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# **“CONSUMER PREFERENCES TOWARDS MILK AND MILK PRODUCTS”**

## **(A STUDY WITH SPECIAL REFERENCE TO CONSUMERS IN CHEYYAR TOWN)**

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### **Abstract**

*A study was conducted to assess the Consumer Preference towards Milk and Milk Products with Special reference to Cheyyar Town. The prime reason for consumer preference of Milk and Milk Products is “Good quality” followed by “Correct quantity and Maintenance of quality”. “Dependable Advertisement” fetches the least rank. The relationship between the consumer preference and monthly expenses on milk indicated a significant response on the variables viz., Reasonable price, Correct weight, Convenient sales point, Good quality, Convenient packing, Adequate quality, Maintenance of quality, Purchase policy, Dependable advertisement and Product information did not influence and showed non-significant. 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.*

### **I. INTRODUCTION**

Consumers of dairy products worldwide exhibit varying preferences for taste, nutrition, wholesomeness and packing, and variations in consumer preferences reflect economic status, culinary practice and eating habits of households (USDA, 2006). To maintain or to increase market share, the processors' goal should be to meet or create consumers' quality expectations (Boor, 2001). Traditionally, researchers have approached the consumer decision making purchases process from a rational perspective, where people carefully integrate as much information as possible with what they know about the product to arrive at a satisfactory decision this process implies that steps in decision making should be carefully studied by marketing managers in order to understand how beliefs are formed and what product choice criteria are specified by consumers (Mowen, 1988). Trying to understand the consumer's behaviour in connection with a product has been called mapping the customer's consumption system (Harper&Levy, 1963). The marketer's task is to devise marketing activities and assemble fully integrated marketing programs to create, communicate, and deliver value for consumers (Kolter & Killer, 2006). Marketers

are carefully defining customer segments and are listening to people, as never before, many of them have realized that the key to success is building lifetime relationships between brands and customers, and marketers who believe in this philosophy are making an effort to keep in touch with their customers on a regular basis (Solomon, 2006). One traditional depiction of marketing activities is in terms of the marketing mix, which has been defined as the set of marketing tools the firm uses to pursue its marketing objectives (Day, 1994). The sellers' four Ps correspond to the customer's four Cs Customer solution, Customer cost, Convenience and Communication (Lauterborn, 1990). It teaches marketers that there is no one best strategy for reaching consumers and multiple strategies are often preferred to a single approach (Kohls &Uhl, 2002).

## II. OBJECTIVES

1. To assess the preference of the respondents for milk and milk products over a period of time.
2. To analyze the reasons for changes in purchases decision of milk and milk products.
3. To study the brand preference and buying behavior of the consumer about the processed liquid milk.
4. To study the influencing factors like price, quality and taste.
5. To ascertain the awareness of consumer towards branded milk.
6. To find the association between price and customer preferences.

### Research Methodology

Methodology states how research study should be undertaken. This includes specification of research design, sources of data, method of primary data collection, sampling techniques, analysis and interpretation done and limitation inherited in the concerned project work.

### Research Process

A questionnaire is developed and sent to various samples and collected the data and analyzed the data based on various parameters which we previously stated.

### Research Design

The research design of the project is descriptive as it describes data and characteristics associated with the population using mobile phones. Descriptive research is used to obtain information concerning the current status of the phenomena to describe "what exists" with respect to variables in a given situation.

### Area of Study

The study was conducted in Cheyyar Town.

### Method of data collection

To accomplish the objectives of the study, both primary and secondary data were collected.

### 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 Method

The sampling used for the study is convenient sampling. This sampling is selected by the researcher for the purpose of convenience to access.

### Sample size

For the study, sample size of 100 respondents was selected.

### Review of Literature

Venkateswaran, Ananthi and Muthukrishnan (2011), stated that consumers prefer a particular brand based on what benefits that brand can offer to them. They observed that in forming the tendency of customers to prefer a particular brand, the marketing variables like advertising, quality of the product, brand name and brand image plays an essential role.

Senthilkumar, Selvakumar, Prabhu and Meganathan (2007); Observed that the upsurge in milk production has thrown up unprecedented challenges in the milk and milk products' marketing. Changes in demographic pattern, education, income structure, lifestyle, changing aspirations, cultural orientation, increasing awareness about nutritive values, changes in consumer behavior, introduction of new technologies, new expectations of consumers and other such factors influence the demand for milk and milk products. In Indian, inequalities exist within the expenditure pattern of milk and milk products across various regions and also among different incomes and occupational groups.

