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A STUDY ON CONSUMER BUYING BEHAVIOUR OF DAIRY PRODUCT WITH SPECIAL REFERENCE TO CHIKHLI TALUKA

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Abstract: This articles examines the consumer buying behaviour towards dairy products with special references to Chikhli taluka. Consumer Buying Behaviour means to understand and predict buying behaviour of consumer in the market place. Study is based on both primary and secondary data. Primary data has been collected through well-structured questionnaire. Convince sampling method was used for data collection and 100 respondent were. The most of the respondent were mostly influenced by packaging of the product, freshness was the reason for using non-branded dairy product, Local shops were mostly preferred, 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.

Keywords: Consumer Buying Behaviour, Dairy Products, Brand

I. INTRODUCTION

Consumer Buying Behaviour means to understand and predict buying behaviour of consumer in the market place. It not only help with what consumer buy but also with why they buy, when they buy, from where they buy, how often they buy, how often they use, how they dispose and etc.

Consumer makes buying decision every day and many people don't even know the factors which derive them to this decision. Usually the factors affecting consumer buying behaviour include psychological, social, and cultural and buying the new home cleaning service involves consumers' research for the best option available and it might take various factors in account in its decision-making process. (N Ramya and Dr. SA Mohamed Alif 2018)

Milk is a vital for human growth and development, body maintenance and protection from diseases. Cow milk generally contains between 3 and 4 g of fat/100 g, although values as high as 5.5 g/100 g have been reported in raw milk. Dairy is a vital part of the global food system, providing economic, nutritional and social benefits to a large proportion of the world's population. With up to one billion people living on dairy farms, dairying plays a major role within the economics of numerous communities, regions and countries across the globe. Dairy and dairy products provide livelihood to millions of homes in Indian villages. They supply the quality of milk and milk products to people of both urban and rural areas. Dairying has become an essential secondary source of income for millions of rural families. It enhanced socio-economic development during the 21st Century is throwing up challenging issues like food security, food safety, quality and their linkages with the national and international markets as the demand for food is increasing. (Ahila. D and Dr. C. Boopathi 2015)

II.Objective of the Study

- To study consumer buying behaviour of dairy product
- To identify the factors influencing consumer to buy branded dairy product
- To identify the reason for not using branded dairy product

III.Literature Review

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 Amul products 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 Tamil Nadu. 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 respondents are satisfied with quality of Aavin products.

Mrs. Sonali Dhawan(2016) has studied on Consumer Behaviour towards Various Branded and Non-Branded Milk with Special Reference to Jabalpur District in Madhya Pradesh. The study found that In Madhya Pradesh, the consumption of unbranded milk is popular 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 with special 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 for he purchase of the particular brand.

IV.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 behaviour. Convince sampling method was used for data collection. 100 respondent were selected from Chikhli taluka (Alipore, Chikhli, Degam, Barolia and Chasa).The data collected were analysed with the help of SPSS. Simple percentage and multiple responses method was used for analysing data.

V.Analysis and Interpretation

1: Age of the respondents

(Table No.1)

	Frequency	Percentage
Less than 20	8	8%
20-30	44	44%
31-40	26	26%
41-50	12	12%
More than 50	10	10%
Total	100	100

Interpretation:

The age wise classification of the 100 respondents, 8% of the respondent belongs to the age group of less than 20, 44% of the respondent are between age group of 20 and 30, 26% of the respondent are between age group of 31 and 40, 12% of the respondent are between age group of 41 and 50 and 10% of the respondent belongs to the age group of more than 50.

2: Gender of the respondents

(Table No.2)

	Frequency	Percentage
Male	72	72%
Female	28	28%
Total	100	100

Interpretation:

The gender wise classification of the 100 respondents, 72% of the respondents are male and 28% of the respondent are female.

