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## Consumer Behaviour Towards Karimnagar Dairy

Field Based Study in Karimnagar District, Telangana, India.

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### ABSTRACT

The fundamental point of this study is to look at the customers' way of behaving towards milk utilization. The particular targets are to know the ordinary wellspring of milk, nature of milk items, fulfillment of customers and their cost; installment framework, per capita utilization of milk and to give suggestions to dairy and investigates the best limited time direct of buyer in the milk business. All the promoting processes begins with the buyer and thus the shopper is a big cheese to a market. To turn into a fruitful advertiser, one should know the preferring or loathing of the clients.

This Literature survey shows that the makers produce and the venders sell anything the customer likes. In this sense, "customer is the preeminent on the lookout". Here buyers assume an exceptionally imperative part in the nearby, public or global economy. For this review, organized survey was directed on likert scale and quantities of respondents were 150 shoppers from Karimnagar dairy, Telangana. Replies of surveys were arranged and rates of these were taken for examination. It is reasoned that greater part of the customers are buying milk from shops, commission organizations. Customers are happy with cost, quality, and the vast majority of the buyers pay through electronic mode and via card. Electronic media is assuming huge part to adverting dairy items. It is recommended that for more business quality, costs and administrations be improved to contend with different makers and milk dairies.

### INTRODUCTION

The marketing process begins with the buyer and shopper is a big cheese to a market. In this world everybody is a client. All clients are purchasers and all purchasers are not clients. Who are the clients and how they act while buying a specific item is vital for advertisers. Shopper conduct alludes to the purchasing conduct of the last customers - people and families who purchase labor and products for individual utilization (Howard 1989; Loudon and Bitta 1991).

Human need an alternate kinds of labor and products. Shopper chooses what to buy, for whom to buy, for what reason to buy, from where to buy, and the amount to buy. To turn into a fruitful advertiser, he should know the preferring or detesting of the clients. He should likewise know the time and the amount of labor and products, a customer might buy, so he might store the merchandise or offer the types of assistance as per the likings of the purchasers (Cardiff, Still and Govani 1985). The makers produce and the venders sell anything that the shopper likes. In this sense, "purchaser is the preeminent on the lookout". The choice make on utilization would influence the interest for the fundamental natural substances, for the transportation, for the banking, for the creation; they impact the work of laborers and sending of assets and outcome of certain ventures and disappointments of others (Kotler1991). Subsequently advertiser should grasp this. India is the biggest maker of milk on the planet, however regarding per capita accessibility (gm/day), its creation is low, contrasted with other created nations. Milk is a fundamental ware expected consistently, and serves the purchasers as straightforwardly as different item and for various modern items, for example in the planning of food and sweet things.

Walter says that purchaser conduct is the interaction where by people choose what, when, where, how and from whom to buy labor and products. Purchaser conduct is affected unequivocally by social, social, individual and mental variables. Social elements incorporate the arrangement of essential qualities, discernments, needs and conduct advanced by a citizen from family and other significant establishments (Kotler1991). The social elements incorporate client's family, little gathering, social jobs and status. The individual qualities, for example, purchaser's age, life cycle stage, occupation, financial to situation and way of life impact a purchaser's choice (Howard 1989; Loudon and Bitta 1991).

### **Significance of the Study**

Presently a days Fast Moving Consumer's Goods (FMCG) market is exceptionally cutthroat on the planet. In this opposition buyer is assuming significant part, every organization examines the customer conduct and hence get familiar with the advertising systems. The term purchaser conduct is characterized as the way of behaving that shopper shows in looking for buying, utilizing, assessing and discarding items and administrations. There are various inquiries that incorporate what they get it, when they get it, where they get it, how frequently they use it, how they assess it after the buy and the effect of such assessment on future buy and how they discard it (Engel , David and Roger1968;Singh 1989)

Quite possibly the main imperatives among the purchaser is that we utilize an assortment of items on customary premise food, clothing, shielding, moving schooling, hardware. The choices of buyers might influence the work of laborers and the organization of assets, the outcome of certain ventures and the future of other.

