

A STUDY ON CONSUMER ATTITUDE TOWARDS DIGITAL MARKETING ON DAIRY PRODUCTS

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Abstract

The main aim of the study is to find the customers preference and attitude towards Digital Marketing/E-marketing on Dairy products, when marketing a Dairy product, the most important aspect is to determining the competition and audience. By establishing these parameters, we can decide what aspect of your Dairy business to highlight and where will be the most effective place to advertise to capture your target audience. Advertisement is the major factor which increases sales by attracting consumers, as the globe approaches the summit of digitization in communication, business transactions are not left out. Digitization of marketing activities has become crucial as communication goes electronic. Digital Marketing has enhanced relationship building with clients as well as made access to clients more effective for all categories of business. This study is to know the consumer attitude towards Digital Marketing on Dairy products likes and dislikes on online advertisements, factor influencing online shopping of Dairy products. Data was collected using questionnaires and interview schedules. Data was analyzed by use of descriptive statistics. chi square, standard deviation, ANOVA statistical tools are adopted to find the statistical relationship.

Keywords: Dairy Industry, Digital Marketing E-marketing, Technology, Dairy products, Attitude.

INTRODUCTION

Digital Marketing is marketing that makes use of electronic devices (computers) such as personal computers, smart phones, cell phones, tablets and game consoles. Digital Marketing applies technologies or platforms such as websites, email, apps (classic and mobile) and social networks. Digital Marketing can be through No internet channels like TV, Radio, SMS, etc. or through Internet Channel like Social Media, Emails ads, etc. Social Media Marketing is a component of digital marketing. Digital Marketing does see some targeting of its audience; the content is largely available to the public as a whole, dramatically increasing its scope. Increasing demand of Dairy product as population increases, Dairy industry is the most competitive industry because of demand where a small formers and big MNC'S were in same market. Digitalization increases the need of Digital Marketing in Dairy products also it helps the business people to reach the customer easily.

SCOPE OF THE STUDY

Digitalization is the major source for any business to reach their target customer, it creates long term relationship with customer, it makes communication and feedback system easy, where as traditional way of marketing is slow and in effective Therefore this study focused on finding out the consumer preference towards Digital Marketing on Dairy products it has an wider scope for further study in online shopping of Dairy products, consumer behaviour towards digitalization of marketing etc.

STATEMENT OF THE PROBLEM

Dairy companies are very clear that competition in market was high and they are in the position to satisfy current customer and should reach target customer as well. Hence, so far they have not experimented with mega budget marketing for simple reason of not giving away margins in advertising its products. But today in this day and age of social media, they have made their presence felt strongly on various social platforms. The brand is active on two major social network face book and twitter. Digital Marketing helps to reduce cost and effort taken by company. This study helps to analyse the consumers' attitude towards Digital Marketing on Dairy product.

OBJECTIVES OF THE STUDY

- To study the reason for using Digital Marketing services provided by dairy companies.
- To know the Dairy brand this provides better digital services to the consumer
- To know the social media which plays major role in digital marketing

HYPOTHESIS OF THE STUDY

- H0: There is no significance association between gender and preference on digital services provided by Dairy companies.
- H01: There is no significance association between Age and preference on digital services provided by Dairy companies
- H02: There is no significance association between educational qualification and preference on digital services provided by Dairy companies
- H03: There is no significance association between occupation and preference on digital services provided by Dairy companies
- H04: There is no significance association between income and preference on digital services provided by Dairy companies

RESEARCH METHODOLOGY

Type of research: Descriptive and Sampling Technique: Simple Random Sampling

SOURCES OF DATA COLLECTION

Primary Data: Questionnaire method has been used in this method, pre - printed list of questions arrange in a sequence which is used by the researcher for collecting data. The questionnaire is filled by the respondents. The questionnaire is considered as the heart of the survey.

Secondary data: It was used mainly to support the primary data. Secondary data was collected through books, annual reports, significant, literature from the organization and previous reports, magazines, etc.

DATA ANALYSIS

Table 1 Personal Data of the Respondents

Personal Data		No. Of Respondents	Percentage
Gender	Male	25	25%
	Female	75	75%
Age	Below 25	34	34%
	26-35	39	39%
	36-45	25	25%
	Above 45	2	2%
Educational Qualification	SSLC / HSC	34	34%
	Graduates	40	40%
	Postgraduates	24	24%
	Illiterates	2	2%
Occupation	Private Sector	24	24%
	Public Sector	46	46%
	Self Employed	24	24%
	House Wife	6	6%
Income	Below 20000	20	20%
	20001-40000	40	40%
	40001-60000	16	16%
	Above 60000	24	24%

Table 1 reveals that 75% of the respondents are female, 39% of them belongs to the age group of 26-35, 40% of them were graduates, 46% of the respondents are government employees, 40% of them belongs to the income group of 20001 to 40000.