3: Qualification of respondents

(Table No.3)

	Frequency	Percentage
Below undergraduate	22	22%
Undergraduate	58	58%
Graduate	20	20%
Total	100	100

Interpretation:

The qualification of the 100 respondents, 22% of the respondent are below undergraduate, 58% of the respondent are undergraduate and 20% of the respondent are graduate.

4: Occupation of respondents

(Table No. 4)

	Frequency	Percentage
Professional	14	14%
Service	8	8%
Business	20	20%
Housewife	26	26%
Student	22	22%
Farmer	10	10%
Total	100	100

Interpretation:

The occupation of the 100 respondents, 14% of the respondent are doing professional job, 8% of the respondent are doing service job, 20% of the respondent are doing business, 26% of the respondent are housewife, 22% of the respondent are student and 10% of the respondent are farmer.

5: Marital Status of respondents

(Table No. 5)

	Frequency	Percentage
Single	44	44%
Married	54	54%
Widowed	2	2%
Total	100	100

Interpretation:

The martial status of the 100 respondents, 44% of the respondent are single, 54% of the respondent are married and 2% of the respondent are widowed.

6: Family Size of respondents

(Table No. 7)

	Frequency	Percentage
Less than 2	8	8%
2-5	80	80%
More than 5	12	12%
Total	100	100

Interpretation:

The family size of the 100 respondents, 8% of the respondent are having less than 2 members in their family, 80% of the respondent are having between 2 and 5 members in their family and 12% of the respondent are having more than 5 members in their family.

7: Income of respondents

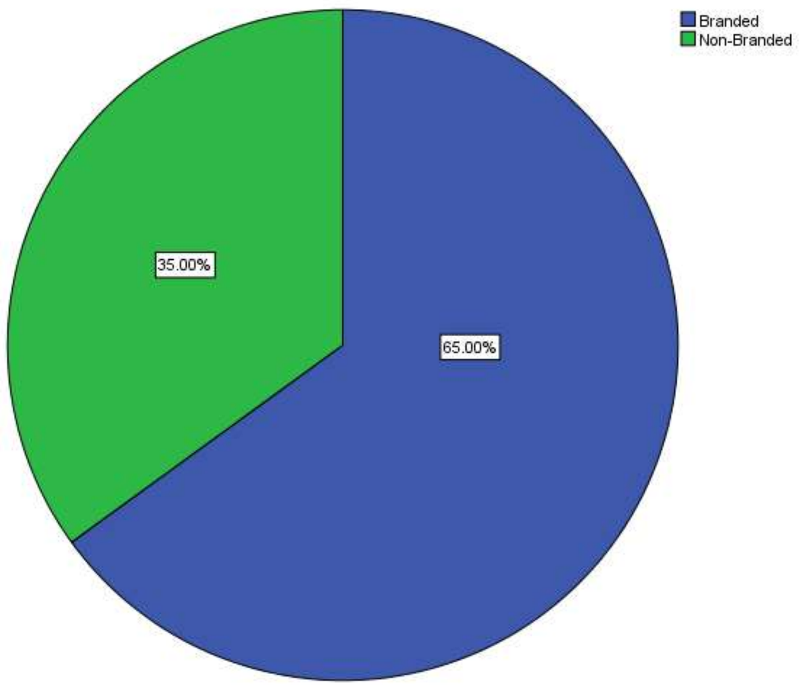
(Table No. 7)

	Frequency	Percentage
Less than 10k	52	52%
20k-30k	14	14%
30k-40k	20	20%
above 40k	14	14%
Total	100	100

Interpretation:

The income of the 100 respondents, 52% of the respondent earn less than 10k, 14% of the respondent earn between 20k and 30k, 20% of the respondent earn between 30k and 40k,14% of the respondent earn above 40k.

