

A STUDY ON CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO BRANDED MILK AND MILK PRODUCTS IN CHENNAI

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Abstract:

Milk is one of the most essential food products in all over countries. Consumption of milk contribute to increase the nutritional point of view, milk is an important source of protein, vitamins minerals and calcium, etc., Based on the experience, it was realized that there was need for an organized dairy. In other words, most of the products chosen by consumers are by brand value and name. Even milk is an essential food product, the consumers are preferred to buy the branded milk products. The study on “consumer’s behaviour about different brand of milk and milk products” with special reference in Chennai. This study shows that the consumer’s perception and behaviour towards branded milk and other milk products. The study took place in Chennai city, the most populated city, has the high access over the milk products and has the high demanded market area. The study tries to figured out how the demographic variables and marketing of milk products with brand name and packing of products influence the purchasing behaviour of consumers. In this study it is concluded that the consumers behaviour towards accessing branded milk and products by the way of ranking.

Keywords: Consumer Behaviour, Brand, Milk and Milk Products.

1. Introduction

One of the most essential and daily accessible products is milk. In these modern days even in villages most of the public access packed milk products instead of natural milk. These days most of the retailers and agents are involved in the business of dairy products marketing. And in every kirana stores dairy products is one of the main essential products and it is one of the products which has less durability with high access by consumers. The main reason behind this is milk and dairy products is one of the most important products in all kind of occasions and the natural cow milk, the resource is so limited for the wide range of consumers, which is equalized through the various brand milk products. And the milk products are easily accessible at any time. In some well-developed area in the city some milk and dairy products are running 24 X 7 for satisfying the consumers demand.

For every kind of products other than natural brand value is one of the most and important factors among the consumers. The high access products are in the market by the way of brand value. The consumers highly access packed milk and milk products. And the most important thing is that the consumers not only give impotence to packing, the main thing is the brand name. In simple words, in most of the food products and essential goods the brand value comprises and highlights the quality of the product.

Chennai city is one of the most populated cities in India. The population indicates the high demand of essential among consumers in the market. Thus, this is the city the demand for the dairy products is so high. Even the demand is so high but the consumers are accessing highly the products with greater brand value. In Chennai city, Aavin, Arockia, Heritage and Thirumala are the major suppliers with high access among consumers.

1.2 Objective of the study

1. To identify the preference towards various Categories of Branded Milk.
2. To analyses the factors influencing the Purchase of Branded Milk.
3. To find out the buying habits towards Branded Milk.
4. To identify the level of consumption of milk products.
5. To find out the most preferable Brand of Milk Products

1.3 Limitation of the study

1. The study is limited to 100 respondents only.
2. The accuracy of the figures and data are based on the respondents’ statements and views.

1.4 Methodology:

Descriptive research studies are those, which are concerning the characteristics of group or an identified population. The research design adopted by the researcher for the purpose of the present study has been “descriptive method”

1.5 Data collection:

Data is very essential to carry out the research. There are two ways of collecting data, primary data collection and secondary data collection

1.6 Sample Size: A structured close ended questionnaire was used as a data collection instrument. The questionnaire was given to the respondent for obtaining a perfect response. The questionnaires were distributed to 125 respondents in the city of Chennai. In all 110 responses were received out of which 100 responses were found usable and have been considered.

1.7 Sampling Method:

Random sampling was used to select the respondents. Because, the sample consist of respondents from different age groups, both male and female, various income level, having various academic qualification, married as well as unmarried.

1.8 Tools Used:

The data collected was analyzed using descriptive tools and analytical tool. In descriptive tool, Percentage analysis has been made, in analytical tool Correlation, Chi-square test have been used.

1.9 Review of Literature:

Dr.G.Balamurgan M.K.Sindhu (2017), highlighted in their study that the consumers change their behaviour on the basis of not only brand but the change is regularly on the basis of the new development and method adopted by the suppliers.

