

# **STUDY THE CONSUMER AWARENESS ABOUT PONDICHERRY CO-OPERATIVE MILK PRODUCER'S UNION (PONLAIT) AND IMPACT OF PROMOTIONAL ACTIVITIES ON CREATING AWARENESS**

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## **ABSTRACT**

India is the world's largest producer of dairy products by volume and has the world's largest dairy herd. The country accounts for more than 13% of world's total milk production and is also the world's largest consumer of dairy products, consuming almost all of its own milk production. Milk is the day to day need of any individual all over the world. In India the supply of milk to the customers is done through the unorganized milkmen. After the revolution of the co-operative milk unions the milk India seen package and processed milk and milk products. For many years pondicherry co-operative milk unions enjoyed monopoly in the market. But after the entry of the private sector in this industry the competition has increased to maximum extent. Each of the players in the market has many ranges of milk products under different brands. And each and every player wishes that his brand of products must be on the top of the mind of customer. With the increasing competition, PMF (Pondicherry Milk Federation) is not able to raise the market share of its Ponlait branded milk and milk products. And the company thinks the lacking of awareness of its products may be affecting its sale. In the order to increase the consumer awareness the company started many promotional activities. Now the company wants to know how much customers are aware about the product and what impact of promotional activities in creating awareness. Hence the main purpose of this study is to find "to study the consumer awareness about Ponlait milk and milk products, and impact of promotional activities on creating awareness."

**KEYWORDS:** Consumer Awareness, Ponlait Co-Operative Milk Society, Impact of promotional activities on creating Consumer Awareness.