## **Need for the Study**

Shoppers are exceptionally complicated people, dependent upon an assortment of mental and humanistic requirements separated from their endurance needs. Necessities and needs of various customers sections vary radically. Presently a days purchasers have wide scope of transportation needs, and they take choice on the best way to spend their accessible assets like time, cash and exertion on the modes and method for transport.

## **Purview of the study:**

The extent of the current review relates to purchaser conduct towards on Karimnagar Milk Dairy in Karimnagar area of Telangana, India. The current review is under taken to inspire the assessment of buyer conduct, on the endlessly milk items utilization.

## **Objectives of the Study:**

- To know the buyer conduct towards utilization of endlessly milk items.
- To concentrate on the standard wellspring of milk of the buyer.
- To analyze the fulfillment of buyers towards Karimnagar dairy cost and nature of the milk items.
- To figure out the installment framework and per capita house utilization of milk.
- To give suggestions to the Karimnagar dairy.

## **Profile of Karimnagar Milk Dairy**

Karimnagar dairy and Farms Pvt. Ltd is a Non-govt. Organization and is situated in Karimnagar district, Telangana, India. This organization consolidated on 29-10-1992. It is a confidential unlisted organization and is delegated organization restricted by shares. Organization's approved capital at Rs. 2.5 lakhs and had 4.0% settled up capital which is Rs. 0.1lakhs.

Karimnagar Milk Dairy situated in front of the rest of the competition in Telangana state. The organization is taken part in handling of milk items, for example, frozen yogurt, spread milk, cream, curd, ghee, paneer, plain koha, lassie, basundi and rasagulla.

The Dairy administrations can be extensively classified as Financial, Marketing, Input, Consumer, government assistance administrations. What's more, the dairy likewise gives countless administrations in the milk dairy, milk items makers, milk item retailers, drives in creature farming, and so on through prepared staff. The move targets expanding milk creation in the region, and in this manner support milk makers. As well as attempted planned impregnation of milching creatures, the Karimnagar dairy has started conveying reproducing bulls in the inside towns of the locale, where dairy veterinary partners can't play out the insemination.

## **The Focus of Karimnagar Milk Dairy :**

- To give market offices, for the milk maker.
- Sensible gainful cost to the milk.
- To create quality premise milk items
- To give clean milk and its items to the metropolitan buyers.

## **Targets of the Karimnagar Milk Dairy:**

The targets of Karimnagar Dairy are:

- Acquisition of milk from the milk makers arranged inside the control of units.
- To give great market to the provincial unit makers.
- To foster monetary strength in the rustic region.
- To Supply of new and quality milk to different locale [Peddapally, Godavarikhani , Manchirial , Siddipet and Asifabad, etc..] and towns in Telangana at a sensible cost.
- To stay away from the distance and bother of customers.
- To the improvement business.
- To give quality milk items to the clients on the lookout.

## **Procurement and Sales of Milk:**

The procurement process is as follows:

- Gathering the milk from changes makers from more than 150 milk assortment focuses.
- Test the example milk to find the norm of the milk from assortment focuses.
- Sending the milk to the dairy. Then, at that point, again test the "example milk" to track down the norm of the milk.
- Subsequent to testing the milk will be put away at milk chilling unit.
- Dairy milk will be brought to showcase for dissemination.
- At, the market, the specialists (who are named by Karimnagar dairy) will convey the milk to the customers for cash.

## Data resources

To meet the targets of the review, information gathered from essential and auxiliary sources.

The essential information was gathered through a survey. An organized survey was planned and controlled among the respondents to give a fair portrayal to different qualities of the buyer viz. age gathering, occupation and pay of the purchasers. All things considered an example of 150 customers were chosen for the current concentrate in the Karimnagar locale. The determination of clients was done on helpful irregular testing procedure. No information base was gathered from specific region as such it was a general market study done on Karimnagar Dairy milk. The information was likewise been gathered through private meetings and perceptions. Gathered information was organized and changed over into rates and tables were broke down.