Ahila . D and Dr. C. Boopathi (2015), highlighted that the need of promotional activities and awareness programs by the company among all kind of consumers especially uneducated.

A. Anandakumar and Dr. S. Babu (2014), used in their study as packing, cost, availability, product quality and taste and etc as a factor that influencing the consumers behaviour and they suggested that making awareness among the consumers on the above factors will impose the consumers behaviours towards the product.

H. Davoodi et al (2013), found that the dairy products are help the consumers to avoid some health issues and the product quality is improvise with the point of keeping the product as like as natural. This improves the product demand among consumers.

R. Widiati et al (2013), determined that how the socio-economic factors influence milk consumption and propensity to routine milk consuming in a household that have children in growing age in both metropolitan and countryside area of Yogyakarta Exceptional Field. And it is found that milk price and mother's education background were highly significant factors in determining the milk consumption expenditure.

1.10 Data Analysis and Interpretation:

Table 1: Age

Age	Frequency	Percentage
Below 25	39	39.0
25-40	45	45.0
41-55	12	12.0
Above 55	4	4.0
Total	100	100.0

As wise their distribution are, 45% for 25-40years, 39% for below 25years, 12% for 41-55years and 4% are above 55 years. It is concluded that the age group of 25-40 years were the majority of respondents in this study.

Table 2: Educational qualification

Educational qualification	Frequency	Percentage
Higher secondary	28	28.0
Under graduate	23	23.0
Post graduate	32	32.0
Professional degree	17	17.0
Total	100	100.0

The above table portrays the respondents from all the categories of educational qualification who consume milk and milk products. 28% of the respondents are higher secondary, 23% respondents are under graduates, 32% of the respondents are post graduates and 17% of the respondents are professional degree holders. The maximum frequency dumping of 32% is found among the post graduate respondents.

Table 3: Annual Income

Annual Income	Frequency	Percentage
Below 100000	46	46.0
100000-250000	37	37.0
250000-500000	7	7.0
500000 and Above	10	10.0
Total	100	100.0

The above table shows that 46% of the respondents earn below 1,00,000, 37% of the respondents earn 1,00,000-2,50,000, 7% of the respondents earn 5,00,000-5,00,000 and 10% of the respondents earn above 5,00,000.

Table 4: Marital status

Marital status	Frequency	Percentage
Married	66	66.0
Unmarried	34	34.0
Total	100	100.0

The above table indicates that 66% of the respondents are married and 34% of the respondents are unmarried. It is inferred that most of the respondents are married.

Table 5: Family size

Family size	Frequency	Percentage
1-2	8	8.0
3-4	64	64.0
5-6	26	26.0
above 6	2	2.0
Total	100	100.0

The above table portrays that 8% of the respondents belong to 1-2 family size, 64% of the respondents belong to 3-4 family size, 26% of the respondents belong to 5-6 family size, and 2% of the respondents belong to above 6 family sizes.

Table 6: Various Brands of Milk

Brand	Frequency	Percentage
Aavin	34	34.0
Arokiya	29	29.0
Heritage	16	16.0
Thirumala	11	11.0
Others	10	10.0
Total	100	100.0

The above table indicates that 34% of respondents consume Aavin, 29% of the respondents consume Arokiya, 16% of the respondents consume heritage, 11% of the respondents consume Thirumala and 10% of the respondents consume other brands. It is inferred that most of the respondents consume Aavin milk.

1.11 CHI-SQUARE DISTRIBUTION

To study the relationship between Gender and Consumption of Branded Milk

H0: There is no association between opinions on the consumption of branded milk with respect to gender category.

