



A STUDY ON CONSUMER BEHAVIOUR AND DEMAND FOR MILK PRODUCTS WITH REFERENCE TO THIRUVANAMALAI DIST.

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ABSTRACT:

The present study focuses on consumers' preference for milk and its products with reference to Thiruvanamalai Dist. The primary data is collected from 45 respondents using simple random sampling through a consumer survey. Descriptive statistics and garrett ranking techniques were employed for the analysis. The main objective of this study was to investigate purchasing behaviors and the factor influencing on the milk and their product. The socioeconomic and demographic characteristics of consumers determine household milk consumption choices. Based on the results, for about 58 per cent of the respondents belong to the middle age section with high school education and female were the major buyers of this product since they are the managing the house and the majority of the respondents were involved in their own business with income of more than 50,000 and they were non-vegetarians with spending capacity of more than 10,000 for food. Most of the respondents prefer the Aavin brand over the other brand, they were buying the product at Aavin retail outlets with more than half liters in a day. The consumer responded that health benefits followed by quality of the product and price of the product are the main factors that influence their purchase. From this, we can conclude that there is a significant relationship between the consumer's preferences for milk products in Tiruvanamalai Dist.

Key Words: Retail, Consumer, Behaviour, Milk and Preference etc,

INTRODUCTION:

This research is a study of consumer behavior and demand for milk products. "Consumer behavior means actions of consumer's during obtaining and using goods and services. And process of decision making determines these acts" (Engel et al., 1968, p.5)". "Consumer behavior is the study of the process involved when individual or groups select, purchase, use or dispose of products, service, idea or experience to satisfy needs and desires (Solomon et al, 2006)". "Studying consumers provides clues for improving or introducing products or services, setting prices, devising channels, crafting messages and developing other marketing activities (Kotler et al., 2008)". "Demand can be understood as the quantity of a product consumer purchases or wants to purchase (Kotler, 1976, p.118)". According to prof. Mayer's "The demand for goods is schedule of the amount that buyers would be willing to purchase at all possible price at any instant of time". According to prof. Benham "The demand for anything, at a given price is the amount of it which will be brought per unit of time at the price."

Consumer behavior covers wide area, including consumer preferences, consumer buying process, consumer motivation, consumer shopping behavior etc. The fundamental questions which are answered in the study of consumer behavior are- what consumers buy, why they buy it, when they buy it, how they buy it, how often they buy it (Schiffman and Kanuk, 1983, p.6).



Study of demand significantly tries to entail the answer of the question, how much the consumer's buy, which is, preferred quantity aspect of consumer preference. Keeping in view entangled relationship between study of consumer behavior and demand. We access the problem in an integrated manner instead of taking them as two individual topics. The aspect of consumer behavior and demand to be covered in this study, specifically, are consumption pattern, consumer preference, consumer motivation, consumer buying process, and consumer shopping behavior and demand to be studied in this study, importantly, are consumption pattern, consumer preference, consumer motivation, consumer buying process and consumer shopping behavior. We have restrained our study for milk products- pure ghee, butter, cheese, whole milk powder, dahi and processed cheese. Here main focus of study is for those products which are manufactured in organized sector, while the products of unorganized sector and home-made, sectors are also involved for the purpose of comparison. This because we expect to extract some generalized conclusions for a suitable marketing strategy for the manufacturers of milk made products in the organized sector.

The study is set around the basic hypothesis that consumer behavior and demand for milk products is dependent on socio-economic status of the consumers. The consumer unit is taken to be a family or a household. Socio-economic status has been measured by two variables i.e., income and education of family. First, the consumer behavior and demand for milk products, of the families in the study, is ascertained and further, the repercussions of income and education on it, is deliberated.

NEED FOR THE STUDY:

Nutritional value of milk products and prolonged potentialities of supply of milk products in INDIA and the importance of milk products in an Indian market. The need for accepting consumer behavior and demand for milk products is, accordingly, quite important to the verdict makers, and the manufacturers of milk products or intelligentsia interested in scientific research. The subject content has captivated the consideration of researchers in India. Since, the initiation of the National Sample Survey Organization (NSSO) in 1950, some studies relating to consumption behavior have appeared in India, using the NSS data (for example, Carola et al. (2004) Kesavan (1982) Kubendran and Vanniarajan (2005) Sandeep et al. (2007) Nahiyd and Mohamed (2013) Ananda Kumar. Anand Babu.S (2014) Elangovan.N and Gomatheeswaran.M (2015) and the National Commission on Agriculture (1976) have also made some important efforts in this respect. Most of these efforts, however, have mainly been directed at estimating expenditure and income elasticities of certain food items including milk and milk products, and the subjective aspect of consumer behavior has been almost avoided. Also, most of these studies have been restrained to broad commodity groups, and little consideration has been paid towards studying consumer behavior with respect to milk products manufactured by the organized dairy sector. The present study seeks to break this ground, exclusively by focusing on consumer behavior and demand in relation to milk products marketed by organized dairy sector in Tiruvanmalai District.

