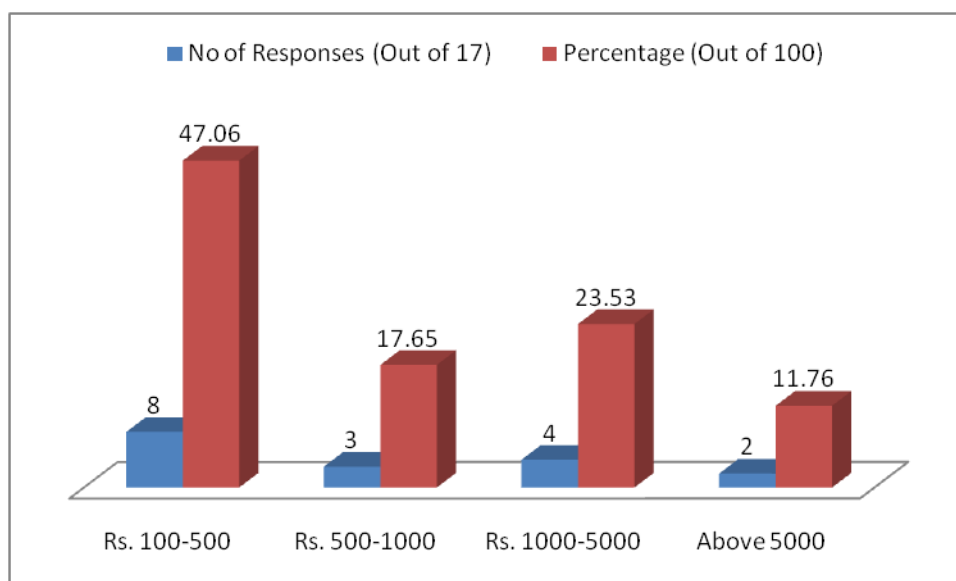
INTERPRETATION: So from the above bar graph, it can be concluded that the 38.89% of the respondents have average sales between Rs.100-500 per day.

Table No. 3.3.2: Average sales figure (per day) of Amul Dairy Milk

Particulars	No of Responses (Out of 17)	Percentage (Out of 100)
Rs. 100-500	8	47.06
Rs. 500-1000	3	17.65
Rs. 1000-5000	4	23.53
Above 5000	2	11.76

ANALYSIS: From the above table out of 17 respondents, the average sales (per day) of Amul Dairy Milk between Rs. 100-500 is 47.06%, that of between Rs. 500-1000 is 17.65%, that of between Rs. 1000-5000 is 23.53% and 11.76% of the respondents sale is above Rs. 5000.

Figure No. 3.3.2: Percentage of average sales figure (per day) of Amul Dairy Milk.



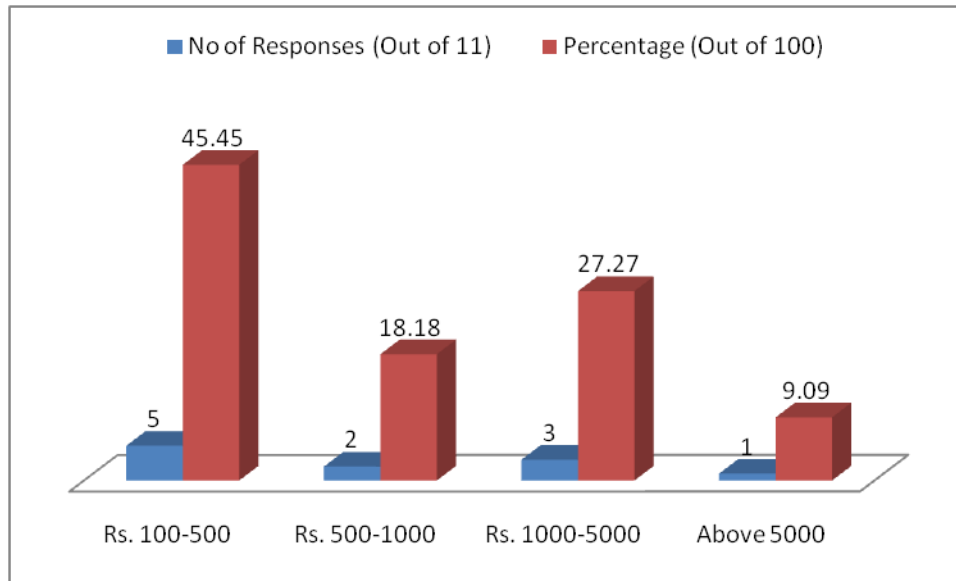
INTERPRETATION: So from the above bar graph, it can be concluded that the 47.06% of the respondents have average sales between Rs.100-500 per day.

Table No. 3.3.3: Average sales figure (per day) of Sudha Dairy Milk

Particulars	No of Responses (Out of 11)	Percentage (Out of 100)
Rs. 100-500	5	45.45
Rs. 500-1000	2	18.18
Rs. 1000-5000	3	27.27
Above 5000	1	9.09

ANALYSIS: From the above table out of 11 respondents, the average sales (per day) of Sudha Dairy Milk between Rs. 100-500 is 45.45%, that of between Rs. 500-1000 is 18.18%, that of between Rs. 1000-5000 is 27.27% and 9.09% of the respondents sale is above Rs. 5000.

Figure No. 3.3.3: Percentage of average sales figure (per day) of Sudha Dairy Milk.



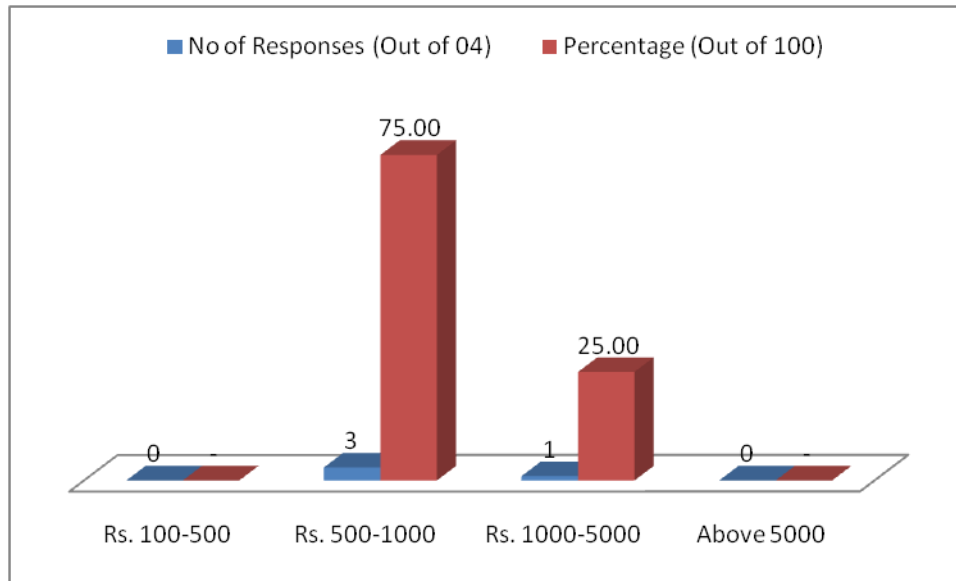
INTERPRETATION: So from the above bar graph, it can be concluded that the 45.45% of the respondents have average sales between Rs.100-500 per day.

Table No. 3.3.4: Average sales figure (per day) of Mother Dairy Milk

Particulars	No of Responses (Out of 04)	Percentage (Out of 100)
Rs. 100-500	0	-
Rs. 500-1000	3	75.00
Rs. 1000-5000	1	25.00
Above 5000	0	-

ANALYSIS: From the above table out of 11 respondents, the average sales (per day) of Mother Dairy Milk between Rs. 100-500 is 0%, that of between Rs. 500-1000 is 75.00%, that of between Rs. 1000-5000 is 25.00% and none of the respondents sale is above Rs. 5000.

Figure No. 3.3.4: Percentage of average sales figure (per day) of Mother Dairy Milk.



INTERPRETATION: So from the above bar graph, it can be concluded that the 75.00% of the respondents have average sales between Rs.500-1000 per day.

