

## Perception Of Consumers Towards Dairy Products In Guntur District

Kiran Koduru\* , Dr. T Sree Krishna\*\*

1. *Research Scholar Department of Commerce & Business Administration, Acharya Nagarjuna University, Nagarjuna Nagar, Guntur, Andhra Pradesh – 522510.*

2. *M.B.A.,M.Phil.,Ph.D. Associate Professor Department of Management Sciences, R.V.R & J.C College of Engineering,Chowdavaram, Guntur,Andhra Pradesh – 522019.*

---

### ABSTRACT

India is the world's largest producer in terms of dairy products and its contribution was close to 149.28 million tones of milk. This research paper examines the perception of consumers towards dairy products in the selected Guntur district of Andhra Pradesh. The present study examines the factors of consumer preference towards dairy products in the study area and it analyzes the impact of identified socio-economic factors on consumer brand preference towards dairy products. The study further analyzes the impact of identified socio-economic factors on the perception score of the respondents satisfaction level towards various dairy products. The present research study admits descriptive research design and both primary and secondary data will be utilized for the study. Primary data was collected with the help of interview schedule and secondary data was collected from various publication sources. Selective Random sampling technique was applied in order to identify the sampling respondents for the study. The sample size selected for the study was 160. The Dairy product brands identified for the study were Vijaya Dairy, heritage Dairy, Sangam Dairy and Dodla Dairy products. The responses from the respondents were recorded on the 5-point Likert scale. The data analysis was conducted by the application of statistical tools like frequency, percentage, mean, standard deviation, Chi-square test and Kruskal Wallis test. The study concludes that there exists a significant difference between the age of the respondents and there exists no significant relationship between the monthly income of the respondents and their satisfaction level towards various dairy products.

**Key Words:** Consumer perception, Dairy Products, Brand Preference.Satisfaction level.

### INTRODUCTION:

India is the second largest producer of food products and it possess the potential to supply large consumables under the context of agricultural sector. In the coming next 10 years the total production of food products in India may double and there exists large opportunities for major investments in food processing technologies, equipment and skills with special reference to food and dairy processing, vegetables and fruits followed by milk based byproducts. India is said to be the country with highest milk producers in the world. The estimated milk production in India is said to be 110 MT. The dairy industry contributes a major portion to the Indian economy in terms of employment generation and poverty alleviation.

The dairy industry comprising various dairy products contributes to the national income and majority of the work force indulged in agricultural stretches to 62 percent. The dairy products are considered to be the integral component so food from good olden days. The white revolution (milk production) had attain the massiv success with the support of

millions of small scale producers. The national statistics on Indian dairy industry quotes that 50 percent of the milk production in India is being carried out by 72 million dairy farmers. Milk and byproducts of milk are said to be the prime components of food industry in India. The milk consumption is having its deep foundations in terms of Indian traditions with respect to festivals, religious rituals and events of auspicious natures.

Indian dairy industry is supported by dairy animals which have a remarkable and substantial contribution to the food security for house holds by providing both and auxiliary income , nutritional food values, qualitative food concepts, fertilizer component particularly among the Indian Rural households. With the advent of innovative and advanced technology in India, the milk production has risen to a greater extent in terms of milk production per day.

## **REVIEW OF LITERATURE**

C. Gnana Desigan, (2004) had concluded in his study that the demand for milk products in rural areas was higher than the urban area and the consumption patterns of milk and other dairy products are found to be increasing with the rise in income levels.

E. Sulaiman and Vijaya Chandran Pillai, (2006), in their study had observed that the consumer preference towards dairy products were based upon quality, flavor and taste of the respective products and the packing sizes are positively related to the income levels of the consumer families.

Lu Wang, JoAnn E, Manson, Julie E. Burling, I-Min Lee and Howard D. Sesso, (2008). in their study on dietary intake of dairy products had observed that milk products will supplement the need for vitamin C and D more particularly among the middle aged and older women. Dairy products will have the high nutritional values and energy boosting levels.

