

Analysis of Consumer Preference on Milk Products

Dr R Sridevi, Naveen SB

Assistant Professor, Department of B Com PA Sri Ramakrishna College of Arts and Science, Coimbatore.
Final Year Student, Department of B Com PA Sri Ramakrishna College of Arts and Science, Coimbatore.

Submitted: 20-05-2022

Revised: 30-05-2022

Accepted: 02-06-2022

ABSTRACT:

India is the world's biggest dairy market. Indian dairy area has developed meaningfully throughout the long term. Dairy products in India expanded in both urban and rural areas. Tamil Nadu state is one of the ten biggest milk producing states in India. The demand for dairy products is increasing day by day due to the consumer preference like consumption habits, taste, changing lifestyle, etc. The other justification toward milk were taste, satisfaction, quality, availability, low cost and bulkiness. Satisfaction was the second significant reason and Nutritious value was considered as the third reason. The significant explanation in favoring the dairy items by family members was taste, fulfillment, quality, availability, nutritious value, low cost and quantity.

KEY WORDS: Milk Products, Consumer Preference & Behavior.

I. INTRODUCTION:

In India, dairying is perceived as an instrument for social and monetary turn of events. The country's milk supply comes from a large number of small producers scattered all through the rural areas. Milk production in India is own around 70% of the public milk animal herd. The demand for dairy products is consistently expanding daily based on the consumer preference. Milk Products has risen one of the biggest contributors to worth of complete domesticated animals yield in the country, in recent years dairy products utilization have been changed and diversified by the preference of the consumer. Due to health consciousness and awareness of healthy nutrition have increased both traditional and western dairy products. Traditional dairy products dairy products are ghee, paneer, milk etc. while butter, cheese, yogurt are western dairy products.

II. STATEMENT OF PROBLEM:

Milk products are produced and to be sold by many companies in different brand names, textures etc. In recent days as the income is raising, the consumption of dairy products is also increasing day by day. The consumer preference of milk products is also changing and many company may change their preference towards the people. This may cause a price variation in products which are sold by the company. The important preference of every individual is based on taste, quality, quantity and also price. There is a competition in every company to satisfy the needs of every consumer buying their product.

OBJECTIVES:

- ❖ To determine the relationship between product quality and product choice.
- ❖ To ascertain the relationship between product price and product choice.
- ❖ To analyze the consumer preference and satisfaction on milk products.

SCOPE OF THE STUDY:

The main aim of this study is to analyze the consumer preference on milk products and satisfaction of people towards milk products.

RESEARCH METHODOLOGY:

This study has used primary data for collecting primary data for gathering essential information a very much organized survey was dispersed to the individuals in the form of google forms. The researcher collected 105 samples by using questionnaires.

TOOLS USED FOR THE STUDY:

Percentage Analysis Method

SAMPLE AREA:The study is within the Coimbatore.

SAMPLE SIZE:105 Samples

SAMPLING TECHNIQUE:In this study, I have used simple random sampling.

III. REVIEW OF THE LITERATURE:

1.Amanda Norris, John Cranfield (2019) in his study captioned, "Consumer preference on Dairy market", said that dairy products available in market will respond to the consumer if there is increased presence of imported dairy products in the Market.

2.Hassa Rahnama, ShayamRajabpour (2017) in his study captioned, "Factors for consumer choice of dairy products", said that study applies with the consumer preference on taste, price, health, quality, etc. The sample were 1420 people (men and women) in 2015. This also includes not only consumer's choice behavior towards dairy products included consumer experience and positive emotion.

3.A Ananda Kumar, S Babu (2014)in his study captioned, "Factors influencing consumer buying behavior with special reference to dairy products ", said that the study applies consumer buying behavior. The study is based on the Descriptive study and the Statistical tools used are

Percentage & Weighted Average Method. These factors are based on certain variables used in this survey. These variables include packaging, cost, availability, product quality, product taste, etc. This study is useful for marketers to boost their performance among consumers.

4.Mrs. Sonali Dhawan (2016) in her study captioned, "A study of consumer preference towards various branded and non-branded milk Jabalpur District in Madhya Pradesh", said that the study found that in Madhya Pradesh, the consumption of unbranded milk is popular among all peoples. Generally, people prefer unbranded milk rather than branded milk because of freshness.

5.N.Elangovan and M. Gomatheeswaran (2015) in his study captioned, "A Study on Consumer behavior towards various brands of milk and milk products with special reference to Thudiyalur town at Coimbatore district ", said that the study found that the investigation discovered that the vast majority of the respondents lean towards retail shop buying of milk spend were 500 to 1000 every month on dairy items and were impacted by family members for a particular brand.

