

Customers Buying Behavior Of Different Brands Of Packed Milk With Reference To The Nilgiris District

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ABSTRACT

Milk is common food form in India. It is basically a liquid which is produced in mammary glands. Milk has a rich content of protein and is also the best source of calcium. Milk is a good source of proteins too. It has been found that on an average consumption of 2 cups of milk gives 27 per cent of the RDA for protein. Customer is the central point and all the marketing activities revolve around him. Manufacturer produces what the customer wants. As the customers' behavior differs from person to person the producer must understand it. Though milk sector is growing at a faster pace the potential threats posed by them force people all around the world to look for better alternative. It is necessary to understand the problems faced by the consumers with reference to their 1) Perspective and Involvement 2) Visual Attraction 3) Infrastructure 4) Customer Feedback (Expectations) served by the milk industry to support the consumers. Therefore to understand the buying behavior of the satisfied consumers is the task to find out the fact using the questionnaire and the same is distributed among them to understand the actual situation existing in the market. The objectives are to study the consumer buying behavior of Packed Milk in The Nilgiris District and to suggest measures for further improvement. To accomplish the objective of the study, the researcher has to depend on both primary and secondary data. Questionnaire is the instrument used for collecting the primary data. The researcher has interviewed 150 respondents during data collection. The selection of respondents is by way of convenient sampling method. The collected data have been analyzed with the help of tools like Simple Percentage Method and Chi-Square Test. Based on the results of the findings with regard to brand wise buying indicated the consumers are more focused towards Packed Milk for its quality and hygiene. This may be due to the reason that it is reliable as it has been supplied by cattle breeders to the private players in the market due to the reasons that it may satisfy the consumer and elevate their buying behavior. It is concluded that though there are only few private players competing with AAVIN which is the cooperative government giant, the companies are fulfilling almost a large population of the Nilgiris District by serving the mass with quality and timely delivery with perfection which is not only a noble cause for the community but also profitable business for the companies.

Key Words: Customer, The Nilgiris District, Packed Milk, Buying Behavior, etc..

1. INTRODUCTION

Milk is common food form in India. It is basically a liquid which is produced in mammary glands. It contains many antibodies which help to keep them healthy and away from the diseases. Now a days packaged milk is used throughout the country due to urbanization. It is consider to be better as it contains ingredients which are helpful for making you healthy. Milk has a rich content of protein and is also the best source of calcium. Milk is a good source of proteins too. It has been found that on an average consumption of 2 cups of milk gives 27 per cent of the RDA for protein. Another content present in milk is lactose. lactose is generally known to be sugar and scientifically made from two glucose and lactose.

Table 1: Nutritional information about the milk contents:

Particulars	Contents
Energy	1.3 k.cal
Fat	4.5 g
Carbohydrate	4.8 g
Protein	2.9 g
Calcium	113 mg
Potassium	144 mg
Sodium	40 mg

Buying motives may be classified into two parts : (i) Primary buying motives, and (ii) Secondary buying motives. Melvin S. Hettwick has given the following classification of buying motives:

Table 2: Buying Motives

Primary buying motives	Secondary buying motives
1. Food and drink	1. Bargains
2. Comfort	2. Information
3. To attract opposite sex	3. Cleanliness
4. Welfare of beloved ones	4. Efficiency
5. freedom from fear and danger	5. Convenience
6. To be superior	6. Dependability, quality
7. social approval	7. Style Beauty
8. To live longer	8. Economy, Profit
	9. Curiosity

Customer is the central point and all the marketing activities revolve around him. Manufacturer produces what the customer wants. As the customers' behaviour differs from person to person the producer must understand it. Customer purchases an article as a consequence of certain mental and economic forces creating desires or wants which he understands can be satisfied by the articles offered for purchase. Thus, producer so that he can offer a complete article purchaser to purchase. Such buying motives may be fear, desire for money, vanity, pride, fashion, possession, sex or romance, affection or comfort.

