

CONSUMER'S PERCEPTION TOWARDS THE PURCHASE OF ECO-FRIENDLY ORGANIC DAIRY MILK PRODUCTS IN TIRUNELVELI DISTRICT

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Abstract

The purpose of this study is to understand what influences consumers' decisions to purchase eco-friendly organic dairy milk products. Since the beginning of agriculture, interest in eco-friendly organic farming has increased. Environmental protection is given first priority in eco-friendly organic farming, raising the environmental standard. Customers are prepared to spend more to protect their health from illnesses. Customers are interested in purchasing eco-friendly organic food because it doesn't have any pesticides or chemical residues. Due to its alleged advantages over conventional food, many are now willing to eat eco-friendly organic food. The current study, which focuses on how consumers perceive eco-friendly organic dairy milk products, was conducted with a sample size of 150 consumers of eco-friendly organic dairy milk products in the Tirunelveli District. A standard questionnaire was used to randomly solicit customers, and the basic data was then analyzed using software. This study aims to investigate the level of satisfaction and reasons to purchase the eco-friendly organic dairy milk products.

Keywords: Eco-friendly organic dairy milk products, Brand awareness, Preference, Motivational factor

Introduction

Milk is essential for healthy body maintenance, human growth and development, and disease prevention. Although raw milk has been reported to have fat content as high as 5.5 g/100 g, cow milk typically has between 3 and 4 g of fat per 100 g. A huge amount of the world's population benefits economically, nutritionally, and socially from dairy, which is an essential component of the global food system. The dairy product is made from animals that were raised utilizing eco-friendly organic farming practices. As opposed to normal dairy products, these items are free of preservatives and rich in vitamins, omega-3 fatty acids, antioxidants, and conjugated linoleic acid (CLA). Most consumers all around the world have moved from conventional to eco-friendly organic dairy products as a result of the 2008 milk crisis. Customers' tastes for non-eco-friendly organic dairy products alter to favour eco-friendly organic dairy products as a result of the usage of synthetic fertilisers and pesticides. The global eco-friendly organic dairy market will reach US\$ 54.4 billion by 2025, with a double-digit CAGR growth rate between 2018 and 2025.

Objectives

- To examine consumer perception towards eco-friendly organic dairy milk products
- To analysis the reasons to purchase the eco-friendly organic dairy milk products
- To understand the satisfactory level of consuming eco-friendly organic dairy milk products

Statement of the Problem

Indian customers' lives cannot exist without milk. They enjoy consuming healthy and healthy drinks. Milk and dairy products are accessible and are available in a variety of milk brands. In order to build consumer loyalty; marketers must focus on quality, freshness, color, and taste. Marketers need to understand how customers feel about the convenience, desirability, and cost of brand milk and dairy products.

Research methodology

The study is based on primary and secondary data. The primary data was collected from selected consumers on Simple Random Sampling techniques retail outlets of eco-

friendly organic milk products, Eco-friendly organic milk products marketing agencies, by administering the structured questionnaires.

Research Hypotheses

- **H0:** There is no significant difference between age groups and sources of information.
- **H0:** There is no significant difference between demographic factors and level of satisfaction.
- **H0:** There is no significant difference between gender classification and reasons to purchase the eco-friendly organic dairy milk products.

Review of Literature

Laxmi Kirana Pallathadka, Harikumar Pallathadka and Mairembam Sangita Devi (2022)¹, the article titled “*Consumer perception towards dairy products in India- an empirical study*”. The primary goals of the study are to determine why people favor dairy products and how consumers see such items. Whole cream milk is quite popular among consumers. The survey found that customers understand and are knowledgeable about the goods and their use, and they are also interested in the nutritional benefits associated with milk.

Prof. Paresh Patel, Ujjwal Sharma and Debjyoti Saha (2022)², the Journal titled, “*A study on brand preference of dairy products among consumers*”. The study's main area of interest is what influences consumers' decisions to buy milk products. According to the author, more retail locations may encourage people to use specific brands. This survey's results reveal that most consumers are enticed to a product by its taste or by the brand's special offers, discounts, and promotions. The findings may help the researcher comprehend various strategies used by companies as well as consumer attitudes and preferences. The results of this study can be used by companies to enhance simple, efficient strategies for gathering in the largest possible existing customers, which will increase revenue.

D. Harish and Dr. P. Asokan (2019)³, the article titled “*A study on consumer perception towards Nandini dairy products in Chamarajanagar district of Karnataka*”. The primary goal of the study area's customer awareness of Nandini dairy products. The results show that most people believe that Nandini Dairy's products are expensive. The study's findings suggest that the

sample's consumers are quite satisfied. The researcher concludes that most respondents praised Nandini dairy products for their deliciousness and nutritional content, but they also gave high marks for other qualities like affordability, labeling, smoothness, aroma, and consistency.