3.4 Attributes as per retailers preferred brand in a scale from 1-4 where (1= Excellent, 2= Good, 3= Average, 4=Poor).

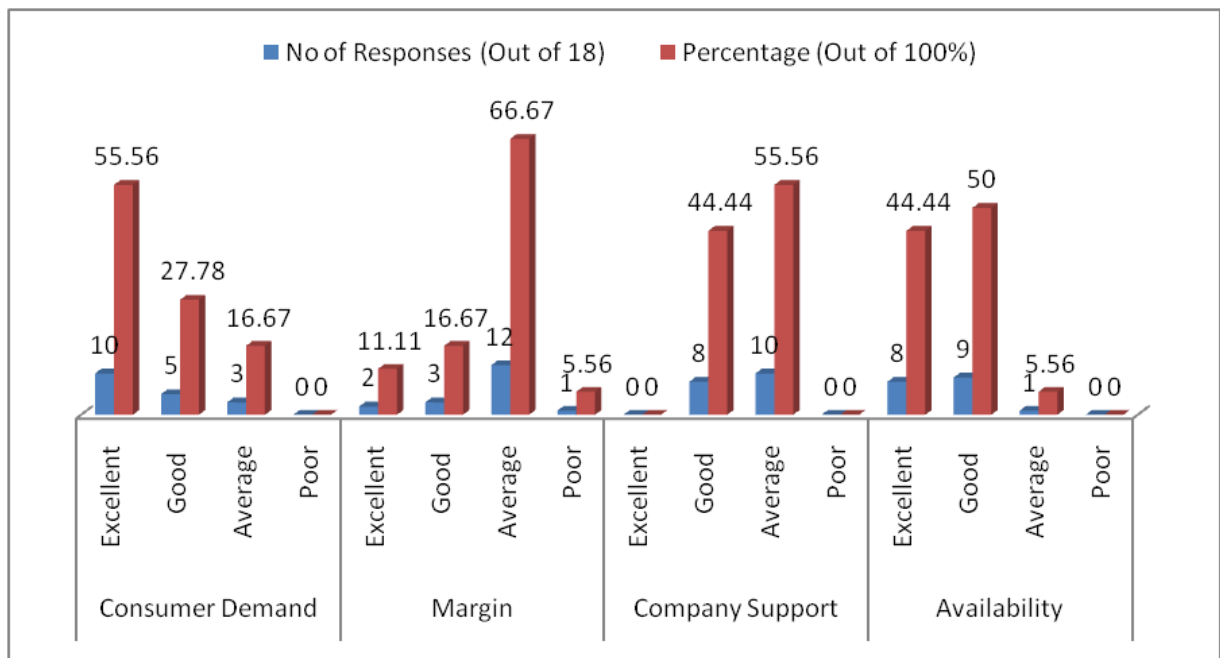
Table No. 3.4.1: Retailers attributes preferred brand of Purabi Dairy Milk.

Particulars	Scales	No of Responses (Out of 18)	Percentage (Out of 100%)
Consumer Demand	Excellent	10	55.56
	Good	5	27.78
	Average	3	16.67
	Poor	0	0
Margin	Excellent	2	11.11
	Good	3	16.67
	Average	12	66.67

	Poor	1	5.56
Company Support	Excellent	0	0
	Good	8	44.44
	Average	10	55.56
	Poor	0	0
Availability	Excellent	8	44.44
	Good	9	50
	Average	1	5.56
	Poor	0	0

ANALYSIS: From the above table out of 18 respondents, 55.56% of the respondents have ranked consumer demand as Excellent and 27.78% of the respondents have ranked consumer demand as Good, 16.67% of the respondents have ranked consumer demand as Average and none of the respondents have ranked Poor. 11.11% of the respondents have ranked Margin as Excellent and 16.67% of the respondents have ranked Margin as Good, 66.67% of the respondents have ranked Margin as Average and 5.56% of the respondents have ranked Poor. None of the respondents have ranked Company Support as Excellent and 44.44% of the respondents have ranked Company Support as Good, 55.56% of the respondents have ranked Company Support as Average and none of the respondents have ranked Poor. 44.44% of the respondents have ranked Availability as Excellent and 50% of the respondents have ranked Availability as Good, 5.56% of the respondents have ranked Availability as Average and none of the respondents have ranked Poor.

Figure No. 3.4.1: Percentage of retailers attributes preferred brand of Purabi Dairy Milk.



INTERPRETATION: So from the above bar graph, it can be interpreted that most of the retailers have ranked Excellent for customer demand whereas most of the retailers have ranked Average for margin and also more than half of the retailers have ranked Average for company support and most of the retailers have ranked good for the products availability.

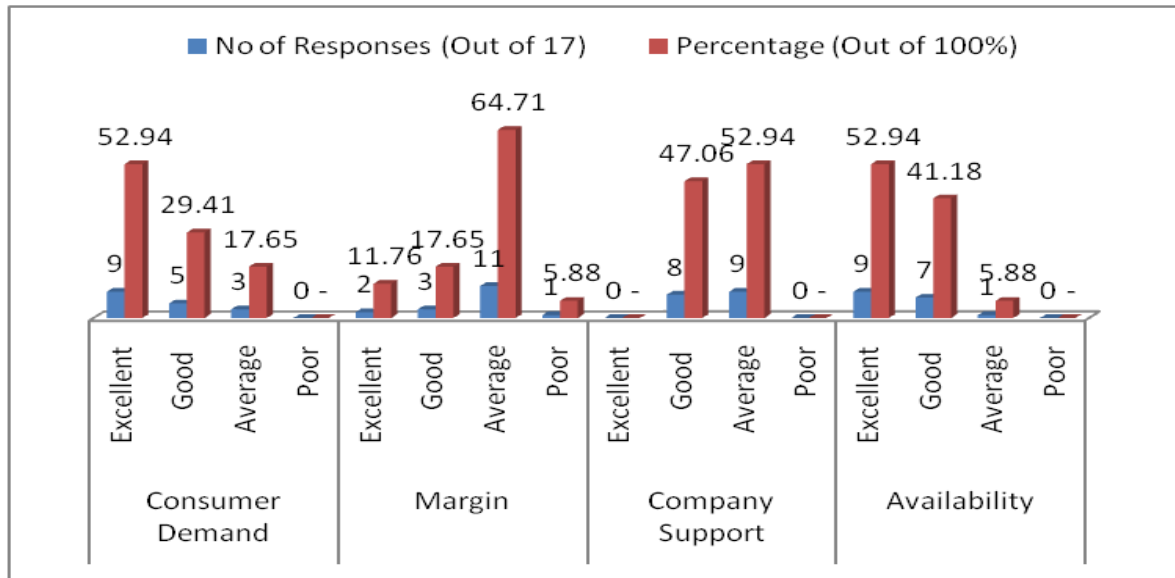
Table No. 3.4.2: Retailers attributes preferred brand of Amul Dairy Milk.

Particulars	Scales	No of Responses (Out of 17)	Percentage (Out of 100%)
Consumer Demand	Excellent	9	52.94

	Good	5	29.41
	Average	3	17.65
	Poor	0	-
Margin	Excellent	2	11.76
	Good	3	17.65
	Average	11	64.71
	Poor	1	5.88
Company Support	Excellent	0	-
	Good	8	47.06
	Average	9	52.94
	Poor	0	-
Availability	Excellent	9	52.94
	Good	7	41.18
	Average	1	5.88
	Poor	0	-

ANALYSIS: From the above table out of 17 respondents, 52.94% of the respondents have ranked consumer demand as Excellent and 29.41% of the respondents have ranked consumer demand as Good, 17.65% of the respondents have ranked consumer demand as Average and none of the respondents have ranked Poor. 11.76% of the respondents have ranked Margin as Excellent and 17.65% of the respondents have ranked Margin as Good, 64.71% of the respondents have ranked Margin as Average and 5.88% of the respondents have ranked Poor. None of the respondents have ranked Company Support as Excellent and 47.06% of the respondents have ranked Company Support as Good, 52.94% of the respondents have ranked Company Support as Average and none of the respondents have ranked Poor. 52.94% of the respondents have ranked Availability as Excellent and 41.18% of the respondents have ranked Availability as Good, 5.88% of the respondents have ranked Availability as Average and none of the respondents have ranked Poor.

Figure No. 3.4.2: Percentage of retailers attributes preferred brand of Amul Dairy Milk.



