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A Study on Customer Attitude towards Dairy Products in Madurai North

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Abstract

Milk and dairy products are most essential commodities in our daily life and it provides nutrition to all of us. A dairy product means from the milk of mammals it is produced by the dairy Industries for sales. Dairy products like creams, milk powders, butter, cheese, lactose, chocolates are edibles items. Dairy products and Industry of such dairy products provides livelihood to millions of people in the world. The consumers attitude is the study of how, why and where people buy or not to buy the particular products. The objectives is to find out the consumer preference, satisfaction level, factors influence to buy dairy products are studied in selected areas of Madurai North District. The present study is based on the both primary and secondary data. With the help of well-structured questionnaire primary data has been collected. One hundred respondents by convenient sampling method are selected for the study. From the data collection, analysis made on various tools like Percentage, chi-square test, Likert Scaling, Garret Ranking Method and one-way ANOVA. Percentage is calculated on the basis of age, sex, education, monthly income. A dairy product is one of the major quality food items.

Key Word: Dairy products, customer, attitudes, stratification

Introduction

India is the largest producer of milk. Food products which contain major portion of milk along with other components are referred as dairy products. Dairy products are highly nutritious and play a vital role in human diets. Milk is an essential component of people in their day today life. From the milk so many dairy products are produced. The animals that produce milk are called as

mammals like cow, goat, sheep, and buffalo. Such milk contains calcium which is necessary for strong bone and a tooth of human begins. Dairy products include yogurt, cheese, butter, paneer and ice-cream which are rich in carbohydrates. People consume dairy products on the basis of their preference and attitude Consumer behavior focuses on how individuals make decision to spend their money on consumption. Consumers are influenced by the marketing activity. Customer attitude never remains the same, it changes due to various factor. The study covers the individual attitude and behavior to understand the wants and needs towards dairy products.

Objectives of the Study

- To analyze the consumer behavior towards dairy products.
- To investigate the factors determining the consumer preference towards dairy products.
- To identify the satisfaction level of consumers towards dairy products.
- To analyze the consumption pattern of the respondents towards dairy products.

Hypotheses

Sl.No	H0/H1	Description	Testing Methods	
1.	H0	There is no significant relationship between age and the factors influencing them to purchase dairy products.	Chi –Square Test	
	H1	There is a significant relationship between age and the factors influencing them to purchase dairy products.		
2.	H0	There is no significant relationship between gender wise classification of the respondents and opinion on consumption of dairy products.		
	H1	There is a significant relationship between gender wise classification of the respondents and opinion on consumption of dairy products.		
3.	H0	There is no significant difference between age wise classification and source of awareness on dairy products.		One Way ANOVA
	H1	There is a significant difference between age wise classification and source of awareness on dairy products.		

Scope of Study

The researcher focused only few dairy products such as milk, ice cream, cheese and paneer and customer attitude, level of satisfaction towards such dairy products. Moreover, the study was focused only the selected areas in Madurai North namely Andar kottaram, Veerapanjan, Gomathipuram and Matuthavani.

Statement of the Problem

Dairy is one of the most important nutritious foods which are normally consumed by all age group irrespective of the rich and poor. Dairy foods are healthier and balanced diet. The consumption pattern of dairy products differs from one person to another. So, the researcher was interested to study the customer attitude and changing behavior on consumption of dairy products.

Review of Literature

Abinaya. K and Shanthi. A (2018) A study on consumer preference on dairy products. The researcher identifies that the government has also sponsored scheme called “strengthening infrastructure for quality and clean milk production” to ensure clean milk production to meet out the demand of the consumers. The cost and productivity of dairy product is analyzed. The study made on identifying the costumer buying pattern of dairy products to improve the processing and marketing of dairy products by the dairy industry for the economic development of a country.

Elangovan. N and Gomatheeswaran. M (2015) studied on consumer behavior towards various brands of milk and milk products. The primary data are collected from 120 consumers in Coimbatore district with the help of a well-structured questionnaire. Consumer lifestyle are influenced by various factors like culture, subculture, values, demographic factor, social status and also the internal makeup of the consumer which are emotions, motivates of buying knowledge. It is found that Aavin is the most preferred brand and most of them buy the milk and milk products from retail shops only.

Rubaina (2010) A study was made towards the customer preference in dairy products. The study had dealt with the classification of customers preference and various factors which influenced them while select the branded dairy products. The study is made to give suggestion to the company, that the company should make surveys to know the expectation of the consumer towards their brand and products and to improve themselves to attract more customers. The company can advertise their product through mass media to expand the sales and to attract new customers.

Operational Definition

Dairy product: Dairy products or milk products are a type of food produced from or containing the milk of mammals.

Customer: A customer is a person who purchases dairy products according to his needs and wants.