2. STATEMENT OF THE PROBLEM

Though milk sector is growing at a faster pace the potential threats posed by them force people all around the world to look for better alternative. Today the concept of staying competitive rather than just getting what is available in the market draw people's attention to choose the right modes of products available in the market. Consumer buying behaviour depends upon a number of factors, which may include for instances like price, packing, quality, etc., which have immense influence over the consumer buying the product. It is necessary to understand the problems faced by the consumers with reference to their 1) Perspective and Involvement 2) Visual Attraction 3) Infrastructure 4) Customer Feedback (Expectations) served by the milk industry to support the consumers. Therefore to understand the buying behaviour of the satisfied consumers is the task to find out the fact using the questionnaire and the same is distributed among them to understand the actual situation existing in the market.

3. OBJECTIVES OF THE STUDY

1. To study the consumer buying behaviour of Packed Milk in The Nilgiris District.
2. To suggest measures for further improvement.

4. METHODOLOGY OF THE STUDY

To accomplish the objective of the study, the researcher has to depend on both primary and secondary data. Questionnaire is the instrument used for collecting the primary data. Questionnaire designed in a systematic manner covering adequate and relevant question which cover all the aspects of the study. Secondary data was collected from the company records Magazines, Journal and Websites and Other related research work on it. The researcher has interviewed 150 respondents for data collection. The selection of respondents is by way of convenient sampling method. The collected data have been analyzed with the help of statistical tools like Simple Percentage Method and Chi-Square Test.

5. LITERATURE REVIEW

Hemarathne, E.M. and Wickramarachchi, A.P.R (2009) "Consumers' perceptions towards UHT milk in Tetra Pak through food quality dimensions". A conceptual model was derived mainly through Garvin's dimensions of product quality. Two parameters, namely "Mean Attributes Score" and "Index of Overall Perception" were developed to evaluate individual attitude on this product. A structured questionnaire was developed to describe quality dimensions and to probe demographic variables.

Results based on the “Mean Attribute Score” indicate that age group between 15 to 25 years was much concerned in using UHT milk in Tetra Pak. Also, consumption level of this product and the level of education of each consumer showed a strong relationship. Based on analysis of results it could be recommended that consumption of UHT milk could be promoted mainly using Reliability, Conformance and Serviceability dimensions.

Ravi Chandran T. and Arumugasamy G., (2013), “Consumers Attitudes Towards Arokya Milk In Nagercoil Town”. A study was undertaken to find out the consumers attitudes towards Arokya milk in Nagercoil town Kanyakumari district. This study helps to suggest suitable recommendation to improve the consumer’s attitudes towards Arokya milk in Nagercoil town. The following are the objectives of the study to find out the consumer preference towards Arokya milk to find out the satisfaction of the respondents regarding various aspects of Arokya milk to find out the reason for switching for Arokya to other brands to study the availability of different brands of milk. A study concludes that on consumer’s attitude towards Arokya milk in Nagercoil town, Arokya milk is one of the major food items. The research indicated that the majority of the milk consumers prefer fresh milk. There is the high demand for Arokya milk in Nagercoil town and it is a positive sign for local and national brands. They can promote their products by effective advertising, improved quality and by keeping a check on the price.

6. ANALYSIS OF RESULTS

This article attempts to analyse the Customer Buying Behaviour of Packed Milk in The Nilgiris District and the tools used are simple percentage method and Chi-Square Test.

Table 3: Distribution of Respondents by their Age

Age	Number of Respondents	Percentage
20-30 yrs	21	14%
30-40 yrs	47	31%
40-50 yrs	36	24%
50-60 yrs	22	15%
Above 60 yrs	24	16%
Total	150	100%

Source : Primary Data

From the Table 3 it is clear that maximum (31%) of the respondents belong to the age between 30 and 40 years, 24% of the respondents belong the age from 40 to 50 years, 16% of the respondents belong the age above 60 years, 15% of the respondents belong the age from 50 to 60 years and the remaining 14% of the respondents belong the age from 20 to 30 years.

Table 4: Distribution of Respondents by their Gender

Gender	Number of Respondents	Percentage
Male	46	31%
Female	104	69%
Total	150	100%

Source : Primary Data

It is understood from the table 4 that most (69%) of the respondents are female and 31% of the respondents are male.