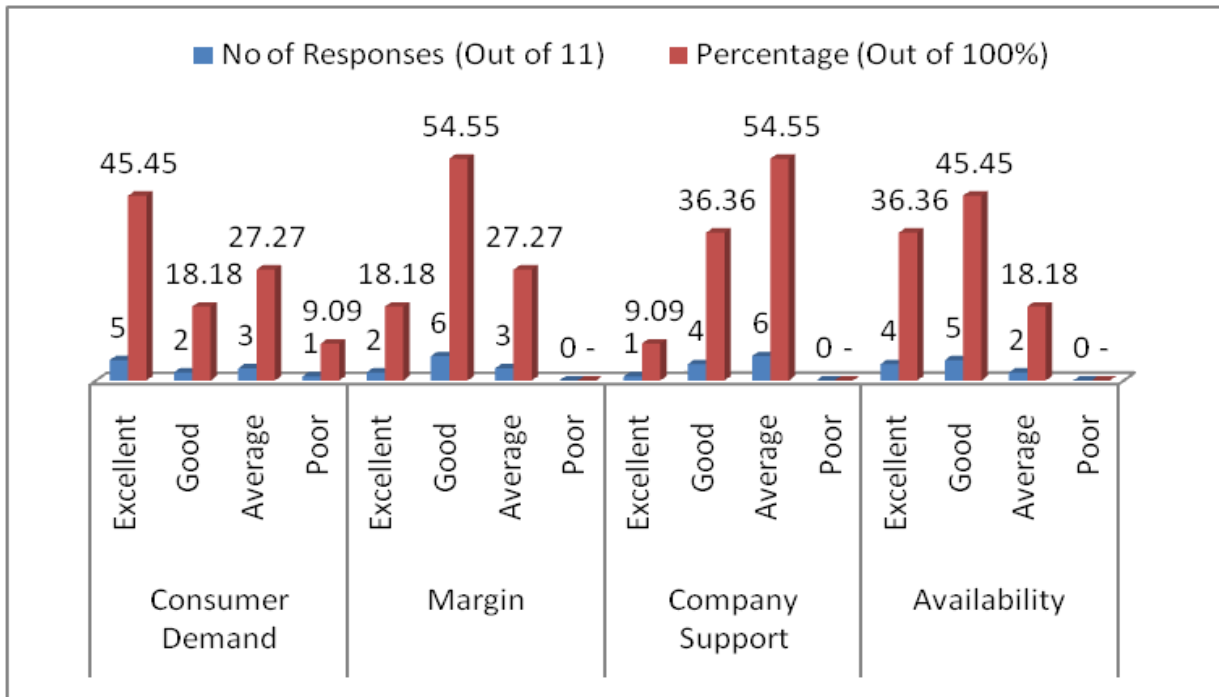
INTERPRETATION: So from the above bar graph, it can be interpreted that most of the retailers have ranked Excellent for customer demand whereas most of the retailers have ranked Average for margin and also more than half of the retailers have ranked Average for company support and most of the retailers have ranked Excellent for the products availability.

Table No. 3.4.3: Retailers attributes preferred brand of Sudha Dairy Milk.

Particulars	Scales	No of Responses (Out of 11)	Percentage (Out of 100%)
Consumer Demand	Excellent	5	45.45
	Good	2	18.18
	Average	3	27.27
	Poor	1	9.09
Margin	Excellent	2	18.18
	Good	6	54.55
	Average	3	27.27
	Poor	0	-
Company Support	Excellent	1	9.09
	Good	4	36.36
	Average	6	54.55
	Poor	0	-
Availability	Excellent	4	36.36
	Good	5	45.45
	Average	2	18.18
	Poor	0	-

ANALYSIS: From the above table out of 11 respondents, 45.45% of the respondents have ranked consumer demand as Excellent and 18.18% of the respondents have ranked consumer demand as Good, 27.27% of the respondents have ranked consumer demand as Average and 9.09% of the respondents have ranked Poor. 18.18% of the respondents have ranked Margin as Excellent and 54.55% of the respondents have ranked Margin as Good, 27.27% of the respondents have ranked Margin as Average and none of the respondents have ranked Poor. 9.09% of the respondents have ranked Company Support as Excellent and 36.36% of the respondents have ranked Company Support as Good, 54.55% of the respondents have ranked Company Support as Average and none of the respondents have ranked Poor. 36.36% of the respondents have ranked Availability as Excellent and 45.45% of the respondents have ranked Availability as Good, 18.18% of the respondents have ranked Availability as Average and none of the respondents have ranked Poor.

Figure No. 3.4.3: Percentage of retailers attributes preferred brand of Sudha Dairy Milk.



INTERPRETATION: So from the above bar graph, it can be interpreted that most of the retailers have ranked Excellent for customer demand whereas most of the retailers have ranked good for margin and also more than half of the retailers have ranked Average for company support and most of the retailers have ranked good for the products availability.

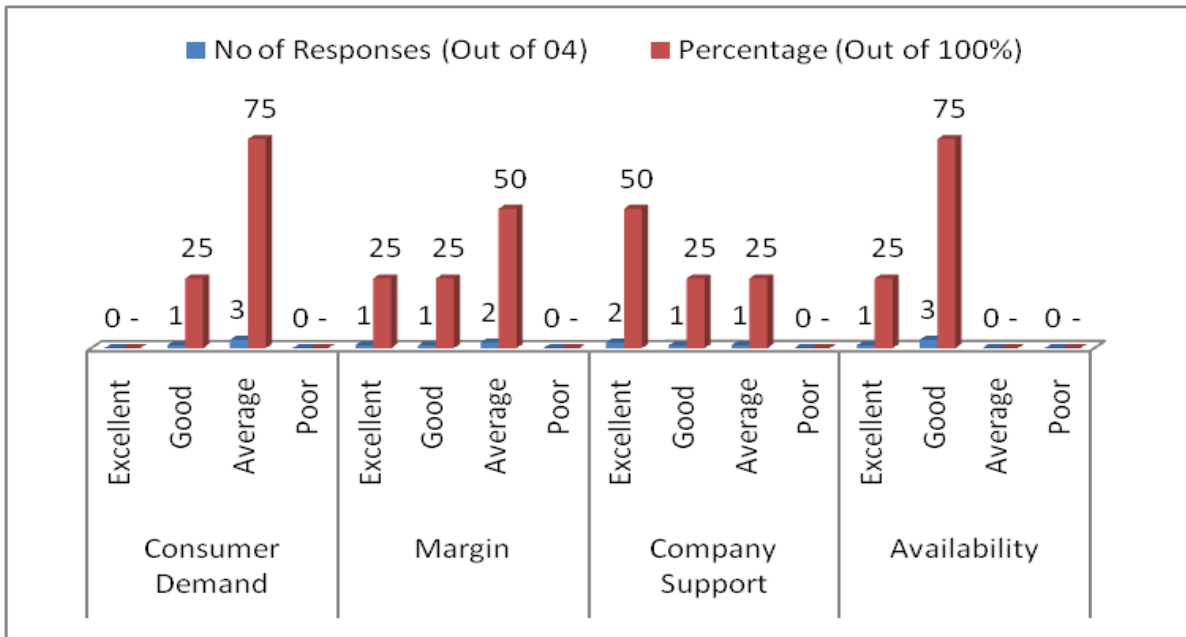
Table No. 3.4.4: Retailers attributes preferred brand of Mother Dairy Milk.

Particulars	Scales	No of Responses (Out	Percentage (Out of
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		of 04)	100%)
Consumer Demand	Excellent	0	-
	Good	1	25.00
	Average	3	75.00
	Poor	0	-
Margin	Excellent	1	25.00
	Good	1	25.00
	Average	2	50.00
	Poor	0	-
Company Support	Excellent	2	50.00
	Good	1	25.00
	Average	1	25.00
	Poor	0	-
Availability	Excellent	1	25.00
	Good	3	75.00
	Average	0	-
	Poor	0	-

ANALYSIS: From the above table out of 04 respondents, none of the respondents have ranked consumer demand as Excellent and 25% of the respondents have ranked consumer demand as Good, 75% of the respondents have ranked consumer demand as Average and none of the respondents have ranked Poor. 25% of the respondents have ranked Margin as Excellent and 25% of the respondents have ranked Margin as Good, 50% of the respondents have ranked Margin as Average and none of the respondents have ranked Poor. 50% of the respondents have ranked Company Support as Excellent and 25% of the respondents have ranked Company Support as Good, 25% of the respondents have ranked Company Support as Average and none of the respondents have ranked Poor. 25% of the respondents have ranked Availability as Excellent and 75% of the respondents have ranked Availability as Good, none of the respondents have ranked Availability as Average and none of the respondents have ranked Poor.

Figure No. 3.4.4: Percentage of retailers attributes preferred brand of Mother Dairy Milk.



INTERPRETATION: So from the above bar graph, it can be interpreted that most of the retailers have ranked Average for customer demand whereas most of the retailers have ranked Average for margin and also more than half of the retailers have ranked Excellent for company support and most of the retailers have ranked good for the products availability.