Table 2 Digital Marketing Services provided by Dairy Companies

Digital Marketing Services Provided By Dairy Companies		No. Of Respondents	Percentage
Preference on Digital Marketing services Provided by Dairy companies.	Yes	63	63%
	No	27	27%
Which social networking influencing to buy Dairy products in online	You tube	45	45%
	Face book	18	18%
	Twitter	24	24%
	Newsletter	3	3%
	Running ads in apps	10	10%
Which Dairy company provides better digital services	Aavin	20	20%
	Amul	57	57%
	Arogya	8	8%
	Cavins	12	12%
	Kc	2	2%
	Hatsun	1	1%

Table 2 identifies that maximum 63% of them likes and prefers Digital Marketing system, 45% of the respondents influence by you tube advertisements to buy Dairy products, 57% of the respondents believes that Amul is a great digital services providing Dairy Company.

Table 3 Preference on Digital Services provided by Dairy Companies (ANOVA)

This table is used to compare the difference between personal data and preference on Digital Marketing services provided by Dairy companies.

Personal data	Preference on Digital Services provided by Dairy Companies	
	F value	sig
Gender	.126	.723
Age	18.343	.000
Educational qualification	17.975	.000
Occupation	3.249	.025
Income	46.312	.000

Table 3 indicates that there is no significant difference between Gender and preference in Digital Services provided by Dairy industries, Null hypothesis accepted, there is a significance difference between age and preference on Digital Marketing services provided by Dairy Industries, Null hypothesis accepted. There is a significant difference between Occupation and preference, Null hypothesis rejected; there is a significant relationship between Income and preference on Digital Marketing services. Null hypothesis rejected.

Table 4 Usage of Social Media

This table is used to find Social Networks / Media which creates more awareness about Digital Marketing to the consumer and their age

Age of the Respondent	Social Network					Total
	YOU TUBE	TWITTER	FACEBOOK	NEWLETTERS	ADS IN APPS	
Below25	17	7	8	1	1	34
26-35	18	4	9	1	7	39
36-45	9	7	6	1	2	25
Above 45	1	0	1	0	0	2
Total	45	18	24	3	10	100

Table 4 reveals that below 25 years of consumers watching you tubes 17% and 18 % of the respondents belongs to the age group between 26 - 35 receives Digital Marketing advertisement and services through You Tubes. Most of the Digital Marketing awareness was adopted by You Tube.

TABLE 5 SERVICES PROVIDING BRANDS

BRAND	FREQUENCY	PERCENT
Aavin	20	20%
Amul	57	57%
Cavins	9	9%
Hatsun	14	14%
Total	100	100

Table 5 shows that 57 % of the respondent things Amul Dairy products provide better digital services to the consumers.20% of the respondents say Aavin provides better services digitally.

Table 6 Reason for using Digital Marketing Services.

REASON	MEAN	STD. DEVIATION
Comfortable	4.17	0.753
More Brands	3.95	0.809
Availability Of Variety Of Products	4.32	0.584
Accepting Digital Payment	4.29	0.574
Time Saving	4.12	0.656
24x7 Services	4.02	0.752

Table 6 shows that the major reason for using Digital Marketing services provided by Dairy companies is availability of variety of product, Mean Value is 4.32 and Standard Deviation is 0.584 followed by acceptance of digital payment Mean Value is 4.29 and Standard Deviation is 0.574.

FINDINGS

- Most of the respondents are female.
- Most of the respondents were belongs to the age group of 26 to 35.
- Most of the respondents are graduates.
- Most of the respondents are government employees, most of the respondents were from the income group of 20001 to 40000.
- Identifies that maximum 63% of them likes and prefers Digital Marketing system, 45% of the respondents influence by you tube advertisements to buy Dairy products, 57% of the respondents believes that Amul is a great digital services providing Dairy Company.
- Indicates that there is no significant difference between gender and preference in digital services provided by Dairy industries, Null hypothesis accepted, there is a significance difference between age and preference on Digital Marketing services provided by Dairy industries, Null hypothesis accepted. There is a significant difference between occupation and preference, Null hypothesis rejected; there is a significant relationship between income and preference on Digital Marketing services. Null hypothesis rejected.
- Reveals that below 25 years of consumers watching you tubes 17% and age between 26-35 receives Digital Marketing advertisement and services through you tubes. Most of the Digital Marketing awareness was adopted by You Tube.
- Shows that 57 % of the respondent things Amul Dairy products provide better digital services to the consumers.20% of the respondents say Aavin provides better services digitally.
- Shows that the major reason for using Digital Marketing services provided by Dairy companies is availability of variety of product Mean Value is 4.32 and Standard Deviation is 0.584 followed by acceptance of digital payment Mean Value is 4.29 and Standard Deviation is 0.574.

SUGESSTION

Digital Marketing services are mostly preferred by female and reason is because of the comfort, availability of various brands, and easy access, time saving and acceptance of digital payment system etc, because of fast moving world consumers prefer digital services even to buy Dairy products, they believe Amul provides better digital services to their consumers .because of social media support

Dairy companies reaches there customer easily and gains more. Other Dairy companies can extend their services digitally for better sales.

COLCLUSION

In an competitive environment various brands are introduced in market every day but still consumer preference highly influenced by their comfort and best service providers in Dairy industry, consumers are deeply attached towards certain brands due to certain attributes like quality, taste, price and services, digitalization of nation enhanced the technical need of the consumers .brand which provides better services can with stand in the market social medias plays a vital role in connecting manufacturer and consumers. After 4G launch, YouTube usage among public was increased it was one of the best medium to advertise and provide services to consumers.

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