



A STUDY ON CONSUMER PREFERENCES AND PURCHASING BEHAVIOR TOWARDS MILKY MIST PRODUCTS

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ABSTRACT

India is 'The Oyster' of the global dairy industry. It offers opportunities galore to entrepreneurs worldwide, who wish to capitalize on one of the world's largest and fastest growing markets for milk and milk products. These included cows, buffaloes, Sheep, goats, and camels, all of which are still used in various parts of the world. The study will analyze consumer behavior across different age groups, income levels, lifestyles and purchasing habits to understand preferences and trends. This study aims to identify the factors influencing purchasing decisions (price, quality, availability brand loyalty). The study will cover consumer behavior trends over a specific period to analyze changing preferences and market dynamics. The total sample size consists of 100 respondents. Simple percentage analysis, Ranking method and Chi-square test were employed. Majority (29%) of the respondents were most used product of panner. Majority (34%) of the respondents were Weekly purchase, Majority (92%) of the respondents were aware of Milky mist products, Innovative products got the first rank with score of 388 points and Taste got the first rank with score of 388 points.

Keywords: Preferences, consumer satisfaction, attitude

I. INTRODUCTION

Dairy products are an essential commodity, the milk and milk-derived food products from a food science perspective. These included cows, buffaloes, Sheep, goats, and camels, all of which are still used in various parts of the world. The tropical countries have not been traditional milk consumers, whereas the more northern regions of the world, Europe and North America, have tradition all consumed far more milk and milk products in their diet. India is the largest milk producer in the world with an annual production of 84.6 million MT. It offers opportunities to the entrepreneurs worldwide, who wish to capitalize on one of the world's largest and fastest growing markets for milk and milk products. The Indian dairy industry is rapidly growing, trying to keep pace with the galloping progress around the world.

STATEMENT OF THE PROBLEM

In today's competitive dairy industry, consumer preferences and purchasing behavior are constantly evolving due to factors such as quality, price, availability, brand trust, and marketing strategies. Milky Mist, a well-known dairy brand, has gained significant market presence with its diverse range of products, including paneer, cheese, curd, yogurt, ghee and butter. However, despite its growing popularity, understanding the factors influencing consumer choices, satisfaction levels and brand loyalty remains a critical. The study will analyze consumer behavior across different age groups, income levels, lifestyles and purchasing habits to understand preferences and trends.

OBJECTIVES OF THE STUDY

1. To find out the consumer preference towards Milky Mist Products.
2. Identifying factors influencing purchasing decisions (price, quality, availability brand loyalty).

RESEARCH DESIGN

This study follows a descriptive research design to understand consumer behavior of milky mist products. The primary data was collected directly from respondents through the questionnaire designed to understand their perceptions and preferences regarding consumer behavior of milky mist products. It follows a convenience sampling technique where respondents were selected based on accessibility.

TOOLS FOR ANALYSIS

The collected data was analyzed using the following statistical tools:

- ❖ Simple percentage analysis
- ❖ Ranking method
- ❖ Chi-square test

PERCENTAGE ANALYSIS

It involves calculating the percentage of respondents who fall into a particular category in certain way. Percentage = (Frequency of a response / Total responses) × 100

RANKING METHOD

The Ranking method is a statistical technique used to determine the preference or priority of different factors based on respondent's choices. Ranking method = Σ (Rank Value × Frequency)

CHI- SQUARE TEST

A statistical test used to determine whether there is a significant relationship between two categorical variables. It's commonly used to test hypothesis about their relationship between variables.

II. LITERATURE REVIEW

A study by Kumar & Gupta (2019)¹ highlights that brand awareness plays a significant role in consumer purchasing decisions. Consumers tend to prefer well-known and trusted brands over lesser-known competitors. Milky Mist, as a growing dairy brand, benefits from strong branding and advertising, which influence consumer choices.

Jain & Mehta (2020)² emphasized that customer satisfaction is a key driver of brand loyalty in the dairy sector. A study on consumer retention in dairy products found that brands focusing on consistent quality, customer engagement, and strong distribution networks tend to have higher repeat purchases and customer loyalty.

A study by Verma & Sharma (2021)² highlights the role of advertising, digital marketing, and promotional offers in shaping consumer preferences. Milky Mist uses social media campaigns, influencer marketing, and in-store promotions, which significantly impact consumer buying decisions.

Comparative studies on dairy brands by Singh & Rao (2019)³ indicate that competition in the dairy industry is intense, with brands like Amul, Nandini, and Mother Dairy dominating the market. Milky Mist has positioned itself as a premium brand, focusing on packaging, hygiene, and an extensive product range to differentiate itself from competitors.