H1: There is association between opinions on consumption of branded milk with respect to gender category

Crosstab								
			Q8					Total
			Aavin	Arokiya	Heritage	Thirumala	others	
Gender	Male	Count	14	9	6	2	2	33
		Expected Count	11.2	9.6	5.3	3.6	3.3	33.0
	% within Gender	42.4%	27.3%	18.2%	6.1%	6.1%	100.0%	
	% within Q8	41.2%	31.0%	37.5%	18.2%	20.0%	33.0%	
	Female	Count	20	20	10	9	8	67
Expected Count	22.8	19.4	10.7	7.4	6.7	67.0		
% within Gender	29.9%	29.9%	14.9%	13.4%	11.9%	100.0%		
% within Q8	58.8%	69.0%	62.5%	81.8%	80.0%	67.0%		
Total	Count	34	29	16	11	10	100	
	Expected Count	34.0	29.0	16.0	11.0	10.0	100.0	
	% within Gender	34.0%	29.0%	16.0%	11.0%	10.0%	100.0%	
	% within Q8	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

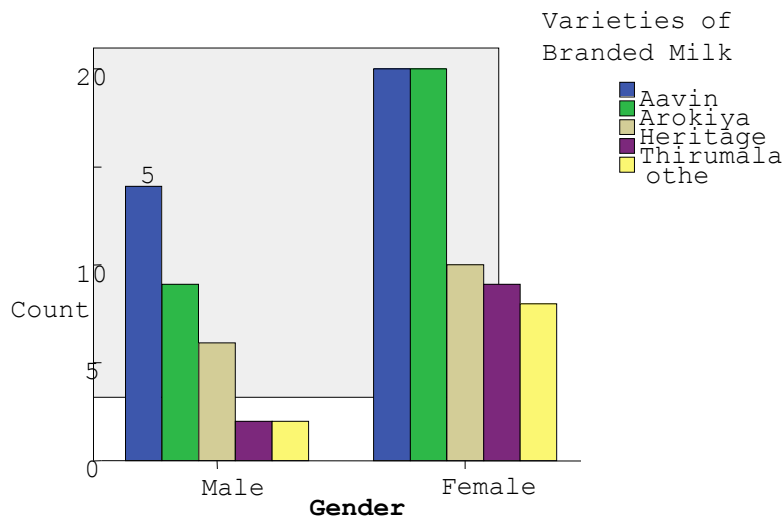
Note: Q8-consume type of branded milk

Chi-square test

	Value	Df	Asymp.sig(2 sided)
Pearson chi-square	3.082	4	0.544
N of valid cases	100		

The calculated chi-square is 3.082, with p-value of 0.544. As the p-value is higher than 0.05 significant levels, the null hypothesis is accepted and concludes that gender category does not influence the consumption of branded milk.

Chart 1: Gender and Consumption of Branded Milk



To study the relationship between age and preferred category of branded milk

H0: There is no association between opinions on preference of various category of branded milk with respect to age category.
 H1: There is association between opinions on preference of various category of branded milk with respect to age category.

		Crosstab					
		Q9					
		Toned Milk	Full cream Milk	Double toned Milk	Standardized Milk	Total	
Age	Below 25	Count 9	8	0	22	39	
		Expected Count 8.2	3.9	.4	26.5	39.0	
		% within Age 23.1%	20.5%	.0%	56.4%	100.0%	
		% within Q9 42.9%	80.0%	.0%	32.4%	39.0%	
25-40	Count 9	1	0	35	45		
	Expected Count 9.5	4.5	.5	30.6	45.0		
	% within Age 20.0%	2.2%	.0%	77.8%	100.0%		
	% within Q9 42.9%	10.0%	.0%	51.5%	45.0%		
41-55	Count 1	1	1	9	12		
	Expected Count 2.5	1.2	.1	8.2	12.0		
	% within Age 8.3%	8.3%	8.3%	75.0%	100.0%		
	% within Q9 4.8%	10.0%	100.0%	13.2%	12.0%		
Above 55	Count 2	0	0	2	4		
	Expected Count .8	.4	.0	2.7	4.0		
	% within Age 50.0%	.0%	.0%	50.0%	100.0%		
	% within Q9 9.5%	.0%	.0%	2.9%	4.0%		
Total	Count 21	10	1	68	100		
	Expected Count 21.0	10.0	1.0	68.0	100.0		
	% within Age 21.0%	10.0%	1.0%	68.0%	100.0%		
	% within Q9 100.0%	100.0%	100.0%	100.0%	100.0%		