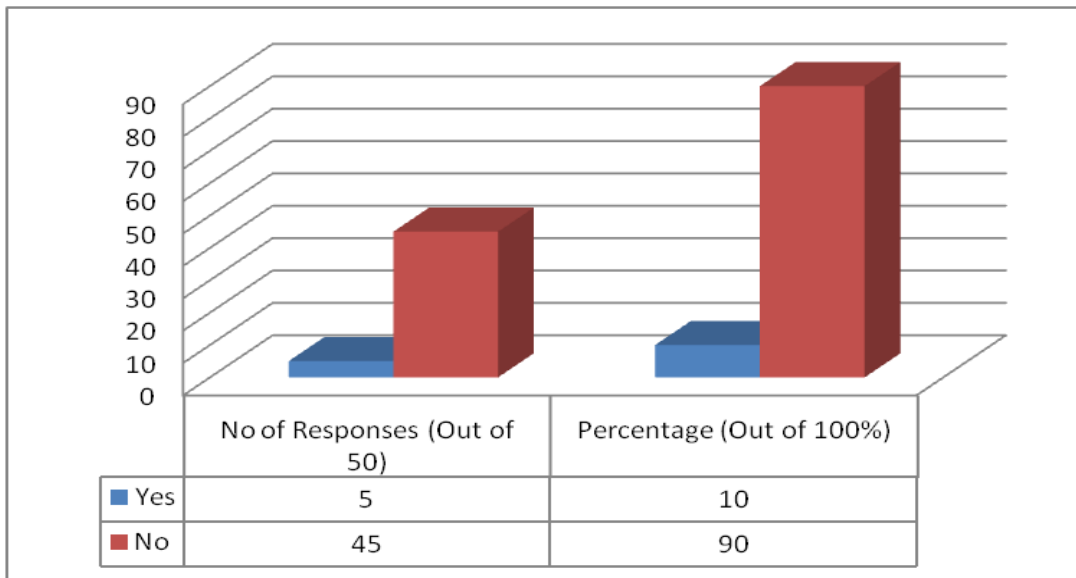
3.5 Refrigerators provided by the Company.

Table No.3.5: Company providing refrigerators to retailers.

Particulars	No of Responses (Out of 50)	Percentage (Out of 100%)
Yes	5	10
No	45	90

ANALYSIS: From the above table it can be noted that out of 50 respondents, 10% said the company itself provide refrigerators and 90% of the respondents said that it is not provided by the Company.

Figure No. 3.5: Percentage of Company providing refrigerators to retailers.



INTERPRETATION: So from the above chart, it can be concluded that most of the respondents have not got refrigerators from the Company.

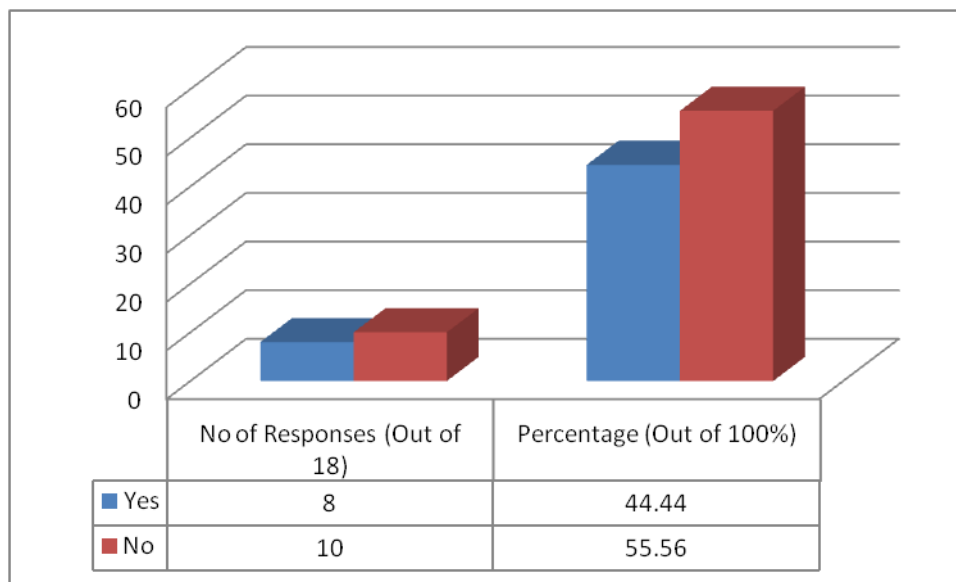
3.6 Problems of Retailers while dealing with Purabi Milk Dairy.

Table No. 3.6.1: Problem in dealing with Purabi Milk Dairy

PARTICULARS	NO OF RESPONSES (Out of 18)	PERCENTAGE (Out of 100%)
YES	8	44.44
NO	10	55.56

ANALYSIS: From the above table it can be analysed that 44.44% of the respondents are facing problems in storing Purabi Milk while 55.56% of the respondents are not facing any problem.

Figure No. 3.6: Percentage of retailers facing problem in Purabi Milk Dairy.



INTERPRETATION: So from the above chart, it can be interpreted that only 44.44% of the respondents have responded that they are facing problem in dealing with Purabi Milk.

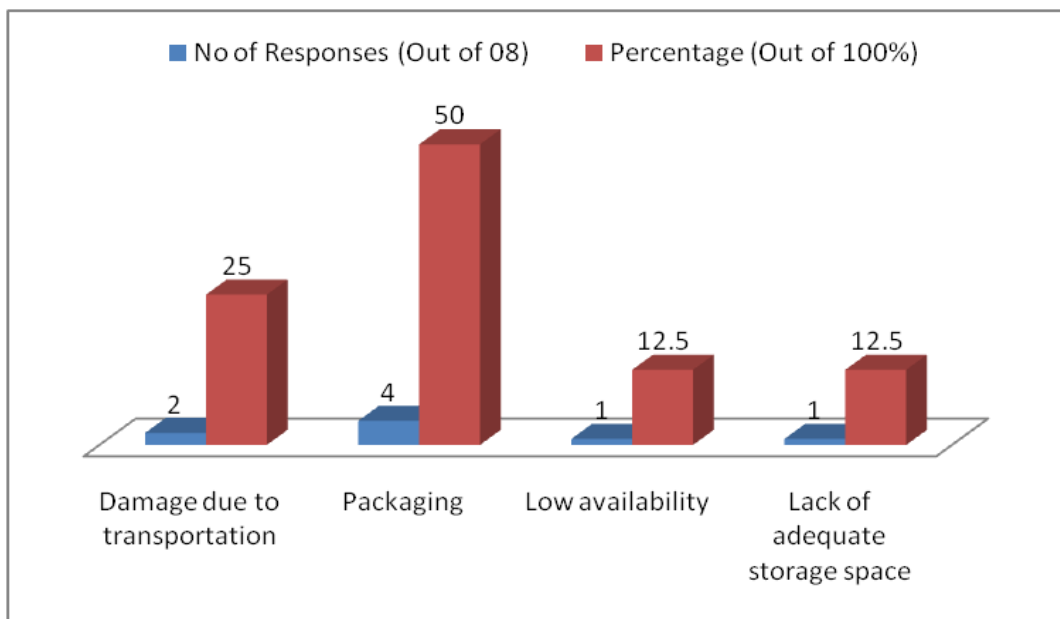
3.7 If yes, please mention the problem.

Table No. 3.7: Problem faced by retailers.

Particulars	No of Responses (Out of 08)	Percentage (Out of 100%)
Damage due to transportation	2	25
Packaging	4	50
Low availability	1	12.5
Lack of adequate storage space	1	12.5

ANALYSIS: From the above table it can be analysed that out of 8 respondents, 25% of the respondents said that the products are damaged due to transportation, 50% of the respondents have responded that there are faulty packaging, 12.5% of the respondents have responded that there are low availability of products, and 12.5% responded that there are lack of adequate storage space.

Figure No. 3.7: Percentage of problem faced by retailers.



INTERPRETATION: From the above chart it can be interpreted that more than half of the respondent are facing problem for low quality packaging.