Attitude: A tendency to respond positively or negatively towards a certain idea, object, person, or situation. Attitude influences an individual's choice of action and respond to challenges and rewards.

Satisfaction: A persons feeling of pleasure resulting from a positive perception of consuming dairy products.

Methodology

Research Design: Descriptive research design

Determination of sample size:

- *Sample Size:* 100
- *Sampling Technique:* Convenient Sampling Technique

Sources of Data:

- *Primary Source:* Questionnaire was developed for the purpose of data collection. Weighted Average Method, Garrett Ranking Method was adopted to measure the responses.
- *Method of Data Collection:* Interview schedule was adopted to collect data

Framework of Analysis:

- Descriptive Analysis: Bar and Pie Diagram
- Inferential Statistics: t Test and One-Way ANOVA

Analysis

Table No.1.1 Demographic Variable Analysis

GENDER	NO. OF RESPONDENTS	PERCENTAGE
MALE	55	55%
FEMALE	45	45%
TOTAL	100	100
AGE		
1 - 20 YEARS	16	16%
21 - 40 YEARS	51	51%
41 - 60 YEARS	27	27%
61 YEARS & ABOVE	6	6%
TOTAL	100	100
MARITAL STATUS		
MARRIED	52	52%
UNMARRIED	48	48%
TOTAL	100	100
TYPE OF FAMILY		
NUCLEAR FAMILY	81	81%
JOINT FAMILY	19	19%
TOTAL	100	100
OCCUPATION		
GOVERNMENT EMPLOYEE	3	3%
PRIVATE EMPLOYEE	32	32%
BUSINESS	22	22%
OTHERS(Students)	43	43%
TOTAL	100	100

Table No:1.2 Average quantity of ice cream, paneer, cheese & flavoured milk purchased by respondent

ICE CREAM	NO. OF RESPONDENTS	PERCENTAGE
0 - 300 GRAMS	22	23%
301 – 600 GRAMS	49	52%
601 GRAMS – 1 KG	17	18%
1 KG & ABOVE	7	7%
TOTAL	95	100%
PANEER		
0 - 300 GRAMS	25	26%
301 - 600 GRAMS	46	48%
601 GRAMS - 1KG	20	21%
1KG & ABOVE	5	5%
TOTAL	96	100%
CHEESE		
1 PACKET OF CHEESE A WEEK	51	55%
2 PACK	27	29%
3 PACK	10	11%
MORE THAN 3	5	5%
TOTAL	93	100%
FLAVOURED MILK		
250 ML	39	42%
500 ML	34	37%
750 ML	6	7%
1 LITRE	13	14%
TOTAL	92	100%

Table No:1.3 Frequency of buying ice cream, paneer, cheese & flavoured milk

ICE CREAM	NO. OF RESPONDENTS	PERCENTAGE
DAILY	3	3%
ONCE A WEEK	69	73%
ONCE A MONTH	12	13%
OCCASIONALLY	11	11%
TOTAL	95	100%
PANEER		
DAILY	1	1%
ONCE A WEEK	74	77%
ONCE A MONTH	13	14%
OCCASIONALLY	8	8%
TOTAL	96	100%
CHEESE		
DAILY	3	3%
ONCE A WEEK	30	32%
ONCE A MONTH	37	40%
OCCASIONALLY	23	25%
TOTAL	93	100%
FLAVOURED MILK		
DAILY	11	12%
ONCE A WEEK	39	43%
ONCE A MONTH	27	29%
OCCASIONALLY	15	16%
TOTAL	93	100%

Table No:1.4 Weighted Average Method - Source of Awareness on Dairy Products

CONSIDER	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
VALUE	5	4	3	2	1

S.N	Statement	SA	A	N	D	SD	Mean
1	Friends and relatives are the important source of awareness	69	15	9	6	1	4.45
2	Visual media namely television	19	67	7	5	2	3.96
3	Pamphlets of the product sustain awareness	23	48	18	10	1	3.82
4	Shop display triggers curiosity	36	42	11	9	2	4.01
5	Shop keepers' word of mouth helps in knowing about the product more.	32	47	13	7	1	4.02

Source: Compiled data

From the above table, it is clear that friends and relatives are the important source of awareness on dairy products with the mean score of 4.45%,. Visual media namely television mean score of 3.96%, Pamphlets of the products mean score of 3.82%, Shop display mean score of 4.01%, Shop keepers word of mouth mean score of 4.02% rated by the respondents.

