

The attitude of Customers towards milk products sold by small milk vendors of Maligaon, Guwahati

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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 Guwahati, Nearby Maligaon area. The present study is based on the both primary and secondary data. With the help of well-structured questionnaire primary data has been collected. Twenty respondents by convenient sampling method are selected for the study. Percentage is calculated on the basis of age, sex, education, monthly income. A dairy product is one of the major quality food item

Introduction

India ranks first in milk production in the world contributing 24% of global milk production. 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. The top 5 milk-producing states are: Rajasthan (15.05%), Uttar Pradesh (14.93%) , Madhya Pradesh (8.6%), Gujarat (7.56%) and Andhra Pradesh (6.97%). They together contribute 53.11% of total Milk production in the country. The economic impact of the dairy industry in India is substantial. Most of the milk produced comes from buffalo; cow milk is a close second, and goat milk a distant third. A large variety of dairy products are produced in India. Dairy imports into India are negligible and subject to tariffs. The domestic industry is regulated by government agencies such as Ministry of Animal Husbandry, Dairying and Fisheries; National Dairy Development Board; and Food Safety and Standards Authority of India. Milk consumption levels are not uniformly distributed across India. The people of northwest, north, central & western India are significant consumers with south India being a moderate consumer; northeastern regions consume almost no dairy with Assam being an exception. Consumption of dairy products

are one of the biggest sources of protein for vegetarians. Milk has an income elasticity of demand greater than unity: consumption increases as income levels rise

Dairy in Assam

Dairy production in Assam is mostly characterized by rural smallholder production using indigenous cattle and buffalo, with pockets of more specialized dairy production. While increasing farm-level production and productivity will require more improved animals, improved fodder/feed technology and access to livestock services, access of smallholders to reliable markets to absorb more milk at remunerative prices may remain a critical constraint. Organized marketing of milk in Assam remains relatively insignificant, despite past efforts to develop and promote collective market mechanisms. The traditional markets for fresh liquid milk and traditional dairy products such as sweets account for most of the market opportunities for farmers.

Various Dairy Brands in India

1. Amul
2. Purabi
3. Gobardhan
4. Kwality Limited
5. Dudhsagar Dairy
6. Parag Milk Foods Ltd
7. Verka
8. Mother Dairy
9. Nestle
10. Cadbury
11. Bisk Farm
12. Sudha. Etc

Various Dairy Milk Products in India

1. Bread Spreads.
2. Butter.
3. Butter Milk.
4. Dairy whitener.
5. Cream.
6. Cheese.
7. Ghee.
8. Chocolates.
9. Condensed Milk.
10. Margarine.
11. Ice Cream.
12. Toned Milk.
13. Milk Bread.

Et

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.

Importance of the study

Management needs to know the customer preference information in order to take Sound decisions. Survey on customer preference can produce favorable result, but bringing a number of benefit to management. A study on customer preference helps to understand the performance of the organization and the behavior of the customers. The study of customer preference indicates the expectations of the customers. Customer preference helps to understand the loyalty of the customer towards the products. The management finds a possible way to fulfill the expectations of customers and attract new customers.

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 Guwahati, nearby Maligaon city

Review of Literature

Abinaya. K and Shanthy. 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.

N Ramya & Dr. SA Mohamed Ali (2018) has studied on consumer buying behaviour towards Amul products with special reference to Coimbatore city. The study found that 80% of the respondents knows through advertisement about Amul product, 36.67% of the

respondents makes preference by price offers and 38% of the respondents buy Amulproducts in retail shop for Daily use.

Ahila . D & Dr. C. Boopathi (2015) has studied on Consumer Behaviour on Aavin Milk and Dairy Products in Pollachi Taluk of TamilNadu. The study found that Majority (36%)of the respondents are between the age group of 21-30 years, the Majority (42%) of the respondents were graduates, the respondents who's earning range between Rs. 10,001 to Rs.25, 000 and Majority (86%) of the respondentsare satisfied with quality of Aavin products.

Mrs. Sonali Dhawan(2016) has studied on Consumer Behaviour towards Various Branded and Non-Branded Milk with SpecialReference to Jabalpur District in Madhya Pradesh. The study found that In Madhya Pradesh, the consumption of unbranded milk ispopular people generally prefer unbranded milk rather than branded milk because of freshness.

