

Analysis of Marketing Strategy of Vita Milk- A Study of Sirsa City

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Abstract – Retailers are the most important link between manufacturers and consumers as it's in their hands to sell the product. The retailer will only go for that company whose products not only are in demand but also which keep the retailers benefits in mind. Now day's customers are very concerned and careful about the products they buy and want the best. Customer is the pivotal point in the marketing strategy of almost all the players The study involved the market survey of Union Territory- Sirsa, which is a major market of Vita products. The study is aimed at finding out the image of Vita, hold in this market and also to find out the retailers problem in the sale of Vita products. The aspect covered includes the kind of competition prevalent in the market, the growth of Vita and promotional practices to ensure quick movement of product from retail counters.

Key Words: Retailers, Strategy, Promotional

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INTRODUCTION

Throughout life, not a day goes by when we don't taste the ubiquitous milk in some form or another. We are convinced that it is a 'complete food' that takes care of all our nutritional needs. Yet, is it really so? Is milk and other milk products really all that healthy? "Milk!" The very word is comforting. "How about a nice cup of hot milk?" The last time you heard that question; it was from someone who cared for you. In fact, the entire matter of food, especially milk, is surrounded with a great deal of emotional and cultural conditioning. More so in India because we revere Lord Krishna who was a cowherd in his childhood.

Haryana is one of the most progressive states of Republic of India. In the domain of dairy development it is well known for its productive milch cattle particularly the 'Murrah' Buffaloes and Haryana Cows. The economy of the state is predominantly based on agriculture. People rear and breed cattle as a subsidiary occupation. Milk production in the State was estimated around 128.18 lacs litres per day during 2016-2017. There are five milk plants operating in the Cooperative Sector in Haryana. These are located at Ambala, Jind, Rohtak, Sirsa and Ballabgarh having a handling capacity of 4,70,000 litres per day.

REVIEW OF LITERATURE

Sharma M.L.et al, (2007) analysed the inefficiencies existing in improving milk production, procurement pattern, marketing

channels, and price spread of a dairy cooperative, Uttaranchal Uttarakhand and has proposed a model for eliminating these inefficiencies. It has been found that UCDFL is focused mainly on liquid milk marketing and has not adopted product diversification, which is the need of the day. It has been found that due to insufficient margins, the number of agents working for other private dairies has increased. Different marketing channels for milk have been identified and price spread has been calculated for all the channels. Nargunde A. Satish (2013) highlighted the role of dairy industry in uplifting the weaker sections of the society viz. small landholders, landless labourers and women. It is estimated that up to 60-65 percent of the income of

Cooperative Dairy Federation Ltd (UCDFL), also known as 'Anchal' in the Kumaun region of this group (marginal and small-scale farmers) now comes from dairying. Studies have shown that dairying in rural areas surpassed crop production in terms of profit in marginal, small and medium-sized holdings. For small-scale farmers with irrigated land, dairying and crop production together, were more profitable than crop farming alone. Over the period, dairying has also acquired the contours of a fully-fledged industry in the country and has positively improved the life of those engaged in this business, directly or indirectly, bringing significant socio-economic changes. Dakurah A. Henry (2005) studied the attitude towards, and satisfaction of residents of Alberta to their cooperatives. Results of the analysis also show a population that has a

general positive attitude towards and is satisfied with their cooperatives as is reflected in assessing the performance of their cooperatives as good.

RESEARCH METHODOLOGY

Objective of the Study:

- What problems the retailers are facing while selling Vita products.
- To find out what type of benefits should be provided to the retailers in order to maintaining good relations with them.

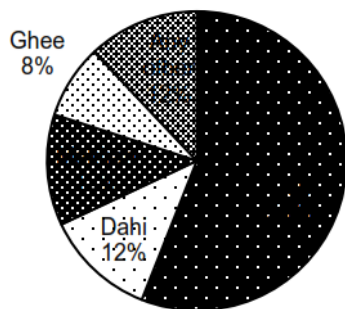
RESEARCH DESIGN

Research Design is purely and simply a framework for the study that guides the collection and analysis of the data. The present study is based on Exploratory cum Descriptive. The data collection method used for this very study is Primary and secondary data collection. Communication and Observation are two basic means of obtaining primary data. Sample of 25 retailers and 100 customers were selected from various areas of Sirsa. Descriptive statistics is used as statistical tool for analysis of data.