The optional information has been gathered from different distributed articles, diaries, organization reports, books on dairy and furthermore from the sites like: [www.indiandairy.com](http://www.indiandairy.com)

### About the Karimnagar Milk Dairy:

#### **List-1: Profile of Karimnagar Milk Dairy**

Sl. No.	Particulars	KNR Dairy
1.	Date of establishment	19 -10-1992
2.	Plant capacity liters per day	5lkhs
3.	Milk route	5
4.	No. of Mandals covered	18
5.	No. of Revenue division	3
6.	Share capital in lakhs	2.5lakhs
7.	No. of milk procurement centers	120-150
8.	No. of consumer booth centers	More than 50
9.	No. of milk producers	More than 10000

Source: Karimnagar Dairy office records.

## List-2: Types of Karimnagar Dairy Milk:

Types of Milk	% of fat	% of SNF
Toned milk	3.0	8.5
Gold milk	1.5	9.0
Skimmed milk	Not more than 0.5	8.7
Standardized milk	6.0	9.0

Source: Karimnagar Dairy office records

Note: The data of the table reveals the percentage of fat and solid not fat (snf) in each type of Karimnagar Dairy Milk.

## List-3: Quantity of Milk;

Sl. no.	Quantity of milk	Respondents	Percentage
1	½lit	30	30%
2	1lit	35	35%
3	1.1/2lit	25	25%
4	2lit	10	10%

Source: Primary data

It can be noticed from that the quantity of the milk used by the people, 30% of the customers were using ½ lit per day, 35% of the customers were using 1 liter per day; 25% of the customers are using 1.1/2 liter per day 10% of the customers are using 2liter per day.

## List-4: Monthly Purchases:

Sl. No.	Monthly purchase	Respondents	Percentage
1	Yes	88	88%
2	No	12	12%

Source: Primary data

This list uncovers the month to month part acquisition of the family. It has been seen that 88% of the clients are buying their milk month to month for the family and 12% of the clients are buying day to day for the normal utilization in the family.

**List-5: Milk Usage mode :**

Sl.NO	Mode of milk	Respondents	Percentage
1	Packed branded milk	72	72%
2	Loose raw milk	28	28%
3	If any	0	0%

Source: Primary data

This list demonstrates that the mode of the milk does the customer regularly use in the family. It has been found that 72% of the customers are using packed branded milk for their family usage and 28% of the customers are using loose raw milk for their family usage.

**List6- Brand of Milk Purchase :**

Sl. no.	Brand of milk	Respondents	Percentage
1	Karimnagar dairy milk	70	70%
2	Priya	15	15%
3	Jersey	12	12%
4	Thirumala	11	11%
5	Any other	2	2%

Source: Primary data

It is fascinating note from that the brand of the milk does the client consistently use in the family. It has been viewed that as 70% of the clients are utilizing Karimnagar dairy milk; 15% of the clients are utilizing priya milk; 12% of the clients use Jersey Milk; 11% of the clients use Thirumala milk and the other clients are buying different brands of the milk.

**List-7: Price satisfied by the customers:**

Sl. No.	Satisfaction level	Respondents	Percentage
1	Highly satisfied	25	25%
2	Satisfied	65	65%
3	Not satisfied	8	8%
4	Disappointed	2	2%

Source: Primary data

This list depicts that the satisfaction of the customers towards price of the milk. It is to be noted that 65% of the customers were satisfied with the price, 25% of the customers were highly satisfied with the price, 8% of the customers were not satisfied with the price and the rest of customers expressed that were highly disappointed with the price.

#### List-8: Source to customers:

Sl. No.	Source	Respondents	Percentage
1	News papers	38	38%
2	Television	06	6%
3	Hoarding/wall paintings	28	28%
4	Commission agent	28	28%

Source: Primary data

In answering to the inquiry regardless of whether the clients knew the brand, it viewed that as 38% of the clients said that they know about the brand through the papers, 28% of the clients said they knew through the commission specialist, and 28% said they knew through the divider banners, and most of them said through the TV.