Table No:1.5 Opinion on Consumption of Dairy Product

S.N	Statement	SA	A	N	D	SD	Mean
1	Milk product consumption is an essential part of my diet	74	20	4	2	0	4.66
2	consuming milk products promote health care	22	71	6	1	0	4.14
3	I consume milk product because of its nutritional value	36	54	9	1	0	4.25
4	I have the habit of consuming milk product during celebrations	25	37	15	18	5	3.59

Source: Compiled data

From the above table, opinion of the respondents differs with various factors. Milk product consumption is an essential part of diet with the average mean score of 4.66% and the habit of consuming milk products during celebration is rated as least score 3.59% by the respondents.

Table No:1.6 Factors That Influence to Purchase Dairy Products

S.No	Statement	SA	A	N	D	SD	Mean
1	I look upon the quality of milk products	71	25	4	0	0	4.67
2	I consume when price is reasonable	13	70	6	9	2	3.83
3	Taste is the first and foremost factor which I consider	35	50	10	4	1	4.14
4	I prefer on the product freshness	50	37	12	1	0	4.36
5	Available in required quantity influences my choice	33	40	22	2	3	3.98
6	Gifts and offers influence my purchase decision	13	29	28	20	10	3.15
7	I consider the brand loyalty while choosing a product	34	44	18	3	1	4.07
8	Advertisement influences my purchase decision	12	25	42	15	6	3.22

Source: Compiled data

From the above table, it is clear the respondents look over the quality of dairy products while purchasing rated with 4.67%. Gifts and offers influence the purchase decision is rated with 3.15% by the respondents

Table No:1.7 Factors That Induces to Switch Over To Other Brands

S.No	Statement	SA	A	N	D	SD	Mean
1	Frequent change in price	56	22	9	10	3	4.18
2	Poor quality of products	26	63	4	7	0	4.08
3	Change in taste	33	48	14	5	0	4.09
4	Not easily available	35	43	12	8	2	4.01
5	Poor packing	27	34	31	5	3	3.77
6	No discounts and offers	9	25	24	26	16	2.85

Source: Complied data

From the above table, it shows frequent change in price induces the respondents to switch over to other brands has been rated with 4.18% by the respondents. No discounts and offers induces the decision on switching over to other brand has been rated with 2.85% by the respondents.

Garrett Ranking Method

Table No:1.8 Satisfaction Level of Respondents Towards Dairy Products

S.NO.	FACTORS	TOTAL SCORE	AVERAGE SCORE	RANK
1	Affordable price	6352	63.52	II
2	Good Quality	6760	67.6	I
3	Good taste	5541	55.41	III
4	Gifts and offers	3601	36.01	VI
5	More flavors'	3933	39.33	IV
6	Brand	3813	38.13	V

Source: Complied data

From the above analysis it is stated that good quality gives higher satisfaction while purchasing and consuming dairy products is ranked as first by the respondents, affordable price on purchase is ranked as second by the respondents and good taste gives satisfaction level is ranked as third and more flavours is ranked as fourth and brand is the foremost thing considered is ranked as fifth and finally gifts and offers while purchasing gives satisfaction is ranked as sixth by the respondents.

Difference Between Source of Awareness and Age Wise Classification Of The Respondents Using One Way ANOVA

H0 - There is no significant difference between age wise classification and source of awareness on dairy products.

H1 - There is a significant difference between age wise classification and source of awareness on dairy products.

ANNOVA Table No:1.9 Age*Source of Awareness

SOURCE OF AWARENESS	AGE (in years)	N	MEAN	STANDARD DEVIATION	F	P-VALUE
Physical	1-20 YEARS	16	18.0000	3.42540	3.180	.027
	21-40 YEARS	51	20.3725	3.78925		
	41-60 YEARS	27	21.1481	2.72741		
	61 AND ABOVE	6	21.3333	2.25093		
	TOTAL	100	20.2600	3.51510		

Source: Complied data

From the above table, it has been interpreted that as the p-value is less than 0.05, at 1% level of significance and so the null hypothesis(H₀) is rejected and the alternative hypothesis is accepted(H₁). It is concluded that there is a significant difference between age wise classification of the respondents and source of awareness on dairy products.

Testing of Relationship Between Age Wise Classification of the Respondent and the Factors Influencing to Purchase Dairy Products Using Chi-Square Test

H₀ - There is no significant relationship between age and the factors influencing them to purchase dairy products.

H₁ - There is a significant relationship between age and the factors influencing them to purchase dairy products.

Table No:1.10 Age * Factors Cross Tabulation

Age	FACTORS			TOTAL
	LOW	MEDIUM	HIGH	
1-20 Years	8	7	1	16
21-40 Years	6	33	12	51
41-60 Years	1	22	4	27
60 and above	0	4	2	6
Total	15	66	19	100

CHI SQUARE

TEST	VALUE	DEGREE OF FREEDOM	ASYMP. SIG.(2-SIDED)
Pearson chi-square	21.631a	6	.001

Source: Compiled data

From the above table it is understood that majority of the respondent lies between the age group of 20 - 40 years of age. The p-value is less than 0.05 at 1% of level of significance and so the null hypothesis (H₀) is rejected and the alternative hypothesis is accepted. Therefore, there is a relationship between age and the factors that are influencing them to purchase dairy products.

