



www . epratrust.com

August 2014 Vol - 2 Issue- 8

BUYING BEHAVIOUR OF SELECTED BRANDED MILK PRODUCTS

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ABSTRACT

In India, the dairy sector is important for various reasons. Among these its complementarity with agriculture for example and a capability to enrich the protein diet of the vegetarian population is well documented. A contribution, which is not well recognized, is its role in balancing the rural inequity. In recent decades the dairy sector has emerged as an important source of rural employment and income in the country. The growth of the dairy sector during the last three decades has also been impressive, at more than five percent per annum; although the country has emerged as the largest producer of milk only in the '90s. This is not a small achievement when we consider the fact that dairying in India is largely a subsistence activity; farmers in general keep dairy animals in proportion to their free crop residues as also the available family labour with little or no purchased inputs and a minimum of marketed outputs.

KEYWORDS: Dairy, Rural Employment, Inequity, Milk Production, Branded Milk.

INTRODUCTION

Global consumption of milk and other liquid dairy products is expected to raise by a compound annual growth rate (CAGR) of 2.2% over the next three years, according to Tetra Pak, one of the major players in food processing and packaging solutions.

According to the Tetra Pak Dairy index, the growth in the global dairy industry is 95.8% over the past four years in the emerging market, such as India, Pakistan, and the Middle East China. The dairy index suggests that India's milk consumption in 2008 was up to 2.6% from 2007

to nearly 51.5 billion litres. Over the past four years, milk consumption in India has risen by CAGR of 2.7% - with packed milk growing by CAGR of 4.7%.

As per the index, in 2008 global consumption of liquid dairy products was excluding, dairy alternatives, reached a high record of 258 billion litres up by 1.6%. Over the past four years, global consumption of milk has grown by CAGR of 2.4%, despite sharp spike in prices over the past two years, which saw milk prices increase by up to 75% in some markets before stabilizing in late 2008.

India now has indisputably the world's biggest dairy industry—at least in terms of milk production; last year India produced close to 100 million tonnes of milk, 15% more than the US and three times as much as the much-heralded new growth champ, China. Appropriately, India also produces the biggest directory or encyclopedia of any world dairy industry. The dairy sector in the India has shown remarkable development in the past decade and India has now become one of the largest producers of milk and value-added milk products in the world.

Farmers have started receiving a favourable price for their milk, and the milk production system, which was essentially a self-contained one is now being transformed into a commercial proposition. The crossbred technology has further augmented the viability of the dairy units by increasing the milk production per animal.

The nature of the world market is also changing following the establishment of the World Trade Organization (WTO). The WTO and associated agreements attempt to establish free and fair trade in the world market, so that cost and quality would emerge as the most important determinant of trade flow in the world market. After more than seven years of their implementation it is essential to review world trade in the light of the WTO agreements and specifically to examine how

India has coped with the changes in the world dairy market. The present section reviews the potential and also the pattern of trade in important milk products, the WTO Agreements and the world trade of milk products in the post-WTO era with immediate implications of the WTO Agreements for India. All these would help us in understanding the existing pattern and future trend of world trade in milk products.

STATEMENT OF THE PROBLEM

Milk is one of the important basic products, which is more essential for human being. There are number of brands available in milk, among that consumer mostly like Amul, Aroma, Arokya, Aavin, Cavin and Sakthi brand. Hence, a question arises in the mind of philosopher regarding the factors that are influencing the consumer to select a particular brand from the milk market. Some of the questions have been made in the present study to find out the answer for the following questions.

- Why they prefer branded milk product?
- What kind of purchase behavior do they follow for branded milk?
- Whether the consumer have awareness regarding the usage of branded milk product.
- How far consumers are satisfied with the usage of branded milk product?
- What are the problems faced by consumer while using branded milk product?

OBJECTIVES

- ★ To analyse the socio-economic conditions of selected consumer in Udumalpet taluk.
- ★ To ascertain the factors influencing the purchase of milk products.
- ★ To find out the level of satisfaction, awareness and consumption of branded milk products among selected consumer in Udumalpet taluk.