Table No.5: Distribution of Respondents by their Educational Qualification

Educational Qualification	Number of Respondents	Percentage
School Level	36	24%

UG Level	61	41%
PG Level	53	35%
Total	150	100%

Source : Primary Data

It is clear from the table 5 that 41% of the respondents are under graduates, 35% of the respondents are post graduates and the remaining 24% of the respondents have completed their school level.

Table No.6: Number of Members in the Respondents Family

Family Members	Number of Respondents	Percentage
Two	66	44%
Three	31	21%
Four	33	22%
Above 5	20	13%
Total	150	100%

Source : Primary Data

The table 6 shows that less than half (44%) of the respondents had only two members in their family 22% of the respondents had four members in their family, 21% of the respondents had three members and the remaining 13% of the respondents had above 5 members in their family.

Table No.7: Distribution of Respondents by their Income

Income	Number of Respondents	Percentage
Less than Rs.5000	42	28%
Rs.5001 to 10000	70	47%
Rs.10001 to 15000	30	20%
Rs.15000 and above	8	5%
Total	150	100%

Source : Primary Data

It is understood from the table 7 that nearly half (47%) of the respondents are earning between Rs.5001 and 10000 / per month, 28% of the respondents are earning less than Rs.5000, 20% of the respondents are earning Rs.10001 to 15000 and the remaining 5% of the respondents are earning above Rs.15000 per month.

Table No.8: Respondents' opinion about number of liters purchased every day

Opinion	Number of Respondents	Percentage
Less than ½ Ltr.	34	23%
½ to 1 ltr.	28	19%
1 to 2 ltr.	48	32%
More than 2 ltr.	40	27%

Total	150	100%
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Source : Primary Data

It is evident from the table 8 that 32% of the respondents purchased 1 to 2 litre of milk every day, 27% of the respondents purchased more than 2 liters of milk / day, 23% of the respondents purchased less than ½ litre and the remaining 19% of the respondents purchased ½ to 1 litre of milk / day.

Table No.9: Respondents' opinion about the brand they buy regularly

Opinion	Number of Respondents	Percentage
Aavin	59	39%
Arokia	40	27%
Aroma	13	9%
Sakthi	15	10%
Kavins	12	8%
Others	11	7%
Total	150	100%

Source : Primary Data

The table 9 shows that as high as 39% of the respondents regularly buy Aavin brand, 27% of the respondents purchase Arokia, 10% of the respondents purchase Sakthi, 9% of the respondents purchase Aroma, 8% of the respondents purchase Kavins and the remaining 7% of the respondents purchase other brands (Cowma, Komatha, Amrutha, etc.)

Table No.10: Respondents' opinion about number of years of using a specific brand

Opinion	Number of Respondents	Percentage
Less than 1 year	40	27%
1 to 2 years	36	24%
2 to 3 years	37	25%
Above 4 years	37	25%
Total	150	100%

Source : Primary Data

From the table 10 it is clear that 27% of the respondents are using a specific brand of milk less than 1 year, 25% each of the respondents are using from 2 to 3 years and above 4 years respectively. 24% of the respondents are using a specific brand of milk between 1 and 2 years.

Table No.11: Respondents opinion about the recommending the brand to others

Opinion	Number of Respondents	Percentage
Yes	116	77%
No	34	23%
Total	150	100%

Source : Primary Data

It is understood from the table 11 that majority (77%) of the respondents are willing to recommend their brands to others and 23% of the respondents are not willing to recommend their brands to others.

7. CHI-SQUARE TEST

1) Number of Family members and Quantity of Milk Purchased every day

Hypothesis H₀ :: There is no significant relationship between number of family members and quantity of milk purchased every day.

Hypothesis H₁ :: There is significant relationship between number of family members and quantity of milk purchased every day.