OBJECTIVES OF THE STUDY

The peculiar objectives of the study are as follows:

1. To analyses the consumption patterns of milk products.
2. To study consumers' preference for milk products.



3. To understand consumers' motivation for buying milk products.
4. To gain an insight into consumers' buying process and shopping behavior.
5. To examine the effects of income and education on these aspects of consumer behavior as also demand for milk products.

REVIEW OF LITERATURE

Elangovan.N and Gomatheeswaran.M (2015) concentrated on buyer conduct towards different brands of milk and milk items. Customers' ways of life are affected by number of variables. Like culture, subculture, values, segment factors, societal position, reference gatherings, family and furthermore the inside cosmetics of the purchaser, which are feelings, character thought processes of purchasing, observation and learning. The investigation was looking at the distinctions in purchaser's conduct with socio and financial qualities towards brand determination.

Venkateswaran, Ananthi and Muthukrishnan (2011), expressed that consumer favor a specific brand dependent on what benefits that brand can offer to them. They saw that in shaping the inclination of clients to favor a specific brand, the showcasing factors like publicizing, nature of the product, brand name and brand picture assumes a fundamental job.

Babolian Hendijani and AbKarim (2010) contemplated the connections among individual and natural components and drink utilization inclinations of grade younger students in Malaysia. Utilization of milk comparative with different refreshments, for example, mineral water, Milo and organic product juice among kids was generally low; youngsters favored enhanced milk to plain milk. Singular uplifting perspectives about the tangible parts of milk, social adequacy (for example having loved ones who normally expended milk), accessibility of milk at home and bundling were bound to emphatically impact milk utilization among kids than introduction to promoting or familiarity with the medical advantages. The investigation recommends that the most effective approach to build milk admission of youngsters is to concentrate on expanding the social adequacy of milk through advertising efforts to expand shopper's view of the tactile parts of milk.

Topcu and Uzundumlu (2012) aimed their investigation to decide the primary variables influencing the shoppers' discernment and inclinations of frozen yogurt, and to break down the customers' buy disposition and practices towards desserts. The information utilized right now acquired from a study led in Kahramanmaras focal region comprising of 400 families with around 6 relatives in Turkey. The consequences of the investigation indicated that the nourishing quality and data, brand renown, sensorial quality traits, trust to maker, frozen yogurt blend properties, neighborhood brand fulfillment and social rule had the significant impacts on the inclination and acknowledgment of the item. And furthermore the portion of the frozen yogurt use inside all out nourishment, month to month salary, age, training, family size, and control of the customers assumed the significant jobs on the measures of their utilization, individually.

RESEARCH METHODOLOGY

This is an undertaking to consider the consumer behavior and demand of milk products through consumer survey.

HYPOTHESIS OF THE STUDY



With the end goal of building a sound hypothetical system for the examination a review of literature on consumer behavior has been finished. Be that as it may, the published literature on consumer behavior in India is, without a doubt, sparse. Thus, the theories to be tried have been found mostly based on literature reviewed and halfway by instinct. The request has been directed under the board framework of following hypothesis.

- H₀: Income and education not affect the demand for milk products.
- H₀: There is no relationship between household belonging to the different income groups and education categories with regard to the factor/attributes influencing the purchase of milk products.
- H₀: There is no relationship among the opinion of household belonging to different income group and educational categories regarding milk products manufactured by the organized sector.
- H₀: There is no association among different income group and educational categories regarding the role dominance in products purchase decision.

DATA ANALYSIS & INTERPRETATION

Despite the fact that can be a large group of factors which can influence consumption pattern and consumer behavior, yet we have focused distinctly on two factors income and education which are to be sure essential factors determining socio-economic status of the consumers.

Income of the household has been considered as a fundamental variable to analyze consumer behavior for milk products. At first, at the time of data collection three income groups visualized between (less than Rs. 10,000, between Rs. 10,000-20,000, and above Rs. 20,000). Be that as it may, when information gathered was investigated no significant contrasts were anticipated among all these income classification of the household. As such the information have been at last dissected by pooling these classification into three income classes that is

I₁= less than Rs. 10,000

I₂= between Rs. 10,000-20,000

I₃= above Rs. 20,000

Education being the other fundamental variable for the investigation of gathered information, we have detailed some education based classification of the couples. The education of the respondents fluctuated from uneducated to post-graduation with proficient capabilities. To being with 4 educational classifications of both a couple taken together were prepared.