DATA ANALYSIS AND INTERPRETATION

1. Which Vita product you sell most?

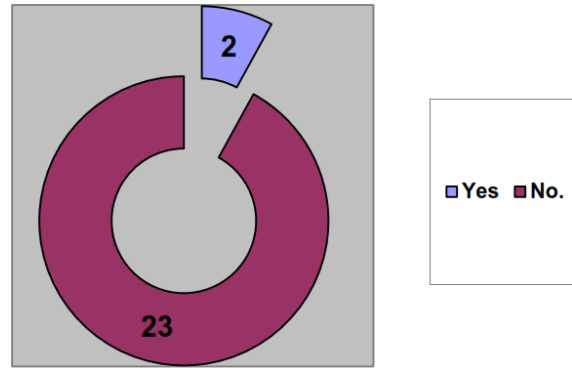
| Milk | Dahi | Makhan | Ghee | Any other |
|------|------|--------|------|-----------|
| 14 | 3 | 3 | 2 | 3 |



Interpretation: During the survey, it has come into light that, milk's sale is best in the city, whereas other products of vita are also sold by the respondents but other products are not sold in comparison to milk's quantity.

2. Do you face any problem with the quality of Vita's products?

| Yes | No. |
|-----|-----|
| 2 | 23 |

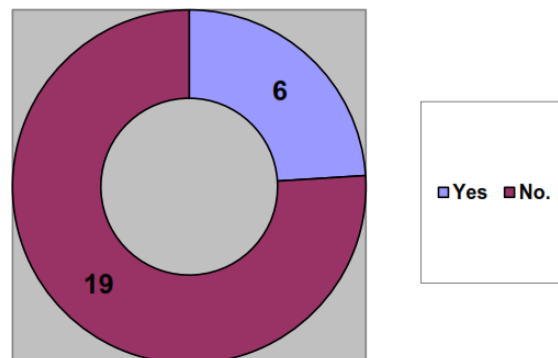


Interpretation:

Survey transpired that, most of the retailers/respondents were satisfied with vita milk products, whereas only 2 respondents were having some complaints, which meant that company's products are good.

3. Are you happy with the services provided by the company?

| Yes | No. |
|-----|-----|
| 6 | 19 |

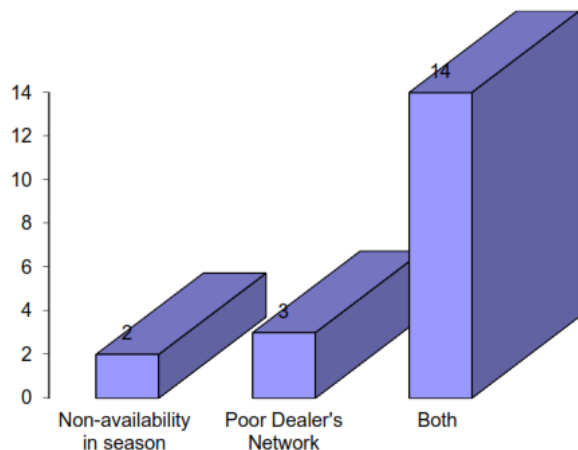


Interpretation:

Survey transpired an astonishing fact that most of the retailers/respondents were satisfied with vita milk products but not satisfied with company's service. They were having problems with company's services.

4. If no, which type of problem you are facing?

| Non-availability in season | Poor Dealer's Network | Both |
|----------------------------|-----------------------|------|
| 2 | 3 | 14 |

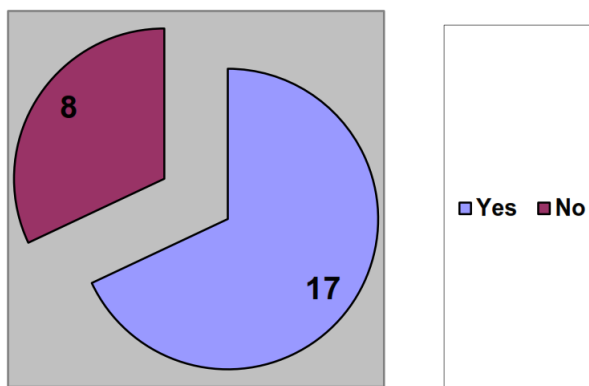


Interpretation:

During the Survey this fact came into light that retailers/respondents are facing problems regarding non-availability of products in season and poor dealer's network, retailers themselves go to the dealers' shop to purchase any vita product. Most of the customer were having both of these problems.

5. Whether any advertisement material is provided by the company?

| Yes | No |
|-----|----|
| 17 | 8 |

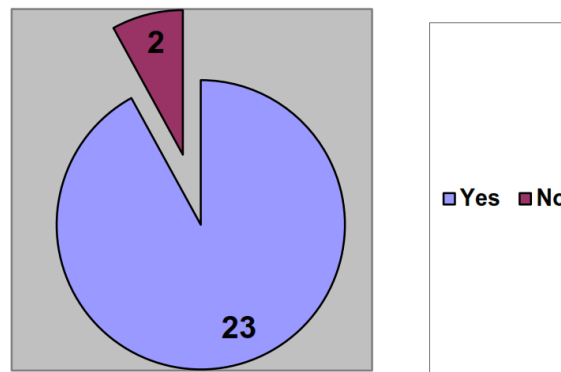


Interpretation:

During the Survey this fact came into light that retailers/respondents are not provided any advertisement material 17 respondents nodded for yes, whereas 8 were provided advertisement material.

