

A STUDY ON CONSUMER PROBLEMS OF BRANDED MILK AND MILK PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT

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The present study focused on brand preference and problems of urban consumers in Coimbatore city. Milk and milk products are unavoidable nutrition food for human life. Today in marketing there are no of manufacturers plays a vital role in the milk industry. To standing successfully and going long period in the market the manufacturers should know the consumers behaviour. Hence, the study analyses socio economic demographic factors, brand preference and problems of the consumers.

Keywords: Milk and milk products, Brand, Consumer behaviour.

1.1 preambles

Marketing begins with the needs of the consumer and ends with the satisfaction of the consumer. In order to satisfy and attract the consumer, it is essential for the producer to understand the problems of consumer. In Tamilnadu, milk and milk products is an important essential food for day to day human life. Therefore, the study on consumers' problem of milk and milk products of different branded items. Consumption of milk and milk product is an integral part of human life. Hence, everybody engaged in buying different kinds of milk and milk products. Every consumer tries to obtain maximum satisfaction from the milk and milk product purchased by them. In the market there are different types of dairy products are available for consumption by the people. This study finds out the consumers problem on milk and milk products are essential for making better marketing campaigns

1.2. Statement of the Problem

India is the largest milk producing country in the world. It contributes almost 10 per cent of the world milk production. Consumers are the fulcrum for the success of any business organization that deals with marketing of products and services. Marketing performance of any business organization is highly influenced by the consumers who form the core of business transactions. Consumers' attitudes and perceptions play a significant role in their behavior towards their organization and the performance of such organizations. For the purpose of analysis, demographic, social and economic profile of households has been taken into account.

1.3. Objectives of the study

1. To identify the brand preference of the consumers.
2. To determine the problems of the consumers.
3. To give suitable suggestion.

1.4. Hypotheses

Based on the above objectives, the study has the following specific issues as hypotheses:

1. There is no significant difference in the socio economic characteristics and problems faced by the respondents.

1.5. Research Methodology

The study is both analytical and empirical on consumer problem towards various brands of Milk and Milk products (Selected brands and products). The data are collected from the consumers both primary and secondary. Data sheets and a comprehensive interview schedule are used for eliciting required information from the consumer respondents.

1.6. Primary Data

The primary data are collected directly by structured questionnaire from the users of various brands of milk and milk products in the Coimbatore city.

1.7. Survey Method

Survey is used to collect quantitative information about items in a population. A survey may be conducted in the field by the researcher. The respondents are contacted by the research person personally. This method takes a lot of time, efforts and money but the data collected are of high accuracy, current and relevant to the topic. When the questions are administered by a researcher, the survey is called a structured interview or a researcher-administered survey. When the questions are administered by the respondent, the survey is referred to as a questionnaire or a self-administered survey. It is an efficient way of collecting information from a adequate number of respondents.

1.8. Sampling

The study is based on empirical analysis. Hence field survey method is adopted. As it covers urban cities, multi-stage random sampling procedure has been employed to select the area as well as respondents. The Coimbatore district has been selected purposively as a study area. However, the district has been divided into four zonal namely, (i) North (ii) East (iii) South and (iv) Western Zonal. Out of which South Zonal has been selected.