N.Elangovan & M.Gomatheeswaran(2015) has studied on consumer behaviour towards various brands of milk and milk products withspecial reference to Thudiyalur town at Coimbatore district in Tamil Nadu. The study found that most of the respondents prefer retail shop purchasing of milk, spend 501 to 1000 per month on dairy products and were influenced by family members fo he purchase of the particular brand

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.

RESEARCH AND METHODOLOGY:

Study is based on both primary and secondary data. Mainly primary data are used in the study. Primary data has been collected through well-structured questionnaire. Secondary data are also used in the study and has been collected through journal related to dairy and consumer buying behavior. Convince sampling method was used for data collection. 20 respondent were selected from Maligaon and its nearby area(pandu, Baripara, Gotanagar etc).The data collected were analysed with the help of SPSS. Simple percentage and multiple responses method was used for analyzing data.

Determination of sample size:

- *Sample Size:* 20
- *Sampling Technique:* Convenient Sampling Technique

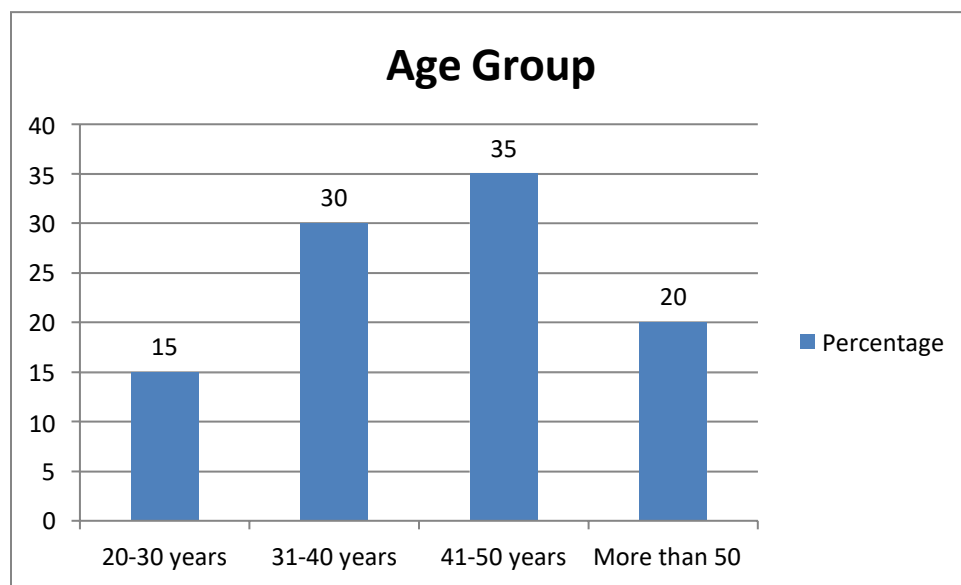
Sources of Data:

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

ANALYSIS AND INTERPRETATION

Age of the respondents

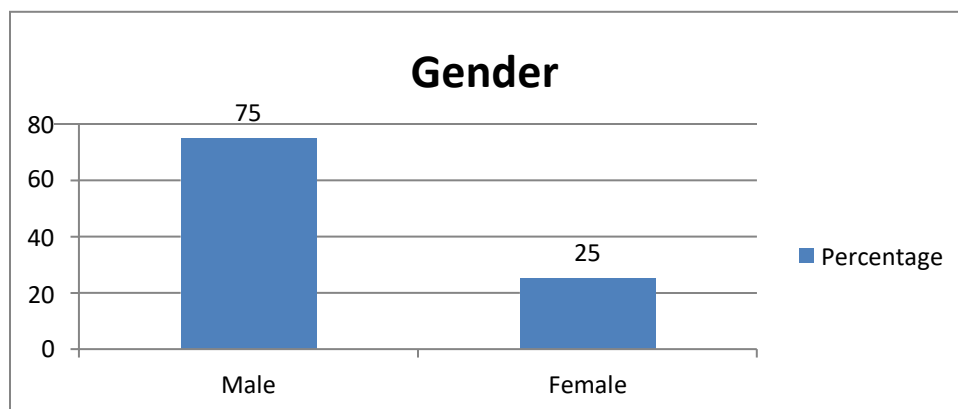
	Frequency	Percentage
Age 20-30	3	15
Age 31-40	6	30
Age 41-50	7	35
More than 50	4	20
Total	20	100



Interpretation: The age wise classification of the 20 respondents, 15% of the respondent belongs to the age group 20-30 yrs, 30% of respondents belongs to age group 31-40 years, 35 % of respondents belongs to age group 41-50 years and 20 % of respondents belongs to age group more than 50 years.