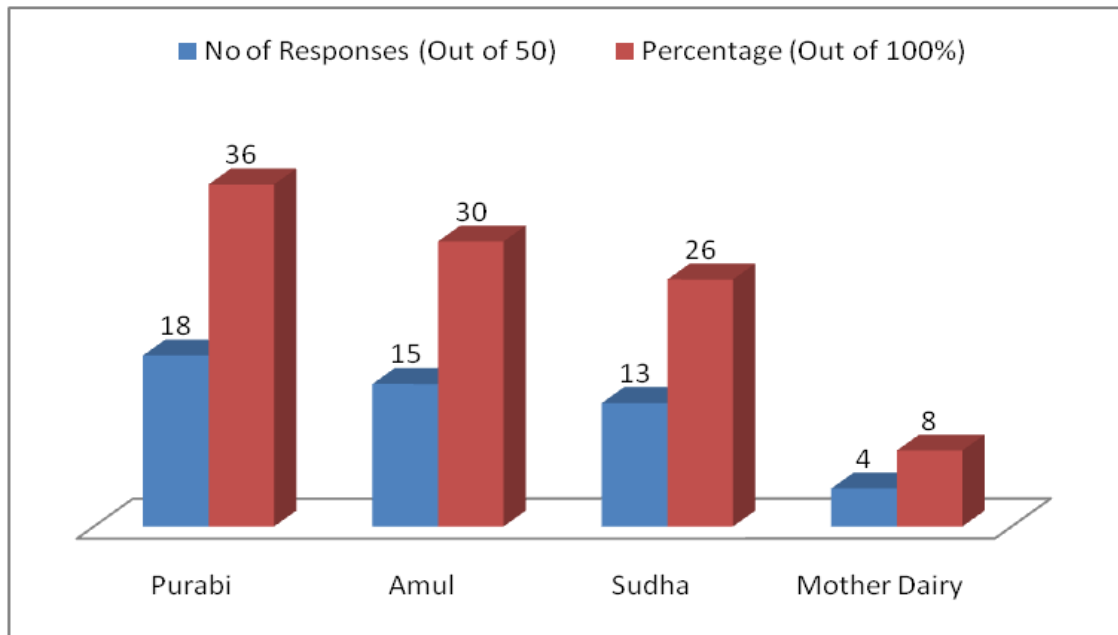
3.8 Consumer mostly preferred brand of Milk.

Table No. 3.8: Brand of Dairy Milk consumer prefers the most.

Particulars	No of Responses (Out of 50)	Percentage (Out of 100%)
Purabi	18	36
Amul	15	30
Sudha	13	26
Mother Dairy	4	8

ANALYSIS: From the above table it can be interpreted that out of 50 respondents, 36% of the consumer preferred Purabi, 30% of consumer prefers Amul whereas 26% of consumers prefers Sudha and only 8% of consumers prefers Mother Dairy.

Figure No. 3.8: Percentage of brands of Milk consumer prefers the most.



INTERPRETATION: From the above chart, it can be interpreted that most of the consumer prefer Purabi Milk.

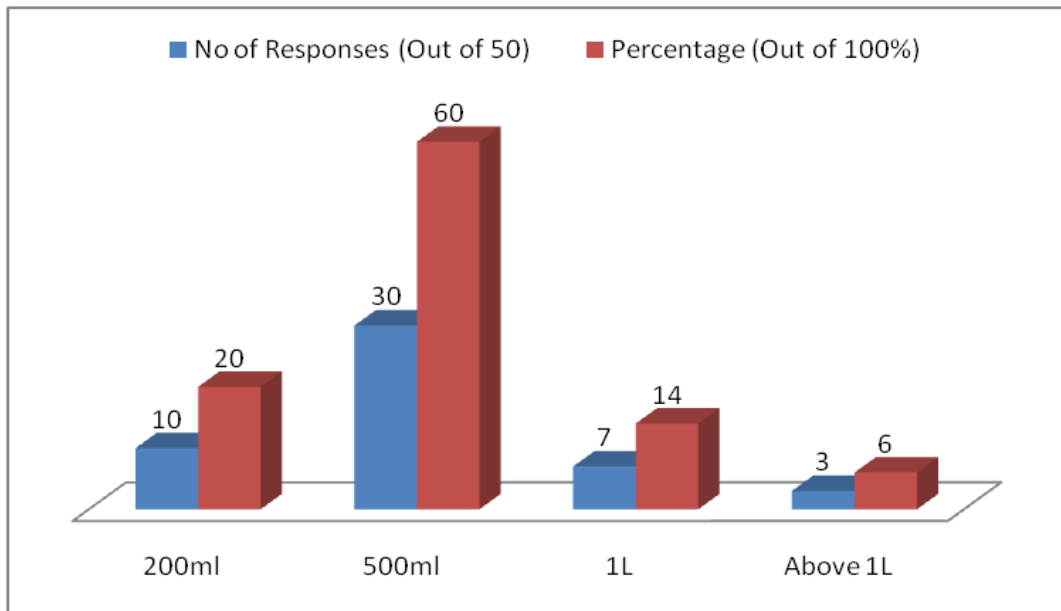
3.9 Retailers view on the size of Milk consumer prefers the most.

Table No. 3.9: Milk size consumer preference.

Particulars	No of Responses (Out of 50)	Percentage (Out of 100%)
200ml	10	20
500ml	30	60
1L	7	14
Above 1L	3	6

ANALYSIS: From the above table it can be analysed that out of 50 respondents, 20% of the consumer prefers 200ml size, 60% of the consumers prefers 500ml, 14% of the consumers prefers 1L, and 6% of the consumers prefers above 1Litres of milk.

Figure No. 3.9: Percentage of Milk consumer preference.



INTERPRETATION: From the above chart, it can be interpreted that most of the consumers preferred 500ml where as 200ml and 1L size of milk are not in high demand.

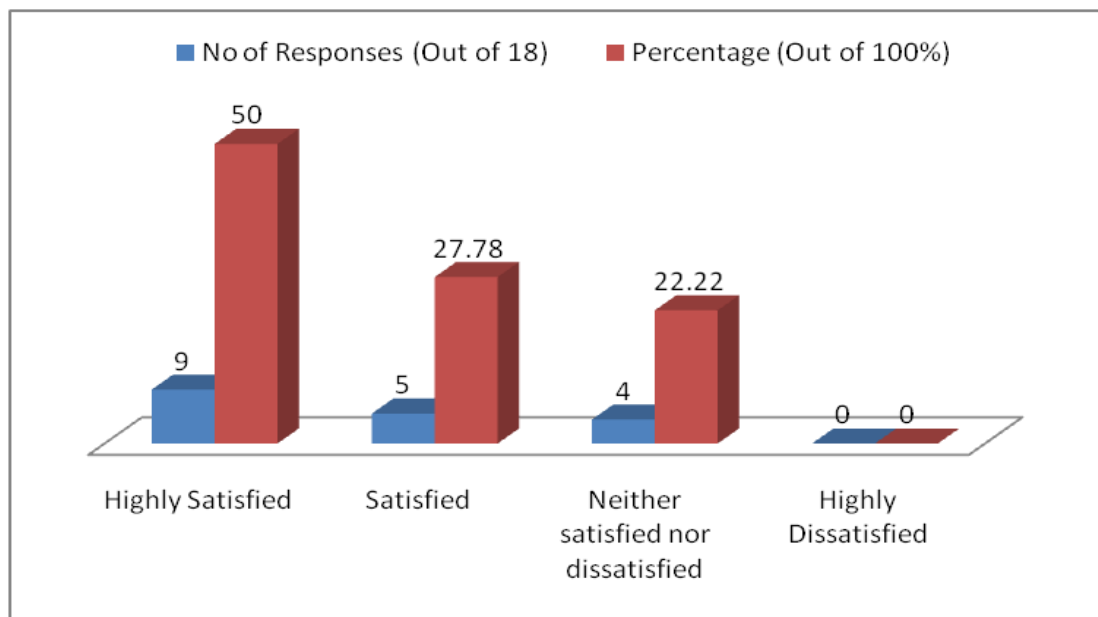
3.10 Overall retailer's satisfaction with Purabi Milk.

Table No. 3.10: Retailer's satisfaction Level.

Particulars	No of Responses (Out of 18)	Percentage (Out of 100%)
Highly Satisfied	9	50
Satisfied	5	27.78
Neither satisfied nor dissatisfied	4	22.22
Highly Dissatisfied	0	0

ANALYSIS: From the above table it can be analysed that out of 18 respondents, 50% of the respondents are highly satisfied with Purabi Milk, 27.78% of the respondents are satisfied whereas only 22.22% of the respondents are neither satisfied nor dissatisfied with Purabi and none of the respondents are dissatisfied.

Figure No. 3.10: Percentage of retailer's satisfaction Level.



INTERPRETATION: From the above chart, it can be interpreted that most of the retailers are highly satisfied or satisfied with Purabi Milk.