#### List-9: Satisfied level of quality:

Sl. No.	Satisfied with quality	Respondents	Percentage
1	Yes	90	88%
2	No	10	12%

Source: Primary data

As a response, whether the customers are satisfied with the quality or not the respondents reveal that 90% of the customers are satisfied with the quality of the milk and the rest of customers are said that they are not satisfied with the quality.

#### List-10 Problems with the Leakage:

Sl. No.	leakage	Respondents	Percentage
1	very rare	70	70%
2	Often	13	13%
3	Regular	15	15%
4	If any	2	2%

Source: Primary data

At the point when we take a gander at the issue of spillages of the milk, it has been seen that as 70% of the clients said that they deal with an extremely uncommon issues in the spillage, 15% of the clients are said that they deal with an ordinary issues in the spillage, 13% of the clients uncovered that the milk spillage is a constant issue, and the other clients said they to be sure face different sorts of issues because of the milk spillage.

### List-11: Customer Preferences over the Products:

Sl. No.	Other products	Respondents	Percentage
1	Curd	60	60%
2	Buttermilk	22	22%
3	Ghee	10	10%
4	Lassie	08	8%
5	Other	0	0%

Source: Primary data

It is interesting to note that 60% of the customers said that they prefer curd, 22% of the butter milk, 10% ghee, 8% of the lassie and the rest of customers prefer others.

### List- 12: Satisfied Level With Commission Agent Service

Sl. No.	Commission agent	Respondents	Percentage
1	Highly satisfied	28	28%
2	Satisfied	63	63%
3	Not satisfied	7	7%
4	Highly not satisfied	2	2%

Source: Primary data

When we look at the customer satisfaction, it is observed that 63% of them are satisfied with the service, 28% are highly satisfied with the service, however, 7% are not satisfied with the price and the rest of customers are highly not satisfied with the service.

**List-13: Customers' Satisfaction towards Karimnagar Dairy Milk :**

Sl. No.	Criteria	Yes	No
1	Quality	90	10
2	Price	25	75
3	Availability	80	20
4	Service	70	30
5	Brand name	92	8
6	Door delivery	90	10

Source: Primary data

The clients additionally shared a portion of their perspectives to further develop item quality 90% of are happy with nature of the milk and 10% are not fulfilled. It is additionally noticed that 90% of the clients happy with entryway conveyance and 10% are not fulfilled.

**Limitations of the Study**

The current review depended on 100 examples as it were. This study was restricted to this town just and its a delegate town in Karimnagar region. The review was directed on the Karimnagar dairy milk purchasers. The perspectives on individuals are one-sided accordingly it doesn't reflect genuine picture.

**DISCOVERIES, DETERMINATIONS AND SUGGESTIONS****Discoveries**

It has been observed that most of the clients are having the 5-6 individuals in buyers' milk. It is to establish that over 55% of the clients are having kids under 12 years old. Larger part of the clients are drinking one liter of milk each day for their family use. It has been observed that more clients are utilizing the pressed marked milk and they are happy with the nature of the milk. More clients communicated that the pressed milk, cost and the quality are more significant for them to drink.

**Determinations**

Larger part of customers are buying milk from the shops. Commission organizations and clients are fulfilled by the cost of Karimnagar Dairy Milk. 90% of customers have felt far better about Karimnagar Dairy Milk. Larger part of buyers have been fulfilled by quality, accessibility, administrations and brand name. The card framework

has been liked by 74% clients of the Karimnagar Dairy Milk. Electronic media is assuming critical part to publicizing dairy milk. **Suggestions**

Clients are likewise expecting greater quality from the brand with the goal that the brand can likewise foster its deals.

Greater part of the Karimnagar Dairy clients are anticipating some additional dairy items from the organization. Consequently, the organization can concentrate and extend its business. Most of the clients are happy with the cost so it has been proposed the norm and reasonable value must be kept up with. Around 70% of the clients recommended beginning the place to checkout (POP) for simple accessibility of the item.

**Note:**

1. Karimnagar Milk Products, (MCRB&MSL) (Available at <http://www.mcrbms.org/culture.asp> retrieved on 25 September 2010).

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