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A study on consumer behaviour towards various brands of milk and milk products with special reference to Thudiyalur town at Coimbatore district in Tamil Nadu

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Abstract

Milk and milk products provide essential nutrition to all walks of life. It provides livelihood to millions of small and marginal farmers in the state. Tamilnadu is an agricultural oriented State and majority of the farmers owns cattle. Consumer behaviour can be defined as the behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy consumer needs and wants. To elaborate further, consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items. Consumers' lifestyles are influenced by number of factors. Like culture, subculture, values, demographic factors, social status, reference groups, household and also the internal makeup of the consumer, which are emotions, personality motives of buying, perception and learning. Consumers are also influenced by the marketing activities. Hence the study focuses on consumer behaviour towards various brands of milk and milk products with special reference to Thudiyalur town in Coimbatore District.

Keywords: Consumer Behaviour, Brand, Milk and Milk Products

1. Introduction

Milk and milk products provide essential nutrition to all walks of life. It provides livelihood to millions of small and marginal farmers in the state. Tamilnadu is an agricultural oriented State and majority of the farmers owns cattle. Dairying provides the main source of income next to agriculture. (Dr.S.Sivasankaran, Dr.R.Sivanesan,)

Consumer behaviour can be defined as the behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy consumer needs and wants. To elaborate further, consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items. That includes what they buy? Why they buy it? When they buy it? Where they buy it? How often they buy it? How often they use it? How they evaluate it after the purchase? The impact of such evaluations on future purchases, and How they dispose of it? The process start much before the products have been acquired or bought. (Sachiffman L.G. and Kanuk L.L. (2008).

Consumers' lifestyles are influenced by number of factors. Like culture, subculture, values, demographic factors, social status, reference groups, household and also the internal makeup of the consumer, which are emotions, personality motives of buying, perception and learning. Consumers are also influenced by the marketing activities. (Malika Rani 2012).

Hence the study focuses on consumer behaviour towards various brands of milk and milk products with special reference to Thudiyalur town in Coimbatore District. All this juncture the related literature review found limited number of papers that explored the topic of study in detail as follows.

1.2 Review of literature

(Dr.S.Sivasankaran and Dr.R.Sivanesan 2013) determines how far the consumers are satisfied with the overall performance of the branded milk producers. Now the dairy industry is facing tremendous competition with many private companies enter into this field. In order to sustain in the market by giving better service, a company should always try to find out the satisfaction level of the consumers and should take all necessary steps and measures to retain the customers. Today, almost all the people are consuming milk and milk products. Whereas Brand preferences of the rural and urban consumers are differ. Some buyers are totally brand

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loyal, buying only one brand in a product group. Most of the buyers switch over to other brands. D. (*Nidhyananth, S.Sugapriya 2013*) depicts that Aavin milk has a good reputation among the customers so it can be extended supplying product towards the customer demand for and availability in markets must maintained for the consumer to stay in the same Aavin brand. (*T. Ravi chandran, and G. Arumugasamy 2013*) the researcher 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. (*C. Jothi Mary 2013*) said that marketing concept starts with the consumer needs and behaviour in meeting these needs. Therefore every person depends on basic needs. The real problem is to learn what a customer takes into consideration when he chooses a particular brand. Such a study is concerned with consumer behaviour. A consumer is not someone to argue or match with the needs and satisfaction levels differ from individual to individual and no company can satisfy the needs of consumers. Consumer oriented thinking helps the marketer to define consumer needs from the consumer's point of view. The present study attempts to bring out the factors leading to the purchase behaviour and perception of consumers in buying Aavin milk. (*Deepa ingavale, H.M Thakar 2012*) observed that the change in purchase decisions was due to marketing-related factors such as availability, advertisement, product quality, and price of the products. Multinational companies have created a brand preference for branded milk products such as branded butter, paneer, chees, milk powder and proper market segmentation will help to manufacture these products as per the requirements of the customers. All Companies are required to build their brands with the help of packaging, point of purchase advertising, delivery vehicles, retail outlets, marketing communication and sponerships etc.