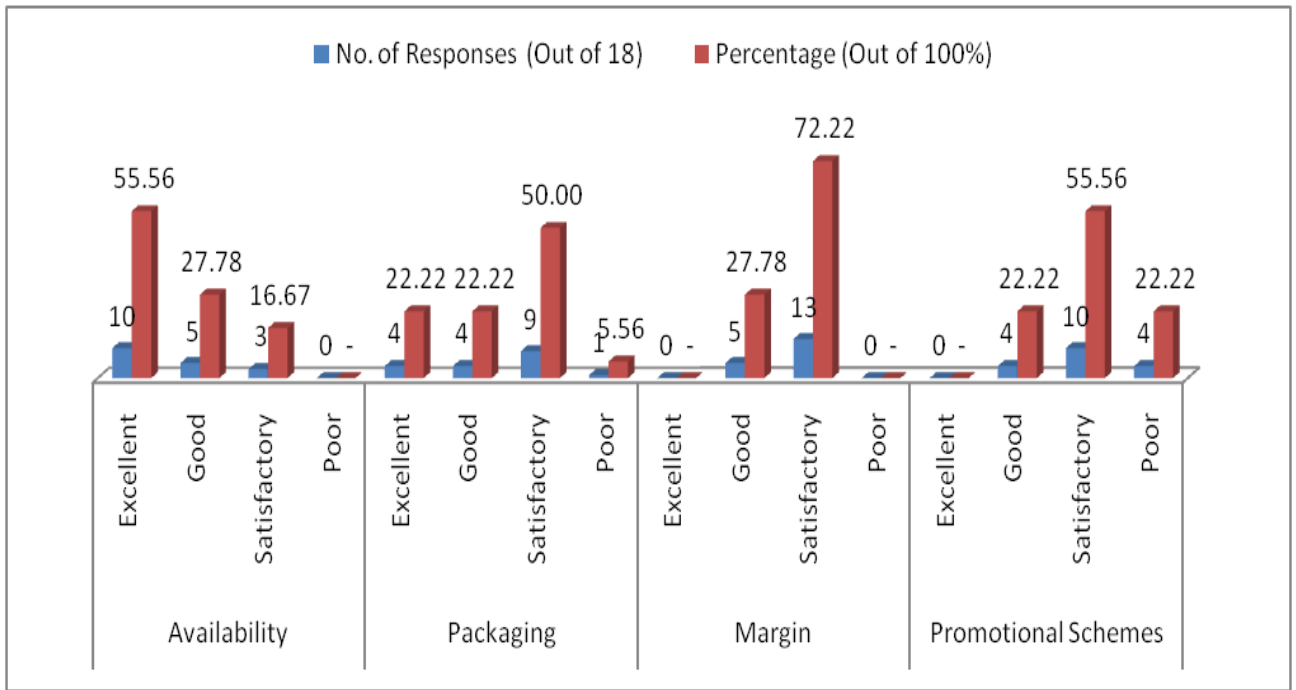
3.11 Retailers storing Purabi Milk, ratings to following attribute.

Table No. 3.11: Retailers ratings different attributes of Purabi Milk.

Attributes	Scales	No. of Responses (Out of 18)	Percentage (Out of 100%)
Availability	Excellent	10	55.56
	Good	5	27.78
	Satisfactory	3	16.67
	Poor	0	-
Packaging	Excellent	4	22.22
	Good	4	22.22
	Satisfactory	9	50.00
	Poor	1	5.56
Margin	Excellent	0	-
	Good	5	27.78
	Satisfactory	13	72.22
	Poor	0	-
Promotional Schemes	Excellent	0	-
	Good	4	22.22
	Satisfactory	10	55.56
	Poor	4	22.22

ANALYSIS: From the above table out of 18 respondents, 55.56% of the respondents have rated products availability as Excellent, 27.78% of the respondents have rated product availability as good, whereas 16.67% of respondents have rated product availability as satisfactory and none of the respondents have rated poor. 22.22% of the respondents have rated packaging as excellent, 22.22% of the respondents have rated packaging as good, whereas 50% responded packaging as satisfactory and 5.56% of the respondents have rated packaging as poor. None of the respondents have rated products margin as Excellent, 27.78% of the respondents have rated product margin as good, whereas 72.22% of respondents have rated product margin as satisfactory and none of the respondents have rated poor. None of the respondents have rated promotional schemes as Excellent, 22.22% of the respondents have rated promotional schemes as good, whereas 55.56% of respondents have rated promotional schemes as satisfactory and 22.22% of the respondents have rated poor.

Figure No. 3.11: Percentage of retailer's ratings different attributes of Purabi Milk.



INTERPRETATION: So from the above chart, it can be interpreted that the retailers of Purabi Milk rated excellent to availability whereas most of the retailers rated satisfactory to packaging also most of the retailers rated satisfactory to margin, and most of the retailers rated satisfactory to promotional schemes.

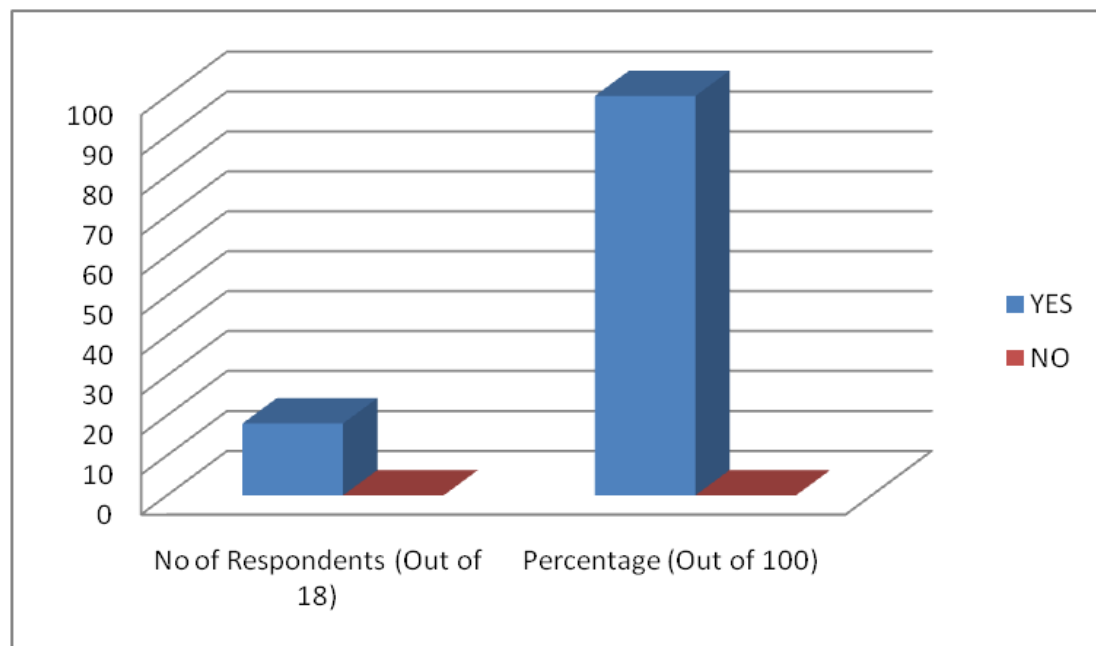
3.12 Retailers to continue storing Purabi Milk in Future.

Table No. 3.12: Retailers storing Purabi Milk in future.

Particulars	No of Respondents (Out of 18)	Percentage (Out of 100)
YES	18	100
NO	0	0

ANALYSIS: From the above table it can be analysed that 100% of the respondents are willing to store Purabi Milk in future.

Figure No. 3.12: Percentage of retailers storing Purabi Milk in future.



INTERPRETATION: From the above chart it can be interpreted that all the respondents are willing to store Purabi Milk in future.