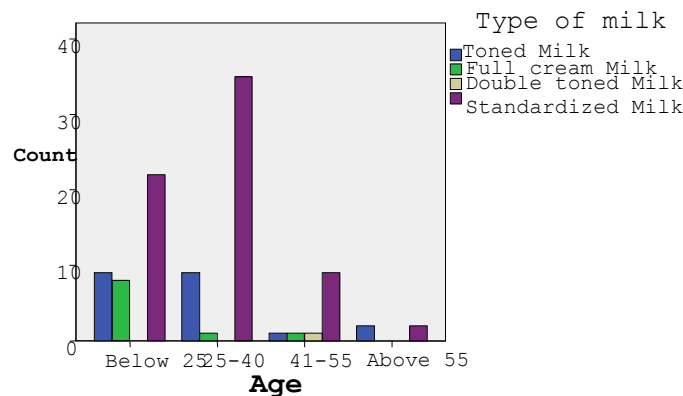
Note: Q9-type of milk prefer

Chi-square test

	Value	Df	Asymp.sig(2sided)
Pearson chi-square	19.100	9	0.024
N of valid cases	100		

The calculated chi-square is 19.100, with p-value of 0.024. As the p-value is lesser than 0.05 significant levels, the null hypothesis is rejected and concludes that age category does influence of type of milk.

Chart2: Age and type of Milk



Correlations

Variables	Gender	Age	Educational qualification	Occupation	Family size
Various category of milk	.149	-.263	-.028	.018	.044
Type of branded milk	.139	.090	-.112	.087	-.189
Consumption of milk per day	-.043	.031	.233	-.257	.192
Factors influencing branded milk	.060	-.018	.071	.051	.048
Level of consumption of milk product	-.076	.001	.076	.036	.084
factors affecting milk product	-.100	.145	-.217	.076	.052

The above table shows that the Educational qualification and consumption of milk per day have the

correlation coefficient of 0.233 showing greater relationship among other variables.

1.11 Findings:

Gender category:

It was observed that 82% of female consume Thirumala milk and 41% of male consume Aavin milk
The study reveals that 69% of female prefer Standardized milk and 57% of male prefer Toned milk
Majority of 73% of female consume 1 liter milk per day and 42% of male consume above 1 liter milk per day
The level of consumption of milk product was 70% in female category and 43% in male category

Age category:

It was observed that 80% of the respondents who fall under the category below 25 years consume other milk, 65% of 25-40 years consume Arokiya milk, 19% of 41-55 years consume Heritage milk and 9% of above 55 years of consume Aavin milk
It was revealed that 80% of the respondents who fall under the category below 25 years consume full cream milk, 51% of 25-40 years consume Standardized milk and 9% of above 55 years consume Aavin milk.
It was observed that 47% of the respondents who fall under the category below 25 years consume above 1 liter milk per day and 53% of 25-40 years consume 500ml milk per day.
The level of consumption was 80% in below 25 years category high consumption of milk product and 49% of 25-40 years medium consumption of milk product need to change.
Majority of 6% of 25-40 years after low rank factors for milk product.

Educational qualification category:

It was examined that 48% of higher secondary educated consume Arokiya milk, 37% of under graduate educated consume Heritage milk, 45% of Post graduate educated consume Thirumala milk and 50% of Professional degree educated consume Others milk
It was revealed that 32% of higher. Sec. educated prefer Standardized milk, 50% of under graduate educated prefer full creamy taste of milk and 29% of Professional degree educated prefer Toned milk
It was observed that 43% of hr. sec. educated consume 500ml milk p.day, 37% of under graduate educated consume above 1 lit of milk one day and 26% of Professional degree educated consume above 1 lit per day
The Glassy of consumption was 38% of Secondary educated low level of consumption, 60% of under graduate in high levels and 33% of post graduate educated medium level change)
Majority of 29% of higher sec. educated rank the affecting milk product as low.