E₁= 10th standard

E₂= 12th standard

E₃= graduation

E₄= post-graduation/above PG

For studying the impact of income and education the investigation has been done regarding two classes on milk products. Class I comprises of milk products for example Pure Ghee, Butter, Panner, and Dahi. This class has been named as commonly utilized milk products. Class II comprises of milk items for example Whole milk powder and Processed Cheese and this class has been named as rarely used milk products. The investigation has been accomplished forever milk items independently just as for two classes of the milk products.

In spite of milk items being perceived as fundamental nutritive necessity for all human beings, it is normal that their utilization of these items offers differed examples relying on financial factors like pay and instruction. An effort has been made in this part to look at the utilization designs as molded by the impact of income and education. Section I of this chapter depicts the average monthly household consumption of milk products, and rising utilization design with regard to



income and education. Area II attempts to catch the concurrent impact of pay and training on utilization of milk items by the assistance of a various multiple regression model utilizing dummy factors.

SECTOR WISE MONTHLY AVERAGE CONSUMPTION OF HOUSEHOLD (IN KG) Consumption of products	Monthly Average Household Consumption (In KG)
Pure Ghee Organized sector	2.28
Pure Ghee Unorganized sector	1.06
Pure Ghee Home Made	1.92
Butter Organized Sector	1.37
Butter Unorganized Sector	1.67
Butter Home Made	2.06
Panner Organized Sector	1.63
Panner Unorganized Sector	1.2
Panner Home Made	1.35

MONTHLY AVERAGE HOUSEHOLD CONSUMPTION (IN KG)
Monthly Average Household Consumption of Pure Ghee

Consumption of products	INCOME	Monthly Average Household Consumption (In KG)
Pure Ghee Organized sector	LESS THAN 10,000	1.17
	10,000-20,000	1.02
	MORE THAN 20,000	1.5
Pure Ghee Unorganized sector	LESS THAN 10,000	0.067
	10,000-20,000	0.11
	MORE THAN 20,000	0.07
Pure Ghee Unorganized sector	LESS THAN 10,000	0.067
	10,000-20,000	0.11
	MORE THAN 20,000	0.07

Monthly Average Household Consumption of Butter Consumption of products	INCOME	Monthly Average Household Consumption (In KG)
Butter Organized Sector	LESS THAN 10,000	0.76
	10,000-20,000	1.07
	MORE THAN 20,000	1.05
Butter Unorganized Sector	LESS THAN 10,000	0.04
	10,000-20,000	0.24
	MORE THAN 20,000	0.028
Butter Home Made	LESS THAN 10,000	0



10,000-20,000	0.037
MORE THAN 20,000	0.13

This examination has been worried about looking at the various components of consumer behavior and demand such as consumption pattern, consumer's preference, consumer's motivation, consumer's buying process and shopping behavior for milk products in district Indore. The milk products included for the examination were pure ghee, butter, panner, whole milk powder, dahi and processed cheese. These products have been named as commonly used milk products (pure ghee, butter, panner, and dahi) and rarely used milk products (whole milk powder and processed cheese) and furthermore as produced by organized, unorganized and homemade sector for the motivation behind investigation at appropriate place. The unit of examination was household. The last sample size of the investigation was 450 households chose from various segment of Indore district with the help of random sampling. The data from household units was gathered through a questionnaire.

THE CONSUMER

The majority of household consume commonly used milk products (pure ghee, butter, panner, and dahi) and rarely used milk products (whole milk powder and processed cheese). This chapter shows that 211 family units (46.9%) out of the all-out 450 families overviewed, fall in the pay bunch Income of above Rs.20, 000; 164 family units (36.4%) have a place with salary bunch income between (Rs.10, 000-20, 000); and 75 family units (16.7%) are from salary bunch income of (less than Rs.10, 000) and It was discovered that 220 families (48.9%) have a place with instructive class of Post-Graduation and above Post-Graduation where relatives taught; 186 families (41.3%) fall in the instructive classification of Graduation where relatives are in any event graduates. 35 families (7.8%) are observed to be from instructive class of twelfth level where relatives are at any rate twelfth pass. At last 9 families (2.0%) have a place with instructive class of tenth pass where family is least tenth pass. It can be observed that all most all (97.3%) the consumers use pure ghee. It can be observed that a dominant part (88.0%) of respondents consume butter. It can be observed that all most all (97.3%) the consumers use paneer. It can be observed that more than 2/3rd of respondents (73.6%) are do not prefer whole milk power. It can be observed that all most all (98.7%) the consumers use dahi. This can be viewed as very insignificant portion of the respondents do not consume dahi. It can be observed that a slight majority of respondents are in the side of consumption of processed cheese. A minor value of 47.1% indicates reluctance to consume processed cheese.