Results and Discussion

The result of analysis and interpretation of empirical data based on the questionnaire of 150 respondents. The primary data is collected by the way of questionnaires from various age group. The profile of respondents includes age, gender, marital status, place of resident, educational qualification, occupation, Nature of family size of family, Percentage and Chi-square methods are used for analysis and interpretation of data. ANOVA test was to examine the respondents' perceptions and intentions to purchase eco-friendly organic dairy milk products varies based on their age group and data sources and also to know significant relationship between the demographic factors and level of satisfaction. Independent Samples 't' Test is used to know the relationship between gender and reasons to purchase eco-friendly organic dairy milk products.

Purchase of Eco-friendly organic Dairy Milk Products

Table

Sl. No	Purchase	No of Respondents	
		Yes	No
1	Paneer	116 (77%)	34 (23%)
2	Curd	143 (95%)	7 (5%)
3	Cheese	140 (93%)	10 (7%)
4	Butter	132 (88%)	18 (12%)
5	Rose Milk	123 (82%)	27 (18%)
6	Skim Milk	97 (65%)	53 (35%)
7	Ghee	147(98%)	3 (2%)
8	Hemp milk	45 (30%)	105 (70%)
9	Oat Milk	87 (58%)	63 (42%)
10	Coconut Milk	74 (49%)	76 (51%)
11	Cow's Milk	126 (84%)	24 (16%)
	Average	1252(76%)	398(51%)

Source: Primary Data

From the above table it could be noted that 98% of respondents bought ghee, followed by 92% of them buying curd, 93% of them buying cheese, 88% of them buying butter, 84% of respondents buying cow's milk, 82% of respondents buying rose milk, 77% of respondents buying paneer, 65% of respondents buying skim milk, 58% of respondents buying oat milk, 49% of respondents buying coconut milk, and 30% of respondents buying hemp milk.

ANOVA -Age Group and Sources of Information

The goal of the analysis of variance test was to examine whether respondents' perceptions and intentions to purchase eco-friendly organic dairy milk products varies based on their age group and data sources.

H₀: There is no significant difference between age groups and sources of information.

H_a: There is a significant difference between age groups and sources of information.

Result of ANOVA analysis for age group and sources of information**Table 2**

Sources of Information	Age Group in years				F value	P value
	Below 20	20-35	35-50	Above 50		
Personal Sources	10.50 (2.12)	6.93 (2.26)	8.13 (1.68)	7.80 (0.941)	5.895	.001**
Commercial Sources	9.00 (1.41)	7.03 (2.08)	8.22 (2.10)	7.13 (1.60)	4.261	.006**
Public Sources	10.50 (2.12)	6.93 (2.26)	8.13 (1.68)	7.80 (0.941)	5.895	.001**
Overall Sources	30.00 (2.83)	20.89 (6.09)	24.48 (4.72)	22.73 (2.71)	6.368	<.000**

Source: Derived

P value is less than 0.01, hence H₀ is rejected at the 1% level for overall sources (.001-6.368), for commercial sources (.006-4.261), for public sources (.001-5.895), and for individual

sources (.001-5.895). There appear to be substantial disparities between age groups in terms of personal, business, public, and overall sources.

ANOVA – Demographic factors and Level of satisfaction

H₀: There is no significant difference between demographic factors and level of satisfaction.

H_a: There is significant difference between demographic factors and level of satisfaction

Result of ANOVA analysis for demographic factors and level of satisfaction

Table 3

Level of satisfaction		Sum of Squares	df	Mean Square	F	Sig.
Educational Status	Between Groups	21.654	29	.747	2.673	.000**
	Within Groups	33.520	120	.279		
	Total	55.173	149			
Occupational Status	Between Groups	66.043	29	2.277	2.950	.000**
	Within Groups	92.650	120	.772		
	Total	158.693	149			
Nature of family	Between Groups	16.261	29	.561	3.573	.000**
	Within Groups	18.832	120	.157		
	Total	35.093	149			
Size of the family	Between Groups	11.757	29	.405	2.768	.000**
	Within Groups	17.577	120	.146		
	Total	29.333	149			

Source: Derived

Since P value is less than 0.01, H₀ is rejected **at 1% level** with regards to educational status (.000 < 2.673), occupational status (.000 < 2.950), nature of family (.000 < 3.573), and size of the family (.000 < 2.768). Hence there is a significant difference between the level of satisfaction with regard to the educational status, occupational status, nature of family and size of the family.