Joshi (2007); In his research found that barely 1000 out of the 5000 cities and towns are served by the milk distribution network of the organized sector. The effective milk market is largely confined to urban areas, inhabited by over 25 percent of the country's population having a household income of Rs. 5000. This is a large target group for branded milk and milk products. An estimated 50 percent of the total milk produced is consumed here. He wrote that in the next five years, the urban population is expected to touch 360 million growths of about 2.5 percent. The projected age distributions of Indian consumers show a steadily rising % in the 2034

years age group, which is most receptive to experiment with new products. The emergence of organized food retail chains/supermarkets will also lead to the growth in the sale of packaged dairy products.

Go hale (2005); In his article stated that time had come for the Indian dairy fraternity to recognize that new and better ways of marketing and delivering good milk are available and the consumers are ready. Consumers are consequently looking for "me" products, more information on packages, better, sturdier and convenient packages, more choices in container size and so on. The same trend holds true for flavored milk, which is experiencing strong growth. Emergence of more brands and more flavours offer consumers greater variety. The opportunities for dairy players are clearly in adding value to white milk and other milk. This will surely lead to adding millions of value added consumers.

### Data analysis and Interpretation

Table -1 Age wise classification of Respondents

	Frequency	Percentage
Below 25 Yrs	30	30.0
26 to 35 Yrs	29	29.0
36 to 45 Yrs	16	16.0
46 to 55 Yrs	13	13.0
56 to 65 Yrs	10	10.0
Above 6 Yrs	02	02.0
Total	100	100.0

### Inference

From the above the table it's seen that 30% respondents are below 25 age group. 29% of the respondents are between 26 - 35 age groups. 16% of the respondents are between 36 - 45 age groups. 13% of the respondents are between 46 - 55 age groups. 10% of the respondents are between 56- 65 age groups. Remaining 2% of the respondents are between 66 above age group people.

Table-2 Gender wise Classification of the Respondents

Gender	Frequency	Percentage
Male	39	39.0
Female	61	61.0
Total	100	100.0

**Inference**

From the above table its seen that, the majority of the respondents 65% of them are female are remaining 35% of the respondent are male.

Table -3 Monthly income wise classification of Respondents

Monthly income	Frequency	Percentage
Below Rs.10,000	14	14.0
Rs.10,001 – 20,000	48	48.0
Rs.20,001 – 30,000	28	28.0
Above Rs.30,001	10	10.0
Total	100	100.0

**Inference**

From the above the table shown that, the majority of the respondents 48% of them are 10001-20000. 28% of the respondents are 20001 - 30000. 14% of the respondents are below Rs.10000 and remaining 10% of the respondents are above 30001.

Table -4 On the basis of monthly expenses on milk

Monthly income	Frequency	Percentage
Below Rs.500	11	11.0
Rs.501 – 1,000	34	34.0
Rs.1001 – 1,500	14	14.0
Rs.1,501 – 2,000	27	27.0
Above Rs.2,001	14	14.0
Total	100	100.0

**Inference**

From the above table shown that, the majority of the respondents 59% of them are quality for Aavin, 56% of them are given preference to price for Cavin, 57% of the respondents are given preference to quality for

From the above the table shows that, the majority of the respondents 34% of them are Rs.501 - 1000.27% of the respondents are Rs.1501 - 2000. 14% of the respondents are Rs.1001 - 1500. 11% of the respondents are below Rs.500 of the monthly expenses on milk.

Table -5 On the basis of consuming milk

S.No	Products	Mean ranks
1	Aavin	2.99
2	Cavin	3.2271
3	Arokya	4.2479
4	Hatsun	4.24
5	Triumala	5.5
6	Chessy	6.734
7	Jessy	6.7368
8	Aroma	7.2577
9	Amul	7.404
10	Dairy	7.2062

**Inference**

According to the above table show that, out of 100 sample respondents, Aavin milk is given first rank (2.99) followed by Cavin (3.2271) while selecting a particular brand, for consuming milk.