Table No: 1 Demographic factors and brand preference of respondents

S. No	Particulars	Total
	Gender	Urban
1	Male	179 (51.14)
2	Female	171 (48.86)
	Age	Urban
1	Below 30 years	141(40.28)
2	31 -40	129(36.86)
3	41-50	60(17.14)
4	Above 51	20(5.72)
	Marital status	Urban
1	Married	229(65.42)
2	Unmarried	121(34.57)
	Educational Qualification	Urban
1	School level	129 (36.86)
2	Graduate	162 (46.29)
3	Diploma	20 (5.71)
4	Professionals	38 (10.86)
5	Others	1 (0.29)
	Occupation	Urban
1	Agriculture	11(3.15)
2	Self employed	45(12.85)
3	Businessman	34(9.47)
4	Housewife	62(17.71)
5	Government employee	78(22.28)
6	Private employee	104(28.71)
7	Others	16(4.46)
	Income (Rs)	Urban
1	Below 1.5 lakhs	82(23.42)
2	1.5 to 2.00 lakhs	138(39.43)
3	2.00 to 2.5 lakhs	89(25.43)
4	2.5 to 3.00 lakhs	26(7.43)
5	Above 3 lakhs	15(4.28)
	Family members	Urban
1	Below 3 members	112(32.00)
2	04 -06 members	221(63.14)
3	Above 6 members	17(4.85)
	Amount spent	Urban
1	Rs. below 500	75(21.42)
2	Rs. 501-1000	198(56.57)
3	Rs. 1001-1500	53(15.14)
4	Rs. 1501-2000	22(6.28)
5	Rs. above 2000	2(0.59)
	Frequency of milk	Urban
1	Daily	173 (49.43)
2	1 another 1 day	129 (36.86)
3	weekly twice	48(13.71)
4	Rarely	0(0)

	Frequency of milk products	Urban
1	Daily	8(2.28)
2	Weekly	317(90.57)
3	Monthly	35(10.00)
	Preference	Urban
1	Aavin	118(33.71)
2	Aroma	85(25.00)
3	Hatsun/Arokiya	36(24.29)
4	kwality	17(4.86)
5	Amirtha	8(2.28)
6	Amul	14(3.89)
7	Cavinkare	15(4.00)
8	Vijay	23(6.57)
9	Nilgiris	9(2.57)
10	Cowma	11(3.14)
11	Sakthi	5(1.42)
12	Milky mist	9(2.50)

The above table inferred that demographic factors and brand preference of the respondents. Majority (51.14) of the respondents belongs to male category, (40.28) percent of the majority of the respondents falls under below 30 years in age category, Majority (65.42 percent) of the respondents comes under married category in marital status, (46.29) percent of the majority respondents belongs to graduate category in educational qualification, majority (28.71) percent of the respondents comes under private employee category in occupation, (39.43) of the respondents falls under Rs.1.5 to 2.00 lakhs category in Annual income, majority (63.14) percent of the majority respondents belongs to 04-06 members in family members category, (56.57) percent of the respondents comes under Rs.501-1000 category in amount spending, Majority (49.43) percent of the respondents belongs to daily category in frequency of purchase of milk, Majority (90.57) percent of the respondents belongs to weekly category in frequency of purchase of milk products, (33.71) percent of the majority respondents falls under Aavin brand category in preference of milk and milk products.

Problems faced by the Urban Consumer while Using the Branded Milk And Milk products

S. No	Reasons	Urban			Total
		High	Avg.	Low	
1	Price fluctuations	35 (10.00)	284 (81.14)	31 (8.86)	350 (100)
2	Non availability of credit facility	48 (13.71)	252 (72.00)	50 (14.29)	350 (100)
3	Non adequate of storage facility	122 (34.86)	145 (41.43)	83 (23.71)	350 (100)
4	Lack of advertisement programs	44 (12.57)	211 (60.28)	95 (27.15)	350 (100)
5	Lack of innovates in dairy technology	18 (5.14)	126 (36.00)	206 (58.86)	350 (100)
6	Non adequate of door delivery facility	145 (41.43)	106 (30.28)	99 (28.28)	350 (100)
7	Lack of knowledge about Milk and Milk products	152 (43.42)	143 (40.86)	55 (15.71)	350 (100)

8	Irregular	45 (12.85)	183 (52.28)	122 (34.87)	350 (100)
9	Improper sign board	135 (38.57)	102 (29.14)	113 (32.29)	350 (100)
10	No complaint and suggestion box	137 (39.14)	149 (42.57)	64 (18.29)	350 (100)
11	Leakage of packing	33 (9.43)	192 (54.86)	125 (35.71)	350 (100)

LMR model for effect on Problems faced by the consumer while using the branded Milk and Milk products in Urban