Gender of the respondents

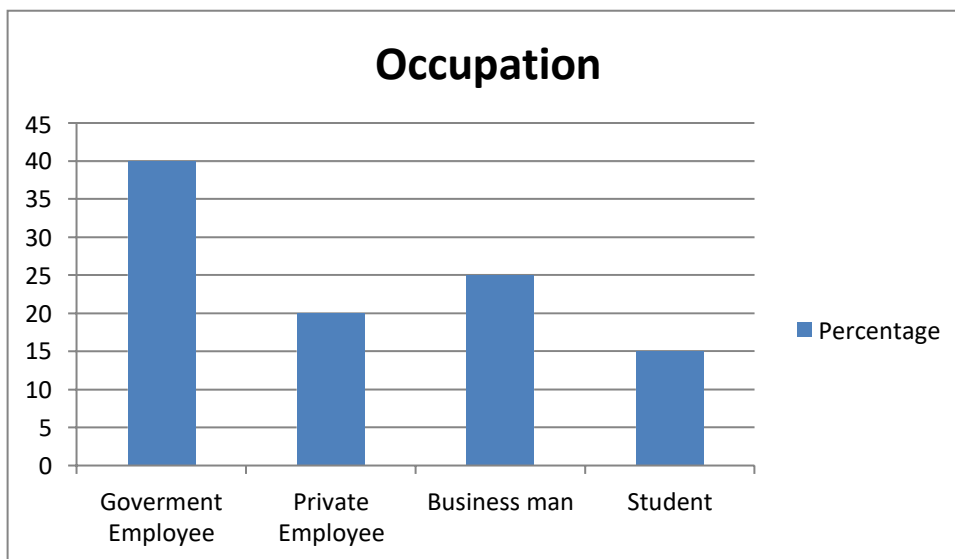
	Frequency	Percentage
Male	15	75
Female	5	25
Total	20	100



Interpretation : The gender wise classification of the 20 respondents, 75% of the respondents are male and 25% of the respondent are female.

Occupation of the respondents

	Frequency	Percentage
Government Employee	8	40
Private Employee	4	20
Business man	5	25
Student	3	15
Total	20	100

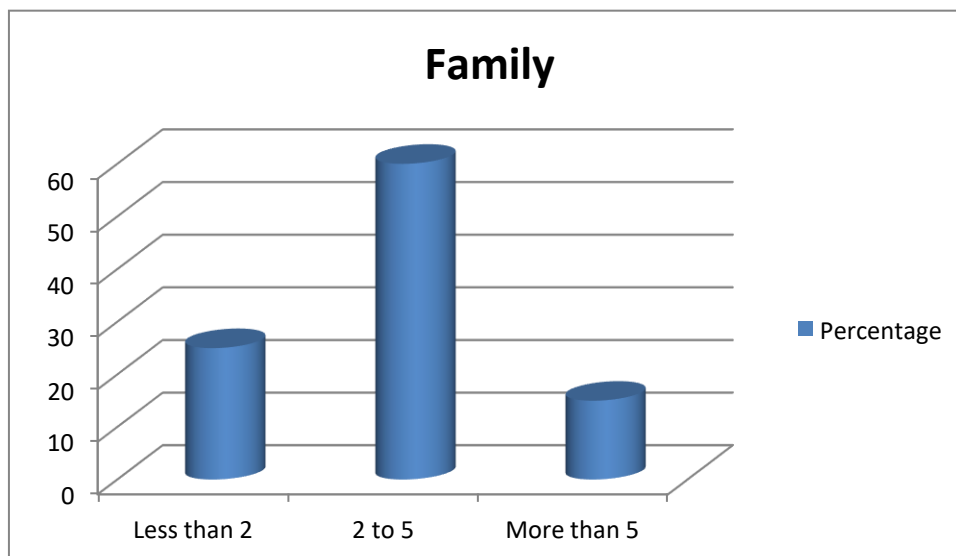


Interpretation:

The occupation of 40 % respondents are Government Employees, 20% respondents are private employees, occupation of 25 % employees are Businessman and 15 % students.