RESEARCH METHODOLOGY**Study Area**

The study has been conducted in Udumalpet Taluk. This area is chosen for the study as it has relevant variables. Udumalpet is a town and a municipality in the district of Tiruppur. It is an important commercial area in the region and has a big market for different products like milk products.

SAMPLE SIZE

The present study has been conducted in and around Udumalpet town. These areas have been selected taking into account the following factors.

- Geographical feasibility
- Customers base which includes high income, middle income and low income groups. A sample of 150 respondents are selected

PERIOD OF THE STUDY

The researcher studied the impact of milk product on consumers' awareness and purchase decision for a period from January 2013 to June 2013.

ANALYSIS AND INTERPRETATION**TABLE 1 Monthly Income of The****Respondents**

Monthly income	Respondents	Percentage
Less than Rs.10,000	42	28
Rs.10,001 - Rs.20,000	64	43
Rs.20,001- Rs.30,000	30	20
Rs.30,000-Rs.40,000	10	7
Above Rs.40000	4	2
Total	150	100

Interpretation:-

The above table clearly shows that, 28 percent of the respondent's monthly income is less than Rs.10000, 43 percent of the respondent's monthly income is in the range of Rs.10001-Rs.20000, 20 percent of the respondent's monthly income is in the range of Rs.20001-Rs.30000, 7 percent of the respondent's monthly income is Rs.30000- Rs. 40000 and the rest percent of the respondent's monthly income is above Rs.40000.

It is concluded from the above table that majority (43%) of the respondent's monthly income is in the range of Rs.10001-Rs.20000.

MONTHLY INCOME OF THE RESPONDENTS COMPARED WITH TYPES OF BRANDED MILK PRODUCT

With a view to find the degree of association between monthly income of the respondents compared with types of branded milk product. A two table was prepared and illustrated as below.

Table 2 Monthly Income of The Respondents Compared With Types of Branded Milk Product (Two Way Table)

Monthly income	Types of branded milk product						Total
	Aavin	Arokya	Aroma	Sakthi	Cavin	Amul	
Less than Rs.10,000	8	8	3	17	4	2	42
Rs.10,000-Rs.20000	28	6	3	9	15	3	64
Rs.20001-Rs.30000	9	7	2	6	4	2	30
Rs.30001-Rs.40000	2	1	3	1	2	1	10
Above Rs.40,000	1	0	1	1	1	0	4
Total	48	22	12	34	26	8	150

Source: Primary data

O	E	(O-E)	(O-E) ²	(O-E) ² /E
8	13.44	-5.44	29.5936	2.201905
28	20.48	7.52	56.5504	2.76125
9	9.6	-0.6	0.36	0.0375
2	3.2	-1.2	1.44	0.45
1	1.28	-0.28	0.0784	0.06125
8	6.16	1.84	3.3856	0.54961
6	9.386667	-3.38667	11.46951	1.221894
7	4.4	2.6	6.76	1.536364
1	1.466667	-0.46667	0.217778	0.148485
0	0.586667	-0.58667	0.344178	0.586667
3	3.36	-0.36	0.1296	0.038571
3	5.12	-2.12	4.4944	0.877813
2	2.4	-0.4	0.16	0.066667
3	0.8	2.2	4.84	6.05
1	0.32	0.68	0.4624	1.445
17	9.52	7.48	55.9504	5.877143
9	14.50667	-5.50667	30.32338	2.090306
6	6.8	-0.8	0.64	0.094118
1	2.266667	-1.26667	1.604444	0.707843
1	0.906667	0.093333	0.008711	0.009608
4	7.28	-3.28	10.7584	1.477802
15	11.09333	3.906667	15.26204	1.375785
4	5.2	-1.2	1.44	0.276923
2	1.733333	0.266667	0.071111	0.041026
1	0.693333	0.306667	0.094044	0.135641
2	2.24	-0.24	0.0576	0.025714
3	3.413333	-0.41333	0.170844	0.050052
2	1.6	0.4	0.16	0.1
1	0.533333	0.466667	0.217778	0.408333
0	0.213333	-0.21333	0.045511	0.213333
150	150	-8.3E-17	237.0901	30.9166