1.3 Objectives of the study

1. To study the consumer behaviour towards selected particular brands of milk and milk products.
2. To examine the differences in consumer's behaviour with socio and economic characteristics towards brand selection.
3. To identify the brand awareness, problems and level of satisfaction of the respondents in purchasing of various brands of milk and milk products.
4. To give suitable suggestion to understand the consumer behaviour for the betterment of their business.

1.4 Importance of the study

- 1 This study will help us to know the consumer behaviour towards branded milk and milk products.
- 2 This study will help us to understand the need and their demand in the market.
- 3 It helps to improve the sales with the help of survey.
- 4 It is important to understand to choice of consumer towards milk and milk products.

1.5 Limitation of the study

- 1 Due to limitation of time only few people would be selected for the study
- 2 The sample size for the study is 120 only.
- 3 The study is limited up to Thudiyalur town only.

1.6 Hypothesis of the study

- There are significant relationships between the Income and age, marital status, educational qualification, occupation, family members and influences to buy of the milk and milk products.

1.7 Methods of data collection

The present study is based on both primary and secondary data. The study is mainly based on primary data. The primary data required for this study has been collected from the consumer of various branded milk and milk products. The primary data has been collected through a well- structured questionnaire. The study is also based on the secondary data. The secondary data required for this study has been collected from various books, journals and magazines related with Milk and milk products.

Sample size and period of the study.

As for the selection of consumers, a convince sampling method was adopted. One hundred and twenty consumers from Thudiyalur town in Coimbatore district, were identified and interviewed as the time of their purchase from the sales centre with the help of a structured interviews schedule. The study was conducted in the month of January-March 2015. The data collected were tabulated and analyzed with the help of appropriate statistical tools. SPSS package was used for data analysis. Simple percentage, statistical test such as chi-square test, correlation and LMR method were also used. The purpose of using the statistical tools is to make the analysis more comprehensive and to draw meaningful inferred. A summary of key findings were made based on inferred. Thus, 120 consumers formed the sampling size of the study, for assessment of the consumer behaviour with respect of 1 to 14 brands. A separate structured interview schedule was framed, presented and finalized to collect the data from the consumers of milk and milk products.

1.8 Analysis of Data

Table 1: Brand preference

Brand name	Total	Percentage
Aavin	28	22
Aroma	14	11
Arockia	16	12
Udhayam	8	7
Amirtha	2	1
Amul	10	8
Cavinkare	8	7
Vijay	4	3
Nilgiris	4	3
Hatsun	2	1
Sakthi	10	8
Milky mist	8	7
Cavins	6	5
Kc	6	5
Total	120	100

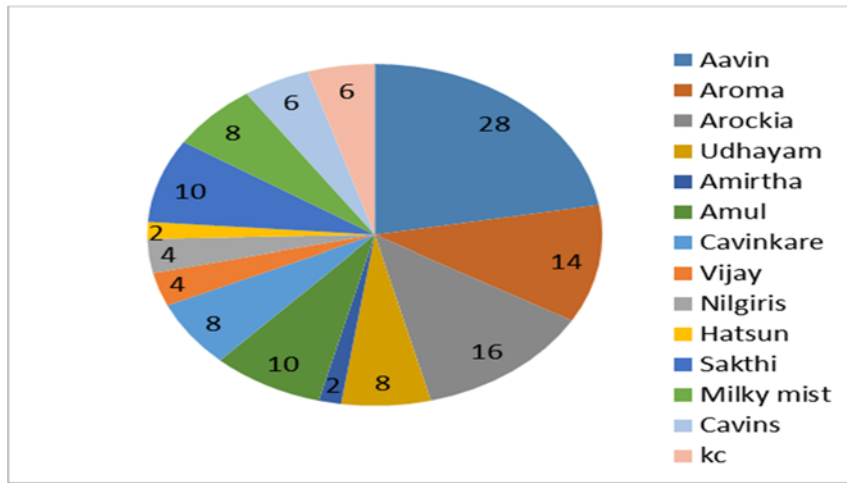


Table-1: Shows that majority (22 percent) of the respondents were preference Aavin brand milk and milk products, followed by Arokiya (12) percent, Aroma (11) percent, Amul and Sakthi (8) percent, and least Amirtha (1 percent) and hatsun(1 percent) brand of milk and milk products.