IV. PERCENTAGE ANALYSIS METHOD

TABLE 1: Shows the demographic analysis of the respondents

VARIABLE	CATEGORY	FREQUENCY	PERCENT
AGE	Below 18 Years	7	6.7
	18-25 Years	68	65
	25-30 Years	12	11
	31-35 Years	19	18
	TOTAL	105	100
GENDER	Male	80	76
	Female	25	24
	TOTAL	105	100
MARITAL STATUS	Married	27	26
	Unmarried	78	74
	TOTAL	105	100

OCCUPATION	BUSINESS	11	11
	SELF-EMPLOYMENT	7	7
	STUDENT	70	67
	OTHERS	17	16
	TOTAL	105	100
ANNUAL INCOME (Only if employed)	BELOW RS.1,00,000	21	20
	RS.1,00,000- RS.3,00,000	29	28
	RS.3,00,000- RS.5,00,000	10	10
	ABOVE RS.5,00,000	8	8
	NONE	37	35
	TOTAL	105	100
AREA OF INTEREST	URBAN	60	57
	RURAL	45	43
	TOTAL	105	100
SIZE OF THE FAMILY	2 to 4	65	62
	5 to 7	30	29
	7 & above	10	10
	TOTAL	105	100
MILK PRODUCT THAT YOU USE DAILY	CHEESE	12	11
	BUTTER	29	27
	GHEE	50	47
	PANEER	15	14
	TOTAL	105	100
DAILY CONSUMPTION OF MILK PRODUCTS	AAVIN	34	32
	AROGYA	23	22
	AROMA	19	18
	OTHERS	30	28
	TOTAL	105	100

DAILY CONSUMPTION OF MILK PRODUCTS	AAVIN	34	32
	AROGYA	23	22
	AROMA	19	18
	OTHERS	30	28
	TOTAL	105	100
SATISFICATION OF MILK PRODUCTS	YES	96	91.4
	NO	9	8.6
	TOTAL	105	100
INFLUENCE ON MILK PRODUCTS	ADVERTISEMENT	9	8.6
	SOCIAL MEDIA	8	7.6
	FRIENDS & FAMILY	44	41.9
	OTHERS	44	41.9
	TOTAL	105	100
DAILY CONSUMPTION OF MILK	ONCE PER DAY	49	46.7
	TWICE A DAY	35	33.3
	3 TIMES ADAY	13	12.4
	NEVER	8	7.6
	TOTAL	105	100
PURCHASING OF MILK PRODUCTS	SUPER MARKET	24	22.9
	RETAIL STORES	48	45.7
	ONLINE	5	4.8
	OTHERS	28	26.7
	TOTAL	105	100
TYPE OF MILK PRODUCT THAT YOU CONSUME	FRESH MILK	73	69.5
	ICE CREAM	25	23.8
	CHEESE	7	6.7
	TOTAL	105	100
HOW OFTEN DO YOU BUY DAIRY PRODUCTS ONLINE	2-3 TIMES A WEEK	32	30.5
	4 TIMES A WEEK	17	16.2
	SOMETIMES	21	20
	NEVER	35	33.3
	TOTAL	105	100
PREFERENCE ON BUYING MILK PRODUCTS THROUGH ONLINE PLATFORM	AMAZON	18	17.1
	BIG BASKET	19	18.1
	GROFERS	15	14.3
	OTHERS	53	50.5
	TOTAL	105	100

V. FINDINGS:

- Most of the respondents are students.
- Most of the respondents are from male.
- Most of the respondents are from 18-25 Years.
- Most of the respondents are unmarried.
- Most of the respondents are Degree holders.
- Most of the respondents Annual Income is not mentioned.
- Most of the respondents use Ghee for their daily use.
- Most of the respondents are preferring good quality in using their Milk products.
- Most of the respondents use Aavin milk products compared to other.
- Most of the respondents are satisfied in using their milk products.
- Most of the respondents do not mention their factors in buying good quality milk.
- Most of the respondent's drink milk once in a day.
- Most of the respondents buy their milk products in Retail stores.
- Most of the respondents prefer fresh milk.
- Most of the respondents giving importance to quality.
- Most of the respondents do not prefer to buy dairy products in Online.
- Most of the respondents does not want to buy milk products in any online app.

VI. CONCLUSION:

Consumption of Dairy products increases, so the preference of the consumer also changes.

However, the development of milk products increases the consumption patterns also changes in consumers. The outcomes secured in this study will generally help the organizations in arranging clear and successful strategies to attract maximum consumers and thereby increase the profit among organizations. The study on "ANALYSIS OF CONSUMER PREFERENCE ON MILK PRODUCTS" helps in identifying the consumer preference and analysis on milk products.

REFERENCES:

- [1]. Ahmadi Kaliji, S. Mojaverian, S.M. Amirnejad, H. and Canavari, M (2019) "Factors affecting Consumers' Dairy Products Preferences", AGRIS on-line papers in Economics and Informatics, Vol. 11, No. 2, pp. 3-11. ISSN 1804-1920. DOI 10.7 160/aol.2019.110201.
- [2]. Ayalew Mekonnen 2017 milk production, handling, processing, and marketing in three dairy production systems south wollo zone, amhara national regional state, Ethiopia.
- [3]. Betelhem Hailu 2019." Determinants of consumers Milk Brand Preferences" in Adidas Ababa, Ethiopia. vol. 5, No.2 ,2019.
- [4]. Bhavya Bhanu, P. V, A. Serma Saravana Pandian, P. Vinothini and S.K. Mathanghi 2017." Analyzing the consumer preference for dairy products in Trivandrum city, India.
- [5]. Eyassu Seifu and AsaminewTassew, 2014, Small-scale Milk processing, Utilization and Marketing of Traditional Dairy Products in Bahir Dar Zuria and Mecha.