Table No.11: Relationship between Number of Family members and Quantity of Milk Purchased every day

Number of Family Members	Quantity in Litres				Total
	Less than 1/2 Ltr.	1/2 to 1 ltr.	1 to 2 ltr.	More than 2 ltr.	
Two	25	19	11	11	66
	15.0	12.3	21.1	17.6	66.0
Three	3	3	14	11	31
	7.0	5.8	9.9	8.3	31.0
Four	4	4	15	10	33
	7.5	6.2	10.6	8.8	33.0
Above 5	2	2	8	8	20
	4.5	3.7	6.4	5.3	20.0
Total	34	28	48	40	150
	34.0	28.0	48.0	40.0	150.0

Results

Chi-Square Value : 32.276

Degree of Freedom : 9

Table Value : 16.919

Result : Significant

The result of the chi-square test reveals that the calculated chi-square value (32.276) is more than the table chi-square value (16.919) at 5% level of significance and therefore, the relationship between number of family members and quantity of milk purchased every day is not significant. Thus the hypothesis is that the relationship between the two factors holds good. Hence the null hypothesis is rejected.

2) Gender of the respondents and number of years using a specific brand

Hypothesis H₀ :: There is no significant relationship between Gender of the respondents and number of years using a specific brand.

Hypothesis H₁ :: There is significant relationship between Gender of the respondents and number of years using a specific brand.

Table No.12: Relationship between Gender of the respondents and number of years using a specific brand.

Gender	No of years of using milk				Total
	Less than 1 year	1 to 2 years	2 to 3 years	Above 4 years	
Male	14	11	13	8	46
	12.3	11.0	11.3	11.3	46.0
Female	26	25	24	29	104
	27.7	25.0	25.7	25.7	104.0
Total	40	36	37	37	150
	40.0	36.0	37.0	37.0	150.0

RESULTS

Chi-Square Value : 2.125
 Degree of Freedom : 3
 Table Value : 7.815
 Result : Not Significant

The result of the chi-square test reveals that the calculated chi-square value (2.125) is less than the table chi-square value (7.815) at 5% level of significance and therefore, the relationship between Gender of the respondents and number of years using a specific brand is not significant. Thus the hypothesis is that the relationship between the two factors does not hold good. Hence the null hypothesis is accepted.

8. SUMMARY OF RESULTS

- Maximum (31%) of the respondents belong to the age between 30 and 40 years.
- Most (69%) of the respondents are female
- 41% of the respondents are under graduates
- Less than half (44%) of the respondents had only two members in their family
- Nearly half (47%) of the respondents are earning between Rs.5001 and 10000 / per month
- 32% of the respondents purchased 1 to 2 litre of milk every day
- As high as 39% of the respondents regularly buy Aavin brand.
- 27% of the respondents are using a specific brand of milk less than 1 year
- Majority (77%) of the respondents are willing to recommend their brands to others

CHI-SQUARE RESULTS

1. There is significant relationship between number of family members and quantity of milk purchased every day.
2. There is no significant relationship between Gender of the respondents and number of years using a specific brand.

9. SUGGESTIONS

- It is suggested to follow a timely supply of milk packets on a regular basis even during the higher demand during festival seasons would help the companies to retain its customer base.
- As far as brand wise buying which indicated the consumers are more focused towards Packed Milk for its quality and hygiene. This may be due to the reason that it is reliable as it has been supplied by cattle breeders to the private players in the market. Due to the reasons that it may satisfy the consumer and elevate their buying behaviour.
- To create awareness initiatives needed by the policy makers to produce varieties in milk products and effectively market them through advertisement to enhance the customer buying behaviour to opt for the specific brand.
- An analysis on quantum purchase indicate that the buying behaviour of the consumers is more towards ½ litre milk Packet closely followed by one litre milk packet. Hence the companies can concentrate on supplying large quantum of ½ litre and 1 litre packets.

10. CONCLUSION

From the results of the article it is observed that eventhough there are only few private players competing with AAVIN which is the cooperative government giant, the companies are fulfilling almost a large population of the Nilgiris District by serving the mass with quality and timely delivery with perfection which is not only a noble cause for the community but also profitable business for the companies.

11. LIMITATIONS OF THE STUDY

- The study is confined to The Nilgiris District and therefore findings may not be related to other areas. Convenience sampling has its own limitations.

12. REFERENCES

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