Table2: using period

Period	Total	percentage
Below 1 year	20	16
1-2 years	38	32
2-3 years	40	33
3-4 years	12	10
above 4 years	10	9
Total	120	100

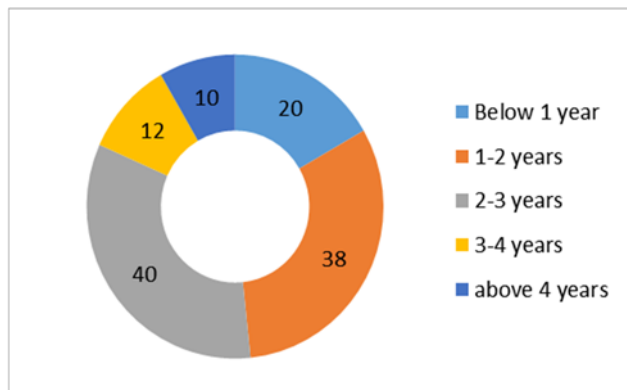


Table- 2: Indicates that (33 percent) of the respondents were using selected brand were 2-3 years, followed (32) respondents 1-2 years and (9 percent) were above 4 years.

Table: 3 Sources of purchase

Sources	Total	percentage
Milk booth	16	13
Retail shop	52	44
Departmental stores	38	32
Directly on Company	4	3
Grocery shop	10	8
Total	120	100

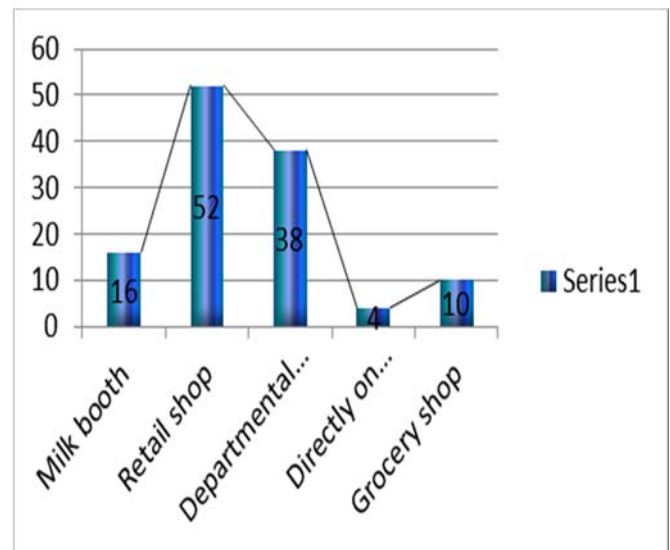


Table-3: Shows that (44 percent) of the majority respondents prefer retail shop for purchasing branded milk and milk products followed (32 percent) under departmental store, (13 percent) under Milk booth and only (3 percent) directly on company.

Table 4: Incomes and Age

Income-Age	Below 1.5 lakhs	1.5 lakhs to 2 lakhs	2 lakhs to 2.5 lakhs	2.5 lakhs to 3 lakhs	Above 3 lakhs	Total
Below 30	6(5)	13(11)	8(7)	7(6)	4(3)	38(34)
31-40	13(10)	21(17)	18(15)	3(3)	5(4)	60(50)
41-50	2(2)	7(6)	1(1)	2(1)	2(2)	14(11)
Above 50	1(1)	0(0)	2(2)	5(4)	0(0)	8(5)
Total	22(18)	41(34)	29(25)	17(14)	11(9)	120(100)

Correlation value 0.426 is not significant at 0.01 level

Table-1: Shows that out of 120 respondents majority of (50percent) were found to be 41-50 aged,(11 percent) were comes under 41-50 age category (34 percent) were under below 30 age category, and rest of (5 percent) falls under it above 50 age category. Moreover the analysis reveals that the

majority (50 percent) of the respondents falls under 1.5 lakhs to 2 lakhs of annual income (34 percent) of the respondents under below 30 age category have annual income ranging between Rs.2 lakhs to 2.5 lakhs. However the correlation analysis indicates that there is no significant relationship between age and income of the respondents.