Inference:-

Factor	Calculated Value	Table Value	Degree Of Freedom	Remarks
Monthly income & types of brand milk product	30.91	31.41	20	Significant 5%

It could be observed from the above table the calculated Chi Square value (30.91) is less than the table value (31.41) and the result is significant. Hence the no hypothesis “monthly income of the respondents compared with brand milk product”

is associated. From the analysis, it is concluded that there is significant relationship between monthly income of the respondents compared with brand milk product.

Table 3 Level of Satisfaction of Branded Milk Product

S.No	Factors	Highly satisfied		Satisfied		Neutral		Dissatisfied		Highly dissatisfied	
		No.	%	No.	%	No.	%	No.	%	No.	%
1	Price	26	17	23	15	30	20	30	23	36	24
2	Quality	36	24	30	20	30	20	32	21	22	15
3	Availability	32	21	28	21	30	26	22	15	27	18
4	Different product	34	23	30	20	33	22	23	15	30	20
5	Packing	37	25	30	20	27	18	26	17	30	20
6	Flavors	55	37	42	28	27	18	14	9	12	8
7	Advertisement	48	32	40	27	27	18	22	15	13	9
8	Taste	51	34	46	31	38	25	9	6	6	4
9	Fat control	43	29	38	25	26	17	22	15	21	14

Interpretation:-

The above table clearly shows that 24 percent of the respondents, price is highly dissatisfied with the branded milk product, 24 percent of the respondents, quality is highly satisfied with the branded milk product, 21 percent of the respondents, availability is highly satisfied with the branded milk product, 23 percent of the respondents, packing is highly dissatisfied with the branded milk product, 37 percent of the respondents, flavours is highly satisfied with the branded milk product, 32

percent of the respondents, advertisement is highly satisfied with the branded milk product, 34 percent of the respondents, taste is highly satisfied with the branded milk product and the rest 29 percent of the respondents, fat control is highly satisfied with the branded milk product.

It is concluded from the above table that, majority (35%) of the respondents advertisement is the excellent feature of personal care product.

Table 4 Carrett Ranking Ranking Factors on Branded Milk Product

Factor	Rank										Total
	1	2	3	4	5	6	7	8	9	10	
Quality	24	18	13	11	15	7	23	18	11	10	150
Energy	22	24	12	9	22	15	17	7	10	12	150
Flavors	20	16	17	21	16	18	21	12	4	5	150
Fat	18	23	20	17	25	14	14	6	8	5	150
Toned level	22	16	14	22	13	9	17	14	13	10	150
Packing	15	20	16	24	20	11	19	14	8	3	150
Quantity	10	9	17	7	15	16	16	23	22	15	150
Availability	6	8	15	18	4	9	7	28	34	21	150
Variety in taste	8	12	18	9	8	27	6	14	22	26	150
Price	5	4	8	12	12	24	10	14	18	43	150
Garrett Table Value	82	70	63	58	52	48	42	37	30	18	

FINDINGS OF THE STUDY**Simple Percentage:-**

- Majority (43%) of the respondent's monthly income is in the range of Rs.10001-Rs.20000.
- Majority (32%) of the respondents consume aavin milk.
- Majority (68%) of the respondents are aware about milk product through advertisements.
- Majority (29%) of the respondents prefer milk product for quality.

SUGGESTION OF THE STUDY

- ✓ The consumers feel that the price of the full cream milk should be reduced.
- ✓ Proper attention may be given on the replacement of damaged items.
- ✓ Government should take steps to reduce the fast price hikes of milk & milk products.

CONCLUSION

The completion of the study it is clear that Indian dairy market is trying to grab the under explored Indian market. The market size is increasing day by day and the demand for new products is arising. Many companies in the market are competing each other to capture the market with their new ideas and plans. The government should also be liberal on its policies. The companies need a proper distribution network for availability of products at demand.

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