Table - 6 On the basis of particulars brand for consuming milk

S.NO	Factors	Aavin	Arokya	Triumala	Hatsun	Cavin
1	Price	16	13	20	13	56
2	Quality	59	57	16	16	19
3	Thickness	12	12	19	7	10
4	Smell	7	10	36	21	12
5	Taste	6	8	9	43	3
TOTAL		100	100	100	100	100

**Inference**

Arokya, 36% giving preference to smell for Tirumala and 43% giving preference to taste for Hatsun.

**Age and monthly expense on milk**

Is there any association between age of sample respondents and amount spent on milk? The researcher is very much interested in finding answer to the question. For, she set a null hypothesis (Ho), "There is no association between

age groups and expense on milk". The views of sample respondents are analyzed. The null hypothesis is tested with the help of chi-square test and the result is brought out in table ( 7 ) as given below.

Table -7Age and Monthly Expenses on Milk

Description		Monthly expenses on milk							X2	Table value
		Below-500	501-1000	1001-1500	1501-2000	2000- above	Total			
Age	Below-25	Count	6	4	3	5	2	30	20.458	31.4
		Expected count	3.3	10.2	4.2	8.1	4.2	30		
	26-35	Count	3	6	4	11	5	29		
		Expected count	3.19	9.86	4.06	7.8	4.06	29		
	36-45	Count	0	7	2	4	3	16		
		Expected count	1.76	5.44	2.24	4.3	2.24	16		
	46-55	Count	2	4	3	2	2	13		
		Expected count	1.43	4.42	1.82	3.5	1.82	13		
	56-65	Count	0	2	2	4	2	10		
		Expected count	1.1	3.4	1.4	2.7	1.4	10		
	66-above	Count	0	1	0	1	2	2		
		Expected count	0.22	0.68	0.28	0.5	0.28	2		
	Total	Count	11	34	14	27	14	100		
		Expected count	11	34	14	27	14	100		

**Sex and Monthly Expenses on Milk**

Both male and female members use milk, if there any difference in the amount spent by male & female members on milk? To find an appropriate answer to this question, the researcher has set a null

hypothesis (Ho), "There is no significant difference between male & female members with regard to expense on milk. This hypothesis is tested with the help of chi-square test and the result is brought out in the table ( 8 ) as given below.

Table – 8 Sex and Monthly Expenses on Milk

Monthly expenses on milk										
Description		Below-500	501-1000	1001-1500	1501-2000	2000- above	Total	X2	Table value	
Sex	Male	Count	7	30	6	11	11	65	19.213	9.49
		Expected count	7.15	22.1	9.1	18	9.1	65		
	Female	Count	4	4	8	16	3	35		
		Expected count	3.85	11.9	4.9	9.5	4.9	35		
Total	Count	Count	34	14	27	14	100			
	Expected count	Expected count	34	14	27	14	100			

**Inference**

As the table value (9.49) is less than 0.05, the null hypothesis (Ho) is rejected at 5% level significance. It is concluded that is significant difference in the amount spent by different income groups on milk. Both male and female members in each family not allocate some portion of their income for buying milk.

**Monthly Income and Monthly Expenses on Milk**

Since table value (21.0) is less than 0.05, the Ho is rejected of 5% level of significance. So it is concluded that there is significant difference in the amount spent by set a null hypothesis (Ho) “There is no significant difference in the amount spent by different income groups on milk”. The answers given by the sample consumer have been analyzed with the help of chi-square test and the result is presented in the following table ( 9 ) given below.

Table-9 Monthly income and Monthly Expenses on Milk

Monthly expenses on milk										
Description		Below-500	501-1000	1001-1500	1501-2000	2000-above	Total	X2	Table value	
Monthly income	Below- 10000	Count	1	4	2	2	5	14	47.999	21
		Expected count	1.54	4.76	1.96	3.8	1.96	14		
	10001-30000	Count	7	27	0	13	1	48		
		Expected count	5.28	16.32	6.72	13	6.72	48		
	30001-50000	Count	1	1	1	2	3	8		
		Expected count	0.88	2.72	1.12	2.2	1.12	8		
	50001-70000	Count	2	2	11	10	5	30		
		Expected count	3.3	10.2	4.2	8.1	4.2	30		
Total	Count	11	34	14	27	14	100			
	Expected count	11	34	14	27	14	100			