Testing of Relationship Between Gender Wise Classification of the Respondent and Opinion on Consumption of Dairy Products Using Chi-Square Test

H₀ - There is no significant relationship between gender wise classification of the respondents and opinion on consumption of dairy products.

H₁ - There is a significant relationship between gender wise classification of the respondents and opinion on consumption of dairy products.

Table No:1.11 Gender * Opinion Crosstabulation

Gender	OPINION			TOTAL
	LOW	MEDIUM	HIGH	
Male	1	23	31	55
Female	1	20	24	45
Total	2	43	55	100

CHI SQUARE

TEST VALUE	DEGREE OF FREEDOM	ASYMP. SIG. (2-SIDED)
Pearson chi-square	.101a	2
		.951

Source: Compiled data

From the above table it is understood that p-value is more than the level of 0.05 at 1% level of significance and so the null hypothesis is accepted, and the alternative hypothesis is rejected. It is concluded that there is no significant relationship between gender and opinion on consumption of dairy products.

Limitations of the Study

- The sample size is limited to 100 and the study is focused only on Madurai North.
- The opinion and satisfaction level of dairy products does not remain the same in the minds of consumers for a longer period.
- The study focuses only on dairy products like milk, cheese, paneer and ice cream.

Findings

- The Educational Status of the respondents shows that 71% of the respondents are Graduates. It is concluded that majority of the respondents are Graduates.
- From the analysis it was observed that 43% of the respondents are Students and Homemakers and 32% of the respondents are working as a Private Employee and 22% of the respondents are carrying out their Business and 3% of the respondents are Government Employee.
- From the analysis it is observed that 38% of the respondent's monthly income is Rs. 30000 – Rs. 60000 and 31% of the respondent's monthly income is Rs. 10000 – Rs. 30000 and 21% of the respondent's monthly income is Rs. 60000 & above, 10% of the respondent's monthly income is below Rs. 10000.
- It is observed from the analysis that 54% of the respondents purchase dairy products in Grocery Shop and 7% of the respondents purchase dairy products in Departmental Stores.
- It is observed from the analysis that relatives and friends are the important source of awareness on dairy products with the mean score of 4.45% of the mean score and the least

is pamphlet of the products sustain awareness on dairy products is 3.82% rated by the respondents.

- It is observed that opinion of the respondents differs due to various factors and Milk product consumption is an essential part of my diet says respondents with the average mean score of 4.66% and I have the habit of consuming milk products only during celebration is rated least with 3.59% by the respondents.

Suggestions

As all the people from different age group consume dairy products, the companies can go for introduction of new, attractive and innovative products like Baby milk, Added nutrition for school going children, Extra nutrition for sports person, Diet milk for pregnant mothers, Calorie conscious milk products for patients and aged persons. This will result in increasing the number of new dairy product consumers and retain the existing consumers.

- The five factors namely freshness, nutritional value, low price, easy availability, and brand image makeup the measures of consumers' preference. It is suggested that these factors should be the major components of the Unique Selling Proposition.
- The milk brands have to reduce the price of the products based on the affordability of all kind of people. The producers have to ensure the availability of the products at all times for the convenience of the people.
- Age is the major factors that decide on the consumer purchase decision and factors that are influencing them to purchase.
- Quality is more expected since, dairy products are available in a limited validity period people are more concern about the quality of purchase. Increasing the quality may change the attitude of the consumers towards dairy products.
- Increase in purchase of dairy products may occur due to good quality of products availability. Climatic changes, weather conditions, and festivals also increase the customer attitude towards dairy products. So, the producer should ensure availability of dairy products on all time at all basis of occasions.

Conclusion

Customer attitude is a study of why, when, where and how to decide on purchase or not purchase a product. The study was made on customer attitude towards dairy products and it mainly focused on customer attitudinal changes and behavior towards consuming dairy products. Since, dairy products have nutritional value purchase decision varies according to the perception of consumer.

The data collection was made in order identify the customer attitudinal changes towards dairy products. Quality is the major component expected by the consumer on dairy products and other factors like affordability, brand, required quantity, more flavours are also considered by the consumers. Age is the major demographic factor that decides on the purchase decision of the consumer. Children look for the flavours, gifts and offers while adults and other age group look for nutritional value and quality of the products. The attitude of customer differs according to the age, it is concluded that there is a relationship between age and the factors that are influencing the consumer to purchase dairy products.

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