Table 5: Income and Marital status

Income / Mtl.status	Below 1.5 lakhs	1.5 lakhs to 2 lakhs	2 lakhs to 2.5 lakhs	2.5 lakhs to 3 lakhs	Above 3 lakhs	Total
Married	17(14)	23(19)	20(17)	12(10)	08(7)	80(67)
Unmarried	05(4)	18(15)	09(8)	05(4)	03(2)	40(33)
Total	22(18)	41(34)	29(25)	17(14)	11(9)	120(100)

Chi-square value between Income and marital of the respondents is 3.543 which is not significant at 0.001 level

The above table indicates that, income and marital status of the respondents were analyzed. Majority(67 percent) of the respondents were comes under married, (19 percent) were comes under income group of 1.5 lakhs to 2 lakhs and rest of (15 percent) unmarried respondents were comes under

income group of 1.5 lakhs to 2 lakhs. The chi-squared value is 3.543 which is significant at 0.001 level. Hence the hypothesis is rejected because there is significant difference between income level and marital status.

Table 6: Income and educational qualification

Income / Ed.Qly	Below 1.5 lakhs	1.5 lakhs to 2 lakhs	2 lakhs to 2.5 lakhs	2.5 lakhs to 3 lakhs	Above 3 lakhs	Total
School level	13(10)	18(15)	9(8)	8(7)	6(5)	54(45)
Graduate	7(6)	15(12)	11(9)	3(2)	4(3)	40(32)
Diploma	1(1)	5(4)	5(4)	4(3)	1(1)	16(13)
Professionals	1(1)	1(1)	2(2)	2(2)	0(0)	6(6)
Others	0(0)	2(2)	2(2)	0(0)	0(0)	4(4)
Total	22(18)	41(34)	29(25)	17(14)	11(9)	120(100)

Chi-square value between Income and Education of the respondents is 13.138 which is not significant at 0.001 level. Figures in brackets are percentage to column total.

The educational status of the respondent's shows that only (45 percent) are qualification is school level of the educational respondents, (32 percent) respondents possessed graduate education, (13 percent) are professionals and only (4 percent) were others. Though there are differences in the

education and annual income level among the respondents. The chi-square value analysis indicated that there is no significant association between annual income and educational level of the respondents since the calculated.

Table 7: Income and occupation

Income / Occup.	Below 1.5 lakhs	1.5 lakhs to 2 lakhs	2 lakhs to 2.5 lakhs	2.5 lakhs to 3 lakhs	Above 3 lakhs	Total
Agriculture	3(2)	0(0)	1(1)	0(0)	0(0)	4(3)
Self employed	6(5)	16(14)	4(3)	0(0)	4(3)	30(25)
businessman	2(2)	6(5)	4(3)	1(1)	0(0)	13(11)
Housewife	2(2)	5(4)	4(3)	3(2)	1(1)	15(13)
Govt.employee	4(3)	6(5)	11(9)	7(6)	4(3)	32(26)
Private employee	5(4)	8(7)	5(4)	6(5)	2(2)	26(22)
Total	22(18)	41(34)	29(25)	17(14)	11(9)	120(100)

Correlation value between occupation and income of the respondent is 0.225 is not significant at 0.001 level.

The majority (26 percent) of the respondents were employed in government sector, (25 percent) respondents were self employed (22 percent) were private employee, (13 percent) was house wife and only (11 percent) were under businessman. It is noticed that the majority of the respondents having an annual income if 1.5 lakhs to 2 lakhs.

However, it correlation test shows that there is no significant relationship between occupation and income level of the respondents. Since the calculated correlation value is 0.225 is not significant at 0.001 levels. So, it is inferred that the occupation level of the respondents does not significance the income of it respondents.

Table 8: Income and family members

Income / Fly. Members	Below 1.5 lakhs	1.5 lakhs to 2 lakhs	2 lakhs to 2.5 lakhs	2.5 lakhs to 3 lakhs	Above 3 lakhs	Total
Below 3 members	10(8)	13(11)	15(12)	9(7)	5(4)	52(44)
04 -06 members	11(9)	25(21)	10(8)	8(7)	6(5)	60(50)
Above 6 members	1(1)	3(2)	4(3)	0(0)	0(0)	8(6)
Total	22(18)	41(34)	29(25)	17(14)	11(9)	120(100)

Correlation value between family size and annual income of the respondent is 0.322 which is not significant at 0.001 levels.

