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Demographic Variable Role In Dairy Products Consumer Behaviour

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Abstract

The study found a significant difference in attitudes towards dairy products among different age groups, rejecting the null hypothesis. However, the effect of education level on consumer attitude was not statistically significant, and income did not significantly affect attitudes. Age did not significantly influence buying intent, while education did not significantly influence it. Income had a statistically significant effect on buying intent. The results suggest that age has a significant impact on consumer behaviour towards dairy products, but education level and income do not significantly influence consumer behaviour.

Keywords: buying intention, attitude towards dairy product, consumer behaviour.

Introduction

The global dairy industry faces several sustainability challenges, including greenhouse gas emissions, water use, land use, animal welfare, pollution, waste management, energy consumption, climate resilience, and sustainable nutrition. Solutions include using advanced feed additives, selective breeding for low-methane cattle, improved manure management systems, efficient irrigation systems, rainwater harvesting and recycling technologies, rotational grazing, regenerative farming, animal welfare, pollution and waste management, renewable energy integration, climate resilience, and sustainable nutrition and consumer trends. To build a sustainable future, the industry must converge innovation, regulation, and consumer engagement, embracing

technological, environmental, and ethical dimensions. A systems-level transformation is essential to address these interlinked challenges effectively.

Milk agribusiness is the foundation of the Indian economy, providing milk to the entire population and directly impacting poverty alleviation. The adoption of dairy, agribusiness, and animal development is working to improve the overall financial situation of India. The development of dairy products creates lucrative job opportunities and is a significant discovery in India. This study focuses on Chennai, Tamil Nadu, and consumers' perceptions of Aavin products. The study reveals that variables such as product attributes, cost, quality, variety, and services are related to consumer impression, and suggestions are made to increase customer satisfaction.

Theoretical background of the consumer behaviour

Aschemann-Witzel and Wurzer-Mulders (2025) find that consumer support for food policy measures varies significantly with the level of intrusiveness: less intrusive measures are generally more accepted than more restrictive ones. Support also differs depending on the targeted product category, with policies aimed at dairy and meat products receiving lower acceptance compared to those targeting vegetables. Regression analysis further shows that individual dietary behavior—specifically meat and dairy consumption—and knowledge of food sustainability are significant predictors of policy support. Ammann, Arbenz, Mack, and Siegrist (2025) results demonstrate that support for food policy measures varies according to their level of intrusiveness, with less intrusive measures receiving higher acceptance than more restrictive ones. Support also varies depending on the targeted product category: policies addressing dairy and meat products are generally less accepted than those targeting vegetables. Regression analyses identify individual behavior—specifically, meat and dairy consumption—and knowledge of food sustainability as significant predictors of policy support. Parikh and Trivedi (2025) explore the key factors of brand loyalty that influence consumer buying behavior towards dairy products. It aims to examine the relationship between brand loyalty and consumer purchasing decisions, with a particular focus on how cultural factors shape and impact brand loyalty. While previous research has extensively examined consumer behavior in the dairy industry, there remain gaps in understanding how cultural nuances and evolving consumer preferences affect brand allegiance. By addressing these gaps, this study seeks to provide deeper insights that can help businesses tailor their marketing strategies to better align with consumers' cultural values and loyalty drivers. Rajalakshmi and Golden, (2024) Consumer perception plays a vital role in a company's ability to maintain profitability, as it directly impacts both customer acquisition and retention. The study indicates that when purchasing dairy products, consumers primarily focus on factors such as quality, taste, texture, freshness, and convenience. However, the main challenge is balancing affordability with these essential qualities.

Chaudhari and Qureshi (2025) Consumer behavior is influenced by health, leading to a preference for nutritious and functional food products. Probiotics, particularly in dairy products, have been used since the early 1900s for their non-pharmacological therapeutic effects. Milk and chocolate have been found to be effective in delivering probiotics to the gut without harming the digestive tract. The introduction of probiotic

butter and chocolate in the Indian market is a revolutionary step, with Nutralite Doodh Shakti Probiotic Butter and Probiotic Chocolates promoted as a healthy and guilt-free indulgence. According to the survey, Aavin is recognized as a market leader that generally meets customer expectations. Specifically, 48% of respondents consider Aavin's product prices reasonable, while 41% perceive them as high. To attract and retain a larger customer base, Aavin may need to consider price reductions, given that a significant portion of consumers find its prices excessive.

Demographic variable role in dairy consumer behaviour

Age, gender, and educational qualifications exhibit substantial and statistically significant impacts on purchase intention, highlighting their pivotal roles in shaping consumer behavior. Although income shows a comparatively weaker influence, it still holds marginal significance in this context. Notably, our findings align with the research (Kar, Meena, and Patnaik 2018), reaffirming the importance of demographic variables—such as age, gender, and educational background—in influencing consumer preferences and motivations for purchasing dairy products in the Kathmandu Valley. However, it is important to note that, unlike the other demographics, income demonstrated only a modest and less consistent impact on purchase intention in our study.