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.578 ^a	.334	.273	.39618	.334	5.474	10	109	.000

ANOVA						
Model		Sum of Squares	d.f	Mean Square	F	Sig.
1	Regression	8.591	10	0.859	5.474	0.000 ^a
	Residual	17.109	109	0.157		
	Total	25.700	119			

Coefficients								
Model		Un standardized Coefficients		Standardized Coefficients	t	Sig.	Co linearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.774	0.314		5.648	0.000		
	Gender	0.064	0.082	0.066	0.779	0.437	0.860	1.162
	Age	0.046	0.054	0.083	0.853	0.396	0.638	1.568
	Marital status	0.074	0.101	0.076	0.736	0.463	0.575	1.740
	Education	0.080	0.043	0.180	0.878	0.063	0.666	1.502
	Occupation	0.007	0.022	0.027	0.323	0.747	0.873	1.146
	income	0.110	0.054	0.190	2.054	0.042	0.713	1.403
	family	0.292	0.068	0.381	4.324	0.000	0.785	1.274
	Amount spent	0.034	0.058	0.054	0.584	0.561	0.715	1.399

In order to understand, the effect of the independent variable on the dependent variable namely problems faced by the consumer while using the branded Milk and Milk products reason for select of particular branded of Milk and Milk products on Urban areas the Linear Multiple Regression model is employed. Eight

independent variables namely Age, Gender, Marital status, Education level, Occupation, income level of the family, family size, and expenditure are statistically related to reason for selection of the Milk and Milk products by the Urban customer as dependent variable.

As shown in the above table the model is significant and the r^2 value is 57.8 percent (i.e.) the effect on the dependent variable has been explained at 58 percent level. The results show that the demographic variables such as Educational status 0.063, Income level of the respondents 0.042, and Family type 0.000 have significant effect on problems faced by the consumer while using the Branded Milk products of the Urban customer. Further the results show that among the eight dependent variables, Gender 0.437, Age 0.396, Marital status 0.463, Occupation 0.747 and Amount spent 0.561 do not have any significant effect of problems faced by the consumers while using the Branded Milk and Milk products of Urban consumers.

However among the significant variables, Education 0.063 and Income 0.042 are found to be prominent variable affecting significantly to a greater extent for high realisation of demographic contributors for problems faced by the Urban consumer of Milk and Milk product of Urban consumer (i.e.) the standardized co-efficient β value is 0.066 which is greater than the other significant variable. Further the study reveals that high Education, income and family type of urban consumers have more relied on problems faced by the consumers while using the branded Milk and Milk products of the Urban consumers.

1.9. Findings

- Majority (51.14) of the respondents belongs to male category.
- Majority (40.28) percent of the respondents falls under below 30 years in age category.
- Majority (65.42 percent) of the respondents comes under married category in marital status.
- Majority (46.29) percent of the respondents belongs to graduate category in educational qualification.
- Majority (28.71) percent of the respondents comes under private employee category in occupation.
- Majority (39.43) of the respondents falls under Rs.1.5 to 2.00 lakhs category in Annual income.
- Majority (63.14) percent of the respondents belongs to 04-06 members in family members' category.
- Majority (56.57) percent of the respondents comes under Rs.501-1000 category in amount spending.
- Majority (49.43) percent of the respondents belongs to daily category in frequency of purchase of milk,
- Majority (90.57) percent of the respondents belongs to weekly category in frequency of purchase of milk products,
- Majority (33.71) percent of the majority respondents falls under Aavin brand category in preference of milk and milk products.

1.10 Suggestions

1. Manufacturers should avoid to price fluctuations and keep constant price for a particular period also arrangements for credit facility for their consumers.
2. Consumers expect adequate of door delivery facility.

1.11 Conclusion

Finally, among the select brand of Milk and Milk products majority of the consumers faced some of problem. Therefore, the researcher concludes that to understand the Consumer problems and try to rectify is important role in the competitive world sustainable development of the Branded Milk and Milk products in Coimbatore District.

