"STUDY ON CONSUMER'S BUYING BEHAVIOUR TOWARDS PACKAGED MILK IN SIDDIPET DISTRICT OF TELANGANA"

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Abstract

The present study entitled "Study On Consumers Buying Behaviour On Packaged Milk In Siddipet District Of Telangana". This study delves into the buying behaviour of consumers when it comes to purchasing packaged milk in Siddipet district of Telangana. It aims to identify and analyze the various factors and influences that affect the decision-making process of consumers in choosing a particular brand of packaged milk. The study employs a mixed-methods approach, combining both qualitative and quantitative research methodologies, to gather data from a sample of consumers located in the district. The findings of the study provide insights into the various socio-economic, cultural, and demographic factors that influence consumer behaviour when it comes to packaged milk purchase. The study sheds light on the importance of product quality, pricing, brand image, and packaging design in influencing consumer purchasing decisions. These findings are significant for milk producers and marketers in developing targeted strategies to cater to the specific needs and preferences of the consumers in Siddipet district. Therefore, the study provides relevant and valuable information for individuals and organizations involved in the dairy industry in Telangana, and can be used as a basis for future research.

Introduction

In the vegetarian-dominated society of India, the significance of milk and its derivatives in people's diets cannot be overstated. The enchanting realm of the Indian milk industry encompasses an immense variety of milk-based delights, including tantalizing flavored milk, luxurious ghee and butter, creamy curd, velvety buttermilk cheese, succulent paneer, and delightful frozen yogurt. Regardless of the region, milk holds a customary place in the dietary program of Indians, for it bestows upon them a wealth of nourishment, such as calcium, proteins, vitamins, phosphorus, and more. With such valuable nutrients, milk offers a host of health benefits, including the maintenance of normal blood pressure, the fortification of bones, the provision of energy, and the mending of muscle tissues. Additionally, the dairy industry contributes a substantial 20% to the country's agricultural GDP, making it a vital component of India's economic landscape.

Not only does India embrace its role as the largest milk producer globally, but it also boasts an impressive feat of milk production. In the fiscal year 2021 alone, India churned out a staggering 188 million tons of milk, representing a remarkable 22% of the world's milk production. This remarkable accomplishment solidifies the dairy industry's paramount position within India's agro-based economy.

The captivating tale of India's milk production journey began with the inception of the milk revolution, also known as "Operation Flood," pioneered by the National Dairy Development Board (NDDB) in 1970. This visionary initiative, spearheaded by the indomitable Dr. Verghese Kurien, affectionately known as the Father of the White Revolution, transformed India from a milk-deficient nation to the unparalleled titleholder of the largest milk producer, surpassing even the United States in 1988.

Objectives

To identify consumer's buying behaviour towards packaged milk and its most preferred marketing channel in the study area.

Scope and limitations of study

Scope of study

The scope of the paragraph is focused on a specific study conducted in Gajwel city of Siddipet District, involving 300 consumers. The primary data was collected from these consumers based on their memory and experience. However, there are several limitations within this scope:

1. Limited sample size: The study is confined to only 300 consumers in a single city, which may not represent the larger population or provide a comprehensive understanding of the topic.

2. Potential bias: The information collected from consumers is based on their memory and experience, which can be subjective and prone to recall bias or individual interpretations. This may affect the accuracy and reliability of the data.

3. Superficial research: The collected information only scratches the surface of the research field, implying that the study may lack in-depth analysis and a comprehensive exploration of the topic.

4. Lack of awareness: The paragraph mentions a limitation regarding the consumers' lack of awareness about various packaged milk available in the market. This suggests that the data collected may not fully capture the complete picture of consumer preferences and behaviors related to packaged milk.

5. Respondent dishonesty: Another limitation highlighted is the possibility of dishonesty among respondents while answering the survey questions. This can introduce inaccuracies and distort the findings of the study.

Overall, the scope of the paragraph is limited to a specific geographical area and sample size, while the limitations include potential bias in data collection, limited depth of research, lack of awareness among consumers, and respondent dishonesty.

Materials and method

Selection Of District :
For the study, Siddipet was specifically chosen from the 33 districts in Telangana due to its prominent position as one of the leading producers of packaged milk in the region.

Selection Of Block :
Siddipet district is comprised of 24 blocks, and among them, the Gajwel block was purposely selected due to its substantial population.

Selection of colonies:
Within the Gajwel block, several colonies exist, and six of them were randomly selected for the study, focusing on areas with higher production of packaged milk. The colonies were selected by obtaining a complete list of villages from the Block Development Office of the chosen block, and then randomly selecting 5% of the colonies for the study. These selected colonies are listed in the table provided.