The extent of families utilizing commonly used milk products and rarely used milk products shows an increasing trend with the increase in income. By and large, the milk items delivered by the organized sector are utilized by moderately bigger number of families. Organized sector milk products have been observed to be dominating the products produced by the other sectors irrespective of the income and educational categories of their users. The extent of families utilizing the milk products by organized sector almost same in all income groups.

CONSUMPTION PATTERN

The normal month to month aggregate the consumption of pure ghee, butter, panner, and dahi has been seen as a lot higher than that of whole milk powder and processed cheese. This show items like whole milk powder and processed cheese are not in famous use among all segment of the general public's. The consumption of milk products produced by the organized sector has been observed to be higher than that of the products of the other sector (unorganized sector and



homemade sector). The normal month to month aggregate consumption has been found to have an expanding pattern with the increase in income for all milk products studied by us.

The result of regression model shows that the pattern as found regarding the effect of income and education on consumption.

PREFERENCE: PRODUCTS, SECTOR BRAND AND PACKAGING

This part manages different parts of buyers' item and brand inclinations. Area I bargains with factors/properties which are sparks for decision of distinctive milk items all in all, and afterward with the decision of milk items created in various divisions. It additionally manages factors liable for not utilizing (demotivates) of milk items. Further, it manages helpers for decision of various brands of milk items produced by sorted out part. Area II manages buyer unwaveringness. It talks about degree of unwaveringness for sorted out area items, degree and power of brand loyalty, and brand switching. Section III deals with packaging preferences.

The graph & tabular data shows that almost all respondents preferred pure ghee as regular diet as compared to other choice like festival & ceremonies 1.3% of respondents preferred occasional preparation 1.1% and parties & birthdays etc. 0.7% of respondents preferred pure ghee.

The purpose for purchases of butter 39.4% of respondents preferred butter as festivals & ceremonies, 26.7% of respondents preferred butter as regular diets. And remaining respondents preferred butter as occasional preparation and parties & birthdays etc. is 20.9% and 17.6% respectively.

BUYING PROCESS AND SHOPPING BEHAVIOR

Consumer preference in connection to products preference, preference for different sectors producing milk products, brand preference and packaging preference have been examined. Purchasing process what's more shopping conduct are other significant elements of consumer behavior which we now process to study. Section I deals with buying process and section II deal with the shopping behavior for milk products.

The sources of information regarding milk products. 372 respondents said that they get the information about milk products from shop display. 364 respondents get information from newspaper advertisement. 147 respondents get information from magazine advertisement. 177 respondents get information of milk products from cinema advertisement. 434 respondents they get the information about milk products from television advertisement. 239 respondents get information from radio advertisement. 302 respondents get information of milk products from recommendation of the shopkeeper. 281 respondents get information from recommendation by friends. 327 respondents get information about milk products from hoarding and 245 respondents get information about milk products from gift offer given the companies.

The decision making of spending money on milk products. 24.22% of respondents reveal that the budgeting decision making for milk products are wife only. 4.89% of respondents said the wife more than husband take decision. 45.78% of respondents reveal decision for budget on milk products are taken by husband and wife equally. 8.89% of respondents said the decision is taken by husband more than wife and 15.33% of respondents said the decision are taken by other.

The role dominance in store selection decision for milk products. 26.22% of respondents replied that the decision for store selection is decided by the wife only. 10.22% of respondents replied that the store selection decision is taken by wife more than husband. 48.44% of respondents replied that the husband and wife equally participated in store selection decision of milk products.



4.22% of respondents replied that the store selection decision is decided by the husband only. 10.44% of respondents replied that the decision for store selection is taken by the other family member.

The store preference of milk products the respondents preferred all store to purchased milk items. But main preference of respondents are general store, departmental store, milk bar/ milk booth and consumer co-operation store to purchased commonly used milk products i.e. pure ghee, butter, paneer and dahi. The respondents preferred departmental store, super bazar and specialized store to purchased rarely used milk item i.e. whole milk powder and processed cheese.

The main reasons for making the choice of particular retail store are nearness to home, carry batter quality of milk items, choicest brand carried on by the store and offer of home delivery service.

To summarize we can say that less perishable item such as pure ghee and whole milk powder buyers visit their retail locations on monthly basis. For easily and carry perishable item such as butter, paneer and dahi the frequency of store/shop visit is daily in case of dahi and the remaining item weekly or bi-weekly. For processed cheese the store visit is mostly on fortnightly or monthly basis.

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