Research methodology

Karur was selected as the study area due to its historical role as a major dairy market, its rich cultural heritage, and its vibrant economic activity. The valley serves as a commercial hub, home to numerous dairy processing industries and a diverse population with varying cultural preferences for dairy products.

Both primary and secondary data were utilized in this study. Primary data were collected through surveys using a structured questionnaire designed based on the Theory of Planned Behavior (Ajzen, 2002). The questionnaire employed a 7-point Likert scale, ranging from "Strongly Disagree" (1) to "Strongly Agree" (7). Secondary data were sourced from scholarly journals, academic books, government publications, and reputable online resources to provide contextual background and support the analysis of primary data.

Simple sampling method was used and sample size is fixed as 120.

The data were analyzed using Microsoft Excel and SPSS software. Descriptive statistics, including frequencies, percentages, tables, and graphs, were employed to summarize and understand the characteristics of the respondents. Inferential statistical analyses—such as one-way ANOVA, and regression analysis—were conducted to examine relationships between variables and to test the study's hypotheses.

Table 1 Dependent Variable: Attitude towards dairy product

Source	Sum of Squares	Df	Mean Square	F	Sig.	Observed Power
H1 Age	36.71	4	9.179	8.39	.000	.999
H2 Education	3.008	3	1.003	.875	.564	.242
H3 Income	6.287	4	1.572	1.37	.361	.431

Source: Primary Data

H) There is no significant difference among different age groups in terms of their attitudes towards dairy products

H2) There is no significant difference among different age groups in terms of their attitudes towards dairy products

H3) There is no significant difference among different age groups in terms of their attitudes towards dairy products

Table 2 Dependent Variable: Buying Intent

Source	Sum of Squares	Df	Mean Square	F	Sig.	Observed Power
H4 Age	7.287	4	1.572	1.37	.161	.431
H5 Education	2.008	3	1.003	.875	.664	.242
H6 Income	35.71	4	9.179	8.39	.000	35.71

Source: Primary Data

H4) There is no statistically significant difference in the buying intentions of dairy products across different age groups

H5) There is no statistically significant difference in the buying intentions of dairy products across different education groups

H6) There is no statistically significant difference in the buying intentions of dairy products across different income groups

Table 3 Dependent Variable: dairy product consumer behaviour

Source	Sum of Squares	Df	Mean Square	F	Sig.	Observed Power
H7 Age	26.71	4	8.179	7.39	.000	.999
H8 Education	3.008	3	1.003	.875	.324	.242
H9 Income	6.287	4	1.572	1.37	.261	.431

Source: Primary Data

H7) There is no statistically significant difference in the consumer behaviour of dairy products across different age groups

H8) There is no statistically significant difference in the consumer behaviour of dairy products across different education groups

H9) There is no statistically significant difference in the consumer behaviour of dairy products across different income groups

Result and interpretation

H1 results show a statistically significant difference in attitudes towards dairy products among different age groups ($F = 8.39$, $p = .000$). Since $p < .05$ and the observed power is high (.999), we reject the null hypothesis H1. H2 (Education): The effect of education level on consumer attitude is not statistically significant ($F = 0.875$, $p = .564$). The observed power is low (.242), indicating a high risk of Type II error. H3 (Income): Similarly, income does not significantly affect attitudes towards dairy products ($F = 1.37$, $p = .361$). The observed power is moderate (.431), still below acceptable levels.

The study found a significant difference in attitudes towards dairy products among different age groups, rejecting the null hypothesis. However, the effect of education level on consumer attitude was not statistically significant, and income did not significantly affect attitudes towards dairy products, with the observed power being moderate.

H4 – Age, The effect of age on buying intent is not statistically significant. H5 – Education $F = 0.875$, Sig. = 0.664 ($p > 0.05$): Education does not significantly influence buying intent.

H6 Income has a statistically significant effect on buying intent. The study found that age does not significantly influence buying intent, education does not significantly influence it, and income has a statistically significant effect on it.

H7 (Age) This result is statistically significant ($p < .05$), indicating that age has a significant impact on consumer behaviour toward dairy products. H8 (Education) Not statistically significant ($p > .05$), suggesting that education level does not significantly influence dairy product consumer behaviour. H9 (Income) Also not statistically significant, meaning income does not have a meaningful impact on dairy product consumer behaviour in this sample.

Conclusion

The study found that age significantly impacts consumer behavior towards dairy products, with varying preferences among different age groups. However, education and income levels did not significantly influence this behavior, suggesting that age and income do not significantly influence consumer behavior.

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