The survey result shows that the majority (50 percent) of the respondents falls under family size of 4-6 members followed below 3 members(44 percent) and only(8 percent) were

comes under above 6 person. Further the results of correlation analysis shows that there is no significant relationship between family size and income of dependence.

Table 9: Income and amount spent

Income / Amt.spent	Below 1.5 lakhs	1.5 lakhs to 2 lakhs	2 lakhs to 2.5 lakhs	2.5 lakhs to 3 lakhs	Above 3 lakhs	Total
below 500	6(5)	6(5)	5(4)	4(3)	3(2)	24(20)
501-1000	9(7)	26(21)	15(12)	5(4)	6(5)	61(50)
1001-1500	2(2)	7(5)	6(5)	6(5)	2(2)	23(20)
1501-2000	5(4)	1(1)	2(2)	1(1)	0(0)	9(8)
above 2000	0(0)	1(1)	1(1)	1(1)	0(0)	3(2)
Total	22(18)	41(34)	29(25)	17(14)	11(9)	120(100)

Correlation value is 0.198 which not significance association between income and amount spent.

The above table reveals that, the amount spent on milk and milk products in a month were analyzed. The majority of them (50 percent) were under spent 501-1000 of which (21

percent) were under 1.5 lakhs to 2 lakhs income Category of it respondents. The result of the correlation shows that there is significant relationship between income and expenditure.

Table: 10: Income and influence to buy for milk and milk products

Income / influence	Below 1.5 lakhs	1.5 lakhs to 2 lakhs	2 lakhs to 2.5 lakhs	2.5 lakhs to 3 lakhs	Above 3 lakhs	Total
Family members	10(8)	18(15)	6(5)	6(5)	4(3)	44(37)
Relatives	1(1)	10(8)	7(6)	4(3)	3(2)	25(20)
Friends	5(4)	8(7)	8(7)	4(3)	2(2)	27(23)
Neighbour	2(2)	2(2)	4(3)	1(1)	1(1)	10(9)
Media advertisement	4(3)	3(2)	4(3)	2(2)	1(1)	14(11)
Total	22(18)	41(34)	29(25)	17(14)	11(9)	120(100)

Chi-square value between Income and influence of the respondents is 10.225 which is not significant at 0.001 level

The above table indicates that, income and influence to purchase of various brands of milk and milk products of the respondents were analyzed. Majority of the (37 percent) of it respondents were influenced by family members, followed (23 percent) from friends,(20 percent) from relatives,(11

percent) from media advertisement and only (9 percent) neighbours,of which (15 percent) were under Rs.1.5 lakhs to 2 lakhs income category of it respondents. From the chi-square concluded that income is not influenced frequently on it purchase of milk and milk products.

Table 11: LMR Model: Effects on problems faced by the Consumers with Demographic variables

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^b

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.591	10	.859	5.474	.000 ^a
	Residual	17.109	109	.157		
	Total	25.700	119			

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.774	.314		5.648	.000	
	Gender	-.064	.082	-.066	-.779	.437	.860
	Age	.046	.054	.083	.853	.096	.638
	Marital status	-.074	.101	-.076	-.736	.463	.575
	Educational qualification	-.080	.043	-.180	-1.878	.063	.666
	Occupation	.007	.022	.027	.323	.747	.873
	Income of the family	.110	.054	.190	2.054	.042	.713
	Size of the family	-.292	.068	-.381	-4.324	.000	.785
	Residential status	.432	.088	.457	4.919	.000	.707
	Quantity of purchase	.035	.043	.083	.818	.415	.589
Amount spent	.034	.058	.054	.584	.561	.715	

a. Dependent Variable: problems over all range

In order to understand the effect of independent variable depends variable namely over all problems, Linear regression model was employed. The independent variables namely age, marital status, educational qualification, occupation, income, family size, and amount spent on milk and milk products.

As shown in the table the model was significant and it data value was 0.566 percent that is the effect on 10 depends variable has been exposed at 57.8 percent level. The result revealed that among variable age (0.096) educational qualification (0.063), income of the family (0.042), size of

the family (0.000) and residential status (0.000) have highly influenced. Where all it gender (0.437), marital status (0.463), occupation (0.747), quantity of purchase (0.415), amount spent (0.561) did not have any effect on suggestion of the consumers.