Occupation category:

It was examined that 12% of Business people consume Heritage milk, 64% of private employment people consume Thirumala milk and 40% of household people consume others milk
It was revealed that 19% of business people prefer Toned milk, 70% of private employment people prefer creamy milk and 29% of household people prefer Standardized milk
It was examined that 21% of business people consume above 1 liter per day, 63% of private employment people consume 1 lit p.day and 35% of household people consume 500ml milk p. day
The size of consumption was 20% among business people is high and level of consumption and 62% of private employment low consumption
Majority of 58% of private employment people in low factor to choose milk product

Family size category:

It was revealed that 18% of 1-2 size family consume thirumala milk, 60% of 5-6 size family consume others milk and 3% of above 6 size family consume aavin milk It was observed that 20% of 1-2 size family prefer complete creamy milk, 73% of 3-4 size family prefer standardized milk and 43% of 5-6 size family prefer toned milk.
It was examined 10% of 1-2 size family consume 1 lit per day, 69% of 3-4 size family consume above 500ml day of milk and 32% of 5-6 size family consume above 1 liter one day usage of milk
The level of consumption was 80% of 3-4 size family in high level consumption and 33% of 5-6 in low levels of consumption
Majority of 63% of 3-4 size family in low factor to choose milk product

Other Findings:

Male are found 33% and 67% are Female respondents
It was opined that 45% of accused goes separate age group” between” 25-40
Widely held, the post graduate were 32%
Married were 66% of the defendants
Aavin milk consumers are 34% and 29% of the users are Arokiya milk
The preferred Standardized milk- 68%
Majority of 74% respondents Consume 500ml Milk p. day
They prefer Cash Payment - 96%
Majority of 45% of the accused have a preference to buy Milk Product in Retail shops.

1.12 Suggestion:

On based, finding in this study behind recommendations are made to manufactures and marketers of the dairy industries.

1. It is desirable amount of the manufactures to market the liquid milk through lending machine at all localities. Majority of the consumers feel that the prices charged by the manufactures are high. Therefore in demand to sustain in the market it would be

better to reduce the selling price.

2. As Aavin milk is dynamic when compared to other Brand, the government should take necessary steps for the supply at a fair price.
3. The leading cause of awareness is through the Telecast/Media. Thus the features of the” branded milk” can be effectively extended through the same.
4. There must be continuous supply of milk irrespective of Vacation/Festivals as it was the main reason for the change of one Brand to another.
5. As maximum of the respond peoples buy the Branded milk at the Retail shops, Credit facilities to the retailers may be extended to hold the stocks, at all times. Eco friendly packs on the way to fill the liquid milk.
6. Milk product such as ghee, Butter, Paneer, Cheese should be marketed with AGMARK seal by the marketers who fall in (others) category to expand the sales margin.
7. Manufacturers should reduce the fatness and develop the feature in all milk Products.

1.13 Conclusion:

From the study we conclude that Aavin Milk (Standardized category) is the furthestmost prevalent Brand, with a stiff competition from Arokiya followed Heritage and Thirumala. On the study of the elements impelling behavior of Milk, it was observed that(Quality, Freshness, Taste) have been recorded as most important object (top three reason) for the preference of Branded milk. In the consequence of Milk Products we conclude that in the City of Chennai. Rank1 is consigned to Quality, Rank2 is consigned to Price, and Rank3 consigned to Advertisement. Milk Products likes, Curd, butter, Milk Khoa with lesser shelf life are sold by retail outlets.