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A STUDY OF RURAL DAIRY CONSUMERS IN GUJARAT STATE

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Abstract
The GCMMF has recently launched as many as 26 new products from Amul's portfolio. A few examples include the Amul Whipping Cream and Amul Greek frozen yoghurt. Products like Amul long-life UHT Milk, Amul Cream in long-life UHT packaging , entire value-added milk beverages range, Amul fresh milk pouches, etc. have been growing at impressive double digit rate. Amul fresh milk pouches has also been recently launched in Punjab, which is another major milestone for our organization. Amul Cheese range rules the dominant share of Indian cheese market.The present study was conducted to evaluate the status of rural dairy consumers in Gujarat state. The study covered all districts of the state and information was collected by using questionnaire. After analysing the collected data it could be it can be concluded that the strengths of dairy consumers in rural areas were Young and literate consumers and Favourable perception about AMUL products. However, some problematic issues were - Majority of the consumer prefer loose milk, Less awareness about quality aspects and nutritional and health benefits of dairy products, Many milk and milk products may not be available locally and customers have to visit nearby town/city to purchase them.

Keywords: Milk Retailer, Dairy Supply Chain, Dairy Distribution Channel, Dairy Consumers.

1. Introduction
Indian Dairy Sector
The Indian Dairy cooperatives structure has a huge contribution in raising the milk production in the country upto approximately 146 million tonnes in the year 2014-15 from a meagre milk production 17 million tonnes in the year 1951. The per capita availability of milk in the country has increased to 340 g /day (GCMMF Annual Report 2015-16). Further, milk is the largest agricultural crop in India with market value exceeding Rs 4 lakh crore per annum and the milk group contributes the highest to the total output of our agricultural sector, surpassing the output value of wheat, rice and oilseeds.

The Product Range of GCMMF

Product category	Product Variants / flavours
Breadspreads	Amul Butter, Amul Lite, Delicious Table Margarine
Cheese Range	Amul Pasteurized Processed Cheddar Cheese, Amul Processed Cheese Spread, Amul Pizza (Mozarella) Cheese,AmulEmmental Cheese, Amul Gouda Cheese, AmulMalaiPaneer (cottage cheese), Utterly Delicious Pizza
Fresh Milk	Amul Gold Full Cream Milk 6% fat, Amul Shakti Standardised Milk 4.5% Fat, AmulTaaza Toned Milk 3% fat,Amul Slim & Trim, Amul Cow Milk
UHT Milk Range	Amul Gold 4.5% fat Milk, Amul Shakti 3% fat Milk, AmulTaaza 1.5% fat Milk, Amul Lite Slim-n-Trim Milk, Amul Fresh Cream
Milk Powders	Amul Full Cream Milk Powder, Amulya Dairy Whitener, Sagar Skimmed Milk Powder, Amulspray Infant Milk Food, Sagar Tea and Coffee Whitener
Milk Drink	AmulKoolFlavoured Milk, AmulKool Cafe, AmulKoolKoko,AmulKoolMillkShaake, AmulKool Chocolate Milk,Nutramul Energy Drink
Health Drink	Stamina Instant Energy Drink
Brown Beverage	Nutramul Malted Milk Food
Curd Products	AmulMastiDahi (fresh curd), AmulMasti Spiced Butter Milk,AmulLassee, AmulFlaavyo Yoghurt

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Ghee	Amul Pure Ghee, Sagar Pure Ghee
Sweetened Condensed Milk	AmulMithaimate
Mithaee Range (Ethnic Sweets)	AmulShrikhand, AmulMithaeeGulabjamuns, AmulBasundi,AvsarLadoos
Ice-cream	Sundae Range, sugarfree and probiotic
Chocolate & Confectionery	Amul Milk Chocolate, Amul Fruit & Nut Chocolate, AmulChocozoo, AmulBindass, AmulFundoo

2. Methodology

The study was be spread over the entire state and primary data was collected by way of a Questionnaire. The study covered all 26 Districts of Gujarat state, 227 talukas and further, three villages were selected from each taluka. In total 681 villages from the state were selected and data was collected from rural consumers.

3. Results and Findings

a) Profile of Selected Respondents

Sr. No	Age (Year)	N	Percentage
1	< 20	1	0.4%
2	20 – 30	53	21%
3	31 – 40	77	31%
4	41 – 50	55	22%
5	51 - 60	50	20%
6	> 60	13	5%
	Total	249	100%

Around 75% of the consumers (rural) were in the category of young to middle-aged.

a. Gender Wise Profile of Selected Respondents

Sr. No	Gender	N	Percentage
1	Male	213	86%
2	Female	36	14%
	Total	249	100%

Around 86 % of the consumers (rural) were in the Male category.

b) Family Size Wise profile of Selected Respondents

Sr. No.	Family Member	N	Percentage
1	Adult	789	60%
2	Children	516	40%
	Total	1305	100%

Out of 249 families, around 60% of the family members of consumers (rural) were in the Adult category and remaining 40% in the Children category.

c) Monthly Income profile of Selected Respondents

Sr. No.	Monthly Income	N	Percentage
1	< 4999	36	14%
2	5000 -10000	72	29%
3	10001 -15000	33	13%