8: The type of dairy product users

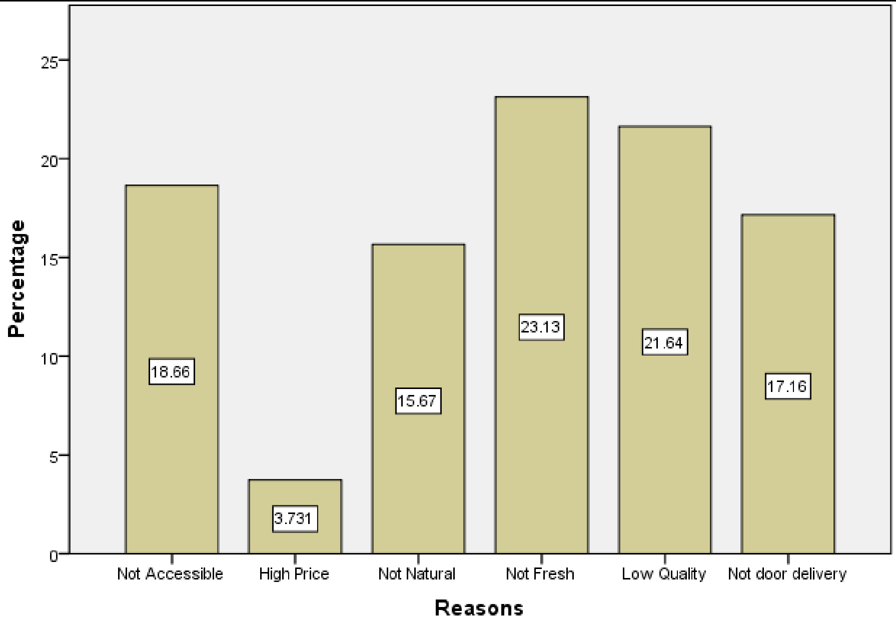


(Chart/Figure no.1)

Interpretation:

When asked to the respondents that which type of dairy product they use, almost 65% of the respondents said that they use branded dairy product. And about 35% of the respondents use non branded dairy products.

9: Reason for not using branded milk

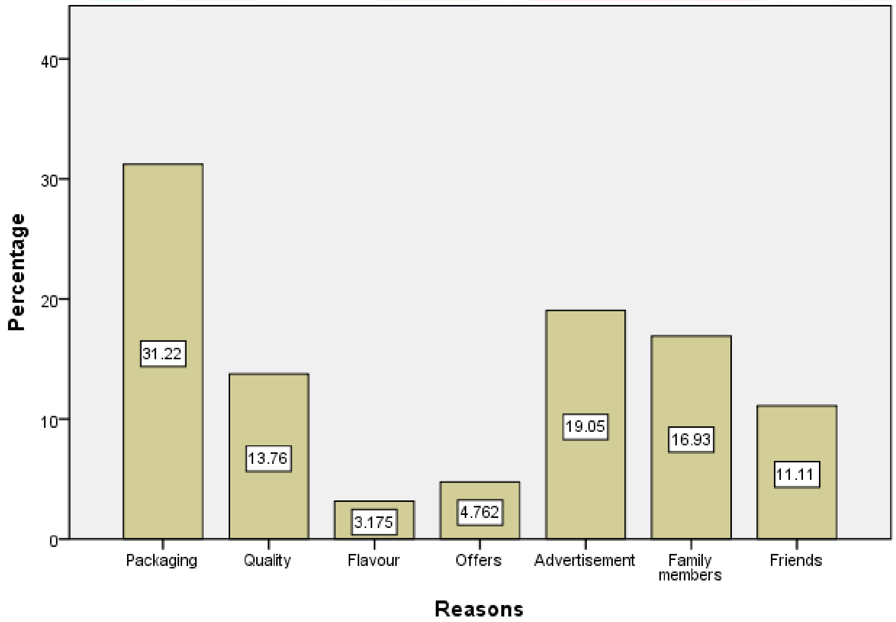


(Chart/Figure no.2)

Interpretation:

When asked about reason for not using the branded milk, 18.66% of the respondents said that it is not accessible, 3.731% of the respondents said that it is high priced, 15.67% of the respondents said that it is not natural, 23.13% of the respondents said that it is not fresh, 21.64% of the respondents said that it is low quality and 17.16% of the respondents said that it is not delivered to door steps.