Family size of the respondents

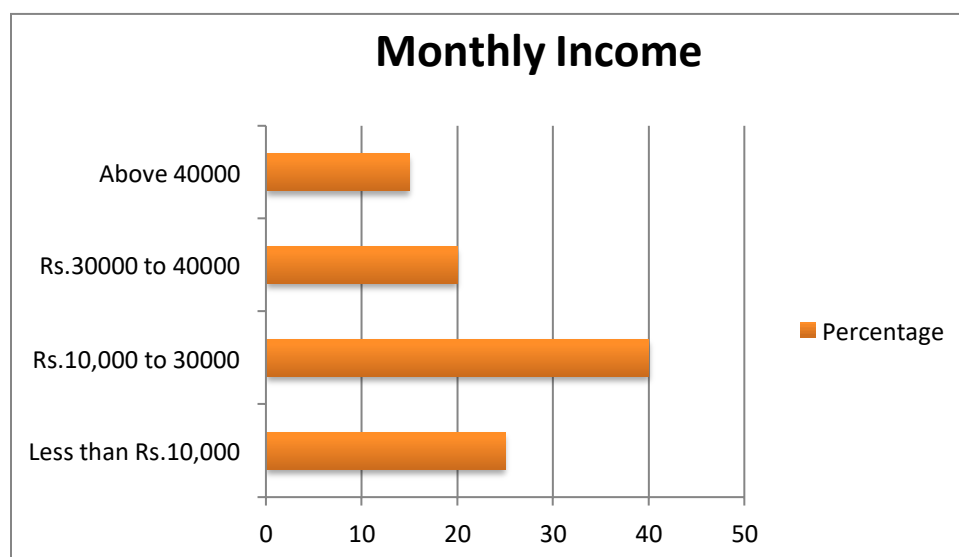
	Frequency	Percentage
Less than 2	5	25
2-5	12	60
More than 5	3	15
Total	20	100



Interpretation :- The family size of 20 respondents , 25 % respondents having less than 2 members in the family, 60% of the respondent are having between 2 and 5 members in their family and 15% of the respondent are having more than 5 members in their family.

Income of the respondents

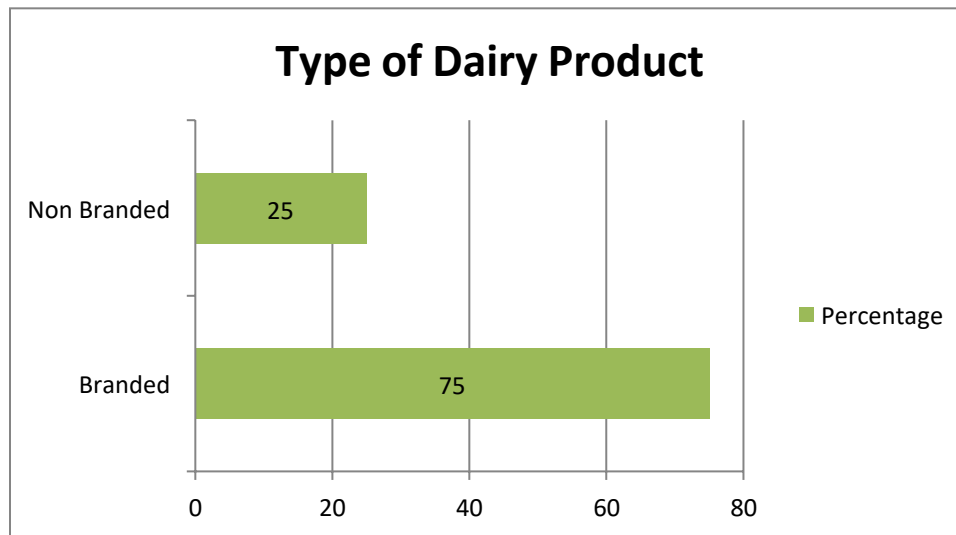
	Frequency	Percentage
Less than 10k	5	25
10k-30k	8	40
30k-40k	4	20
Above 40k	3	15
Total	20	100



Interpretation: The income of the 20 respondents, 25% of the respondent earn less than 10k, 40% of the respondent earn between 10k and 30k, 20% of the respondent earn between 30k and 40k, 15% of the respondent earn above 40k.