Ananda Kumar .A and Dr. S. Babu, (2014), in their study had observed that consumers were highly satisfied towards dairy products in terms of their package and distribution aspects of milk products.

N. Elangovan, M. Gomatheeswaran, (2015), in their study had observed that consumers preferred to buy the nationally well known brands despite their internal belief that the advertisements will certainly increase the cost of the dairy products and they do not view the process of marketing as the anti consumer activity.

Klaudia Kurajdova,(2015), in his study had concluded that nutritional value, societal factor, stylish drink and health considerations were found to be the significant factors that favours the consumption of milk regularly by the consumers. He further observed that consumption

of dairy products depend more on their existing economic factors and the income variable had a minor impact on the consumption pattern of milk.

### **STATEMENT OF THE PROBLEM**

Marketing is said to be the art of attracting and preserving or retaining the existing and new customer base. The aspect of retaining the existing customers will be based on the equality of food materials and the services offered by the producing organizations. Generally, the consumers will be satisfied when ever the expectations are overridden by the actual results. Consumer satisfaction is a psychological feeling in terms of pleasure or disappointment otherwise resulting through the comparison of the perceived performance of the products with regard to their expected levels.

The present study helps to gain insights and information of the satisfaction level of the consumers towards price, quality, consumption level and availability of milk and milk products. The study examines the consumer preferences towards the targeted dairy products and it measures the impact of socio-economic factors on their brand preferences towards dairy products. Hence, the present study is an attempt made in order to analyze the perception and satisfaction level of the consumers towards dairy products.

### **OBJECTIVES OF STUDY**

1. To study the factors of consumer preference towards dairy products in the study area.
2. To analyze the impact of identified socio-economic factors on consumer brand preference towards dairy products.
3. To analyze the impact of identified socio-economic factors on the perception score of the respondents satisfaction level towards various dairy products.

### **NULL HYPOTHESES**

- H<sub>01</sub>: There exists no significant difference between the age of the respondents and the consumer brand preference towards dairy products.
- H<sub>02</sub>: There exists no significant relationship between the age of the respondents and their satisfaction level towards various dairy products.
- H<sub>03</sub>: There exists no significant relationship between the monthly income of the respondents and their satisfaction level towards various dairy products.

### **RESEARCH METHODOLOGY:**

The present study adopts Descriptive Research Design and both primary and secondary data were examined for the study. The study comprises the respondents drawn from the Guntur city region in Andhra Pradesh. The respondent subjects identified for the study were the consumers of various dairy products. The dairy products considered for the study analysis were milk, buttermilk, curd, flavoured milk and ghee.

Primary data was collected with the help of interview schedule and secondary data was collected from various publication sources. Selective Random sampling technique was

applied in order to identify the sampling respondents for the study. The sample size selected for the study was 160.

The Dairy product brands identified for the study were Vijaya Dairy, heritage Dairy, Sangam Dairy and Dodla Dairy products. The responses from the respondents were recorded on the 5-point Likert scale. The Interview schedule was conducted by the researcher with the help of a structured questionnaire. The data analysis was conducted by the application of statistical tools like frequency, percentage, mean, standard deviation, Chi-square test and Kruskal Wallis test.

## DATA ANALYSIS AND INTERPRETATION

Table -1

Gender details of the respondents

Gender	Frequency	Percentage
Male	84	52.5
Female	76	47.5
Total	160	100

Source : Primary Data

The table shows that 52.5 percent of the respondents were males and 47.5 percent of the respondents were females. The result shows that male gender constitutes the major percentage among the total sample respondents.

Table -2

Age details of the respondents

Age in years	Frequency	Percentage
Below 25	52	32.5
25-45	71	44.4
46-55	22	13.7
Above 55	15	9.4

Total	160	100
-------	-----	-----

Source : Primary Data

The table no. 2 shows that details of the age particulars of the sample respondents. It shows that 32.5 percent of the respondents were in the age category of below 25 years, 44.4 percent of the respondents were in the age category of 25-45 years, 13.7 percent of the respondents were in the age category of 46-55 years and 9.4 percent of the respondents were in the age category of above 55 years. It shows that majority of the selected respondents were in the age category of 25-45 years.