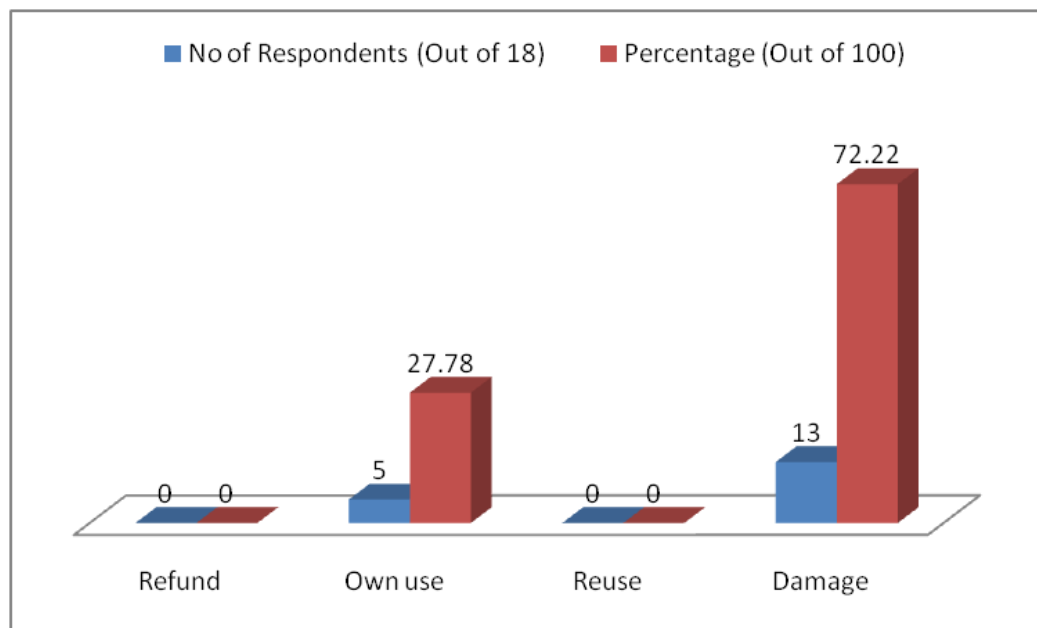
3.13 Retailers do with unsold products

Table No. 3.13: Retailers do with unsold products.

Particulars	No of Respondents (Out of 18)	Percentage (Out of 100)
Refund	0	0
Own use	5	27.78
Reuse	0	0
Damage	13	72.22

ANALYSIS: From the above table it can be analysed that out of 18 respondents, none of them gets refund for the unsold products, 27.78% of the respondents own use, and 72.22% of the respondents face loss due to damage of the unsold products.

Figure No. 3.13: Percentage of what Retailers do with unsold products.



INTERPRETATION: From the above chart, it can be interpreted that most of the retailers face loss due to damage of unsold products.

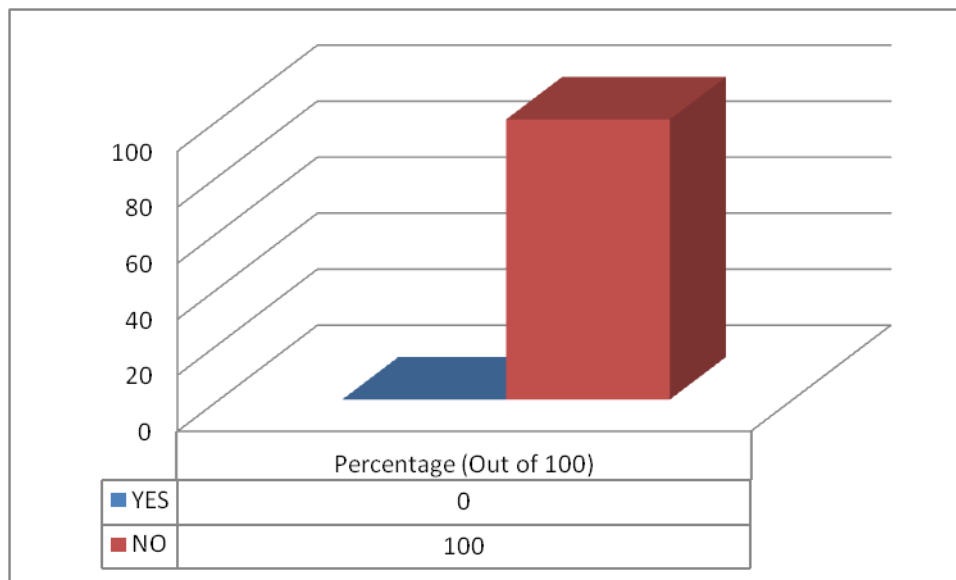
3.14 Retailers getting compensation for the Damage

Table No. 3.14 Compensation for the damage to retailers.

Particulars	No of Respondents (Out of 18)	Percentage (Out of 100)
YES	0	0
NO	18	100.00

ANALYSIS: From the above table it can be analysed that 100% of the respondents don't get any compensation for the damage of the products.

Figure No. 3.14: Percentage of compensation received by the retailers.



INTERPRETATION: From the above chart it can be interpreted that none of the respondents receive compensation for the damage of the products.

CHAPTER 4
SUMMARY OF FINDINGS

SUMMARY OF FINDINGS

1. Out of 50 respondents, 36% of the respondents store Purabi, 34% of the respondents store Amul, 22% of the respondents store Sudha, and 8% of the respondents store Mother Dairy.
2. Out of 50 respondents, the average sales (per day) of Milk between Rs 100-500 is 40%, that of between Rs 500-1000 is 24%, that of between Rs. 1000-5000 is 20% and 16% of the respondents sale is above 5000.
3. Out of 18 respondents, the average sales (per day) of Purabi Dairy Milk between Rs. 100-500 is 38.89%, that of between Rs. 500-1000 is 22.22%, that of between Rs. 1000-5000 is 27.78% and 11.11% of the respondents sale is above Rs. 5000.
4. Out of 17 respondents, the average sales (per day) of Amul Dairy Milk between Rs. 100-500 is 47.06%, that of between Rs. 500-1000 is 17.65%, that of between Rs. 1000-5000 is 23.53% and 11.76% of the respondents sale is above Rs. 5000.
5. Out of 11 respondents, the average sales (per day) of Sudha Dairy Milk between Rs. 100-500 is 45.45%, that of between Rs. 500-1000 is 18.18%, that of between Rs. 1000-5000 is 27.27% and 9.09% of the respondents sale is above Rs. 5000.
6. Out of 11 respondents, the average sales (per day) of Mother Dairy Milk between Rs. 100-500 is 0%, that of between Rs. 500-1000 is 75.00%, that of between Rs. 1000-5000 is 25.00% and none of the respondents sale is above Rs. 5000.
7. Out of 18 respondents, 55.56% of the respondents have ranked consumer demand as Excellent and 27.78% of the respondents have ranked consumer demand as Good, 16.67% of the respondents have ranked consumer demand as Average and none of the respondents have ranked Poor. 11.11% of the respondents have ranked Margin as Excellent and

16.67% of the respondents have ranked Margin as Good, 66.67% of the respondents have ranked Margin as Average and 5.56% of the respondents have ranked Poor. None of the respondents have ranked Company Support as Excellent and 44.44% of the respondents have ranked Company Support as Good, 55.56% of the respondents have ranked Company Support as Average and none of the respondents have ranked Poor. 44.44% of the respondents have ranked Availability as Excellent and 50% of the respondents have ranked Availability as Good, 5.56% of the respondents have ranked Availability as Average and none of the respondents have ranked Poor.

8. Out of 17 respondents, 52.94% of the respondents have ranked consumer demand as Excellent and 29.41% of the respondents have ranked consumer demand as Good, 17.65% of the respondents have ranked consumer demand as Average and none of the respondents have ranked Poor. 11.76% of the respondents have ranked Margin as Excellent and 17.65% of the respondents have ranked Margin as Good, 64.71% of the respondents have ranked Margin as Average and 5.88% of the respondents have ranked Poor. None of the respondents have ranked Company Support as Excellent and 47.06% of the respondents have ranked Company Support as Good, 52.94% of the respondents have ranked Company Support as Average and none of the respondents have ranked Poor. 52.94% of the respondents have ranked Availability as Excellent and 41.18% of the respondents have ranked Availability as Good, 5.88% of the respondents have ranked Availability as Average and none of the respondents have ranked Poor.
9. Out of 11 respondents, 45.45% of the respondents have ranked consumer demand as Excellent and 18.18% of the respondents have ranked consumer demand as Good, 27.27% of the respondents have ranked consumer demand as Average and 9.09% of the respondents have ranked

Poor. 18.18% of the respondents have ranked Margin as Excellent and 54.55% of the respondents have ranked Margin as Good, 27.27% of the respondents have ranked Margin as Average and none of the respondents have ranked Poor. 9.09% of the respondents have ranked Company Support as Excellent and 36.36% of the respondents have ranked Company Support as Good, 54.55% of the respondents have ranked Company Support as Average and none of the respondents have ranked Poor. 36.36% of the respondents have ranked Availability as Excellent and 45.45% of the respondents have ranked Availability as Good, 18.18% of the respondents have ranked Availability as Average and none of the respondents have ranked Poor.