Type of the Dairy products

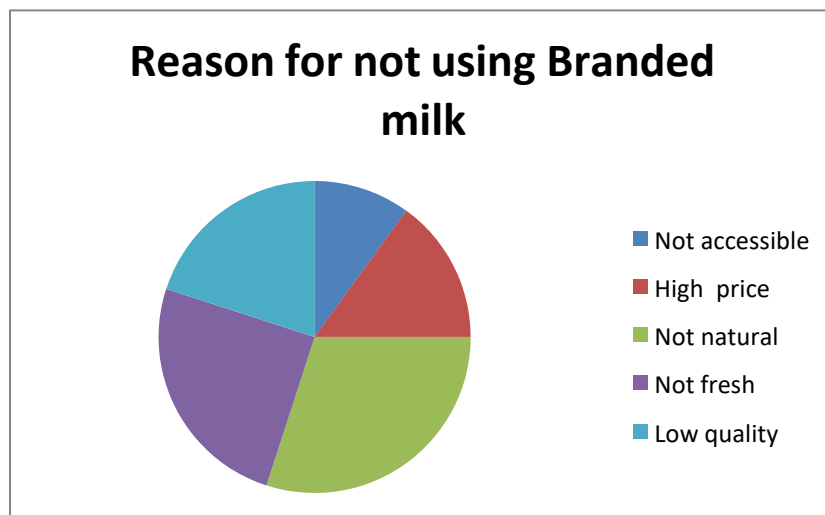
	Frequency	Percentage
Branded	15	75
Non Branded	5	25
Total	20	100



Interpretation: When asked to the respondents that which type of dairy product they use, almost 75% of the respondents said that they use branded dairy product. And about 25% of the respondents use non branded dairy products.

Reason for not using branded Milk

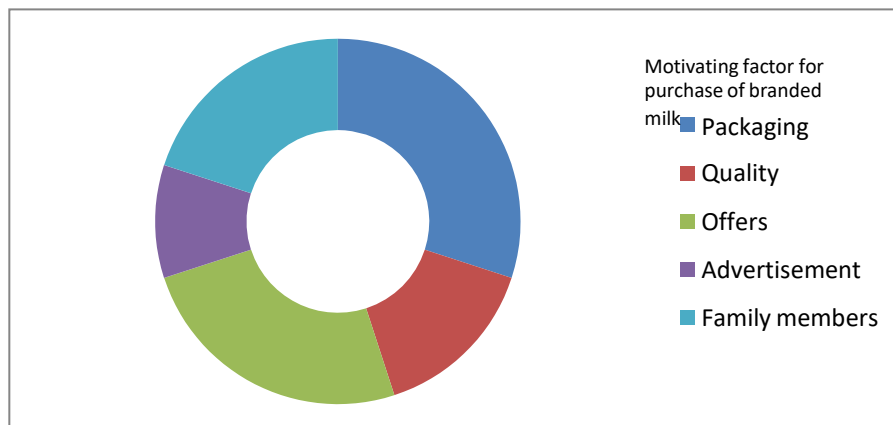
	Frequency	Percentage
Not accessible	2	10
High price	3	15
Not natural	6	30
Not fresh	5	25
Low quality	4	20
Total	20	100



Interpretation: When asked about reason for not using the branded milk, 10% of the respondents said that it is not accessible, 15% of the respondents said that it is high priced, 30% of the respondents said that it is not natural, 25% of the respondents said that it is not fresh, 20% of the respondents said that it is low quality .

Motivating factor for using Branded Milk

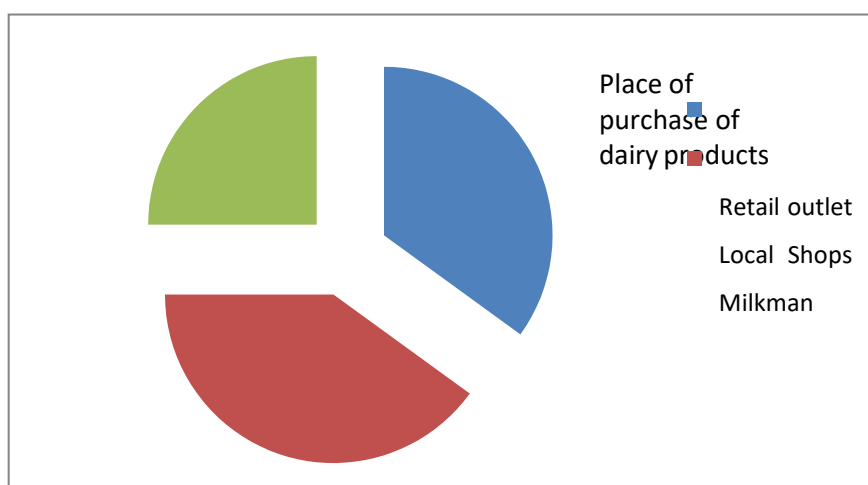
	Frequency	Percentage
Packaging	6	30
Quality	3	15
Offers	5	25
Advertisement	2	10
Family members	4	20
Total	20	100



Interpretation: When asked about the motivating factor for using the branded milk, 20% of the respondents said that packaging was the motivating factor, 15% of the respondents said that quality was the motivating factor, 25% of the respondents said that offers were the motivating factor, 10% of the respondents said that advertisement was the motivating factor, 30% of the respondents said that family member were the motivating factor.