10: Motivating factors for using branded milk

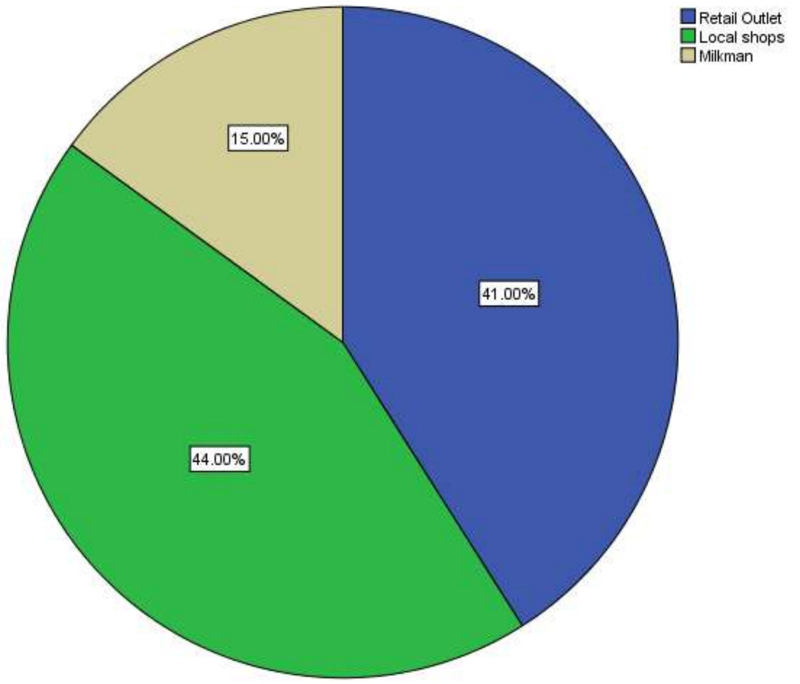


(Chart/Figure no.3)

Interpretation:

When asked about the motivating factor for using the branded milk, 31.22% of the respondents said that packaging was the motivating factor, 13.76% of the respondents said that quality was the motivating factor, 3.175% of the respondents said that flavour was the motivating factor, 4.762% of the respondents said that offers were the motivating factor, 19.05% of the respondents said that advertisement was the motivating factor, 16.93% of the respondents said that family member were the motivating factor, and 11.11% of the respondents said that friends were the motivating factor.

11: Where to respondents usually buy dairy products?

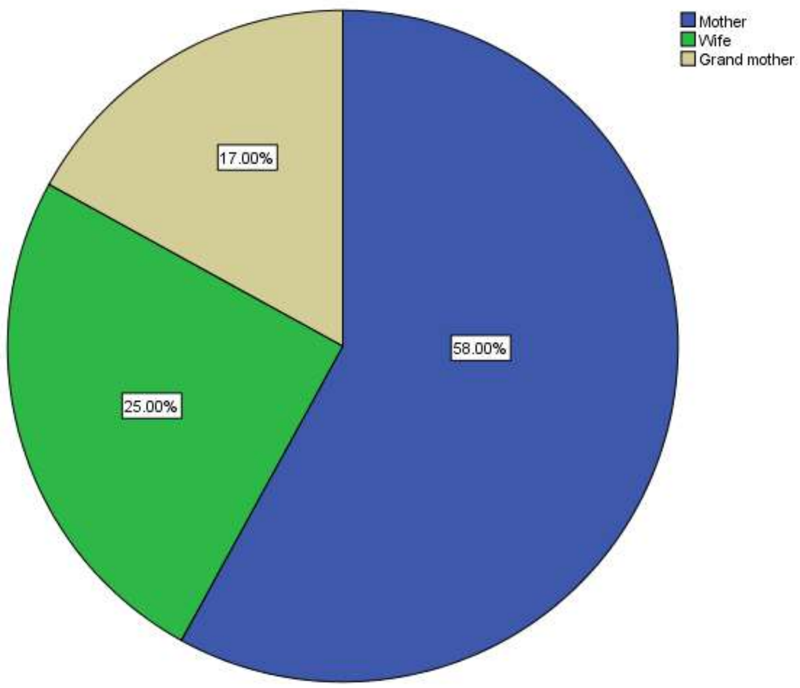


(Chart/Figure no.4)

