



A STUDY ON CONSUMERS PREFERENCE TOWARDS DAIRY PRODUCTS

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ABSTRACT

The dairy industry is one of India's most important industries. India is the largest producer of milk in the world. Dairy foods give nutrients that are essential for human body's health and maintenance. In this study an attempt was made to analyse the consumer preference for dairy products in Trivandrum city. The Trivandrum city total sample size of 90 household consumers were selected for the study. Both primary and secondary data has been collected. Garret's ranking technique was adopted to analyse the preferences of households towards various dairy products in the study area. Then, 't' statistics is used to identify the factors influencing buying behaviour of dairy products in Trivandrum city. The overall results show that the major reason in preferring the dairy products by household consumers was taste followed by satisfaction, quality, availability, nutrition value, low price and bulkiness.

Key Words: Dairy foods, products, Nutrients, Health, Consumer preference.

INTRODUCTION

Dairy products or milk products, also known as lacticinia, are food products made from (or containing) milk. The most common dairy animals are cow, water buffalo, nanny goat, and ewe. Dairy products include common grocery store food items in the Western world such as yogurt, cheese and butter. A facility that produces dairy products is known as a *dairy*. Dairy products are consumed worldwide to varying degrees. Some people avoid some or all dairy products either because of lactose intolerance, veganism, or other health reasons or beliefs.^[1]

IMPORTANCE OF DAIRY PRODUCTS

The nutrients and types of fat in dairy are involved with bone health, cardiovascular disease, and other conditions. Calcium, vitamin D, and phosphorus are important for bone building, and the high potassium content of dairy foods can help lower blood pressure.

BENEFITS OF DAIRY

- Health benefits associated with dairy foods extend far beyond building and maintaining healthy bones and teeth. ...
- Digestive health. ...
- Bone health. ...
- Dental health. ...
- Weight management. ...
- Muscle mass and hydration. ...
- Reducing the risks of diseases.



STATEMENT OF THE PROBLEM

Dairy products in India is growing at very fast rate. New upcoming products are to be absorbed by the industry. Attempts are required in analysing the buying behaviour and consumer preference towards Dairy products. Consumer preference equips to achieve guaranteed customer satisfaction, effective marketing strategies, improved brand image and customer loyalty. So, every dealer should measure the consumer preference and consumer satisfaction. Hence, this study focuses on consumer preference towards dairy product in Trivandrum city.

REVIEW OF LITRATURE

- **G. Kavitha (2017) “Consumer preferences towards milk and milk products”**
In her research It can be concluded from the study, that the consumers change their attitude frequently on the basis of new trend and fashion and availability of Good quality product. Milk producers must meet consumers' demand for milk on the basis of Maintenance of good quality, purchase return policy, and creation of awareness of Milk and Milk Products should be concentrated more in order to meet out the global competitive market.
- **Bhavyabhanu, P.V, A. SermaSaravana Pandian, P. Vinothini and S.K. Mathanghi (2017)** “Analysing the consumer preference for dairy products in Trivandrum City, India”. In this study an attempt was made to analyze the consumer preference for dairy products in Trivandrum city, India. From the results it could be seen that almost all the sample households, irrespective of income level, preferred fluid milk.
- **LaxmiKiranaPallathadka (2022) “Consumer perception towards dairy products in India- An Empirical study”** It examined the job of conjoint examination to assure purchasers' responses to an item during idea testing and test promoting and likewise for the differences of being particulars. The assurance of guests' musts and requirements in a productive manner necessitates that associations comprehend the characteristics of their products that the guests generally esteem.

OBJECTIVE OF THE STUDY

- To identify the preferences of households towards various Dairy products.
- To analyse the factor influencing buying behaviour of Dairy products.

RESEARCH METHODOLOGY

In this study, researcher has collected both from primary and secondary source.

PRIMARY DATA

Primary data is that data which is collected for the first time. It is original in nature in the shape of raw material for the purpose of collection of primary data a well structured questionnaire was filled by the respondents. The questionnaire comprises of close ended as well as ended questions.

SECONDARY DATA

Secondary data is the data which is already collected by someone. They are secondary in nature and in the shape of finished product. Secondary data was collected so as to have accurate results. Required data was collected from various books, magazines, journals and internet.

SAMPLING TECHNIQUE

In this study, convenience sampling which falls under Non probability sampling technique was adopted for selecting the respondents.

SAMPLING SIZE

For the study, sample size of 90 respondents was selected from Trivandrum city.

ANALYSIS AND INTERPRETATION

1. Preferences of households towards various dairy products

S.NO	DAIRY PRODUCTS	GARRETT MEAN SCORE	RANK
1	Milk	60.49	I
2	Curd	53.78	III
3	Ghee	57.65	II
4	Butter	49.65	VI
5	Paneer	47.65	VII
6	Cheese	50.23	V
7	Ice Cream	51.95	IV

Source: Primary Data

From the above table using Garrett Scores, “Milk” has first rank (score 60.49). “Ghee” has second rank (score 57.65), “Curd” has third rank (score 53.78), “Ice Cream” has fourth rank (score 51.95), “Cheese” has fifth rank (score 50.23) and “Butter” has sixth rank (score 49.65) and “Paneer” has last rank (score 47.65) respectively.

2. Factor influencing buying behaviour of Dairy products.

S.NO	FACTOR INFLUENCING	MEAN SCORE		T-SATISTICS	P-VALUE
		MALE	FEMALE		
1	Taste	3.19	4.94	13.979*	.000
2	Nutrition Value	2.98	4.74	11.190*	.000
3	Low Price	3.41	4.91	16.813*	.000
4	Bulkiness	2.94	3.22	14.173*	.000
5	Quality	2.74	4.28	11.108*	.000
6	Availability	3.71	4.81	15.191*	.000

Source: Primary Data

***Significant at five per cent level**

From the table, it is seen that among male consumer is high for the variables, “availability”, “Low price”, “Taste”, since they have the highest mean scores of 3.71, 3.41 and 3.19 respectively. They have the lowest for the variable, “Quality”, with a mean score of 2.74 respectively.

It is observed that, Female consumers have the highest for the variables, “Taste”, “Low price” and “Availability”, since they have the highest mean scores of 4.94, 4.91 and 4.81 respectively. They have the lowest for the variable in “Bulkiness” with a mean score of 3.28 respectively.

Regarding, the consumer preference in gender there is a significant difference have been identified in the case of all the six variables they are “taste”, “nutrition value”, “low price”, “bulkiness”, “quality”, “availability”, since their respective ‘t’ statistics are significant at 0.05 percent.

SUGGESTIONS

❖ Quality is more expected since, dairy products are available in a limited validity period people are more concern about the quality of purchase. Increasing the quality may change the attitude of the consumers towards dairy products.



- ❖ The producer should ensure availability of dairy products on all time at all basis of occasions.
- ❖ The milk brands have to reduce the price of the products based on the affordability of all kind of people.

CONCLUSION

The study on consumer preference for dairy products in Trivandrum city revealed that Among the dairy products, milk is preferred by all the sample households. Ghee is the second most preferred dairy product followed by cheese, butter, paneer and also the results revealed that the major reason in preferring the dairy products by household consumers was taste followed by satisfaction, quality, availability, nutritious value, low price and bulkiness. Our review of the totality of available scientific evidence supports that intake of dairy products contributes to meeting nutrient recommendations and may protect against the most prevalent, chronic non-communicable diseases, whereas very few adverse effects have been reported.

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