6. Whether any promotional scheme is provided by the company?

| Yes | No |
|-----|----|
| 23 | 2 |

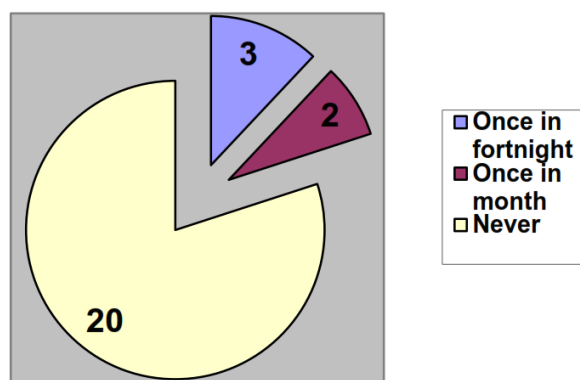


Interpretation:

During the Survey this fact came into light that retailers/respondents are not provided any promotional schemes, 23 respondents told that they are not provided any scheme, whereas only 2 were ever provided promotional schemes.

7. For how long company's representative visits you?

| Once in fortnight | Once in month | Never |
|-------------------|---------------|-------|
| 3 | 2 | 20 |

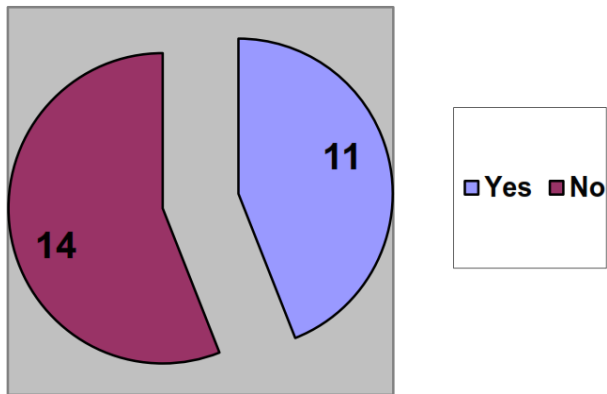


Interpretation:

During the Survey this fact came into light that company's executive visits only to nominal retailers. 20 retailers admitted that no company's executive ever visited them. Only 5 admitted that executives visit them fortnightly or monthly.

8. Do you sell products of vita, other than milk products?

| Yes | No |
|-----|----|
| 11 | 14 |

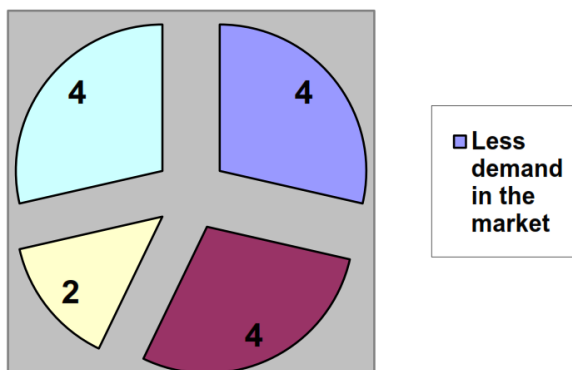


Interpretation:

During the Survey this fact came into light that 14 retailers/respondents are not selling vita's products other than milk product, whereas 11 were selling other products with milk products.

9. If no, why don't you sell other products?

| Less demand in the market | Less Quality | Company's poor marketing strategy | Any other |
|---------------------------|--------------|-----------------------------------|-----------|
| 4 | 4 | 2 | 4 |



Interpretation:

During the Survey this when the retailers/respondents were queried about the reasons for not selling other vita product, according to 4 each because of Less demand in the market, less quality and their respective other reasons. Only 2 were saying Company's poor marketing strategy reason for not selling the other products.

CONCLUSION

Retailers are the most important link between manufacturers and consumers as it's in their hands to sell the product. The retailer will only go for that company whose products not only are in demand but also which keep the retailers benefits in mind. Now day's customers are very concerned and careful about the products they buy and want the best.

Customer is the pivotal point in the marketing strategy of almost all the players. In summer seasons there always remains shortage of milk, which not only troubles retailers but also to the consumers. Market survey reveals that Vita products hold a good position in Sirsa city. Mostly milk's sale is best in the market. Vita's products are good in the market as is clear from 23 retailers, who admit that they never faced any problem regarding quality. This fact also came into light that most of the retailers are not satisfied with the company's service. They personally go to the dealer's shop to purchase milk for their shop, no company's executive visits them.

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