Details of Selected Block with number of consumers in each colony					
SL no	Name of the colony	Selected no of respondents in different consumption pattern			
		Small	Medium	Large	Total
1	Laxmi Prasanna	10	09	27	46
2	ABC colony	20	18	16	54
3	Airtel line	25	38	10	73
4	Reddy's	13	20	18	51
5	Vinayak Nagar	22	28	26	76
Grand total					300

Table 1 shows that there are total of 85 small, 113 Medium, 97 large numbers of consumers selected for the study in the study area .

Selection Of Respondents :

The respondents for the study were then selected from these six colonies ,employing random sampling methods to ensure unbaised representation . this approach aimed to capture a diverse range of consumers and buying behaviour patterns regarding packaged milk within a study area.

The consumers were categorized based on their daily consumption patterns into three groups:

1. Small consumer group: consuming 0 to 1 liter of milk per day.
2. Medium consumer group: consuming 1 to 3 liters of milk per day
3. Large consumer group: consuming more than 3 liters of milk per day.

Data Source and Data Types:

In this study, a mixed-methods approach was employed, utilizing both primary and secondary data sources. Qualitative data was gathered through focused group discussions, interviews with consumers, and personal interactions with relevant individuals. Additionally, secondary data was collected from existing reports, agricultural records, and government websites specifically related to Siddipet district. Personal interviews with retail agro-chemical outlets also provided valuable information.

Method of Data Analysis:

The collected raw data underwent analysis using Likert's scale method. This method assumes that attitudes possess a linear intensity that can be measured on a continuum ranging from "strongly agree" to "strongly disagree". Utilizing this approach, hypotheses pertaining to attitudes were tested and evaluated.

RESULTS AND DISCUSSION :

There are basic types of distribution channels for consumer products are:

Channel I: Producer ⟶ Retailer ⟶ End consumer

Channel II: Manufacturer ⟶ Retailer ⟶ End consumer

Channel III: Manufacturer ⟶ Wholesaler ⟶ Retailer ⟶ Consumer

Preference of consumer's buying behaviour towards different marketing channels:

Table 2 In the study area majority of farmers prefer channel I, followed by channel II, followed by channel III, respondents.

Channels	Strongly disagree (1)	Disagree (2)	Moderate (3)	Agree (4)	Strongly agree (5)	Cumulative score	Rank
Channel I	11	2	20	25	103	679	I
Channel II	06	4	17	15	114	689	II
Channel III	5	7	10	23	95	616	III

Ultimately, the "most preferred" marketing channel for packaged milk will depend on various factors, including target audience preferences, market trends, convenience, product availability, and the goals and resources of milk producers and retailers. It is crucial for businesses to assess their target market and tailor their marketing strategies to effectively reach and engage their desired consumer base.

Consumer Buying Behaviour Towards Milk :

S.no	Parameters	1	2	3	4	5	Cumulative score	Rank
1	Advertisement	50	102	64	51	33	815	VI
2	Ease of availability	8	8	27	106	151	1284	II
3	Local product	18	51	123	68	40	965	IV
4	Brand image	22	70	85	74	49	958	V
5	Availability	1	2	23	53	58	1391	I

Under the Product parameter, factors such as effectiveness, Quality, Brand Image ,were analyzed. The Price parameter included consideration of value for money and discounts, while the Place parameter looked at Availability. The Promotion parameter took into account Promotional Strategies. & finally Purchase.

Conclusion:

In conclusion, studying consumer buying behavior on packaged milk in Siddipet provides valuable insights specific to this region. Siddipet district in Telangana is recognized as one of the largest producers of packaged milk in the state. The selection of Siddipet as the study area was purposeful, taking into account its significance in packaged milk production.The Gajwel block within Siddipet district was purposively selected due to its substantial population, making it a representative sample for understanding consumer buying behavior. Within the Gajwel block, six colonies were randomly chosen for the study, focusing on areas where packaged milk production is more prominent.

The findings from this study in Siddipet can help in understanding the preferences, attitudes, and factors influencing consumer buying behaviour regarding packaged milk in this specific region. This information can be beneficial for milk producers, retailers, and marketers operating in Siddipet, enabling them to tailor their marketing strategies, product offerings, and distribution channels to better meet the needs and preferences of consumers in this area.

By understanding the consumers' buying behaviour on packaged milk in Siddipet, businesses can make informed decisions to effectively promote their products, improve customer satisfaction, and potentially increase market share in this specific region.

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