Interpretation:

When asked to the respondents that from where they usually buy dairy product, 41% of the respondents said that they buy it from retail outlet, 44% of the respondents said that they but it from local shops and 15% of the respondents said that they buy it from milkman.

12: Who make the decisions to buy dairy products?

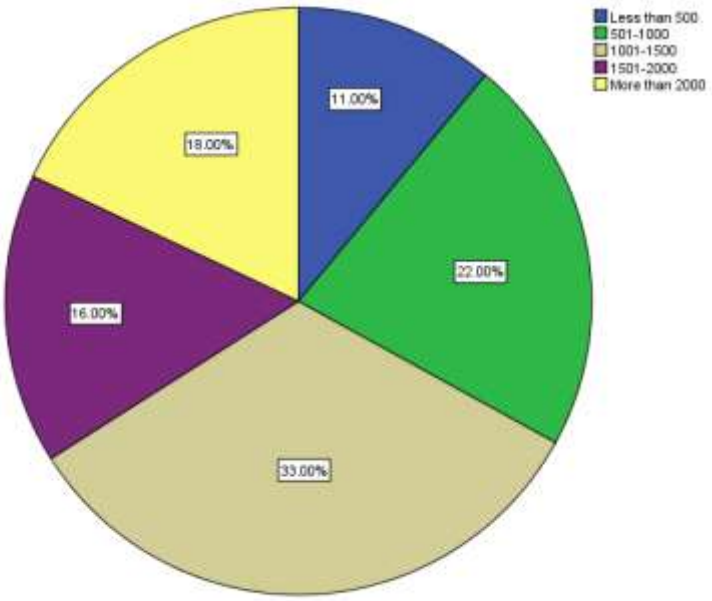


(Chart/Figure no.5)

Interpretation:

When asked to the respondents that who make the decisions to buy dairy product, 58% of the respondents said that mother is the decision maker, 25% of the respondents said that wife is the decision maker and 17% of the respondents said that grandmother is the decision maker.

13: How much respondents spend on dairy products per month?



(Chart/Figure no.6)

Interpretation:

When asked to the respondents that how much do they spend on dairy products per month, 11% of the respondents said that they spend less than 500, 22% of the respondents said that they spend between 501 and 1000, 33% of the respondents said that they spend between 1001 and 1500, 16% of the respondents said that they spend between 1501 and 2000 and 18% of the respondents said that they spend more than 2000.

VI.FINDINGS

- Majority of respondents (44%) were between the age of 20 and 30.
- 72% of the respondents are male and 28% of the respondent are female.
- Majority of respondents (26%) were housewife.
- Majority of respondents (54%) are married.
- Majority (50 percent) of the respondents falls under family size of 2-5 members categories.
- Majority of respondents (52%) earn less than 10 thousand.
- (65%) of the respondents said that they use branded dairy product and 35% of the respondents use non branded dairy products.
- Majority of the respondents (23.13%) said that they don’t use branded milk because it is not fresh.
- Majority of the respondents (31.22%) said that packaging was the motivating factor for the purchase of branded milk.
- Majority of the respondents (44%) prefer local shops for purchasing of dairy product.
- Majority of the respondents (58%) said that decision of purchasing dairy product was made by mother.
- Majority of the respondents (33%) of the respondents said that they spend between 1001 and 1500 per month on dairy product

VII.CONCLUSION

As per the study done towards the dairy product in chikhli taluka 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.

VIII.REFERENCES

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