III. Products Innovation and Digital Presence (2015-Present)

In recent years, Milky Mist has focused on product innovation, introducing new variants and flavors to cater to changing consumer preferences. The company has also established a strong digital presence, engaging with customers through social media and e-commerce platforms.

Milestones

- 1994: Milky Mist founded in Erode, Tamil Nadu
- 2000: Expansion and diversification of product portfolio

- 2008:Brandrevampandnational expansion
- 2015:Focus on product innovation and digital presence
- 2020: MilkyMist becomes one of the leading dairy brands in India.

IV. DATA ANALYSIS AND INTERPRETATION

Table 4.1 GENDER OF THE RESPONDENTS

S. No	Gender	Number of Respondents	Percentage
1	Female	67	67%
2	Male	33	33%
	TOTAL	100	100

The above table shows that the gender of respondents among them 67% of the respondents was female, 33% of the respondents were male in the study. At the larger (66%) of the respondents was Female.

CHART 4.1 GENDEROF THE RESPONDENTS

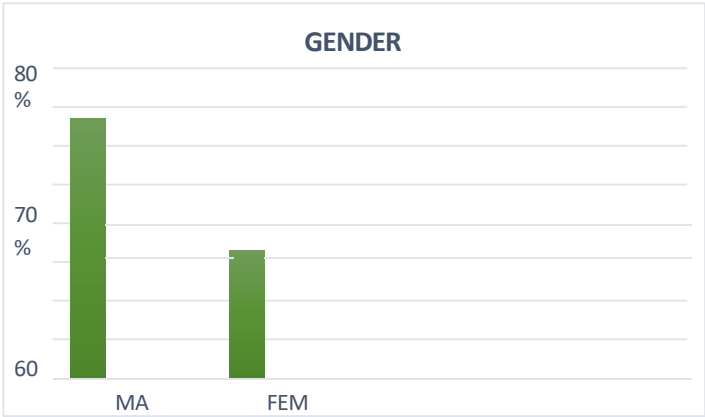


TABLE NO. 4.2 AGE OF RESPONDENTS

S.NO	AGE	NO. OF THE RESPONDENTS	PERCENTAGE
1	18-24	58	58%
2	25-34	29	29%
3	45-54	12	12%
4	55AND ABOVE	1	1%
	TOTAL	100	100%

The above table shows that the age of respondents among then 58% of the respondents were under 25-35, 29% of the respondents were 45-54, 12% of the respondents were above 55 if the study. Majority (58%) of the respondents were 18-24.

CHART 4.2 AGE OF THE RESPONDENTS

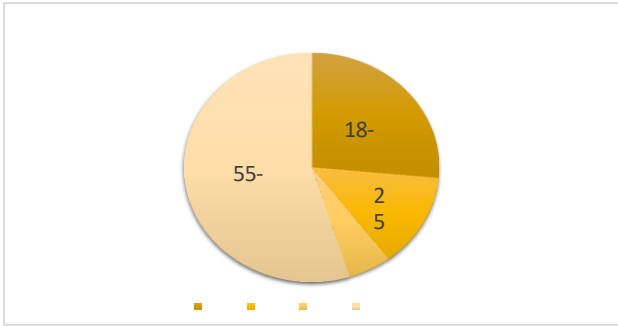


TABLE 4.3 MONTHLY INCOMES OF THE RESPONDENTS

S.NO	MONTHLY INCOME	NO.OF THE RESPONDENTS	PERCENTAGE
1	Lessthan20,000	56	56%
2	20,000-40,000	22	22%
3	40,000-60,000	14	14%
4	60,000-80,000	4	4%
5	More than 80,000	4	4%
	TOTAL	100	100%

The above table shows that the Monthly income of respondents among them 56% of the respondents were Less than 20,000, 22% of the respondents were 20,000-40,000, 14% of the respondents were 40,000-60,000, 4% of the respondents were 60,000-80,000, 4% of the respondents were More than 80,000 in the study.

TABLE NO.4.4 AWARE OF MILKY MIST PRODUCTS

S. No	Response	Number respondents	Percentage of respondents
1	Yes	92	92%
2	No	8	8%
	Total	100	100

A total of 92% respondents are the aware of milky mist products, while 8% of people not aware of Milky mist products. Majority (92%) of the respondents were aware of Milky mist products.