4	15001 -20000	26	10%
5	20001 - 40000	62	25%
6	40.001-80,000	16	6%
7	>80.000	4	2%
	Total	249	100%

Around 67% of the consumers (rural) had their monthly income below Rs. 20,000/-.

d)Purchase Behaviour of Selected Respondents

Sr. No.	Milk (Lit.)	N	Percentage
1	< 1	2	1%
2	1	77	31%
3	1.5	15	6%
4	2	105	42%
5	2.5	7	3%
6	2.51 -3.50	32	13%
7	>3.50	11	4%
	Total	249	100%

The daily purchase of around 32 % of the selected consumers (rural) was in the range of '1 litre or less' and 80% were in the range of "2 litre or less".

e) Type of Milk purchased by Selected Respondents

Sr. No.	Type of Milk consumed	N	Percentage
1	Packed	68	27%
2	Loose	181	73%
	Total	249	100%

Around 27% of the consumers (rural) bought packed milk and 73% consumed 'loose milk'.

f) Packed Milk Customers (Reason for Buying) (N=68)

	Points for each rank	3	2	1		
Statement. No	Statement	1st Rank	2nd Rank	3rd Rank	Points scored	Top 3
1	Assured quality according to standards.	17	7	12	77	1
2	Convenient packaging (easy to carry)	9	14	7	62	3
3	Price	8	10	4	48	
4	Easy availability	4	16	8	52	
5	Higher shelf life	4	9	9	39	
6	Assurance of no adulteration	14	6	16	70	2
7	It is pasteurized	8	3	10	40	
8	Taste and odour.	4	3	2	20	
9	Other	0	0	0	0	
	Total	68	68	68		

The top three reasons for buying packed milk were - Assured quality according to standards, Assurance of no adulteration, Convenient packaging (easy to carry).

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g)Loose Milk Customers (Reason for Buying)

	Points for each rank	3	2	1		
Statement.No	Statement	1st Rank	2nd Rank	3rd Rank	Points scored	Top 3
1	Home delivery	5	5	6	31	
2	Own milch animal	29	29	24	169	
3	Formation of cream on boiling	12	13	22	84	
4	Perceived better quality	52	45	39	285	1
5	Purchase of milk on credit	30	29	25	173	3
6	Lower price	48	40	36	260	2
7	Long term and old relationship/acquaintance with loose milk suppliers.	5	20	29	84	
8	Other				0	
	Total	181	181	181		

The top three reasons for buying Loose milk were - Perceived better quality, Lower price and Purchase of milk on credit.

h)Loose Milk Customers (Reason for Not Buying Packed Milk)

	Points for each rank	3	2	1		
Statement. No	Statement	1st Rank	2nd Rank	3rd Rank	Points scored	Top 3
1	Non Availability of pouch milk in area	25	13	13	114	
2	Irregular supply of pouch milk due to closing of centre.	2	1	1	9	
3	Higher price	45	61	50	307	2
4	Perceived lower quality of pouch milk as compared to loose milk (for eg. Formation of cream).	57	52	58	333	1
5	No flexibility in payment (i.e. cash purchases only)	42	41	45	253	3
6	Absence of home delivery	5	10	12	47	
7	Frequent out of stock of desired milk pouch.	2	1	1	9	
	Total	181	181	181		

The top three reasons for Not buying packed milk (by loose milk consumers) were - Perceived lower quality of pouch milk as compared to loose milk (for eg. Formation of cream), Higher price and No flexibility in payment (i.e. cash purchases only).

i) Frequency of Purchasing Packed Milk

Sr. No.	Purchasing Time	N	Percentage
1	Morning	36	53%
2	Evening	24	35%
3	Both Time	8	12%
	Total	68	100%

Around 12 % purchased packed milk at both times.

j) Frequency of Purchasing Loose Milk

Sr. No.	Purchasing Time	N	Percentage
1	Morning	48	27%
2	Evening	39	22%
3	Both Time	94	52%
	Total	181	100%

Around 52 % purchased loose milk at both times.

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k)Type of Packed Milk (Variant wise)

Sr. No.	Milk Variants	N	Percentage
1	Gold(6%) FAT	26	38%
2	Shakti(4.5%) FAT	28	41%
3	Taaza(3%) FAT	14	21%
4	Amul Slim &Trim(1.5%) FAT	0	0%
5	Other	0	0%
	Total	68	100%

The leading milk variant purchased by consumer (Rural) were Gold (38%) and Shakti (41%) and Taaza (21%).

l) Perception about Amul Milk and Milk Products

Sr. No.	Perception	N	Percentage
1	Very good	26	38%
2	Good	34	50%
3	Medium	8	12%
4	Bad	0	0%
5	Very Bad	0	0%
	Total	68	100%

Around 88% of the consumers (rural) indicated that their perception about quality of Amul Milk and Milk Products was in the range of "Good to Very Good".

4. Conclusion

From the above analysis it can be concluded that the strengths of dairy consumers in rural areas were Young and literate consumers and Favorable perception about AMUL products. However, some problematic issues were - Majority of the consumer prefer loose milk, Less awareness about quality aspects and nutritional and health benefits of dairy products, Many milk and milk products may not be available locally and customers have to visit nearby town/city to purchase them.

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