**Summary of Findings and Conclusion**

Once upon a time milk was meant for elite section of the people. Other sections of the people could not dream of milk due to low income. In

earlier days, people used to drink black coffee or black tea. High income and middle income people used milkonly for two or three times in a day. With the passage of time, even low income group started

to drink milk in their daily life due to health care of the body. Because, milk is containing rich in vitamin and minerals .In some school having the practice of gives milk to the students in twice a day. Many milk and milk products are available in the market. People face the problem of availability of many brands of milk and milk products. People will have to give a lot of thinking to choose a best one out of many brands available in the markets. People seek the opinions of their family members, neighbors, friends, relatives, advertisement given in different media for choosing a best branded milk and milk product, which is suited to them.

After having much deliberation they decide to go in for a particular brand of milk and milk product. As adequate researcher has not been done in the field of milk and milk products and consumer behavior especially in smaller towns, the researcher of this study has decided to make an attempt in cheyyar. The researcher is interested in finding answers for some questions. They are

- ) How for consumers are aware about brand milk?
- ) Are the consumers really interested in drinking milk?
- ) What compels them to go in for milk?
- ) How could they get information about different brands of milk?
- ) How often do they buy milk?
- ) Where do they buy milk?
- ) What factors influence their purchase decision?
- ) Which type of milk do they prefer most?
- ) Which brand of milk do they prefer most?
- ) What are the factors influencing prefer a particular brand?
- ) What are the alternative purchase plans, if preferred brand is not avail

This study has been taken up to find answer to them. For, she set a questionnaire and

100 samples respondents were consulted. Their views and opinions have been presented as findings of the study which are summarized as given below.

### III. FINDINGS

The chapter analyzed the primary data used statistical tools such as percentage analysis bar diagram, pie diagram, line diagram, area diagram and doughnut diagram. This study revealed the following major findings.

- ) 30% of the respondents are in the age groups of below25 and 29%of the respondents are in the age group of 2635.
- ) A majority of sample respondents 65% consulted for this study are female.
- ) A majority of sample respondents 48% come under monthly incomes of Rs.10001- 30000.
- ) A majority of sample respondents 34% comes under monthly expenses on milkRs.501- 1000.
- ) High price is the main reason for not consuming milk daily.
- ) AAVIN: 59% of respondent are said quality the reasons for consuming that brand.
- ) CAVIN: 56% of respondents are said price is the reasons for consuming that brand.
- ) AROKYA: Quality is the best for 57% of respondents for consuming that brand.
- ) TRIUMALA: Smell is the best for 36% of respondents for consuming that brand.
- ) HATSUN: Taste is the best for 43% of respondents for consuming that brand.
- ) There is no association between age and amount of money spent on milk.
- ) There is significant difference in the amount spent by different sex group on milk.
- ) There is significant difference in the amount spent by different monthly income on milk.

#### IV. CONCLUSION

Now days, we can living with mechanical life. So we need more energy for that we can drink healthy drinks for good health. Huge numbers of milk and milk products are available in the market. We need vitamins and minerals for health, we can drink milk atleast twice in a day.

This echoed in the result of the study whether consumer is male or female, young or old, qualified or less qualified, working in private or government sector, high income and low income earner, live in joint family or nuclear family, all of them use milk twice a day.

Consumers of milk make a proper planning before going to buy a particular brand. While choosing the milk, the important factors to be consider as quality, price, taste, flavor and brand are given top priority. Consumers drink milk mainly for good health and get more energy.

Consumers have found to have gained more from Television advertisement, media, magazine, newspaper, radio, etc. for choosing right brand of milk. The milk is generally buy twice in a day. The milk is bought by consumer in the street milkman or nearby shop and departmental store, parents, children, neighbor, shopkeeper recommendation are sought friends/relatives. Ultimately determine the brand to be purchased for particular milk. Avian has found in permanent place in the minds of samples consumer. Amul has found in permanent place in the minds of samples consumer for milk products.

Consumer earning more income spends more for milk Low income consumer cannot spend more for milk. It is clear from this study that the milk has become inevitable. As incomes of people are rising every year, more and more milk products are stepping into the market from different quarters of world.

We conclude that milk is playing a vital role in every body's life, for getting good health and give energy to work without getting tired. We can get more minerals, vitamins, calcium, from milk.

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