Table -3

Monthly income details of the respondents

Monthly Income in Rs	Frequency	Percentage
Below 15,000	36	22.5
15,000 – 25,000	68	42.5
25001 – 35,000	38	23.8
Above 35,000	18	11.2
Total	160	100

Source : Primary Data

The table no 3 shows the monthly income details of the respondents . It shows that the 22.5 percent of the respondents were having the income in the range below Rs. 15,000/- 42.5 percent of the respondents with Rs.15000-25000 income range, 23.8 percent of the respondents with Rs.25001- 35000 income range and 11.2 percent of the respondents are having the income range above RS.35000/-. The result shows that majority of the respondents were in the monthly income range of Rs.15000-25000/-.

**Verification of Hypothesis-1 :**

H<sub>01</sub>: There exists no significant difference between the age of the respondents and the consumer brand preference towards dairy products.

Test applied : chi-square test

Table -4

Age and consumer brand preference

Age in years	Different Brands of Dairy products				Total
	Sangam	Heritage	Vijaya	Dodla	

Below 25	16 (10%)	6 (3.8%)	17 (10.6%)	13 (8.1%)	52 (32.5%)
25-45	24 (15%)	20 (12.5%)	12 (7.5%)	15 (9.3%)	71 (44.4%)
46-55	5 (3.1%)	6 (3.7%)	7 (4.35%)	4 (2.5%)	22 (13.7%)
Above 55	3 (1.85%)	4 (2.5%)	6 (3.7%)	2 (1.2%)	15 (9.4%)
Total	48	36	42	34	160

Source : Primary Data

(Figures in the parentheses are the percentages to the total sample respondents )

Chi-square value – 22.18

The table no 4 shows the details of the age and consumer brand preference towards dairy products. It shows that among the respondents of age category below 25 years, majority of the respondents had favoured vijaya brand dairy products followed by sangam brand dairy products. The study further shows that among the respondents in the age category of 25-45 years, majority of the respondents had favoured sangam brand dairy products followed by heritage brand.

The study shows that among the respondents in the age category of 46-55 years, majority of the respondents had favoured vijaya brand dairy products followed by heritage brand. The study further shows that among the respondents in the age category of above 55 years, majority of the respondents had favoured vijaya brand dairy products followed by heritage brand.

The Chi-square test result shows that the calculated value (22.18) is greater than the table value and hence the proposed null hypothesis ( $H_{01}$ ) is rejected. Thus, it can be concluded that there exists a significant difference between the age of the respondents and the consumer brand preference towards dairy products

**Verification of Hypothesis-2 :**

$H_{02}$  : There exists no significant relationship between the age of the respondents and their satisfaction level towards various dairy products.

Test applied : Kruskal Wallis Test

Table -5  
Age and Satisfaction level of the respondents

S.No	Dairy Products	Critical Value	Significance	Result
1	Milk	3.712	0.249	Not significant

2	Buttermilk	6.394	0.087	Not significant
3	Curd	0.815	0.813	Not significant
4	Flavoured milk	6.174	0.079	Not significant
5	Ghee	1.385	0.672	Not significant

The Kruskal Wallis test result shows that the perception scores and the level of significance values are more than 0.05 level of significance. Hence, the proposed null hypothesis ( $H_{02}$ ) is accepted. It can be concluded that there exists no significant relationship between the age of the respondents and their satisfaction level towards various dairy products.

**Verification of Hypothesis-3 :**

$H_{03}$  : There exists no significant relationship between the monthly income of the respondents and their satisfaction level towards various dairy products.

Test applied ; Kruskal Wallis Test

Table -6

Monthly Income and Satisfaction level of the respondents

S.No	Dairy Products	Critical Value	Significance	Result
1	Milk	5.496	0.132	Not significant
2	Buttermilk,	12.168	0.002	Significant
3	Curd	6.247	0.112	Not significant
4	Flavoured milk	1.518	0.648	Not significant
5	Ghee	3.397	0.339	Not significant

The Kruskal Wallis test result shows that the perception scores and the level of significance values are more than 0.05 level of significance. Hence, the proposed null hypothesis ( $H_{03}$ ) is accepted. It can be concluded that there exists no significant relationship between the monthly income of the respondents and their satisfaction level towards various dairy products.