Independent Samples 't' Test - Gender Classification and Reasons to Purchase the Eco-friendly organic Dairy Products

H₀: There is no significant difference between gender classification and reasons to purchase the eco-friendly organic dairy milk products

H_a: There is significant difference between gender classification and reasons to purchase the eco-friendly organic dairy milk products

Result of Independent Samples 't' Test for Gender Classification and Reasons to Purchase the Eco-friendly organic Dairy Milk Products

Table 4

't' test							
Reasons	Gender	N	Mean	Std. Deviation	t Value	Df	P Value
To avoid chemical contamination of milk and dairy products	Male	87	2.8506	.38966	1.381	148	<.006**
	Female	63	2.7460	.53786	1.313	106.945	
High quality eco-friendly organic raw milk is loaded with healthy bacteria that is good for digestive system	Male	87	2.8161	.41843	1.477	148	<.004**
	Female	63	2.6984	.55750	1.412	109.736	
To enjoy good taste, quality, nutrition and flavor	Male	87	2.7816	.51547	1.851	148	<.011*
	Female	63	2.6190	.55150	1.831	128.253	
To avoid the presence of GMO (genetically modified organisms)	Male	87	2.7356	.44355	1.098	148	<.002**
	Female	63	2.6349	.67922	1.029	99.373	
To maintain the quality, freshness, odor and taste of the dairy products.	Male	87	2.6437	.52776	-1.738	148	<.010*
	Female	63	2.7937	.51302	-1.746	135.901	
Eco-friendly organic milk can	Male	87	2.7241	.49859	1.443	148	<.003**

help avoid risk of cardiovascular disease, cancer, depression, rheumatoid arthritis and diabetes like health problems associated with modern lifestyle	Female	63	2.5873	.66320	1.380	109.869	
Eco-friendly organic dairy products is known to provide nutrients to children that will help them to build stronger bones and muscles.	Male	87	2.6552	.50180	1.583	148	<.000**
	Female	63	2.4921	.75931	1.486	100.193	
Eco-friendly organic milk has a higher nutritional content, and even more healthy omega-3 fatty acids, and more disease-fighting antioxidants than non-eco-friendly organic milk.	Male	87	2.7011	.50842	1.190	148	<.009**
	Female	63	2.5873	.66320	1.141	111.448	
Eco-friendly organic dairy milk products helps to get the nutritional benefits of milk without exposing your family to chemical contaminants	Male	87	2.8506	.35857	2.222	148	<.000**
	Female	63	2.6667	.64758	2.039	89.410	
Eco-friendly organic dairy milk products helps to get the Omega-3 Fatty Acids	Male	87	2.8621	.34683	1.695	148	<.000**
	Female	63	2.7302	.60124	1.563	91.643	

Source: Derived

The findings of an independent sample 't' test based on the gender distribution of respondents and the motives given by sample respondents for purchasing eco-friendly organic dairy milk products were shown in the above table. Since the 'p' values of the reasons to purchase the eco-friendly organic dairy milk products namely Eco-friendly organic dairy products is known to provide nutrients to children that will help them to build stronger bones and

muscles, Eco-friendly organic dairy milk products helps to get the nutritional benefits of milk without exposing your family to chemical contaminants, Eco-friendly organic dairy milk products helps to get the Omega-3 Fatty Acids, To avoid the presence of GMO, Eco-friendly organic milk can help avoid risk of cardiovascular disease, cancer, depression, rheumatoid arthritis and diabetes like health problems associated with modern lifestyle, High quality eco-friendly organic raw milk is loaded with healthy bacteria that is good for digestive system, To avoid chemical contamination of milk and dairy products and Eco-friendly organic milk has a higher nutritional content, even more healthy omega-3 fatty acids, and more disease-fighting antioxidants than non-eco-friendly organic milk and to maintain the quality, freshness, odor, and taste of the dairy products are less than 0.01, the null hypothesis is rejected at 1 percent significant level and therefore it may be concluded that there is a significant difference between the different gender of respondents in respect of their purchasing behavior towards the eco-friendly organic dairy milk products.

Since 'p' value of reasons to purchase the eco-friendly organic dairy milk product namely to enjoy good taste, quality, nutrition and flavor are less than 0.05, the null hypothesis is rejected at 5 percent significant level and therefore it may be concluded that there is a significant difference between the different gender of respondents in respect of their purchasing behavior towards the eco-friendly organic dairy milk products.

Findings of the study

- The result of ANOVA shows that there is a significant relationship between age groups and sources of information.
- The result of ANOVA shows that there is a significant relationship between educational status, occupational status, and nature of family, size of the family and level of satisfaction.
- The result of the independent 't' test shows that there is a significant difference between gender classification of the respondents and reasons to purchase the eco-friendly organic dairy milk products by the sample respondents.

Suggestions

- No matter how educated or uneducated they are, all consumers want to know more about eco-friendly organic dairy milk products. The business may boost its marketing initiatives, which help consumers recognize their brand, drive sales, and create a positive perception of eco-friendly organic dairy milk goods.
- Increasing awareness among consumers about the health benefits of eco-friendly organic milk and the increased purchasing power of new generation has increased the prospects of eco-friendly organic dairy production.

Conclusion

This article intends to unveil the consumer's perception towards the purchase of eco-friendly organic dairy milk products in Tirunelveli district .However, the data indicates that consumers purchase eco-friendly organic dairy due to its superior flavor and quality. The respondents are highly satisfied with the nutritious health benefits of eco-friendly organic dairy milk products. It is significant to note that consumers of eco-friendly organic dairy milk place a higher value on taste than on price. They are very aware of their requirements and desires; therefore they research things and compare their prices, qualities, tastes, and other attributes.

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