The above equation describes that, Problems of the customer are constant and similar conditions applied for other variable also. The results of the 't' test reveals that it calculated significant of it partial regression, co-efficient 0.096, 0.063, 0.042, 0.000, are valid at 0.001 percent level respective. The

multiple 'R' formed to be 0.578 which variable that there is a relationship of 1.774 percent between the variables of it respondents. The 'R' square value of 0.334 confirms that it exemplifying variable explain only 33.4 of variation. The 'F' test shows that it variables was highly significant at 1 percent level. Finally the table calculated the variable of age, educational qualification, income of the family, size of the family and residential status are positively influence (0.001) percent than the other variable of gender, marital status, occupation, quantity of purchase and amount spent.

Table 12: LMR Model: Effect on suggestions given by the consumers with socio and economic variables

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	.566 ^a	.321	.258	.64770	.321	5.142	10	109	.000

ANOVA^b

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.573	10	2.157	5.142	.000 ^a
	Residual	45.727	109	.420		
	Total	67.300	119			

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.545	.513		3.009	.003		
	Gender	.126	.134	.080	.944	.347	.860	1.162
	Age	.034	.089	.038	.382	.704	.638	1.568
	Marital status	-.406	.165	-.255	-2.451	.016	.575	1.740
	Educational qualification	.011	.070	.015	.154	.878	.666	1.502
	Occupation	.108	.037	.249	2.951	.004	.873	1.146
	Income of the family	.087	.088	.093	.994	.322	.713	1.403
	Size of the family	-.067	.110	-.054	-.605	.546	.785	1.274
	Residential status	.530	.144	.347	3.692	.000	.707	1.415
	Quantity of purchase	-.153	.070	-.225	-2.183	.031	.589	1.698
	Amount spent	.156	.094	.154	1.654	.101	.715	1.399
a. Dependent Variable: suggestion reason								

In order to understand the effect of independent variable depends variable namely suggestions Linear regression model was employed. The independent variables namely age, marital status, educational qualification, occupation, income, family size, and amount spent on milk and milk products.

As shown in the table the model was significant and it data value was 0.566 percent that is the effect on 10 depends variable has been exposed at 56.6 percent level. The result revealed that among variable marital status (0.016) occupation(0.004), resident(0.000) and quantity(0.031) have highly influenced effect on suggestion of various milk and milk products. Where all it income (0.222), family size(0.546) and amount spent (0.101) did not have any effect on suggestions of the consumers.

The above equation describes that, on an average suggestions of the customer are constant and similar conditions applied for other variable also. The results of the 't' test reveals that it calculated significant of it partial regression, co-efficient 0.016, 0.004, 0.000, 0.031 are valid at 0.001 percent level respective. The multiple 'R' formed to be 0.566 which variable that there is a relationship of 1.545 percent between the variables of it respondents. The 'R' square value of 0.321 confirms that it exemplifying variable explain only 32.1 of variation. The 'F' test shows that it variables was highly significant at 1 percent level. Finally the table calculated the variable of marital status, occupation, residential areas and

quantity of purchase are positively influence (0.001) percent than the other variable of age, educational qualification, income, family size and amount spent.

Findings

1. Majority (22 percent) of the respondents were preference Aavin brand milk and milk products.
2. (33) percent of the respondents were using selected brand were 2-3 years
3. (44) percent of the majority respondents prefer retail shop for purchasing branded milk and milk products.
4. Majority of (50) percent were found to be 41-50 age categories.
5. Majority (67 percent) of the respondents were comes under married.
6. (45 percent) of the respondents educational qualification is school level only.
7. The majority (26) percent of the respondents were employed in government sector.
8. Majority (50 percent) of the respondents falls under family size of 4-6 members categories.
9. Majority (50 percent) were under amount spent 501-1000 of which (21) percent were under 1.5 lakhs to 2 lakhs income Category of it respondents.

10. Majority (37 percent) of the respondents were influenced by family members for purchase the particular brand of milk and milk products.

1.11 Suggestions

1. To arrange standard discount rate.
2. To arrange credit facility
3. To arrange more festival season offer
4. To arrange periodical market research.
5. To arrange more refrigerator facility

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