## CONCLUSION

The present study examines the factors of consumer preference towards dairy products in the study area and it analyzes the impact of identified socio-economic factors on consumer brand preference towards dairy products. The study further analyzes the impact of identified socio-economic factors on the perception score of the respondents satisfaction level towards various dairy products.

The study concludes that there exists a significant difference between the age of the respondents and the consumer brand preference towards dairy products and there exists no significant relationship between the age of the respondents and their satisfaction level towards various dairy products. The study further concludes that there exists no significant relationship between the monthly income of the respondents and their satisfaction level towards various dairy products.

## SUGGESTIONS

- Dairy product companies shall develop the quality of the dairy products in terms of nutritional values by targeting the different groups of consumers based on their age.
- The dairy product companies shall offer attractive gift coupons and other concessional price formats in order to target the consumer groups basing on their income levels.
- More dairy product vending outlets are to be established by the product organizations in order to make the dairy products easily available to all categories of citizens in the society.

## REFERENCES

1. C. Gnana Desigan, (2004). "Production and Marketing of Aavin Milk and Milk Products – A Study", Tamil Nadu Journal of Cooperation, Vol.4, No.11, pp.10–14.
2. E. Sulaiman and Vijaya Chandran Pillai, (2006) "An Assessment of Quality of Services of Dairy Cooperatives in Kerala with special reference to Tiruvananthapuram District", Indian Co-operative Review, Vol.43, No.3, pp.576– 580.
3. Lu Wang, JoAnn E, Manson, Julie E. Burling, I-Min Lee and Howard D. Sesso, (2008). "Dietary Intake of Dairy products, Calcium and Vitamin D and the Risk of Hypertension in Middle-Aged and Older Women", A Journal of Composition Theory, Volume XII Issue x October 2019 ISSN : 0731-6755 Page No: 59 51:1073 – 1079
4. Ananda Kumar .A and Dr. S. Babu, (2014), "Factors influencing consumer buying behavior with special reference to dairy products in Pondicherry state", International Monthly Refereed Journal of Research In Management & Technology, Volume III, January.
5. N. Elangovan, M. Gomatheeswaran, (2015) "A study on consumer behaviour towards various brands of milk and milk products with special reference to Thudiyalur town at Coimbatore district in Tamil Nadu", International Journal of Multidisciplinary Research and Development, Volume: 2, Issue: 4, April.
6. Klaudia Kurajdova,(2015)"Literature Review on Factors Influencing Milk Purchase Behavior", International Review of Management and Marketing, Vol. 5, No. 1, pp.9- 25.

7. Raman, Anita. "E-HRM: satisfaction level of employees in banking sector." *International Journal of Human Resource Management and Research (IJHRMR)* ISSN (P) : 2249-6874.
8. Viswanathan, V., and I. Sasireka. "Use of Library Electronic Resources Among Selected Arts And Science Colleges In Tamil Nadu." *International Journal of Library Science and Research (IJLSR)* 6.4 :17-22.
9. RANI, G. SWARUPA, and NASREEN BANU. "RELATIONSHIP BETWEEN LIFE-SATISFACTION AND WISDOM OF RETIRED PROFESSIONALS." *International Journal of Educational Science and Research (IJESR)* 8 : 19-24.
10. Beliya, Ayush, et al. "Satisfaction of consumers by using online food services." *International Journal of Humanities and Social Sciences* 8.4 : 35-44.
11. PP, Shahanasbeegam. "Job satisfaction of women teachers with special reference to Malappuram district." *International Journal of Human Resources Management (IJHRM)* 6.6 (2017): 1-8.
12. Rao, V., and R. Choudhury. "A study of the factors influencing customer satisfaction in medical tourism in India." *International Journal of Business and General Management* 6.5 (2017): 7-22.