

## A Study on Member's Satisfaction Level with Special Reference to Milk Producers Co-Operative Society, Salem

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### Abstract

The aim of this study is to figure out what factors are most important in explaining different levels of satisfaction concerning perception of members with regard to various services provided by the milk society, problems faced by such members and to provide suggestions to overcome the problems in Salem District.

Dairy sector in India is part of the farming system. Indian dairy sector mainly depends on the small producers who have one or two milch animals yielding 3-4 litres of milk per day. The Indian dairy is managed with lower capital investment. The milch animals are generally fed with crop residues, agricultural wastes, compound cattle feed and oil seed cakes which makes dairy farming profitable.

**KEYWORDS:** Dairy Co-Operative Societies, Milk producers.

### Introduction

The Salem District Co-operative Milk Producers Union Ltd., was registered on 10.07.1978 under Tamilnadu Co-operative Societies Act and started functioning from 07.10.1978 onwards. The object of the Union is to carry out activities conducive to the economic development of agriculturists and agricultural tenants and labourers by organizing effectively production, processing and marketing of milk commodities. The commercial production of products viz. Butter, Ghee and Skim Milk Powder started on 16.08.1983. In total, 1100 producers co-operative societies and affiliated and 932 Societies are functioning. The milk is collected through 55 milk routes daily ranging from 2.5 lakhs to 3.25 lakhs litres of milk per day depending on the season.

### Materials and Methods:

#### Statement of the Problem:

Milk producers Co-operative Societies were developed by the State Government for the benefit of farmers. It provides all kinds of assistance to the milk producers. It facilitates in giving consult with the veterinary doctors at free of cost, proceeding feeds with economy price, reasonable rate for the milk. Hence it should be studied in a research level to provide satisfaction to its members.

#### Objectives of the Study

The study aims at the following:

1. To study the perception of the members of the milk society on its services.
2. To study the satisfaction level of the members on various services provided by the milk society.
3. To study the problems faced by such members.
4. To offer valuable suggestions to overcome the problems.

### Methodology

It is a case study involving an in-depth research work on the perception and satisfactory level of the members at the Milk Producer's Co-operative Society, Salem.

## Sampling

The total population involved is 564 who are members in the Milk Producers Co-operative Society, Vaiyappamalai. Among the total strength the number of samples is restricted to 100. The method used here is convenient sampling which is based on the nearness and accessibility of the researcher.

## Methods and Materials

The task of data collection begins after a research problem has been defined. While deciding the method of data collection to be used for the study, the researcher should keep in the mind two types of data viz., primary and secondary. The present study uses both primary & secondary data. The primary data was collected through a questionnaire which is well framed & tested. Secondary data were collected from the manual book of the society, standard books & through useful websites.

## Statistical Techniques

### Percentage analysis:

Percentage analysis refers a special kind of ratio. Percentage analysis is used in data presentations to simplify number reducing all of them 0 to 100 ranges.

**Chi-square test:** It is employed to test the association between the personal profile factors and level of satisfaction of the respondents.

## Results and Discussion:

**Table – 1**  
**Milk Produced and Supplied Per Day**

S. No	Quantity of Milk Supplied	Morning				Evening			
		Cow	%	Buffalo	%	Cow	%	Buffalo	%
1.	1-2 litres	12	21.05	5	11.11	15	27.27	7	15.21
2.	3-4 litres	21	36.84	14	31.11	24	43.63	22	47.82
3.	5-6 litres	14	24.56	21	46.66	9	16.36	15	32.60
4.	Above 7 litres	10	17.54	5	11.11	7	12.72	2	4.34
<b>Total</b>		57	100.44	45	99.99	55	99.98	46	99.97

**Source: computed**

Buffalo milk suppliers supply level is between 5 to 6 litres at morning and 3 to 4 litres during evening time.

**Table – 2**  
**Satisfaction level on Payment Modes**

S.No	Payment Modes	No.of Respondents	Percentage
1.	Highly Satisfied	15	15
2.	Satisfied	52	52
3.	Dissatisfied	18	18
4.	Highly Dissatisfied	15	15
<b>Total</b>		<b>100</b>	<b>100</b>

**Source : Computed**

Majority of the respondents are satisfied about the payment modes.

**Table – 3**  
**Satisfaction level on Formalities and Procedures of the Society**

S.No	Opinion on formalities and Procedures	No. of Respondents	Percentage
1	Highly Satisfied	40	40
2	Satisfied	22	22

3	Dissatisfied	23	23
4	Highly Dissatisfied	15	15
<b>Total</b>		100	100

**Source : Computed**

It could be understood that majority of the respondents feel satisfied with the formalities and procedure followed in the society.

**Chi – Square Test****(Monthly Income Vs Satisfaction Level)**

**Ho :** There is no significant difference between monthly incomes of the respondents regarding satisfaction level on performance of the society.

**Table – 4****Chi – Square Test (Monthly Income Vs Satisfaction Level)**

Monthly Income (Rs.)	Highly Satisfied	Satisfied	Dissatisfied	Highly Dissatisfied	Total
Upto Rs. 10,000	3	7	12	5	27
Rs. 10,000 to Rs. 15,000	3	8	10	5	26
Rs. 15,001 to Rs. 20,000	3	3	9	14	29
Above Rs. 15,000	1	8	8	2	18
<b>Total</b>	<b>10</b>	<b>25</b>	<b>39</b>	<b>25</b>	<b>100</b>

**Findings :**

- Majority of the respondents are highly satisfied with the behaviour of the employee of the milk society.
- Majority of the respondents are satisfied with the settlement of dues on time by the society.
- Majority of the respondents feel satisfied with the time of payment of their dues by the society.
- Majority of the respondents feel satisfied with the formalities and procedures followed by the society.

**Suggestions**

The researcher has given the following suggestions for better satisfaction of members of the society.

- Unnecessary procedures during sanction of loans may be minimized or curtailed by the management of the society.
- Interest rates are to be restructured within the slab prescribed by the government.
- The directors of the society may try to optimize the rate of the dividend without affecting the financial position of the society.
- The time of operation of the society could be restructured after getting the suggestions from the members at an Annual General Meeting.

**Conclusion**

More farmers are motivated economic accomplishment. They utilize the services of the societies to a greater extent for their economic benefit. Once they

utilize services of societies with some monetary dividend their satisfaction level with societies are bound to increase. The enhanced level of market potential with milk co-operative societies provides opportunity to members for readily available market to sale milk at comparatively higher process with certain level of credibility in payments. This particular attribute gave rise to satisfaction level of member farmers with the performance of dairy co – operative societies. At the same time the active participation of member farmers in different affairs of co – operative societies inculcate the sense of belongingness within them and they feel happy becoming more satisfied with the societies.

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