Where do respondents usually buy dairy products

	Frequency	Percentage
Retail outlet	7	35
Local shops	8	40
Milkman	5	25
Total	20	100



Interpretation: When asked to the respondents that from where they usually buy dairy product, 40% of the respondents said that they buy it from retail outlet, 35% of the respondents said that they but it from local shops and 25% of the respondents said that they buy it from milkman.

Who make decision to buy dairy products

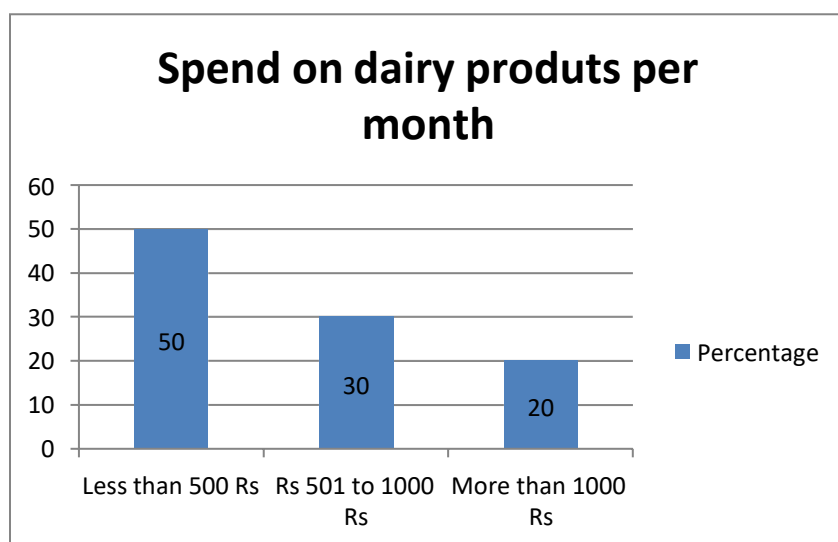
	Frequency	Percentage
Mother	8	40
Wife	7	35
Grandmother	5	25
Total	20	100



Interpretation: When asked to the respondents that who make the decisions to buy dairy product, 40% of the respondents said that mother is the decision maker, 35% of the respondents said that wife is the decision maker and 25% of the respondents said that grandmother is the decision maker.

How much respondents spend on dairy product per month

	Frequency	Percentage
Less than 500Rs	10	50
Rs 501 – 1000Rs	6	30
More than 1000Rs	4	20
Total	20	100



Interpretation: When asked to the respondents that how much do they spend on dairy products per month, 50% of the respondents said that they spend less than 500, 30% of the respondents said that they spend between 501 and 1000, 20% of the respondents said that they spend more than 1000 Rs.

FINDINGS

- Majority of respondents (35%) were between the age of 41 and 50.
- 75% of the respondents are male and 25% of the respondent are female.
- Majority of respondents (40%) were Government Employees.
- Majority (60 percent) of the respondents falls under family size of 2-5 members categories.
- Majority of respondents (40%) earn 20k to 30k.
- (75%) of the respondents said that they use branded dairy product and 25% of the respondents use non branded dairy products.
- Majority of the respondents (40%) said that packaging was the motivating factor for the purchase of branded milk.
- Majority of the respondents (40%) prefer local shops for purchasing of dairy product.
- Majority of the respondents (40%) said that decision of purchasing dairy product was made by mother.
 - Majority of the respondents (50%) of the respondents said that they spend less than 500 Rs towards buying dairy products.

CONCLUSION

As per the study done towards the dairy product in Maligaon area of Guwahaticity , the consumption of branded dairy product is high as compare to non- branded dairy product. Study shows that the most of the respondent were mostly influenced by packaging of the product.

Those who were not using branded dairy product mostly said that freshness is the reason for using non- branded dairy product. Local shops were mostly preferred by respondent for the purchase of dairy product. Mostly decisions for the purchasing of dairy product were made by the mother's. And most of the respondent spend between 1001 and 1500 per month on dairy product. To conclude there is still opportunity in the market for the companies and respective message should be pass on to people who are still not using branded dairy product.

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