TABLE NO.4.5 PURCHASE MILKY MIST PRODUCTS

S. No	Response	Number of Respondents	Percentage of Respondents
1	Daily	13	13%
2	Weekly	34	34%
3	Monthly	32	32%
4	Rarely	21	21%
	Total	100	100%

The above table shows that the purchase of milky mist products of respondents among them 13% of the respondents were Daily purchase, 34% of the respondents were Weekly purchase, 32% of the respondents were Monthly purchase, and 21% of the respondents were rarely purchase in the study. Majority (34%) of the respondents were Weekly purchase.

CHART 4.5 PURCHASE MILKY MIST PRODUCTS



TABLE NO.4.6 MILKY MIST MOST USED PRODUCTS

S. No	Response	Number of Respondents	Percentage of Respondents
1	Panner	68	68%
2	Curd	28	28%
3	Ghee	3	3%
4	Butter	1	1%
	Total	100	100%

The above table shows that the milky mist most used products of respondents among them 68% of the respondents were panner, 28% of the respondents were curd, 3% of the respondents were Ghee, 1% of the respondents were butter most least used products in the study. Majority (29%) of the respondents were most used product of panner.

TABLE NO. 4.7 RANKING ANALYSIS OF MILKYMIST PRODUCTS

S.no	Reponses	I	II	III	IV	V	Total	Rank
1	Trust in brand	18	44	19	12	7	354	V
2	Consistent quality	19	16	14	24	27	276	II
3	Affordable price	21	13	34	19	13	310	I
4	Innovative products	50	15	17	9	9	388	III
5	Access	19	14	25	31	11	299	IV

From the above table, it shows the clear picture of responses innovative products got first rank with a score of 388 points and trust in brand got second rank with the score of 354 points and affordable price got third rank with score of 310 points and consistent quality got fourth rank with score of 276 points. Innovative products got the first rank with score of 388 points.

TABLE NO 4.8 CHI – SQUARE ANALYSIS

HO – There is a no relation between age of the respondents and the milky mist products

Particulars	18-24	25-24	45-54	55 and above	Total
Very satisfied	1	2	1	1	5
Satisfied	9	6	1	1	17
Neutral	34	8	6	2	50
Dissatisfied	13	12	1	2	28
Total	57	29	12	2	100

Degree of freedom = 3,

Level of significance = 5%,

Level chi – square value = 15.34598 Calculated chi – square = 21.026.

Result = Accepted

The calculated chi square value (21.026) is lesser than the table value (15.34698), hence the null hypothesis is accepted and 5% level significance. It can be concluding that there is no relationship between age of respondents and the consumer behavior towards milky mist products.

TABLE NO.4.9 (CHI – SQUARE ANALYSIS)

HO – There is a no relation between gender and likely products the respondents and the milky mist products.

Particulars	Very likely	Likely	Neutral	Unlikely	Very unlikely	Total
Female	35	6	3	22	1	67
Male	10	6	2	14	1	33

Total	45	12	5	36	2	100
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Degree of freedom = 3,

Level of significance = 5%, Level chi –

square value = 7.815

Calculated chi – square = 1.17047, Result

= Accepted

The calculated chi square value (1.17047) is lesser than the table value (7.815), hence the null hypothesis is accepted and 5% level significance. It can be concluding that there is no relationship between gender and likely products of respondents and the consumer behavior towards milky mist products.

V. FINDINGS

- At the larger portion (66%) of the respondents was Female.
- Majority (58%) of the respondents are in the age group 18-24.
- Majority (56%) Monthly income of respondents was less than 20,000.
- Majority (29%) of the respondents were most used product of panner.
- Innovative products got the first rank with score of 388 points.

SUGGESTIONS

- The attractive packaging should be done, which will improve its sales.
- Increasing advertisement in mass media to promote the sales.
- Should have more effective service centers all over India.
- It should appoint a brand ambassador and also sponsor entertainment and sports events so that the name of the company remains in the minds of the people.
- Milky Mist could rise the number of retail outlets thereby it could satisfy its increasing customer base.

CONCLUSION

The dairy industry has been expanding rapidly. It is a necessary item in our day to day life. The competition in this field has increased over a period of time because of its demand from customer side. Retailers play a vital role in the sales or success of any brand, so it is necessary to meet the needs of the retailer and make them comfortable by handling their grievance. From the survey it is clear that our retailer is also facing some of the problem from the organization side like stock, packing, time consumption etc. Milky Mist top management could sort-out this problem easily by implementing the suggestions given in the study. By doing so, Milky Mist not only satisfies its retailer but also it helps in increasing their sales and market share to a greater extent.

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