10. Out of 04 respondents, none of the respondents have ranked consumer demand as Excellent and 25% of the respondents have ranked consumer demand as Good, 75% of the respondents have ranked consumer demand as Average and none of the respondents have ranked Poor. 25% of the respondents have ranked Margin as Excellent and 25% of the respondents have ranked Margin as Good, 50% of the respondents have ranked Margin as Average and none of the respondents have ranked Poor. 50% of the respondents have ranked Company Support as Excellent and 25% of the respondents have ranked Company Support as Good, 25% of the respondents have ranked Company Support as Average and none of the respondents have ranked Poor. 25% of the respondents have ranked Availability as Excellent and 75% of the respondents have ranked Availability as Good, none of the respondents have ranked Availability as Average and none of the respondents have ranked Poor.
11. Out of 50 respondents, 10% said the company itself provide refrigerators and 90% of the respondents said that it is not provided by the Company.

12. Out of 18 respondents, 44.44% of the respondents are facing problems in storing Purabi Milk while 55.56% of the respondents are not facing any problem.
13. Out of 8 respondents, 25% of the respondents said that the products are damaged due to transportation, 50% of the respondents have responded that there are faulty packaging, 12.5% of the respondents have responded that there are low availability of products, and 12.5% responded that there are lack of adequate storage space.
14. Out of 50 respondents, 36% of the consumer preferred Purabi, 30% of consumer prefers Amul whereas 26% of consumers prefers Sudha and only 8% of consumers prefers Mother Dairy.
15. Out of 50 respondents, 20% of the consumer prefers 200ml size, 60% of the consumers prefers 500ml, 14% of the consumers prefers 1L, and 6% of the consumers prefers above 1Litres of milk.
16. Out of 18 respondents, 50% of the respondents are highly satisfied with Purabi Milk, 27.78% of the respondents are satisfied whereas only 22.22% of the respondents are neither satisfied nor dissatisfied with Purabi and none of the respondents are dissatisfied.
17. Out of 18 respondents, 55.56% of the respondents have rated products availability as Excellent, 27.78% of the respondents have rated product availability as good, whereas 16.67% of respondents have rated product availability as satisfactory and none of the respondents have rated poor. 22.22% of the respondents have rated packaging as excellent, 22.22% of the respondents have rated packaging as good, whereas 50% responded packaging as satisfactory and 5.56% of the respondents have rated packaging as poor. None of the respondents have rated products margin as Excellent, 27.78% of the respondents have rated product margin as good, whereas 72.22% of respondents have rated product margin as satisfactory and none of the respondents have rated poor. None of the

respondents have rated promotional schemes as Excellent, 22.22% of the respondents have rated promotional schemes as good, whereas 55.56% of respondents have rated promotional schemes as satisfactory and 22.22% of the respondents have rated poor.

18. Out of 18 respondents, 100% of the respondents are willing to store Purabi Milk in future.
19. Out of 18 respondents, none of them gets refund for the unsold products, 27.78% of the respondents own use, and 72.22% of the respondents face loss due to damage of the unsold products.
20. Out of 18 respondents, 100% of the respondents don't get any compensation for the damage of the products.

CHAPTER 5
SUGGESTIONS & CONCLUSION

SUGGESTIONS

- ❖ The company can increase more margins to retailers in order to increase more sales also it can provide discount, more promotional schemes etc.
- ❖ The company also must revise in their packaging quality as the products get damage.
- ❖ As the retailers are mostly satisfied with the product but the company must also bring new products in the market.
- ❖ As it is found from the study that there is a cut-throat competition between Purabi Milk and Amul Milk, so the company should take steps to improve their products as well as their service to attract more number of customers towards them.
- ❖ Also as the consumer are satisfied with the quality of the product it should maintain its quality in future also.
- ❖ There is a lot of potential for growth and development as huge population stay in the rural market where other companies are not targeting.
- ❖ They should do promotion through road show, advertisement, discount etc.
- ❖ More incentives should be provided to retailer so they can push up the sales.
- ❖ They can produce more products based on local uses especially for local festival like Bihu.
- ❖ They should organize some program as a part of corporative social responsibility for the occasion of goodwill and reputation for their corporative society and their product.

CONCLUSION

As far as the research and data collected from the retailer's outlets, it is clearly observed that the consumer mostly prefers Purabi Milk so the company must maintain the quality as well as the taste of the Milk. As we all know that Purabi is a very big organization in our north-east and market leader in dairy product. As it has maximum market shares in Milk, Dahi, Paneer etc which are its core product. But in case of lassi and ghee it is not that popular product as compared to the organization core product. So the organization must also give more afford to promote the Purabi Lassi and Purabi Ghee as compared to its core product. All retailers feel that the consumer once tries Purabi Milk they become loyal to the brand and come in search only for that brand.

From the retailer's perspective, consumer demand is the most lucrative reason for stocking Purabi Milk. However, 4 out of 8 respondents are facing problem in Purabi Dairy Milk due to inferior product packaging quality. Moreover, the respondents have also told that the milk gets damage due to unsold product and they don't receive any compensation for the loss. Thus, the above-mentioned factors are likely to negatively impact the business. Therefore, the company should address the same in order to retain the existing retailers and attract new retailers.

From the study it is also evident that the 500ml size of Purabi Milk is the most sold as well as in-demand variants of Purabi Dairy Milk.

The study can be concluded on the fact that there is a cut throat competition in the Dairy market of Guwahati with new players coming every now and then. Purabi can further tap into this market by playing on its strength of its large consumer base and brand name, and improving on availability and packaging of Milk. This would boost sales due to the increasing willingness of retailers to stock and promote Purabi Milk.

APPENDICES & ANNEXURE

I **Debargha Sen** student of **M.Com 3rd Semester, K C Das Commerce College**. I am undergoing a project. The topic of my project is “**A Study on retailers’ perception towards packaging milk with special reference to Purabi Milk products with Guwahati City**”. So, as a partial requirement for the completion of the project. I am undertaking this questionnaire survey. I believe that your co-operation and participation is going to help me greatly.

1. Which brands of Milk do you deal in Milk?

- Purabi
- Amul
- Sudha
- Mother Dairy

2. What is the average sale of Milk per day in your store?

- Rs 100 – 500
- Rs 500 – 1000
- Rs 2000 – 5000
- Above 5000

3. Mention the average sales figure (per day) of each brand you trade in

Brand/ Sales	100 - 500	500 - 2000	2000 – 5000	Above 5000	Total
Purabi					
Amul					
Sudha					
Mother Dairy					
Cumulative Total					

4. Are Refrigerators provided by the Company?

- Yes
- No

5. Are you facing any problem in dealing with Purabi Milk?

- Yes
- No

6. If yes, Please mention the problems you are facing –

- Damage due to transportation
- Packaging
- Low availability
- Lack of adequate storage space

7. Which brand of Milk does the consumer mostly prefer?

- Purabi
- Amul
- Sudha
- Mother Dairy

8. What size of Milk does consumer prefer the most

- 200 ml
- 500 ml
- 1 L
- Above 1L

9. Overall, how satisfied are you with Purabi Milk?

- Highly Satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Highly dissatisfied

10. Rate the following attributes as per your preferred brand in a scale from **1-5** where (**1** – Excellent, **2** – Good, **3** – Average, **4** – Poor, **5** – Very Poor)

Attributes/Brand	Customer Demand	Margin	Company Support	Availability
Purabi				
Amul				
Sudha				
Mother Dairy				

11. If you store Purabi Milk, give your ratings to following attributes of Purabi Milk

Attributes	Excellent	Good	Satisfactory	Poor
Availability				
Packaging				
Margin				
Promotional Schemes				

12. Would you like to continue storing Purabi Milk in Future?

- Yes
- No

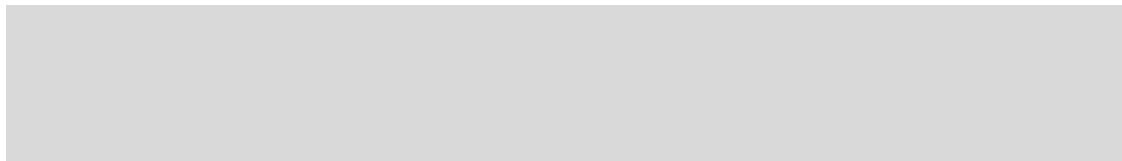
13. What do you do with the unsold products of Purabi Milk when it will be unusable?

- Refund
- Own use
- Reuse
- Damage

14. Do you get compensation of the Damage?

- Yes
- No

15. Any Suggestions for improvement of services provided by Amul?



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PICTURES



